



www.alcanzaconsultants.mx

CONTRIBUTOR

USER MANUAL

INDEX

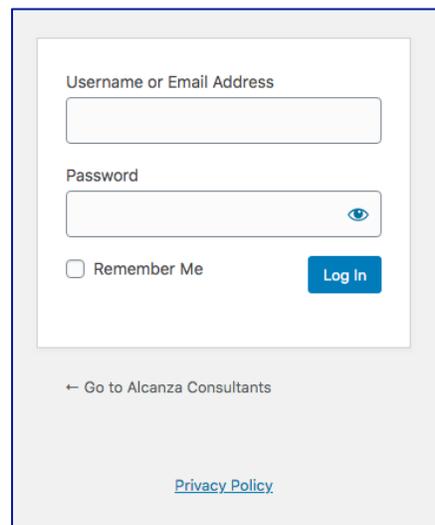
1. What is Wordpress?	3
2. Login	3
3. Dashboard	3
Menu Options	4
4. Toolbar	5
5. Posts	6
6. Adding a New Post	6
7 Embedding YouTube Videos	8
8. Inserting an HTML Link	8
9. Submitting your Content for Review	9
10. Tags	9
11. How is the Trash Managed?	10
12. Editing your Profile	10

1. WHAT IS WORDPRESS?

What is WordPress? At its core, WordPress is the simplest, most popular way to create your own website or blog. WordPress makes building a website accessible to anyone – even people who aren't developers.

2. LOGIN

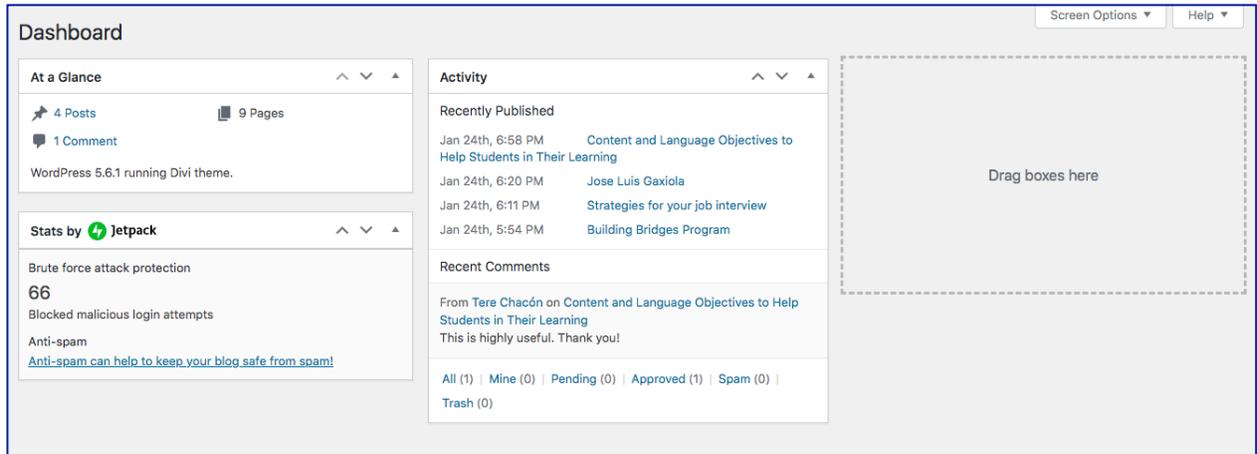
Before you can make any changes to your site, you will need to log in with your username and password. The login for your site is <https://www.alcanzaconsultants.mx/fabricaweb/wp-login.php>

A screenshot of the WordPress login form. It features a white background with a light gray border. At the top, there is a text input field labeled "Username or Email Address". Below it is another text input field labeled "Password" with a small eye icon to its right. Under the password field is a checkbox labeled "Remember Me" and a blue "Log In" button. At the bottom of the form, there is a link that says "← Go to Alcanza Consultants" and a link for "Privacy Policy".

3. DASHBOARD

Once you've logged in, the WordPress Dashboard appears. This is your main administration homepage. At the very top of your Dashboard (and across every page) you will see the name of your site in the header area linked to your site's homepage. You will also see the name of the person who is currently logged in. Move your cursor over your name to reveal the Log Out link as well as a link to edit your Profile.

