

WordPress Documentation

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1 Introduction

The [PTV blog](#) is hosted in the content management system **WordPress**. It is managed by Marketing (Team Digital) and IT (Ulrich K pferle).

1.1 Purpose and goals of the PTV Blog

Our [Blog](#) aims to engage a diverse range of audiences through valuable and insightful content about mobility solutions. It provides up-to-date and relevant information that meets the needs of industry professionals, prospects, PTV customers, academics, the public, and Multipliers. Also, we want to establish PTV Group as a leading authority by showcasing deep expertise and industry knowledge.

Goals of the PTV Group Blog:

Increase Blog Traffic

Objective: Attract a broad audience, including professionals, prospects, PTV customers, academics, and the general public.

Strategy: Optimize content for SEO to enhance visibility, cater to the interests of each target group, and use targeted keywords to drive organic traffic.

Enhance Brand Awareness

Objective: Strengthen PTV Group's visibility and reputation across different audience segments.

Strategy: Create and share content that highlights the company's expertise and innovations. Tailor content to address the specific interests and needs of professionals, prospects, PTV customers, academics, and public interests.

Establish Thought Leadership

Objective: Solidify PTV Group's role as an industry leader and expert.

Strategy: Publish user stories, case studies, and research that demonstrate PTV Group's deep industry knowledge and contribute valuable insights to the conversation.

Increase Engagement and Retention

Objective: Build a loyal and interactive community among all target groups.

Strategy: Foster engagement through interactive content, encourage comments and discussions, and utilize feedback to improve and tailor content for each audience segment.

Drive Website Referrals

Objective: Guide readers to the main website, increasing overall engagement with PTV Group's digital offerings.

Strategy: Use clear and compelling calls-to-action (CTAs) in blog posts to direct readers to additional resources, product pages, and services on the PTV Group website.

Generate Leads (MQL)

Objective: Convert blog readers into Marketing Qualified Leads (MQLs).

Strategy: Offer valuable resources such as eBooks, whitepapers, and exclusive content that require contact information, targeting prospects and customers to build the lead database.

1.2 Website Overview

The homepage of the blog (<https://blog.ptvgroup.com/en/>) shows all posts, listed by date. It is planned to add categories to improve the navigation on the website and to encourage users to stay longer on the blog. Update to follow (August 24).

part of Umovity

English ▾

Visit website

Explore with us how technology enables safe, sustainable and efficient mobility



Improving Traffic Flow and Safety at Tashkent's Chilanzar Junction

July 30, 2024 Guest Author: Aziz Isamukhamedov

Safer Roads and less congestion: Transport Modeler Aziz Isamukhamedov used PTV Vissim to simulate design changes at the Chilanzar junction in Tashkent.

[Read More](#)



Public Transport Network Redesign: Solving the Challenges

July 23, 2024 Farnaz Teppar

Redesigning public transport networks is costly and full of challenges. Here's how planning software PTV Lines helps to overcome them and optimize public transit.

[Read More](#)



Overture Maps: Leading the Charge for Open Data in Mapping

July 17, 2024 Stefanie Schmidt

The Overture Maps Foundation aims to establish a new standard for open map data. We spoke with Executive Director Marc Prioleau about their significant milestones, the advantages of an open data standard, and the power of community collaboration.

[Read More](#)

1.3 Getting started

The Backend can be accessed via this link: <https://blog.ptvgroup.com/wp-login.php>.

To create a new WordPress Account or a guest Author, please navigate to chapter 7 “User Management and roles”.

2 Theme and Customization

To define the appearance and display of the Blog, a so-called WordPress “Theme” is used. A Theme is a collection of templates and stylesheets. It controls the overall look and feel of the website, including its layout, typography, color scheme, and other design elements. WordPress offers 3 kinds of themes:

- Free Themes: Available in the WordPress theme repository. These themes are often simple and have basic customization options.
- Premium Themes: Sold by theme developers or marketplaces. These themes typically offer more advanced features, extensive customization options, and support.
- Custom Themes: Developed specifically for a website by a designer or developer. These themes are tailored to the unique needs of the site owner.

