



# Creating Events on the new KUSZE

## User manual

**Welcome to the new KUSZE Events management system.**

This manual is divided into two parts:

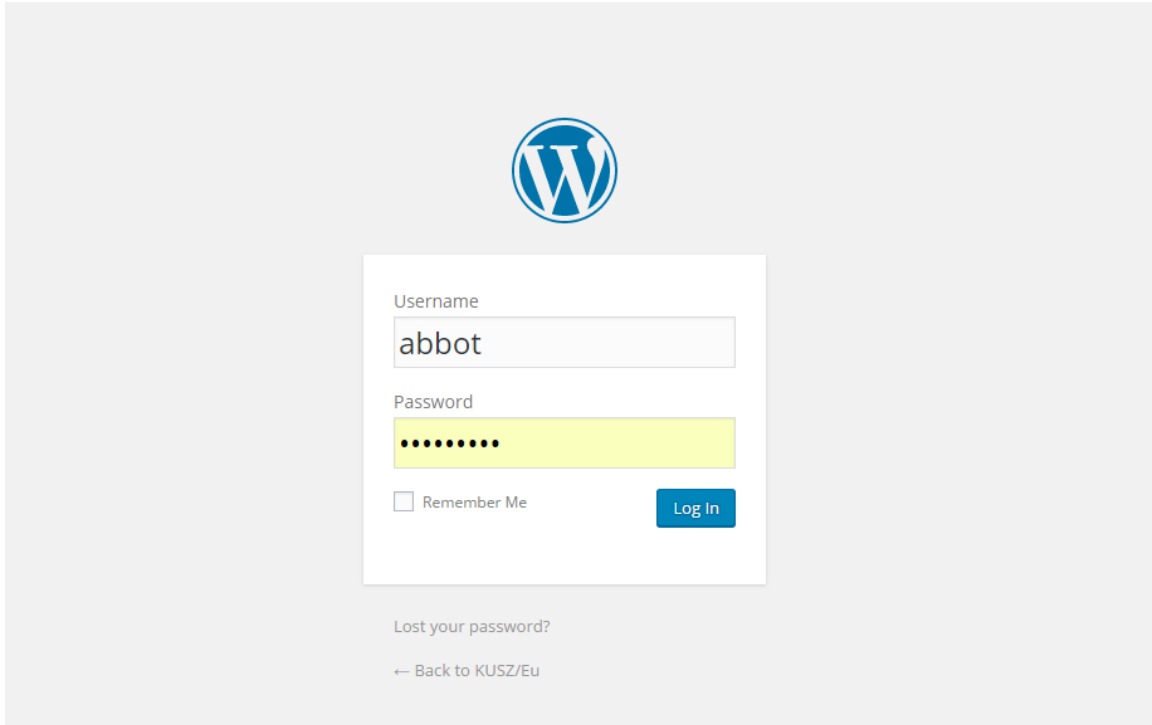
**1.The basics** – how to login and quickly add and edit events.

**2.Extras for Experts** – how to use this system to create rich, appealing and Search engine optimized content. This part was also added so that you can contribute to helping our website grow and flourish on the World Wide Web.

## **The Basics:**

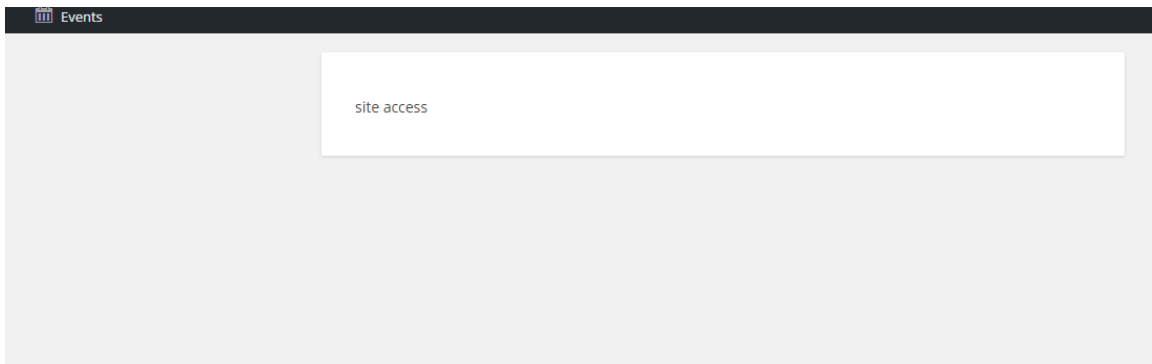
1. By now you should have your own username and password. (if you don't have one, please contact us at [webmaster@kwanumeurope.org](mailto:webmaster@kwanumeurope.org) )

