

# The Citadel Website Training Guide

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THE CITADEL

# THE CITADEL WEBSITE TRAINING GUIDE

## Understanding WordPress / The Citadel's Website

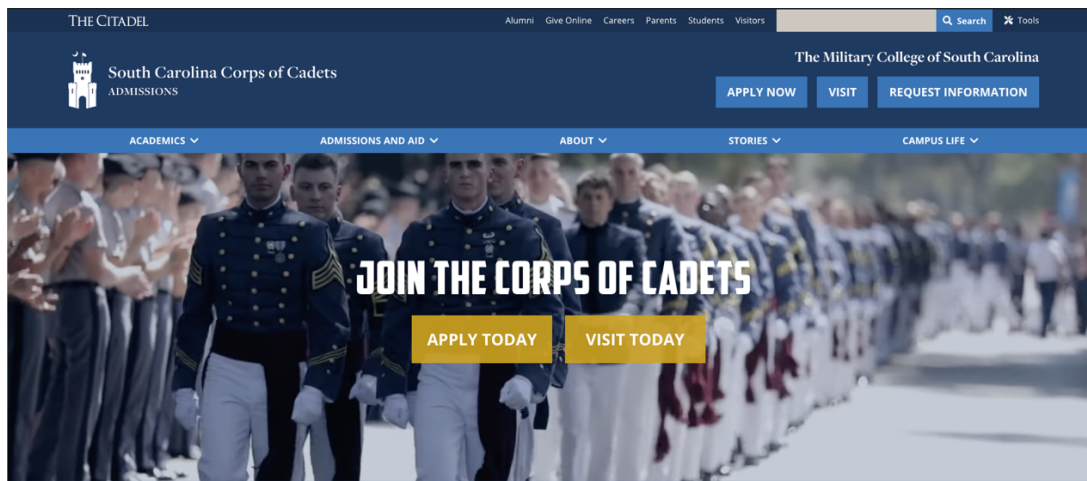
### Website Structure

#### Subsites

- The WordPress platform is organized into *subsites*, compartmentalizing content by department.
- You can view a list of accessible subsites under the **My Sites** menu in the upper left corner of the dashboard. Each subsite operates independently but shares common elements with other subsites across The Citadel's web infrastructure.

#### Homepage Features

- Each subsite homepage includes key features:
  - **Banner Image:** Added as a featured image on the "Front Page" in the admin panel.
  - **Call-out Buttons:** These can be added by the editor but require *implementation by the Website Manager*.
  - **News Feed:** The Citadel's newsroom categories or tags generate the news feed, which is *added by the Website Manager* upon request.



#### Latest News



The Citadel's Swain Department of Nursing excels in providing tools for its cadets and students to become the next generation of nurses.



Each year, the Regimental Public Affairs NCO sits down with the Regimental Commander so that the community gets to know more about the current commander and how he is leading the South Carolina Corps of Cadets.



Caleb Zini is a veteran undergraduate student at The Citadel majoring in Intelligence and Security Studies. Zini served in the U.S. Marine Corps as a Mortar Squad Leader.

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## Auto-Generated Pages

- Some pages are automatically generated across subsites, including:
  - **Majors and Minors Lists & Program Pages:** These display content that is created elsewhere on the site.
    - *Example: Cadet Programs, Graduate Programs, College Transfer Programs and Veterans*
    - **Veterans:** The veterans' page consolidates all relevant programs (cadet majors and minors, transfer programs and graduate) and is auto-generated, providing a single view of all pathways available to veterans.
  - **Faculty/Staff Pages:** Staff or faculty profiles are listed based on entries in the “Faculty/Staff” section of the school and/or department. [Learn how to revise Faculty/Staff pages.](#)

The screenshot shows a web browser window displaying the Citadel website. The browser's address bar shows the URL: [The Citadel > School of Engineering > Dr. Emmett I. Davis, Jr., '50, Department of Civil, Environmental and Construction Engineering](#). The page title is "VETERAN AND ACTIVE DUTY PROGRAMS".

On the left side, there is a navigation menu with the following items: Home, Cadet Programs, Graduate Programs, College Transfer Programs, **→ Veteran & Active Duty Programs** (highlighted), News, Faculty and Staff, Contact Us, About Us (with a dropdown arrow), News, and Facilities. At the bottom of the menu, there is a "Follow us" section with a "Web vitals" icon.

