

A WordPress post is the DNA of your blog! The fundamental element which will make its success or which will be responsible for its failure. In this guide, I invite you to (re) discover **wordpress posts** in full, how to use them best, the options they offer, how to write them well and optimize them.

When you're just starting out, writing a WordPress post is relatively easy. Yet creating and writing an optimized WordPress **article** requires rigor and time.

In this article we will be taking a look at the classic editor but you can also check out our guide using the Gutenberg editor. You can enable this option by downloading the [classic editor](#) or [disabling gutenberg](#) plugins.

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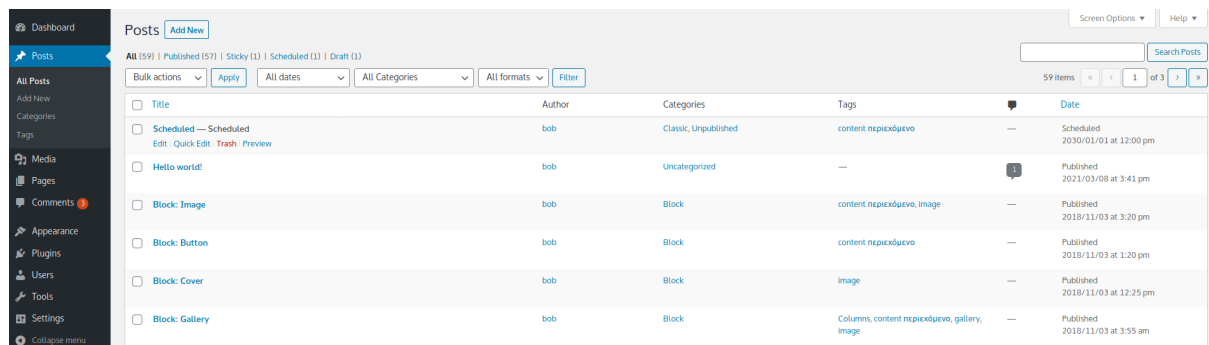
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Publishing a WordPress Post: Presentation

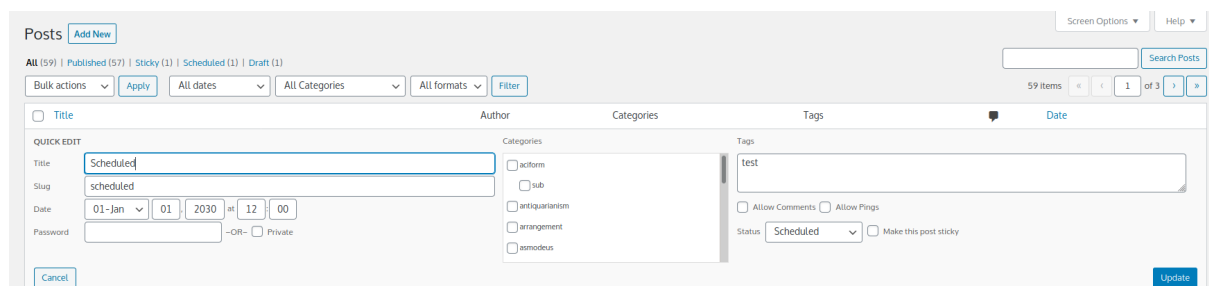
Here we will see the basics, discover the best practices for publishing an article, what to do and what not to forget.

As a reminder, our articles are all grouped under *Posts >> All posts* :

