

The Author Website Toolkit

Getting to Know WordPress: Posts, Pages & Add Media

module 2

www.TheSelfPublishingToolkit.com

Module 2

Getting to Know WordPress: Posts, Pages and Add Media

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Now that you have WordPress installed on your site, it's time to take care of a few minor tasks that will allow you to control how, when and where your content is posted on your site.

In this module, we'll cover:

- updating your profile and changing your password
- the difference between posts and pages
- how to post to your blog
- how to create a page
- how to add images to your site

Updating Your Profile & Password

Login to WordPress

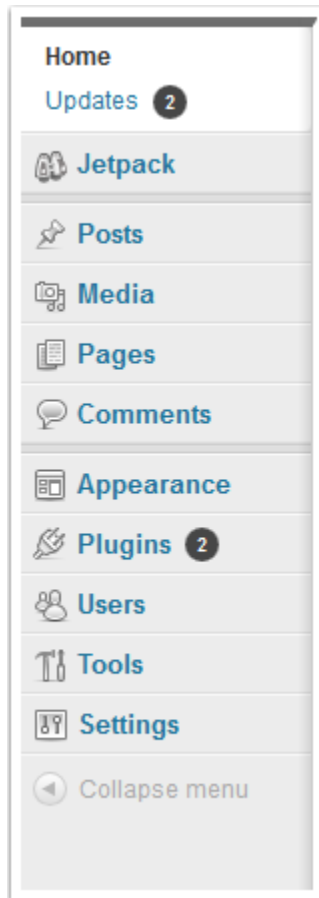
Log in to WordPress by going to <http://yourdomain.com/wp-admin>. (Substitute the domain you purchased for *yourdomain.com*.) Enter your Username and Password. (It's in the confirmation email that WordPress sent you after you installed it.)

The image shows the WordPress login interface. At the top, there is the WordPress logo, which consists of a circular icon with a 'W' and the word 'WORDPRESS' in a serif font. Below the logo is a white rectangular box containing the login fields. Inside this box, there is a label 'Username' above a text input field. Below that is a label 'Password' above another text input field. Under 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. At the bottom of the white box, there is a blue hyperlink that says 'Lost your password?'. The entire login box is centered on a light gray background.

Welcome to the WordPress Dashboard

After you've entered your login information, you'll be presented with your WordPress Dashboard. This area lets you control all of the content on your site. As you progress through these tutorials, I'll cover each area in depth.

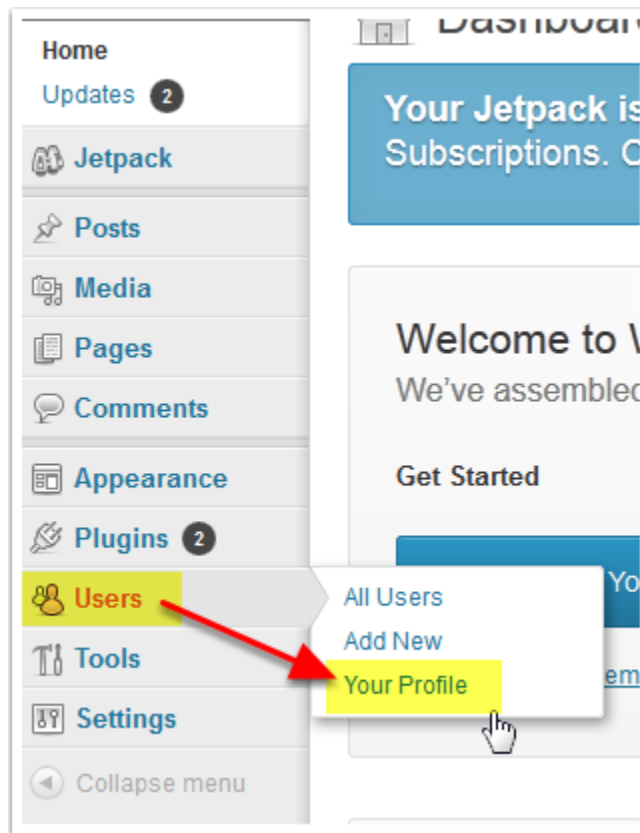
The left menu bar is where most of the action takes place. You'll use the options in the left menu bar to adjust the appearance of your site as well as add content. (Your menu bar may look slightly different than the one pictured here if you've already added plugins to your site.)



