



A Guide to Using WordPress + RAVEN5

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A Guide to Using WordPress + RAVEN5

Table of Contents

1. Introduction	3
2. Logging In	4
3. Creating or Editing Pages	5
4. Page Templates	6
5. Inserting Media	7
6. Blog Posts / Custom Posts	9
7. Videos	10
8. Gallery	11
9. Banners	12
10. SEO	13
11. eCommerce	15
12. Downloads	16
13. Visual Composer	17
14. Support	22

A Guide to Using WordPress + RAVEN5

1. Introduction

RAVEN5 specializes in a niche corner of the marketing industry on contest marketing and incentivized marketing programs. They provide increased brand awareness, build email subscribers, develop social media followings, gather consumer data and distribute coupons to drive both online and/or in-store traffic. We work with clients to create unique experiences that find and develop new prospects and customers.

In addition to contest marketing, we provide digital marketing services such as email and social media marketing as well as website design and development. Our team builds fully responsive websites that work across all devices.

Our internal capabilities allow us to fully design and develop websites from scratch as well as transition existing sites over to our platform.

About Our Platform

Our managed WordPress hosting platform allows us to build, launch and manage multiple sites for all of our clients. Our platform includes server-side caching for increased speed, solid security and monitoring, nightly backups stored off-site and automated updates. Plus, you've got access to our team should you need assistance.

About WordPress

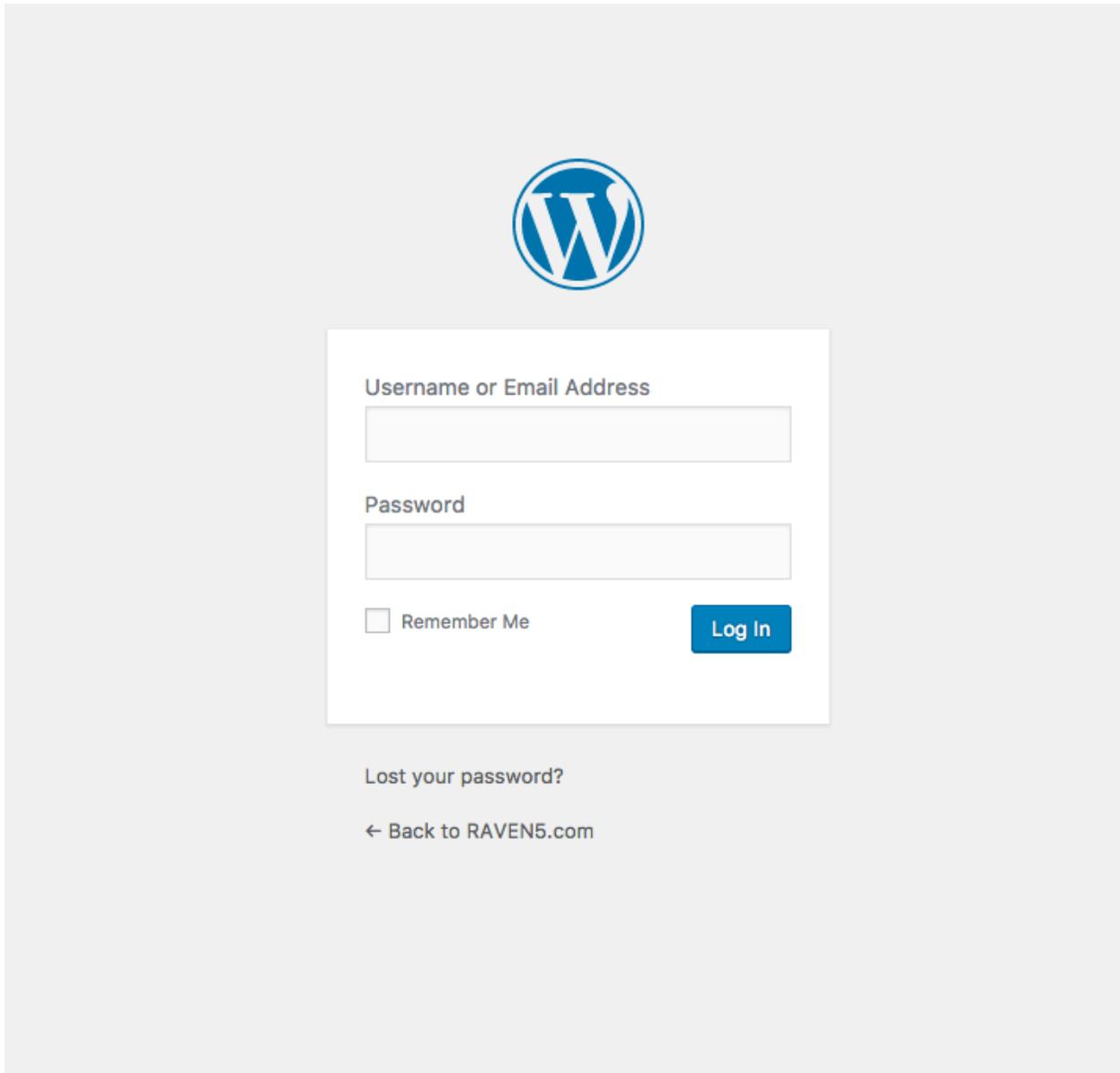
WordPress, originally released in 2003, is an open-source content management system (CMS) based on PHP and MySQL. Features include a plugin architecture and a template system. WordPress was used by more than 27.5% of the top 10 million websites as of February 2017. WordPress is reportedly the most popular website management or blogging system in use on the Web, supporting more than 60 million websites.

A Guide to Using WordPress + RAVEN5

2. Logging In

Ready to make a post/change on your new WordPress website? You'll need to login to the admin area.

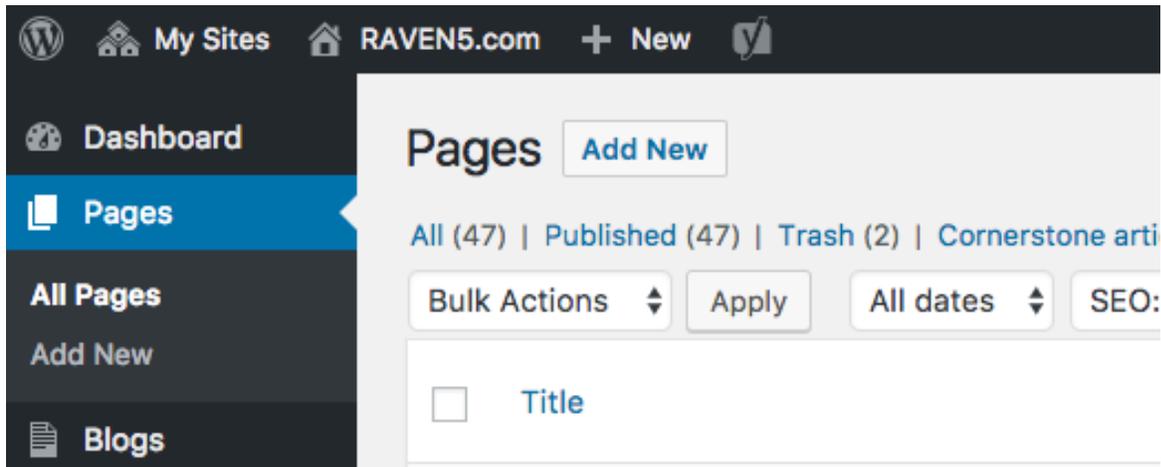
Simply visit www.yourdomain.com/admin* and you'll be presented with the login screen. Your account was created based on the information supplied to RAVEN5 during the configuration of your new site. If you're having trouble logging in, please [contact us](#).

The image shows the WordPress login interface. At the top center is the WordPress logo, a blue 'W' inside a circle. Below the logo is a white rectangular form with a light gray border. Inside the form, there are two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In' in white. Below the form, there is a link that says 'Lost your password?' and a link that says '← Back to RAVEN5.com'.

