DIVI BLOGS – PAGES, POSTS, PRODUCTS & PROJECTS.

Pages
- All websites have pages
- A page is the default and primary way to create content for a website
- Each page has a unique URL or web address that can be copied and pasted as a link and used in emails, Facebook posts and other places where you want to draw attention to that particular page.
- Typical pages are
  - Home *(www.mywebsite.com.au)*
  - Services *(www.mywebsite.com.au/services)*
  - About *(www.mywebsite.com.au/about)*
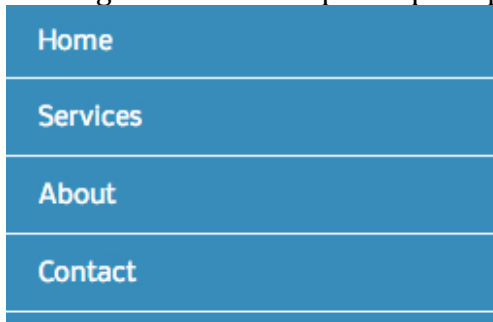 - Contact *(www.mywebsite.com.au/contact)*

Pages are often seen and clicked on from the top bar in a website

On a mobile site pages are often seen top right via the 3 bar hamburger menu

clicking on the 3 bars opens up the page names

On one page sites there is only one page, the Home page. Rather than pages, the website has sections or rows. The sections are often given a heading and these section headings are what is seen in the top bar of the desktop website and when clicking on the 3 bars on a mobile.
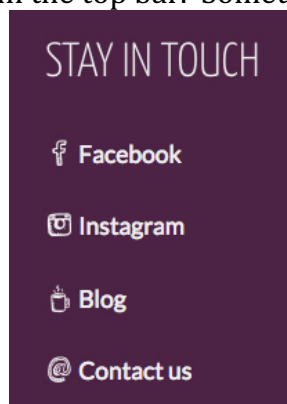
Posts
- Many websites have posts
- Posts are also called blog articles or blogs
- Posts are created using a post or blog template
- Posts are listed on a page called the Blog
- When a new post is created it is automatically added to the blog page
- The page can be renamed to "Food blog" or "Articles" or something else

Home **Naturopathy Remedial Massage Food blog About Julia Contact**

Home IRC Certification Articles About Contact

- The blog doesn't always appear in the top bar. Sometimes it appears in the footer

STAY IN TOUCH

f Facebook

Instagram

Blog

@ Contact us

- By default the posts are listed by date on the Blog page, with the most recent at the top. Typically the summary of the post on the blog page will have:
  - Image
  - Title
 - Date published
  - Introductory text
  - Read More

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...
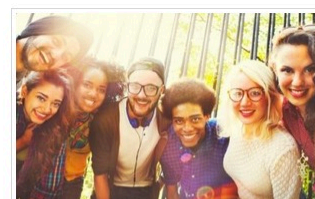
read more
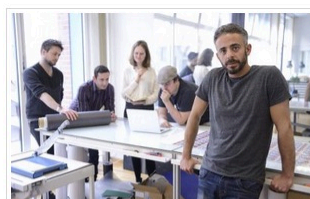
Team Readiness: Helping your team help itself

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

- The look of the blog page can be adjusted in various ways

Atlantic Salmon and Asparagus

Atlantic Salmon and Asparagus one pan wonder Asparagus is thought of by many as a superfood. Its full of vitamins & minerals and low in calories. High in fibre - so fills you up & kind on the digestive tract. Lots of Vit K for clotting and…

Buckwheat Pancakes with Fruit Salad

Buckwheat Pancakes with Fruit Salad Ingredients 3 heaped tablespoons Buckwheat Flour 3 heaped teaspoons Rice Flour 1 teaspoon bi-carb soda 1 heaped teaspoon baking flour Pinch of Himalayan or Celtic Sea Salt 2 teaspoons Stevia sugar or Castor…

- Often the most recent 5 or 10 are shown on the first Blog page with older ones being navigated to using previous and next arrows

« Previous   Next »

- Posts can be categorised and this provides a further way in which people may find the articles of interest to them

Search

Recent Posts

Privacy and the GDPR European General Data Protection Regulation

SEO Quiz

MailChimp Lists

Top 5 Spring tips for online marketing in Adelaide

What is a Google Keyword?

Categories

Facebook

Google

MailChimp

Marketing

Techy Stuff

Websites

- Like a page, each post has its own unique URL or web address that can be copied and pasted as a link and used in emails, Facebook posts and other places where you want to promote it.
  - For example https://juliabrown.net.au/atlantic-salmon-and-asparagus/

Projects

- Only a few, usually big websites, have projects
- A portfolio is a collection of projects
- Projects are created in a similar way to posts and pages
- When a new project is created it is automatically added to the relevant portfolio page
- Portfolios are often used to list multiple services offered by a business in a visually appealing way
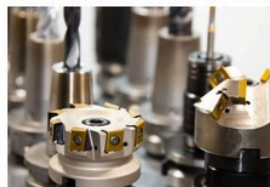

Car & Motorcycle Parts

Marine

Tapware and Household

Electrical and Electronic

Fabricated metal components

Defence and Aerospace

Products
- Only Shop Online (or e-commerce) sites have products
- An Online Shop is a collection of products
- Products are created in a similar way to projects
- When a new product is created it is automatically added to the online shop
- By default products are listed in the online shop and are usually displayed in order from cheapest to most expensive.
- Most online shops will have tags and categories to assist the website visitor in their search for the product they are looking for.

☐ **Christmas**

☐ **Gifts for Dad**

☐ **Gifts for Mum**

☐ **Gifts under $30**

☐ **Gifts under $50**

☐ **Lip Balm**

☐ **Valentine**

- Typically a product page will have:
    - Image
    - Title
    - Description
    - Price
    - Add to Cart button
    - Shipping Info
    - Features and/or Specifications
    - Related Items *("You may also like....")*

What they have in common

- o All of the above 4 types of pages (Pages, Post, Projects and Products) have their own unique URL. Linking <u>to</u> your website <u>from</u> your emails, Facebook posts and other places is a great way to promote your business. Mostly you will link to your homepage – but sometimes you may wish to link to a specific page. Find ways to promote your website at least once a month on your social media channels and as often as possible in other places.

- o All the above 4 types of pages are able to be optimised for search engines. Use one keyword or keyphrase per page. Use the Yoast SEO plug-in to help you do this and refer back to lesson 4 for tips.

- o Adding text via the **W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et (WYSIWYG) editor will be similar across all

- o Adding images via the Media Library will be similar across all

- o Navigate to the various pages from the Dashboard via the left hand side