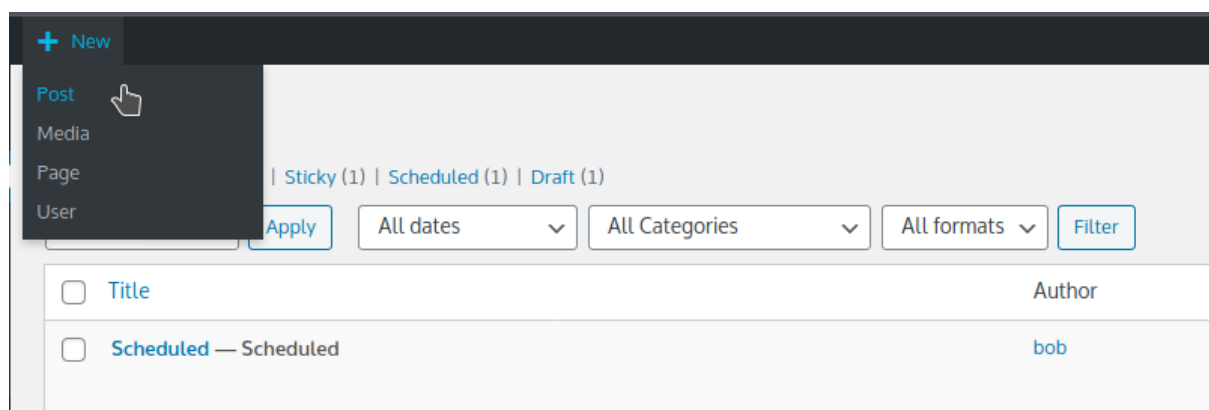


From “ *All posts* “ I can add articles, sort, filter and categorize them. I see, at a glance, articles published, drafted, planned, etc.

“Quick edit” allows us simple and fast modifications such as: the title, the slug, the date, the author. I can also change the category, tags, allow comments, etc.



To add a WordPress post, I can also go through the menu *Post >> Add* or via the admin bar “ *+ Create >> Post* ”:



When writing an article, start with:

1. Entering the title of your new WordPress post
2. Optimizing the permalink (for SEO purposes remove stopwords)
3. Defining the category and any labels
4. Choosing a featured image (in the spotlight)
5. Finally, writing your article

Why in this order? Simply so as not to forget anything! You optimize your title and the permalink of your article, you put it in the right place and you find a suitable image to illustrate the point.

We will see later in this guide, how to write and optimize your articles. But before that, let's see what the WordPress post editor has to offer.

WordPress post editor

First, let's find out about the options made available by the WordPress visual editor.



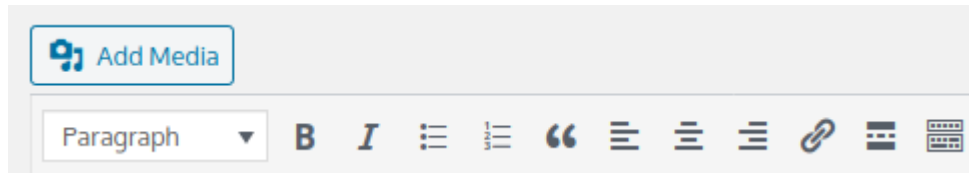
Bottom row, in order and starting from left to right:

- **ABC** : Strikethrough text
- - : insert a horizontal line
- **A** : allows you to choose the color of the selected text
- **T** : paste in text
- **Eraser** to clean formatting
- **Ω** : to insert special characters (Ø ⊕ ¢ © ® ...)
- **Decrease** the indentation of the text
- **Increase** the indentation of the text (shifts the beginning of the content to the right)
- **Undo** (Ctrl + Z) your last operation
- **Redo** (Ctrl + Y) what you have just undone
- **?** : keyboard **shortcuts** to increase productivity

Use everything that is made available to you by the editor, take the opportunity to vary the content by making lists, breaks, quotes and media.

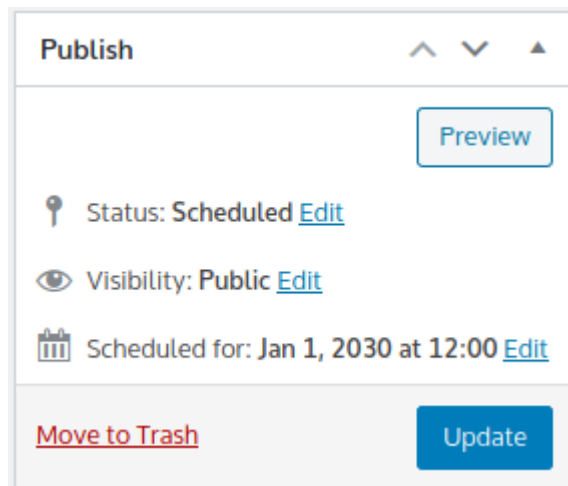
Adding media to an article

In your article you can add **several types of media** (images, videos, etc.). To do this, simply click on the “Add media” button or drag and drop from your computer to the edit box for your article.



The article publication widget

Once you've written your article, of course you want to publish it. For this we have the post widget (usually located in the sidebar at the top right).