Updating Your Profile

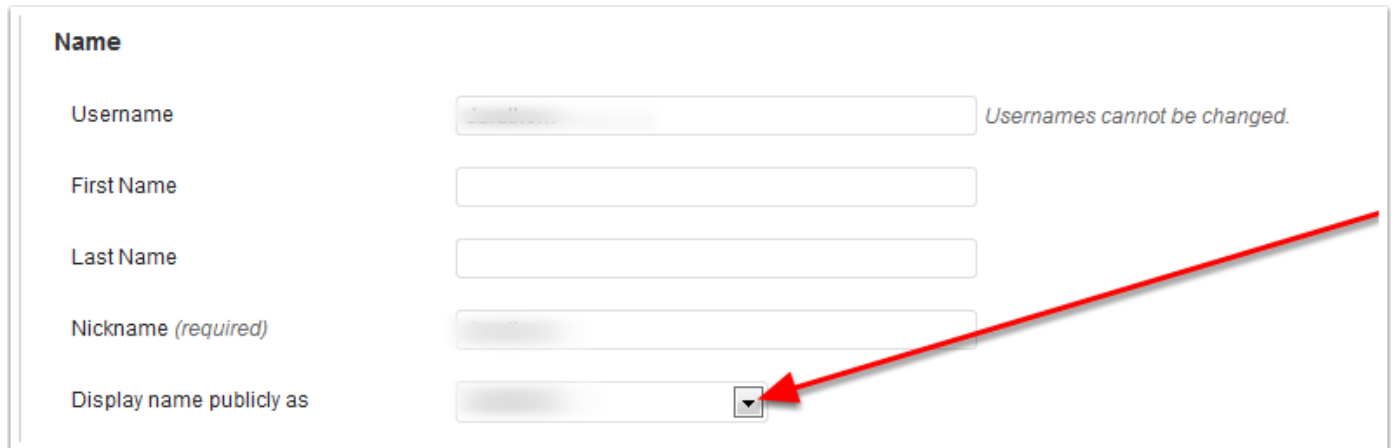
The first thing we are going to do is update your profile. I'll also show you how to change your password in the event you'd like to replace the default password WordPress assigned you after installation.

In the sidebar, click **Users-->Your Profile**



In the **Name** category, add your author name.

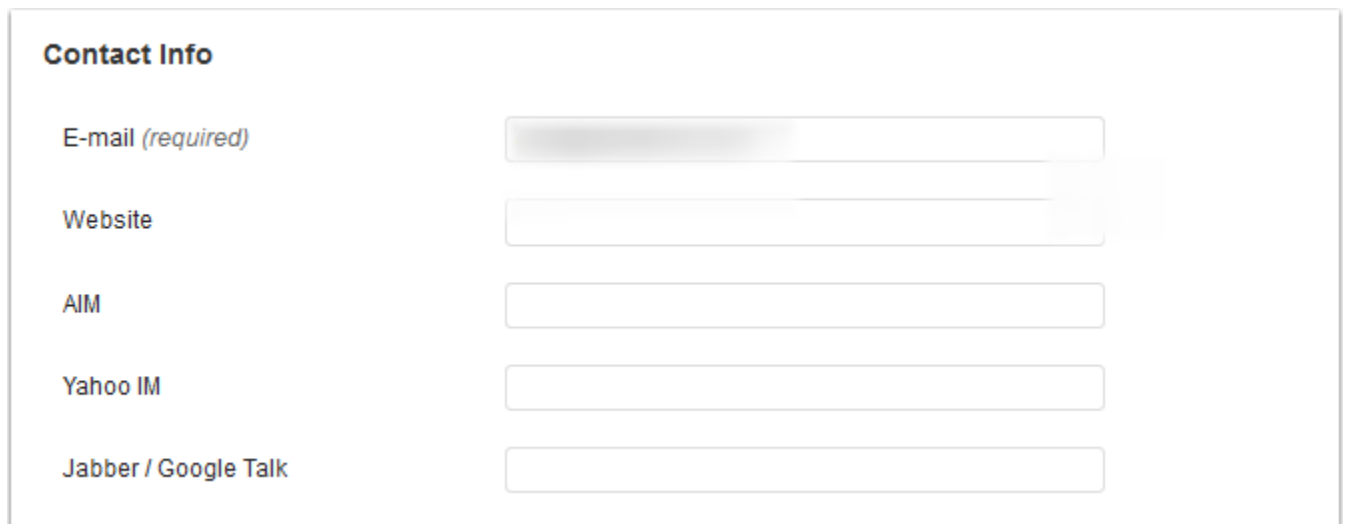
When you click the dropdown arrow in the **Display name publicly as** field, you'll get to choose how your name displays on a post. This is very important when it comes to Google Authorship so use your name even if your site is a topic site like The Self Publishing Toolkit.



The screenshot shows the 'Name' section of a WordPress profile. It contains five input fields: 'Username' (with a note 'Usernames cannot be changed.'), 'First Name', 'Last Name', 'Nickname (required)', and 'Display name publicly as'. A red arrow points to the small downward-pointing triangle (dropdown arrow) at the end of the 'Display name publicly as' field.

