WebTalent
MARKETING

Introduction to Maintaining a WordPress Site

Your new site is built on WordPress, a popular Content Management System (CMS), which allows you to easily manage your site.

In this document, we will review the WordPress dashboard, adding pages and blog posts, managing media, best practices for SEO, and managing your site's user accounts.

To follow along with this document, type in the URL of your site in a browser, and add /wp-admin to the end. This will take you to a login page that will allow you to view the dashboard of your site.

WORDPRESS

Best Practices Purpose

The following sections highlight just a few of the key features that you will commonly use within WordPress. If you have additional questions, please reach out to us at anytime.

1.800.405.2947

Getting to Know Your Dashboard

When you first log in to WordPress, you will see the dashboard, or "backend" of the site. It can seem overwhelming at first, but there are only a few sections you need to be comfortable with to update your site.

Click here to toggle between the frontend and backend of your site.

Click here to quickly create a new page or post. These areas can also be accessed in the the black, left side menu bar.

This displays the current user, and allows you to login or logout
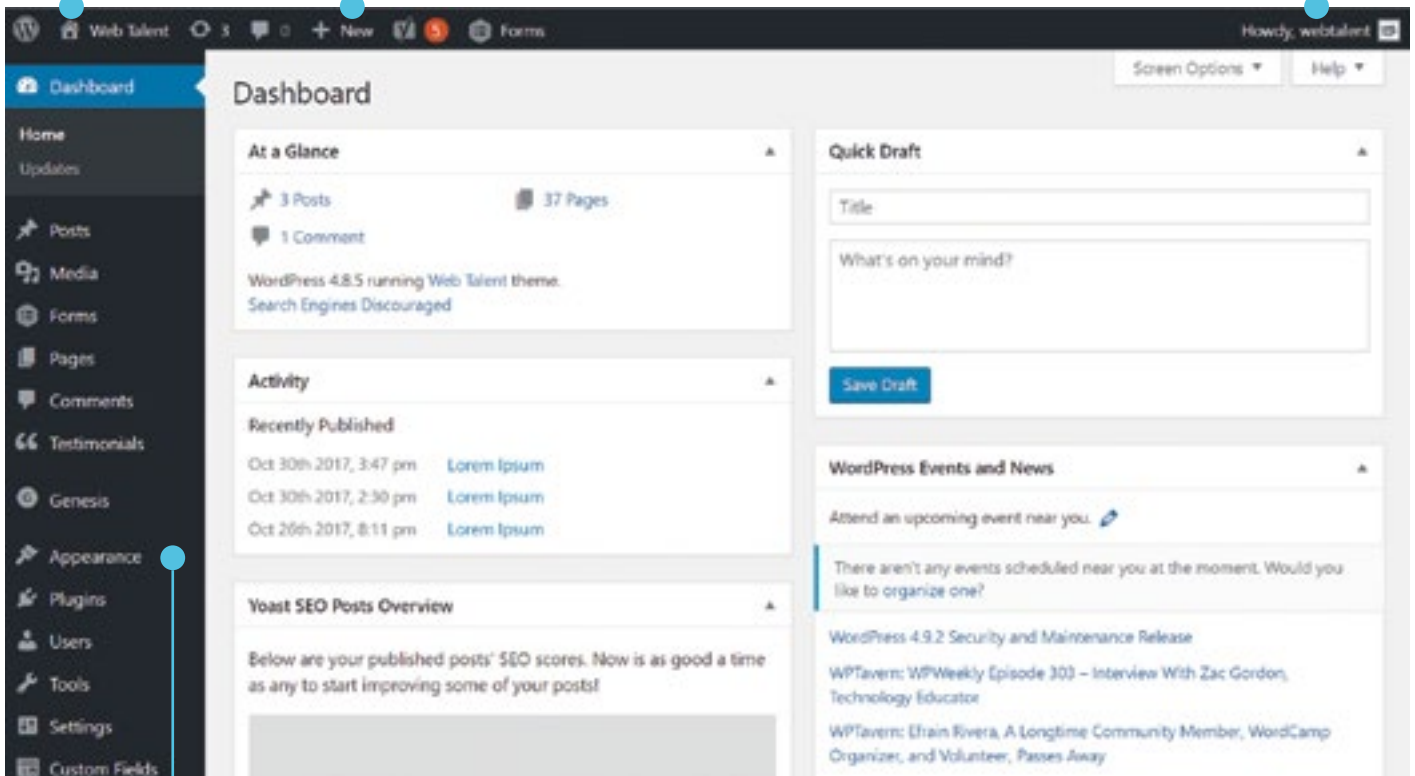
Click here to access website navigation "Menus" and "Widgets".

