

# Creating and updating content on your WordPress content management system (CMS)

## Posts vs pages

WordPress comes with two content types: Posts and pages.

Posts are content entries listed in reverse chronological order. Due to their reverse chronological order, your posts are meant to be timely.

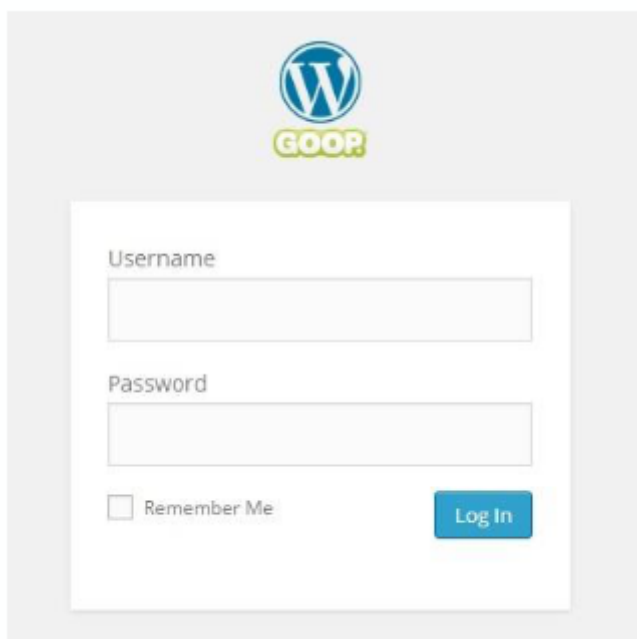
Writing posts (otherwise known as 'blogging' on your website) should be the most common activity you'll do on your website, in the administration panel.

And – this is the best part – the more you blog, the higher Google ranks your site.

Pages usually contain static content, such as contact details, your business profile, and products and services offered. Compared to posts, pages are 'timeless' and hierarchical by nature.

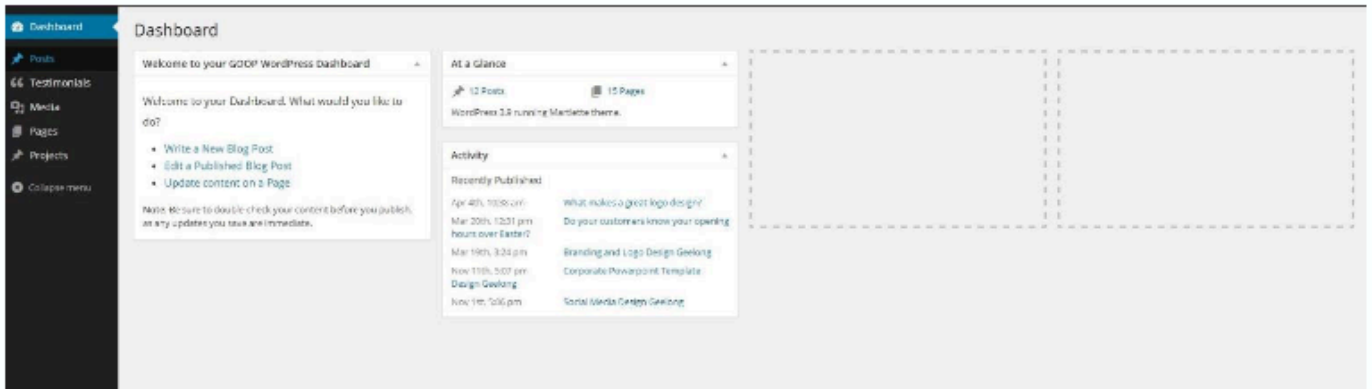
The first thing you need to do in order to add blog posts or update pages, is login to your WordPress admin panel using the username and password we supplied you with. If you have misplaced your website's login details, please contact us.

The login page looks like this:



The image shows a screenshot of the WordPress login page. At the top center, there is the WordPress logo (a blue 'W' in a circle) with the word 'GOOR' in green text below it. Below the logo is a white rectangular form with a light gray border. Inside the form, there are two input fields: the first is labeled 'Username' and the second is labeled 'Password'. Below the password field, there is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In' in white.