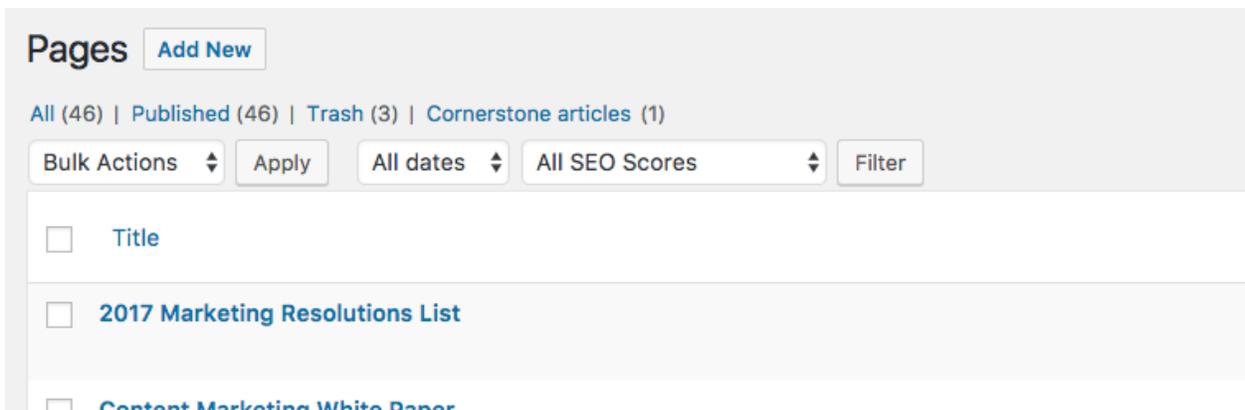
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3. Creating or Editing Pages

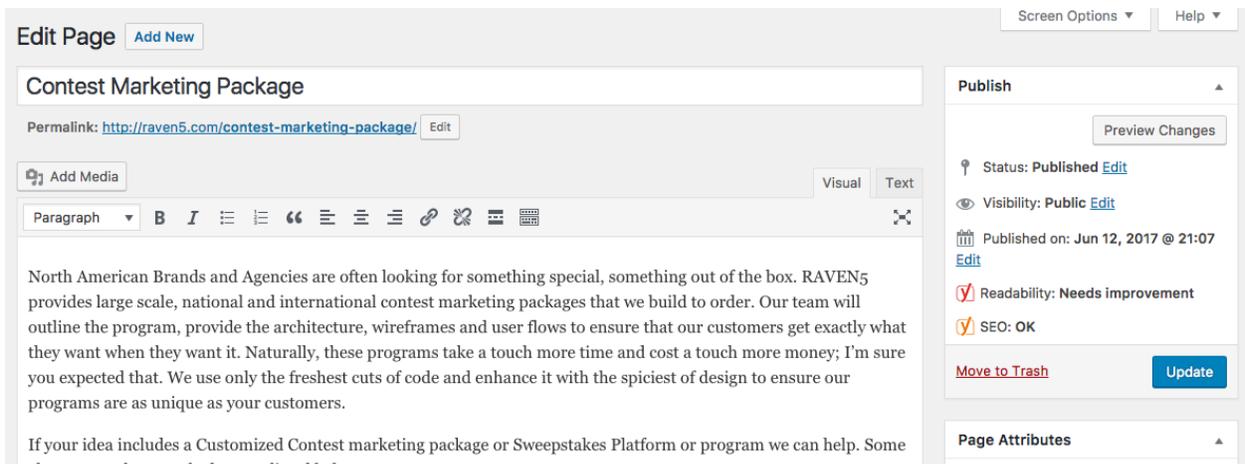
After logging in, click on the Pages tab on the left menu.



Click on the desired page title from the list or click Add New to begin creating a new page.



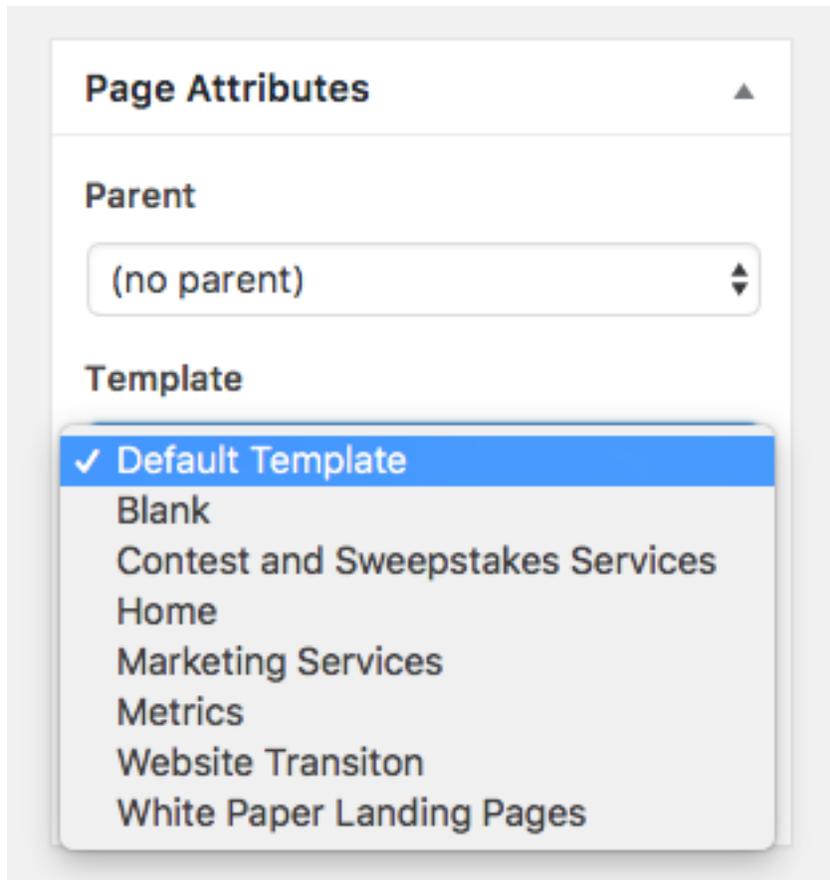
You'll be able to edit text and add in images with ease. When complete, click the blue **Update** button.



A Guide to Using WordPress + RAVEN5

4. Page Templates

Page templates are used to change the look and feel of a page. If your website theme has been developed with more than one-page template, you'll be able to change the template on new and existing pages. When you're in the page editor, in the page attributes widget in the right column. There is a dropdown labelled 'Template', this dropdown will show all available templates in your theme.



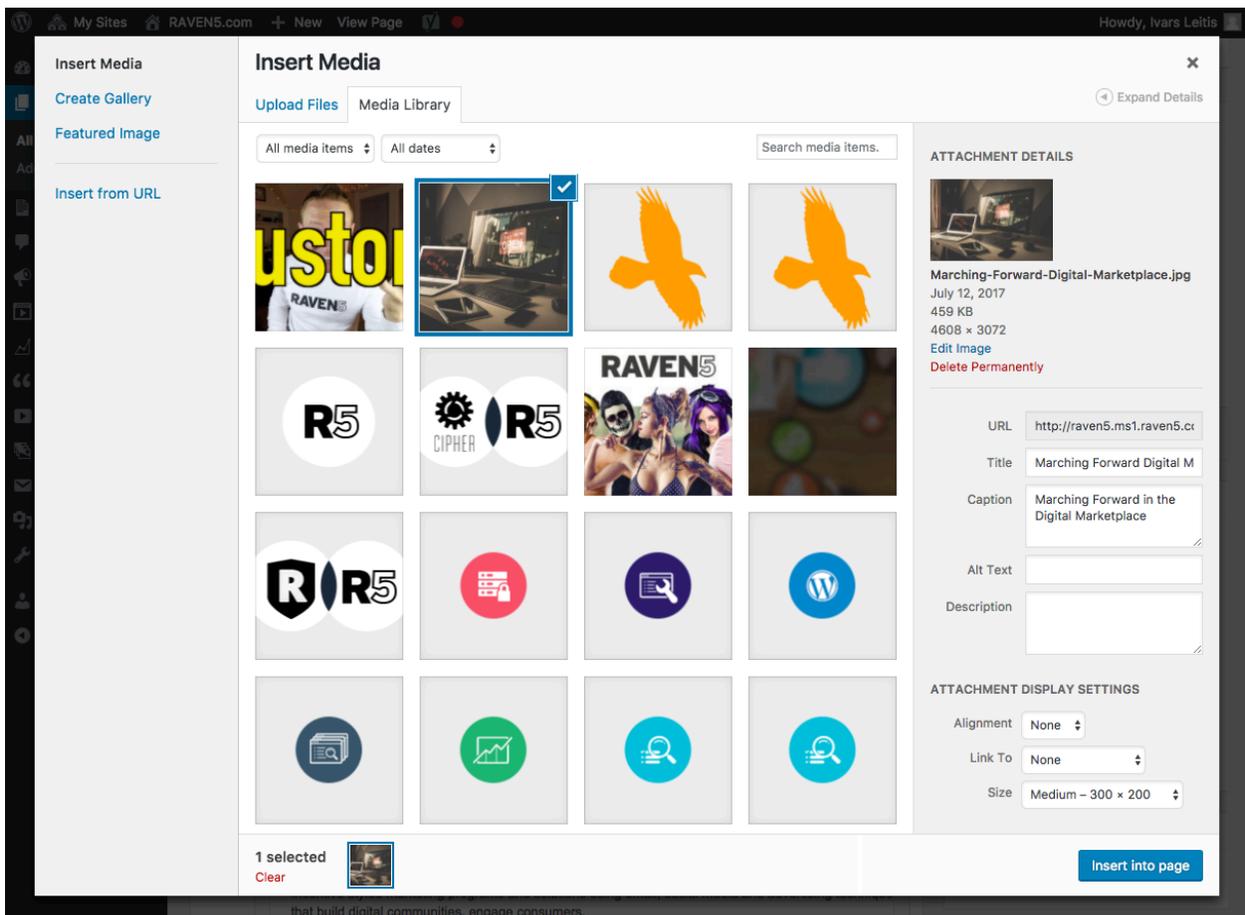
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5. Inserting Media

To insert media such as images, sounds or videos from your media library. Click **Add Media** while editing or creating a new page.