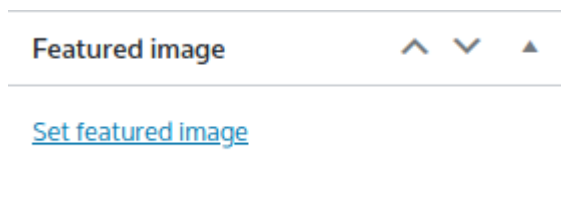
You can interact with each of the elements by clicking on the buttons or on the blue “ Modify ”, let's see the different options available to you:

- Save Draft : Clicking on this button will save a draft copy of the article. At this stage, the article is not published and therefore not visible to your visitors.
- Preview : To have a visual rendering of this article, click on the “Preview” button, a new window will open allowing you to see your draft as it will appear once published.
- State : The current state at time x of your article, it can be in mode:
 - *Draft* → default state when creating an article
 - *Awaiting proofreading* → pending proofreading and validation by a website co-user
 - *Scheduled* → for a scheduled publication at a later date
 - *Published* → therefore completed and available online
- Visibility : The published article may be:
 - *Public* → therefore visible to all

- *Protected by password* → Password that you determine directly from this option, the article will therefore only be displayed if the reader gives the correct password
- *Private* → visible only to users known and logged in to your website.
- Posted : The date the article was published. By default the value is “ *immediately* ” but you can schedule the article to be published at a later date.
- Move to trash : to delete your article and place it in the trash.
- “ Publish ” or “ Update ” button : depending on whether the article is in draft or already published, validates your changes.

The “featured” image

Beyond the images that you will put in the content of your article, there is a somewhat special image called “Featured Image”. The latter helps **to illustrate the purpose of your article**. You can usually find this section in the sidebar at the bottom right.

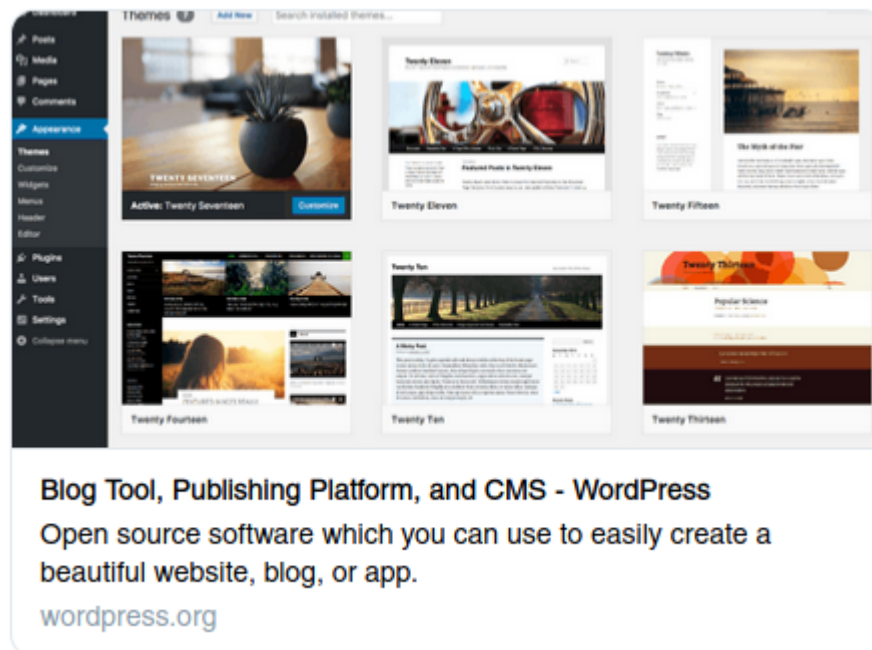


Usually themes use and display these “featured” images when you view category listings. They also appear (at your request) in widgets that display the latest articles. You will also find them in related articles and when sharing on social networks.

Do not neglect the featured images , they are useful and are very often the first thing visitors see of your article, both on your site and on social networks.

Example of a theme's use of images featured and in a widget / social network shared post/Example of use of the featured image in the related articles section that you usually find at the end of articles:

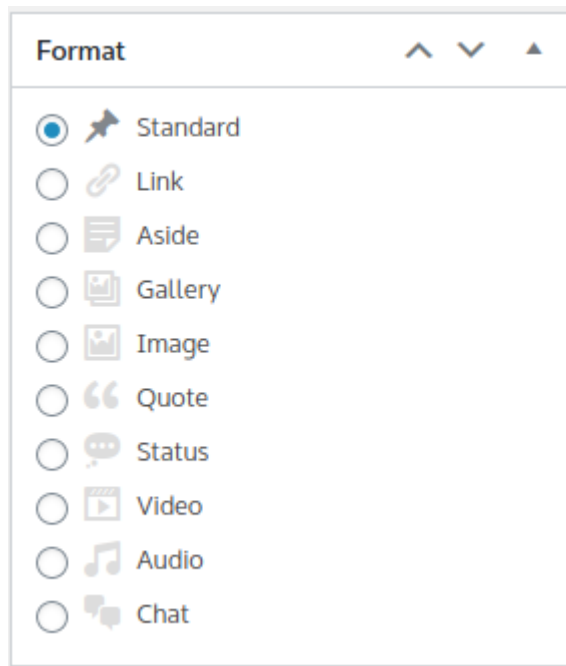
The card for your website will look a little something like this!



WordPress Post Format

The article formats or *post formats* are a feature specific to WordPress themes, introduced since version 3.1. The post format provides an easy way to **customize the display of a post**.

The formats are standardized to guarantee a certain homogeneity between the different themes. If your theme supports it, then you will see this type of “Format” insert in your articles in edit mode.



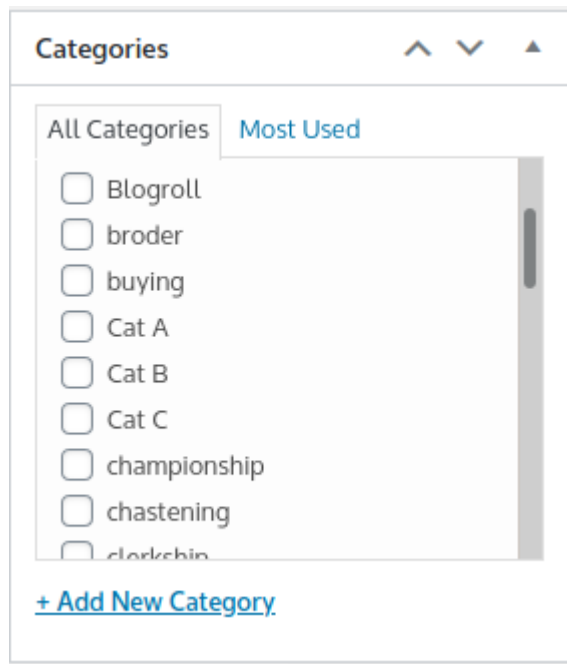
Inspired by Tumblr, this feature allows to energize a blog or a classic magazine by giving it the possibility of displaying content in a different way depending on the type of format used.

Categories & tags for your WordPress post

Only articles can be categorized and tagged.

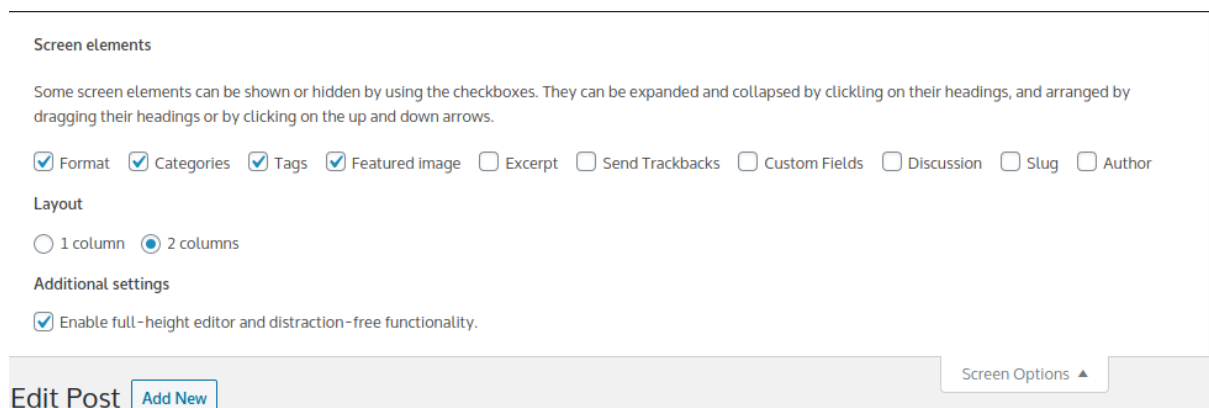
It is necessary, when there are a lot of articles, to classify / categorize them in separate categories (instead of the default category). This allows for a better user experience and it's good for your SEO as long as you use it intelligently as a [silo page](#) .

