

Parents Toolshop®

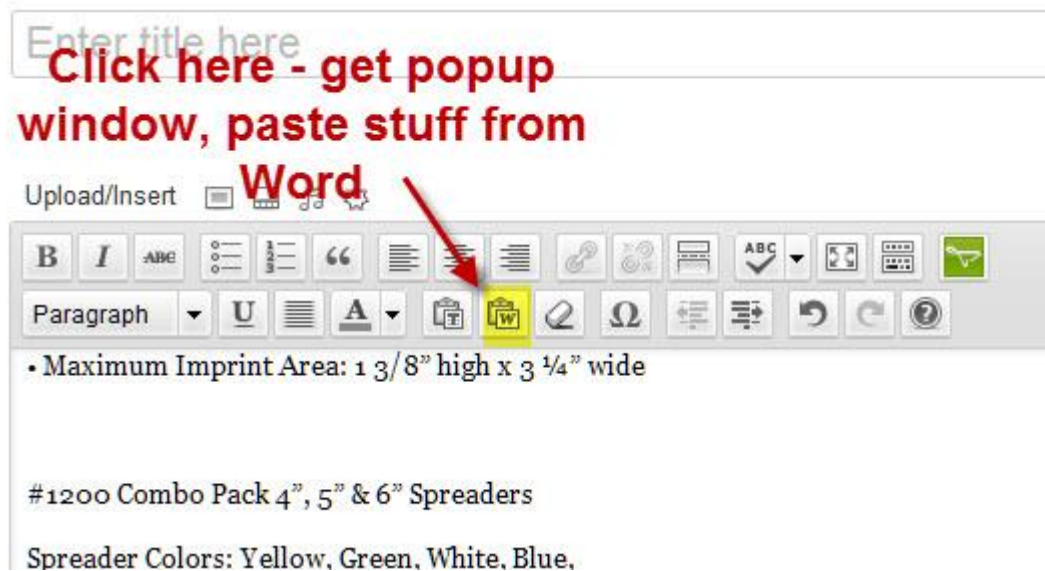
Procedure: Posting Article To WordPress Blog

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You have your article written to the Magic Formula and are ready to post it to the blog. Here are the steps to follow:

- Log into your Dashboard
- Check My Instant Glossary for keyword
 - If main keyword is not in glossary add it
 - Having the keyword in glossary instantly gives internal links to every location that keyword is used.
- Click on “add new” on left-hand side of screen under “Posts”
- Enter the title in the title box (you can copy & paste)
- Copy the article into the post
 - In word select the text you want to copy and hit “CTRL” and “c”
 - Click on the clip board with the “w” on it

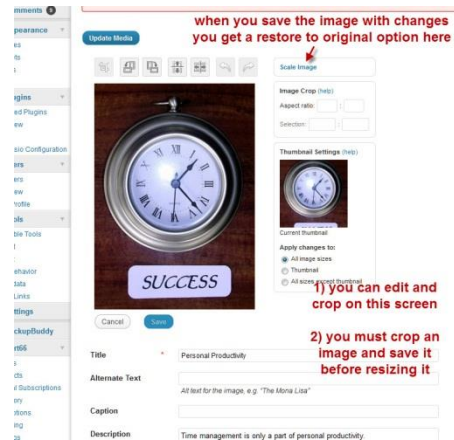
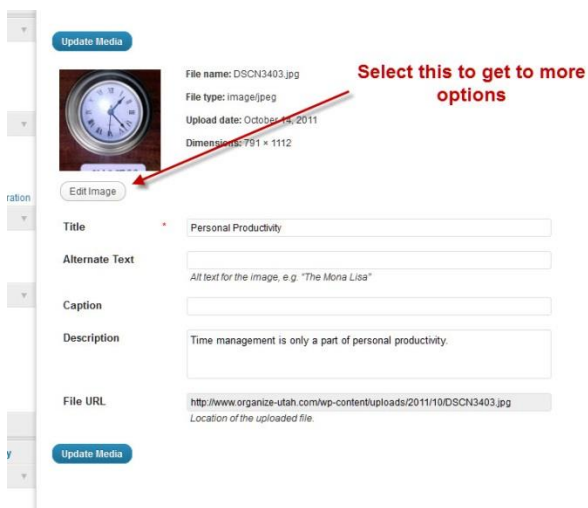