The main content area is divided into two sections: "Majors" and "Minors".

**Majors**

- Civil Engineering, B.S.**: Accompanied by an image of a man in a military uniform using a surveying instrument.
- Construction Engineering, B.S.**: Accompanied by an image of construction workers in safety gear on a site.

**Minors**

- Minor in Civil and Environmental**: Accompanied by an image of three people in military uniforms looking at a document.
- Minor in Construction Management**: Accompanied by an image of a modern building under construction.

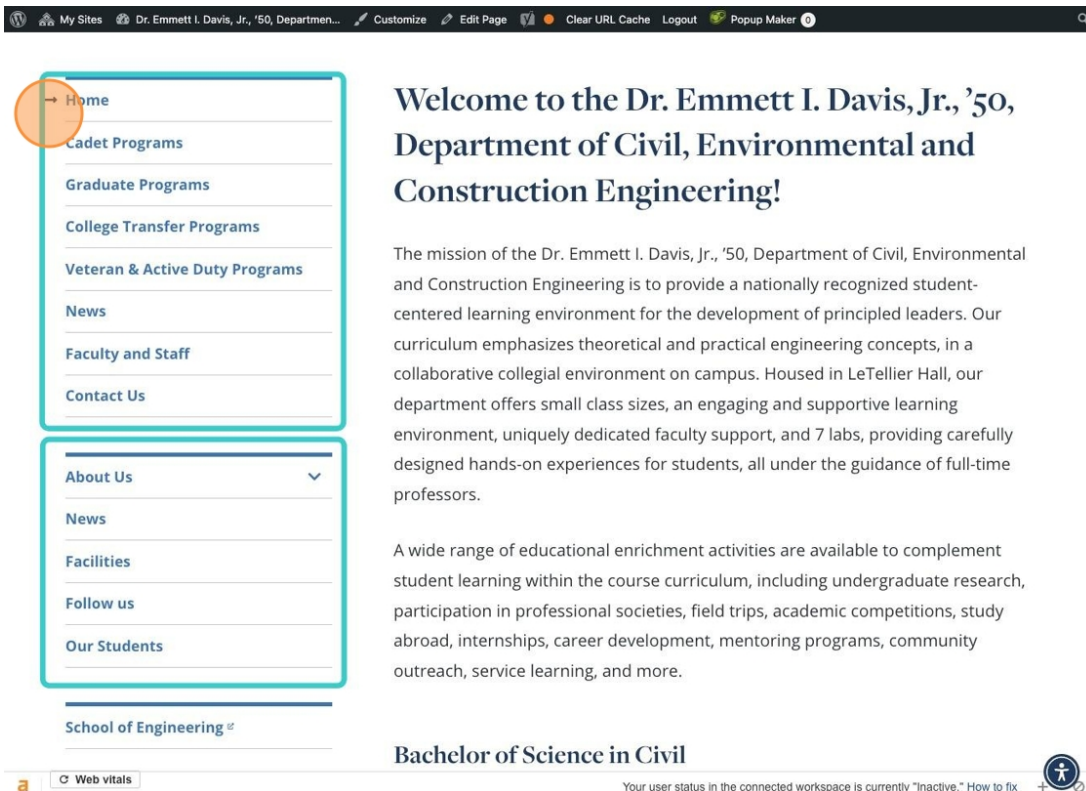
At the bottom of the page, there is a status message: "Your user status in the connected workspace is currently 'Inactive.' How to fix" with a plus icon and a user icon.

## Menus

- **Left-Hand Menu**
  - This menu can be customized by the Website Manager at your request. While the “Home” link is always at the top, other pages can be reordered or nested at the editor’s discretion.
- **School and Department Menus**
  - Each school or department subsite features two menus:
    - **Primary Menu:**

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- **Schools:** Home, Dean, Departments, Cadet Programs, Graduate Programs, CTP, Veterans and Active Duty Programs, News, Faculty and Staff, Contact Us.
  - **Departments:** Home, Cadet Programs, Graduate Programs, CTP, Veterans and Active Duty Programs, News, Faculty and Staff, Contact Us.
  - **Note:** This menu follows a consistent structure across all subsites and **cannot be altered.**
- **Secondary Menu:**
- The secondary menu is customizable. You can request changes from the Website Manager, such as reordering or adding new links.



