The Anatomy of a Web Site

Header:

Consists of the Logo & Navigation. This area is edited under the Appearance Tab / Customize & Menus. **Hero Image:** This image displays on the home page only.

Body:

The information of the site. As you see, there are 3 images with buttons. We can use these boxes to encourage/help customers to go to the internal pages they might most readily go to. This especially can help individuals on phones that may still not know what the 3 lines at the top mean. All of this section is edited in the Pages Tab.

Footer:

Consists of the Logo & Contact info. This area is edited under the Appearance Tab / Widgets.

Logging Into Wordpress:

Go to the App Flow and find the client.

There will be a folder Named 8_TLS Website.

Look for the following information:

- The link to the backend of the site
  https://www.bluemoonsarasota.com/wp-admin

- The User Name & Password
  MAM USER
  user :   MAM-User
  pass : Q*Z$nGu4#Il$*Tn6j9wsldWq

Copy the link and paste it into your web browser.

(Use Google Chrome!!! The site editor does not function properly in Internet explorer or Edge)

You will see the below screen: ———➤ Once you have logged in you will see the Dashboard (see below)
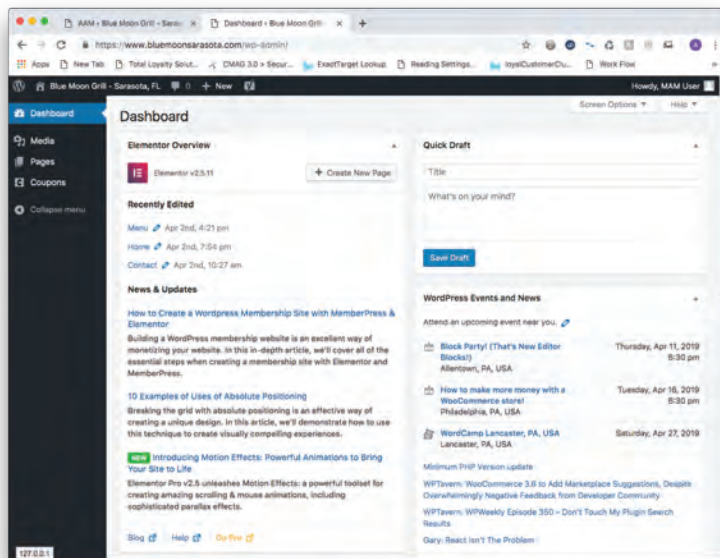
Parts of Wordpress You Will Use:

Media (This is where all images and files are held. From JPGs to PDFs)

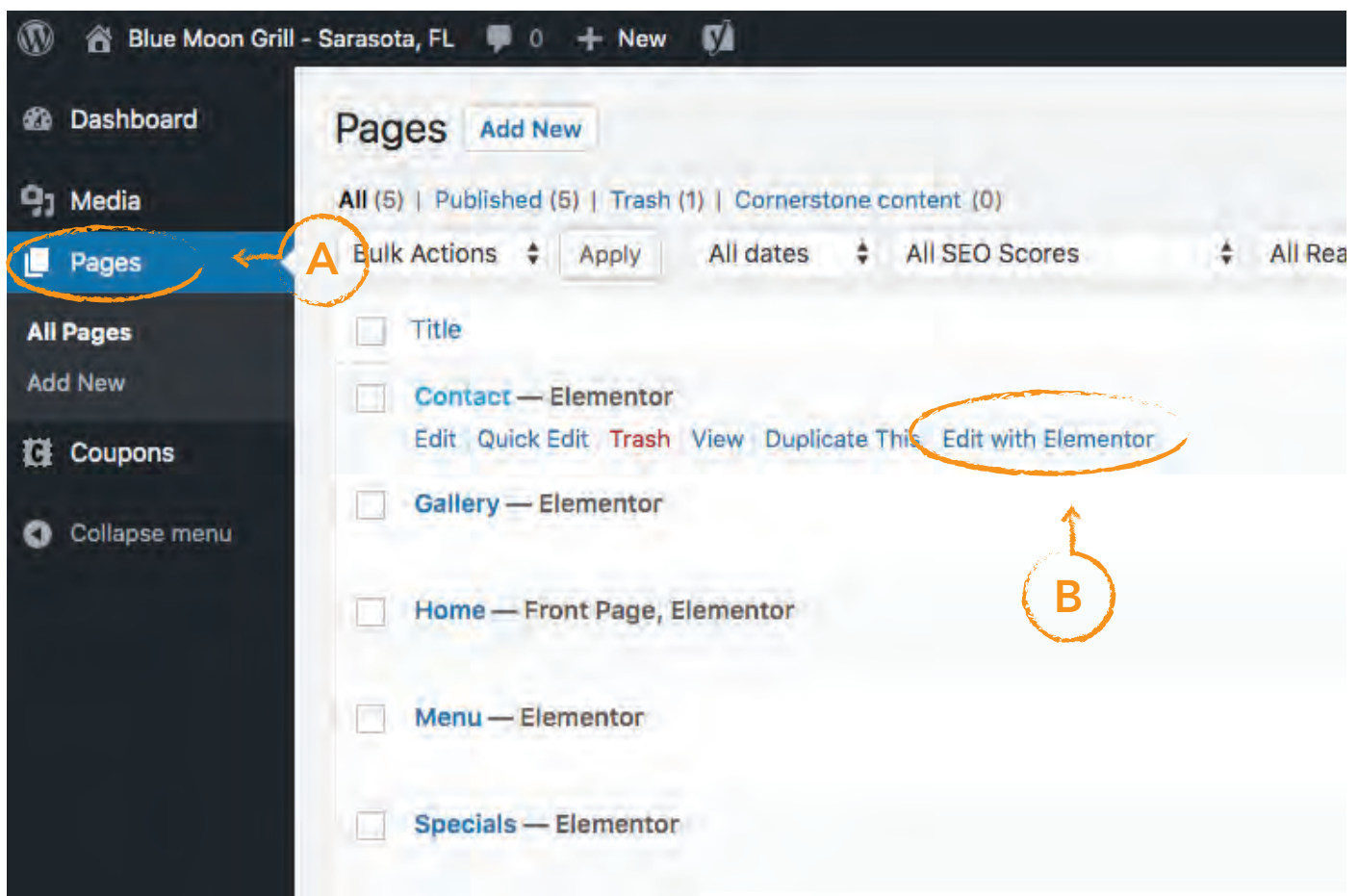Pages (The individual pages of your site can be found here for editing)

Coupons (a section where you create clickable/printable coupons to be placed on your pages)

Editing Pages:

Creating A Page:

A: Click on Pages In the left hand navigation (Shown Below)

B: Click Edit with Elementor

Using Elementor:

Designing Your Page:

Once you have entered elementor to edit your home page, you will see your header image, logo, and the default menu in the top right hand side.

Parts of Elementor:

On the right side you will see all of your design elements.

At the bottom you will see a pink circle with a white + sign. This will add an outer section to drop elements into. This container can be boxed or full width. You can give a background color or image, and adjust it's margins and padding.

