



TIMB WEBSITE TRAINING MANUAL

Content Management System
Administrator & Editor Guide

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1. Introduction

Purpose

This comprehensive training manual provides TIMB administrators, editors, and content managers with the knowledge and tools needed to effectively manage the TIMB WordPress website. The manual covers everything from basic content management to advanced theme customization and security practices.

Scope

The TIMB website is built on WordPress, the world's most popular content management system (CMS), utilizing the UI-Core Pro premium theme. This platform provides:

- Intuitive content management interface
- Advanced theme customization capabilities
- SEO optimization tools
- Responsive design for all devices
- Secure user authentication and role-based access
- Media management and optimization
- Plugin extensibility for additional features

Document Conventions

Throughout this manual, the following conventions are used:

Convention	Meaning
Bold Text	Important terms, menu items, buttons
<i>Italics</i>	Field names, file names, URLs
<code>Code Style</code>	Technical terms, file paths, code snippets
 Warning	Critical information requiring attention

2. System Overview

Platform Architecture

The TIMB website is built on the following technology stack:

Component	Technology
CMS Platform	WordPress 6.9 (to be frequently updated)
Theme	UI-Core Pro (Premium Theme)
Database	MySQL/MariaDB
Server	Apache/Nginx with PHP 8.4
Frontend	HTML5, CSS3, JavaScript (jQuery), PHP
Hosting	TIMB Infrastructure

UI-Core Pro Theme

UI-Core Pro is a premium WordPress theme that provides extensive customization options, professional layouts, and optimized performance. Key features include:

- Drag-and-drop page builder
- Pre-designed templates and sections
- Advanced typography controls
- Color scheme management
- Responsive breakpoint controls
- Header and footer builder
- Custom widget areas
- WooCommerce integration (if applicable)
- Performance optimization
- Regular updates and support

Key Features

Content Management

Create and manage unlimited pages, posts, and custom content types with a visual editor that requires no coding knowledge.

Media Management

Upload, organize, and optimize images, videos, documents, and other media files with built-in compression and responsive image generation.

SEO Optimization

Built-in SEO tools help optimize content for search engines with meta tags, XML sitemaps, and schema markup support.

User Management

Granular role-based access control allows you to manage team members with specific permissions for content creation, editing, and administration.

3. Getting Started

Accessing the Admin Panel

To access the WordPress admin panel:

1. 1. Navigate to: <https://timb.co.zw/wp-admin/>
2. 2. Enter your username or email address
3. 3. Enter your password
4. 4. Click 'Log In'
5. 5. If enabled, complete two-factor authentication (2FA)

⚠ Security Note: Never share your login credentials. Use a strong, unique password and enable two-factor authentication if available. Always log out when finished, especially on shared computers.

Dashboard Overview

Upon successful login, you'll be directed to the WordPress Dashboard. The dashboard provides an at-a-glance view of your site's status and quick access to key functions.

Dashboard Sections

At a Glance: Quick stats showing number of posts, pages, comments, and WordPress version

Activity: Recent activity on your site including published content and comments

Quick Draft: Create a quick draft post without leaving the dashboard

WordPress News: Latest WordPress updates and community news

Site Health: Overall health score and recommendations for optimization

Admin Navigation Menu

The left sidebar contains the main navigation menu:

- **Dashboard:** Return to the main dashboard
- **Posts:** Manage blog posts and categories
- **Media:** Upload and manage media files
- **Pages:** Create and edit website pages
- **Comments:** Moderate and respond to comments
- **Appearance:** Theme settings, menus, widgets, and customization
- **Plugins:** Install, activate, and manage plugins
- **Users:** Manage user accounts and permissions
- **Tools:** Import, export, and other utilities
- **Settings:** General site configuration

First-Time Setup

After first login, complete these essential setup steps:

6. 1. Change your password (go to Users → Profile)
7. 2. Update your profile information
8. 3. Set your timezone (Settings → General)
9. 4. Configure permalink structure (Settings → Permalinks)
10. 5. Review and update site title and tagline (Settings → General)
11. 6. Configure discussion settings (Settings → Discussion)
12. 7. Set up reading settings (Settings → Reading)
13. 8. Review privacy settings (Settings → Privacy)

4. User Roles & Permissions

WordPress uses a role-based permission system to control what users can and cannot do on the website. Understanding these roles is crucial for managing your team effectively.