The screenshot shows a web browser interface. At the top, there is a navigation bar with links for 'My Sites', 'Dr. Emmett I. Davis, Jr., '50, Departmen...', 'Customize', 'Edit Page', 'Clear URL Cache', 'Logout', and 'Popup Maker'. Below the navigation bar, there is a main content area. On the left, there is a vertical menu with the following items: Home (highlighted with an orange circle), Cadet Programs, Graduate Programs, College Transfer Programs, Veteran & Active Duty Programs, News, Faculty and Staff, and Contact Us. Below this menu is a secondary menu with the following items: About Us (with a dropdown arrow), News, Facilities, Follow us, and Our Students. The main content area features a heading: 'Welcome to the Dr. Emmett I. Davis, Jr., '50, Department of Civil, Environmental and Construction Engineering!'. Below the heading, there is a paragraph of text: 'The mission of the Dr. Emmett I. Davis, Jr., '50, Department of Civil, Environmental and Construction Engineering is to provide a nationally recognized student-centered learning environment for the development of principled leaders. Our curriculum emphasizes theoretical and practical engineering concepts, in a collaborative collegial environment on campus. Housed in LeTellier Hall, our department offers small class sizes, an engaging and supportive learning environment, uniquely dedicated faculty support, and 7 labs, providing carefully designed hands-on experiences for students, all under the guidance of full-time professors.' Below this paragraph, there is another paragraph: 'A wide range of educational enrichment activities are available to complement student learning within the course curriculum, including undergraduate research, participation in professional societies, field trips, academic competitions, study abroad, internships, career development, mentoring programs, community outreach, service learning, and more.' At the bottom of the page, there is a footer with the text 'School of Engineering' and 'Bachelor of Science in Civil'. In the bottom right corner, there is a small icon of a person with a plus sign and the text 'Your user status in the connected workspace is currently "Inactive." How to fix'.

## Tips and Best Practice

### Media Files

- **Naming:** Always use descriptive, logical filenames for images (e.g., "campus-view.jpg"), rather than default camera filenames (e.g., "IMG\_001.JPG").
  - Meaningful filenames improve SEO and site usability.
  - Use hyphens (e.g., "campus-view.jpg") instead of underscores to separate words.
- **Quality:** Optimize all images for web to ensure fast load times.
- **Alternative Descriptions:** All images must include alternate descriptions (i.e., "alt tags"). Alt tags are essential for accessibility and SEO. They provide descriptions for images, which are used by screen readers for visually impaired users and help search engines understand the content of the image.

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- Example: If the image is a photo of The Citadel's campus, the alt text could be: *"The Citadel campus with historic buildings and the parade ground."*

## Permalinks

- The structure of permalinks (the URL Link) for pages on The Citadel's website follows the convention where hyphens are inserted between words and small, unimportant words are removed.
  - Example: *The slug for "Office of Communications and Marketing" would be "communications-marketing."*
- Permalinks can be updated in the right sidebar of the editor.

