

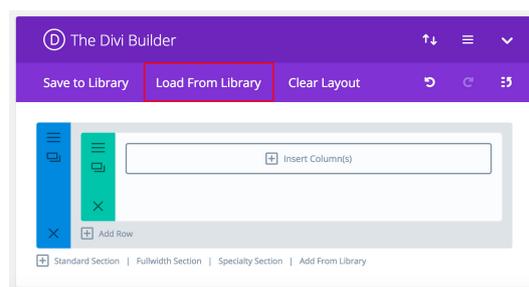
Contact, Plugins & News

Today we will be creating the last two pages of your first website – the Contact page and the News page but we will also need to look at plugins and SEO for your blog posts to make sure that we are optimising our content.

1. Contact Page

Open your contact page, switch on The Divi Builder. Today we are going to use a Premade Layout to speed up building this page.

Choose **Load From Library** from the Divi Builder Menu. Scroll down to Contact Us and click the **Load** button beside it. This will



populate your page with this layout. If you would like to see what the layout looks like out of the box then either Preview Changes or Update your page and refresh the contact page.

1.1 Add Fullwidth Header

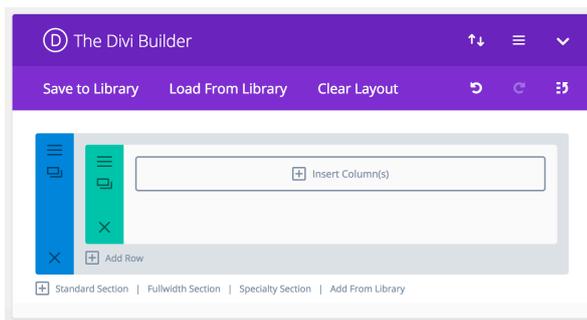
I want my saved header area at the top of the page to keep it consistent across all pages on the website:

- From the menu under the blue Standard Section click Add From Library
- Choose Fullwidth Header
- Drag and drop above the Contact Section
- Open Module Settings & change the title & subtitle of the page.

1.2 Edit Contact Modules

Click into the Module Settings for the **Contact Form Module**:

- Turn on Display Captcha to help prevent email spam.
- Add your email address in the Email Input area – Everytime someone completes this form an email will be sent directly to your email address.
- Set your Success Message - this will show after someone submits a form.
- Save & Close



Add your contact details by clicking the Module Settings for the **Text Module** and changing the text. Save & Exit when finished.

1.3 Fullwidth Map Module

I have found this module a little buggy since Google enforced the need to generate an API key to access it so I tend to remove it and add a link to Google Maps for my clients unless the map feature is absolutely necessary.

If the map feature is necessary you can follow the instructions for editing the map from the Theme Developers:

<https://www.elegantthemes.com/gallery/divi/documentation/map/>

2. Plugins

Plugins extend the functionality of your wordpress website. Examples of the functionality they can add are eCommerce, events, backups and security.

To view your plugins go to Dashboard Menu > Plugins. Wordpress comes loaded with Akismet and Hello Dolly as standard.

Akismet is an anti-spam plugin from the makers of Wordress but you have to register for an API key and pay for a business licence. I usually delete this plugin and install a free version – Antispam. To delete a plugin click the **delete** link underneath the plugin name.

2.2 Installing AntiSpam

Next we will add a new plugin. Click the Add New button at the top of the page. This brings you to the Wordpress Plugin repository which contains



thousands of plugin options. Use the search box on the upper left corner to search for 'antispam'. You can see it has great reviews by the stars, it was updated only a few days ago and is compatible with your current version of Wordpress. This seems like a good plugin so you can click **Install Now**. And when it is installed the button will turn blue to Activate it. You can keep plugins in your theme deactivated for a later date. Antispam simply works as soon as you activate it to protect your website from comment spam.

I also delete the Hello Dolly plugin as it doesn't add any value other than adding sayings to your dashboard. I like to keep as few plugins as possible to keep the website running fast and reduce the opportunity for plugin clashes.

If you used the 1 click installer from Siteground then you will also see Jetpack pre-installed in your plugins folder. This is a great plugin but I don't use it so I recommend deleting it. I have found this plugin does not play nice with a lot of other plugins.

2.2 Installing Yoast

The next plugin to install is Yoast – Yoast is an SEO plugin and it adds input areas to your pages and posts that encourage you to optimize them for the Search



Engines. We will be using Yoast to optimize our blog posts for our News Page.

Plugins > Add New > Search 'Yoast SEO' > Install Now & Activate

2.3 Plugins: A Warning

Be care full when adding plugins. They can cause issues on your website. Make sure that the plugin you are installing has great reviews, is regularly updated and is compatible with your theme. Even at that I recommend backing up your website before adding plugins as they always have the potential to cause problems. We will be covering backing up your website early next week.

