WEB SITE UPDATE INSTRUCTION

Prepared by Ben Lee **Version: 2** **Date: 15th July, 2018**

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I. Introduction

This instruction manual for the site developed by WordPress with Divi framework in general**.**

About WordPress

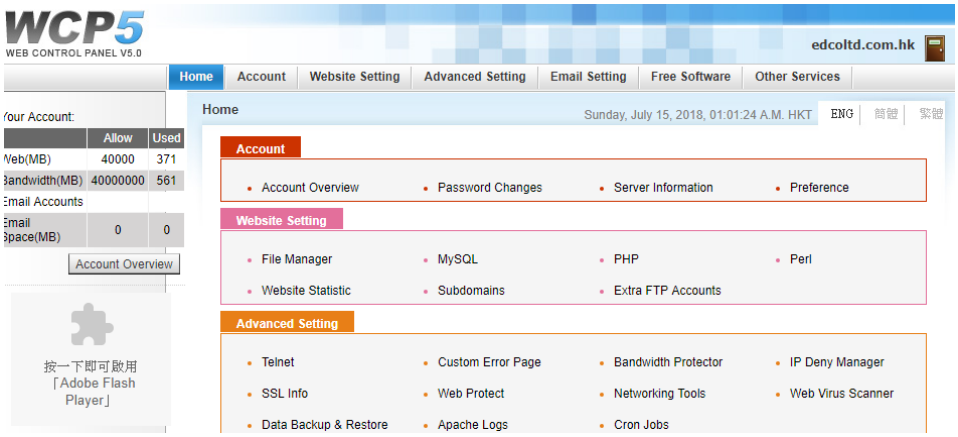
We are using WordPress as backend CMS (Content Management System). Details usage of WordPress: https://codex.wordpress.org/

About Elegant Theme - Divi

Beside WordPress, we are also using Elegant Theme Divi theme as design framework for update content more easily. Detail usage of Divi Theme: https://www.elegantthemes.com/documentation/divi/

II. Communilink WCP

WCP is provided by Communilnk. You can find many functions there

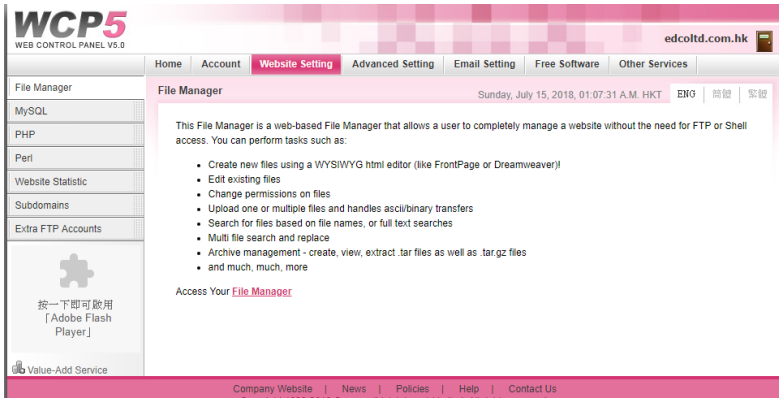


You can change password, set email, transfer files in WCP. For details usage, please contact **Communilnk**

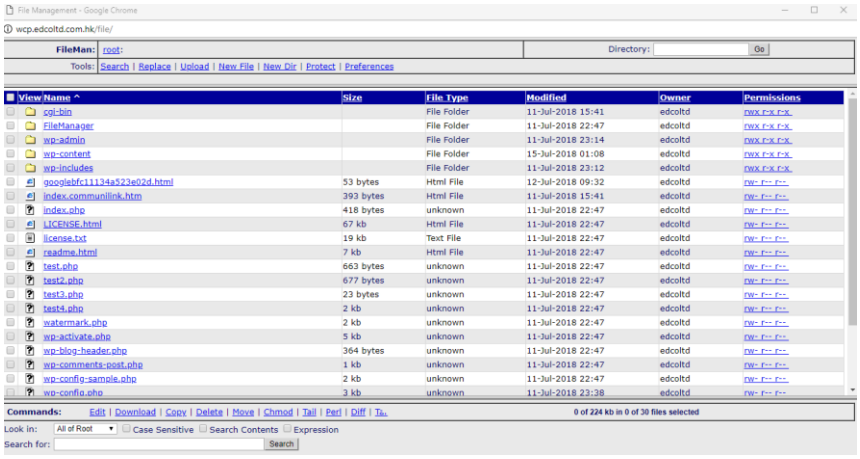
- CS: 29980808
- Tech. Support: 29980833

Here introduction of the file manager in WCP, as you may need to use it to update web.

Please click **File Manager**, under Website Setting



Then click File Manager



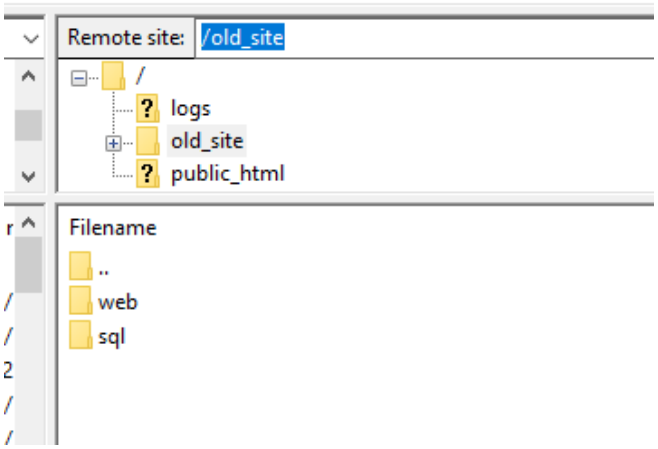
The usage is simple. You can click Upload to upload files, click the folder to open folder. Click files to download file.

III. Old Site Backup

You old web site is located in “/old_site”

The old file are still there you can download anytime. However, it cannot be access as the system does not run in the new server platform. Some day if you want to retrieve the old site, you can download the files again and find another server. You can contact Communilink to do so. But the possibility is very low.

If you want to access, you need to download FTP software e.g. FileZilla.
https://filezilla-project.org/



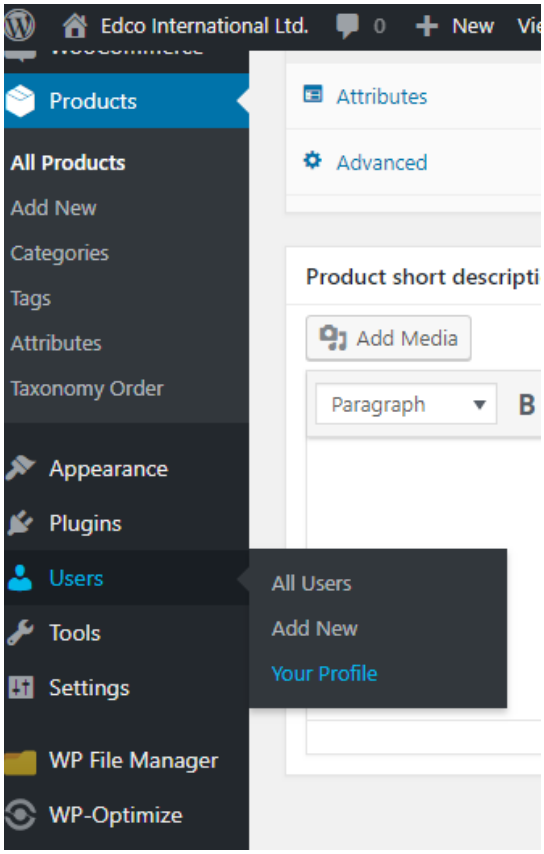
IV. Login

URL [http://[site domain]/wp-admin/](http://[site domain]/wp-admin/)

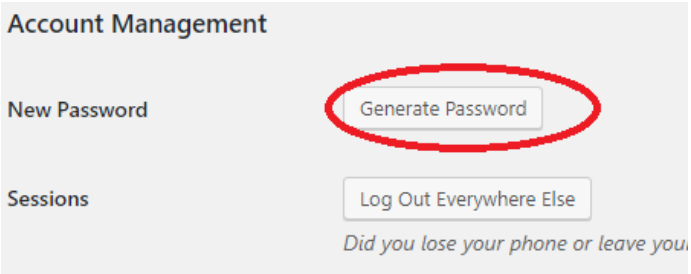
Change Password

If you want to change password

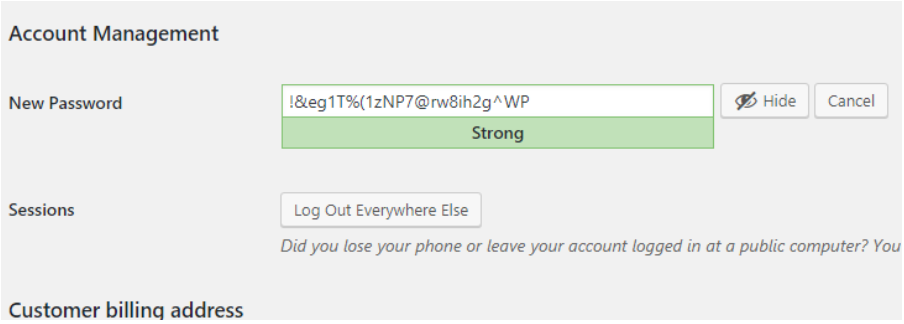
1. Admin > Users > Your Profile (left hand side menu)



2. Scroll down to “Account management”. Click “Generate Password” button

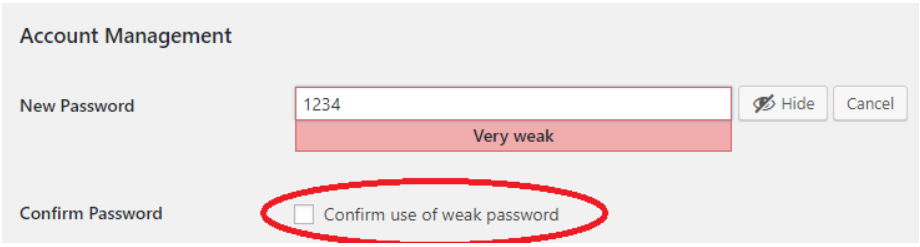


3. Input new password

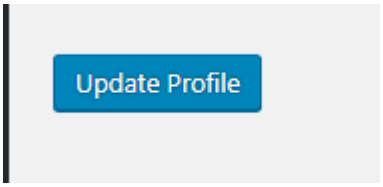


Suggestion: Password must contain capital and small letter, number and symbol (e.g. !@#$%^&*)

4. If your password is too weak, and you still want to use, you have to check “Confirm use of weak password”. Otherwise, you wont be able to update the password.

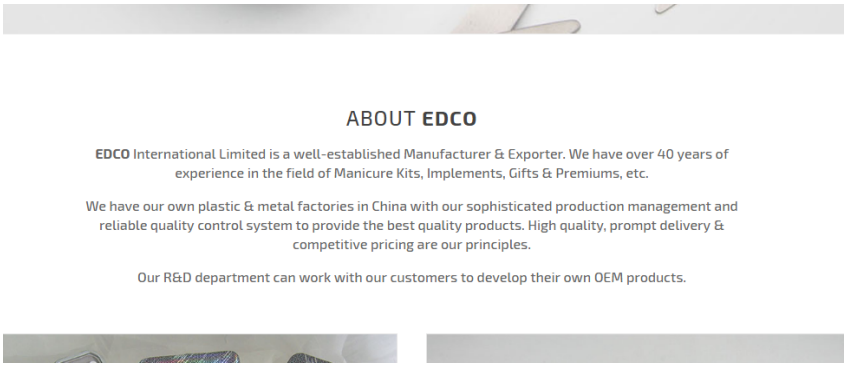


5. Scroll down and click “Update Profile” button



V. Home Page

Update Home page text

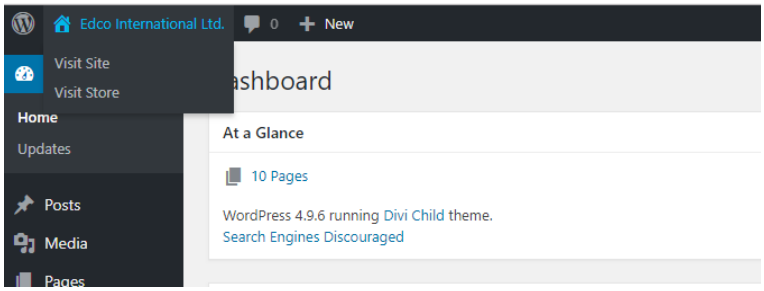


Method 1: Using Visual Builder

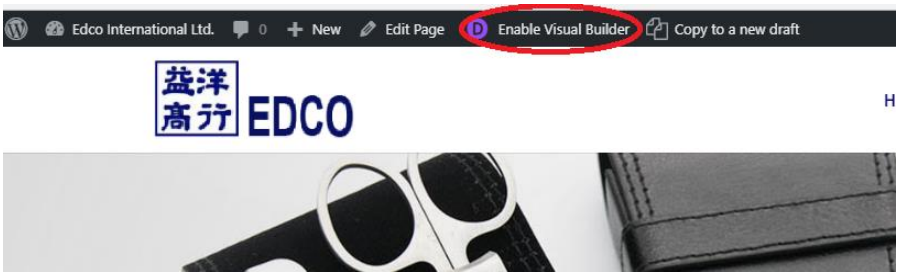
1. Login as admin
2. Go to home page
    I. Go to your website with browser (Front end)

