

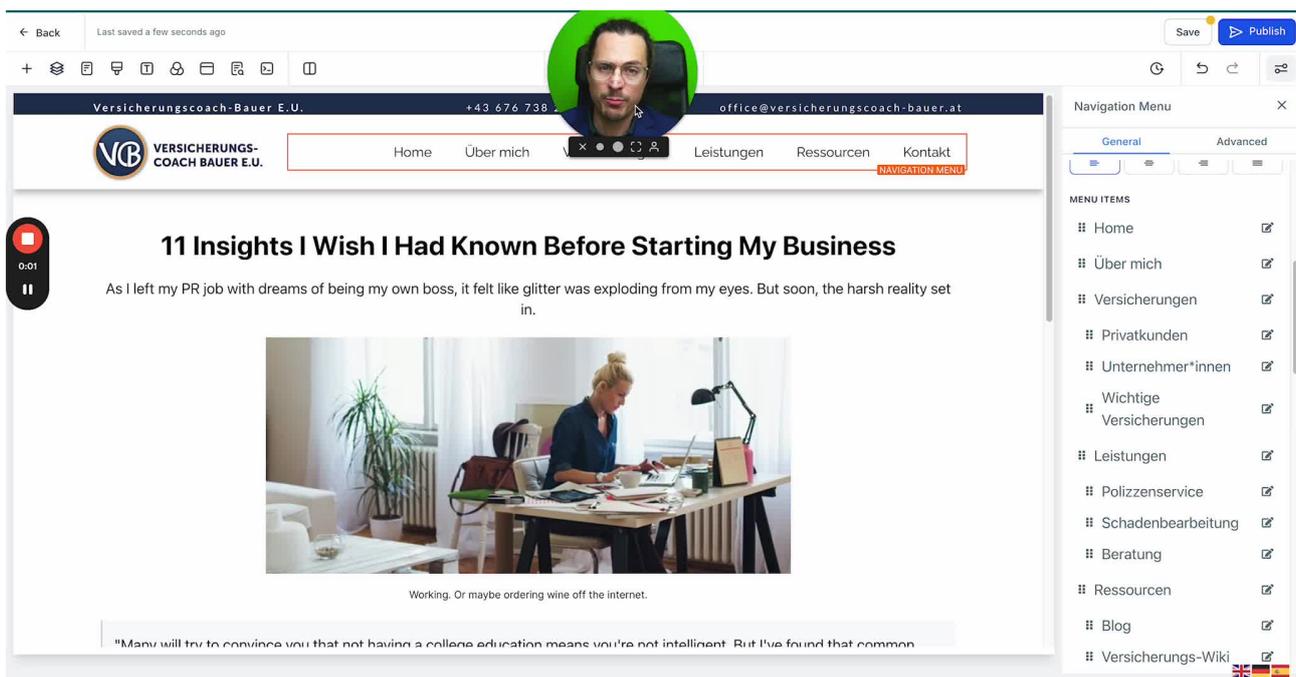
SOP zur Bearbeitung einer Blog-Seite

Objective

Diese SOP beschreibt die Schritte zur Bearbeitung einer Blog-Seite, einschließlich der Anpassung von Header, Footer und Links.

Key Steps

1. Header und Footer anpassen 0:01



The screenshot shows a web editor interface for a blog page. The page title is "11 Insights I Wish I Had Known Before Starting My Business". The header includes the company logo "VERSICHERUNGS-COACH BAUER E.U.", contact information (+43 676 738, office@versicherungcoach-bauer.at), and a navigation menu with items like "Home", "Über mich", "Leistungen", "Ressourcen", and "Kontakt". A right-hand sidebar shows a "Navigation Menu" with a list of menu items and their edit links. A video player is visible on the left side of the page content.

- Beginne mit der Bearbeitung des Headers und des Footers der Blog-Seite.
- Übernehme die entsprechenden Elemente von der Hauptwebsite.

