

QUICK GUIDE

HOW TO EDIT, MAINTAIN & MANAGE YOUR WEBSITE

LUXE BRANDING CO.

Congratulations!

Let me be the first one to congratulate you on the successful launch of your brand new website!

As part of your post-launch, we provide you with some very important information about your website.

Please take a moment to review, and file away this document somewhere safe.

My clients tell me this often comes in handy (especially if you run into a question or issues)— so I wanted to make sure you had a copy.

If you ever have any questions, don't hesitate to ask!

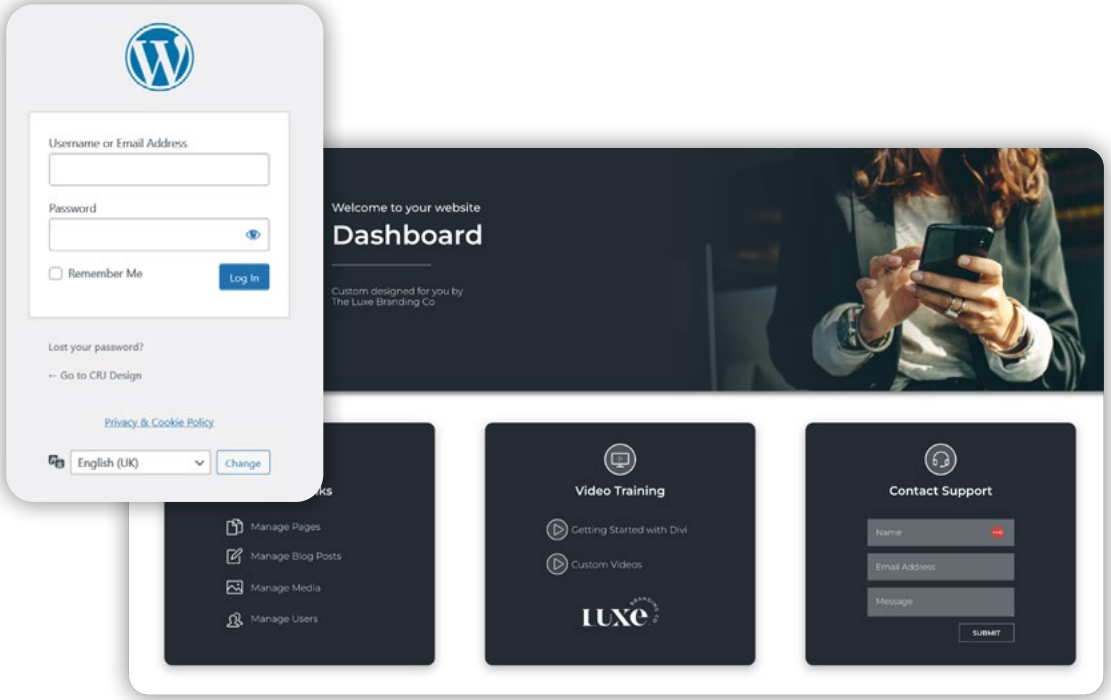
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INTRODUCTION

Thank you for trusting The Luxe Branding Co to build your website!

Your site should last you many years, with proper maintenance and care.

It's important that you maintain your website to keep it secure, up-to-date, and optimised for search engines. Websites which are not maintained properly can become infected with malware, lose their search-ability in Google due to becoming outdated, and even break entirely with an error code due to compatibility issues.



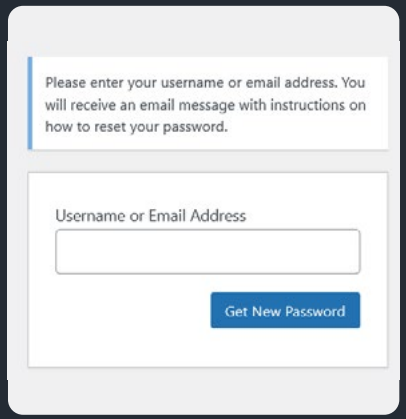
LOGGING IN TO YOUR WEBSITE

You can login to your website from any computer using the login details provided within this document. Please keep your username and password somewhere safe, so you can refer to them in future. For security reasons, I do not save passwords once they have been provided to you.

Once you've logged in, you'll be greeted with your website dashboard. From here you can find quick links to edit and manage your website. I recommend that you change your password to something more memorable when you login for the first time, by using the **Manage Users** link in your dashboard.

FORGOT YOUR LOGIN DETAILS?

If you've forgotten your password, simply use the Lost your password? link on the login screen to set a new one. A link will be emailed to you to set a new password for your account.



TECHNICAL DETAILS

URL/Website Address	https://www.squishkids.com.au/
Login URL	https://www.squishkids.com.au/wp-admin
Username	Squish Admin / dotsotforkids@gmail.com
Password	yy6nwaSqXXe%00xC
Hosting Provider	Conetix
Content Management System	WordPress
Building Platform	Divi Builder Premium*
Additional Premium Plugin	Divi Dashboard Welcome*
	Divi Gear Carousel*
Back-up Plugin	All-in-One WP Migration*
Additional Plugins (#only on shops or donations) (^ where applicable)	Site Kit by Google
	Wordfence
	Smush
	Yoast SEO
	WP Fastest Cache
	WooCommerce#
	WooCommerce Stripe Gateway#
	Donation For Woocommerce#
	Classic Editor
	WordPress Importer^
	Better Search Replace^