    OR

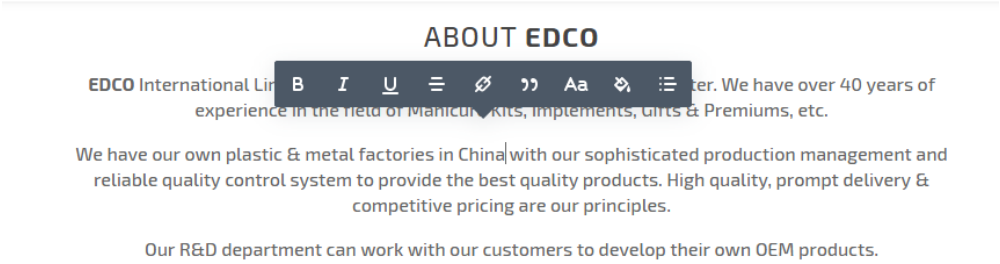
    II. If you are in admin, you can click sitename (top left hand corner) > Visit Site



3. Click “Enable Visual Builder” You can able to see this admin bar(top black bar) after login as admin.



4. Click the text and edit

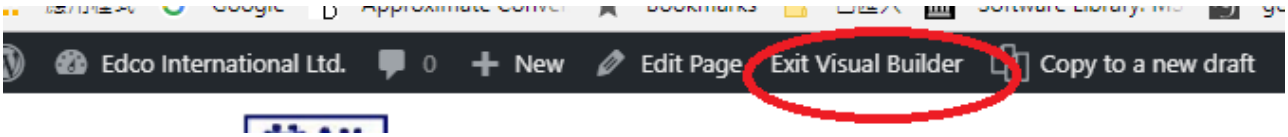


5. Click the [….] button at the bottom of the page.

6. Click [Save]

7. If you don't want o save, click "X" to cancel

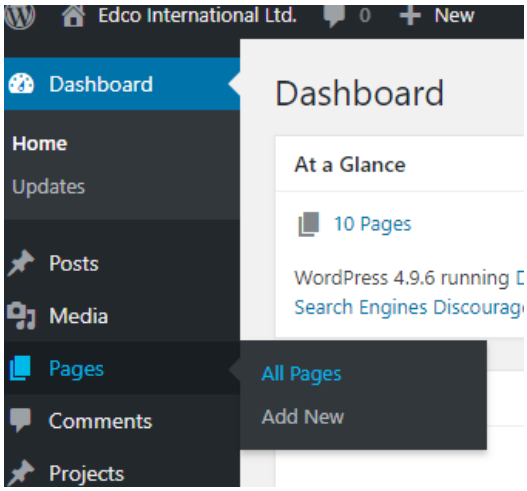
8. Click "Exit Visual Builder" (on top) to quit (Remind to Save , if you want to)



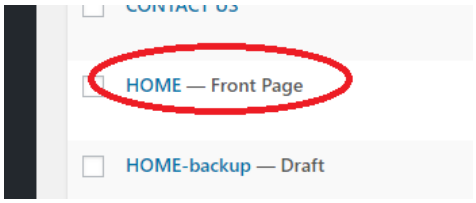
Method 2: by Page Editor

1. Login as Admin

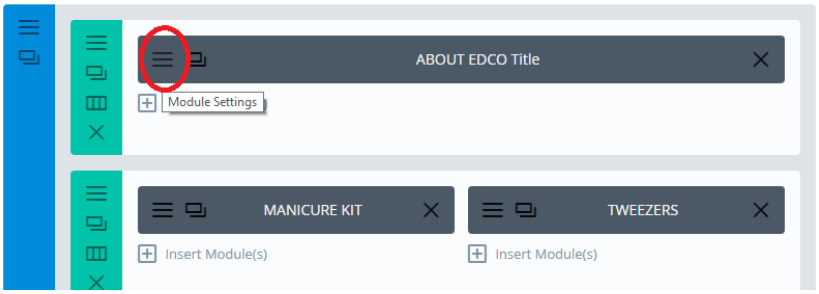
2. Page > All Pages



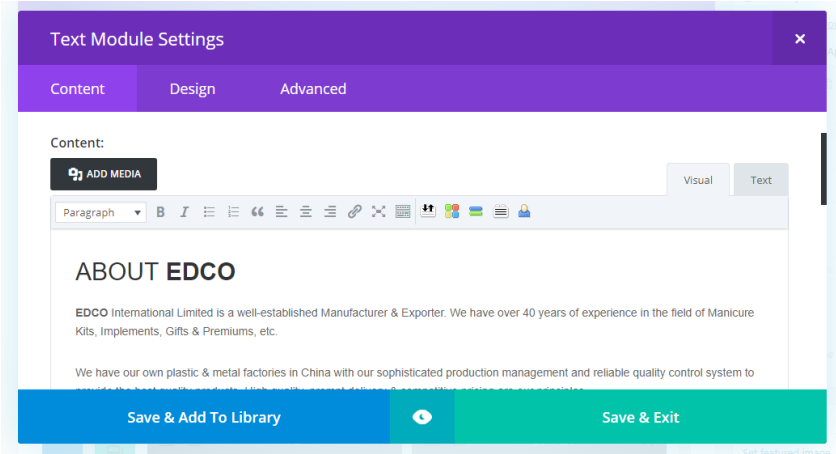
3. Click “Home” (page)



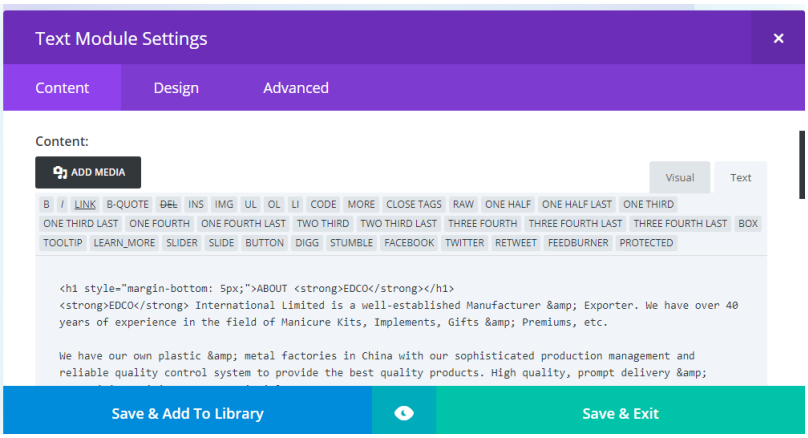
4. Click Edit icon (3 lines) of “About XXX Title” (Text modules)



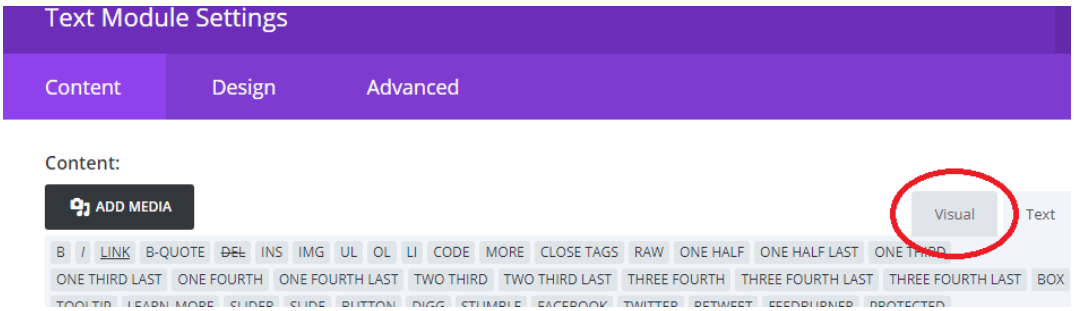
5. Edit the text in the editor



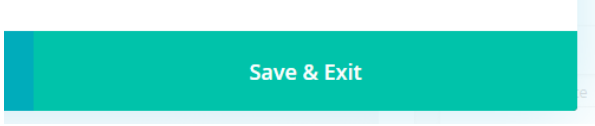
6. If you see this strange code like below. The you've entered "Text View"



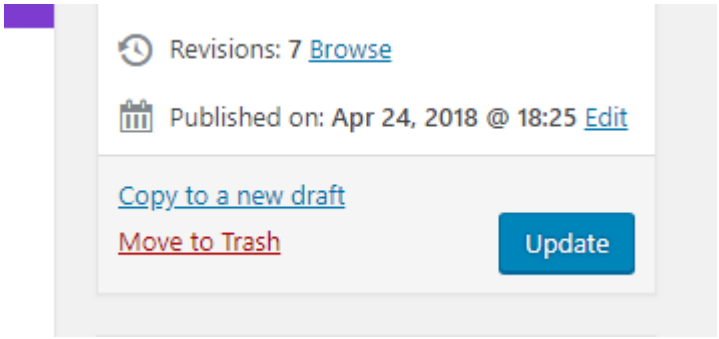
Click "Visual" TAB to resume normal text view.



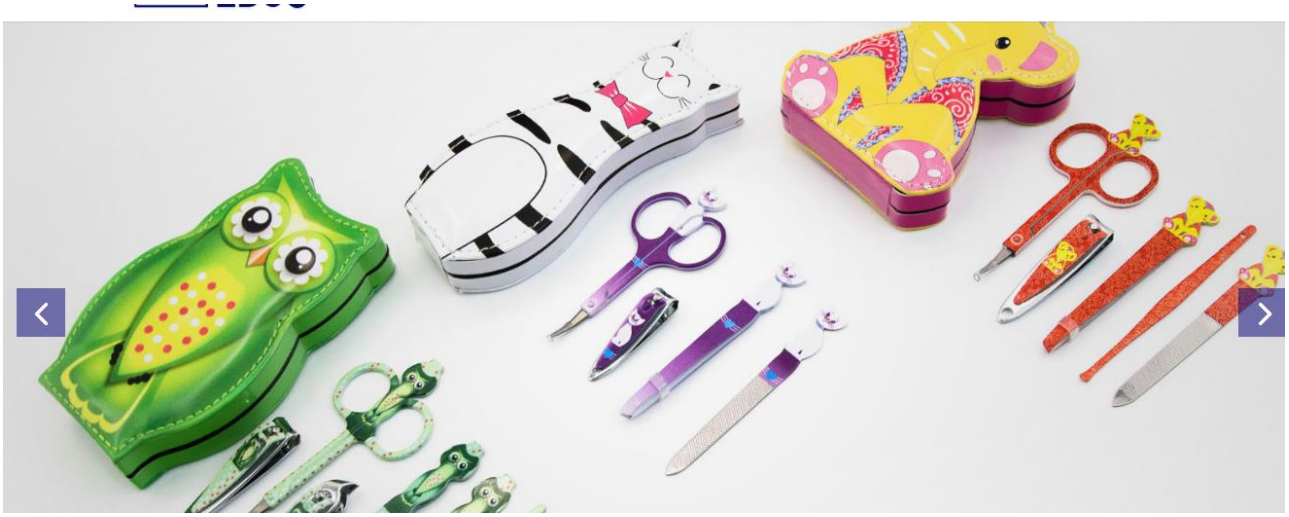
7. Click Save and Exit at bottom



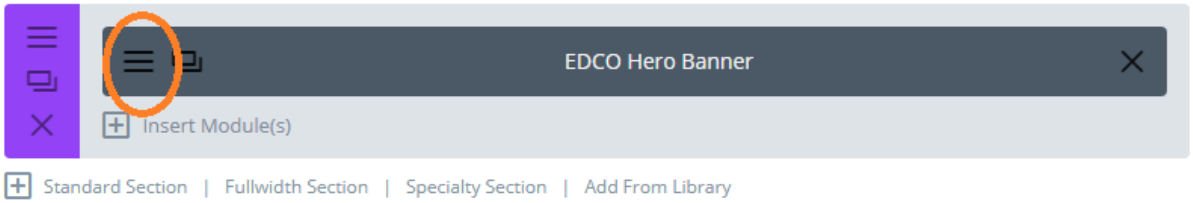
8. Click “Update” Button (right side)



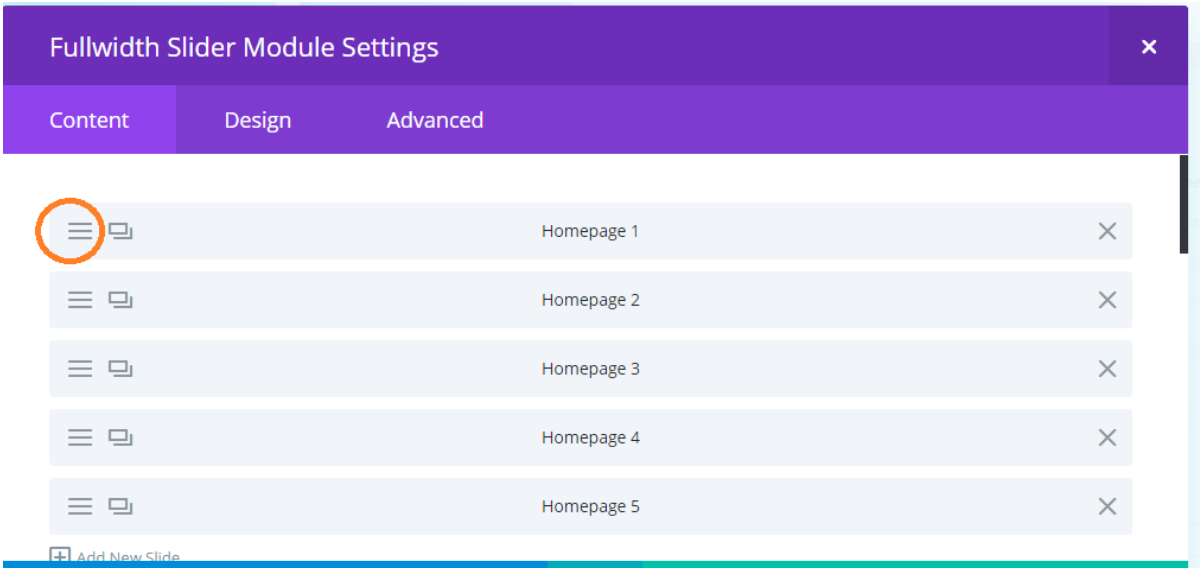
Update Home Banner



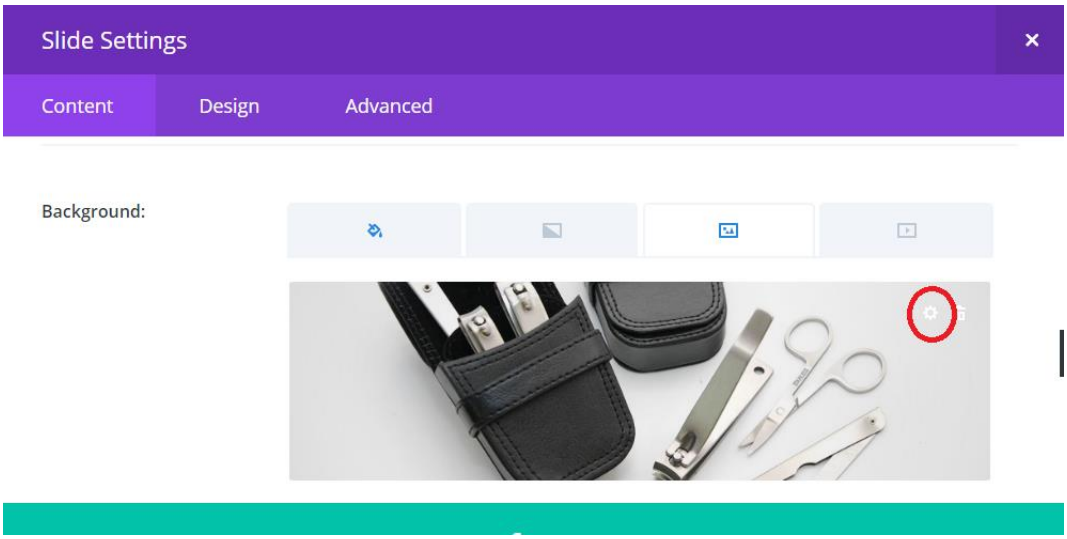
1. Login as Admin
2. Pages > All Page > Home
3. Click the edit icon of “ECO Hero Banner” (Slider modules)