Your name should be prepopulated in the **Contact Info** field.

Add your website. If you have AIM, Yahoo or Jabber, you can add those if you want that information available.



The screenshot shows the 'Contact Info' section of a WordPress profile. It contains five input fields: 'E-mail (required)', 'Website', 'AIM', 'Yahoo IM', and 'Jabber / Google Talk'.

Changing Your Password

If you'd like to change your password, scroll down to the bottom of the page. Under **About Yourself** find the **New Password** field. Type in your new password twice. WordPress will tell you how strong it is, so pick a good one!

About Yourself

Biographical Info

Share a little biographical information to fill out your profile. This may be shown publicly.

New Password

If you would like to change the password type a new one. Otherwise leave this blank.
Type your new password again.

Strength indicator Hint: The password should be at least seven characters long. To make it st

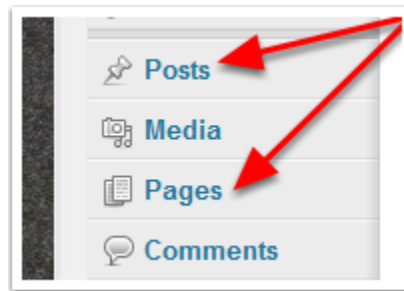
Once you have everything filled in, click the blue **Update Profile button** to save your settings.

Strength indicator Hint: The p

Update Profile

Posts & Pages

In WordPress, you have two options for displaying your content: Posts or Pages.



Posts are used for your blog. Anything you post using Posts will appear in reverse chronological order on your blog page. (You'll be able to specify whether to use your blog or a static page as your home page.) Wordpress archives your posts by month and year. To make them easily searchable, you can organize them with categories and tags.

Posts are meant to be social. You'll include sharing buttons and have an area for readers to comment.

You can syndicate (broadcast) your blog posts to readers through RSS (really simple syndication.) Readers can subscribe to your blog through an RSS button on your site (see below) or you can use Aweber to send your post directly to their email. I will show you how to complete both of these steps in this tutorial series.

You can also use plugins to push your posts out to Social Media sites like Twitter and Facebook. Blog posts are a very good investment of your time because once you've posted, the promotion of your post is automated, leaving you more time to write.



Pages are static, meaning they stay the same. Pages are not time or date stamped and are generally used for your About page, your Book page and other information based pages on your site. These pages are not tied to your RSS feed.

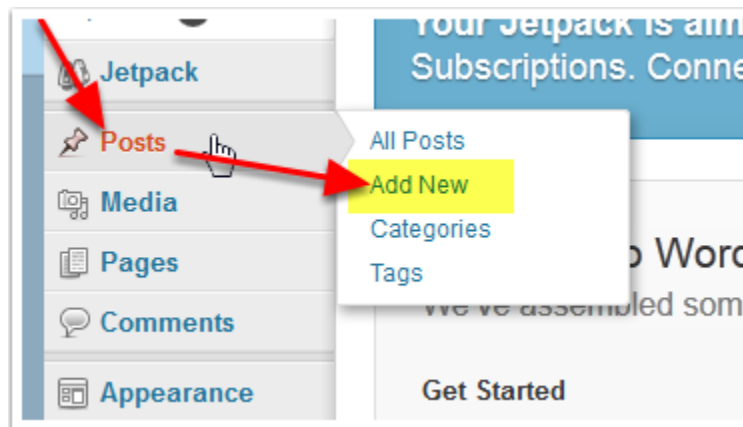
Pages can be hierarchical in nature, so if you want to design a page about your book, then sub-pages about your characters and setting for that book, you can do so. We'll get into that further when we create menus later in this tutorial series. (This is super easy, so don't get worried.)

Posts vs. Pages	
Posts are defined by time and date.	Pages don't have time or date stamps.
Posts have social sharing and comments.	Pages do not have sharing or comments.
Posts are categorized.	Pages are hierarchical.
Posts can be distributed through RSS.	Pages do not use RSS.

There is no limit to the number of posts and pages you can create on your site.