Advanced Features: If you are not comfortable editing HTML, PHP. CSS, and JS, please do not click on these items. Contact us for additional help.

Settings   Tools   Genesis

Custom Fields   Appearance

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Managing Posts and Pages

Posts and Pages are the two most common areas of your site. Posts are used on a blog and are categorized by topic, and pages are static content that are arranged hierarchically through your site's navigation.
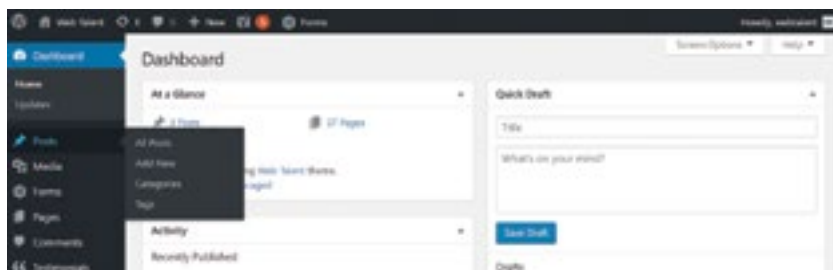
What is a Post?

A WordPress post is generally a news or informational update about a relevant topic to your business. Posts are listed chronologically on your site, categorized by topic, and archived when they are no longer needed.
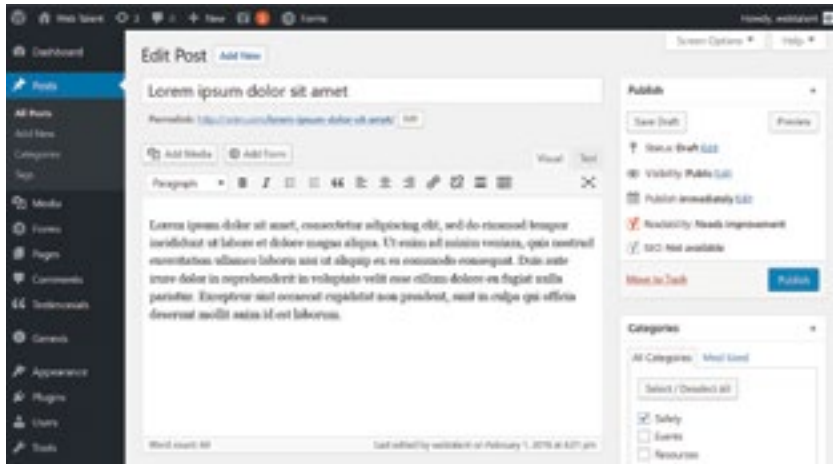
How to Create/Edit a Post

1. Click **"Posts"** on the left-hand menu of your dashboard.

2. Select **"Add New"** to create a new post, or **"All Posts"** to edit or view an existing post.

3. Using the menu on the right, select the category that relates to your post. If there is not a relevant category, click "Add New Category" and create one.

4. Set a featured image using the post menu on the right side. This is the clickable image that will appear in the blog roll. You can upload an image through the media manager (see Media Library on page 10).
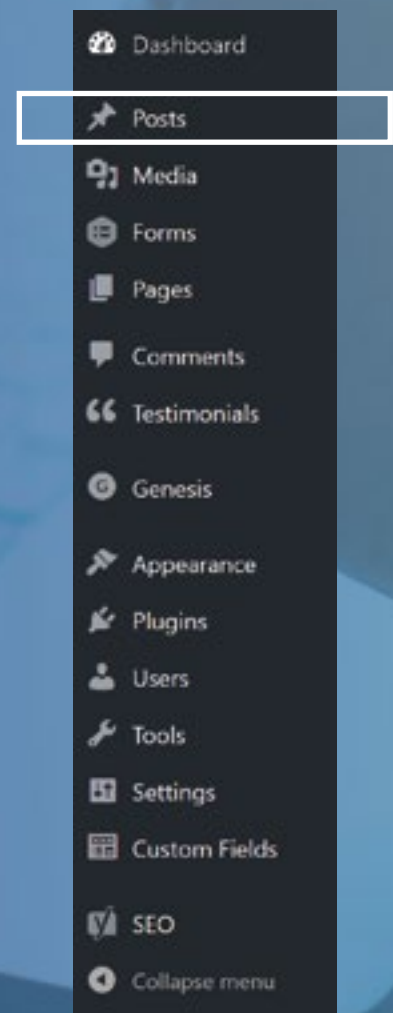
5. Optimize the post using the Yoast WordPress SEO settings (see SEO section on page 7).

