

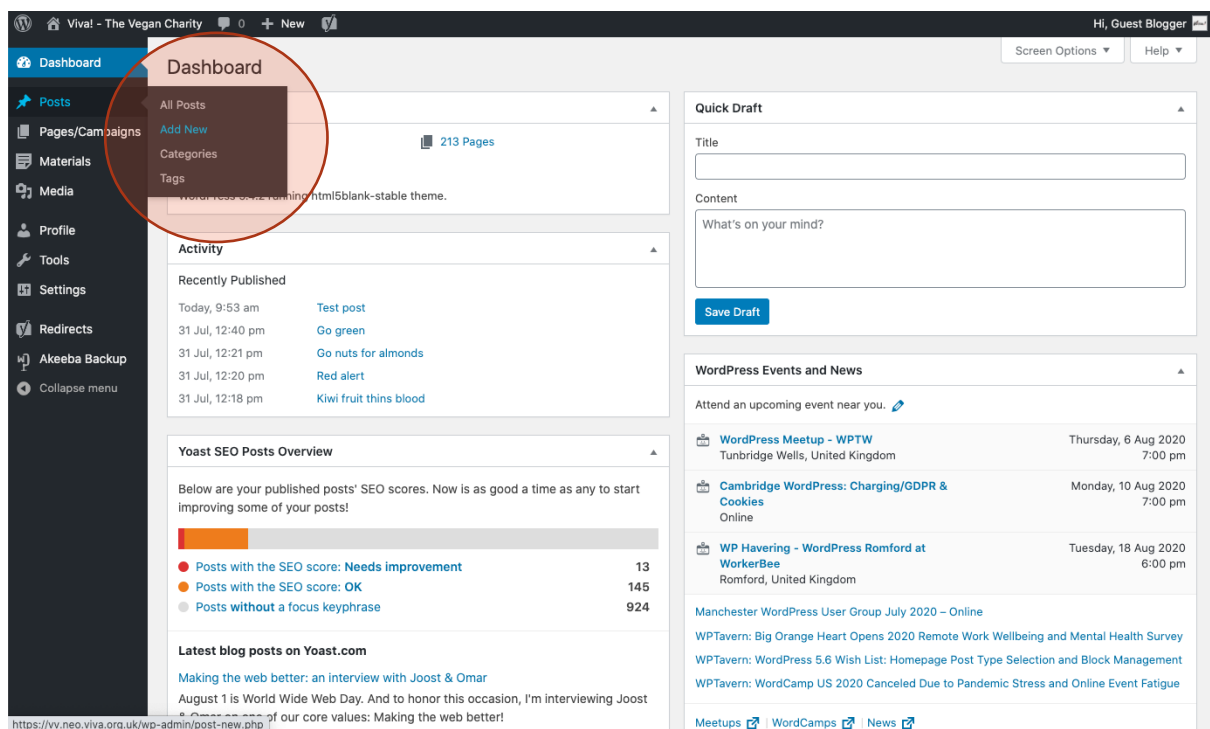
Creating & Editing Posts

URL

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

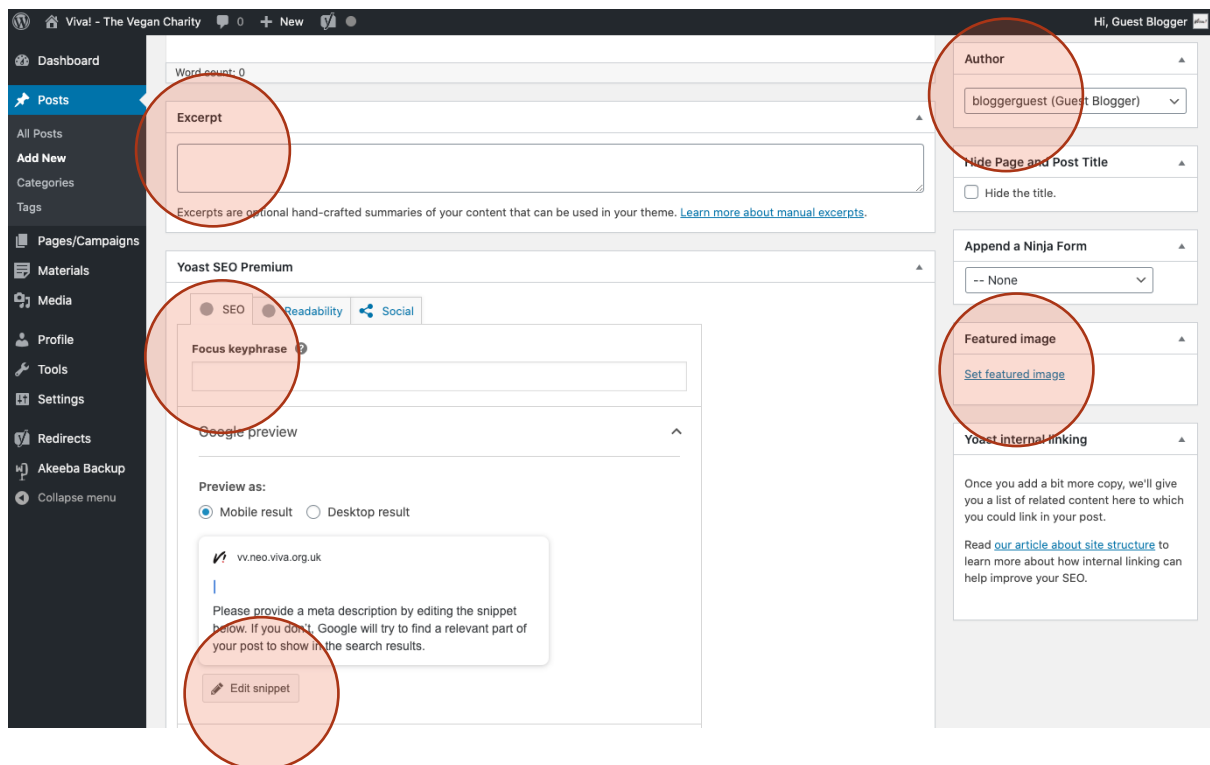