Login to the events management at this address <http://www.kwanumeurope.org/login> using your user/password



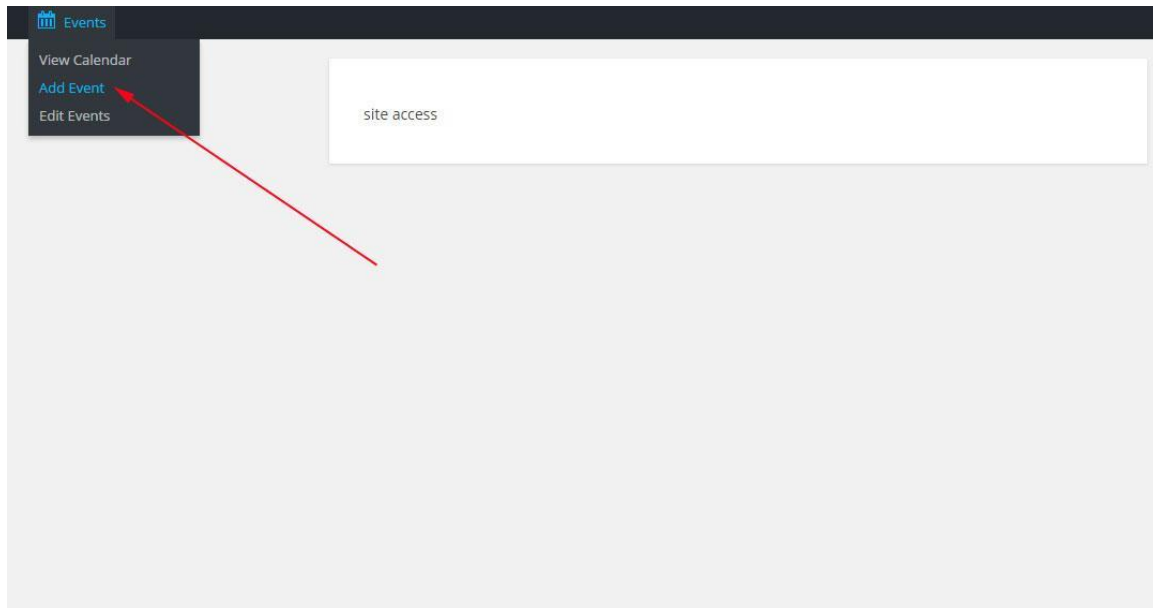
A screenshot of the WordPress login interface. At the top center is the WordPress logo. Below it is a white login box. Inside the box, the 'Username' field contains the text 'abbot'. The 'Password' field is filled with ten black dots. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue 'Log In' button. Below the login box, there is a link 'Lost your password?' and a link '← Back to KUSZ/Eu'.

2. You will now see this screen .Look to the top left corner where it says “Events”, that is your main menu.





3. Click the events button to open the menu. Now click on “Add Event” to open the new event edit page



4. Now you can start editing the new event with the relevant information.

here the essential fields you should consider while adding a new event :

**Title** – make it readable and relevant.

**Long description (main text)** – very important to use a good amount of text here, make it readable and in a language that guest practitioners and newcomers can also relate to.

**Event categories** – mark the correct category (it could be more than one)

**Event Date and Time.**



WordPress 4.7.3 is available! Please notify the site administrator.

## Add New Event

You have venues for which we don't have Geolocation information. Click [here to generate it](#).

