# Adding posts

Warburton Advancement League

# Table of Contents

# Quick & Easy Posts

## Posts

A Post is a way of adding content to a webpage, it is a safe area where content can be added and then added to the website.

Posts can be large or small. They can contain only a few words or thousands of words, images or even galleries of images, PDF files, download links for other file types and links to YouTube videos.

In the WAL website we use Posts to do two jobs; we use to posts to provide information that will be immediately displayed on the website and we also use Posts to add content to the website database. These Posts then can be searched and the information displayed when located. The intention is to store all WAL historical documents on the website so anyone who is interested can view them in the future.

## You can't screw it up

When you are practising or creating a new Post you cannot damage the website itself. The website is fully insulated from everything you do.

- No Post you create will be visible to the outside world **UNLESS YOU PUBLISH IT**.
- You can practice with many Posts saved as **DRAFTS** and no-one will ever see them on the website
- Even if you accidently publish the Post you can also un-publish it by returning it to a Draft or by deleting it
- The worst that can happen is that you mess up the text in some way but you can always reopen the Post and make any change that you want. Did you forget to add the Categories? Did you spell their names wrong? Did you add the wrong photo? Just reopen the Posts and fix it.
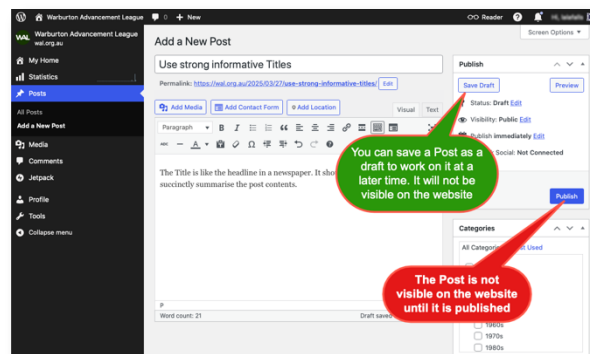
# The various parts of a post

**The Featured image** could be associated with the Post or totally unrelated and appear for cosmetic appearances only

**The Post Title** must specifically relate to the content much like Headlines in a newspaper or magazine. "A fantastic day out" may be true but it is useless for locating the Post, "A trip to Healesville Sanctuary" might be less emotional but excellent for a search.

**The Author** of the Post could be used by the visitor to search for similar Posts made by the same author

**Categories**. This is the single most powerful Keyword for organising similar Posts to appear in a list on the same page. Think of Categories like the Chapters in a book and all Posts that should be in the same "Chapter" must have the same Category applied.

**Article text**. The body text or content should contain as many keywords as possible. This is difficult at first since when we write we often assume that the reader is aware of the missing text. Events that were of recent interest or well known or well attended do not need keywords since everyone already knows about it. But Posts a few months or years old have lost that connection and can only be located by keywords in the text.

# Optimising Posts for the website

The Posts need to be created following strict guidelines so that the content can be easily located by visitors. It is possible a carelessly created Post could be lost in the database and never displayed unless someone painstakingly visited every Post one by one.

The Posts on the WAL website must meet the following criteria.

- **CRITICAL** - The selection of appropriate WordPress categories
- **VERY IMPORTANT** – A Title (Heading) that succinctly summarises the Post contents
- **CRITTICAL** - Text that contains every keyword possible that can be applied to the contents, dates, descriptive words, names, locations, etc. Make it a readable sentence if possible and if not then just add them as a keyword list.
- **SUPER CRITICAL** - If the contents are images or PDFs then a text description is even more important since the database cannot look inside them. For example, a photo of Jeff dressed in a clown suit and riding a quad bike has a filename of IMG-200345.jpg. Without the added text the database will never find that photo.
- **IMPORTANT** - Add Tags make associated Posts easier to find
- **IMPORTANT** - A well formatted post that looks interesting and readable

# A typical Post appearance

## Keyword optimisation tips

Keywords are any word that applies to the Post and help to identify it. They turn a general description into an identifiable event. For example, "a group of people gathered at the finish line" doesn't really say much. "Bob Smith and members of the Millgrove Athletic Club applauded the runners in the 2025 Millgrove Cup as they crossed the finishing line in Warburton" is a much more informative summary of the same event.

**When you add the Post, you know what happened, where it happened and the people involved so it is not added to the post. But in 25 years or even 5 years people will not know those details and if future visitors are searching for that specific event what keywords could they use to find it?**

- Place Keywords in the Post Title
- Place Keywords in the Body Text
- Place Keywords as Tags in the Tag area
    - Tags are just single words or connected words (Mt Donabuang, Sheila Hill)
    - Tags can be keywords that were difficult to put in the text
    - Tags can be used to link Posts within a Category. Fr example there is
    - Use high value words only, do not create Tag clutter
- Add pertinent captions to added images, use the important keywords
- Give images pertinent filenames, use the important keywords

# Categories

This is the single most important way to save (or store) information so that it can be easily retrieved.

- Select one or more appropriate Categories
- For example, a PDF file about a big celebration in Warburton in 1964 would have the following categories selected
    - Event
    - History
    - 1960s
    - News
- If new category is needed contact the website editor



# Post checklist

1. **Title**
2. **Content**
3. **Media**
4. **Categories**
5. **Tags**

# WordPress Authors

Authors can create, publish, manage, edit and delete their own Posts however they cannot create Categories. Authors cannot do anything to Posts from other Authors or have any access to the rest of the website.