6. **"Save"** the post as a draft, **"Update"** the post, or **"Publish"** the post by clicking the relevant button located in the box at the top right of the page.

* Note: If you are updating a previously published post, you must first select "Update" and then "Publish."
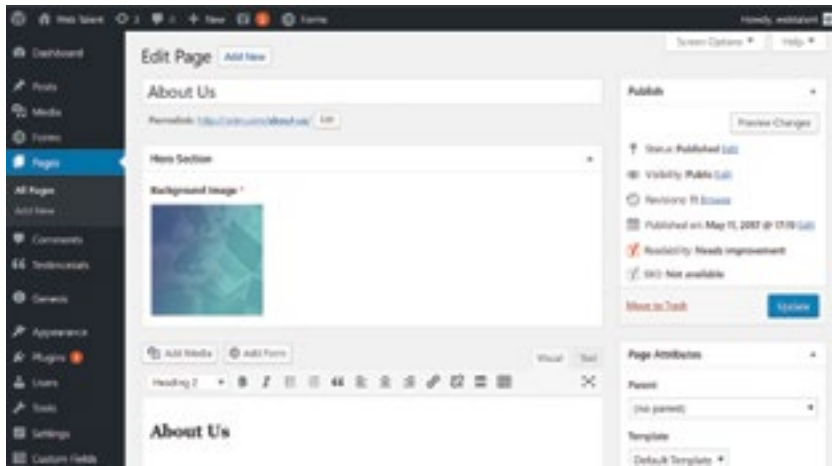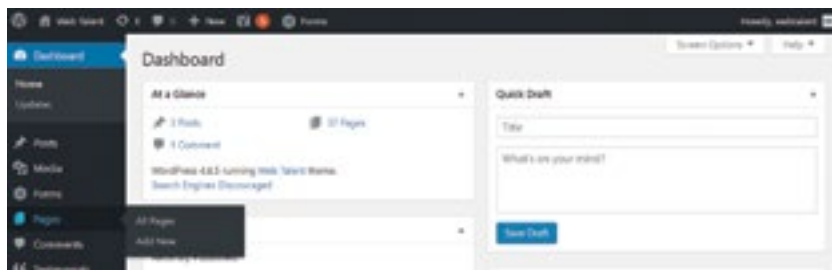

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How to Create/Edit a Page

1. Click **"Pages"** on the left-hand menu of your dashboard.

2. Select **"Add New"** to create or **"All Pages"** to edit or view.

3. Oftentimes, you will be able to use a page template that already exists. If you are unsure, contact us to learn which template would be best for your new page. By clicking the template dropdown, you will see a list of names. If you know which template to use, select it from the list.

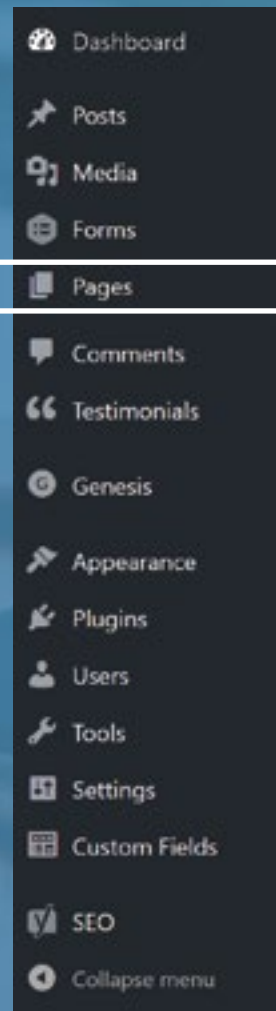**4.** Add your page content and images to the text field on the page.