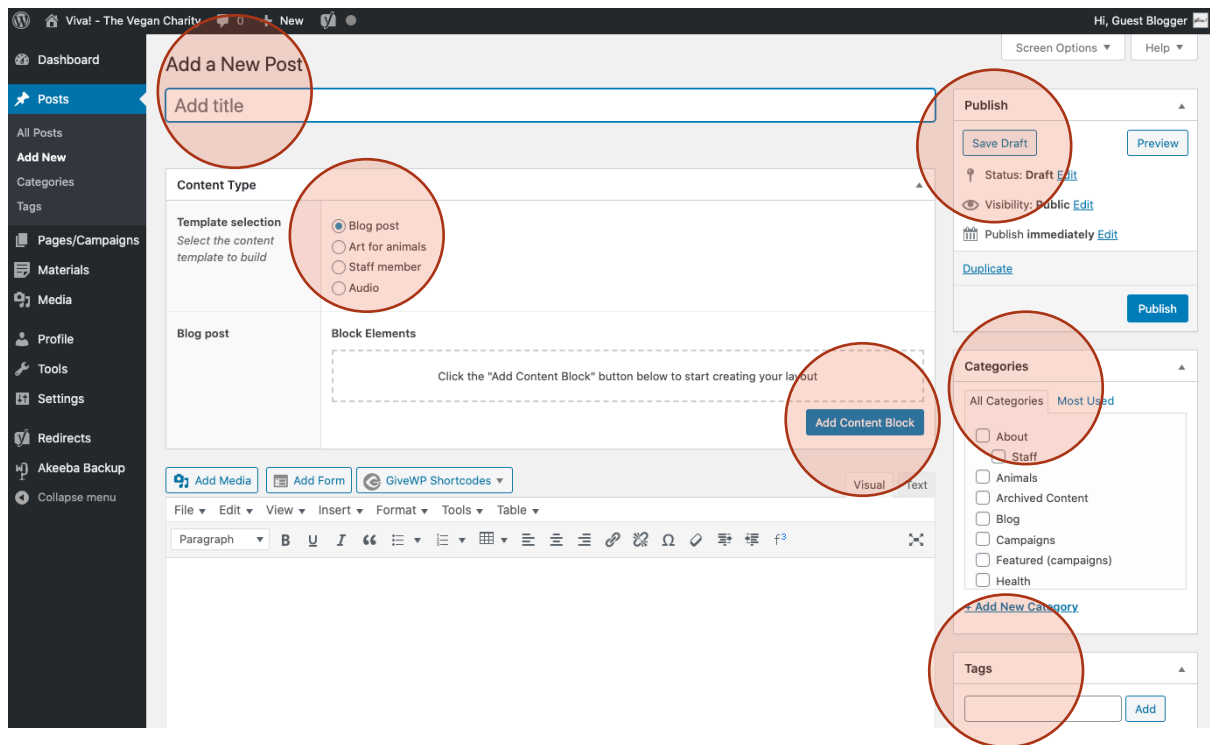
To access to the **WP dashboard**, you must add vivalogin like <https://viva.org.uk/vivalogin>

