

Website user guide

Your website uses the popular Wordpress and to provide the most flexibility for the page layouts, the plugin called **Elementor** is used.

Not seeing your changes? A quick note on caching.

The website uses a caching plugin which saves pages to make them load faster. When you make changes you might not see the changes on the live site. If this is the case, try resetting the cache on the website by doing this:

Select hummingbird Pro from the left sidebar and then click the 'clear cache' button:

Page Caching

CLEAR CACHE

It's important to understand the differences between the standard, default Wordpress Editor and the Elementor editor.

Either one can be used but elementor provides powerful ways to manage the content and the layout of the page. General pages, such as terms and conditions can use a standard page as it's just text, for example.

One word of warning, if you click the button 'Return to Wordpress Editor' then your layout of that page will be turned off and the page will look plain. Don't worry though, as simply clicking 'Edit with Elementor' will switch the layout back on again.

Special settings that have been created especially for your website.

We may have set up special features just for your website and if so are listed own this section.

1. Image sizes

Wordpress will adjust the images that you upload, however, we'd recommend that you keep images to a maximum of 500kb and 144dpi. If in any doubt, look in the Media Library and check an existing image to see the dimensions.

The images used on your website are set and these guidelines should be used:

Banner images:

Large images:

Medium images:

Thumbnails:

2. Pre-styled using classes.

We've added special 'styles' to some sections to add styles such as colours and borders to repeating sections.

The classes can be added to new sections by following the guide later in this document. The sale names we have used, are;

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General

We recommend that you regularly test the contact forms and email to make sure all messages are getting through.

The forms send emails to you and can be altered in Forms > Notifications.

All messages are saved on the website, just go to forms > Entries to see them.

Access to the website admin is by going to www.your_web_address/thecube and entering your user details. We no longer keep a record of passwords and so if you forget your password, please use the 'Lost your password?' Link to get a new one.

More users can be added at Users > Add User

Styling

The headings and body text is pre-styled. There is no need to add styles as the site is pre-designed for you.

Entering text - an important note

Please note the important requirement to use the 'paste as text' tool whenever pasting content from other sources such as Word. Failure to do this can introduce styles from your Word document which will make the text look odd.

There are a couple of terms to get used to.

Page - a page is a basic, general web page. Used for most of the pages.

Post - a post is a blog article commonly called a 'post'. These are different to pages as they have extra features built in such as categories and other filtering and category features.

Featured image - this is a special image that is set to the post and is used on the blog index page.

The interface

When you first login, you'll see a black sidebar on the left. This is where most of the features are located. Just hover over a title and the options will appear.

Common areas.

Some areas on the website appear on all pages. Most of these areas are Elementor Templates which are located at **Elementor > My templates**. Templates are edited just like regular pages. The only one you may need to edit is the '**Footer and base**' which is the site footer that appears on all pages.

Some common areas may also be found in **Appearance > Widgets**

Editing pages

Add a new page by clicking '**Pages > Add New**'. Access any page by clicking '**Edit with Elementor**'

There are a number of items in the left hand sidebar that help with editing:

Undo

Sometimes you make a mistake. There is a useful tool that shows a history of edits made. The tool is on the bottom - left and looks like this (the clock symbol):



Saving pages and posts

Don't forget to update your changes before exiting with the green 'update' button (Wordpress will warn you if you haven't saved):



When finished editing, update the page then to exit and go to another page, click the 3-bar icon:



Then the 'exit to dashboard' button:

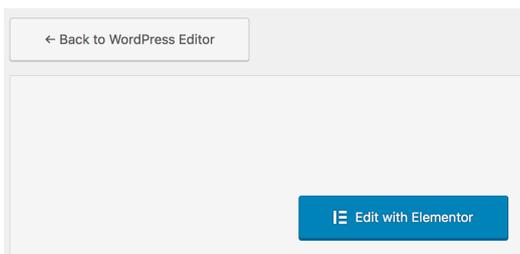


Adding and editing pages and posts

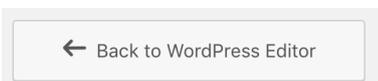
Add post or article - go to **Posts > Add New Post** and write the post. Upload a **'featured image'** if required, select the category for this post (or create a new one) and click **Publish** to finish.

Add page - go to **Pages > Add New Page** and write the page.