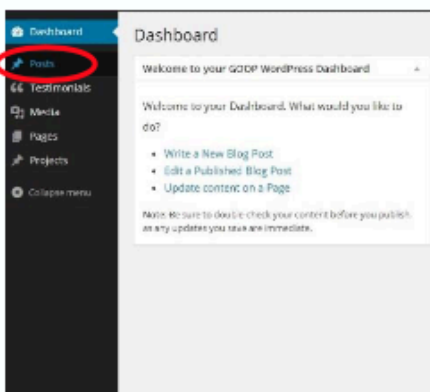
Once you have logged in, your administration panel will look like this:



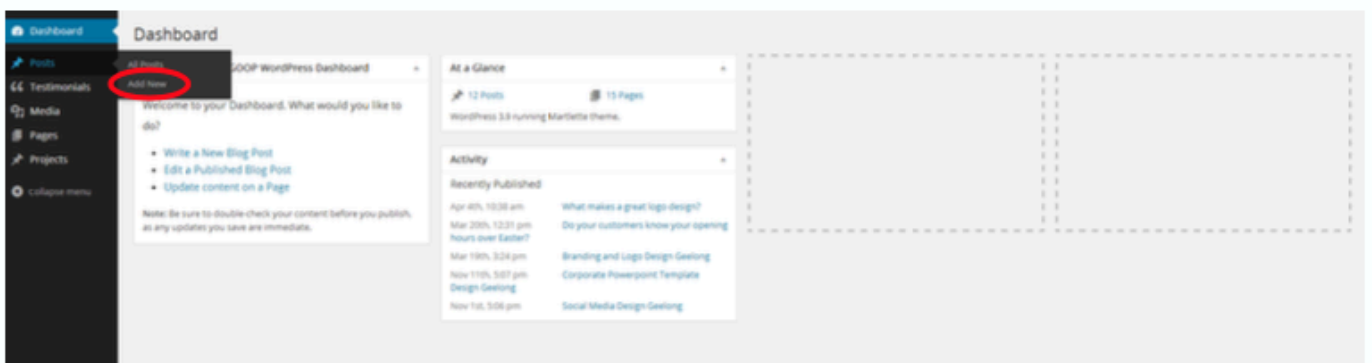
From here, you can add and edit blog posts or update page content.

## Adding posts

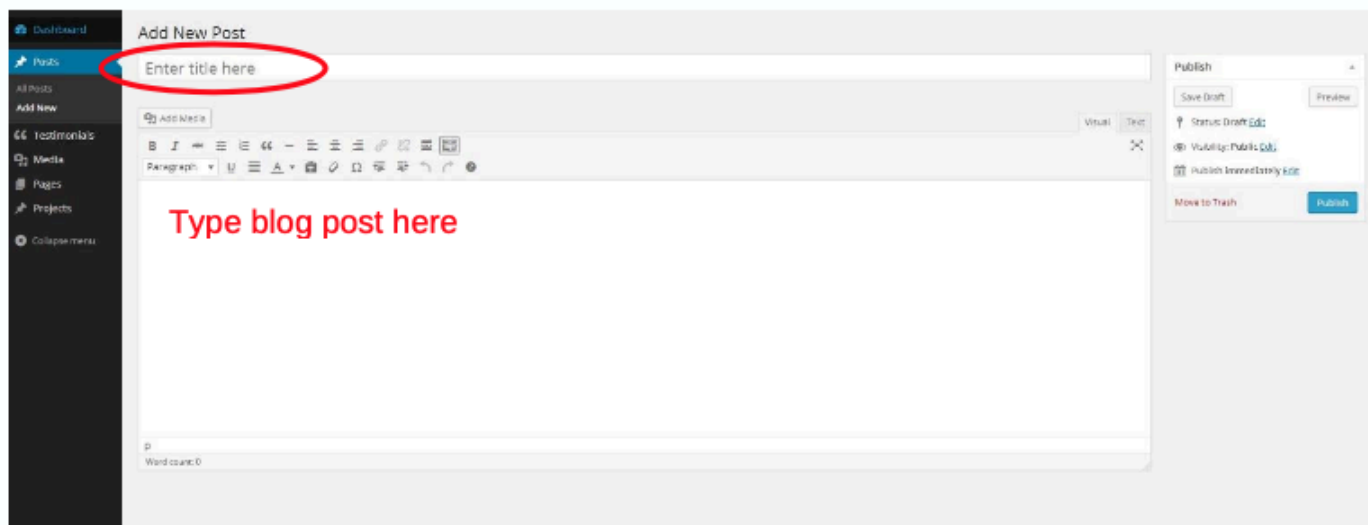
Click **Posts** in the left sidebar:



Click **Add New** to load the new post page:

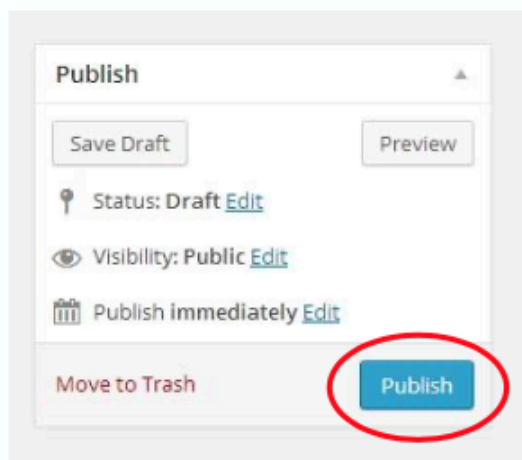


Add a relevant and unique title (which will be the heading for your post) and type your blog post into the main body of text area. Make sure your heading is unique, it's relevant to the content and it's focused on your keywords, which we've given you in your sitemap. You can check our [Blog Post Tips for Search Engine Optimisation](#) for more information about titles and headings.



If your news section has categories, ensure you have selected the correct one for your post on the right-hand side of your post underneath where it says **Publish**.

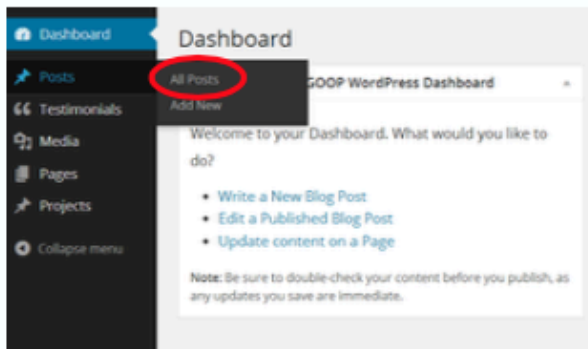
When you are ready, click **Publish** to make the post visible to all website visitors:



Don't worry if you see a mistake once it is published, you can easily edit and update your post. The same applies if you want to add a photo or video later on.

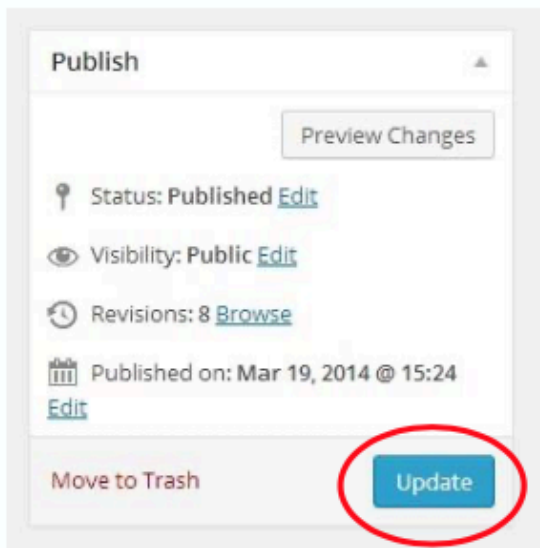
## Editing posts

To edit a blog post, click on **Posts**, followed by **All Posts** to load the full list of blog posts you have published on your website:



From this list, click on the title of the relevant post, which will open the post in editor mode so you can make changes. It looks the same as adding a new post, except your content is already there. You can add a video, picture, link, and make changes to text.

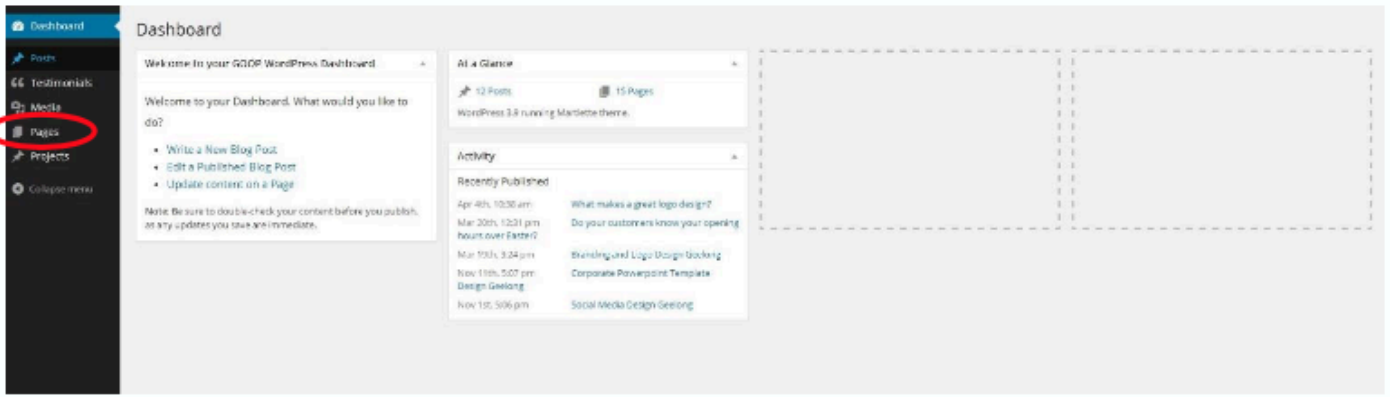
Once you have edited your post, click **Update** to save all changes:



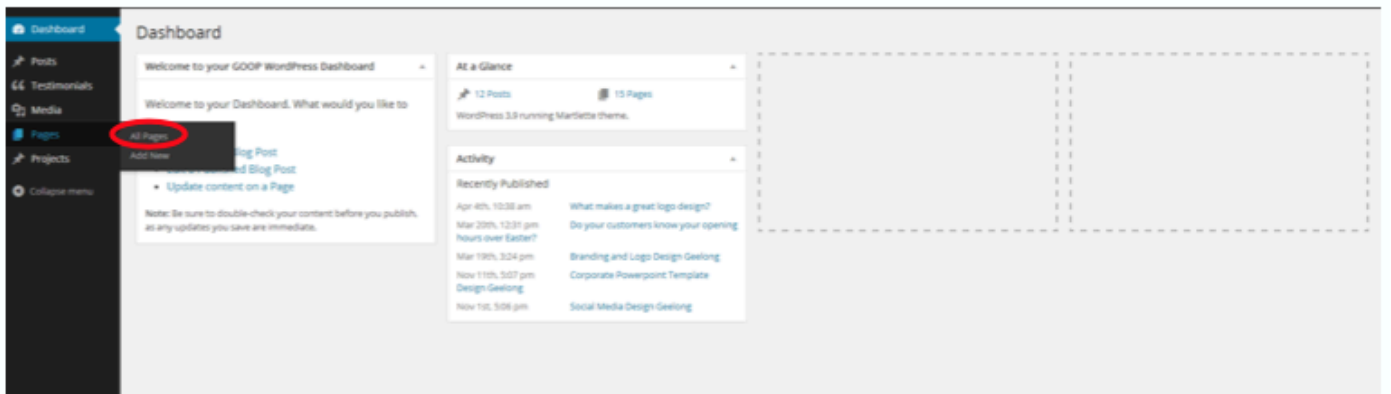
## Updating pages

Please note: We recommend waiting at least five to eight weeks before editing pages on your website. This allows time for Google to read and index the content on your pages in order for us to produce your rank report. Even after this time, we still suggest that you keep page content changes to a minimum, with new content being added through posts.

To update a page, login to your website, which will take you to your administration panel. Click Pages in the left sidebar:



Click **All Pages**:

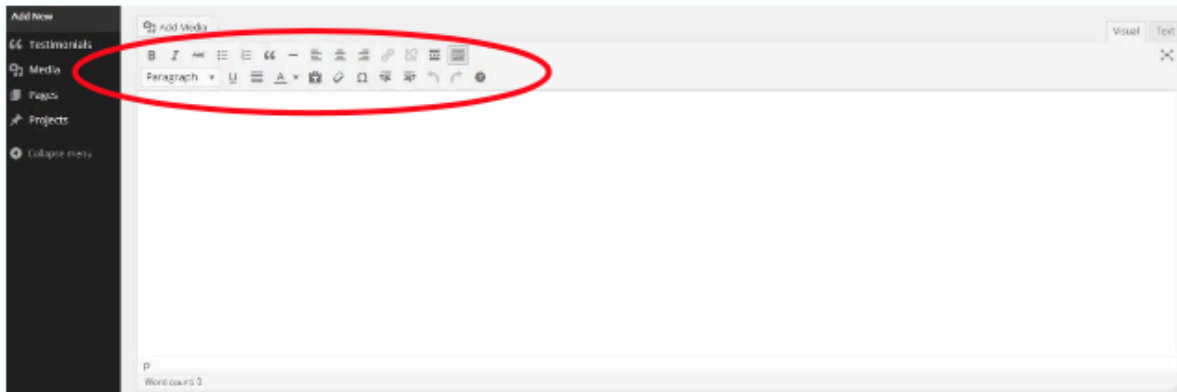


From the list of published pages, click on the one you wish to update. Make your changes and when you are ready, click **Update**.

