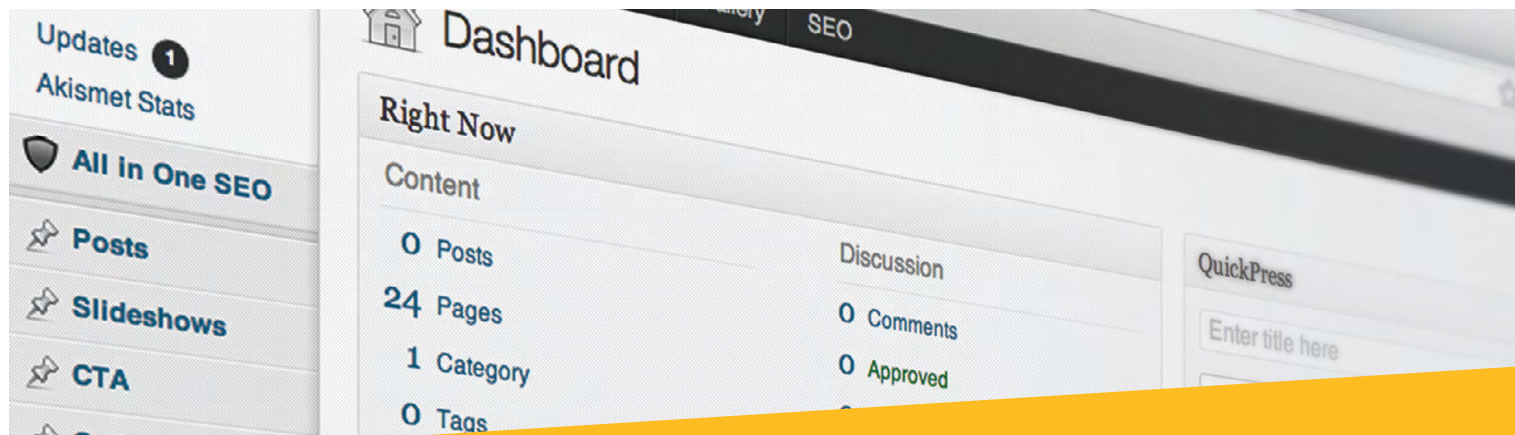




Introduction to
WORDPRESS





What is WordPress?

WordPress is an Open Source software system used by millions of people around the world to create beautiful websites and blogs. It is completely customisable by the use of themes and plugins. Since 2003, WordPress users have contributed to the system, making it a suitable platform for a Local Business or Global Companies such as The New York Times & Sony PlayStation.

The WordPress interface is user-intuitive, making editing content simple. Implementing changes is similar to editing a document in Microsoft Word, as you can add text and insert images.

WordPress is suitable for:

- Small business websites to promote basic information on the Web
- Professional websites with more advanced features such bookings, member logins, mobile compatibility & newsletter integrations
- E-Commerce websites or Product Catalog websites for promoting or selling your products online.

The Dashboard

Your WordPress Dashboard is accessible from anywhere you have the Internet, even your mobile phone. Once you have logged into the Dashboard, the options on the Side Menu will allow you to manage the text & images on the website to keep your site looking fresh & up to date.

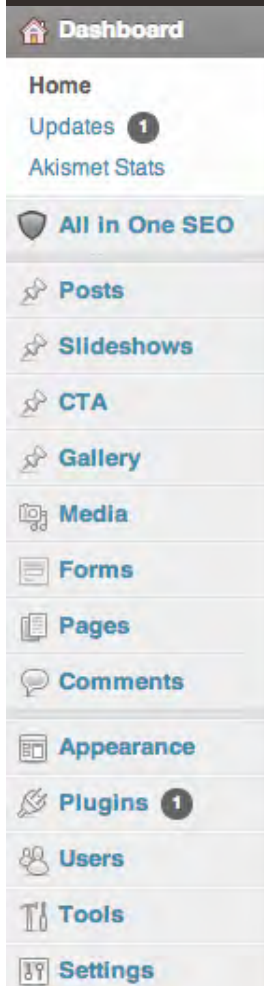
The screenshot shows the WordPress Dashboard interface. At the top, there is a header with the site name, navigation icons, and the user's name. The main content area is divided into several sections: a left-hand navigation menu, a central content area with statistics and recent activity, and a right-hand sidebar with various widgets. Three yellow callout boxes provide additional context:

- Top Left:** A callout points to the site name, stating: "This is the name of your website. It's also linked to your homepage."
- Left Side Menu:** A callout points to the navigation menu, stating: "This is the main admin navigation menu. This is where you'll find all the options to update and configure your site."
- Right Sidebar:** A callout points to the user's name in the top right, stating: "This is the name of the person currently logged in."