Add a name for the page and click **'Publish'**. The page is now ready to edit. Click the blue **'Edit with Elementor'** button and the page builder will load (it takes a couple of seconds to appear).



IMPORTANT - **do not** click the button **'Back to Wordpress Editor'** as that reverts the page back to a default page and loses the Elementor columns. This is retrievable but avoiding the button is best! It looks like the button below. If you do accidentally click it, the layout columns will be temporarily lost. To get them back, just click the **'Edit with Elementor'** button and all will be restored.



Elementor is a complete page builder and provides lots of options. Each element is added in what we call **'sections'** and each **'section'** can be a variety of columns.

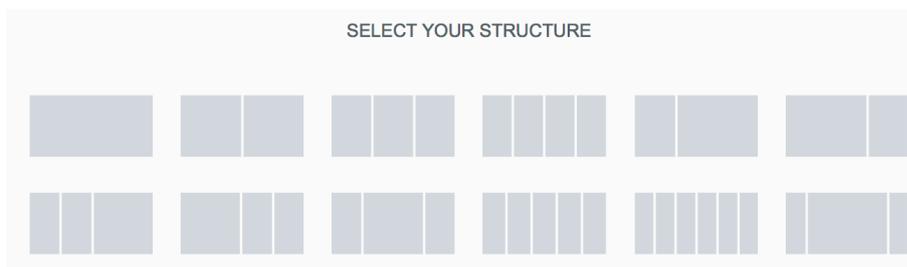
Note - the **'Add Template'** option allows you to add previously built **'sections'**. If you think you'll use the same layout over and over, it's useful to save this as a template, for use later.

Adding sections

To add a new section, click the '+' button:



Drag widget here



Once you've decided how many columns this particular page section will have, click '**Add new section**' and choose the number of columns. These can be altered later if needed, columns can be added or removed by hovering over the left corner and right mouse-clicking the icon:



Each section has these tools, hover over the section to see them:



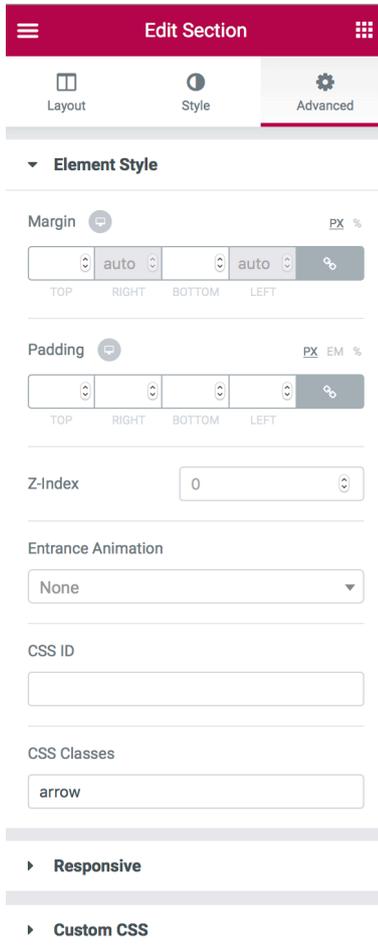
Use the middle tool to carefully drag into position the page (ie move up or down).

Right mouse click to see more options (like 'duplicate' to copy for use elsewhere) or click + to add a new section above this one. Click X to delete this section.

These are empty columns, now time to add some content widgets which are located on the left hand sidebar. Simply drag the appropriate widget into the empty column box.

Pre-styled using classes.

To add special classes to a section click the section next to the blue holder and select 'Advanced' from the tabs on the left. Add the class name only, see example below. Special classes used are listed at the beginning of this document.



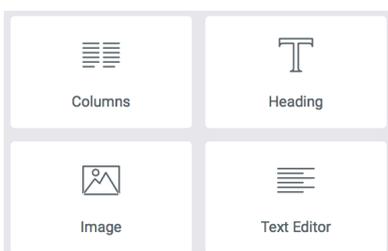
The image shows a 'Edit Section' interface with three tabs: 'Layout', 'Style', and 'Advanced'. The 'Advanced' tab is selected. Under the 'Element Style' section, there are fields for 'Margin' (set to 'auto' for all sides), 'Padding' (set to 'auto' for all sides), 'Z-Index' (set to '0'), 'Entrance Animation' (set to 'None'), 'CSS ID' (empty), and 'CSS Classes' (set to 'arrow'). Below this are sections for 'Responsive' and 'Custom CSS', both currently collapsed.