Post edit/create page



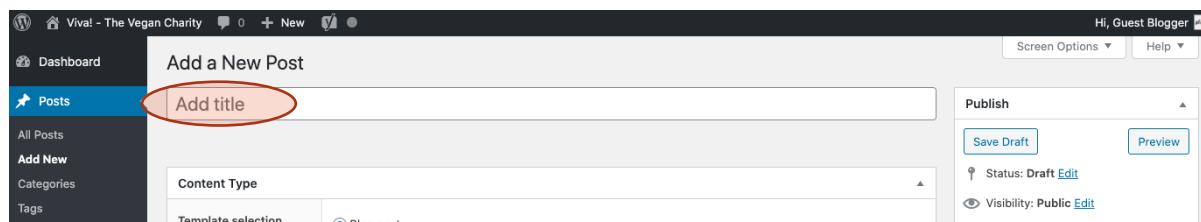
If you don't have the login/password to access to the dashboard, please email roger@viva.org.uk

Pay attention to the next sections: Title, Content type, Block elements, Publish, Categories, Tags, Author, Featured image, Excerpt, SEO (focus keyphrase) and edit snippet.



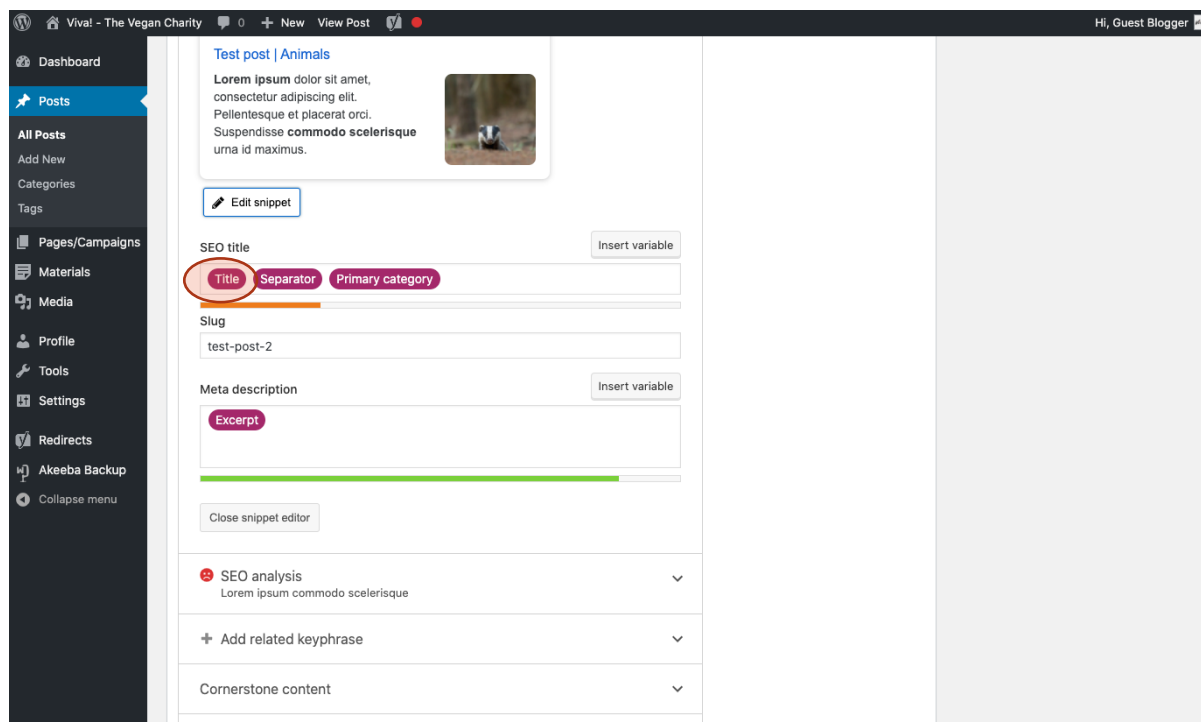
Title

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 post title | Animals | 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>

Content type

Use “Blog post”

Content Type

Template selection
Select the content template to build

☒ Blog post
☐ Art for animals
☐ Staff member
☐ Audio

Status: Draft [Edit](#)
 Visibility: Public [Edit](#)
 Publish immediately
