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Introduction

You don't have a personal Website yet?

Get a personal website

About this documentation

This guide is intended to help you maintain your own website. It assumes that you have a fully configured website, as we offer it. The manual is to be understood more as a starting aid and does not claim to explain the used system, WordPress, in detail. WordPress, however, has a clear design and it's well translated. To get started, it's best to simply play with the different functions and you will soon be familiar with WordPress. **Trying it out is the be-all and end-all, you can't break anything.**

For the sake of fairness the screenshots in this documentation are sometimes in english, sometimes french or german – even though your installation will be well translated into the language of your preference.

Do you prefer this Manual as PDF?

WordPress is well documented online

If you get stuck, a Google search is recommended in any case. WordPress is so widespread that almost every question is answered by a small tutorial or a forum post. If you don't find what you're looking for on Google, we'll be happy to help. Just email us.

Now we wish you a lot of fun and success.

Main terms

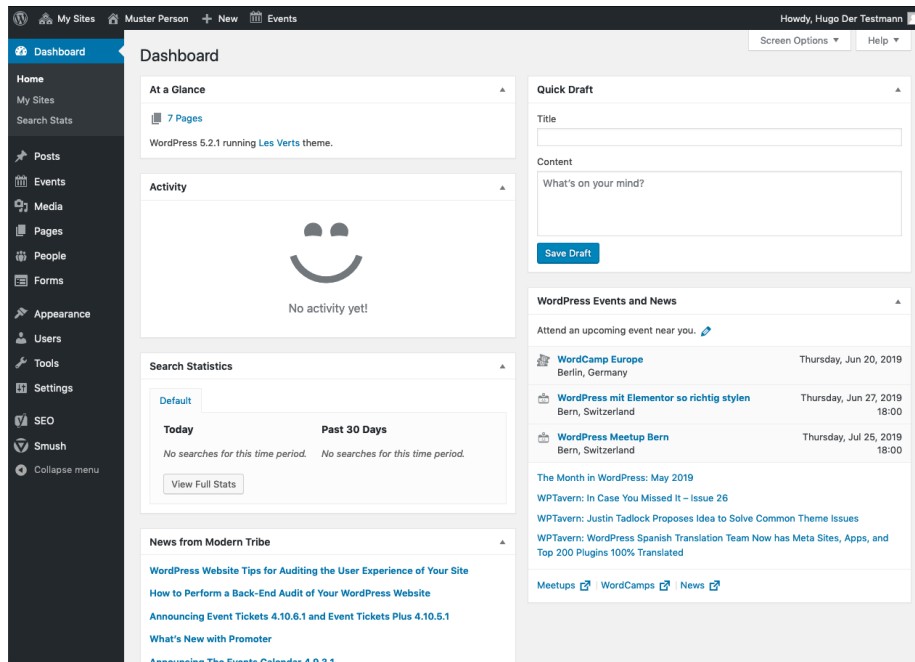
Frontend

The actual website is referred to as the frontend. This is the part that you want to present the visitors and that can be reached via your web address. Example: gruene.ch



Backend

The backend is used to compose and change the content. That is, what is finally visible in the frontend. The backend can only be reached by login. To get to the backend, you call up the start page of our website and append `/wp-admin` to the URL. Example: `yourdomain.com/wp-admin`



Content types

Content is presented to the user either on posts, pages, events or archives. Beginners often find it difficult to choose the right content type. Therefore, it is important to know the following types.

Pages

Pages contain content that is usually unique and timeless. A classic example is the *contacts* page. Unlike posts, pages are usually linked directly in the menu.

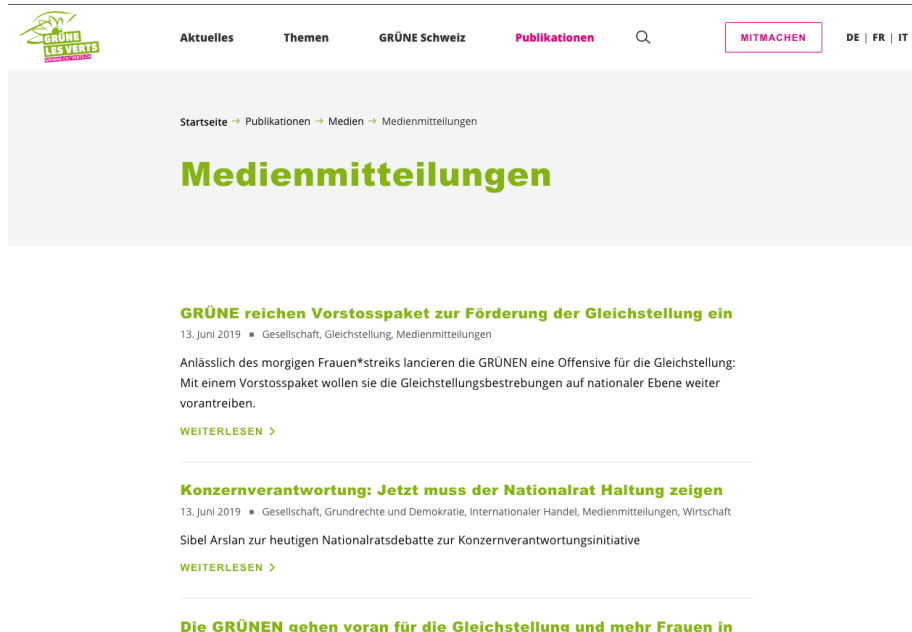
Posts

Posts are used for content that can be categorized. So p.ex. news, press releases etc. but not for static contents like the *about me* or the *contact* page. Posts appear in archives while pages don't. Posts are usually not linked directly in the menu, but they can be reached over the archives of their categories. A post can be part of several archives.

Archives

In the WordPress jargon, an archive refers to a collection of posts. The posts are automatically presented in their archive (selected by the category). It is impossible to add content directly to an archive. You must always create a post.

Archives are created through a category and it's pages are only created through a entry in the navigation.



The screenshot shows the top navigation bar of the GRÜNE website. The logo is on the left, followed by menu items: Aktuelles, Themen, GRÜNE Schweiz, and Publikationen. There is a search icon and a 'MITMACHEN' button. Language options 'DE | FR | IT' are on the right. Below the navigation is a breadcrumb trail: Startseite → Publikationen → Medien → Medienmitteilungen. The main heading is 'Medienmitteilungen'. Three news items are listed, each with a date, category tags, a short summary, and a 'WEITERLESEN >' link.

GRÜNE reichen Vorstosspaket zur Förderung der Gleichstellung ein
13. Juni 2019 ■ Gesellschaft, Gleichstellung, Medienmitteilungen
Anlässlich des morgigen Frauen*streiks lancieren die GRÜNEN eine Offensive für die Gleichstellung: Mit einem Vorstosspaket wollen sie die Gleichstellungsbestrebungen auf nationaler Ebene weiter vorantreiben.
[WEITERLESEN >](#)

Konzernverantwortung: Jetzt muss der Nationalrat Haltung zeigen
13. Juni 2019 ■ Gesellschaft, Grundrechte und Demokratie, Internationaler Handel, Medienmitteilungen, Wirtschaft
Sibel Arslan zur heutigen Nationalratsdebatte zur Konzernverantwortungsinitiative
[WEITERLESEN >](#)

Die GRÜNEN gehen voran für die Gleichstellung und mehr Frauen in

Events

Events are used to announce your happenings. They display a few special fields like a time and a location where they take place. Once over they will be hidden from the default event archive, as soon as they are past.

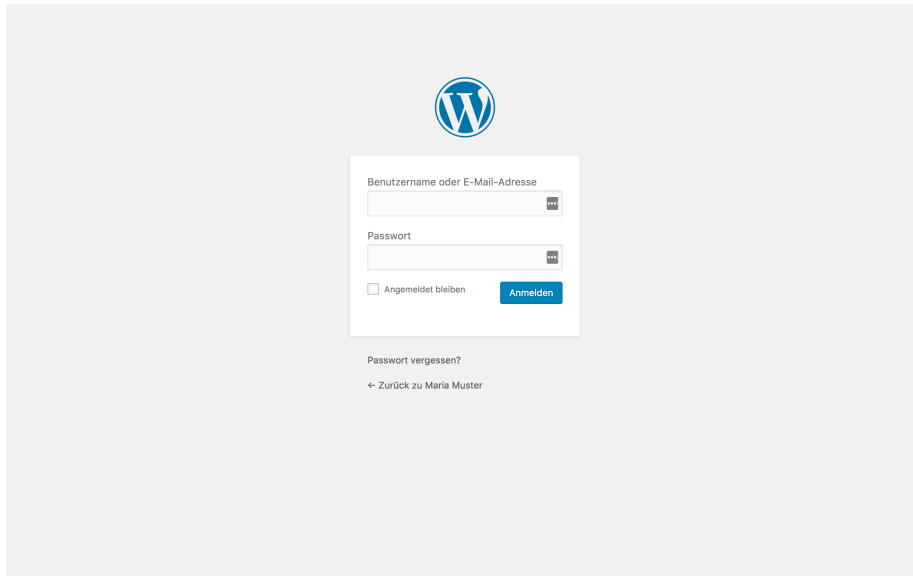
Login

To edit your site, you first have to login to the backend.

Login address

Add `/wp-admin` to your domain name to get to the login screen.

So the login address will be something like `https://yourdomain.com/wp-admin`.



Lost password

The *lost your password* function is your friend! You didn't get an email? Have you checked the spam folder?

