

Creating & Editing Pages

Post VS Page

The main difference between posts and pages is that a page is an independent content and the only way to get is through a menu item, the search tool or typing the URL directly into the browser. Posts always belong to a category and they are visible in the blog pages (homepage, Animals, etc.).

Tha l ag ia

URL

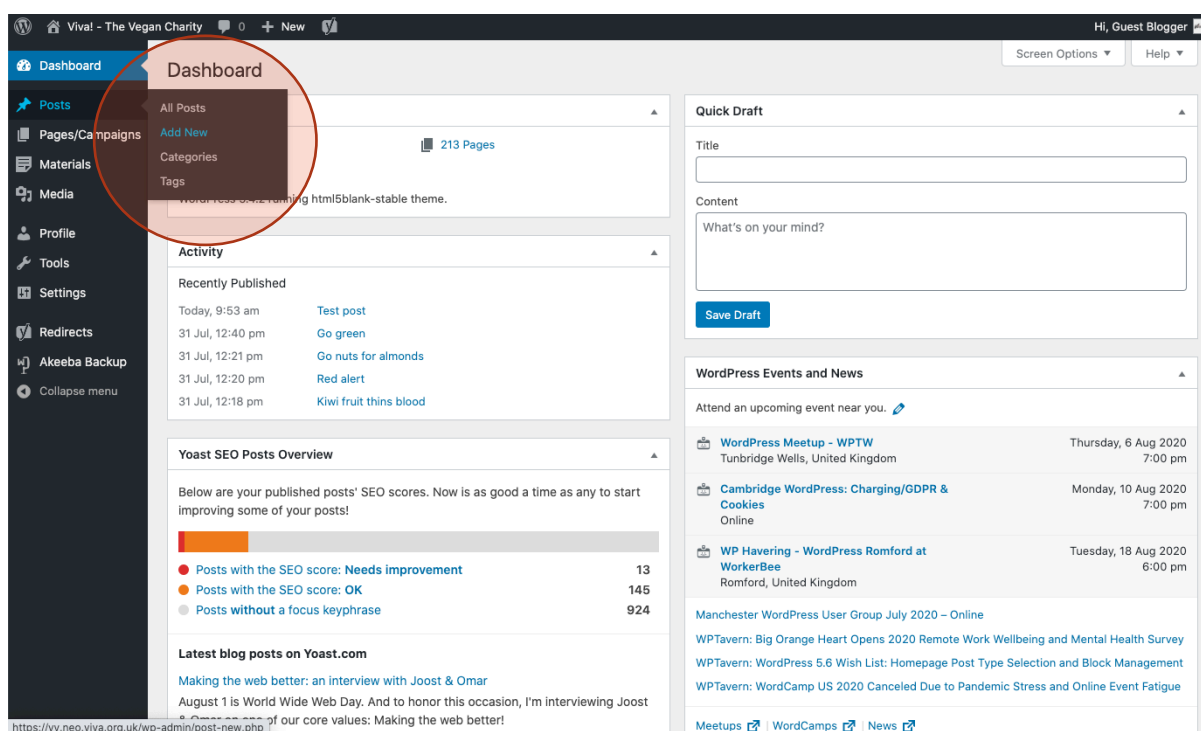
Development/building temporary URL is <https://vv.neo.viva.org.uk/>

The live URL will be <https://viva.org.uk/>

To access to the **WP dashboard**, you must add vivalogin like

<https://vv.neo.viva.org.uk/vivalogin>

Page edit/create



If you don't have the login/password to access to the dashboard, please email roger@viva.org.uk

Pay attention to the next sections: Title, Is it a campaign?, Content style color, Content section, Publish, Categories, Tags, Page Attributes, Author, Featured image, Related content, Donate, Excerpt, SEO (focus keyphrase) and edit snippet.

Add New Page

Add title

Custom fields

Is it a campaign?

Content style color

Neutral (grey)

Content section

Add section

Related content

Search...