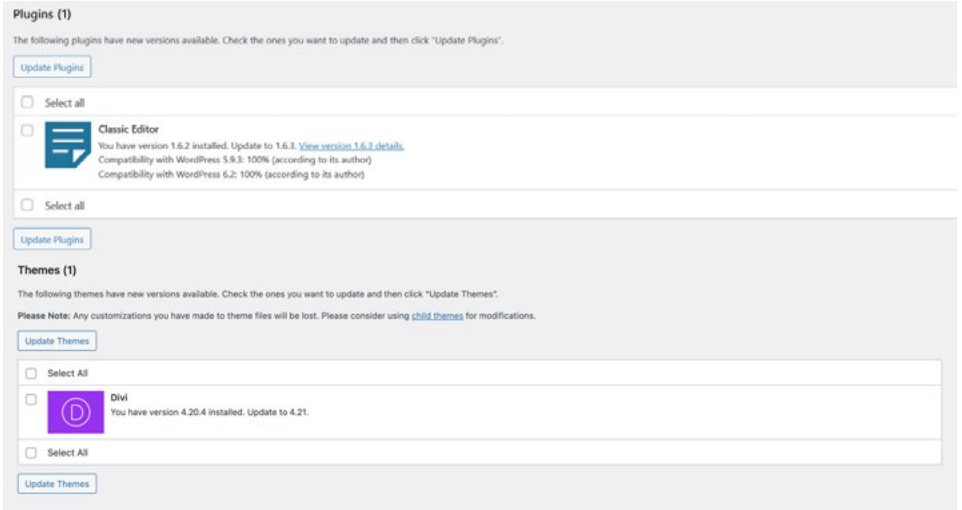
** IMPORTANT TO NOTE:*
As a client of The Luxe Branding Co. you are covered by my professional product licenses.
If you delete these Builders, Plugin's or Themes, you will need to purchase a direct usage license.
If you should make significant alterations to this website that affects the current custom design, you will need to purchase a direct usage license.

UPDATES

The software which powers your website is constantly being updated to bring you new features, patch any bugs, and fix security issues. Therefore it's vitally important that you keep your software up-to-date to avoid any security risks and make the most of the latest versions.

In most cases, everything will be updated automatically for you, but it is still wise to double-check as some plugins/elements in particular (eg. Divi Theme) require you to manually update them.

Use the **Check for Updates** link in your dashboard to view which plugins and themes are out of date, and update them. Your WordPress version may also need updating from time to time.

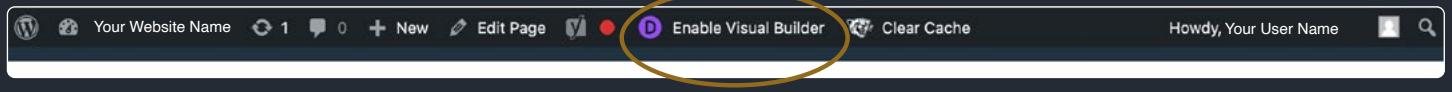


Please note that while your updates are being carried out, your website may be briefly unavailable; this usually only lasts a few minutes.

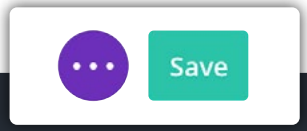
IMPORTANT
Outdated software can pose a security risk. Ensure your plugins, themes, and WordPress version are always kept up to date.

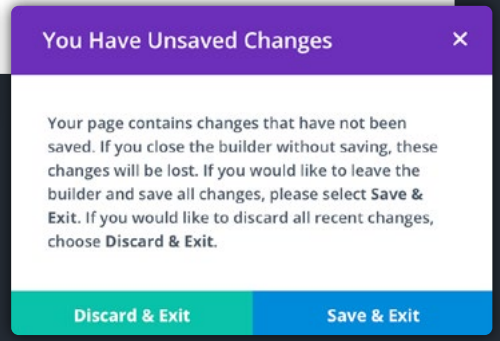
EDITING PAGES

Every page of your website is editable with easy to use Divi software. Once you are logged in, just visit the page you want to modify and click **"Enable Visual Builder"** in the top toolbar:



IMPORTANT
Always save your changes - click on the 3 dots at the bottom of your page to reveal the save button on the right. If you have unsaved changes a warning may appear for you to save/discard.





The page will now become editable within the Divi interface. Simply click on existing element to edit or delete them

Understanding the basis of Divi - a Visual builder - is vital to ensure you can manage your own website.
Divi provides a great starting Tutorial and Video Here

Blue - Edits the section



Green - Edits the Row



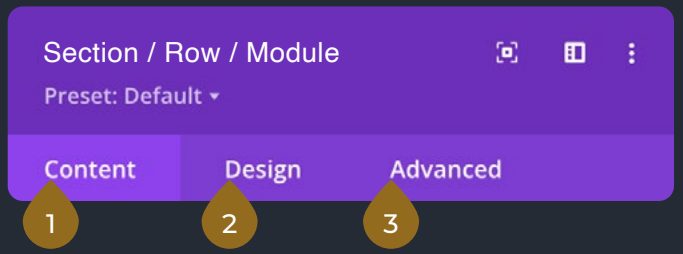
Grey - Edits the Module



Outline of Tools available for Section / Row / Module, unless otherwise stated



Settings:
Section / Row / Module



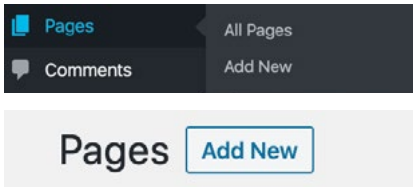
1. Main Content of the Section / Row / Module.
   Adjust the main content like text, images etc.
2. Customising the design (Change font sizes / colours / spacing).
   Most of these setting will already be setup, and on occasion only minor alterations should be needed.
3. Advanced settings are for Visibility or Custom Code.
   You will likely only use this to adjust the visibility Section / Row / Module as seen on Desktop, Tablet or Mobile.

Add new elements (text, photos, buttons, videos etc.) by hovering over Section / Row / Module and clicking on the Plus Icons:



Or **duplicating them** and changing the content.