Now decide what you want to appear in that box. It's usually text or an image so we'll start with text.

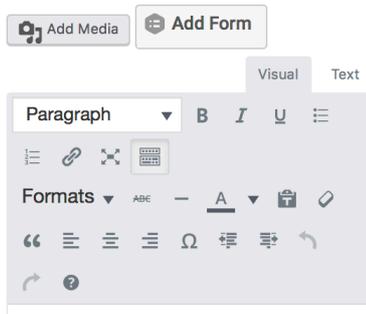
On the left are all the options.

Adding text

Locate the 'Text Editor' and drag it into the box.



A sample of dummy text will appear. Edit this as desired, using the tools where needed. These tools are below and a description of the tool can be seen when hovered:



Add Media - add an image to the text box.

Paragraph - choose a heading here if required. normal text is left as a paragraph. Use H1, H2, H3 etc as main headings (see styling notes, above).

Bold / Italic / Underlined - all self-explanatory

Lists - numbered or bulleted - create lists here

Add link (the chain link) - use this tool to create a link to another page or website.

Fullscreen - make the edit box full screen, useful to see the content in a wider box

Toggle toolbar - simply shows / hides more tools

Formats - not used

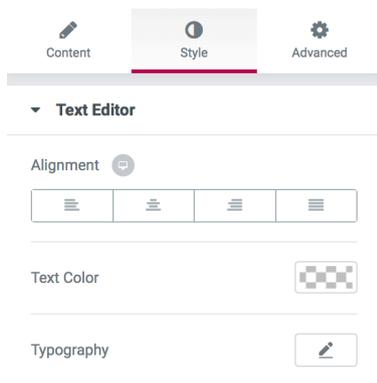
Strikethrough / horizontal line / text colour - all self-explanatory

Paste as text - **very important tool!** Text from Word will contain bad formatting and may affect the look of the website. click this tool before pasting any text from Word or any other word processing tool.

Clear formatting - useful for tidying up that nasty Word formatting you forgot to clean up with the previous tool!

Blockquote - adds text to a quote box, like a testimonial

Left, centered and right-justified text - all self-explanatory but best to use the main 'style' tab at the top to deal with all the content in the box at once.



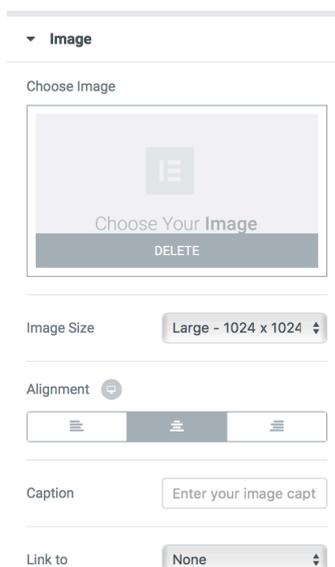
Special character - useful for some characters if needed.

Increase and decrease indent - indent text

Undo / Redo - all self-explanatory

Adding images

To add an image into the box, simply click the box and drag the 'Image' tool into the box. Then click the 'Choose your image' to find and add your image.

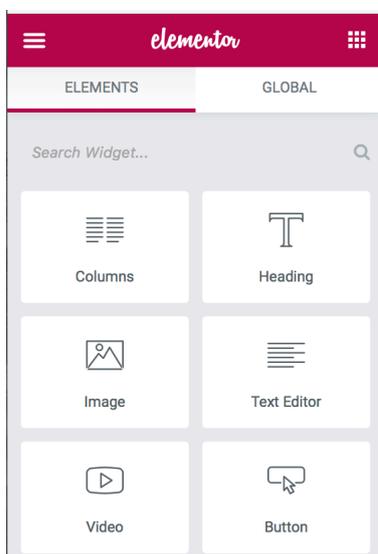


When searching for an image, you'll be presented with the Media Library. Either select an existing image or click 'Upload Files' and locate the image on your computer and upload it. Remember to add a name in the 'Alt Text' box and click 'Insert Media' to add the image to the page.

Adding video

Adding video is done simply by grabbing the address (from Youtube or Vimeo) and pasting it into the video tool.

