



fabip[♥]paolini
branding+design



wordpress guide



Username or Email Address

Password

Remember Me

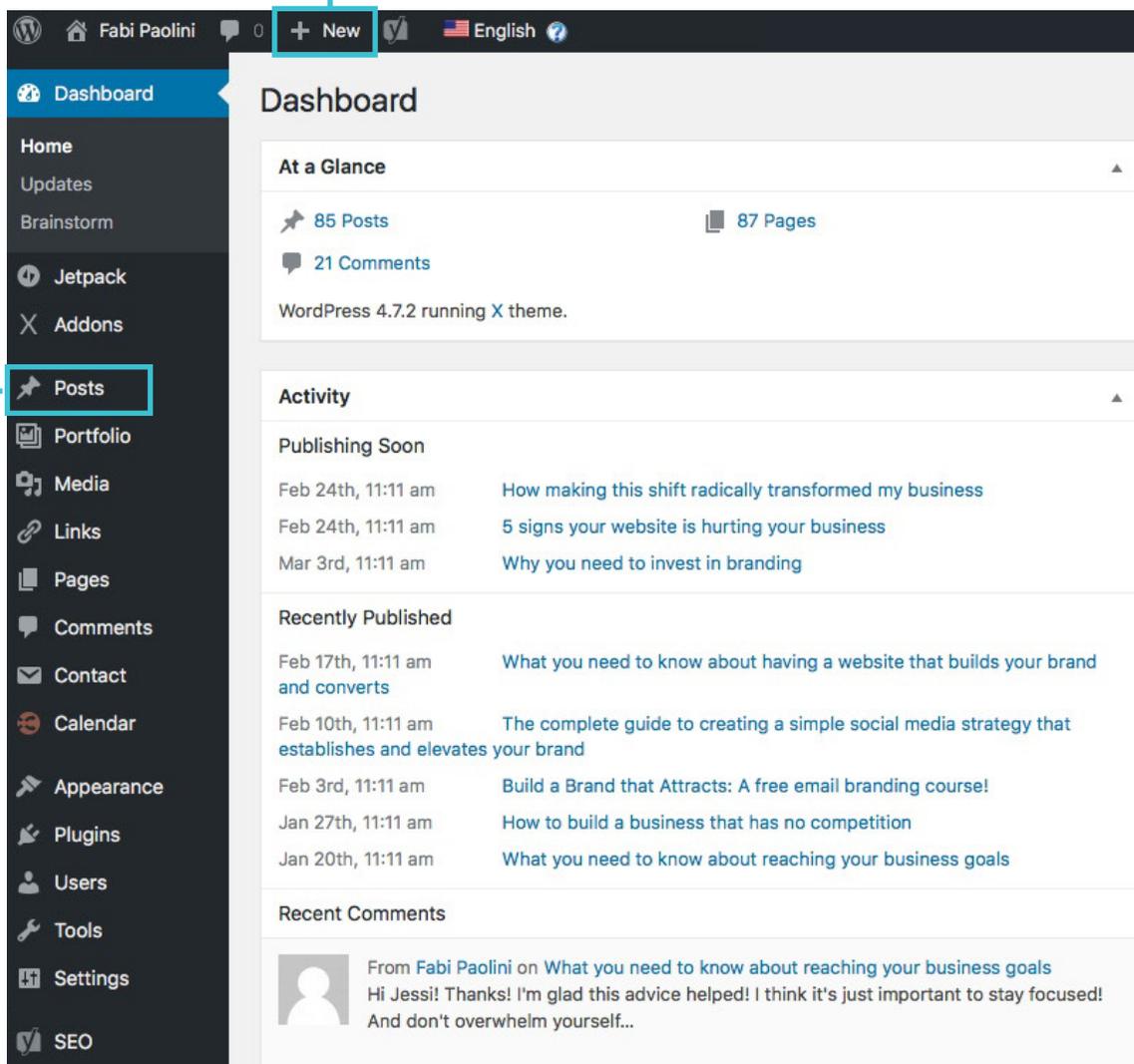
OR

[Log in with WordPress.com](#)

[Lost your password?](#)

[← Back to Fabi Paolini](#)

With the Username and Password I have given you, sign into your account.
To access this page: <http://www.YOURDOMAIN.com/wp-admin>