## Featured Image

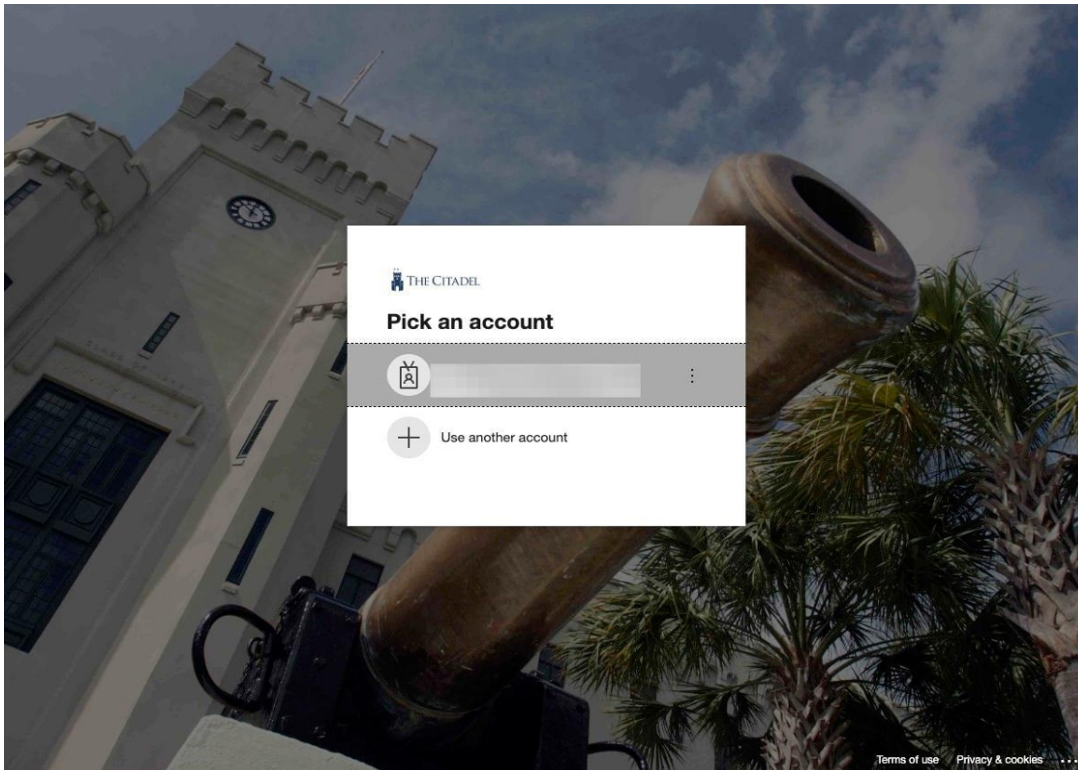
- The featured image is a special image that displays in the background of the gray title bar.
- To update the featured image, visit the righthand sidebar and select Page (or Post), the featured image section is now right at the top.
- **Brand Consistency:** Every subsite homepage must have a featured image. Use a featured image to make a strong first impression and highlight key content.
  - You may consider using featured images selectively on important pages to enhance visual appeal and user engagement. Only add a featured image if it brings value to the content.
  - Ensure the featured images follow a consistent style and quality.
  - Images will likely need to be resized to fit into the specific section.

## *Revising and Adding Website Content*

### Access WordPress

#### Login to WordPress

- In a new tab, navigate to *citadel.edu/yourdepartmentURL/wp-admin*
  - Example: *https://www.citadel.edu/web/wp-admin/*
- Use your **Citadel/ Microsoft login credentials**.
  - If you experience issues with your Citadel login, contact **ITS** for assistance. For problems accessing WordPress, reach out to the **Web Manager**.



## Revising Content on a Page

### Edit Existing Content on a Page

- Navigate to **Pages > All Pages**.
- Locate the page you want to edit and click the title.
- Use the **Block Editor** to modify text or images.
  - To edit text, click on any text block. You can format it using the toolbar (bold, italics, headings, etc.).
  - To edit an image, click the image block to adjust its properties or replace the image.
- Save Changes
  - If you're ready to publish changes, click **Update**. If you're working on drafts, click **Save Draft**.

