

DigitalProminence.com Blog Posting Guide

NOTE: many of the screenshot images use a resized (smaller) window and may be zoomed out. So what you see on your screen may look different than the screenshots for these reasons. I'm creating this document in landscape orientation to be able to make the images as large as possible. Numbers on any image are referenced within the text.

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Change Log

v2 (6/13/13)	<ul style="list-style-type: none">• Added/updated “Inserting Images” section• Added detail to the “Series” section• Other misc. updates

The “Dashboard”

The “Dashboard” is what you see when you first log in. What’s on the dashboard depends on a number of things, but the sections you see in the main content area of the page should be relevant to you. The menu in the left-hand column is the primary means for opening existing pages or posts, creating new ones, and doing other relevant tasks.

Also on the Dashboard page is a list of “Recent Comments” so you can see what’s new there.

Generally, most of what you will do revolves around Posts (blog entries). Floating over or clicking on the “Posts” menu entry reveals the Posts sub-menu: All posts (list), Add New, Categories, Tags, etc.

The screenshot shows the WordPress Dashboard. On the left, a sidebar lists various menu items: Home, Updates (8), Posts (highlighted with a red box), Media, Links, Pages, Comments, Feedback, Genesis, Appearance, Plugins (8). The main content area has a title 'Dashboard'. Below it is a 'Posts Tree' section with a heading 'All (84) | Public (77) | Trash (5)'. It includes buttons for 'Expand' and 'Collapse', and search fields. A list of posts follows, including titles like 'True the Vote News', 'Explanation of Committees of Safety', 'Was Colorado Shooting Staged By The Government?', 'Welcome', 'NRA Basic Pistol Class, Saturday June 30th', 'OK, I logged in — now where's the website?', 'A forth of July idea', 'Make Use of Post Titles in Email Notifications', and 'Tricky Nutrition Classes (or should just say TRASH or classes?)'. To the right is a 'Recent Comments' section with entries from Scott, Tom Wagner, and Tom Wagner, each with a link to their respective comment. At the top right of the main content area are 'Screen Options' and 'Help' buttons.

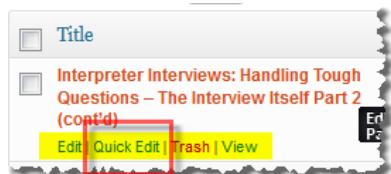
If your website is likely to be used for a fair amount of blogging, I will likely set up the Dashboard to display the “Post Tree View” when you log in. You can use this list for quick access to posts for editing, instead of clicking on the “Posts” menu item (or All Posts sub-menu item) in the Dashboard menu . Just click any post in the Posts Tree list and it will open. You can, of course, use the “regular” Posts list if you prefer (that’s what you’ll see if you click on the “Posts” menu item, or it’s “All Posts” sub-menu item). But the Posts Tree View list has the advantage of listing ALL posts right here on the dashboard page. The “regular” posts list will only show a certain number of posts on a page, and you may have to navigate through multiple pages to find a particular post.

The “Regular” Posts List

The screenshot shows the 'Posts' list page. A red box labeled '(1)' highlights the 'Posts' menu item in the sidebar. The sidebar also includes 'All Posts', 'Add New', 'Categories', 'Tags', 'Manage Series', and 'Posts Tree View'. The main content area shows a table of posts with columns for Title, Author, Categories, Tags, Date, and Series. The first post listed is 'Interpreter Interviews: Handling Tough Questions – The Interview Itself Part 2 (cont'd)' by mjohnson, published 4 hours ago. The second post is 'Interpreter Interviews: Handling Tough Questions, Part VIII – The Interview Itself (cont'd)' by mjohnson, published 2012/06/01. The third post is 'Interpreter Interviews – Handling Tough Questions, Part VII – The Interview Itself' by mjohnson, published 2012/07/21. The fourth post is 'Interpreter Interviews: Handling Tough Questions, Part VI – "Why are you Interested in this position/job?"' by mjohnson, published 2012/07/20. The table has a header row and several data rows. At the top of the table, there are filters for 'All (23)', 'Published (22)', 'Draft (1)', 'Trash (4)', 'Bulk Actions', 'Apply', 'Show all dates', 'View all categories', 'View all series', 'All SEO Scores', 'Filter', 'Search Posts', and pagination controls for '23 items' and '1 of 2'.

Clicking on “Posts” in the main menu will expand the Posts menu (1). If you choose to use the regular Posts list instead of the Posts Tree View (there IS more information about each post in this list, if you need it), here’s a bit about the info and what you can do:

If you float your cursor over any post title, a “mini menu” will appear under the title (yellow):

