

Blog Post Using WordPress

How to add blog posts using Wordpress on the back end of Graphic Warehouse.

- [Process for Duplicating and Creating New Blog](#)

Process for Duplicating and Creating New Blog

- Login to GraphicWarehouse.co.uk
- login to https://graphicwarehouse.co.uk/blog/wp-admin/edit.php?post_type=post
- Clone a previous Blog
- Click edit in the cloned blog
- Change the title

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- Right Hand Panel - Click the "URL" to refresh a new URL based on your new title

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In right-hand panel click "Stick to Top of Page". This will make the new blog appear first on the blog page once published.

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Select the Category

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Add TAGS specific to your blog

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Change the Feature Image:

1. Click "Replace Image"
- 2 click "Upload File"
3. Click "Select Files" and locate your file.
4. Add alt text
5. Set Feature image

Save draft - DO NOT PUBLISH YET

Now use Elmentor (WYSIWIG Editor) to change the content of the blog

Click "Edit with Elementor"

1. Change the Headings
2. Change the Video Link
3. Change the paragraphs
4. Change the related products and their landing URL's.

Changing Video Links:

1. Hover over the Video box

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2. Click the edit icon

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3. Change the unique ID of the You tube video (copy from Youtube) in the left hand editing panel

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This is the unique Youtube video code:

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[image-1697036247003.png](#)

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3. Change the paragraphs

1. Hover over the paragraph box
2. Click the edit icon
3. Use the left-hand editor to remove the existing text and add a new paragraph. Format your to your preference.
4. Add URL's to keywords and point to landing pages of the keyword (e.g. feather flags should point to <https://graphicwarehouse.co.uk/products/flags-textile-printing/portable-flags/feather-flags.html>)

Ensure that when adding a URL, set the link to "Open in a new tab"

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To do this click on the settings icon when adding a hyperlink

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Change the related products and their URLs

1. Hover over the image
2. Click the edit icon

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3. Hover over the image in the left-hand pane and click choose image.

4. Change the image as in #1 above

5. Update the URL in "Link"

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6. Set the hyperlink to open in a new window by clicking the settings icon.

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Save the Blog as a draft

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Exit Elementor

Top left "burger"

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Click Exit - this will return you to the default Wordpress editor.

Yoast - SEO (Plugin)

Use the editor in the bottom left-hand of the screen to optimise your page for SEO. This will allow you to see how your blog will view in search engines

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Focus Keyphrase:

1. Add a phrase about your blog.

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2. Change the Meta description (this is what Google will show)

SAVE DRAFT

Preview Your Blog Page.

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