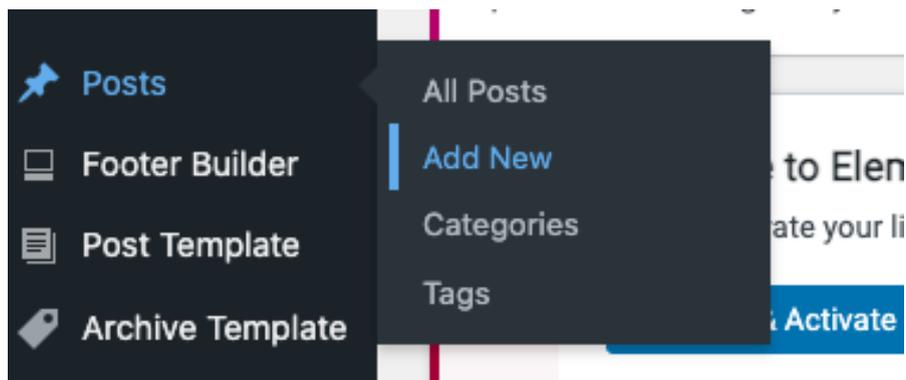


Log in with your username & password

<https://www.thesouthafrican.com/wp-login.php?>

STEP 1: ADDING A NEW POST

The first step to creating, crafting and publishing content on TheSouthAfrican.com. Once logged in, hover over 'Posts' on the left panel of the Dashboard then click on 'Add new' from the dropdown menu.



STEP 2: TEXT IN WORDPRESS

Note that ALL copy must be written off-site (ie, in a Word Document, Google Docs, etc) and then pasted into your new post. To make the transition easier, be sure to make your **subheads bold** (easier to identify) and your *quotes in italic*.

Copy your headline into the 'Add title' block

Add title

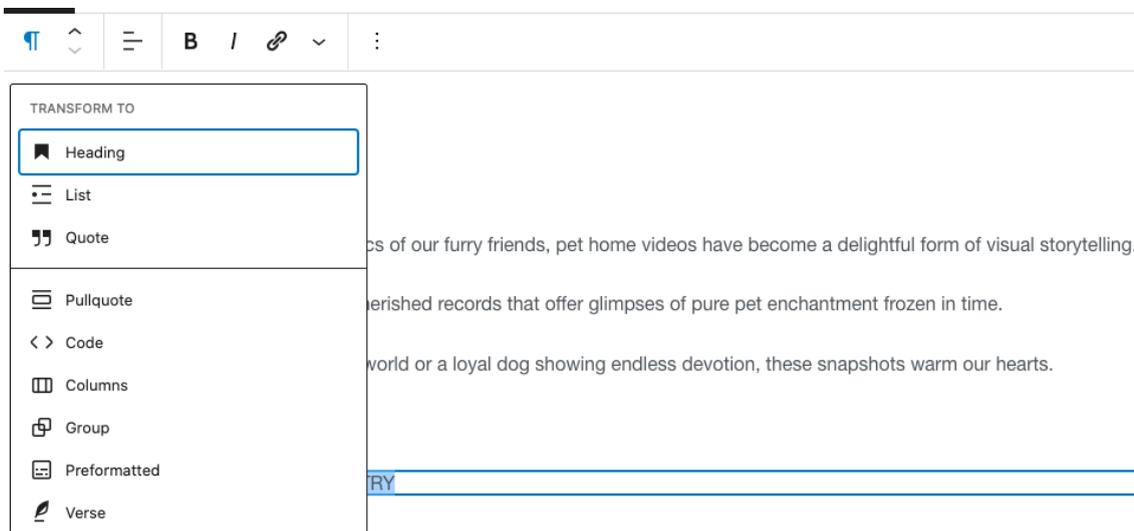
Type / to choose a block

Next, copy your entire body of text (which has been created off-site, in-line with the Style Guide's requirement) and paste it into the 'Type / to choose a block' block.

Make very sure that the text is formatted correctly and that all WordPress blocks display correctly. Copying from a Word Document is preferred.

