



IDM²

INTERNET | DESIGN | MEDIA

COURSE

Build Your Own Online Course Website

LESSON 2

Learning how to manage your website
(Wordpress and the Page Builder)

Theme Settings and Branding

Gather your branding information

Before going and configuring these settings, it is good to have all the information on hand that we're going to need. This includes

- **Business name**
- **A Tagline for your business** OR a short description (5-6 words)
- **Your logo** (it should be a transparent logo, meaning that it doesn't have a coloured background). If your logo is difficult to read on dark backgrounds, or on light backgrounds, then it is good to have two variations of your logo, one that's visible on dark backgrounds, and another that's visible on light backgrounds.
- **Your brand colours** in HEX code (eg. #b23ef1)
If you're not sure of the hex code of your brand colours, we can closely match them by using the visual colour picker available.
If you're looking for colour inspiration, this site generate good colour pallets for you to use.
<http://colormind.io/>
Another good site is this one. You choose one colour, and then it creates a colour pallet with complementary colours <https://paletton.com/>
- **Font names**
If you're not sure of your fonts are, there is an online tool that can find fonts that match text you have in an image. So if you have any brand material in image format, you can use this to upload to this site, and it will detect the font.
<https://www.fontsquirrel.com/matcherator>
- **Imagery** - although we won't be using images in this topic, it is a good time to also gather any imagery that reflects your brand that you can use on the website.

Preparing your logo files.

It is always good to have the following variations of your logo for your website.

1. A dark and light version, unless your logo is visible on both dark and light backgrounds.
2. Transparent copies of your logo - meaning no background colour
3. A square version of your logo (this will be used for the favicon icon on the browser tab)
[See image here for reference](#)
4. A normal version

Sizing your logos

1. I recommend the size of your logo to be no higher than 80px. So prepare a copy of your logo file with a height around 80px. If you have a dark and a light version of your logo, then create a copy for both
2. I also recommend creating a second copy of your logo files. This time make the size DOUBLE the size of the logo above. This logo will be used Retina devices (high resolution screens). Retina have half the pixel size of normal screens, so your logo will appear very small or pixelated on retina screens (like iPhone etc.)
3. A small perfect square icon or logo 50 pixels by 50 pixels.

Customising the Main Brand Settings

Below is a list of the main settings that you will want to change for customising your website.

The main Settings can be accessed from Admin Dashboard under **APPEARANCE > CUSTOMISE**

[See image here for reference](#)

Underneath each section, I have included where you access the settings for that section.

Eg. **GLOBAL > COLORS > BASE COLORS**

This is referring to the menu [options and path here](#) - So you would click GLOBAL, then you would click COLORS, and then BASE COLORS. And this is where you would access the settings for that item.

NOTE: The settings here are more for your site wide settings like the Header & Footer. These settings we configure won't affect all the page content, as we will configure this in the Elementor Page Builder.

NOTE: You should now have the "appearance > customise" screen open. You will notice you have a large preview window of the site on the right side, and the settings menu on the left. I recommend opening the "Style Guide" page as the preview page, as this contains all the elements we will be editing in this section. To do this, just click on the "style guide" menu link in the preview window. [\(See Image\)](#)

Colours

- **Font Colours**

GO TO: GLOBAL > COLORS > BASE COLORS (for paragraph / body font colours)

You can click on the "select color" for you TEXT, LINK and LINK HOVER colours here. The Link colours is for text that is hyperlinked. The TEXT HOVER colour is the colour when you hover over the link. [\(see image\)](#)

GLOBAL > COLORS > CONTENT (for heading colours)

You can click on "select color" for each of your heading styles to edit the colours [\(see image\)](#)

- **Theme Colours**

GO TO: GLOBAL > COLORS > BASE COLORS

This is the main accent colour that is used throughout the site. You should select your main brand colour here. [\(see image\)](#)

- **Button Colours**

GO TO: GLOBAL > BUTTONS

This sets the background colours and text colour for buttons. The background colour is the actual button colour, and the font colour is the text inside the button. [\(See image\)](#)

Logo

- **Main Logo**

GO TO: HEADER > SITE IDENTITY

To preview these changes live, go to the “Style Guide” page in your customiser preview window

You can change the main site logo by clicking on the “change log” button ([see image](#)). Then drag and drop your logo image into the media library and click the “select” blue button ([see image](#)).