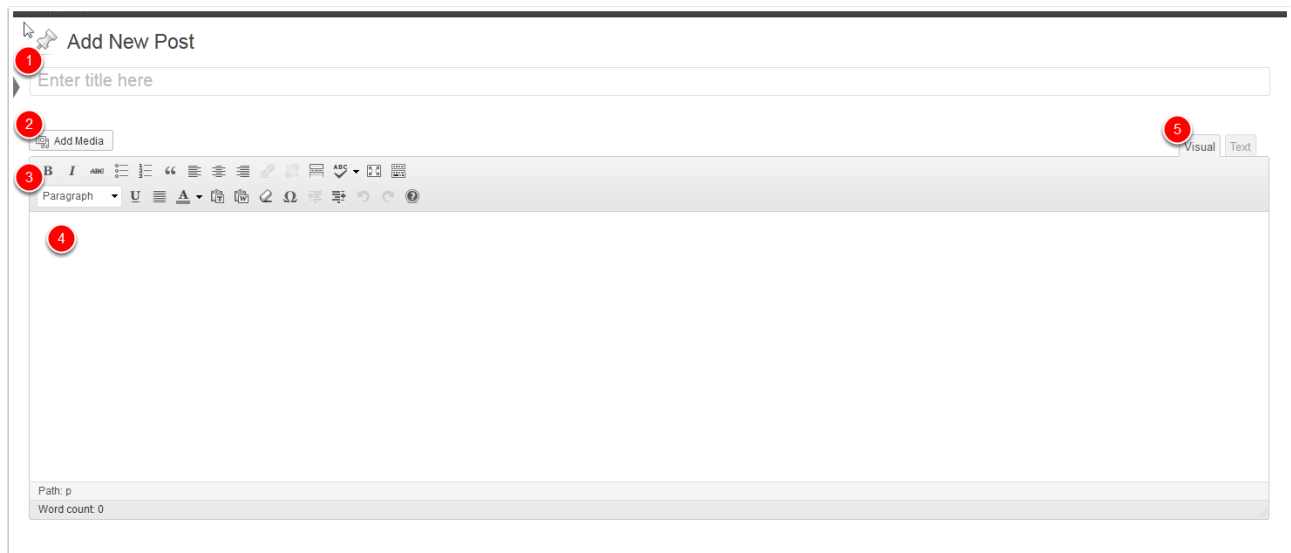
How to Create a Post

To create a new post, hover your mouse over **Posts**, then click **Add New**. (You can also click on Posts, and the menu will appear below posts.)

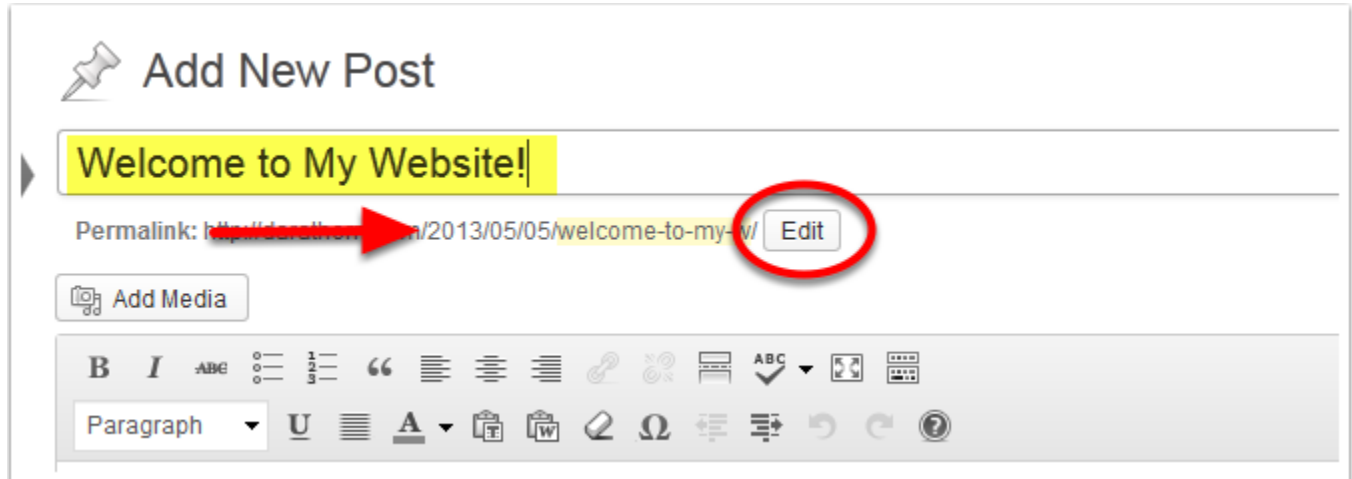


Wordpress will display the **Add New Post** page.

- (1) This is where you enter your post title. When you are titling your posts, try to work a keyword or two into it. (***Release Date for the next TROLL Book***) is much more descriptive than ***Whee! I'm so excited!***)
- (2) **Add Media** allows you to upload images to your posts. (We'll go through that process in a minute.)
- (3) These buttons allows you to edit and format your text in a what-you-see-is-what-you-get manner instead of html code.
- (4) This is the area where you enter your text.
- (5) The **Visual** tab lets you use the buttons in the editing bar to format and style your text without knowing any code, if you click the **Text** tab, you'll see the underlying html code. This will come in handy later so don't forget about that tab!



