

Site Management

DukesChowderHouse.com

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PAGES & POSTS

- 1 All of the pages on the site, with the exception of the Duke and Chef Bill's Blog and Did you know? blog posts, are WordPress "Pages".
- 2 To add a photo to the top of the page, click Set featured image. Image should be 515 x 238 pixels.
- 3 The Duke & Chef Bill's Blog and Did you know? blog posts can be found by clicking Posts.

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'About Duke's'. The left sidebar contains a menu with 'Pages' highlighted and circled with a red '1'. The main content area shows the page title 'About Duke's', a permalink, and a rich text editor with a heading 'Featuring Copper River'. The right sidebar contains a 'Publish' section with 'Update' circled with a red '2', and a 'Featured Image' section with a photo and a 'Remove featured image' link circled with a red '2'. A red '3' is also present in the top left of the sidebar menu.

WordPress 3.4.2 is available! Please update now. Screen Options Help

Edit Page Add New

There is an autosave of this post that is more recent than the version below. [View the autosave](#)

About Duke's

Permalink: <http://www.dukeschowderhouse.com/about-dukes/> Edit View Page

Upload/Insert Visual HTML

Heading 2 U [Rich Text Editor Icons]

Featuring Copper River

Copper River, it's not just the name of a fish that makes a splash once a year, it's an actual place where the wild things live - moose, bear, eagles, salmon and even the weather. For over 25 years, **Duke goes north to Alaska** to personally oversee the fishing and processing of what he brings back to serve in each of the six Duke's locations.

The catch is unpredictable, some years due to weather conditions, there is a great abundance of healthy fish and everyone in the town of Cordova (population 1400) lives like royalty. Other years, the fish might be too small and they just don't yield the specifications needed for Duke's. Weather plays a huge role and can often be as ruthless as any fishing show seen on the food channels. As we share this information with you, 2012 is another challenging year and illustrates the rarity of this wild resource. It's just

Path: h2

Word count: 619 Draft saved at 2:36:09 pm. Last edited by admin on October 14, 2012 at 8:38 pm

Quick Page/Post Redirect

Make Redirect Active. (check to turn on)

Publish

Preview Changes

Status: Published Edit


Visibility: Public Edit

Published on: Aug 26, 2012 @ 3:10 Edit

Move to Trash Update

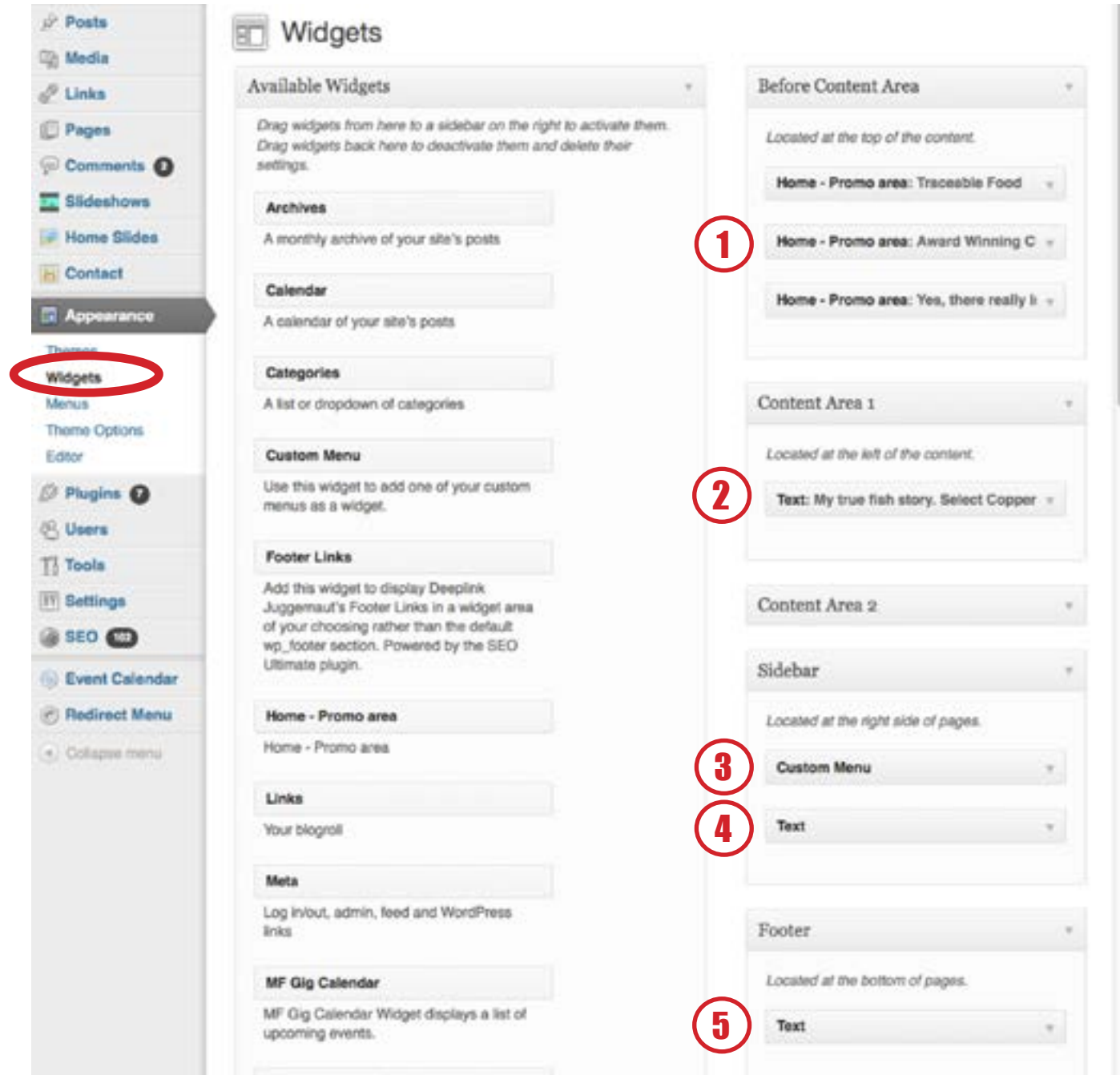
Page Attributes

Featured Image



Remove featured image

HOMEPAGE WIDGETS



Appearance --> Widgets

- 1. Featured content areas (Need 4 lines of content)
- 2. Homepage content
- 3. Vertical navigation
- 4. Facebook Like code
- 5. Locations footer