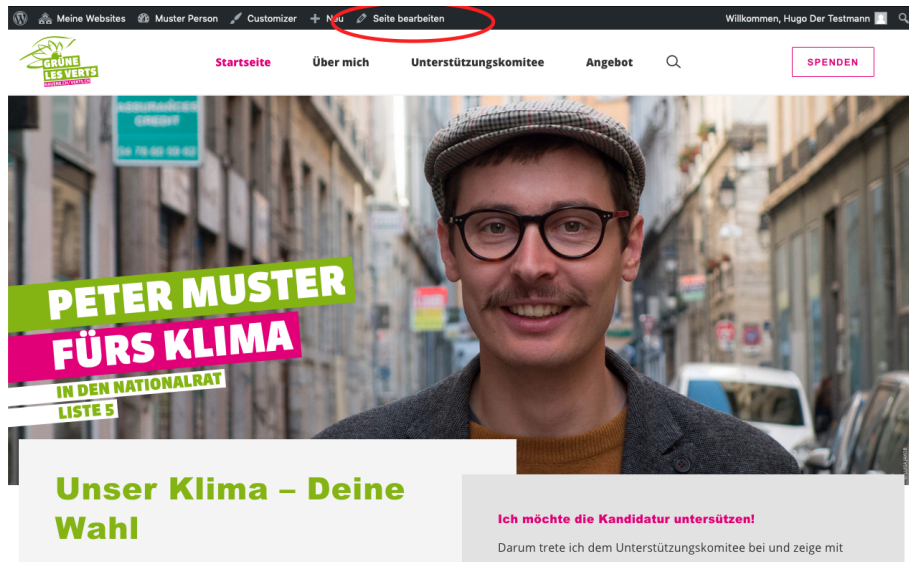
Edit the front page

Precondition

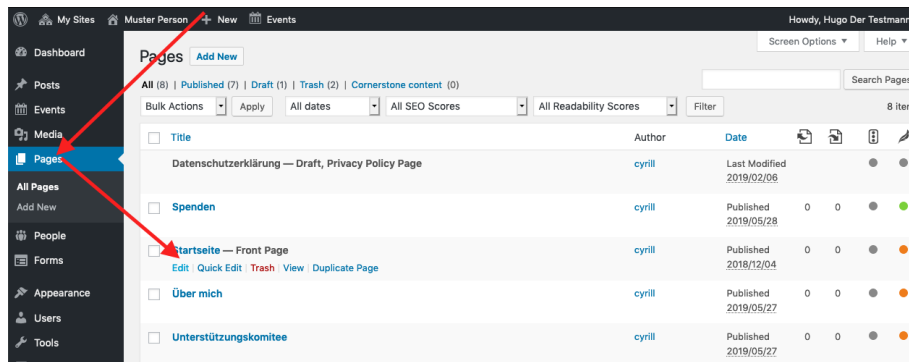
Make sure you're logged in.

How to get to the edit screen

There are mainly two ways: 1. Go to the front page (on the frontend) and click the *edit page* button.



2. Go to *Pages*, hover the mouse pointer over the front page and click the *Edit* link.

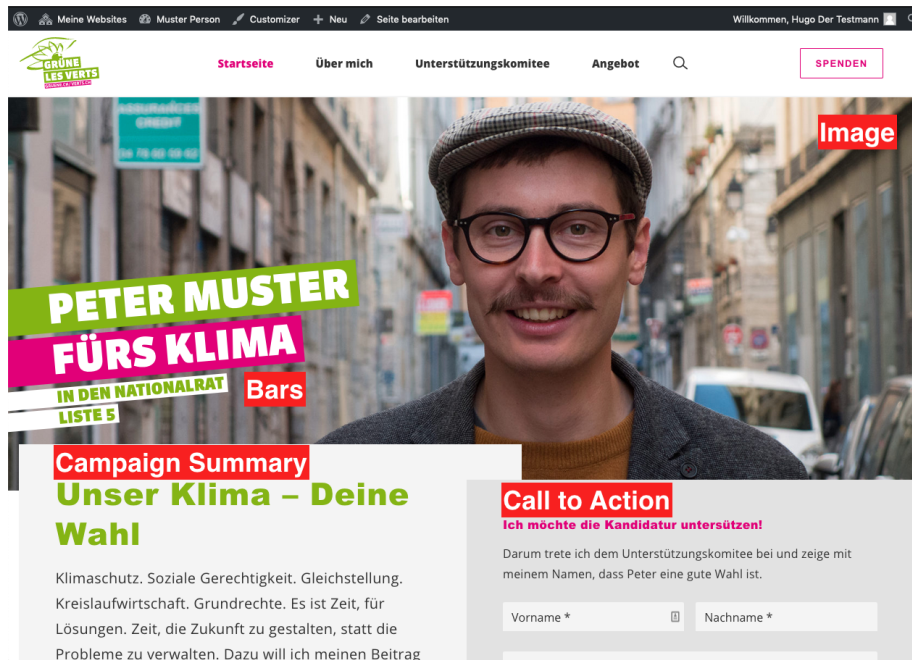


You'll master it

The front page is the most advanced page to edit. Once you master it, editing other pages is peanuts. And even the front page isn't that complicated!

The main campaign

This is the main content block with the images the bars etc.



Just play around with the main campaign elements in the edit mode of the front page and you'll find out how it works.

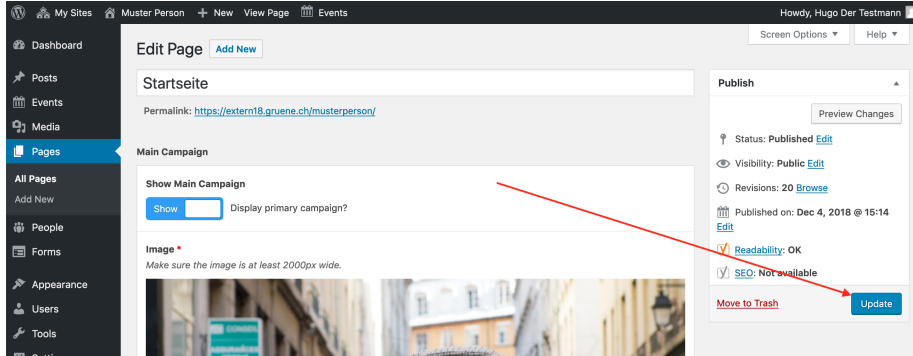
Campaign Summary

The main idea of the campaign summary is, to provide the reader with your main mission in very few words. If you need more space, you can create a dedicated page and link it to the campaign summary using the *Read more button*. For now, just keep it short. Once you know more about pages, adding the link is intuitive.

Call to Action

The call to action section is designed to easily involve your visitors. Add a form with a very low level involvement, like one to subscribe to your newsletter. See the forms chapter on how to create new forms.

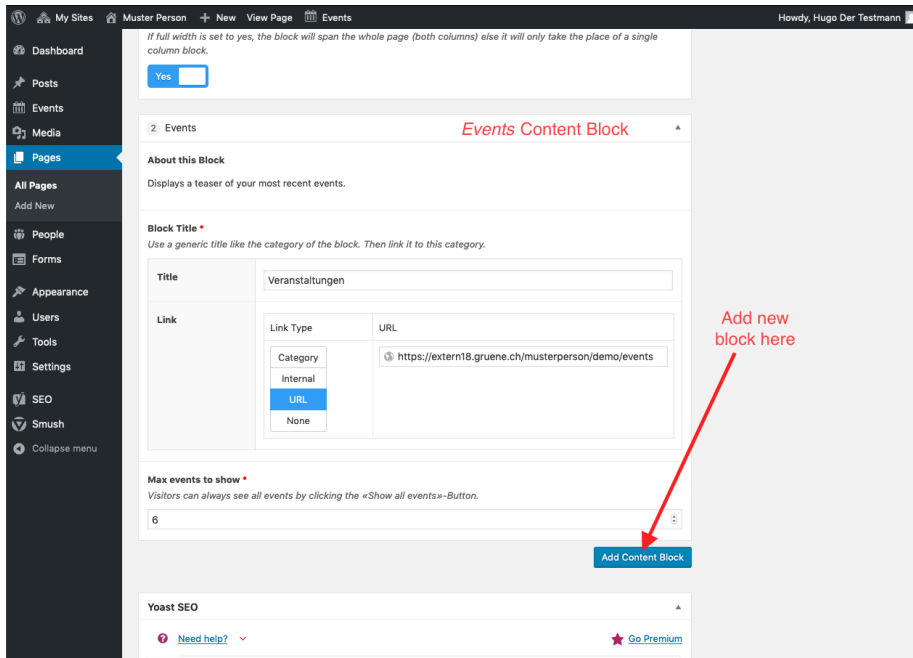
Saving changes



This may take a few seconds. Wait until the page reloads.

The content blocks

All other content on the front page, is to be added and edited in the *Content Blocks* section. Content blocks can be positioned in any order and you are free to add any type of block.



Every content block has a *Block Title*. The block title refers to this:

Veranstaltungen



Nationale Klimademo

28. September 2019 ■ Bern

[ALLE EVENTS ANZEIGEN >](#)

You can link the block title to an archive (category), any page, post or event on this website (internal), an external URL or simply don't link it at all (none).

Positions

Use the positions block to present your political views to the visitors with a few keywords. If you want to tell more about it, you are free to create a page for every position block and add it as read more target.

Dafür stehe ich

Für Umwelt- und Klimaschutz und eine solidarische Gesellschaft

- Umweltfragen konsequent mit sozialen Fragen und liberalen Grundrechten verbinden.
- Gleichstellung von Frauen* und Männern*.
- Durchsetzung der Rechte aller Menschen unabhängig von sexueller Orientierung und Geschlechtsidentität.

Mit der Bevölkerung statt mit den Mächtigen

- Ich lasse mich nicht von Versicherungen, Banken oder anderen Interessenvertretern kaufen.
- Dafür arbeite ich mit der Bevölkerung, NGOs, sozialen Bewegungen, Umweltverbänden und Gewerkschaften zusammen.

Ich zähle auf Werte

- Lebensqualität im Alltag fördern.
- Mehr Velo statt Auto.
- Knappe Ressourcen auch für die künftigen Generationen sichern.

Events

The events block displays your upcoming events. To create events, see the events chapter.