Administrator

Access Level: Full Control

Administrators have unrestricted access to all features:

- Create, edit, and delete all content (posts, pages, media)
- Install, activate, and delete themes and plugins
- Manage all users and assign roles
- Access and modify theme and plugin files
- Configure all site settings
- Import and export data
- Access site health and debugging tools
- Manage database and server settings

⚠ Warning: Administrator access should be limited to trusted personnel only. Administrators can make changes that affect site security and functionality.

Editor

Access Level: Content Management

Editors can manage all content but cannot access settings:

- Create, edit, publish, and delete posts and pages
- Upload and manage media files
- Moderate comments
- Manage categories and tags
- Edit other users' posts
- Access SEO settings for content

Editors cannot:

- Install or modify themes and plugins
- Create or delete user accounts
- Access site settings
- Modify theme files or code

Author

Access Level: Own Content

Authors can create and manage their own content:

- Create, edit, and publish their own posts
- Upload images and media
- Delete their own published posts
- View all posts (but cannot edit others' posts)

Contributor

Access Level: Draft Creation

Contributors can write content but need approval:

- Create and edit their own posts
- Submit posts for review
- Cannot publish posts (requires Editor/Admin approval)
- Cannot upload media files
- Cannot delete published posts

Subscriber

Access Level: Profile Only

Subscribers have minimal access:

- Log in to the website
- Update their profile
- View and comment on posts (if enabled)
- No content creation or management access

Role Assignment Best Practices

- Assign the minimum role necessary for each user's responsibilities
- Limit Administrator role to 2-3 trusted personnel
- Use Editor role for content managers and senior staff
- Use Author role for regular content creators
- Use Contributor role for guest writers or interns
- Regularly audit user accounts and remove inactive users
- Change user roles as responsibilities change

5. Content Management

Pages

Pages are used for static content that doesn't change frequently, such as About Us, Contact, Services, etc.

Creating a New Page

14. 1. Navigate to Pages → Add New
15. 2. Enter the page title in the title field
16. 3. Add content using the block editor (Elementor) or classic editor
17. 4. Select a template (if available in your theme)
18. 5. Set featured image (if required)
19. 6. Configure page attributes (parent page, order)
20. 7. Set SEO meta title and description
21. 8. Click 'Publish' or 'Save Draft'

Page Attributes

Attribute	Description
Parent	Create page hierarchy by selecting a parent page
Template	Choose from theme-provided templates (full-width, sidebar, etc.)
Order	Set numerical order for menu and page sorting

Posts

Posts are used for blog content and news updates. Unlike pages, posts are organized by date, categories, and tags.

Creating a New Post

22. 1. Navigate to Posts → Add New
23. 2. Enter an engaging post title
24. 3. Add content with formatted text, images, and media
25. 4. Select categories (or create new ones)
26. 5. Add tags for better organization and SEO
27. 6. Set featured image (highly recommended)
28. 7. Configure excerpt (summary for archives)
29. 8. Set post format (standard, gallery, video, etc.)
30. 9. Schedule or publish immediately

Categories vs Tags

Categories: Broad groupings for your content. Use categories for main topics (e.g., News, Events, Industry Updates). Each post should have 1-2 categories.

Tags: Specific keywords describing post content. Use tags for detailed topics (e.g., technology, innovation, training). Posts can have multiple tags.

Media Library

The Media Library is the central repository for all images, videos, documents, and other files used on your website.

Uploading Media

1. Navigate to Media → Add New
2. Click 'Select Files' or drag and drop files
3. Wait for upload to complete
4. Alternatively, upload directly from post/page editor

Media Best Practices

- Optimize images before uploading (recommended: JPG for photos, PNG for graphics)
- Use descriptive filenames (e.g., 'timb-conference-2025.jpg' not 'IMG_1234.jpg')
- Keep image file sizes under 500KB when possible
- Always add alt text for accessibility and SEO
- Organize with categories or folders (if plugin installed)
- Delete unused media periodically to save space
- Use appropriate image dimensions (check theme documentation)

Recommended Image Sizes

Purpose	Dimensions	Format
Featured Image	1200 x 630 px	JPG
Banner/Hero	1920 x 600-800 px	JPG
Gallery Images	800 x 600 px	JPG
Thumbnails	300 x 300 px	JPG
Icons	64 x 64 px	PNG

Menus

Menus control navigation on your website. Most themes support multiple menu locations (header, footer, sidebar, etc.).