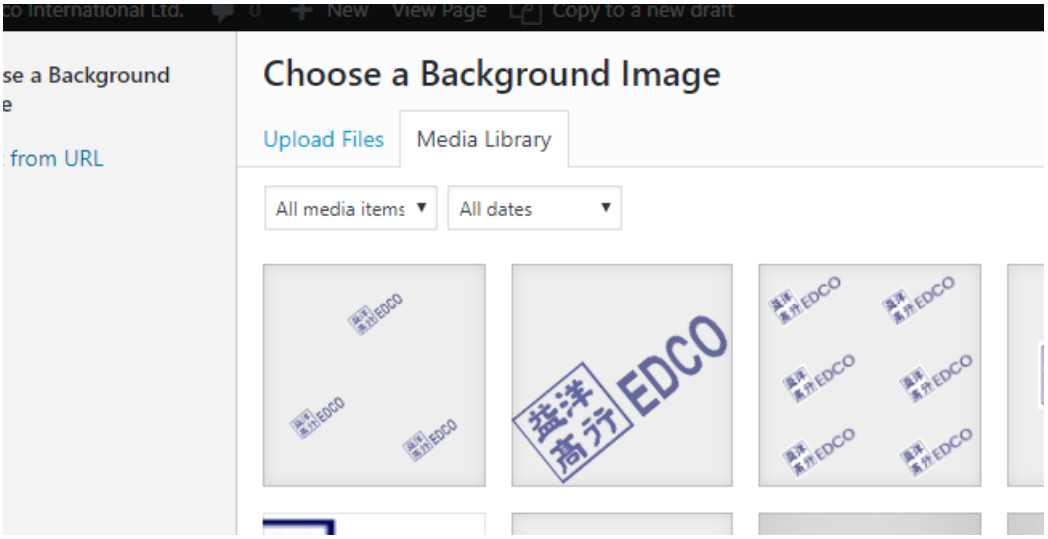
4. All home page banners are in order below, click one the banners edit icon



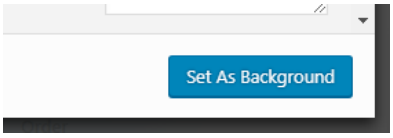
5. Scroll down to “Background” Click the gear icon



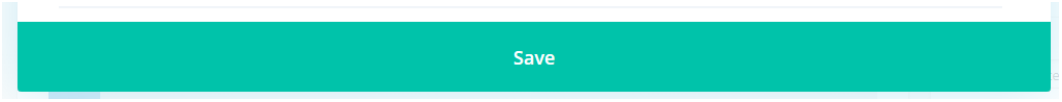
6. Choose an existing image in media library. Or click “Upload Files” to upload new file



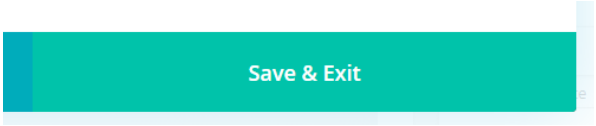
7. Click “Set as Background” button



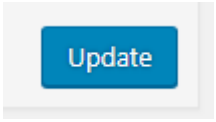
8. Click “Save” button (of banner)



9. Click “Save & Exit” button (of sliders modules)



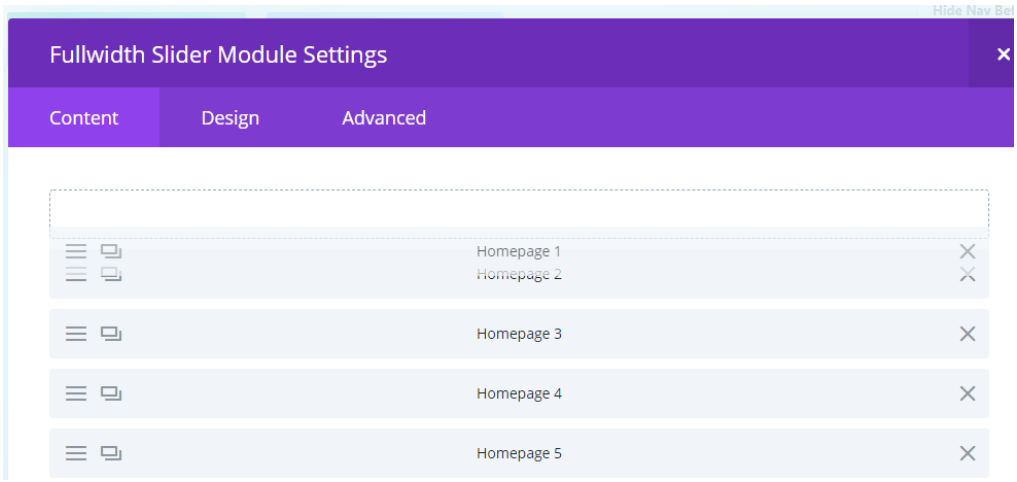
10. Click “Update” button (of page) at right hand side.



Banner Control

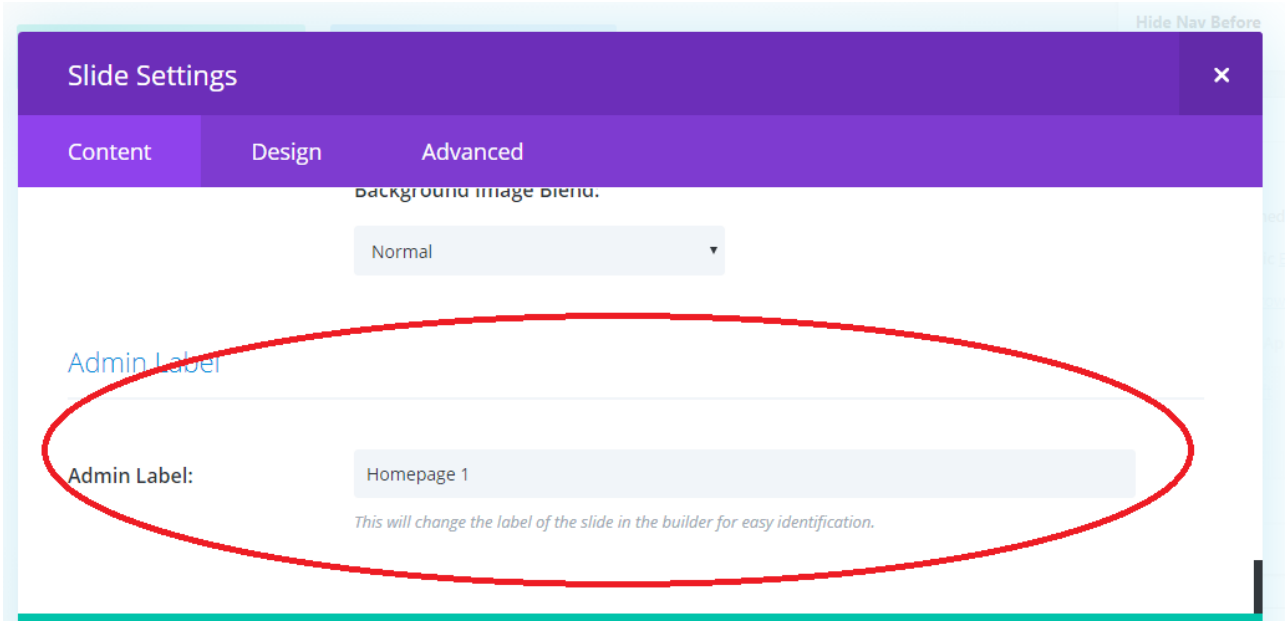
Change Banner Order

Actually, you can drag and drop (the middle of banners bar) to change the banners appearance order.



Y may need to change the “label” of Banner to recognize the banner name.

Click edit Banner > scroll down > Admin Label, then edit label

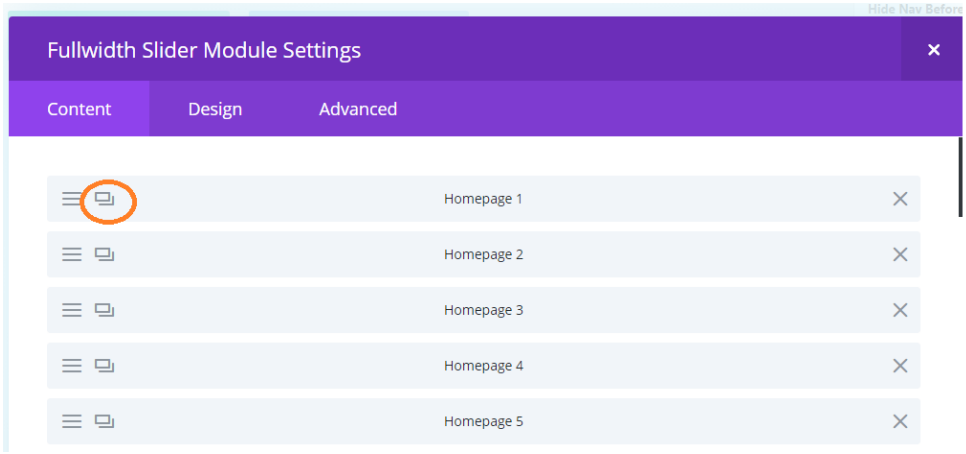


Note: the label is for admin to identify the banners. The audience will not see this label name. This process is optional and for your convenience only.

Duplicate Banner

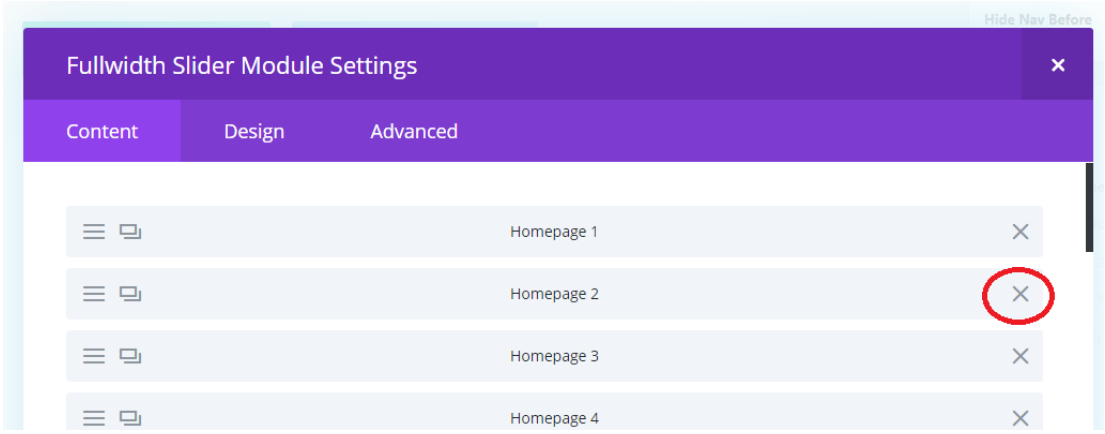
If there do not have enough banners, you can duplicate one of the banner and then edit.

Click the duplicate icon of the banner you want to duplicate as below. After duplicate, then you can edit the banner



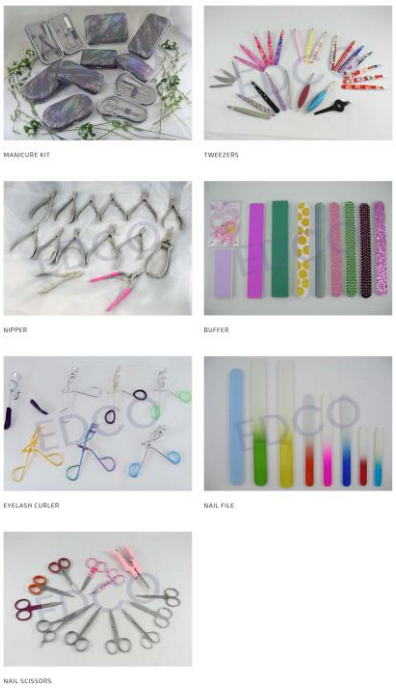
Delete Banner

To remove banner, click the “X” icon



Update Banner Image

You can update, add, delete the images in the middle of home page.