HOMEPAGE SLIDES

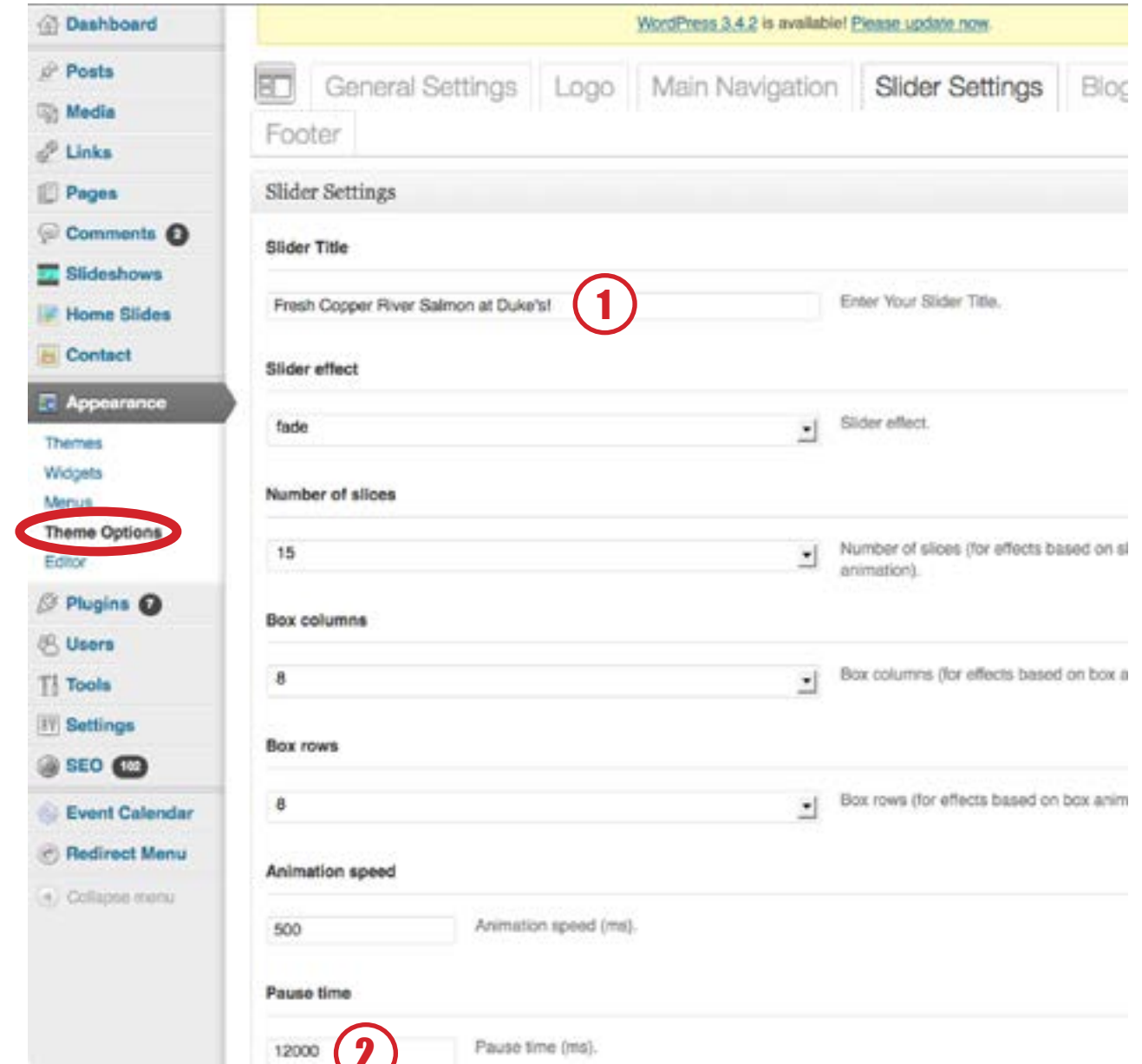
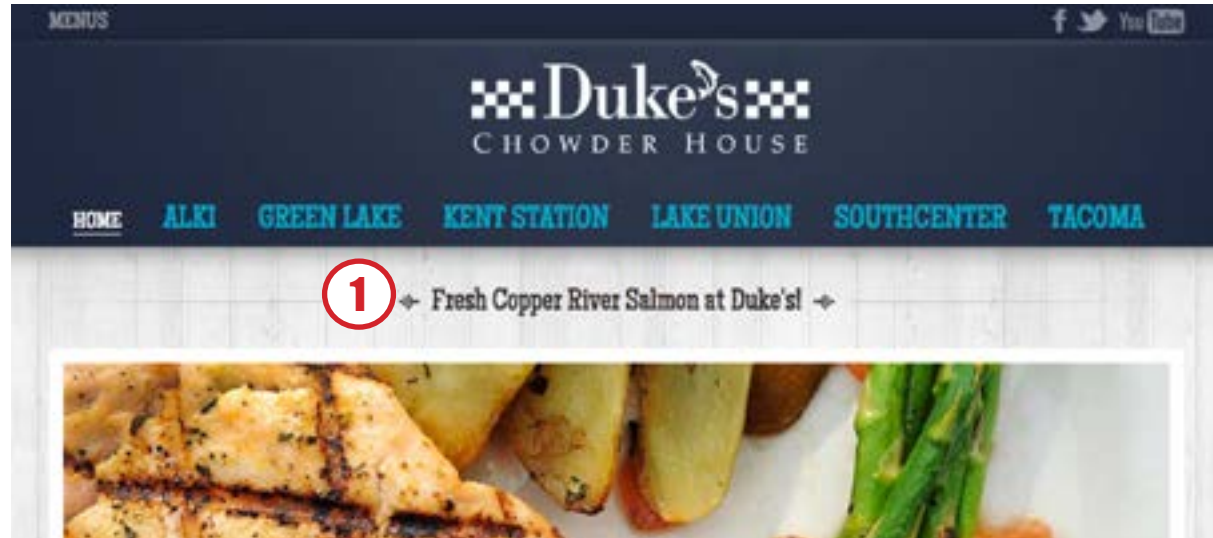