Here you also set your RETINA logo as well. Click on the “Different logo for retina device” and then “select image” ([see image](#)). Then drag and drop RETINA logo image in the media library, and click “select”

You can also set a different logo for mobile devices here as well, this is normally a smaller, more basic image (such as an icon) used for mobile devices only. Just tick the box “Different logo for mobile devices” and upload the image - like we did for the other logos above.

- **Site Icon / Favicon**

GO TO: HEADER > SITE IDENTITY

This is the small icon that appears at the top of your browser window ([see here](#)). It should be 50 x 50 pixels. Click to “select site icon” and upload your image.

- **Transparent Logo**

GO TO: HEADER > TRANSPARENT HEADER

This is the logo that will appear wherever you are using a transparent header. You won't see the logo change on the current page we are on “Style Guide” as it is not using a transparent header. You will need to go to the homepage to view the transparent header logo.

Click on “Different logo for transparent header” and then click on “Change Image”. Upload your logo for transparent headers. ([See image](#))

Click on “Different logo for retina devices”, then “select image” and then upload your logo for transparent headers on mobile devices. ([See image](#))

Site Information (Title and Tagline)

- **Site Information (Title and Tag Line)**

GO TO: HEADER > SITE IDENTITY

Your site TITLE and TAGLINE are configured here. Choose an appropriate title and tagline for your website and enter the details here. For example: TITLE: “IDM2 DIY Online Course Platform” TAGLINE: “Your gateway to knowledge” ([See Image](#))

Header and Menu (navigation) styling

- **Main Menu (Fonts & Font Colours & Background)**

To preview these changes live, go to the “Style Guide” page in your customiser preview window

GO TO: HEADER > PRIMARY MENU (For fonts, and font colours)

Scroll down to the bottom of the settings, and you will see the section where you can configure font colors, and typography. We only want to configure the MENU and SUBMENU options (Not the MEGAMENU)

Click on font colors for “MENU” and set the color you want for NORMAL, HOVER & ACTIVE. [\(see image\)](#)

Do the same for “SUBMENU”. NOTE: The ACTIVE colour is normally the same as your hover colour. You can use a different colour if you prefer.

Now go to the TYPOGRAPHY section, and edit the font for your MENU and SUBMENU items. [\(see image\)](#)

Set the font family, font size, font weight, and text transform here. [\(see image\)](#)

GO TO: HEADER > PRIMARY HEADER (for header background colour)

Click on the “background” pencil icon under COLOR on this section to change the background color. [\(see image\)](#)

- **Transparent Menu (Font Colours & Background)**

To preview these changes live, go to the “Homepage” page in your customiser preview window

We can only change colours of the fonts for the transparent menu.

GO TO: HEADER > TRANSPARENT HEADER

Scroll down to the bottom of the settings, and you will see the section where you can configure the colors. We only want to configure the BACKGROUND, MENU and SUBMENU options [\(see image\)](#)

For the BACKGROUND color, you may want to setup a “semi-transparent” color (like black), you can do this using the transparency bar here. [\(see image\)](#)

Footer

- **Footer Fonts and Colours**

GO TO: FOOTER > FOOTER BAR

This is where we change the footer settings. If you scroll to the bottom of the settings, you will see the area where you can configure the background colours and font style [\(see image\)](#).

To edit the actual text displayed in these areas, scroll to the top of the settings, and [edit these sections here](#).

Font Styles (Headings and Paragraphs)

NOTE: *The settings here won't necessarily affect all the page content. It will only affect headings and paragraph fonts where we have specified "default" in the page builder. We will cover this in more detail when we look at the page builder.*

To see the typography changes live in the customiser preview window, open up the "style guide" page by clicking the menu item [\(see here\)](#).

- **Paragraph Body Fonts**

GO TO: GLOBAL > TYPOGRAPHY > BASE TYPOGRAPHY (for paragraph / body font)

This is where we set the main "body" or "paragraph" font. If you have the "style guide" page open, you can change the font family, size, weight and you will see the changes in your preview windows where you see the [paragraph font here](#).