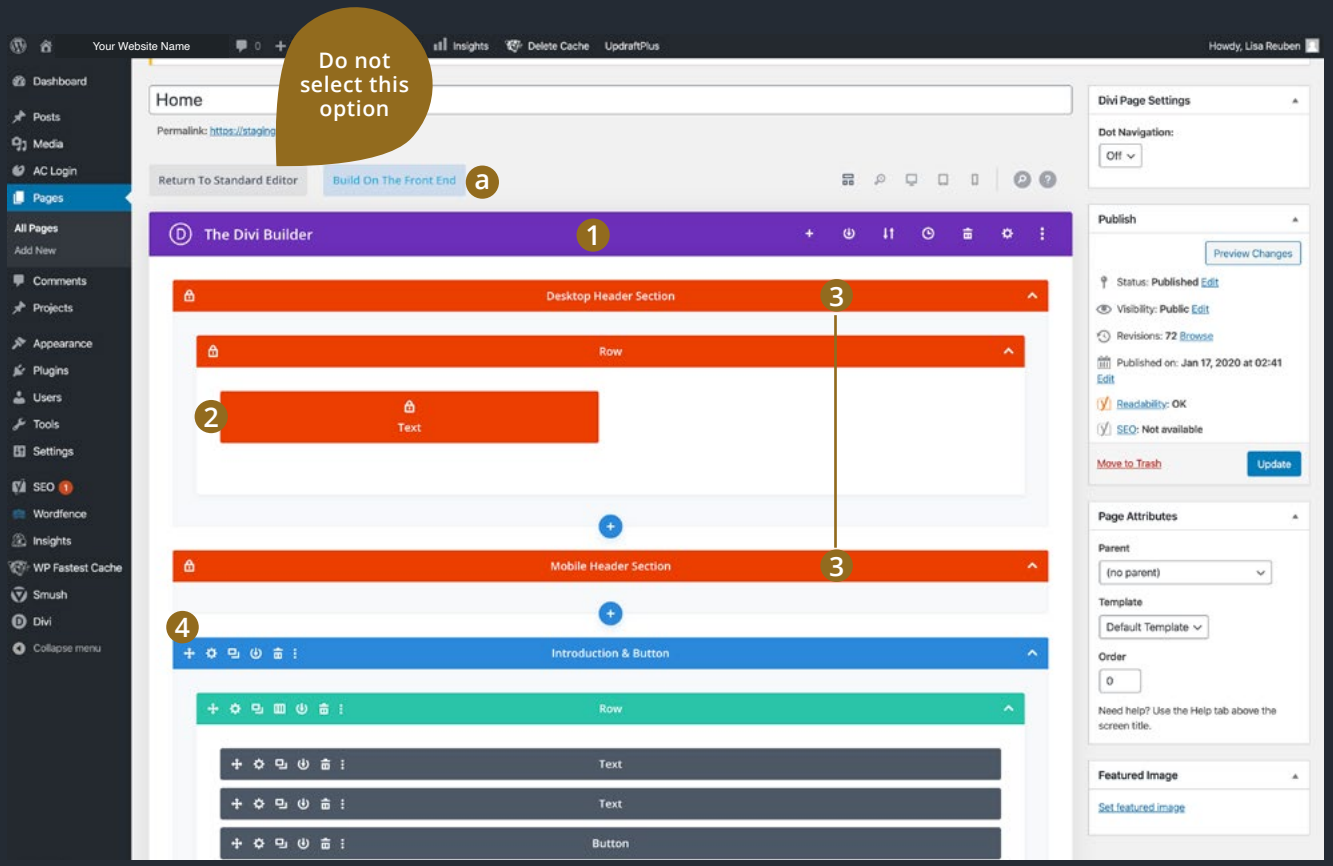
There is a wide range of modules that can be used for your website in Divi. Click Here to access individual tutorials if you would like to learn more about each one.



EDITING/ADDING PAGES

You can easily add a new or edit a page of your website by clicking **“Add a Page”** from your dashboard. You will see all the website pages here and you can add a new one by clicking “Add New” at the top of the page OR you select to “Pages” on the left black column. To edit select > All pages | To add select > Add Page.

When you select a page to edit, you will see the page appear that is similar to the example below.



1. You will have the option to make changes directly to the content here or (a) “Build on The Front End” i.e. in a visual building environment. However start here on each page first to familiarise yourself with the structure of the page layout.
2. LOCKED SECTIONS
   (Your website may or may not have these sections):
   These sections are in red. They are the main sections with images at the top of the page. These have been locked to ensure the structure of the site remain in tact. However as an admin, you can unlock these by clicking on the lock icon. However, please proceed with caution.
3. Sections are sometimes split to optimise design for Desktop/Tablet/Phone views. We will advise if this is the case with you website and indicate sections impacted. If these sections are altered it is imperative to make adjustments to all relevant Sections.
4. Sections, Rows and Modules (Blue, Green and Grey): These sections are the ones you will make the majority of your edits. Reference to the tutorial and video on the previous page - Indicated with the star ✳