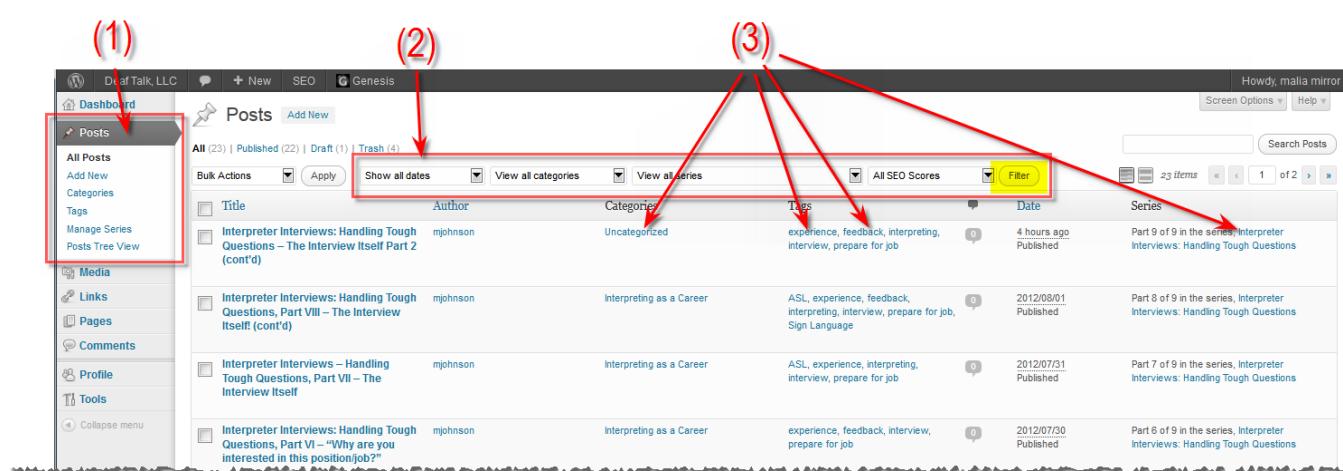


You can use “Quick Edit” to update certain post info without having to go into full edit mode. This is especially useful if you just want to update Categories or Series info (yellow):



Don’t forget to hit the “Update” button (red box) after you’ve made any changes.

You can use the view “Filters” (2) to show only certain posts. Select from any of the drop-downs and click “Filter” (yellow). You can also filter the list by clicking any post’s category, tag or series name. Clicking any of those will filter the list to show ONLY posts with that category, tag or series name. It’s just like using the filter drop-downs (2).



Writing Posts

Posts are the entries that display in reverse chronological order on your home page. In contrast to pages, posts usually have comments fields beneath them and are included in your site's RSS feed.

To write a post:

1. Log in to your WordPress Administration Panel (Dashboard).
2. Click the Posts tab.
3. Click the Add New Sub Tab
4. Start filling in the blanks.
5. As needed, select a category, add tags, and make other selections from the sections below the post. Each of these sections is explained below.
6. When you are ready, click **Publish**.

Screen Options

The Screen Options allow you to choose which Post Fields are displayed, or not displayed, in the underlying SubPanel. Clicking on the Screen Options tab shows a list of the columns with a check-box next to each column. Check the box for each Post Field you want displayed, or uncheck the box to not display that module. Click the Screen Options tab again to close the Screen Options. These options are saved so that you can customize how your own editing screen looks.

Note: As of WordPress version 3.1, some screen options on the Post Administration Panel are hidden by default if they have not been saved before. Hidden by default: Excerpt, Post Author, Discussion, Custom Fields, Slug, Comments, Send Trackbacks, Revisions.

Descriptions of Post Fields

Title

The title of your post. You can use any phrases, words or characters. Avoid using the same title twice as that will cause problems. You can use commas, apostrophes, quotes, hyphens/dashes, and other typical symbols in the post like "My Site - Here's Lookin' at You, Kid". WordPress will then clean it up to generate a user-friendly and URL-valid name of the post (also called the "post slug") to compose the permalink for the post.

Post Editing Area

The blank box where you enter your writing, links, links to images, and any information you want to display on your site. You can use either the Visual or the Text view to compose your posts. For more on the Text view, see the section below, Visual Versus Text View.

Preview button

Allows you to view the post before officially publishing it.

Publish box

Contains buttons that control the state of your post. The main states are Published, Pending Review, and Draft. A *Published* status means the post has been published on your blog for all to see. *Pending Review* means the draft is waiting for review by an editor prior to publication. *Draft* means the post has not been published and remains a draft for you. If you select a specific publish status and click the update post or "Publish" button, that status is applied to the post. For example, to save a post in the *Pending Review* status, select Pending Review from the Publish Status drop-down box, and click Save As Pending. (You will see all posts organized by status by going to Administration Panels > Posts > Edit). To schedule a post for publication on a future time or date, click "Edit" in the Publish area next to the words "Publish

"immediately". You can also change the publish date to a date in the past to back-date posts. Change the settings to the desired time and date. You must also hit the "Publish" button when you have completed the post to publish at the desired time and date.

Visibility

This determines how your post appears to the world. Public posts will be visible by all website visitors once published. Password Protected posts are published to all, but visitors must know the password to view the post content. Private posts are visible only to you (and to other editors or admins within your site).