**YMJJ with Yuval Gil JDPS**

Permalink: <http://www.kwanumeurope.org/event/ymji-yuval-gil-jdps/> Edit

Add Media Add FooGallery Add Gallery

Visual Text

**B I ABC** [List Icons] [Link Icon] [Image Icon] [Table Icon] [Code Icon]

YMJJ, "Yong Maeng Jong Jin," means "to leap like a tiger while sitting." It is an opportunity to deepen your practice within a community of fellow-travelers of the Buddha dharma. We will bow, chant, sit, walk, eat, and work together....

Word count: 40 Draft saved at 4:57:19 pm.

**The Events Calendar**

**TIME & DATE**

All Day Event: ☐

Start Date & Time: 2017-03-18 at 08:00 am

End Date & Time: 2017-05-20 at 05:00 pm

Timezone: London

Recurrence Rules: None

**Publish**

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Readability: Needs improvement

SEO: Unavailable

Move to Bin **Publish**

**Tags**

[Text] Add

Separate tags with commas

[Choose from the most used tags](#)

**Event Categories**

All Event Categories Most Used


- ☐ Dharma Speech
- ☐ Kido chanting retreat
- ☐ Kyol Che
- ☐ Major Events
- ☐ One Day Retreat
- ☐ Sangha Weekend
- ☐ Summer Retreat Program
- ☒ Yong Maeng Jong Jin

[+ Add New Event Category](#)

**Featured image** – choose an attractive, good quality! (not grainy) and interesting image. This has a tremendous effect on the look and feel of the page and how the user relates to the content.

Use images not bigger than **900px** in width and **300kb** in weight. Otherwise the page will load slowly (this is critical when viewing page on a mobile device)

You can use this free online software to edit the image if you don't have your own <https://pixlr.com/editor/>



Add Another Rule

LOCATION

Use Saved Venue:

Use New Venue

Venue Name:

Kibbutz Tuval

Address:

City:

Country:

Israel

State or Province:

Select a State:

Postal Code:

Phone:

054-6522812

Website:

kwanumisrael.org

Show Google Map:

☒

Show Google Maps Link:

☒

ORGANISERS

Use Saved Organiser:

Israel KUSZ

Edit Organiser

Add another organizer

EVENT WEBSITE

URL:

kwanumisrael.org

ADDITIONAL EVENT FIELDS

Teacher

None

EVENT COST

Currency Symbol:

☐

Before cost

Cost:

Enter a 0 for events that are free or leave blank to hide the field.

Event Options

☐ Hide From Event Listings

☐ Sticky in Month View

Featured Image

[Set featured image](#)

[Set Next featured image](#)

add event image from here

When uploading the image, make sure you give your image a relevant unique **title** and **Alt Text**. This is important for site accessibility and SEO (see extra for experts)

More information on how to upload your image, here:

<https://en.support.wordpress.com/featured-images/#setting-a-featured-image>



## Featured Image

Upload Files Media Library

Images All dates View all MCM categories Search

Reset All Filters

3.jpg  
9th March 2017  
1 MB  
4608 × 2592  
[Edit Image](#)  
[Delete Permanently](#)

URL <http://www.kwanumeuro.org>

Title zen meditation retreat

Caption

Alt Text zen meditation retreat

Description

Set featured image

**Excerpt** – this text will appear in the short description of the event on the event list page. make it readable and inviting (remember, this will determine if a user will want to read more about your event and enter the link)

**Show Sharing button** – check it if not already checked. This will add social sharing buttons to the bottom of the event, so you and others can share the event on Facebook Twitter etc.



**Publish** (blue button) – this will make the event appear on the website.

**Don't forget to click it !**

That's it, you're done !

If all went well, you will now be able to see your newly created event on the front end of the website. Now you can share it using the social sharing button.

If you need to edit your event, click “edit event” from the menu as explained in point 1.

If you want to help us and improve the quality of your content, please proceed to the next step, it will only take you a few more minutes of reading....