The dashboard content includes sections for QuickPress (with a form for entering a title and tags), Recent Drafts (showing no drafts), WordPress Blog (with recent posts from the WordPress Blog), and Other WordPress News (with links to WordPress.tv and WPTavern).

Dashboard Menu

Down the left hand side of the Dashboard and on every page you will see your main admin navigation menu. This is where you'll find all the options to update and configure your site.



Posts: This is where you create and maintain all your Pages.

Slideshows: Edit the beautiful feature images that rotate across your Home Page

CTA: Manage your Call to Actions areas on the Home Page and choose where you direct your visitors attention

Gallery: Create engaging photo galleries to keep visitors on your site and showcase your imagery

Media: Store Images, PDF's, Word Docs, Excel Sheets and many more file types in your Media Library for use on multiple pages of your website

Form: Edit & Create forms for any page of your website to capture the right information from potential customers

Pages: This is where you create and maintain all your Pages.

Comments: You can manage all your Comments including replying to comments or marking them as Spam.

Appearance: Use the Drag & Drop Menu Editor to change the menu bars or update your contact details

Plugins: Plugins extend and expand the functionality of WordPress.

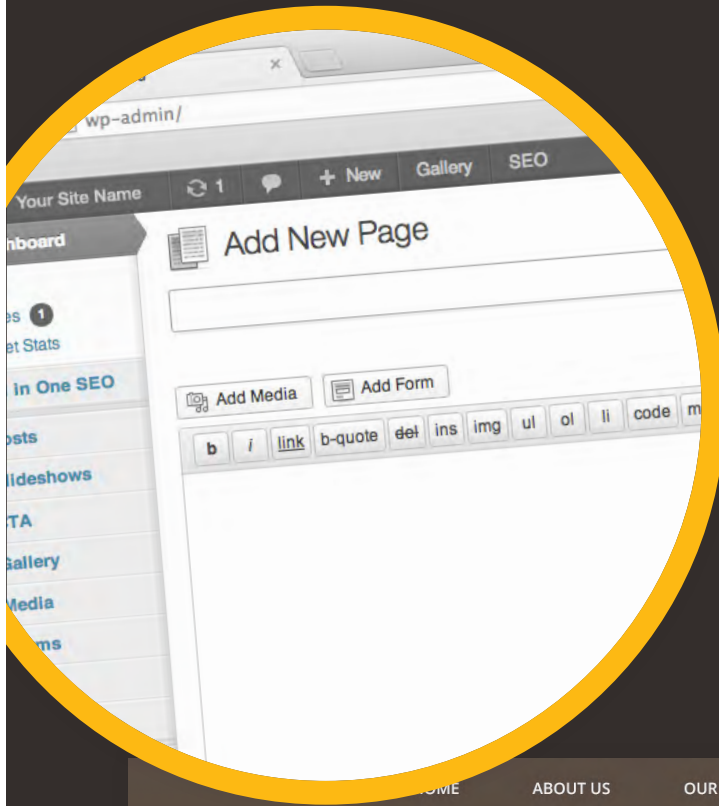
Users: Create users for multiple staff members with different permission levels so you are in control

Tools: This section gives you access to various convenient tools.

Settings: This is where your site is configured. Among other things, it allows you to configure your site name and URL, where your Posts appear, whether people can leave Post Comments or not and numerous other settings. Most times, once your site is setup, there's no need to change any of the settings within this section.

Features you'll love!

Editing your website with WordPress is child's play, but don't just take our word for it. Have a look through some of our favourite features to see how you can manage your site with ease.