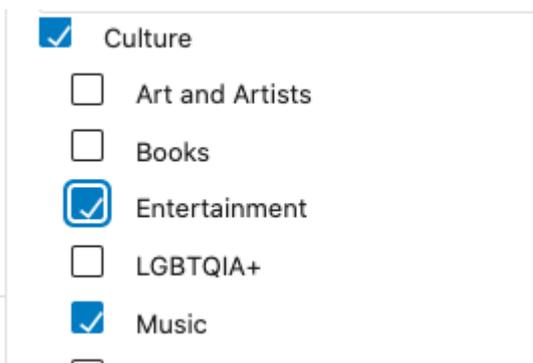
Note: Your first subhead needs to be H2 and subsequent subheadings can be H3, H4 etc.. You do that by:

- Highlighting the text you want to turn into a subheading
- Clicking on the paragraph icon (¶) on the top left
- Then you click on "Heading", which will turn your text to into an H2 heading



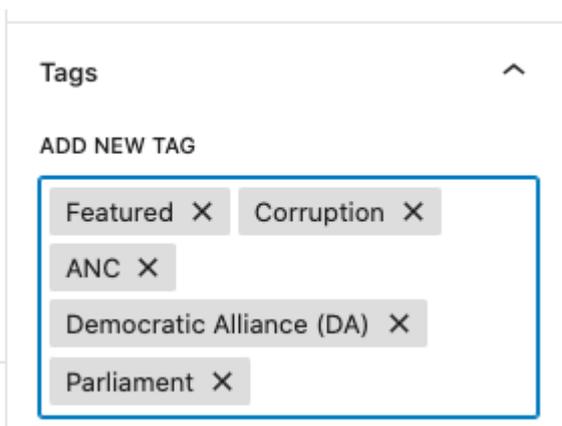
STEP 3: CHOOSING THE CORRECT CATEGORY

Make sure you choose the correct category for the article you're about to publish. You can only select one primary category but you can have multiple secondary and tertiary categories. As seen below, "Culture" is the one primary category selected while two secondary categories (Entertainment and Music) have been chosen.



STEP 4: ADD TAGS

Only add tags that already exist – they'll show up once you start typing (as shown in the example below). News and sports stories get a maximum of **five (5)** tags, while lifestyle gets a maximum of **ten (10)**. Every post that is published must contain the "**Featured**" tag.



STEP 5: SET FEATURED IMAGE

This is where you select the image (size must be landscape, minimum 1200px by 857px) which will serve as the cover/lead for your article (so make sure it's good!). You have two options when selecting images:

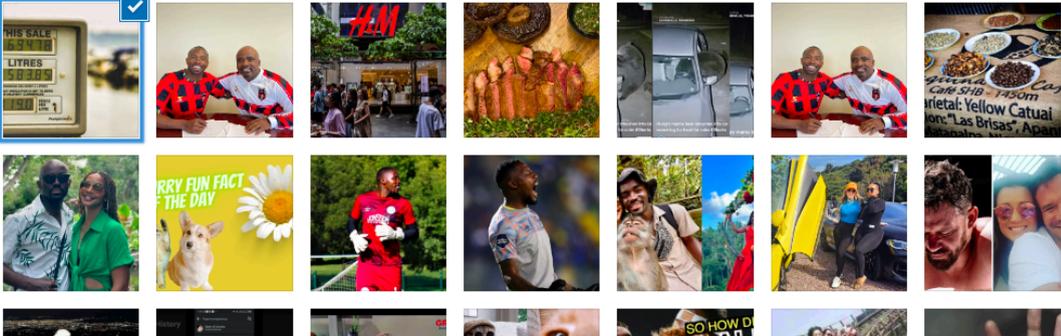
- a. You can select an image already in the Media Library but you have to download and reupload it with a unique caption and alt-text that's relevant to your story. You do that by search and selecting your image, then copying its URL at the bottom-right of your screen and opening it in a new tab. Then save the image onto your desktop before reuploading it.

Featured Image

Upload files | Media Library < Expand Details

Filter media Search

Images | All dates



Learn how to describe the purpose of the image. Leave empty if the image is purely decorative.