 08-Aug 03, 2020 at 14:39
[OK](#) [Cancel](#)

Block elements

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

Block post

Block Elements

Click the “Add Content Block” button below to start creating your layout

[Add Content Block](#)

[Duplicate](#) [Publish](#)

Categories

Add content

Text

Single Image full width

Text + image

Image + text

Table

Image Gallery

Video player

Word count: 0 [Add](#)

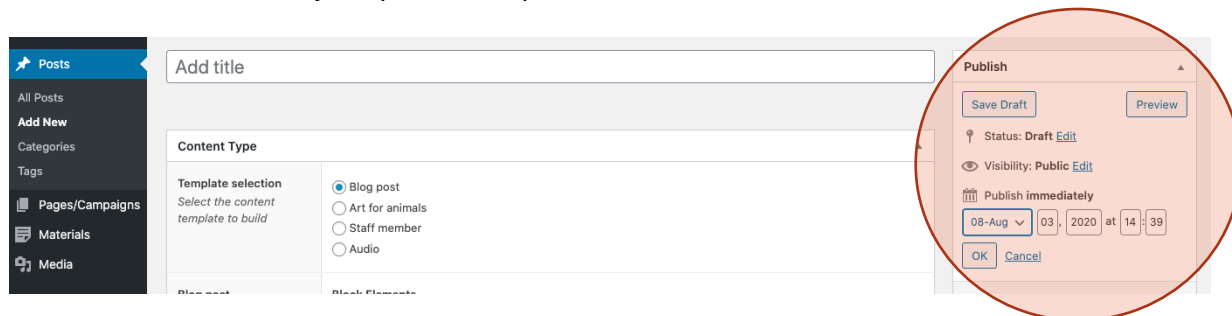
You can watch a video tutorial for some examples: <https://viva.org.uk/training/>
 Password: VivaTraining2020

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”.

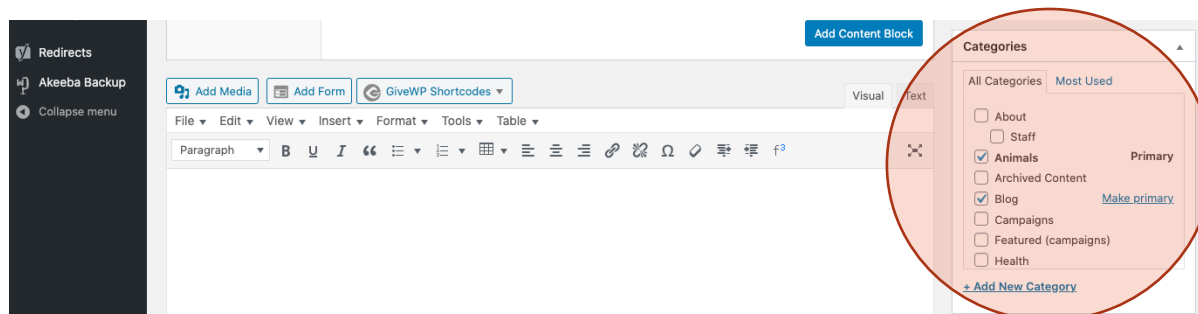
You can also schedule your post to be published at a later date:



Categories

You must select one of these categories: Animals, Health blog, Health news, Lifestyle or Planet.

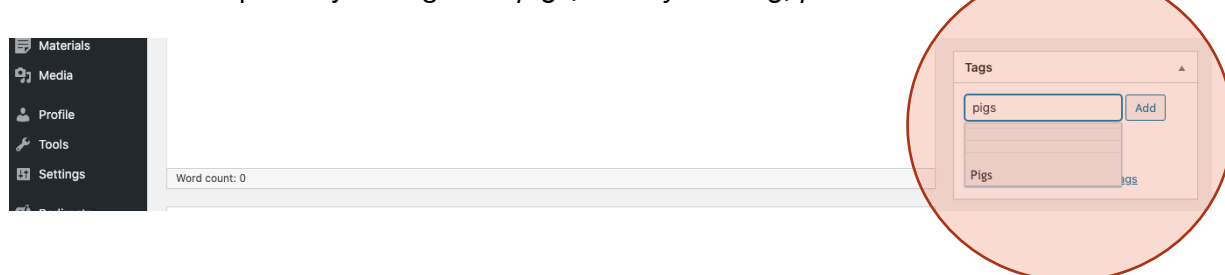
If you want to display your post on the homepage, you must also select Blog.



Tags

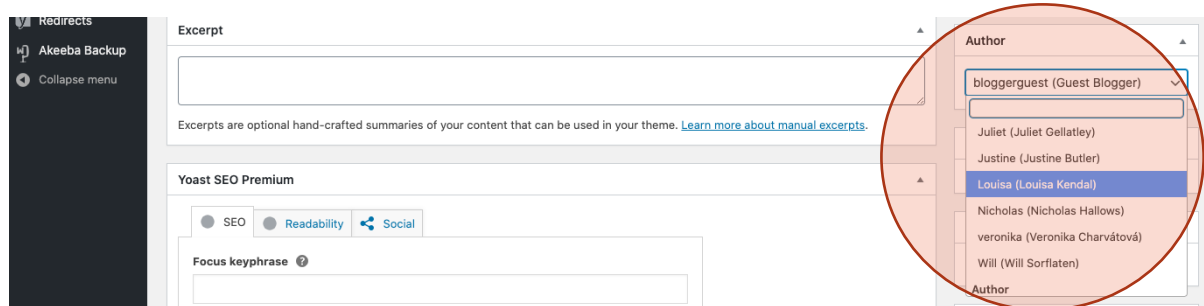
Tags is one of the pre-defined taxonomies in WP. You can add tags to your posts along with categories. However, while a category may cover a broad range of topics, tags are smaller in scope and focused to specific topics. Think of them as **keywords** used for topics discussed in a particular post. Users will be able to click this on your post and find related posts.

