



CREATING BLOG POSTS

DI Website Platform

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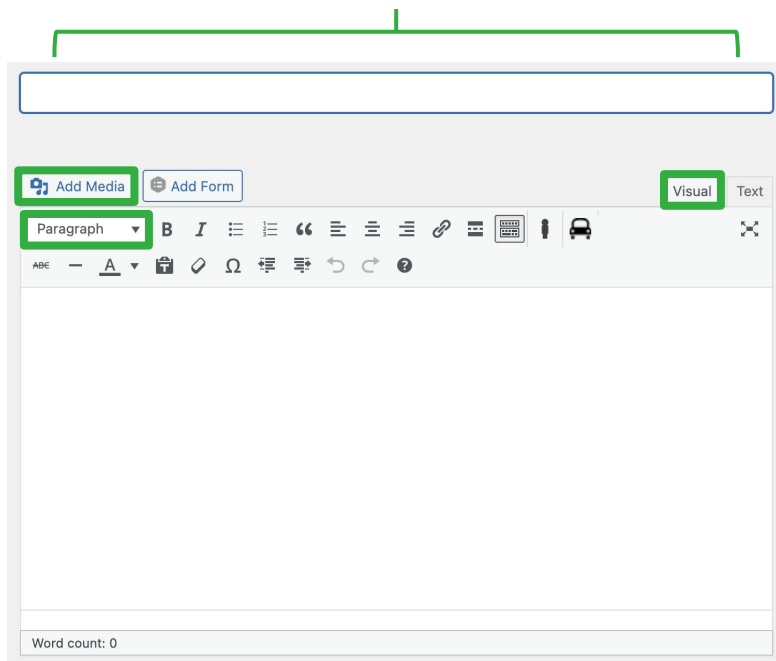
Creating blog posts on your DI website can be a great way to increase traffic to your site through search engine ranking. Let's get started.

In the backend of your website, select **Posts**. Here, you can manage all the blog posts you've created, whether live or in draft mode and add a new blog. To create a new post, click **Add New**.

1

Title your blog. Consider a title that is descriptive, identifying the topic of your blog, but entices the viewer to click and read.

Rather than "Car Buying Tips," try "11 Tricks for a Better Car Buying Experience."



Make sure you are in Visual mode!

2

Begin building out the body of your blog post within the text box. Be sure to include relevant keywords that provide valuable information for your readers.

Within your post, you can use different header or paragraph font sizes, add images and links to other pages on your website to increase navigation ease, format your post, and more.



Best Practice

In addition to a catchy title that hooks the reader in, we consider it best practice to include an image in every blog post you create. This breaks up the text for the reader and give them a visual to relate to.





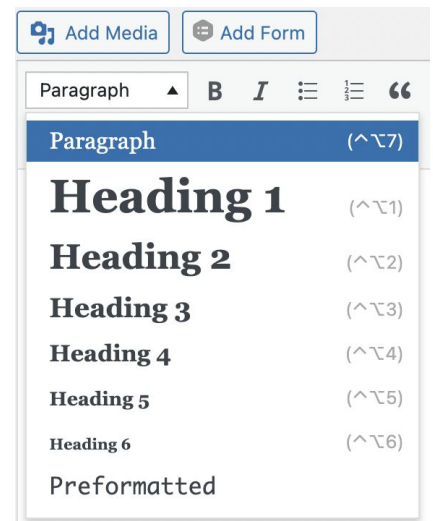
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BEST PRACTICES


When writing a blog post, consider a few of the following best practices to create an engaging read for your articles. We've already mentioned writing an engaging title. When building your blog:

- Use Header 1 for main Headers
- Use Header 3 for Subtitles under a Header
- Use Paragraph for (you guessed it) writing out longer text
- Add Images to break up your post and add a visual appeal
- Include Alt Text on your images to be available to the visually impaired and to increase SEO
- Link out Text or Images to other pages on your website to increase and encourage internal navigation on your site



When you're ready to publish your blog, you can either publish immediately or queue up one or multiple blog posts at a time by selecting a date and time. Selecting a future date and time will trigger the post to publish on that particular date.

Whether you schedule your post or are ready to publish immediately, select **Publish**.

 **Publish immediately**

11-Nov ▼ 03, 2022 at 09:52

[Cancel](#)





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MANAGING BLOG POSTS

Tag and Categorize your blog posts. Consider categories like “vehicles,” “community events,” or “technology,” to group and organize your blog posts together thematically. When adding tags, consider more specific, detail-oriented topics. Rather than a category like “vehicles,” consider a tag like “Silverado,” or rather than “technology,” consider “Bluetooth.”

Tagging and Categorizing your posts is not required, they are tools designed to help structure and organize your posts and increase SEO.

Share Blog Posts with the Permalink that populates below the title of your blog in editing mode. This Permalink can be used to share your blog post in email campaigns and on your social media platforms. Always be sure to add the author’s name before publishing your blog!

BLOG POST MAINTENANCE

If a blog post is no longer relevant on your site, you can take a published blog and push it back to draft mode without deleting the post entirely. From your website’s backend, click into a blog. In the top right corner click **Edit** next to **Status** and select **Draft** from the dropdown menu.

If you have an existing blog that needs to be edited, you can click into the post and make your changes. You can click “Edit” or “Quick Edit” depending on the scale of your changes.

Add posts with WPML or WordPress Multilingual plugin. You can translate your blog posts to a different language to appeal to larger audiences. With the plugin installed, click the blue plus sign next to the blog title. Select the language you would like to translate to in the top right box Language box. Then click **Copy content from English** and **Publish**.

More of a visual learner? Watch our **Creating Blog Posts** video below:

Watch

Have questions? Reach out to your PFM,
support@dealerinspire.com, or trainers@dealerinspire.com

