Hi, this is Claire from AllStarCheerSites.com and this is the Victory Starting Point Implementation Call.

Before we dive in, I just want to thank you so much for watching this video. Even after you’ve taken the time to watch this video, learn how to enter content and edit content at your own, if at any point in time you would still like to have our team help you add or enter content we will be more than happy to do so. You just have to let your implementation concierge know where the content will go, and we will take care of it for you.

That said, I think it’s really great that you are choosing add and edit content on your own. Before we dig in, I do want to put in a couple of things that, if they need to be updated or modified, our team will need to do that for you.

Your main menu already has the pages that you requested and the drop downs that you requested. You can add new pages, and you can edit the contents to these pages. However, if you do need to add pages to the menu that is something our team will need to do for you.

Scrolling down, whether you have a video player or a photo slider, this is something that our team will have to do if it needs to be edited. If you are using a video player, all we need is the new video URL either from Youtube or Vimeo or whatever video sharing software you are using, we can embed that for you.

If you are using a slider, because the images are of a specific width, we do request that you send the images to us and we can embed the images for you.

**Recent Posts** are something you can edit on your own. **Recent Comments** are something you can approve or delete on your own.

The Welcome paragraph is just a page, and you will be able to edit that as well.

You will be able to add testimonials in the testimonials footer. However the **About Us** and **Location** footer are pieces that – if they needed to be updated – will need to be done by our teams.

So without further ado, let’s go out and dig in.

Along with the video link, you should have received the email with the dashboard login information, and when you login to your website you will see your dashboard. Now there are several pieces here that you don’t need to worry about, they are pieces that our team has put together. They are **Tools, Portfolio Items, Team Members, Slides**, those can be skipped over. However, I do want to start at the bottom and start with **Profile**.

The username that you will be given is your first and last name, no spaces, and all in lowercase. This is something that can’t be changed, however, the password that you’ve been given is something that should be changed the first time you log in.

How to Change Password:

1. Login to your dashboard.
2. Go to **Profile**.
3. Scroll down to the ***New Password*** space.
4. Enter a New Password and repeat it in the ***Repeat New Password*** space.
5. And then press ***Update Profile.***

This way the next time you login, you’ll be able to log in using the password that you know and has not been sent via email.

So let’s head back over to *Posts.*

Your posts will show up on the *Recent Posts* section on the sidebar of the home page as well as with the interior pages.

Recommendation when writing a blog:

* Write a blog on a weekly basis
* Make it at least 300-600 words
* Cover a topic that is specific to your facility
* Cover a topic that is specific your town where your students report in
* Or a local / International Issue where you can see benefits for your Athletes / Students
* Or news where you can discuss different aspects of your industry

And again, the 5 most recent posts will show up in the Recent Posts section. If you have more than 5, there will be an older post option, and you’ll be able to click on that so it will take you further back into archives.

The reason you’re doing blogs (writer or not) is that blog posts are a good way to boost your search engine rankings. Giving search engines new content on a weekly basis, and content about who you are or where you are, and what you offer to provide, it helps them index you and better index you and absolutely boost your search engine rankings.

So to that end, let’s now start to make a blog post.

Steps:

1. Go to **Posts**
2. Click on **Add New**
3. Enter a Title on the Title Space
4. Enter content on the Content Space
5. Click on the ***Kitchen Sink*** button on the tools section to release a 2nd layer of tools
6. You can choose whether to ***Bold, Italicize, Strikethrough, Bullets, Quotes***, or a combination for your text.
7. You can change ***Alignment*** (Right, Center, Left, Justified, etc.) using the alignment buttons.
8. You can change the ***Size*** and the ***Impact*** of your font, you can do ***Underline***.
9. You can change the ***Font Color***.
10. You can also add ***Links*** (either from your website or outside other websites)

If you’re going to talk about an article that is from another site, all you need to is:

1. Get the Full URL (Copy)
2. Type in your content
3. Highlight the text you want to make clickable
4. Click on Insert/ Edit Link Button (tools Section)
5. Paste the Copied URL
6. Click ***Add Link***
7. Done

If however, you want to link to a page in your website: (Ex: for registration page)

1. Copy the slug (anything after the .com ex: /registration/)
2. Type in your content
3. Highlight the text you want to make clickable
4. Click on Insert/ Edit Link Button (tools Section)
5. Paste the Copied URL
6. Done

Note: You don’t need the full URL if you’re going to link on a page that is in your website.

