

WordPress Users Guide

Using Your WordPress Content Management System

Congratulations on your new WordPress site! This step-by-step guide contains information on how to work with your WordPress CMS to post blog articles, create content pages and more!

WordPress Version and Theme

This how-to guide was developed using WordPress version 3.0 and [Headway Theme](#) (affiliate link) 1.6.6.

Accessing Your WordPress Site

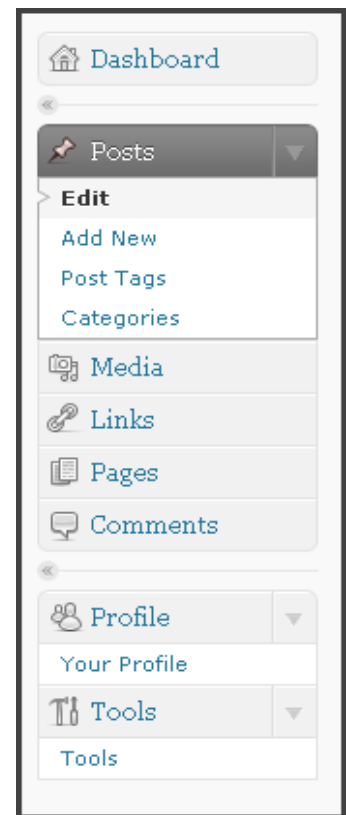
Simply point your browser (Mozilla Firefox recommended) to:

<http://yoursitename.com/wp-admin> (replace "yoursitename" with your domain name) and enter the username and password you were given.

Alternatively, you can pull up your site and click on the **Administration Panel** Login link in the lower-right of your site's footer.

Upon logging in you will see the WordPress **Dashboard** which shows:

- Main navigation on the left-hand side
- The illustration at right is displayed when logged in under the "Editor Role," your view may differ depending upon the access permission you have:
 - ✓ **Posts** – this is where you'll create and edit blog articles. You can also create/manage Post Tags and Categories
 - ✓ **Media** – where images and documents are stored
 - ✓ **Links** – where external links contained in the Blogroll and other such lists are managed
 - ✓ **Pages** – this is where you'll create and/or edit content pages
 - ✓ **Comments** – where you can view and manage comments
 - ✓ **Profile** – where you can manage your profile, change your password or email, etc.
 - ✓ **Tools** – access to special apps.
- To expand any of the above categories just click on the name of the item you want to view as shown at right



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Site Content

Content Structure

There are basically two kinds of content: posts and pages. Posts make up the blog section and are normally displayed in reverse chronological order. More about blog posts:

- Blog posts or articles will be displayed under the Blog menu in the top navigation.
- Blog posts are assigned one or more categories which help segment the post by any scheme the blog author deems helpful to her readers.
- There are widgets that can be placed in the sidebar leafs which display the Category feature, along with other ways of featuring blog articles and content such as:
 - ✓ Recent posts
 - ✓ Recent comments
 - ✓ Blog calendar
 - ✓ Archives
 - ✓ Social Widget – displays your social media icons (Headway Theme)
 - ✓ Links - Blogroll

Pages are usually specific to a particular topic or theme and are featured areas of your content. They may be used to further describe what your company does and engage with your audience. Typical content pages include:

- About us
- Products / Services
- Contact us
- Resources
- Sitemap

Add-ons

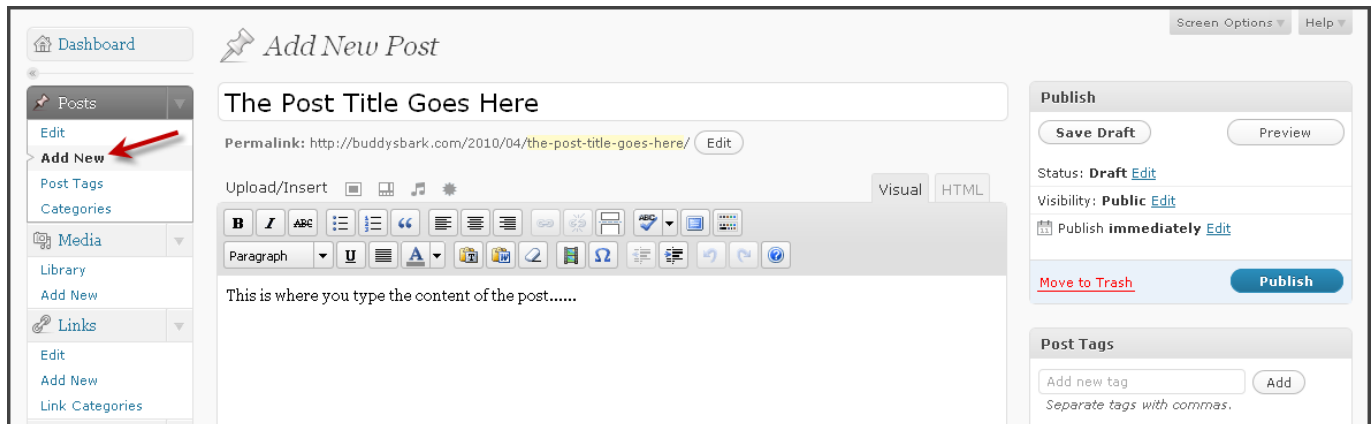
Depending on your requirements and how your WordPress blog was configured, your WordPress may include several add-on features or plug-ins, such as:

- Add to Any & Tweetmeme – Social media and sharing.
- Disqus (pronounced “Discuss”) – a commenting managing service.
- Print Post / Print Page button - neatly prints the page content.
- Akismet – a behind the scenes plug-in to filter out spam comments.
- Feedburner – a behind the scenes plug-in for RSS and Email subscriptions.
- Google Analytics – a behind the scene plug-in for site statistics and analysis.
- Sitemap – auto-generates on a page all of your sites pages and posts links.
- Scribe – a copywriting SEO optimization tool (subscription required).