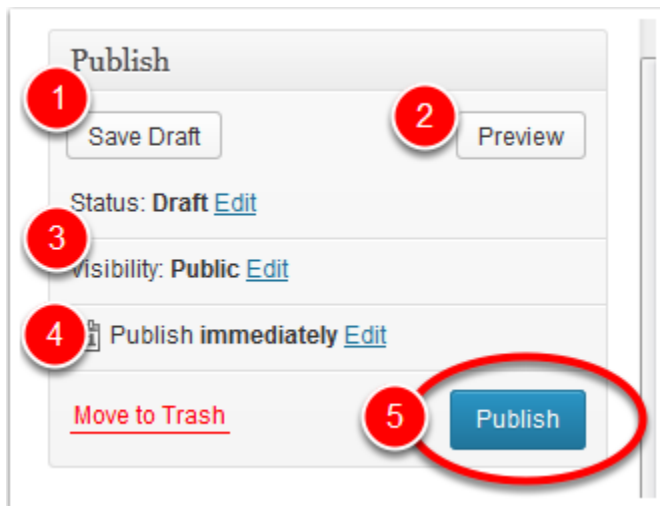
When you type your Post Title into the title bar, WordPress automatically generates a link for the post using your Post Title. Sometimes Post Titles can be too long or you want specific keywords in your URL. You can change the URL for your post by clicking on **Edit**. WordPress will maintain the date structure of your post for organizational purposes.



The Publish Menu

In the right sidebar, you'll see the **Publish** menu.

- (1) While you are working on a post, it will be in Draft status. Do yourself a favor and click Save Draft after you've completed some major revisions or changes. WordPress does autosave, but I have discovered it is better to be safe than sorry!
- (2) **Preview** allows you to see how your post will look before you click **Publish**.
- (3) Visibility allows you to choose who sees a post. For the most part, you'll want to leave it at Public. On occasion, I've done beta testing or wanted to secure content for a specific audience so I've used the password function which you can access by clicking **Edit**.
- (4) You can choose to Publish your post the moment you click the **Publish** button or you can schedule it to post in the future. This is a great function if you are going to go on vacation and want to keep up your posting schedule or you are well organized and write your posts ahead of time.
- (5) When you are ready for the world to read your post, click the blue **Publish** button. Your post will be displayed at the top of your blog page.

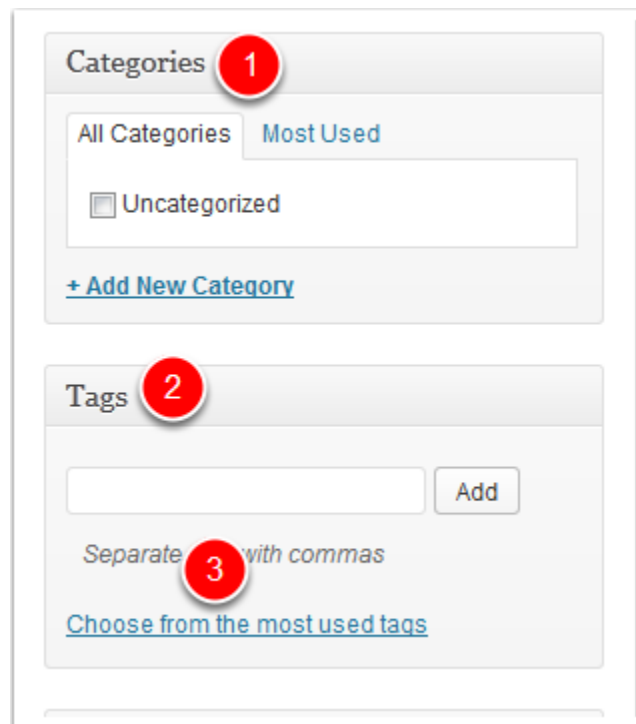


Categories and Tags

Categories and tags give you additional options to organize your posts. I would highly recommend using them. In the beginning when you only have a few posts, it is easy to find what you are looking for, but after a few months it will get harder to stay organized.

(1) Categories: Think of categories like slots you file your posts into. Book titles and character names would be good categories because if a new reader comes to your site and wants to read every blog post on a particular book, all they have to do is click your category link and they're off. Using a Widget, you can tell WordPress to place a list of your categories in your sidebar or footer so your readers can access them.