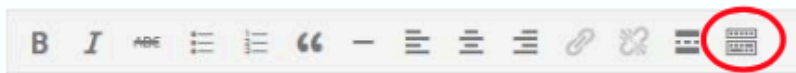
Please note: Pages are different from posts. There should be little need for you to create a new page for your website but if you do you'll only be able to save a draft of the page and not publish it. You'll need to get in touch with us and get us to publish the page for you. Pages work a little differently from posts and we need to make sure content your new page fits with your website's menu and any other features we've built into your site

## Using the Toolbar

The toolbar is where you will find all your formatting options for both posts and pages:



Sometimes, you can't see the full range of options, so you will need to open the rest of the toolbar. To do so, click on the following icon highlighted here:



This will open up the rest of your options like so:



To find out what each icon does for you, hover your mouse over each one for an explanation:



Don't forget to use **Heading 2** and **Heading 3** sub-headings where applicable (you don't need to use a **Heading 1** in WordPress as the **Title** of your post is your **Heading 1**). The rest of your text should be **Paragraph** format:



## Title

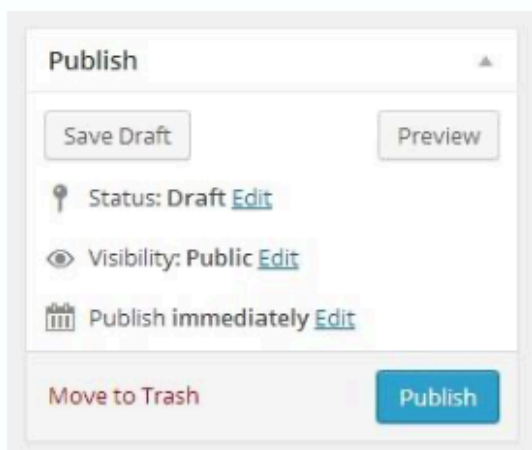
You can use any phrases, words or characters – but avoid using the same title twice, no two posts or pages should have the same name. You can use commas, apostrophes, quotes and hyphens/dashes if required. Remember to make the title unique and relevant to the page or post but also keyword focused (see our Blog Post Tips for Search Engine Optimisation for more information about titles and headings).

## Excerpt

A summary or brief teaser of your post/page, which may be displayed elsewhere on the website to entice readers to read more.

## Status of posts

- *Status*: The 'status' tells you whether your post has been published.
- *Visibility*: How your post appears to the world. Public posts will be visible by all website visitors once published.
- *Save Draft*: Allows you to save your post rather than immediately publishing it. You can come back and finish it later on.
- *Publish*: Publishes your post on your website, immediately by default. You can choose another date and/or time for your post to go live by clicking **Edit** above the **Publish** button:



## Adding images to posts and pages

When adding photos to your posts or pages, they *must* be compressed to a sensible size. Images straight from a camera or smart phone are too large to upload straight to your website. It's important that you reduce the size of your photographs to less than 500 kilobytes using picture-editing software.

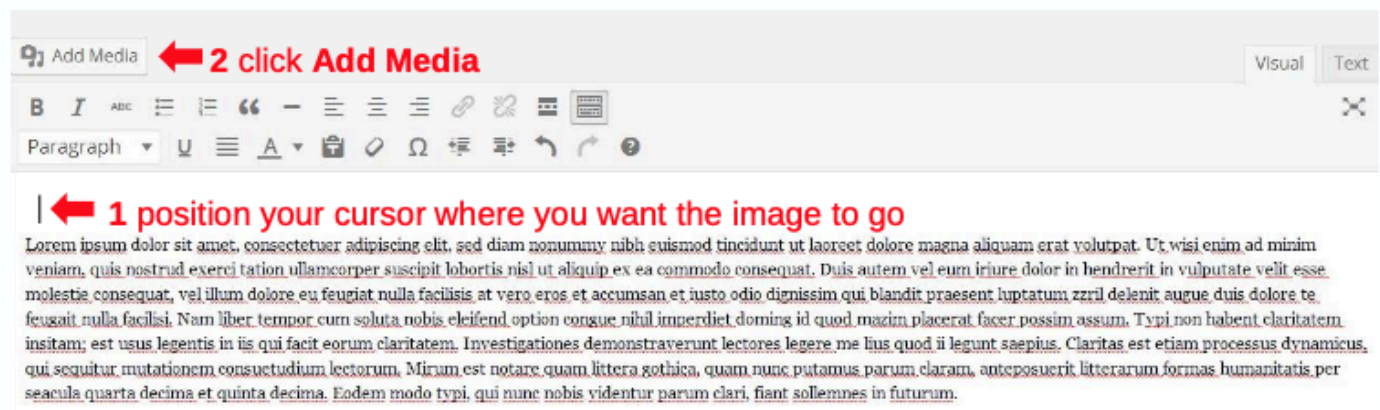
You can edit images with software such as Adobe Photoshop Elements, IrfanView, FastStone Image Viewer, or other free online tools (for example, [www.picresize.com](http://www.picresize.com) or [www.picmonkey.com](http://www.picmonkey.com)). Editing your photos gives you the added benefit of being able to adjust qualities such as brightness, contrast, and colours. You can also add overlays such as text.