MENU/NAVIGATION

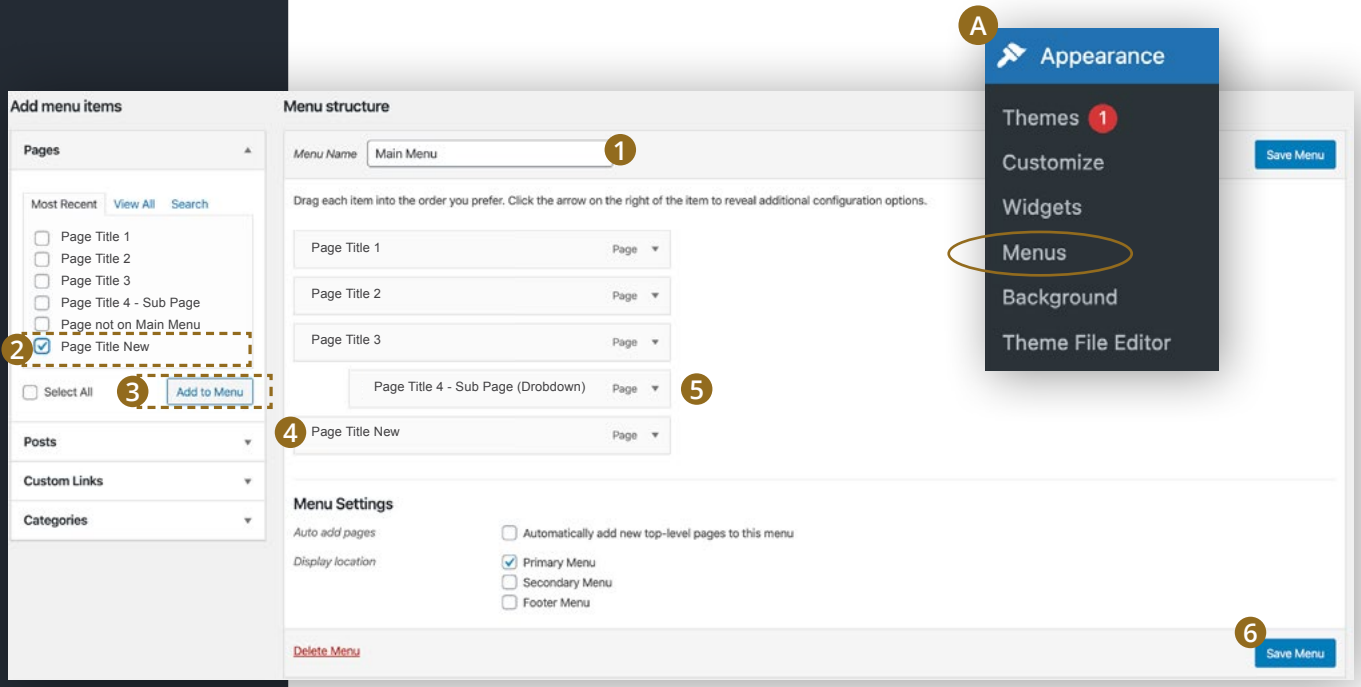
If you need to add a page, you will need to add the page to the navigation/menu.

Hidden pages, that do not have to be visible in the main menu, do not have to be added.

A The menus can also be located on the left column from within the dashboard area by clicking “Appearance” >Menus

- Add a new Web-page (as per previous page instructions)
- Then go to Menu

1. Select the menu that you would like this page to appear on (if you have more than one)
2. Select the page to be added
3. Press “Add to Menu”
4. The page will appear under the menu
   Simply shift the menu to the order in which you would like it to appear within the menu/navigation
5. If you would like it to appear as a dropdown, you can simply drag it to beneath the page you wish it to appear.
6. Save menu



WEBSITE HEADER & FOOTER

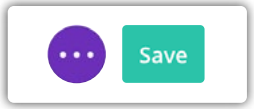
Headers and Footer are highly customizable features on your website. In most instances your website header and footer are uniform across your entire website. In some cases an alternative Header or Footer may be applied to specific pages for various reasons.

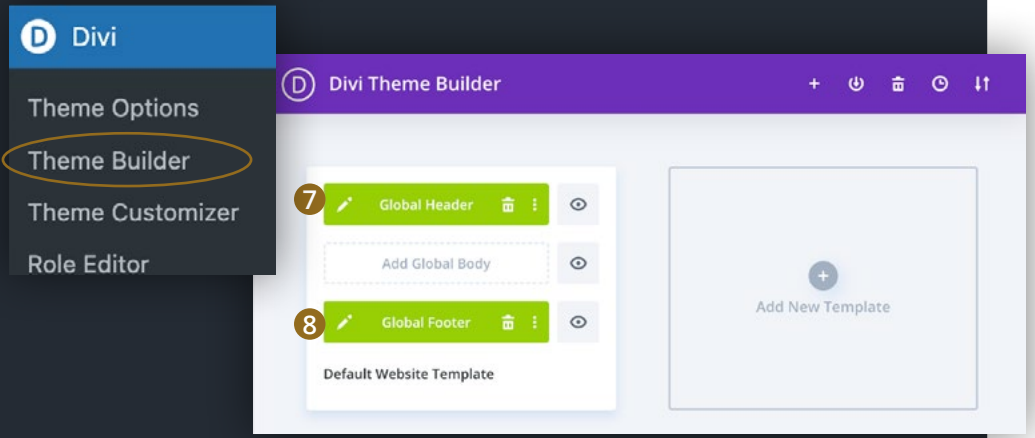
Any edits which you make on the Header or Footer will appear on all pages.

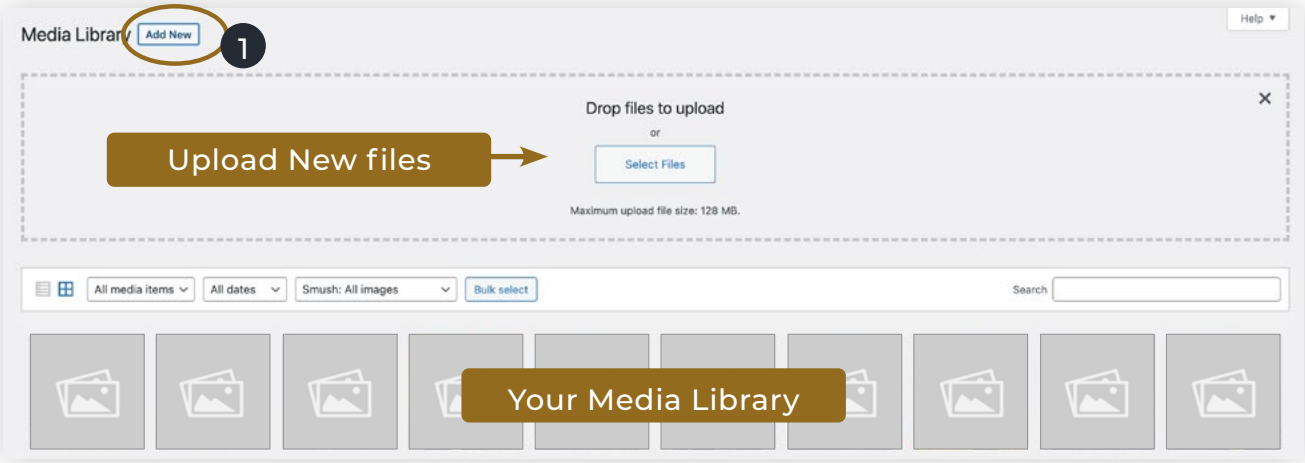
B The Header & Footer can also be located on the left column from within the dashboard area by clicking “Divi” >Theme Builder.