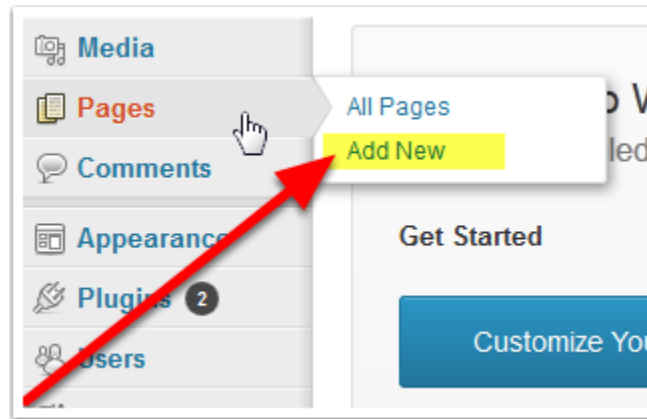
(2) Tags: Tags are topic oriented and display in a tag cloud with the most used tags appearing in a larger font than the less popular ones. More is not better when it comes to tags so always check your (3)'most used tags' list before you create new ones. Since you are just getting started with a site, you'll be in the business of creating them for a few posts.



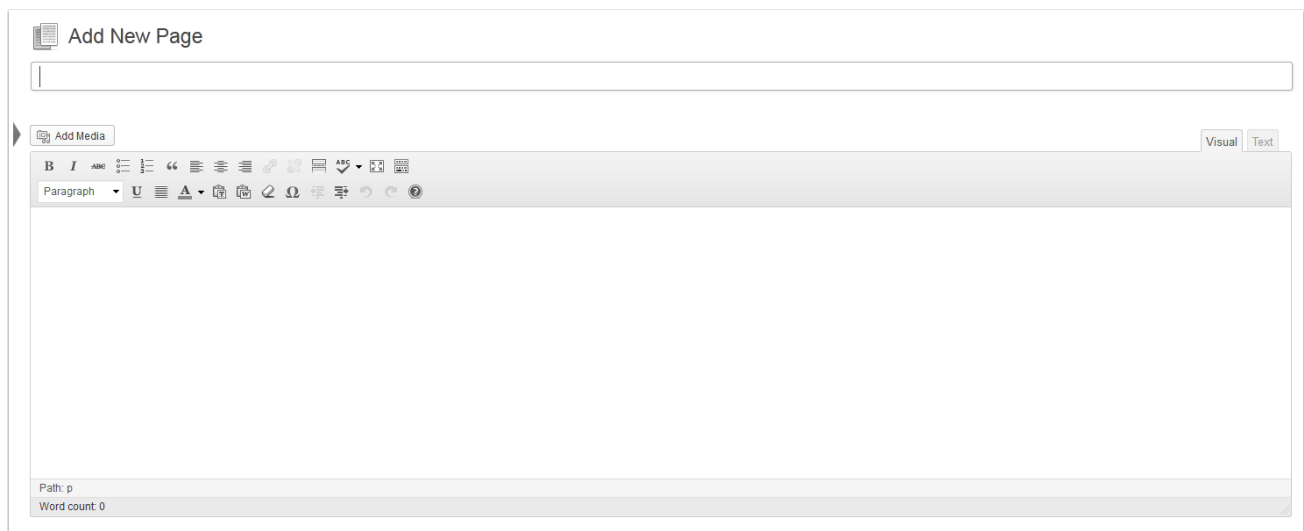
How to Create a Page

You'll use Pages to create all of your stand-alone pages like your About page or your Contact page. Creating a page is very similar to creating a post. Here's how it works:

Hover your mouse over **Pages** in the left side bar. Click **Add New** in the flyout menu.



The text area of the **Add New Page** page is the same as the **Add New Post** page.



While the Publish options are the same, you have **Page Attributes** (rather than **Tags** and **Categories**) in the menu to the right of the text area. **Page Attributes** lets you set up your pages in a hierarchical fashion. (This comes in handy if you have a series and want to have a sub-page for each book.)

The best part of this is that it will translate to your menus, so if a user hovers their mouse pointer over the **Books** link, a menu will appear that will let them choose exactly what book they'd like to learn more about.

(1) The Parent page is the top level page. So when you create a sub-page, just use the drop down arrow to choose the page you want to nest your current page under. If you want your pages to appear in a particular order (like the books you've written in series), (2)assign a numerical value here.

Publish

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish **immediately** [Edit](#)

[Move to Trash](#) Publish

Page Attributes

Parent

(no parent) 1

Template

Default Template

Order

0 2

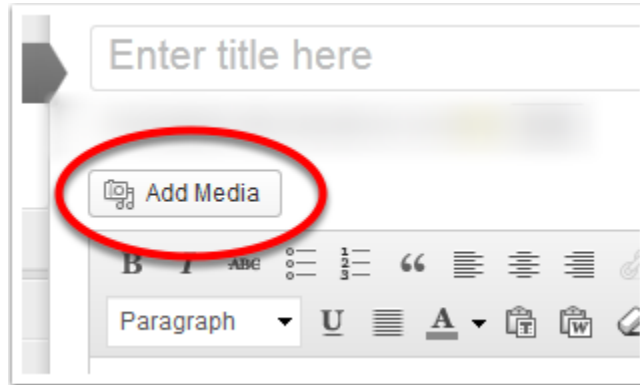
Need help? Use the Help tab in the upper right of your screen.