Home Slides --> Add New

1. Enter a title for the slide
2. Click the “Set featured image” link & select image - **must be exactly 916 x 423 pixels**
3. To make the slide image a link, add a new custom field named “slider-url” and enter the url as the value (optional)

The screenshot shows the WordPress 'Add New Post' interface. On the left sidebar, the 'Home Slides' menu item is circled in red. In the main content area, the 'Enter title here' field is circled in red with a '1'. On the right sidebar, the 'Set featured image' link is circled in red with a '2'. At the bottom of the page, the 'Add New Custom Field' section shows a new field named 'slider-url' with the value 'copper-river', circled in red with a '3'.

HOMEPAGE SLIDE TITLE AND TIMING



Appearance --> Theme Options

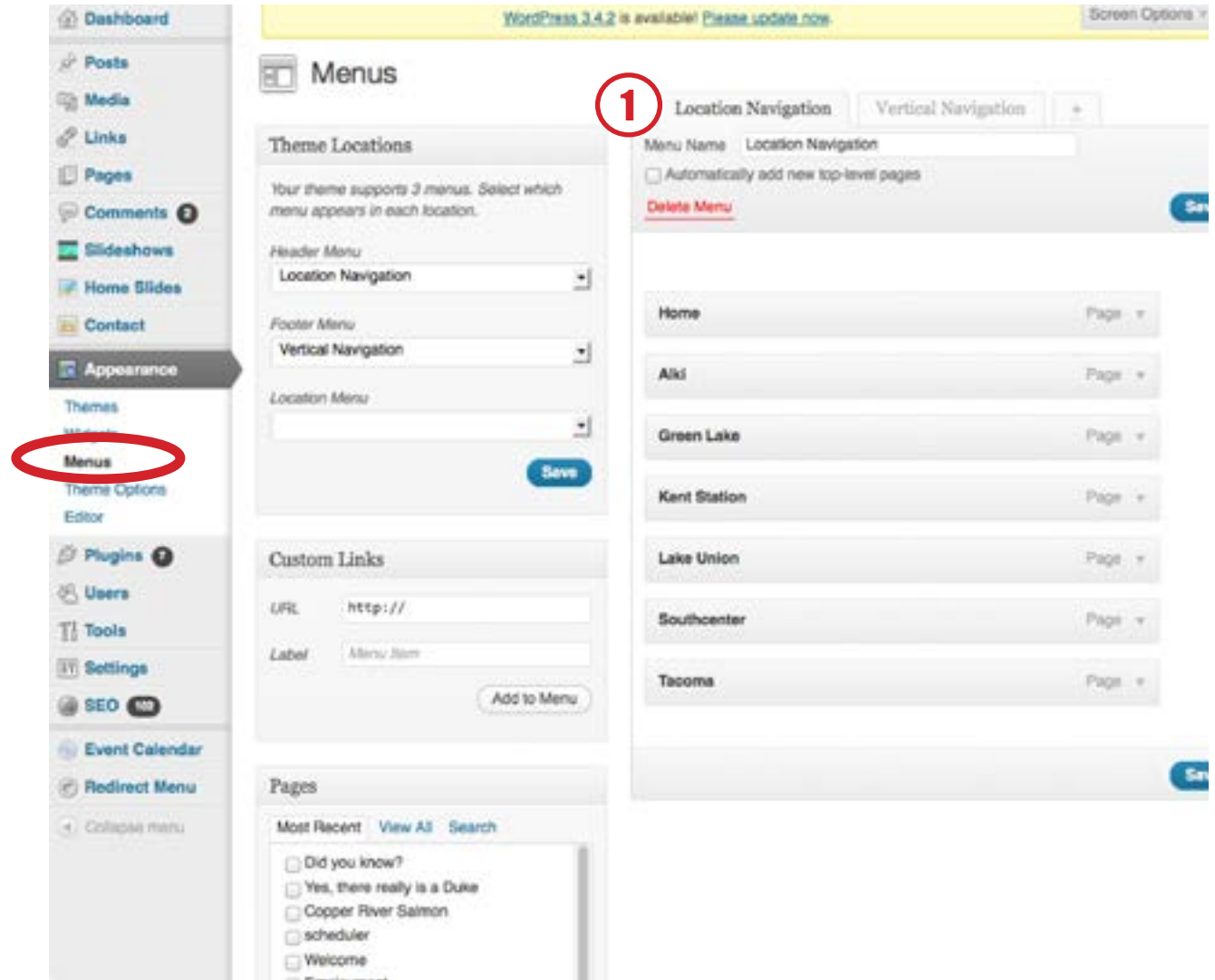
1. Slider Title
2. Amount of time a slide stays on screen before transition