- **Paragraph Body Fonts**

GO TO: GLOBAL > TYPOGRAPHY > HEADINGS (for headings)

This is where we set the heading fonts. If you have the "style guide" page open, you can change the font family, size, weight for each of your headings and you will see the changes in your preview windows where you see the [different heading types here](#).

Managing Posts and Pages

Creating New Posts

To create new post, hover over the POSTS menu item and then click on NEW

There are 4 main sections that need to be configured.

- Post Title
- Post Content
- Featured Image (900px wide X 500px high)

Adding Text and Styling your Content

1. You can style your content using the buttons and options above the text area. Here is an example.. ([See here](#))

Adding images to a post

1. To add an images to the post, click on the “add media” item at the top left of the content window [See image here](#).
2. A window will open (the media library) where you can select existing images, or upload a new image. You can drag and drop an image into this window to add an image from you local computer.
3. Once you have either uploaded or selected you image, check the setting of the image here ([see image](#)) to make sure the image is “full size” and link is set to :”none”. Now click on the blue button “insert into post”

Adding video to a post

1. To add video to your post, simply visit copy the YouTube or Vimeo URL ([see image](#)) and paste into the content area of your post. After a few second the URL in the content area will change into the video player like this ([see image](#))

We advise that you only use videos from Vimeo or YouTube, as these platforms are supported by Wordpress, and they (Vimeo and YouTube) are known for streaming well to websites.

Set you Featured Image

1. Set the featured image for your post by clicking on “set featured image” here
2. Select the image file from your computer, and drrag and drop it into the image gallery/library
3. Check the options as shown here ([see image](#))
4. Now click on “Set featured image”

Saving Your Post

When it comes to saving your post, you have the option to.

- 1) Publish or post is straight away
- 2) Save it as a draft so you can publish it later (It won't be visible to visitors on the website)
- 3) Schedule the post to be published on a certain date

[See the image here for reference](#)

Editing Posts

To edit a post, click on [POSTS in the admin dashboard, and the click on the POST](#) you want edit. Once you are finished editing, click on the [blue UPDATE button](#) to the right.

Creating New Pages

We won't be covering creating new pages in depth in this free course, so I would advise using the cloning feature which I will be explaining next to clone an existing page, and then work with a layout that is already there.

Cloning Posts and Pages

The site has been setup with a cloning feature that allows us to clone / duplicate content on the site. This can save a lot of time when creating pages, as you can use an existing page as a template, and simply clone it. Then you can modify the page to your needs without having to build that page from scratch.

You can clone posts as well, however the posts are quite simple and require little content, so you wouldn't save much time by cloning a post.

1. To clone a POST or PAGE, simply click on the POSTS or PAGES menu item in your dashboard
2. Hove over the POST or PAGE you want to clone
3. Click on "NEW DRAFT" to clone that post/page and open it up in the editing window.
4. Change the Title of the page
 - a. For a post, you want to change the content as well.
 - b. For a page, we only need to change the title, because the content we will manage using the page builder
5. Also change the URL or the page (the same name as the page title) and click OK ([see here](#))
6. Now click on the blue PUBLISH button.

If you are cloning a page, you can now begin building your page using the Elementor Page Builder. Just click on the **EDIT WITH ELEMENTOR** buton.

Navigation Menu Builder

The navigation menu builder is used for controlling what items display in our top main menu on our website. Here we can add, edit and remove items for to our menu.

The menu builder is a drag and drop editor where we simply drag and drop items we want to see on our main menu.

Setting Up the Menu Builder

Before going in and building our navigation menu, we want to make sure that the builder is setup with the right items to drag and drop onto our menu. To do this, we go to our [screen options up the top here](#).

Click on “screen options”, and then select which options we want available for our menu. The main options we will want are

- Pages
- Custom Links

We will cover more menu item types in our premium course and also go into more advanced featured like displaying different menu items depending on whether a user is logged in or not.

