

DynamicBusinessAccelerator.com

Web Site Management & Maintenance Manual

Your web site was customized using the iThemes bSocial 1.0.6 Theme and a Wordpress 2.7.1 environment.

The information in this instruction document is intended to assist the web site owner with management and maintenance of the the web site created by BurtWalker.com. Your web site was created using the WordPress Content Management System (CMS). To help you manage your web site, this manual will provide the necessary details to manage the standard WordPress platform as well as the theme that was customized for you by BurtWalker.com.

Your WordPress version is 2.7.1 Do not be concerned if you find that your version is a few versions old. WordPress makes frequent upgrades. It is not necessary to upgrade. Upgrades may in fact interfere with your theme, so we do not recommend upgrading your version.

Please note there are a number of tutorials on the Internet, both on standard web sites and YouTube, etc. Unless otherwise shown here, we recommend you follow these instructions before you try others found on the Internet. In the event you have problems, please feel free to call us and we will try to help you through the process.

WORDPRESS ADMINISTRATION

You can perform all maintenance using your browser; however, if you are not using Internet Explorer, Mozilla FireFox, or Safari, we recommend you change to one of these for your maintenance.

To maintain your web site, you will need to begin by logging into the WordPress Dashboard by entering the following in your browser address bar:

www.dynamicbusinessaccelerator.com/wp-admin



The following login instructions provide administrative privileges.

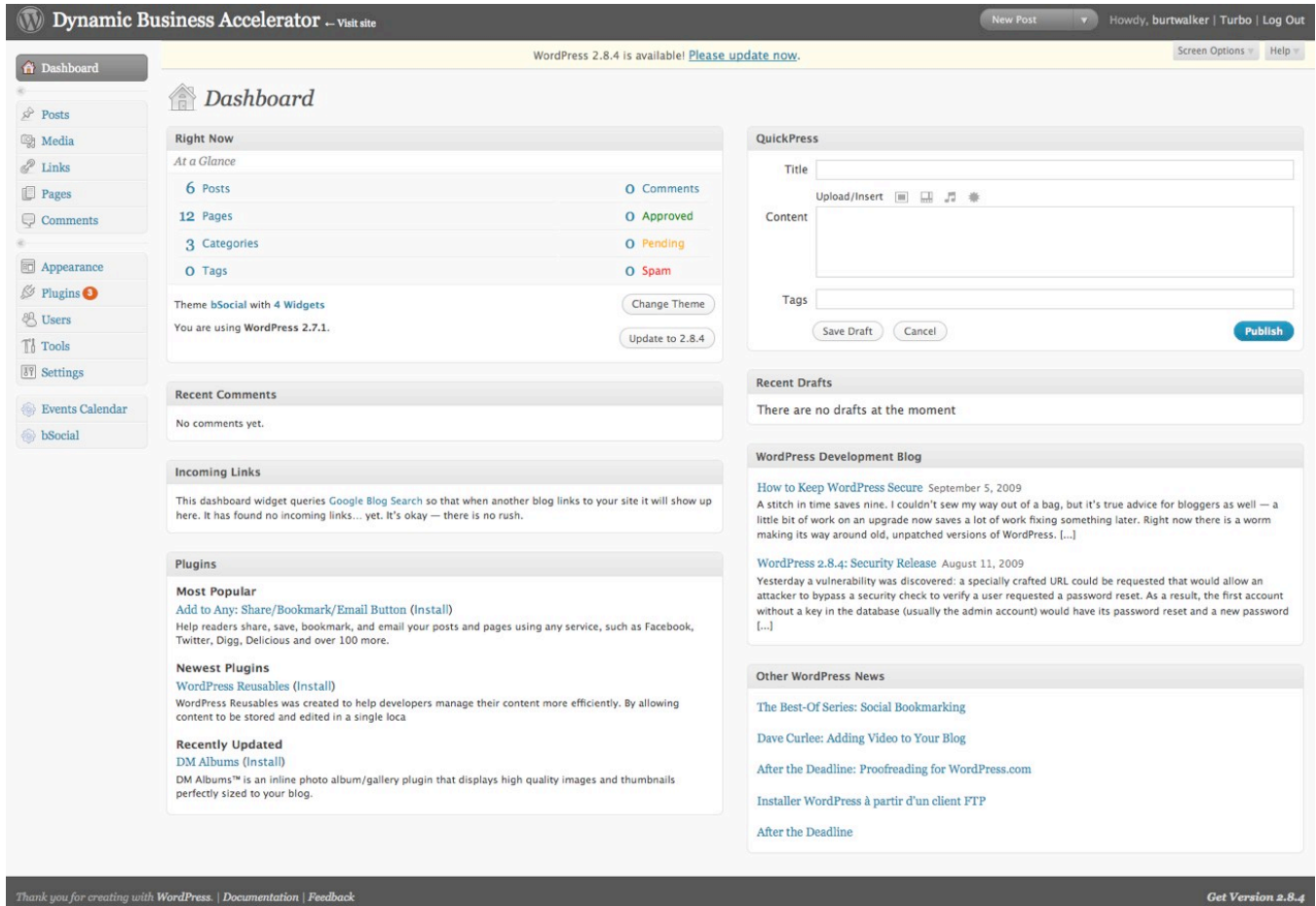
You will be prompted for a Username and Password.
Enter the following:

