



WEBSITE TRAINING MANUAL

I greatly enjoyed working together and am thrilled to have designed a website for you that will present your coaching practice like the pro that you are.

Following is a customized training manual that will cover the following:

- How to log into your website
- How to add your Divi API to your site
- How to create and maintain backups of your website
- Where to find training videos for your website
- How to keep your website updated
- How to post new blog articles
- How to edit your parenting quiz
- How to manage your newsletter subscribers

LET'S GET STARTED!



HOW TO LOG INTO YOUR WEBSITE

- Sign into your website at <https://www.icoachmoms.com/wp-admin>

Username: ksaltzberg

Password: \$122135\$sG

- After signing in, you will be taken to your website dashboard.
- On the left-hand side, you will see a list of options depending on what you want to edit. Please note: I do not advise editing your website without having a current backup of your site (read below for instructions) and without watching the training videos I have provided (read below for instructions on how to access training videos).
- Whenever you leave your site, go the top right of the page, hover over your name, and click “Log Out.”

HOW TO ADD YOUR DIVI API TO YOUR WEBSITE

As you are now responsible for all maintenance, management, backups, and updates for your website, you will need to purchase your own Divi theme license in order to update and maintain your site.

- Go to <https://www.elegantthemes.com/join/> to purchase a Divi license. Write down the username you choose. You will receive an API Key that you need to copy and paste into your website. If you cannot find your API Key, log into your Elegant Themes account/Account/Your API Key.
- Sign into your website at <https://www.icoachmoms.com/wp-admin>

Username: ksaltzberg
Password: \$122135\$sG
- On the left-hand side, go to Divi/Theme Options/Updates. Enter your username and API Key, then click “Save Changes.” Your site is now ready ready to receive updates.



- Go the top right of the page, hover over your name, and click “Log Out.”

BACKUP YOUR WEBSITE

It is always a good idea to keep two backups of your website at all times. In case something goes wrong with your website, you can use your backup to restore your website.

- I recommend storing your website backups on a cloud-based server such as Dropbox. Alternatively, you can store the backups on your computer, but I recommend an offsite storage solution in case something happens to your computer. I have created a free Dropbox Basic account for you at Dropbox and have set your website up to automatically backup your website on a weekly basis. If you ever need to access your backups to restore your website, you can log into your Dropbox account at <https://www.dropbox.com/>

Username: coach@icoachmoms.com

Password: Db122135\$!

- If you ever want to change your backup settings, sign into your website at <https://www.icoachmoms.com/wp-admin>

Username: ksaltzberg

Password: \$122135\$sG

On the left-hand menu, go to Settings/UpdraftPlusBackups. Click on the “Settings” tab to change your backup schedule. If you want to remove Dropbox as your storage solution, you can scroll down to the section titled “Authenticate with Dropbox,” then click on “Follow this link to deauthenticate with Dropbox” and follow the additional instructions.

- Go the top right of the page, hover over your name, and click “Log Out.”



WEBSITE TRAINING VIDEOS

If you'd like to learn how to make changes to your website, I have uploaded a number of training videos to the dashboard of your website. Please remember to backup your website before making any changes. The training videos can be accessed as follows:

- Sign into your website at <https://www.icoachmoms.com/wp-admin>

Username: ksaltzberg

Password: \$122135\$sG

- On the left hand side, go to Appearance/Divi Training and choose a video.
- When finished, go to the top right of the page, hover over your name, and click "Log Out."

KEEPING YOUR WEBSITE UPDATED

It is imperative to develop a plan to keep your WordPress website protected and updated. I recommend that you update your website every 2 weeks in the following order:

- Backup plugins first
- Backup Divi theme second
- Backup WordPress last

I do not recommend backing up right when updates become available. Some updates contain bugs or errors that could negatively affect your site, so I suggest waiting a few weeks after updates become available to let the kinks get worked out first.

While there are various tools to update your site, I will teach you an easy and straightforward method:

- Sign into your website at <https://www.icoachmoms.com/wp-admin>

Username: ksaltzberg



Password: \$122135\$sG

- On the left-hand menu, go to Dashboard/Updates. Click on the updates you wish to make, and click update. The updates will occur automatically.
- Go the top right of the page, hover over your name, and click “Log Out.”
- After you update, check your website to make sure the update did not affect your website. If it did (such as broken links or missing photos), don’t panic. Remember that you have a backup for just this reason. Contact your hosting provider, and ask them to restore your website from a backup. They can do it for you for a nominal fee or walk you through how to do it.

POSTING NEW BLOG ARTICLES

After you have your text and featured image ready, please do the following:

- Sign into your website at <https://www.icoachmoms.com/wp-admin>

Username: ksaltzberg

Password: \$122135\$sG

- On the left-hand menu, go to Posts/Add New. Enter the name of your blog article. Click “Use the Divi Builder.” Click “Load Layout.” Click “Your Saved Layouts.” Click “Katherine-Blog Template” which will load the template layout automatically for your new blog post. You will now see one dark rectangle marked “Text.” Click the three horizontal lines on the left-hand side of the dark rectangle to open up the module. Paste in your text over the existing text. Click “Save & Exit” at the bottom. Scroll to the bottom of the window and see “Featured Image” on the lower right side of the page. Click “Set Featured Image.” Click “Upload Files/Select Files, find your photo, and click “Choose.” Click “Set Featured Image.” Scroll to the middle of the page and click “Publish” on the right hand side. You have now posted a new blog article.
- Go the top right of the page, hover over your name, and click “Log Out.”



EDITING YOUR PARENTING QUIZ

Your form was created using a tool called Gravity Forms. To edit your parenting quiz, please do the following:

- Sign into your website at <https://www.icoachmoms.com/wp-admin>

Username: ksaltzberg

Password: \$122135\$sG

On the left-hand menu, go to Forms/Forms. Hover over "Parenting Quiz" and click "Edit." Edit the existing fields as needed or add new questions by using the available fields on the right. Learn more at <https://docs.gravityforms.com/>

- Go the top right of the page, hover over your name, and click "Log Out."

NEWSLETTER SUBSCRIBERS

I have created a free MailChimp account for you which collects the email addresses of visitors who sign up for your newsletter on your website. You can access this MailChimp account at <https://www.mailchimp.com/>

Username: coach@icoachmoms.com

Password: Sg122135\$

MailChimp is an autoresponder meaning that you can set MailChimp up to automatically respond (i.e. send something) to your subscribers when they sign up. It would be a good marketing strategy to have a free ebook or parenting article (perhaps related to your Parenting Quiz) automatically sent by MailChimp to your subscribers when they set up.

THANK YOU, AND ENJOY YOUR WEBSITE!