Design Elements   Layout Area
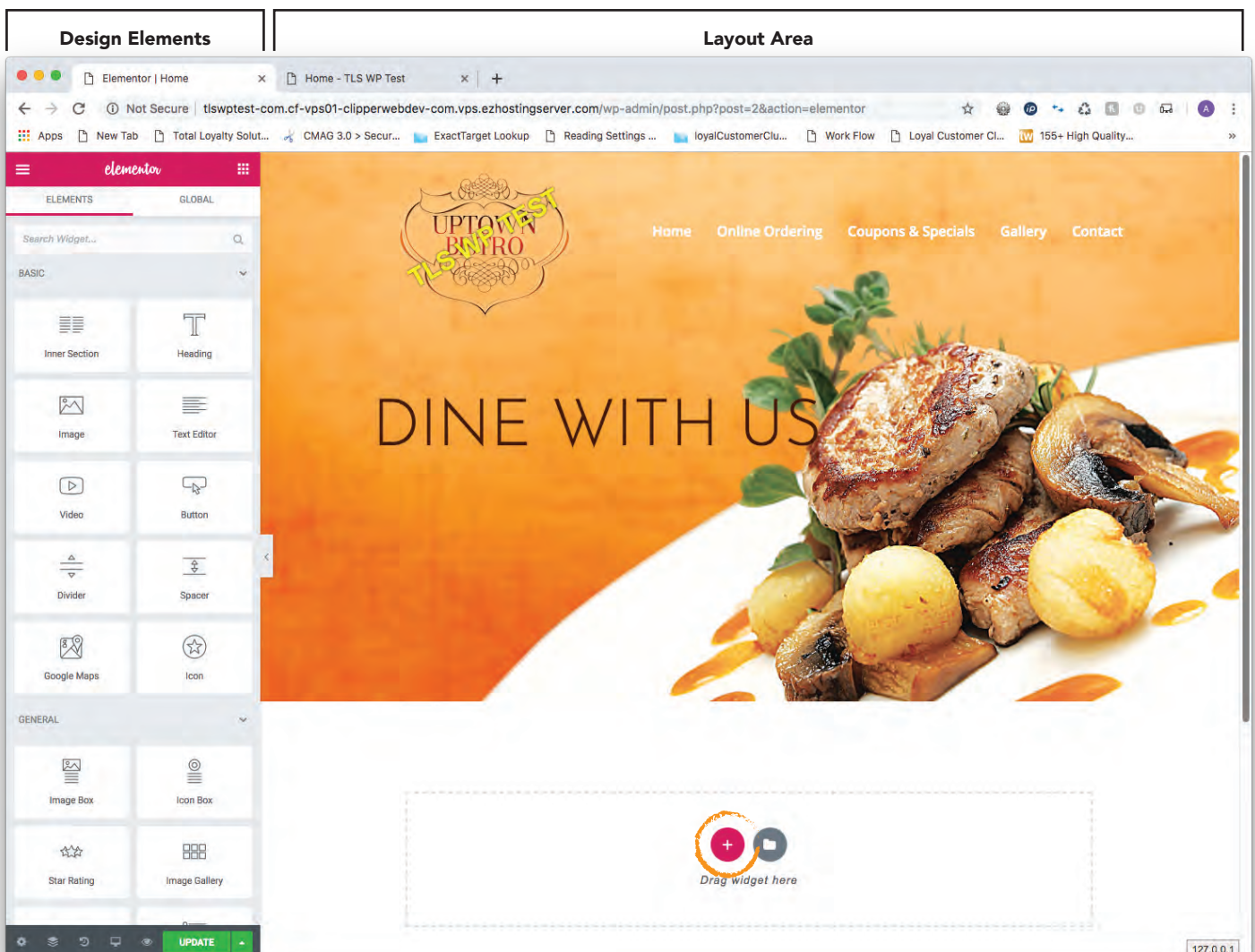
Using Elementor:

Creating Sections

Once you have click on the pink circle with a white + sign, you will see column layout options appear. (Shown below "Image A")

Once you have clicked on the column layout (I selected the 3 column option) your section will appear. (Shown below "Image B") You will see that the left side of your screen has changed from the design elements to your options for that section. (These options will be covered in a later in this tutorial)
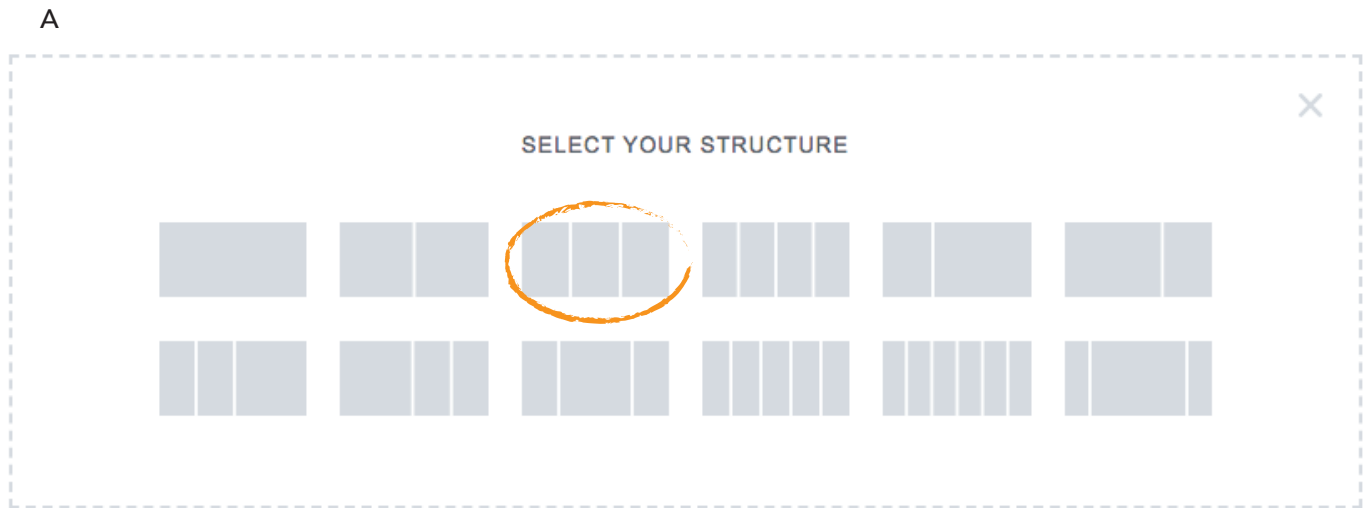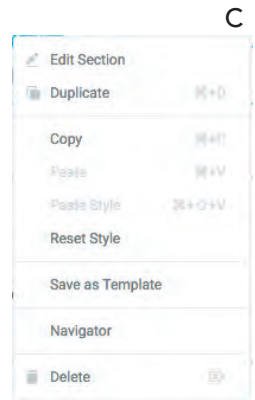
At the top of the section you will see a blue pyramid-ish box (Shown below "Image B" circled in orange) Inside you will see the following.

The + Sign: Can click to add another outer section above your current section.

6 Dots: By Clicking here, you can move the entire section and it's contents
above or below other sections. Also "section options" open on the left side.
(covered in-depth on the next page)
By Right Clicking, options appear in a pop up (Shown below "Image C")
(Note: The Duplicate function is very useful)

The X: Deletes the section.

