



AANA
WEBSITE

WordPress training guide

JANUARY 9, 2023

WordPress Training Guide

Logging in to WordPress*

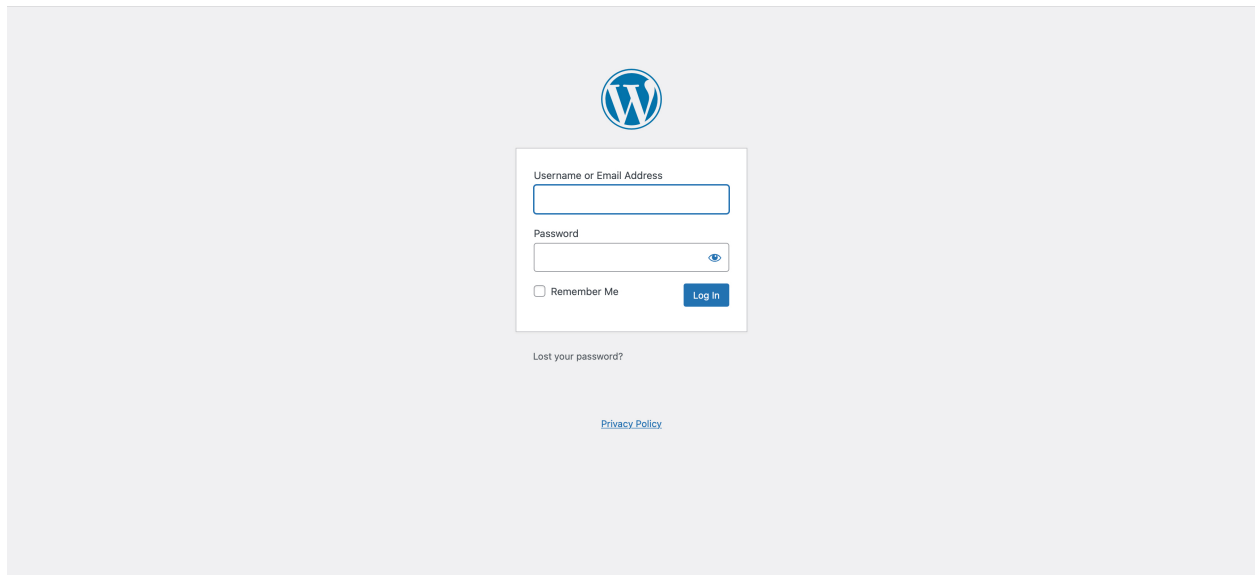
1. Go to: aana.vendi.dev/wp-admin
2. Type in your email address and password (case sensitive), then select Log In
3. First time logging in: Each user's first password is temporary. Upon first login, new users must click their name in the top (black) navigation bar, then select Edit Profile, then scroll down to Account Management to set a new, confidential password.

Lost password

If you've lost or forgotten your username or password, use the Lost your password? option/link for access to the change password screen

Update password

1. Click your name in the top (black) navigation bar
2. Select Edit Profile
3. Scroll down to Account Management and click the Set New Password button
4. You will be prompted to create a new password

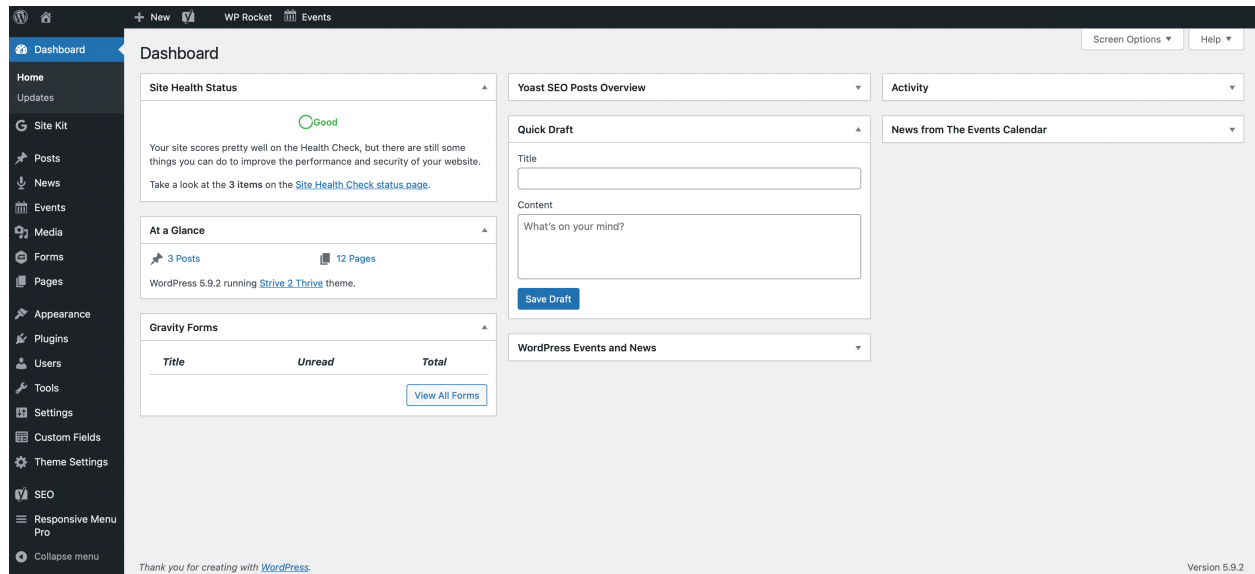


**Use this URL and process during the website development phase only. Once the site is live, you'll use your Azure account to log in and access the site. Contact AANA IT for questions about your Azure account.*