This is the Wordpress Dashboard. The only thing you need to do here is manage your posts/articles. You can do it by:

POSTS > ADD NEW

+ NEW > POST

The screenshot shows the WordPress dashboard with the 'Add New Post' editor open. The interface is annotated with numbered callouts:

- 1**: The title field containing 'How to write your first blog post'.
- 2**: The main content editor area with the Visual, Text, and Cornerstone tabs.
- 3**: The 'Publish' section, showing the status as 'Draft' and visibility as 'Public'.
- 4**: The 'Categories' section, showing a list of categories like 'Branding', 'Case Studies', etc.
- 5**: The 'Featured Image' section, with a 'Set featured image' button.
- 6**: The Yoast SEO section, showing the readability analysis and snippet preview.

The left sidebar contains navigation menus for Dashboard, Jetpack, Addons, Posts, Portfolio, Media, Links, Pages, Comments, Contact, Calendar, Appearance, Plugins, Users, Tools, Settings, SEO, Pin It Button, Insights, Addons, and Instagram Feed.

1

POST TITLE + PERMALINK

Add New Post

How to write your first blog post

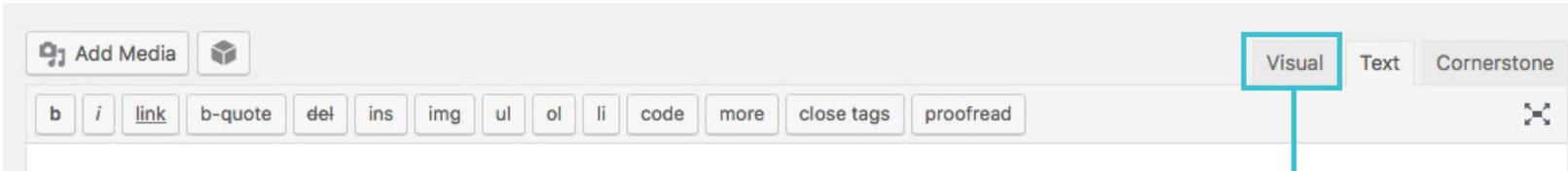
Permalink: <http://www.fabipaolini.com/write-first-blog-post/>

POST TITLE: Is the title of the post when published. It's the headline of your article and should be catching and interesting. Include your keyword (see point 6) in the title.

PERMALINK: Is the URL (address) of your article once published. You can click on edit and change it to something simpler and shorter that has your keyword. Each word must be separated with a "-"
For example:

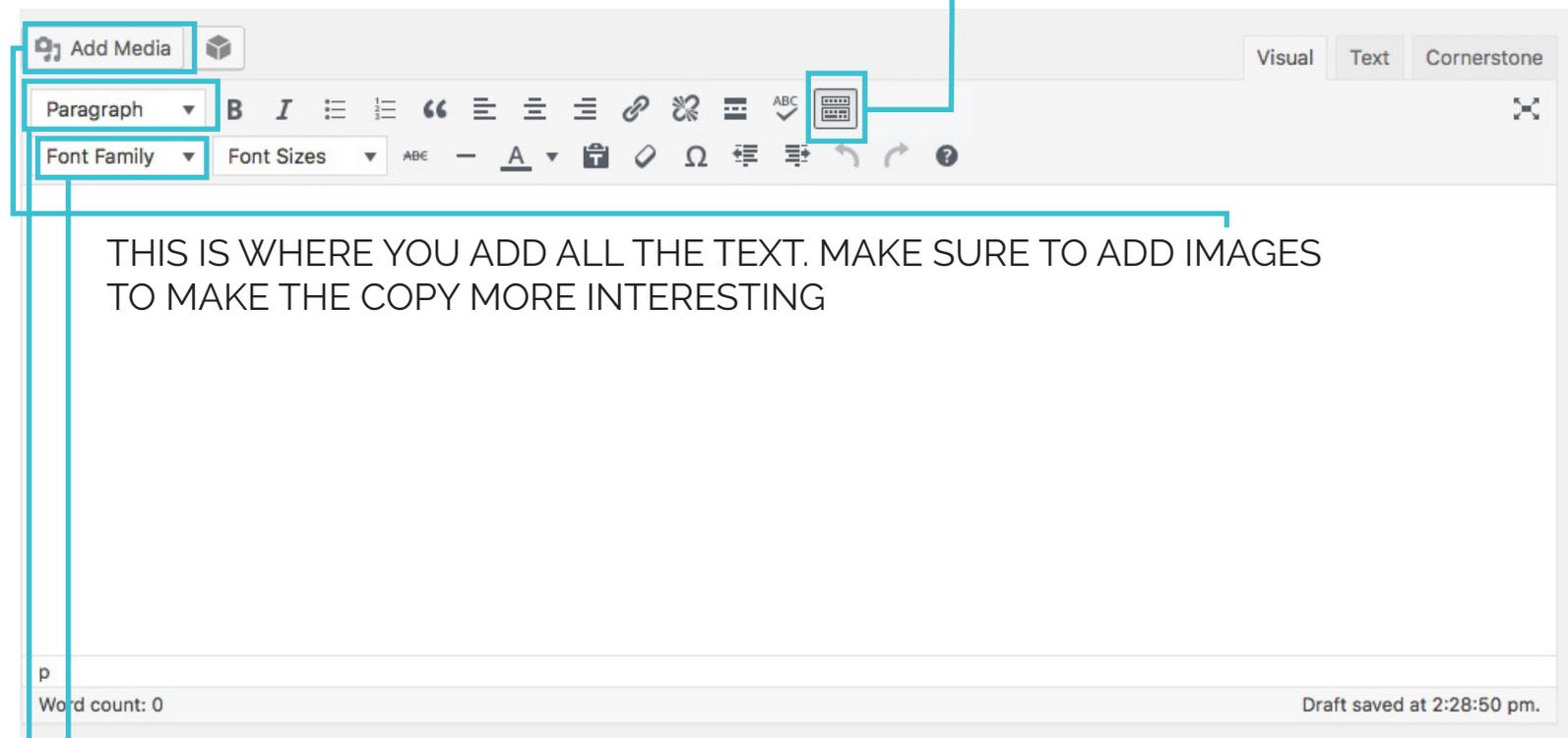
http://www.fabipaolini.com/the-keyword

2 POST CONTENT



CLICK ON VISUAL

TO SEE ALL FORMATTING OPTIONS CLICK HERE



THIS IS WHERE YOU ADD ALL THE TEXT. MAKE SURE TO ADD IMAGES TO MAKE THE COPY MORE INTERESTING

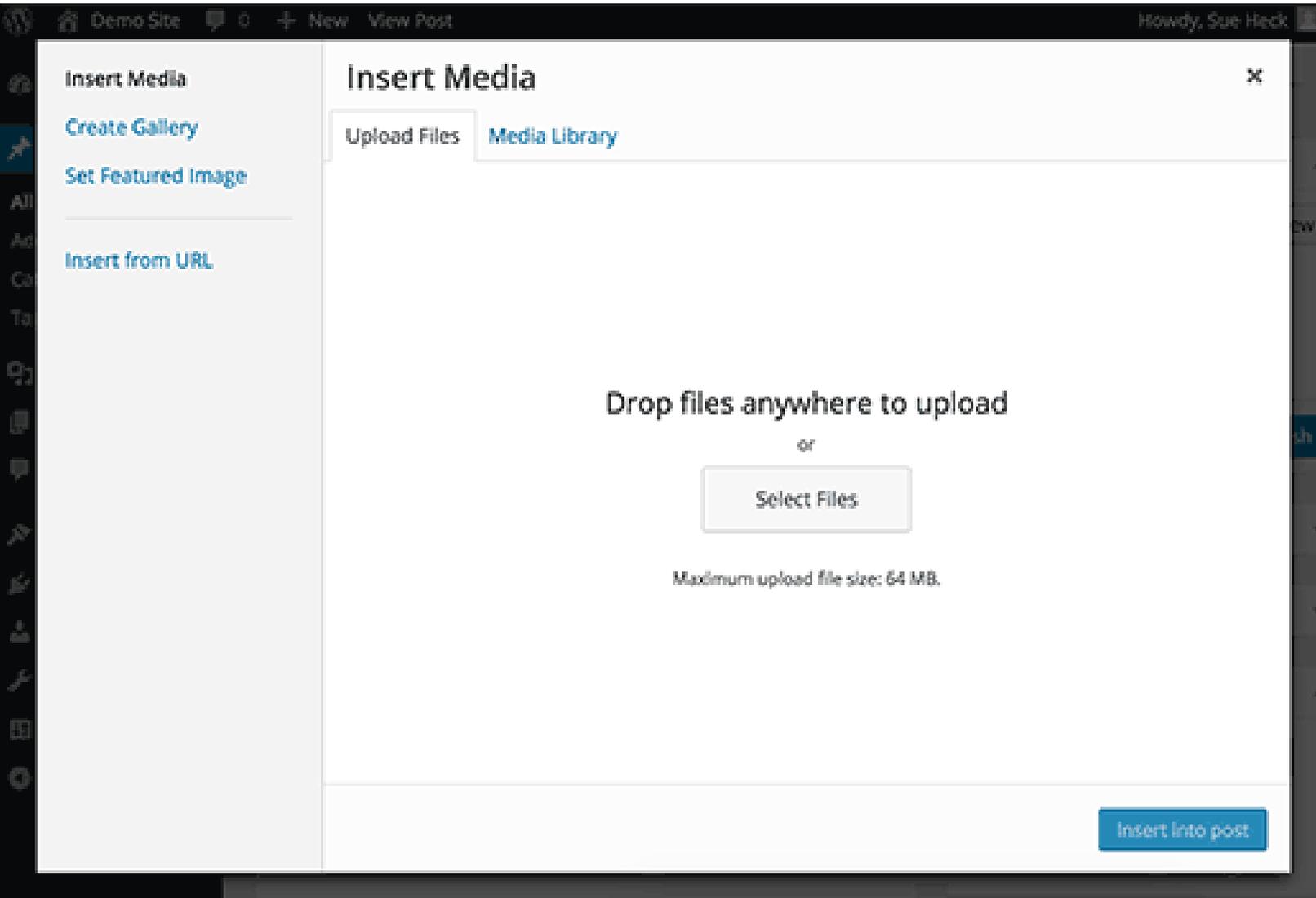
FOR DIFFERENT HEADING OPTIONS WITHIN THE TEXT

TO USE DIFFERENT FONTS WITHIN THE TEXT - VARY AS LITTLE AS POSSIBLE

2

POST CONTENT || IMAGES

TO ADD IMAGES CLICK ON INSERT MEDIA AND DRAG/SELECT IMAGES



2

POST CONTENT || IMAGES

ONCE THE IMAGE IS UPLOADED, YOU HAVE DIFFERENT OPTIONS YOU NEED TO LOOK AT

The screenshot shows a WordPress media library interface. On the left, a grid of image thumbnails is displayed, with the first one selected. The thumbnails include various graphics with text in English and Spanish, such as 'it's not about what you do, it's about what you really do' and 'making this lift radically transform my business'. On the right, the 'ATTACHMENT DETAILS' panel is visible, showing the image's name, date, size, and dimensions. Below this, there are fields for URL, Title, Caption, Alt Text, and Description, each with a text input area. At the bottom of the details panel, there are sections for 'Required fields are marked *' with dropdown menus for 'Category' and 'Tag', and 'ATTACHMENT DISPLAY SETTINGS' with dropdowns for 'Alignment', 'Link To', and 'Size'. A blue 'Insert into post' button is located at the bottom right of the details panel.

Before you upload the image, make sure it's name is optimized. It should have your keyword in the image. For example:
quote-transform-fabi-paolini.png

Make sure the image is small in size. Preferably below 300KB. You can upload it to <http://tinypng.com> where it can be compressed for you before you upload it to your site.

The TITLE, ALT TEXT and DESCRIPTION should be roughly the same. Please include your Keyword in each of these. Leave CAPTION blank.