3. News & Blogging

Blogging is the backbone of Wordpress, in fact Wordpress started its life as a blogging platform and has grown over time to become a more comprehensive Website Development platform. A blog is essentially a 'Web Log' or an information update on your website. They are displayed by the newest post and you can group them into categories to make them easier to find. Blogs are called Posts in Wordpress and you can view your posts at Dashboard Menu > Posts.

Wordpress automatically adds the category 'Uncategorised' which you cannot delete but you can

Bulk Actions ▾ Apply				1 item
<input type="checkbox"/>	Name	Description	Slug	Count
<input type="checkbox"/>	Uncategorized		uncategorized	1
		Edit	Quick Edit	View
<input type="checkbox"/>	Name	Description	Slug	Count

edit the name: Dashboard Menu > Posts > Categories. Put your cursor under the Uncategorized category name and a menu will appear. Click the Quick Edit link and change the Name to News with a capital letter and the Slug to news with a lowercase n.

The slug becomes part of the page url so it always needs to be lowercase. If you have a two word category like Travel Stories, the slug would be travel-stories.

You can also add and delete categories from this screen.

3.1 Adding a New Post

Dashboard > Posts > Add New

I do not use the Divi Builder for posts as these are news sections and do not need to be designed. The most important function of posts is firstly to provide great content to your users and secondly to optimize the posts for SEO. Before you write your post you should know what keyword you are targeting for example "website for builders"

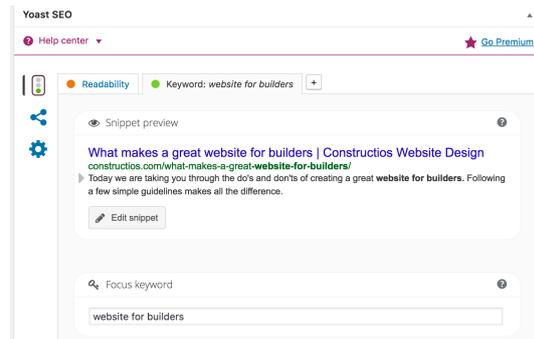
1. Add your **post title** – should contain your target keyword if possible. My title is “What makes a great website for builders?”
2. Write your **post content** - Posts should be a minimum of 300 words if you want it to rank well in Google. Always write your post for your audience and not for Google. This is a balancing act, you want to include your keywords naturally without interrupting the flow, meaning or integrity of your post but your content is for your users first and foremost – Google is just a means of getting to them.
3. Assign or create a new **category**
4. Add **tags** to give further information about the post. Don't have hundreds of tags or they become useless – use logical groupings. Examples 'Summer Entertaining', 'Dublin Sunsets' or in this case “builders website”. These groupings might not make sense for your main categories but are helpful alternative ways of grouping your content. After your first post always use “Choose from the most used tags” so you are not duplicating tags.
5. Upload your **featured image**. Changes to image before uploading:
 - a. Reduce the size – 600px wide is the maximum size you need.
 - b. Rename your image descriptively and use your target keyword if possible.
 - c. Add Alt & Title tags – again with the keyword if possible.

6. Save Draft

Next we want to optimize our post for SEO. You should only optimize for each keyword once – otherwise it will dilute your relevance for Google.

We will be using the Yoast SEO guide box to help us.

1. Add your keyword as the Focus Keyword
2. Edit Snippet
 - a. SEO Title: Keyword first then you brand name
 - b. Edit the slug to include the keyword
 - c. Add a meta description that includes the keyword.
 - d. Close Snippet editor.
3. Save Draft
4. View the recommendations Yoast makes.



Do not drive your self crazy trying to get perfect scores – the aim here is to create a great post that will provide value to your customers. When you are happy with your post click Publish.

You can see all of your posts by going to Dashboard Menu > Posts. If you want to edit the post put your cursor over the title and a menu will show up underneath and click Edit. To delete a post click Bin/Trash.

Refresh your News page to see your new post.

If you want to change / edit the sidebar of your news page – go to Dashboard Menu > Appearance > Widgets and insert or remove widgets from the Sidebar area.

4. Take Action

Its time to take action:

1. Build your contact page
2. Explore plugins
3. Install the Anti-Spam plugin
4. Add the Yoast Plugin
5. Add a new post & optimise it for your keywords.

Well done – you have built your very first site!

I am sure you have lots of changes and tweeking that you want to do to your site and now you have the tools to do it.

Next week we will be preparing our site for launch by adding Analytics so we can see who has visited our site, adding sitemaps so the search engines can find us, backups and security to keep our site safe and a Mailchimp form to capture emails.

See you then.