C

	Edit Section	
	Duplicate	⌘+D
	Copy	⌘+C
	Paste	⌘+V
	Paste Style	⌘+⇧+V
	Reset Style	
	Save as Template	
	Navigator	
	Delete	⌦

A

SELECT YOUR STRUCTURE

B

+ ::: ×
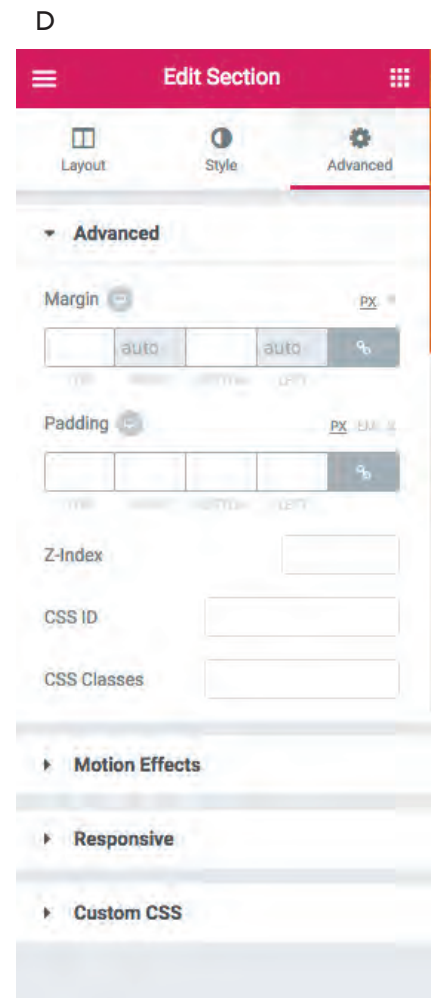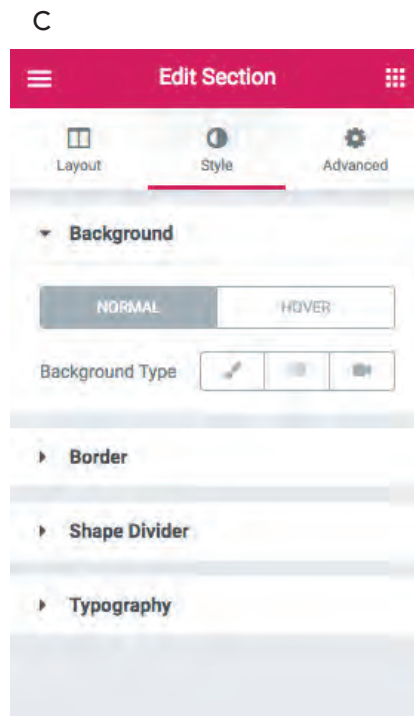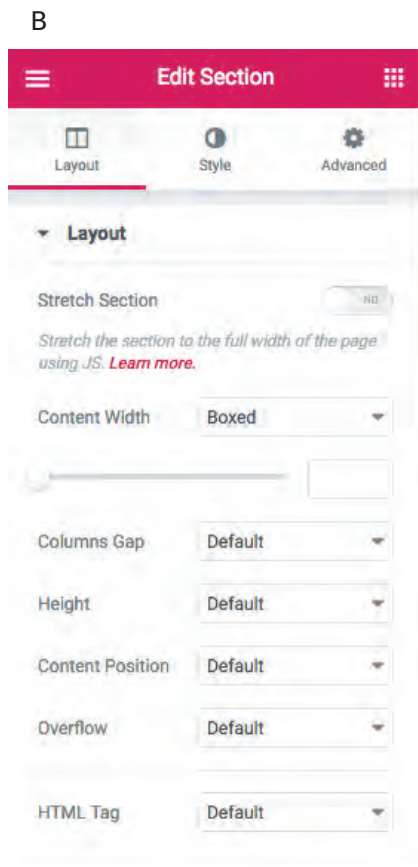
+   +   +

Using Elementor:

Creating & Adjusting Sections

If you want the columns to be different sizes, you can easily hover your courser between the grey dashed lines, (Market by an orange arrow) click and you will then see the percentages of the boxes on either side of the line that appears, once you have clicked. The percentages will change as you move the line side to side while your mouse is clicked.

Where you see the grey + sign is where you will drag and drop the design widgets. (shown on page 19.)

A

When you click on the 6 dots (Shown above "Image A") The Below options appear on the left side of your screen.
(Shown below "Images B, C & D". We will go over the these later in the tutorial)

B

	Edit Section	
Layout	Style	Advanced

Layout

Stretch Section   NO

Stretch the section to the full width of the page using JS. **Learn more.**

Content Width   Boxed

Columns Gap   Default

Height   Default

Content Position   Default

Overflow   Default

HTML Tag   Default

C

	Edit Section	
Layout	Style	Advanced

Background

NORMAL   HOVER

Background Type

▶ Border

▶ Shape Divider

▶ Typography

D

	Edit Section	
Layout	Style	Advanced

Advanced

Margin   PX

auto   auto

Padding   PX

Z-Index

CSS ID

CSS Classes

▶ Motion Effects

▶ Responsive

▶ Custom CSS

Using Elementor:

Adjusting Section Widths

There are 3 different ways to display the width of a row.

Boxed Row & Boxed Content ("Image A")
This is the default way rows are displayed.

Full Width Row & Boxed Content ("Image B")
This gives you the ability to stretch the background of a row while keeping the content in a box. This is good if you want to put a color or image in the background of a row, but keep the content aligned with other content on the page.

This Full Width Row & Stretched Content ("Image C")
In this format, everything stretches across the page. Also a good way to present a background image or color for a section. This is also a great way to have a center aligned style site or a site that feels more free flowing.

A

B

C
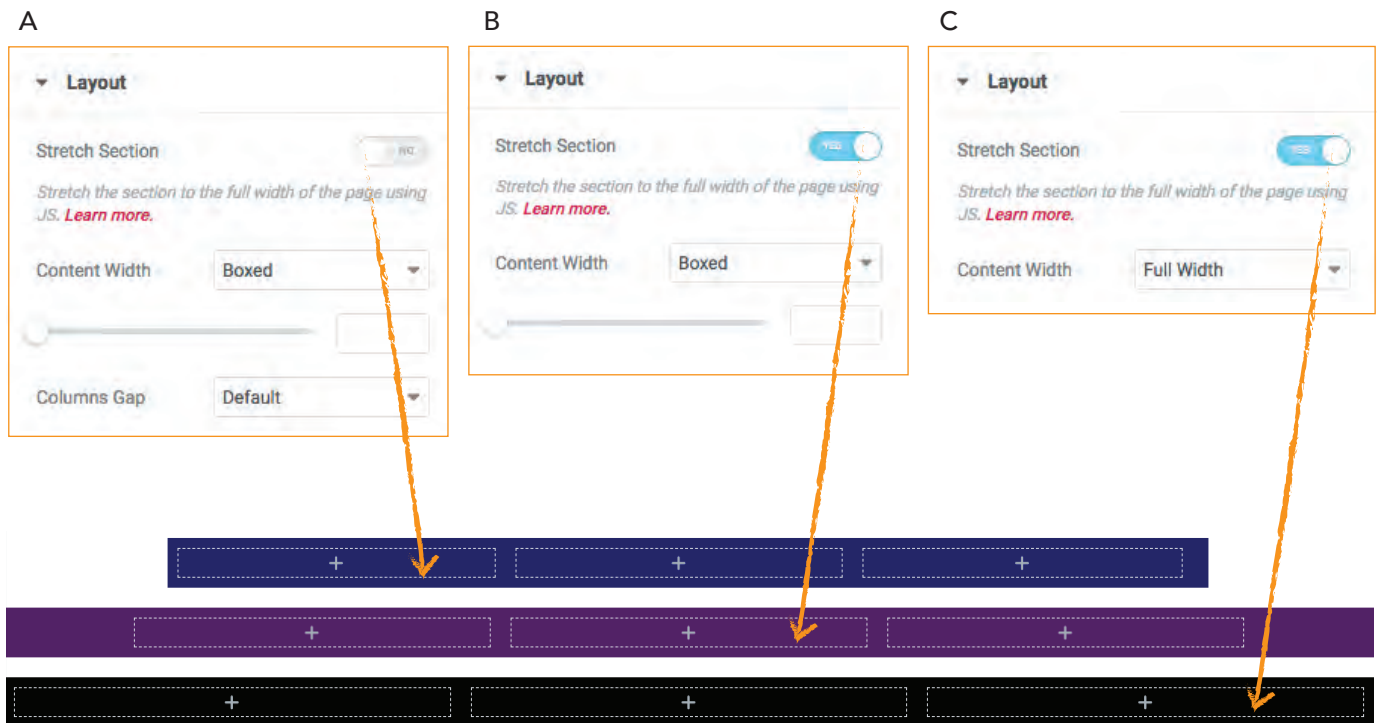
Take some time to make a few boxes and experiment with the different options to see how things work. These are template sites that we are building, but that doesn't mean they can't be nice and functional for our customers. There are a few areas of elementor that I will not covering, as they do not pertain to our needs in this template program, but please don't hesitate to click around to understand what things do.