Cropping images can be useful too, so that your picture features what's important in the image and not lots of unnecessary background or other unwanted scenery.

All of these tasks should be carried out in advance, prior to uploading your image to your website. Ensure that you know the name and location of the image to be added so you don't have to go hunting for it on your computer. For example, it could be a file called `beach.jpg` and could be located on your desktop or in your Pictures folder.

Make sure you are logged into your website (see instructions above) and that the blog post or page you want to insert the picture into is open. Now, follow the instructions we've added in red text.

**1** Position the cursor carefully where the image is to be added – do not insert pictures between words! We recommend inserting images at the very top of your posts. **2** Click **Add Media**, above the toolbar:



← **2 click Add Media**

Visual Text

B I ABC [list icons] [link icon] [unlink icon] [media icon] [table icon]

Paragraph [underline icon] [text color icon] [background color icon] [link icon] [unlink icon] [undo icon] [redo icon] [help icon]

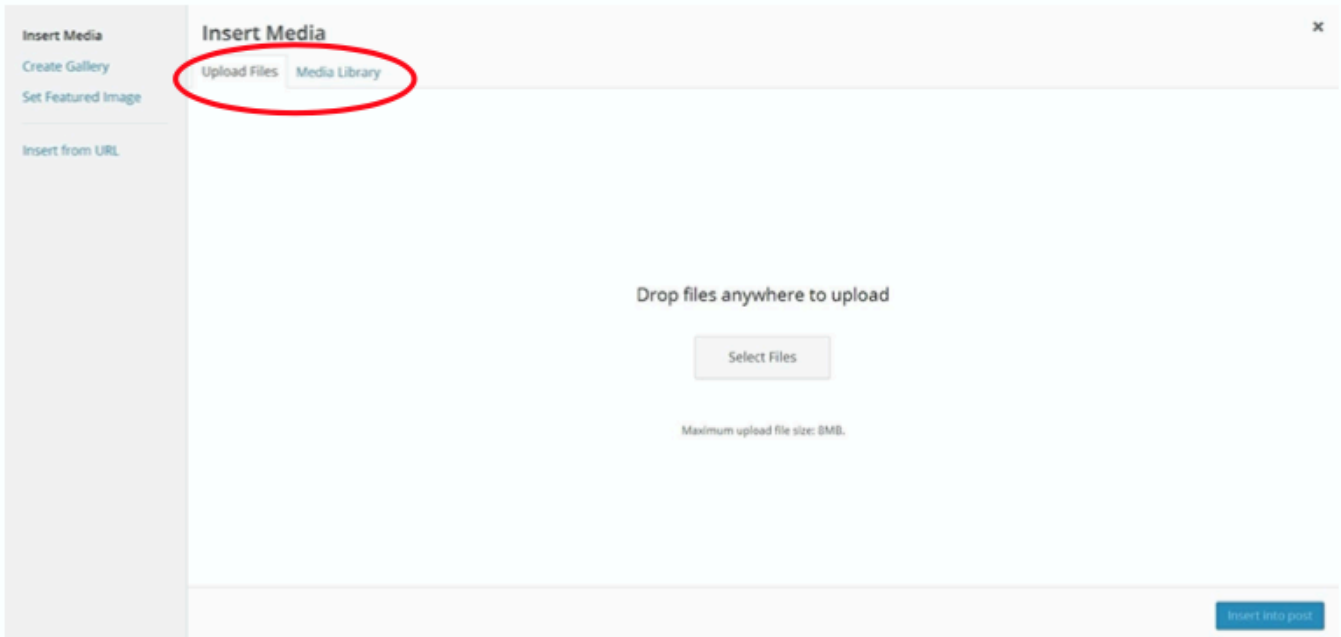
← **1 position your cursor where you want the image to go**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.