Veranstaltungen



Sammeln Gletscherinitiative

Juni 22, 2019 | 10:00 – 12:00
■ Bärenplatz St.Gallen, Bärenplatz, St.Gallen



Parkplatzfest

Juni 22, 2019 | 11:00 – 22:00
■ Grabenhalle, Unterer Graben 17, St. Gallen



Festrede Berufsmaturität GBS

Juli 3, 2019 | 16:00 – 18:00



5G Mobilfunk – Grandios? Gefährlich?

August 22, 2019 | 19:00 – 20:30
■ Saal Pfarreiheim Hinterforst, Brandgasse 12, Hinterforst

[ALLE EVENTS ANZEIGEN >](#)

Testimonials

Present your supporters using a testimonials block. You must add the testimonials in the people section first.

VERT est notre passion



« Je me suis engagée chez les VERTS pour participer à un monde plus juste dans une planète vivable. Je poursuis mon engagement pour que mes petits enfants puissent vivre dans une société équitable et encore écouter les oiseaux. »

Annick Kolb, active militante dans le canton de Vaud, retraitée et grand-maman



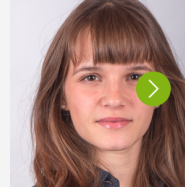
« Nous allons prendre des décisions politiques cruciales dans le social et pour le climat. Chez les VERTS, je peux défendre mes valeurs en faisant partie d'un mouvement tourné vers l'avenir. »

Barbara Wyss Flück, travailleuse sociale en milieu scolaire, députée au Parlement soleurois et vice-présidente des VERTS du canton de Soleure



« Forêts, lacs et prairies... la Suisse a encore beaucoup à faire en matière de protection de la nature. Les VERTS s'engagent pour préserver nos espaces vitaux, vivants et sains, pour nous et les animaux. »

Eticus Rozas, conseiller en cybermarketing, comité des VERTS de Zurich



« Je m'engage chez les VERTS afin de me battre pour la préservation de notre biodiversité, une transition énergétique efficace ainsi que pour une réduction massive de notre production de gaz à effet de serre ! »

Sera Pantillon, députée au Grand Conseil Neuchâtelois, présidente du Jeunes Vert-e-s de Neuchâtel

Single Post / Page Teaser

If you want to feature a special page or post on your front page, use this block. Create the page or post first. This block can be added multiple times.

Elections 2019



Ensemble pour une #annéefémi-niste2019

Pour plus d'égalité, il faut plus de VERTS au Parlement. Les élections d'octobre seront décisives : pour une Suisse qui va enfin de l'avant en matière d'égalité.

[POURSUIVRE LA LECTURE >](#)

Double Post / Page Teaser

This works analogous to the Single Post / Page Teaser but shows two teasers at once.

Nouvelles

Une Europe verte, une Europe forte



Lors des élections européennes décisives de mai 2019, nous souhaitons rendre le continent plus écologique et social, avec nos partis Verts frères. Ce n'est qu'ainsi que le projet de paix que constitue l'Europe aura un avenir.

[POURSUIVRE LA LECTURE >](#)

Faisons de 2019 l'année électorale des femmes !



Lors de la session d'hiver, on a élu deux nouvelles conseillères fédérales. Ce n'est cependant qu'un début. Car l'égalité entre femmes et hommes ne fait en Suisse que balbutier. En nous engageant pour un congé parental, pour la grève des femmes du 14 juin 2019 [...]

[POURSUIVRE LA LECTURE >](#)

Latest Press Release

This block is especially designed for party websites. You can configure this block, to always display the newest post of a certain category (provided the posts were created with the *Press Release* template). If the given post contains a quote, the quote will be displayed instead of the lead.

Pitfall: This block only shows posts with the *Press Release* template. Check the template of your press release, if this block doesn't show it.

Communiqués



Après la grève des femmes, il est temps de partager le pouvoir dans les postes de direction

« L'une des revendications centrales de la grève des femmes était : plus de femmes dans les organes décisionnels. Le Conseil des Etats ne peut pas ignorer cette demande de centaines de milliers de personnes. Contrairement à sa commission des affaires juridiques, il doit maintenant s'engager pour des seuils contraignants de représentation des sexes dans la direction des entreprises suisses. »

[POURSUIVRE LA LECTURE >](#)



19 juin 2019 ■ **Adèle Thorens**

Vote Recommendations

This block is especially designed for party websites. Place it close to the top. The main goal is, to provide all your vote recommendations at single a glance. You should link either a post where you explain your position in detail, or a link to an external source, like a committee, where a votes can gather more information.

Abstimmungsempfehlungen

Stimmfreigabe zur Sonderjagd

-

Nein zum Milliardenbschiss am Mittelstand (STAF)

NEIN

Umsetzung der EU-Waffenrichtlinie

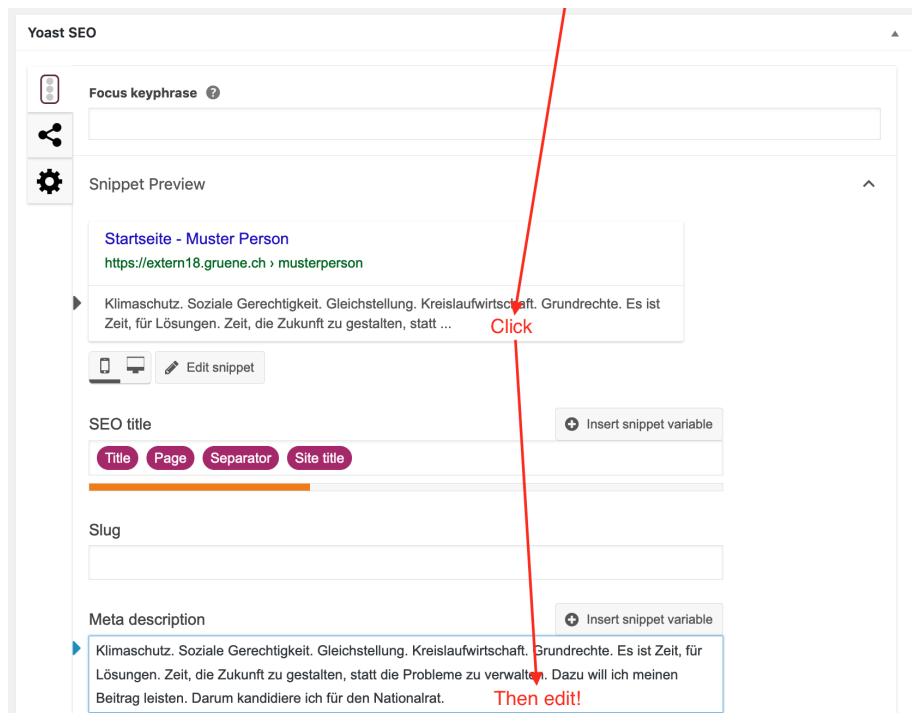
JA

Map Block

This is advanced. If you know enough to use it, you most probably don't need this manual.

Search engines and social media

We use the excellent third party plugin Yoast SEO for search engine optimization and to generate meta information for social media. If you want to know more, here is a great documentation from the vendor itself. However there is one very important thing, that you have to care about: The preview text of the front page for social media and search engines must be edited manually (on all other pages this goes automatically).



Scroll to the bottom of the edit page, then click on the preview text in the Yoast SEO metabox. A text field appears below. Enter your preview text here.

If you want to test how your site looks on Facebook, if someone shares it, use the Facebook debugger. Enter your URL and hit *Debug*. Since Facebook caches things you might have to click *Fetch new scrape information* twice.

Edit a page

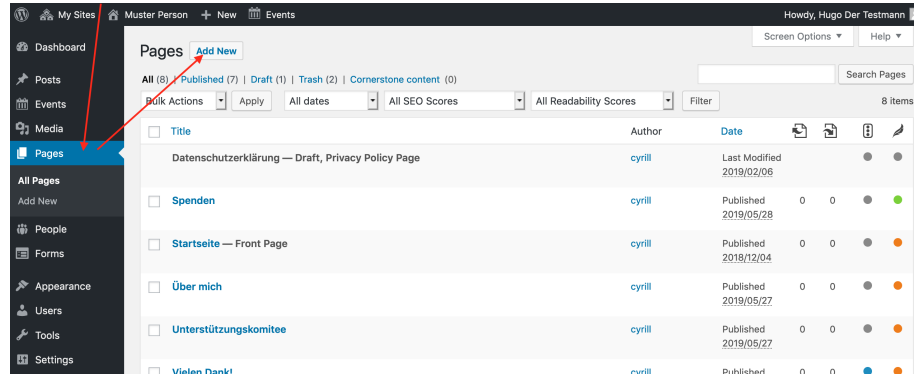
Precondition

Make sure you 1. are logged in. 1. are aware of the different content types. 1. know how to save changes.

Edit existing page

This works exactly as for the front page.

Add a new page



Page elements



Title

This is your main page title. You can choose a different title for the menu and the breadcrumbs.

Teaser

By default the teaser is not visible on the page itself, but only used in article previews and for search engines. Its good practice to write a brief summary containing the most important keywords of this page.

If you want to use the teaser as lead, just toggle the switch below it and it will appear on your page.

Header Image

The size of the header image depends on the visitors screen. It's therefore crucial to set the focal point correctly. Learn more about it in the media chapter.

Content Blocks

As on the front page, you can add multiple content blocks in an arbitrary order using the *Add Content Block* button. Most often you will just use a *Text* block. If you want to find out more about a specific block, just add it. It contains a help text.

Link Lists



The screenshot shows a website header with a logo on the left, navigation links (Actualité, Thèmes, Les VERTS suisses, Publications), a search icon, a 'PARTICIPER' button, and language options (DE | FR | IT). Below the header is a main content area with a paragraph of text. Underneath is a section titled 'Ceci pourrait encore vous intéresser' with a red 'Link Lists Title' label. This section contains two columns of content. The left column is titled 'Communiqués' and contains two items, both with the headline 'Succès pour l'économie verte : mieux vaut tard que jamais'. The right column is titled 'Consultations' with a red 'Link Lists Block Title' label and contains two items, both with headlines starting with 'Révision de l'Accord Intercantonal sur les Marchés Publics (AIMP)' and 'Révision de l'ordonnance sur le traitement des déchets'. Each item includes a date and a list of tags.