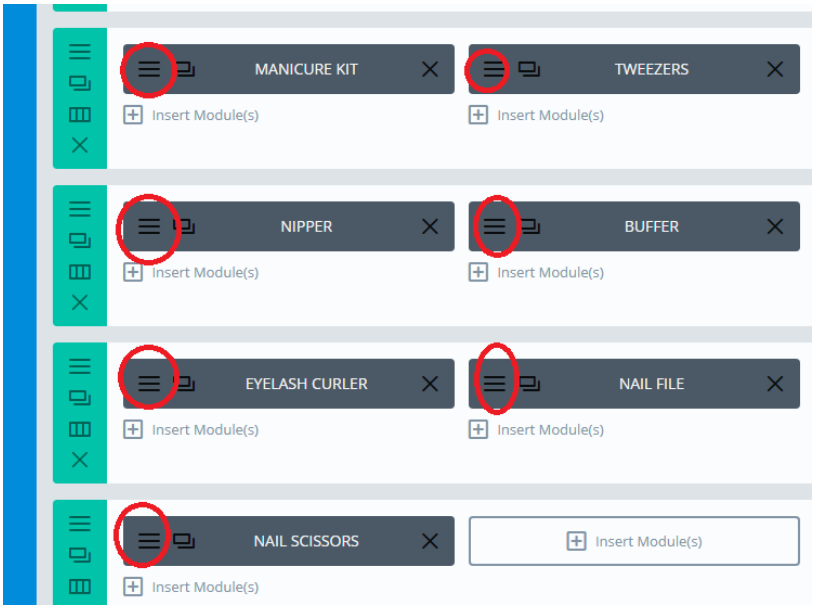


Update home page image

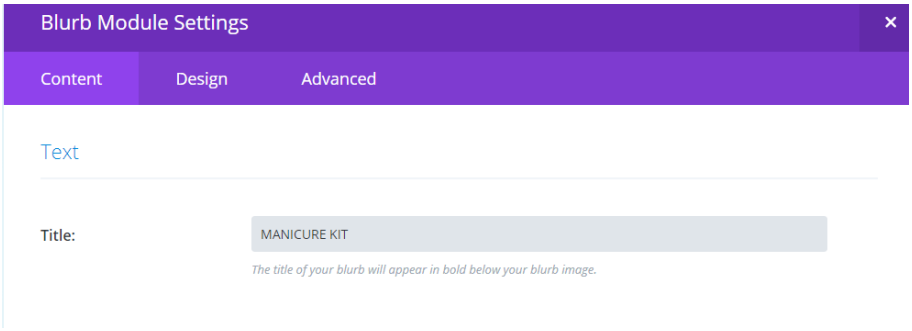
1. Login as Admin

2. Pages > All Page > Home

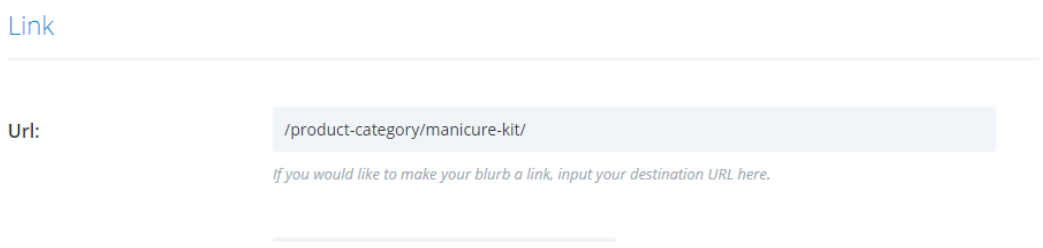
3. Click the edit icon of any one of the home page image you want to edit



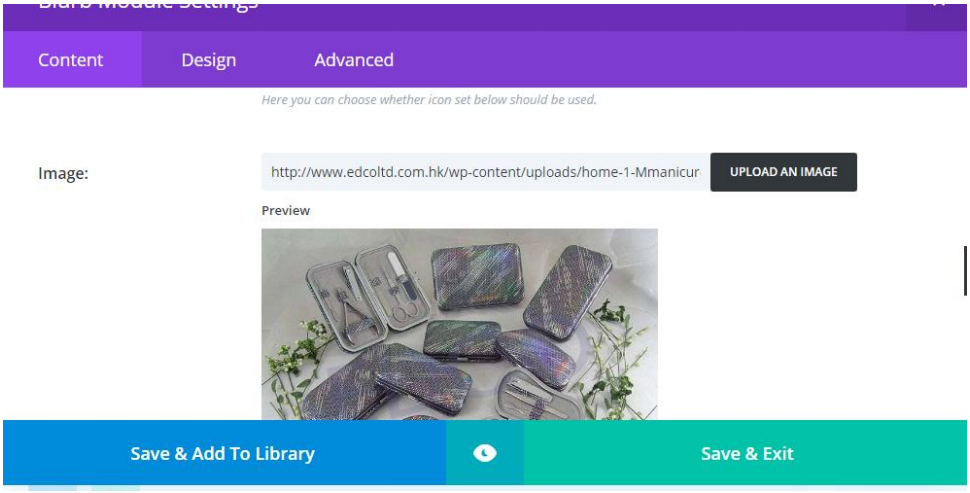
4. Input the title (name) of image (will appear under the image)



5. Input the link (url) of the image, i.e. which page will go to when click this image. If you just want to click to same page, then do not change.



6. Click “UPLOAD AN IMAGE” button to change the image



Note: if you want to add watermark automatically, you need to modify the image file name.

e.g. if you image file is

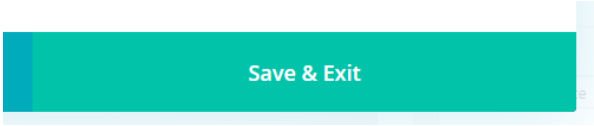
http://[sitename]/wp-content/uploads/1-Homepage-Manicure-Kit.jpg

then you need to insert:
“*watermark.php?src=*”
after “http:// [sitename]/”

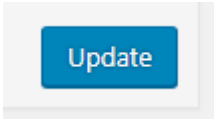
i.e. the above image will become:
http:// [sitename]/watermark.php?src=wp-content/uploads/1-Homepage-Manicure-Kit.jpg

the other way is you use photoshop to add the watermark.

7. Click “Save & Exit” button (of sliders modules)

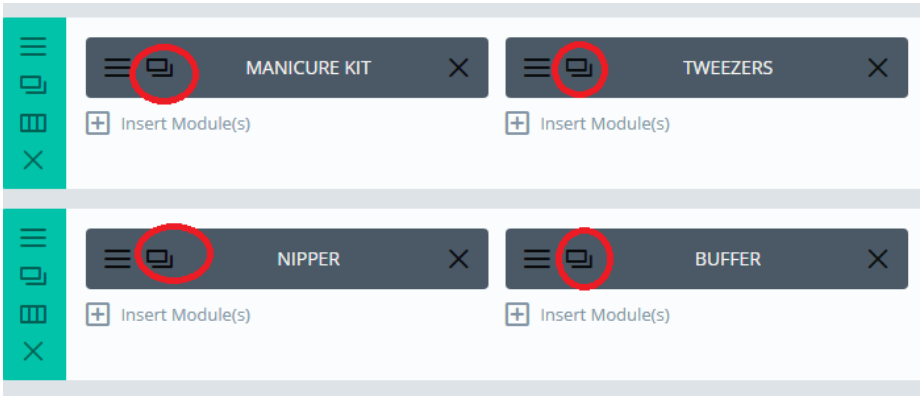


8. Click “Update” button (of page) at right hand side.



Add home page image

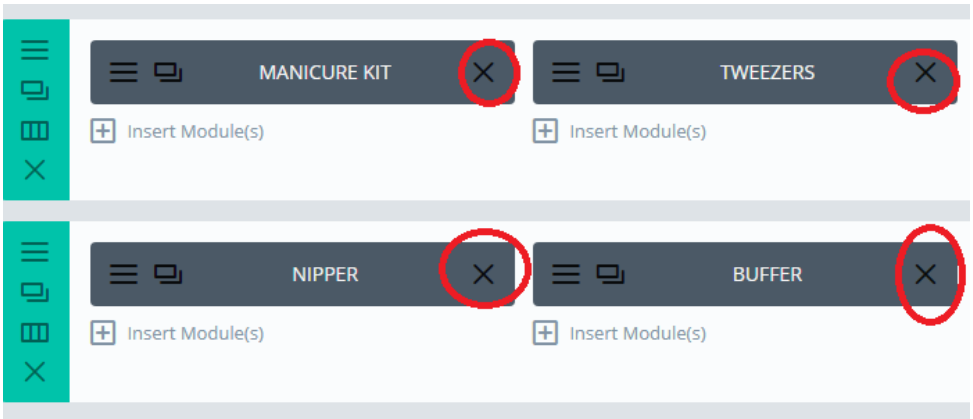
To add an image, the best way is you duplicate one of the image module by clicking the duplicate icon.



Then click edit to edit it.

Delete home page image

to delete any one of the images, just click the delete icon



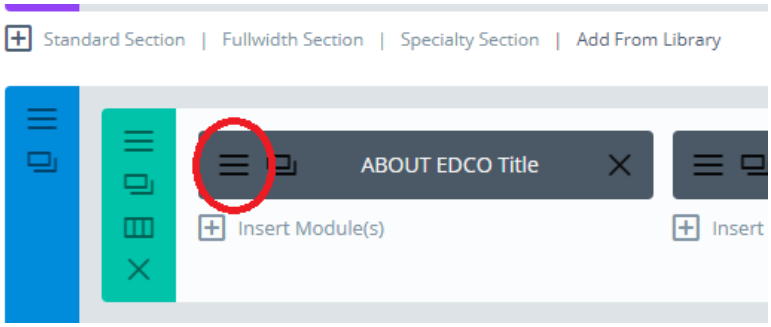
VI. About Us

Update About Us Text

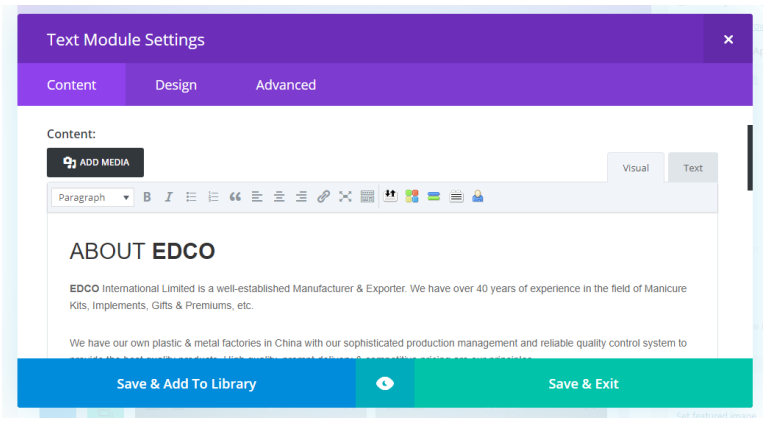
1. Login as Admin

2. Pages > All Pages > ABOUT US

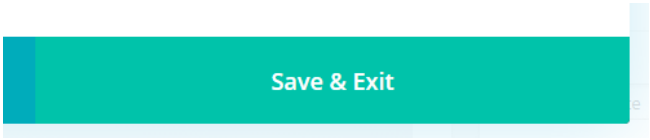
3. Edit “ABOUT XXX Title”



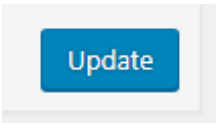
4. Edit in text box.



5. Click Save & Exit



6. Click “Update”

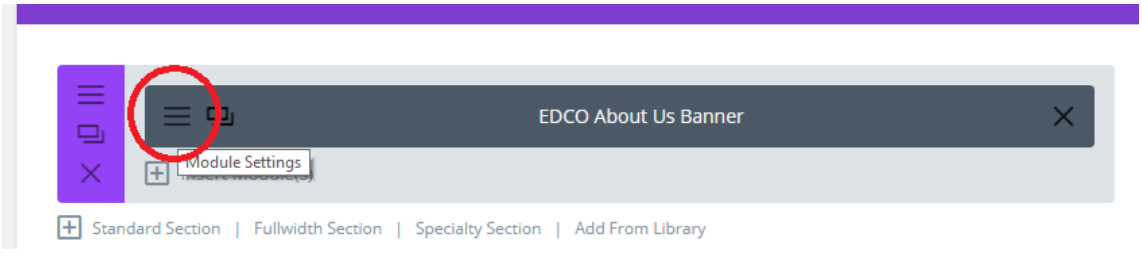


Update About Us Banner

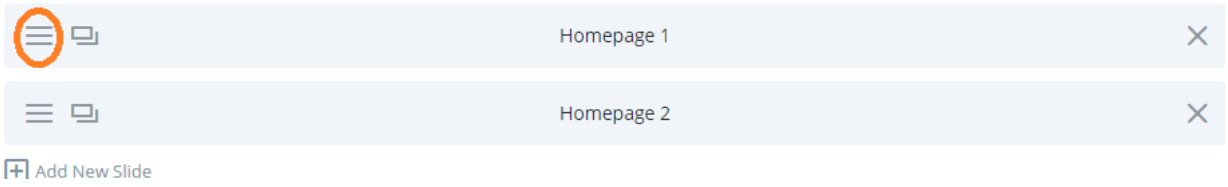
1. Login as Admin

2. Pages > All Pages > ABOUT US

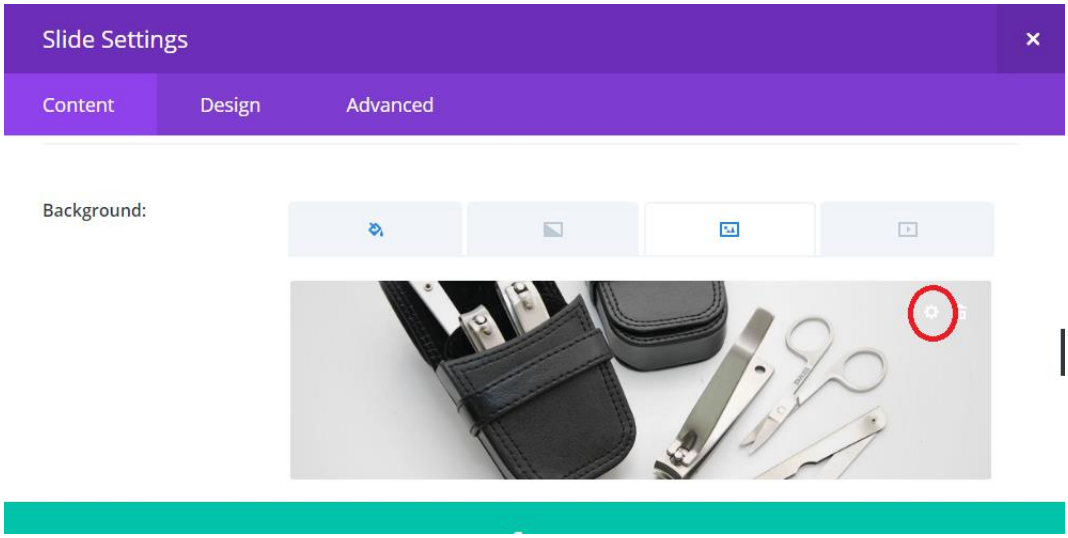
3. Edit “ECDO About Us Banner”