(NOTE: Command Z works as an undo in Elementor. This is very handy to keep in mind.)

Using Elementor:

Section Backgrounds (Color)

A: We have 3 options for the backgrounds of our section: Color, Gradient, Image, and Video.
We most often will be using colors, gradients and images. ("Image A")

B: By clicking on the paint brush we are able to select a color or image for your section.
Once you have clicked on the paint brush, you will see additional options appear. ("Image B")

C: When you click on the checkered box beside the word Color, a box will pop-up providing an area to paste
your HEX color, select the color from the "picker are"a and sliders to choose the transparency and
chroma (the saturation of a color). ("Image C")

(NOTE: I suggest creating a color pallet for yourself before starting a site. Save the HEX colors in a text
document so that you have readily available to you. You can open Photoshop, use the eyedropper on the
customers logo to find your color pallet or other materials that are supplied to you.)

A

B

C
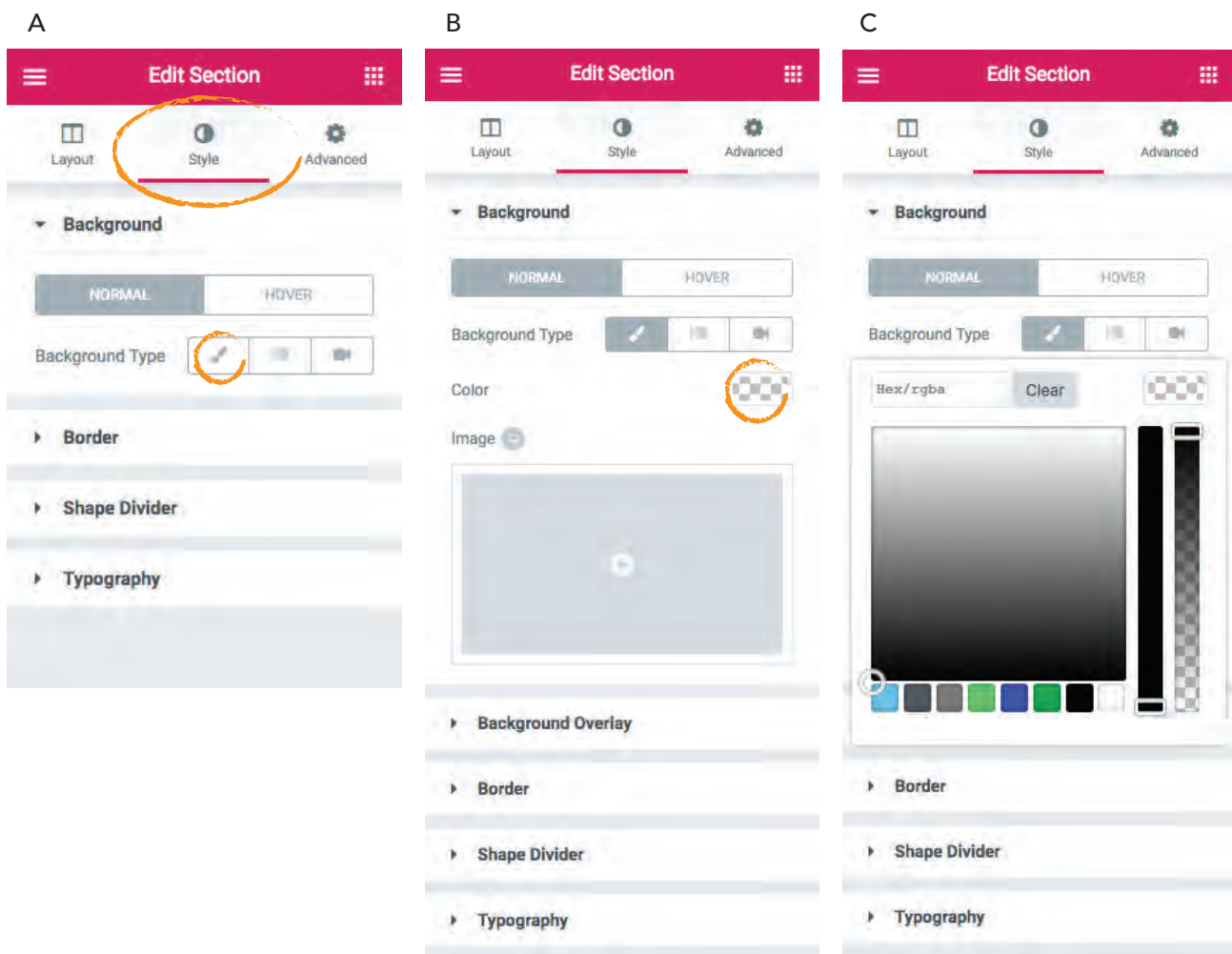
Using Elementor:

Section Backgrounds Image (Image Backgrounds)

A: By clicking in the grey box under the word "Image". You will be able to upload an image or choose one from your media gallery. ("Image A")

B: Once you have selected your image (I suggest your image being at least 1024w X 768h), I suggest using the settings below ("Image B") to accomplish that "parallax" look. (this is not parallax but the best we have currently)

C: Now it is time put a color overlay on top of the background image to allow the content to pop. ("Image C")

C1: Click on Background Overlay, Select your color, adjust the Opacity and Blend mode (Like Photoshop) of the color that is now overlaying your background image.