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How to Create a New Blog Post – The Basics

1. Click the **Add New** link under the Posts main navigation.



2. **Enter a Title** for the post. Once you enter the post title and click in the main content area, the **Permalink** URL (shown just below the post title) for the post will be created (which you can choose to edit). Permalinks are important for a couple of reasons. First, they figure into how search engines index and rank your content, so it's good to use keywords separated by hyphens as shown. Secondly, once you publish your article, the Permalink may be used by others to bookmark or link to your blog post. Once set and published, it's a good practice to not change it.
3. After entering some content, it's a good idea to click on the **Save Draft** button. Remember, you are accessing the blog application over the Internet and you're writing directly to the server. WordPress has built-in auto-save functionality, but it's always a good idea to work a little bit and then click Save Draft to prevent work from being lost due to network or Internet issues.
4. You can click the **Preview** button to view how your post is looking from time to time.
5. When satisfied, click the **Publish** button to make your post publicly visible. Alternatively, you can choose to schedule the post to be published at a future time by clicking on the **Edit** link next to the **Publish immediately** section.

For advanced info on creating **Post Tags**, **Categories**, **Links** and inserting **Images**, read on further in this tutorial.

How to Create a Page

Creating a page and using the WYSIWYG rich-text editor on your WordPress site is very much the same as how you create a blog post. The main differences are:

- Select the **Add New** link under the **Pages** navigation to add a new page
- Pages are not assigned to Categories
- Pages may have Parent and Child pages (or main and sub-pages in your navigation).

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Editing Previously Published Content

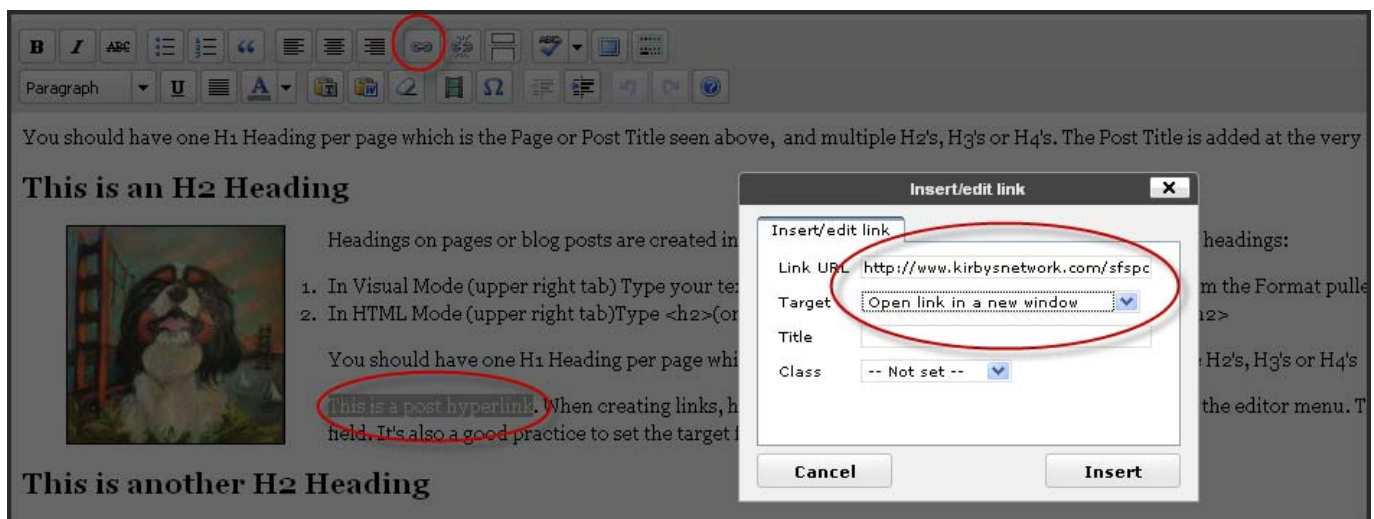
You can access the content editing screen a number of different ways:

- While logged in to your site, click on the **Edit** or **Edit This Page** link in the lower-right of your footer.
- While logged in and viewing the Dashboard, use the **Edit** links in the **Posts** or **Pages** main navigation.

Advanced Actions

Creating Links

1. Highlight the text in your content that you want to create a link from.
2. Click on the **Link** icon (chain link).
3. Enter or paste the URL you want to link to in the **Link URL** field.
4. For external links, choose **Open link in a new window** from the **Target** field drop down. (This will prevent a visitor from leaving your site if they close the browser window of the link they click to.)
5. For internal links – linking to other pages on your site, you should leave the **Target** field to its default position (**--Not set--**), or choose **Open link in the same window**.
6. Giving the link a **Title** will result in the user seeing it when they hover over the link. For example you may enter, "Click this link to see a directory of pet kennels in the Bay Area."
7. You can ignore the **Class** option.
8. Click the **Insert button** to insert the link.
9. Click to **Save Draft** or **Update** the page/post and then go to that page of your site to test the link.



The screenshot shows the WordPress editor interface. At the top, there is a toolbar with various icons, including a chain link icon for inserting links. Below the toolbar, the main content area displays a paragraph of text: "You should have one H1 Heading per page which is the Page or Post Title seen above, and multiple H2's, H3's or H4's. The Post Title is added at the very top of the page." Below this, there is a heading "This is an H2 Heading" followed by a small image of a dog. The text "Headings on pages or blog posts are created in two ways:" is followed by a numbered list: "1. In Visual Mode (upper right tab) Type your text and click the Format button. 2. In HTML Mode (upper right tab) Type <h2>(or <h3> or <h4> and click the Format button." Below the list, there is another heading "This is another H2 Heading" and a paragraph: "You should have one H1 Heading per page which is the Page or Post Title seen above, and multiple H2's, H3's or H4's. The Post Title is added at the very top of the page." The text "This is a post hyperlink" is highlighted in red. An "Insert/edit link" dialog box is open over this text. The dialog box has a title bar "Insert/edit link" and a close button "X". It contains the following fields: "Link URL" with the value "http://www.kirbysnetwork.com/sfspc", "Target" with a dropdown menu set to "Open link in a new window", "Title" with an empty text field, and "Class" with a dropdown menu set to "-- Not set --". There are "Cancel" and "Insert" buttons at the bottom of the dialog box.