- You can create categories directly from your article by clicking on “ + *Add a new category* ” or directly from the menu *Items >> Categories >> Add a new category*.
- You can add a label or tag directly from your article by entering it directly in the input area (separated by a comma if you want to add several) or directly from the *Articles* menu >> *Labels >> Add a new label*.



Other display options available

Other options are available when you are in the edit mode of an article. **All the options do not appear by default**, you must click on the “ *Screen Options* ” tab *at the top right* to be able to select and display them.



- **Revisions** : Allows you to view the number of revisions of the article, the date, time and the user who made my modification
- **Excerpt** : The excerpt is a space where you can enter a different short description of your meta description for search engines.
- **Submit Trackbacks** : A trackback is a way of notifying older blogging platform that you have linked to them. If you link to WordPress sites, they will be notified automatically using pings , without you having to do anything.
- **Custom Fields** : Allows users to assign customizable fields to an item. This arbitrary additional information is also known as metadata.

- **Discussion** : Allows, directly from the article, to authorize comments, pings and trackbacks.
- **Comments** : To manage comments from the article.
- **Author** : Displays a drop-down list of authors on your website and allows you to select one to assign the article to.
- **Format** : Displays the available article formats.
- **Categories** : Displays the categories widget.
- **Tags** : Show the tags widget.
- **Featured Image** : Displays the **featured** image widget.
- **1 or 2 column arrangement** : Displays the edit mode of the article in one or two columns.
- **Additional Settings** : Allows you to enable full-screen editor and distraction-free writing functionality.

Once the options are selected, they will appear in article edit mode. You can use them, move them and position them at your convenience.

One option is particularly interesting, it is *Revisions* . This allows you to view all changes to the article made by you (or another user) by date and time. The revisions allow you to compare the versions of the article with one another and very simply restore the version of your choice.

Write a WordPress post correctly

Once we have understood all the possibilities offered by articles in WordPress, it is time to move on to writing the article itself.

Start by finding the idea And yes, every article starts with an idea. When you have the idea or the general subject, you will be better able to structure your content and prepare a plan.

When you have an idea for an article and you're not in front of your computer, don't forget to write it down or save it on your smartphone. Ideas are fleeting and fly away as quickly as they come. Subject or form may vary, you can:

- tell a story,
 - share news,
 - make a relevant review,
 - write a comparative article,
 - lay a feature article, or series,
 - offer a detailed tutorial ...

Nail your lead, your intro:

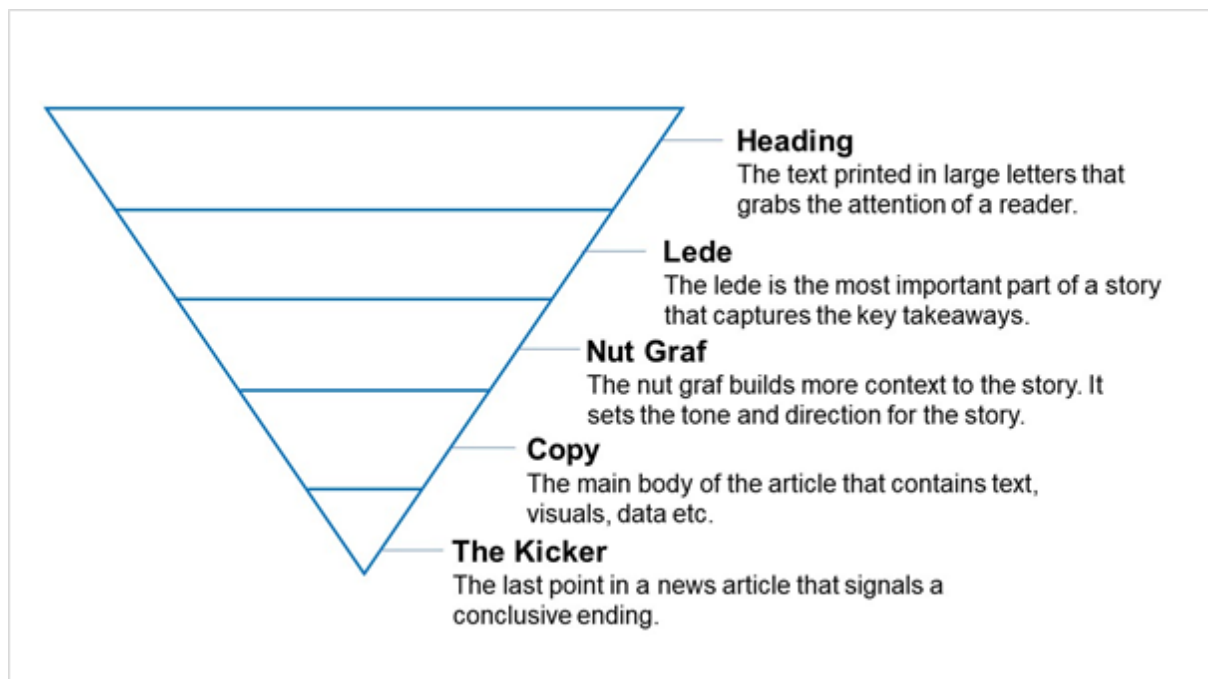
The lead will help you. Once you know what you're going to talk about, write your introduction. The latter should be the *focus* of your future article.