A

B

C
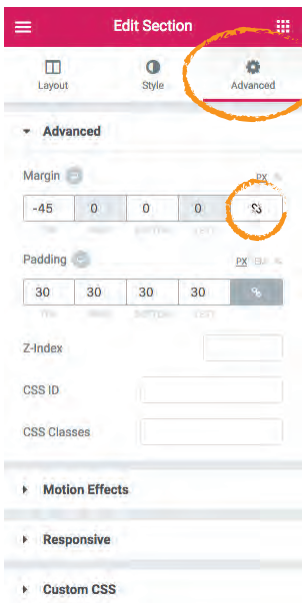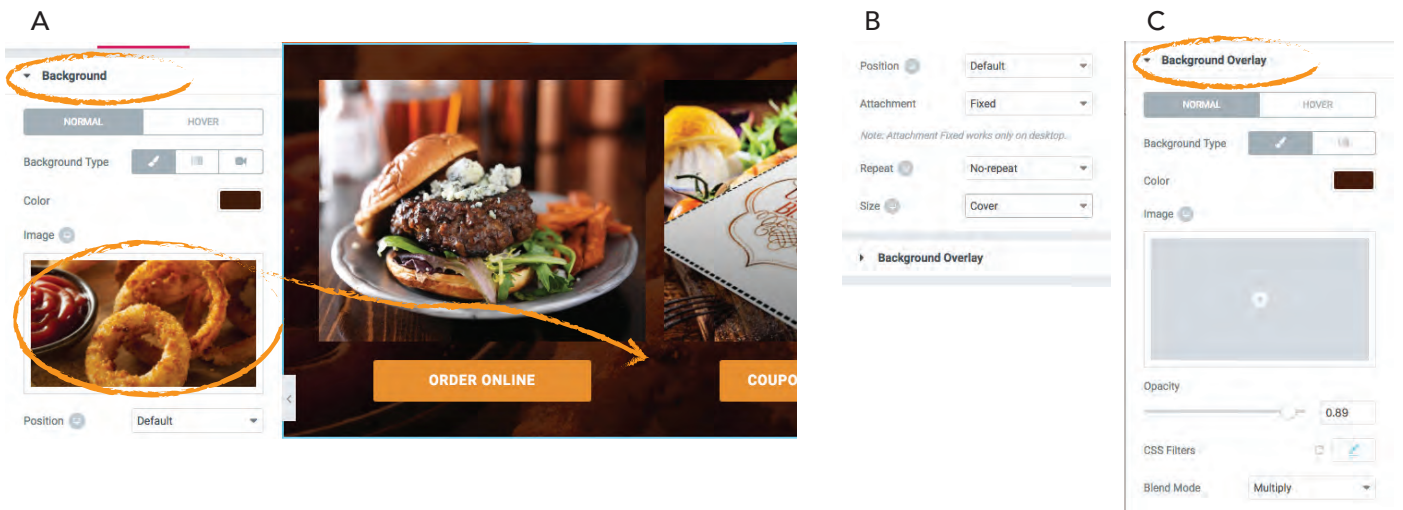
Section Spacing

At the top of section editor, click "Advanced." This is the area you are able to adjust the spacing, motion, and what screen a section is visible. You can use negative margins ans Z Index to make some cool overlapping effects.

(NOTE: Padding is on the inside of a box, Margin is on the outside of the box)
(NOTE: You can either type one value and it will effect all values, or uncheck the lock and have individual values.)

Using Elementor:

Creating & Adjusting Sections

When you hover your courser over the sections with the grey + sign. You will see a grey box appear in the corner of the that box. (Shown below "Image A") . When you on that box, the below options appear on the left. (Shown below "Image B, C & D")

A

B

C

D
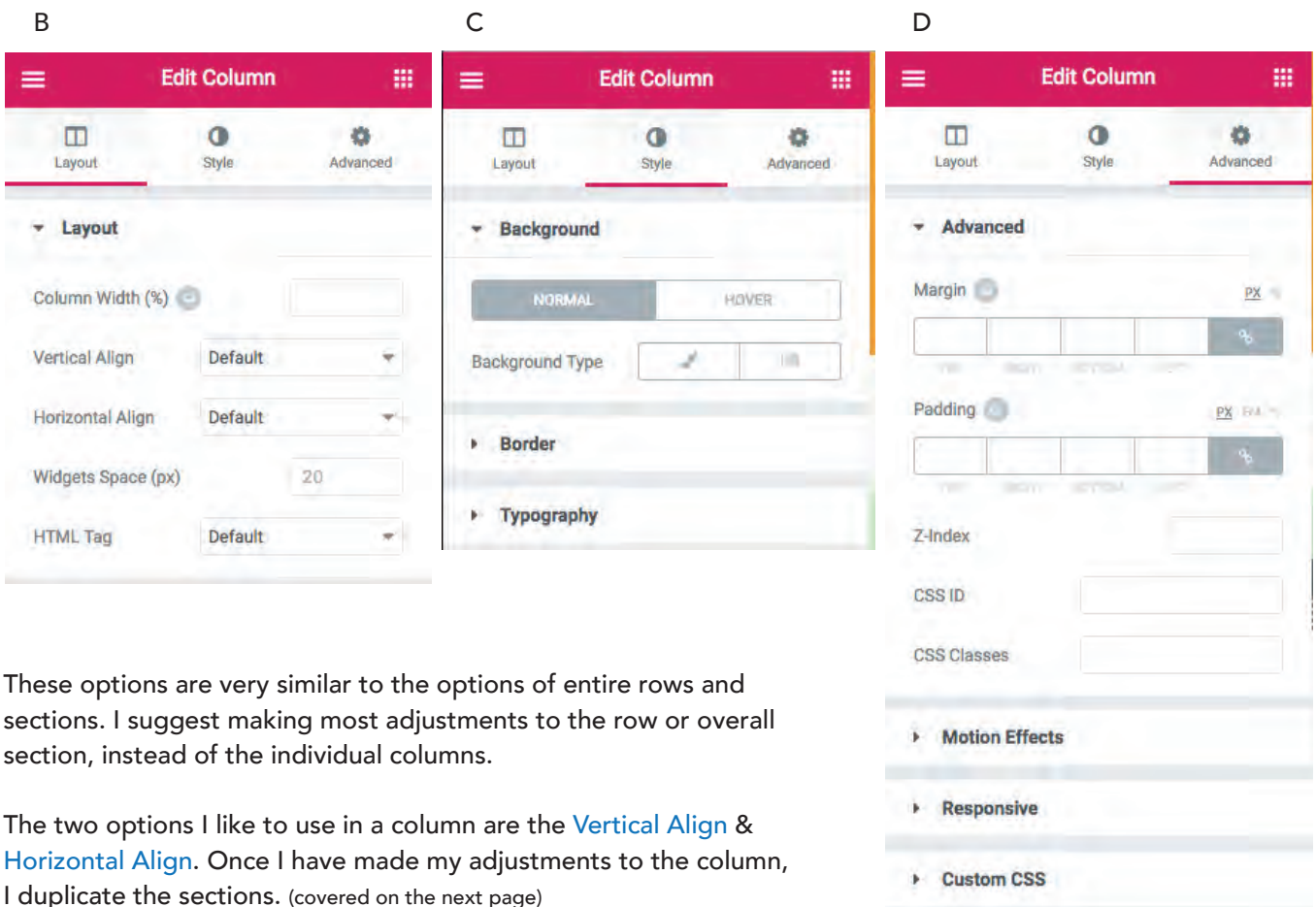
These options are very similar to the options of entire rows and sections. I suggest making most adjustments to the row or overall section, instead of the individual columns.