Username: admin

Password: dba2009

Select the “Log In” button to proceed. You will then be presented with the Dashboard.

The following Dashboard page will appear. On the left side of the display, under the “Dashboard” icon you will see several menu items. Each of these are expandable. By hovering over each of these, you will see an arrow indicating it can be expanded. Clicking on any of them will expand each menu item showing the available submenu items. Clicking on the arrow will toggle the expansion.



On the following pages, you will find instructions to manage your site. Each instruction will refer to one of the menu items on your dashboard. These pages show your page maps that will familiarize you with the components of your site.

Home Page Map



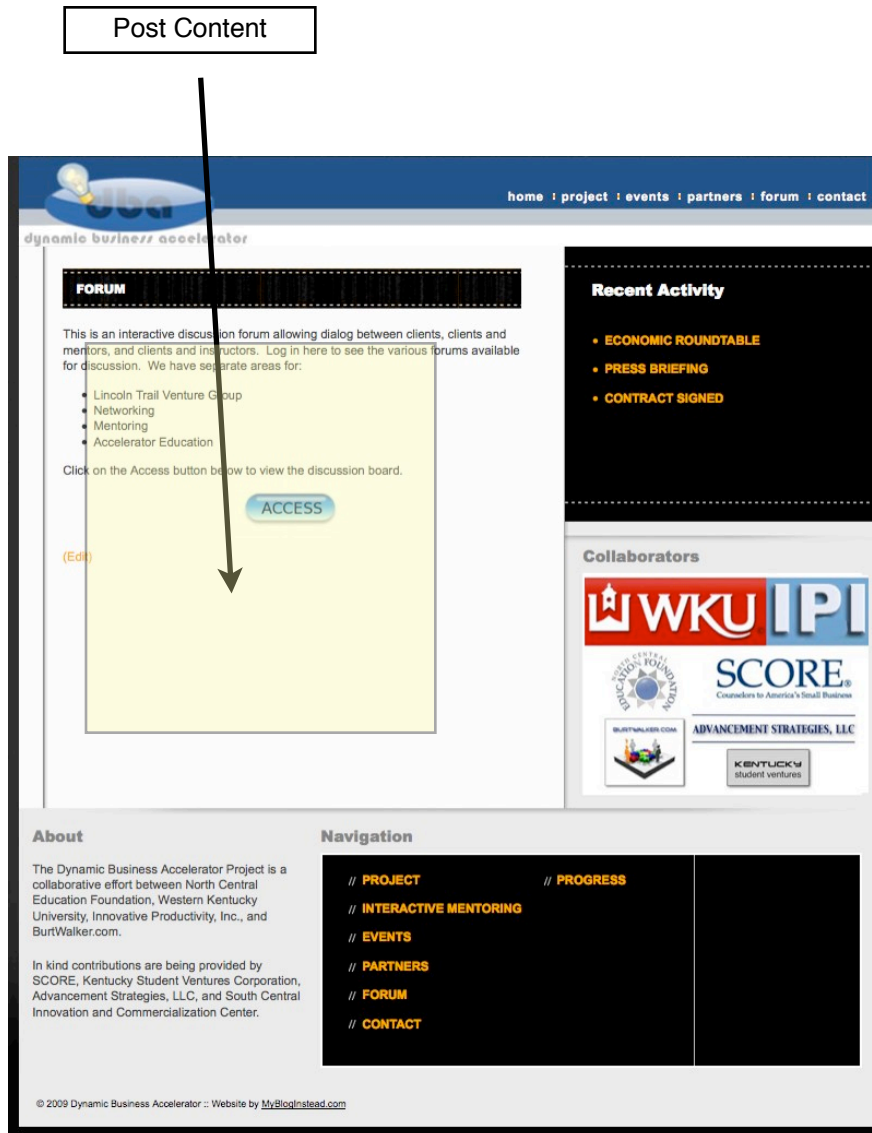
Standard Page Map

Pages are defined by content displayed from a menu item. All pages display page content, Post Headlines (see Home Layout on previous page), About Section, and Bottom Navigation. The Post Headlines and Bottom Navigation will appear similarly to the Home page.