Title: Video thumbnail for you

Caption:

Description:

File URL: <http://www.thesouthafrican.com>

[Copy URL to clipboard](#)

The second option (preferred) is to upload a new image into the media library via the 'Upload Files' tab (top left).

ATTACHMENT DETAILS



8d6eca37-wordpress-tutorial.jpg
November 7, 2019
70 KB
1600 by 1067 pixels
[Edit Image](#)
[Delete Permanently](#)

Alt Text:

Describe the purpose of the image. Leave empty if the image is purely decorative.

Title:



Make sure your image fits the Style Guide (size) requirements

Alt Text: Your keyphrase/keyword goes here

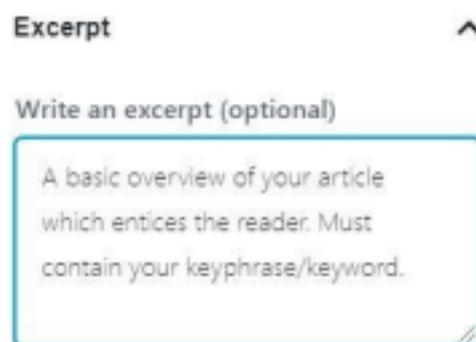
Title: Rename to better suit your article

Caption: Needs to follow the Style Guide requirements

STEP 6: EXCERPT

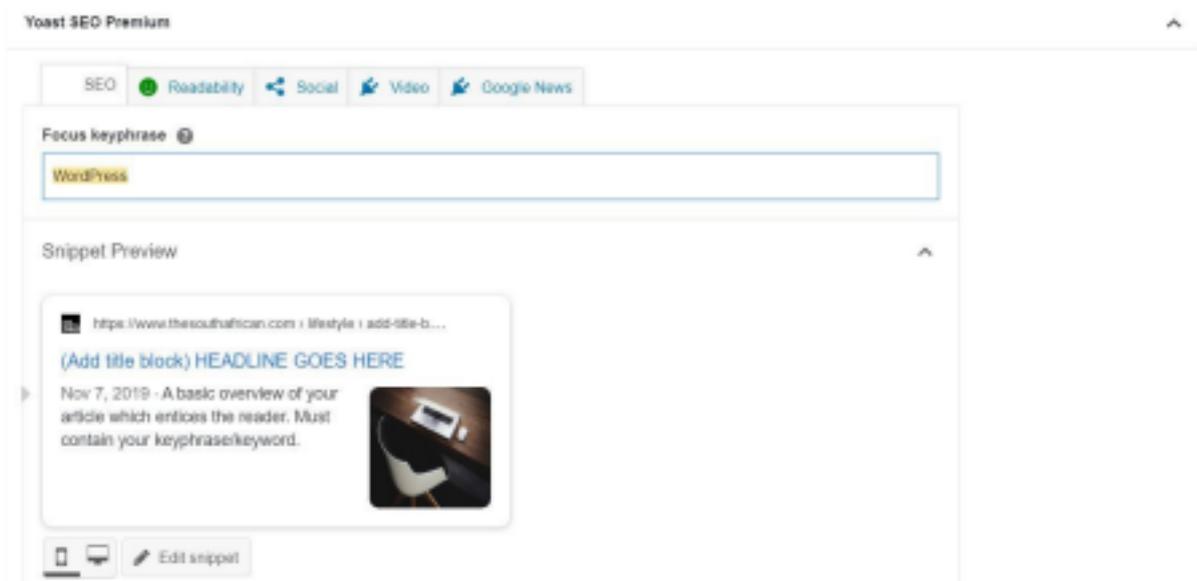
'*Write an excerpt (optional)*' – although it's not optional but compulsory. This is the text which will appear between your headline and your feature image and is meant to draw the reader into your article. Think of it as your introductory overview.

Your excerpt should always contain your keyword/phrase.



STEP 7: YOAST SEO PREMIUM

Yoast SEO is a plugin which analyses your content and provides a rating relative to SEO best practices. We use this tool in conjunction with trends and popular search terms which will inform the '*Focus keyphrase*'. In the below example, '*WordPress*' is the Focus Keyphrase which Yoast is analysing.