## Latest News



21ST JANUARY 2017

## Latest Talks

## Latest Talks



## Next Retreats

## Next Retreats



April 8 at 10:00 am to April 9 at 4:00 pm  
Wu Bong Sa

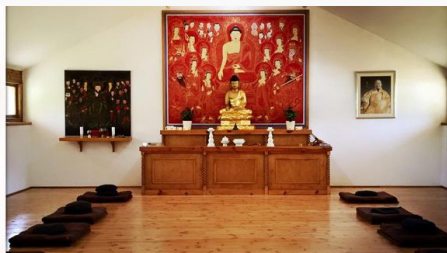
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## Kyol Che, Wu Bong Sa

January 7 at 6:00 pm to April 7 at 8:00 pm



Dear members and friends,

We are pleased to invite you to the Winter Kyol Che 2017 at Wu Bong Sa temple, Warsaw Zen Center, led by teachers of the Kwan Um School of Zen.

- It will run from the 07th of January until 07th of April 2017
- There will be a Dharma talk once a week (Wednesday) and Kongan interviews twice a week (Monday and Thursday)
- You can enter Kyol Che each week on Saturday between 17:30 and 18:00 and exit on consecutive Saturday until 17:00.

Please make sure you read the Kyolche rules attached here.

The following teachers will lead the retreat:

Weeks:

1. 07-14.I Jo Potter JDPSN
2. 14-21.I Jo Potter JDPSN
3. 21-28.I Muchak JDPSN (2nd entry 18:00 26.I-28.I)
4. 28.I-04.II Muchak JDPSN
5. 04-11.II Jikwang SSN
6. 11-18.II Knud Rosenmayr JDPSN
7. 18-25.II (Intensive week) Ja An JDPSN
8. 25.II-04.III Ja An JDPSN (2nd entry 18:00 02-04.III)
9. 04-11.III Oleg Suk JDPSN
10. 11-18.III Bon Shim SSN
11. 18-25.III Igor Piniński JDPSN
12. 25.III-01.IV Joeng Hye SSN
13. 01-07.IV Bon Shim SSN (2nd entry 18:00 05.IV)

08-09.IV European Sangha Weekend with Precepts Ceremony and Meeting of Members

For more information please contact:

Tel. +48(22) 872 05 52, +48 537845487, or email [kwanum@zen.pl](mailto:kwanum@zen.pl).

APPLY HERE: [Winter kyolche 2017 Application](#)

**Fees** (for Dharma Teachers / Members / Non-members)

Kyol Che 2 days 160/190/220 zł (40/45/55 Euro)  
Kyol Che 1 week 490/560/660 zł (120/140/165 Euro)  
Kyol Che 2 weeks 930/1050/1250 zł (230/260/310 Euro)  
Kyol Che 3 weeks 1390/1550/1850 zł (350/390/460 Euro)  
Kyol Che 4 weeks 1750/2000/2350 zł (440/500/590 Euro)  
Each further week 430/480/570 zł (110/120/140 Euro)  
Total 4950/5500/6500 zł (1250/1380/1600 Euro)

**PLEASE MAKE SURE YOU DO YOUR BEST TO ARRIVE ON THE SPECIFIED DATES, EXCEPTIONS WILL BE MADE ONLY FOR THOSE WHO ARRIVE EARLIER OR LATE DUE TO FLIGHT/TRAVEL ARRANGEMENTS.**

**KUSZ/E Council prepared European Stipends (up to 50% discount) for people, who wish to sit 2 weeks!**

If you are facing financial challenges and you would like to use or support our Kyolche Discount Fund, here are the bank details: <http://www.zen.pl/1/contact-and-account/> or contact us at: [kwanum@zen.pl](mailto:kwanum@zen.pl). We also encourage you to pay more than the regular price. Thank you!

Please arrive between 17:30 and 18:00. We ask all participants to bring most important items: sleeping bag, towels, warm socks, which we use in the Dharma Room, loose trousers for sitting and clothing for walking in the forest, personal medicine set in case you catch cold and valid medical insurance.

More info on how to get here on our webpage: [>FIND US<](#)

Address: ul. Małowiejska 24, 04-962 Warszawa-Falenica, Poland.