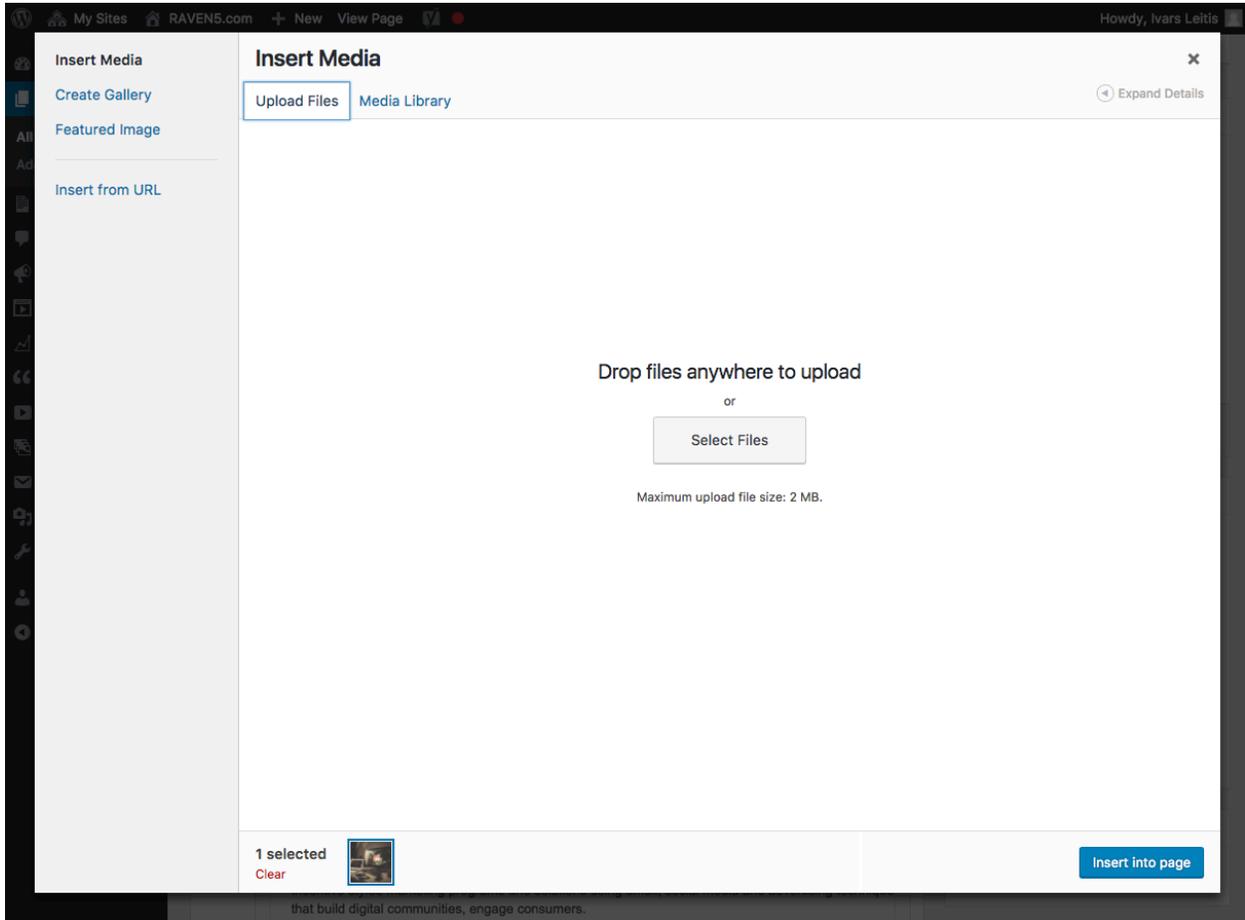
After finding the file(s) you're looking for, simply click on it and you'll be able to fill in details about it on the right-side pane before inserting into the page. To insert multiple files, hold the SHIFT key while clicking on files.



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5. Inserting Media Cont'd

Can't find what you're looking for? You can upload to your media library directly by dragging the file from your desktop and dropping it right onto this window.



Setting the **Feature Image** for each page is a good idea as well. Often times the featured image is used as a header image on the page. Social networks will utilize the largest images it can find on a particular page when a link is shared for it. You can find the **Feature Image** box on any editable page/post type on right side of the page below the **Publish** and **Page Attributes** boxes.

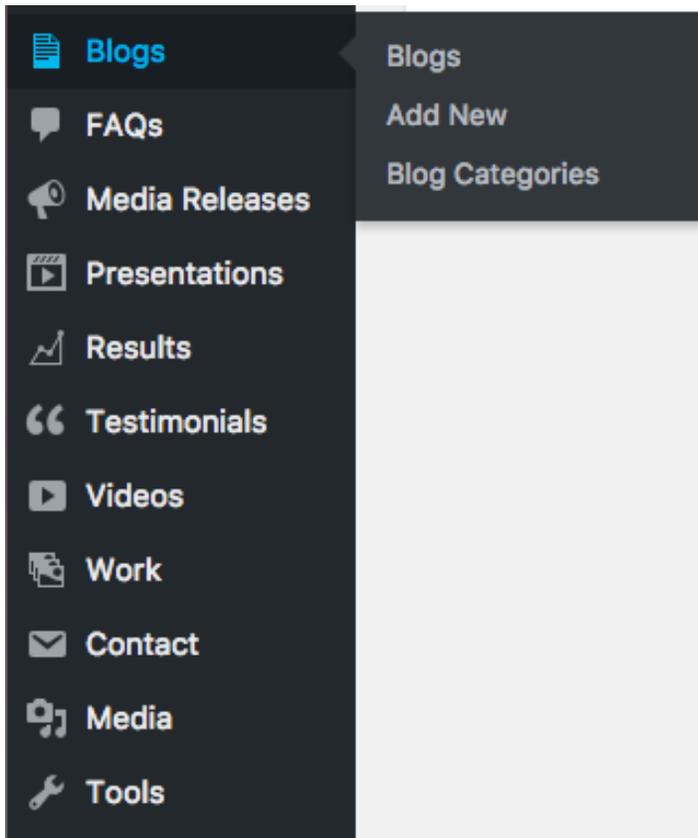


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6. Blog Posts / Various Custom Post Types

Depending on the design and setup of your website, you may or may not have these various custom post types.

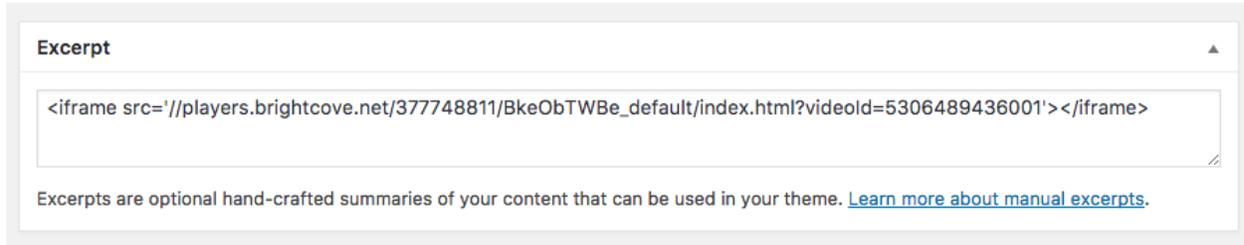
These posts utilize customized templates and will sometimes feed content to various spaces of your website. They work similar to standard page Posts.



