

Posting Interviews on Wordpress

1) Login into Wordpress

<http://www.ashland.oregon.localsguide.com>

user:

pass:

2) Copy & paste final edited interview from provided InCopy file or MS Word file.

Paste into a NEW WordPress Post. Click the “Add New” link under “Posts.”

Enter the interview content into the main text block.

Enter the full interview title (at top of file) into title field. Remove the title from body of post.

Make sure interview format properly transfers. Clean up spacing/formatting.

- a. Introduction = Italics. Highlight the intro and click the “Italics” icon twice to re-italicize within the post. Wordpress will not format the italics correctly when posted if they are copy-pasted in.
- b. Questions = Bold. Ensure each question is in bold.
- c. Answers = In Blockquote. You will need to highlight every answer and click the “Blockquote” icon.

3) Set Category

Assign all interviews into the “Local Profiles.”

4) Set Tag

Tag all interview with the year and month of publishing. **Example:** August 2016

Also, tag the interview post with the business name or other important names. If the business is a single person, use the person’s name.

5) Add Photos

Upload all supplied photos into blog post interview. Place them evenly throughout the post, rotating back and forth between align left and align right positions. For any photos needing descriptions, add these into the description field when editing the blog.

6) Featured Image

Set the Featured Image to the file with the word containing the word “cover.” This will typically be a headshot or other image of the business owner.

7) Business Information

Remove any email addresses from the business information listed at the bottom of the interview. Make sure the business information is single-spaced and formatted normally. Hyperlink any outgoing URLs in this section by copy and pasting into the Insert/add link box (the link icon).

8) Author

Set the interview author as LocalsGuide.

9) Yoast SEO Fields

a) Enter Focus Keyword: This is the one topic the page is about. For interviews, the topic will be the name of the business.

b) SEO Title: Add the official page title here. This is the same as the title of the post.

c) Meta Description: Copy and paste the text from the Snippet Preview above. This is the sample text that will show in a search engine.

10) Publish Content!

11) Check the published post to ensure it posted correctly.

Is the title correct?

Is the introduction italicized?

Are the questions in bold?

Are the answers in blockquotes?

Is the spacing correct?

Did the pictures post correctly?

Is the contact information right?

Compare to previous posts if you aren't sure of something.