LOCATIONS NAVIGATION

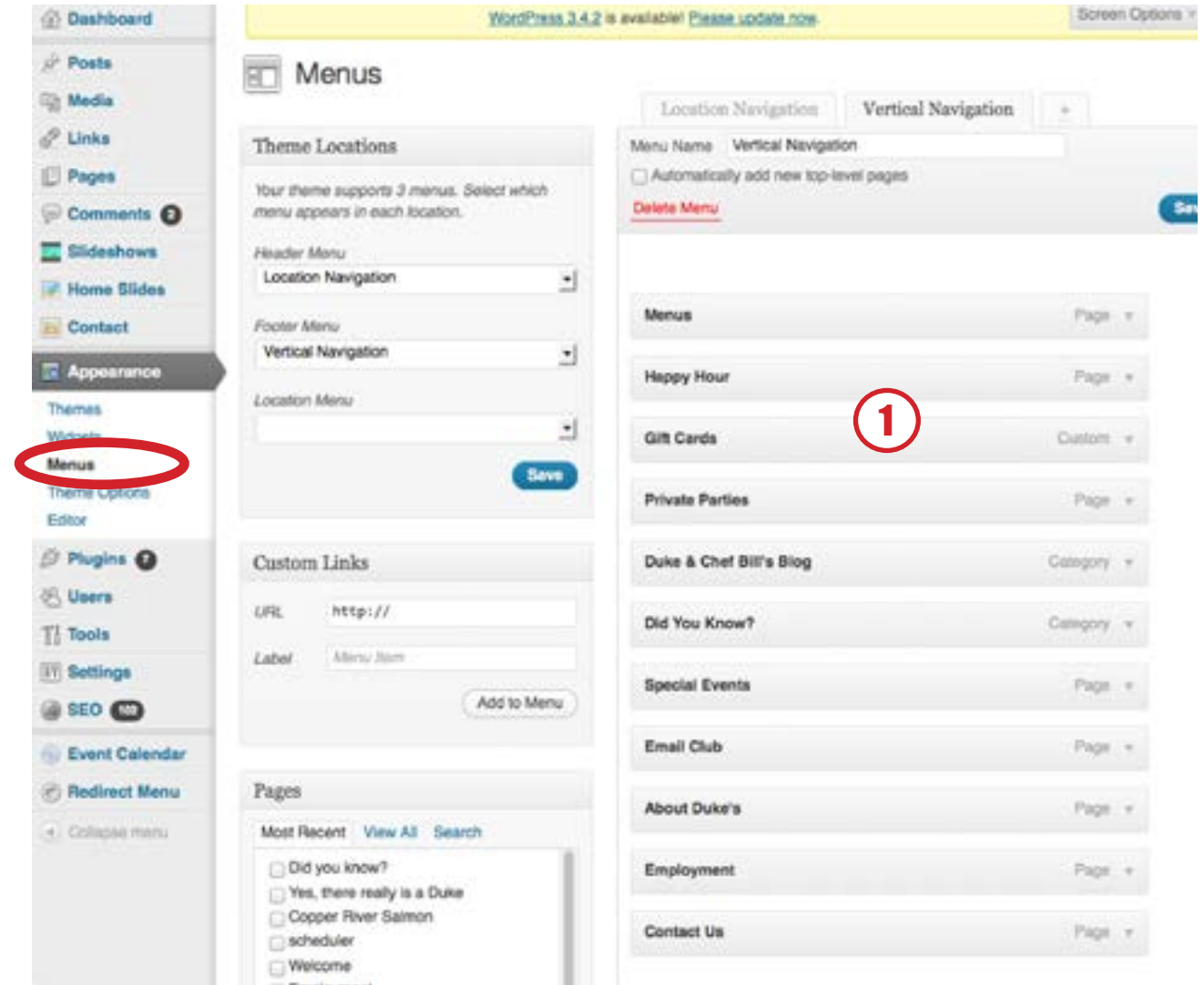
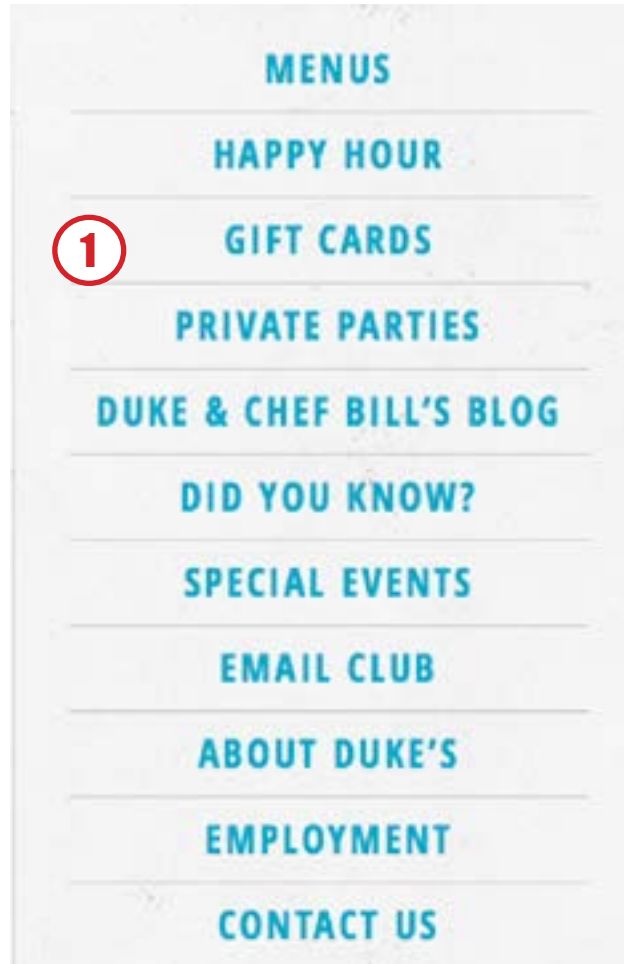


Appearance --> Menu

1. Click Location Navigation
2. Reorder by dragging location title



VERTICAL NAVIGATION




Appearance --> Menus

1. Click Vertical Navigation
2. Reorder by dragging location title
3. Add to navigation by dragging from left column to navigation list

SPECIAL EVENTS

HOME ALKI GREEN LAKE KENT STATION LAKE UNION SOUTHCENTER TACOMA

SPECIAL EVENTS



MENUS
HAPPY HOUR
GIFT CARDS
PRIVATE PARTIES
DUKE & CHEF BILL'S BLOG
DID YOU KNOW?
SPECIAL EVENTS
EMAIL CLUB
ABOUT DUKE'S
EMPLOYMENT
CONTACT US

Duke's Dinners
Duke's Chowder House occasionally offers exclusive wine, beer and spirits dinners to Duke's Email Club Members. We team with specific wineries, breweries and distilleries to bring education and entertainment together in a lively atmosphere with food prepared to match and enhance the beverage experience. Bill Ranniger, our Executive Chef, will entertain and educate. Best to make reservations early. These dinners are sold out within a few hours.