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



Author

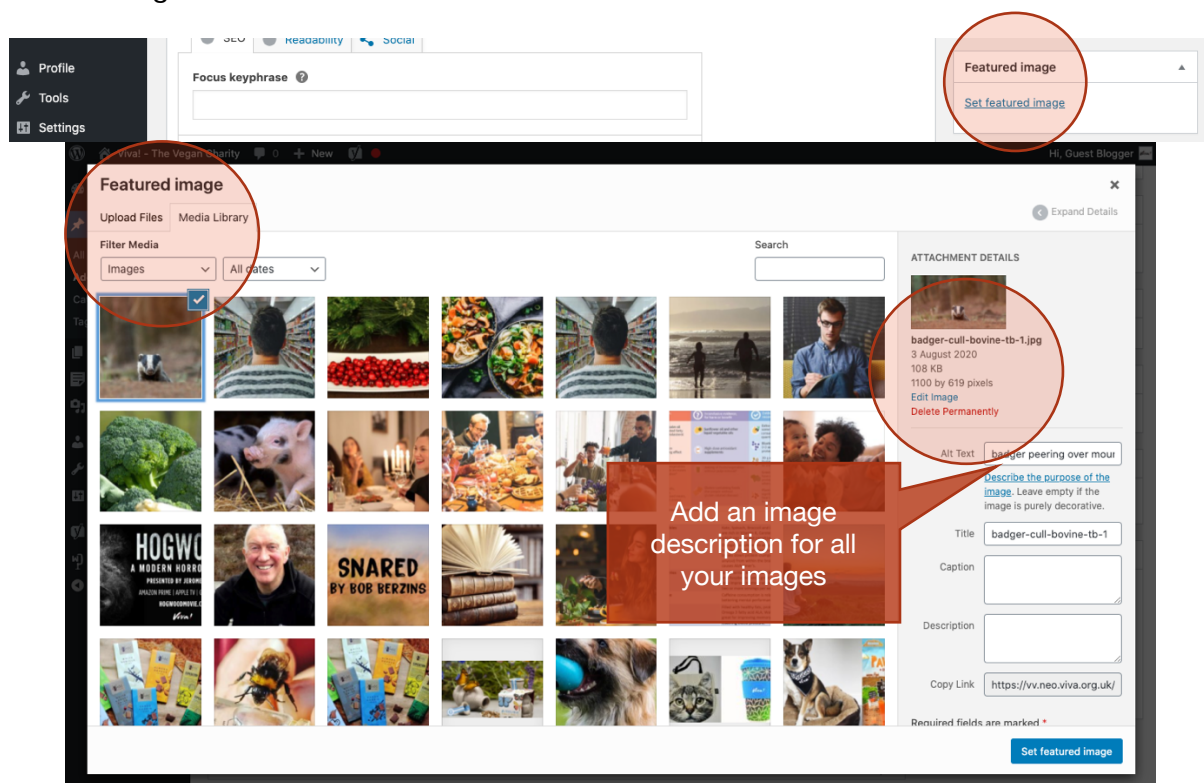
By default, the user who creates the post is set as the author. If you are creating a post but you aren't the author, you can change who the author is.



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

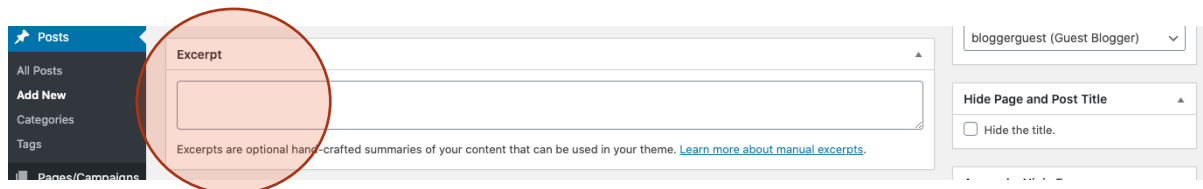
Featured image

- 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.



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.

