



DIVI BUILDER

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DIVI BLOGS – ADDING A BLOG ARTICLE

There are two things you need to be comfortable with before adding a blog article. They are:

1. how to edit text in Divi
2. how to use the Media Library in WordPress

EDIT TEXT

<https://vimeo.com/404966337>

Understanding how to navigate a Divi text module is where we start the learning.

MEDIA LIBRARY

Our lesson on images covers talks about how to re-size images for websites and understanding aspect ratios. This video shows how to upload an image into the Media Library

<https://vimeo.com/406672207>

ADDING A BLOG ARTICLE

Preparation for adding a blog article includes:

- Writing 300 – 1,000 word article
- Selecting and re-sizing an image
- Identifying the keyword or keyphrase (if optimising article for search engines)

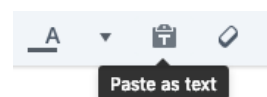
KEYWORD

The keyword (or keyphrase) is important for your Search Engine Optimisation (SEO). We cover SEO in another course.

Do not copy and paste text from a Word document for your blog article.

- Do not format text (*eg. bold & bullet points*) in Microsoft Word.
- Format text in WordPress after you have added the text in.

Microsoft Word has coding that you cannot see, but WordPress will read. It frequently will make you blog article strange. Copy the text into a Text Edit file first (Mac) or Notepad (PC). Here's a video for PC users <https://youtu.be/-PLKypLO1hY>. Use Ctrl V for paste (PC) or Command V for paste (Mac).



Alternatively use the “paste as text” functionality in the editor

There are 10 steps to adding a blog article.

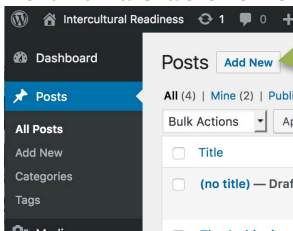
1. Log into the WordPress Dashboard
2. Post – Add New
3. Add Title
4. Right Hand-Side Settings
 - a. Add Category
 - b. Add Image
 - c. Add Excerpt
5. Use Divi Builder
 - a. Choose page
6. Publish
7. Divi Page Settings
8. Add and Format article text
9. Add Excerpt
10. Check out on live site

LOG INTO WORDPRESS DASHBOARD

Using your username and password log into your WordPress dashboard.

POST – ADD NEW

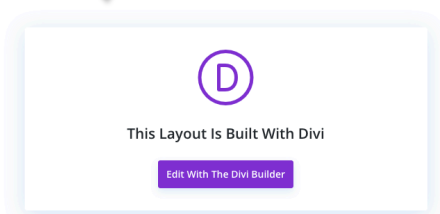
Left hand side click on “Posts” and then “Add New” button



ADD TITLE

Add the title or headline for the blog post in the blank field at the top. Add this right from the start and before the article is published, as this determines the URL.

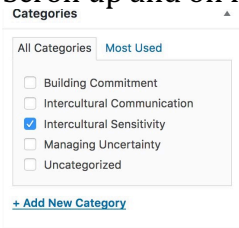
Add title



RIGHT HAND SIDE SETTINGS

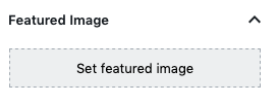
Add Category

Scroll up and on right hand side choose the category Articles



Add Image

From the right hand side set the Featured Image



Add Excerpt

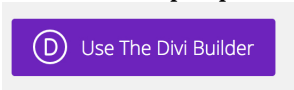
Excerpt

Write an excerpt (optional)

A do-it-yourself website is possible, and many people have created a website that looks great. But is it the right path for you?

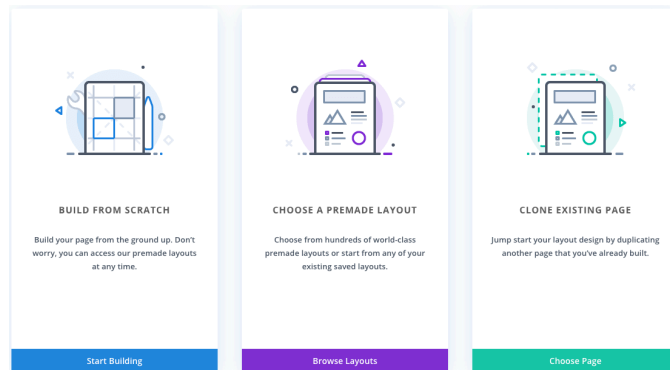
USE DIVI BUILDER

Click on the purple “Use Divi Builder” button



Choose Page

Clone an Existing Page



Choose a blog post from the selection

PUBLISH

Scroll up and click on the publish button on the right

A blue rectangular button with the word "Publish" in white text.