Ideally Authors would represent each group within the larger organisation. For example, WAL could have authors creating Posts for the Track Keepers, the Cerini Centre, Facebook, WAL proper, History, etc.
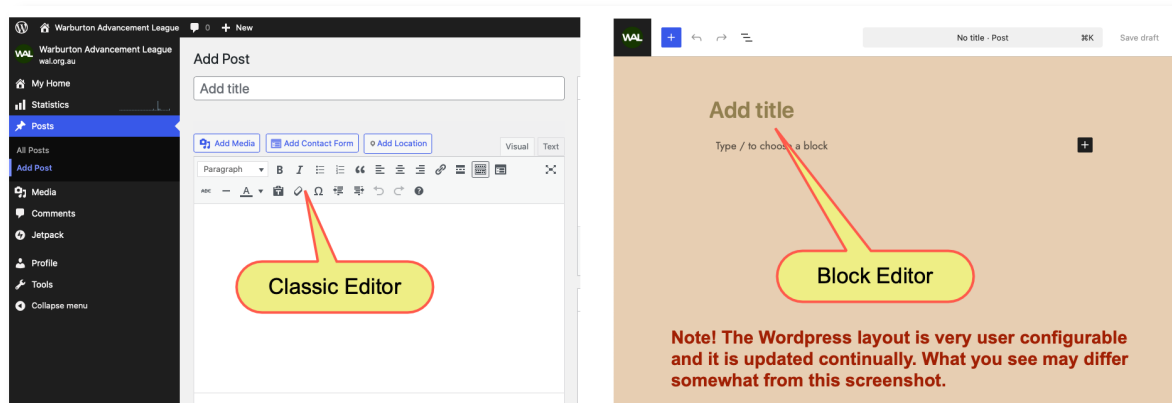
# There are two text editors

For many years WordPress used text editor that look like a mini word processor toolbar, this editor is now called the Classic Editor. This was easy to use but ultimately restrictive as it limited the implementation of new webpage formatting technologies. The new editor is far more powerful and can also format page layout as well as text, it is called the Gutenberg or Block Editor.

By default, WordPress now uses the new Block Editor and is deprecating the old editor. All new developments in web page layout will be based on the Block Editor.

**I recommend the Classic Editor to make Posts. It is easier to learn and use and adding images, links, galleries, videos, etc is simple and direct. The more ambitious can explore and use the Block Editor which is more powerful and supports new and upcoming technology.**
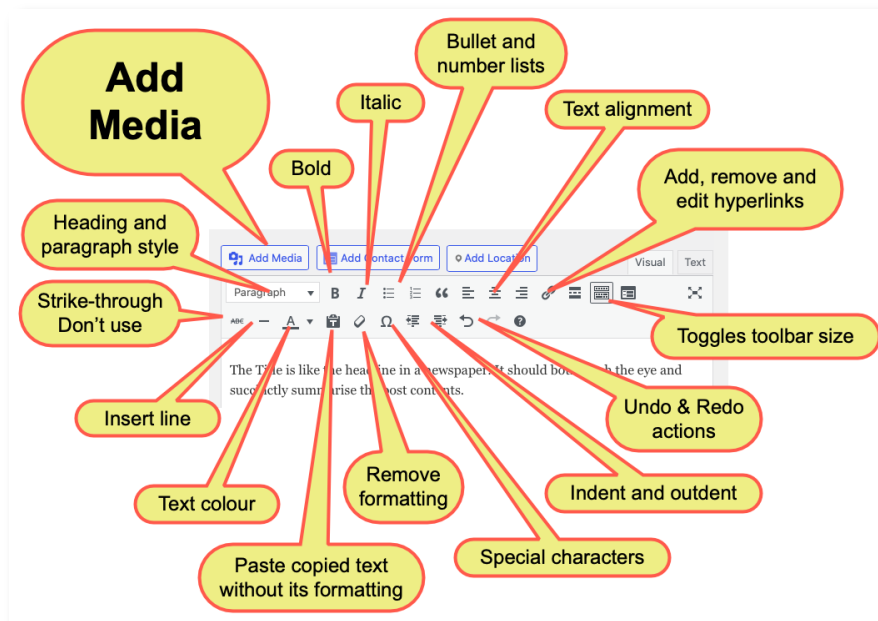
## How do you know if you are using the Classic text editor

If you have created a new page with the classic editor enabled it will look like the page on the left.
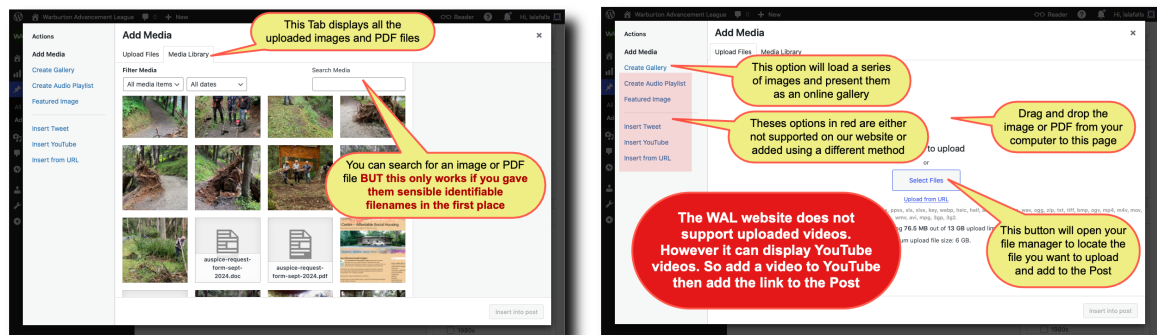


Classic Editor

Block Editor

Note! The Wordpress layout is very user configurable and it is updated continually. What you see may differ somewhat from this screenshot.

# A tour of the Classic toolbar
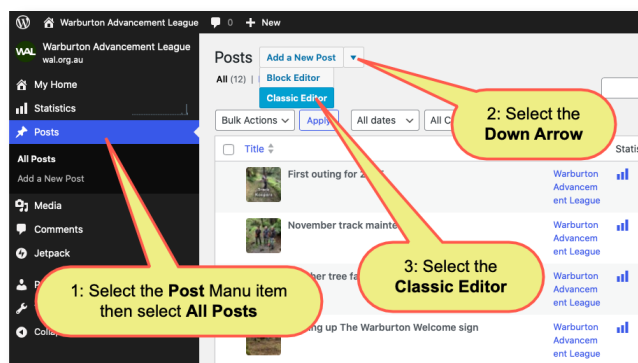
## Text formatting toolbar



## Add media dialogue box

The Add Media window provides to choose a media file, normally an image or a PDF, from a library of stored files. It also provides different ways to upload files to the website.
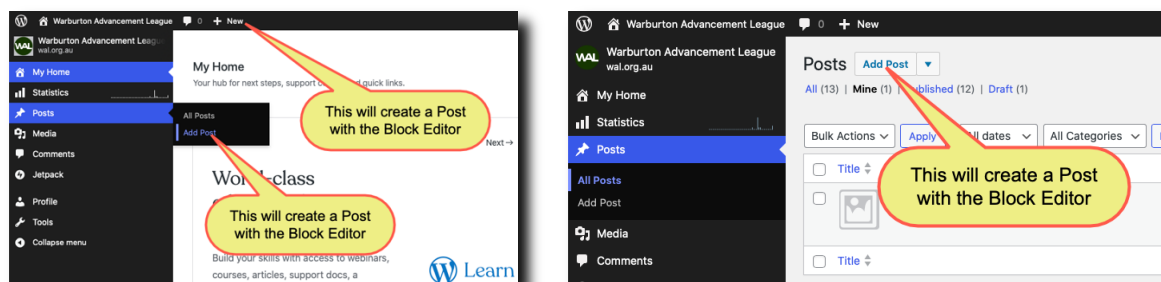


# Create a post using the Classic Editor

To use the classic editor, you must create a new post in a specific manner.