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Create Subheadings

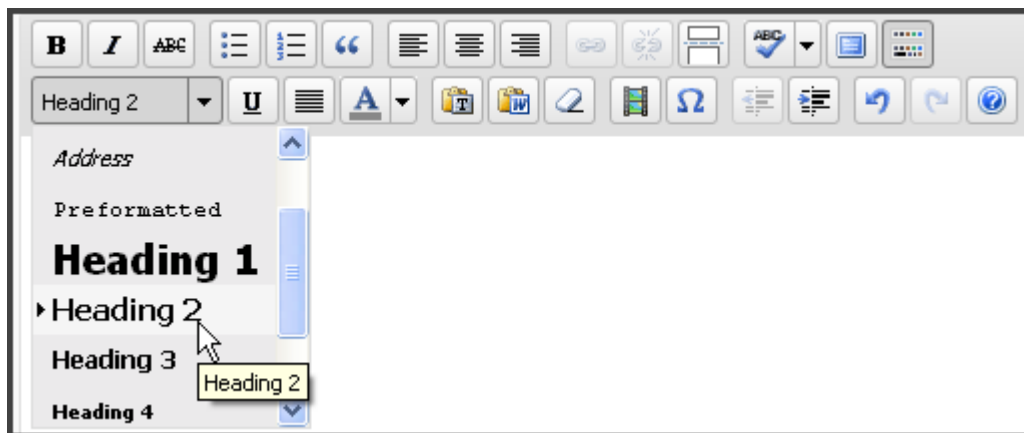
WordPress assigns Heading 1 (H1) to the post's title and displays it at the top of the page. You may want to create slightly smaller subheadings for the various sections of your post. To do this you can create H2, H3, or H4 subheadings.

H2 is the largest of the 3 subheadings. Your subheadings are styled within the configuration options of your Theme. For questions on changing or styling subheads, check with your developer, or if you have full Admin access to your WordPress, look for the design editor function where you can change the size, face and color of your subheadings.

Before creating subheadings, be sure the Show/Hide button for the Advanced Toolbar is toggled to show the second row of buttons and editing options:



Click the style drop-down menu (lower-left) and select Heading 2:



Now typing into the content area will produce an H2 subhead. Click return and you'll go back to Paragraph mode:



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Uploading Images

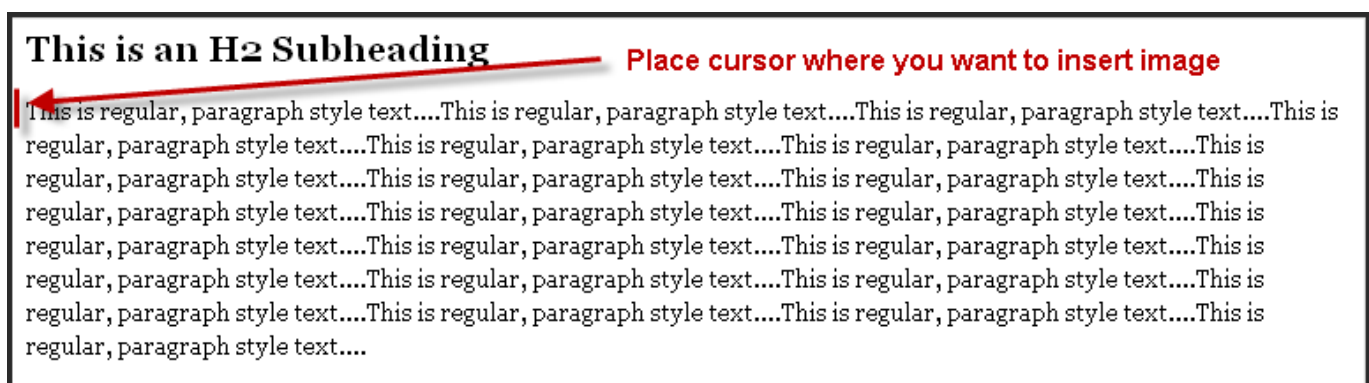
There are a couple of ways you can upload images:

- Upload via the **Media > Add New** link in the Dashboard navigation.
- Upload/Insert from the edit post/page window.

Uploading & Inserting an Image to Your Page or Post

While writing content in your edit page or post window, you may just want to upload and insert an image to what you're working on. What if you want to insert an image of a dog to the left of your text and wrap the text around it? Here's how to do that:

1. Place your cursor next to the paragraph of text where you want to insert your image.

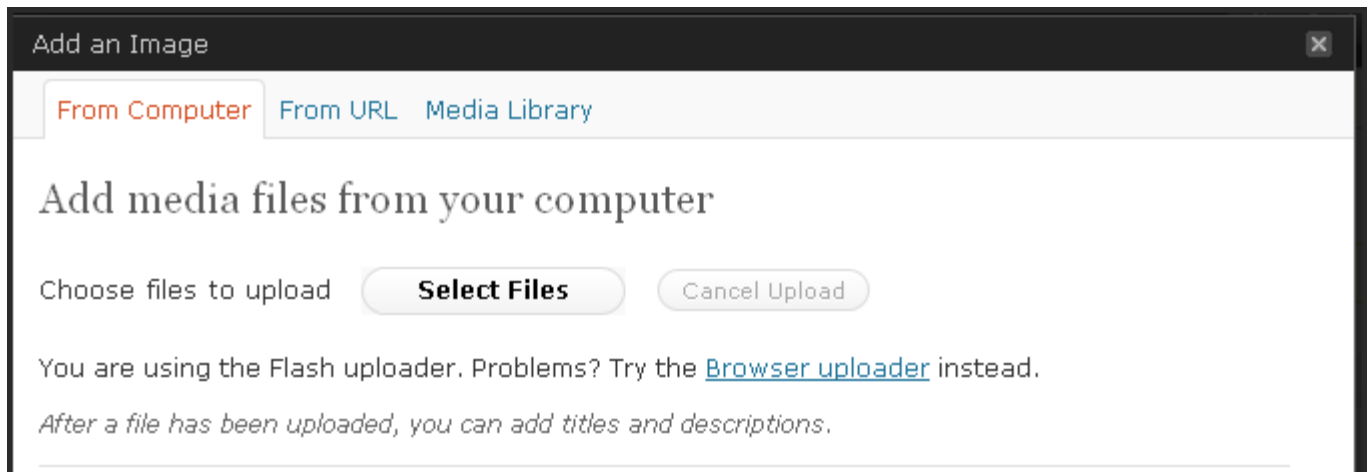


2. Click the picture frame, **Add and Image** icon (the first in the Upload/Insert row):

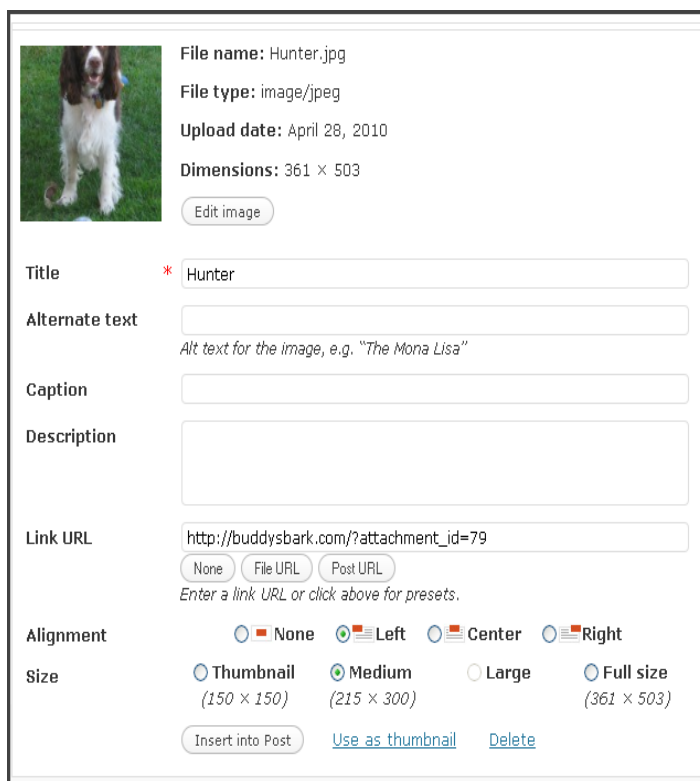


3. Upload an image **from your computer**. Alternatively, you can enter the **URL/location** of an image on the Internet (make sure you comply with copyright laws), or you can also select a previously uploaded image from the **Media Library**.

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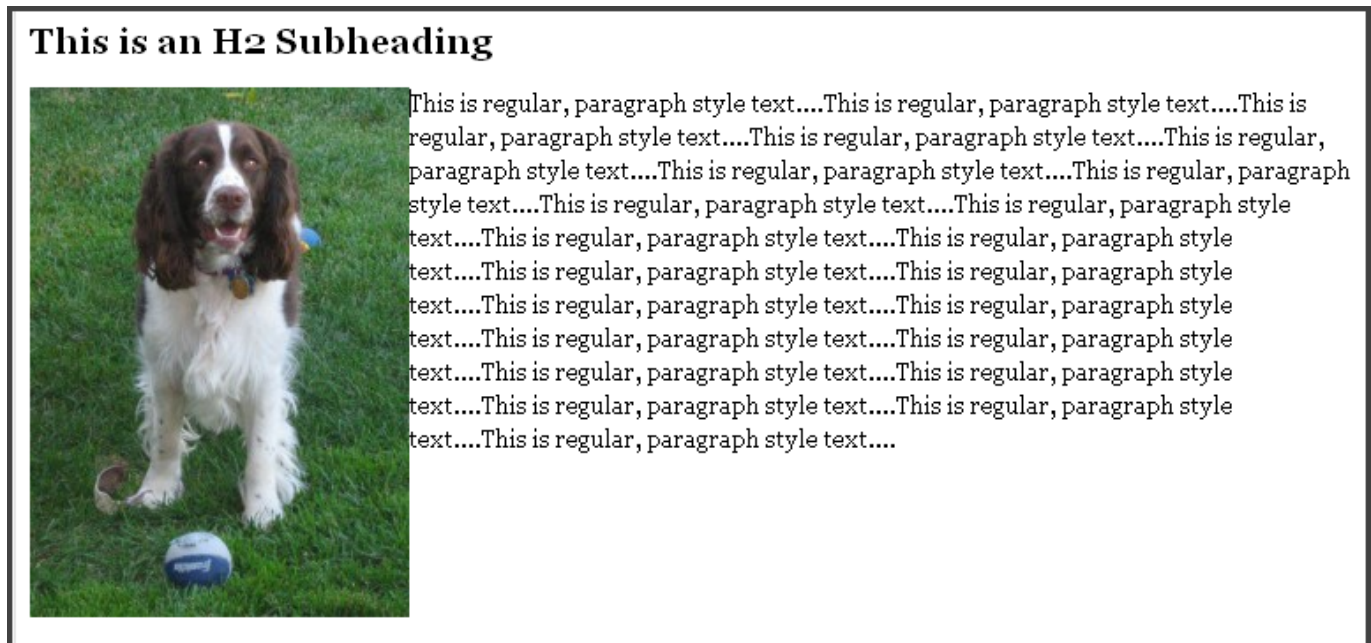
4. Click the **Select Files** button to upload an image **From Computer**.
5. Navigate to the folder and image on your computer and select/open the picture to add it to your WordPress window:



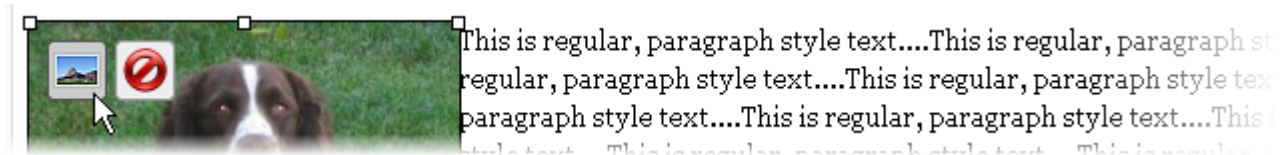
6. In the above example, I've selected: **Alignment = Left** and **Size = Medium**.
7. Click **Insert into Post** button.