On our PTV Blog, we use a “Premium Theme” from the provider [Visualmodo](#). In specific the [Minimalist Theme](#) and therefore the “**Minimalist Child 1.0.0**”. A child theme inherits the functionality and styling of the parent theme. This allows developers to make modifications to the child theme without altering the parent theme, ensuring that updates to the parent theme do not overwrite the customizations.

For further information, contact Ulrich Küpferle (IT). Please don't do any changes in the theme on your own.

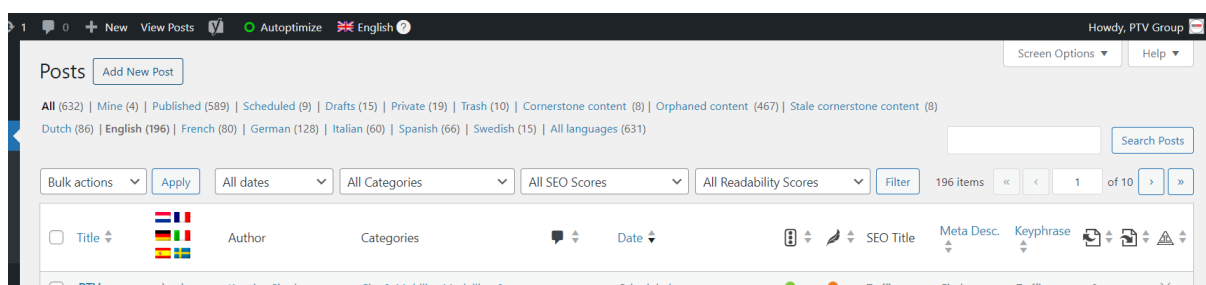
3 Content Management

3.1 Posts vs. Pages

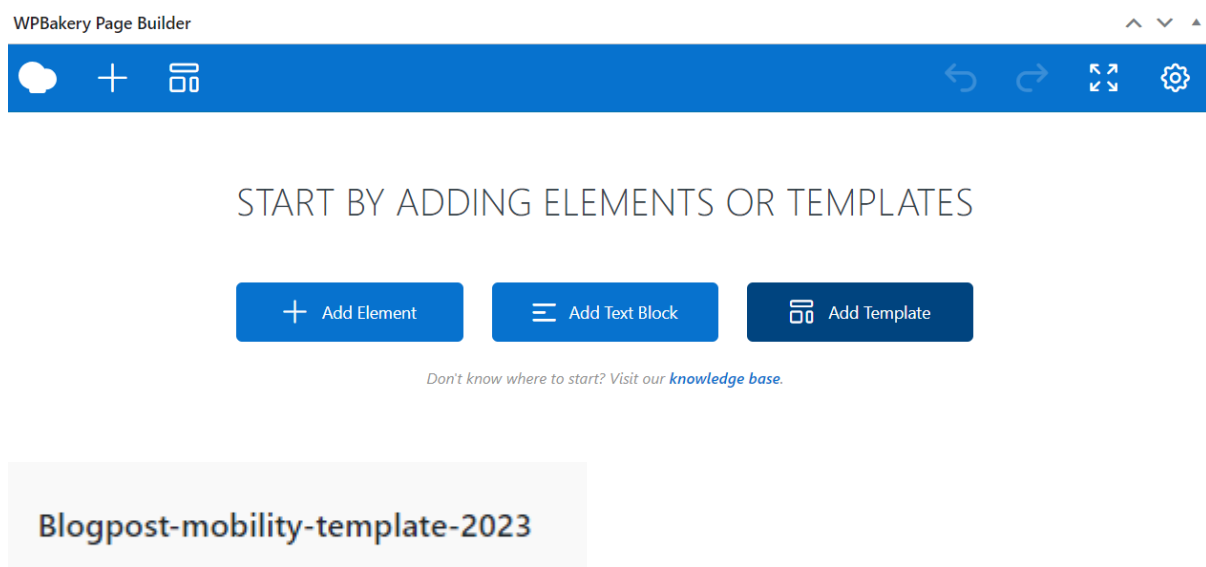
In WordPress, posts and pages are designed for different types of content and purposes. Posts are used for blog articles and are organized chronologically, making them ideal for time-sensitive content such as updates, news, and informational articles. They can be categorized and tagged, which helps with content organization

and searchability, and they support comments and social sharing, enhancing reader engagement. On the other hand, Pages are reserved for more static, foundational content like the homepage, contact page, and other essential site sections. Pages are hierarchical, allowing for the creation of sub-pages, and are used for content that remains consistent over time, such as company information or contact details. Unlike posts, pages do not support tags or categories and are not updated as frequently. In summary, use posts for dynamic, regularly updated content like blog articles, and use pages for important, unchanging sections of your site.