On most pages, just below your Username there are a couple of small inverted tabs. One called Screen Options and another called Help. Clicking either of these links will cause a panel to slide down from the top of the page. The Help link, not surprisingly, displays some help information. The Screen Options link will display various options that allow you to configure what is displayed on the current page.



The screenshot shows the WordPress Dashboard interface. On the left, there are widgets for 'At a Glance' (4 Posts, 9 Pages, 1 Comment) and 'Stats by Jetpack' (66 blocked malicious login attempts). The main area is divided into 'Activity' (Recently Published and Recent Comments) and a large dashed box labeled 'Drag boxes here'.

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

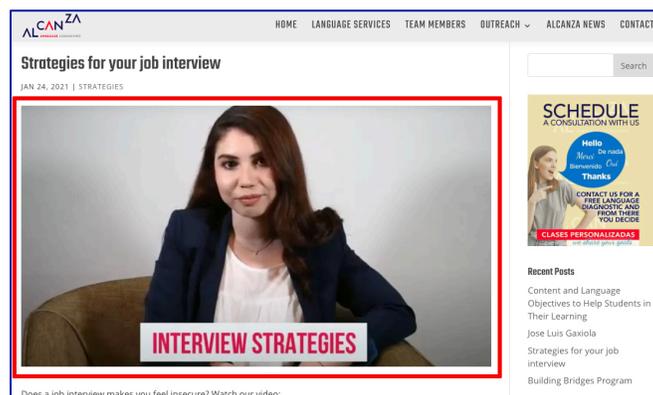
Hovering your cursor over each of the main menu options will display a 'fly-out' menu with the various choices for that particular menu option. Once you click each of the main menu options, that particular menu will expand to show all the available options within that section.

MENU OPTIONS

POSTS

This is where you can create a new ALCANZA NEWS (blog) Post. You can also select your Categories for it and add Post Tags.

Every time you write a post for the Alcanza News blog, make sure you send to the site administrator all media (pictures and audio) files that you want to include in your text. The large image that heads each published post is called the Featured Image and if you want a specific image to be used in this place, make sure it has a width of at least 1500 pixels.



The screenshot shows a WordPress blog post titled 'Strategies for your job interview' dated 'JAN 24, 2021 | STRATEGIES'. The main content area features a video player with a woman speaking, overlaid with the text 'INTERVIEW STRATEGIES'. Below the video is a caption: 'Does a job interview makes you feel insecure? Watch our video:'. The right sidebar contains a search bar, a 'SCHEDULE A CONSULTATION WITH US' button, and a 'Recent Posts' section listing the current post and 'Building Bridges Program'.

COMMENTS

You can view all Comments received in the blog posts within this section.

PROJECTS

This feature is used for public or private Projects and commonly will not be part of the published content.

PROFILE

This screen shows all the information related to your public profile.

TOOLS

This section will show a link to the Website Verification Services. This maintenance tool is only used by the website Administrator.

At the bottom of the menu you'll see a link called Collapse menu. Clicking this will hide the menu and simply display their icons instead. Click the small arrow icon again to expand the menu.

4. TOOLBAR

The Toolbar is a way of easily accessing some of the most common WordPress features. When you are logged into your WordPress dashboard and you visit your website, you will see the Toolbar running across the top of your site. This bar only appears if you are currently logged into your site, which means that it won't be visible to your everyday site visitors. If you are not logged in, the Toolbar won't be displayed.



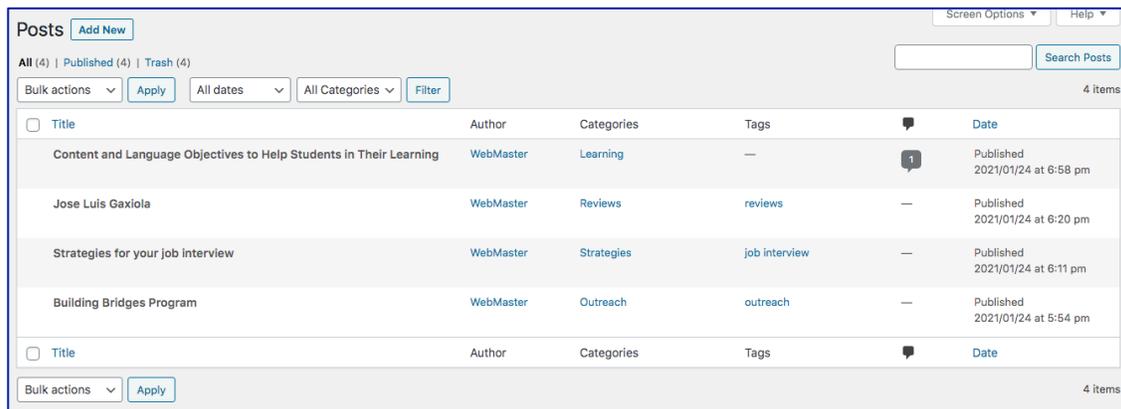
The Toolbar allows you to quickly access the following commonly used features:

- ❖ Visit the WordPress.org website, Codex or Support forums
- ❖ Display Dashboard or Website
- ❖ View the blog comments
- ❖ Add a new Post or Project
- ❖ Edit your Profile

5. POSTS

Posts are typically blog entries. A series of articles, listed (usually) reverse-chronologically.

After clicking on the Posts menu option you'll be shown a list of Posts that your site blog contains. Among the information displayed is the Post title, the Author, Categories, Tags, No. of Comments and the Date Published. The Posts screen will look similar to the screen below:



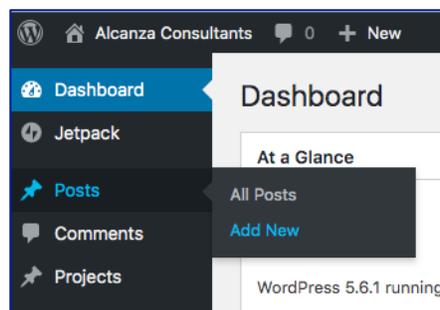
At the top of the page you can view how many Posts in total you have in your site, how many are Published, in Draft or in the Trash.

When hovering your cursor over each row the VIEW link will appear beneath the Post title. This will display the Post. If the Post hasn't been published yet, this will say PREVIEW.

You can also filter the pages that are displayed using the dropdown lists and the FILTER button.

6. ADDING A NEW POST

To add a new Post, hover over the Posts menu option in the left-hand navigation menu and in the fly-out menu, click the Add New link.



1. When creating a new Post, the first thing to do is enter in your title in the top entry field where it says ADD TITLE. A new Permalink is created for your post. Permalinks are the permanent URL's to your individual Posts.

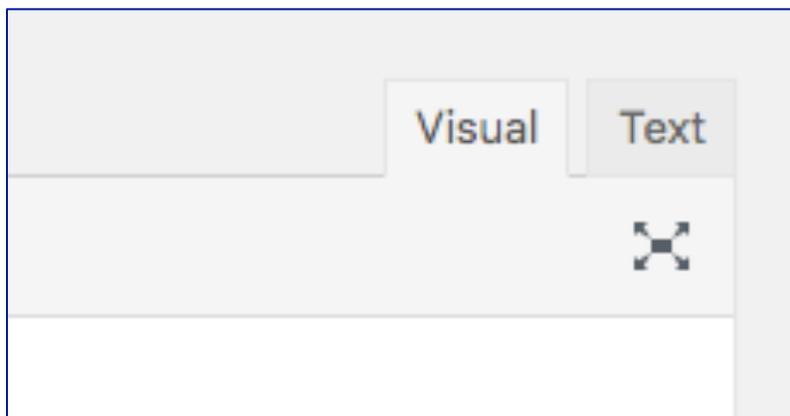
A screenshot of the 'Add New Post' form. The form has a light gray background and a blue border. At the top left, it says 'Add New Post'. Below that is a large white input field with the placeholder text 'Add title'.

2. Click on the Categories module to choose the right category for the new post. If no Category applies to your text, ask the site administrator to open a new one.

3. Add a Tag for the post if you think it's necessary. Tags are ad-hoc keywords that identify important information in your Post (names, subjects, etc.) that may or may not recur in other Posts, while Categories are pre-determined sections.