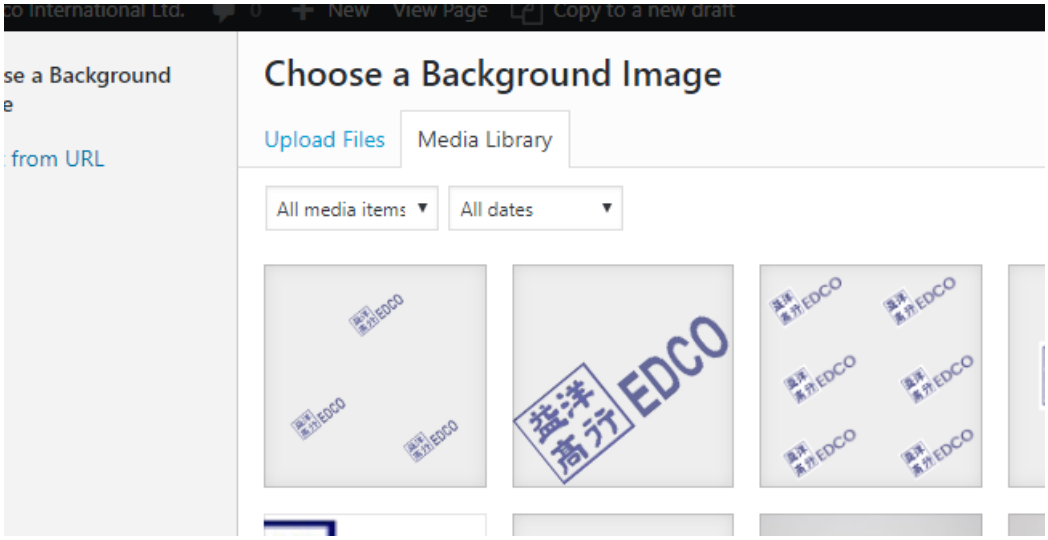
4. Click edit one of banners



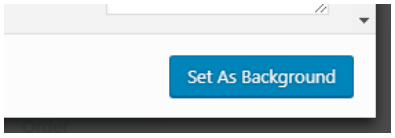
5. Scroll down to “Background” , click gear icon to edit



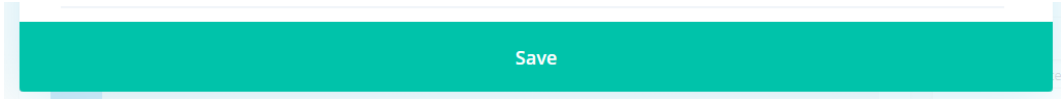
6. Choose image or Upload



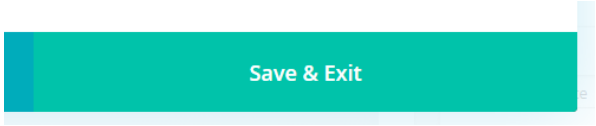
7. Click “Set as Background”



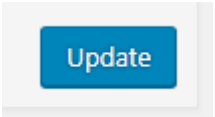
8. Click “Save” (of banner)



9. Click “Save & Exit” (of sliders modules)



10. Click “Update” (of page)



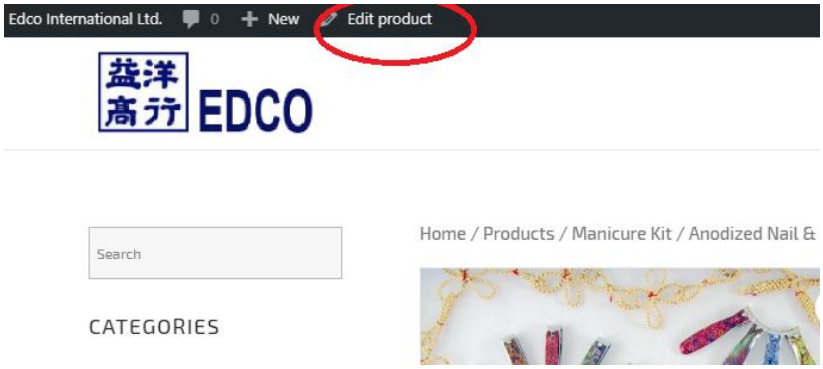
VII. Products

Find product

First find the product to update.

Find product in font end:

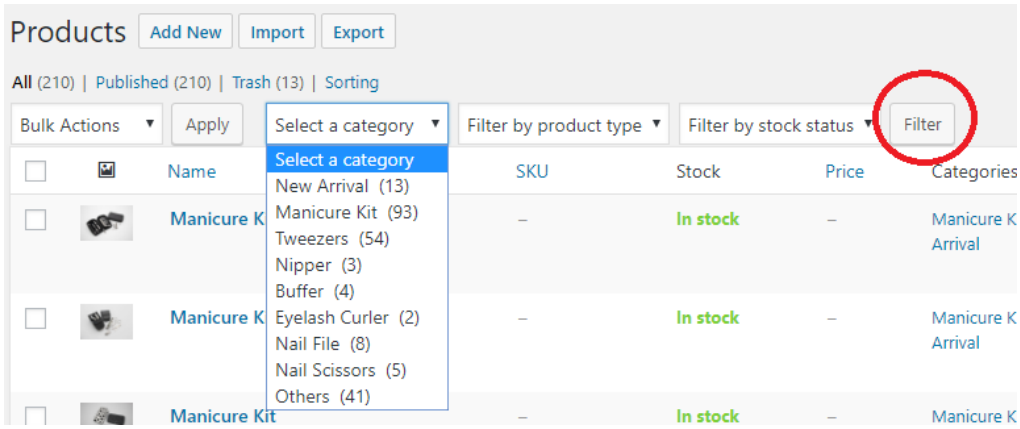
You can go to the product page (front end) and then click “Edit Product” on top.



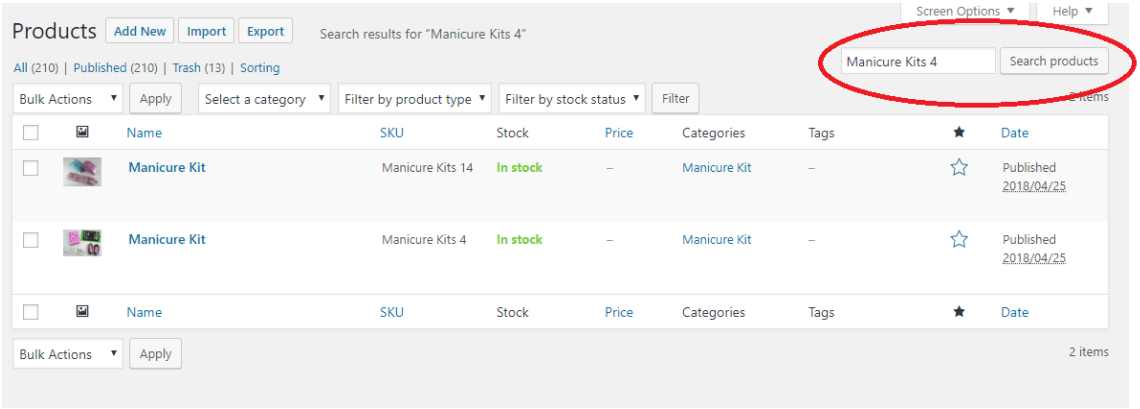
OR

Find product in admin

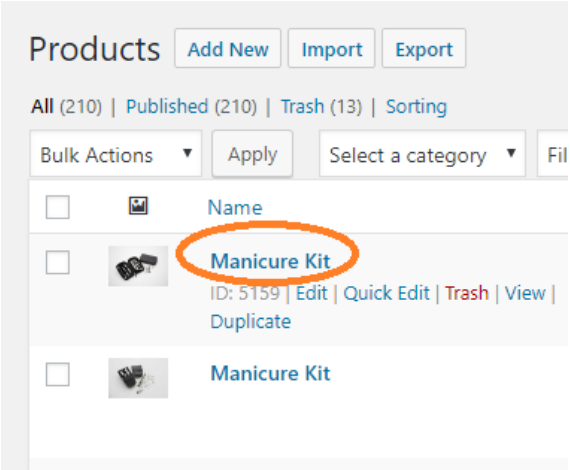
1. Admin > Products > All Products
2. Click “Select a Category” pull down menu to select. The Click “Filter” button



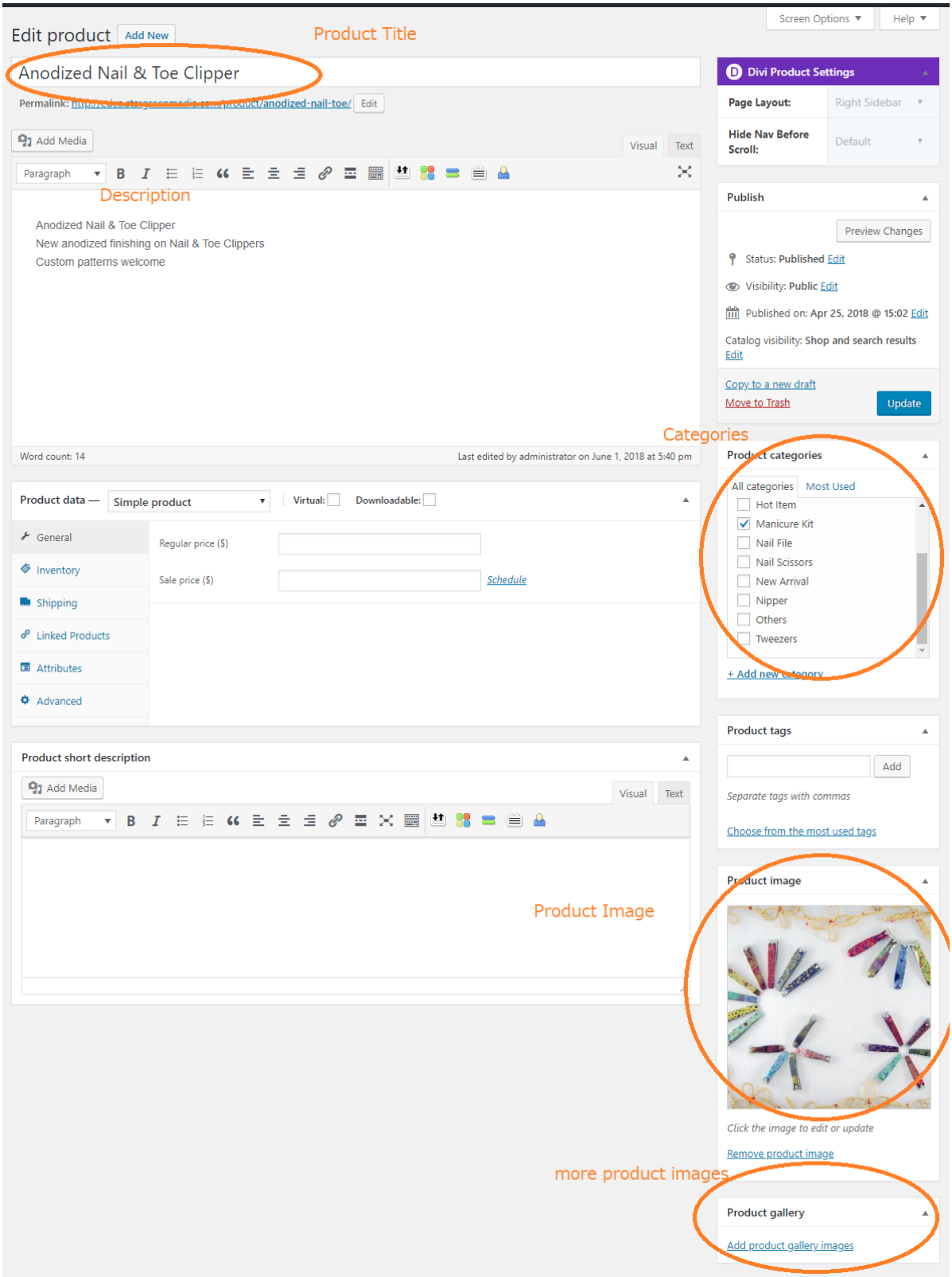
3. Or Input the product name and product code to search and the click “Search products”