Select post type

Select taxonomy

Post (post)

'Pass the telescope, Horatio...' (archived)

'Ditch Dairy' - Provocative vegan adverts in public transport

'Nothin' to do with me, guv! (archived)

'Danger - Do Not Eat Fish'

'Fish not a health food' says new report

Publish

Save Draft

Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

Duplicate

Readability: OK

SEO: Unavailable

Publish

Categories

All Categories [Most Used](#)

☐ About

☐ Staff

☒ Animals

☐ Archived Content

☐ Blog

☐ Campaigns

☐ Featured (campaigns)

☐ Health

[+ Add New Category](#)

Content section

Add section

Related content

Search...

Select post type

Select taxonomy

Post (post)

'Pass the telescope, Horatio...' (archived)

'Ditch Dairy' - Provocative vegan adverts in public transport

'Nothin' to do with me, guv! (archived)

'Danger - Do Not Eat Fish'

'Fish not a health food' says new report

Donate button text

Donate

Donate link

<https://vv.neo.viva.org.uk/donations/>

Show social media and subscribe?

☒

Tags

Add

Separate tags with commas

[Choose from the most used tags](#)

Page Attributes

Parent

Animals

Template

Default Template

Order

0

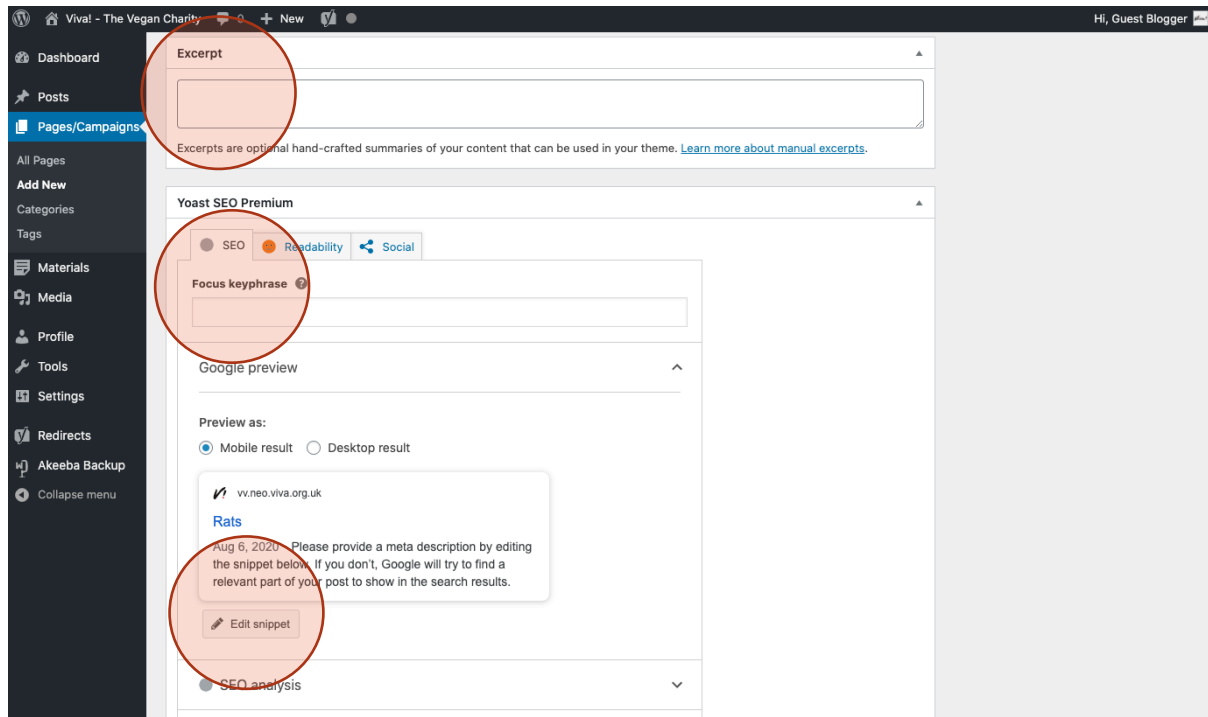
Need help? Use the Help tab above the screen title.

