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Writing a blog post in WordPress

Content, Themes & Plugins

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A post has a date, joins a list and can be filed under categories. It is the right shape for news, notices, customer stories and anything that accumulates over time.

Writing and publishing

1. In the WordPress dashboard, open **Posts** and then **Add New**.
2. Write the title. Say what the post contains, with no riddles: people search with words.
3. Write the text in blocks. Use section headings to break up subjects, because almost nobody reads a solid wall of text to the end.
4. Pick a **category**. One, preferably.
5. Add **tags** only if they will actually be used. A tag used once is worth nothing.
6. Set the **featured image**. It is what appears in the blog list and when somebody shares the post.
7. Write an **excerpt** in the sidebar: the two-line summary that shows in the list.
8. **Publish**, or schedule it for whatever date and time you want.

Write first, format afterwards.
The block editor tempts you into fiddling with colours and sizes while you are still thinking. The text comes out worse and takes twice as long.

Categories and tags, without the confusion

	Categories	Tags
What they are for	Filing the blog into a few drawers	Marking loose subjects that cut across drawers
How many per post	One, nearly always	Few, or none
How many on the site	Few, and thought through	Only the ones genuinely reused
Usual mistake	Creating a new category for every post	Filling up with tags used exactly once

Where posts actually appear

It depends on one setting: under **Settings**, **Reading**, you tell WordPress whether the front page shows your latest posts or a static page. If you pick the static page, also name the page that becomes the blog. This is where "I published a post and it is nowhere" gets solved.

The page you nominate as the blog should have no content of its own.
WordPress replaces whatever is in it with the list of posts. Create an empty page just for the job.

After publishing

1. **Open the post the way a visitor sees it**, and on a phone as well.
2. **Check it shows in the blog list** and under the category you picked.
3. **Share the address** and see whether the featured image appears in the preview.
4. **If the post is meant to be found**, the next step is in **being found on Google**, and the choice of tool in **the best SEO plugins**.

Scheduling beats publishing in a rush.

Write three posts when you have the time and schedule them, rather than publishing one and vanishing for two months.

NEED A HAND?

Published and the post is nowhere to be seen? Send us the address and we will look.

Open a support ticket →

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