# Creating a post with Block Editor

Creating a new post using the following buttons will create a post that uses the new Gutenberg or block editor.



If you want to use the Block Editor here is a link to an excellent resource.

https://www.wpbeginner.com/beginners-guide/how-to-use-the-new-wordpress-block-editor/

# How to log into the website

You need to be registered to log on to make posts on the website.  The Administrator will register your email address and you will receive an email from WordPress requesting you to accept the registration.

After this all you need to do is use your email address to log in to the website and you will be sent a one-time only link that will take you directly into the website.

Note: if you are a WordPress user for another website you will have to log off that site first. You cannot be logged into two separate WordPress websites at the same time.

**Step 3**

Log in to WordPress.com

Just a little reminder that by continuing with any of the options below,
you agree to our Terms of Service and have read our Privacy Policy.

4: Enter your registered email address

Email Address or Username

OR

Continue with Google

Continue with Apple

Continue with GitHub

Email me a login link

Continue

**Step 4**

Check your email

We've sent a login link to

5: You will see this message from WordPress

Didn't get the email? You might want to double check if the
email address is associated with your account, **or reset your
password.**

**Step 5**

WordPress.com                                    Inbox – l...lls@gmail.com      8:31 pm
Log in to WordPress.com
To:

6: You will receive an email from WordPress

WordPress.com

Sign in to WordPress.com

Hi there,

Here's the link you reque

7: Click the "Log in now" button and you will be transferred to the website and logged in

Log in now

To keep your account secure, this link can only be used one time and
expires in one hour.

8: This link will only work once and will expire after 1 hour

You can simply delete this

**Step 6**

Warburton Advancement League        0    + New                                    Reader

Warburton Advancement League
wal.org.au

Dashboard

My Home

Statistics

Posts

Media

Comments

Jetpack

Profile

Tools

Collapse menu

At a Glance

12 Posts                    15 Pages

WordPress.com r...g Twenty Twenty-Four theme.

Akismet blocks spam...getting to your blog.
There's nothing in your...queue at the moment.

Storage
13,3...                                %) Space Used

This view is called the Dashboard

Activity

Recently Published

25 Jan, 10:21 pm        First outing for 2025

Nov 13th 2024, 10:14 pm    November track maintenance

Oct 30th 2024, 9:12 pm    Another tree fails foul of the October winds

Oct 30th 2024, 9:06 pm    Tidying up The Warburton Welcome sign

Sep 11th 2024, 1:22 pm    Federation of Victorian Walking Clubs

What's Hot

WordPress.com Blog    Latest

WordPress.com Blog

This is the view when you are logged in. You will see your Log In name here

Subscribers

Effortlessly turn posts into emails with our Newsletter feature–expand your
reach, engage readers, and monetize your writing. No coding required.
Learn more

Quick Links

Publish your next post                Manage subscribers

View subscriber stats                 Monetize

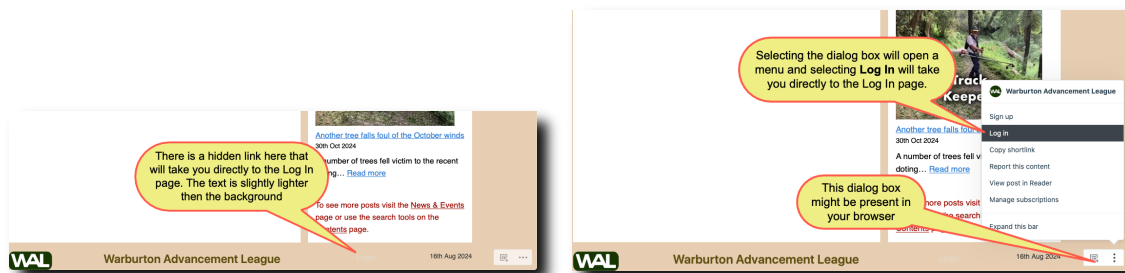Import subscribers                    Newsletter settings
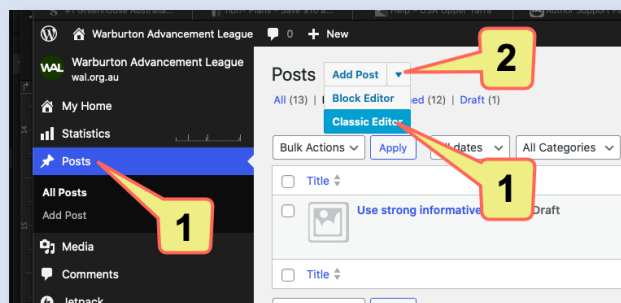
Quick Draft

