



10-ish Tips to Make WordPress Your Friend

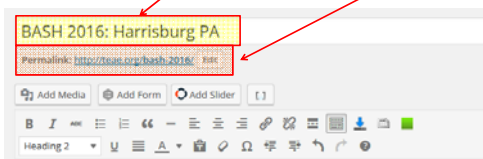
Kerch McConlogue [@kerchmcc](https://twitter.com/kerchmcc)
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 (443) 255-3401
 ADHD Coaches Organization 2016

All the handouts associated with this talk are available here: bit.ly/1T34w8V

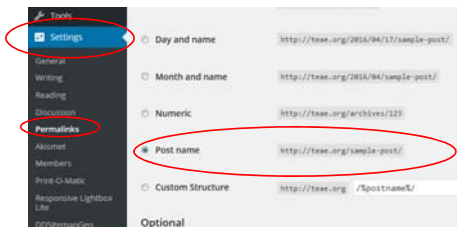
Permalinks:

The permanent link to a specific page
 Use it to send people **exactly** where you want them to go.

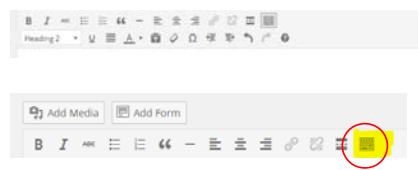
Page title [Permalink](#)



Where To Set Permalinks

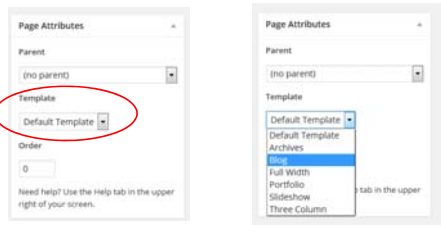


If you can use WORD and you are not afraid of the internet, you can use WordPress

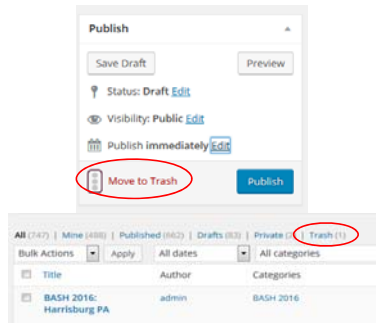


This is the "Kitchen Sink" icon. Use it to show 2-line WYSIWYG editor

Page Options



Future Publishing and Changing Dates

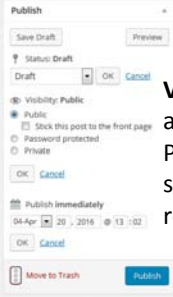


Title	Author	Categories
BASH 2016: Harrisburg PA	admin	BASH 2016

Future Publishing and Changing Dates

Save Draft:
Don't publish until you're ready

Publish now or in the future: Plan your updates



Visibility: Private and Password Protected shows in search results.

A little SEO
This is in the handout

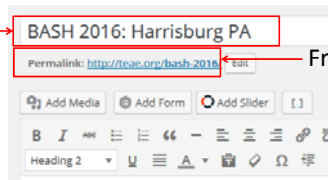
Stuff you must have

- Site Map for search engines and for people
- Privacy Statement

Titles

- Unique title (12 words/40-70 characters)
- Friendly URL (53 characters)
- Most important words at the beginning

Page title



Friendly URL

Use HEADINGS
Not just colored text and bold

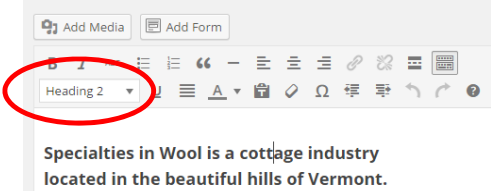
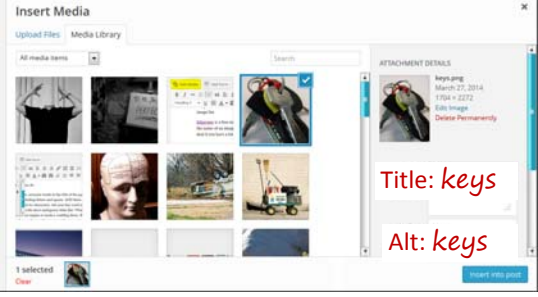


Image titles and Alt tags



Title: keys

Alt: keys

Anchor text

Read a bit of our **history**, some **tech tips** and **autocross** information. We've got **concours rules**. Use the links to **professional vendors** specializing in working on our vehicles.