The Dashboard

The Dashboard is your home base. It provides access to editing functions for everything you'll need, including:

- Media (images and videos)
- Pages (all website pages like the Home page, the About Us page, etc.)
- Users
- Theme settings



Menus

You may occasionally need to add to or edit website menus. These are also known as the navigation bars.

1. Click the Dashboard's Appearance tab along the left-hand side of the page
2. Underneath Appearance, choose the Menus sub-menu/tab
3. In the Pages grid under Add menu items, find the page or other content you want to add to your menu and click the check box next to it. Then, click Add to Menu.
4. In the Menu Name grid under Menu structure, you can click and drag menu items to reorder or nest them
5. When you're finished making changes, click Save Menu

Individual menu items

You may occasionally need to edit individual items within website menus

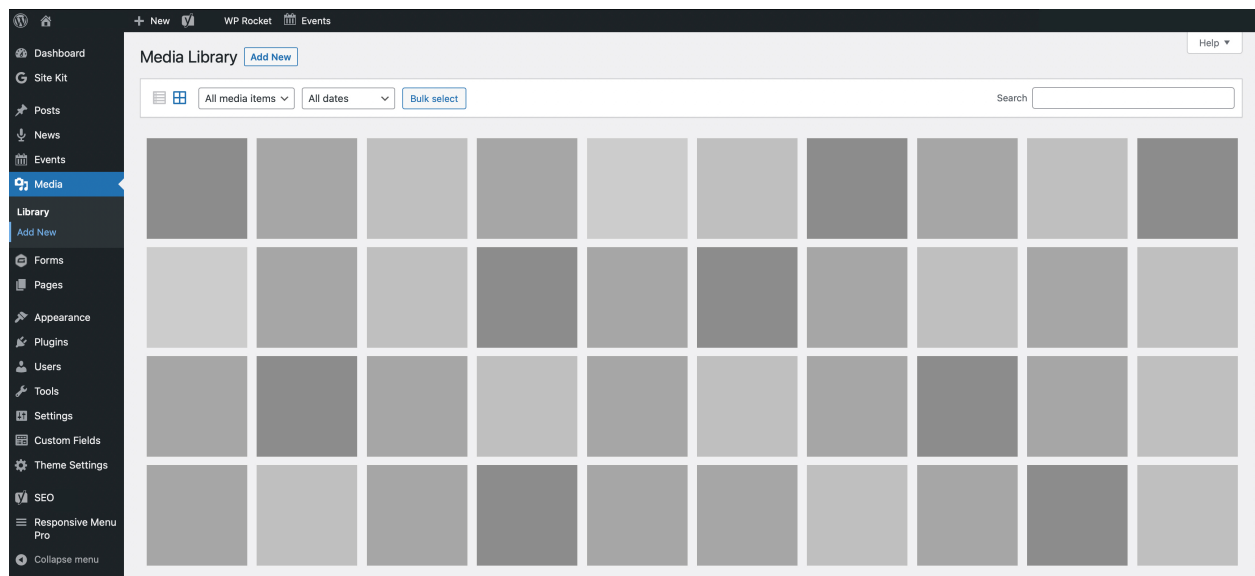
1. Click the Dashboard's Appearance tab, then choose the Menus sub-menu/tab
2. Locate the item you wish to edit in the list of items in the Menu Name grid under Menu structure. Click its triangle icon to expand the item entry and reveal editing options.
3. Update text in the Navigation Label field to customize the menu label. Use this option to shorten your menu names. Note: Changing the navigation label does not affect the page's actual title or any other data associated with the page, it only changes what is listed in the navigation bar.
4. When you're finished making changes, click Save Menu

Users

Users can be found in the dashboard, in the left-hand navigation list. You can use this area to add new users and edit other users' account passwords, login information, and roles.

Media

The Media Library is where your website's media lives. If you upload media directly to a component, it will automatically and simultaneously save to the Media Library. You can also add media directly to the Library, then select it from that location for placement in a component.



Parent/Child Assignments

Assigning a hierarchy for your pages allows for a logical flow of your content that will also be reflected by the breadcrumbs on the front end of your website. Breadcrumbs are a type of secondary navigation that shows the user where they are on the website. These appear on the upper left of each page. For an example, an L3 page shows Home > L2 > L3.

Entities

Entities are essential objects/pieces of content to be placed in a content management system (CMS). Entities are found in the dashboard, in the left-hand navigation list. In the screenshot above, “News” is an example of an entity.

