

Business Support Guides

Your Business supported in a few Simple Steps

Guide 7: Setting up a business website Part 3



Hull
City Council

Managed Workspace Centres

Setting up a business website PART THREE

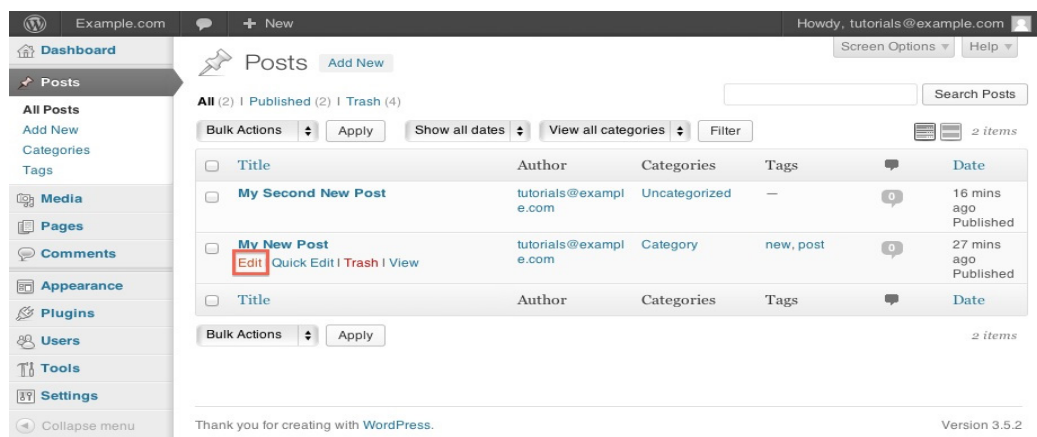
In this third part, we'll start to build up your posts and pages.

Step One

Click on **Blog Posts** on the left side, and you'll see a list of the posts on your website. These are just default posts as set by the theme – you can either delete them, start a brand new post, or just edit one. I'll be editing a post, so click 'Edit' on any post in the list.

Step Two

This is the **Post Editor**. In the middle, there's the featured image which appears at the top of a post, and the editor box where you can type in any text. The editor box comes with all the usual tools you'd expect to find – like adding links, images, font formatting, spellchecker and more.



Step Three

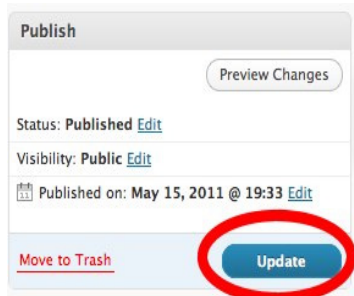
The right side is **Post Settings**. At the top, there's an 'Update' button. If you click this, it'll save any changes you've made to the post, and it'll also change depending on the 'Post Status'. Right now, this post is published, but if it was a brand new post that wasn't live on the website, it would say 'Publish'. Next to that button, there's a calendar icon. You can use this to schedule posts for a future time and date, and clicking 'Update' again would automatically publish your post onto the website on the time and date you've set it to.

Categories and Tags is where you can sort your posts into different sections. For example, you might have some posts about technology, and create a category with the name 'Technology', but then use tags to describe the post's content, like 'social media' or 'online marketing'.

The **Featured Image** can be changed by clicking the pencil icon. This will open up your media library, where images, files and documents can be stored – the free WordPress account gives you 3GB of storage space.

Sharing allows you to connect to any of the major social media platforms, and WordPress will automatically send your posts to any platform you're connected to.

You also have the option to use sharing buttons on your posts, and there's a 'like' button as well.



Step four

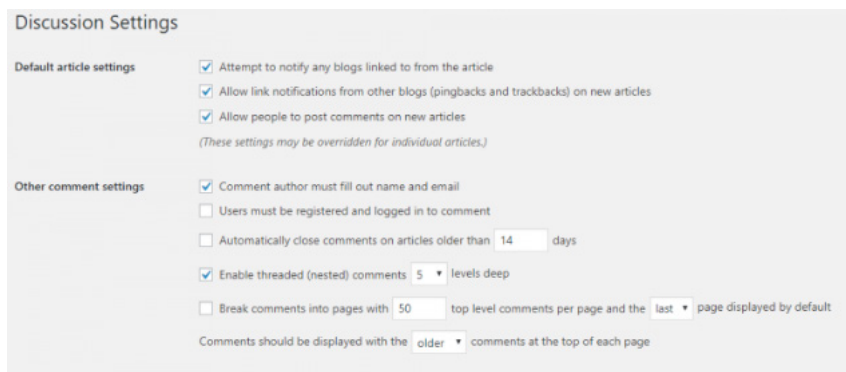
Under **More Options** there's some advanced settings. **Slug** is how your post title appears as a link, so if you wanted a different link, you could have a post called 'How to use Facebook for marketing', and the link could be testbusiness.com/facebook-marketing-guide.