How to Add Images to your Posts or Pages

Every post needs an image to go along with it. People love pictures so don't skimp on this. Inexpensive

images are easy to find on [Dreamstime](#). (If you need help with images, [please see SPTK's Guide to Images](#).)

To add an image to a post, click the **Add Media** button just above the text editor.

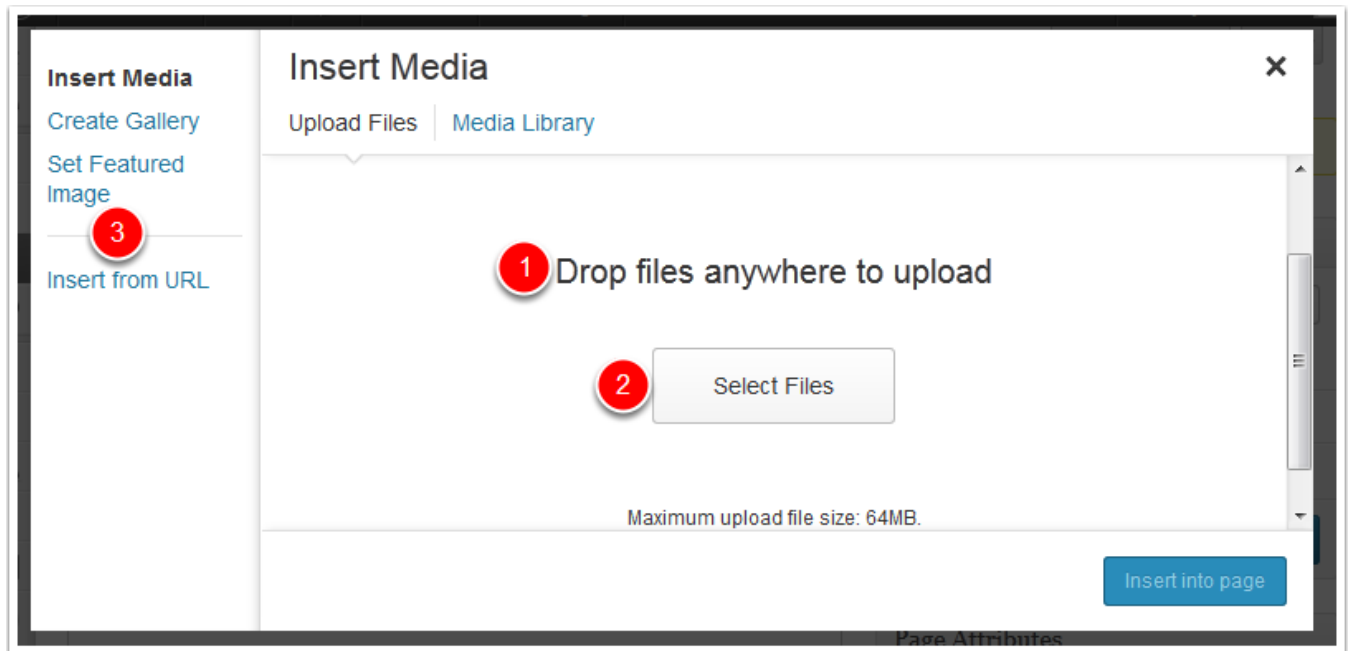


Since this is a new site, we're going to focus on uploading images but if you want to grab a previously uploaded image, click the **Media Library** tab to see what you have already uploaded.

You have three options when it comes to uploading an image:

- (1) Drag the image file into the **Insert Media** window
- (2) Use the **Select Files** button to navigate to where you have your files saved.
- (3) Insert from URL

I'm old school, so I usually use the **Select Files** button, but they all work pretty much the same. If you choose **Insert from URL** please make sure you have permission to use the image before using it.




After you've dragged or selected your files, WordPress will upload the file to your site. Once it is done, you'll see a new window in the right sidebar with your image at the top:

- (1) Title: give your image a relevant, keyword oriented title.
- (2) Caption: Use a caption. They are the most read text on a website.
- (3) Alt Text: This is for people who have display images turned off in their browsers.
- (4) Description: this helps you keep your stuff organized. I usually just note the page the image is attached to.
- (5) Alignment: You have your choice between left, right and center.
- (6) Link To: this allows you to link your photo to another page. I always link my photos because people click on them. Relate the link click to your caption.
- (7) Size: This allows you to adjust your image size to your post. I usually try to upload my images presized, but if you are short on time, this gets the job done.

Once you have all of this information entered, click **Insert into Page**.

