



GORDON MEMORIAL HEALTH SERVICES TRAINING MANUAL

Presented By IdeaBank Marketing

WEBSITE CONTENT MANAGEMENT THAT IS **BUILT FOR YOU.**



WORDPRESS

WordPress is Easy

Built by our expert developers, your WordPress site will make managing your website fast, painless, and easy. We put the power to make site updates right at your fingertips. Edit text, change photos and add pages right in your browser.

WHAT IS CONTENT MANAGEMENT?

Why good content is so important

Content

Throughout this training manual we will refer to the content of your site. Content is a broad term for the images, text, links, and any other interactive element contained within your site. Properly maintained content is the key to optimizing your site's search engine ranking, giving it a better chance of appearing near the top of search results.

Content Management

Content Management involves making decisions, creating, and organizing content. You can create, edit, move or delete items within your site. We create a structure to get you started, but it takes ongoing effort to rank well in search. Our system is designed to easily aid in this process, and can be accessed from any modern browser, wherever you are.

Good Content

A prime page contains about 500 words, with at least 4 of them being unique keywords used at least 2 to 3 times each, preferably more. A keyword is a word or phrase in your content that makes it possible for people to find your site through a search engine like Google.

Having a few supporting images within the page improves your content. It doesn't necessarily help for search, but it does help for readability, and to support your text.

Another aspect of optimized content is internal linking. This is when you reference something on one page of your site, and link it to another page of your site. It is important to link the actual words that describe the page you are linking to, as opposed to something like "Click Here".

Bad Content

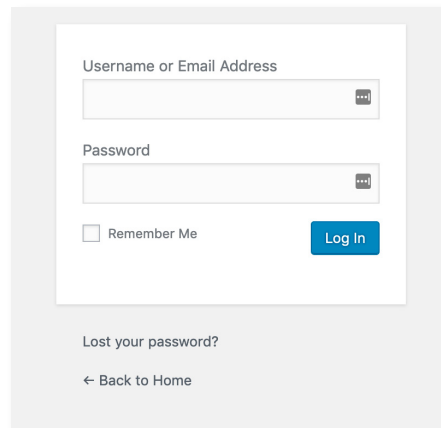
Bad content is any combination of too few words, limited use of keywords, few or no images, and outdated information. It is important to monitor your site for these types of weak pages, as they hurt the overall effectiveness of your site. If you find a page like this, try to improve its content instead of removing the page.

Logging In

YOUR PERSONAL LOG-IN DETAILS

Logging into WordPress is a fairly simple process.

1. WordPress backend management is a short addition to your site's URL.
Staging: <https://gmhs-new.flywheelsites.com/wp-login.php>
Live: <https://gordonmemorial.org/wp-login.php>
2. To login, type your username and password in the described fields.
(If having issues, use the “Lost your password?” system)
3. Click the “Login” button.



The image shows a screenshot of the WordPress login interface. It features two input fields: "Username or Email Address" and "Password", both with eye icons for toggling visibility. Below the password field is a checkbox labeled "Remember Me" and a blue "Log In" button. At the bottom, there is a link for "Lost your password?" and a link for "< Back to Home".

Need Help?

