# HOW TO CREATE A POST

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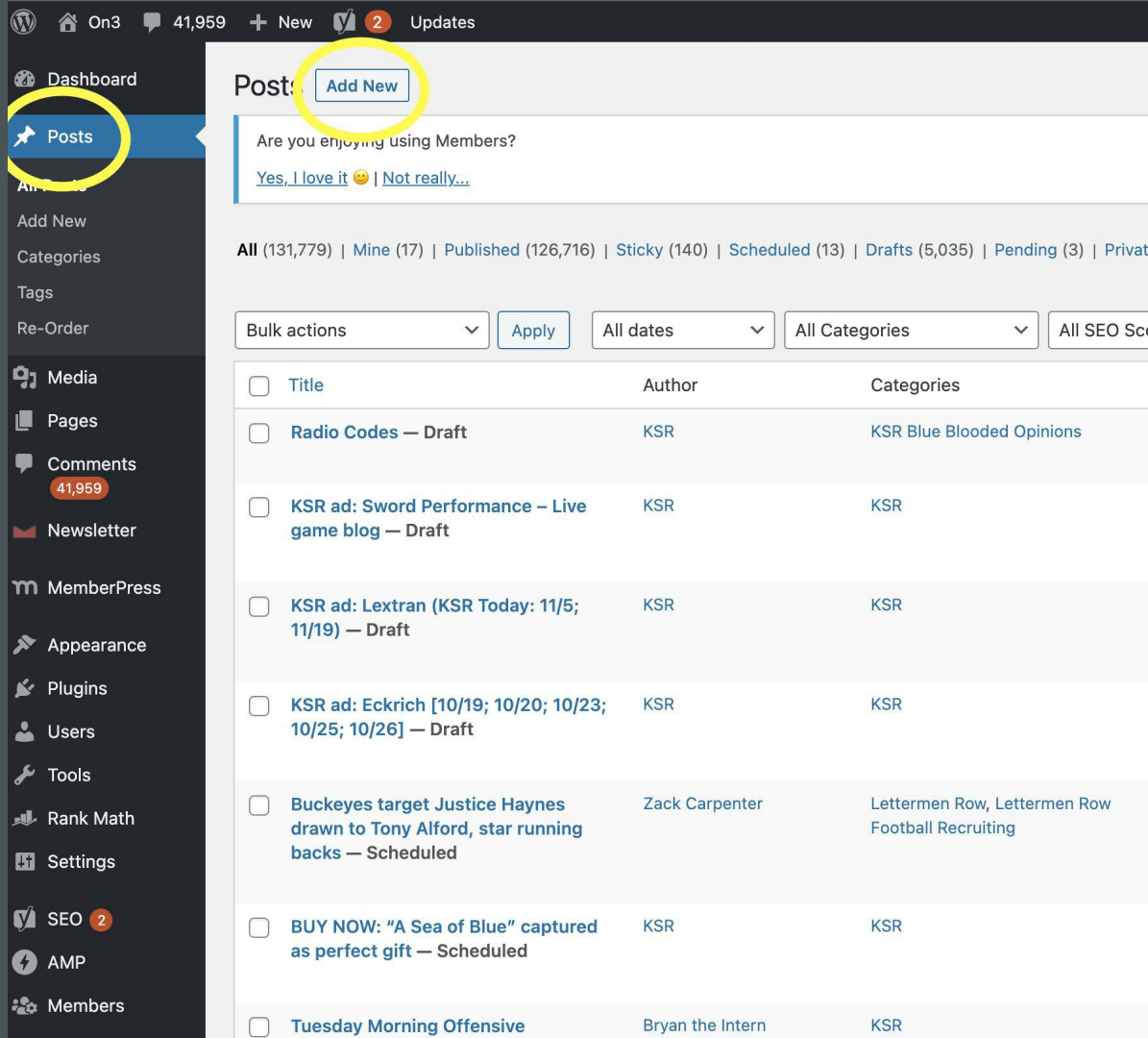
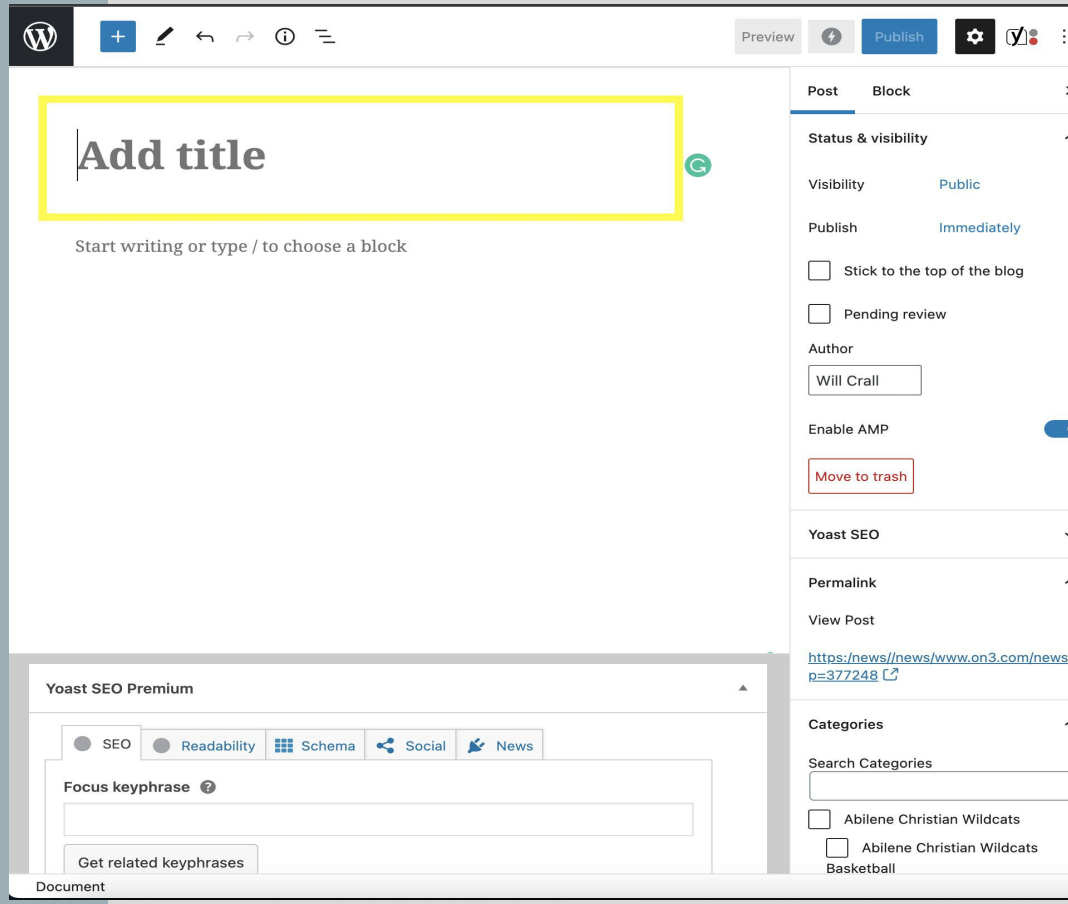
- Log in to Wordpress: https://admin.on3.com/wp-admin/

- Select "posts" from the left rail and then click "add new"



# TITLE / HEADLINE

- Whenever possible include **program affiliation** (ie. Clemson, Ohio State, Kentucky, etc.)
- Use **full names** (ie. "Dabo Swinney, not "Swinney")
- Include **unique info** (What is it about this story that other websites don't have)
- Use **descriptive, creative words**
- **Capitalize names, first words, but then lower case**