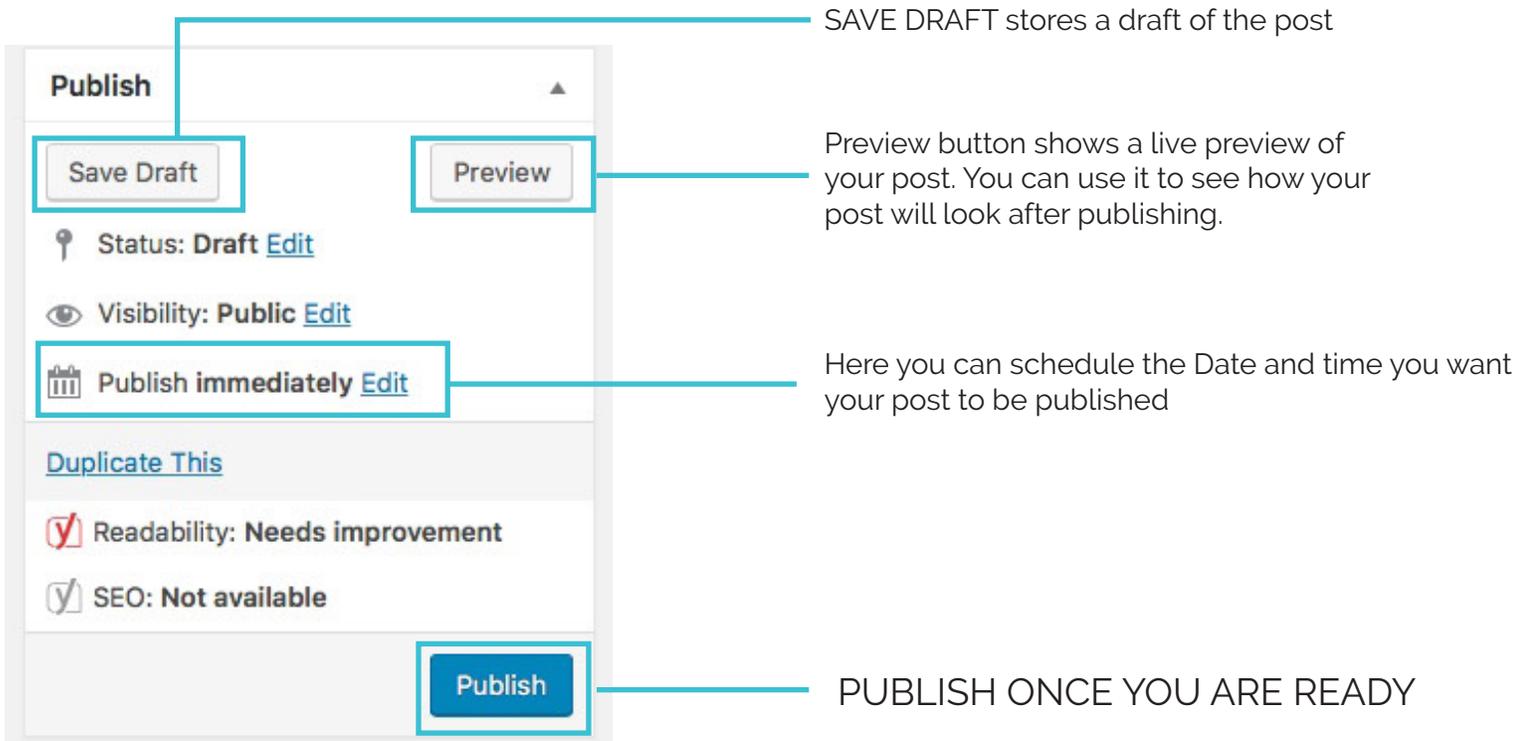
if your image is meant to link to somewhere else once people click it, use CUSTOM LINK and put the URL. Otherwise leave it at NONE

Change the size of the image within the post if you want to

Don't forget to insert it into the post

Insert into post

3 PUBLISH SETTINGS



Save Draft stores a draft of the post

Preview button shows a live preview of your post. You can use it to see how your post will look after publishing.