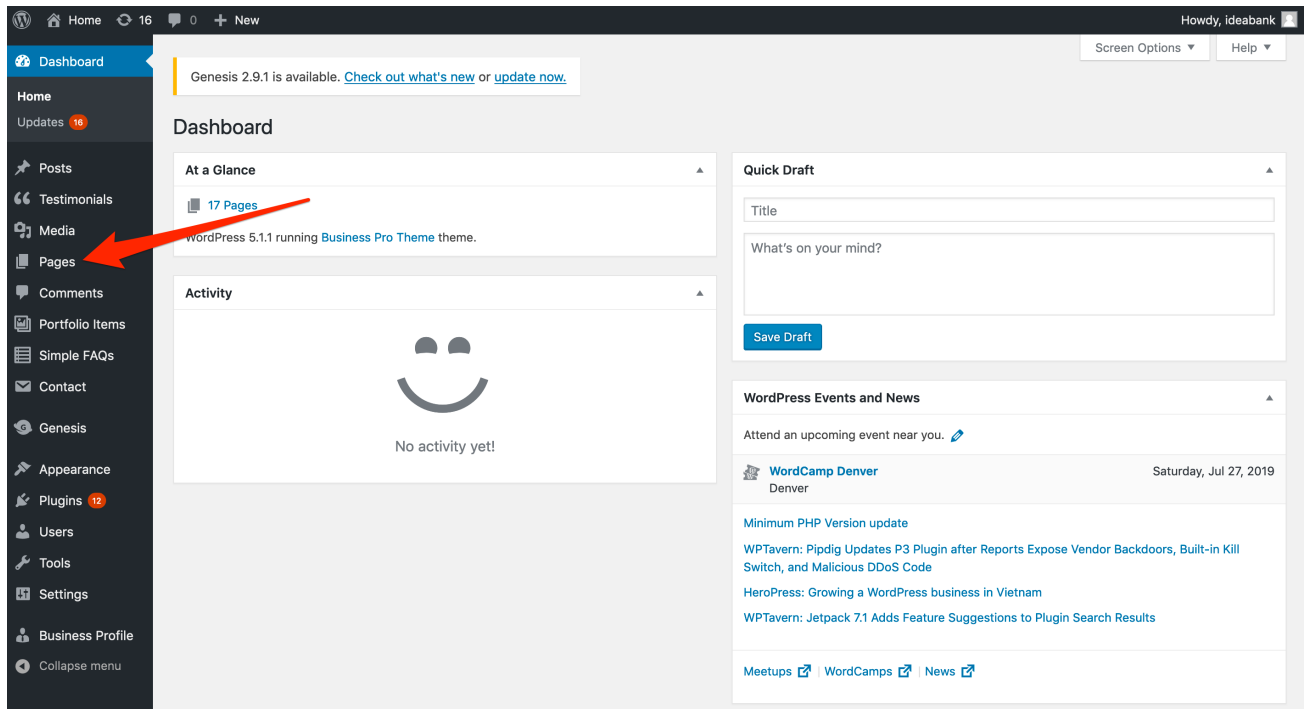
Use the “Lost your password?” link or call IdeaBank Marketing if you have difficulties logging in.

THE DASHBOARD

The Dashboard

After logging in, you will see the dashboard of your site. This area gives you an overview of your site and access to the intricate workings of the site.

You will mainly be working in the **Pages** section to manage site content. Other areas you will touch on include **Media**: To manage images/files in the Library and **Posts**: to add news and events.



The screenshot displays the WordPress dashboard interface. On the left is a dark sidebar menu with icons and labels for various sections: Dashboard, Home, Updates (16), Posts, Testimonials, Media, Pages, Comments, Portfolio Items, Simple FAQs, Contact, Genesis, Appearance, Plugins (12), Users, Tools, Settings, Business Profile, and Collapse menu. A red arrow points from the 'Pages' menu item to the 'At a Glance' widget in the main dashboard area. The main dashboard area features a top navigation bar with 'Home', '16', '0', '+ New', and a user profile 'Howdy, ideabank'. Below this is a notification for Genesis 2.9.1. The 'At a Glance' widget shows '17 Pages' and 'WordPress 5.1.1 running Business Pro Theme theme.'. The 'Activity' widget shows a smiley face and 'No activity yet!'. The 'Quick Draft' widget has a 'Title' field and a 'Save Draft' button. The 'WordPress Events and News' widget lists an event 'WordCamp Denver' on Saturday, Jul 27, 2019, and several news items including 'Minimum PHP Version update', 'WPTavern: Pipdig Updates P3 Plugin after Reports Expose Vendor Backdoors, Built-in Kill Switch, and Malicious DDoS Code', 'HeroPress: Growing a WordPress business in Vietnam', and 'WPTavern: Jetpack 7.1 Adds Feature Suggestions to Plugin Search Results'. At the bottom of this widget are links for 'Meetups', 'WordCamps', and 'News'.

BASIC PAGE MANAGEMENT


Main Edit Menu

Click into a page to use the editing menu in the upper left to manage page content.




1. **WordPress Logo:** Clicking on the logo takes you back to the list of pages.
2. **Add block:** Click to view all the types of blocks you can add, from headlines, paragraphs, bullet points, buttons, horizontal rules and more. The new block will be added below the current block where your cursor is placed.
3. **Tools:** Tools offer different interactions for block selection & editing. To select, press Escape, to go back to editing, press Enter.
4. **Undo**
5. **Redo**
6. **Content structure:** Click to see outline of page content.
7. **Block navigation:** This is another way to see the structure of page content.

Page Settings

Click the  **Settings** icon in the top right and select the **Page** tab.