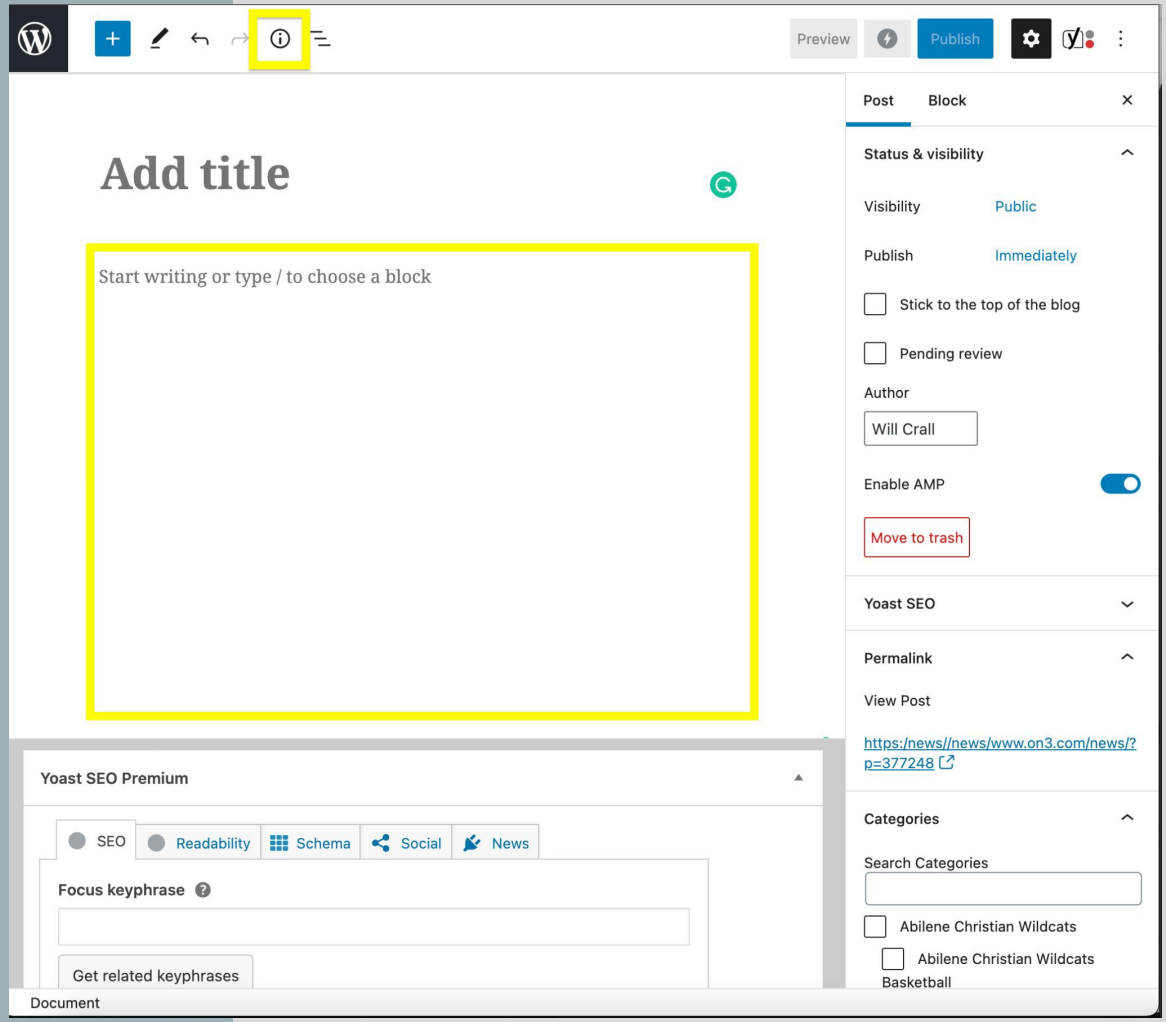


# BODY

Enter body text

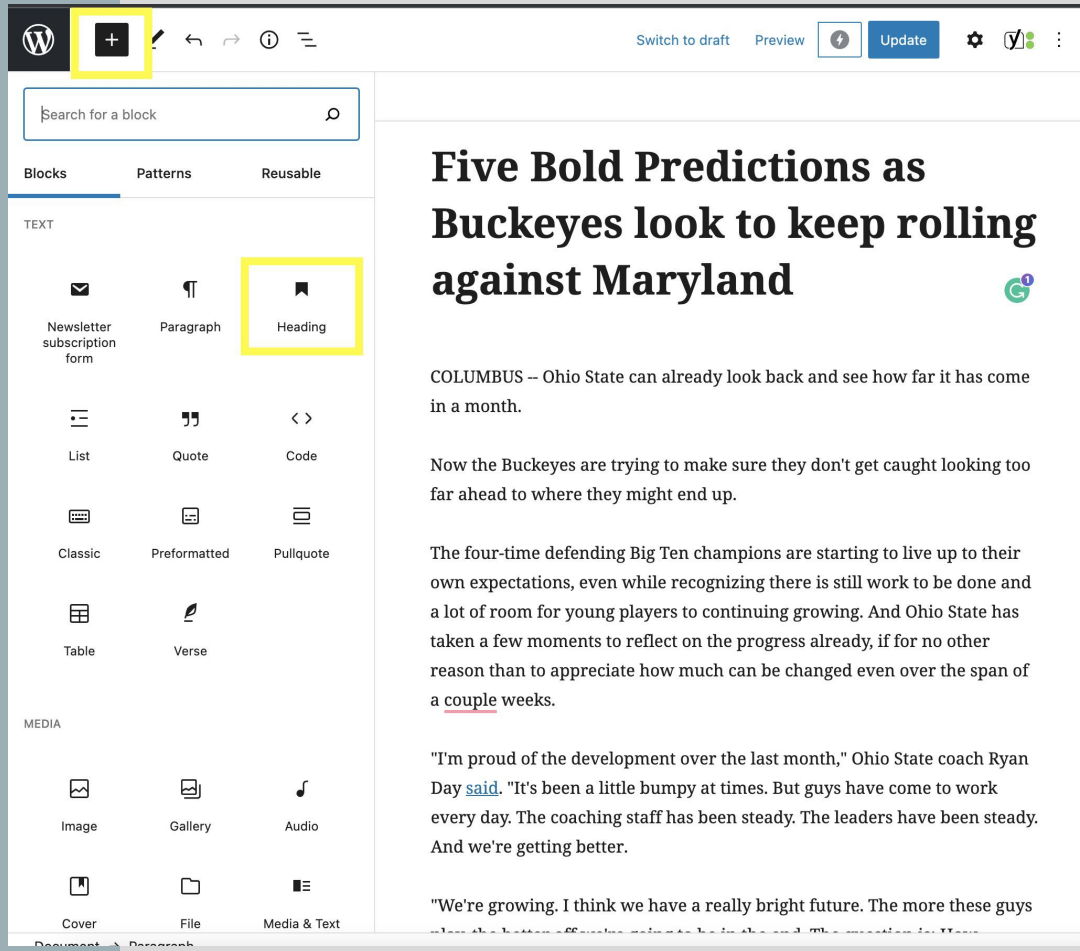
Free (non-premium) articles must be 450 words or more

Click “i” button in top navigation to get post stats (word count, character count, etc)