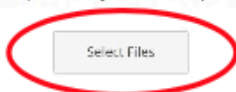
## Add Media

Once you click **Add Media**, you have the option to **Upload Files** or add an image that has already been uploaded to your website prior (from the **Media Library**). Select one of the two tab options:



To upload an image, click **Select Files** and locate the file to be uploaded. Alternatively you can drag and drop your image from a folder on your computer into the upload space. WordPress will now import your image to the **Media Library**, ready to be used wherever needed:


Drop files anywhere to upload



## Attachment Details

Once you have uploaded an image or selected an image from your Media Library, you now have the option to add text for Search Engine Optimisation and to determine the size and alignment of the image:

ATTACHMENT DETAILS



Why-blog.jpg  
April 23, 2014  
500 × 500  
[Edit Image](#)  
[Delete Permanently](#)

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Title

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

Alignment

Link To

Size

[Insert into post](#)

Fill in as many of the fields as you wish:

- **Title:** A short text description of the image.
- **Caption:** Not required unless your design supports the display of image captions.
- **Alt Text:** This is the most important text you can add to an image. The Alt Text is read by Google and so is important for SEO purposes. This is essentially 'tagging' your image. Tag your image with the relevant keyword used in the blog post.
- **Description:** Not required.
- **Alignment:** Determines where the image will sit in relation to the text. Left or right always look best, as they cause existing text to wrap around the image automatically. **None** works best when the image is positioned on its own blank line (paragraph). Center is often avoided.
- **Link URL:** This should almost always be set to **None**. If, for some reason, you want your image to link to another page, see the instructions below.
- **Size:** Choose from the drop-down options available, but note if the image is too large for the containing element, this may affect the site's layout. The **Full Size** option is the dimensions of the image you uploaded– if you have resized the image to the size you want, choose this option.

ATTACHMENT DETAILS

Why-blog.jpg  
April 23, 2014  
500 x 500  
Edit Image  
Delete Permanently

Why should you blog on your website?

Title

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

Alignment: None

Link To: None

Size: Medium - 300 x 300  
Thumbnail - 150 x 150  
Medium - 300 x 300  
Full Size - 500 x 500

Insert into post

Once you have finished filling in the blanks, click **Insert into Page/Post**. Don't forget to update your post/page by clicking the **Update** button when you're done

## Adding other media types

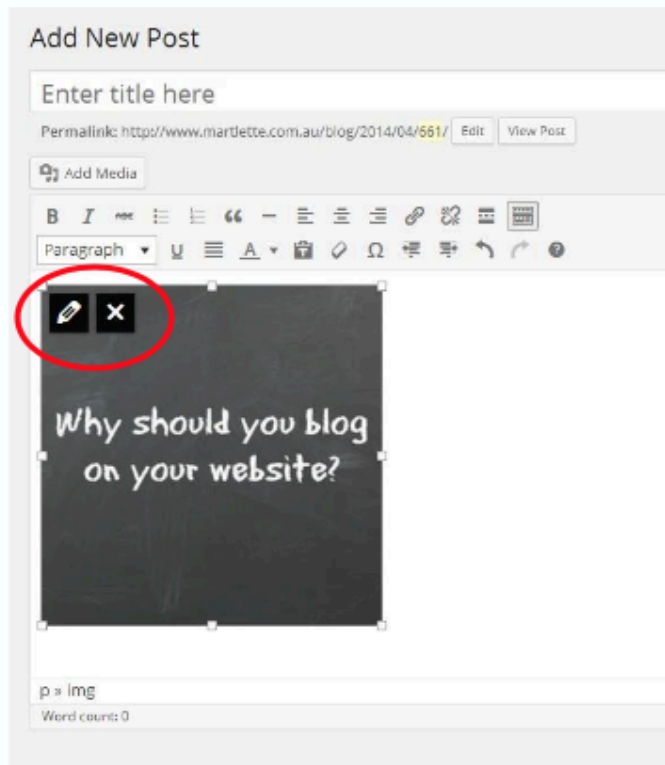
Using many of the same steps to add a photo, you can add PDFs and other files to your website. This is useful if your business or products have been featured in an article and you have requested the PDF for your records. It is also useful if you want to upload posters, offers, forms, etc.

- If you know how, rename your PDF file to the name you want to show on your website. For example, if your file is called *report.pdf*, you could rename it to *Annual Report 2014.pdf*. To rename a file, simply click on the file name using the right-hand button of your mouse and look for the Rename option on the panel that appears. Left click on Rename and then change the highlighted file name to the name you want. Be careful not to change the .pdf extension. Once you're done, click outside the file name box and the new name will display.
- Now, make sure you are logged into WordPress and open the page or post for editing.
- Ensure you know the name and location of the file to be added. For example, your file could be called *Annual Report 2014.pdf* and could be located on your Desktop or in your Documents folder.
- Position the cursor where you want the file to be linked from – when you insert it, the file's **Title** will be displayed by default. You can edit the **Title** in the **Attachment Details** to something you want. This is handy if you didn't change the name of your file before uploading. So, if your file is still called, for example, *annual report.pdf*, change it to *Annual Financial Report 2014* in the **Title** field.
- Click **Add Media**, above the toolbar.
- Click **Upload Files** if adding a new file (or **Media Library** if the file has been uploaded before).
- Click **Select Files** and locate the file to be uploaded. WordPress will now import your file to the Media Library, ready to be used wherever needed.
- When the file has been uploaded, complete the fields as you would with images (see the instructions on the previous page).
- Click **Insert into Page/Post**.
- Don't forget to update your post/page by clicking the **Update** button when you're done.