1. **Status:** choose whether a page is published, pending review, saved as a draft, private for editors, or scheduled for publishing.
2. **Publish:** Automatically captures the current date/time the page was created, or set to a date in the future when the page should go live.
3. **Slug:** the editable part of the page URL—keep it short, relevant, and use only lowercase letters, numbers, and hyphens (no spaces or special characters).
4. **Parent:** organize pages hierarchically by assigning a page to sit under another, helping structure your site's navigation and breadcrumbs. For example, any Busy Bees page should have the parent set to Busy Bees Child Care.
5. **Move to trash:** Delete the page only if you're 100% sure it will never be needed in the future.

Page	Block	X
<div style="border: 1px solid #ccc; padding: 5px; display: inline-block;">  Training Manual ⋮ </div>		
<div style="border: 1px solid #ccc; padding: 5px; display: inline-block;">Set featured image</div>		
<p>Add an excerpt...</p> <p>700 words, 4 minutes read time. Last edited a second ago.</p>		
Status	<input checked="" type="radio"/> Published	
Publish	Today at 11:44 pm	
Slug	training-manual	
Author	<div style="border: 1px solid #0070c0; padding: 2px 5px; display: inline-block;">gmhsadmin</div>	
Discussion	Closed	
Revisions	10	
Parent	None	
<input type="checkbox"/> Don't update the modified date		
<div style="border: 1px solid #0070c0; padding: 5px; display: inline-block; color: #0070c0;">Move to trash</div>		

FEATURE IMAGE

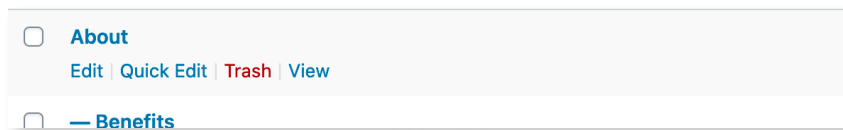
Open the sidebar **Settings** in the top right and select the **Page** tab. This is where you can manage the feature image for each page. The feature image will display directly under the page title.

Landscape images display best.

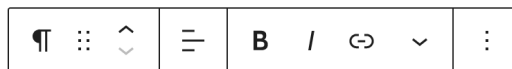
Managing Content

EDITING TEXT

1. Click **Pages** in the left menu of the Dashboard.
2. Locate your page in the list.
3. Hover over the page title to get options, and click **Edit**.




4. Make text edits in each section as needed.
5. Use the [+] button in the upper left to add content.
6. Use the **text editor** to style content as needed.
 - Change block type or style
 - Drag block
 - Move up or down
 - Change Heading Level (Depending on the type of block being used)
 - Change text alignment
 - Bold
 - Italic
 - Link
 - More rich text controls
 - More options



The innovative Direct Primary Care (DPC) model began in 2006 with a pilot program in West Virginia. Washington became the second state to jump on board with a law recognizing DPC in 2007, and Nebraska adopted legislation in 2016, making it the 16th DPC state. Today, over half the U.S. states have DPC laws on the books with more than 1,200 clinics in operation.

7. Click the laptop icon in the upper right corner to Preview the page. Verify that everything looks as it should.
8. Click the **Save** button in the upper right corner to save your changes.

ADDING A LINK

1. Select meaningful text (nothing vague such as **click here**).
2. Click the **Insert/edit link** icon in the editor.
3. Insert a link into the field using one of these methods...
 - **Internal Link:** Start typing the title of the page and suggestions will appear. Select the page needed.
 - **Outside Link:** Copy the URL of the page and paste it into the field. When linking to another website, use the **open in new tab** toggle.
 - **Email:** Type **mailto:** in front of the email address.
4. Click the **Submit**  button.

ADDING A BUTTON


1. Click the [+] button in the upper left hand corner.
2. Search for and select “Buttons”
3. Enter your button text
4. Link the button using the methods above