UPCOMING EVENTS

Upcoming | Archive: 2012

TUE
23
OCT
2012

KING ESTATE WINE DINNER
6:00 pm
Tacoma Duke's
3327 Ruston Way
Tacoma, WA 98402

THU
KING ESTATE WINE DINNER

4.9k
Like

WordPress 3.4.2 is available! Please update now

Edit Event

NOTE: In the text editor, use RETURN to start a new paragraph - use SHIFT-RETURN to start a new line.

Start Date (required) Multiple Day Event

Event Title (required)

Event Time

Event Location

Event Details

Path: p

Upload/Insert

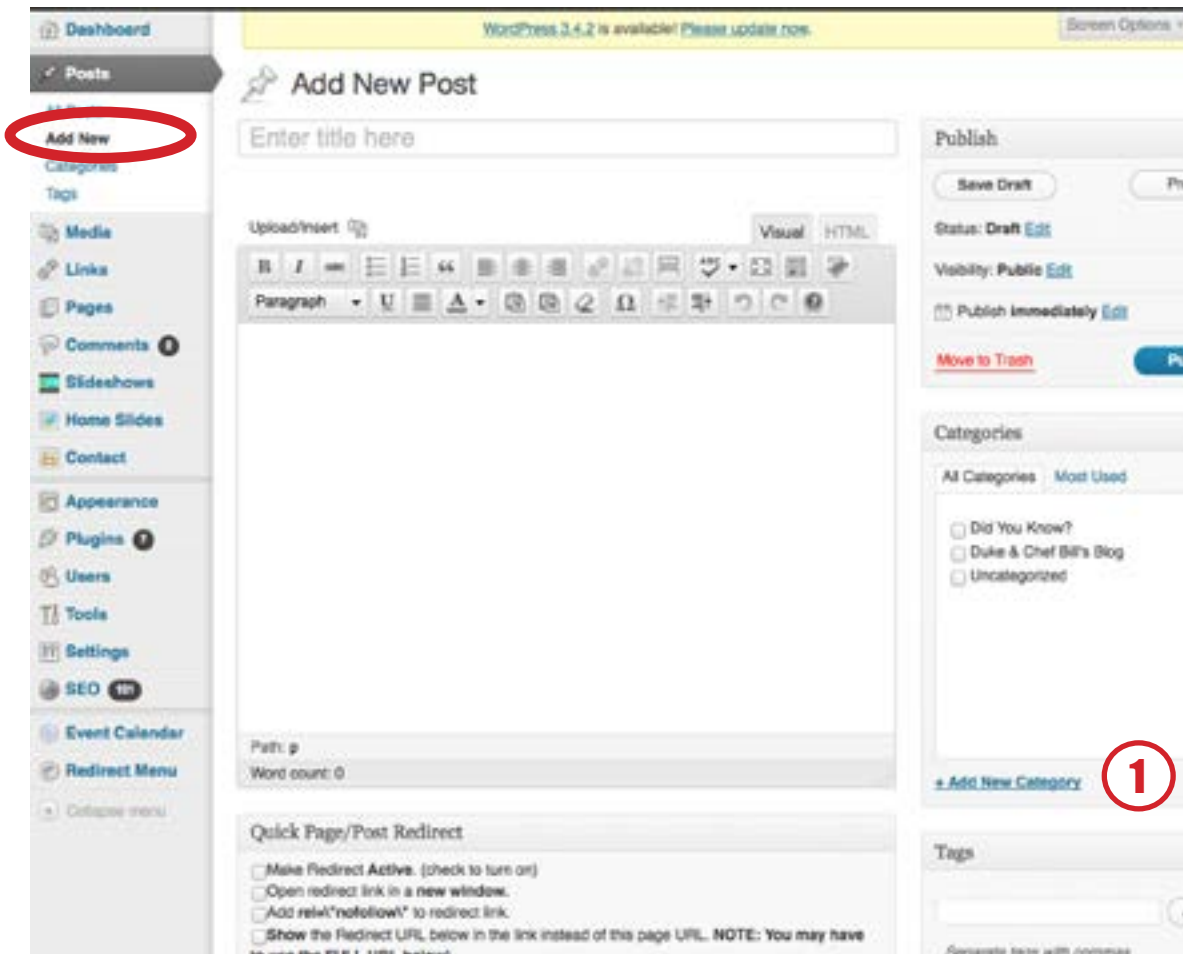
Paragraph

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments 3
- Slideshows
- Home Slides
- Contact
- Appearance
- Plugins 1
- Users
- Tools
- Settings
- SEO 101
- Event Calendar**
- Event Calendar Settings
- About
- Redirect Menu
- Collapse menu