This is optional, it's perfectly fine, if you leave it empty. However if you like to add some additional content, feel free to experiment with it. We invested, to explain it right in the editing mask.

Navigation

In WordPress nothing appears in the navigation automatically. See the navigation chapter for details on how to add the page to the navigation.

Edit a post

Precondition

Make sure you 1. are logged in. 1. are aware of the different content types. 1. know how to save changes.

Editing or adding a post

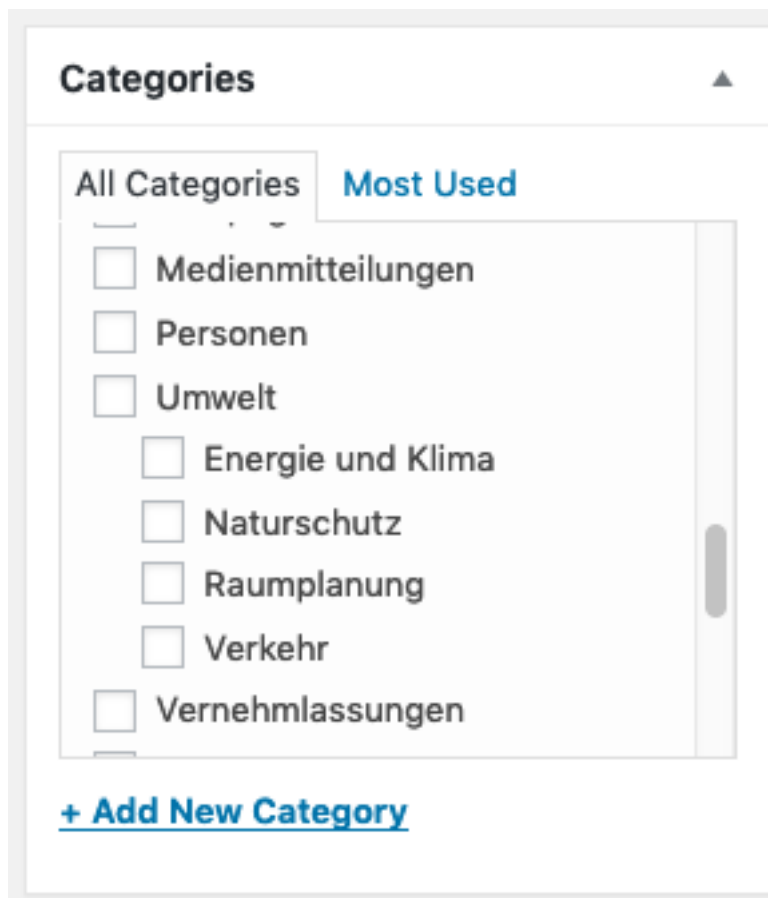
This works similar as for pages: In the backend go to *Posts* then click *Add New* or hover over the post you want to edit and click *Edit*.

Post elements

See the elements for pages as it is the same for the default template.

Categories

Every post must be assigned to at least one category. This allows you to display it in a corresponding archive. You may tick an existing category or add a new one.



If you don't assign a category, WordPress will automatically add it to the default category *Uncategorized*.

Don't be too specific with your categories. As member of parliament it might be a good idea to add a category *Motion* or *Speech*. Use tags for more specific things like *solar energy* or *AHV*.

The category will be displayed in the frontend.



By default your posts won't have a date. If you want them to have one (as on the screenshot above), you can configure so per category. Save your post, then navigate to *Posts > Categories* and edit the category you want to have a date and look out for the *Has date* switch.

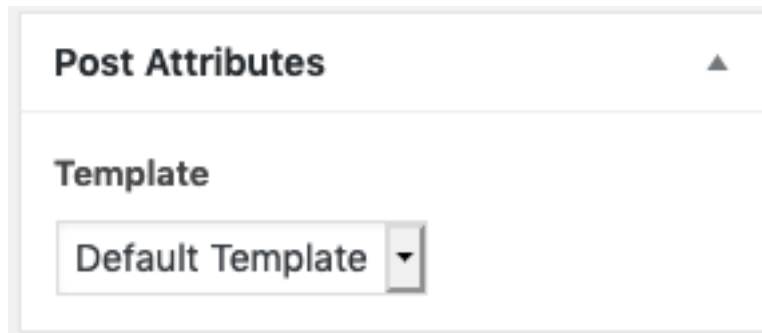
Tags

Tags allow you to add keywords to your post. It does no harm to add a lot of them. They will be showed in the frontend just after the categories. Their main function is to provide an option to link multiple posts of the same topic. Their use is optional.

Template

There are four different post templates available: 1. The *Default Template* is the general template. It's what you will use most of the time. 1. The *Landing Page* can be used to put the focus on a specific call to action. See *Landing Page* for details. 1. The *Overview Page* is here to create a nice hand curated list of posts. Don't use it for post lists, that will update frequently and maybe won't have an image. Use an archive instead. 1. The *Press Release* template is here for your press releases. Use it only for this.

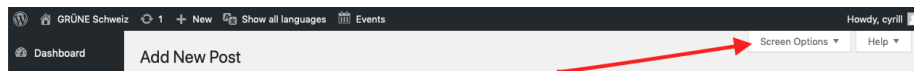
You can change the template in the *Post Attributes* meta box, which is located on the bottom of the right column.



If you can't see the meta box, you may have to enable it in the screen options.

Screen Options

WordPress let's you customize your edit screen. Tick any boxes you'd like to have visible.



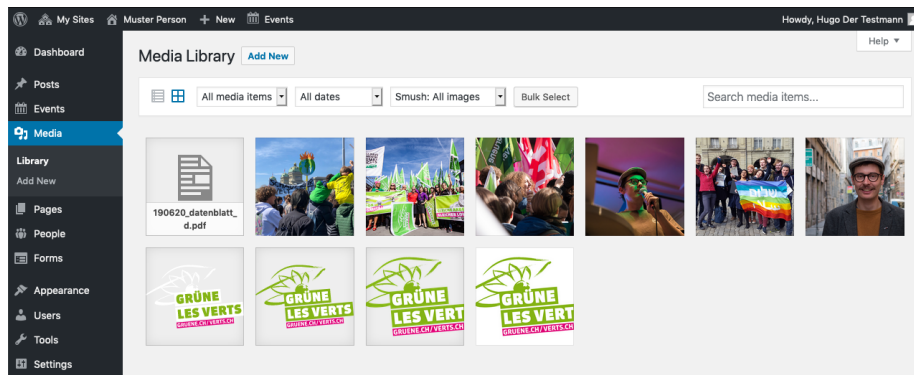
Manage media

Precondition

Make sure you 1. are logged in.

The Library

You can manage your assets like PDFs, images etc. in the media library. To upload new content, you may just drag it into the media library.



Images

Size

It's best practice to upload images in a **high resolution**. WordPress will automatically downscale the image and serve the correct size (depending on the visitors device and internet connection).

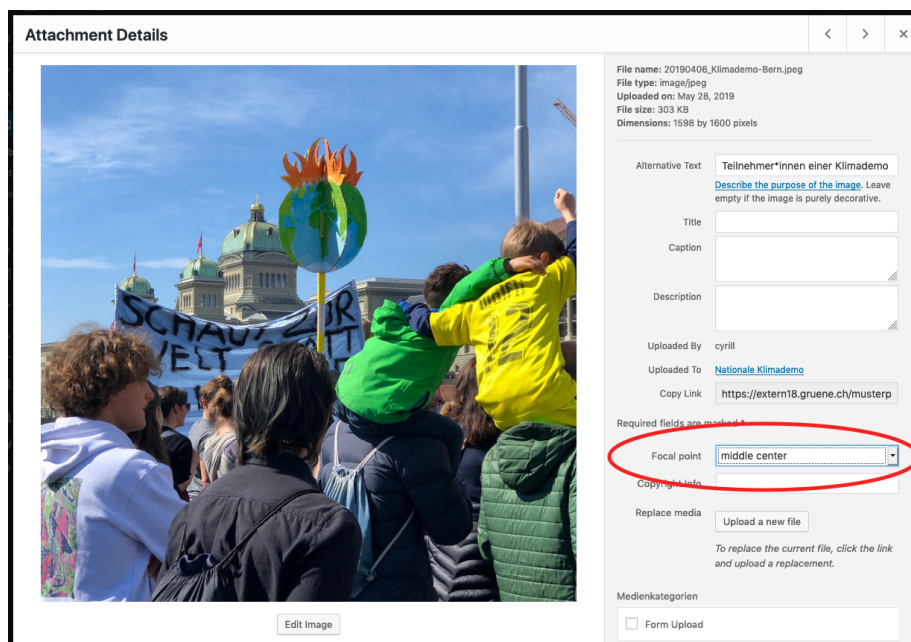
If you have the choice use images with a **landscape aspect ratio**, they work better with the different screen formats.

File Format

For the web, it's best to use *.jpeg* for photos and *.png* for graphics and images with text in it.

Focal Point

Because screens have different formats, you should set the focal point of your image. **This prevents wired cropping**. To set the focal point, change in to the edit screen by clicking the pen on the image (hover your mouse over it). Just change the value in the corresponding dropdown and close the dialog box. It is saved automatically.



The screenshot displays the 'Attachment Details' dialog box in WordPress. On the left is a photograph of a climate demonstration with a globe on a stick. On the right, the metadata and settings are shown. The 'Focal point' dropdown menu is highlighted with a red circle and set to 'middle center'. Other fields include Alternative Text, Title, Caption, Description, Uploaded By, Uploaded To, Copy Link, and Replace media.