Title

Content

What's on your mind?
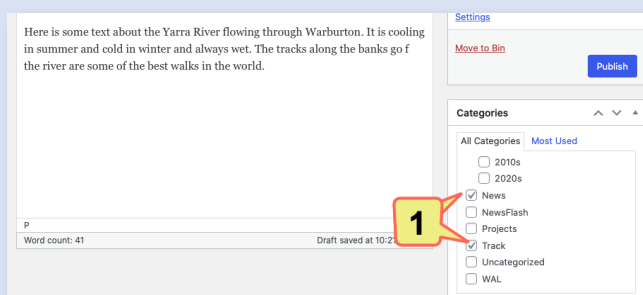
Save Draft

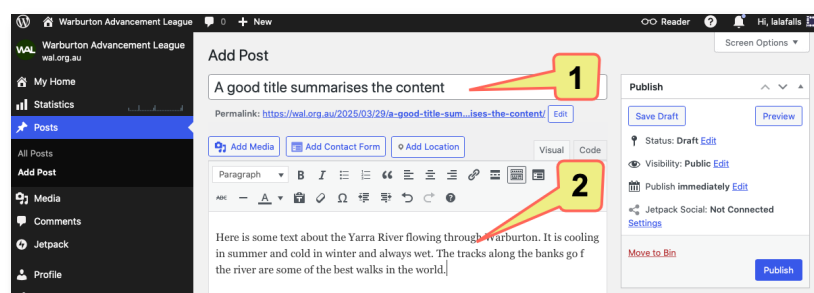# Other ways to log in to the website



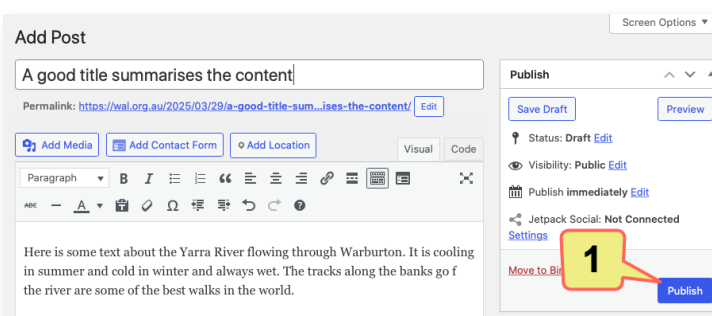# Example: creating a post with a gallery of images



Login and create a new post with the classic editor
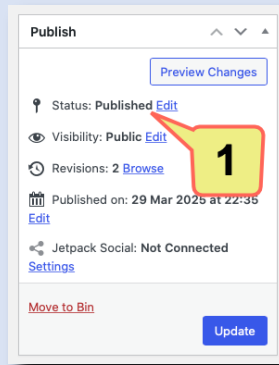


Add the post title and content. Text is added by typing or copy and paste.
**Remember keyword detail**
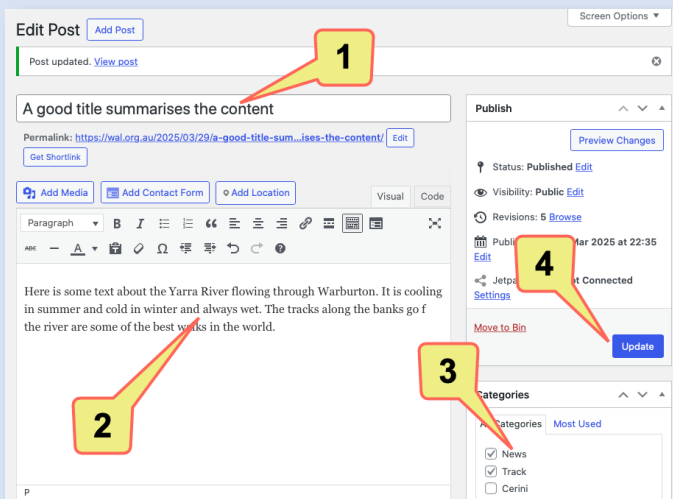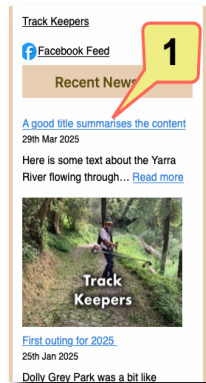


Select all the appropriate categories



Publish the post to add it to the website

**Publish**

Preview Changes

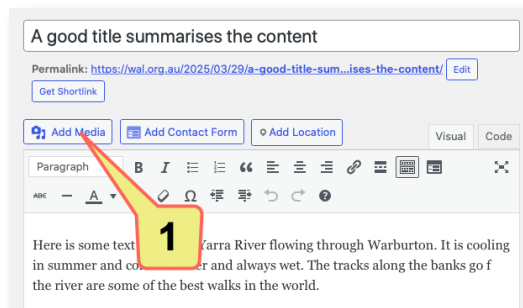Status: **Published** Edit

Visibility: **Public** Edit

**1**

Revisions: **2** Browse

Published on: **29 Mar 2025 at 22:35**
Edit

Jetpack Social: **Not Connected**
Settings

Move to Bin

Update

**This notice appears when it is published**

Track Keepers

Facebook Feed

**1**

Recent News

A good title summarises the content
29th Mar 2025

Here is some text about the Yarra River flowing through… Read more

Track Keepers

First outing for 2025
25th Jan 2025

Dolly Grey Park was a bit like

News & Events    Activities    Content    Links    About Us    Contact Us

# A good title summarises the content

Mar 29, 2025 — by lalafalls in News, Track

Here is some text about the Yarra River flowing through Warburton. It is cooling in summer and cold in winter and always wet. The tracks along the banks go f the river are some of the best walks in the world.

← **Previous:** First outing for 2025

**Open a new tab and check the website appearance, follow the link**

**Edit Post** Add Post

Post updated. View post

**1**

A good title summarises the content

Permalink: https://wal.org.au/2025/03/a-good-title-sum...ises-the-content/ Edit
Get Shortlink

Add Media    Add Contact Form    Add Location          Visual    Code

Paragraph    B    I    ≡    ≡    "    ≡    ≡    ≡    ⸬    ▦    ▦    ✛

ABC    —    A    ▦    ∂    Ω    ≡    ≡    ↺    ↻    ❓

Here is some text about the Yarra River flowing through Warburton. It is cooling in summer and cold in winter and always wet. The tracks along the banks go f the river are some of the best walks in the world.

**2**

P

**Publish**

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

Revisions: **5** Browse

**4**

Publi...    Mar 2025 at 22:35
Edit

Jetpa...    t Connected
Settings

Move to Bin    Update

**3**

Categories

All Categories    Most Used

☑ News
☑ Track
☐ Cerini

**If you see an error or need to add more content return to the post and make the changes and then select Update**

A good title summarises the content

Permalink: https://wal.org.au/2025/03/29/a-good-title-sum...ises-the-content/ Edit
Get Shortlink

Add Media    Add Contact Form    Add Location          Visual    Code

Paragraph    B    I    ≡    ≡    "    ≡    ≡    ≡    ∂    ▦    ▦    ✛

ABC    —    A    ∂    Ω    ≡    ≡    ↺    ↻    ❓

Here is some text    **1**    Yarra River flowing through Warburton. It is cooling in summer and co...    r and always wet. The tracks along the banks go f the river are some of the best walks in the world.