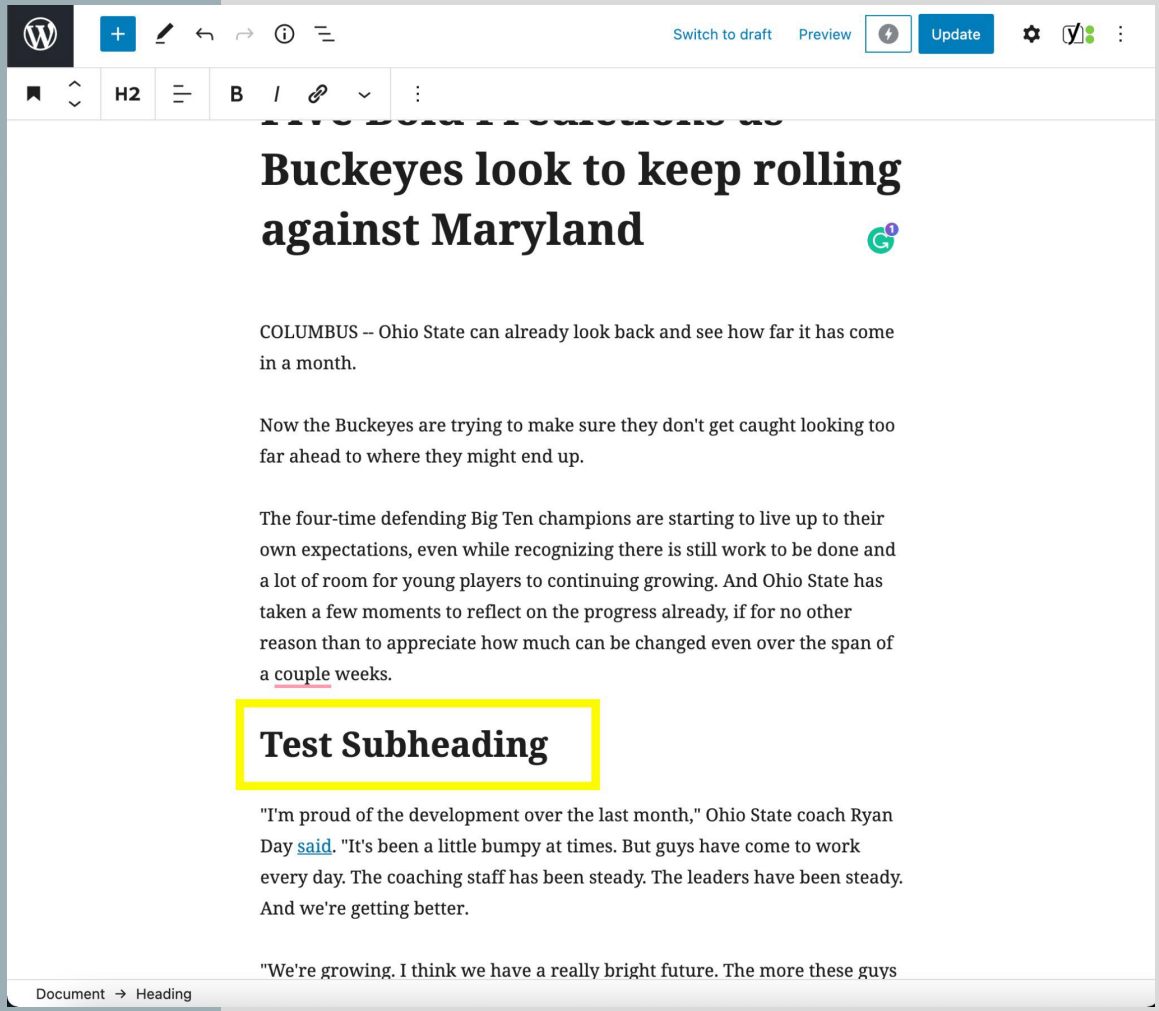
# ADDING SUBHEADINGS AND OTHER BODY ELEMENTS

- To add elements like subheadings, photos, YouTube embeds, Twitter embeds, etc, use "blocks".
- To use "blocks" click the (+) button in the top left corner.
- For this example we will add a subheading.

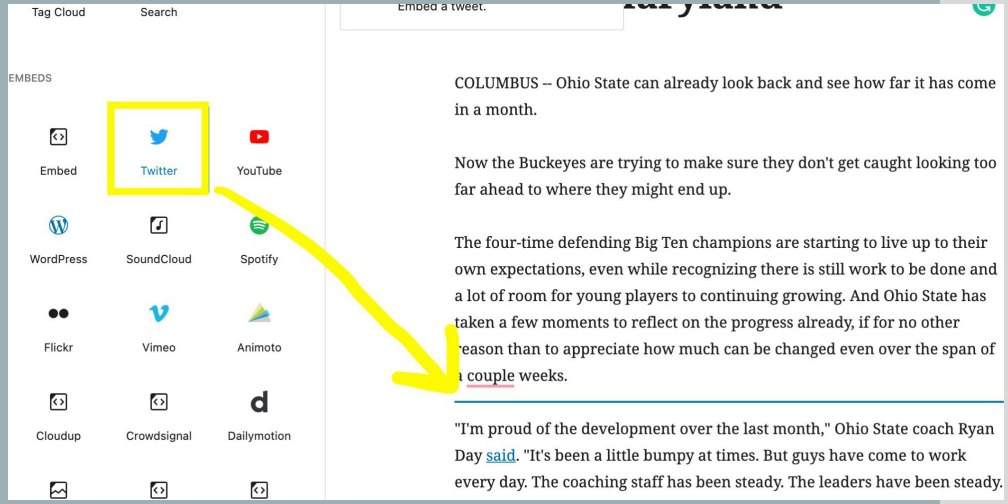


# ADDING SUBHEADINGS AND OTHER BODY ELEMENTS

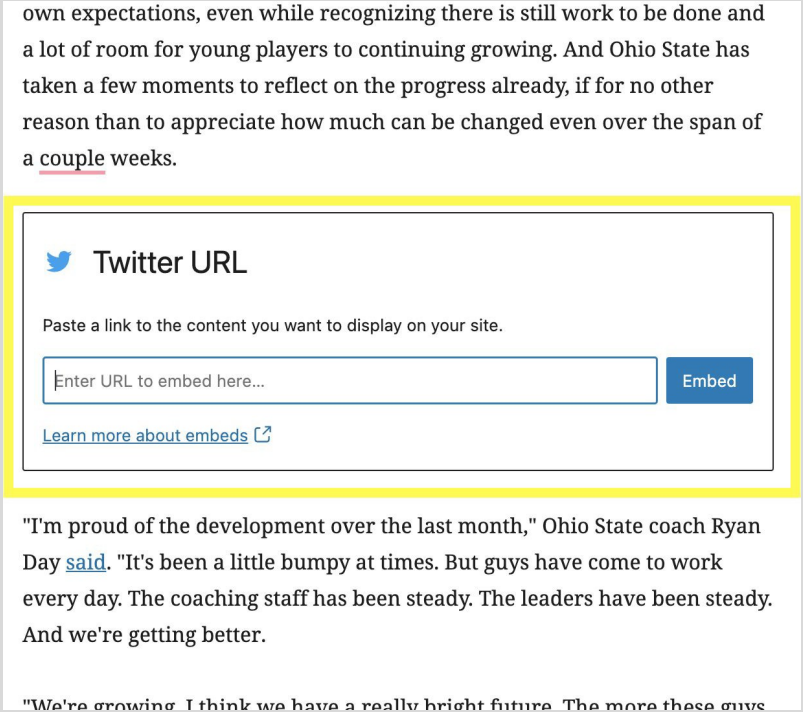
Clicking the “heading” block will add a subheading



Adding a Twitter block:



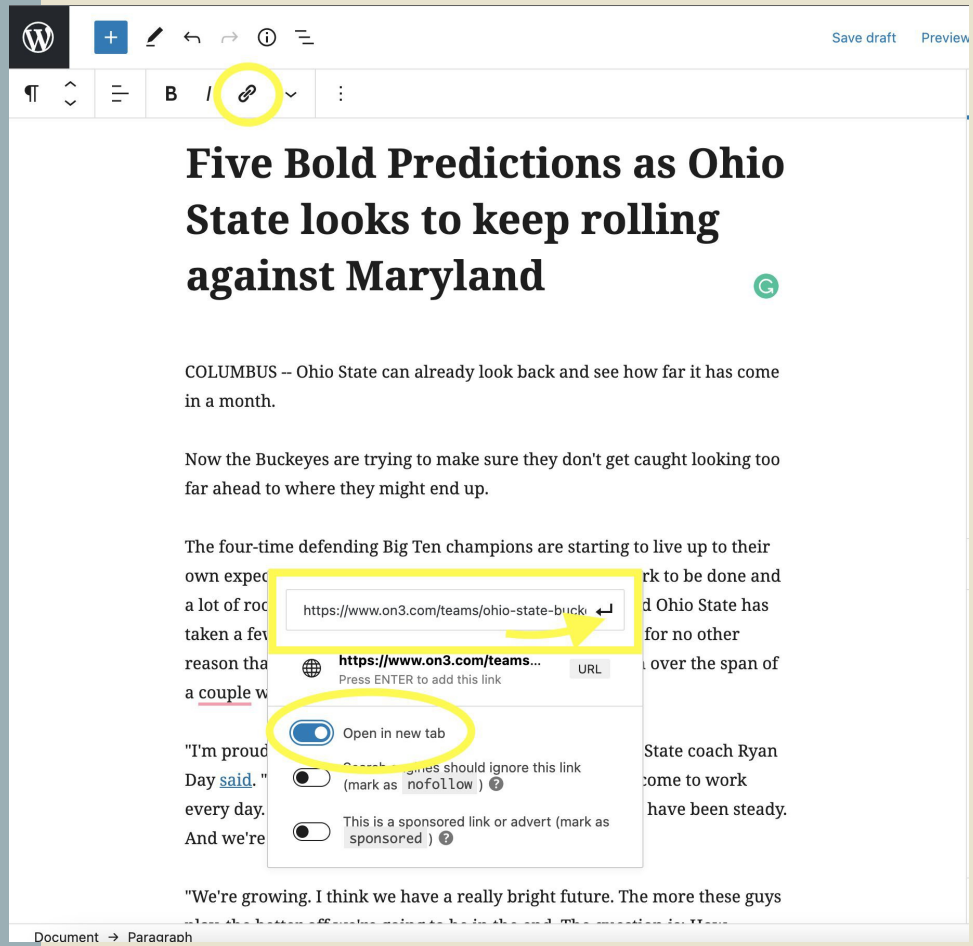

# ADDING SUBHEADINGS AND OTHER BODY ELEMENTS



# LINKING

Internal linking (ie. linking to other relevant pages on our site) is very important for search engine optimization (SEO). All posts must have at least one internal link.

Highlight the text you want to link and do this:



# Devin Brown excited by growing relationship with Ohio State, Corey Dennis

COLUMBUS — Time is the one thing that Devin Brown needs the most as he sorts through his college future.

Unfortunately for the USC commit, it's also one of the things he has the least of.

Ohio State offered the Corner Canyon (Draper, Utah) 4-star quarterback last week, providing another wrinkle in what's becoming a unique recruitment. Buckeyes quarterbacks coach Corey Dennis flew to Utah to meet with the 6-foot-3, 190 pound passer and offered after leaving the school.

"[Dennis] came out to my practice [last] week before he offered me," Devin Brown told *Lettermen Row*. "We had a great conversation the day after when he got back to Ohio. That's when he offered me.

"I've really liked talking with Coach Dennis and Coach Day. I talked to both of them [Sunday.] It's been good to get to know them both. Coach Dennis is a super positive guy with a lot of excitement for football."

Brown, who committed to the Trojans in September of 2020, has been a

Tags

Add New Tag

Devin Brown Plus

Separate with commas or the Enter key.

Featured image

The featured image should have a size of at least 1200 by 675 pixels.

Replace Image

Remove featured image

Excerpt

Write an excerpt (optional)

Ohio State has begun growing a relationship with USC quarterback commitment Devin Brown and the young quarterback is planning to

Learn more about manual excerpts

# EXCERPT

- Use the "**excerpt**" field to insert "teaser" text on premium articles.
- In this this example the teaser is short. At this time we don't have guidance on how long/short your teaser should be. Use your judgement to determine the best way to utilize in your story. When we have more data we will will communicate.