2. Links in der Navigation anpassen 0:53

The screenshot shows a WordPress blog editor interface. At the top, there's a navigation menu with links: Home, Über mich, Versicherungen, Leistungen, Ressourcen, and Kontakt. Below the menu, the main content area features a video player with the title "11 Insights I Wish I Had Known Before Starting My Business". The video player includes a play button, a progress bar, and a video thumbnail showing a woman working at a desk. The video player also displays the text "Working. Or maybe ordering wine off the internet." and a quote: "Many will try to convince you that not having a college education means you're not intelligent. But I've found that common".

- Überprüfe die Links in der Navigation des Blogs.
- Stelle sicher, dass alle Links korrekt sind, da diese nicht automatisch übernommen werden.

3. URL für Menülinks festlegen 2:17

The screenshot shows the same WordPress blog editor interface as above. A red box highlights the 'Versicherungen' link in the navigation menu. The main content area features a video player with the title "11 Insights I Wish I Had Known Before Starting My Business". The video player includes a play button, a progress bar, and a video thumbnail showing a woman working at a desk. The video player also displays the text "Working. Or maybe ordering wine off the internet." and a quote: "Many will try to convince you that not having a college education means you're not intelligent. But I've found that common".

- Wähle die richtigen URLs für die Menülinks aus.
- Verwende die endgültige Domain und die Endung der Website, nicht den Vorschaulink.

4. E-Mail-Adressen verlinken 3:23

Navigation Menu

General	Advanced
MENU ITEMS	
# Home	✎
# Über mich	✎
# Versicherungen	✎
# Privatkunden	✎
# Unternehmer*innen	✎
# Wichtige Versicherungen	✎
# Leistungen	✎
# Polizzenservice	✎
# Schadenbearbeitung	✎
# Beratung	✎
# Ressourcen	✎
# Blog	✎
# Versicherungs-Wiki	✎

- Um eine E-Mail-Adresse klickbar zu machen, verwende das Format: `mailto:deine-email@beispiel.com`.

5. Telefonnummern verlinken 4:00

Sub Headline

Element name: Sub Headline

BACKGROUND COLOR: [Color Picker]

Opacity: None

Letter Spacing: 3px

Text Align: [Left, Center, Right, Justify]

Font size: 14 px

Font Weight: 400 - Normal

Typography Type: Content Font

Icon: [Click to select icon]

- Um eine Telefonnummer klickbar zu machen, verwende das Format: `tel: +49123456789`.

6. Layout anpassen 4:13

The screenshot shows a web editor interface for a blog post. The main content area features a video player with a play button and a pause button, followed by the title "11 Insights I Wish I Had Known Before Starting My Business". Below the title is a paragraph of text: "As I left my PR job with dreams of being my own boss, it felt like glitter was exploding from my eyes. But soon, the harsh reality set in." This is followed by an image of a woman working at a desk. Below the image is a caption: "Working. Or maybe ordering wine off the internet." The right-hand sidebar contains styling options for the selected element, including background color, opacity, letter spacing, text alignment, font size (set to 14 px), and font weight (set to 400 - Normal). The top of the editor shows a navigation menu with links for Home, Über mich, Versicherungen, Leistungen, Ressourcen, and Kontakt. The bottom of the editor shows a video player with a play button and a pause button.

- Überlege, den Blog-Artikel schmaler zu machen, um die Lesbarkeit zu verbessern.
- Füge mehr Padding hinzu, um den Text angenehmer zu gestalten.

Cautionary Notes

- Achte darauf, dass alle Links korrekt sind, um eine reibungslose Benutzererfahrung zu gewährleisten.
- Vermeide es, Vorschaulinks zu verwenden, da diese nicht funktionieren werden.

Tips for Efficiency

- Nutze Vorlagen für Header und Footer, um Zeit zu sparen.
- Halte eine Liste der häufig verwendeten Links bereit, um die Anpassung zu beschleunigen.