HOW TO WORDPRESS FOR THE TARTAN FALL 2018 FOR EDITORS

THIS GUIDE WILL HELP YOU SET UP YOUR POSTS FOR PUBLISHING.

This guide is a work in progress. If you’d like to add or change anything email Tartan@radford.edu.

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LET’S START

By Saturday at midnight, your staff should have uploaded their articles on WordPress and change their draft to “Pending review.” As the section editor, you should be editing and checking facts up until Sunday by midnight.

The editing process is not what this guide is about though, but how to set up your posts for publishing, which this should be the last thing you do after your editing process. This guide is just to make it easier for you!
STEP 1

BYLINE

The Byline is the first thing you want to set up on the top of the posts since we would like to give credit to the person who wrote it. You can find a complete list of every member on staff here (http://www.rutartan.com/wordpress/contact/).

This is how we set up a Byline:

By First & Last Name | TheirEmail@radford.edu

Then BOLD the text, and you're done. However, don't pat yourself on the back just yet, we still got more to do.

With October being National Breast Cancer Awareness Month, the Valley View Mall in Roanoke, Virginia i
STEP 2
READ MORE TAG

The read more tag helps keep your post's from looking like this on the home screen:

To this:
But how do you add this?

Easy, go to the end of the first paragraph in the post and press “return/enter” on your keyboard. Then press the "Insert Read More Tag" icon in your WP toolbar.

It should look like the line that says "more" in the image below.

STEP 3

CATEGORIES

Categories are how we organize our posts in WordPress to easily help our readers and writers find the stories they're looking for.
The current categories are as followed:

- **News**
  - University
  - City
  - Crime
  - Nation and World
  - Weather
  - Briefs (News)

- **Culture**
  - Campus Highlights
  - Radford Festivals & Events
  - Movies & TV
  - Food
  - Music
  - Technology

- **Sports**
  - Briefs (Sports)
  - Fall Semester
    - Basketball
    - Volleyball
    - Cross Country
    - Soccer
  - Spring Semester
    - Basketball
    - Baseball
    - Golf
    - Lacrosse
    - Tennis
    - Track and Field

- **The Tea**
  - Meme of the Week
On the right side of your screen in the WP post editor you will see this box:

Select the best categories that correspond to your post by first toggling if the article is News, Culture, Sports, or The Tea and then click on the subsection(s) from its list.

Never add a new category without consulting with the EIC first.
Let's show you how to set this up. First, you want to note if the post your editing is a review or not. If it's not a review, select "No Review" in the box like this:
If you don't, the share buttons on your post will look like this:

Okay, let’s set up your review box! The Tartan uses a **10-point system** for our reviews. In the "Review Heading" box put "The Verdict." Everything should match up with the picture below.

Now, this is where you make it your own. In the "Feature Name" box put the name of the item that's been reviewed. Next, either scroll the bar to what the reviewer's score is or just type it in the box next to it.

You then want to select "Yes" in "Custom Location" and then select "Custom (use shortcode)" in "Review Location." The "Custom Layout" should be selected as "No."
Next, you're going to put the ending statement (which should be one to three short sentences) that wraps up the reviewer's review in the box and a “Description title.” You might need to scroll down a little to find the "Review Description" box.

Lastly, you want to place the shortcode under the last paragraph of the post. Then put a "Horizontal Line" underneath that shortcode, so it doesn't look like the share buttons in the previous picture.
STEP 5

AUTHOR

This one is pretty simple. Make sure the writer's name is selected in the "Author" box. It should be chosen automatically depending on if the writer uploaded it.
STEP 6

TAGS

For tags, plug in keywords from your post and the categories the post is related to.
STEP 7

PHOTOS & PHOTO CREDIT

All posts must have at least one photo, which more than likely will be the "Featured Image" that helps entice readers to click on posts and let stories stand out in the newspaper. We wish that all writers call on a photographer, if one is available, to help you take photos.

If you can't get a photographer, you must borrow a camera from Highlander Student Media or get the on-campus library to lend one out to you. If you have a high-end smartphone, that will work too, but we prefer if you use our cameras instead. (I mean why else do we have them!)

If there is a case where a writer does not take a photo, use pexels.com, unsplash.com, or pixabay.com. No other sites are permitted unless approved by the EIC.

A featured image must be 1280px x 960px. We use Canva.com to help with this. Go to the top right of the screen and click on "use custom dimensions" then type in the dimensions mentioned above. All you do is place it in Canva and stretch the image to the borders of the proper size.
Now that you have correctly formatted a photo go back to the WP post editor, and on the bottom right of your screen you will see a box called "Featured Image." Simply upload your image, and you're done.

How to cite:

Below you will see how we site each source we use, but here are a few more things to add.
If the image is from Radford or a stock image website, always include links to where the picture was originally found. Even if the stock image says you don't need to credit it, you still must add the author and website seen in the example below because we require it. Usually, if images are sent through a press release, I put the name on the email as the citation.

The Tartan Staff/Photographer format is **By: (First and Last Name | The Tartan)**.

**Tartan Staff/Photographer:**

Photo Credit: (Hailey Scherer | The Tartan)

**Taken from Radford University:**

Photo Credit: (RU Athletes)

**Stock Image:**

Photo Credit: (Min An on pexels)

**From a Press Release:**

Photo Credit: (Valley View Mall)
STEP 8

PUBLICIZE

This is another simple step, all you do is go to the "publicize" box on the top right of your screen and add #TheTartan and #WhatEverCategorieThePostIs.
STEP 9

SEO (SEARCH ENGINE OPTIMIZATION)

Definition: According to Wikipedia, SEO is “the process of affecting the visibility of a website or a web page in a search engine’s unpaid results.”

You will find this at the bottom of your post.

Information from yoast.com/wordpress-seo:

What is a meta description?

The meta description can be used by search engines to show in the snippet, it’s the black piece of text shown beneath the URL. The meta description is usually only used when it contains the keyword the searcher was searching for.
Some plugins use so-called “automated descriptions”. They use the first sentence of a post to fill the meta description by default. That’s not very smart. That first sentence might be an introductory sentence which has hardly anything to do with the subject.

Thus, the only well-written description is a handwritten one, and if you’re thinking of auto-generating the meta description, you might as well not do anything and let the search engine control the snippet... If you don’t use the meta description, the search engine will find the keyword searched for in your document, and automatically pick a string around that, which gives you a bolded word or two in the results page.

Auto-generating a snippet is a “shortcut”, and there are no real shortcuts in (WordPress) SEO (none that work anyway).

So, use the meta description field you find in the Yoast SEO plugin to write a meta description. Make sure it entices the reader to click through and make sure that it contains the focus keyword of your post or page at least once.
What is the focus keyword?

The focus keyword is the search term that you most want your page to rank for, so when people search for that keyword or phrase, they should find you. Yoast SEO it has its own input field for this. The plugin evaluates the page’s content and provides feedback on how to improve the content for that focus keyword.

Picking a focus keyword is not easy.

Choosing a perfect focus keyword is not an exact science. You should aim for a combination of words that are actually used by a search audience. Aim for a focus keyword that is relatively high in volume and one that will suit your audience.

STEP 10

THE END

You did it! Well, after you do it about two to four times, you would officially have done it. Just depending on what you have for this week. Anyways ...

I made this to help you, so please read it thoroughly. If you have any questions, please ask the EIC, use Slack, or email tartan@radford.edu.
More guides like this will be made for The Tartan. It's just a matter of time and what's on my plate. If there is anything I should add or change let me know. It's essential that we have structure. Even though we are a student-run newspaper ... we are still a newspaper!

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