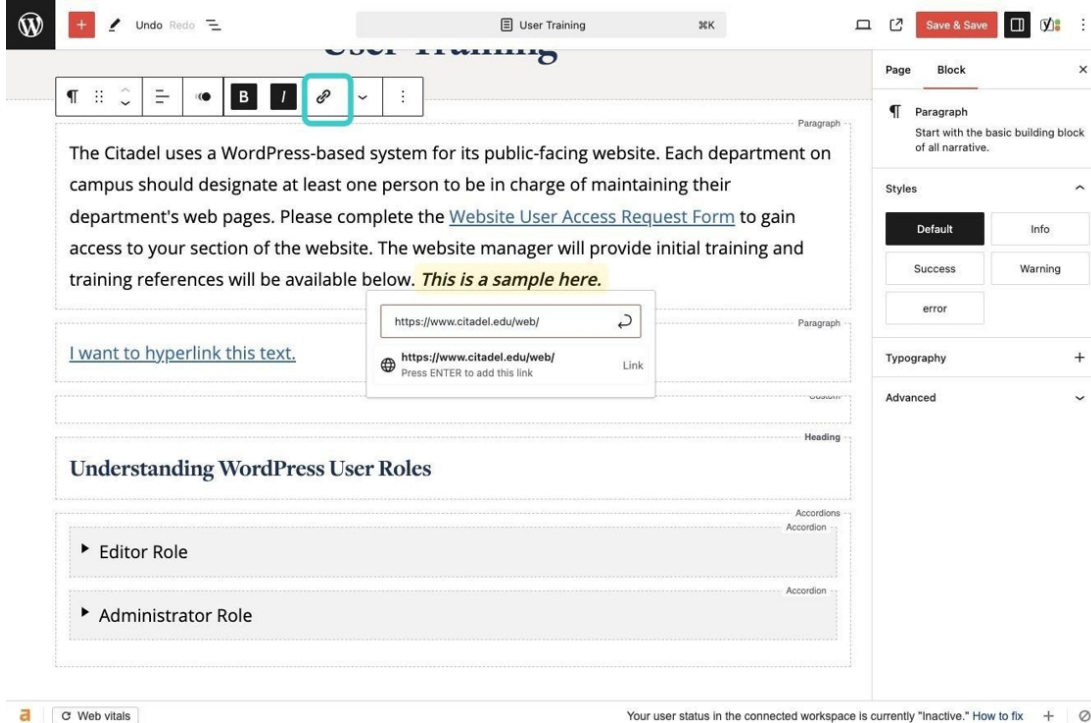
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The screenshot shows a WordPress editor interface. At the top, there's a navigation bar with a WordPress logo, a plus sign, and 'Undo Redo' options. Below that, the page title 'User Training' is visible. The main content area contains a paragraph of text: 'The Citadel uses a WordPress-based system for its public-facing website. Each department on campus should designate at least one person to be in charge of maintaining their department's web pages. Please complete the [Website User Access Request Form](#) to gain access to your section of the website. The website manager will provide initial training and training references will be available below. This is a sample here.' The text 'This is a sample here.' is highlighted in orange. Below the paragraph is a heading 'Understanding WordPress User Roles' and two accordion sections: 'Editor Role' and 'Administrator Role'. On the right side, there's a sidebar with 'Page' and 'Block' tabs. The 'Block' tab is active, showing options for 'Paragraph', 'Styles' (Default, Info, Success, Warning, error), 'Typography', and 'Advanced'. At the bottom, there's a status bar with 'Web vitals' and a message: 'Your user status in the connected workspace is currently "Inactive." How to fix +

## Adding Hyperlinks

- **Highlight the Text** you want to turn into a hyperlink.
- Click the **Link Icon** in the toolbar that appears above the text.
- Paste the URL into the box that appears. You can link to either an external site or another page within your site.
- Click the **blue arrow** or press Enter to apply the link.
- Click **Update** or **Save Draft** to save your changes.

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## Adding New Pages and Content

### Adding a New Page

- Go to **Pages > Add New**.
- Enter your **Page Title** at the top.
- To add content, click the **+** icon to insert a new block:
  - Use **Headings** to organize your content by sections (H2 for main sections, H3 for sub-sections).
  - Use **Paragraphs** for text content.
  - Use the **Browse All** option to view all available blocks, but note that **Custom HTML blocks should not be used unless authorized by the Web Manager (this increases the risk for serious error)**.
- Update the **Slug / Permalink** ([Explore the Permalink guidelines](#))
- **Save or Publish the Page:**
  - Save your page as a **draft** if you need more time to complete it.
  - If the page is ready to go live, click **Publish**.



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This screenshot shows the WordPress editor interface. At the top, the title "Title Goes Here" is displayed. Below the title, there are three text blocks: "H2 here", "Some content goes below this.", and "Type / to choose a block". A block inserter menu is open, showing options for Paragraph, Columns, Heading, Image, Separator, and Buttons. The "Paragraph" option is highlighted with a red circle. The right-hand sidebar is open, showing the "Block" tab with various style options (Default, Info, Success, Warning, error) and typography settings.

This screenshot shows the WordPress editor interface with a link block being inserted. The link block contains the text "NEW PDF TO DOWNLOAD" and a link to "The-Citadel-Webs\_PDE.pdf". A "Link" dialog box is open, showing the URL "https://www.citadel.edu/web/title-goes-here/" and a "Set featured image" button. The right-hand sidebar is open, showing the "Block" tab with various settings for the link block, including "Set featured image", "Add an excerpt...", "Status: Draft", "Publish: Immediately", "Link: /title-goes-here", "Author: kkozane", "Template: Default template", "Parent: None", and "Order: 0".