Posts --> Add New

1 MUST assign a category (Did you know? or Duke & Chef Bill's Blog) to each blog post.

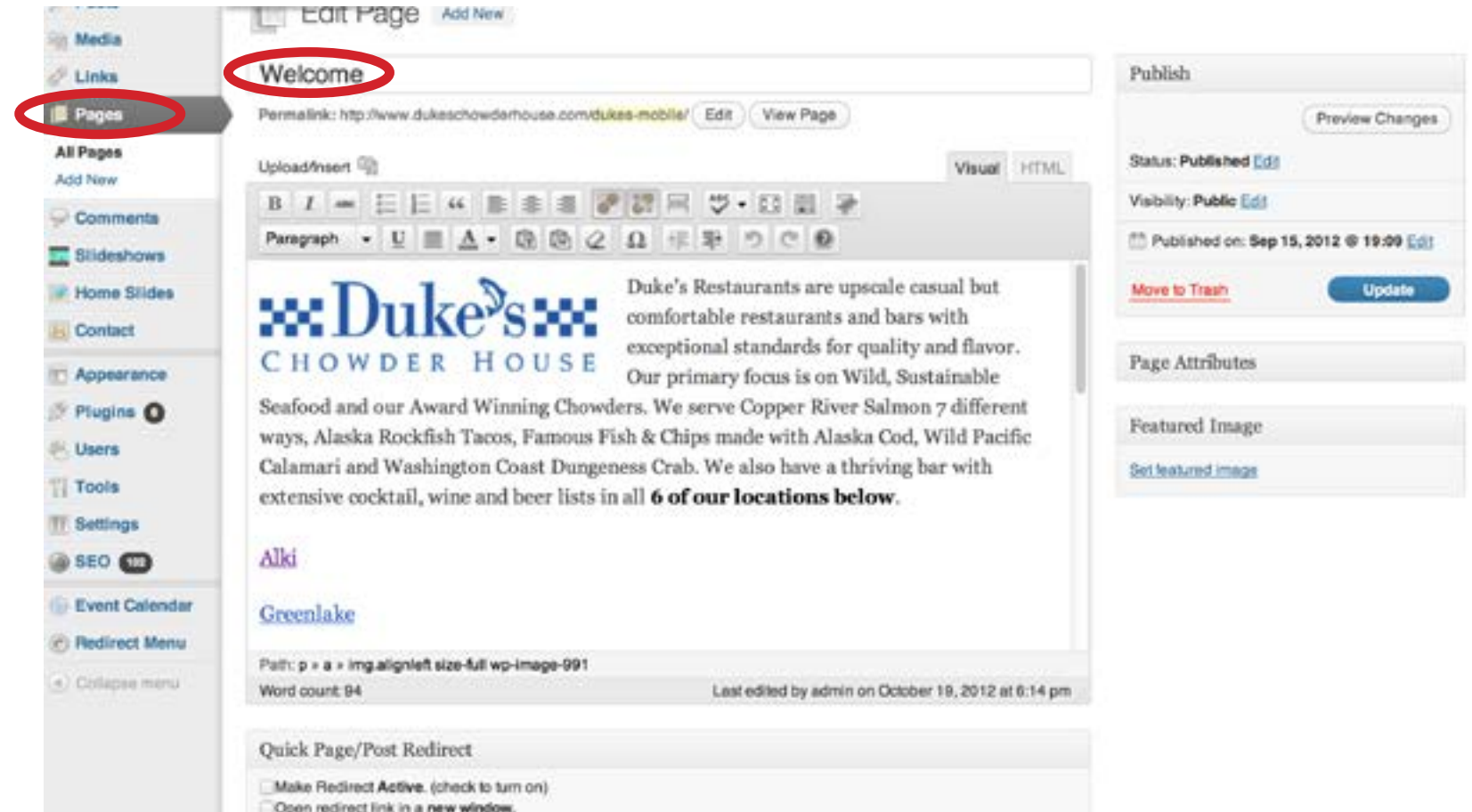
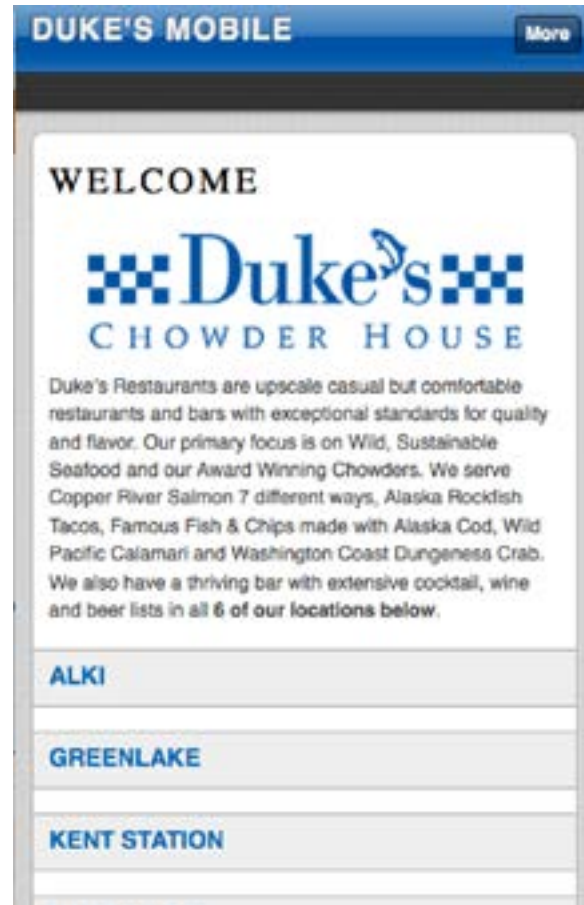


I've installed a Wordpress plugin that allows you to create custom slide-shows that can be easily added to any page.

The screenshot displays the WordPress dashboard with the 'Slideshows' plugin interface. The left sidebar contains various dashboard options, with 'Slideshows' highlighted and circled in red. The main content area shows a list of slideshows with the following data:

<input type="checkbox"/>	Title	Date	Thumbnail
<input type="checkbox"/>	Private Dining – Alki	2012/09/03 Published	None
<input type="checkbox"/>	Lunch	2012/09/03 Published	None
<input type="checkbox"/>	Happy Hour	2012/09/03 Published	None
<input type="checkbox"/>	Title	Date	Thumbnail

Content for the mobile site's homepage can be found on a "page" titled Welcome.