5. Optimize the post using WordPress SEO (see SEO section on page 7).

6. **"Save"** the post as a draft, **"Update"** the post, or **"Publish"** the page by clicking the relevant button located in the box at the top right of the page.
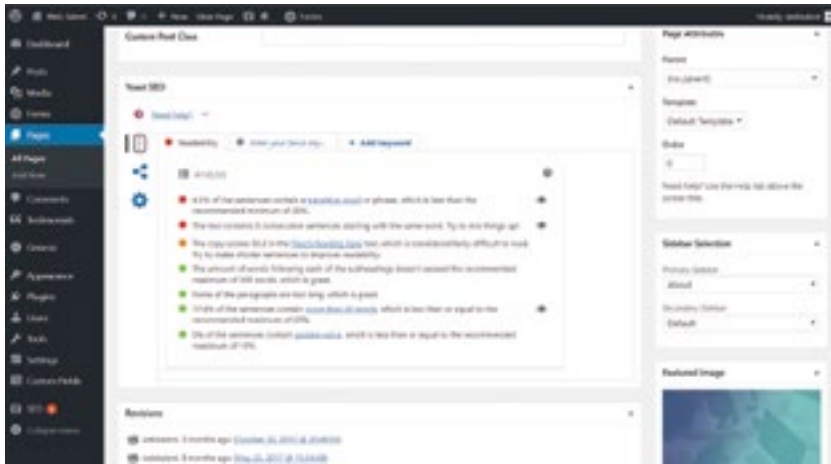
* Note: If you are updating a previously published post, you must first select "Update" and then "Publish."
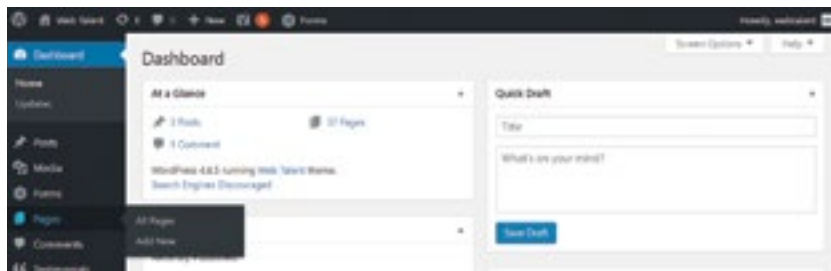
What is a Page?

A page in WordPress typically displays static documents that are organized hierarchically, meaning they can be be child pages of relevant topics. They are not associated with their publication date and are not displayed in chronological order. Often, they are displayed in your site's navigation.

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Yoast SEO Settings

1. Locate the SEO Yoast section at the bottom of the WordPress page.

2. Enter a **"Focus Keyword."** This is typically a 1-2 word summary of content that is included in your page or post. The focus keyword can be thought of as the primary search term for which you'd like the page to rank in search results. For example, for the homepage of Web Talent Marketing, the focus keyword could be "digital marketing."

3. Choose **"Edit Snippet"** and enter an **"SEO Title"** until the bar underneath turns green. Titles should include the title of the page as it appears in the dropdown menu, the company name, the focus keyword, and any descriptive words that represent the content on the page.

4. Enter a "meta description." This is a longer description of the page or post. For best results, enter and adapt text until the bar underneath turns green, no longer than 300 characters.

Search Engine Optimization (SEO)

Using the Yoast SEO plugin in WordPress allows you to easily update meta descriptions, page titles, and keywords. This will improve elements for your on-page optimization strategy.

If the Yoast SEO plugin is not installed on your site, please contact us and we will assist in setting it up.

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See the bottom of each **page** or **post** to edit Yoast SEO settings.

