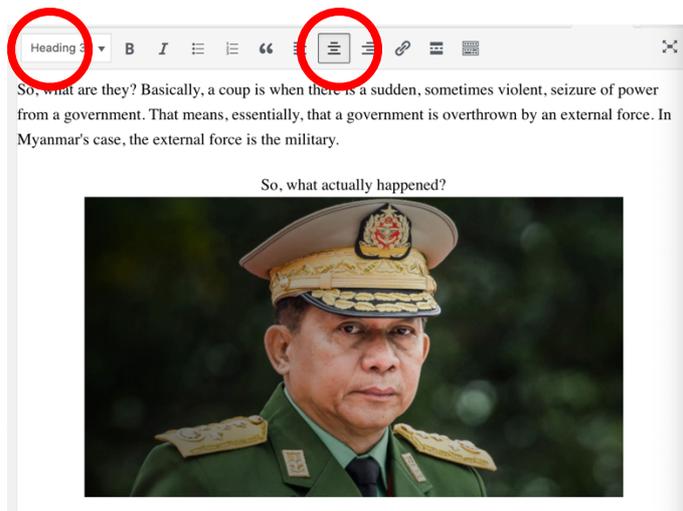


# How To Use WordPress

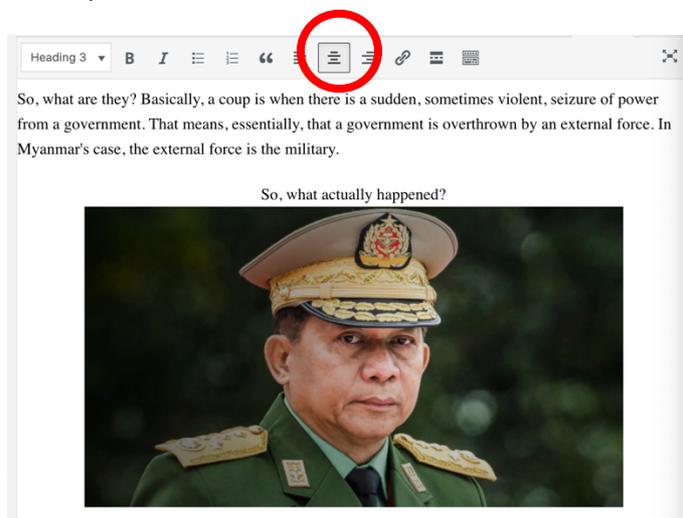
## The text of your story: Subheadings and Links

The body text of your story is obviously the easiest to work out, though there are a few things to remember when writing this.

**Subheadings** should be in **Heading 3** and **aligned in the centre**. There is no need to put them in bold.



Make sure to **include in-text links** – you simply highlight the text you want, and click the button I have circled below to paste the link:

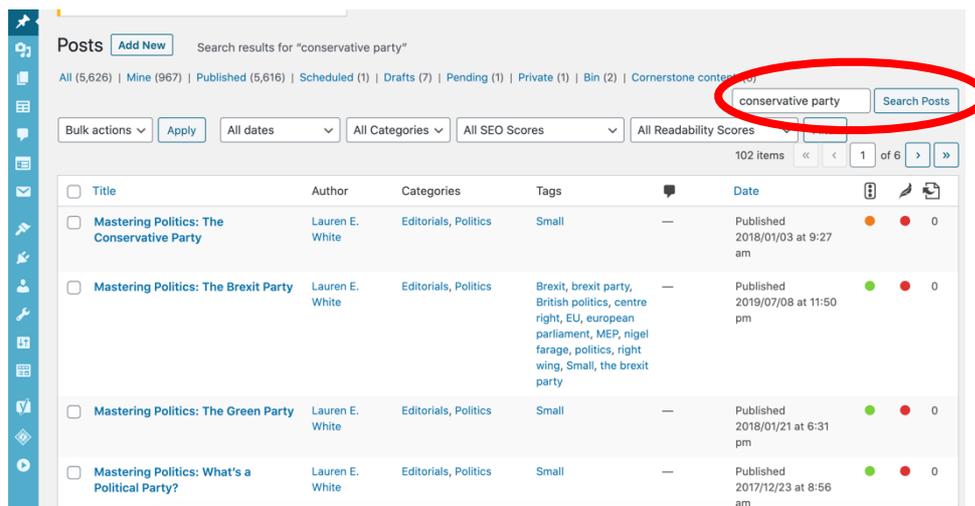


PLEASE NOTE: you should **always provide links** when citing **statistics, a report, or anything external**. You should also try and **link articles already**

**published on Beep.** If you're talking about a political party, for example, you can link our explanation of the chosen party within your story.