Another option that you have here is the ***Add Media.*** And by that we don’t mean we need music or video files necessarily, and the reason for that is Music and video files are both very large files that can slow down your server, and thus slow down the load time of your website. This is a problem because some folks tend to be impatient these days that if it takes a lot of time for your site to load, they’ll just leave your site.

More than that however, when Google changed their algorithm in search engine results back in the beginning of 2014, one of the pieces they included was the load time on pages. So, if it takes a long time for your pages to load, Google’s not going to offer it as one of your top suggestions.

So how do you work around that?

For music/audio files, you can either use an S3 account. We have one, if you need to use ours to store music, or you may have your own and we can just embed the music there. Or, a lot of oflks are using Soundclod which works a lot like youtube, but for music.

So the way it works with their website,

1. You upload your music to Soundcloud
2. It will give you a URL
3. Copy the URL and Send it to us
4. We will embed the URL within the post of the page for you

It will look like it’s playing from the website, but it’s actually playing from Soundcloud. And same story with the video file. You can upload to Youtube, Vimeo, or Vivo and the same process applies.

To add video:

1. You upload your Video to Any Video Site
2. Or Get the embed link of the Video you want to be placed
3. Copy it and Send it to us
4. We will embed the URL within the post of the page for you

And again, it looks like its playing from the website, but it’s using the server space of the video share site you got it from.

So by Add Media, what we are really talking about are PDF’s, waivers, forms, handbooks, schedules, or JPG’s or images, pictures, or flyers.

So let’s say we’re going to add an image to our blog post.

There are two options. We can upload a file, or choose from our media library.

**To Upload a File**

1. Point the cursor to where you would love to place the image
2. Then Click on ***Add Media***.
3. Choose Upload A File
4. To **Upload** a file, click on ***Select File***
5. Locate and Grab the image that you want.
6. Then Click **Insert Into Post**.

**To Choose From Media library**

1. Point the cursor to where you would love to place the image
2. Then Click on ***Add Media***.
3. Choose Media Library
4. Once the library is opened, choose the photo you wish to add to the post.
5. Then Click **Insert Into Post**.

We can change the title, the caption, put an alternate text or descriptions. The reason we might want to do that is because search engines do not understand a photo. They understand text. So, if you want to boost your photos in search engine results as well, putting in a title and alternate text, description, and that nature will let search engines know what it is they’re looking at.

Once you’ve chosen a photo and added some information, the next piece of the process is the attachment display settings.

You can choose:

* **None -** photos will be on top, and text of your post is going to be below it. If you
* **Right** - your photos going to be on the right, and the text is going to wrap around to the left.
* **Center** - the photo will be on the center, and the text will wrap around on either side.
* **Left** - your photos will be on the left, and the text is going to wrap around to the right.

Your next option is to link to specific pieces. (***Link To*** option – Right Section in Insert Media Section visible when file is chosen. And here are the choices and what they do.

* ***Media File*** (helpful if you’re talking about flyers, waivers, handbooks, things like that, or things that you might want the folks to be able to save, print, bring in, things of that nature). However, if you are dealing with images of your athletes, you might not want to link to media files, because you’ll never know who’s out there looking at your website, and linking to pictures of your students or Athletes could be that safe.
* ***Attachment*** page is an intermediary page between your blog post or your static page and the media file. Now this will still eventually take folks to the media file, so then we don’t recommend it for a photo. But even past that, a lot of folks have found some confusion, cause what happens is if you link to a media file, clicking it will lead to another page and it’s going to ask you to click on the file name. Then, it’s going to take you to the actual file. So, a lot of folks will click on the file and it will take them to the attachment page where they can click on the file name, and they don’t know that they need to click on the file name. And so folks will get people saying, hey I think it’s working, but it’s not working because they don’t know that you need to click twice. So to avoid confusion, we recommend not using the attachment page.
* ***Custom URL***. So again, if we’re linking this photo to a Jazz Page, we can link the photo to a Jazz Page as well. And if we wanted to link to something else, maybe were trying to encourage the folks to sign-up to classes, and we got Jackrabbit or something, we can link to Jackrabbit. This allows the photo to, when you click it, take them to the URL. Or if you just like the photo, and you just want to break up the text, which is highly recommended, you can link to none.

And the final piece is to choose what size.

If you’re dealing with a large photo, you’re going be dealing with a bunch of different options. We recommend finding something in the 300-ish pixel range (MEDIUM), especially if you’re using it in your content. That way it is large enough that it can be seen, but is not large enough that it becomes distracting.

After everything is Done Just click on ***Insert to Post***, and Then Click on ***Publish***.

You can now see your newly posted blog, and under the recent post, you can see the recently posted blog as well. If you click on your title, you’re going to see your blog (Your picture, content, and the link).