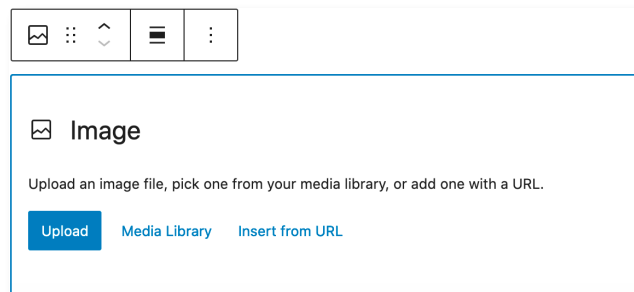
MANAGING CONTENT

INSERTING IMAGES / MANAGING MEDIA

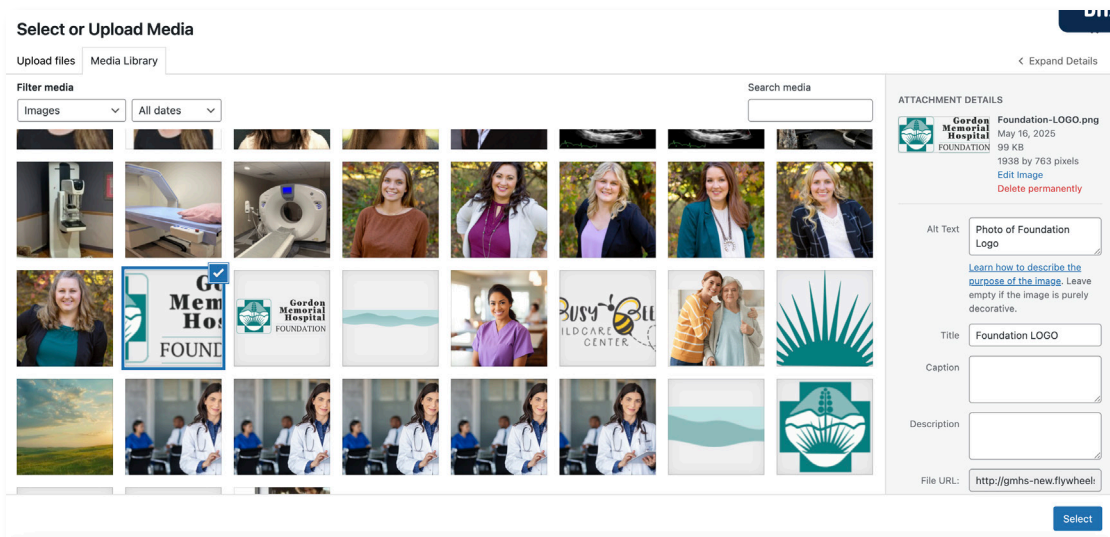
Images may be added by clicking on the **Media > Library** link in the left column, and uploading all at once for placement later by adding them one at a time while editing a page.

Adding Images while editing a page...

1. Place your cursor in the text above where you would like to show an image.
2. Click the **+** tool and select **add image** .



3. **Upload** a new image, or select an image in the **Media Library**.



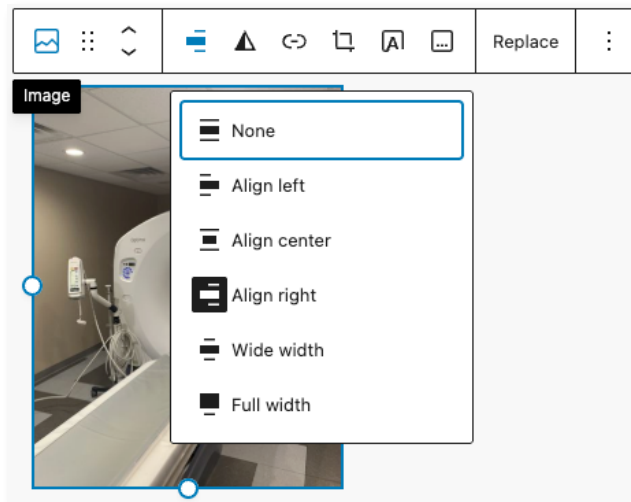
4. Once an image is selected, fill in the details on the right.
 - **Alt Text:** Such as “Photo of XXX” for ADA Accessibility standards.
 - **Title:** Can leave as title of image that was uploaded to the system.
 - **Caption:** Text will appear below the photo if it needs explanation.
 - **Description:** NA
5. Click **Select** then **Update** and test the page on the frontend.

MANAGING CONTENT

INSERTING IMAGES / MANAGING MEDIA CONTINUED

Change alignment to wrap image around text if needed.

