CREATING PROMOS

WHAT'S COVERED IN THESE GUIDELINES?

These guidelines tell you how to create 'promos'. A 'promo' is essentially a link to a web address that you want to promote to your website visitors. This is typically the web address of either:

- A particular section of your site (i.e. a category containing particularly interesting content)
- A page on an external website

The promo consists of:

- A title
- A link
- A thumbnail image
- Some descriptive text (optional)

Promos are usually published in the panel of featured content on the home page or sidebar.

These guidelines cover:

1. Creating promos
2. Including promos in the home page or sidebar

1: CREATING PROMOS

From the Dashboard, go to Promos > Add Promo. You'll probably only have access to this if you are the webmaster of the website.

Complete the following fields:

Title
Give the promo a title

Text editor
You should leave this blank.

Extra fields > Redirect
Paste in the web address which you would like the promo to link to (for example, the address of a particular category on the site)

Extra fields > Display order
Type in a number for the promo. The order of promos is controlled by 'weight', so a promo with a bigger number will appear beneath a promo with a small number.

Featured image
Select the image you would like to use for the promo:

- Click on Set Featured image
- Upload a new image in the usual way (or select an existing image from the media library).
- Click on *Set featured image*

Finally, publish the promo. The promo will not immediately appear on the site. Next, you need to select where it appears.

2: INCLUDING PROMOS IN THE HOME PAGE OR SIDEBAR

Promos are usually published in the panel of featured content on the home page or sidebar. They are sometimes also published in the home page, so that instead of the banner image linking to a particular post on the site, it links to a particular category of the site.

To include a promo on either the home page or sidebar, follow exactly the same process as that for including posts in the hand-out on 'Editing the home page/sidebar'.