4. Click the product name you want to edit

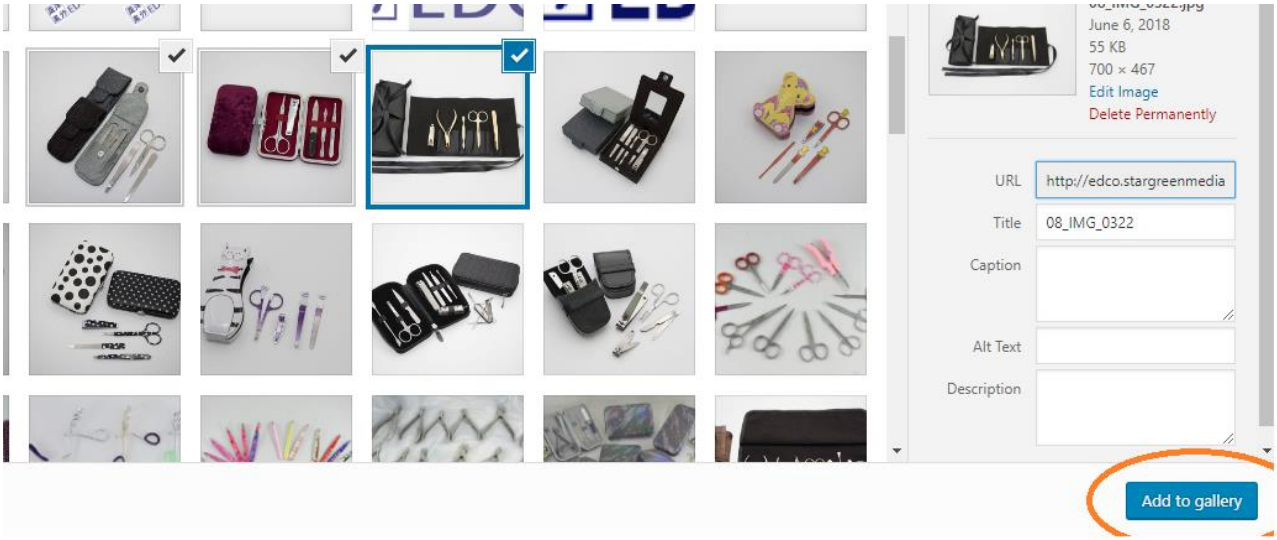


Update Product information

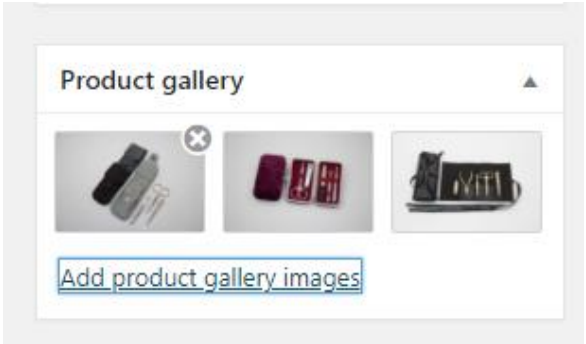


1. Title: Product Title
2. Description (optional) Product description
3. Categories: Check 1 or more categories
4. Product image: Click to select image or upload new image
5. Product gallery: Click to input 1 or more product images. The original product images no need to input again

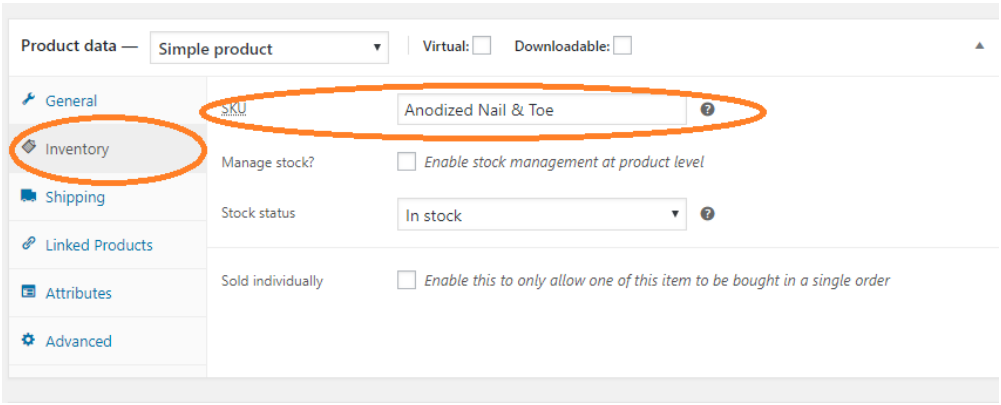
You can select 1 or multiple images and then click “Add to Gallery”



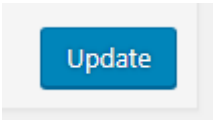
You can click “Add product gallery images” again to add more image or click “X” to remove.



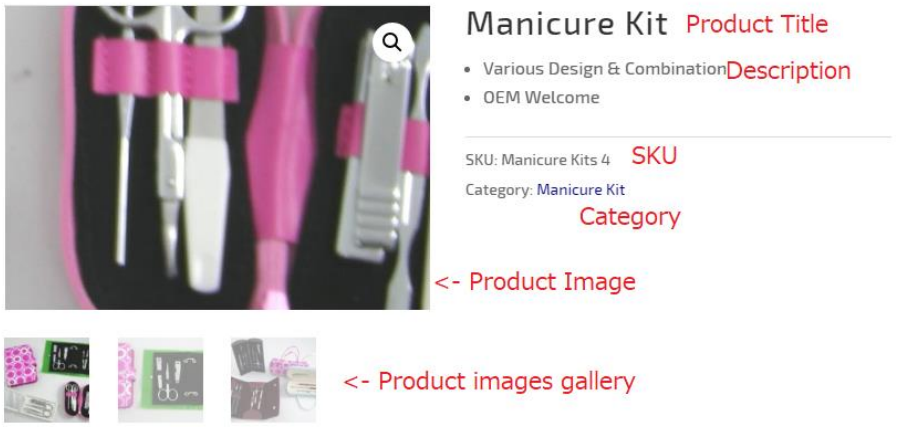
6. Click “Inventory” TAB and then input SKU (your site : product code)

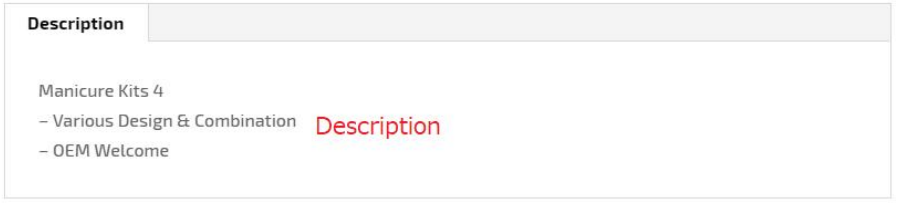


7. Click update button to save. (right hand side, same as page)

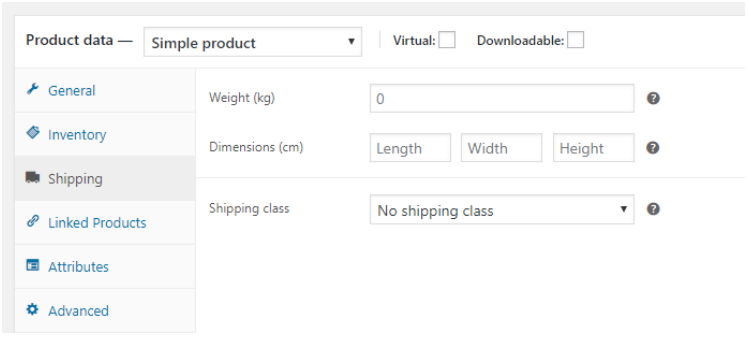


8. Here is the corresponding elements in front end



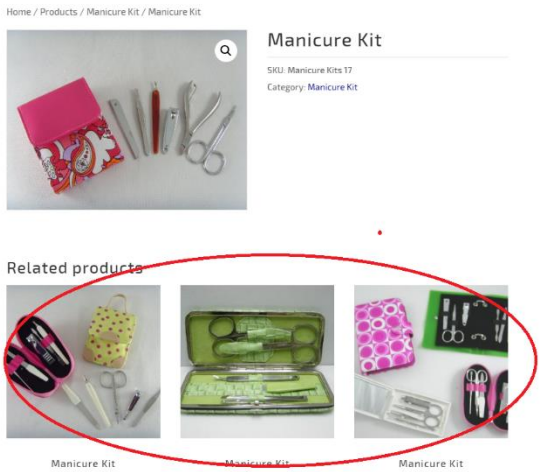


9. There is other product information now are not using, e.g. Shipping Dimension, Inventory…etc. You can input later if you need



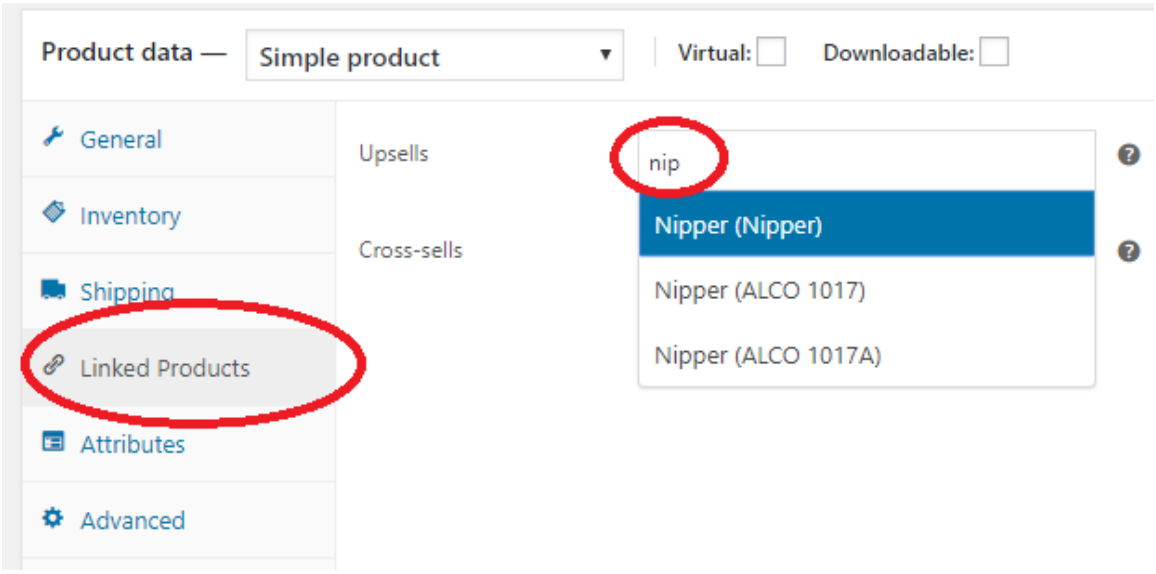
10. Related Product

Optional. In the product page you will see related produced



Related products are same category by default. If you want to set, go inside edit product.

Click “Linked Products” TAB, and input at least 3 characters in “Upsells” to search the product you want to add as related product

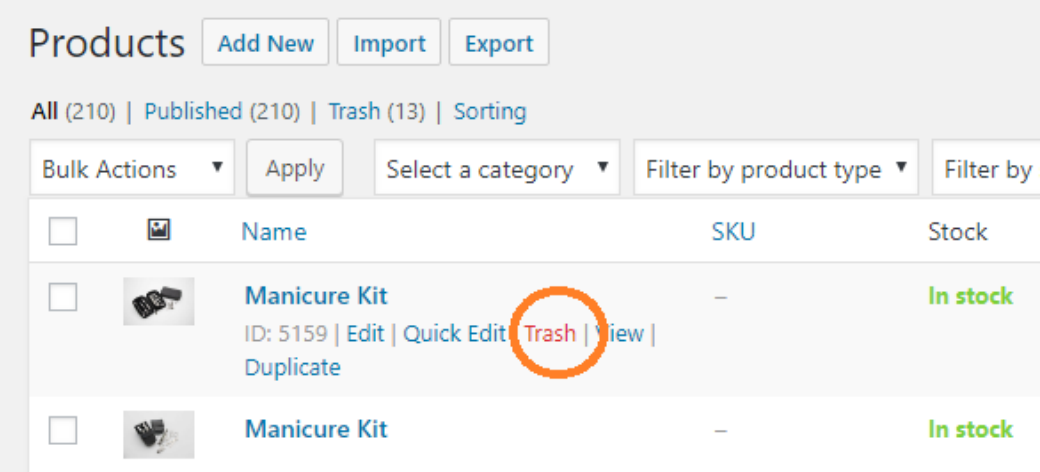


Delete Products

If you want to remove any product, go to Admin > Products > All Products

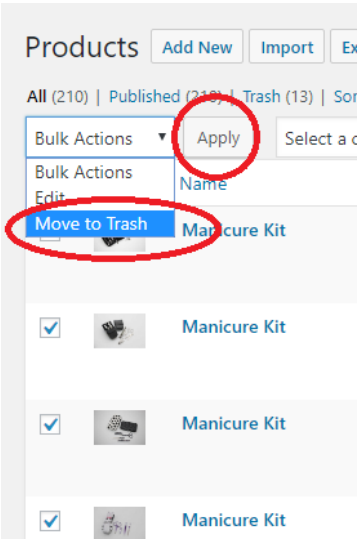
1. Delete 1 by 1

In the Products list, click “Trash” under the product you want to delete.



2. Delete Multiple Product

Check all the products you want to delete, then select “Move to Trash” in the “Bulk Actions” pull down menu. Then click “Apply” button.



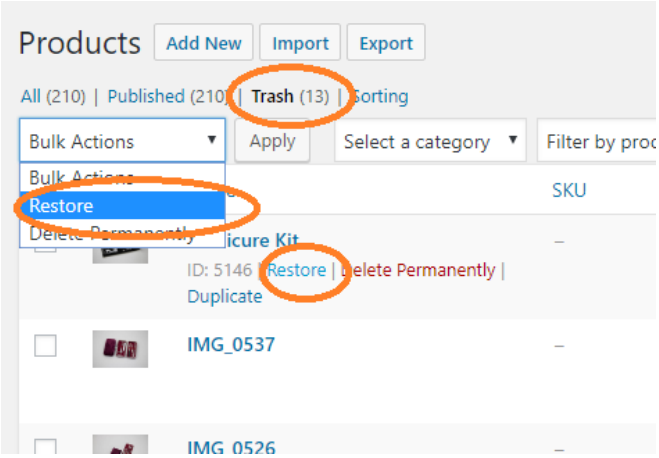
3. Restore deleted (trash) products

If you want to restore the deleted products , click “Trash” item first

Then either click the “Restore” item under the product you want to restore.

