Edit Post Add New

How to Edit an Optimised WordPress Post

Permalink: http://sharrowvale.co.uk/editing-wordpress-post/ Edit View Post

Add Media Visual Text

Paragraph

Now that the title has their attention you want to keep it.

Don't Copy Content ⑤

This covers two evils. First, your content should always be original. Google will spot if you took it from somewhere else and give them the credit. Worst case scenario is **you can get punished**!

The other issue is copying from documents like Word or a website. A straight copy will also copy their formatting and mess up the nice design your website developer made.

Use the **Paste as Text** icon ⊞ to insert the content, then reformat it using the toolbar here.

Use Headings

Headings help separate out your content into easily readable chunks. It laos lets people scan your content to see if it will interest them. Start with **Heading 2**s as the Heading 1 is used by the title.

Use Formatting ⑦

Make sure your content is formatted so that it is easy to read. e.g.

- Paragraphs
- **Bold**
- *Italic*
- and Bullet points

Spruce up the article with **your own** images. Make their alt text explain what the image is about. Image Titles show up when you hover over the image. I recomend this is blank unless there is something worth adding, like the location of a photo or who took it. And remove the *Link To* unless you really want the image to click to a larger version or another page.

Include links to valuable resources using text that explains what the link is about. If it is a link to another website then select *Open link in a new window/tab*.

p

Word count: 255 Draft saved at 5:18:51 pm. Last edited by Tony on March 16, 2015 at 4:49 pm

Publish

Save Draft Preview

Status: **Draft** Edit
Visibility: **Public** Edit
Publish **immediately** Edit
Enable SSL:
SEO: N/A Check

Move to Trash **Publish**

Categories

All Categories | Most Used

- ☑ News ⑥
- ☐ Events
- ☐ Uncategorized

+ Add New Category

Tags
Layout
Post Attributes

Featured Image ⑧

Remove featured image

Author ⑩

Tony

WordPress SEO by Yoast

General | Page Analysis | Advanced | Social

Snippet Preview ⑦
How to Edit an Optimised WordPress Post
sharrowvale.co.uk/editing-wordpress-post/
WordPress is a great CMS. Learn how to make the most of it via this checklist of things to do when creating a post. Download the Free poster.

Focus Keyword: ⑦

SEO Title: ⑦ How to Edit an Optimised WordPress Post ⑫

Meta description: ⑦ WordPress is a great CMS. Learn how to make the most of it via this checklist of things to do when creating a post. Download the Free poster. ⑬

The meta description will be limited to 156 chars, 15 chars left.

---

① Title: The first thing people see on the page. Clearly describe what the page is about. Make visitors want to read on. Try to include keywords.

② Permalink: Automatic value should be fine. A few words separated by dashes that sum up the pages content. DO NOT CHANGE AFTER PUBLISHING

③ Formatting: Click to expand and see more formatting options.

④ Copying: Don't copy/paste content from apps like Word or a website, as it also copies junk and formatting. Use this option to paste in plain text, then re-format it.

⑤ Headings: Highlight sections of the content with headings. It lets people scan to get an idea of what is written. Use the "Heading 2" format.

⑥ Categories: (Posts only) Select the ones that are appropriate and avoid using uncategorised.

⑦ Content: Make the content easy to read by using paragraph breaks, bold, italic and bullet point lists.

⑧ Featured Image: This is used when the article is referenced to. e.g. social shares. Set it to an image that represents the article.

⑨ Images: Consider using alignment right so that text flows around it. Describe the image in the alternate text. Title shows when you hover over the image. Blank it out or add extra information about the image in there. Remove the link URL unless you do want it to click to somewhere.

⑩ Author: Use real names for authors and avoid ones like Admin!

⑪ Links: Link to pages that contain more information on a subject. Use the natural text that describes the destination and not words like "click here". If it is to another website then set the link to "Open link in a new window/tab".

⑫ SEO Title: The heading for the article when it is shown in search results and on social media. Sell the article in 50-60 characters. Make people want to read the article. Keywords here can help ranking. Consider including branding and location information.

⑬ Meta Description: The summary for an article when shown in search results and on social media. About 150 characters. Make it add to what the title said (don't repeat). Has no influence on keywords so fully focus on enticing people to want to read the article. Consider adding a call to action at the end.