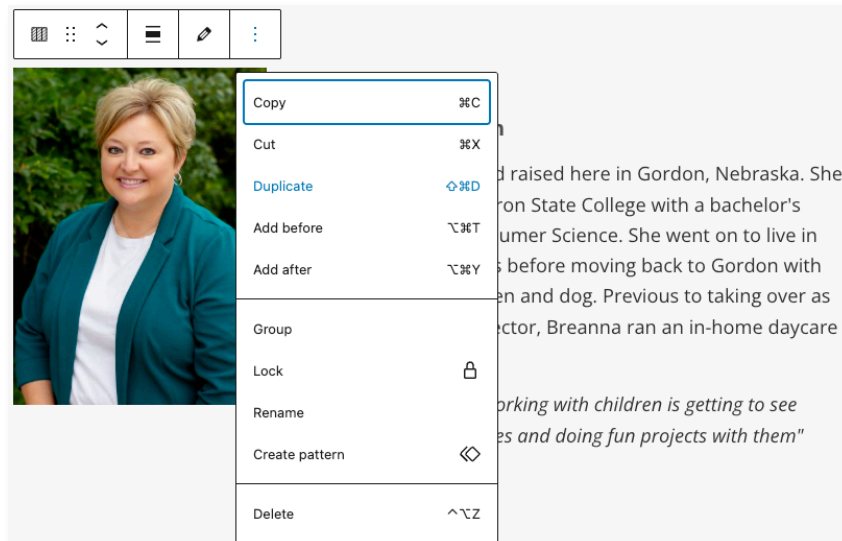
With the image selected, click and drag the white dots to resize.



DUPLICATING BLOCKS

Duplicating is useful for repetitive items such as an employee bio.

1. Select the block you want to duplicate
2. Click the three dots on the right side of the text edit box.
3. Select duplicate
4. Change content if needed



Managing the Homepage

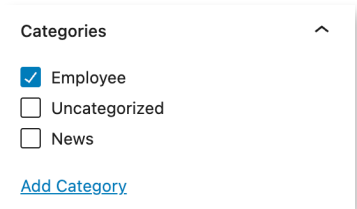
Most homepage areas are editable. However, we encourage you to only change text and be careful not to edit code. Please contact support@ideabankmarketing.com for assistance.

The page is titled: **Home — Front Page**

Managing the News (Blog)

ADDING AN ARTICLE (BLOG POST)

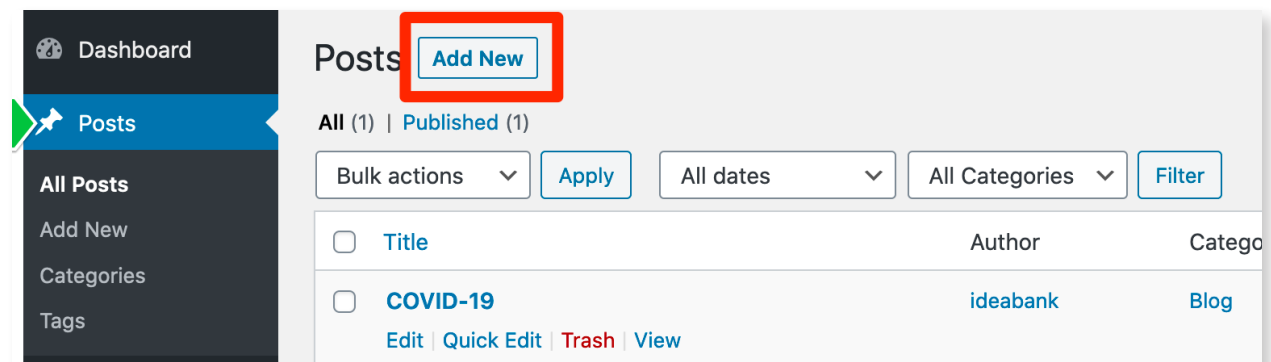
1. Click on Posts in the Dashboard.
2. Click on the Add New button.
3. Enter Content
4. Category: News, Employee, etc.
 - Select News to feature on the homepage
 - Select Employee to feature in the Employee Recognition
5. Feature Image: Assign an image (800 × 600 px)



BLOG MANAGEMENT

In the **Posts** area of your site you can also manage blogs.

1. Hover on a title and select one of these options...
 - Edit
 - Quick Edit
 - Trash



- View
2. Use keywords to search a post in the upper right (not shown in screenshot).
3. Use Bulk actions to do things such as trash posts (not recommended).
4. Sort by Date or Category (There is currently only one Blog category).