If you click on the link, it will bring you straight to the site where the link is directed.

We understand that you’re not always going to have 40 minutes in a Monday sitting down and write your blog post, so scheduling your post is something we recommend as well.

We can back date a post if we want it. Or, what’s really helpful is, we can schedule this in advance. Maybe we want this to go out on the next month Instead.

To set / change the dates:

* Click on ***Edit***(beside the Publish Immediately text – right side)
* Choose a Date (For Back Dates - Click Ok)
* For Future Posting - Click on ***Schedule***
* Then ***refresh*** the interior page.

For future posts, it won’t appear in the recent posts just yet, but if we go back to the Dashboard, we’re going to see “Publishing Soon” on October 10th (just a sample date), and your title will go here.

It is very simple to create blog posts, publish them or schedule them. And it will really help your search engine results.

If you’re comfortable with posts, pages are exactly the same, and you just have to update it very less.

Now let say that you want to update your registration page, the first thing you are going to do is:

1. Go to posts and locate the Registration post.
2. Click on ***Edit*** link.

Now let’s say the in the registration page, you also want to put in a registration form that you would love to have your folks save, download and bring in for their next class.

Again, there are two options. We can upload a file, or choose from our media library.

**Inserting Forms Steps:**

1. Move your cursor to where you want the file to be and go to ***Add Media***
2. In the ***Upload Files*** section, go to ***Select Files***
3. Grab the PDF file (Whatever you put in as the title, it’s going to be what shows up for viewers to click on.
4. Input ***Title.*** You can write something like *“Click here to fill out our Choreography Form”*, and it’s going to ask where you want it to link to.
5. With the PDF file, you’re only going to get 2 ***Link To*** Options. ***MediaFile*** or ***Attachment Page***. We recommend ***media file***.
6. Once done, click ***Insert into page***.

When I click update and refresh our registration page. You can see that the page and forms has been updated.

When you click on the link, it will bring you to the PDF form you inserted.

With PDF’s you can:

* Make the form Fit the Specific Screen
* Widen the PDF to make it full screen
* Zoom Out or In
* Save File
* Or print it.

Now if you want to add a new page, let’s say you’re going to start a new parents night outs.

Steps:

1. Click ***Add New***
2. Enter a Title and Content
3. When done, click on the ***Publish*** button.

Now when you click publish, 2 (two) things are going to happen:

* 1st – When you click on publish and the page is live, it automatically tells the search engines to go and start indexing the page. It doesn’t happen overnight so don’t expect your page to appear in search engine results the next day.
* 2nd – You’ll now have a full URL. So before you add it to a menu, you can send the URL to a team mom or a coach or office manager, and have it checked on if the information is correct before adding it to the main page menu.

What doesn’t happen when you click publish is that the page won’t automatically show up in the page menu. The reason for that is because you have the capability to add dropdowns on the existing menus. Since our menu system is not intuitive, it will not automatically know where you want the page to be placed. So, what you need to do is contact your implementation concierge and inform them about your new page and where you would want it to be placed. Our team wil get it done for you within a couple of minutes.

Now let’s head back to **Media**, where you can see your full library with all the images, and PDF’s that you need.

You’ll notice that with media, you’ll have a couple of options. **Edit**, **Delete Permanently**, or **View**. So make sure that before you delete something permanently, you are sure that you won’t have to use it anymore, or it wasn’t used as part of your site background, or one of your slider images. If it is deleted permanently, it is completely gone from the media library, and it will need to be either recreated or re-uploaded in order to be useable. If you delete something, it will end up in a broken link.

But the real reason why I wanted to show you the media library is if you go to add new, you can choose as many files as you like, upload all at once, and that way, if you’ve uploaded a bunch of photos from a competition on your work computer, but you want to get some work at home, you don’t have to worry about uploading them to your home computer as well cause you’ve now uploaded them to the media library, and they’re there for your use, or if you choose to delegate some of this tasks, maybe have a staff member blog for this once a week, they’ll have photos they can use on the blog post. And then once they’re on the media library, and again, unless they are deleted permanently, even if you haven’t linked them to a post or anything, they are there for your use.

The next piece is ***Testimonials***.

*Testimonials* is one of the options in your footer area, and this will show up in the bottom of every page. We have it set at about 10 second rotate so depending on the site they are on, or how long they are in the page, they will see a lot of great information and testimonials about your program.