Attachment Details

File name: 20190406_Klimademo-Bern.jpeg
File type: image/jpeg
Uploaded on: May 28, 2019
File size: 303 KB
Dimensions: 1598 by 1600 pixels

Alternative Text: Teilnehmer*innen einer Klimademo
[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:

Caption:

Description:

Uploaded By: cyrill

Uploaded To: [Nationale Klimademo](#)

Copy Link: <https://extern18.gruene.ch/musterp>

Required fields are marked *

Focal point: **middle center**

Copyright info:

Replace media:

To replace the current file, click the link and upload a replacement.

Medienkategorien: Form Upload

Insert Images

If you wish to insert an image anywhere in your post or page, you are advised to use an *Image* content block. The content block image automatically adapts the image size to the viewer's screen width, regardless whether it's a mobile device or a large desktop monitor.

If you need to embed an image between two paragraphs of text, you may just split the text into two text blocks, separated by an image block. Compared to inserting the image directly into the text block, the text-image-text block setup brings major advantages when viewing the page on narrow screens.

3 Text

About this Block

Use this block to add text. If you need to add raw HTML, make sure you use the 'text' mode instead of the 'visual' mode.

Add Media + Insert Donation Form

Paragraph B [List Icons] [Link Icon] [Image Icon] [Table Icon]

Formats ABC X2 X' [Link Icon] [Image Icon] [Table Icon]

März. Die rot-grüne Urner Wahlallianz ist mit dem Ausgang der Land- und Regierungswahlen vom 8. März 2020 zufrieden. Die Sitzzahl im Landrat kann gehalten werden und Dimitri Moretti (SP) wird als Regierungsrat im ersten Wahlgang ehrenvoll wiedergewählt. In Flüelen geht der Landratsitz der Grünen Andrea Scheuber verloren, dafür wurde in Schattdorf die Grüne Uri-Präsidentin Eveline Lüönd neu ins Kantonsparlament gewählt.


April. Die GRÜNEN Uri kommentieren in einer Medienmitteilung die Gleichstellungspolitik im Kanton Uri: Eine gesetzliche Vorgabe für die Mindestvertretung der Frauen in Kommissionen oder Verwaltungsräten von gemeinde- und kantonsnahen Betrieben würde den Einstieg erleichtern. Geht es um Volkswahlen, so

4 Image

About this block

Adds an image that scales automatically to the device size (responsive). This is the preferred method to add images.

Image



Frühmorgens vor Sessionsbeginn fordern am 29. Januar 2020 zahlreiche VerlofaherInnen den Landrat auf, den Kredit für das Urner Radwegnetzes gut zu heissen. Der Landrat vertagt jedoch das Geschäft.
Bild: Urs Hanhardt

5 Text

About this Block

Use this block to add text. If you need to add raw HTML, make sure you use the 'text' mode instead of the 'visual' mode.

Add Media + Insert Donation Form

Paragraph B [List Icons] [Link Icon] [Image Icon] [Table Icon]

Formats ABC X2 X' [Link Icon] [Image Icon] [Table Icon]

Mai. Nachdem eine Velodemo für die Sprechung eines Rad-wegkredits vor der Landratssession im Januar noch keinen Effekt zeigte – das Geschäft wurde vertagt – kommentieren die GRÜNEN Uri das Geschäft im Vorfeld der Beratung an der Mai-Session öffentlich. Die GRÜNEN Uri beurteilen die Förderung des Veloverkehrs vor allem im Lichte der Klimapolitik: Neben dem Ausbau des Radwegnetzes braucht es weitere flankierende Massnahmen wie etwa eine stärkere Besteuerung des klimaschädigenden Motorfahrzeugverkehrs, damit der Umbau des Verkehrswesens weg vom motorisierten Individualverkehr –

Add events

Precondition

Make sure you 1. are logged in. 1. are aware of the different content types. 1. know how to save changes.

Editing or adding an event

This works similar as for posts and pages: In the backend go to *Events* then click *Add New* or hover over the event you want to edit and click *Edit*.

Other than for posts and pages, the image is only displayed in the teaser. But it is mandatory (else the design looks really bad).

Edit a form

Precondition

Make sure you 1. are logged in. 1. know how to save changes.

Editing or adding a form

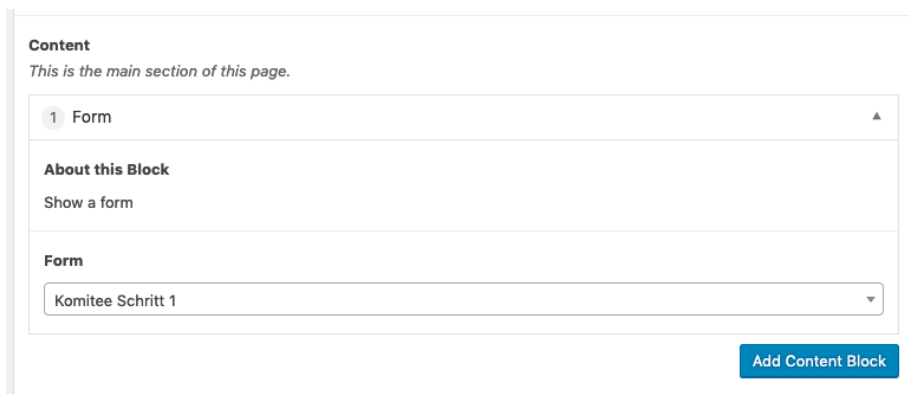
The most important thing with forms is testing. Once you created a form, test it! Always! Can you submit it? Did you receive the emails configured? Are the placeholders in the email correctly replaced?

To add or edit a form go to *forms* then click *Add New* or hover over the form you want to edit and click *Edit*.

To get started, it might be the easiest to make a copy of an existing form and play with it.

Adding a form to a post or page

Forms are always part of a post or a page. If you want to have a form visible, you have to create a post or page and add it to this post or page. To do so, use a *Form* content block on the correspondig page or post and select the form that should be displayed.



The screenshot shows the WordPress content editor interface for a 'Form' content block. At the top, it says 'Content' and 'This is the main section of this page.' Below that, there is a list of content blocks with '1 Form' selected. Underneath, there is a section titled 'About this Block' with a 'Show a form' link. Below that, there is a 'Form' section with a dropdown menu showing 'Komitee Schritt 1'. At the bottom right, there is a blue button labeled 'Add Content Block'.

Form details

Add fields using the *Add field* button. You may **reorder** them by grabbing them on their number on the right hand side and dragging them on the position of desire.

Form fields

Every input field of a form consists of a form field of a certain type. Here is how they look on the frontend:

The image shows a list of form field types with their visual representations:

- Text / Email / Phone / Number field:** A single-line input field with a light gray border and a placeholder text "Text / Email / Phone / Number field". Below it, a small gray box contains the text "This is a help text."
- Textarea field:** A multi-line input field with a light gray border and a placeholder text "Textarea field".
- Drop down field:** A single-line input field with a light gray border, a placeholder text "Drop down field", and a green downward arrow icon on the right.
- Radio buttons (select one):** A group of three radio buttons. The first is selected (filled green). The options are "Option 1", "Option 2", and "Option 2".
- Check box (select multiple):** A group of three checkboxes. The first is selected (filled green). The options are "Choice 1", "Choice 2", and "Choice 2".
- Confirmation field:** A checkbox with a light gray border and a placeholder text "This is a confirmation field. Use it for your data protection stuff."

The *Text*, *Email*, *Phone* and *Number* field are only distinguished by their accepted values. A text field will accept any value, an email field accepts only input that looks like a valid email address. So does the phone field for phone numbers. The number field only accepts integers.

If you provide a help text, it is displayed below the corresponding field.

Submit

Use the **Button** field to define the text on the submit button. The **Button Submitting** field defines the text that is shown while submitting the form.

The **Description** field can be used to provide some additional info next to the submit button.

After Submit

You can simply show the visitor a message after he has submitted the form (*Show message (inline)*) or you can redirect him to a dedicated page (*redirect to*

post / page).

Mails

Confirmation

Activate the confirmation to send the visitor an email, after he has completed a form.

For this to work, the form must have exactly one field of type *email*.

You can use the `{{placeholders}}` in the email template (body) and the subject field to personalise the email.

Be aware, that the placeholder depend on the field label and therefore will change, if you change the field label.

Notification

You can specify an email address that will be notified for every form submitted. **Usually you may want to configure this.**

If you have a form that expects many submission, like a petition, you can also disable the notification. The submissions will always be available in the backend (see submissions).

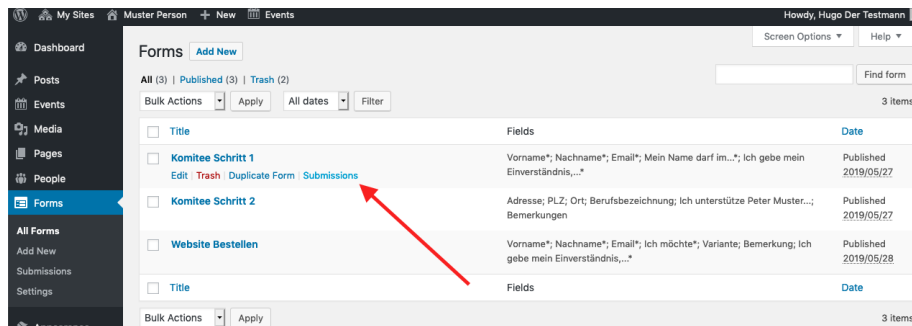
Sender Settings

To reduce the probability your form submission emails will be marked as spam, the sender address is fixed to `website@_yourdomain.com_`. However you can specify a nice name, that will be displayed to the user instead to the email address.

For the receivers to be able to respond, you must add the *Reply-to* email address. Usually this is your own email address.

Submissions

All form submissions are stored on the website.