Creating a Menu

1. Navigate to Appearance → Menus
2. Click 'Create a new menu'
3. Enter menu name (e.g., 'Main Menu', 'Footer Menu')
4. Click 'Create Menu'
5. Add items from Pages, Posts, Custom Links, Categories
6. Drag and drop to reorder items
7. Create sub-menus by dragging items to the right
8. Assign menu to a location (check theme locations)
9. Click 'Save Menu'

Menu Item Options

Click the arrow on any menu item to access:

- Navigation Label (text displayed in menu)
- Title Attribute (tooltip text)
- CSS Classes (for custom styling)
- Link Target (open in new tab)
- Link Relationship (XFN)

Widgets

Widgets are small blocks of content displayed in widget areas (sidebars, footers) defined by your theme.

Managing Widgets

44. 1. Navigate to Appearance → Widgets
45. 2. View available widget areas (e.g., Sidebar, Footer)
46. 3. Drag widgets from 'Available Widgets' to desired area
47. 4. Configure widget settings by clicking on it
48. 5. Reorder widgets by dragging
49. 6. Remove widgets by dragging back or clicking 'Delete'
50. 7. Click 'Save' after making changes

Common Widgets

- **Search:** Add a search bar
- **Recent Posts:** Display latest blog posts
- **Categories:** Show post categories
- **Text:** Add custom HTML or text content
- **Image:** Display an image
- **Custom Menu:** Display a navigation menu
- **Calendar:** Show a calendar of posts
- **Archives:** Display post archives by date

6. UI-Core Pro Theme Guide

The UI-Core Pro theme provides extensive customization options through the WordPress Customizer and dedicated theme panels.

Accessing Theme Settings

Access theme customization through:

- Appearance → Customize (WordPress Customizer)
- Appearance → UI-Core Options (Theme-specific panel)
- Appearance → Theme Settings (if available)

Customization Options

Site Identity

Configure basic site information:

- Site Title and Tagline
- Site Logo (recommended: 200px wide, PNG with transparency)
- Site Icon/Favicon (must be 512x512px, PNG)
- Header Text Display

Colors

Manage your site's color scheme:

- Primary Color (main brand color)
- Secondary Color (accent color)
- Text Color
- Link Color
- Hover Color
- Background Color
- Header Background
- Footer Background

 **Tip:** Maintain brand consistency by using your organization's official color palette. Test color contrast for accessibility (aim for WCAG AA compliance).

Typography

Control fonts and text appearance:

- Font Families (heading and body)
- Font Sizes (base and heading scales)
- Font Weights
- Line Height

- Letter Spacing
- Text Transform (uppercase, lowercase, capitalize)

Layout Management

Control overall site layout:

- Site Width (boxed or full-width)
- Container Width
- Sidebar Position (left, right, or none)
- Content Padding
- Section Spacing
- Mobile Breakpoints

Header & Footer Builder

UI-Core Pro typically includes a visual header and footer builder for drag-and-drop customization.

Header Configuration

Common header elements:

- Logo position and size
- Navigation menu style
- Search bar integration
- Social media icons
- Contact information
- Call-to-action buttons
- Sticky header options
- Mobile menu style

Footer Configuration

Common footer elements:

- Widget columns (1-4 columns)
- Copyright text
- Footer menu
- Social media links
- Contact information
- Newsletter signup
- Back to top button

Page Builder

If UI-Core Pro includes a page builder, you can create custom layouts using pre-designed sections and elements.

Using the Page Builder

51. 1. Edit a page or create new one
52. 2. Look for 'Edit with [Builder Name]' button
53. 3. Click to launch visual builder
54. 4. Add sections from the left panel
55. 5. Customize each section's content and style
56. 6. Preview responsive views (desktop, tablet, mobile)
57. 7. Save and publish when ready

Common Page Builder Elements

- **Hero/Banner:** Large header section with image and text
- **Text Block:** Formatted text content
- **Image:** Single image with caption
- **Image Gallery:** Multiple images in grid or carousel
- **Button:** Call-to-action button
- **Icon Box:** Icon with text description
- **Testimonial:** Customer/client testimonial
- **Team Member:** Staff profile with photo
- **Pricing Table:** Service pricing comparison
- **Contact Form:** Email contact form
- **Map:** Embedded Google Map
- **Video:** Embedded video player

Responsive Design Controls

Ensure your site looks great on all devices by testing and adjusting responsive settings.

- Always preview changes in mobile and tablet views
- Adjust font sizes for mobile readability
- Configure mobile menu style separately
- Hide unnecessary elements on mobile
- Test touch interactions (buttons, links)
- Optimize images for mobile loading speed
- Check spacing and padding on smaller screens

7. Plugin Management

Plugins extend WordPress functionality. Managing plugins properly is crucial for site security, performance, and reliability.