It is a generally short text, preceding the body of an article and the purpose of which is to encourage reading, for example: by summarizing the subject that will be developed.

Make a plan / Structure your article

Once the intro is written, it will be easier to put down your plan or a provisional plan. Very often the inverted pyramid technique is used.

The inverted pyramid is a writing principle that consists of getting straight to the point: the writer decides to directly reveal the gist of the information and deal with the details later in the text. This technique is particularly well suited to the Web. Take this into account when preparing your plan.



Think about your titles

We saw earlier in this article, the tags made available through the WordPress editor. Among these tags, the titles (h1 to h6) will allow you to structure your content by adding titles, sub-titles or sections.

Be careful, Google recommends only one level <h1> tag per page and very often our WordPress themes place an h1 by default on the title of our article. So in the body of your article, you will only be able to use the level 2-6 headings.

Use a summary or table of contents

I love summaries because they are **good for SEO, good for the user experience!**

The summary lets you use internal anchors in the article. This allows your reader to immediately see your article outline and go directly to the section of their choice, the one that interests them.

These internal anchors add SEO weight and sometimes allow you to get [sitelinks](#) in Google's SERPs.

It is easier to set up a table of contents [using a plugin](#). The use of a summary is particularly suitable for lengthy articles.

The length of your article

Since we are talking about length and number of words, most articles on the subject will advise you to post a minimum of 300 words and not exceed 2500. I only have one piece of advice to give you on this point: **If the subject calls for it then write, don't count!** If the article gets too long for your liking and requires a long scroll, use the internal anchors (using a table of content) and / or make it a series of linked articles.

Add media

Consider adding media to enrich the content, to make breaks between paragraphs or sections.

We have already seen the importance of the featured image, but the illustrative images in the very body of the article tend to break the monotony of a long text, sometimes improving understanding.

Proofread and rework the draft

To make a good article, I apply the above precepts and then I read it calmly in "Preview" mode. This rereading allows me to see the typos of course, but also if I am going in the right direction, if my approach is the right one.

Personally, I write my articles in one go. I read it immediately then I record in draft mode. It's finally the next day, with a rested head, that my corrections will be better. That is when I take the time to review my lead, my titles and certain turns of phrase.

Search Engine Optimization (SEO)

Natural referencing is what allows you to be well placed in Google, in 1st place or 1st page, when an Internet user is looking for information on a subject on which you have written an article. This is called positioning.

Since we know that most Internet users do not go beyond the 1st page when they search for information on a keyword, if you are well positioned, you capture a lot of Internet users, therefore visitors.

It's Google, through its robots, that goes to your website/blog to see if you meet the criteria or rules it has chosen to place you (rate you), or consider that you are not relevant enough according to its own rules.

In which case you are on the 2nd, 3rd, ... 100th page according to his estimation. And nobody goes to the 100th page to find the information they are looking for!

Since he is the one who decides and dictates the rules of the game, it is therefore important to play by it's rules. It's in your best interest!

8 SEO best practices to apply

1. Choose relevant keywords

Some expressions are more searched for than others by Internet users, so you have to choose carefully the keywords on which to position yourself.

2. Constitute a good internal network

Your articles must contain links that "point" to other articles in your blog. Obviously, related to what you are talking about.

3. Repeat your focus keyword wisely

For your article to be well referenced on your keyword, it must come back regularly in your article and your titles, in a natural and not exaggerated way. The keyword must be about 4% of the content.