Author

bloggerguest (Guest Blogger)

Featured image

[Set featured image](#)



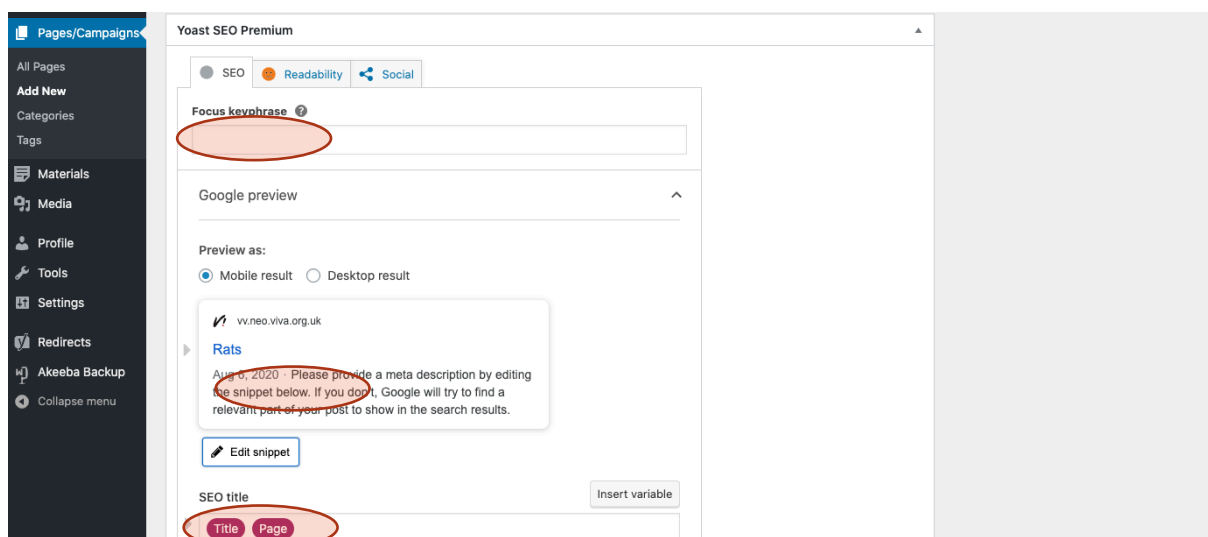
Title

Try to use short and simple titles for your posts when possible.



Meta Title

This is what will show in Google results and is a separate field to the post title. Ideally, this should be the same as the post title.



SEO best practice is for the title length to be between 35 and 65 characters (including spaces) but take into account that the whole title structure includes the post category and the site name.

This example has 58 characters:

This is the page title | Viva! The vegan charity

If your title exceeds the 65 characters, you can edit the SEO title clicking on “Edit snippet”. Then, remove the variable “title” in the SEO title and type a shorter one. If it is necessary, you can also remove the “separator” and the “primary category”.

Use SEOMOfo to write the title to determine length: <https://seomof.com/snippet-optimizer.html>

Normal page or campaign

Before start to build a new page, we should define if it must be a normal page or a campaign.

To build a **campaign page**, focus in the next areas

The screenshot shows the Viva! CMS interface with several annotations for creating a campaign page:

- Is it a campaign?**: A checkbox is checked.
- Campaign banner**: A callout points to the banner image area, stating: "Upload a campaign banner. You can reuse it for the 'Featured image' and the header".
- Campaign style text**: A callout points to the "Bitterbrush" font selection, stating: "You can use an alternative font for your titles".
- Content style color**: A callout points to the "Neutral (grey)" color selection, stating: "Select the campaign main colour: red for animals, blue for planet, etc.".
- Categories**: A callout points to the "Animals" and "Campaigns" categories, stating: "You must check on 'Campaigns', 'Featured (campaigns)' if you want to show it in the homepage and on the main section: Animals, Health, Planet or Lifestyle".

