

Creating Links to Media Using WordPress and Vimeo



Inserting Links to Files for Viewing on Your Websites

A Sample Software Documentation Guide
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Introduction

You've created the ideal domain name, designed the perfect website, selected a great hosting company, and you're ready to launch. Your partner asks you:

"Did you load all of my videos and flyers so that everyone can see them just by clicking the links?"

You give your partner a blank look and then remember you forgot to explain that you were sure it would be too complicated to do that. You explain now, and without skipping a beat, your partner hands you this guide.

Welcome to a speedy "How To" for:

- Inserting links on your website to videos
- Inserting links on your website to PDFs



The steps and procedures throughout this guide pertain to WordPress, however, similar methods can be used for other site-building applications.

Before You Begin

It's assumed that you have already:

- Installed WordPress
- Selected your theme
- Created a Vimeo account (see page 2 for details)
- Created all videos to be included
- Created all PDFs to be included (see page 7 for details)

If you haven't completed any of these procedures, it would be a good idea to do so before continuing.

Creating Links to Videos

The following diagram illustrates the general process for inserting a link to a video into a WordPress website.

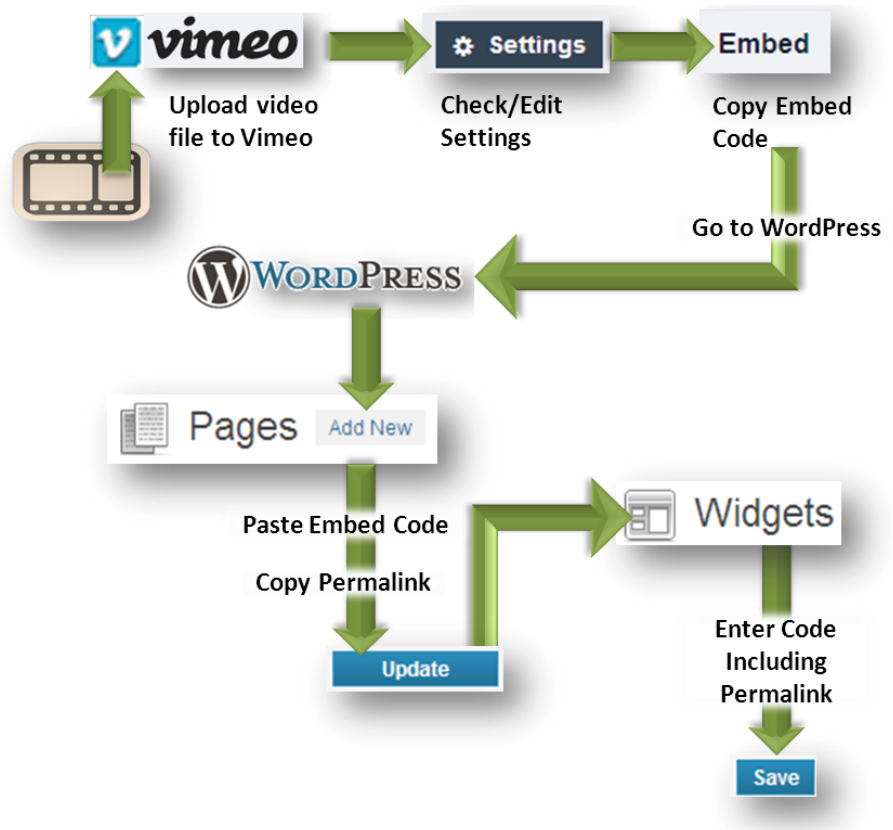


Figure 1. Overview of Inserting a Link to a Video



You can insert links to videos without using Vimeo, however using Vimeo to store your videos provides a backup system that helps ensure your videos will run at peak performance.

Creating a Vimeo Account

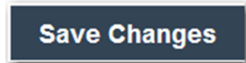
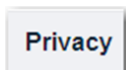
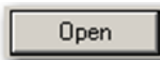
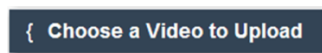
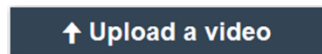
To create a Vimeo Account:

1. Go to: <http://vimeo.com/>
2. Click the **Join Vimeo** button.
3. Click either **Sign Up for Plus** or **Sign Up for Basic**. A Basic Vimeo account is free; a Plus account has a relatively small yearly fee and several useful benefits.