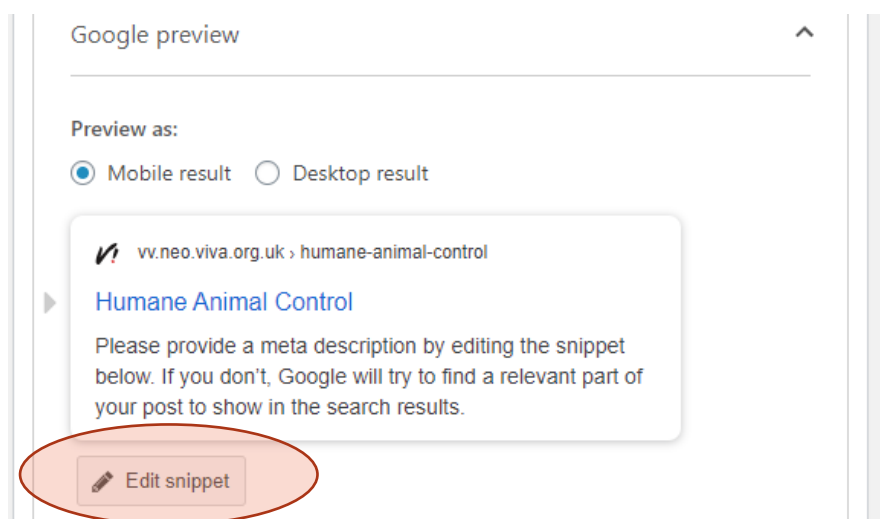


This excerpt text will be displayed in the preview of your post on the homepage blog section.



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:

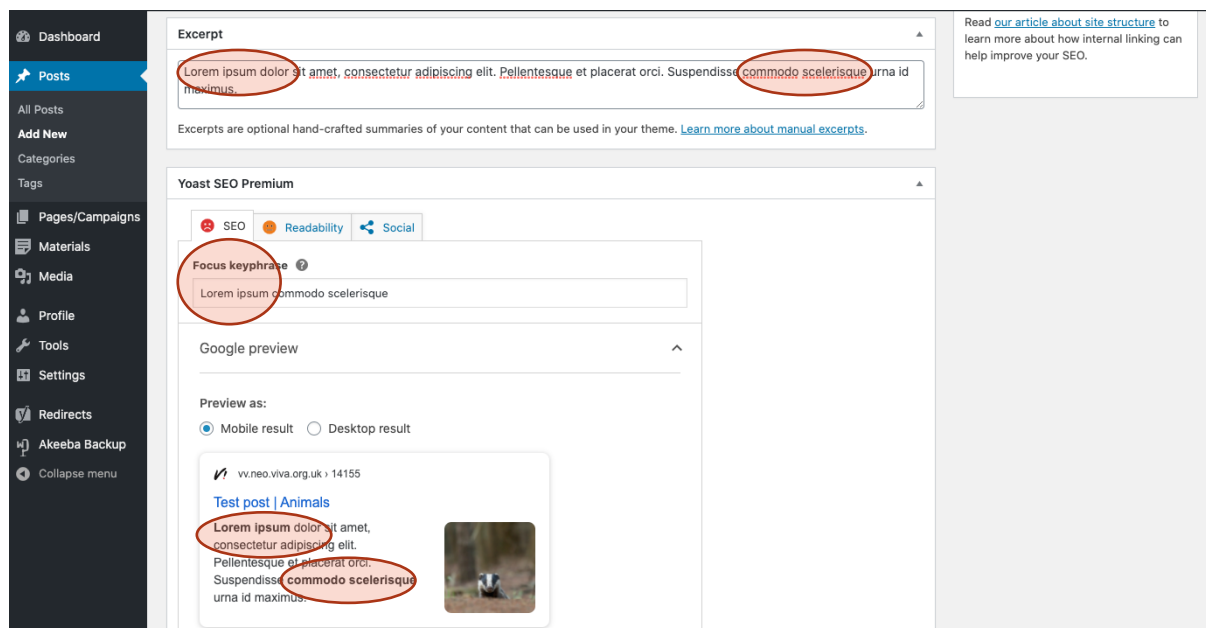
<https://seomof.com/snippet-optimizer.html>

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 'Posts' menu. The main content area includes the 'Excerpt' field, which contains the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et placerat orci. Suspendisse commodo scelerisque urna id maximus.' The 'Focus keyphrase' field is also visible, containing the text 'Lorem ipsum commodo scelerisque'. The 'Google preview' section shows a mobile result for the URL 'vivo.viva.org.uk' with the title 'Test post | Animals' and a meta description that includes the keyphrase 'commodo scelerisque' in bold. A sidebar on the right contains a link to 'Read our article about site structure to learn more about how internal linking can help improve your SEO.'

Please, follow this example:

UL » LI

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