Want to find an event in your area or somewhere you're visiting? Use our **calendar of events**

Use the form and pay using PayPal.
Or **download the details and registration form** (with mail online form

NOT:
Download the details and registration form **here**

Indent / Outdent / Blockquote

This is a sample post

This sample post is what I'm using to show you indent/outdent/blockquotes

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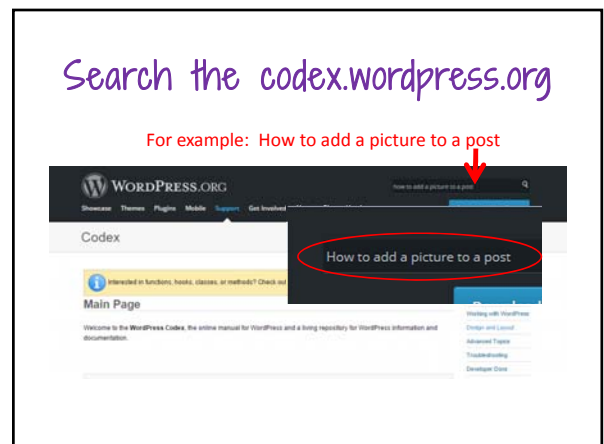
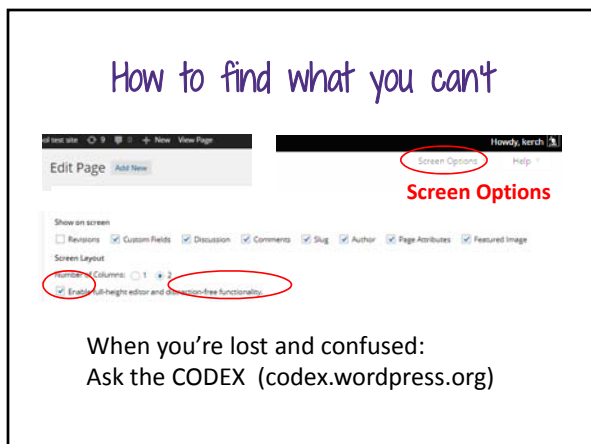
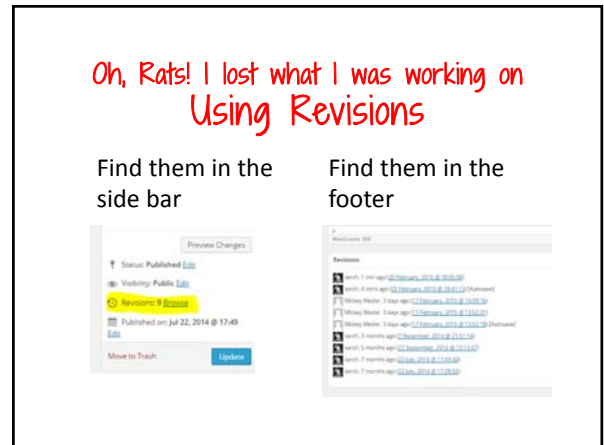
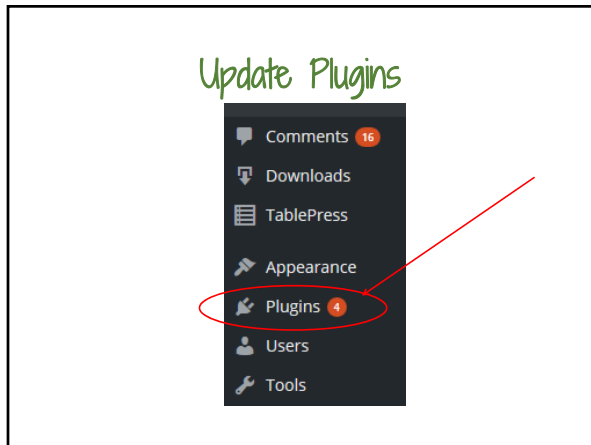
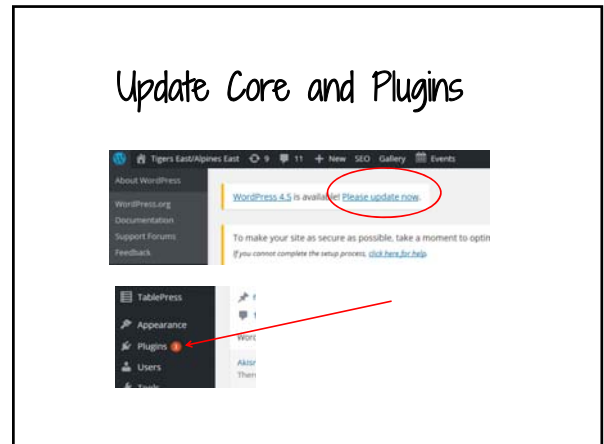
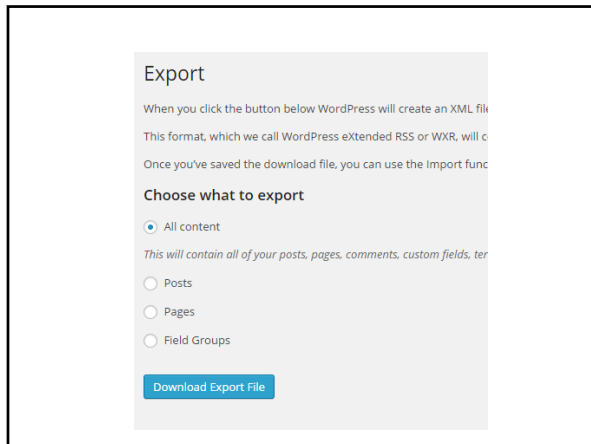
The images won't go where I want