While it's always nice if 'Readability' gives you a green smiling icon, the primary focus should always be on 'SEO analysis' when it comes to Yoast's purpose.



In the example above, the SEO analysis for the keyphrase 'WordPress' is bad (red, frowning icon). It's important that the SEO analysis for your keyphrase always greenlights (green, smiling icon). Luckily, Yoast will tell you what to do to perfect your content's SEO performance.



NOTE: As a rule of thumb, never sacrifice the quality and flow of your article for SEO perfection. SEO performance should be seamless, with a few tweaks here and there.

STEP 8: EDIT GOOGLE PREVIEW (SEO title and Meta description)

SEO Title: The coloured line bar tells you if your headline is;

- Too short (Orange)
- Too long (Red)
- Correct length (Green)

In accordance with the Style Guide, your headline should always fall within the green-zone.

Note: Do not change your title in the Snippet section – all changes must be made to the ‘Add title’ (headline) block.

Meta description: This is the text which accompanies your article in search and is an automatic copy of your ‘*Excerpt*’ (this is why your focus keyword should always be included in your excerpt). Like the SEO title bar, you need to make sure your excerpt is the correct length. Too short and it will be orange, too long and it will be red – green is just right.

Note: Unless comfortable working within the snippet section, make changes to the ‘*excerpt*’ block itself, in order to achieve the greenlight.

Preview as:

Mobile result Desktop result

 www.thesouthafrican.com › p=1708794

Storytelling 101: How to capture an audience with your words

Jul 25, 2023 — Whether it's a playful kitten exploring the world or a loyal dog showing endless devotion, these snapshots warm our hearts.

SEO title 😊 Insert variable

Title Page

Slug

Meta description 😊 Insert variable

Excerpt

STEP 9: REVIEW, PREVIEW & PUBLISH

By this point, you're almost ready to publish your post – but before you do, there's some important things to do.

First, review your text, make sure that it is free of errors and format issues. Add internal and external

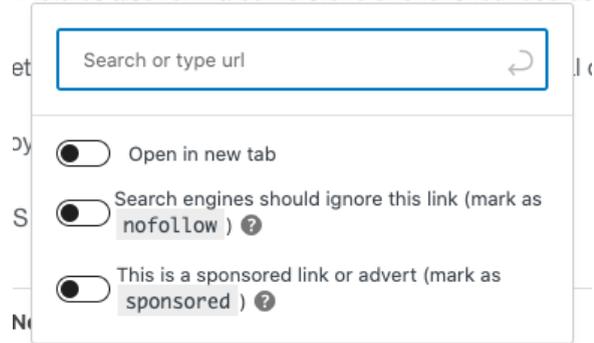
(outbound) links as recommended by Yoast:



torytelling 101: How to c

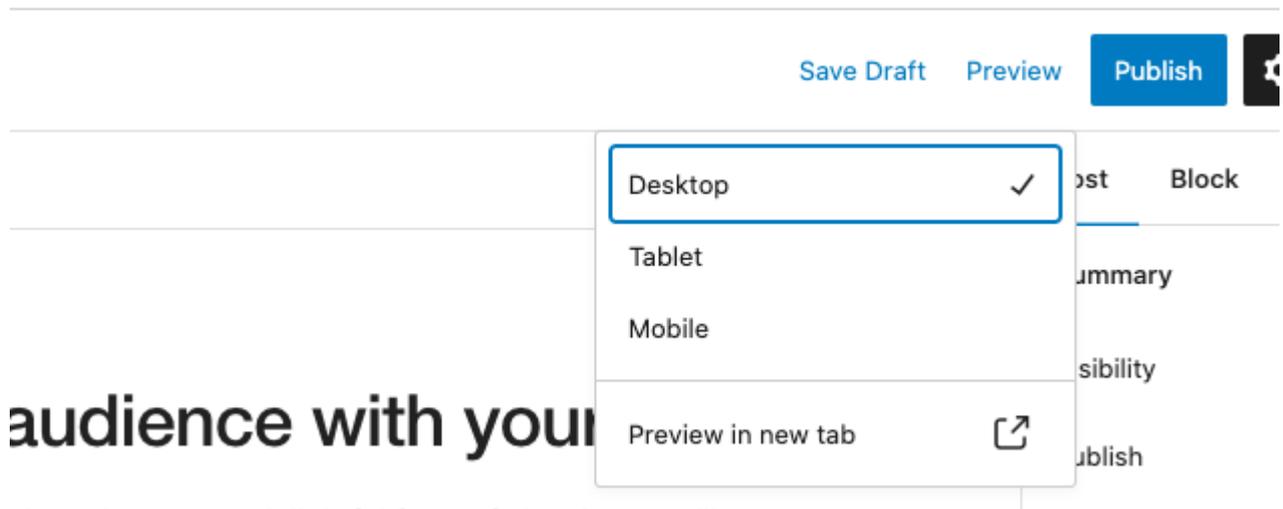
. world captivated by the adorable antics of our furry fr