## Understanding Website Blocks

### Heading

- **Headings (H1-H6)** help structure your content for better readability and SEO.
- **H1** is reserved for the page title and is set automatically. Avoid using multiple H1 tags on a page. Google will not index a page with multiple H1 tags, meaning your page may not show up in search results.
- You should start with **H2** for the main section of your content (Heading block automatically sets to H2, so you will need to change it for subheadings).
- Subsections should be labeled with **H3**, and any content nested under them should use **H4** and so on.
  - *Important:*
    - Avoid using multiple H1 tags on a page.
    - Do not choose a heading level based on appearance. Always select headings based on their content hierarchy.

### Paragraph

- Paragraph blocks are where you'll input the majority of your text content.
- To avoid long blocks of text, use headings, images, or other blocks to break up your content.

### Inserting Blocks

- There are a few ways to add new blocks:
  - Click the **+ icon** in the top left of the editor.
  - Type **/blockname** on a new line to quickly insert a block.

### Block Options

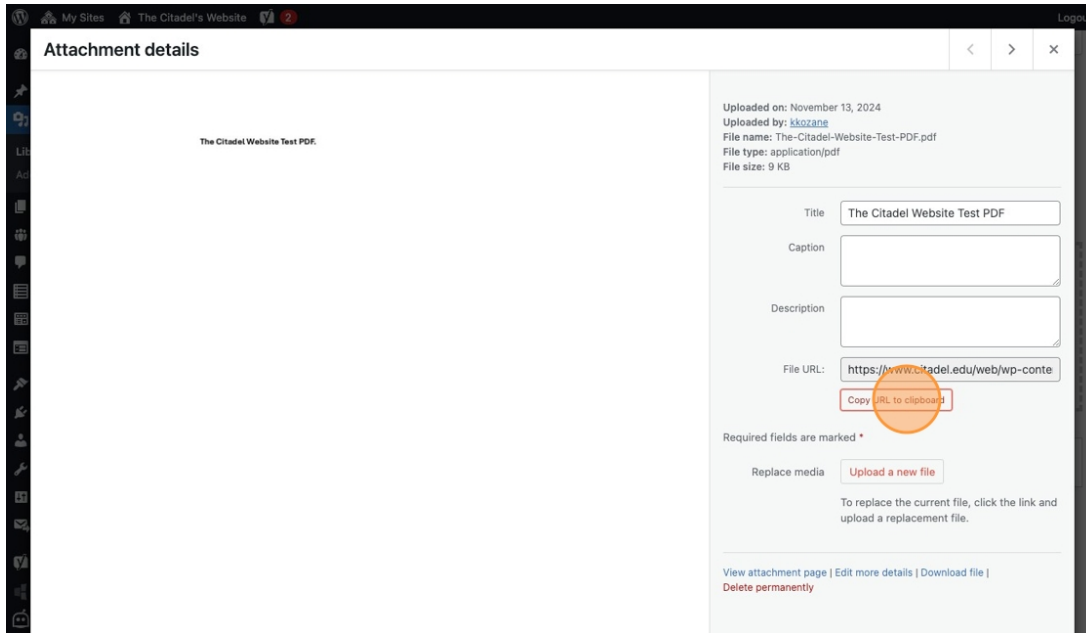
- The right-hand menu in the editor has two tabs: **Page** and **Block**:
  - The **Page** tab shows details like visibility and URL settings.
  - The **Block** tab shows options specific to the block you're editing (e.g., text alignment, font size).
  - *Tip:* Always double-check which block you're editing before making changes.

## Adding Media (Images and PDFs)

### Uploading a Media File

1. Go to **Media > Add New**.
2. Click **Upload** to select a file (image or PDF) from your computer.
3. After uploading, click the file in the media library and copy its URL from the right-hand panel.

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## Creating a Hyperlink to Media

- In the page you're editing, highlight the text or select the image you want to link.
- Follow the same steps from [Adding Hyperlinks](#), but paste the media URL you copied earlier.