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7. Videos

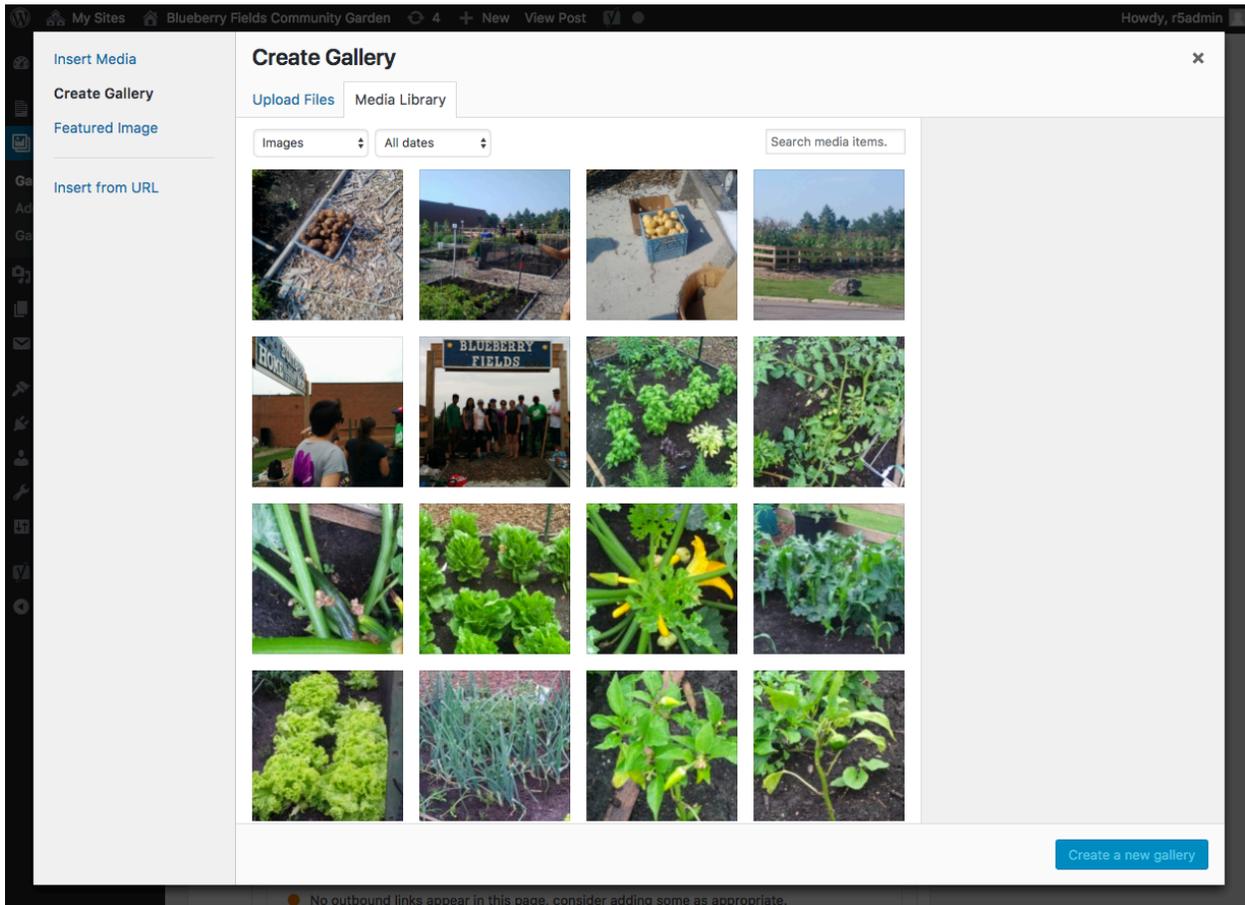
With the exception of **Videos** and **Presentations** that utilize an embed code from YouTube or SlideShare. In these cases, you'll simply need to paste your Embed Code into the Excerpt box on your video post.



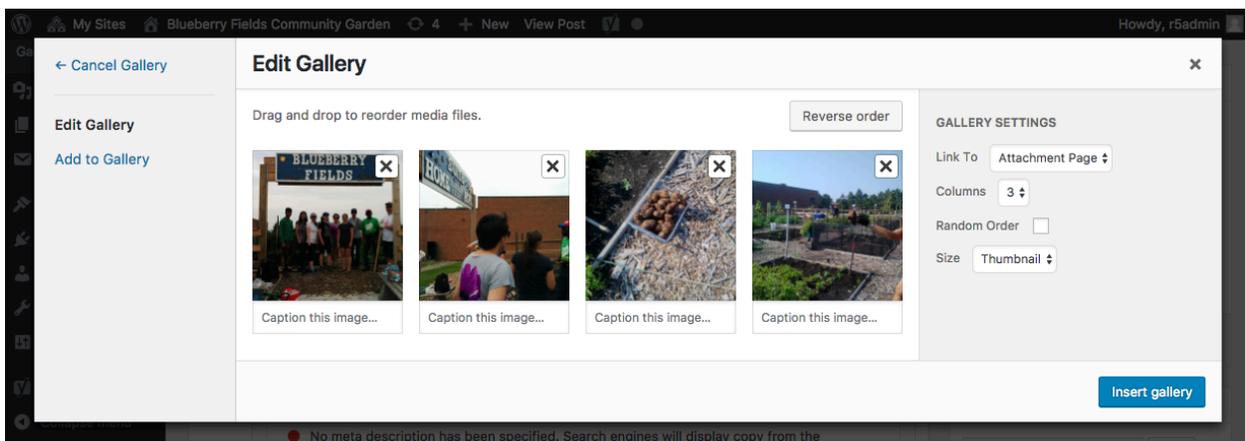
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8. Gallery

If your website has been setup with a gallery module, navigate to the Galleries section and click **Add New** or edit an existing by clicking on the name of one if there are any. Click on **Add Media** and then **Create Gallery** on the left side pane. Choose the images you wish to add to your new gallery and then click **Create a new gallery**.



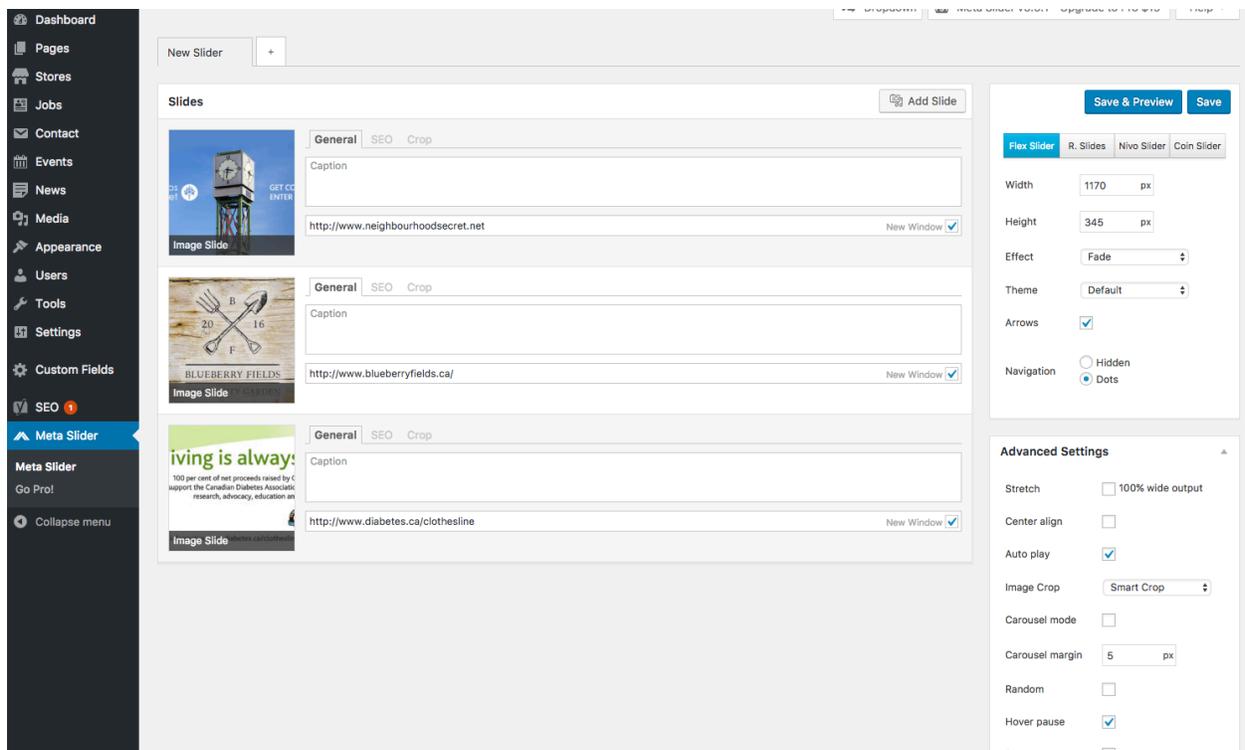
On the following page, you can add captions to your photos as required. Once completed click **Insert gallery**.



