

BMW CCA Chapter Wordpress Setup Guide

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Overview of Supported Plug-Ins

- [Akismet Anti-Spam](#)
- [Content Views](#) - Used on homepage to feature events/blog posts (see separate guide dedicated to the homepage setup)
- [Custom Sidebars](#) -
- [Divi Builder](#) - Manages page layouts using drag and drop modules
- [Duplicate Post](#) - Allows cloning similar events or blog entries
- [Fixed Widget](#)
- [Jetpack](#)
- [Justified Image Gallery](#) - Manages the layout of images in the Gallery page imported from Chapter social media pages
- [Nav Menu Roles](#)
- [TablePress](#) - Used to organize local shop discounts
- [The Events Calendar](#) - Calendar/event management (see separate guide)
- [The Events Calendar Shortcode](#)
- [WordPress Importer](#) - Helpful to import page content from prior site
- [WP Adverts](#) - Used to create a local Classified Marketplace
- [WP Edit](#)

- [WP Embed Facebook](#) - Allows displaying Facebook
- [WP Google Maps](#) - Allows embedding Maps in Events
- [Yoast SEO](#) - Used to optimize search ranking
- [Bloom](#) - Used to manage email newsletter distribution list (see separate guide)
- [Monarch](#) - Adds shortcuts for members to share site content on social media
- [Tablepress Extensions](#)

Wordpress Staging Setup

To help your Chapter's setup of your new Wordpress site, we've populated example pages, images and events to help get familiar.

Step 1: Define New Site's Page Layout

You'll want to align on which main categories to present in the top header section of the site and which sub-pages to group under each of those. You can choose to either keep the sample layout/page structure that's borrowed from Golden Gate or customize it to your Chapter's needs.

Step 2: Identify Content to Migrate

This step will vary based on how your old site was built and maintained. For example, if your prior site was static content, you'll need to copy/paste most of the pages into the new site. Chapters with certain Wordpress based sites may be able to export and import their current pages to expedite the setup.

Step 3: Create Placeholder Pages

If there are additional pages you wish to create that don't already exist, you can start by cloning the page titled "Standard Page Layout" which includes Title, Image, Text and Right Sidebar.

Step 4: Configure Navigation Menu

Once you have all your main and sub-pages identified/created, follow steps below to organize them. In step 5 you can also customize up to four Icons that link to Chapter social media or services like Motorsports Reg.

Configuring Nav Menu

Here's the process to configure your Header Menu Navigation and shortcuts to social media pages.

1. Select 'Primary' Menu
2. Under 'Pages' dropdown, select all pages you wish to be accessible in the main site menu and click 'Add to Menu' (The default structure is based on Golden Gate Chapter)
3. Identify the main pages that you wish to appear by default in the site's header navigation (i.e. Calendar, Events, About Us, etc)
 - Drag to sort the main category pages top to bottom in the order you want them displayed left to right

4. Identify your secondary pages (called sub items) you want organized under your main pages when mousing over the main category
 - Drag to arrange them under their main category
 - Click the secondary page's arrow to expand its details
 - Under 'Move', select the main category page's name to make it a sub item
5. Custom Links (will appear to the right of your main menu)
 - Create Custom Links for your chapter's social media pages and drag to sort them at the bottom (2 examples already setup, more options below)
 - Social Media Icons (add CSS Classes and Title Attribute in Screen Options at top of page)
 - Facebook Group
 - URL: Your Chapter's URL
 - Navigation Label: `<i class="fa fa-facebook fa-2x" aria-hidden="true"></i>`
 - CSS Class: social-menu
 - Title Attribute: Facebook Group
 - Twitter
 - URL: Your Chapter's URL
 - CSS Class: social-menu
 - Navigation Label: `<i class="fa fa-twitter fa-2x" aria-hidden="true"></i>`
 - Instagram
 - URL: Your Chapter's URL
 - CSS Class: social-menu
 - Navigation Label: `<i class="fa fa-instagram fa-2x" aria-hidden="true"></i>`
 - Facebook Page
 - URL: Your Chapter's URL
 - CSS Class: social-menu
 - Navigation Label: `<i class="fa fa-facebook-square fa-2x" aria-hidden="true"></i>`

Step 5: Populate Content & Update Chapter Branding

At this point, you can begin replacing placeholder content on the staging site. For customizing the homepage, please reference the [separate guide](#). We also have a guide for creating new events for the calendar [here](#).

Note it's important that images be cropped to fit their destination page prior to uploading into WP Media Library. For sizing guidelines, you can reference the sample photos provided in the library.

Staging Customization Steps

The following settings reference sections in the Wordpress Admin Dashboard.