4. Enter your first and last name, a valid email address, and a new password in the designated fields, then click the “I accept the Vimeo Terms of Service” check box.
5. Click the **Join** button to finish creating your account. If you chose the Plus account, you will be prompted to provide payment information.

Uploading a Video in Vimeo -----

Once you have a Vimeo account, you can upload videos. For each video:



1. Click the **Upload a video** button.
2. Click the **Choose a Video to Upload** button.
3. Navigate to the video file and when it is selected, click the **Open** button in the **Choose File to Upload** dialog box.
4. Click the **Upload Selected Videos** button. You will see a notification when the upload is complete.
5. Optionally, while the file is uploading or after the upload is complete, type a title, description, and tag terms in the designated fields.
6. Click the **Privacy** button and carefully review your options.
7. After you have made any changes that are appropriate for how you will use your video, click the **Save Changes** button.
8. Click the **Embed** button, then click the **Get Embed Code** link. A URL will automatically be selected. Copy the URL by pressing **Ctrl-C** (or by right-clicking the selected code, then choosing **Copy** from the shortcut menu).

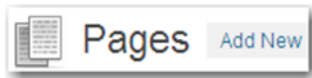


An “Embed Code” is the unique URL for the location of the video. You will use this code to tell WordPress where to find your video by pasting the code into a page on your website. The page will hold the video when a visitor to your website clicks the associated link.

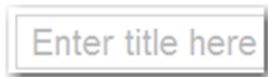
After you have copied the Embed Code, you can log out of Vimeo.

Inserting a Link to Your Video in WordPress -----

After you log in to WordPress:



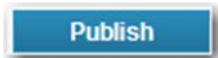
1. Click or point to **Pages** in the navigation area, then click the **Add New** button.



2. Click where you see “**Enter title here**,” then type a title for the page. Visitors to your website will see this title when they click the link to your video.



3. Click in the body of the **HTML** tab, then paste the Embed Code you copied from Vimeo by pressing **Ctrl-v** (or by right-clicking, and then choosing **Paste** from the short-cut menu).



4. Click the **Publish** button.

Permalink: http://www.f - - -

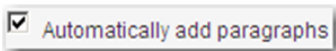
5. Drag through the entire Permalink URL displayed just below the page title you typed, then copy the URL by pressing **Ctrl-C** (or by right-clicking the selected code, then choosing **Copy** from the shortcut menu).



6. Click or point to **Appearance** in the navigation area, click the **Widgets** button, then open the Widget of your choice.



Links to videos (and other media) are inserted in Widgets. You can create the Widget anytime before you insert a link into it. Note that you can drag and drop Widgets to re-order them in the Widget area, and the links you’ve inserted will come right along.



7. Select the **Automatically add paragraphs** check box.

8. Click in the text entry area. When you insert additional links, click at the beginning of the line where your link should go. Paste the Permalink URL you copied into the location as described below. Use the following syntax to insert the link:

`Text for the Link`

For example , the following code:

```
<a title="Horses on Ridgeway Trail last December"
href="http://www.EverythingHorse.com/dec-horse-video/">Trail
Ride</a>
```

Will display this on your website (assuming your Permalink URL is <http://www.EverythingHorse.com/dec-horse-video/>):

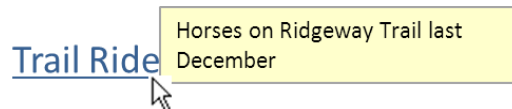


Figure 2. A Link with Mouseover Text



9. Click the **Save** button.

Creating Links to PDFs

The following diagram illustrates the general process for inserting a link to a PDF into a WordPress website.