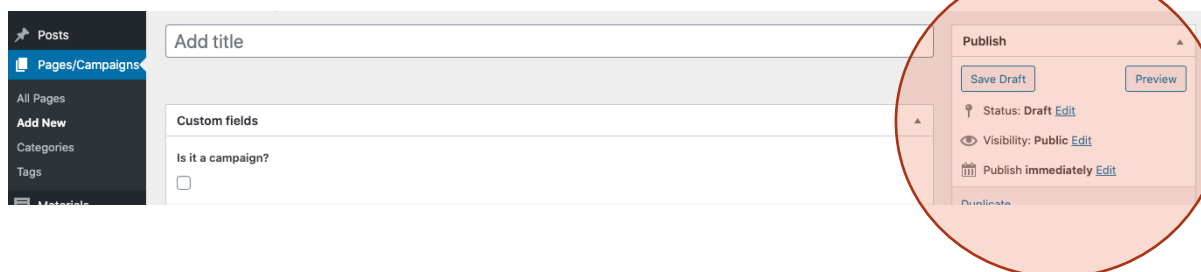
To build a **normal page**, just focus on “Content style colour”. You don’t need to select any category.

Publish

Save your progress as a “draft” until your post is ready to be published. You can also change your post “status” to draft or archived.

The posts are only visible for normal users if they are “published”.

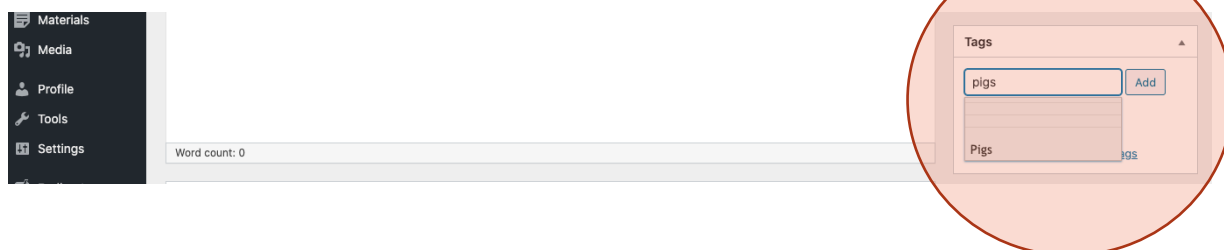
You can also schedule your post to be published at a later date:



Tags

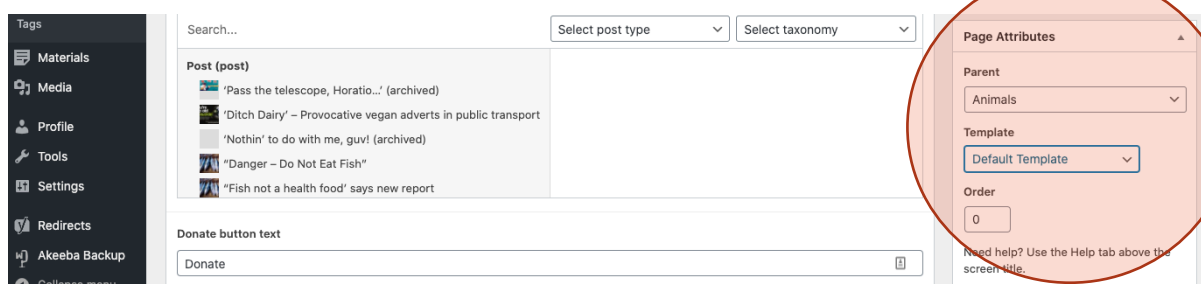
Tags is one of the pre-defined taxonomies in WP. Think of them as **keywords** used for topics discussed in a particular page.

Use a coma to separate your tags. Ex: *pigs, factory farming, pandemics*



Page attributes

This tool allows us to build our post using 7 different elements. Just click on “Add Content Block” to select the element to add.



Parent

The Parent attribute let us to organize our site into hierarchies. A parent page is a top level page, with child pages nested under it.