Save

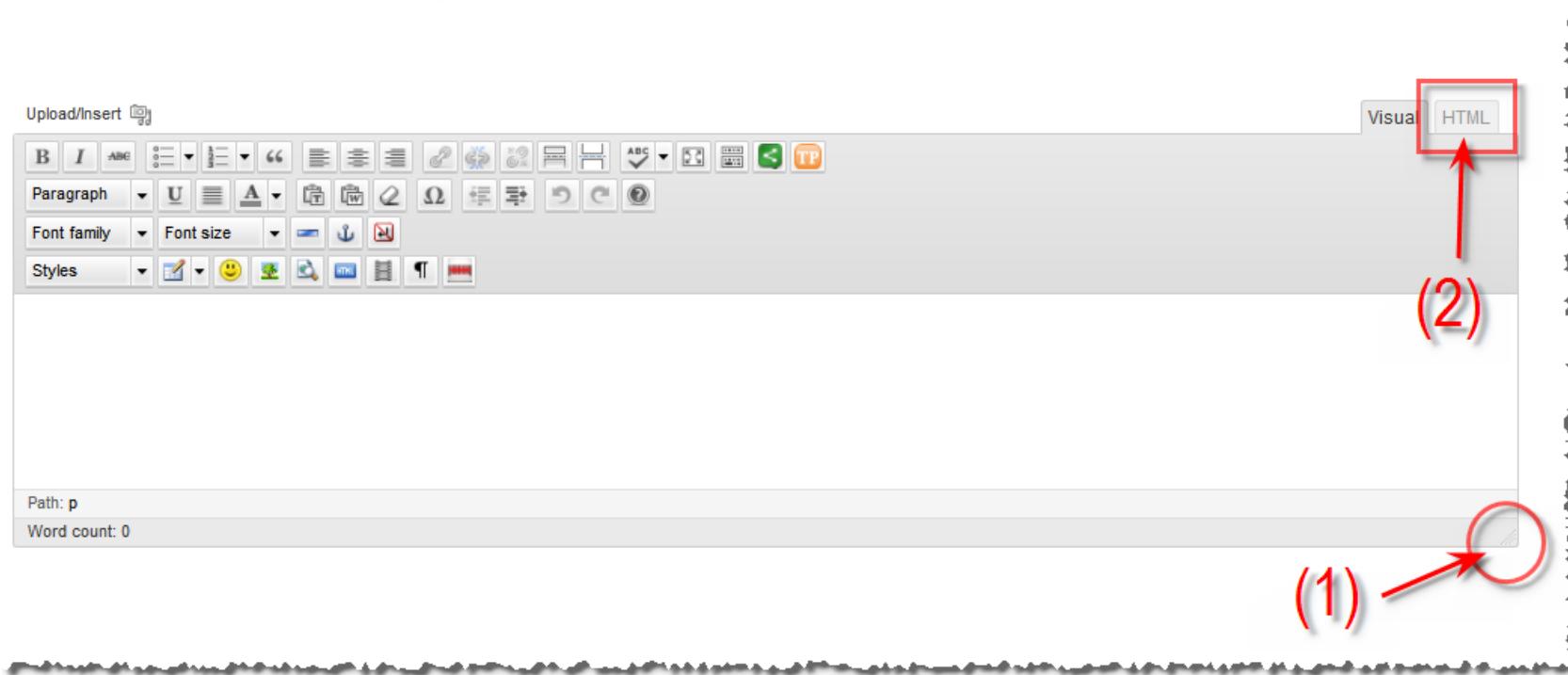
Allows you to save your post as a draft / pending review rather than immediately publishing it. To return to your drafts later, visit Posts - Edit in the menu bar, then select your post from the list.

Publish

Publishes your post on the site. You can edit the time when the post is published by clicking the Edit link above the "Publish" button and specifying the time you want the post to be published. By default, at the time the post is first auto-saved, that will be the date and time of the post within the database.

The Editor Window

The window that you use to create or change post content is called the “Editor” window.



Here are a few general tips:

- It's hard to see, but there's a little “grippy thing” at the bottom-right corner of the editor window (1). If you grab this corner (click & hold your left mouse button) and drag downward, you can increase the amount of content space visible (the white space in the editor window).
- You should never have to use the HTML tab (2) which shows you the HTML code “behind” the content. If you ever open a post and find it looking really funky and/or full of strange-looking code, check to make sure you have the “Visual” tab selected, and not the “HTML” tab.

Editor Buttons



NOTE: I'll only discuss buttons I think you'll use.

Formatting Text

Use the **Bold**, **Italic** and/or **Strikethrough** buttons on text you've selected in the editor window.



To **create a bullet list or numbered list**, position your cursor where you want to start the list and click bullet (left) or numbered (right):



The drop-downs next to each allow you to select bullet/number style.

When you want to end your list, just hit enter TWICE.

To **align selected content left, right or center**, use the Left, Center or Right button (select the content you want to align first):

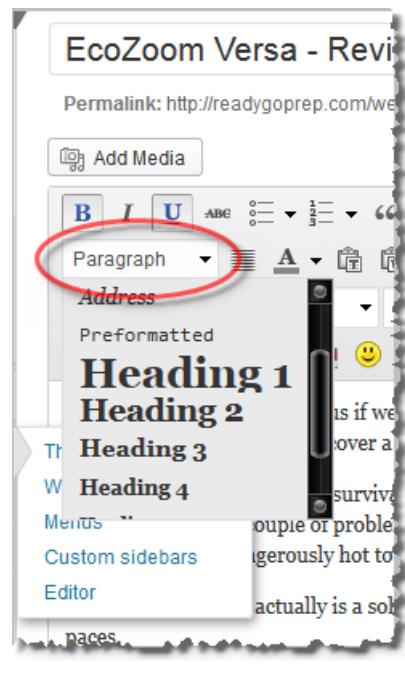


To **change the font family** (Arial, Times New Roman, etc.), **font size and/or font color**, highlight the text you want to change, then make your selection from the drop-down choices next to the button):



Most of your posts' text will use the "Paragraph" style (the default when you open the editor), which is fine.



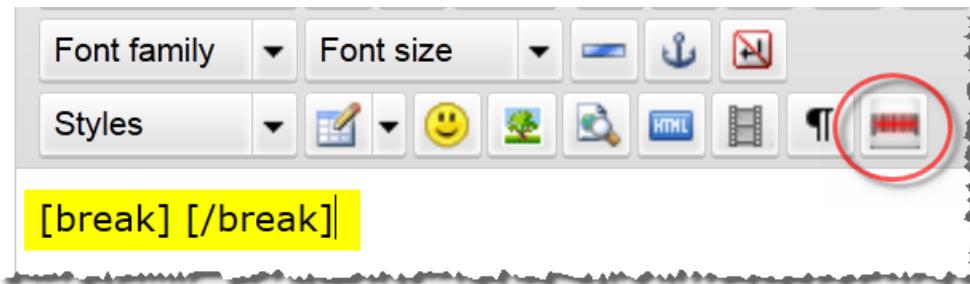


When you create a new post, I'd suggest that you sprinkle in use of the h2, h3 and h4 tags to add a little color to the post and improve your SEO. So instead of highlighting text, increasing the font size and/or bolding or underlining it, simply highlight the text and select one of the "h" styles from the Format drop-down (left).