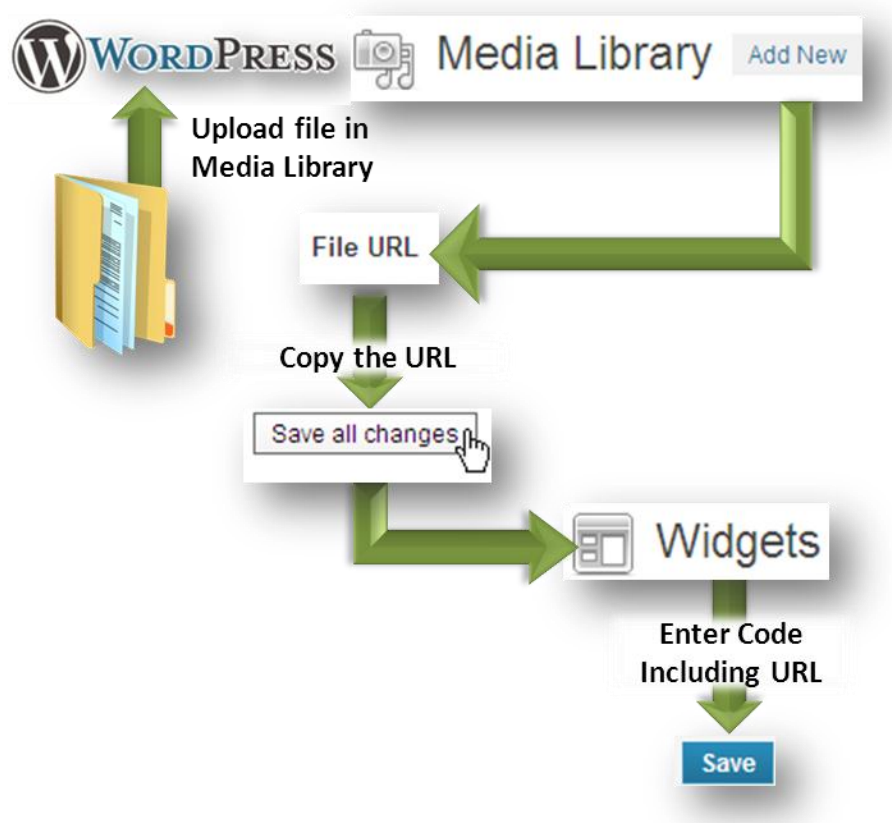


Figure 3. Overview of Inserting a Link to a PDF

Inserting a Link to Your PDF in WordPress -----

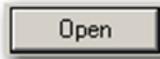
After you log in to WordPress:



1. Click or point to **Media Library** in the navigation area, then click the **Add New** button.



2. Click the **Select Files** button.



3. Navigate to the file and when it is selected, click the **Open** button in the **Open** dialog box.

Permalink: <http://www.f----->

4. Drag through the entire Permalink URL in the **File URL** field, then copy the URL by pressing **Ctrl-C** (or by right-clicking the selected code, then choosing **Copy** from the shortcut menu).



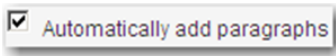
5. Optionally, enter Title, Caption, and Description information. Click the **Save all changes** button.



6. Click or point to **Appearance** in the navigation area, then click the **Widgets** button, then open the Widget of your choice.



Links to PDFs (and other media) are inserted in Widgets. You can create the Widget anytime before you insert a link into it. Note that you can drag and drop Widgets to re-order them in the Widget area, and the links you've inserted will come right along.



7. Select the **Automatically add paragraphs** check box.
8. Click in the text entry area. When you insert additional links, click at the beginning of the line where your link should go. Paste the Permalink URL you copied into the location as described below. Use the following syntax to insert the link:

```
<a title="Mouseover text for link on your website" href="Permalink URL/">Text for the Link</a>
```

For example , the following code:

```
<a title="Quick tips for what to wear on the trail"href="http://www.EverythingHorse.com/dec-horse-video/HorseTips.pdf">Tips for the Trail</a>
```


Will display this on your website (assuming your Permalink URL is <http://www.EverythingHorse.com/HorseTips.pdf/>):

Tips for the Trail



Quick tips for what to wear on the trail

Figure 4. A Link with Mouseover Text



9. Click the **Save** button.

Saving a File as a PDF-----

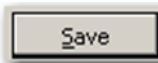


There are multiple ways to generate PDFs. The following method can be used for most Microsoft Office applications. Word 2010 is used in the steps listed here. Using PDFs for your links helps ensure that your visitors see your files as they look on your computer.

1. Open the file to be saved as a PDF.
2. Click the **File** tab, then click the **Save As** command.
3. Make sure you've navigated to the folder in which you want to save the PDF, then select the **PDF (*.pdf)** option in the drop-down **Save as type** list.



Figure 5. Saving a File as a PDF



4. Click the **Save** button.



Be sure to make a note of the file's location so you can find it easily when you're ready to insert a link to it on your web site.