The two options I like to use in a column are the Vertical Align & Horizontal Align. Once I have made my adjustments to the column, I duplicate the sections. (covered on the next page)

Using Elementor:

Creating & Adjusting Sections

When Right Click on the Grey Box options appear
(Grey box shown on previous page, Options shown in image A)
(NOTE: Using the duplicate option on sections with multiple elements in them, that are the same across a section horizontally, you can save a lot of time. Example: image B.)

Create one column, style it, drag over the appropriate design elements/widgets. Style them. Then duplicate the section by right clicking on the grey box.

A
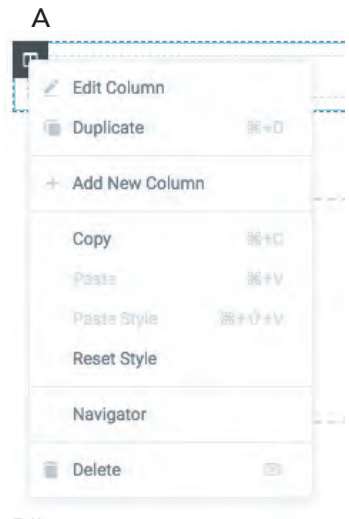
B

(NOTE: To have the Design Elements/Widgets appear, you need to click in the empty area down around where the Pink Circle with the white + sign is or by clicking on the grey + sign inside of a container.)

Design Elements/Widgets

To the right are all of the available design widgets. I have circled the ones that are used in our template sites. This doesn't mean you can't use others, but the circled items are the ones that you should most familiarize yourself with.

Again, these are the elements that you will drag into your layout to populate your content. In future sections i will cover how to use the elements.
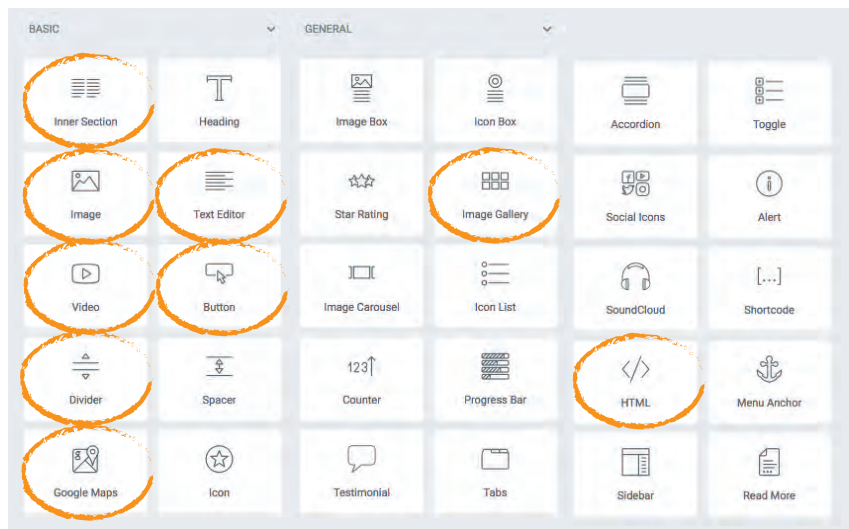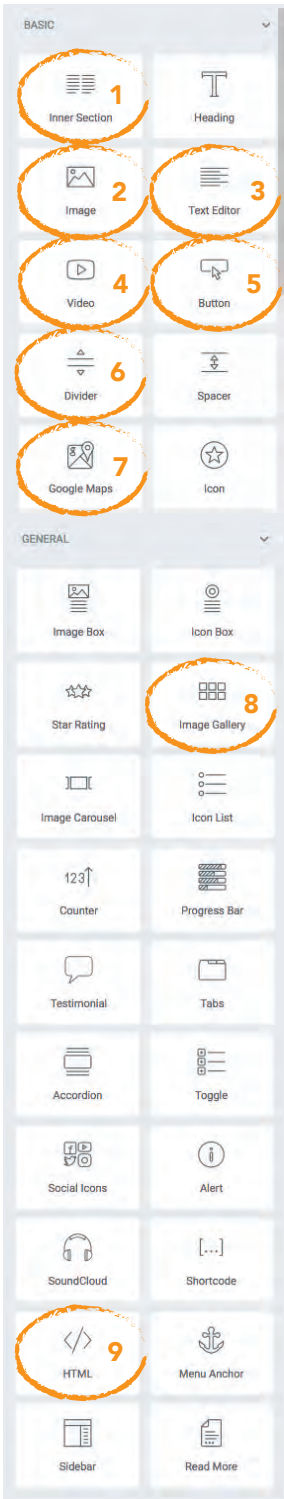
Using Elementor:

The Elements and What They Do

The Name of the elements should say it all but we are going to dive into the a little bit to help give a better understanding of how to use Elementor.
Just to recap. Click the Pink Circle at the bottom, create the row layout you desire, click the grey + sign inside the contains and the elements will appear on the left side of your screen. Click & Drag one of the elements into the section and that Elements Properties will appear on the left.

1: Inner Section: This is a section that you can place inside your other sections. These have the capabilities of full rows (covered in previous sections, Page 15 & 16) (There is so much you can do with this to amp up your designs, but keep in mind that these are template websites and need to be created quickly.)
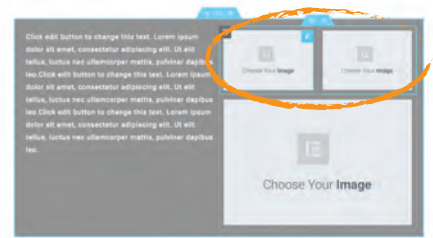
2: Image: This allows you to place an image in a section, dictate the size of the source image (Image Size) (NOTE: Always select the image size as close to the size you see on screen. The image will be constrained by the box it is in, but we always want to keep file & page sizes down), how the image is aligned within a section. (I suggest to link an image to it's Media File, so when the user click on the image it pops up in a light box. This isn't necessary but nice.)
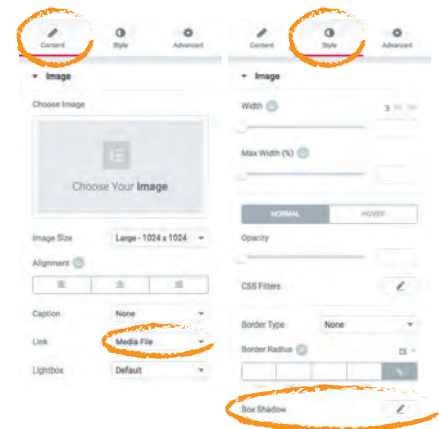
3: Text Editor: This is like a typical text editor. You are able to paste text in to the this area and format it. If you hover the little icons above the text area (like the bold icon) it will tell you what it is.
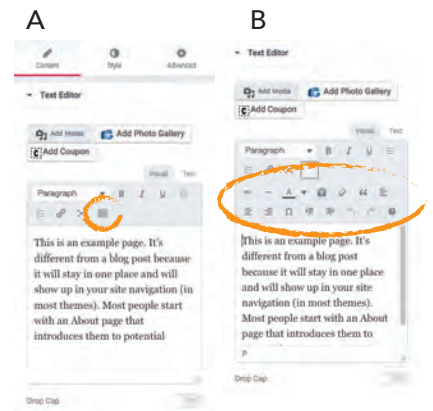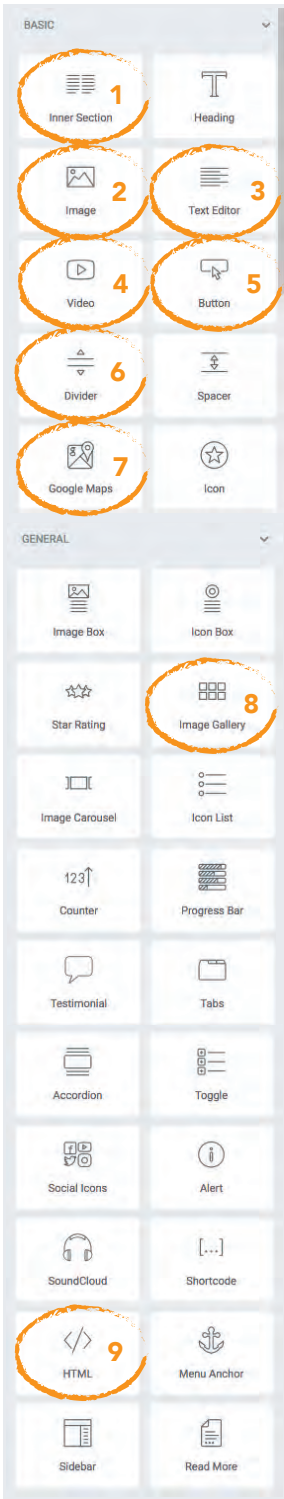
If you click there icon circled (Image A) that will reveal addition options (Image B).