Make chnages to the header and footer by clicking either **7**. Global header or **8**. Global Footer

Always save changes







UPLOADING MEDIA

You can upload images, videos, and any other file types, such as PDFs, to your website.

We have used the **Smush plugin** to assist with media sizes, however your website will perform MUCH better if you ensure your image are resized before you upload them.

Remember that anything you upload will contribute towards your web host's storage limits, so only upload files you really need!

To upload media files, use the **"Upload Media"** button on your dashboard. Here you can upload files to your website, where they will be saved in your Media Library for you to use. Note that there is usually a maximum file size of 128 MB per file.

DO:

Use JPG or WebP format for photos

Resize images to 1000-1,500 pixels wide, depending on their use

Ensure images are around 200kb in file size

DON'T:

Upload original, full-size images to your website

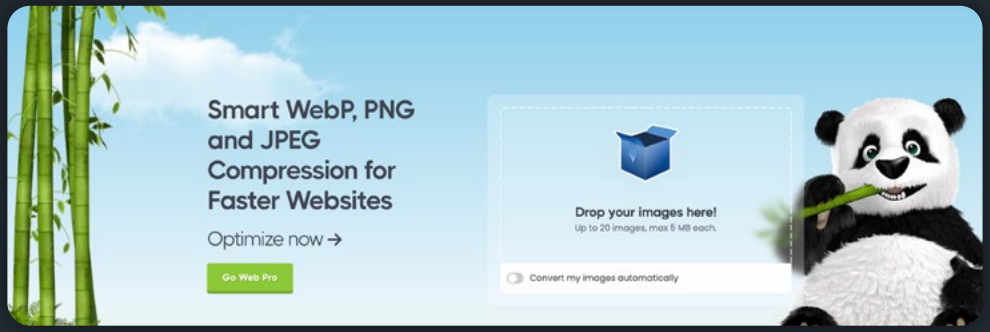
Use image formats with a large file size (eg. PNG, GIF) unless necessary

Upload files you don't need

IMAGE RESIZING

To ensure your website loads quickly and doesn't get bogged down with huge image files, you should resize and optimise any images before they are uploaded to the website. You can use photo editing apps such as Canva or Photoshop to do this.

You can even use an online tool such as **this one** to resize the images.



SEARCH ENGINE OPTIMISATION (SEO)

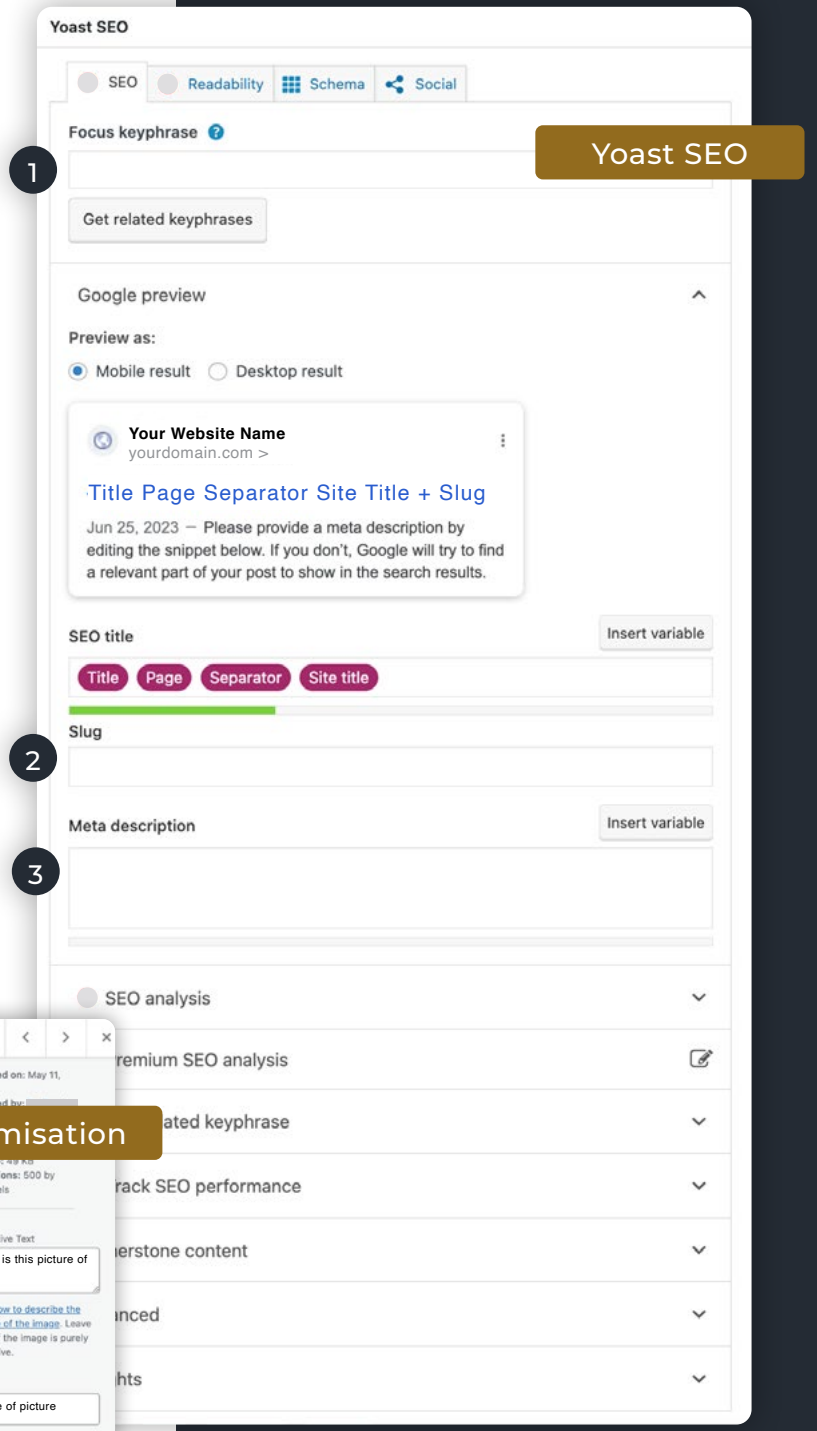
Search Engine Optimisation (SEO) involves optimising your website to give it the best possible chance of ranking in Google for relevant search terms (keywords).