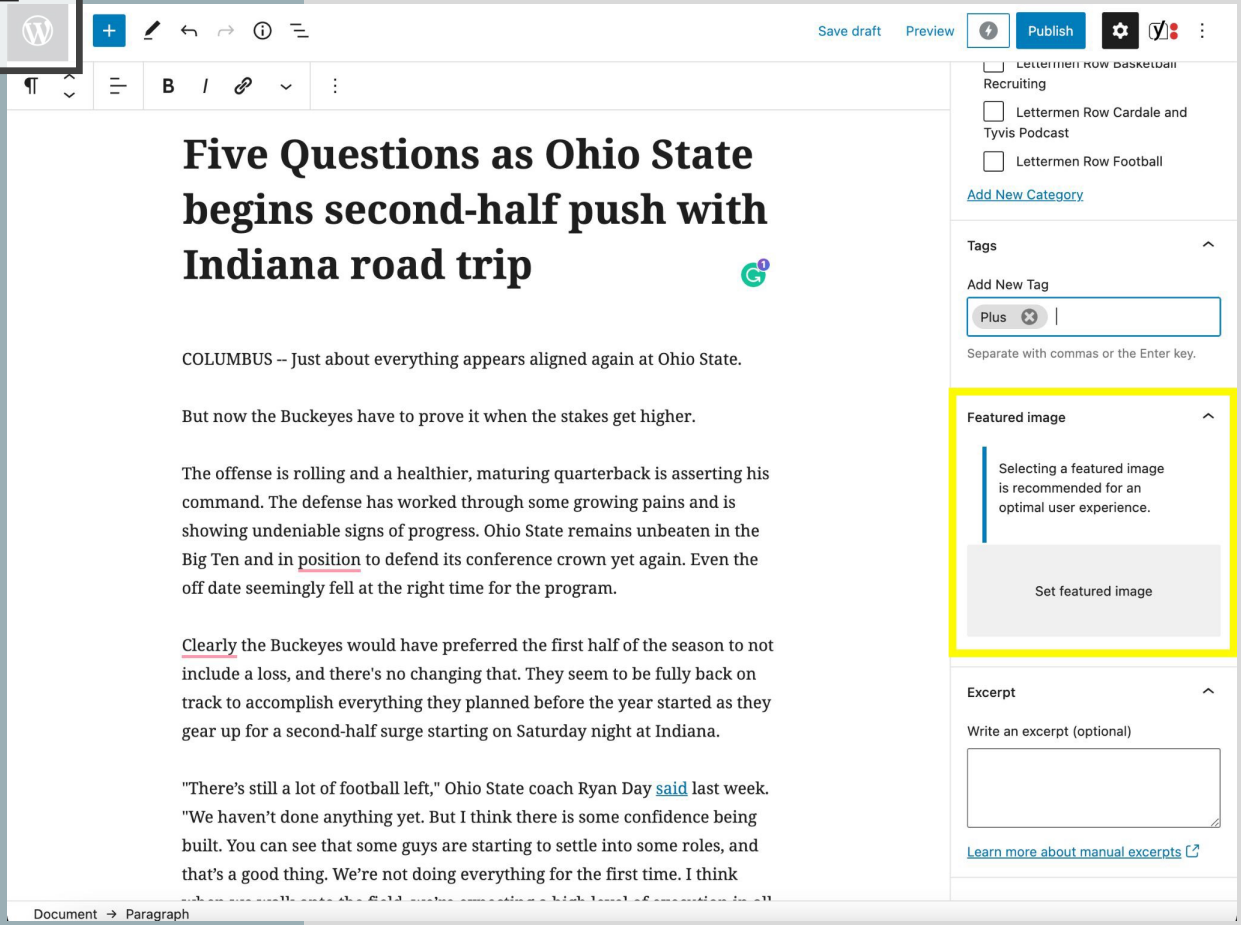
# FEATURED IMAGE

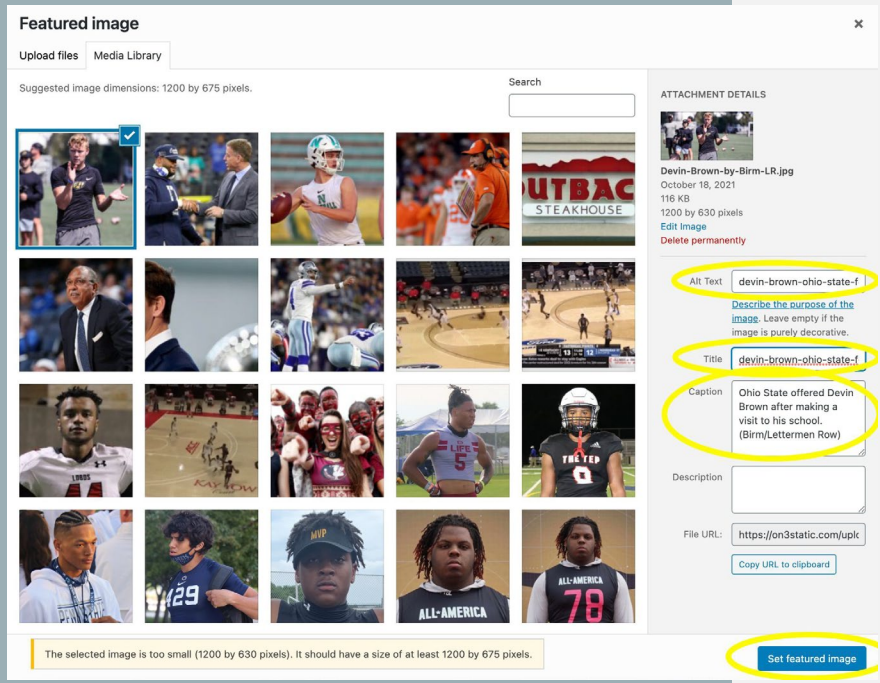
All featured images MUST be **1200x630**

Resize and crop your photo. You can use photoshop or a resource you know, or use this Canva template

It is already resized to 1200x630, so just drop your image in and drag to fill the size.

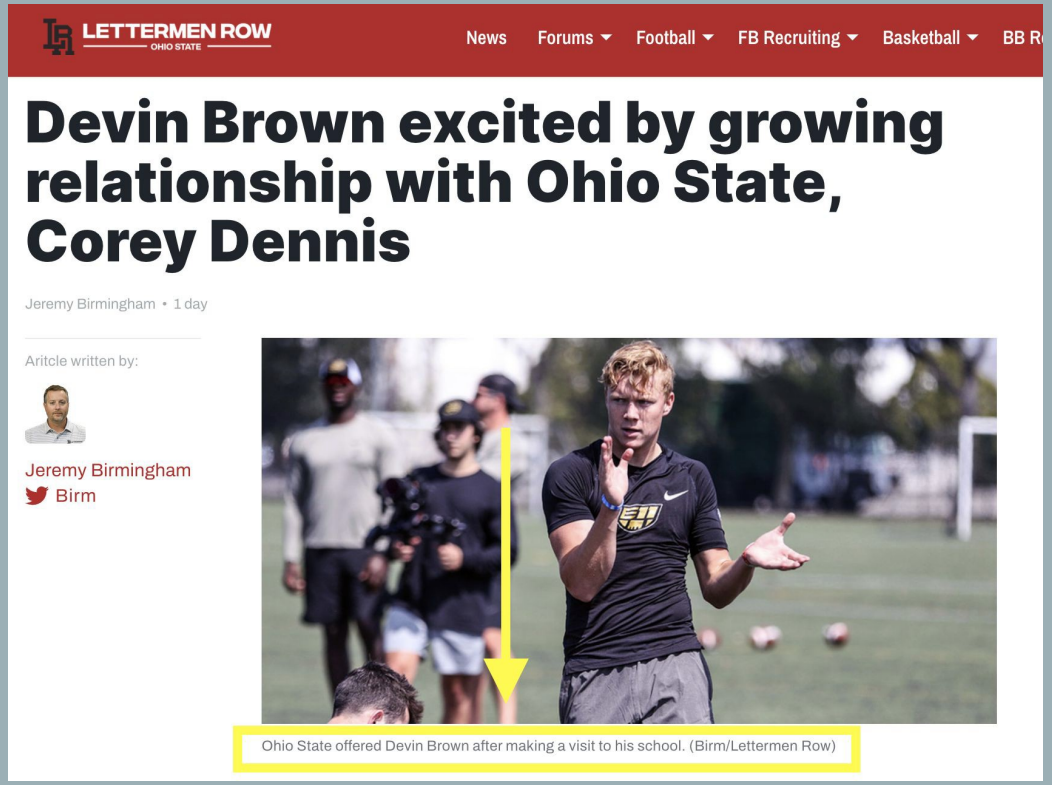
Once you have your photo cropped and saved click here:






# FEATURED IMAGE

- **Upload photo**
- **Alt Text:** copy and paste your URL slug
- **Title:** copy and paste your URL slug
- **Caption:** This is where you write the photo caption and include the photo credit. <u>All photos</u> must have a photo credit. It might be Getty Images photographer, your own name, or show you have permission from player.




FEATURED IMAGE

See example of how “Caption” field is displayed

LETTERMEN ROW
OHIO STATE

News Forums Football FB Recruiting Basketball BB Recruiting

# Devin Brown excited by growing relationship with Ohio State, Corey Dennis

Jeremy Birmingham • 1 day

Aritcle written by:

Jeremy Birmingham
Birm

Ohio State offered Devin Brown after making a visit to his school. (Birm/Lettermen Row)

Ohio State has begun growing a relationship with USC quarterback commitment Devin Brown and the young quarterback is planning to visit.

**Launch Special**
**1 Week Only**

# EXCERPT

- See example of excerpt

# SELECTING CATEGORIES

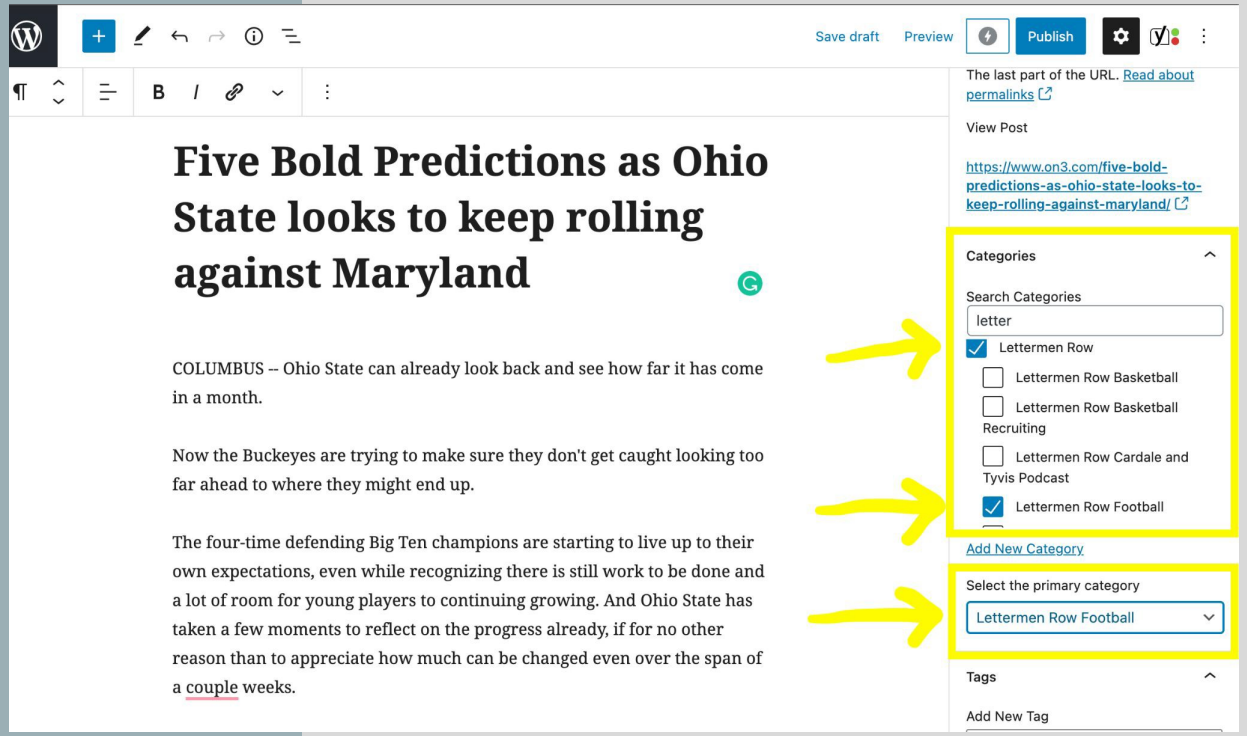
The category determines where your post will display on the website.