Editing + Adding Pages

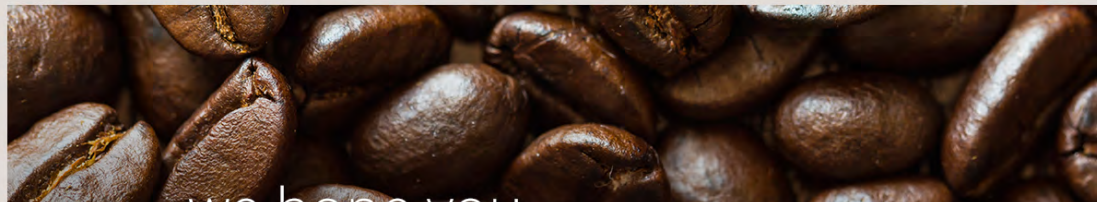
WordPress allows your website to grow as your business does. Depending on the website package you select, Digital Monopoly will add a selected amount of content for you. From there, you have the ability to add more content or pages yourself.

This is your navigation menu. Add more pages as your business grows.

HOME ABOUT US OUR COFFEE OUR MENU CONTACT US

OUR *Cafe*

CALL TODAY ON 9999 9999

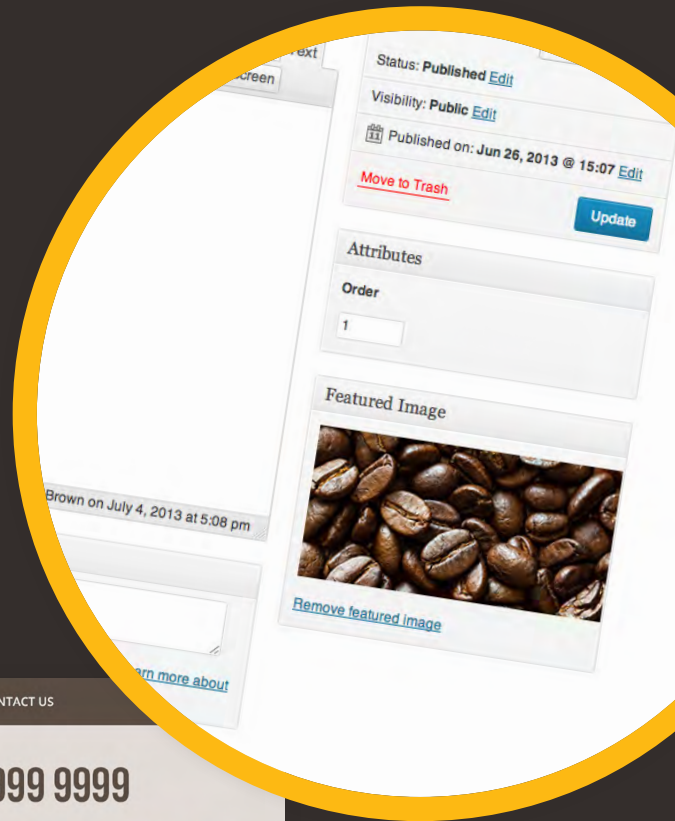


we have you

Slideshow manager

Updating the rotating banners on your Home Page has never been simpler. With a click of a button, you can upload new images from your computer or select images from your Media Library, stored in WordPress. Add multiple images to create a rotating banner or a stationary favourite.

The text you see across the banner images is also editable. Update the message to align with your new banner images and add a click through link for 'More Information'.



HOME ABOUT US OUR COFFEE OUR MENU CONTACT US

OUR *Cafe*

CALL TODAY ON 9999 9999



Beautiful feature images and a catchy message will draw visitors into your site



Welcome to our Cafe, we hope you **enjoy the coffee.**

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99 Coffee Road
Coffeerville WA