Excerpt is a basic description of the post, which will come up as part of a small preview box which will be used across the website.

You can set a location to your post, either by allowing WordPress to find your location automatically, or typing it into the search box.

Under Discussion, you can choose whether or not to allow people to comment on your posts (these can be moderated), and there's also a choice by Pingbacks and Trackbacks – which are a way to communicate between other WordPress websites if you've linked to them in a post or comment.

The final option is for post copying – if you'd like to use content from another post, select it here, and the whole post will be copied over to your new post.



Step five

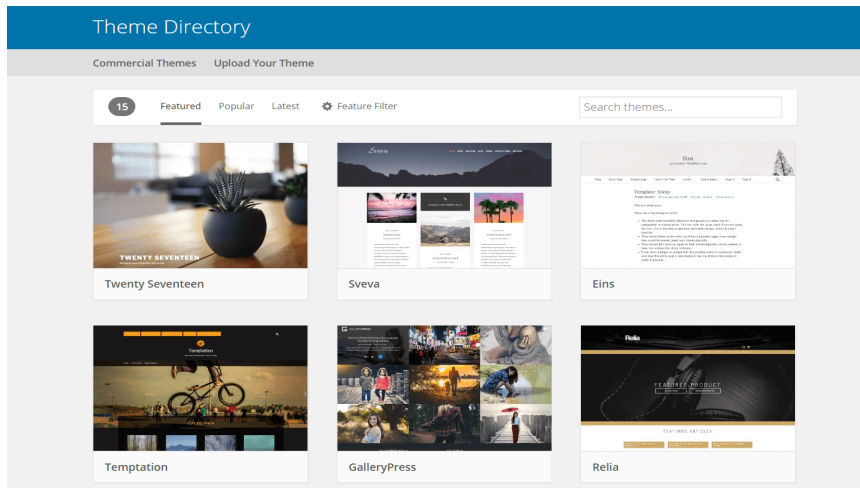
Click on the arrow on the top left to go back, and then go to **Pages**. You'll see a list of the current pages that are on your website. These can be edited in exactly the same way as posts.

Step six

All the settings are the same for pages, apart from the **Page Attributes** section. Under **Parent Page**, you can set a page to be beneath another page. For example, a page called 'Facebook' could be beneath a page called 'Social Media', and this would have the link testbusiness.com/social-media/facebook. **Page Templates** are different layouts for a page – there's the default template, full width (which is best for pages) and a template for the home page. You can also assign a numbered order to your posts, so that certain posts will appear at the top of the blog page.

Step seven

Click on Themes on the left side. This section allows you to change the theme you selected during the website setup. By clicking the three dots next to a theme, you can take a look at a live demo, activate the theme on your website, find out more info, or get some support. Themes are supported by members of the WordPress community and theme developers – you can post questions about themes (or anything else related to WordPress) on the message boards for free.



Step eight

Earlier on, I mentioned social media connections – these can be found under the **Sharing** section. Simply click 'Connect' next to a platform, log in, and WordPress will do the rest.

Step nine

There's also many options for configuring the social media buttons under **Sharing Buttons** at the top. Here you can edit the label text of a button, change the styling, select which type of content the button will appear on, and if you enter your Twitter username, every time someone shares anything from your site to Twitter, they'll automatically tag your username into it.

Step ten

The last section on the menu is **People**. Here you can invite others to have control over your website by clicking the 'Invite user' button on the top right. Each user needs a role assigned to them – these range from Follower (where you have almost no control) to Administrator (where you have total control of the website). It's up to the administrator to decide how much control a user can have over the website. You'll also need to enter the new user's email address to send them a link to get their account set up.

In the fourth & final part we'll go through the important settings and options

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