Settings --> WPTouch

The screenshot displays the WordPress dashboard with the WPTouch plugin settings. On the left sidebar, the 'Settings' menu item is circled in red, and the 'WPTouch' sub-menu item is also circled in red. The main content area shows the WPTouch 1.9.5.2 interface. At the top, there is a yellow notification bar for WordPress 3.4.2. Below that, the WPTouch 1.9.5.2 header includes links for 'Get WPTouch Pro', 'Join our FREE Affiliate Program', 'Follow Us on Twitter', and 'Find Us on Facebook'. A 'WPTouch Wire' section lists several articles, including 'Summer Sale: Save 20% On WPTouch Pro License Upgrades', 'BraveNewCode Affiliate Program Tips: An Interview With Jean Galea Of WPMayor', 'New Update: WPTouch 1.9.42 Now Available!', and 'Weighing Options: WPTouch, Responsive Design And Your Mobile Strategy'. To the right of these articles is a promotional banner for 'WPTouch Pro' with a 'FIND OUT MORE' button. Below the banner is the 'General Settings' section, which includes:

- Regionalization Settings:** Select the language for WPTouch. Custom .mo files should be placed in wp-content/wptouchlang.
- WPTouch Language:** Automatically detected (dropdown menu).
- Home Page Re-Direction:** WPTouch by default follows your WordPress - Reading Options.
- WPTouch Home Page:** Welcome (dropdown menu).
- Site Title:** You can change your site title (if needed) in WPTouch. Input field: Duke's Mobile. Label: Site title text.
- Excluded Categories:** Input field for comma list of Category IDs, eg: 1,2,3.
- Excluded Tags:** Input field for comma list of Tag IDs, eg: 1,2,3.

Google Analytics

Rich at Carr Knowledge will need to set you up as an admin for Google Analytics. Send him mail at rich@carrknowledge.com with the email address you would like to use for your admin access. Once you are logged in, look for the UA code: UA-60677-14



eCommerce - Gift Cards and Duke's Dinners

The site uses eCommerce software called WooCommerce for the shopping cart. Users with WordPress administrator access can view orders and update the status of the orders at anytime.

For credit card data protection, the site uses a 3rd party company's secure server (Mijreh eCommerce) for hosting the credit card checkout page.

The actual credit card processing is done by Authorize.net which Duke's is already familiar with.

View orders

WooCommerce --> Orders

Click on an order to view and update the status of

The image shows a composite of two screenshots from a WordPress admin dashboard. The top screenshot displays the 'Orders' page with a table of orders. One order, 'Order #1614 made by Matt Roberts', is highlighted with a red circle. The bottom screenshot shows the 'Edit Order' page for the same order, with a dropdown menu for 'Order status' open, and the 'on-hold' option highlighted with a red circle. The left sidebar of the dashboard is visible in both, with 'WooCommerce' and 'Orders' (23) also highlighted with red circles.

WordPress 3.4

Orders Add Order

All (23) | Trash (32)

Bulk Actions Apply Show all dates Show all statuses

Status	Order	Billing
processing	Order #1614 made by Matt Roberts Email: mattroberts@live.com Tel: 2064096786	Matt Roberts, 22830 102nd Place West, Edmonds, Washington Via Credit Card

WooCommerce

Orders 23
Reports
Coupons

Edit Order Add Order

SEO Settings

Order Data

Order Details — #1614

Order status: processing
pending
failed
on-hold
completed
refunded
cancelled

Order Date: 2012-11-24 15:20

Billing Details (Edit)

Shipping Details (Edit)

Address: Matt Roberts, 22830 102nd Place West, Edmonds, Washington 98020
Email: mattroberts@live.com
Phone: 2064096786

Order Actions: Save Order, Restore stock, Move to Trash

Order Totals: Discounts (Cart Discount: 0.00), Shipping (Cost ex. tax: 0.00), Shipping Title: USPS, Tax Rows [?]

Item	SKU	Name	Tax Class [?]	Qty	Line Subtotal [?]
-	-	Test	Standard	1	0.25

WooCommerce --> Settings --> Emails tab

This screen allows you to set the email address that you want new order notifications delivered to as well as the "from" address that users will see when they receive their order confirmation email.

The screenshot shows the WordPress dashboard with the WooCommerce settings page open. The left sidebar contains a menu with 'Settings' circled in red. The main content area shows the 'Emails' tab, also circled in red. The 'Email Recipient Options' section includes fields for 'New order notifications' and 'Inventory notifications', both set to 'marie@dukeschowderhouse.com'. The 'Email Sender Options' section includes fields for '"From" name' (set to 'Duke's Chowder House') and '"From" email address' (set to 'emailclub@dukeschowderhouse.com').

Section	Option	Value
Email Recipient Options	New order notifications	marie@dukeschowderhouse.com
	Inventory notifications	marie@dukeschowderhouse.com
Email Sender Options	"From" name	Duke's Chowder House
	"From" email address	emailclub@dukeschowderhouse.com

eCommerce - Products

Click the Products button to view a list of the currently available products available for purchase. Click the product name to edit product details, prices, shipping info.

The image shows a WordPress dashboard with a WooCommerce extension. On the left, a sidebar menu contains various options: Media, Links, Pages, Comments (4), Slideshows, Home Slides, Contact, and WooCommerce. The 'Products' option is highlighted with a red circle. Below this, a sub-menu lists 'Products', 'Add Product', 'Categories', 'Tags', 'Shipping Classes', and 'Attributes'. The main content area displays a list of products under the heading 'Products'. The list includes columns for 'Image', 'Name', 'Stock', 'Price', and 'Category'. Two products are visible: '\$500 Duke's Gift Card' and '\$250 Duke's Gift Card'. The '\$500 Duke's Gift Card' is circled in red. Above the list, there are controls for 'Bulk Actions', 'Apply', 'Show all dates', 'Select a category', 'Show all product types', and 'Show all'. Below the product list, the 'Edit Product' page for the '\$500 Duke's Gift Card' is shown. It includes a title, a permalink, and a rich text editor with a toolbar. The rich text editor contains the following text: 'Please note: For gift card purchases between November 19th and December 19th, for every \$100 of the purchased gift card(s) on 1 additional, separate Duke's Gift Card purchase (total gift card purchase), we will send you 1 gift card 10% off your next purchase. Our Gift Cards make the perfect Gift, Atta-Boy, token of appreciation for your Duke's anytime! We serve our Award Winning, World Renowned Wild Alaskan Salmon, you want Wild Alaskan Salmon, we've got it! Don't forget to try our Wild Alaskan Salmon of the Northwest. You want a great tasting Cheeseburger?'

eCommerce - Special Product notes

To set a specific product note to appear on the order confirmation page as well as the order confirmation email that users will receive, click on a product name, then scroll down to the Product Data section. Click on the Advanced tab, then enter the note in the Purchase Note field.