3.2 Creating a New Post:



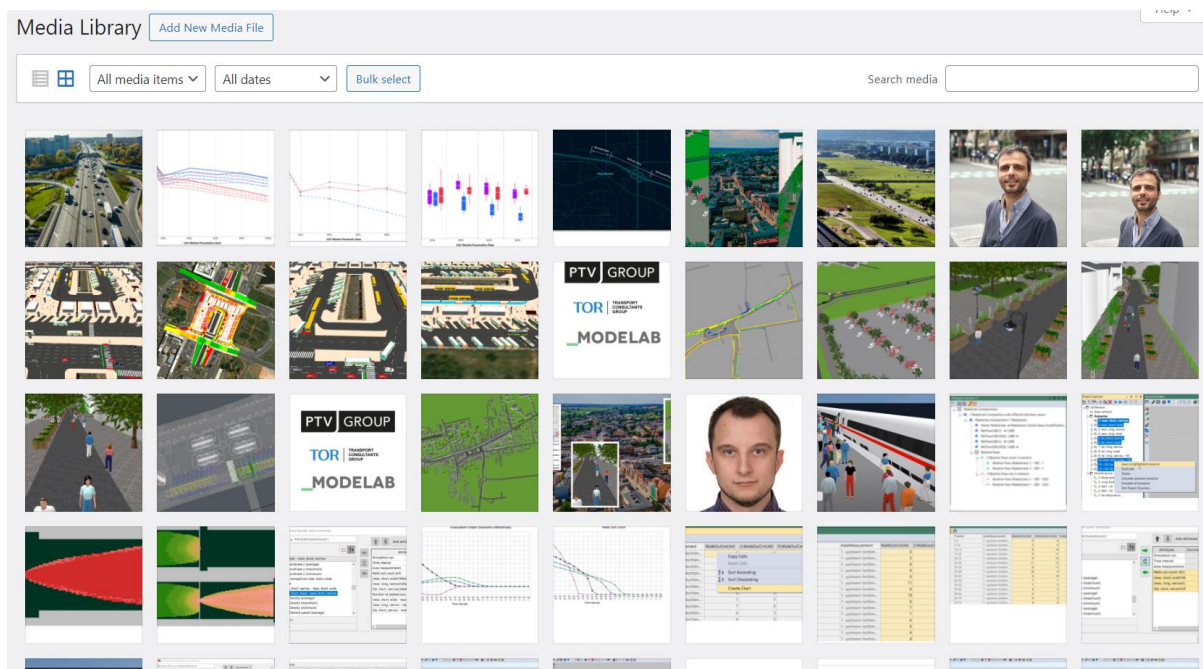
Click on “Add new Post”, give it a name and choose a template. WordPress **post templates** are custom layouts or designs that define how individual blog posts appear on our website.



Start filling out the content, add media, categories, tags and make sure to set SEO information.

3.3 Managing Media

Uploading, organizing images in the media section:



Always insert the Alt-Tag, as this is important for SEO.

3.4 Categories

There is one default category (Can be defined in *Settings > writing*). They can be added to the menu as navigation points. Will be added soon (August 24).

4 Appearance

- **Customize:** A few things can be changed here. For example, the **Fav Icon** → *side identity*
- **Widgets:** Here you can edit the **footer** in English (other languages are in WMPL)
- **Menu:** Here you can add pages to the menu and legal footer. Switch between those:

Select a menu to edit: Footer Menu ▼ [Select](#)

5 Plugins

WordPress is based on plugins → always check with Ulrich before installing a plugin!