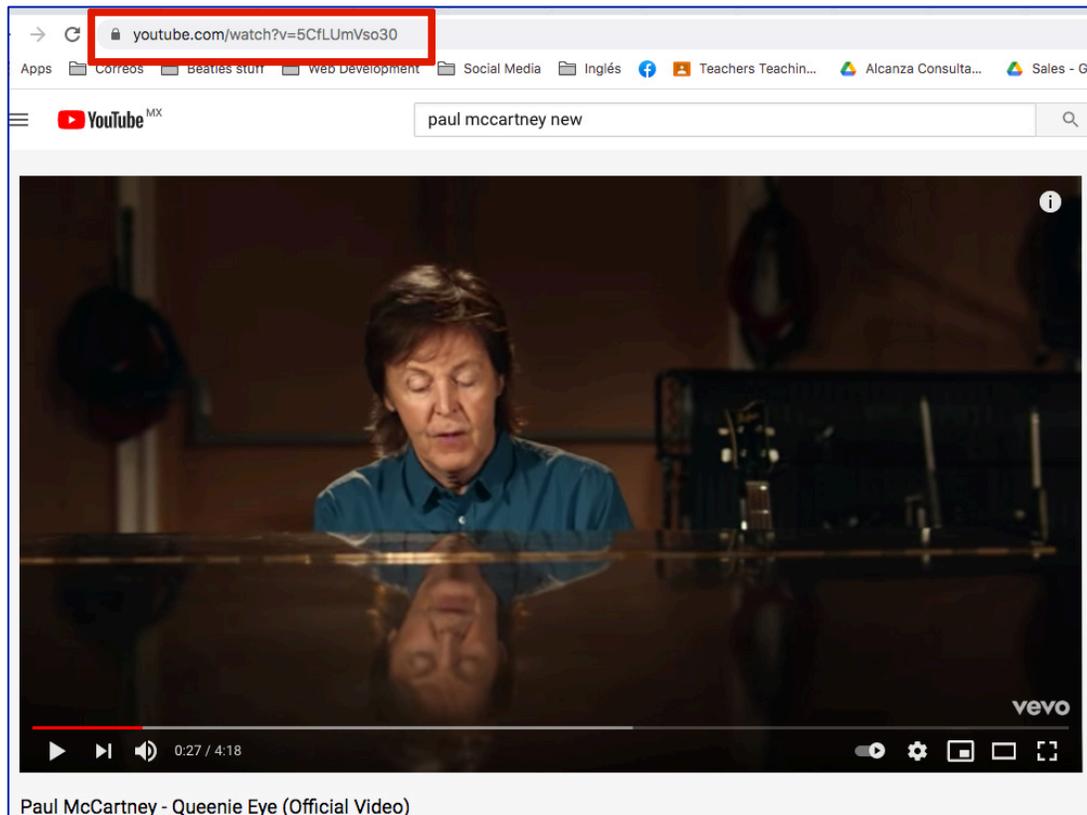
If you think of your site like a book, the Categories are like the Table of Contents and the Tags are like the terms in the index.

4. Write your post in the main field. Be sure the VISUAL button is selected and not the TEXT one (not recommended if you're not familiar with HTML and CSS commands). The Visual Editor will act as any email inbox one.



7. EMBEDDING YOUTUBE VIDEOS

To insert a YouTube video just copy the URL in the address field of the browser



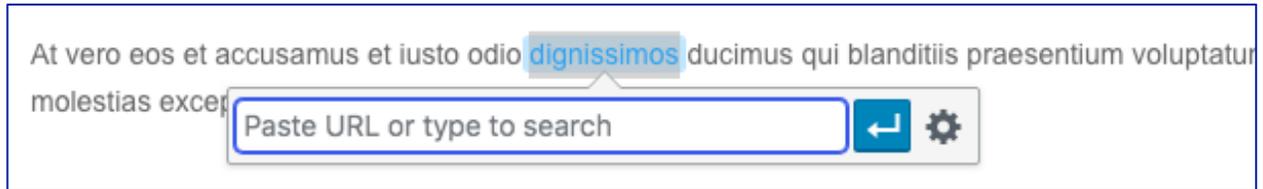
Then paste the URL directly in the Post text field segment where you want it to be shown. The video will immediately appear in the text field.

8. INSERTING AN HTML LINK

Inserting an html link in your Post is extremely easy. Simply click and drag the cursor and highlight the text that you want turned into a link and then click the INSERT/EDIT LINK button



In the pop-up window that is displayed, simply fill in URL and then click the APPLY (arrow) button.