The screenshot shows the WordPress Forms management interface. On the left is a sidebar with navigation options: Dashboard, Posts, Events, Media, Pages, People, Forms (selected), All Forms, Add New, Submissions, Settings, and Appearance. The main content area is titled 'Forms' and shows a list of three forms: 'Komitee Schritt 1', 'Komitee Schritt 2', and 'Website Bestellen'. Each form entry includes a checkbox, a title, a 'Fields' column, and a 'Date' column. A red arrow points to the 'Submissions' link for 'Komitee Schritt 1'. The 'Fields' column for 'Komitee Schritt 1' contains the text: 'Vorname*, Nachname*; Email*; Mein Name darf im...*; Ich gebe mein Einverständnis,...*'. The 'Date' column shows 'Published 2019/05/27'. The 'Fields' column for 'Komitee Schritt 2' contains: 'Adresse; PL2; Ort; Berufsbezeichnung; Ich unterstütze Peter Muster...; Bemerkungen'. The 'Date' column shows 'Published 2019/05/27'. The 'Fields' column for 'Website Bestellen' contains: 'Vorname*, Nachname*; Email*; Ich möchte*; Variante; Bemerkung; Ich gebe mein Einverständnis,...*'. The 'Date' column shows 'Published 2019/05/28'. At the bottom of the list, there are 'Bulk Actions' and 'Apply' buttons, and a '3 Items' indicator.

Note also the *Export .xlsx* button on the bottom of the submissions page.

Edit the Navigation

Precondition

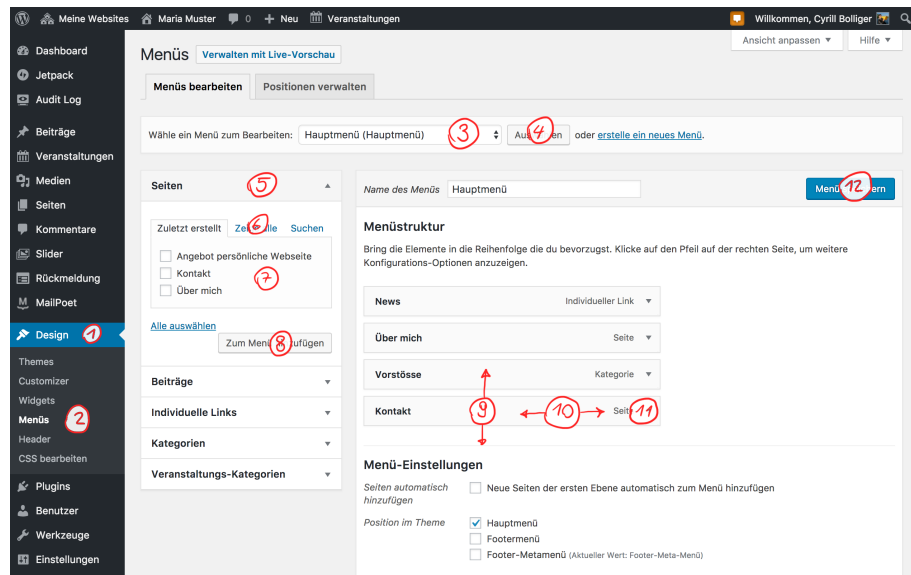
Make sure you 1. are logged in. 1. have already created the content, that you want to link in the navigation.

How the navigation works

Unlike you may know it from other website systems or the filesystem on your computer, the WordPress Navigation is independent from your posts and pages. This comes with the advantage of great flexibility at the price of counterintuitiveness.

Think of the navigation as a big list of links, hierarchically ordered.
If you create a new page, you have to explicitly add it to the link list aka navigation.

Edit the navigation



1. In the backend goto **Design** (1) > **Menüs** (2).
2. Select the navigation you want to edit (3) and click *select* (4). Generally you want to edit the *main-navigation*.
3. To add a page, expand the page accordion element on the left (5), tick the page you want to add (7) and click *Add to Menu* (8). If the page isn't in the list click *View All* to browse the full list (6).

4. The page is now appended to the bottom of your link list. Drag it into the right order (9) and the right hierarchy (10).
5. When expanding the newly added navigation entry (11) you, you can customize it's label in the menu or remove it.
6. Finally you have to save the changes (12).

Note: Limit the number of top level menu entries to a maximum of five. Nest your navigation if you have more entries to add. To have **at most five top level entries** is no only best practice in terms of user experience, but also a design limitation of the theme.

Nesting the entries

Nest your navigation by click dragging any item to the right, just below its future parent item. You can have at most three navigation levels.

Note: If you nest the navigation, your root element is no longer clickable (it just opens the subnavigation). If you want the root element to be a reachable link, add it again as submenu entry. You may want to rename the root element (11).

Adding posts

Usually you only add pages directly to the navigation. Posts are normally linked over it's category. There may however be exceptions. Add them similarly as pages.

Categories / Archives

Categories in the navigation add links to the archive page of all posts of the given category. New posts will be added automatically, you won't have to change the navigation.

Custom Links


Custom Links can be used to add some external links to the navigation. This can, for example come in handy, if you want to link to the page of your party.

Featured Menu Items

The screenshot shows a website menu for 'GRÜNE LES VERTS' with a navigation bar containing 'Aktuelles', 'Themen', 'Grüne Schweiz', 'Publikationen', a search icon, and a 'MITMACHEN' button. The main content area is divided into three columns: 'Kampagnen', 'Abstimmungen', and 'Agenda'. The 'Fair-Food' item in the 'Agenda' column is highlighted with a red border and a green 'X' icon in the top right corner. The 'Fair-Food' item includes a photo of a woman with a cow, a title, a short description, and a 'MEHR ÜBER FAIR-FOOD' button.

Kampagnen	Abstimmungen	Agenda
Grüne für mehr Gleichstellung	Ja zu Fair Food Ja zur Ernährungssouveränität Finanzordnung 2021	29.01.30: Treffen für Neumitglieder und Interessierte

Fair-Food

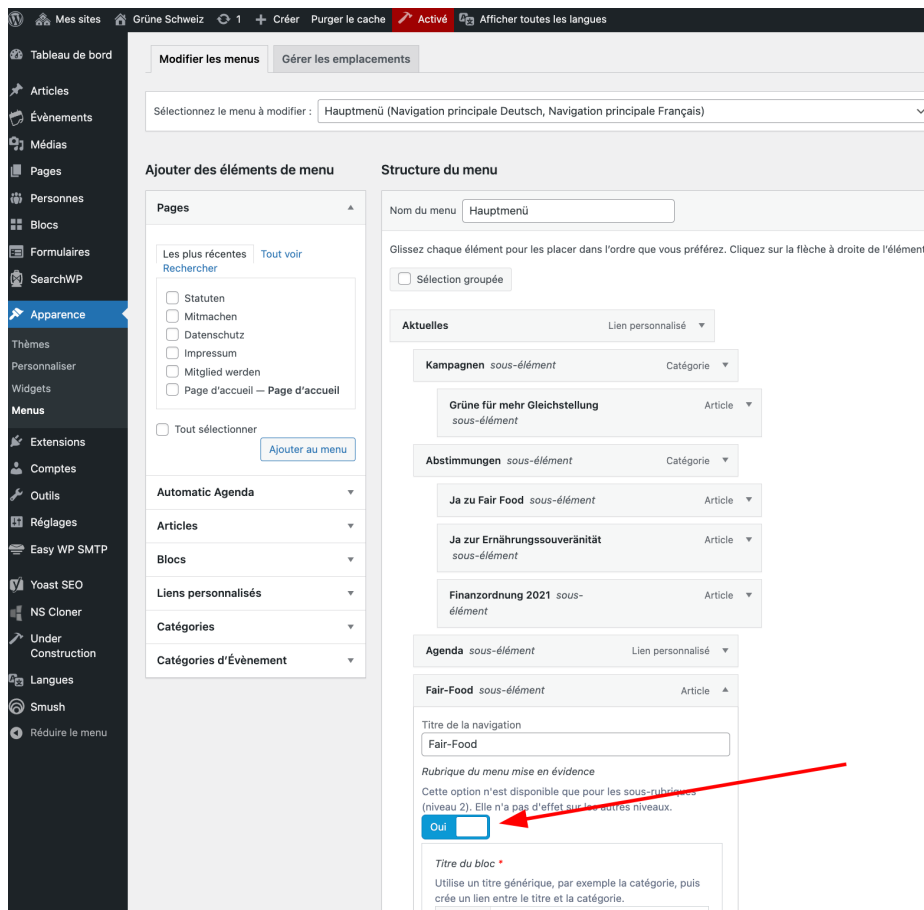


Fair-Food

Die Fair-Food-Initiative will Lebensmittel aus einer naturnahen, umwelt- und tierfreundlichen Landwirtschaft mit fairen Arbeitsbedingungen.

[MEHR ÜBER FAIR-FOOD](#)

If you need only two menu levels, you can use the *Featured Menu Item* setting to put a spotlight on a specific entry. To do so, toggle the *Featured Menu Item* setting and enter the required information.



Note: This setting only works on menu level 2 (in the screenshot above, menu level 1 is *Aktuelles*, menu level 2 is *Kampagnen*, *Abstimmungen*, *Agenda* and *Fair-Food*).

It is also possible to feature all entries. Make sure there are no more than four. Here an example for the get active menu:



FAQ

How can I edit the get active button?

See chapter Header.

How do I add a page with all my posts / news?

Pages with all your posts are called archives (read more about archives). Archives are created automatically, you don't have to add a page or post for it. If for example you want to create an archive with all your *news* posts, all you have to do is:

1. assign those posts the category *news* (see categories).
2. Link the category in the navigation (see navigation).

The latest press release is not displayed on the front page. Why?

See Latest Press Release.

Can I add a social media feed?

No. We did not implement this feature on purpose. As soon as a social feed is embedded, data is automatically transmitted to Facebook and Co. The data protection regulation requires us to ask visitors to opt in to this, before any data is transmitted. The feed would thus only be shown, after the visitor accepts the data transmission. Thus, the whole thing is somewhat useless, and we recommend to simply add a link to the social media profile instead.