You can search for Beep articles by typing into Google: [nebeep.com](http://nebeep.com) and the key words for whatever story you're looking for.

Alternatively, you can search for a Beep story on WordPress too – see below.



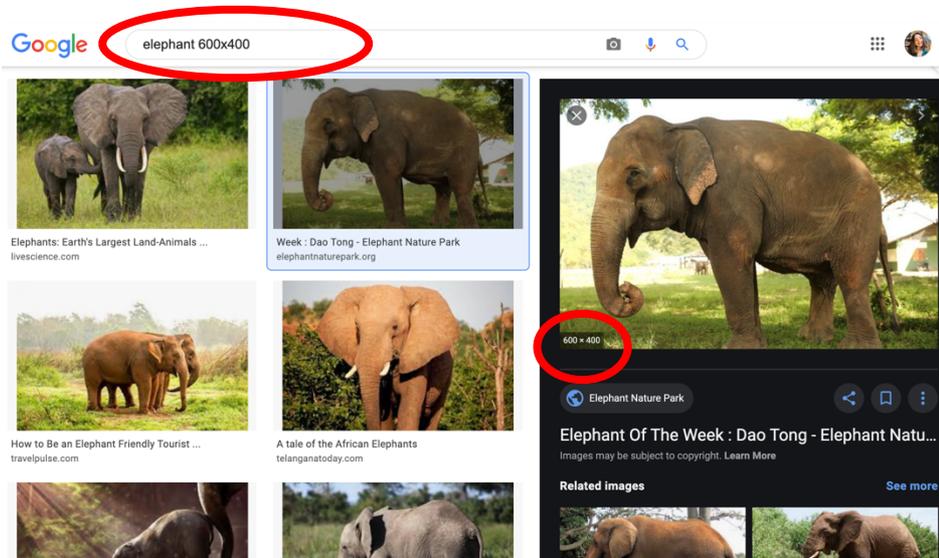
## Photos and Videos in your stories

It's important that we have uniformity across the site, so when you choose your photos, please follow the below.

**Featured photo:** this one is simple – you choose a good-sized image. A dimension size beginning between **600 and 800** is a good place to start. You can use your instinct for this one.

**In-text photos:** we love Beep to be visual, so use some photos to break up your story. These photos should ideally be **600x400** in size. Don't worry if you can't get the second half of that right – just make sure that they start with **600**.

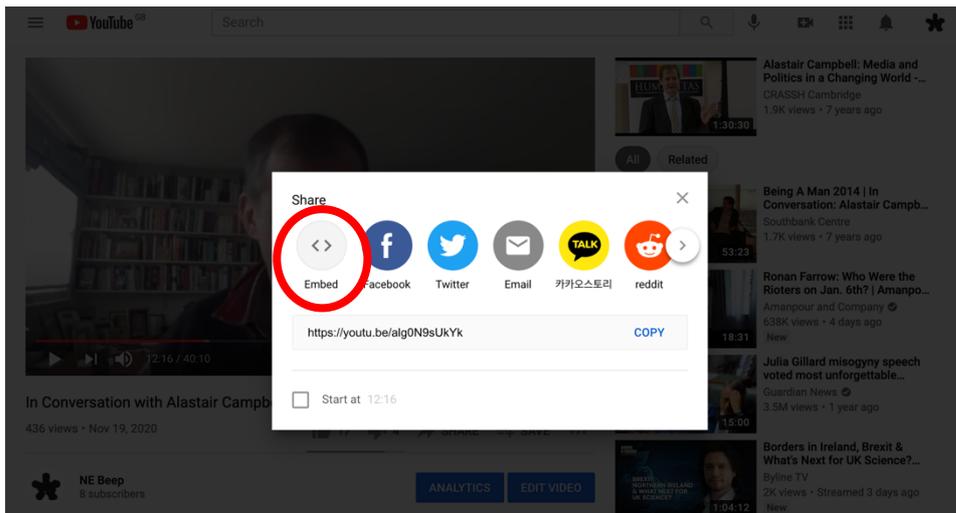
You can edit photos to be that size yourself using whatever software you want (I use GIMP – free to use and download), but you can also **search for the photos by typing the size into Google** and checking in the corner of the photo by **hovering over it**, and looking at the dimension number that pops up.