A Guide to Using WordPress + RAVEN5

9. Banner

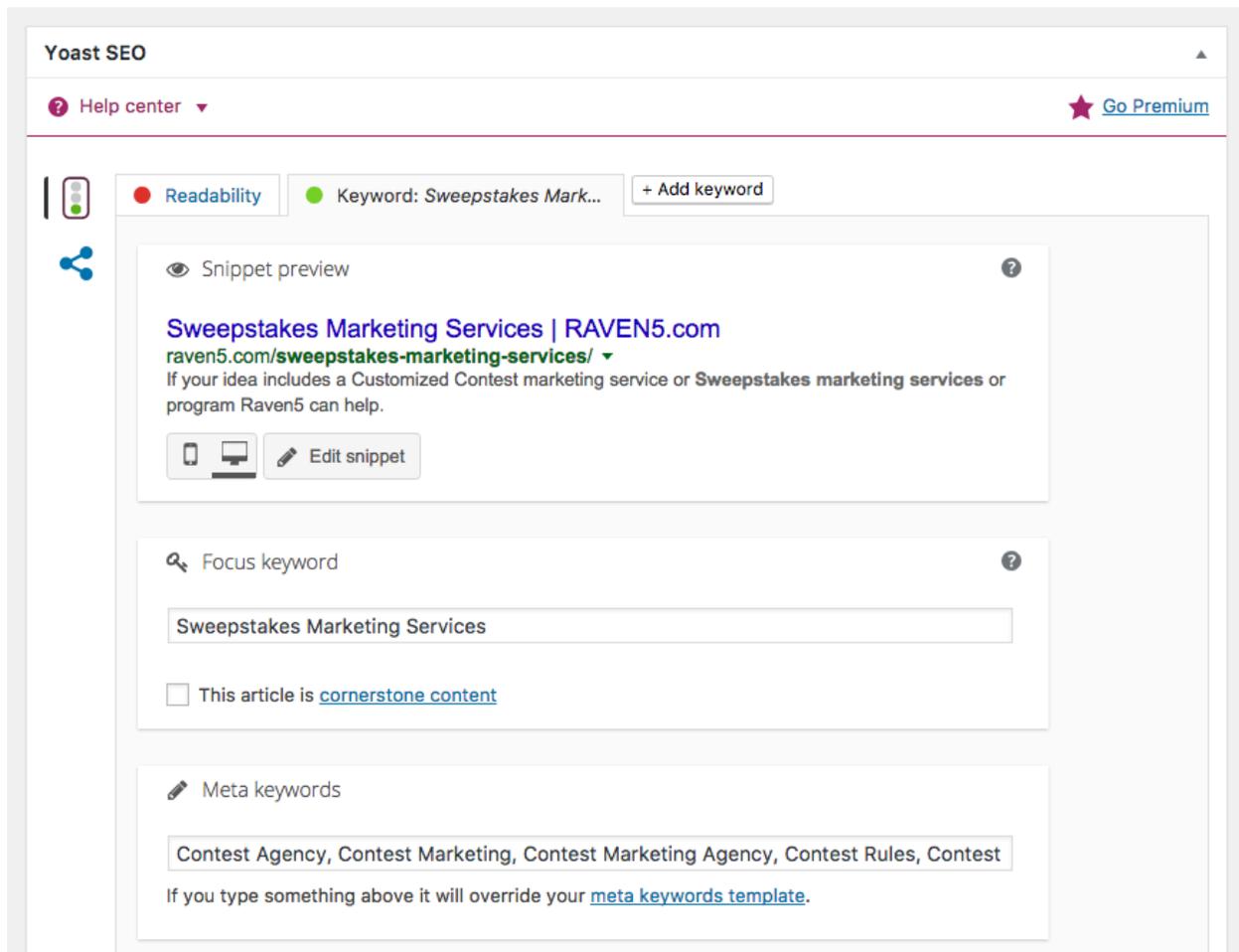
Depending on the build of your site you may or may not be utilizing a rotating banner on the home page or other pages. If you are however, we use the Meta Slider as our core plugin to achieve this. You can easily select images to use, reorder, change timing, etc. through it's easy to use interface. Simply click on **Meta Slider** in the left menu to get started. From there, click Add Slide at the top of the page or edit your existing slides by dragging them to reorder, clicking on the individual tabs for General, SEO and Crop. You can add a caption if you wish and you can add or update the link(s) if there are any. There are advanced settings as well should you wish to adjust the speed, cropping, direction, random, etc.



A Guide to Using WordPress + RAVEN5

10. SEO

We install Yoast SEO with each installation of a new WordPress website on our platform. It is highly regarded as the #1 plugin for SEO on WordPress. You can learn more about Yoast by visiting their website [here](#). On every page you create, the Yoast SEO box will display right below the content section. Yoast gives you ratings based on traffic lights, green, yellow and red. It evaluates the content of your page, keywords, etc. and gives a rating as well as recommendations on how to improve. In the Yoast SEO box you can edit the snippet with a Google preview of how it would show up in search. You can also adjust your focus keyword as well as meta keywords.



Yoast SEO

[? Help center](#) [★ Go Premium](#)

Readability ● Keyword: Sweepstakes Mark... + Add keyword

Snippet preview

Sweepstakes Marketing Services | RAVEN5.com
raven5.com/sweepstakes-marketing-services/ ▼
If your idea includes a Customized Contest marketing service or Sweepstakes marketing services or program Raven5 can help.

📱 🖥️ ✎ Edit snippet

Focus keyword

Sweepstakes Marketing Services

This article is [cornerstone content](#)

Meta keywords

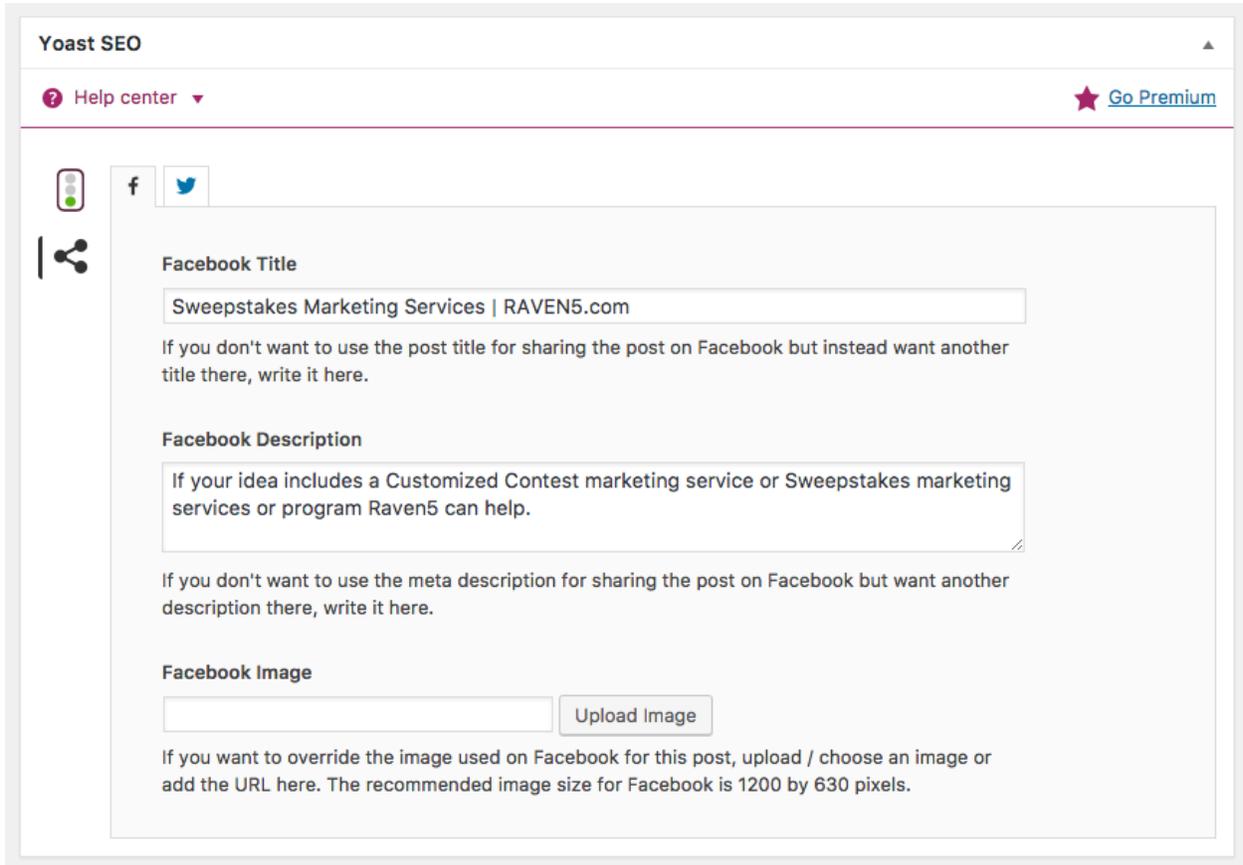
Contest Agency, Contest Marketing, Contest Marketing Agency, Contest Rules, Contest

If you type something above it will override your [meta keywords template](#).

A Guide to Using WordPress + RAVEN5

10. SEO Cont'd

By clicking on the sharing icon you can also customize your social sharing text and image for Facebook and Twitter.



The screenshot shows the Yoast SEO interface for social sharing settings. At the top, it says "Yoast SEO" with a help center link and a "Go Premium" button. Below that, there are social media icons for Facebook and Twitter. The main content area is titled "Facebook" and contains three sections: "Facebook Title" with a text input field containing "Sweepstakes Marketing Services | RAVEN5.com", "Facebook Description" with a text area containing "If your idea includes a Customized Contest marketing service or Sweepstakes marketing services or program Raven5 can help.", and "Facebook Image" with an image input field and an "Upload Image" button. Each section includes a brief instruction on how to use the field.