To change an existing video, simply edit the link. To add a new one, firstly create the set of cards to use for the layout, then drag the 'Video' tool from the sidebar. Paste in the code and the video should appear.



To add video that starts at a specific point, you'll need to calculate the entry time in seconds and add that to the code, like this (example used : Kelly Mcgonigal How to make stress your friend.)

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/RcGyVTAoXEU?start=304" frameborder="0" allowfullscreen></iframe>
```

Adding share buttons to a blog post. It's easy to add social buttons to any new blog post. We've added the plugin 'addthis' that does this for you.

Saving your changes

Click '**Publish**' or '**Update**' to save your changes.

Note: once saved, there is no **Undo**. However, there is a clever '**History**' option that allows you to revert back to a previously saved moment. The History tool is the back-arrow in the bottom toolbar and looks like this:



This toolbar also allows you to exit the builder, view the page in mobile-view see the history and also view the changes before you publish the changes. Hover the tools to see which is which.

To return to the main dashboard, click the bars in the top left and choose '**Exit to dashboard**'

Adding pages to the menu

When a new page has been created, it doesn't automatically appear in the menu. To add it to any menu, go to **Appearance > Menus** and select the menu (there are 2, the clinic details which appears in the footer and the main menu that appears at the top of the page.)

Look for the page in the list and click 'add to menu'. It will appear at the bottom of the list. Drag it into the required position. Indent it to appear as a drop down item.

SEO

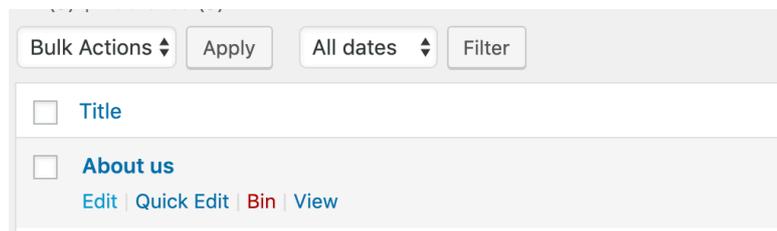
SEO is where certain measures can be taken to help Google and other search engines to index your site. Each page has its own set of:

Page Title - Google typically displays the first 50–60 characters of a title tag and it's important to include the keywords for this page in the page title

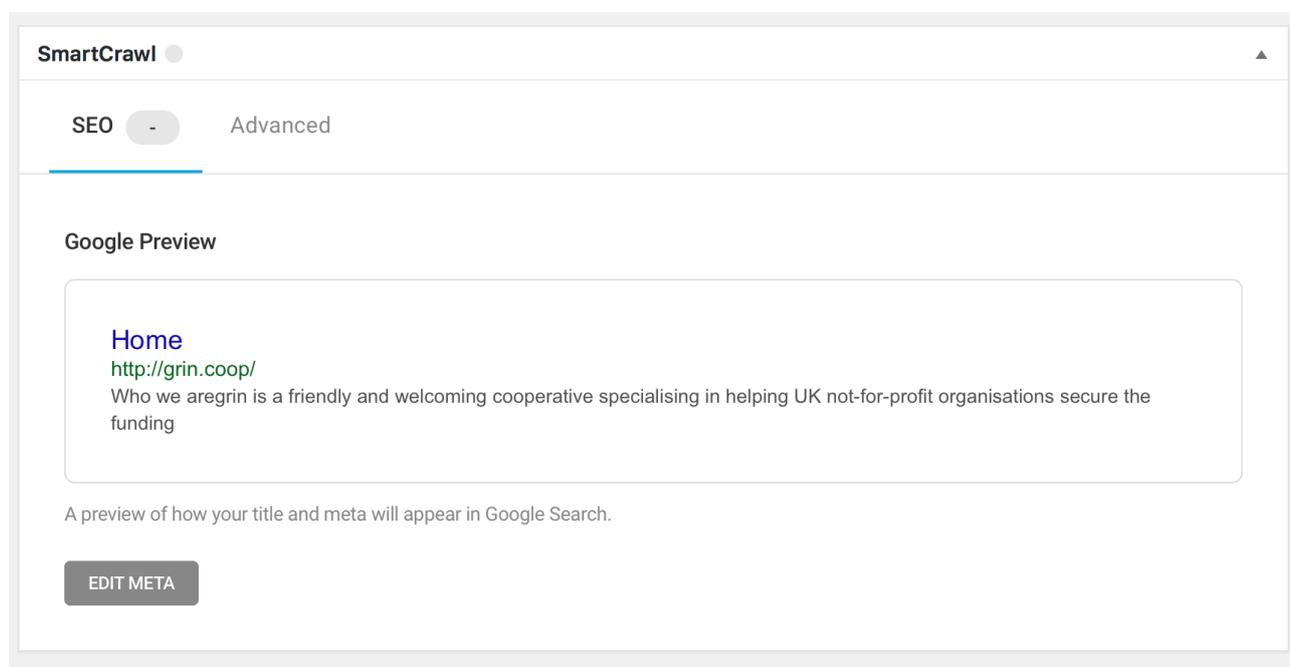
Page Description - we recommend a meta description limit of 300 characters.

Page Keywords - used to be that keywords had to be listed but not anymore. Just make sure they are included in the page title and description.

To add these or edit the existing SEO details, click on the page in the dashboard, click 'edit' (not 'edit with elementor' this time, see below:



Then and open the **Smart Crawl** panel.



Click 'edit meta' and edit the details accordingly. There will be a red line under the text if the details are too short (in the case of descriptions) or too long (in the case of page titles).

Remember to use words that you want to be found by BUT are also in the text, especially headings.

Add keywords you want the page to be focussed on. This doesn't have much bearing on the site ranking but helps the tool calculate the value of the page. Add multiple keywords separated with commas.

Shop

If you have a shop included with your website, it will use the popular WooCommerce plugin.

The general settings for the plugin can be found at **WooCommerce > Settings**

Shipping

The basic set up is for all products to charge a flat rate for each purchase. The cost is set as £5.00 and can be changed in **WooCommerce > Settings > Shipping > Zone name 'UK'**