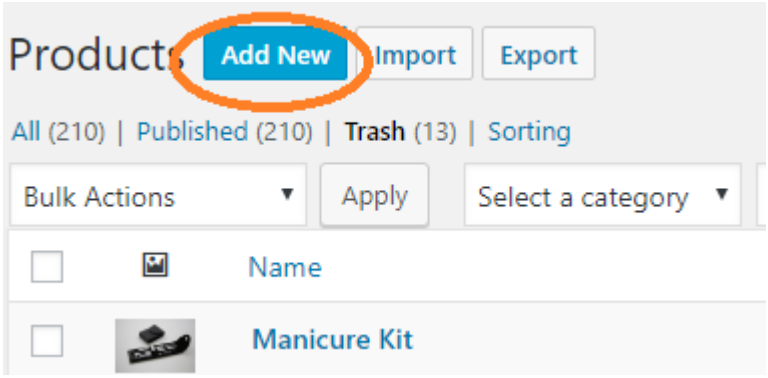
Or

Check all the products you want to restore, then select “Restore” in “Bulk Actions” pull down. Then click “Apply” button.



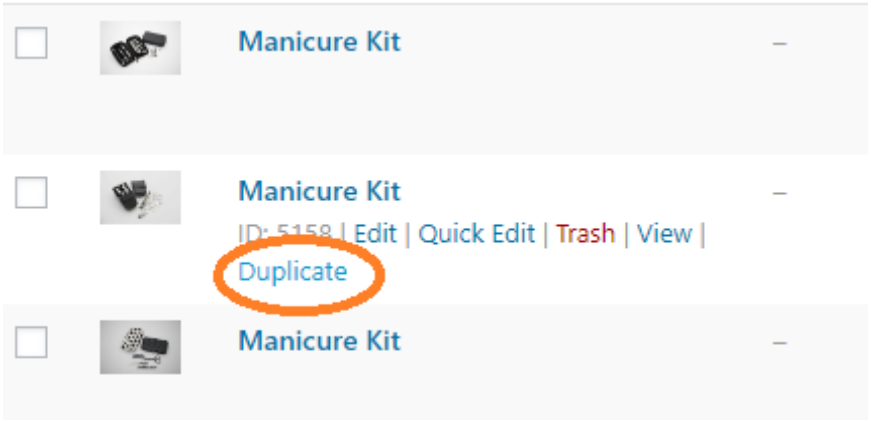
Add Products

To add product, you can click “Add New”. You will start from blank product form to edit.



Or

Find a similar product, click “Duplicate” and then edit the new added product.



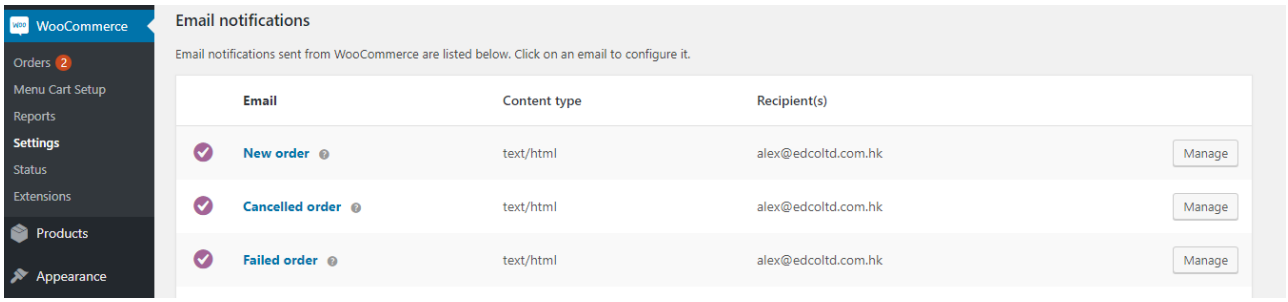
VIII. Enquiry (Order)

Email Setting

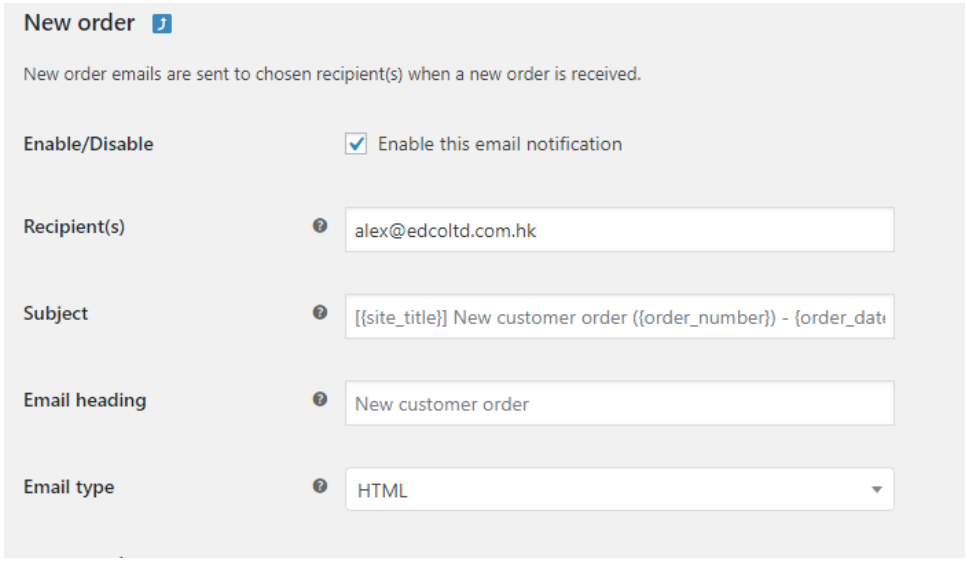
Your email will receive the order (enquiry) notification.

You can modify in

Admin > Woocommerce > Settings > Emails > Email notifications



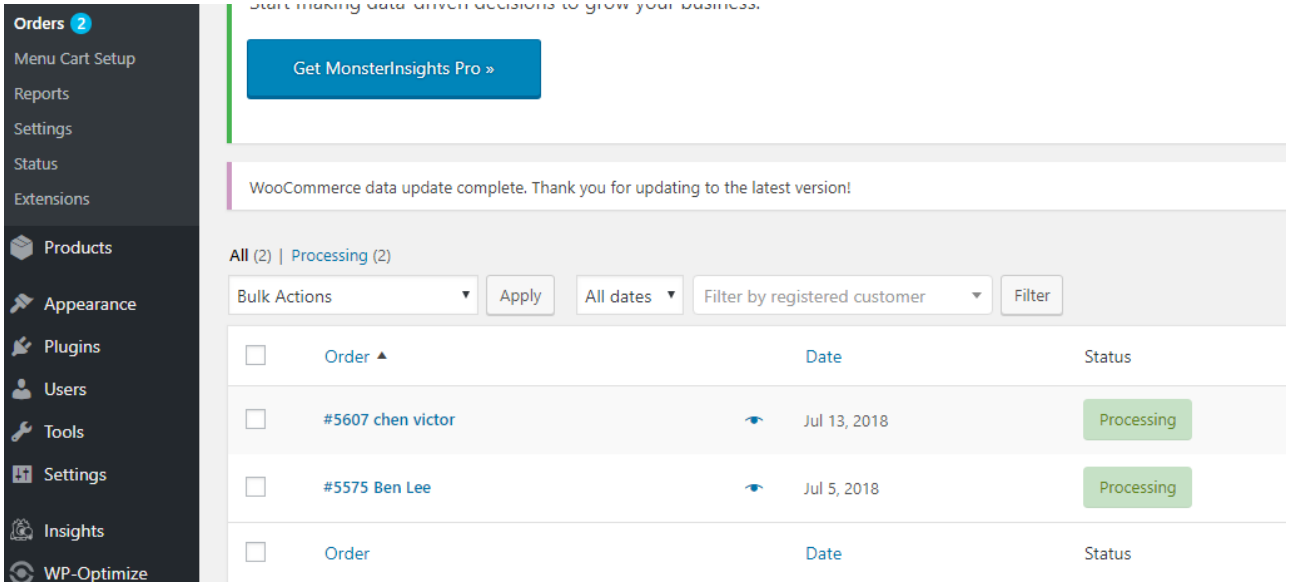
Click “Manage” button you can modify the email address



The click “Save Change”

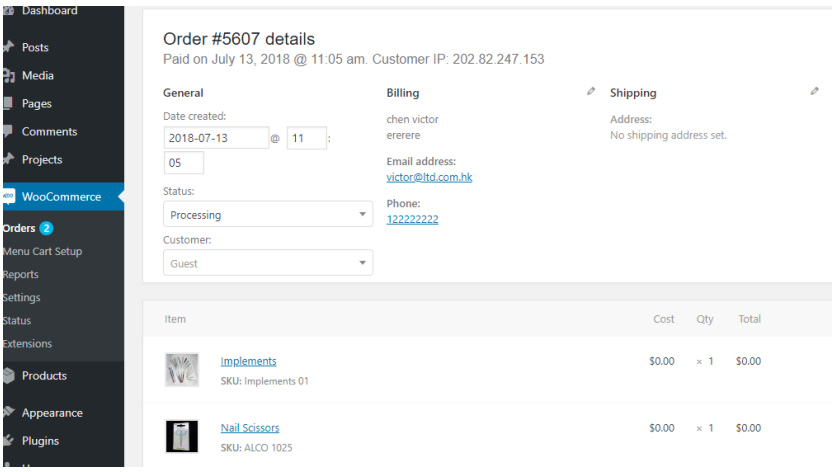
Check order

1. Go to Admin > WooCommerce > Orders



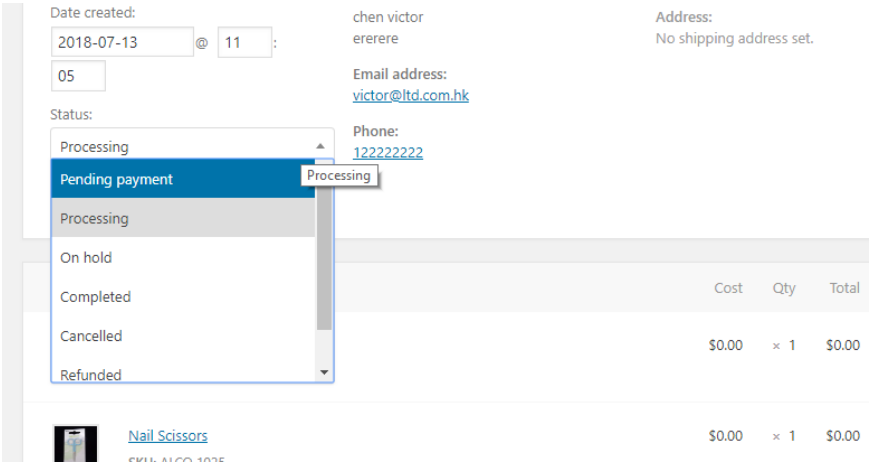
2. Click the order name

3. Then you will see the information: address, email , order items…etc



4. Then you can email the information or contact the customer.

5. Then you can change the status (e.g. Completed) to keep track the orders. It is not compulsory step. It is up to you.



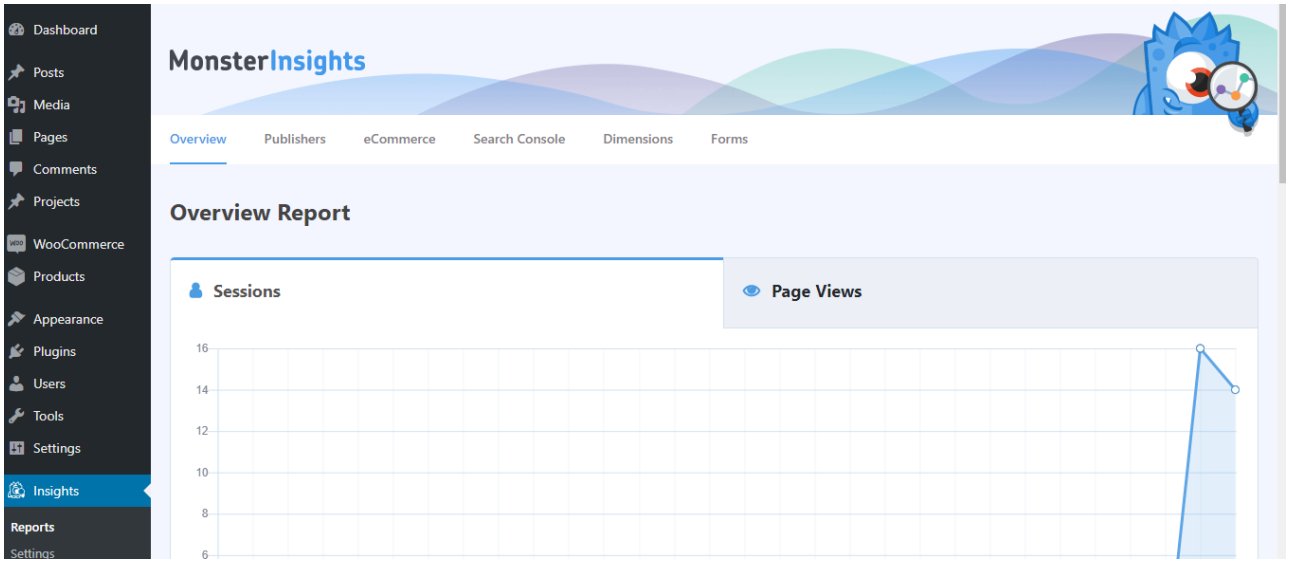
IX. Traffic report

We already set up Google Analytic to track your website traffic. Here is a simplified traffic report inside WordPress by a plugin called Monster Insights.