Viewing Installed Plugins

Access plugin management:

58. 1. Navigate to Plugins → Installed Plugins
59. 2. View all installed plugins with status (active/inactive)
60. 3. Access plugin settings by clicking 'Settings' under each plugin
61. 4. Activate or deactivate plugins as needed

Essential Plugins

Common plugins that enhance WordPress functionality (actual plugins may vary on your installation):

SEO Plugin (Yoast SEO, Rank Math, All in One SEO)

Purpose: Optimize content for search engines

Key features:

- Meta title and description optimization
- XML sitemap generation
- Robots.txt management
- Schema markup
- Social media integration
- Readability analysis
- Keyword optimization

Security Plugin (Wordfence, Sucuri, iThemes Security)

Purpose: Protect site from threats and vulnerabilities

Key features:

- Malware scanning
- Firewall protection
- Login security
- Two-factor authentication
- Activity logging
- IP blocking
- File integrity monitoring

Backup Plugin (UpdraftPlus, BackupBuddy, BackWPup)

Purpose: Create regular backups of site data

Key features:

- Automated scheduled backups
- Database backup
- File backup
- Cloud storage integration (Dropbox, Google Drive)
- One-click restore
- Incremental backups

Performance Plugin (WP Rocket, W3 Total Cache, WP Super Cache)

Purpose: Improve site loading speed

Key features:

- Page caching
- Browser caching
- GZIP compression
- Minification (CSS, JavaScript)
- Lazy loading images
- Database optimization
- CDN integration

Contact Form Plugin (Contact Form 7, WPForms, Gravity Forms)

Purpose: Create and manage contact forms

Key features:

- Drag-and-drop form builder
- Multiple form templates
- Spam protection (reCAPTCHA)
- Email notifications
- Form submission management
- File uploads
- Conditional logic

Installing New Plugins

62. 1. Navigate to Plugins → Add New

63. 2. Search for plugin by name or feature
64. 3. Review plugin details (ratings, active installations, last updated)
65. 4. Click 'Install Now'
66. 5. After installation, click 'Activate'
67. 6. Configure plugin settings as needed

⚠ Important: Only install plugins from trusted sources. Check reviews, ratings, and last update date. Too many plugins can slow down your site.

Updating Plugins

Keeping plugins updated is critical for security and functionality.

68. 1. Check for updates regularly (Dashboard shows available updates)
69. 2. Navigate to Plugins → Installed Plugins
70. 3. Review available updates
71. 4. Before updating, create a backup
72. 5. Click 'Update Now' for individual plugins
73. 6. Or use 'Select All' and 'Update' for bulk updates
74. 7. Test site functionality after updates

Update Best Practices

- Always backup before updating
- Update one plugin at a time when possible
- Read changelog before updating
- Test updates on staging site first (if available)
- Update plugins regularly (at least monthly)
- Check for compatibility with WordPress version
- Monitor site after updates for errors

Deactivating and Deleting Plugins

Deactivating: Temporarily disables plugin functionality but keeps settings and data. Useful for troubleshooting or when plugin is not needed temporarily.

Deleting: Permanently removes plugin files and may delete associated data. Always deactivate before deleting.

To deactivate/delete:

75. 1. Navigate to Plugins → Installed Plugins
76. 2. Click 'Deactivate' under the plugin name
77. 3. To delete, click 'Delete' (only visible for inactive plugins)

78. 4. Confirm deletion when prompted

8. SEO & Analytics

SEO Best Practices

Search Engine Optimization (SEO) helps your content rank higher in search results, bringing more visitors to your site.

On-Page SEO Checklist

- Use descriptive, keyword-rich titles (50-60 characters)
- Write compelling meta descriptions (150-160 characters)
- Use header tags (H1, H2, H3) hierarchically
- Include target keywords naturally in content
- Add alt text to all images
- Use descriptive URLs (permalinks)
- Internal linking to related content
- Ensure fast page loading speed
- Make site mobile-friendly
- Create quality, original content

Title Tag Optimization

Effective title tags should:

- Be 50-60 characters (Google displays ~60)
- Include primary keyword near the beginning
- Be unique for each page
- Accurately describe page content
- Include brand name (optional, at end)
- Be compelling to encourage clicks

Example: 'Professional Training Programs | TIMB Zimbabwe'

Meta Description Best Practices

Effective meta descriptions should:

- Be 150-160 characters
- Summarize page content accurately
- Include target keywords
- Include a call-to-action
- Be unique for each page
- Be written for humans, not just search engines

Example: 'Discover TIMB's comprehensive training programs in technical and vocational education. Enroll today to advance your career with industry-recognized certifications.'