Post Map

Posts are the principle feature of a blog. The titles appear in the Recent Activity block. They are intended to be used as dynamic information to communicate with your viewers. Posts always appear in most recent at the top. Typically, Posts are used to allow comments from viewers and to be current topics. They differ from Pages in that Pages are typically static content and don't change often.



Web Site Maintenance

BurtWalker.com will make a backup of your site upon your acceptance of the site. Future backups will be your responsibility. See the Appendix III for instructions of how to back up your site.

Note that during any editing of your web site, you may review your pages by clicking on the "Visit site" link on the top left of your page. We recommend that you right click and open it in another tab or browser page so you can keep the Dashboard open until you are done.

GENERAL INFORMATION

You should become familiar with the terminology used for this Content Management System (CMS). First, your site is based on a blog platform. Therefore, it uses both "Pages" and "Posts." To those unfamiliar with blogs, the difference between the two is subtle. Think of "Pages" as static content, i.e., things that typically do not change. "Pages" also represent items that are listed on the main menu. "Posts" on the other hand are entries on your site that typically appear in sequential order, with the most recent at the top. Bloggers "post" entries like news items. "Posts" also typically allow comments from viewers, subscribers, or others, depending upon your setup. "Posts" are also typically relevant to a particular time frame, so as time goes by, older posts may no longer be relevant. Most bloggers allow all of their posts to remain on their website forever.

CUSTOM IMAGE HEADER

Below is your image header (dimensions are to scale, but are not actual size):



Refer to the Home Page Map. The Custom Image Header is an image that was created in an image editor. The image is exactly 980 x 103 pixels. Any replacement image should be the same dimensions. To replace the image, expand the "Appearance" menu item on the Dashboard. Select "Custom Image Header." Select the "Browse" button and navigate to the location of your image file, select it, then click the "Upload" button. The current image is titled: *dbaheader4.jpg*.

NOTE: DO NOT USE THE "RESET IMAGE AND COLOR" AT ANY TIME. THIS WILL REMOVE THE CUSTOM CHANGES MADE FOR YOU BY BURTWALKER.COM.

FEATURED IMAGES

Refer to the Home Page Map. Featured Images are the images on your homepage that automatically fade from one to the next. These images are 625 (width) x 315 (height) pixels in size. To add or delete images from this display, expand the "bSocial" menu item on the Dashboard. Select "Featured Images" from the submenu. Here you will see the images currently on display. To remove an image, click on the "Delete" link. To add a new image, select the "Browse" button and navigate to the location of the image on your computer. Select the desired image, then select the "Upload" button on the screen. When done, scroll to the bottom of the page and click the "Save Settings" button. Images should be in JPEG format.

They will also be presented in alphabetical order, so be sure to name them in the order you wish them to appear before you upload new ones.

There are various options on this page that you can change. If you make any changes, be sure to click the "Save Settings" button when done.

Images were prepared using The GIMP, a freely available, open source image editing program. Layers were used to create the text overlays. The images used were purchased stock images, obtained from iStockPhoto.com.

CATEGORY POST SUMMARIES

Refer to the Home Page Map. The three blocks titled Functional Workspace, Focused Education, and Advanced Entrepreneurship. Each of these are posts designed specifically for the blocks on the home page. They were given a specific "category" to ensure they show up in these blocks. The title of the category is "Categories." Posts not assigned this category will not show up in this section. Only three sections will appear at any given time. Changing the images or text (even the length of text) will affect the way the information is presented on the home page, so care should be given the sizes of the images and the length of the text.

HORIZONTAL WIDGETS

Refer to the Home Page Map. To edit the "Horizontal Widgets," select "Appearance" from the Dashboard menu, then select Widgets from the submenu. On the right hand side of the screen, select "Horizontal Widgetized Section" in the drop-down box, then click on the "Show" button. Select "Edit" on the desired Widget, e.g., "Text: IRIE." A small editing box will appear. Note that the Title is what will appear in the black title section on the home page. The text below is the content. The length of these are important if you wish to maintain a balanced view on the home page. You will note that several blank lines are followed by some HTML code, typically `<p>` which indicates a paragraph mark. Upon completing the edit, click on the "Done" button, then click "Save Changes" on the blue button at the bottom right of the page.

