



Posting Content in WordPress

A 7-Step Cheat Sheet

When posting to your site, follow these steps for readable, shareable, and accessible content.

Every WordPress installation is slightly different, and every piece of content is different; here are the best practices for most types of content.

1 Title

The title of your page is the first thing your reader sees; make it count. When writing a title, you should:

Be simple and direct. Tell the reader exactly what they're getting. Don't be ambiguous.
Write for any context. The title will display in various locations without accompanying content, so it needs to stand on its own.
Front-load keywords. If possible, the title should include keywords at the beginning.

2 Permalink

The permalink, or slug, is the last section of the URL and is unique to each piece of content. You should:

Remove all unnecessary words. Such as "and," "or," "in" — get rid of them!
Focus on brevity. A long URL is rarely necessary. If you do need a long URL, set up a 301 redirect that points to your actual URL.
Use a custom permalink. Reduce it down to the keywords such as "wordpress-content-posting-cheat-sheet."

3 Content

There's so much that goes into everything you post. When writing and posting, make sure to:

Write for easy scanning. People read differently on devices than they do in books; if the content looks too long, they'll stop reading.
Use appropriate subheads. Use relevant subheadings for each section, and use <h2> tags so search engines will know the hierarchy.
Lead with what's important. Don't make your reader fight to find what they're looking for.

4 Images

Images can help make text-heavy content more visually interesting and easier to digest. When adding images to your content:

Edit your images offline. WordPress isn't an image editor. Use Photoshop or Canva to edit your images before posting.
Save your images for web. Do not post 2MB+ images with your content; it affects your load time and majorly slows down your site. Export as a JPG file. If you have access, use Imagify to help with the size optimization.

5 Video & Audio

There's never been a better time to have audio and video content. When including audio or video into your content:

Host externally. Use YouTube, Vimeo, etc. to host your media; let them handle the bandwidth and just embed it in your content.
Use oEmbed. WordPress will automatically embed your media just by pasting in the URL.
Ensure it's mobile responsive. If embeds are making your mobile users scroll left and right, talk to your developer about fixing it.

6 Post Info

Your content isn't just what goes in the body of the post; there's always a few more steps. Don't forget to:

Choose categories and tags. Create a game plan for how you organize your content.
Set the post author. Have defined authors for each piece of content — don't just put a byline in the body copy.
Add an excerpt. Not every site uses the excerpt field, but if they do, customize it rather than rely on an auto-generated excerpt.

7 SEO & Social

When you're done writing your content, you need to prep it for sharing. We recommend the Yoast SEO plugin.

Add a meta description. This short sentence or two will appear underneath your page title in search results as preview text.
Add social titles and descriptions. Open Graph content helps tell social media platforms what to display when your link is shared.
Add an Open Graph image. This image is displayed with your content on social media.

+ Bonus Step

After publishing, use these links to have your content crawled on social media and verify that your title, description, and image look correct.

Facebook Debugger
<https://www.dgtlnk.com/checkfacebook/>

Twitter Card Validator
<https://www.dgtlnk.com/checktwitter/>

LinkedIn Post Inspector
<https://www.dgtlnk.com/checklinkedin/>