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Here's how the image now appears in my edit content window:



6. Click the **Save Draft** button before doing some positioning and optimizing.
7. Click the image in your edit window and select the **edit image** icon in the upper left corner:



8. Click the **Advanced Settings** menu:



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9. In the **Image properties** section of Advanced Settings, add some **Horizontal space**, **Vertical space**, and if you want to put a **border** around your image you can add a number to the **Border** property. In this example, I've chosen an 8px horizontal margin, 3px vertical margin and a 1px border. The space or margin settings will separate the image from the text in vertical and/or horizontal dimensions by the number of pixels you enter. You may need to experiment with these settings, going back and forth between Advanced Settings to edit window and previewing the page to get these just the way you want them.

Image properties	Border <input type="text" value="1"/>	Vertical space <input type="text" value="3"/>	Horizontal space <input type="text" value="8"/>
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10. Remember to click the **Update** button at the bottom of the **Advanced Settings** window to save your settings! Then Save Draft and Preview Post (assuming you haven't yet published).
11. After tweaking, saving and previewing my image insertion, here's how it looks:

The screenshot shows a WordPress blog post preview. At the top, there's a post title "ENTER POST TITLE HERE" in a dark red font. Below it, the author information reads "WRITTEN ON APRIL 28, 2010 BY BUDDY IN UNCATEGORIZED" and "0 COMMENTS - VIEW & SHARE COMMENTS". The main content area starts with a green H2 subheading "This is an H2 Subheading". Below the subheading is a square image of a brown and white dog sitting on grass with a blue ball. To the right of the image is a column of placeholder text: "This is regular, paragraph style text...". To the right of the text are social media buttons for "tweets" and "retweet". The right sidebar contains several widgets: "SUBSCRIBE" with a "Subscribe via RSS" link, "RECENT ARTICLES" with a link "This is the Post Title", "CATEGORIES" with "Uncategorized (1)", "ADDITIONAL INFO" with a text box description, and "DOGROLL" with links "SF Bay Area Dog Kennels" and "SF Bay Area Dog Travel Guide".

12. You may also want to edit/enter a Title in the Edit Image window (see below). This will help viewers and search engines better understand what the image is about:

Edit Image Title	<input type="text" value="Hunter enjoys playing ball in his backyard"/>
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Using the GALLERY to Add Images to Your Post or Page

While in the edit post or page window:

1. It's best to pre-size your images to the same height and width before uploading.
2. Place your cursor on the edit page/post window where you want to insert your Gallery.
3. Click the **Add an Image** icon as you did in step 2 above.
4. You don't need to insert, just keep selecting images from your computer and wait for them to upload repeating the process until you've uploaded all the images you want.
5. Click the **Save Changes** button.
6. Click the **Gallery** tab in the menu and it will show a list of all the images you've uploaded for this post/page.
7. Click the **Insert Gallery** button

Users of WordPress with Headway Theme 1.6+

There is a **Photo Gallery** unique to this theme. Currently, you must have your Headway Permissions set to access the **Headway > Advanced Leafs** menu under **the Dashboard**. Once a gallery is created and pictures uploaded, you insert the gallery on a page via the **Visual Editor > Leafs > Add leafs > Photo Gallery Add** functions.

Adding Video from YouTube or Other Video Sharing Sites

There are two ways to do this. You can link to the video or you can embed it into your post/page.

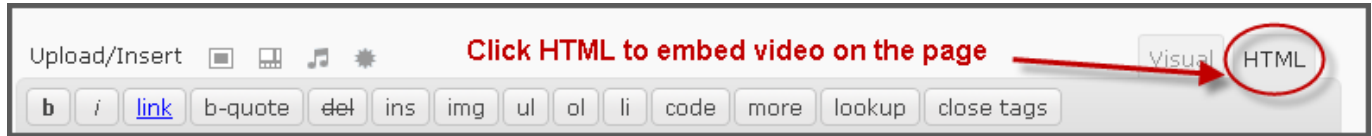
Linking to Video:

1. Click the Add Video icon when in the edit page/post window (to right of the Add and Image icon).
2. Enter the URL location of the video. The address starts with http://....
3. Enter a Title for the video. This will be the link to click to view the video on the video sharing site.

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Embedding Video:

1. From the Edit Page/Post window, click on the HTML view:



2. Place your cursor on the page where you want to insert the embedded video code.
3. Navigate to the video sharing site and grab the embed code (select all and copy).
4. **Paste** the code into the window where you want it. It will look something like this:

```
<a href="http://www.youtube.com/watch?v=LWezHIwf10Y">Guide Dogs Having Fun</a>
<object width="500" height="405"><param name="movie" value="http://www.youtube.com/v/LWezHIwf10Y&
hl=en_US&fs=1&rel=0&color1=0x5d1719&color2=0xcd311b&border=1"></param><param name="allowFullScreen"
value="true"></param><param name="allowscriptaccess" value="always"></param><embed
src="http://www.youtube.com/v/LWezHIwf10Y&hl=en_US&fs=1&rel=0&color1=0x5d1719&color2=0xcd311b&
border=1" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="500"
height="405"></embed></object>
```

5. You can click back to the **Visual** mode, **Save Draft** or **Update** the page/post, then view or preview your work.