ATTACHMENT DETAILS



dreamstime_17370865.jpg
 May 6, 2013
 2124 × 1411
[Edit Image](#)
[Delete Permanently](#)

1 Title

2 Caption

3 Alt Text

4 Description

ATTACHMENT DISPLAY SETTINGS

5 Alignment

6 Link To

7 Size

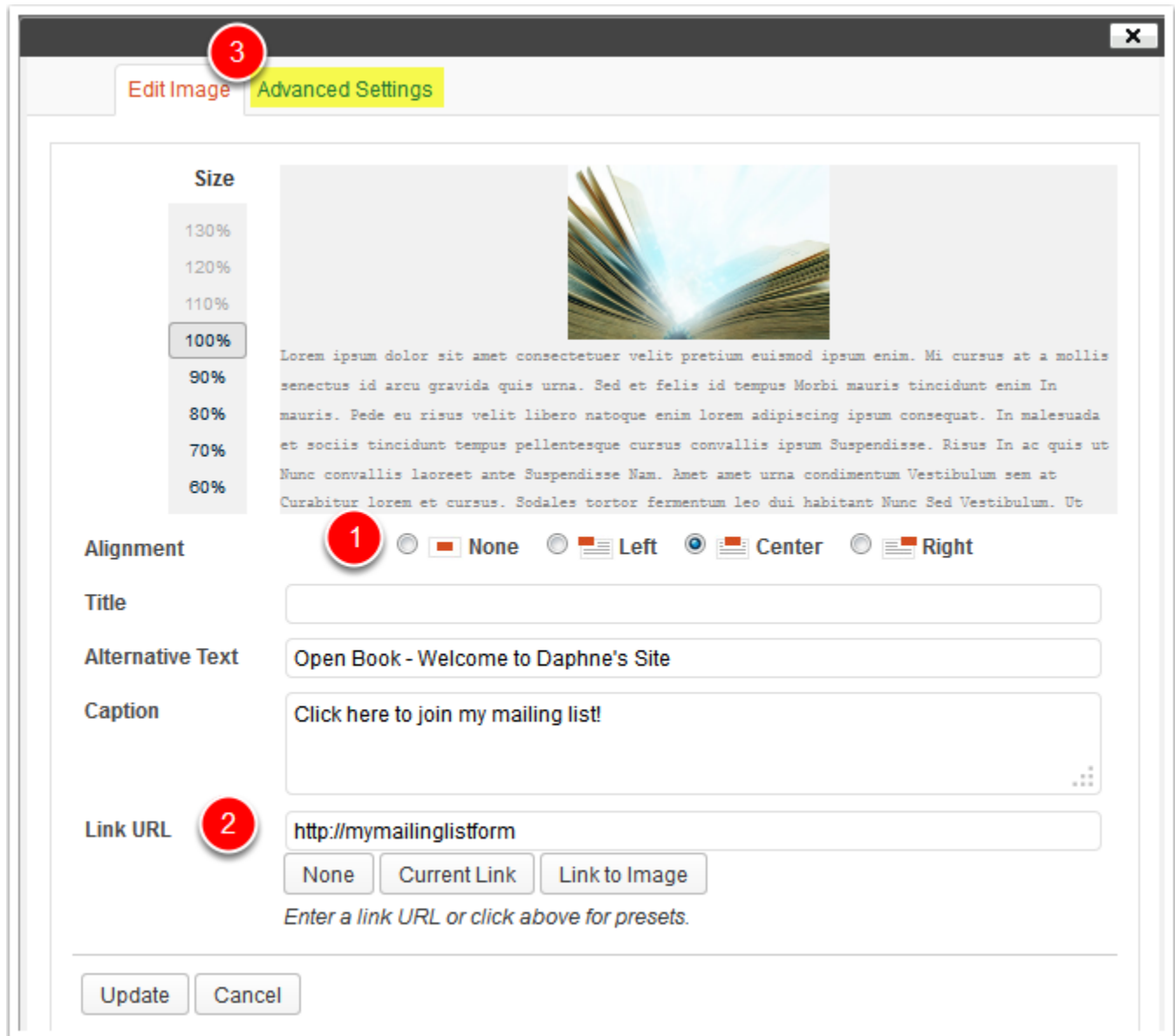
Editing an Image

If you would like to change any of your image options after it's been inserted, click on the image, then click on the little painting icon that appears. (Clicking on the red circle with a line through it will delete your image from the post, not from your media library.)



The most common thing you'll change is the **(1) Alignment** or **(2) Link URL**.

Click the **(3) Advanced Settings** tab to access more complicated settings like the image source, size and any CSS that you'd like to edit manually. Generally you will not have to use any of these fields, but if you like to get into the nitty gritty of your site, it's there.



That's it for Posts and Pages. Take a well-deserved break! In the next module, we'll tackle customizing your website with Plugins.