The screenshot displays the 'Product Data' section for a 'Simple product'. The 'Advanced' tab is selected, and the 'Purchase Note' field is highlighted with a red circle. The field contains the text 'Please note: For gift card purchases between'. Other fields include 'Menu order' (0), 'Grouping' (Choose a grouped product), and 'Enable reviews' (unchecked). The 'Custom Fields' section is visible at the bottom.

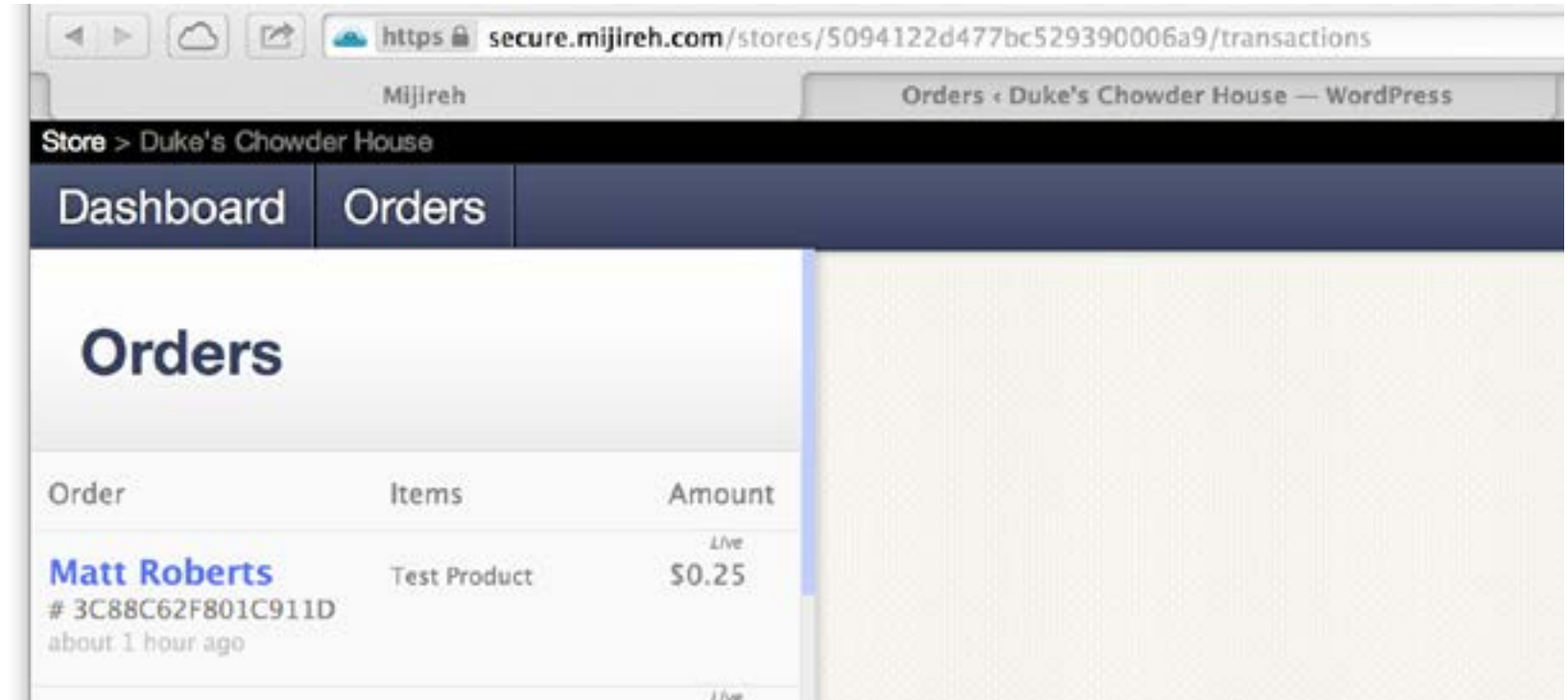
Product Data — Simple product	
Virtual: <input type="checkbox"/> Downloadable: <input type="checkbox"/>	
General Taxes Inventory Shipping Related Products Attributes Advanced	
Purchase Note	Please note: For gift card purchases between <small>Enter an optional note to send the customer after purchase.</small>
Menu order	0 <small>Custom ordering position.</small>
Grouping	Choose a grouped product.
Enable reviews	<input type="checkbox"/>
Custom Fields	

eCommerce - 3rd Party Secure Server

The site uses a 3rd party company's secure server for hosting the credit card checkout page. This gives you another place to view customer purchases if needed.

Go to <https://secure.mijireh.com/login> and login (email me at mattroberts@live.com if you need the username/password).

Upon login you'll see a list of submitted orders.



The screenshot shows a web browser window with the URL <https://secure.mijireh.com/stores/5094122d477bc529390006a9/transactions>. The browser tabs show 'Mijireh' and 'Orders < Duke's Chowder House — WordPress'. The page header includes 'Store > Duke's Chowder House' and navigation tabs for 'Dashboard' and 'Orders'. The main content area is titled 'Orders' and contains a table with the following data:

Order	Items	Amount
Matt Roberts # 3C88C62F801C911D about 1 hour ago	Test Product	<small>Live</small> \$0.25