Yoast SEO

[Help center](#) [Go Premium](#)

Facebook

Facebook Title

Sweepstakes Marketing Services | RAVEN5.com

If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here.

Facebook Description

If your idea includes a Customized Contest marketing service or Sweepstakes marketing services or program Raven5 can help.

If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here.

Facebook Image

Upload Image

If you want to override the image used on Facebook for this post, upload / choose an image or add the URL here. The recommended image size for Facebook is 1200 by 630 pixels.

A Guide to Using WordPress + RAVEN5

11. eCommerce

If your site has an online shop then it's running WooCommerce, the most customizable eCommerce platform for WordPress. For more information click [here](#). With WooCommerce, a new custom post type is added, **Products**. As this is one of the more advanced options on WordPress we suggest that you get in touch with us [here](#) if you're interested.

Adding a product

A product page itself is very similar to a standard page, with the addition of the Product data and description below the content area. You can add the regular price, sale price (which can be scheduled), SKU, stock information, shipping weight and dimensions, etc. It's important to have dimensions set as these are used when estimating shipping costs.

The screenshot shows the 'Add new product' page in WordPress. At the top, there is a 'Product name' input field. Below it is a rich text editor with a toolbar containing options like 'Add Media', 'Add slider', 'Add Contact Form', and various text formatting tools. The 'Product data' section is expanded, showing a dropdown menu set to 'Simple product'. To the right of this dropdown are checkboxes for 'Virtual' and 'Downloadable'. Below this are several tabs: 'General', 'Inventory', 'Shipping', 'Linked Products', 'Attributes', and 'Advanced'. The 'General' tab is active, displaying fields for 'Regular price (\$)', 'Sale price (\$)' (with a 'Schedule' link), 'Tax status' (set to 'Taxable'), and 'Tax class' (set to 'Standard'). A note at the bottom of the 'General' tab says 'You can set extra price info from Advanced tab now'. Below the 'Product data' section is the 'Product short description' section, which also features a rich text editor with a toolbar.

A Guide to Using WordPress + RAVEN5

12. Downloads

If your site is utilizing a download manager, it is the Download Monitor plugin. For more information from the developer click [here](#). This plugin provides an intuitive UI for uploading and managing downloadable files, inserting download links into posts & logging downloads. You can add, manage, categorize and tag downloadable files. Display download links, track downloads, log access & show file download counts as well as add multiple file versions per download, as well as mirrors.

Adding downloads

You will notice a new sidebar item in your admin area called **Downloads** which is where you can start adding your files. Click 'add file' either from the downloads page, or within the sidebar, to add your first download.

When adding a download, you will notice the interface matches that of posts and pages; give your download a title and (optionally) some content. Beneath the content area you can start adding your files:

Downloadable Files/Versions

+ Add file Expand all - Close all

#33 — Version 2.0.0 (January 3, 2015) — Downloaded 1370 times Remove

Version: File URL(s):

Download count:

File Date: @ : Upload file Browse for file

#977 — Version 1.0.0 (July 24, 2015) — Downloaded 0 times Remove

Add a version and you'll see the data fields; version, download count, file date, and the file URLs (which you list one per line, adding more if you want file mirrors). The top file version (highlighted blue) will be your main, current version.

You'll also notice below the file URL box you have two buttons to add files; upload file will open up a standard WordPress upload window, whereas browse for file will open a special modal for finding files on your server. Both insert the file URL for you after you have selected a file.

Once you have added your files you can optionally give your download an excerpt (short description) and then if you look in the right sidebar, assign categories, tags and a featured image just like posts.

When you are done, hit publish to make the download live. Depending on your implementation, you can simply copy and paste the shortcode onto the page you want the download to appear. Otherwise simply reference the URL from the Download Information box on the right column.

Download Information

ID

URL

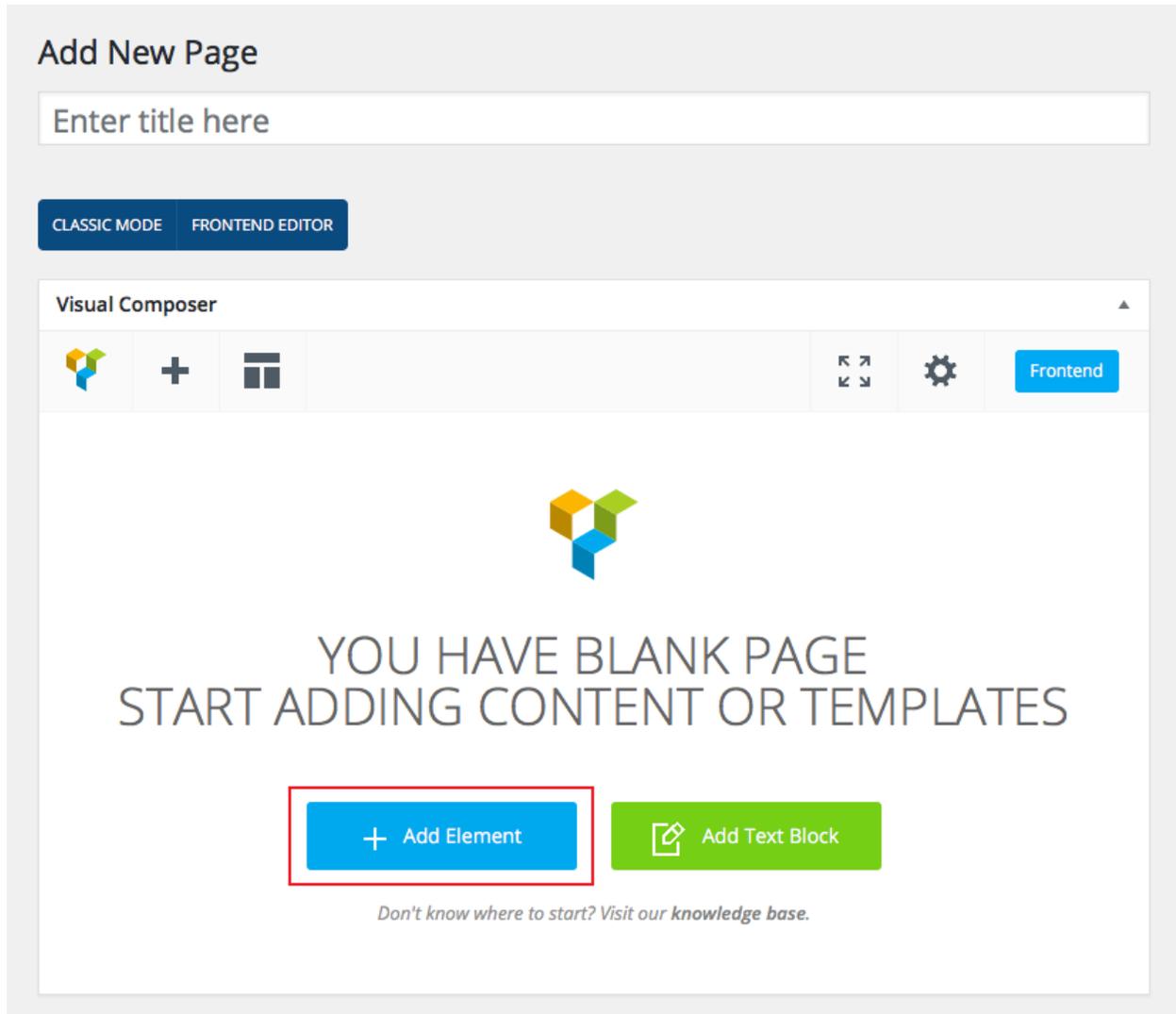
Shortcode

A Guide to Using WordPress + RAVEN5

13. Visual Composer

In some sites for styling purposes and ease of use modifying complex pages we have installed Visual Composer. It allows any user to build and edit a grid-based layout as a web developer would with the need to understand very little web code. When editing any page on the site it will automatically load Visual Composer for editing. For an in-depth guide please visit the plugin developer's website video tutorials [here](#) and their full documentation [here](#).

You can switch between Classic Mode and Backend Editor (advanced) by clicking the blue button at the top. The advanced mode allows you to directly edit the HTML including shortcodes on a page and is not recommended for the average user.