Your website was built using SEO best practices, but you should continue to optimise any new posts, products, pages and images you add to your website. An SEO plugin – Yoast SEO - has been installed on your website to help you optimise it. This plugin will enable you to optimise your web content for search engines.

When adding a new page, blog post, or product to your website, use the SEO toolbox within the WordPress editor (not within the page builder - divi) to add a (1) focus keyword. This is a word or phrase which you want the content to rank for. For example, for a page about dog walking services, you might want to use the keyphrase 'dog walking'. The plugin will give you tips on how to optimise your content correctly.

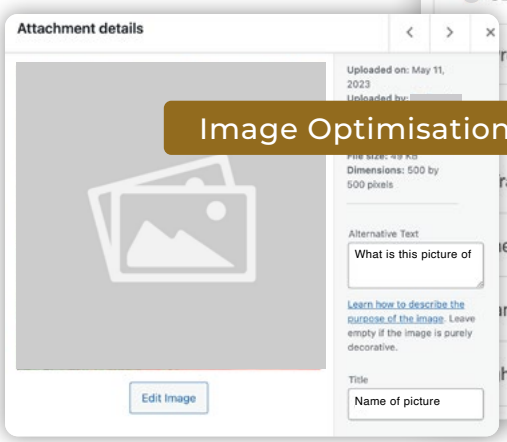
You should also give your pages, posts, and products a relevant (2) SEO title and (3) description, which includes your keyphrase.

Next, enter a (3) Meta description for your page/post. This is a brief overview or summary of what your post is about, and should include your focus keyphrase at least once. Google will show your meta description beneath the page title in search results.