- General Settings
 - Site Identity
 - Site Title: "BMW CCA ____ Chapter"
 - Tagline: "The Official BMW CCA of ____region____"
 - Site Icon: Chapter's logo
- Widgets
 - Sidebar
 - Facebook Page Plugin (Jetpack)

- Facebook Page URL
 - Copy URL from Chapter's Facebook Page
- Show Stream
 - Checking option will display recent posts, suggest when widget is placed below others
- Need to enter Chapter's Facebook App Secret & ID for Sidebar to populate
 - Enter here: Settings > Embed Facebook > Facebook settings
 - [Step by step guide](#)
- Footer Attributes
 - Footer Attributes HTML:
 - © 2017 BMW Car Club of America - [Your] Chapter | Join the club
 - This site is not in any way connected with Bayerische Motoren Werke AG or BMW of North America, Inc. The club assumes no liability for any of the information, opinion, or suggestions contained herein. It is provided by and for the club membership only.

Divi Theme Options

- General
 - Logo - Chapter Logo (Edit your Chapter's logo to match size of sample one in Media Library)
 - Favicon
 - Show Facebook icon: optional
 - Show Twitter icon: optional
 - Facebook Profile URL (Paste in your Chapter's page URL)
 - Twitter Profile URL (optional)

Newsletters

The site has a dedicated Sidebar widget for hosting your latest newsletter. There's also a sample page created for hosting your Chapter's archives.

- Start by uploading past and current newsletters into the Media Library
- On the Newsletter Archive page, there's a sample table provided to organize by year
- Edit the table to link each Newsletter to the URL created when you uploaded into the Media Library
- To feature your current Newsletter in the dedicated sidebar area, navigate to Appearance > Widgets
- Locate the "CURRENT NEWSLETTER" widget and paste the URL for the associated Newsletter

Step 6: Configure Social Media, TablePress & Email Plugins

For configuring the email signup button on the homepage, see the guide '[Email Newsletter Signup w/ Bloom](#)'.

Embed Facebook

In order to connect your new site with a Facebook Page, you'll need to follow these steps to obtain an App ID and Secret. ([step by step guide](#)) Once you have that info, go to the Embed Facebook section of the Dashboard Settings and paste into the corresponding fields.

Justified Image Grid

This plugin supports populating the Gallery page with photos from your Chapter's Facebook and/or Instagram Page. You'll need your Chapter's App ID & Secret for any social network pages you'd like to pull images from.

- The first step is entering them into their associated tab within the Justified Image Grid in the Dashboard Settings.
- After that, go to the Gallery page and edit the shortcode in the two 'Text' modules to reference your App IDs for each social media platform.

TablePress Plugin

Useful for organizing information like local shop/dealer discounts or autocross results. There's an example already enabled on the Local Discount page which can be modified to include your area's shops.

- Import a Table
 - Download [CSV export from Golden Gate Chapter](#)
 - Modify with your local shop's info and organize categories accordingly
 - Each CSV you import will be it's own Tab of the table
- Linking Tables to Divi Tabs Module
 - If you imported the Golden Gate Chapter's set of page/layout, you can find the Tab's Module already configured on the Club Discounts page
 - If you're working from scratch and wish to create a table similar to Golden Gate Chapter...
 - Create a Divi Tabs Module on your desired page and open it to edit
 - General Settings
 - Add New Tab (for each CSV you imported)
 - Title: Name of Tab Category
 - Content: Reference the TablePress table id
 - Example: [table id=16 /]
 - Disable on: None
 - Admin Label: Tabs
 - Advanced Design Settings
 - Tab Font Size: 11
 - Tab Letter Spacing: 0
 - Tab Line Height: 1.7em
 - Body Font Size: 12
 - Body Letter Spacing:0
 - Body Line Height 1.7em
 - Use Border: No

Classified Options

- Suggest keeping a sub-menu link to National's Classifieds page
- WP Adverts Plugin can be enabled to provide local classifieds if desired (See Oregon Chapter for example)

Step 7: GO LIVE!

When you've finished configuring and testing your new site, notify us and we'll provide necessary info to begin the live cutover.

Appendix

Default Menu & Page Structure

- Home
- Calendar
 - Event Lineup
 - Events
- Gallery
- Resources
 - Classifieds
 - Club Discounts
 - Track Information
 - Track Inspection Form
 - Newsletter
 - National Member Benefits
- Driving Events
 - Autocross and Forums
 - Car Control Clinics
 - Driving Tours
 - High Performance Driving Schools
- About Chapter
 - Contact Us
 - Board and Staff