## Adding Program & Faculty Pages

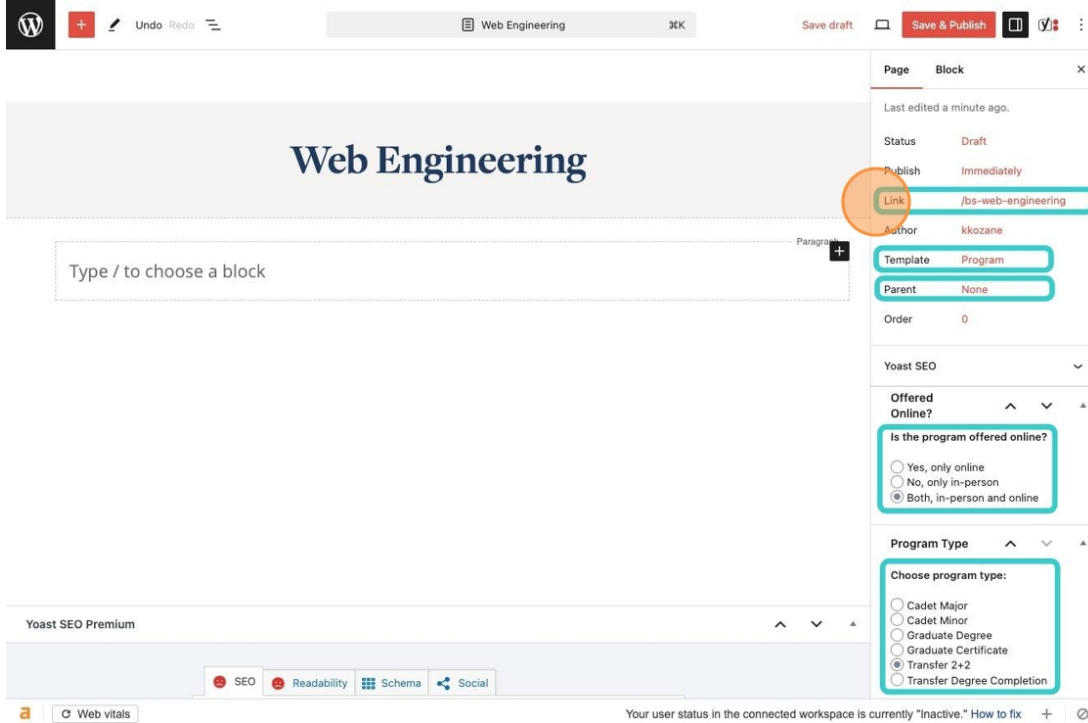
### Creating a New Program Page

- Go to your department's admin panel:
  - Example: [www.citadel.edu/department/wp-admin](http://www.citadel.edu/department/wp-admin)
- Go to **Pages > Add New**.
- **Title the Page** for the Program
  - Enter the full degree name as the title (e.g., "Bachelor of Science in Civil Engineering").
    - Do not abbreviate (e.g., B.S., M.S.). Follow the full format used by other programs or departments.
- Set the **URL Link/Permalink**
  - In the Page Settings on the right, change the URL link to a shortened version:
  - Use {abbreviated degree}-{hyphenated program name}.
    - Example: "Bachelor of Science in Civil Engineering" becomes *bs-civil-engineering*
  - Add suffixes if needed:
    - Please look at other pages and use a similar slug structure.

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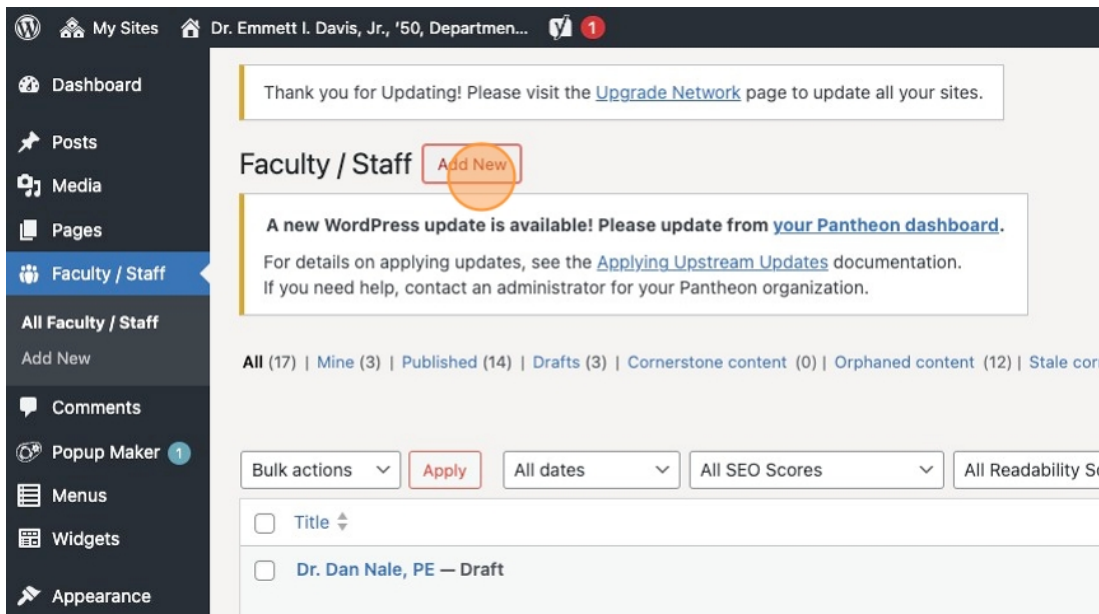
- Update **Page Settings**
  - In Page Attributes, set the Template to Program.
  - Set the Parent Page to the appropriate programs page (e.g., *Cadet Programs*).
- Save the Draft
  - Save the page as a draft and refresh the page.
- Configure **Program Options**
  - Additional settings should now be visible:
    - Select the Program Type (e.g., *major, certificate*).
    - Indicate whether the program is offered online.
- Add a Featured Image (Optional)
  - Add a featured image for the program if desired.
- Write the Program Content
  - Add detailed information about the program in the main content area.
- Add Sub-pages (Optional)
  - If needed, create sub-pages by setting their Parent Page to the program you just created. These will appear as a small menu on the main program page.