Adding, Editing and Removing menu items

- **Add the page** - Let's start by adding a page as a menu item. To do this, we expand pages, and then click on the **show all** tab, so we can ALL pages (not just recent pages), [see here](#). Check/Tick the box or boxes of the page/s you want to add to your menu, and then click “add to menu”
- **Label the page** - We now give the the page a label - the label is what will show on the front end when viewing our main menu. We can give this any name we want, it doesn't need to match the page name. For example, we may want to give the about us page, a label of “who we are”. [See image here](#)
- No you can click and drag the page up and down to arrange the order of your menu items, with the top item being the first menu item.

Elementor - Page Builder - Reference Guide

Elementor is main page builder that we will be using to manage the content for:

- Pages
- Courses
- Lesson
- Topics

This section covers managing some of the main components of the page builder, including a full video tutorial on restyling a whole page, at the end of this topic. We are unable to cover every element or setting inside the page builder, as there is too much to cover, however I do recommend referring to the official [documentation locate here](#), if you'd like to learn more about Elementor. We have covered what we think is enough for you to manage the site in this topic.

Overview

- **Widget area**

The widget area is the left hand [sidebar located here](#). I've also highlighted the main widgets we will be working with, which are

- Inner section
- Heading
- Image
- Text editor
- Video
- Spacer
- Blog/Post Widget
- Learndash Widget

- **Working Area**

The working area (the page or stage) is where we add the items to. The large right area on the right, which is a real time visual representation of how our page will look. [See Image.](#)

- **REFERENCE SITES**

We won't be able to cover off all of the Elementor widgets in this guide, so we recommend you take a look at the Elementor and Essential Addons for Elementor websites where they already have a lot of tutorials showing us how to use each of the widgets.

ELEMENTOR: <https://elementor.com/>

ESSENTIAL ADDONS FOR ELEMENTOR: <https://essential-addons.com/elementor/>

Customising our pages

- **Layout Overview**

- **Sections**

Sections are not a widget, as these are the FIRST element that needs to be added on the page. And to add a section, we add it using the main page window on the right, by clicking the “+” icon when hovering over a row. Once we click on the “+”, another area will appear above with another “+” icon, which we then click to add our row, and select our layout for the row. [See reference here.](#)

To edit a section, [we click on the box icons located here](#), which will bring up our row options on the left sidebar.

- **Columns**

Columns are created when we first create our row and select our layout. For example we choose a 1 column, 2 column, 3 columns layout etc. To add or remove columns, [we right click on the column options here, and click either.](#)

- Duplicate - will add a new column with the same content in it
- Add new column - will add a new column
- Delete - it will delete the column

To edit a column, [we just click once \(left click\) on the column options](#), and we edit the column option in the left sidebar

- **Inner sections**

Inner sections we add using the widget menu. Inner sections are much the same as ROWS but can be added inside a ROW or a COLUMN. An example of an inner section is [on our homepage, located here.](#)

To edit inner sections, like the row, [we click on the box icons](#), and then edit the row option in the left sidebar.

I thought I would cover this part first, as rows and columns aren't as easy to locate their settings as the other widgets. With the other widgets, we just click on the item on the page, and then edit their settings in the left sidebar.

The best way to continue our training on the page builder, is to go through our home page, and edit each section. This will give you a high level overview of Elementor, and if you wanted to look deeper into it and understand more advanced features, you can enroll into one of our premium courses.

- **Background images**

Large images you see on the website that fill a whole row, or fill a whole column, are generally using background images. To edit a background image, we need to edit the settings of either the ROW or the COLUMN.

So click on the box icon for the ROW to display our options, then we click on STYLE, and there we will see our setting to add or update our background image. [See image here.](#)

There is an option below our background image called “BACKGROUND OVERLAY”, this allows us to set a colour overlay on our image, to make it easier to read text that we may want to add over it. If you click on this option, we are able to select our COLOUR and then also the OPACITY (how dark/light the overlay) is. [See image here.](#)

You can also position the way your background image will display on the ROW. You should generally always select the following [See image.](#) **Play around with these settings however and see what effect it has on the image.**

This is the same for columns as well, where you see an image filling a whole column, it is generally using a background image, and you will find the settings for the image in the same area as above, however it will be in the COLUMN settings, and not the ROW settings.