Search engines pay more attention to text that's marked with an "h" tag. They assume that anything you mark as a "heading" is more important than normal "paragraph" text. If you don't like the color/size/style of a particular heading, let me know and I will change it. I can completely control that through the website's CSS. Avoid using h1 tags, though. Those really should be reserved to post titles (which are automatically assigned an h1 tag).

NOTE: though the editor window doesn't show it, "Heading 5" will increase the font size, change the color, and assign a higher SEO value to the highlighted text.

To insert a line break (to force some vertical white space that WordPress normally edits out), hit this button:



The red & white button shown above is actually an "Insert Shortcodes" button. When you click it you'll get a pop-up list of numerous "shortcodes". Most of these will probably never be used by you. Scroll down the list till you find "[break]" and click it to insert a line break where your cursor is. It looks different than it used to (see yellow above), but works the same. You shouldn't need to insert line breaks often, but you WILL need one before the first line of content in a Series post. More on that later.

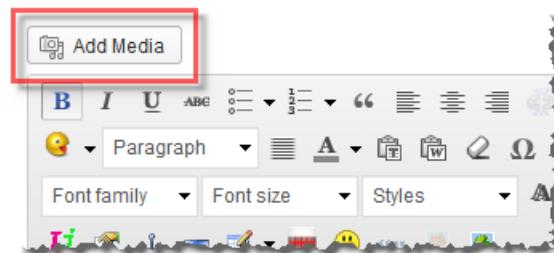
Inserting “Emoticons” (smileys)

To insert an “emoticon” (smiley), click the “Emoticons” button. A pop-up will display the (many) emoticons you can select from. Click one and it will be inserted wherever your cursor is.

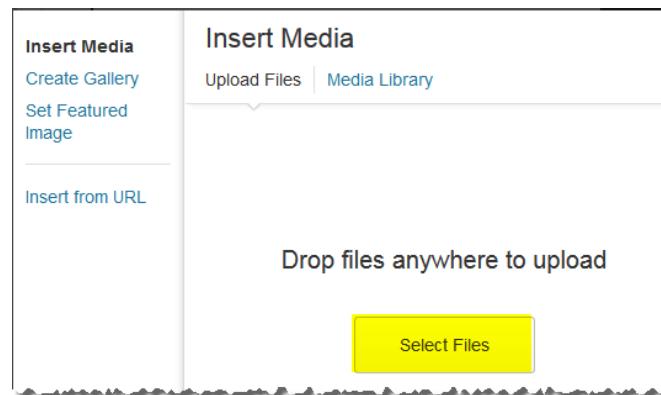


Inserting Images

To insert an image, click the Add Media button:

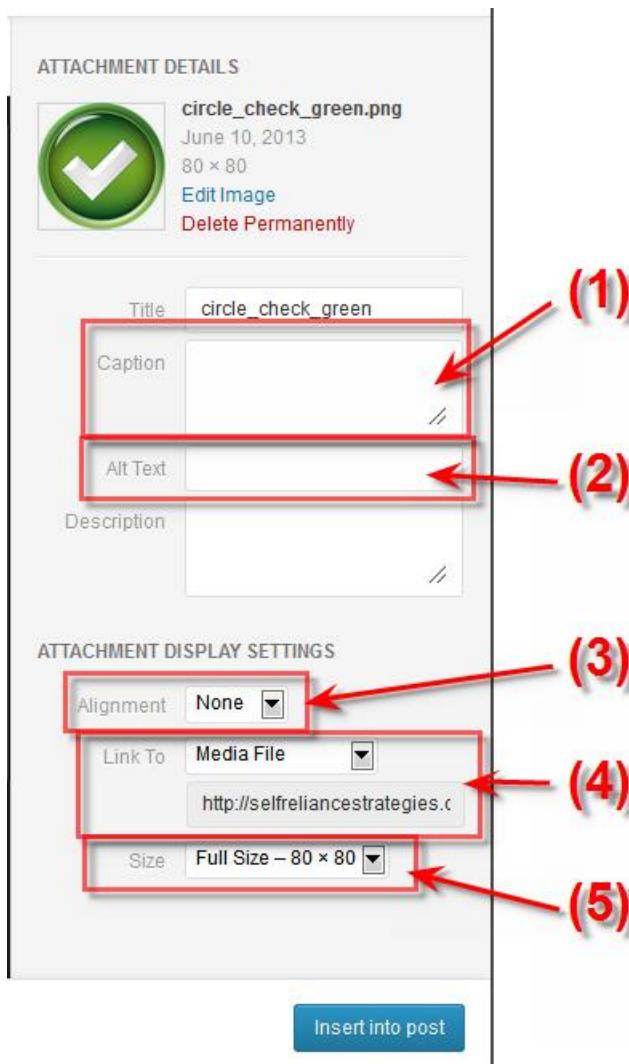


This will open a dialog box where you'll click the “From Computer” tab (if you're not already there), then click “Select Files”.



NOTE: it's much better for website performance and space to NOT store images any larger than necessary on the website. If your image is larger than you need (the MAXIMUM image size must be no more than 600px wide), use Microsoft Picture Manager or other image editor to resize the image before upload/insert.

Navigate on your computer to the image you want to insert and click it. The new image will be added to your website's image "Library", and a right-hand sidebar will appear where you can enter several parameters related to the image:



If you want a caption in the image, enter it in the "Caption" box (1)

Enter "alternate text" (2) that describes the image (good for SEO and the blind).

Select image alignment (3):

- "None" puts the image where your cursor is, and there's no wrapping of text around the image.