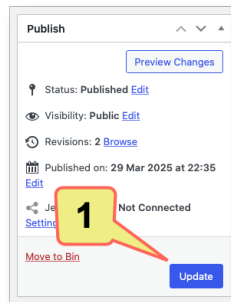**Looks a little blah so let's add a feature image.**
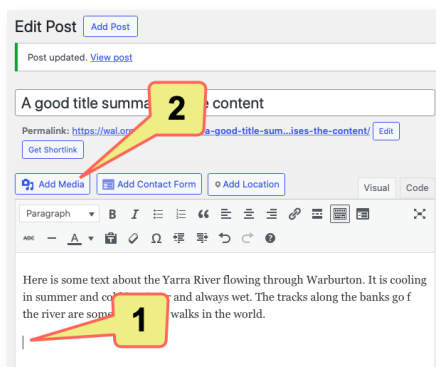
**Return to the post and select add media**
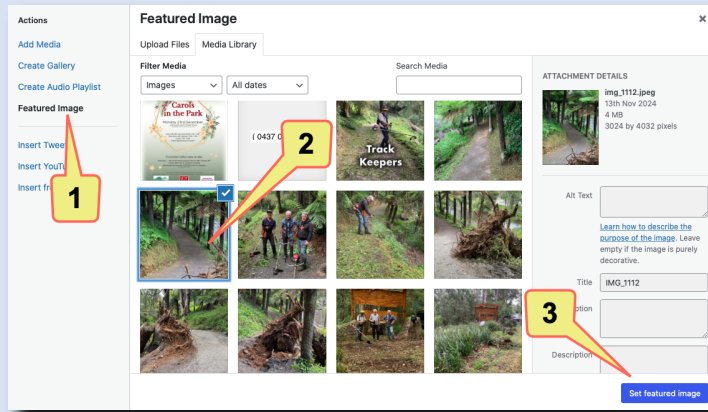
**Select add featured image and choose the image**

**Update the post**
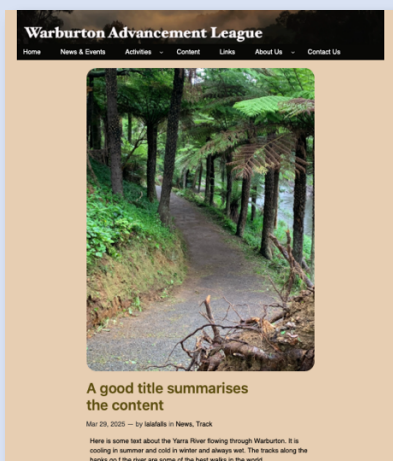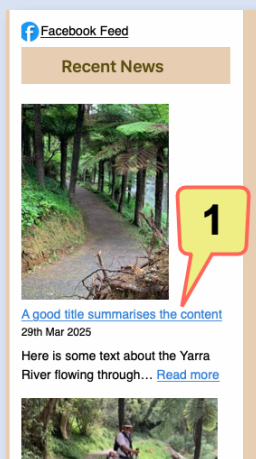
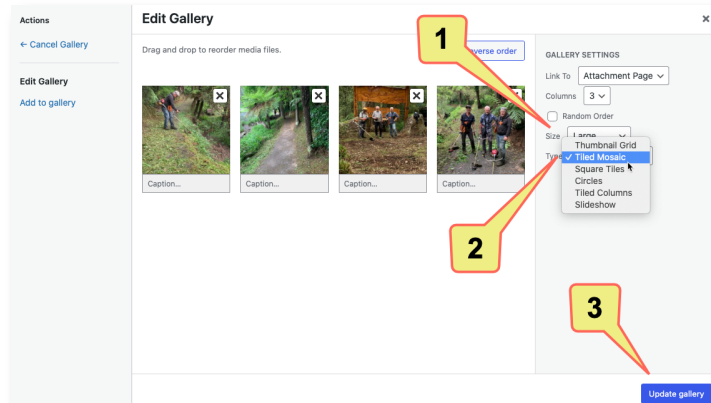**Open a new tab and check the website appearance, follow the link**

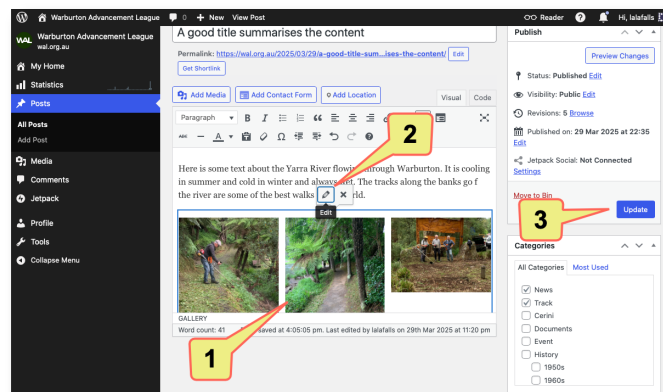**Now we will add a gallery of images. Place the cursor where you want the images and select add media**

Select create gallery, choose the photos and select create a new gallery and then select Insert



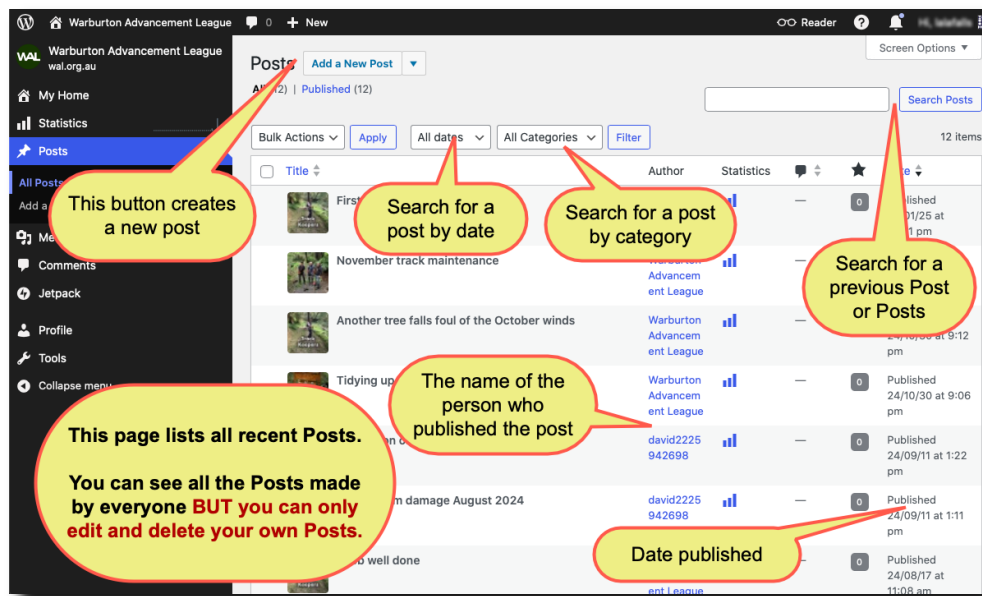Select large image size and slideshow and then insert gallery