POST HEADLINES/RECENT ACTIVITY

Refer to the Home Page Map. The block titled Recent Activity lists only the titles of any posts that you may have published. These will always be listed in the most recent at the top.

COLLABORATORS

The section at the bottom left of the home page is titled "Collaborators." The template was designed to show linked video clips (embedded from YouTube, Blip.TV, etc.). It was changed to display an image including all partners involved in the original contract. To change the title from "Collaborators" to something such as "Video," you will have to edit the Sidebar.php file. To do so, select "Appearance" from the Dashboard menu, select, "Editor" from the submenu, then "Sidebar.php" from the Theme Files on the right hand side of the page. **NOTE: You should be familiar with PHP coding before attempting this. You should also always make a backup of any files you edit.**

```
<div class="widget" id="video">
    <h3>Collaborators</h3>
```

Change the text from "Collaborators" to the desired heading., then click the "Update File" button below the editing box.

If you wish to change this box back to a video link box, change “Collaborators” to something like “Featured Video.”

To change the content of the box, you should select “bSocial” from the Dashboard menu, then select “bSocial Settings.” On the resulting page, locate the section titled “Video Code.” Here, you would paste the video embed code from Youtube or other site where your video is hosted.

The current code contains HTML instructions to display the partners logo. You should be familiar with HTML editing before attempting to modify this code.

When done, click the “Save Options” button at the bottom of the page.

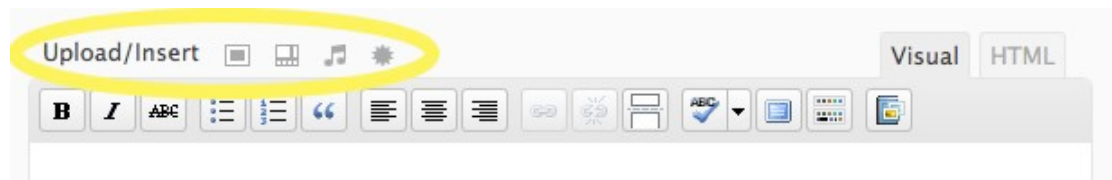
ADDING OR EDITING A PAGE WITH MENU ITEM

When adding a new page, a menu item with the title will appear on your menu bar throughout your site. Try to keep your titles short--this will allow for more menu items. The number of pages you have is limited only to the horizontal space you have for the titles on the menu bar. Note, you may restrict some pages from appearing on the menu in the “bSocial Settings” section on the Dashboard.

To edit an existing page, expand the “Pages” menu item on the Dashboard, then select “Edit” from the submenu. From the Edit Pages page, click on the title of the page you wish to edit. Edit the title or page as desired. Note that you can use formatting similar to your word processor by making sure the “Visual” tab is selected at the top of the content block. If you have HTML code embedded (such as a video) you will need to switch to the HTML tab to edit. When done, click on the “Update Page” button on the right part of the page.

To add a new page, expand the “Pages” menu item on the Dashboard, then select “Add New” on the submenu. Begin by adding a title in the first block below the “Add New Page” label. Remember to keep this short if you intend to have a lot of pages on the menu. Enter your content in the large block. Note that you can add images, videos, or other media on your pages.

Insert a Photograph, Image, or Other Media.



By hovering your mouse over the icons next to “Upload/Insert” you will be directed to add any media you want. Click on any of these buttons and follow the instructions for uploading your media. It will be placed wherever your mouse was located in the content box.

When done with your page, click on the “Publish” button on the right of the page.