- "Left" puts the image VERTICALLY where your cursor is, but positions it to the far left, wrapping text around the right side & bottom of the image.

- "Right" puts the image VERTICALLY where your cursor is, but positions it to the far right, wrapping text around the left side & bottom of the image.

- "Center" puts the image VERTICALLY where your cursor is, centers it in the space, and there's no wrapping of text around the image.

For "Link to", select "None" (4), unless you want a "clickable" link that will take the visitor to a particular page URL.

There will be various size (5) options available to select from. Sometimes the image may be larger than can fit (or that you want to display) in the post. In those cases, I suggest that you select the "thumbnail" size image. On most websites, I will have set it up so that a visitor's clicking on a thumbnail image will cause the full-size image to open in a smoothly-expanding window of its own. So you could just put something at the top of the post (or just before the images) that says "click any image to see a full size version".

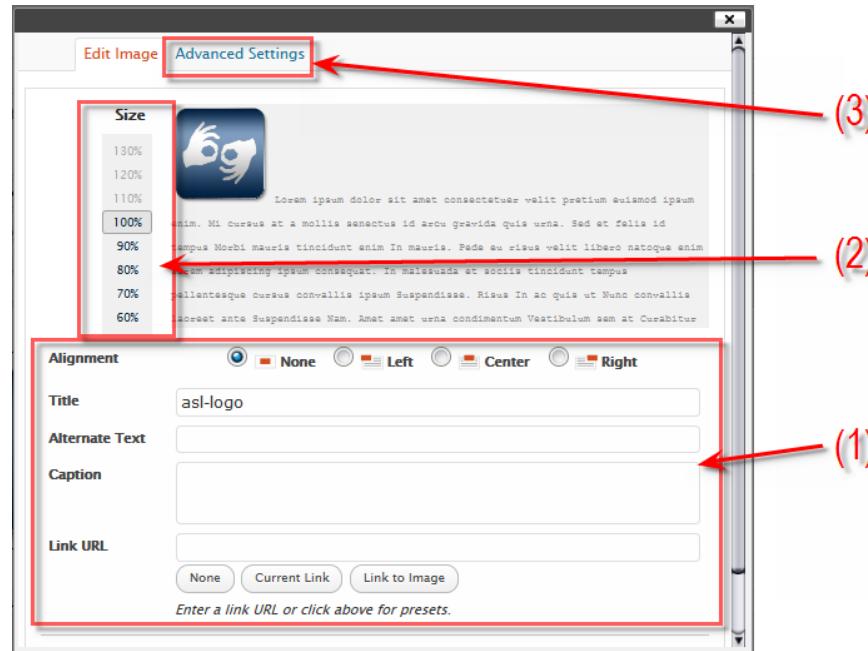
TIP: When you've got a series of images you'd like to include in a post, I'd suggest that you sprinkle the images throughout your text, alternating between "left" and "right" alignment for visual variety. If you have more images than you can effectively "sprinkle" throughout a post, you might consider using a slider that cycles through the images instead. Creating a slider is a little more complex, but very space-efficient and a good answer when you have a lot of images. I can do the slider for you for a small fee. Or you can just insert a whole set of thumbnail images after the post's text. Not as pretty or cool, but it'll work.

Editing Images

To EDIT an image, click on the image, then click the “picture” icon:



An “Edit Image” dialog box will open:



From here you can:

- Edit some of the settings you saw with the “Upload/Insert image” instructions (1)
- Reduce the size of the image if it’s a little too large (2)
- Open “Advanced Settings” (3) - see below

Advanced settings:

The screenshot shows the 'Advanced Settings' tab selected in a top navigation bar. Below it, a 'Size' section displays a logo icon and a dropdown menu with size options from 60% to 130%, with '100%' currently selected. A large text area contains placeholder text: 'Lorem ipsum dolor sit amet consectetur velit pretium euismod ipsum anim. Mi cursus at a mollis senectus id arcu gravida quis urna. Sed et felis id tempus Morbi mauris tincidunt enim In mauris. Pede eu risus velit libero natoque enim lorem adipisciing ipsum consequat. In malesuada et sociis tincidunt tempus pellentesque cursus convallis ipsum Suspendisse. Risus In ac quis ut Nunc convallis lacrast ante Suspendisse Nam. Amet amet urna condimentum Vestibulum sem at Curabitur'.

Advanced Image Settings

Source: * <http://www.deaftalkllc.com/website/wp-content/uploads/asl-logo>

Size: Width 175 Height 175 Original Size

CSS Class: alignnone size-full wp-image-4217

Style:

Image properties: Border Vertical space Horizontal space Vertical space Horizontal space

Advanced Link Settings

Title:

Link Rel:

CSS Class:

Styles:

Target: Open link in a new window

Buttons: Update Cancel

Probably the only “advanced” settings you’ll ever want to use would be the vertical & horizontal space settings. If you insert an image that’s aligned “left” or “right” (where text wraps around the image), you may find that the text is uncomfortably close to the image, either next to it or below it. The vertical & horizontal space strings allow you to specify some space between the image and the text. I typically use “9”, but you can play around with it till you like how it looks.

After you’ve made your changes, hit “Update” (yellow).