Keyword Research

Finding the right keywords:

- Use keyword research tools (Google Keyword Planner, Ubersuggest, SEMrush)
- Focus on long-tail keywords (3-4 words)
- Consider search intent (informational, navigational, transactional)
- Analyze competitor keywords
- Target keywords with reasonable search volume and competition
- Create content around keyword clusters

Google Analytics Integration

Google Analytics provides valuable insights into visitor behavior, traffic sources, and content performance.

Setting Up Google Analytics

79. 1. Create Google Analytics account (analytics.google.com)
80. 2. Set up property for your website
81. 3. Obtain tracking ID or measurement ID
82. 4. Install tracking code via SEO plugin or theme settings
83. 5. Verify tracking is working
84. 6. Configure goals and events

Key Metrics to Monitor

Metric	What It Tells You
Users	Number of unique visitors
Sessions	Number of visits to your site
Pageviews	Total number of pages viewed
Bounce Rate	% visitors who leave after one page
Session Duration	Average time spent on site
Traffic Sources	Where visitors come from (organic, direct, referral, social)
Top Pages	Most visited pages
Conversions	Goal completions (form submissions, downloads, etc.)

Creating Reports

Common reports to generate:

- Monthly traffic overview
- Top performing content
- Traffic source breakdown
- User demographics and location
- Device and browser usage

- Conversion funnel analysis
- Site speed performance

Google Search Console

Google Search Console helps you monitor and maintain your site's presence in Google search results.

Key Features

- Monitor search performance and rankings
- Submit sitemaps for indexing
- Check for crawl errors
- View search queries driving traffic
- Identify mobile usability issues
- Check for security issues
- Receive alerts for critical problems

Setting Up Search Console

85. 1. Go to search.google.com/search-console
86. 2. Add your website property
87. 3. Verify ownership (via HTML file, DNS, or Google Analytics)
88. 4. Submit XML sitemap
89. 5. Review performance reports
90. 6. Fix any issues identified

Schema Markup

Schema markup helps search engines understand your content better and can result in rich snippets in search results.

Common schema types for TIMB:

- Organization (company information)
- Educational Organization
- Course (training programs)
- Event (workshops, seminars)
- Article (blog posts, news)
- BreadcrumbList (navigation)
- FAQPage (frequently asked questions)

 **Tip:** Most SEO plugins (Yoast, Rank Math) automatically add basic schema markup. You can enhance this with additional structured data specific to your content.

9. Security & Maintenance

Security Best Practices

Website security is crucial for protecting your data, your users, and your reputation. Follow these guidelines to maintain a secure WordPress site.

Essential Security Measures

- Use strong, unique passwords for all accounts
- Enable two-factor authentication (2FA) when available
- Keep WordPress core, themes, and plugins updated
- Install and configure a security plugin
- Use HTTPS (SSL certificate) for all pages
- Limit login attempts to prevent brute force attacks
- Change default 'admin' username
- Hide WordPress version information
- Disable file editing from admin panel
- Regular security scans and malware checks

Password Requirements

Strong passwords should:

- Be at least 12 characters long
- Include uppercase and lowercase letters
- Include numbers
- Include special characters (!@#\$%^&*)
- Not contain dictionary words
- Not contain personal information
- Be unique (not reused from other sites)
- Be stored in a password manager

Login Security

- Enable two-factor authentication for all admin users
- Limit login attempts (e.g., 3 attempts per 15 minutes)
- Use CAPTCHA on login page
- Monitor failed login attempts
- Block suspicious IP addresses
- Use unique usernames (not 'admin')
- Hide login page from common URLs if possible
- Require password changes every 90 days

Backup Strategy

Regular backups are your safety net against data loss, hacking, or accidental changes.

What to Backup

- **Database:** All content, users, settings, comments
- **WordPress Files:** Core WordPress files
- **Theme Files:** Current theme and customizations
- **Plugin Files:** All installed plugins
- **Uploads:** Media library (images, documents, videos)
- **Configuration:** wp-config.php and .htaccess files

Backup Schedule

Frequency	What to Backup	Retention
Daily	Database only	7 days
Weekly	Full site (files + database)	4 weeks
Monthly	Complete archive	12 months

 **Critical:** Store backups off-site (cloud storage like Google Drive, Dropbox) not just on the server. Test restore process periodically to ensure backups work.