https://www.monsterinsights.com/

You can access the report inside admin:

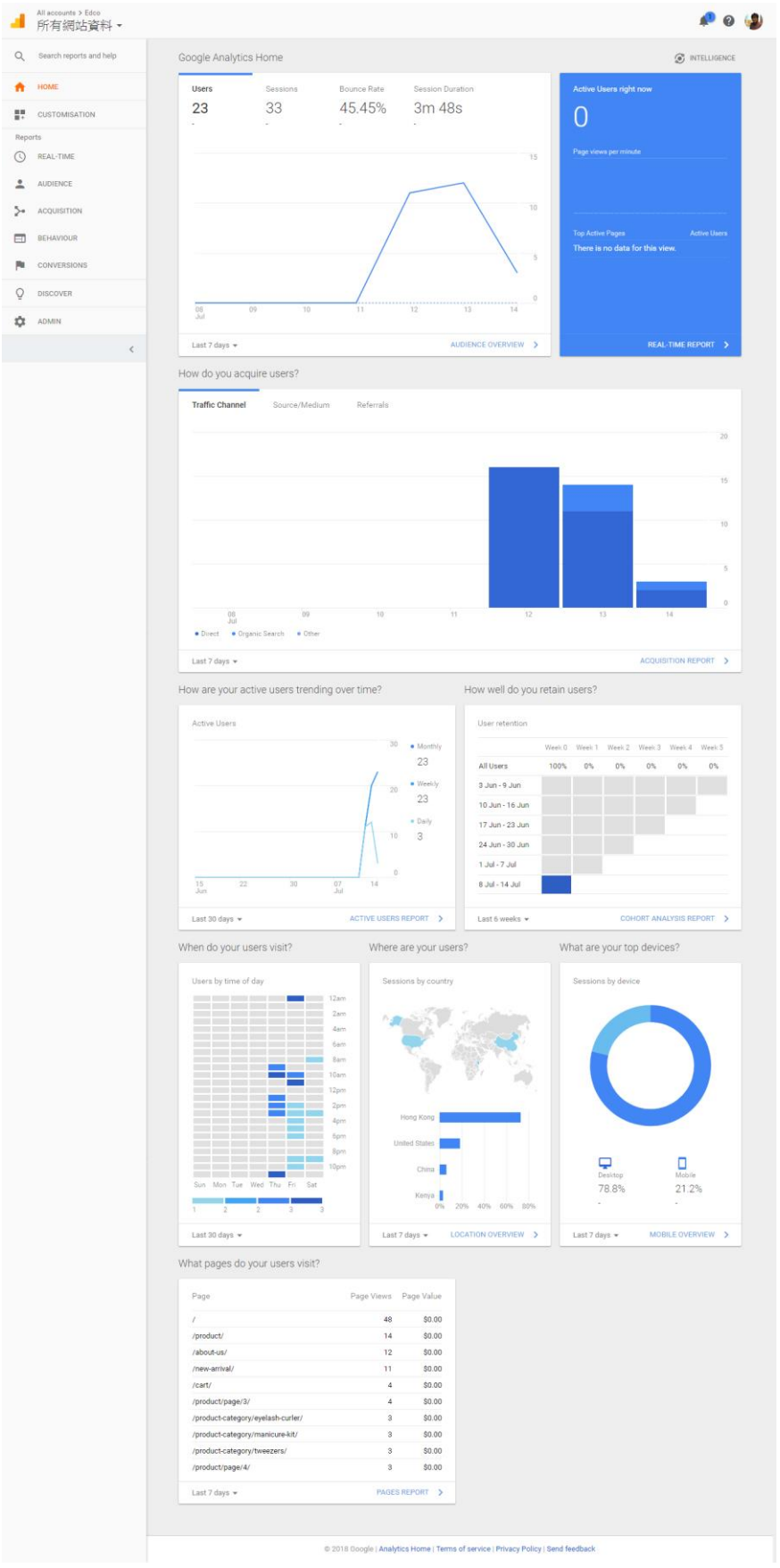
Admin > Insights > Reports



If you want to see the fully details report in Google Analytics, you can give me an Google account i.e. gmail account , or other email account opened in Google. You need to give me an gmail account, then we can set up the email to see the report.

After setup, you can login Google Analytics with this gmail account

http://analytics.google.com/


All accounts > Edco
所有網站資料
Search reports and help
HOME
CUSTOMISATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOUR
CONVERSIONS
DISCOVER
ADMIN
Google Analytics Home
INTELLIGENCE
Users
23
Sessions
33
Bounce Rate
45.45%
Session Duration
3m 48s
Last 7 days
AUDIENCE OVERVIEW
Active Users right now
0
Page views per minute
Top Active Pages
Active Users
There is no data for this view.
REAL-TIME REPORT
How do you acquire users?
Traffic Channel
Source/Medium
Referrals
Direct
Organic Search
Other
Last 7 days
ACQUISITION REPORT
How are your active users trending over time?
Active Users
Monthly
23
Weekly
23
Daily
3
Last 30 days
ACTIVE USERS REPORT
How well do you retain users?
User retention
Week 0
Week 1
Week 2
Week 3
Week 4
Week 5
All Users
100%
0%
0%
0%
0%
0%
3 Jun - 9 Jun
10 Jun - 16 Jun
17 Jun - 23 Jun
24 Jun - 30 Jun
1 Jul - 7 Jul
8 Jul - 14 Jul
Last 6 weeks
COHORT ANALYSIS REPORT
When do your users visit?
Users by time of day
Sun
Mon
Tue
Wed
Thu
Fri
Sat
Last 30 days
Where are your users?
Sessions by country
Hong Kong
United States
China
Kenya
Last 7 days
LOCATION OVERVIEW
What are your top devices?
Sessions by device
Desktop
78.8%
Mobile
21.2%
Last 7 days
MOBILE OVERVIEW
What pages do your users visit?
Page
Page Views
Page Value
/
48
$0.00
/product/
14
$0.00
/about-us/
12
$0.00
/new-arrival/
11
$0.00
/cart/
4
$0.00
/product/page/3/
4
$0.00
/product-category/eyelash-curler/
3
$0.00
/product-category/manicure-kit/
3
$0.00
/product-category/tweezers/
3
$0.00
/product/page/4/
3
$0.00
Last 7 days
PAGES REPORT
© 2018 Google | Analytics Home | Terms of service | Privacy Policy | Send feedback

X. SEO

The site is already SEO enabled

Google Search console

It is used to monitor search index situation:

https://www.google.com/webmasters/

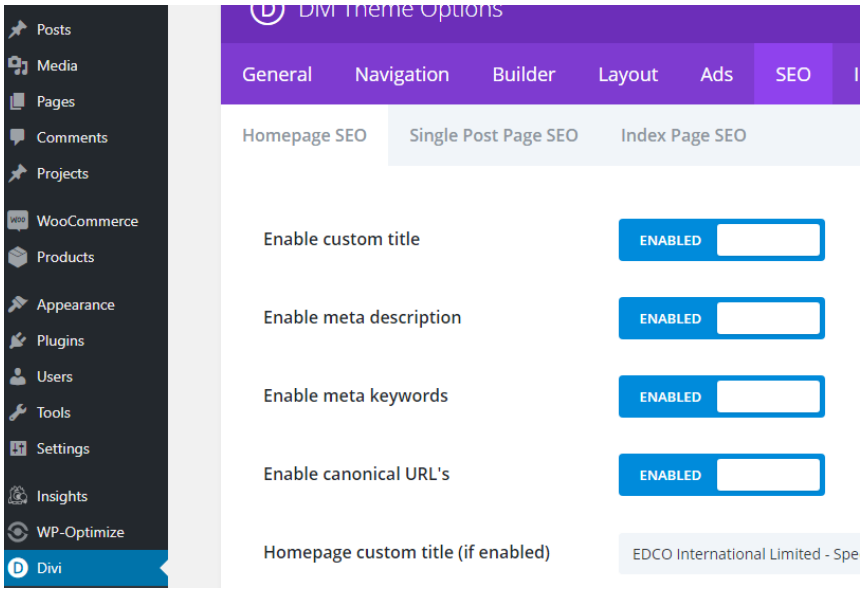
if you give me an gmail account, I can add you to login. But it is nothing to check in case there is issue. It is health now.

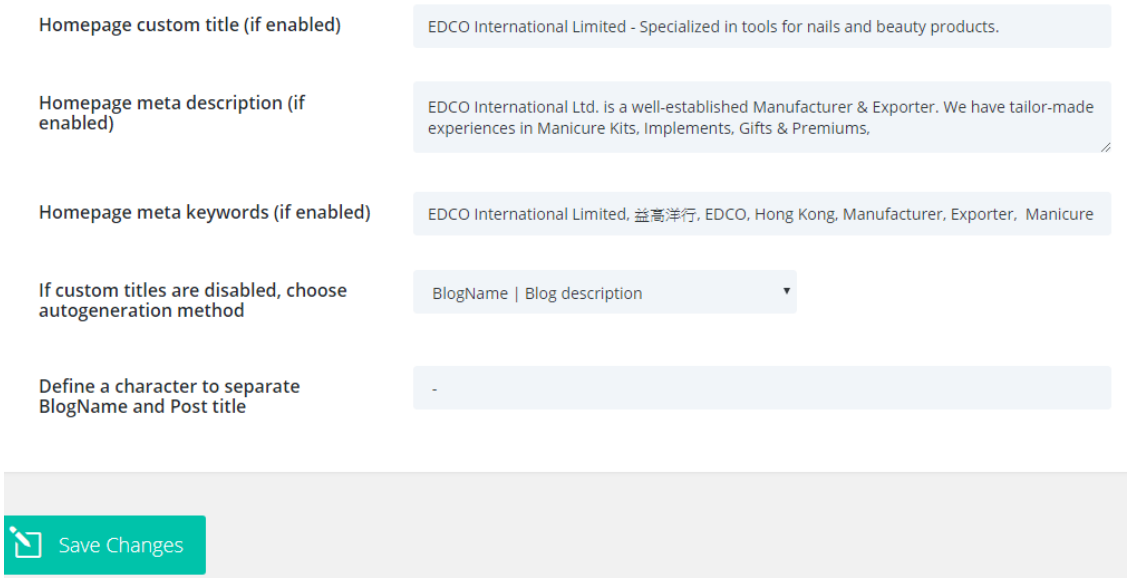
SEO Setting

You can set up the SEO tag for home page and other pages

For home page and general settings, go to

Admin > Divi > SEO





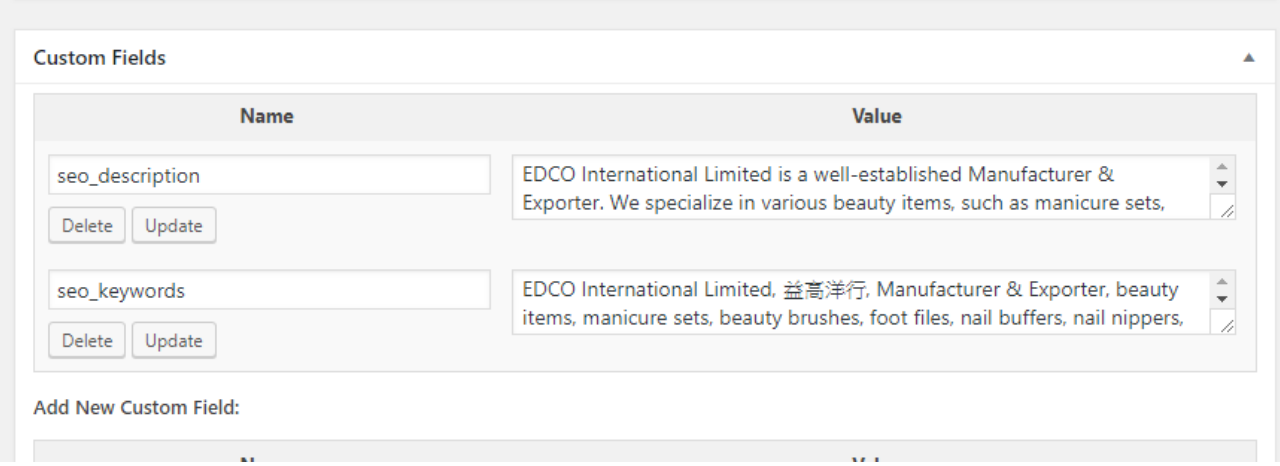
Home Page Custom title : it is the title appear in Google search page

Home page meta description : it is the detail under the title in Google search page

Home page meta keywords: it is the keywords when use search your site. it does not mean that it is good to put as many keywords as possible. To make keywords effective, the keywords must be focus, unique.

For other pages, it is set inside page edit screen – custom title

e.g. About Us



seo description: the page description under title when doing google search

seo_keywords: the search keywords

the title no need to set as it will follow the page title.

SEO check up

We already go through some SEO check up report and tune up the SEO as high as possible.

https://developers.google.com/speed/

https://seositecheckup.com/

SEO Improvement

If you want to improve search ranking (e.g. SEO) , you can consider

- Social network (Facebook, Instagram, Youtube)
- More content (what's new, blog)
- More Product information (add more description to each product)
- Online advertising, e.g. Google Adwords, buy ad on google search page

Note

Image

- Do not upload too large image to the system. If the image is too large, the download speed is slow, especially for mobile user. It will affect your Google and other search engine ranking SEO)

- Reduce the image size by Photoshop

Watermark

- All products photos already added watermark automatically

If you want to apply watermark to any image, after upload and select the image, modify image file name, insert "*watermark.php?src=*" after the domain name

i.e. the above image will become:
http://[sitename]/watermark.php?src=wp-content/uploads/1-Homepage-Manicure-Kit.jpg

the other way is you use photoshop to add the watermark.

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