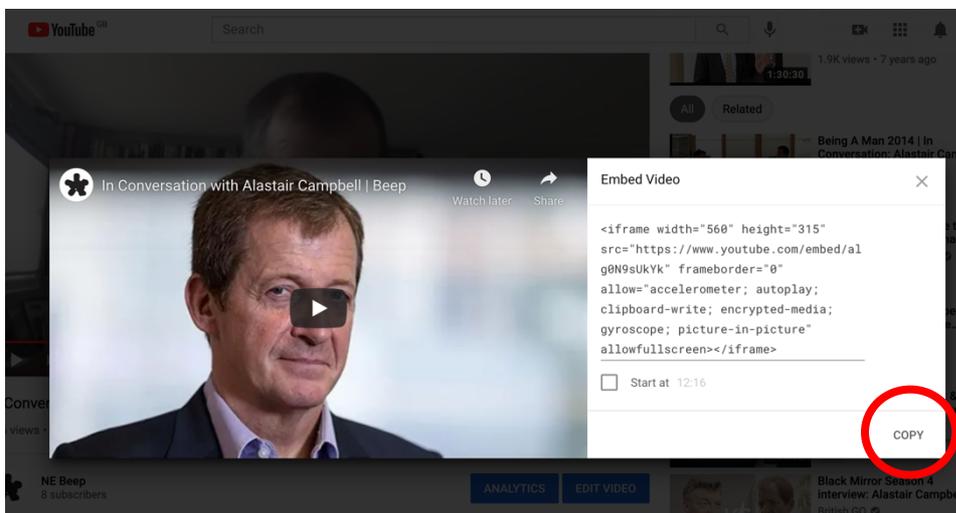
When you add photos into your story, make sure you **align them in the centre** of the text.

We also love a good YouTube video at Beep, so if you find something that helps explain a topic you're talking about, or it's relevant to the story, you can **embed the video into your story**. This is different to linking it into the text. Here's how to do it:

Go to the YouTube video you want to embed, and click the Share button next to the Like and Dislike buttons. This will come up on your screen. Click 'Embed'.



This will then come on your screen. Press Copy.



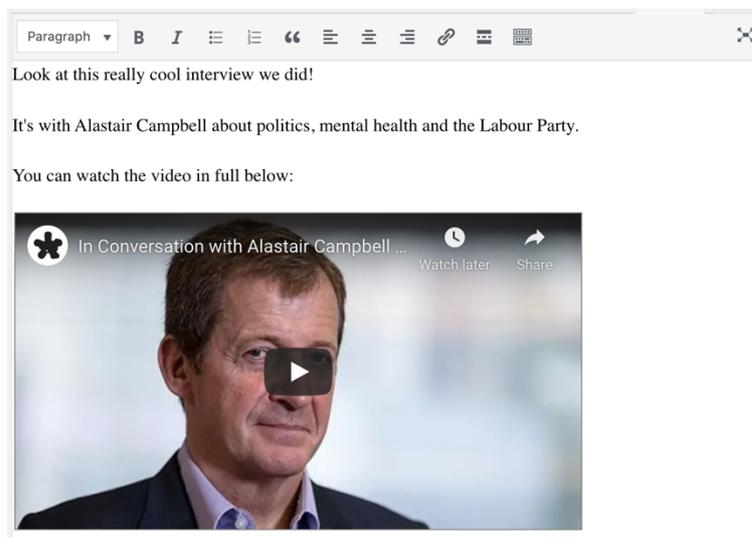
Go back to your story, and click 'Text'.



Paste the link you copied from YouTube wherever you want to embed the video and then click the 'Visual' tab when you're done.



The Visual tab should then show your video looking like this:

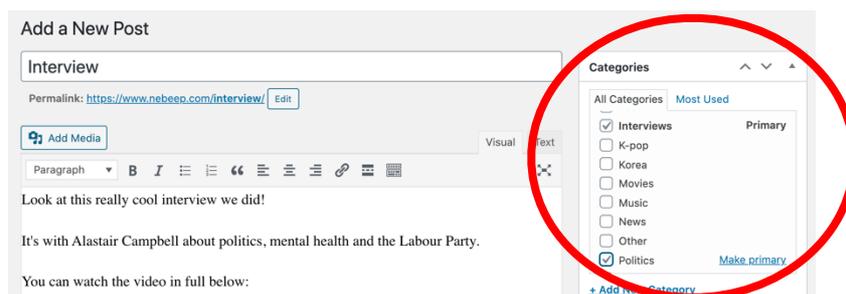


# Categories and Tags

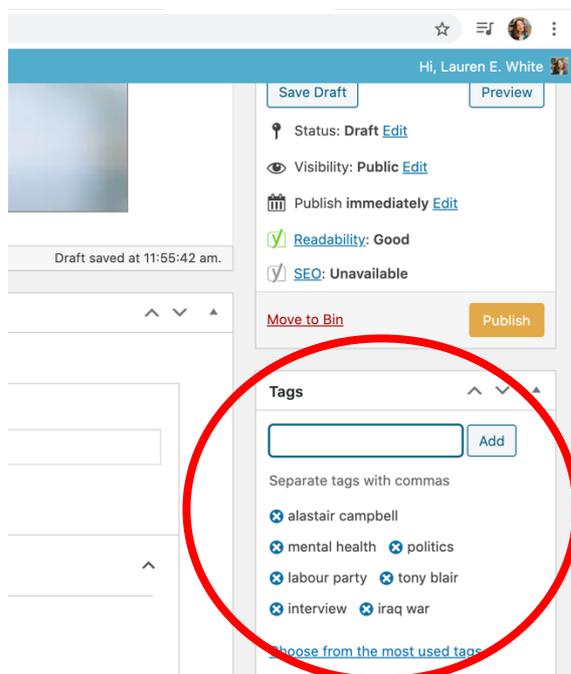
This is really important for keeping our site tidy and coherent.

For every story you post, make sure to **select at least one Category**. Don't just select news if it's not news!

Opinion articles and stories explaining concepts should be **editorials**. You can **add a second Category** where necessary.



As for tags, these should be **the key words associated with your story**. Type them into the box and press Enter on your keyboard, or the 'Add' box.



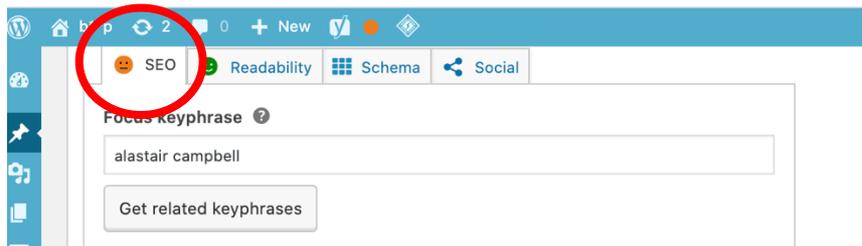
# SEO – Search Engine Optimization

## The Most Important Part!

SEO is how Google decides the rankings of search results. You need to fill this part in carefully.

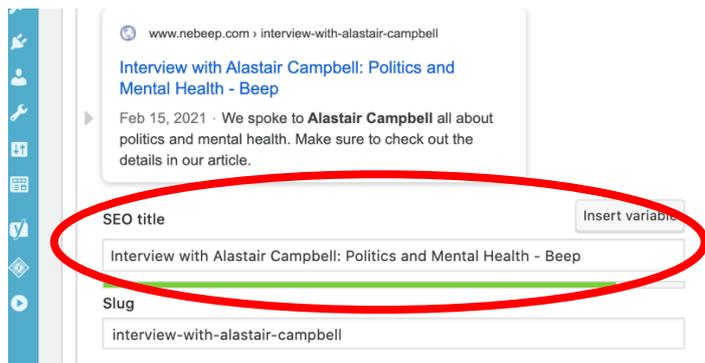
**Focus keyphrase:** this should be a word or two words that appear frequently in your article. They should appear in your title, your first paragraph and throughout the text. The more times the key word(s) appear, the higher the SEO score (unless you use the words ridiculously often).

WordPress gives you a little rating for your SEO score and Readability. Take no notice of Readability, but **your SEO score should be either amber or green.**



To get a good SEO score you have to fill in the Title and Meta Description.

The Title is how the article will appear when shared on social media as a link. Make sure the box underneath is green. You do this by ensuring it's long enough (the box changes colour as you type) and has the key word in it. See below:



You can leave the Slug alone.

For the Meta Description, this is the same as the Title. Make sure you include the key word(s) and make the text long enough that the bar turns green. This description will be the bit of text you can read under the headline when shared on social media, and in the Google search results.



(The reason why my score is amber for this example is because the article is too short – you should be writing about 350 words MINIMUM for the SEO to get to green.)