

# WordPress Community of Practice

May 2016



# Agenda

- Results of A/B test and Qualaroo survey
- Managing Widgets
- Share WordPress help resources
- Faculty Expertise and The Quad
- Open Forum, Office Hours

Follow along at:

[bates.edu/wordpress/blog](https://bates.edu/wordpress/blog)

# Managing Widgets

- Not all WP editors have access to widgets... but will soon.
- On Monday, May 16th a new widget area was added. It's called "Default Sidebar" and is the default sidebar widget.
- Previously, the default sidebar widget was "Sidebar 4."

- Dashboard
- Audit Log
- Posts
- Featurettes
- Media
- Forms
- Pages
- Comments
- Appearance**
  - Themes
  - Customize
  - Widgets**
  - Menus
  - Header
- Contact Us
- Plugins
- Users
- Tools
- Settings
- BWP Sitemaps
- Performance
- Collapse menu

WordPress 4.5.2 is available! [Please update now.](#)

## Widgets [Manage in Customizer](#)

### Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

<b>Archives</b> A monthly archive of your site's Posts.	<b>Bates Add This Widget</b> Bates Add This Widget
<b>Bates Contact Info Widget</b> Bates Contact Info Widget	<b>Bates Related Content ...</b> Bates Related Content Widget
<b>Calendar</b> A calendar of your site's Posts.	<b>Categories</b> A list or dropdown of categories.
<b>Custom Menu</b> Add a custom menu to your sidebar.	<b>Form</b> Gravity Forms Widget
<b>Meta</b> Login, RSS, & WordPress.org links.	<b>Pages</b> A list of your site's Pages.
<b>Recent Comments</b> Your site's most recent comments.	<b>Recent Posts</b> Your site's most recent Posts.
<b>RSS</b> Entries from any RSS or Atom feed.	<b>Search</b> A search form for your site.

**Default Sidebar** ▲  
The default sidebar to show on every page

Bates Related Content Widget ▼

**Sidebar 1** ▼

**Sidebar 2** ▼

**Sidebar 3** ▼

**Sidebar 4** ▲

**Sidebar 5** ▼

**Sidebar 6** ▼

**Sidebar 7** ▼

**Sidebar 8** ▼



# “With Ardor and Devotion”

Aligning who you are with what you'll do is the heart of the Bates experience.

[Learn about Applying >>](#)




Schedule a Visit



Calendars & Key Dates



Explore Academic Programs



Join Our Mailing List

## #bates2020

Congratulations to the newest members of the Class of 2020!

[Enroll Today >>](#)

## 3,679

That's how many donors made March a Great Month to be a Bobcat!

[Learn More >>](#)

### News & Announcements



**Bates**

What do you think of this homepage?

- 😊
- 😐
- 😞

# Results of A/B test and Qualaroo survey

- Two thirds of homepage visitors are prospective students/families
- A/B test targetted 25% of off-campus visitors
  - April 20 to May 4, 2016
- New design performed 5% better
  - More Admission/Academics clicks, less News clicks
  - 27,000+ clicks per year
- Qualaroo: ~90% satisfaction
  - Similar to current design

# Resources within WordPress

- WordPress contextual help
- WordPress documentation
- WordPress forums
  
- WordPress Office Hours - Tuesday, June 21 from 2:30 to 3:30 in Rm. 225.



WordPress dashboard interface for bates.edu. The top navigation bar includes 'My Sites', 'WordPress Community of Practice', and user information 'Howdy, Nicholas O'Brien'. The left sidebar contains menu items like 'Dashboard', 'Audit Log', 'Posts', 'Media', 'Pages', 'Comments', 'Appearance', 'Contact Us', 'Plugins', 'Users', 'Tools', 'Settings', 'BWP Sitemaps', 'Performance', and 'Collapse menu'. The main content area is titled 'Edit Page' for 'Shortcode Reference (bates.edu/sr)'. It features a 'Publish' sidebar on the right with options like 'Preview Changes', 'Update', and 'Move to Trash'. The main editor shows a list of shortcodes: 1. [Foldaway](#), 2. [Collapsible Areas](#), 3. [Inline Show/Hide Added Content](#), 4. [Tabs](#), 5. [Call to Action Button](#), 6. [Gallery](#), 7. [Show Children Pages](#). A notification at the top states 'WordPress 4.5.2 is available! Please update now.'

- My Sites
- WordPress Community of Practice
- 10
- 0
- New
- View Page
- Performance
- Dashboard
- Audit Log
- Posts
- Featurettes
- Media
- Forms
- Pages
- All Pages
- Add New
- Comments
- Appearance
- Contact Us
- Plugins
- Users
- Tools
- Settings
- BWP Sitemaps
- Performance
- Collapse menu

- About Pages
- Inserting Media
- Page Attributes

Pages are similar to posts in that they have a title, body text, and associated metadata, but they are different in that they are not part of the chronological blog stream, kind of like permanent posts. Pages are not categorized or tagged, but can have a hierarchy. You can nest pages under other pages by making one the "Parent" of the other, creating a group of pages.

Creating a Page is very similar to creating a Post, and the screens can be customized in the same way using drag and drop, the Screen Options tab, and expanding/collapsing boxes as you choose. This screen also has the distraction-free writing space, available in both the Visual and Text modes via the Fullscreen buttons. The Page editor mostly works the same as the Post editor, but there are some Page-specific features in the Page Attributes box.

For more information:  
[Documentation on Adding New Pages](#)  
[Documentation on Editing Pages](#)  
[Support Forums](#)

WordPress 4.5.2 is available! [Please update now.](#)

## Edit Page [Add New](#)

# Shortcode Reference (bates.edu/sr)

Permalink: <http://www.bates.edu/wordpress/shortcode-reference/> [Edit](#)

[Add Media](#) [Add Ensemble Video](#) [Add Form](#) Visual Text

File Edit Insert View Format Table Tools

**B** *I*

- [Foldaway](#)
- [Collapsible Areas](#)
- [Inline Show/Hide Added Content](#)
- [Tabs](#)
- [Call to Action Button](#)
- [Gallery](#)
- [Show Children Pages](#)

### Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: **69** [Browse](#)

Published on: **Jun 9, 2014 @ 11:46** [Edit](#)

[Purge from cache](#)  
[Move to Trash](#) [Update](#)

### Sidebar

Choose a sidebar to show with this page.  
[None \(full-width\)](#)

div

# Lynda.com WordPress Playlist

- 20 short tutorial videos at [bates.edu/lynda-wp](https://bates.edu/lynda-wp)
- Example Clip Titles:
  - Creating and editing links
  - Adding content from YouTube and similar sites
  - Creating and customizing menus

# Faculty Expertise & The Quad

- [Faculty Expertise](#)
- [The Quad](#)

# WordPress Community of Practice

May 2016