Update the post then open a new tab and check the website appearance, click an image to start the slideshow

# The post dashboard page

This is the homepage for posts. Posts can be created, located, edited and deleted.



# Un-Publishing a post (Changing it to a Draft)
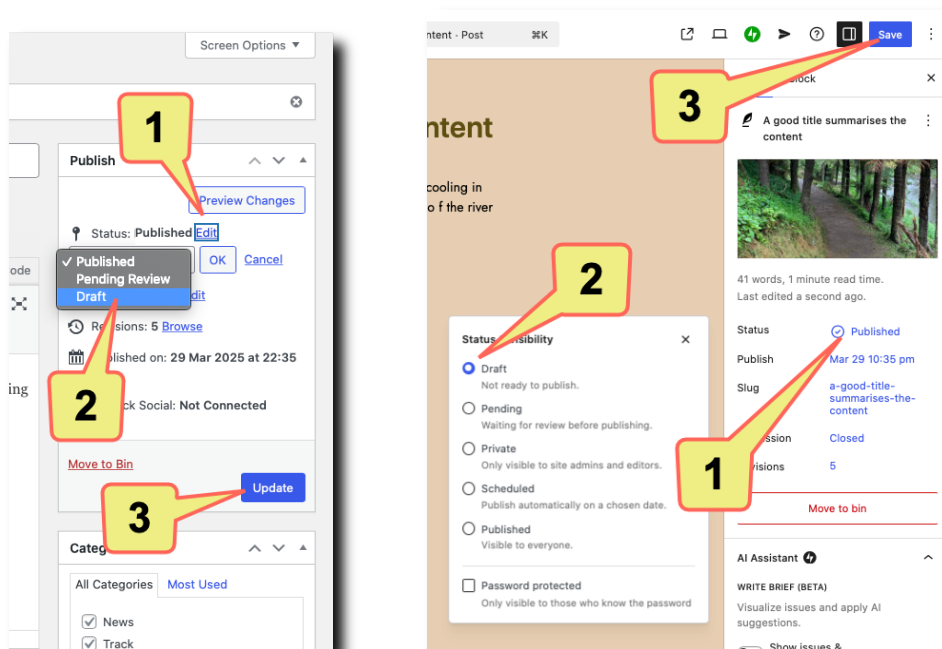
# Saving a post as a Draft and opening Draft posts
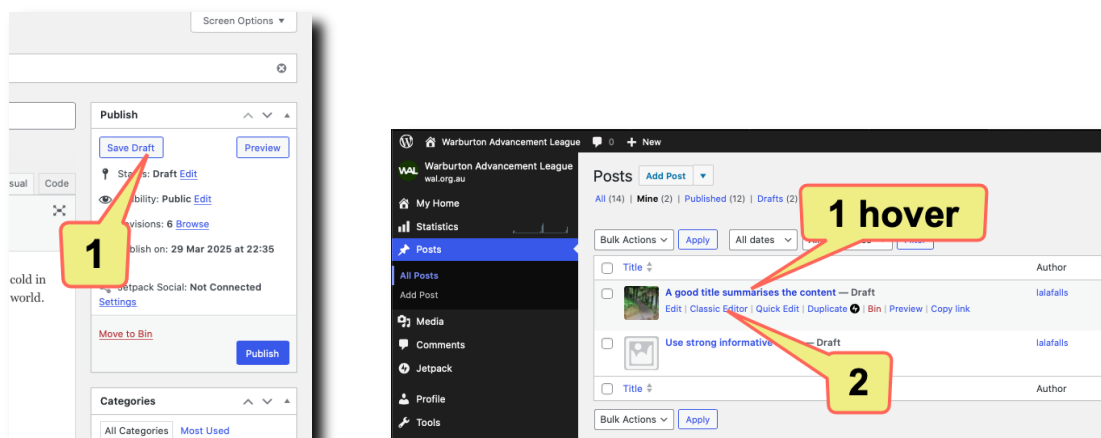


# Returning to the Post Dashboard homepage
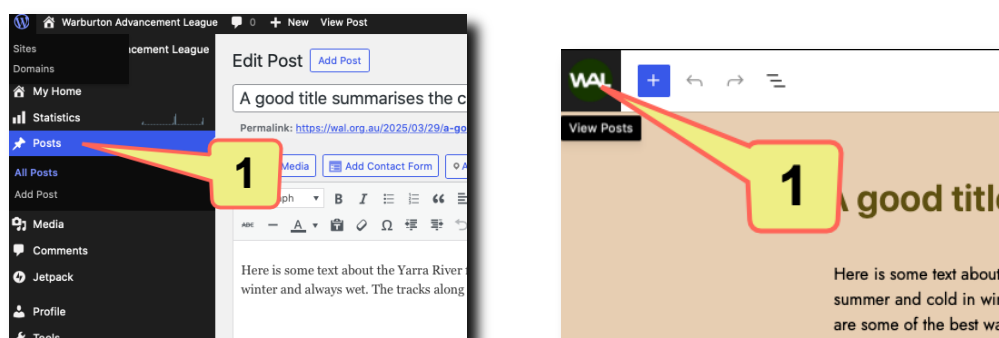


# Uploading Media

What files can be uploaded?