Pictures also form a cornerstone of cherished records

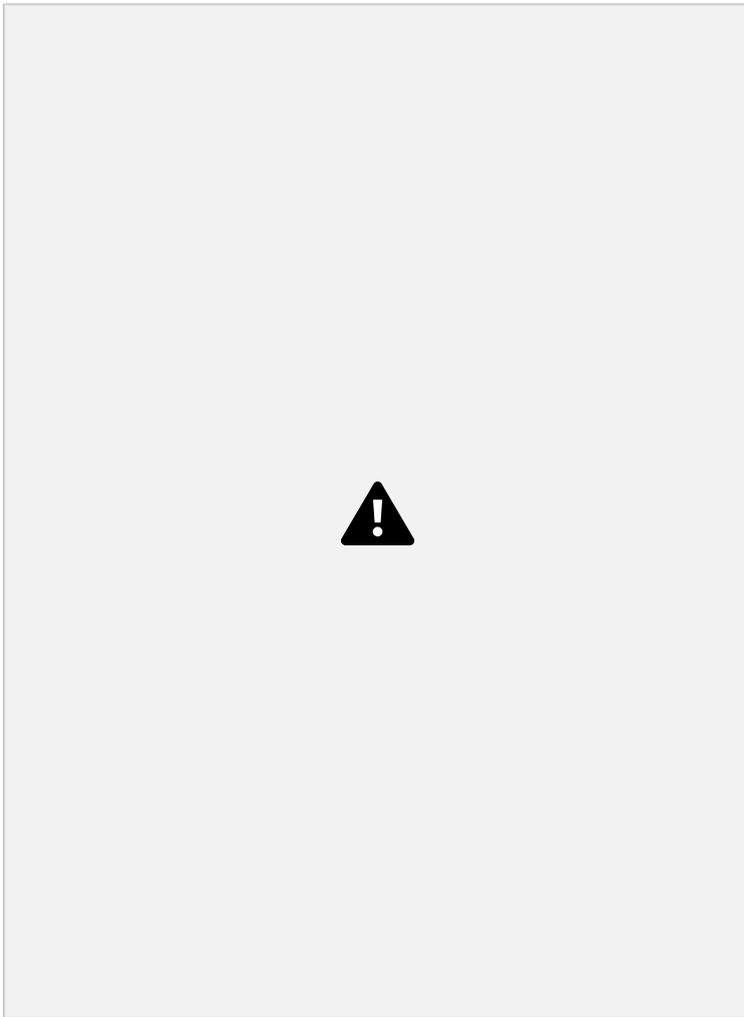


Note: Any external links to sources must 'open in a new window'

The final step before publishing is previewing your post to see how it will display once live. To do this, select the preview option as demonstrated below.



Once you've completed all the checks and processes, you're ready to publish your article. Most articles can be published immediately; however you can also schedule a post to publish sometime in the future:



Once you've selected a future date and time, the 'publish' option will change to 'schedule. **FINAL**

NOTES

After you've published your article be sure to copy your URL into your mobile browser to make sure that all elements that display correctly on desktop maintain their mobile functionality. If certain elements display incorrectly, you can 'update' your post.

Be sure to use the 'Flush Mobile' function after making any changes (updates) to a post that is already published.