Normal page example:

- Animals
 - Aquatic wildlife
 - Fish (if we are working on the Fish page, we must select “Aquatic wildlife” as a parent page)

Campaign page example:

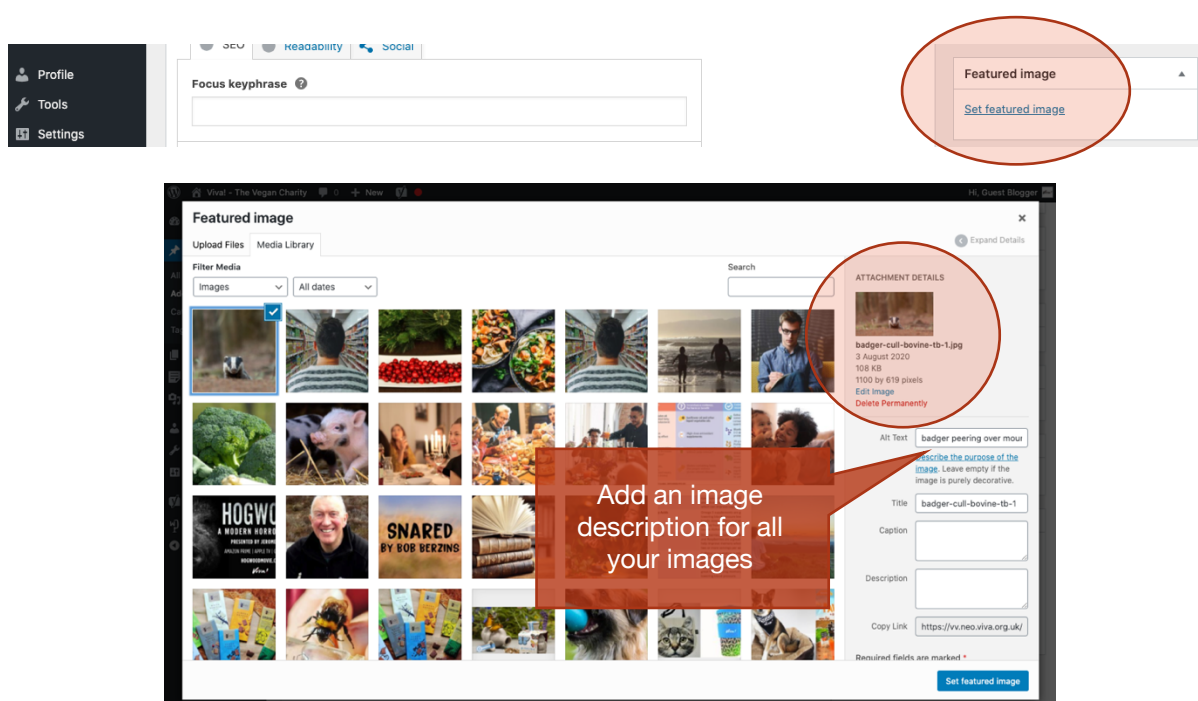
- Campaigns
 - Hogwood (if we are working on the Hogwood page, we must select “Campaigns” as a parent page)

Template

If you need a page menu on the left side, you must select “Sidebar left + content”