DON'T FORGET TO

UPDATE

(Note: If you are trying to get out of an element editor, you can click in the empty space beside the checkered box with the pink circle in it at the bottom of the page to see the elementor widgets list.)

Using Elementor:

3: Text Editor (Continued): We also have some pre-set font sizes: Heading sizes and paragraph text. Heading 1 or h1 is the largest and they go down in size from there. (Image A)

(Note: When copying and pasting text into this areas, I suggest copying the text and pasting it into a text editor, then copy it from there and pasting it into the website. This helps prevent pasting unnecessary code onto your site. If you are not physically typing text into this area you are fine.)

A

4: Video: You are able to just paste any video URL in the link field, select the source (YouTube, Vimeo, Dailymotion, or Self Hosted). You are able to autoplay videos and choose start and end times if there is only a certain section of a video you want to show.
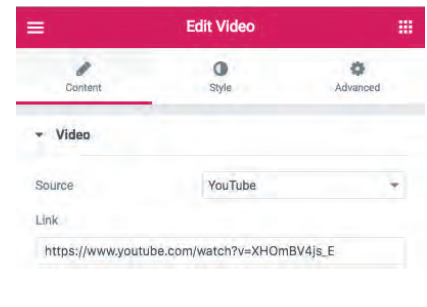
5: Button: First leave the type to default. Enter the text that you want the button to say. Enter the link. Select the size.
(Note: I suggest medium. This size has a nice amount of padding without too big. I also suggest not using the icons. They look good on desktops but not on cell phones.)

Then click on style, select your text and background colors for the Normal state of the button. Then click on Hover and select your text and background colors for that state. You can even choose an animation but some of these tend to make the site seem cheesy.
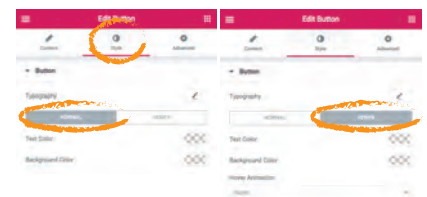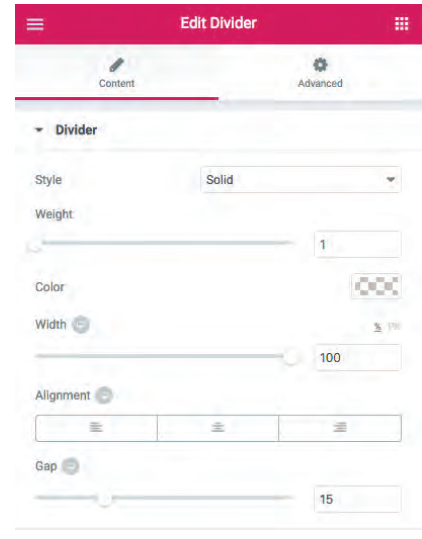
(Note: If you are trying to get out of an element editor, you can click in the empty space beside the checkered box with the pink circle in it at the bottom of the page to see the elementor widgets list.)
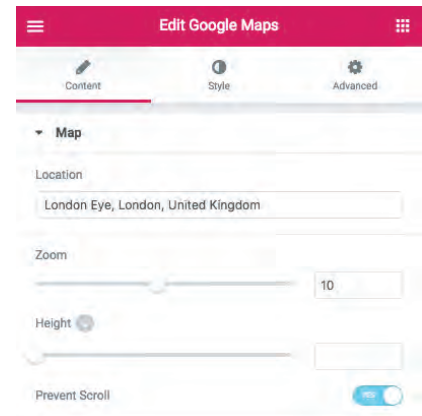
DON'T FORGET TO
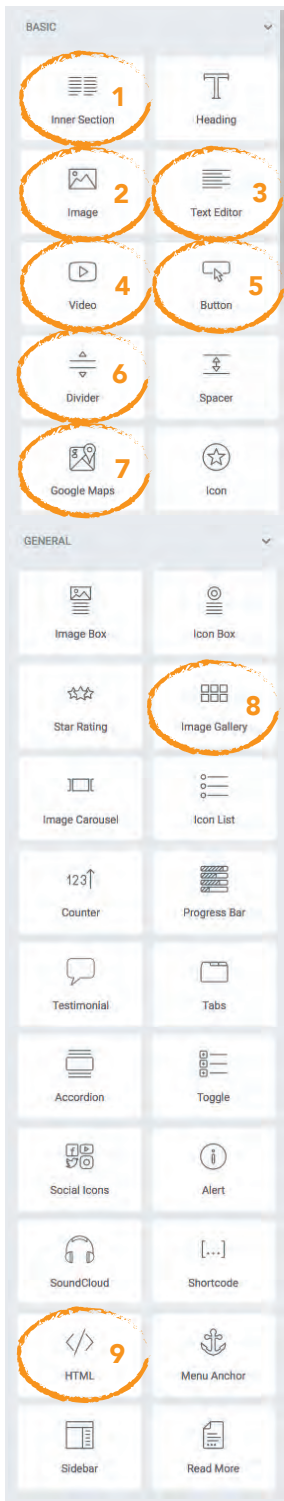
Using Elementor:

6: Divider: This is a standard line that divides. Your available options are Solid, Double, Dotted & Dashed.