- **YES**:  Images – jpeg, Gif, PNG
- **YES**:  TXT,  PDF
- **NO**:  Word documents
- **NO**:  Video files
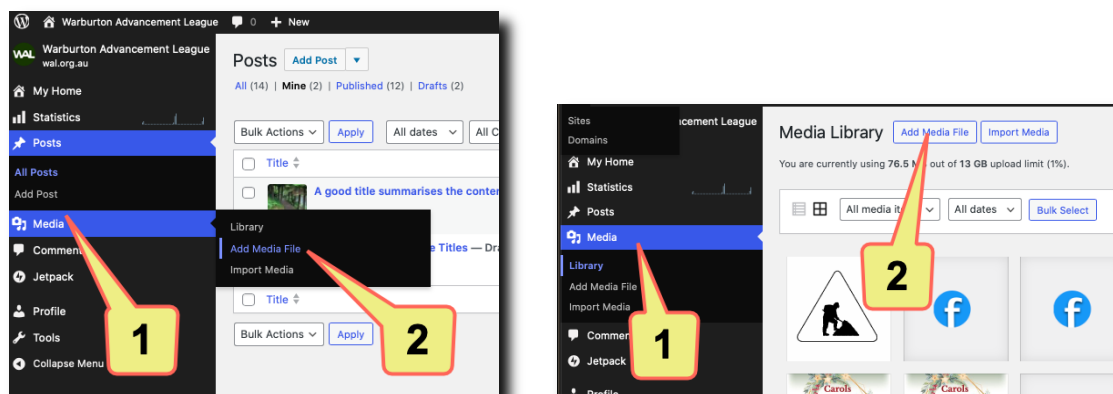
# Media filenames

All media filenames MUST be changed from generic filenames like IMG-20345.JPG to something descriptive. WordPress cannot look at the information within an image or a PDF document. Unless you give it a meaningful name no-one can ever find it using the search facility.

For example, IMG-20345.JPG becomes **cerini-walk-2025.jpg**

For example, Scan-6.PDF becomes **wal-minutes-jan1968.pdf**

# Undo and other keystroke commands

WordPress supports Windows and Apples Undo and Redo keystroke commands. E.g. CTL + Z.  It also supports bold CTRL + B and italic CTRL + I
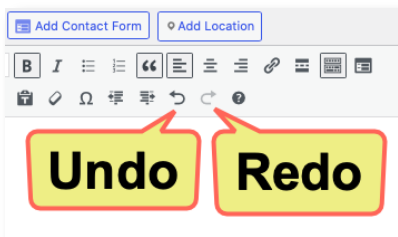


# Image size

Select and move the handles on the corners of the image
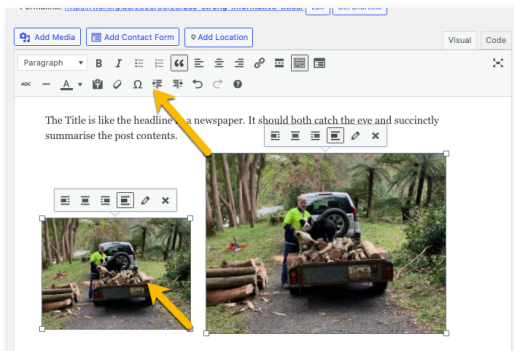


# Image alignment
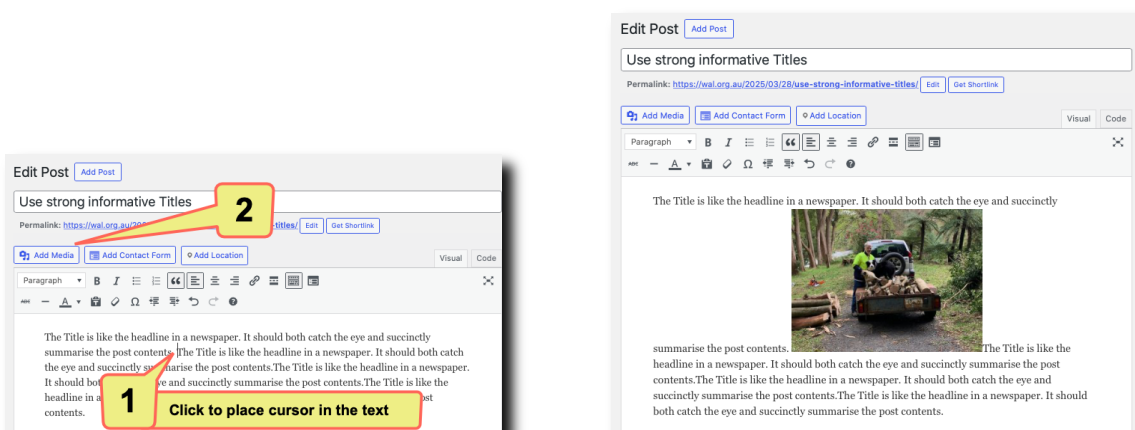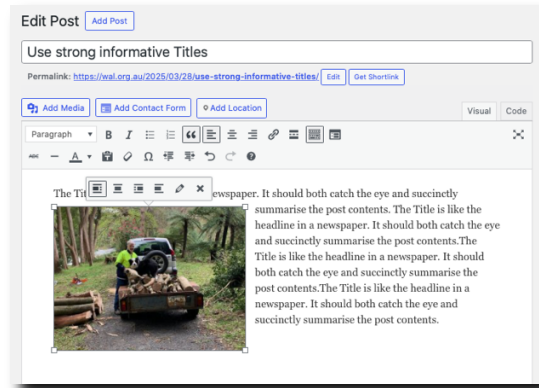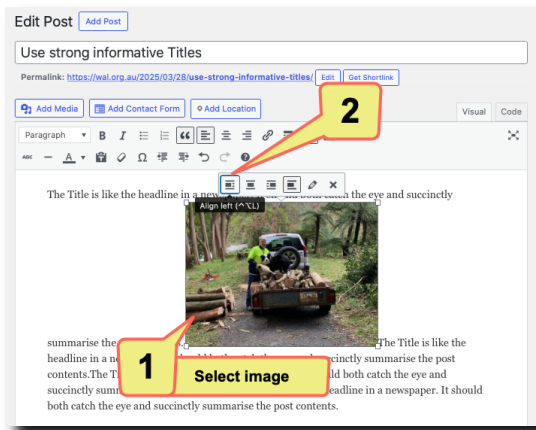
# Adding Hyperlinks
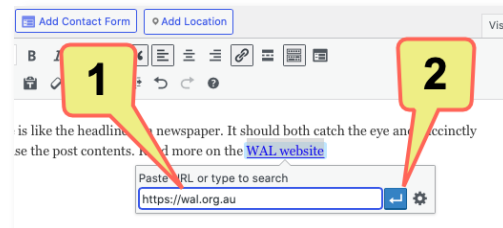