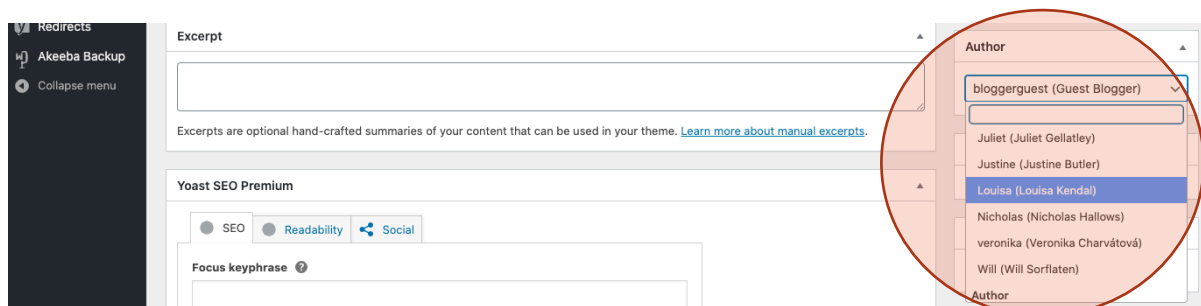
Featured image

- You must select a featured image for your post. The image resolution must be **1100px by 619px** and the maximum size allowed is 300kb, but it is recommendable to be around **100kb or less**.
- You can edit your images using this online tool: <https://pixlr.com/x/> or with software such as Photoshop.
- Before uploading new images, check in the media library first to see if there is an appropriate image that has already been uploaded using the search function. This is a good measure to prevent a huge media library in future. Remember to check if the image selected has the correct size.
- **You can reuse this image** for your campaign banner and for your page header.



Author

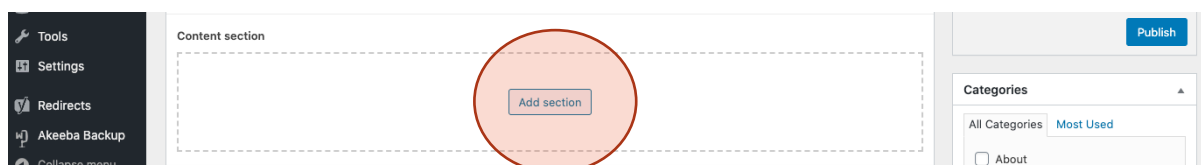
By default, the user who creates the post is set as the author. If you are creating a post but you aren't the author, you can change who the author is.



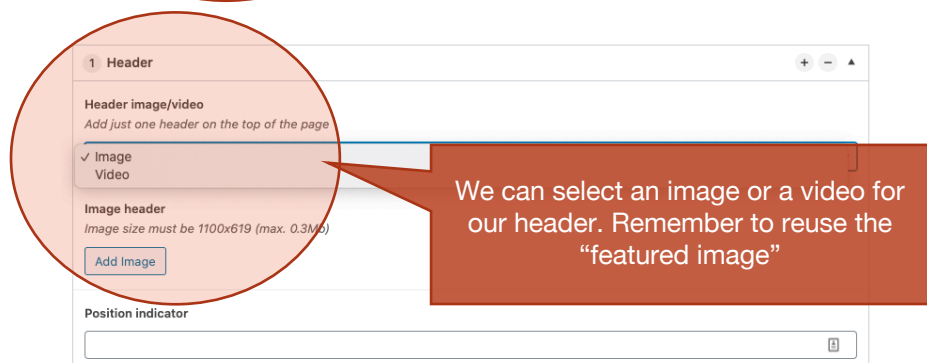
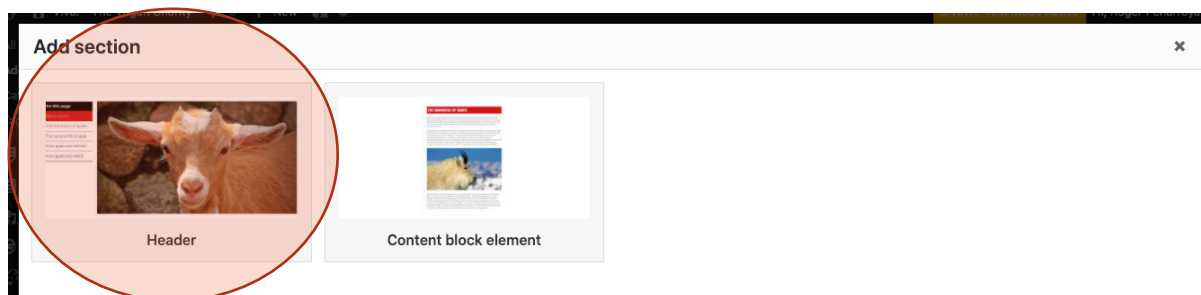
If the author is not in the list, send the author details to roger@viva.org.uk and it can be created.