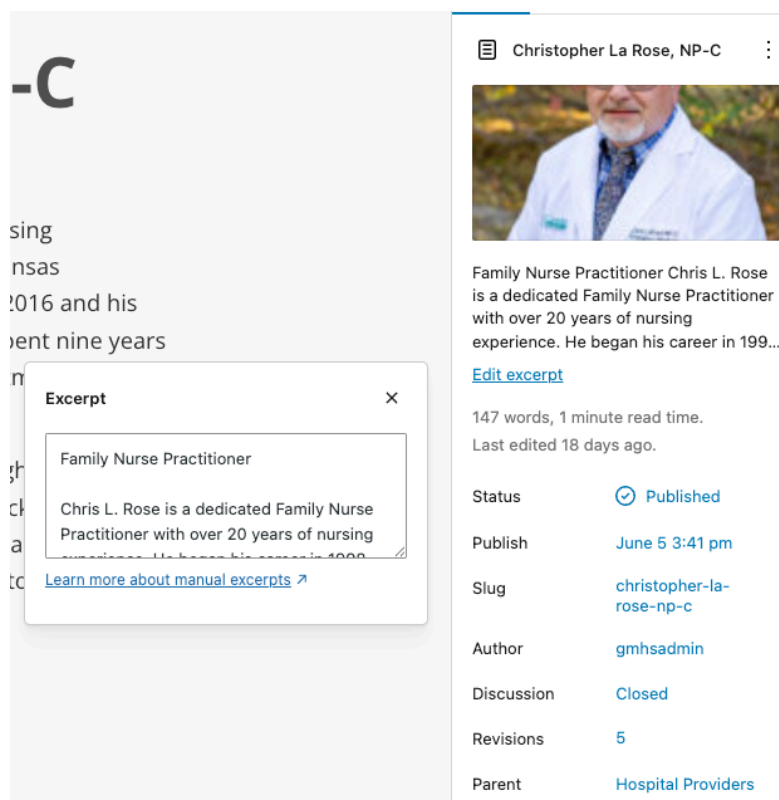
Custom Features

PROVIDERS

Provider pages are dynamically pulled to their parent location page.

Create a card:

1. Click **Pages** in the left menu of the Dashboard.
2. Click **Add Page**
3. **Add Title:** Type in the providers name.
4. Edit page settings
 - **Feature Image:** In the right column, click [Set Feature Image] then upload/search and assign an image of the provider (683 × 1024 px).
 - **Add an excerpt:** Located directly under the feature image. This is a quick overview about the provider that will show on the card.
 - » Add their **job title** (example: Family Nurse Practitioner)
 - » **TAP ENTER/RETURN TWICE** so there is a space between the title and overview text.
 - » Type an overview that is around or less than **470 characters**
5. **Parent:** Scroll down in the right column to find “Parent” and select a providers page (example: Hospital Providers)
6. **Main Content:** In the left main column, enter page content about provider



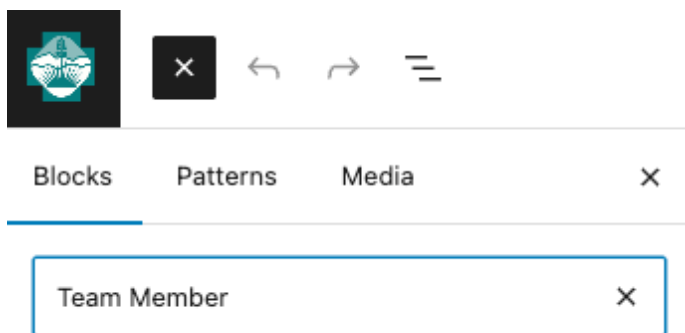
The screenshot displays the WordPress 'Add Page' interface for a provider card. On the left, the 'Excerpt' field is active, showing a preview of the text: 'Family Nurse Practitioner Chris L. Rose is a dedicated Family Nurse Practitioner with over 20 years of nursing experience. He began his career in 199...'. A link to 'Learn more about manual excerpts' is visible below the preview. On the right, the 'Page Settings' for 'Christopher La Rose, NP-C' are shown, including a feature image of the provider, status (Published), publish date (June 5 3:41 pm), slug (christopher-la-rose-np-c), author (gmhsadmin), discussion (Closed), revisions (5), and parent (Hospital Providers).

PROVIDERS CONTINUED

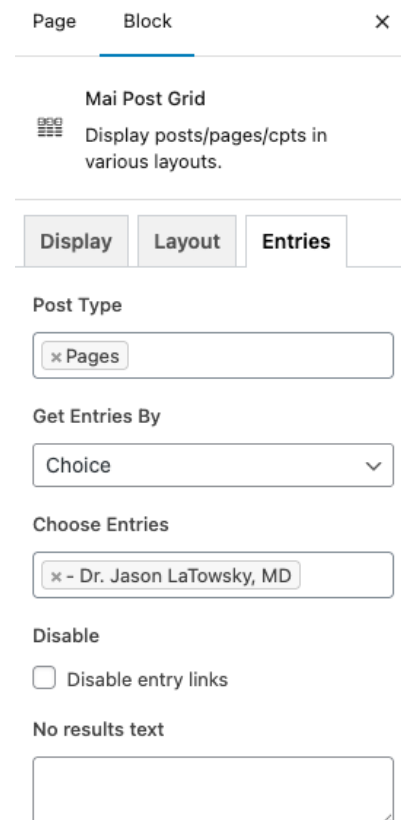
Add card to other pages:

The providers card is a pattern that can be added to any page.