Making an image a hyperlink
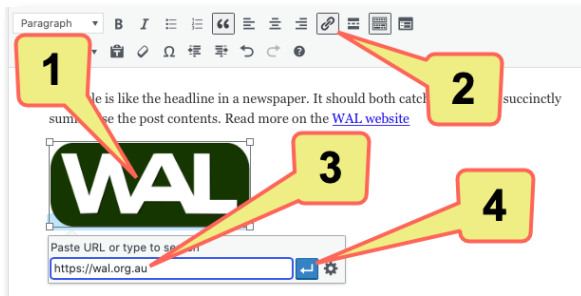


# Adding PDF documents

We need the help of the Block Editor to do this. First create the post in the Classic Editor leaving the PDF to the end. Save the file and then **reload from the Post Homepage without selecting the Classical editor.**

**From now on the page can only be edited by the Block Editor**

Select the page name NOT the Classical Editor option
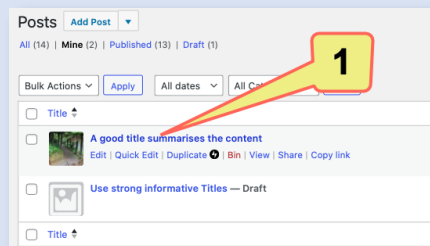
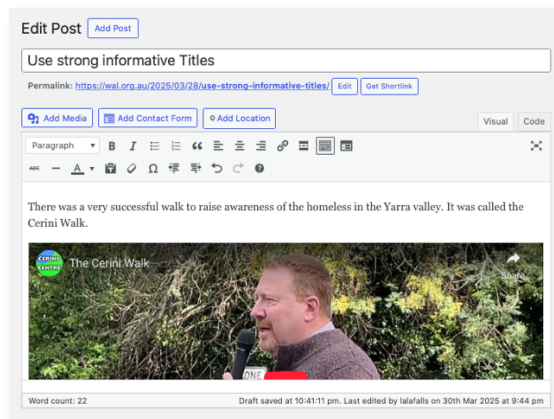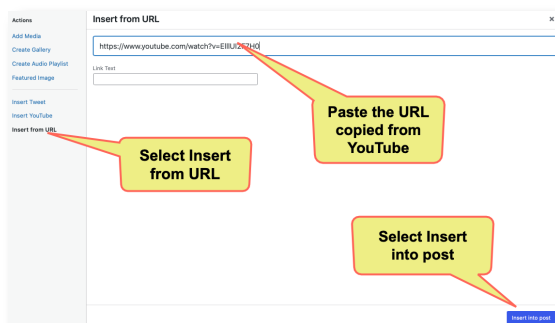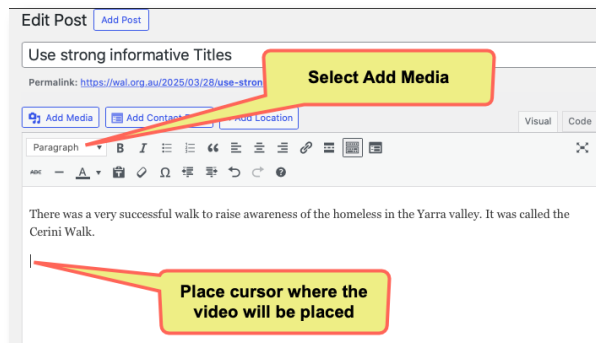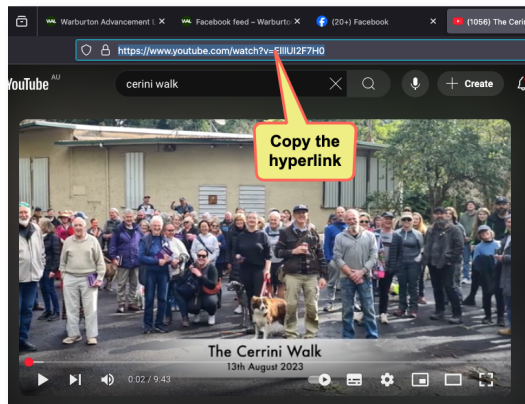| | |
|---|---|
|  | Place the cursor where the text says type |
| Type /PDF or /FILE and a pop-up box appear with File on it. Select this box. |  |
|  | This opens a dialog box allowing you to choose or upload the PDF document |
| When the upload is finished the PDF file appears in its own display window. |  |

If you want more information on the Block Editor here is a link to an excellent resource.

https://www.wpbeginner.com/beginners-guide/how-to-use-the-new-wordpress-block-editor/
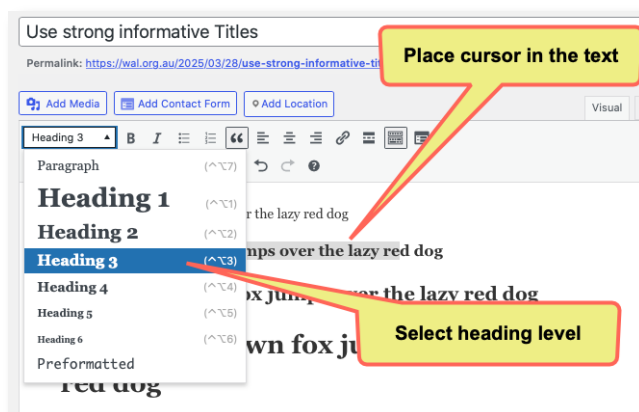
# Adding videos

Currently the website does not videos to be uploaded and used. However, videos can still be embedded in the page and played normally.

First the video is uploaded to YouTube and anyone who has Google account also has a YouTube account. Then the YouTube link is added to the Post.









# Headings and Paragraphs

# Adding an EMERGENCY notice to the homepage



News Flash area



1: Enter the News Flash text

2: Select News Flash

3 Publish



The Christmas Carols have been cancelled
30th Mar 2025
Due to the extreme fire risk the Christmas carols for 2025 will have to be cancelled.



REMEMBER TO DELETE THE NEWS FLASH WHEN IT IS OVER