You can adjust the stroke weight, color, width, alignment and the gap on the top and bottom of the line or divider.
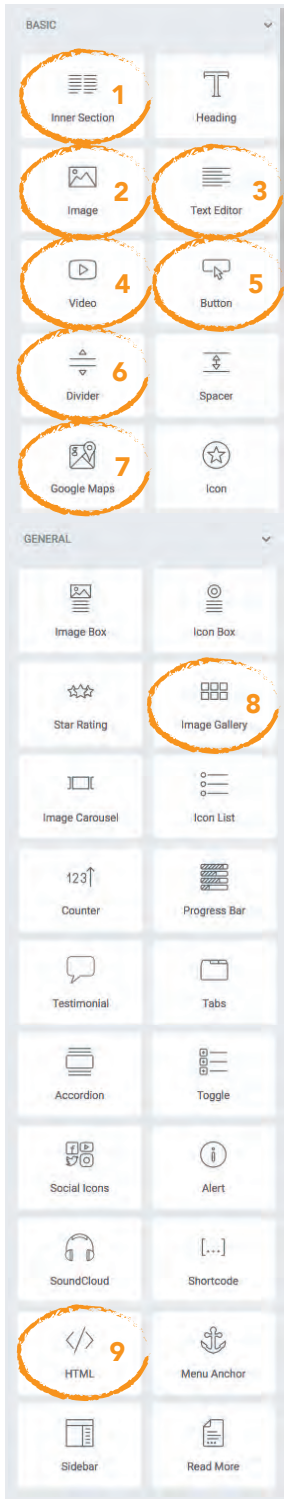
7: Google Maps: Simply type or paste the name of the business and the address into the location field, select how zoomed in on the location you want to be, adjust the height of the map to compliment your layout & your done. No code needed to add a Google Map.

DON'T FORGET TO

UPDATE

(Note: If you are trying to get out of an element editor, you can click in the empty space beside the checkered box with the pink circle in it at the bottom of the page to see the elementor widgets list.)
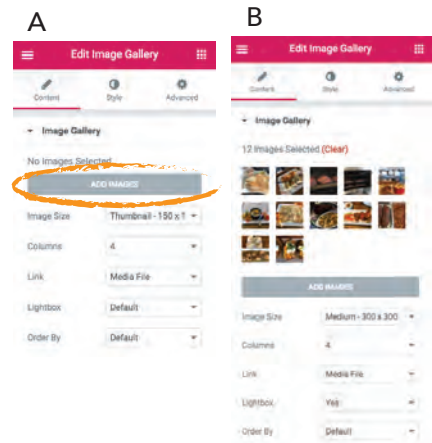
8: Image Gallery: Click on ADD IMAGES (Image A). Select your images from the Media Library or upload them. Select desired images and click the "Add to gallery" button in the bottom right of your screen. Arrange the images as you see fit by dragging and dropping and click "Insert gallery."

From there, determine the size of your thumbnails. If many of your images are the same size you can use "Medium - 300x300."

If there are many different sizes of images, I suggest using "Thumbnail Size."

Select how many columns (I suggest at lest 4 Columns). Select Yes for Lightbox and you are done.

A   B

DON'T FORGET TO

UPDATE ▲

(Note: If you are trying to get out of an element editor, you can click in the empty space beside the checkered box with the pink circle in it at the bottom of the page to see the elementor widgets list.)
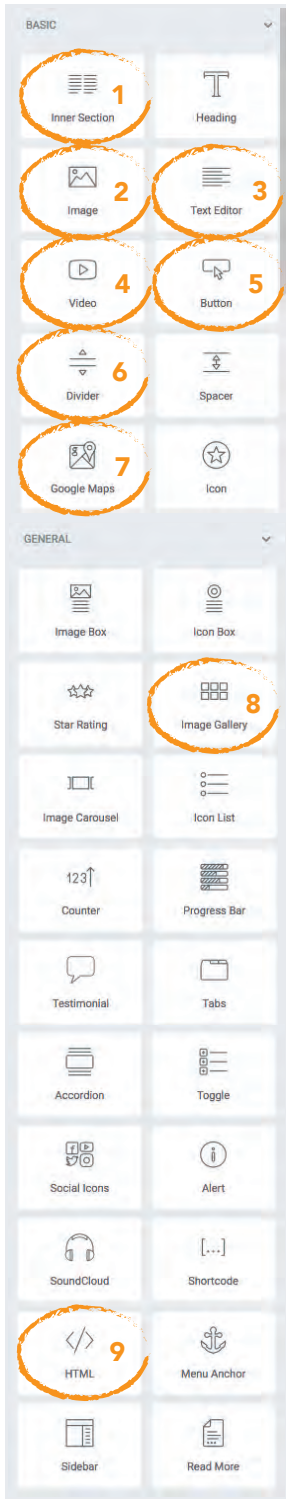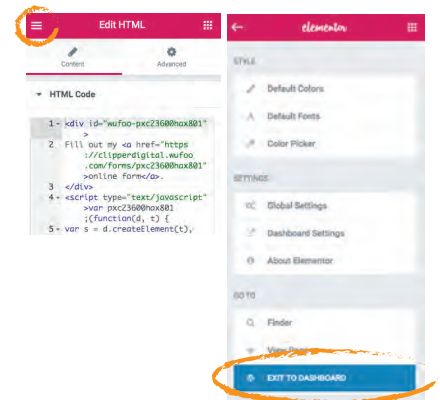
Using Elementor:

9: HTML: You are able to paste HTML code into this section. In our template sites it will mostly be used for pasting Wufoo form embed code or the code from Emma for signup forms.
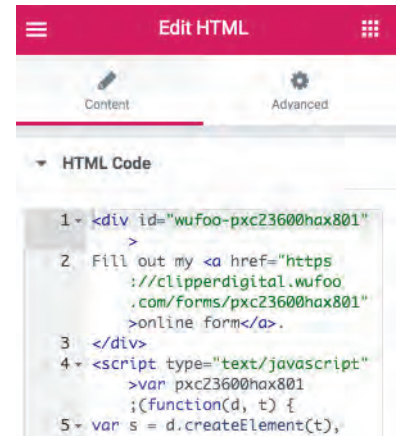
How To Exit Elementor Elementor:

Click on the 3 lines in the top left hand corner. From there you click EXIT TO DASHBOARD.

DON'T FORGET TO

(Note: If you are trying to get out of an element editor, you can click in the empty space beside the checkered box with the pink circle in it at the bottom of the page to see the elementor widgets list.)

Creating Coupons:

Go To Coupons in the left hand, main navigation of WordPress. Click "Add New." (Image A)

A: Name Your Coupon

Under Content Tab: (Image B)

B: Enter The Main Part of of the coupon
(Example: $5 Off Shampoo)

C: Change the background color (I suggest white or transparent)

D: Here you can type the details and disclaimers. You can even paste HTML into this box. You can add images and everything.

Under Border & Background Tab:

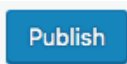Change your Inside Border Color.

Under Expiration Tab:

Change your Expiration type to either Ignore Expiration or Expiration Date

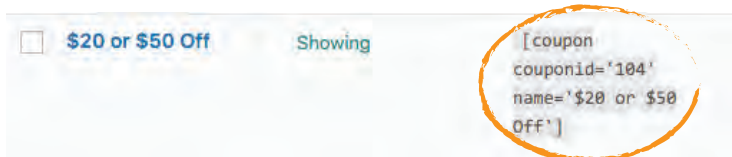If you choose Expiration Date , you then select your date format (MM/DD/YYYY) ; then add the epiration date.

Under Expiration Tab:

Change your Expiration type to either Ignore Expiration or Expiration Date

Then click the publish button.

Copy the short code of your coupon (shown below)

Then go to your coupon page and paste the short code into a text box or select your coupons from the coupon button in the text box widget.