The images won't go where I want

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Backups



You really should have

<p>Contact form Favicon Gravatar</p>	<p>Social Links Mailing list Google Analytics</p>
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RSS: 

- Rich Site Summary
- Really Simple Syndication

Automatically delivers new content from your website to people who want to see it

Don't publish until you're ready
for the world to read what you wrote.

Use DRAFT!


Gravatar

Joe McConlogue
November 22, 2015

Sure, we have videos ... check out <http://teae.org/united-xxxiv-2/>.

Gravatar.com
You need a WordPress.com login and password (They're free)

Customizer **Edit page or post**



- Add logo
- Change themes
- Change colors of text and links
- Change or add to menus
- Add widgets
- Choose a static home page

Favicon

You are customizing
Tigers East/Alpines East

Active theme
TEAE-see Change

Logo

Site Identity

Colors

Header image

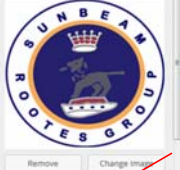
Background image

Menus

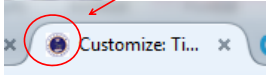
Featured Slideshow

Site Icon

The Site icon is used as a browser and app icon for your site. Icons must be square, and at least 512px wide and tall.



Remove Change Image



Product Pages

Figure out your ideal customer:
Buyer Persona

- Get to the point right away
- Use specific and active language
Share enough info but not more than is necessary
- Talk how your customer talks
Everyone is not your customer
- Tell stories on product page
Get stories from your customers

Product Pages

Answer questions and doubts

Readability matters (verbs not adjectives)
No Jargon

Scannable format
Optimize for SEO

Features and Benefits

Fast internet is great!
But so what?

Features are statements about your product: What can it do, general specs, etc.
Advantages are in between: They explain the feature

Benefits are emotional: Yea, so what?

About writing product pages

- blog.kissmetrics.com/product-descriptions-that-sell/
- vwo.com/blog/ecommerce-product-descriptions-that-sell/
- conversionxl.com/how-to-write-product-page-copy-that-doesnt-suck/
- www.enchantingmarketing.com/features-and-benefits/
- Also check out Hubspot.com for all kinds of stuff

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