- **Headings**

Headings can be used to impute anything from a heading, to normal paragraph text. The widget allows us to select what style we want (H1, H2, H3, or even Paragraph) but also also allows us to manually style it using the widget STYLE options.

An example of the heading is on the homepage on the top banner. To edit the Heading and Subheading of our HomePage, just click on the element, and then edit the text in the left hand sidebar. You will notice the widget type is also shown at the top, so we know what type of widget it is using. [See image.](#)

You can also change the styling of the font manually, and therefore overriding any default settings here. [See image.](#)

NOTE: As you edit pages, you will see some text areas include elements like “icon box” and “edit image box”. We won’t cover these elements in this topic, but editing them is much the same as the heading option above. The main difference is:

- **Image box - you can specify an image to put above the heading/text**
- **Icon box - you can select an icon to place above the heading/text.**

- **Text Editor**

If you want a standard text section, we can use the text editor widget - and example of a text editor [widget is here.](#) In the image example, I’ve added an image, and a heading, to show you that you can add more than just text in the text editor. Like the text editor we have when creating a new page, we have the same option here when adding the text editor widget.

I generally only use this when adding standard paragraph text (no headings or images). If I’m adding images or text, I will use the HEADING or IMAGE widget.

- **Working inline, or the editor (recommend using the editor)**

When placing text blocks such as HEADINGS and the TEXT EDITOR, we can edit these items directly on the page or using the text edit as [shown in this image here.](#)

We recommend ALWAYS to use the text editor, as sometimes when working on the page itself you can accidentally drag and drop items cause the page to beak. Working in the text editor make it easy and less room for error.

- **Icon Boxes**

The icon box section on the [homepage here](#), allows us to add icons above a heading and text. If you click on one of the icon boxes, you will see we have the following options. [See image](#)

If you click on the STYLE tab above, you will also be able to set the colour and size of the icon, and also adjust the font style of the text. [See image.](#)

NOTE: As you can see, each module has many options. This document just highlights some of the main options you may want to configure. We recommend clicking around and playing with them yourself to see what each one does. You can see your options change live in the preview window on the right, so you know what setting you're adjusting as you change it.

- **Learndash / Course Module**

There is a built in Learndash module which allows you to display your courses on any page. You can configure how many courses to show, how many columns, which text to show/hide...there's a a number of options here...[see image.](#)

This module allows you to change the colours and fonts under the [STYLE settings as shown here.](#)
[See video here.](#)

- **The blog module**

The blog module you also see on the homepage and is much like the Learndash module. It shows the posts in grid format, and you can select how many posts to show, on how many columns, and then also style the layout as you prefer. [See image.](#)

[See video here](#)

- **On page images**

An example of an on page image is [this section here \(on the homepage\)](#). The sits ON the page, and is not a background image. In this example, the image is sitting on top of a row with a BACKGROUND IMAGE. On page images are used where you want to put a single image, but don't need it to put text or other content on top of it (as this is what a background image is used for).

To edit the on page image, just click on the image, then in the left sidebar, click on the image to change it or upload a new one. [See image.](#)

To add a new image widget on the page, just drag and drop the image widget into the row or column you want the image. See [image1](#) AND see [image 2](#)

- **Adding a Video**

You can add a video to your page by using the VIDEO widget. This is used on our courses/lesson pages and we will look at this also in our Learndash (online course) lesson. To add a video, simply drag and drop the video widget onto your page, and then enter the Video URL.

You can select where to open the video in a lightbox, or to use a separate image as the thumbnail image, and more....[See video here](#)

- **Copying/Pasting items**

A very important feature you should get familiar with and use on this site, is the copying, pasting, and duplicating feature. On any row, column, or widget, we can copy and paste, or duplicate the element by doing a **RIGHT CLICK** on the element, and then selecting either **COPY** or **DUPLICATE**.