9. SUBMITTING YOUR CONTENT FOR REVIEW

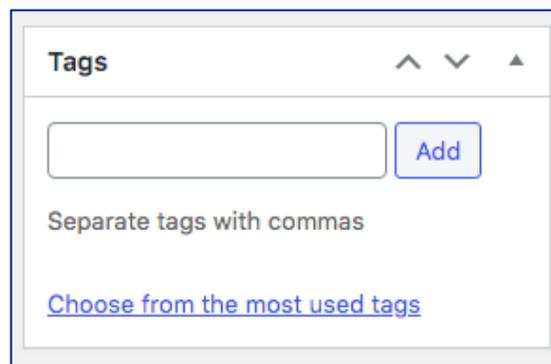
Once you've added all your content to your Post you have the option of Saving the Page as a Draft or submitting the post for review. Clicking the SAVE DRAFT button will simply save your Post. This is handy if you would like to come back at a later date to add more content or if you're simply not ready to submit it yet.

Clicking the SUBMIT FOR REVIEW button will send your Post to the site Administrator, who will add the pictures you previously sent for your Post and publish it.

10. TAGS

Tags are ad-hoc keywords that identify important information in your post (names, subjects, etc.) that may or may not recur in other posts. Unlike Categories, Tags have no hierarchy, meaning there's no relationship from one Tag to another.

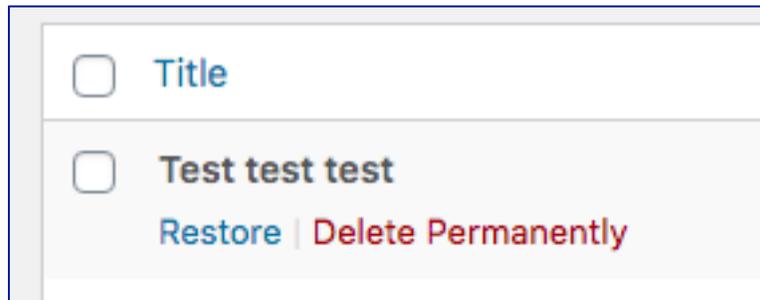
Adding Tags whilst editing your Post, will automatically assign those Tags to your Post.



11. HOW IS THE TRASH MANAGED?

The trash will contain those elements that you consider are not useful to the website. Sending Posts to the Trash does not delete them but it will keep them out of what will be visible on the site.

If by a mistake you sent your Post or Draft to the Trash, click on the Trash link in the Posts section. Below your Post you will see the following options:



You will only be able to Restore or Delete Permanently your own posts.

12. EDITING YOUR PROFILE

To edit your profile details, simply click on the Profile link in the left-hand navigation.

Update the appropriate fields and then click the UPDATE PROFILE button to save all your changes.

PERSONAL OPTIONS

- ❖ Visual Editor – Checking this box disables the Visual Editor when writing and uses the plain html editor. Unless you are familiar with HTML and CSS commands, this option is not recommended.
- ❖ Admin Color Scheme – Check this radio button next to the color scheme desired for the administrative panels. You have the choice of eight different color schemes
- ❖ Keyboard Shortcuts – Checking this box Enables keyboard shortcuts for comment moderation. Keyboard shortcuts are designed to allow you to rapidly navigate and perform actions on comments
- ❖ Toolbar – Checking this box will display the Admin Bar at the very top of your website (only for the person who is currently logged in)

NAME

- ❖ Username – You cannot edit your Username because it is used as your Username during the login process. Even an Administrator cannot change your Username.
- ❖ First name – Enter your first name in this text box
- ❖ Last name – Enter your last name in this text box
- ❖ Nickname – (mandatory) The nickname is a requirement for every user. It may be the same as your Username or it can be different. If you don't supply a Nickname, then the Username will be placed in this field
- ❖ Display name publicly as – Select how your name is cited on your blog, from the dropdown list. You can choose from several choices: Nickname, Username, First Name, Last Name, 'First Last', or 'Last First'.

CONTACT INFO

- ❖ E-mail – (mandatory) All users are required to list an email address in their respective Profiles. The email address must be unique for each user. Your blog will use this address to notify you of new comments to your posts and for other administrative purposes. Only other registered users of your blog will have access to this email address. It is never sent anywhere
- ❖ Website – Enter your website address

ABOUT YOURSELF

- ❖ Biographical Info – Enter a short description or profile of yourself here. Depending on your theme, this optional information may be displayed when creating new Posts

ACCOUNT MANAGEMENT

- ❖ New Password – Enter your new password. Leaving this input field and the Repeat New Password field blank will keep the password you are currently using
 - ❖ Repeat New Password – Enter your password a second time to confirm it
 - ❖ Sessions - If you've left your account logged in at a public computer or you've lost your phone, you can click the LOG OUT EVERYWHERE ELSE button to log you out of everywhere except for your current browser.
-