- In the screen that pops up in the dashboard hit “CTRL” and “v”
- Hit the “Insert” button
- Select the category and sub-category for the post
- Under “Publish” click “save draft” to save the post without publishing
- Format the post
 - Check that links were transferred over
 - Scroll over the keywords that have links & hit the “insert/edit link” icon in the top toolbar or right click your mouse for menu to appear and select “insert/edit link”

- if not transferred- enter link
 - Make external links open to a new page so readers can easily get back to your site.
- Make sure section headers are bold
- Make sure alignment of bullets or numbered sections is correct
- Hit “Preview” button to view how post looks to the public and check that your links work
- Insert image
 - It is *vitaly important* that you *only* use “royalty-free” images, whether free or paid. “Royalty-free” means you are given permission to use the image and not pay ongoing royalties.
 - If you use just any photo you find (such as looking at Google images), you could unintentionally become guilty of copyright infringement and be required to pay a steep fine. Should this happen, Relationship Toolshop® will likely get the notice, because the article appears on our blog network, but **you will need pay any fines immediately!**
 - Please use the following recommended sites to find royalty free photos:
 - <http://morguefile.com/>
 - <http://www.stockfreeimages.com/>
 - www.freedigitalphotos.net/
 - <http://freerangestock.com/index.php>
 - <http://www.stockphotosforfree.com/>
 - <http://www.dreamstime.com/> (be sure to click on free and look for fee-based on same page)
 - Lists of Others (check these out carefully; they say they are all free but some aren’t):
 - <http://www.seabreezecomputers.com/tips/freeimages.htm>
 - <http://www.makeuseof.com/tag/top-5-websites-for-free-stock-photographs/>
 - Be *very* careful about all other sites that claim their images are “free”. Many say they are free, but then prompt you to pay. If you can’t find free images like what you want from these, go to a low-cost site like one of these:
 - www.Shutterstock.com (*not* associated with Getty)
 - www.BigStockPhoto.com (*not* associated with Getty; part of Shutterstock)
 - www.DepositPhotos.com (*not* associated with Getty)
 - www.Istockphoto.com (associated with Getty)
 - www.sxc.hu (associated with Getty)
 - www.Thinkstockphotos.com (associated with Getty)
 - www.GettyImages.com
 - Once you have an image, re-size to fit in 600x300 window (for dynamic content gallery) You can do this in a Paint program.

- Edit properties to include tags for the article
 - Can use title for title,
 - Tags are the keywords you used
 - Caption, Alternate text and description can be a sentence using your keyword(s)
 - URL will default to image link. Change that to another related article on your site.
 - Choose alignment (left, center, right)
 - Choose size. In article is usually “medium”
- Upload image from computer
 - Click on “set featured image”
 - Select “from computer”
 - Click “browse”
 - Browse files and select the photo
 - Hit the “upload” button
- Resize image - You can edit an image once you have uploaded it from the computer to the media library. I attached 2 images to show how to get to where you can do this. You must crop the image first if you need to do that by clicking on the image and getting a crop box - when the crop is good, you can click on the crop button as it will become active. You can resize images here and if you don't like the changes you made, you can revert to the original image.

- Add image to post
 - Place cursor where you want image to



be place in post

- Click “set featured image”
- Choose size (thumb, med, large)
- Choose Left, right, center
- Click “insert

into post”

- Add tags for the post

- Custom Fields
 - Add image of thumbnail URL you want to show up on home page for this post
 - Currently we are using images of tools associated with each category
 - <http://parentstoolshop.org/wp-content/uploads/2011/06/WRENCHBL.jpg> is URL for the wrench which we use for parenting challenges – adults
 - Select “thumbnail from drop down menu
 - Enter URL of image into “value” box
 - Click “add custom field” button
- Publish the post
 - Once you are satisfied with the post, click on “Publish”