Copy - will copy the element so you can paste it somewhere else. You can even copy from one page, and paste into another page. [An example is here, where I copy one element from the home page, and paste it on the contact page.](#)

- **Duplicating items**

Duplicate - will duplicate the element right then and there, and you can drag/drop it somewhere else on your page. [See the demo here.](#)

- **Adding Links to Element**

On most element, we can apply links, meaning, once they are clicked, we are take to another page, post, or external URL (3rd party site). An example, is on our icon boxes on the home page. In this quick video example - you will see the first URL I set it for the IDM2 main site (<https://idm2.com>), then I move on to select a **DYNAMIC** link, which is a link to a piece of content on our internal site - the contact page. [SEE VIDEO](#)

You can also add links when using the **TEXT EDITOR** element using the normal hyperlink option in the text editor. [SEE VIDEO](#)

- **Buttons**

You will notice buttons throughout the site. The element is quite intuitive and shouldn't need much explaining. Let's have a quick look anyway. In this video example, I'm going to add a button, set the link to the button, and then style my button. [SEE VIDEO](#)

Editing a button involves clicking the **PENCIL** icon on the element, and then simply changing the button text, the link, and the colours.

SAVING OUR PAGE: Once you are finished editing a page, we click on the [UPDATE button down the bottom here.](#)

Restyling the About Page

Now we're going to go through and style a page using what we've just learned.

Our page for demonstration will be the ABOUT page.

- First, open up your page in Elementor, by going to PAGE, and then hovering over the ABOUT page, and clicking "Edit with Elementor" [See image](#)
- **Edit the background image**
Firstly let's edit the background image. To do this, click on our ROW options, then click on STYLE, and then change the background image. We will also set a light background overlay on the image so we can see our text more clearly. [SEE VIDEO](#)
- **Edit the main heading.**
Now lets edit the main heading, and subheading. On this page, we are using the "Image box" widget for our heading (however with now image). Mainly because this widget includes a HEADING and SUBHEADING in the one widget, so we don't need to add two heading elements. So let's go ahead and edit that. [SEE VIDEO](#)
- **Edit the main content section**
Now we are going to change the image and the text on the main content section. To do this, we simply:
 - **Change Image** - click on the pencil icon on the image element, and then select a new image by clicking on the image in the left hand options panel. We then replace the image with our own image. [SEE VIDEO](#) Getting the right image height will help as well here, so it matches the same height as your text.
Another tip here: we can adjust the alignment of our content in our columns, by clicking on our column properties, and setting them to align to TOP. [see video](#)
 - **Change the text** - To edit the text, simply click on the pencil icon over the text element, and then edit the text on the left hand options panel. [See image 1](#) AND [see image 2](#)
- **Adding more text/content**
Perhaps you need more text on your about page. In the following videos, I'm going to show you how to do this using the following methods.
 - **Duplicating the section**
In this video, I duplicate the section, and then switch the columns around by simply dragging the left column, to the right. [SEE VIDEO](#)
 - **Creating a new section**
You can use what you have learnt to add rows, columns and widgets to create a new section. [SEE VIDEO](#)
 - **Copying a section**
In this video, we copy a section from the home page, and then paste it on our ABOUT page. [SEE VIDEO](#)

- **Changing out team members**

The team members section is a little different to the other widgets on this page. In fact, it isn't even a widget.

The team member section is made up of inner sections. One key point I want to make in this section is: The column has a background image, not an image widget AND...inside is a "SPACER". The reason we need a spacer is, if there is NO content inside a column, sometimes it won't display on a web browser (particularly on mobile), so we want to fill it with something, and therefore we put a spacer. Set the spacer to the minimum height you want your image to be.

[SEE VIDEO](#) *NOTE: you will see in the first couple of seconds I hover each of the elements to show you that each of them is an INNER SECTION.*

- **Changing our testimonials.**

The testimonials have their own widget, Testimonials have many widgets actually. In this video, I am going to start by editing a testimonial already there [SEE VIDEO HERE](#)

And now we will add a new testimonial widget (slider) in [THIS VIDEO HERE](#)

- **Background Gradient Element**

The last section on this page includes a gradient background element. We'll have a quick look at how we set a background gradient on a ROW, then also change it to a background colour, and a background image. [VIEW VIDEO](#)

We believe this should give you enough insight as to how the page builder works, and are now able to.

- Change background images
- Change buttons and button colours
- Change headings, and main content text
- Update testimonials
- Add new (basic) elements
- Add images and videos

This is the end of our LESSON 2, and we will now take a look at Learndash and how that works.