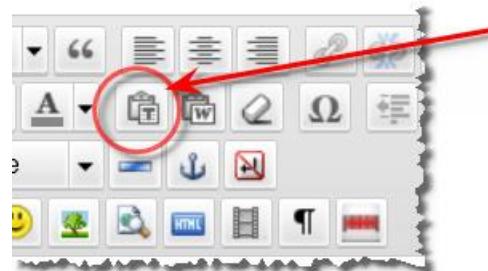
Deleting Images

To **DELETE** an image, click the image and click the circle-slash icon:

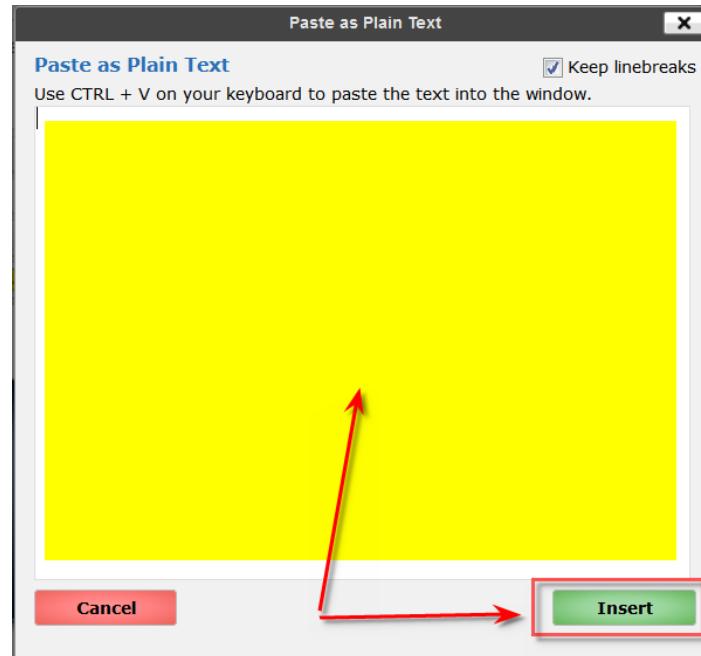


Pasting Content from Another Source

If you want to copy/paste text from another source (Word, PowerPoint, emails, etc.), you need to be aware that there is often formatting information hidden behind the data you copy. Sometimes a normal “pasting” of such text can result in unexpected formatting problems as WordPress tries to make sense of the text. If what you’re copying is just text (no special formatting you want to keep (bolding, colors, etc.), then your best bet is to copy the source text to your clipboard, then use the “Paste as plain text” button:



Clicking this button will pop open a small window. Paste your text into the space provided and click “Insert”:



This will remove all source formatting. You can format within the editor as you desire.

HOWEVER, if copying from Word and there is some source formatting you'd like to KEEP (such as bullet lists, etc.), then use the "Paste from Word" button instead:



You'll get a similar "paste into" window as noted above, but when you hit "Insert" on this one, WordPress will attempt to maintain the source formatting. If it doesn't look right, just delete it, use the "Paste as plain text" button and do the formatting yourself.

Categories

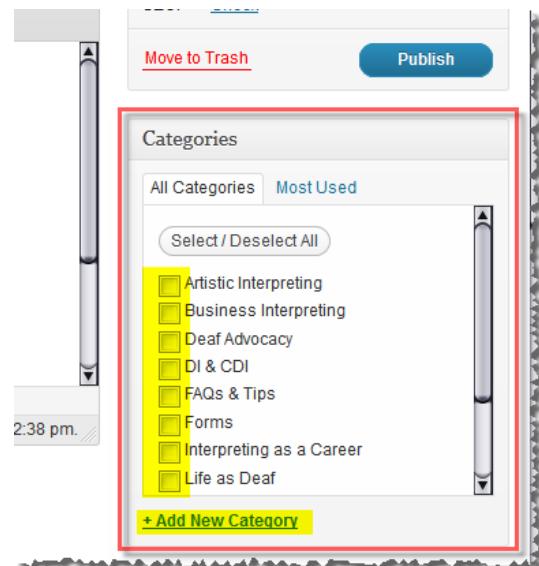
When you create a new post, you should always assign it to at least one category. If you forget to do so, WordPress will automatically assign it to the “Uncategorized” category and you’ll have to uncheck that when you fix it later. You can assign any number of categories to a post. Categories should represent your highest level grouping. Try to create categories that would be most useful to your visitors. I started the category list by including each Deaf Talk service as a category. Try to avoid creating categories that are similar to existing categories if possible. You want people to be able to find everything related to a particular topic by clicking on a single category. If you feel the need to “split hairs”, do it by creating/assigning tags that highlight the nuances of the post, not by creating new categories. Since we have come up with a new (and better) way to deal with Series’, I would suggest that you avoid the use of parent/child categories and just have one level of categories. If you think you have a need to create a parent category with child categories (subcategories), let me know so we can discuss it.

If you’re writing a post that truly doesn’t fit into an existing category, then create a new category. But try to keep new categories consistent with the idea of high level groupings. Remember, you can always (also) create new tags to “nuance” the post.

I have mentioned a number of times that it would be worth your while to sit down and think through your category & tag strategy. Unless you do that, you’re likely to be inconsistent with how you use both categories and tags, which will not serve your visitors well.

Assign Categories to Posts

Categories are assigned via the Categories “widget” on the right side of the post add/edit page:



You assign one or more categories to a post by clicking the category checkbox. If you need a new category, click “Add Category” and follow instructions. This widget is available whether you’re adding a new post or editing an existing post. Category assignments/corrections can be made through this widget in either case. You can also use the “Quick Edit” function to quickly update categories as well (see section under “The Regular Posts List” towards the beginning of this document).

Managing Your Category List

You can add, change & delete categories via the Dashboard menu “Categories” button (1)

The screenshot shows the WordPress dashboard with the “Categories” menu item highlighted (1). The “Categories” screen (2) is displayed, featuring an “Add New Category” form with fields for “Name” and “Slug”. The main area lists existing categories: “Artistic Interpreting”, “Business Interpreting”, and “Deaf Advocacy”. The “Posts” column shows the count of posts associated with each category: 2 for Artistic Interpreting, 1 for Business Interpreting, and 2 for Deaf Advocacy. Red boxes and arrows highlight the “Add New Category” form (2), the category list (3), and the “Posts” column (4).