Select your site. In this example it's "Lettermen Row".

Next, select the specific subcategory for your post "Lettermen Row Football".

Lastly, select the primary category for the post and choose the most specific option: "Lettermen Row  Football"

Note: never change the primary category once a post has been published



# TAGS

Tags have two primary functions

- Define if the article is **free or premium**
- Organize articles about **people**

If you want your article to be **premium,** you must insert the tag "**Plus**", otherwise the article will default to free

If your article about a specific person(s) tag their names. This will connect to our recruiting database at a later date.

# Devin Brown excited by growing relationship with Ohio State, Corey Dennis

COLUMBUS — Time is the one thing that Devin Brown needs the most as he sorts through his college future.

Unfortunately for the USC commit, it's also one of the things he has the least of.

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Select the primary category

Lettermen Row

Tags

Add New Tag

Devin Brown Plus

Separate with commas or the Enter key.

Featured image

The featured image should have a size of at least 1200 by 675 pixels.

Replace Image

Remove featured image

Excerpt

Write an excerpt (optional)

Ohio State has begun growing a relationship with USC quarterback commitment Devin Brown and the young quarterback is planning to

# URL SLUG

- The "**URL slug**" is a customizable portion of the URL which can be edited within the CMS

- Edit the URL slug to meet the following requirements
  - Keep URL short and only include words relevant to the story
  - Separate words with hyphens
  - Delete words like an, in, is, the, of, etc.

https://www.on3.com/teams/ohio-state-buckeyes/new/ohio-state-buckeyes-football-maryland-preview-questions-update/

LETTERMEN ROW OHIO STATE

News Forums Footb FB Recruiting Basketball BB Recruiting

ON3+ EXCLUSIVE CONTENT

Edit Article

# Five Questions as Buckeyes try to maintain momentum against Maryland

Austin Ward • 16 days

Aritcle written by:

Austin Ward
AWardSports

Ohio State wide receiver Chris Olave scored a couple touchdowns at Rutgers. (Birm/Lettermen Row)

COLUMBUS — Ohio State would have obviously preferred to have the positive results instantly

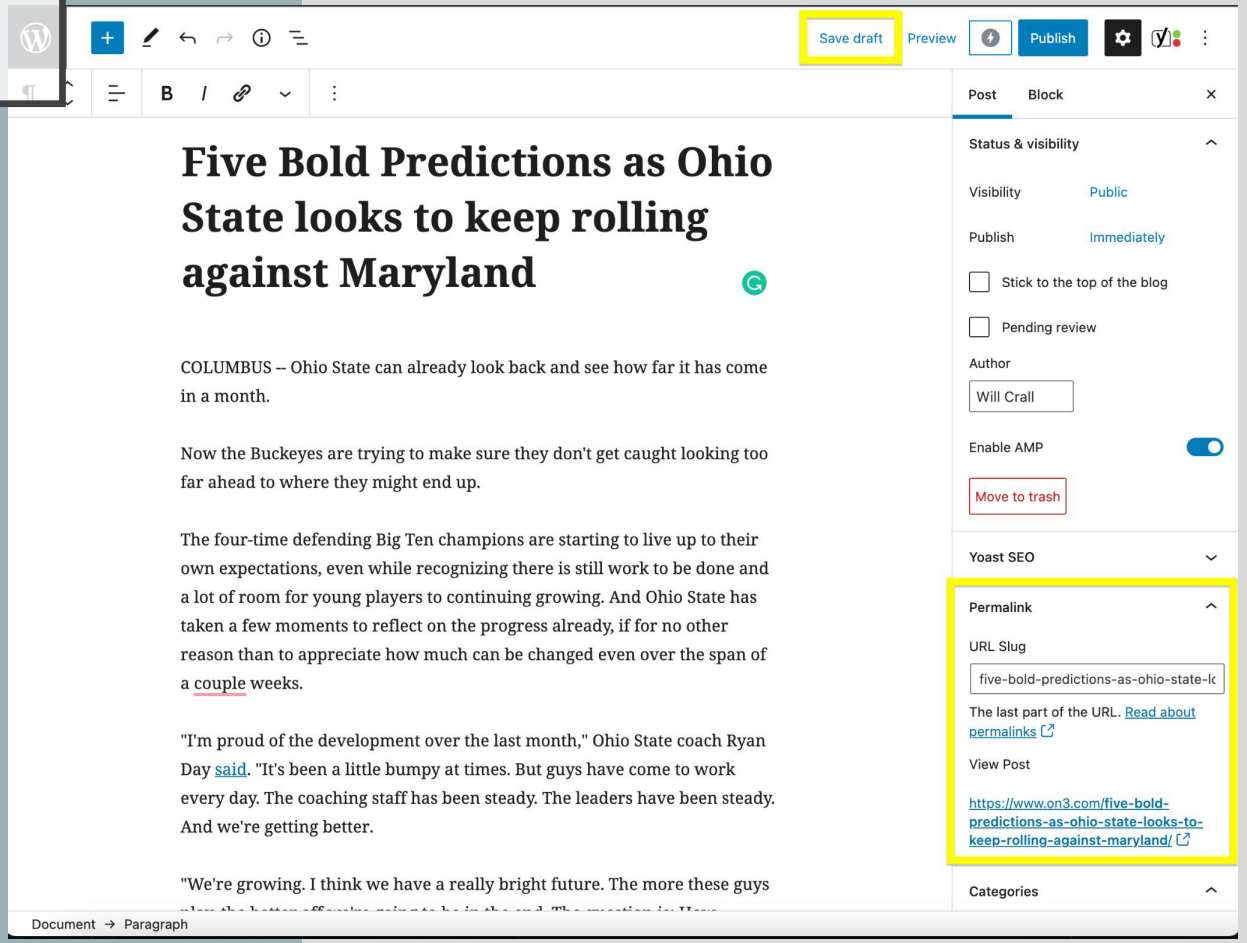
# URL SLUG

- Click "**Save Draft**" to populate the URL Slug from the title

- In this example the CMS creates the URL slug:

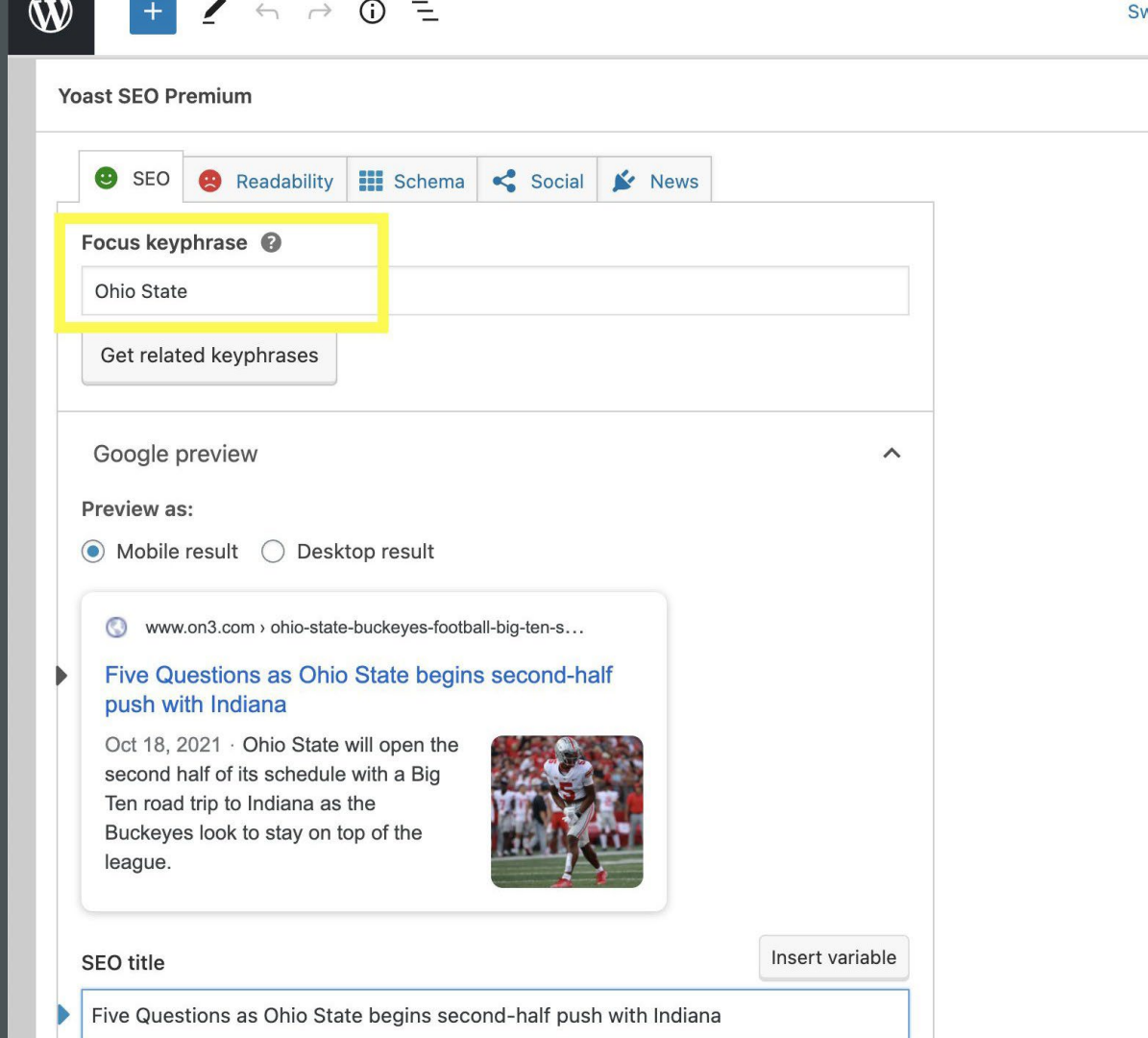
*five-bold-predictions-as-ohio-state-looks-to-keep-rolling-a gainst-maryland*

- Edit to make shorter and only include key info. For example: *five-predictions-ohio-state-maryland-preview*



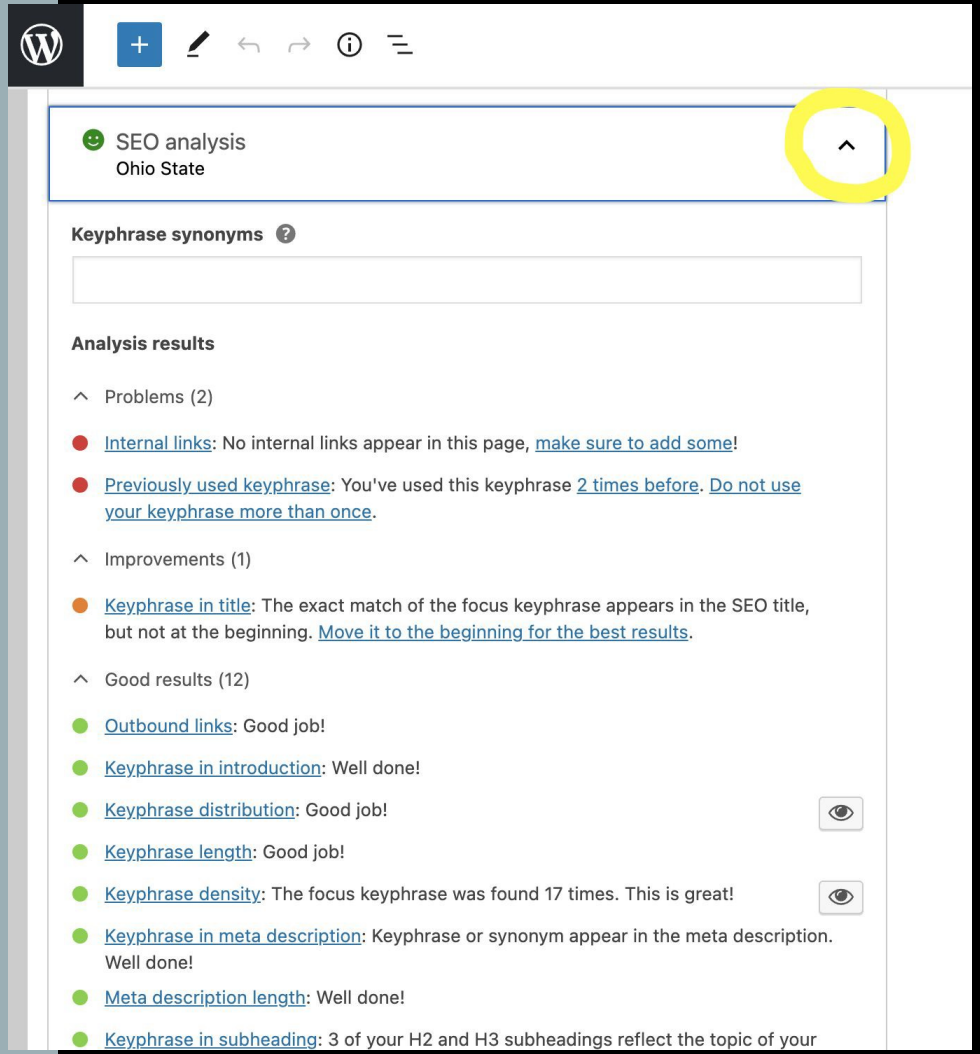
# SEO OPTIMIZATION (YOAST)

- Enter a focus keyphrase for your article.
- The focus keyphrase (or keyword) is the search term you want your article to rank for in Google.
- When people search for that keyword or phrase, they should find your article.
- Don't get cute. Pick the most obvious and simple keyphrase.



# SEO OPTIMIZATION (YOAST)

- Click the arrow to see other ways to optimize your post.
- Disregard "Previously used keyphrase". It's OK to use the same keyphrase more than once.
- Note: the "internal links" feature currently has a bug. It will show "no internal links" even if you have internal links. Engineering is aware of the issue and working on a solution.



# SEO OPTIMIZATION (YOAST)

- Edit the SEO title to be the optimum length. The line under the title will turn green when the length is correct.
- Add a meta description.
  - The meta description should summarize your article and include the focus keyphrase.
  - Meta description length must be between 120-155 characters (green line).

push with Indiana

Oct 18, 2021 · Ohio State will open the second half of its schedule with a Big Ten road trip to Indiana as the Buckeyes look to stay on top of the league.