How do I make a supporter list where people can sign up?

On the sample site for candidates you'll find an example implementation. It consists basically of two elements: - A content block of type text, in which you enter all supporters. - A form block, with a form where the supporters can subscribe themselves.

The experience with a previous system has shown misuse of the form, if the form data is automatically added to the list. Trolls and spammers like to take advantage of such behavior. And also legitimate subscribers like to have their typos corrected, before they appear in the list ;) We have therefore decided to always add supporters manually and thus not implemented an automatism for it.

You can set up a notification to your e-mail address for new subscriptions. So you know, when you have to add a new supporter to the list.

Profiles, Testimonials, Quotes

Precondition

We assume you have already gathered some experience with your website and know the basics terms, how to edit or add a post etc.

General idea

Regardless if you want to show someones profile, a quote or a testimonial, you always have to add the person in the *People* section first. This allows you to reuse the person on different places on your website, without having to care about the photo etc.


Adding a person

- Go to *People > Create*.
- The title serves as your internal identifier, it will never be displayed to the public.
- Ideally you add a square photo. If not, it is automatically cropped.
- Read more about testimonials in the testimonials section.

Profiles

Using Profiles is a great way for a party website to present your bord members, your members of parliament and your candidates.

You may add them with only the minimal information (suits best for board members):




Regula Rytz
Präsidentin und Mitglied der Geschäftsleitung, Nationalrätin BE
regularytz.ch
regula.rytz@parl.ch

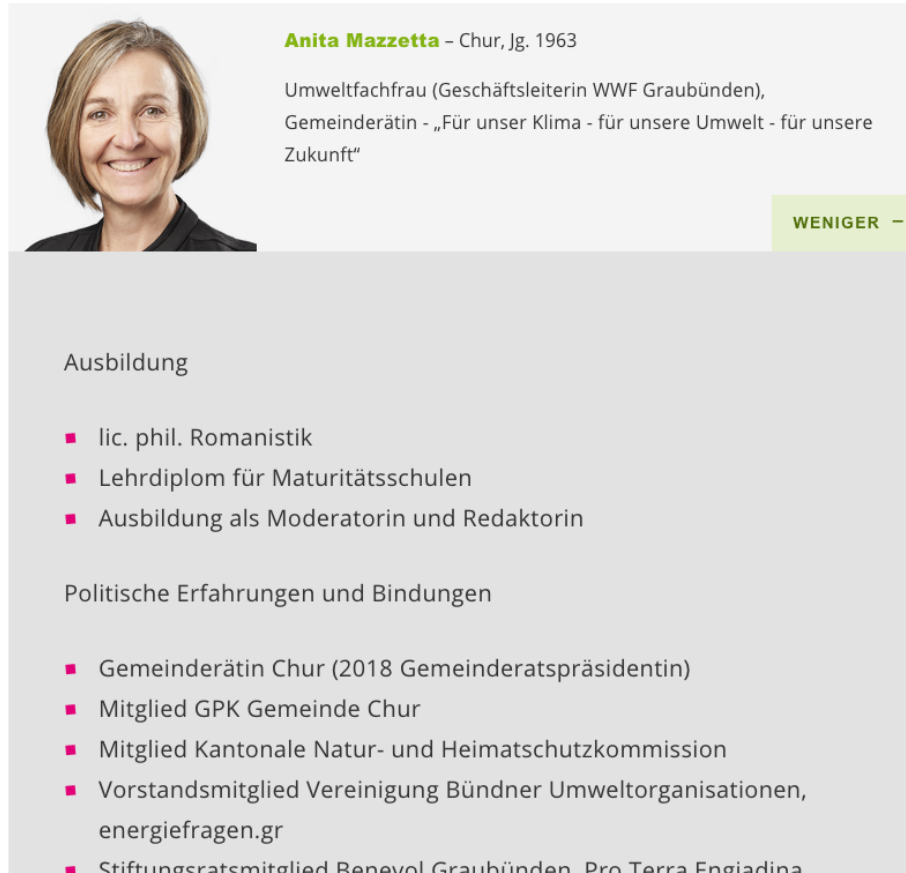
 



Gerhard Andrey
Vize-Präsident und Mitglied der Geschäftsleitung
gerhard.andrey@gruene.ch

Or with in-dept information about the person (suits best for candidates):



The screenshot shows a profile card for Anita Mazzetta. On the left is a portrait of a woman with short brown hair, smiling. To the right of the portrait, the name "Anita Mazzetta" is written in green, followed by "- Chur, Jg. 1963". Below this, her professional details are listed: "Umweltfachfrau (Geschäftsleiterin WWF Graubünden), Gemeinderätin - „Für unser Klima - für unsere Umwelt - für unsere Zukunft“". In the bottom right corner of the profile area, there is a green button with the text "WENIGER -". Below the profile card, the card is expanded to show two sections: "Ausbildung" and "Politische Erfahrungen und Bindungen".

Anita Mazzetta - Chur, Jg. 1963

Umweltfachfrau (Geschäftsleiterin WWF Graubünden), Gemeinderätin - „Für unser Klima - für unsere Umwelt - für unsere Zukunft“

WENIGER -

Ausbildung

- lic. phil. Romanistik
- Lehrdiplom für Maturitätsschulen
- Ausbildung als Moderatorin und Redaktorin

Politische Erfahrungen und Bindungen

- Gemeinderätin Chur (2018 Gemeinderatspräsidentin)
- Mitglied GPK Gemeinde Chur
- Mitglied Kantonale Natur- und Heimatschutzkommission
- Vorstandsmitglied Vereinigung Bündner Umweltorganisationen, energiefragen.gr
- Stiftungsratsmitglied Benevol Graubünden, Pro Terra Engiadina

So to add a profile, add the person first. Then switch over to the page or post where you want to include the person and add a content block of type *Person*.

If you add some additional info, the person block in the frontend gets expandable, like in the second screenshot. Else it will be presented as in the first screenshot.

Quotes

Quotes are especially nice in press releases.



« Après avoir tergiversé pendant des décennies, pas de demi-mesures ! Tous les couples – homosexuels et hétérosexuels – méritent les mêmes droits. C’est pourquoi les VERTS militent pour une ouverture complète du mariage. En fait partie l’accès aux banques de spermes pour les couples lesbiens. »

Adèle Thorens Goumaz, conseillère nationale VD

To add a quote, first create the person. Then switch over to the page or post where you want to include the quote and add a content block of type *Quote*.


If you do this in a post in the Press Release template and you included the Latest Press Release block on the front page, the quote will be displayed instead of the lead.

Testimonials

Testimonials can be displayed on the front page or on a regular page or post. However on pages and posts, they appear in a vertical alignment opposed to the front page, where they appear in a horizontal carousel. The order of the testimonials is random for every pageload.


Membres des VERTS

VERT est notre passion




« Je me suis engagée chez les VERTS pour participer à un monde plus juste dans une planète vivable. Je poursuis mon engagement pour que mes petits enfants puissent vivre dans une société équitable et encore écouter les oiseaux. »

Annick Kolb, active militante dans le canton de Vaud, retraitée et grand-maman



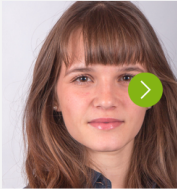
« Nous allons prendre des décisions politiques cruciales dans le social et pour le climat. Chez les VERTS, je peux défendre mes valeurs en faisant partie d'un mouvement tourné vers l'avenir. »

Barbara Wyss Flück, travailleuse sociale en milieu scolaire, députée au Parlement soleurois et vice-présidente des VERTS du canton de Soleure



« Forêts, lacs et prairies... la Suisse a encore beaucoup à faire en matière de protection de la nature. Les VERTS s'engagent pour préserver nos espaces vitaux, vivants et sains, pour nous et les animaux. »

Eticus Rozas, conseiller en cybermarketing, comité des VERTS de Zurich



« Je m'engage chez les VERTS afin de me battre pour la préservation de notre biodiversité, une transition énergétique efficace ainsi que pour une réduction massive de notre production de gaz à effet de serre ! »

Sera Pantillon, députée au Grand Conseil Neuchâtelois, présidente de Jeunes Vert-e-s de Neuchâtel

Since we may want to show the testimonials on multiple places on the website, the quote is added directly to the person, so we don't have to repeat it everywhere we insert the testimonials content block. Assign a category to every testimonial (one person can have multiple testimonials, for example for different campaigns). You can then select the testimonials to display by category (in the content block).

Edit the Footer

Precondition

We assume you have already gathered some experience with your website and know the basics terms, how to edit or add a post etc.

Anatomy of the Footer

The upper part (grey) of the footer consists of multiple widgets, while the lower part (green) contains simply a menu.



Footer Widgets

We generally advise you to use the three widgets *Link List*, *Button* and *Contact* as your footer elements, but you are free to experiment as well with the others.

Add or Edit Widgets Go to **Design > Widgets**. While you have the footer widget zone on the right hand side, you'll find the available widgets on the left. If you want to add a new widget to the footer, choose on the left and drag it over into the *Footer* zone. Expand the widget in the footer widget zone to edit it.

Footer Navigation

The footer navigation in the green bar is just another navigation. You can edit it like the main navigation (under **Design > Menu**). Keep it very lean (one to three entries only) and don't nest it.

Legal limitations

The swiss laws oblige you, to have your address available from every page (if you sell things or raise funds). Therefore we advise you to use the *Contact* widget. Alternatively you may also add an imprint page and link it in the footer navigation.

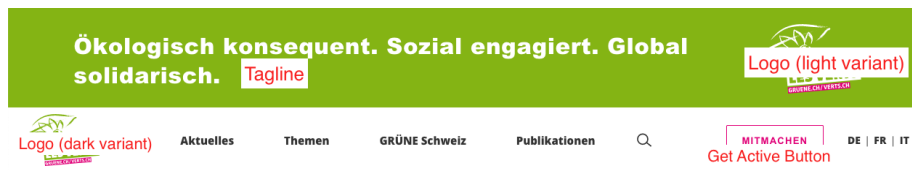
Edit the page header

Precondition

We assume you have already gathered some experience with your website and know the basics terms, how to edit or add a post etc.