Entities include specific fields such as title, first name, and city. Most entities also possess a unique URL users can use to view the entity by itself. You must create an entity before you can use it (you cannot create an entity while building a page). Once you’ve created an entity, you can use/display it within a component or on a page.

Continuing with the “News” example, you’d first create an individual news item within the News entity. Then, on an individual page, you’d use a component [such as the “Carousel (news & resources)” component] and select that news item as a piece of content to display within that carousel on that page.

Refer to the [Training Hub \(https://aana.vendi.dev/website-training-hub/\)](https://aana.vendi.dev/website-training-hub/) for the list of entities for your site and additional information to help you best understand how to use them.

Pages/Components

Content components

While each page is built on the foundation/framework of a page template, the various content components are what give the page its design and structure. When editing the site, you will spend the majority of your time in the various components.

Think of content components as building blocks. They are predefined units, but they can be arranged in a variety of ways to customize content and give each page its unique subject matter and look.

Refer to the [Training Hub \(https://aana.vendi.dev/website-training-hub/\)](https://aana.vendi.dev/website-training-hub/) for the list of components for your site and additional information on how to use them.

Best practices for building web pages

Entering content into components

- Choose the component that best presents the content [see tips in the [Training Hub \(https://aana.vendi.dev/website-training-hub/\)](https://aana.vendi.dev/website-training-hub/)]
- Copying content from an editor such as Microsoft Word
 - Ideally, work with two monitors or one monitor large enough to display both the copy document and the dev site side by side
 - Strip the editor’s existing content styling using WordPress’ programmatic tool. This allows you to cleanly apply site styling to all added content.
 - Use the site’s WYSIWG editor to style copy as desired
 - Update your progress regularly to prevent unexpected loss of work
 - Periodically click the View Page button to examine your content as it will display on the actual website. Make adjustments as necessary.
- Whenever possible, place relevant content directly within the page (as HTML text) rather than linking to a PDF. This approach provides the highest SEO value and the best mobile experience.
- Working with links
 - Optimize linked text for search and context (avoid using “click here” or “here”). For example:
“Read more about [access to rural anesthesia services.](#)”
is stronger and more effective than
“[Read more](#) about access to rural anesthesia services.”
or
“Learn about access to rural anesthesia services [here.](#)”
 - Keep users in the AANA.com site/keep the site accessible. If you link to an external website or external content, use WordPress’ programmatic feature that sets the link to open in a new tab.
- Write with mobile users in mind and keep copy short
- Catch the attention of skimmers by using subheads, bulleted lists, and captions
- Headlines
 - Title cap all headlines and subheads
 - Style headlines consistently using headline tags

Headline tag	Use for:
H1	Page hero titles ONLY
H2	Bold general content block header (black) <ul style="list-style-type: none">• Most frequently used for the header/headline on the first paragraph below the hero
H3	Regular general content block subhead (black) <ul style="list-style-type: none">• Best used as a section or “bigger idea” intro, or a subhead to the primary H2 headline
H4	Bold general content block subhead (black) <ul style="list-style-type: none">• Generally used for headers/subheads lower on the page
H5	Regular general content block subhead (black)
H6	<i>Italic</i> general content block subhead (blue)

- Calls to action
 - Sentence cap CTAs
 - Make CTAs straightforward, visible, and accessible—users should never have to wonder or guess what to do next
- Follow AANA editorial guidelines
- Create a custom website guide or glossary for editorial style exceptions and other noteworthy matters

Entering SEO elements in the Yoast SEO section of each page

- In the Focus keyphrase field, add the keyword or keyphrase you want the page post to rank for most. When people search for that word or phrase, they should find you.
 - If you need help determining which keyword or phrase to use for a specific page, use a keyword tool like SEMRush (semrush.com)
- In the SEO title field, add copy that will serve as the scannable, clickable headline for that page in search engine results. For example, the Advocacy L2 page headline is: **AANA | Advocacy**.
 - Use descriptive, straightforward language
 - Use 55–60 characters to avoid truncation
 - Ideally, start your title description with “AANA”, then add a vertical divider line with spaces on either side, then indicate page subject matter
 - If possible, incorporate your focus keyword or key phrase in the SEO title (this is not always possible, especially due to character-count limitations)
- The Slug field auto populates based on page subject matter. You should not have to edit this field.
- In the Meta description field, enter a brief description of page contents. The Meta description can provide additional scannable information underneath the page SEO title in search engine results.
 - Use 155 or fewer characters to avoid truncation
 - Try to start with a verb: “Explore,” “Discover,” “Learn about,” etc...
 - Incorporate your focus keyword or key phrase into your Meta description, especially if you didn’t do this in your SEO title
- The Yoast SEO section automatically gauges the effectiveness of your SEO efforts. A green line underneath your SEO title and Meta description indicates success. A red line indicates that edits (often in length) will improve your efforts.

The Yoast SEO section also includes additional optional features/functionality to enhance SEO effectiveness. You may choose to expand your Yoast subscription to access these features, but they are not required.