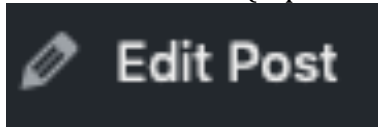
Even though the new content has not yet been put in, check the article is up on the site with the new title, new image and in the right category. Go over to the live site and check (you may need to refresh the page).

If the URL is too long, change it now to a simple one (retain the keyword in it)

At this point the page may have two sidebars. Don't worry – go in and change this next.

DIVI PAGE SETTINGS

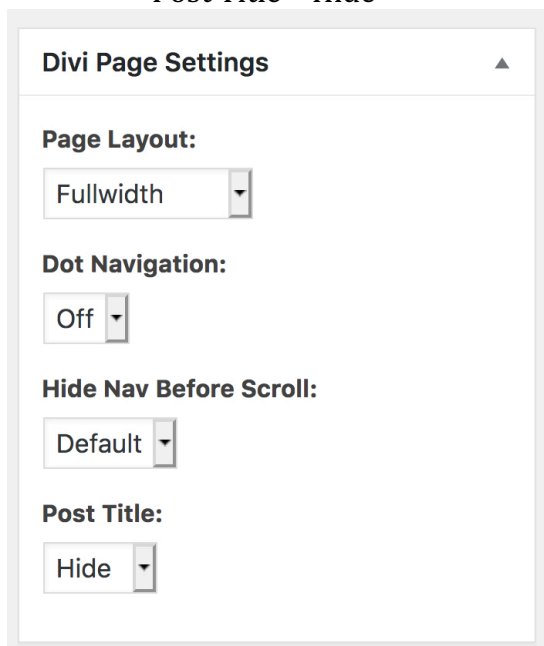
Use the Edit Post (top black bar menu) to get to the WordPress Post settings page.



Right hand side

Go back in after Divi Builder and choose full width (it isn't there at the beginning, the full width choice only becomes available after the Divi Builder has been selected)

- Page Layout – Full Width
- Post Title – Hide



ADD AND FORMAT ARTICLE TEXT

Remove, add and change text as you would for a page.

Remember to Save your work!

FURTHER READING

Excerpt

The excerpt is the 1 or 2 sentences that appear as a summary on your blog summary page followed by “read more...”. For example:



Spending time abroad – Does it get us ready for working across cultures?

Jul 5, 2018

Spending time abroad – Does it make us interculturally competent? A key goal of study abroad programs is to enable students to develop their intercultural competences. Global organizations likewise assume that international experience predicts intercultural...

[read more](#)



Team Readiness: Helping your team help itself

Jun 2, 2018

When did you last enjoy being part of a (culturally) diverse team? Diverse teams have three options: They may end up in conflict, they may perform like regular teams, or they may outperform such teams in creative and cooperative potential.

[read more](#)



Intercultural Sensitivity

Apr 4, 2018

When did you last check your Intercultural Sensitivity? Hard facts about a soft skill If you could choose between Knowing China's Top 10 Do's and Taboos and Sensing How Your Chinese Business Partner Feels Right Now: What would you choose? Nobody wants to give offence...

[read more](#)

Turn the Ship Around

Oct 3, 2018

I found it a great how-to guide for leaders who aspire to listen well, empower their teams and to build a coalition of engaged and high performing team members.

[read more](#)

Compassion and Leadership

Sep 11, 2018

One of my favourite Podcast is the ABC's All in the Mind. This week whilst out walking, I struck gold with Leadership in Mind if you can spare 30 mins it is well worth a listen. <https://itunes.apple.com/au/podcast/all-in-the-mind-abc-rn/id73330911?mt=2>The episode...

[read more](#)



Write an excerpt that is a summary of the blog article and that creates a curiosity for the person to click through to the blog page and want to read it.

The same 1-2 sentences are often used for the meta-description which is part of optimising your blog for Google.

Search Engine Optimisation (SEO)

Writing great content for your website is an excellent way to optimise for being found on Google and other search engines. Have you heard the phrase “Content Marketing?” That’s what blogs are all about.

We have a separate course for SEO. This will further enhance your blog writing. SEO is also great for service pages and product pages.