Here you can schedule the Date and time you want your post to be published

Publish ONCE YOU ARE READY

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

[Duplicate This](#)

Readability: Needs improvement

SEO: Not available

4

CATEGORIES + TAGS

CATEGORIES

Categories are meant for broad grouping of your posts. Think of these as general topics or the table of contents for your site. Categories are there to help identify what your blog is really about. It is to assist readers finding the right type of content on your site. Categories are hierarchical, so you can sub-categories. **ALWAYS ADD A CATEGORY**

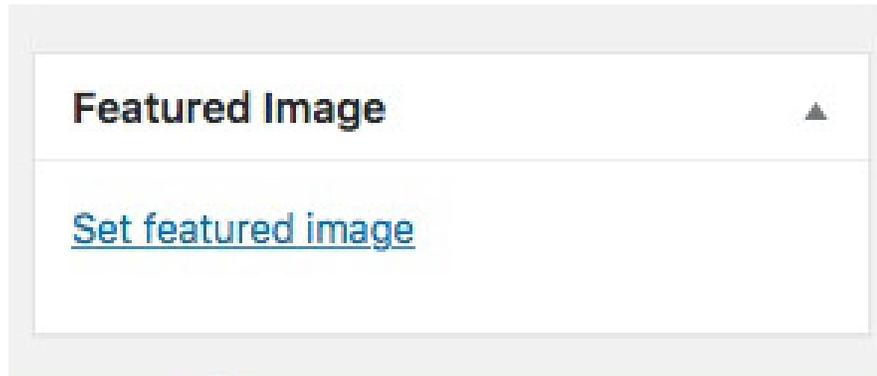
TAGS

Tags are meant to describe specific details of your posts. Think of these as your site's index words. They are the micro-data that you can use to micro-categorize your content. Tags are not hierarchical. You don't always need to add tags.

The image shows a screenshot of the WordPress admin interface for managing categories and tags. The 'Categories' section is at the top, with a dropdown arrow. It has two tabs: 'All Categories' (selected) and 'Most Used'. Below the tabs is a list of categories with checkboxes: Branding, Case Studies, Design, English, Entrepreneur, Español, Marketing, and Social Media. Below the list is a note: 'To add categories that already exist in other languages go to the [category management page](#)'. At the bottom of the categories section is a link: '+ [Add New Category](#)'. The 'Tags' section is below, also with a dropdown arrow. It features a text input field and an 'Add' button. Below the input field is the instruction 'Separate tags with commas' and a link: '[Choose from the most used tags](#)'.

5

FEATURED IMAGE



ALWAYS ADD A FEATURED IMAGE FOR YOUR POST

Simply click on set featured image link, and it will bring up the media uploader popup. You can select an image from your previous uploads or upload a new image from your compute



YOAST SEO

● Readability ● Enter your focus ke... +

👁 Snippet preview ?

How to write your first blog post - Fabi Paolini
www.fabipaolini.com/write-first-blog-post/ ▼

Please provide a meta description by editing the snippet below.

📱 🖥

SEO title

%%title%% %%page%% %%sep%% %%sitename%%

Slug

write-first-blog-post

Meta description

Modify your meta description by editing it right here

🔍 **Focus keyword** ?

Click on EDIT SNIPPET to edit and make changes

You might want to have a different title for a post/page on Google than what is displayed on your site. When writing a page or post, you can enter the title that will be posted on the website, but under SEO Title, you can include an SEO rich title with your keyword. Try to get it to green on the bottom

When your site is searched on Google, the meta description shows up underneath your page or post title. The goal of the meta description is to get the visitor to click your link when it comes up in the search.

A focus keyword is the main keyword that you are hoping people will look for and find your post. If your blog is in a competitive niche then chances are that you will be competing with many other established and reputable publications for popular keywords. In such situation, you can get more organic traffic by using long tail keywords. Always remember that your audience is humans not search engines. People don't just type one keyword in search engines, they use phrases. Your focus keyword can be a phrase.

6

YOAST SEO

☰ Analysis ?

- No focus keyword was set for this page. If you do not set a focus keyword, no score can be calculated.
- The text contains 0 words. This is far below the recommended minimum of 300 words. Add more content that is relevant for the topic.
- No meta description has been specified. Search engines will display copy from the page instead.
- The page title is too short. Use the space to add keyword variations or create compelling call-to-action copy.

A great feature of Yoast SEO is that they provide a Page analysis with a guide to let you know what is working and what's not in terms of the SEO of the post. Aim to have the SEO either orange or green. If it is red, make the changes according to what it says on the analysis. Only make the changes for the KEYWORD section, don't pay attention to READABILITY as it is fairly new and doesn't work as well.