SEO title

Insert variable

Five Questions as Ohio State begins second-half push with Indiana

ohio-state-buckeyes-football-big-ten-second-half-indiana-hoosiers

Meta description

Insert variable

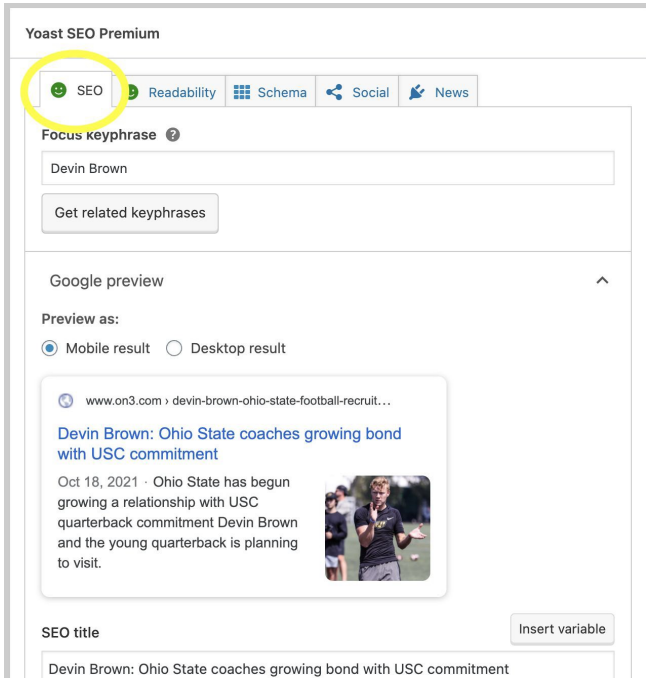
Ohio State will open the second half of its schedule with a Big Ten road trip to Indiana as the Buckeyes look to stay on top of the league.

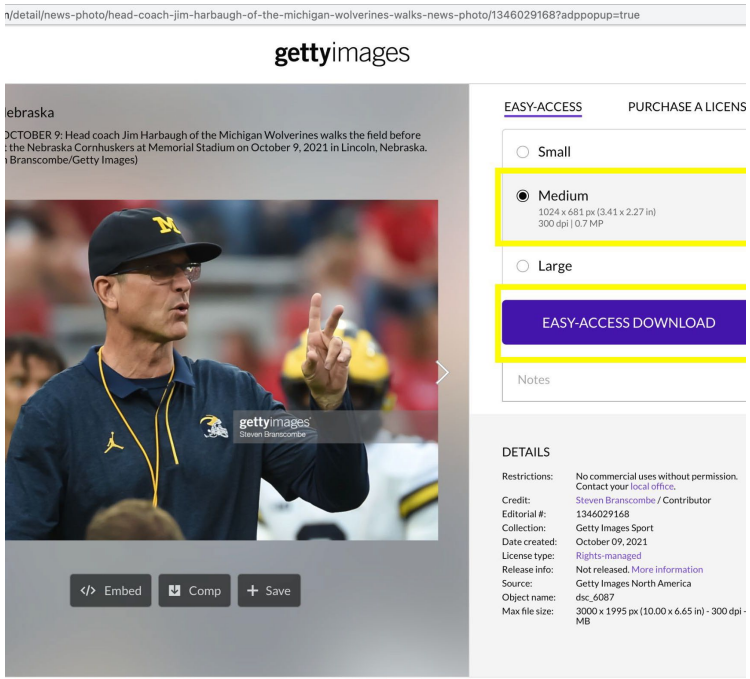
SEO analysis

Ohio State

# SEO OPTIMIZATION (YOAST)

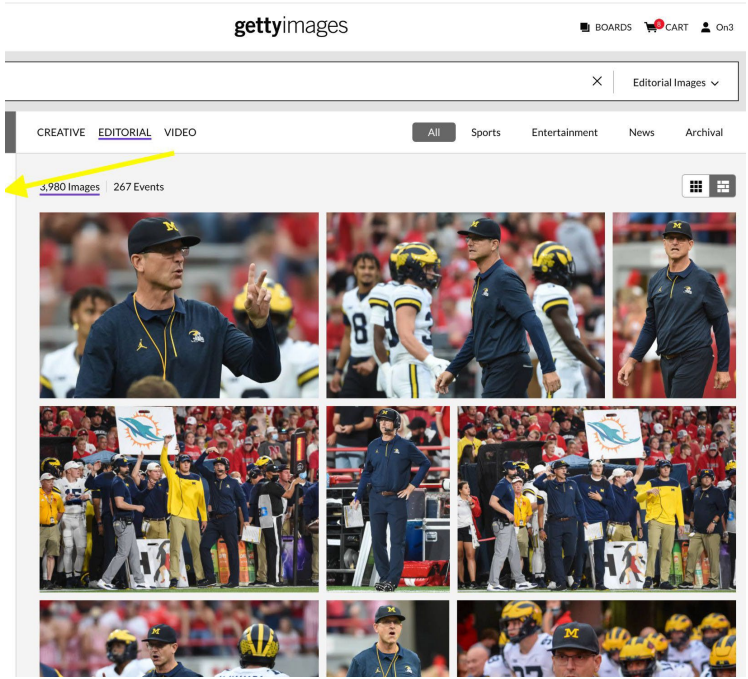
A green smiley face means your post has been sufficiently optimized for the keyphrase you selected.






# GETTY IMAGES

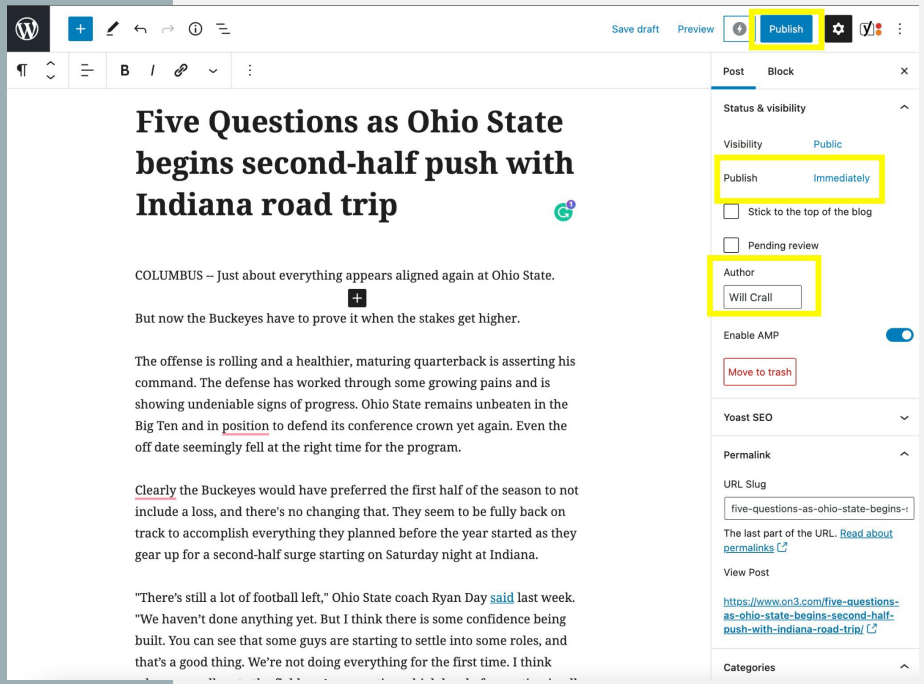
- Select “medium” file size
- Download
- Crop and resize to **1200x630** using a free photo editor




# GETTY IMAGES

- https://www.gettyimages.com/editorial-images
- **Username:** caroline.bynum@on3.com
- **Password:** N@shv!ll3
- **All photos must have attribution.** Example: (Photographer Name/Getty Images)
- Make sure “Premium Access”, “Easy-Access”, and “Editorial Subscription are selected.

# PUBLISH

Publish or schedule post

Edit author (if applicable) - if you are posting for a coworker you may edit the byline here.