1. Set your cursor in the main content where you want the block to appear.
2. Click the [+] add block button
3. Search for “**Team Member**” and add it to the page



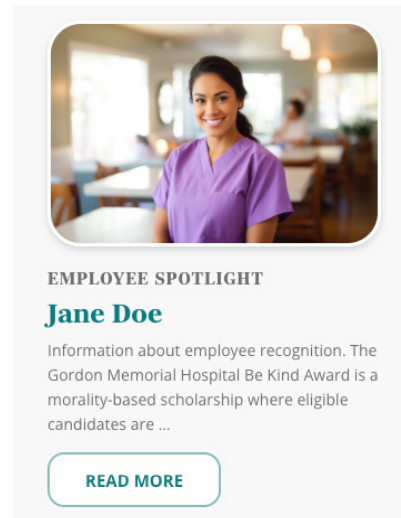
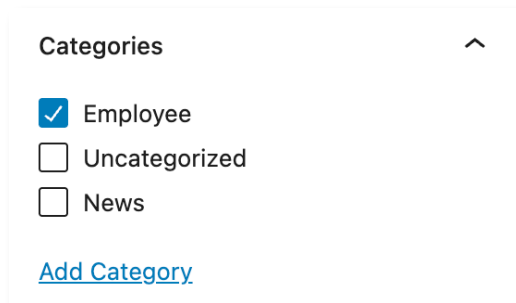
4. In the block settings on the right hand side, go to the **Entries** tab
 - **Choose Entries:** Type in the providers name and select their page. You can add multiple providers.



EMPLOYEE SPOTLIGHT

The employee spotlight dynamically pulls the most recent post with the Employee category

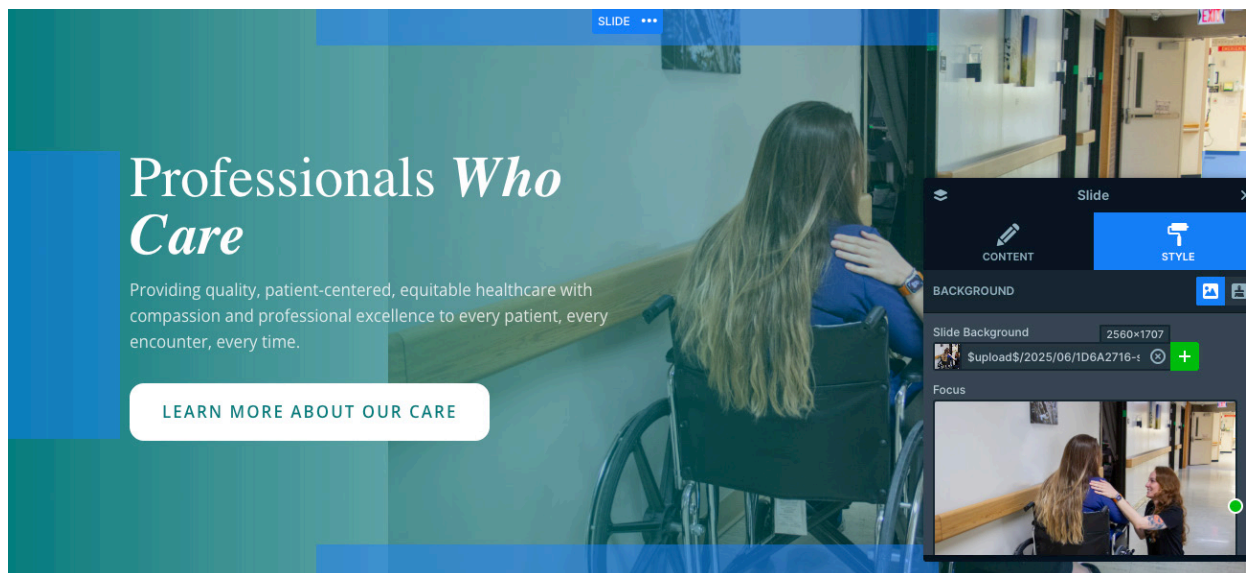
1. Click **Posts** in the left menu of the Dashboard.
2. Click the [**Add Post**] button
3. **Add Title:** Enter the employee's name
4. **Add Content:** Enter a paragraph or two to describe the employee. Note: the beginning of the content will appear as a teaser on the sidebar feature block, while the entirety will show once the [**READ MORE**] button is clicked.
5. Edit page settings in the right column
 - **Feature Image:** Assign an image of the Employee (800 × 600 px)
 - **Category:** Scroll down to Categories, and select Employee