In addition to adding a new category when you create a post (as noted above), you can also add categories BEFORE you need them through “Add New Categories” (2). You’ll most often not need to fill in any fields other than “Name” in the “Add New Categories” column, but don’t forget to hit the

[Add New Category](#) button at the bottom of the column.

If you want to tweak the name of an existing category, just click that category’s name in the category list (3). In the dialog box that opens, you’ll only need to concern yourself (99% of the time) with the “Name” and “Slug” fields:

The screenshot shows the “Edit Category” dialog for the “Artistic Interpreting” category. It displays the “Name” field with “Artistic Interpreting” and the “Slug” field with “artistic-interpreting”. A red circle highlights the “Slug” field, and a red arrow points from it to the “artistic-interpreting” value in the field. The “Screen Options” button is visible at the top right.

“Name” is where you’d change the category name. But when you do, check the “Slug”. The slug is generated when you INITIALLY create the category and reflects the original name (with hyphens replacing any spaces in the category name). This “slug” actually shows up in the website URL if a visitor clicks on a category name while in the blog.

For example, if somebody goes to the blog and clicks “Artistic Interpreting”:



This is what the URL looks like:



The URL is very important to search engines, so you always want the “slug” to accurately represent what the category is showing. So if you tweak the name of a category, be sure the slug still makes sense. If it doesn’t, then update the slug as well.

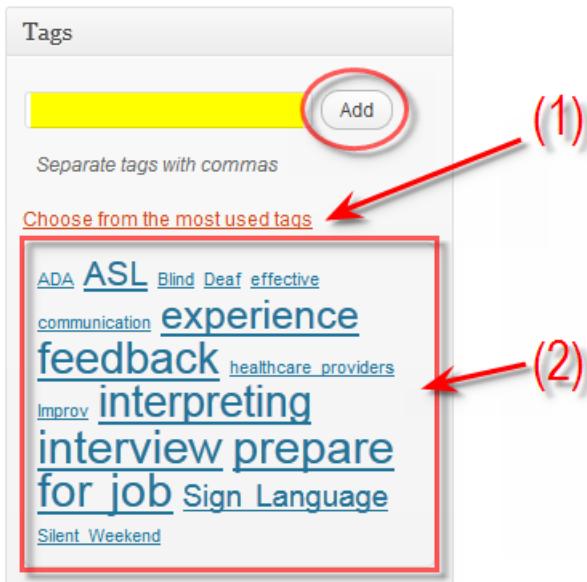
NOTE: when you change a category, it gets changed in every post that had the original category in it. So before you change a category, it's a good idea to make sure that the change will make sense in all of the posts that have the original category. You can click on the number in the “Posts” column for the category in question (see #4 above). When you click that number, you'll see a list of all the posts that have the category that you can review before making a blanket category change.

Tags

Tags are similar to categories, but “looser”. Tags can be used to differentiate one post from another within the same category. There should still be a general strategy for assigning tags, but it’s not as important as having a category strategy. Tags may represent topics that are not evident just by looking at the category the post is in. Even though it’s less important to have a strategy and structure for tags, you should be careful not to create tags that are very similar to other tags. A difference of one single word (or letter) will make a whole separate tag. So when you want to assign tags, always check to see if you can assign EXISTING tags, and avoid typing in new ones if possible.

Assign Tags to Posts

When adding or editing a post, you can assign tags via the “Tags” widget on the right side of the page:



To add a tag, type the tag in the add box (yellow) and hit the “Add” button. If you’re adding more than one tag, separate tags with a comma.

BUT BEFORE ADDING A NEW TAG, see if an existing one will do the trick. Click on the “Choose from the most used tags” link (1). That will open up a “tag cloud” which shows the most often-used tags (the larger the type, the more often a tag has been used). If one or more of the tags in the cloud will do, click it/them and they’ll be added to the post.

Managing your Tags List

Similar to managing Categories, you can manage your Tags via the Dashboard left-hand menu:

The screenshot shows the WordPress dashboard with the 'Tags' menu item selected. The left sidebar includes links for Posts, Categories, Tags, Media, Links, Pages, Comments, Profile, and Tools. The main content area displays a list of popular tags and a table of all tags.

Popular Tags:

- ADA
- ASL
- Blind
- Deaf
- effective communication
- experience
- feedback
- healthcare providers
- improv
- interpreting
- interview
- prepare for job
- Sign Language
- Silent Weekend

Add New Tag:

Name:
The name is how it appears on your site.

Slug:
The "slug" is the URL-friendly version of the name. It is automatically generated based on the name.

Table of Tags:

Bulk Actions	Apply	Name	Description	Slug	Posts
<input type="checkbox"/>		ADA		ada	1
<input type="checkbox"/>		ASL		asl	4
<input type="checkbox"/>		Blind		blind	1
<input type="checkbox"/>		Deaf		deaf	1
<input type="checkbox"/>		effective communication		effective-communication	1
<input type="checkbox"/>		experience		experience	6

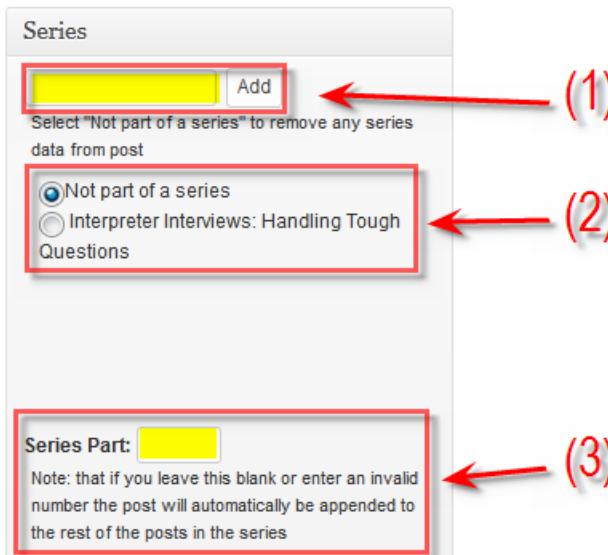
See “Managing Your Category List” for instructions on managing this list. It’s virtually an identical process to managing categories.