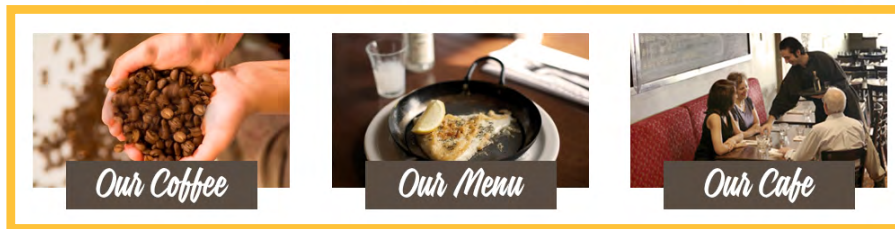
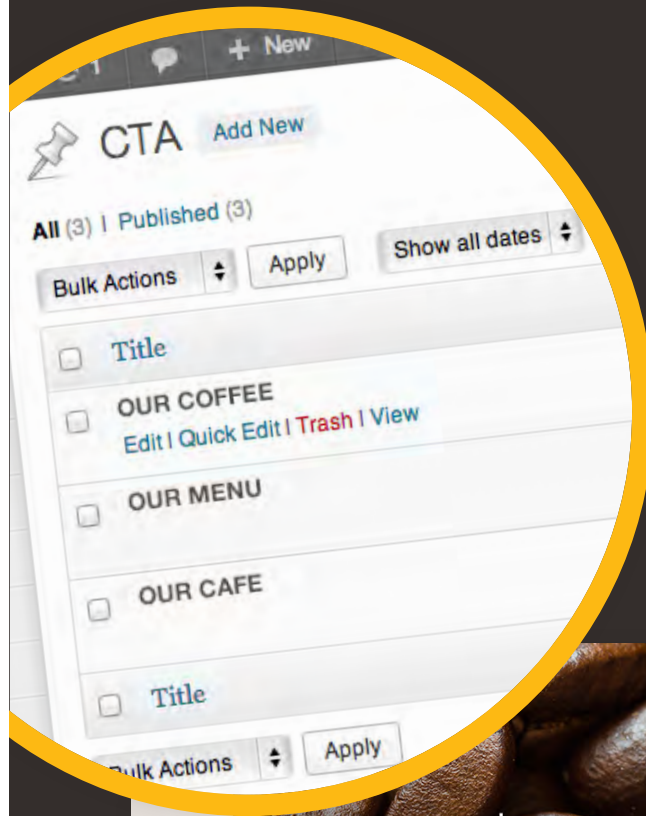


Editing CTA's

CTA's or 'Call to Actions' are 3 to 4 boxes on the Home Page which allows you to display short messages regarding your products or services and encourage visitors to click further into your website.

The CTA's are completely editable from WordPress. Change the Name of the CTA, the Featured Image and where the CTA clicks through to.

From the CTA's you can also direct visitors to 'Get In Touch' or offer them something special, such as a 'Free Quote'.



Welcome to our Cafe,
we hope you **enjoy the coffee.**

99 Coffee Road
Coffeerville WA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tincidunt bibendum tortor et commodo. In tellus ante, dapibus quis egestas eget, egestas sed odio. Etiam scelerisque pellentesque dignissim.

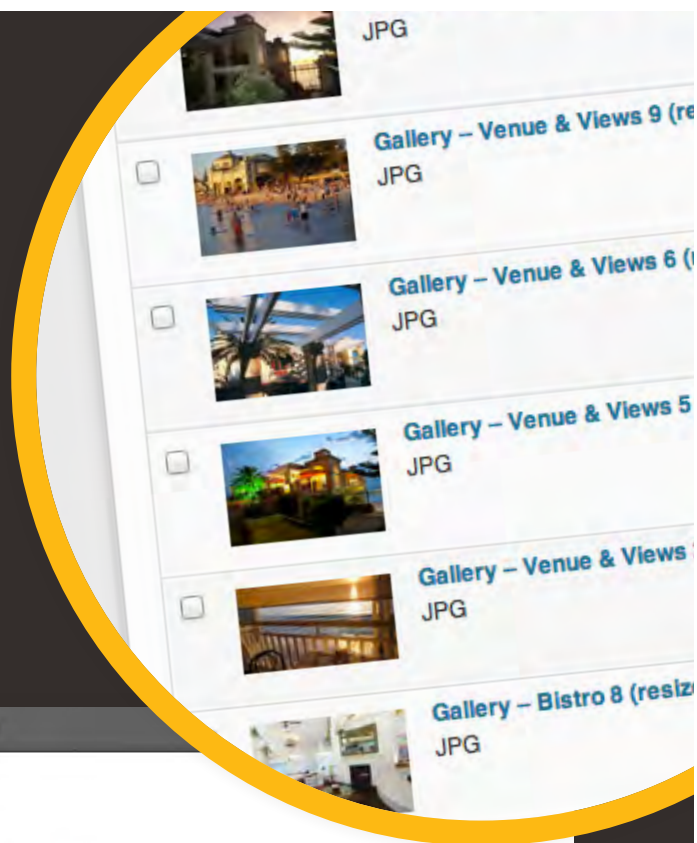


Media Library

The Media Library stores all of the Files you have used through out the website, so you can re-use them on multiple pages.