Add New Page

Enter title here

CLASSIC MODE FRONTEND EDITOR

Visual Composer

Visual Composer toolbar: Add Element (+), Grid, Move, Settings, Frontend

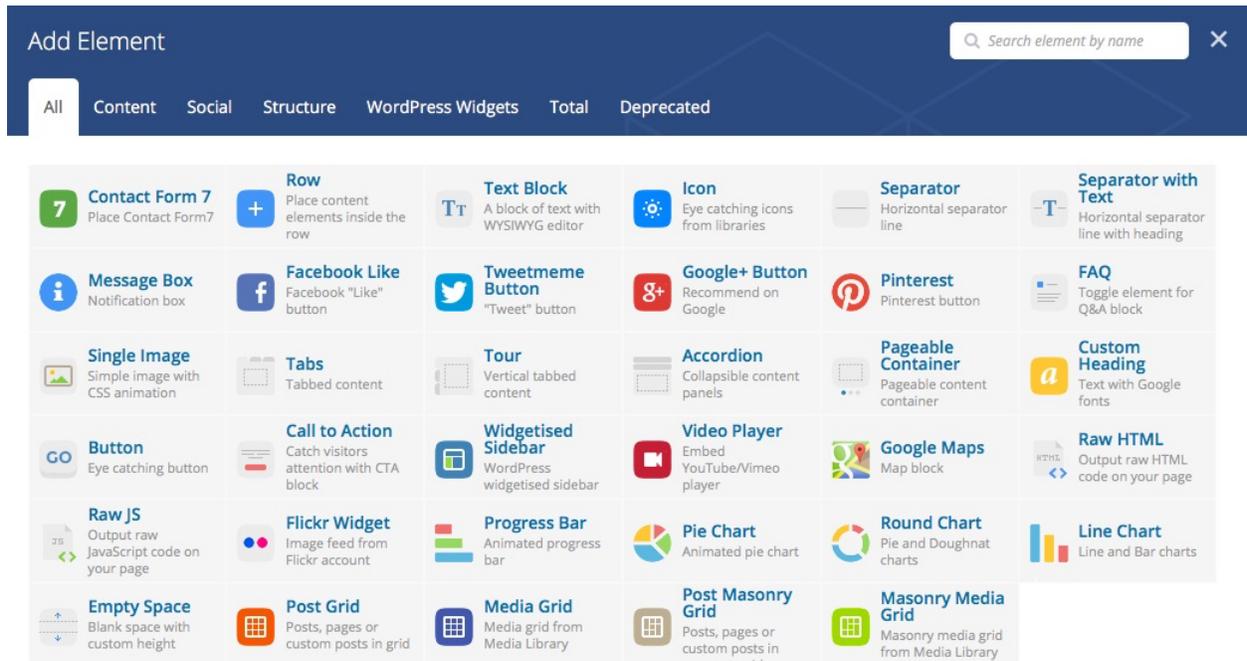
YOU HAVE BLANK PAGE
START ADDING CONTENT OR TEMPLATES

+ Add Element Add Text Block

Don't know where to start? Visit our [knowledge base](#).

A Guide to Using WordPress + RAVEN5

Elements

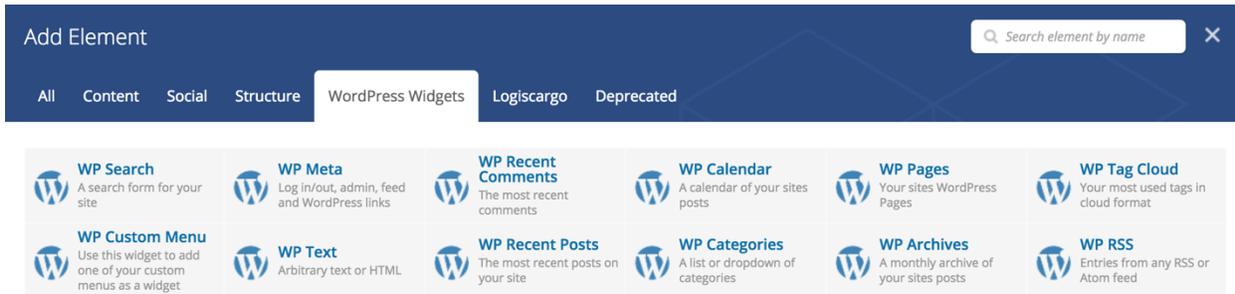


The Visual Composer comes with 34 standard page builder elements for many features you'd want to add to your pages (the screenshot above shows them all). Many of the elements include added options for colours, borders, padding, margins, custom CSS, animations and more. Here's a quick rundown of what's included:

- **Rows** are the layout of your pages. You'll use the row element to create columns and to insert all of your other page elements.
- **Text Blocks** are exactly what they sound like – blocks of text. using the standard WordPress WYSIWYG editor you can add and format text with this module.
- **Icons** include font icons from the following icon libraries: FontAwesome, Open Iconic, Typicons, Entypo, Linecons and Mono Social.
- **Separator & Separator With Text** are ways to create line (and or text) breaks between sections you create on your pages.
- **Message Boxes** are great for adding notes, alerts or other boxed messages.
- **Facebook, Tweet, Google+ and Pinterest** are all simple social sharing buttons you can add for users to share the page you are creating.
- **FAQs** are toggles that can be used for adding hidden content users can reveal as they read through your page.
- The **Single Image** is just that – a simple image with added options for sizing, animation, link and more.
- **Tabs, Tours & Accordions** are similar to the FAQs in that they contain hidden or collapsible content but with the first section open.
- A **Pageable Container** is a basic content slider (but you can insert just about any page builder element into each container "page").
- **Custom Headings** make it easy to add your own headings to sections using custom fonts, sizing, colors and more.
- **Buttons** allow you to add links to other pages or external websites.
- A **Call to Action** is a callout box with an added button that catches users' attention and allow you to add a bit of convincing content.
- The **Widgetised Sidebar** allows you to insert your own custom sidebar anywhere on the page.
- The **Video Player** makes it easy to insert different video formats supported by WordPress.

A Guide to Using WordPress + RAVEN5

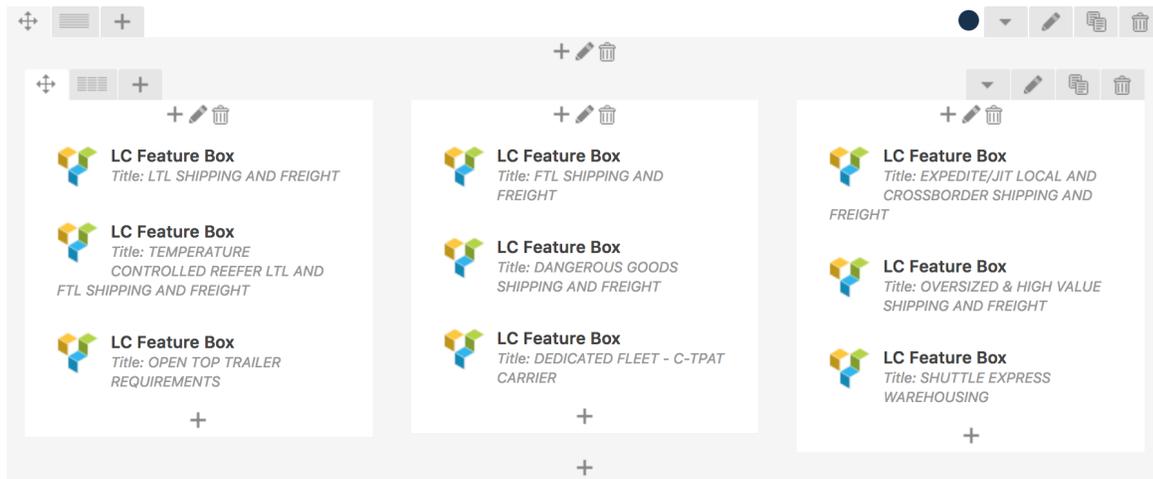
- **Google Maps** is another straightforward option – just paste in your Google Map code to insert a map on your page.
- **Progress Bars, Pie Charts, Round Charts and Line Charts** are all ways to graph or display data or skills.
- **Empty Space** makes it simple to add a vertical break between elements.
- **Post, Media, Post Masonry and Media Masonry Grids** are all custom grids you can add to pages (with the option to mix and match post or media types).



The plugin also includes **10 widget elements** that can be used to build your own sidebar if you choose to do so. These become helpful when creating custom landing pages where your sidebar might not be in a typical page location, or if your entire website is a large network of landing pages with no two using the same sidebar.

Rows

Rows are used to divide your page into the logic blocks with columns, columns later will hold your content blocks. Rows can be divided into the layouts (eg. 1/2 + 1/2, 1/3 + 1/3 + 1/3, and so on). Your page can have an unlimited number of rows. To change row's position, click and drag row's drag handler and drag row around (vertical axis). You can add additional rows by simply clicking on the + icon. You can add a row by clicking the "+" icon to add an element and choose Row. You can also nest rows inside of other rows to organize a page into various sections.