To add new testimonial:

1. Go To Testimonial
2. Click on ***Add New***
3. Place the name in the Title Space
4. Then the testimonial in the Content Space
5. Click on ***Publish.***

Now if you’ll click on All Testimonials, you will see the blank testimonial and the one you created. And both the blank one and new testimonial are both going to start rotation on the Testimonials box.

The next piece is **Events**.

When your sites are up, and depending on how it was set-up, this is something that you may choose to use immediately, later on, or maybe not at all.

Our events section is for our interactive calendar. And again, you may choose to use it on the main site, or wait and put it in the members area, or if it’s easier for you, you may just manually enter it in the text box. However, if any point in time you decided to use the calendar, you may need to inform your implementation concierge that you are planning on doing so and where you would like it to be connected so that we can put it in your menu, the same way with adding a new page.

To add events to your calendar:

1. Go to ***Add New****, and you’re going to* enter your event title and event details.
2. It’s going to ask if it’s a whole day event. Choose which one.
3. Choose an **End Time.** This can be very helpful if you’re dealing with a competition you’re not really sure you’re going to be back from. Otherwise, you got your Start Date / time and End Date / Time.
4. You can put in your time zone.
5. You can choose if you have the event repeat either on a daily basis, a weekly basis, a monthly basis, either on the day of the month or day of the week, maybe have it on the 1st Monday, as well as Yearly.
6. You can also choose to exclude specific dates if you have something repeating. This is very helpful if you want to have your class schedule part of your interactive calendar and you know you’re going to be closed on the last two weeks of December, you can exclude those dates and it will show up.
7. You can put in event location details. Venue Name and Address, you can show Google map or input your own coordinates if you like.
8. If the event cost money, you can buy tickets in advance, you can write that information as well. If it’s a free event, you can just click free event.
9. And, if someone other than you is organizing it, you can put in their information here as well.
10. And then we’ve got your brief description which you can put in here.
11. Again, if it’s not already been set up on your site, you can either yourself or have our team add a new event category. We’ll add the category, and we’ll click publish.

After clicking on Publish, you will see that it has created an event. So if you click on ***View Event*** you will see the page with the information of the event.

You may go Back to the Calendar by clicking on ***Back To Calendar***. Here you can also view all of the events per

* Agenda
* Specific Days of the Week
* Monthly View
* Weekly View

You can also have the option to ***subscribe*** it into your personal calendar so you can add it to your

* Timely Calendar
* Google Calendar
* Outlook Calendar
* Apple Calendar
* Or other Calendar

So every time there is an update or a new event, it automatically feeds up to your calendar.

So this is a very handy tool. Just make sure to inform your concierge implementation office if you want to use it immediately or in a later time.

The final thing I’m going to touch on is ***Comments***.

And the final thing that I’m going to touch on is comments. Now, your website is built on wordpress, which when wordpress came out many years ago, it was really used as a blogging platform, which meant that it was very easy for the authors to use, it is very easy for clients to find, and very easy to really build a sense of community. So to that end, you have commenting available on your blog post.

This is good and bad. Good because it allows your parents, your athletes, or your staff to communicate with each other, leave comments or messages to each other. It’s also bad because but it’s also a way that spammers could feasibly try to get folks to click on pieces of information.

So, to safeguard against that, our team has installed an anti-spam software that learn what spam comments look like. So, once the site is live, anytime you get a comment or someone tries to post a comment, you will get an email that says *someone has tried to leave this comment, and here’s the comment. To approve, click here*.

Approve means, it’s a great comment, people will find it handy and useful, yes we’ll approve it. Trash it means that it’s not spam per se, but maybe the information in the comment is incorrect. Maybe there’s kind of a tone in the comment that’s rubbing you the wrong way, or it’s just something that you don’t want posted in the blog post. And then it also says, If its Spam, click here. If you want to know what a spam looks like, it’s something like this. A bunch of gibberish links that could be clicked on, and you’re not really sure who this person is. If you mark this as spam, it teaches the software that is on your site, “Hey that’s what a spam comment looks like”. And eventually, within a matter of weeks, The system is learning “Hey this stuff is appropriate, this stuff is not”, and anything that it thinks is spam, it will automatically trash for you so that you’ll never have to see it. So that’s how commenting works.

And that is the entire Victory Dahsboard.

I would like to thank for taking the time to watch this video to understand how your site works, and learn how to edit content on your own. If at any point in time you would like our team to add content for you, please just let your implementation concierge know by sending the content over and letting them know where you would like the content to be placed and we are more than happy to make any edits and updates to the site that you require. If you have any questions about this site, or any functionality, about using testimonials or events category, please contact your implementation concierge.

And as always, if you have any questions or how we can help you in any way, we look forward to being able to serve you.