Upload multiple files directly to the Media Library to be used there and then or just available for later

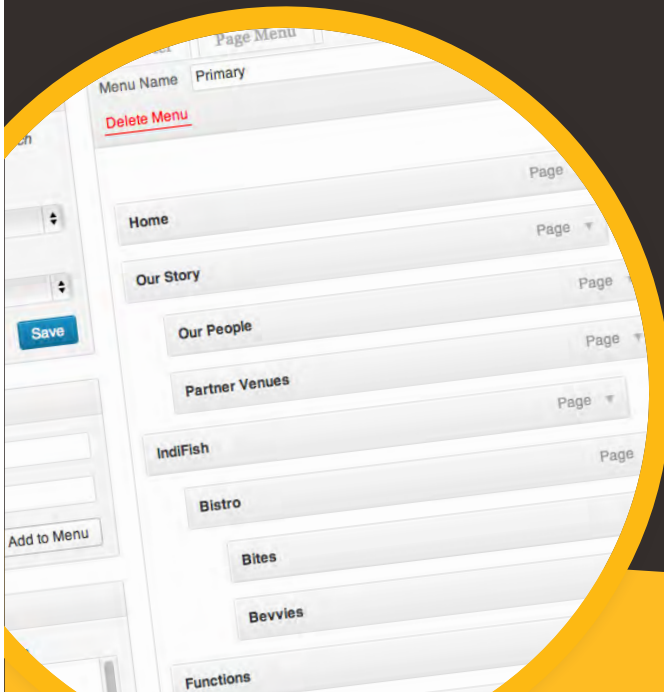
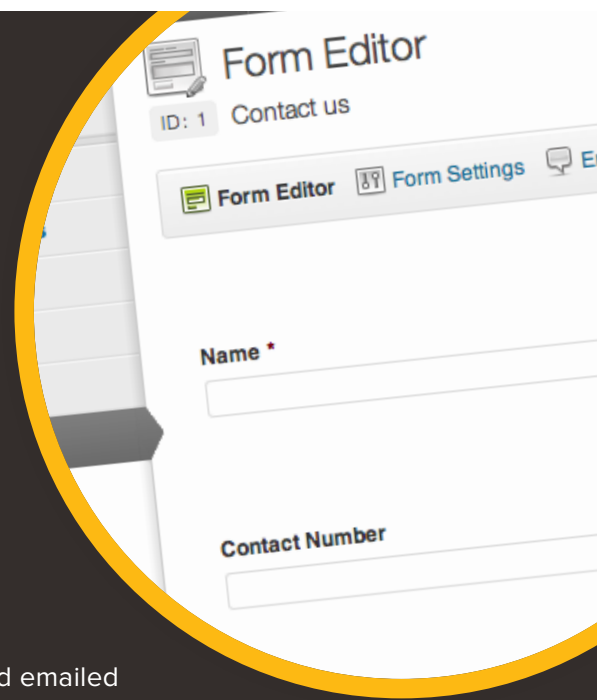
Within the Media Library, you have basic editing abilities, such as rotate, resize, crop and flip so you don't have to be a Photoshop pro!



Form Editor

Want to add a contact, registration or survey form to your website? Well now you can, and it's a breeze to add new fields, drop downs, radio buttons, check boxes just by selecting them from the toolbox.

