



“Easy Content Creation in WordPress”

**A Step-by-Step Guide
with Christina Hills**



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Intro to "Easy Content Creation in WordPress"

Whether you've had a WordPress website for a long time or you're just getting started with one, it's nice to have a checklist to work through every time you publish content.

You can use the blog part of your site in many ways. You might use it as a newsletter with upcoming events, tips, or client success stories. Sometimes you're writing a new blog post from scratch, and other times you may revise or update an old blog post.

Regardless of the purpose of your blog, a detailed checklist will help you make sure you don't miss any important steps in the process. Note that I use the term "article" and "blog post" interchangeably. In this document, they mean the same thing.



This is the same checklist that my team and I use when we publish a blog post. Over time, you'll start to memorize it, and the process will become second nature.

So, before you publish your next blog post, review this checklist I made for you. Make sure that you've done all those little things that you need to do to publish a successful blog post in WordPress.

Enjoy blogging and send us a link to your blog. We'd love to see it!

To your success,

Christina Hills

Christina Hills
Your Teacher/Mentor/Coach for WordPress
<https://www.WebsiteMarketingWorkshop.com>



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Double Check Your WordPress Admin Settings

There are a few things you set once for your blog before you start making blog posts. You want to check these settings in your WordPress site admin area. If you have never done this before, don't worry, as you can do this now.

You will want to set the time zone for your website, so that when you publish blog posts, it will have the current date and time for your location. This is for you so that you know when blog posts are going out.

- ☐ Set the time zone for your local time in Settings → General → and click the drop-down to find the city closest to you in your time zone. Then click the save button.
 - ☐ Set the default post category for your blog in Settings → Writing
 - ☐ Check the permalinks URLs in Settings → Permalinks
 - ☐ Decide if you are going to have comments or not in Settings → Discussion
 - ☐ Check your display name under Users → Your Profile
 - ☐ Go to Settings → Reading and set the blog to the page you want your posts to appear on. (NOTE: if you are using the [Divi Theme](#), this is handled differently)
-
- ☐ Setup an Author box. Training here:
<https://wmwprogram.com/modules/creating-content/authorbox/>
 - ☐ To have your photo automatically show up without uploading it into WordPress, open and setup a free [Gravatar.com](#) account. Training here:
<https://wmwprogram.com/modules/refresh/outside/gravatar>



Write Your Blog Post Draft

When you're creating a WordPress blog post, there are several things you need to do when you create it. Here is your list of things.

- ☐ Write a rough draft of your new blog post article and save the draft. Don't worry about the title of the blog post; just use a working title for now.
- ☐ Use AI to get headline ideas
- ☐ Break up your text into short paragraphs using short, easy-to-read sentences (not long, complex sentences)
- ☐ Before each section of your article, add H2 headings and H3 subheadings to your article. This will make it easier for readers to read. (Note: do not use H1 as WordPress reserves that for the title of the article)
- ☐ Double-check the grammar and spelling in your blog post.
- ☐ Add your post to a category. You can also make up new categories as you go.
- ☐ Add links to any of your related blog post articles (optional). Check these links in the article to make sure they're linking properly to the correct place and don't have any broken links. If you're linking to someone else's site, have the link open in a new tab/window.
- ☐ Add some tags to your post. (Note that this is optional and does not relate to SEO)

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- ☐ After reviewing your article, look again at your title. If necessary, revise from your working title to a final title.
- ☐ Edit the permalink/slug to set the URL of the post (if you don't like what WordPress automatically created for you).
- ☐ Read, revise, and proofread the post.
- ☐ Make sure you put in an excerpt for the blog post. An "Excerpt" is a 2-3 sentence summary in third person on what the blog article is about. Note that each theme handles the excerpt differently.
- ☐ Have a Call to Action (a next step for your reader). What action do you want them to take?

Adding Images to Your Blog Post

Adding images to your blog post article makes your blog post more engaging. You can add your own images or use stock images you find on the internet.