Content section

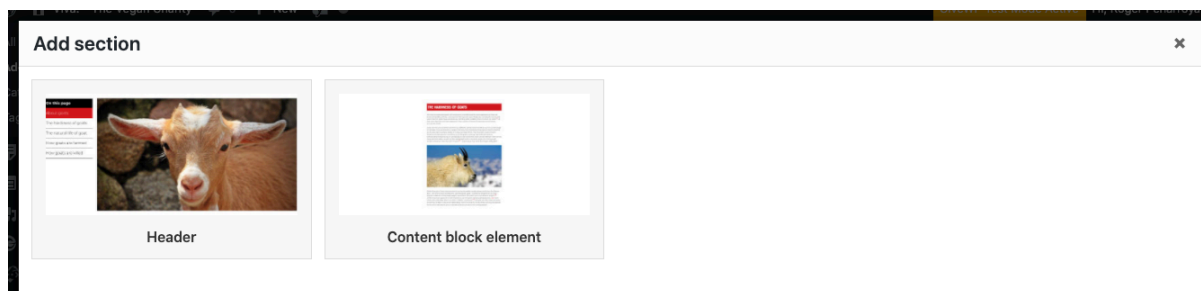
We can build the body of our page or campaign using the “Content section” tool.



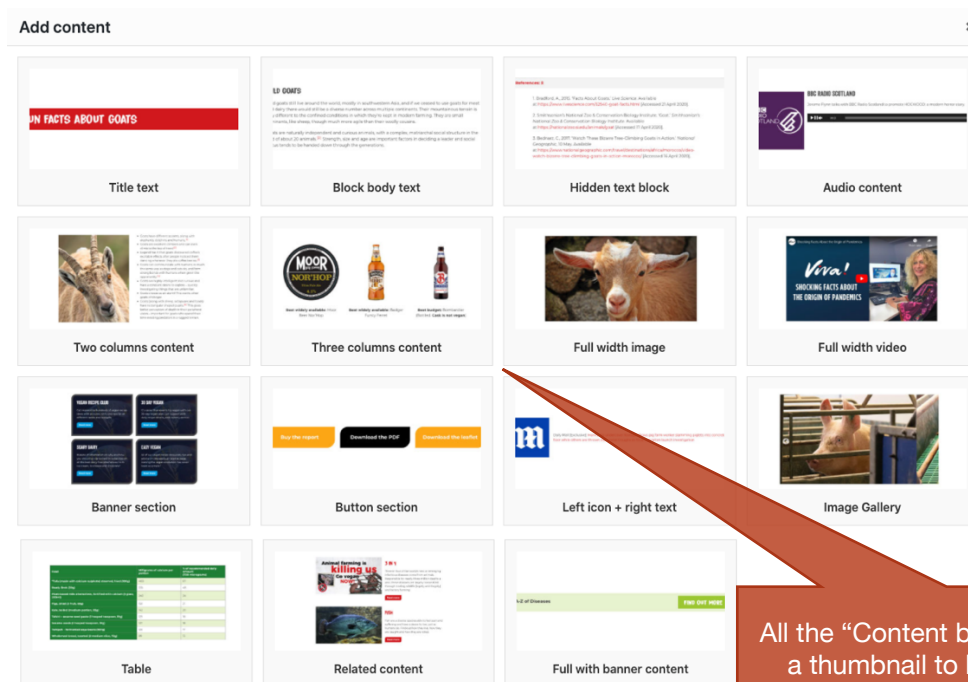
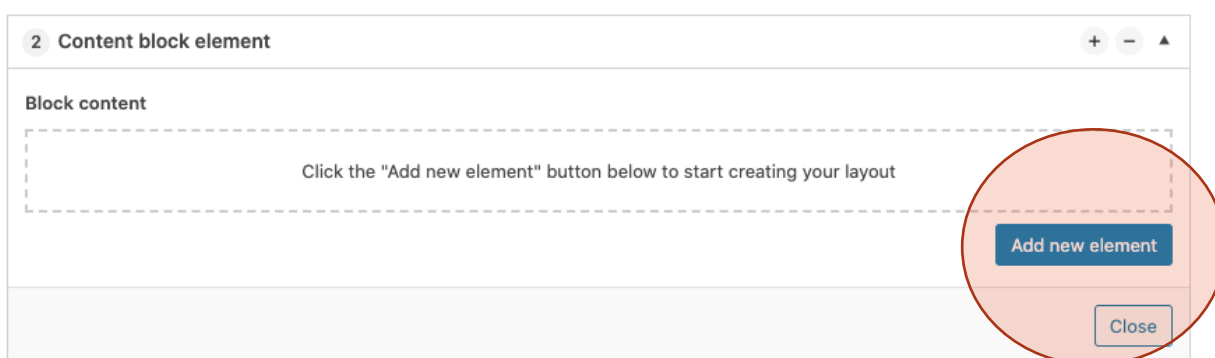
First of all, we must add a Header section (just one on the top)