6 Security

ReCaptcha:

- Spam protection for login and webforms.
- We have one google captcha account, **Fabian** is maintaining this for all websites.

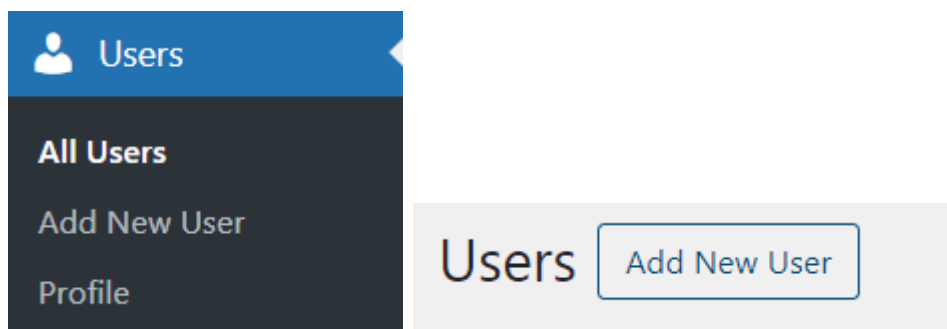
Wordfence: Security protection for the website (It's a 107\$ a year.)

7 User Management and roles

7.1 Adding a WordPress user

Adding new users to your WordPress Backend and assigning appropriate roles is an essential part of managing our website. This allows us to delegate responsibilities and control access to various parts of the site.

Navigate to “Users” and click on “Add new User”; Fill in all the information.



Choose User Roles:

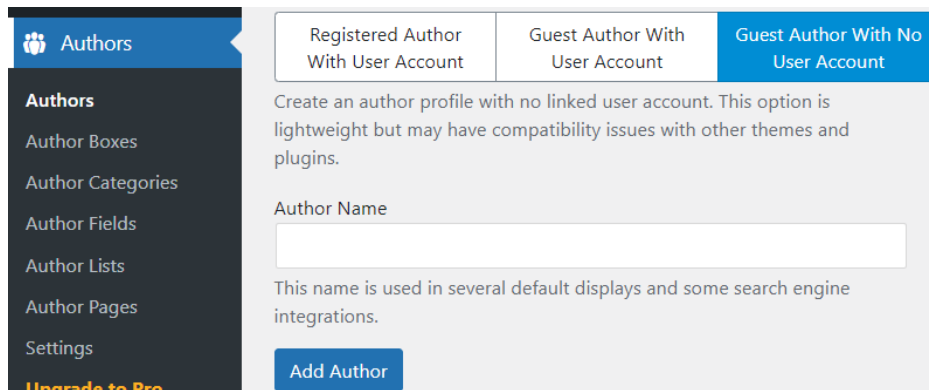
- Administrator: Access to all the administration features within WordPress Backend.
- Editor: Somebody who can publish and manage posts including the posts of other users.
- Author: Somebody who can publish and manage their own posts.
- Contributor: Somebody who can write and manage their own posts but cannot publish them.
- Subscriber: somebody who can only manage their profile

After saving, go to the profile and set a biographical information and picture.

7.2 Adding a guest author

Since we have guest authors on the blog who will only publish one article at a time and do not need access to the blog, we have a separate plugin called “Authors”. This allows us, to create a profile for them, without having a WordPress user account.

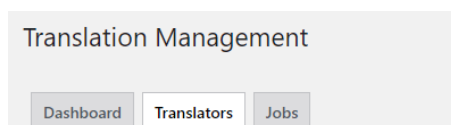
Navigate to Authors and click on the “Guest Author with no user account” Button. Insert his name and edit the profile after that. Assign biographical information and an image.



8 WPML (Translation management)

WPML (WordPress Multilingual Plugin) is a powerful tool for managing multilingual content on our WordPress site. It enables us to create and manage the blog in multiple languages, making our content accessible to a global audience.

- **Translation rights for users:** Manage which users are allowed to translate from which language).



- Translate strings like “About PTV Group” or the biographical information of Authors in “String translations”. Just search for the term and translate it into the language you want.