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Content Editing Modes & Pasting Text from Microsoft Word

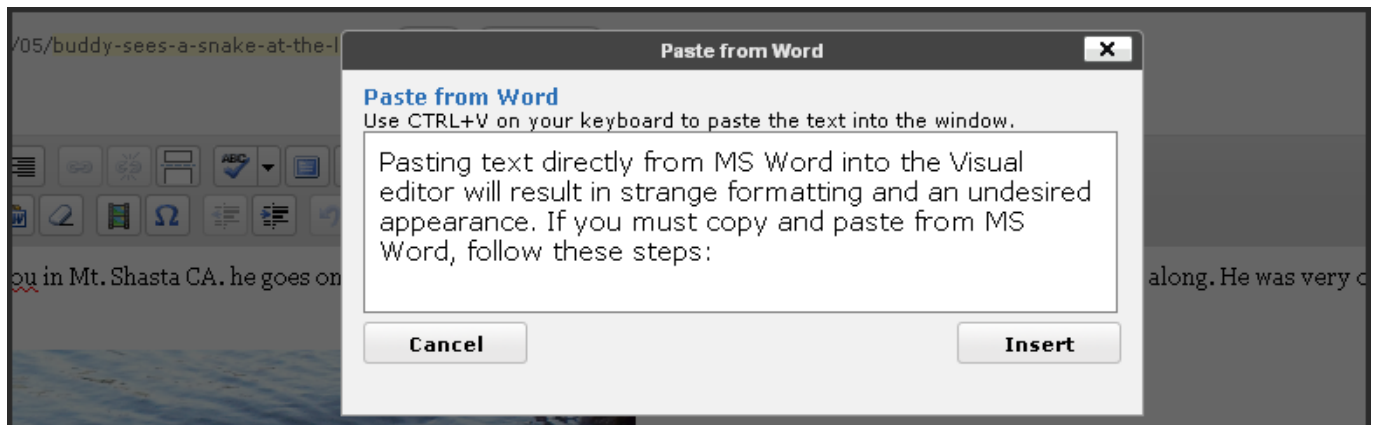
The content editor has both **Visual** and **HTML** views. For the most part, you'll be in the Visual mode.

Pasting text directly from MS Word into the Visual editor will result in strange formatting and an undesired appearance. If you must copy and paste from MS Word, follow these steps:

1. Copy the text you want from MS Word.
2. Place your cursor where you want the text to appear in your visual editor.
3. Click the "Paste from Word" button in the visual editor.



4. A pop-up window will appear where you can paste the text and then click Insert.



Displaying Excerpts VS Full Posts – Use for longer posts

For long posts, you may want to set them to read as an excerpt with a "Read more..." link. With your site set to display the full post, you can manually sit this up as follows.

1. Place the curser where you want the read more link to show.
2. Click on the button to split the post with a more tag.



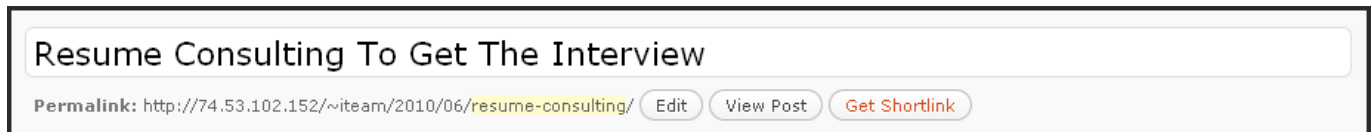
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Other Features/Page Options

Permalink

Just above the writing area you'll notice a permalink section. The permalink is created automatically after you type in the title. It is also known as the page address or URL. This will be the link the search engines will "file" your post under. And it is the link others may use to link to your post. When previewing your post, clicking on the post title will display the permalink URL in the address bar of your browser. If you are wanting to share your blog post with others via email or social media, this is the URL you should copy and paste.

URLs are important for search engine optimization as well and should contain your primary keywords. Most often you'll ignore the permalink and just go with the automatic generation WordPress does for you. But you may tweak it if you need it to be different from the title you've entered. By editing the permalink, you can have a very keyword-rich URL and permalink but a more interesting and catchy title for the readers at the top of the post.



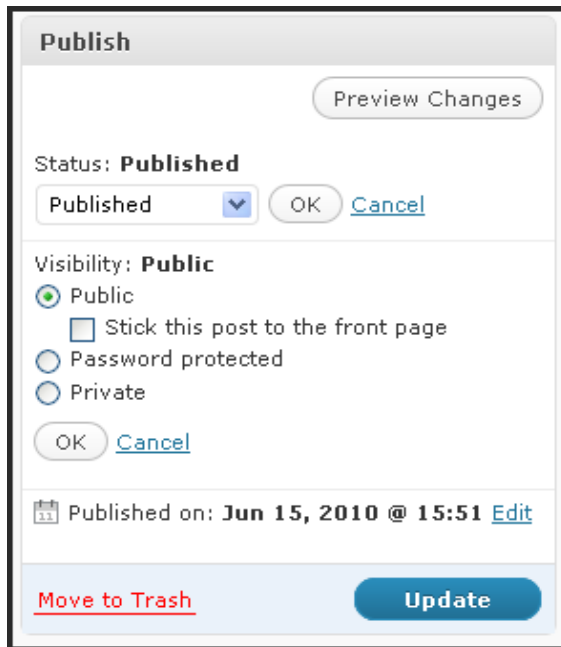
In the above example, you can see we've changed the permalink by shortening it from the post title and including our keywords, "Resume Consulting" (format = resume-consulting) and kept the title as: "Resume Consulting to Get The Interview."

To edit the permalink:

1. Click in the Edit button
2. Edit the permalink
3. Click OK to save it
4. Click to save your draft or if you're ready, to publish the post

Note: Once you set the permalink and published your article **do not change** it. This could cause any links to your post from others or from search engine listings to appear as broken links.

Publish Status



The screenshot shows the 'Publish' panel in WordPress. At the top right is a 'Preview Changes' button. Below it, the status is set to 'Published' with a dropdown menu and 'OK' and 'Cancel' buttons. The visibility is set to 'Public' with radio buttons for 'Public', 'Stick this post to the front page', 'Password protected', and 'Private'. There are 'OK' and 'Cancel' buttons for the visibility options. At the bottom, it shows the post was published on 'Jun 15, 2010 @ 15:51' with an 'Edit' link. At the very bottom are 'Move to Trash' and 'Update' buttons.