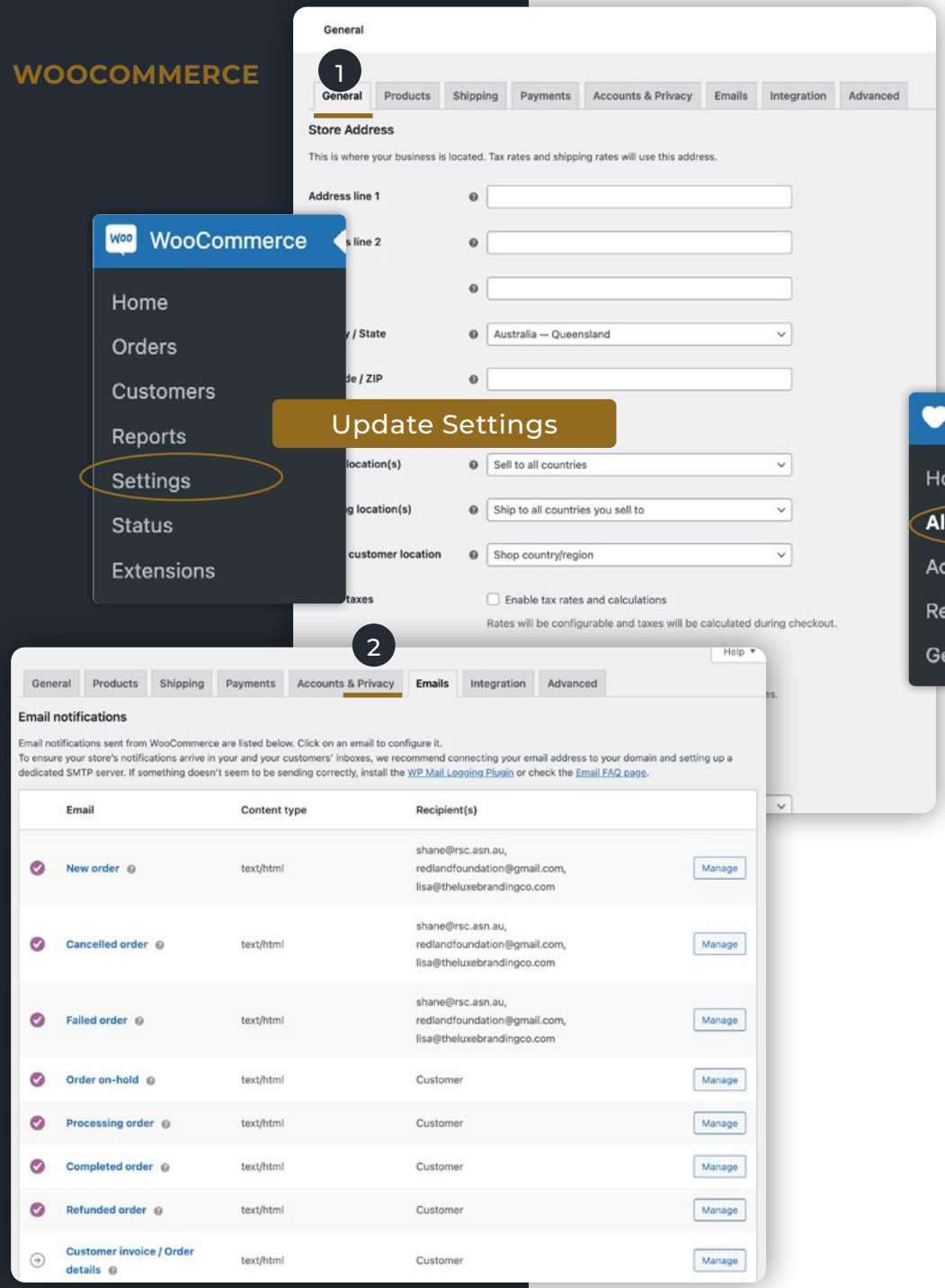


OPTIMISING IMAGES

In addition, any photos you upload should also be optimised with a relevant title and description to help your SEO - which should ideally include relevant keywords and phrases. This can be done at the time of upload, or from the media library. This tells search engines what your images are about, rather than simply 'IMG_00238'



WOOCOMMERCE

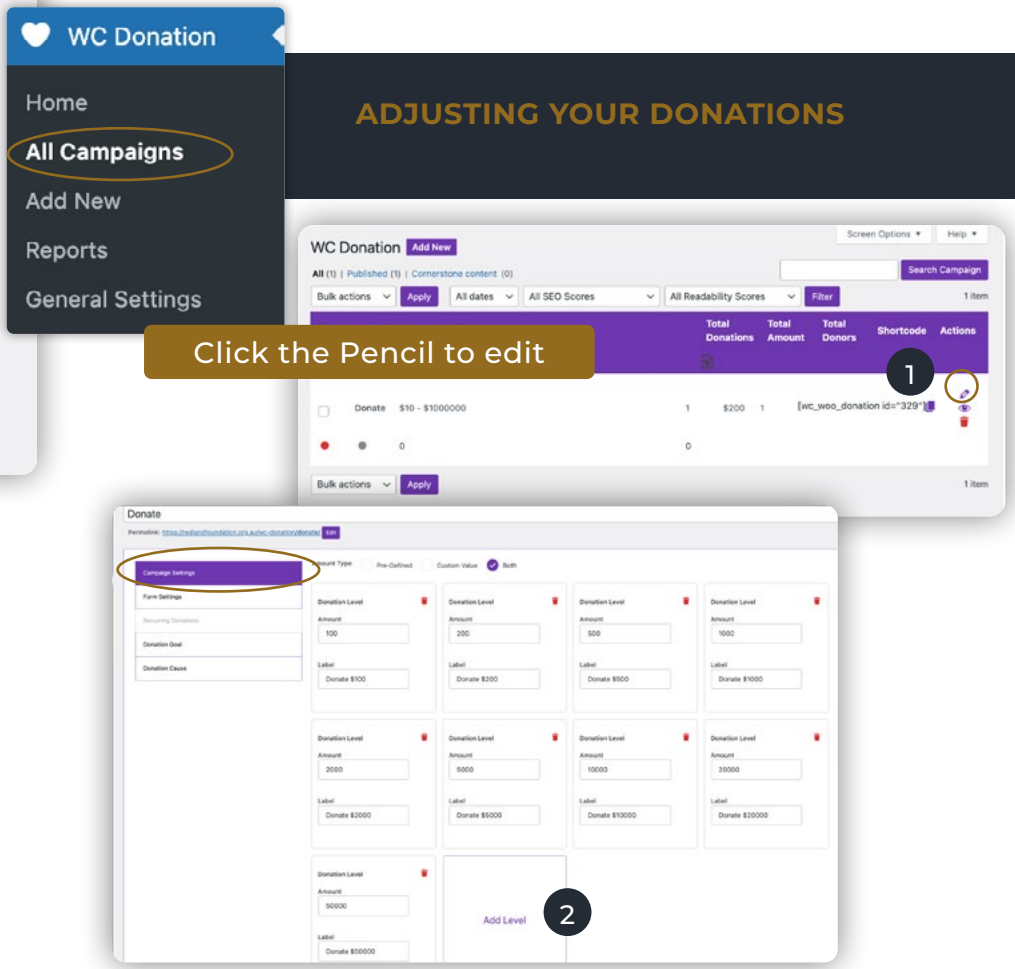


Most settings are already set-up on your behalf.
However it is important to update the WooCommerce Settings for "General" and "Emails"

General is specific to your business.

Emails is required to ensure the right people are notified fro the right reasons - Normally the people responsible for the shop/products.