Columns

Columns are part of the row and they hold your content elements inside them. Columns can be reordered. Click and drag column around (horizontal axis). That way you can group elements in logical groups and then drag them around with your mouse (to re-position). You can divide rows into columns by clicking on

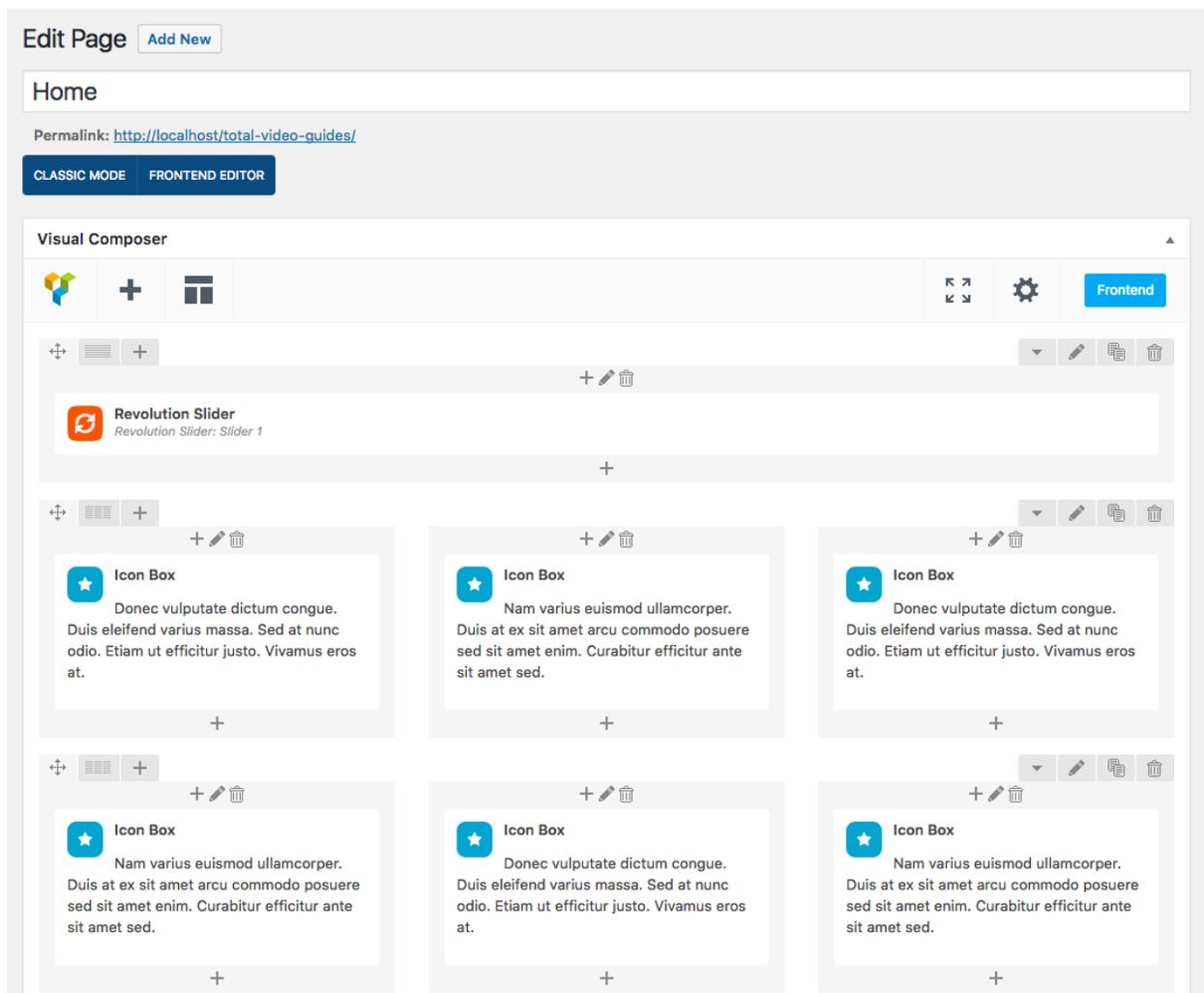
A Guide to Using WordPress + RAVEN5



Drag & Drop

At any point in the design process you can drag & drop any row or page element to rearrange them. You can also duplicate any row or element, which makes adding repetitive content quick and easy (great for similar columns, FAQs, toggles, etc.).

Once you've created a design you love you can save it as a template. This comes in handy when creating a custom page layout or sidebar that you'd like to reuse. Just click on the Templates button, give your layout a name, and hit save. When you use your template, it will automatically populate your page with the layout and elements you saved.

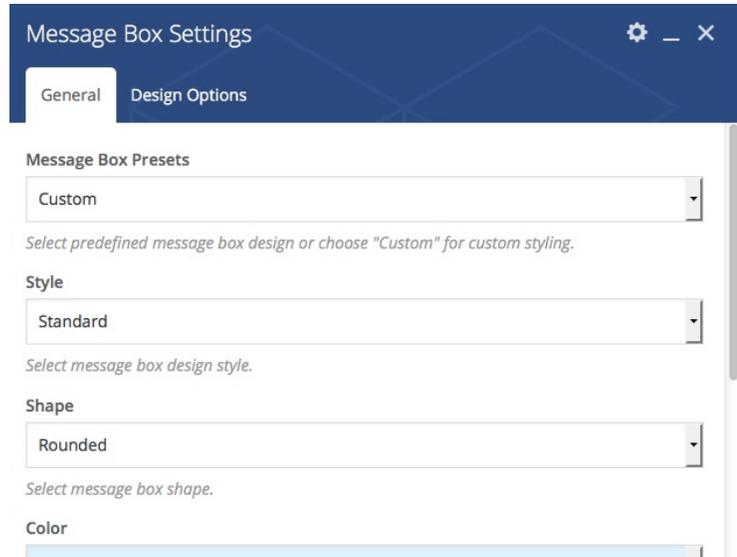


A Guide to Using WordPress + RAVEN5

Element Settings

General Tab

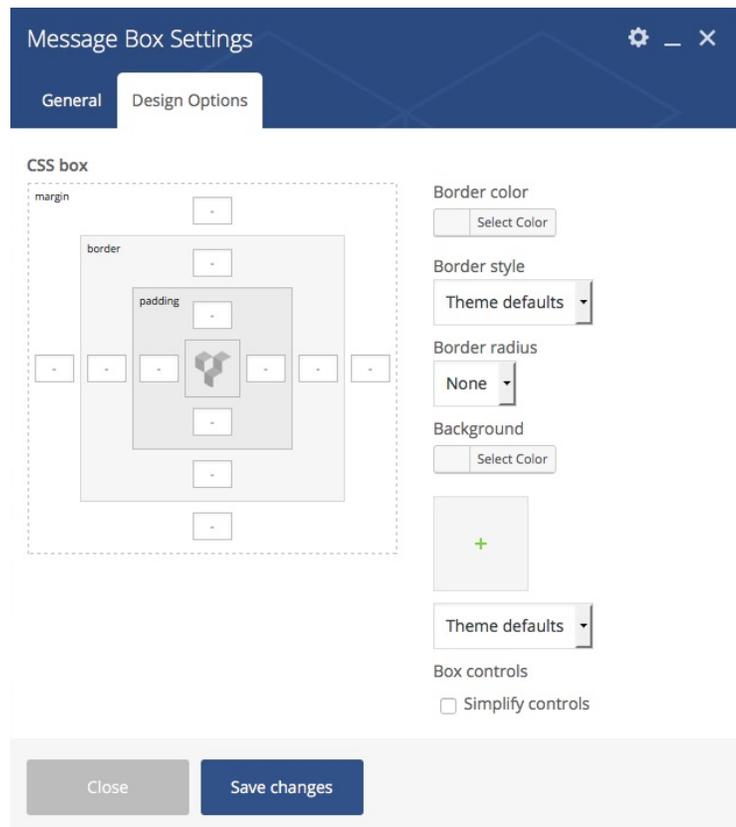
The General tab includes general options for your page element. These will vary based on which element you insert (but in every case editing is as simple as using a dropdown, color picker, check or text box). For example, the Message Box in the screenshot above includes options for a style, shape, color, icon, text and animation. But if you insert a Button instead you would find options for text, url, style, shape, color, size, alignment, icon and animation.



Design Options Tab

The Design Options tab is the second standard tab you'll see on just about every page builder element. From here you can add a custom background (color or image), border, padding and margin to your element. The options to Simplify Controls reduces the CSS box options so you can enter one universal value for each options (margin, border and padding). One note to remember: when you apply a background, it is contained within your border. So increasing your padding will increase the visible background you added around your element, but if you increase your margin you will increase the empty space around your page element (revealing the row/page behind it)

Of course depending on the module you insert, your page element may have many more tabs. For example, the Visual Composer Post Grid has added option tabs for Data Settings and Item Design.



A Guide to Using WordPress + RAVEN5

14. Support

If you're looking for more features such as additional custom post types, installation of other plugins, eCommerce or even a redesign, send us an email and we'll get back to you with an estimate. Our hourly pricing is \$95/hour.

There are a few ways to get a hold of us!

- a. You can contact us by submitting a request to help@raven5.com, this will create a support ticket in our system and will allow us to manage your request efficiently.
- b. You can also visit our website at sites.raven5.com and click on the red Help button to submit a ticket anytime.