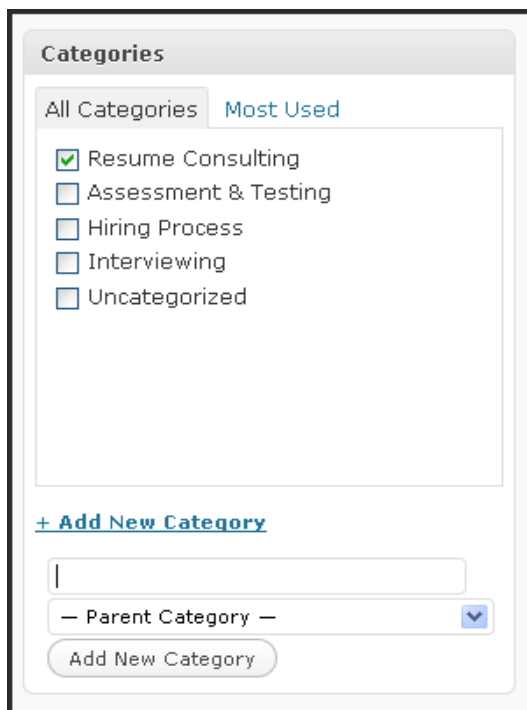
If you mistakenly publish before you were ready, you can change it by switching the **Publish** status back to **Draft**.

You also have choices of making the post **Public** (default), **Private** or **Password Protected**. You could also keep it in a Private status until you're ready for it to be viewed by others. Just make the appropriate changes to the Visibility options.

If you choose "Password Protected" a box will appear below for you to enter the password.

Be sure to click the Update button when you've made your changes.

Categories



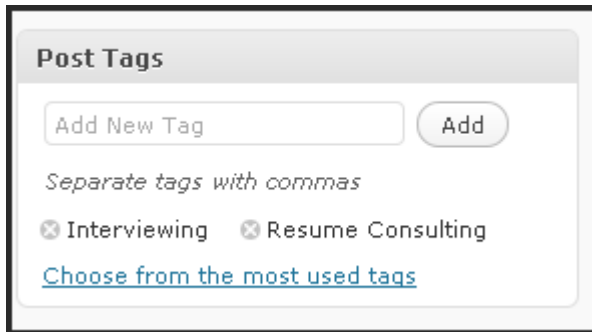
The screenshot shows the 'Categories' panel in WordPress. It has two tabs: 'All Categories' and 'Most Used'. Under 'All Categories', there is a list of categories with checkboxes: 'Resume Consulting' (checked), 'Assessment & Testing', 'Hiring Process', 'Interviewing', and 'Uncategorized'. Below the list is a '+ Add New Category' link. At the bottom, there is a text input field, a 'Parent Category' dropdown menu, and an 'Add New Category' button.

Before you publish, also be sure to select one or more Categories. These help visitors to your blog find the articles they are interested in reading. They show up in the "**Article Categories**" widget (or whatever name you've given it). It can also be configured to show the number of articles in the categories.

You can add more categories on the fly by clicking the **Add New Category** link, or return to your dashboard to create more. Look under the left hand menu for Posts, then Categories.

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Post Tags



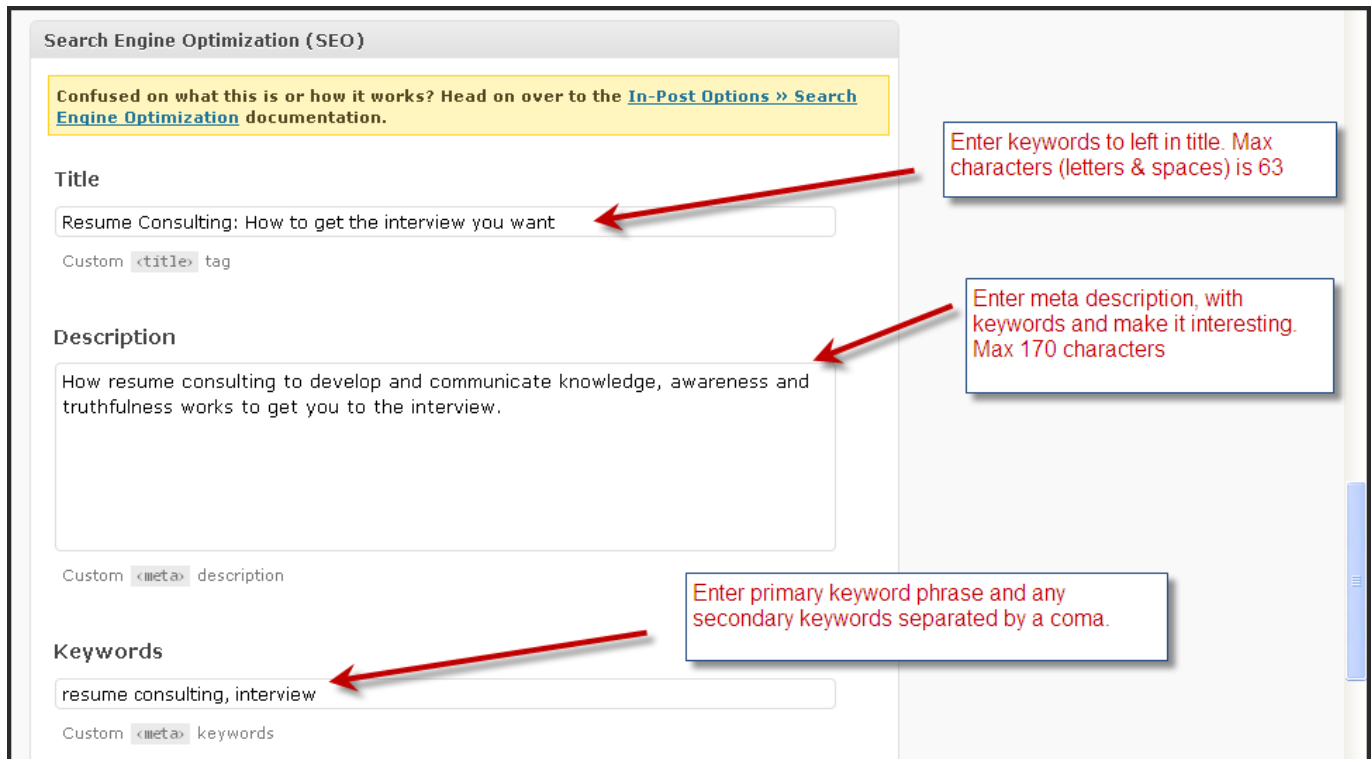
Post Tags are like keywords. They too can help users and search engines find your articles. If you use the Tag Cloud widget you can display the Post Tags also in the sidebar similar to the post Categories listing or widget.