ADDING A SUB PAGE

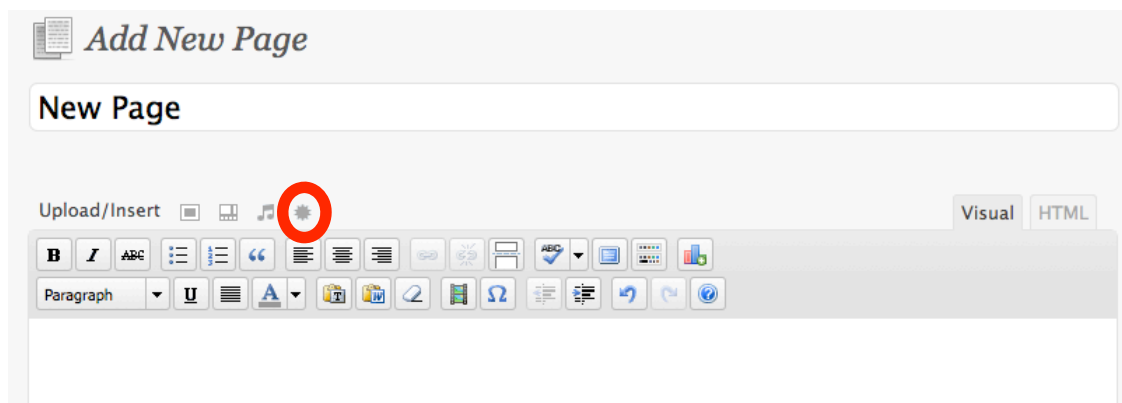
A sub page is like any other page, except it appears as a sub-menu on your main menu bar. It will not appear on the menu bar until you hover a mouse over the menu item where you want it applied. Create a page like any other page as described above. On the right side of the Edit Page screen, you will see an “Attributes” block, with a drop-down box below a label called “Parent.” Select the desired parent page from the drop-down box then save the page either by selecting “Update Page” or “Publish.”

ADDING A POST

Post headlines appear in the tabbed area on the right of the page. Each of the tabs represent what is known as a “Category.” The “Gallery” tab is intended to list posts that are of immediate interest. The “Blog” tab will list all blog posts. The “News” tab is intended to show posts related to news.

To add a post, select the “Posts” menu item on the Dashboard, then select “Add New.” Enter a title at the top, then enter your content in the large box below. Note, the large editing box has two tabs: Visual and HTML. For most entries, you should use Visual. It allows formatting similar to your word processor. If you want to add an image or a photograph, see instructions below for *Insert a Photograph, Image, or Other Media*.

Be sure to select a category from the Categories block on the right of the editing screen. If you want the post title to appear in Gallery or News, select the appropriate category. All other categories will show the title in the Blog tab.



Insert a Photograph, Image, or Other Media.



By hovering your mouse over the icons next to “Upload/Insert” you will be directed to add any media you want. Click on any of these buttons and follow the instructions for uploading your media. It will be placed wherever your mouse was located in the content box.

UPLOADING AND LINKING TO A FILE

If you want to upload a file (like a PDF) and provide a link to it in a post or a page, you can do so by using the “Upload/Insert” dialog located at the top of your editing window when creating or editing either a post or a page. Place your mouse cursor at the location where you want the link to be placed. Then select the “Add Media icon (circled in red below). This will allow you to navigate to and select the file you want to upload.

After selecting your file, you will then be provided with a dialog to enter information about your file. In the “Title” block, enter the text you want to appear as a hyperlink on your page or post. At the bottom, there is a block titled “Link URL.” If it is empty, click on the “File URL” button below it and it will be automatically populated. Then click on the (Insert into Post” (or Page) button. Your link will then appear on your page or post. When viewers click on it, they will be able to view it. Make sure your file is something universal, like a PDF file or JPG image, etc., otherwise the viewer may not have the appropriate application to view it.

CONTACT PAGE

A contact page was added to allow visitors to initiate contact with the owner of the web site. A freely available plugin titled “Contact Form 7” was added in installed to facilitate the form on the Contact Page. The form is automatically displayed due to a code written into the Contact page editing box. You may edit this page like any other. Note that the following code was inserted:

```
[contact-form 1 "Contact form 1"]
```

To remove the contact block, remove this block of code. To change the format of the form, select “Tools” from the Dashboard menu, then select “Contact Form7” from the submenu. Follow instructions there to edit the contents of the contact box on the page.

APPENDIX I

USEFUL FORMATTING CODES FOR WIDGETS

Text Widgets do not offer formatting like Posts and Pages; however in some cases you may use formatting codes or even insert videos and images without the toolbar.

NOTE: Formatting codes do not work in Text Widget titles.

BOLDFACE:

```
<b>TEST TEXT</b>
```

ITALIC:

```
<i>TEST TEXT</i>
```

COLOR:

```
<font color="red">TEST TEXT</font>
```

SIZE:

```
<font size="+1">TEST TEXT</font>
```

LINE BREAK:

Placing `
` after any text should create an automatic line break after each placement of the tag. The following will result in three separate lines.

```
TEST TEXT <br> TEST TEXT <br>TEST TEXT
```

HYPERLINK

```
<A HREF="http://lincolntrailventure.com/">Click Here</A>to go the the Lincoln Trail Venture Club site.
```

IMAGE LINK (to be able to click on an image to direct user to a web page)

```
<a href="http://dynamicbusinessaccelerator.com/" target="_blank">  
  
</a>
```