Other shipping settings are available at extra cost, depending on your requirements.

Payments

Payments can use a number of payment gateways, PayPal being the most popular but Stripe is a good second choice. To set this up, turn it on at **WooCommerce > Settings > Payments** and enter your credentials.

Emails

A notification is sent when a product is purchased. This can be changed at **WooCommerce > Settings > Emails**

Products and categories

All products belong to one or more categories. More can be added if needed at **Products > categories**

Products can contain the following details and are all added individually:

Description - this is the text that is displayed in the lower box.

Short description - this is the text displayed by the price.

Image - add a suitable image for the product, more can be added as a gallery and they appear underneath the main image, in a grid.

Category - select which category the product belongs to.

Type of products

Most products are 'Simple Products' but can also be:

Variable Product - one that has different sizes, or colours, for example (see below)

Price - if a 'sale price' is added, the main price will be shown crossed out. A schedule for a sale price can be added if required. The normal price will be used before and after the date entered.

Inventory - decide here if you want to limit the stock to actual stock levels. The product will not show on the website when the stock level has been reached.

Shipping - add the weight and dimensions of the product (only used if there are different shipping costs set up in 'shipping').

Linked products - choose other products that you want to be displayed on the same page, to upsell, for example.

Variable products

These are products with variable sizes or colours and each variable can have its own stock level and price.

For example, if we might have a 'variable product' of 100MI, 200MI and 250MI sizes ..

Set up the details in '**Attributes**' first and they can then be added to a 'variable product' like this:

Create a new product and add the descriptions and price as well as any images.

Change the product to a '**variable product**'

Click '**Attributes**' and click the drop down called '**Custom product variable**' and select the attribute required (in this case, size)

Click '**Add**'

In 'Value(s):' enter all the sizes need (or clicl 'select all' if you want all of them.

Tick the box called '**Used for variations**'

Click '**Save Attributes**'

Click '**Variations**' and then '**Add variations**' select '**create variations form all attributes**' to add them all or simply click '**Go**' to ad them manually (especially if you have additional ones added later you may not need for this product).

If you add them manually, simply click '**Go**' for as many times needed (3 times if you want 100MI, 200MI and 250MI)

Then, to enter a price, carefully hover over the bar on the right (just below where it says '**Expand/Close**'). It's fiddly but you should see a little triangle, clicking this opens the section where the price, dimensions and stock level can be entered.

Click '**Save changes**' to finish.

To save the complete product, click '**Publish**' or '**Update**' - this is the blue button on the top-right of the screen.