Performing Manual Backup

91. 1. Navigate to backup plugin (e.g., UpdraftPlus)
92. 2. Click 'Backup Now'
93. 3. Select what to include (files, database, or both)
94. 4. Wait for backup to complete
95. 5. Download backup files to local storage
96. 6. Verify backup completed successfully

Restoring from Backup

97. 1. Access backup plugin
98. 2. Click 'Restore' or 'Existing Backups'
99. 3. Select the backup date to restore
100. 4. Choose components to restore
101. 5. Click 'Restore'
102. 6. Wait for process to complete (do not close browser)
103. 7. Clear cache after restoration
104. 8. Test site functionality

Update Management

Keeping WordPress, themes, and plugins updated is essential for security, performance, and new features.

Update Process

105. 1. Create complete backup before updating
106. 2. Check for compatibility issues (read update notes)
107. 3. Update WordPress core first
108. 4. Update plugins one at a time

109. 5. Update theme last
110. 6. Test site after each update
111. 7. Check for errors in error log
112. 8. Clear all caches after updates

Update Checklist

- Backup created and verified
- Staging site tested (if available)
- WordPress core updated
- Security plugins updated
- All other plugins updated
- Theme updated
- Site tested (frontend and backend)
- Forms tested
- Payment systems tested (if applicable)
- SSL certificate valid
- Cache cleared
- Mobile view tested

User Account Management

Adding New Users

113. 1. Navigate to Users → Add New
114. 2. Enter username (cannot be changed later)
115. 3. Enter email address
116. 4. Enter first and last name
117. 5. Create strong password or auto-generate
118. 6. Select appropriate role
119. 7. Optionally send welcome email
120. 8. Click 'Add New User'

Editing User Permissions

121. 1. Navigate to Users → All Users
122. 2. Click on username to edit
123. 3. Update role if needed
124. 4. Modify contact information

125. 5. Reset password if required
126. 6. Click 'Update User'

Removing Users

127. 1. Navigate to Users → All Users
128. 2. Select user(s) to delete
129. 3. From 'Bulk Actions' dropdown, select 'Delete'
130. 4. Click 'Apply'
131. 5. Choose what to do with user's content:
132. 6. - Delete all content
133. 7. - Attribute content to another user
134. 8. Click 'Confirm Deletion'

User Management Best Practices

- Review user accounts quarterly
- Remove inactive users promptly
- Never share login credentials
- Use unique usernames (not email addresses)
- Document who has admin access
- Require password resets for suspicious activity
- Monitor user activity logs
- Train users on security practices

10. Troubleshooting

This section covers common issues you may encounter and how to resolve them.

Common Issues & Solutions

White Screen of Death (WSOD)

Symptoms: Blank white page with no content or error message

Possible causes and solutions:

- Plugin conflict: Deactivate all plugins via FTP or phpMyAdmin
- Theme issue: Switch to default theme via database
- PHP memory limit: Increase memory_limit in wp-config.php
- PHP errors: Enable WP_DEBUG to see error messages
- Corrupt files: Re-upload WordPress core files

Cannot Log Into Admin Panel

Symptoms: Login page loads but credentials don't work

Solutions:

- Clear browser cache and cookies
- Try different browser or incognito mode
- Check for typing errors (caps lock, extra spaces)
- Use 'Forgot Password' to reset
- Check if user account exists in database
- Verify correct login URL (wp-admin or wp-login.php)
- Contact hosting provider to reset via database

404 Page Not Found Errors

Symptoms: Pages show 'Not Found' error despite existing

Solutions:

- Go to Settings → Permalinks and click 'Save Changes'
- Check .htaccess file for corruption

- Verify page is actually published (not draft)
- Clear cache (site and browser)
- Check for URL typos
- Ensure page slug hasn't changed

Slow Page Loading

Symptoms: Pages take long time to load

Solutions:

- Enable caching plugin
- Optimize and compress images
- Minimize plugins (deactivate unused)
- Use CDN for media files
- Optimize database
- Check hosting resources (CPU, memory)
- Enable GZIP compression
- Minify CSS and JavaScript

Images Not Displaying

Symptoms: Broken image icons or missing images

Solutions:

- Check file permissions on uploads directory
- Verify image files actually exist on server
- Regenerate thumbnails using plugin
- Check if hotlink protection is blocking images
- Clear cache (CDN, site, browser)
- Verify image URLs are correct (http vs https)
- Check for maximum file size restrictions

Plugin Conflicts

Symptoms: Site errors after installing/updating plugin

Troubleshooting steps:

135. 1. Deactivate all plugins
136. 2. Reactivate plugins one by one
137. 3. Test site after each activation
138. 4. Identify conflicting plugin
139. 5. Check for updates or alternatives
140. 6. Contact plugin developer for support
141. 7. Report conflict in support forum

Common Error Messages

Error	Solution
Database connection error	Check database credentials in wp-config.php; contact hosting provider
Internal server error (500)	Check error logs; likely plugin/theme issue or .htaccess corruption
Memory exhausted	Increase PHP memory limit in wp-config.php or hosting control panel
Maximum execution time exceeded	Increase max_execution_time in php.ini or contact host
Upload: failed to write file to disk	Check disk space and file permissions on uploads directory
Are you sure you want to do this?	Deactivate security plugins; check file permissions; verify nonce

Enabling Debug Mode

Debug mode helps identify PHP errors and warnings. Only enable temporarily for troubleshooting.