Below the Header, we must add the “Content block element”



We must click on “Add new element” every time we want to add an image, a table, text, etc.



All the “Content block elements” have a thumbnail to help you with your choice

You can watch a video tutorial for some examples: <https://vv.neo.viva.org.uk/training/>
Password: VivaTraining2020

Donate link

If you want to add the donation button at the end of your page, you must type something like "Donate" in the "Donate button text" text box and add a donation link. For the general donation form use: <https://viva.org.uk/donate/> but if you want a bespoke donation form you're your campaign, ask for that at roger@viva.org.uk

Excerpt

The excerpt is a summary of the post. It should be around 30 words and you should try to include keywords appropriate to the post.

This excerpt text will be displayed in the preview of your post on the search results in the Viva! website but also in the search engines like Google

Meta description

By default, the excerpt will also be used as the meta description (description shown in Google search results). This should be a maximum of 160 characters including spaces.) If the excerpt is longer than 160 chars, you can create a custom meta description in the edit snippet section at the bottom of the page.

Use SEOmofo to write the meta description to determine length:
<https://seomofo.com/snippet-optimizer.html>

SEO (focus keyphrase)

You can enter the primary keyword or key phrase for the post which you'd like it to rank for on Google. The YoastSEO plugin will run a check on the content and provide suggestions to improve it for the given phrase.

If a user searches for your key phrase in Google and you have used that key phrase in your meta description, the words usually show in bold to highlight that your page is relevant to the phrase (as shown below).

You can find more info about how to use this feature [here](#).

The screenshot displays the WordPress editor interface with the Yoast SEO Premium plugin active. The left sidebar shows the standard WordPress menu. The main content area features the 'Excerpt' field at the top, which contains placeholder text. The 'Focus keyphrase' field is highlighted with a red circle, showing the text 'Lorem ipsum commodo scelerisque'. Below this is the 'Google preview' section, which shows a mobile search result for 'Test post | Animals'. The snippet in the preview shows the keyphrase 'commodo scelerisque' in bold. A sidebar on the right contains a link to 'our article about site structure'.

Text format

It is important to maintain consistency in the page formatting across the website.

Please, follow this example:

The screenshot shows the WordPress editor interface for a text post. The title is "1 Text". The text content area contains the following structure:

- Post subtitle**: An H2 heading. Annotation: "You can just add 1 subtitle per post (H2)".
- Section 1**: An H3 heading. Annotation: "Use H3 for all the section titles".
- Subsection**: An H4 heading. Annotation: "Use H4 for all your subsections titles".
- Section 2**: An H3 heading. Annotation: "Doble space between sections" (referring to the space between Section 1 and Section 2).
- Subsection**: An H4 heading.

The text content is: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut leo elit, iaculis finibus neque sit amet, accumsan ultricies eros. Mauris a sodales nisl, a feugiat massa. Vestibulum id lacus a est fermentum maximus lacinia eu felis."

Annotations include:

- "Select the heading for your titles" pointing to the heading dropdown menu.
- "Try to use always the 'Block elements' to add images in your post" pointing to the 'Add Media' button.

The screenshot shows the "Insert/edit link" dialog box. The "URL" field is set to "https://google.com". The "Link Text" field is set to "aculis". The "Open link in a new tab" checkbox is checked. The "Or link to existing content" section is visible, showing a list of recent items.

If you add a link to an external website, select always "open link in a new tab"