## Updating file options

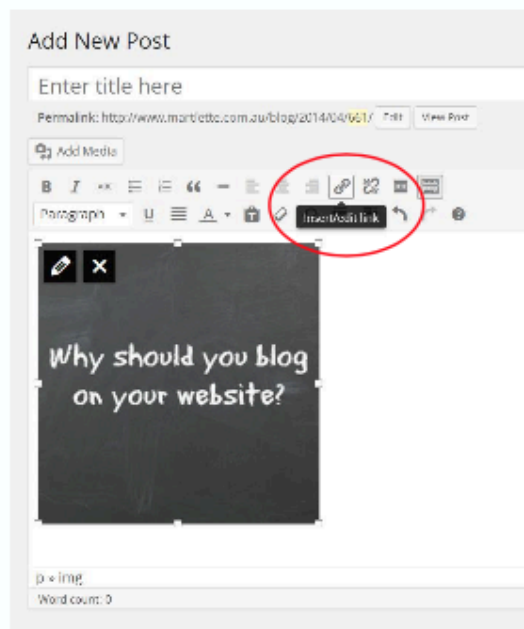
If you wish to edit the options for your image or other file, click the image once and then press the **Edit** button which appears in the top left corner.

You can also delete the file using the **Delete** button that also appears:




### Linking images to other files or web pages

Once you have inserted your image, select it by clicking on it and look for the **Insert Link** button on the toolbar:



From here, you can do one of two things. You can link to a URL from another website, in which case make sure you tick the **Open link in a new window/tab**. Or, you can click **Link to existing content**, which will open a drop-down menu of all the pages and blog posts on your website. Scroll through and click on the one you want to link to:



Click **Add link** to insert it and then click **Update** on your page or post to save changes.

## Embedding YouTube and Vimeo videos

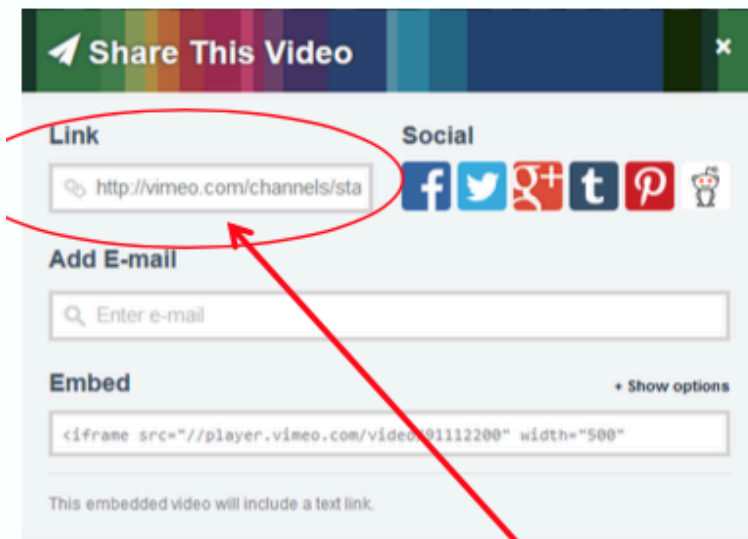
You can easily embed YouTube or Vimeo videos into your posts and pages.

To embed a video you simply need to copy the video code and paste it where you want it to appear in your page or post. Here are the instructions to insert a video from You Tube and Vimeo:

### Vimeo

- To embed a video from **Vimeo**, click on the little paper airplane-style icon on the video and a **Share This Video** box will appear.





- Then copy the code from the Link box and paste it where you want the video to appear in your website's page or post. Once you've pasted the code, remember to save your changes by clicking **Publish** or **Update** on your page or post. That's it!

## YouTube

- To embed a video from **YouTube** into a website post or page, simply highlight and copy the YouTube video URL and then paste that URL where you want the video to appear in your page or post. Once you've pasted the URL where you want the video to appear, simply click on **Publish** or **Update** on your page or post. That's it!