Series'

A Series is a group of posts that belong together. For example, you may do a multi-part series on a particularly large topic. Series labels are handled in a manner that's very similar to categories and tags in terms of creating them and assigning them.

Making a Post Part of a Series

In the right-hand column of the post add/edit page, towards the bottom of the column you'll find the "Series" box.



If you're adding the post to an existing series, select the appropriate series from the list (2). You only need to enter a number in "Series Part" (3) if the post is NOT the next one in the series. Otherwise leave this blank. You would use the "Series Part" if you wanted your new post to appear at a particular place within an existing series. If you had a 9-part series and you wanted the new post to appear after part 3, you'd assign "4" to your new post. It would appear in the 4th position, and the remaining parts of the series would be renumbered 5-10.

New posts automatically default to "Not part of a series".

If this is the first post of a NEW series, you'll need to define the series label. Just enter the name of the series in the Series name box and hit "Add" (1).

***NOTE:** series functionality requires installation of a particular website plugin. So if you don't see the "Series" box in the right-hand column of your post, chances are the plugin's not installed. Just let me know and I'll get it installed for you.*

Managing Your Series'

The similarities to categories and tags continue.

The screenshot shows the WordPress dashboard with the 'Posts' menu selected. In the left sidebar, the 'Manage Series' button is highlighted with a red box and a red arrow. The main content area displays a list of series. One series, 'Interpreter Interviews: Handling Tough Questions', is highlighted with a red box and a red arrow. The 'Posts' column for this series shows the value '9', which is also highlighted with a red box and a red arrow.

Name	Description	Slug	Posts	Icon
Interpreter Interviews: Handling Tough Questions		interpreter-interviews-handling-tough-questions	9	No Series Icon

- You can access your list of existing series' via the "Series" button under "Posts" in your Dashboard menu (1).
- You may add a new series via the "Add New Series" column (4). Remember, you can also add a new series via the post itself – see above.
- Click on any series name in the series list to edit it (2).
- Click the number in the "Posts" column (3) to get a list of all posts assigned to that series.

Refer to instructions for Managing Categories for more information and warnings about changing names, importance of "slugs", etc.

Special Considerations When Creating a Series Post

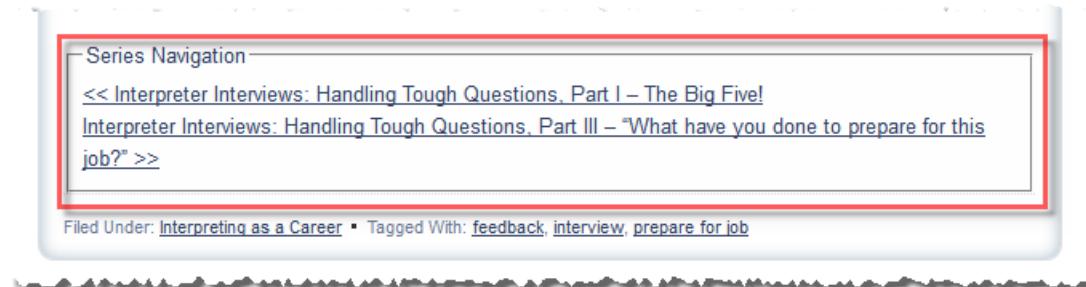
Because series posts have some unique display elements and navigational components, there are a few things you should do when creating them that may be different than what you'd do in "regular" posts:

- A) One of the display/navigational elements of a post in a series is the "identification stripe" (1) that appears at the top of every series post which lets the reader know it's a part of a series.



To prevent the first line of post text from smashing right up against the identification stripe, insert a [break] shortcode at the very top of your post to force a blank line (3).

- B) Because the name of the series appears (2) in the identification stripe, it's not necessary to also include the entire series name in the post title (4). Try abbreviating it. For example, in this post you could use a title of "Tough Interview Questions: 'Who Are You?'". You also don't need to put the series "part" in the title either, since that info is also in the identification stripe. This is not just to avoid repetition, but also to prevent overcrowding of some of the series navigation elements. The entire post title is displayed in the next/previous series navigation box at the bottom of every post in a series:



You can see that long post titles make it a bit more difficult to intuitively understand how this navigational component works, compared with shorter titles like:



C) As you can probably surmise from the above, it's also very important to include the particular post focus in the post title (i.e. "Who are you?", "Where Did You Gain Experience?", etc.) so that it appears in the navigational elements. And because it will appear in the post title, it's not necessary to repeat it in the post content area.

General Posting Best Practices

These would apply to ANY kind of post you create:

- As mentioned in "C" immediately above, avoid duplicating your post title in the content of the post itself. The title is VERY visible to your readers. There's no need to start your post with the same information that appears in the title.
- Be careful with the "Preview" button when you create and/or change a post. Because the preview opens up in a new tab, it's easy to forget you have an "edit" tab already open, and launch into edit mode from the preview tab. This will result in frequent warnings about there being an "autosave" version when you open the post to edit it in the future. You need to get in the habit of closing preview tabs as soon as you've had a look, and continue your editing (or publishing) in the already-open edit tab.