You can add more post tags on the fly or create them in the dashboard just as in the Category function.

SEO with Scribe

If your site has the Scribe plug-in added you will be able to easily optimize your blog post for the search engines. Here is a brief synopsis of how it works and the steps to follow.

1. When you feel your content is ready and you've configured the other features as noted above, scroll down to the SEO section of your edit post page:



2. Following the above example, enter your Title, Description and Keywords in the fields shown.

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3. Navigate back up to the top of the page and on the right side locate the **Scribe Content Optimizer** feature as shown below. Note, yours may look different if you haven't yet clicked the Analyze button.



4. Click the Analyze button and you will get a screen that looks something like the following:

Scribe Content Analysis

[SEO Score](#) [Keyword Analysis](#) [Change Keywords](#) [Alternate Keywords](#) [Tags](#) [SERP](#) [SEO Best Practices](#)

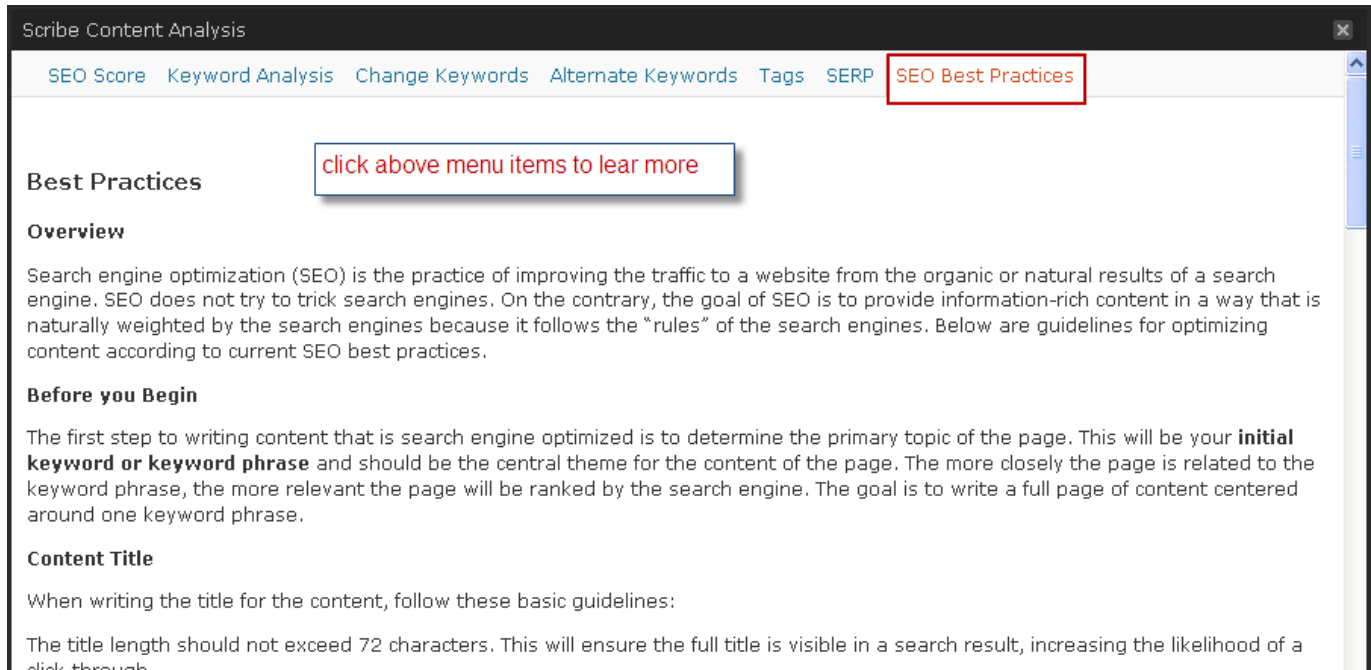
The following is a list of recommendations to improve the findability of your content on major search engines. Edit the content and select the Re-analyze button at any time to review the effects your edits have on the content analysis SEO Score.

Overall	Content	Analysis & Recommendations
83% Your content meets most or all SEO recommendations.	Title	<ul style="list-style-type: none">✓ Title contains 52 characters, which meets recommendation.✓ Title contains 9 words, which meets recommendation.✓ Title contains Primary Keywords, which meets recommendation.✓ Title contains Primary Keywords at the beginning which meets recommendation.
	Description	<ul style="list-style-type: none">✓ Description contains 121 characters, which meets recommendation.✓ Description contains 2 Primary Keywords, which meets recommendation.✓ Description contains Primary Keywords at the beginning which meets recommendation.
	Body	<ul style="list-style-type: none">✓ Body contains 831 words, which meets recommendation.✓ The keyword density falls within the recommended maximum of 5.5%.⚠ Body contains 1 hyperlink, which is below the minimum of 1 hyperlink for every 120 words.⚠ Contains 0 hyperlinks towards the beginning; below the recommendation of 1 link at the beginning.✓ Flesch Reading Ease Score is 51.78 which indicates the readability of your content is "fairly difficult."

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Your objective is to get the score to 100% if possible. The Analysis & Recommendation section will tell you where you're at and what you should work on or change.

5. Refer to the menu tabs in the Scribe Content Analysis for more information on how and why to optimize your blog post. In this example we've clicked on the SEO Best Practices tab:



6. If you do make changes, click the save draft button again before clicking the Analyze button.
7. Do not press the Analyze button without making changes. Also try and make all of the changes recommended and then re-Analyze. You'll notice there's a limited number of times you may analyze blog posts per month. You may also be on a shared subscription. Check with your developer or WordPress service provider for more information.
8. You may click the Review button at any time without re-analyzing the SEO.

Don't have Scribe? [Scribe Makes SEO Copywriting Simple](#) (affiliate link)

Questions or Comments...Need a WordPress Blog Set Up?

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Phone: (707) 745-3503

Email: greg@zephyrmarketing.net

Web: <http://zephyrmarketing.net>

Twitter: <http://twitter.com/gregelwell> or <http://twitter.com/ZephyrMarketing>

Also visit: <http://b2binbound.com> (Certified HubSpot Partner Site)