To enable debug mode:

142. 1. Access wp-config.php via FTP or file manager
143. 2. Find: `define('WP_DEBUG', false);`
144. 3. Change to: `define('WP_DEBUG', true);`
145. 4. Add below it: `define('WP_DEBUG_LOG', true);`
146. 5. Add: `define('WP_DEBUG_DISPLAY', false);`
147. 6. Save file
148. 7. Check wp-content/debug.log for errors
149. 8. Disable debug mode after troubleshooting

⚠ Warning: Never leave debug mode enabled on production sites as it can expose sensitive information and slow down your site.

Support Resources

Tech24 Group Support: tfmudgingwa@tech24group.com

Response Time: 24-48 hours for non-critical issues

External Resources

- **WordPress Codex:** <https://codex.wordpress.org/>
- **WordPress Support Forum:** <https://wordpress.org/support/>
- **UI-Core Pro Documentation:** Check theme documentation files or developer website
- **Plugin Documentation:** Check individual plugin websites
- **Stack Overflow:** <https://stackoverflow.com/questions/tagged/wordpress>

When Contacting Support

Provide the following information:

- Clear description of the issue
- Steps to reproduce the problem
- When the issue started
- Recent changes made (plugins, themes, updates)
- Error messages (exact wording or screenshots)
- Browser and device being used
- WordPress, theme, and plugin versions
- Screenshots or video of the issue

11. Best Practices

Content Creation Guidelines

Writing for the Web

Effective web content should be:

- Scannable: Use headings, bullet points, short paragraphs
- Concise: Get to the point quickly
- Clear: Avoid jargon and complex language
- Actionable: Include clear calls-to-action
- Accessible: Consider all users including those with disabilities
- Mobile-friendly: Test on various devices
- SEO-optimized: Include relevant keywords naturally

Content Structure

- Start with most important information (inverted pyramid)
- Use descriptive headings (H2, H3) to organize content
- Keep paragraphs to 2-4 sentences
- Use bullet points for lists
- Include relevant images with captions
- Link to related content internally
- End with clear next steps or call-to-action

Tone and Voice

Maintain consistent brand voice:

- Professional yet approachable
- Clear and confident
- Respectful and inclusive
- Active voice preferred over passive
- Avoid industry jargon when possible
- Use 'you' to address readers directly
- Be authentic and transparent

Image Optimization

Before Uploading

- Resize images to display dimensions
- Compress images (aim for under 500KB)
- Use appropriate format: JPG for photos, PNG for graphics/logos
- Use descriptive filenames (hyphens not underscores)
- Convert large PNG files to JPG when possible
- Consider WebP format for modern browsers

In WordPress

- Always add alt text (describe image for accessibility)
- Add caption when relevant
- Choose appropriate image size for context
- Use featured images for posts and pages
- Enable lazy loading for better performance
- Use CDN for serving images when possible

Recommended Tools

Tool	Purpose
TinyPNG / TinyJPG	Online image compression
GIMP / Photoshop	Image editing and resizing
Canva	Create graphics and social media images
ImageOptim (Mac)	Batch image optimization

Performance Optimization

Core Web Vitals

Focus on Google's Core Web Vitals:

Metric	What It Measures	Target
LCP (Largest Contentful Paint)	Loading performance	< 2.5 seconds
FID (First Input Delay)	Interactivity	< 100 milliseconds
CLS (Cumulative Layout Shift)	Visual stability	< 0.1

Performance Checklist

- Caching plugin installed and configured
- Images optimized and compressed
- Lazy loading enabled for images
- Minimal plugins (deactivate unused)
- CDN configured for static assets
- Database optimized regularly
- GZIP compression enabled
- CSS and JavaScript minified
- Theme lightweight and well-coded
- Hosting resources adequate

- PHP version up to date (8.0+)
- Regular performance testing

Testing Performance

Use these tools to test site speed:

- Google PageSpeed Insights (pagespeed.web.dev)
- GTmetrix (gtmetrix.com)
- Pingdom Tools (tools.pingdom.com)
- WebPageTest (webpagetest.org)
- Google Lighthouse (built into Chrome DevTools)

Accessibility Best Practices

- Add alt text to all images
- Use proper heading hierarchy (H1 → H2 → H3)
- Ensure sufficient color contrast (WCAG AA minimum)
- Make links descriptive (avoid 'click here')
- Provide captions for videos
- Ensure site is keyboard navigable
- Use ARIA labels where appropriate
- Test with screen readers
- Avoid automatic media playback
- Provide text alternatives for non-text content

Content Workflow

Content Planning

150. 1. Create content calendar (monthly/quarterly)
151. 2. Define target audience for each piece
152. 3. Research keywords and topics
153. 4. Outline content before writing
154. 5. Assign responsibilities and deadlines
155. 6. Schedule review and approval process

Pre-Publication Checklist

- Content proofread and edited
- Headings properly formatted (H2, H3)
- Images optimized and uploaded
- Alt text added to all images
- Links tested (internal and external)

- SEO title and meta description set
- Categories and tags assigned
- Featured image set
- Excerpt written
- Preview on desktop and mobile
- Spell check completed
- Call-to-action included

Post-Publication

- Share on social media channels
- Send to email subscribers (if applicable)
- Monitor for comments and respond
- Check analytics after 48-72 hours
- Update internal links in old content
- Add to relevant resource pages
- Track performance metrics

12. Appendix

Keyboard Shortcuts

Editor Shortcuts

Shortcut	Action
Ctrl/Cmd + S	Save draft
Ctrl/Cmd + B	Bold text
Ctrl/Cmd + I	Italic text
Ctrl/Cmd + U	Underline text
Ctrl/Cmd + K	Insert/edit link
Ctrl/Cmd + Shift + K	Remove link
Ctrl/Cmd + Z	Undo
Ctrl/Cmd + Y	Redo
Alt + Shift + H	Help menu

Navigation Shortcuts

Shortcut	Action
Alt + Shift + C	Go to Comments
Alt + Shift + M	Go to Media Library
Alt + Shift + N	Write new post
Alt + Shift + P	Create new page
Alt + Shift + A	Go to Appearance

File Size & Format Guidelines

File Type	Recommended Formats	Maximum Size
Images	JPG, PNG, WebP	500 KB - 1 MB
Videos	MP4 (H.264)	50 MB (or host externally)
Documents	PDF, DOCX	10 MB
Presentations	PDF, PPTX	20 MB
Audio	MP3	10 MB
Archives	ZIP	50 MB

Note: These are recommended limits. Actual limits may be set by your hosting provider. For large video files, consider using YouTube, Vimeo, or similar video hosting platforms and embedding the video instead of uploading directly.

Glossary of Terms

CMS: Content Management System - software for creating and managing digital content

FTP: File Transfer Protocol - method for uploading files to server

Permalink: Permanent URL structure for posts and pages

Widget: Small block of content in sidebar or footer

Slug: URL-friendly version of post/page title

Excerpt: Short summary of post content

Featured Image: Main image representing a post or page

Taxonomy: System for classifying content (categories, tags)

Shortcode: Small code snippet that creates complex features

Child Theme: Theme that inherits from parent theme

Responsive Design: Design that adapts to different screen sizes

SSL/HTTPS: Secure connection protocol for websites

CDN: Content Delivery Network for faster content delivery

Cache: Temporary storage of web pages for faster loading

SEO: Search Engine Optimization

Meta Tags: HTML tags providing information about page content

Schema Markup: Structured data helping search engines understand content

Alt Text: Alternative text describing images

WCAG: Web Content Accessibility Guidelines

GDPR: General Data Protection Regulation (EU privacy law)

Support Contact Information

Technical Support

Provider: Tech24 Group

Email: tfmudgingwa@tech24group.com

Hours: Monday-Friday, 8:00 AM - 5:00 PM CAT

Response Time: 24-48 hours for non-critical issues

Emergency Support: Contact via phone for critical issues

Emergency Contacts

For critical website issues:

- Site completely down: Contact Tech24 Group immediately

- Security breach suspected: Contact Tech24 Group and TIMB IT
- Data loss: Contact Tech24 Group for backup restoration/ Or check the Updraft weekly files

Document Version History

Version	Date	Author	Changes
1.0	2026-01-27	Tech24 Group	Initial release

End of Documentation

For questions, updates, or additional training,
please contact Tech24 Group or the TIMB IT Department.

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