ADJUSTING YOUR DONATIONS

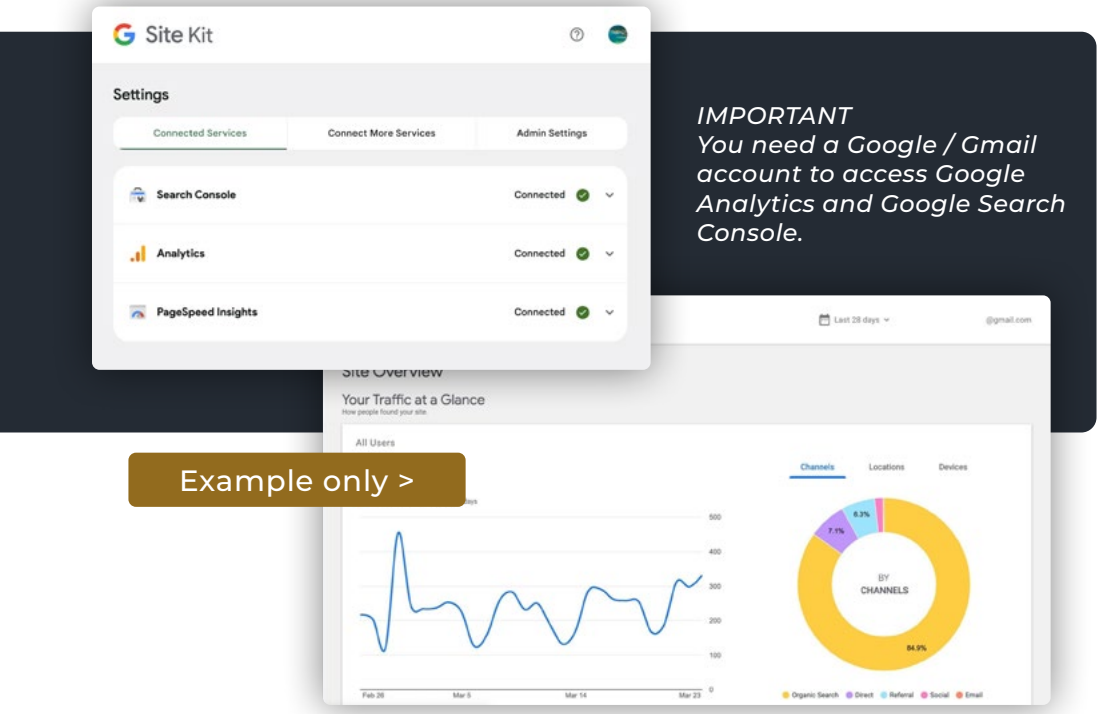


ANALYTICS & SEARCH CONSOLE

Keep track of your website's performance and popularity with Google Analytics and Google Search Console. Every website that we develop uses these free tools to keep track of how well the website is ranking in Google Search, how many users have been on the website, where they are located, which pages they visited, and more.

You should receive access to Analytics and Search Console upon project handover. This will look like two emails with the subjects:

- "You have been granted access to a property in a Google Analytics account"
- "Get started using Search Console with [your website's domain]"



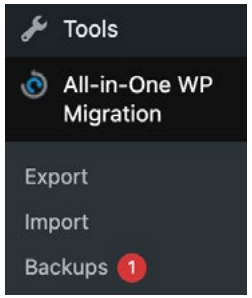
IMPORTANT
You need a Google / Gmail account to access Google Analytics and Google Search Console.

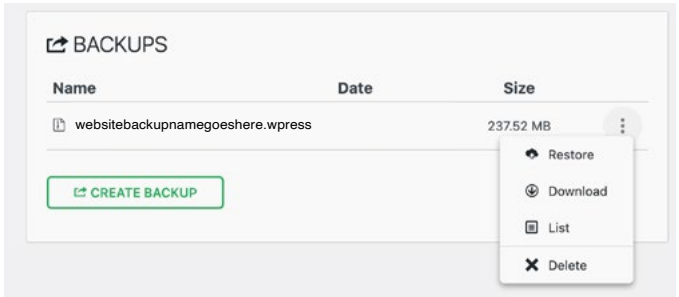
SITE KIT

We have used the plugin Site Kit to connect the above.
You can access your website data directly from your website

BACKUP & RESTORE

Backups are an important part of your website's security. Backups should be conducted once per month or before making changes to any part of the website - it is advised that you create a Backup. To create a backup, use the **"Create a Backup"** link in your dashboard, or on the left menu of the dashboard - click on "All-in-One WP Migration"





To restore a backup click on the 3 dots and select "Restore"

IMPORTANT
*When restoring a backup, you will **lose** any data which has taken place since the last backup was created. This could be edits to your site, blog posts, orders, bookings, or files.*

DOMAINS & HOSTING

To ensure your website keeps running smoothly, don't forget to renew your domain name and web hosting. This is usually done annually. If possible, set your domains and hosting to renew automatically and make sure your billing and card details are up to date.
Your domain and hosting may not be with the same company, so make sure you are aware of where your services are registered and your login details. Your website can go offline and be irretrievable if your domain or hosting expires.

GLOSSARY

ALTERNATIVE TEXT	A description of an image used by search engines and screen readers.
CACHING	The process of storing your website data on a temporary server to ensure fast load times for your visitors.
DASHBOARD	The control panel (or 'backend') of your website which you can login to in order to make changes and updates.
DATABASE	The storage of your website data, including all the information about your website.
Divi	The page builder Theme which enables you to edit your pages with ease
DOMAIN NAME	The unique URL (eg. yourdomain.com) for your website.
FEATURED IMAGE	The image to represent a page or post on your website which will be used across social media and search engines.
GOOGLE ANALYTICS	The free online tool which provides statistics and insights into your website traffic.
GOOGLE SEARCH CONSOLE	The free online tool which provides statistics and insights into your website's performance in Google Search.
HOSTING	The storage server for your website so it can be accessed via the internet.
KEYPHRASE / KEYWORD	The word or phrase you want your content to rank for in search engines.
META DESCRIPTION	A brief description of a page or post on your website which is used in search engines and on social media.
META TITLE	The title or heading of a page of post which is used in search engines and on social media.
PHP	The programming language which powers your WordPress website.
PLUGIN	A WordPress add-on which provides specific features and capabilities for your website.
SEO	The process of optimising your website to give it the best chance of ranking in search engines.
THEME	A collection of files that make up the foundation of the website's appearance, styling, and layout.
WORDPRESS	The open-source content management system and web development software that your website is built with.
YOAST SEO	The SEO plugin which helps to optimise your website for search engines.