- ☐ Find images to make your post more appealing. You can use your own or use stock images from [Unsplash.com](https://unsplash.com), openverse.org, [Pixabay.com](https://pixabay.com), or [Pexels.com](https://pexels.com).
- ☐ Use the Instant Images Plugin <https://wordpress.org/plugins/instant-images/> to make loading images faster and easier.
- ☐ Optimize those images so your site loads faster. This means use a plugin or tinypng.com to shrink down the size of your images. And do reduce the width and height of your images.

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- ❑ Insert those images into your post where you want them.
- ❑ Make sure your images have the Alternative Text added, also known as an 'Alt-Tag' description to all of your images in the media library.
- ❑ Pick one of your blog post images to be the featured image of your article, and then set the featured image inside the post area on the right side.

Embed a YouTube Video (Optional)

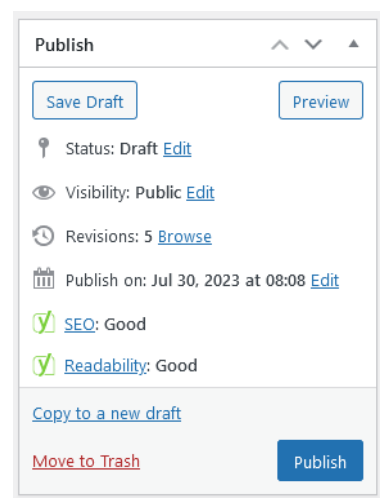
YouTube (or Vimeo) videos are great to add to your article if it ties into what you are writing about. Only use this if it's helpful to you.

Here are instructions for adding a YouTube video to a blog post:

<https://websitecreationworkshop.com/blog/wordpress-tips/how-to-embed-youtube-video/>

Publish Your Blog Post

Now you are ready to go ahead and publish your blog post.
You can publish it live or schedule it to go live at a later date.



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After Publishing Your Blog Post

Here are the final steps to take once your blog post is published live on the internet.

- ☐ View your blog post in another browser, or log out and look at it as other people would see it. Check that the featured image shows up, and make sure everything looks correct.
- ☐ View your site on your mobile phone and make any adjustments.
- ☐ Share your post to your social media accounts by hand or with a plugin.
- ☐ IF you have comments turned on, check inside the admin for any comments, and if they are not spam, approve them. (If they are spam, trash them).
- ☐ Share your post to your social media accounts by hand or with a plugin.

Advanced Blog Post Tips

Here are some additional tips that are a little advanced, but you can review on your own.

- ☐ (Optional) - Publish under an editor login and not your admin login

Using an SEO Plugin to Help Readability (Optional)

WordPress has a great plugin called "Yoast SEO" (<https://yoast.com/wordpress/plugins/seo/>). This plugin helps your article show up in search engines (SEO) **and** gives you specific tips for improving the text of your article (Readability).

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Yoast SEO

SEO Readability Schema Social

Focus keyphrase ?

Embed a youtube video

Get related keyphrases

Google preview

Preview as:

☒ Mobile result ☐ Desktop result

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websitecreationworkshop.com › blog › wordpre...

How to Embed a YouTube Video into WordPress - Website Creation ...

Mar 8, 2022 - If you were wondering how to embed a YouTube video onto your website, this article and video will walk you through the steps to do it yourself



Look inside the Yoast SEO plugin area of the article and review their suggestions to improve your post and implement the ones you want. While all posts should have good (green) readability, not every post needs to have good (green) SEO. For example, if you're writing a case study blog post, you probably aren't concerned with how the article ranks on search engines and do not need a focus keyphrase.

- ❑ Have you checked your Google Preview for your mobile snippet and your desktop view? You can use the excerpt you already wrote for this.

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- ❑ Check your article's Readability and make any adjustments needed to make the Readability show up as Good (Green).

Want More WordPress Training?

This mini course is a part of the Website Marketing Workshop group coaching program.

If you would like ongoing help with your self-hosted WordPress website, join us here:

<https://WebsiteMarketingWorkshop.com>



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