Anatomy of the Header

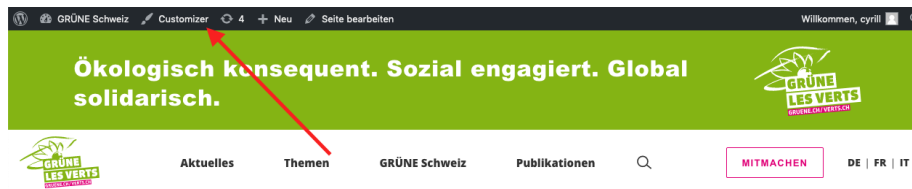
The green section on the very top (only visible when you first visit the website after a few hours) and the white bar with the navigation below form the header.



How you can edit the navigation is explained in the dedicated chapter navigation. Everything else is explained here.

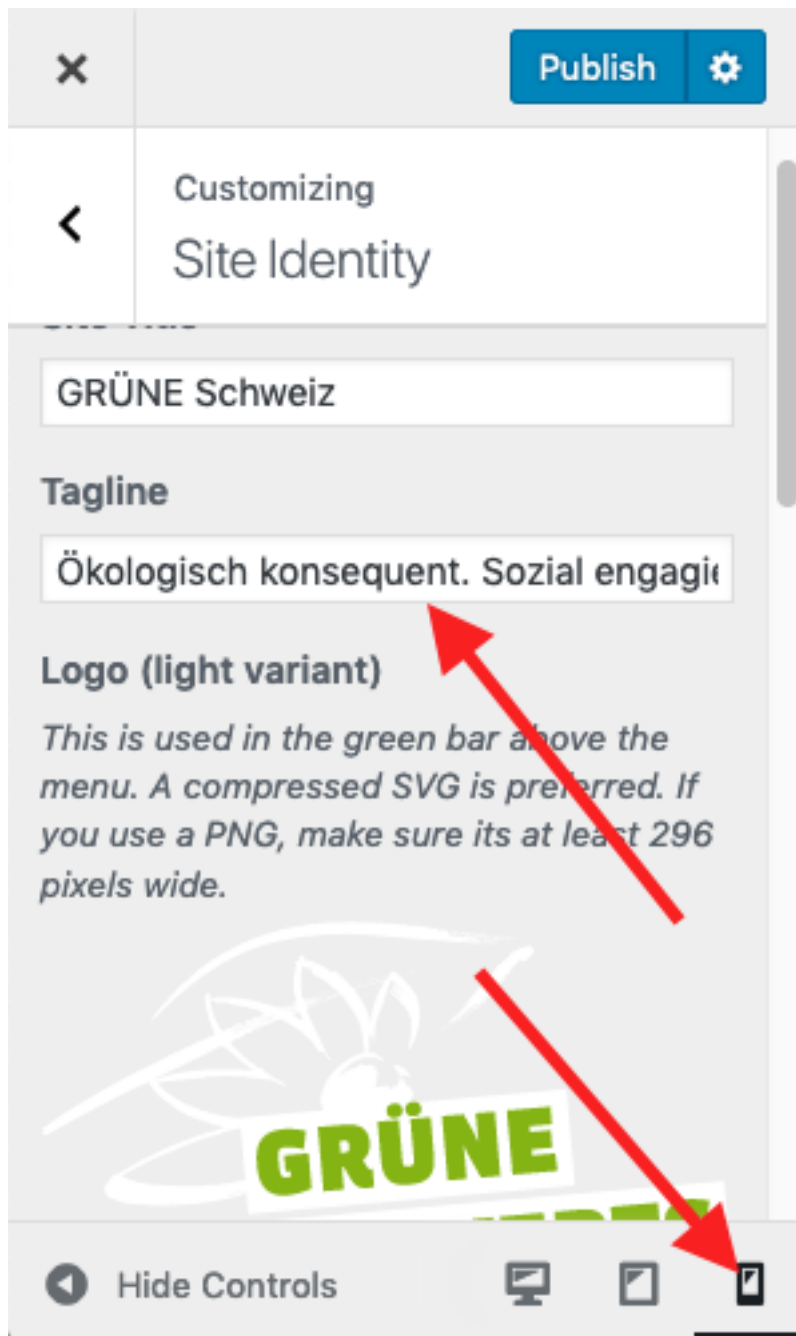
Edit the Header with the Customizer

The *tagline*, the *logos* and the *get active button* can be easily managed through WordPress' *Customizer*. To access the Customizer, log in, go to the frontend and click the Customizer button in the admin bar.



Tagline

In the Customzier, go to *Site Identity* and you will find the *Tagline*. Keep it short and verify it looks good on mobile devices as well (simulate different devices using the device icons on the bottom).



Logo

You may change the logo also in the Customizer under *Site Identity*. Please upload the inverted version of the logo (white graphics, green font) as the light variant. It is placed in the green section.

If you have, it's best to upload the logos as compressed .svg files. Alternatively you may also upload them as .png files. In either case, verify they have a transparent background!

Use a .png for the site icon.

Get Active Button

The *Get Active Button* is actually a menu (with only a single top level entry). Read the navigation manual page for further assistance.

Donations

Precondition

Payment Partner

We partner with RaiseNow for online donations. There is a pay as you go subscription model without fixed costs or you can get an advanced subscription. Get a contract, before you proceed.

Plugin

If your website wasn't installed by us, you may have to install the RaiseNow donation forms plugin.

Know WordPress Basics

We assume you have already gathered some experience with your website and know the basics terms, how to edit or add a post etc.

Configuring the online donation forms

In the backend goto **Settings > Online donations**.

API-Key

The API-Key is provided to you by RaiseNow. If you don't add it, online donations won't work!

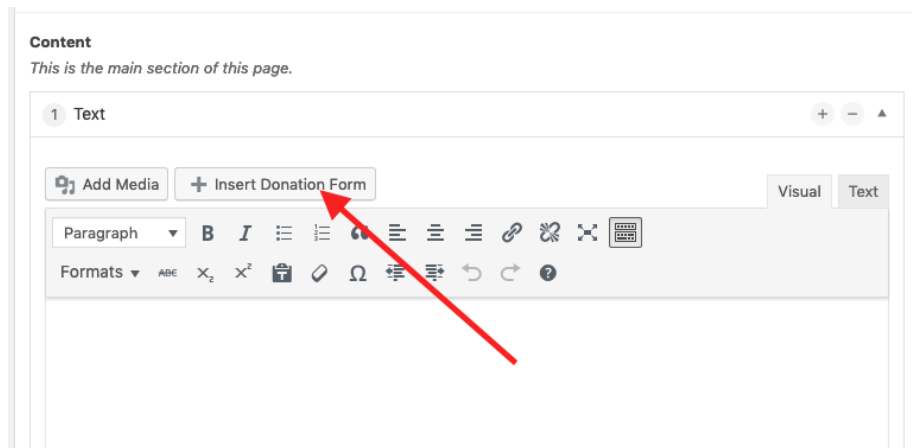
Custom CSS

We recommend you to copy the following lines into the *Custom CSS* field, so the donation form works better with our theme.

```
.lema-container a {  
    box-shadow: none;  
}  
  
.select2-drop ul li::before {  
    content: none;  
}
```

Adding a donation form

In your post or page, where you want to add the donation form, add a text block. Just above the WYSIWYG Editor you'll find a button *Insert Donation Form*. It will insert a so called *short code* that will be transformed into the donation form on the frontend.



Trouble shooting

The form doesn't appear

This is most certainly a problem with your API-Key.

I get an error when making payments

Usually when RaiseNow confirms you the contract, they put the donation form in *testing mode*, so you can make test donations without having to pay (read the details in the email from RaiseNow). To get the form accepting real value, ask RaiseNow to put the form in *production mode*.

Landingpage

Precondition

- We assume you have already gathered some experience with your website and know the basics terms, how to edit or add a post etc.
- You know how to use post or page templates.

General idea

A landing page is a single web page that is primarily intended to encourage visitors to follow it's embedded call-to-action. Any distracting elements are hidden from the page, so the visitors focus stays on the call-to-action. This should increase the conversion rate.

A landing page is typically used to generate donations, memberships, signatures etc. Visitors usually come to this page by following a direct link received through a marketing email, social media, QR code etc.

What the template *Landing Page* does

Our implementation of the Landing Page template distinguishes between visitors coming from an external source (by direct link) and visitors that hit the page following a link on the website itself.

Visitors coming from an external source

To remove as much distraction as possible, visitors coming from an external source:

- never see the green bar on the top of the page (tagline).
- always see the mobile menu (hamburger), even if they are on a desktop device.
- don't see meta information like tags, categories, etc.
- only see the contact widget (and text widgets if in use).

Visitors referred by an internal link

People hitting the landing page after following a link on an other page on the website are possibly just browsing the website and have probably already gotten used to the sites design. So we don't want to break their browsing experience. So no elements are removed from the page and also the default menu is shown.

However, this makes it harder for you to test the page in its distraction free design. And there might also be cases, where you want an internal link to explicitly show the page distraction free, as for visitors coming from an external source. Therefore, we added a possibility to force the distraction free design.

Force distraction free design

Just append `?focus` to the link. Example:

- Only distraction free for visitors coming from an external source:
`https://grunee.ch/spende`
- Always distraction free: `https://grunee.ch/spende?focus`

Advice for editors

- The call to action should be close to the top.
- If there is a lot of content after the call to action, consider providing an anchor link that lets the visitor jump back to the call to action.
- It might be a good idea to leave out the header image, so the visitors have to scroll less until they reach the interesting part. You can add a preview image for social media using the SEO settings.
- Think about hiding the share buttons (you'll find the corresponding control in the page editor, just below the main content section.)