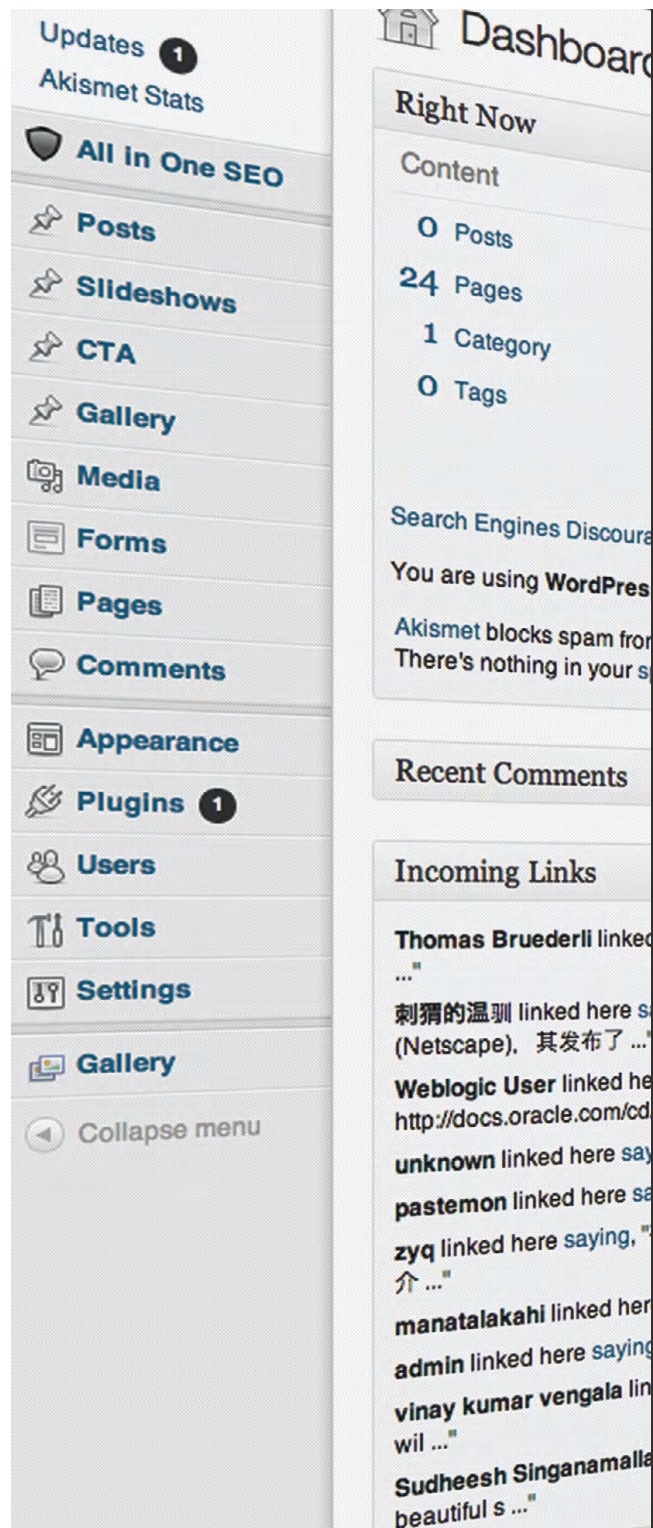
- Create unlimited forms
- Reuse them on any page
- Choose where the submissions get emailed to
- Make a field required or not required
- Have the form do basic calculations for you on the fly
- Spam protection is standard
- All form entries are securely stored online in the database and emailed
- Export entries to a .CSV for use in Microsoft Excel



Drag n Drop Menu Organiser

Changing the order of pages in the Header & Footer menus is easy with the Drag & Drop Menu Organiser. Once you have created a new page, add it to the menu & drag it to the position you would like.

As the Header Bar has limited space for your most important items, you can continue adding pages by creating subpages. To create subpages, drag the page to an indented position, so it becomes a 'Child' of the 'Parent' page you have chosen.



and that's WordPress!

Digital Monopoly are here to deliver a web solution that empowers you to achieve your online goals, we have tested and used many other online platforms in the open source market and by far WordPress is both the most user friendly and flexible content management system, best part about it is that there are no licensing costs whatsoever.

Hopefully by now you should have a fair idea of what the WordPress CMS is capable of and probably wondering how you ever had a website without it!

If you have any questions on any of the features or your specific needs, get in touch and one of our industry staff will gladly help.



Lets get in touch!

1300 667 005

info@digitalmonopoly.com.au

www.digitalmonopoly.com.au