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## Adding Faculty and Staff

- Go to the **Faculty / Staff** tab on the left-hand side menu



- **Title the Page**
  - Use the person's full name with all appropriate titles as the page title (e.g., "Dr. John Doe, PMP").

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- Add Bio and Information in the Main Content Area
  - Enter the bio and relevant information in the main content area using blocks.
    - Include degrees, achievements, or other pertinent details.
- Set the **URL Link**
  - Format the link as first-last name with hyphens (*e.g., john-doe*).

The screenshot displays the WordPress editor interface for a page titled "New Faculty Member". The main content area features a large heading "New Faculty Member" and a placeholder "Type / to choose a block". The right sidebar shows the "Faculty and Staff" block settings, which are highlighted with a blue box. The "Link" field is set to "/new-faculty-member". Below the block settings is the "Faculty / Staff Info" section with fields for "Last Name", "Position", "Choose position type" (Faculty or Staff), and "Office Location". The bottom of the screen shows the Yoast SEO Premium interface with tabs for SEO, Readability, Schema, and Social, and a "Focus keyphrase" field.

- Complete the **Faculty/Staff Info** in right menu bar
  - Complete the following fields:
    - Last Name: Used for alphabetical sorting (not displayed).
    - Position: Example: "Associate Professor."
    - Position Type: Either Faculty or Staff.
    - To move someone (like a dean) to the top of the list, prefix their last name with an "A."
  - Link to Other Schools/Departments (Optional)
    - If the person is associated with multiple schools or departments, check the appropriate boxes under Link to Other Sites.

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The screenshot shows the WordPress editor interface for a page titled "New Faculty Member". The main content area contains a heading "New Faculty Member" and a text prompt "Type / to choose a block". On the right side, the "Faculty and Staff" block settings panel is open, showing fields for "Last Name", "Position", "Choose position type" (Faculty/Staff), "Office Location", "Citadel Email", "Phone Number", "Fax Number", and "Vita Link". Below these are checkboxes for "Link to Other Sites" (School of Engineering, Electrical and Computer Engineering). The top toolbar includes "Save draft" and "Save & Publish" buttons. The bottom of the page shows the Yoast SEO Premium interface with tabs for SEO, Readability, Schema, and Social, and a "Focus keyphrase" field.

## Additional Tips for WordPress Editing

- **Review Before Publishing:** Always review your content for accuracy before clicking **Publish** or **Update**.
- **Rearrange Blocks:** Use the **List View** (click the three lines in the top toolbar) to easily drag and rearrange blocks on the page.
- **Clear Cache:** If you don't see your updates right away, try clearing your browser's cache or checking the page in a private browsing window.

For complex changes or questions beyond your access, complete the [Website Quality Improvement Form](#) or contact the Website Manager, [Paige Kozane](#). Major updates may require consultation with our SEO Specialist, [Hanalei Potempa](#), to avoid negatively affecting SEO.



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