5. Review your SEO analysis. This section will tell you know how well your page adheres to SEO best practices. Green lights signify sections that are well optimized, and red lights signify sections that could use additional attention. Don't worry—it is not necessary to have all red lights in order to publish the page.
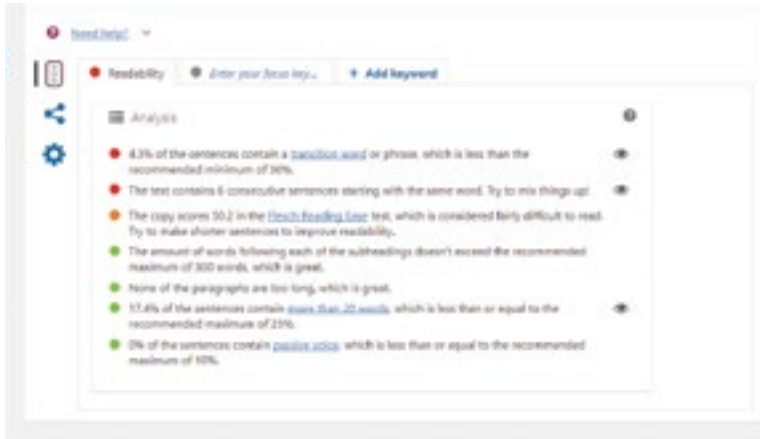
6. "Publish" or **"Update"** your page.

7. Confirm that the Yoast button at the top of the page is green. If it isn't review the Analysis page and see if any improvements could be made.


8. If the circle is not green, look into the various factors on your analysis list that could be improved. If you believe the settins are configured correctly, but the light is still red or orange, please contact us and we will have someone from the SEO team investigate the issue.

Search Engine Optimization (SEO)
CONTINUED

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How to Add Users

WordPress allows you to create logins for team members or other individuals who will work on your site. In most cases, you will not want everyone to have full, administrative access. For that reason, it is best to understand the different role types you can assign.
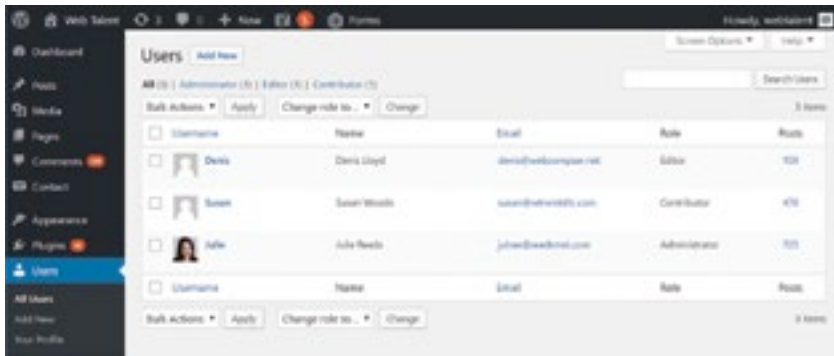
Users

With WordPress, you can create accounts for multiple team members in your company, with various levels of site permissions.

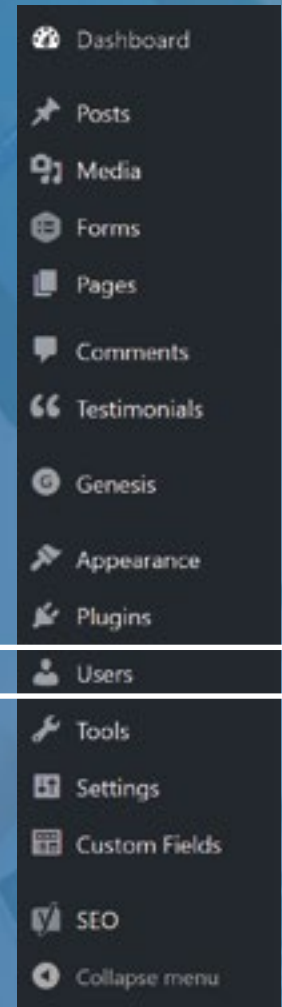**1.** Click on **"Users,"** then **"Add New."**
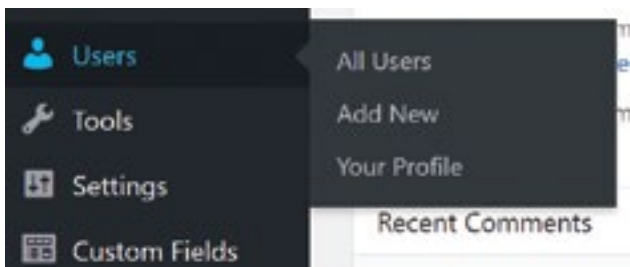
2. Enter the email address of the user you want to add.