Don't overdo it. Google penalizes too many repetitions of keywords. In this case, it is called over-optimization.

4. Take advantage of external links that point to your blog

There are 2 types of these: **NoFollow** and **DoFollow**

It is the **DoFollow** links that matter to search engines for referencing.

Definition

"When a site, or blog is in Dofollow, it is because it can distribute some of its popularity and its PR (PageRank) to other outgoing links, whether they are in articles or comments. Some sites, however, prefer to stay in NoFollow, that is to say that they do not add anything to the links published in their comments, it allows them to protect themselves from spam and to keep their PageRank. »

But even NoFollow websites would bring you visits.

5. Never make or use duplicate content

Duplicate content consists of copying content from another site. This practice is very dangerous for your SEO. Your article must be unique on the web and must not be on other sites, otherwise it will be penalized by Google.

6. Ensure the relevance of your articles

Your content should be essential and pertinent.

7. Stay consistent and constant

The age of the blog, the seniority counts can act on your positioning. So be perseverant and above all regular in the publication of your articles.

8. Write for your visitors, as well as for google.

It is your visitors who will read your articles, they are the ones you are trying to capture. Google can bring them to your door, but cannot make them appreciate your content

Don't forget that your target audience consist mainly of human beings. In short, they are the ones who buy your products or services, not Google. They are the ones you're trying to convince, so you need to captivate them, hook them with your content.

Of course, many other rules can be applied. But applying these at first will already be very good for your website/blog. SEO takes time. It is a long term work but it is quickly rewarded when it bears fruit.

6 Useful WordPress plugins for SEO

Yoast SEO

Yoast SEO is the most used plugin for WordPress SEO optimization. It offers, among other features, an analysis of its readability and the SEO of each article and page, as well as the actions to be implemented to improve them.

Rankmath SEO

Rank Math is equipped with a tool for analyzing and testing the referencing of your site. This tool performs more than 20 tests on your website. It recommends the best parameters to optimize the SEO of your site.

All-In-One SEO (AIOSEO)

AIOSEO is a well known toolbox with more than two million active users to date and offers powerful features that anyone can use. Even if you are not very familiar with SEO plugins, AIOSEO makes it incredibly easy to use because you can configure your data and integrate your social media platforms without hiring an expert.

- Some important features include:
- Customized SEO user roles
- SEO audit checklist
- Smart XML Sitemaps
- Exceptional customer support 24/7

Another outstanding feature of this plugin is the ability to easily optimize your page with a TruSEO score, where you can get a more in-depth analysis of your data with one click.

Google XML Sitemaps

Use this plugin to dramatically improve SEO and create special XML sitemaps that will help search engines like Google, Bing, Yahoo and Ask.com to better index your site.

FV Simpler SEO

This plugin is a simplified version of the All in One SEO pack with its interface without keyword fields. It also contains an option to disable snippets and automated descriptions.

SEO Ultimate

SEO Ultimate is an all-in-one SEO plugin with powerful features such as title tag rewriting or meta description editing .

SEO Smart Links

This plugin has been created so that the internal meshing of your blog is done automatically. It offers automatic SEO benefits for your site in addition to customized keyword lists, NoFollow and much more.

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To conclude, apply these rules, install the plugins and know how to reconcile writing articles for Google (the robot) and for readers (the human). And don't forget to write with passion.

Let's recap!

To write a good article in WordPress , follow these few rules (non-exhaustive list):

- A **unique title**, punchy and not too long
- A **featured image** illustrating the point
- A permalink containing the **targeted expressions** (2/3 words max)
- Attractive, high-performance content **adapted to the target audience**
- A **lead of 2 to 3 lines** describing what we will find in the article
- Use the **inverted pyramid** technique going from the essential to the more technical
- Try to produce **content that is airy**, fluid and embellished with media content
- A **unique text** of at least 300 words
- **Read** it again and when it's done, **read it** again the next day;)
- Try to respect this precept: **only one subject per article**
- **Don't overuse** keyword density
- **Don't over-optimize** your anchors, your meta description, your content
- Finally, don't forget that writing good content **takes time!**

Even if design has its role to play in capturing the attention of a new reader, **it is the substance and not the form that will keep them coming back** . The frequency of publication , the richness of the content , the quality of writing and the originality of the topics covered are characteristics linked to the articles that will be largely responsible for the interest of readers in your site.

An attractive article is also a vector of the audience since it is shared more on social networks, it helps your brand image and your trademark.