[Map](#)

GPS Coordinates: 52.162429, 21.19724

Share this:



+ GOOGLE CALENDAR

+ ICAI EXPORT

### Details

**Start:**  
January 7 at 6:00 pm  
**End:**  
April 7 at 8:00 pm  
**Event Category:**  
Kyol Che  
**Event Tags:**  
Kyol Che, Wu Bong Sa  
**Website:**  
<http://www.zen.pl/>

### Organiser

**Wu Bong Sa**  
**Phone:**  
+48 (22) 872 05 52  
**Email:**  
[kwanum@zen.pl](mailto:kwanum@zen.pl)  
**Website:**  
<http://www.zen.pl/>

### Venue

**Wu Bong Sa**  
Małowiejska 24  
Warszawa, Poland + [Google Map](#)  
**Phone:**  
+48(22) 872 0652





## **For Experts:**

When creating content on web sites we want to make it SEO friendly so that in the long run our website will appear in more and more high ranking search engine results. this means more traffic to the website and possibly exposing our school to a wider audience. It can also help your local sangha attract new practitioners.

### **What does good SEO content mean and how can you create it ?**

Whenever you search for something on your favorite search engine, a bunch of results come up depending on many factors. One of the most important factor is how relevant the result is to your search.

This is determined by the phrase or words you used to search.

The search engine searches for these words in the content. This means, if your content has the relevant words, the more chance it will show up in the results.

**Take this example:**





In this search, we were looking for a **“zen retreat in warsaw”**.

So, google will show all results that have the words **“zen”, “retreat”, “Warsaw”** in the title and the content. or content it sees fit as relevant.

Here are some words and phrases you might consider using in the title and content of your event:

*Zen, meditation, retreat, zen meditation, buddhist teachings, how to meditate for beginners, how to meditate, what is meditation, meditation retreat, buddhism meditation, meditation for beginners, meditation teacher.*

Be creative and use your common sense when writing the content, as long as your content is original, unique, relevant and in a considerable length (use at least 300 words to describe your event !) it will appear on search engine results and might help bring participants to our events and help our Sangha grow and flourish.

**Yoast SEO** – a tool to improve the appearance of the event on the search engine search results. Use the knowledge that was explained before, to create search engine friendly results. (notice the green/red indicators for good titles and content)



Yoast SEO

Help centre

Go Premium

Readability

Enter your focus key...

Snippet preview

**Zen meditation retreat with Dharma Master Yuval Gil**

[www.kwanumeurope.org/ymji-yuval-gil-jdps/](http://www.kwanumeurope.org/ymji-yuval-gil-jdps/)

a weekend Zen meditation retreat including sessions of sitting meditation, Koan practice, personal interviews all in silence in a beautiful mountain area

Edit snippet

SEO title

Zen meditation retreat with Dharma Master Yuval Gil

Slug

ymji-yuval-gil-jdps

Meta description

a weekend Zen meditation retreat including sessions of sitting meditation, Koan practice, personal interviews all in silence in a beautiful mountain area

Close snippet editor

Focus keyword

Analysis

- No focus keyword was set for this page. If you do not set a focus keyword, no score can be calculated.
- The text contains 40 words. This is far below the recommended minimum of 300 words. Add more content that is relevant for the topic.
- No images appear in this page. Consider adding some as appropriate.
- No links appear in this page, consider adding some as appropriate.
- The length of the meta description is sufficient.
- The page title has a nice length.

edit this area to create  
SEO friendly content,  
try to use keywords such  
as "meditation", "zen",  
"retreat", "zen retreat" etc



**Excerpt**

YMJJ, "Yong Maeng Jong Jin," means "to leap like a tiger while sitting." It is an opportunity to deepen your practice within a community of fellow-travelers of the Buddha dharma. We will bow, chant, sit, walk, eat, and work together....

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

**Custom Fields**

Add New Custom Field:

Name	Value
<div>— Select —</div>	<div></div>

[Enter new](#)

Add Custom Field

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).  
Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

**Discussion**

☐ Allow comments.

☐ Allow [trackbacks and pingbacks](#) on this page.

**Author**

Boaz Franklin

**Sharing**

☒ Show sharing buttons.

That's it, you are now an expert on creating SEO friendly events !

In a matter of a few weeks your actions will have a positive effect on how our website is ranked in search engine results

Thank you !