3. Specify the role type. **Subscribers** can view and modify their profile but can not add content to the site. **Contributers** can write content but not publish it. **Authors** can write and publish their own content. **Editors** can write and publish their own content, as well as modify and publish content from other users. **Administrators** have full access to the site, including the code that is used to create the site. Limit administrator accounts only to key members of the team, or members with web development knowledge.
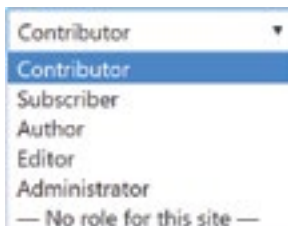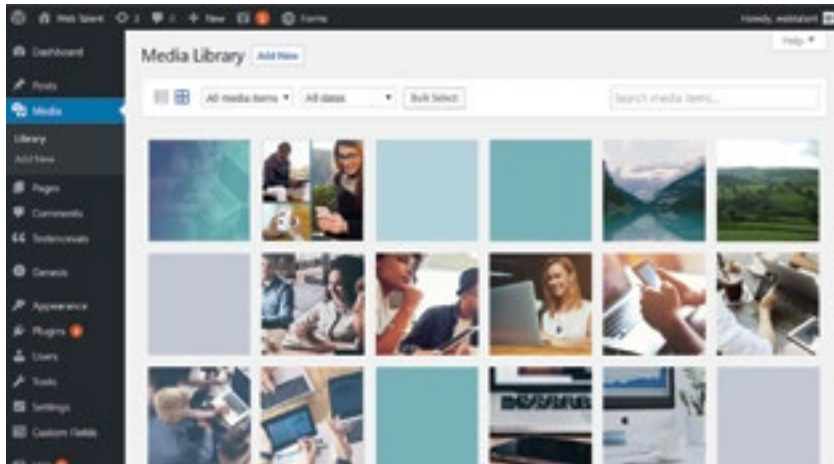

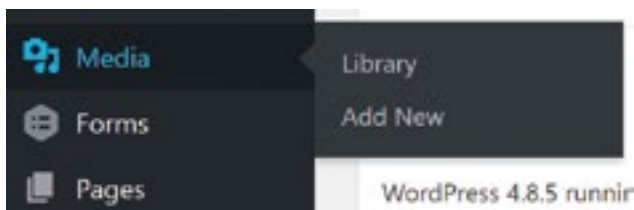**4.** Click **"Add New User"** to send invitation.

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Media Library

Media Library

1. To add a media file, click on the media library and then click **"Add New."**

2. Add a title for your file (for example "football.jpg") and place the same text in the **"Alt Text"** text window.

3. Once uploaded, the file will now be stored on the server, and you will be given a URL to view the image.

* Note: If you are updating a previously published post, you must first select "Update" and then "Publish."

The media library is drag-and-drop section that allows you to manage media (such as images, audio, videos, PDFs, and more). All of your site's uploaded media is stored here and can be renamed, modified, or deleted.
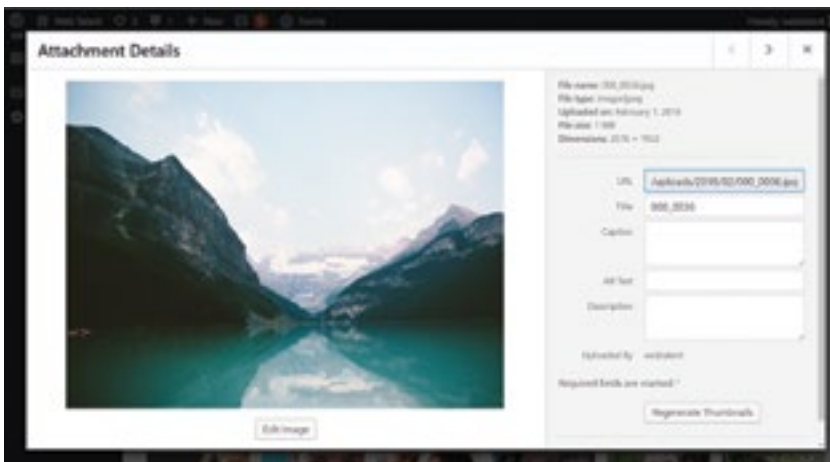
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Thank You

As your partner, we're here to help. Feel free to contact the Web Talent Marketing team with any WordPress-related questions or issues.

1.800.405.2947