6. Publish and test the employee spotlight on the front end.

HOMEPAGE SLIDE

1. In the dashboard, scroll down in the left menu and select **Smart Slider**
2. Hover over **Gradient Slider** and click **Edit**
3. Create a new slide: **duplicate** a previous one
 - Hover over a slide
 - select the three dots
 - click duplicate
4. **Edit New Slide**
 - Click the background image to replace (Landscape images with main subject right aligned works best)
 - Edit Text
 - Edit button and link
5. Save new slide and check the front end of the homepage.

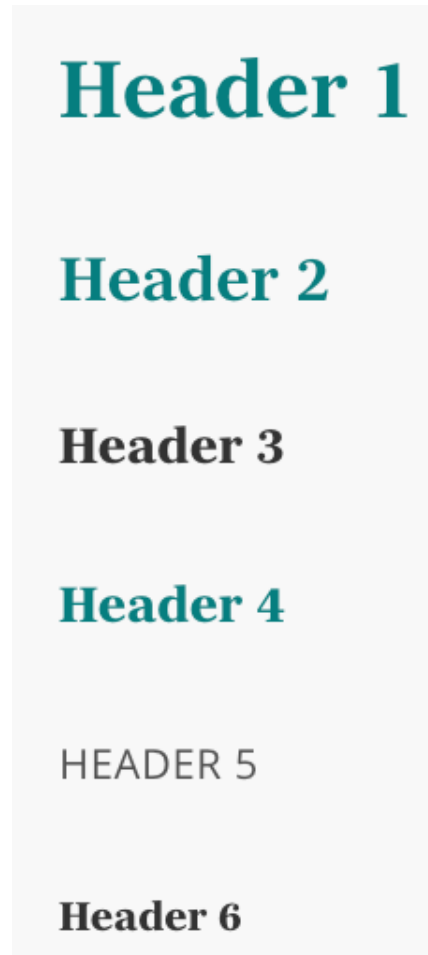
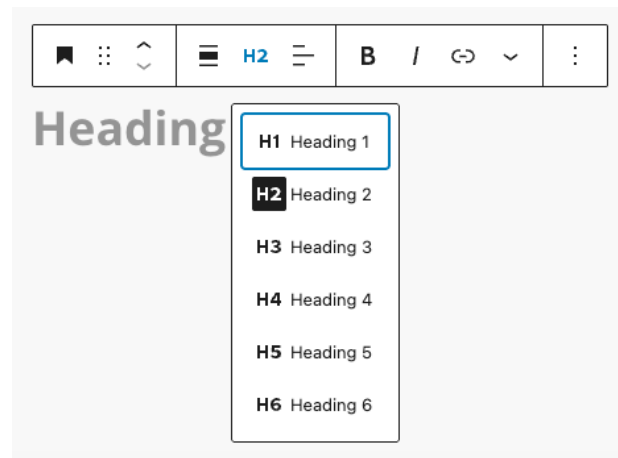


STYLING

Maintaining consistent styling improves the look, clarity, and professionalism of your website.

Consistent heading use improves readability.

1. Select a paragraph block and change to a header or insert a new header block.
2. Click the “H2” icon to choose a heading level
 - **Avoid using Heading 1** – Reserved for the page title only
 - **Heading 4** – For main sections
 - **Heading 6** – For subsections



Notes

TIPS

Quick Edit provides access to change...

1. Title
2. Slug: URL
3. Date: When published
4. Parent page
5. Order: NA
6. Template: Leave as is
7. Status: Published, Pending Review, or Draft

Non-editable items

The homepage is completely dynamic. If you need edits on this page please contact IdeaBank Marketing.

Image Preparation

- When uploading images to the system, it will automatically adjust the image to **web standards**.
- If need be, you can **crop** the image within the system. This will override the original image.
- Images are found in the Dashboard by going to **Media > Library**.
- **Employee Spotlight:** (800 × 600 px)
- **Providers:** (683 × 1024 px)