

Creating Content for our Site.

The site I will concentrate on for this section is on the topfireplaces.net domain. This site is being developed as a reviews site and uses the 'Ready Review' Theme. The structure of the site is as follows:

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item

Reviews	Category ▼
Showcase	Page ▼
What to look for	Page ▼
Design <i>sub item</i>	Category ▼
Cost <i>sub item</i>	Category ▼
Efficiency <i>sub item</i>	Category ▼
Space <i>sub item</i>	Category ▼
News	Page ▼
FAQ	Page ▼

The **Reviews** category will contain 'Review' type posts and will appear on the front page.

The **Showcase** page will be a gallery of images

What to look for will have general advice on the types of fireplaces that will best suit your environment.

Design, Cost, Efficiency and **Space** will each house posts based on the menu title.

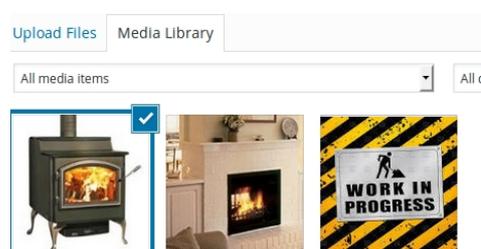
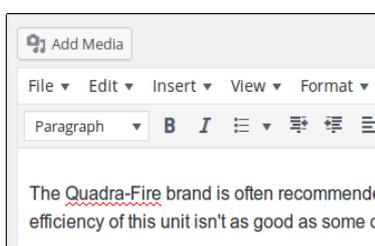
News will contain an rss type feed and will automatically update.

FAQ will have a list of Frequently Asked Questions pertaining to fireplaces.

To break it down, when creating content for your site, ask yourself this question: “Is this content going to need to be regularly updated or changed?” If the answer is yes, then create a post type, if no, then create a page type.

To start with I'll add a review post. Go into Posts → Add New. The layout of the Ready Review admin post page may look a little different to the one you're using, so I'll stick to the elements that are common to all posts.

Using the TinyMCE text editor plugin we installed earlier, we can edit the text to look the way we want using Font-Family, Font-Size and so on. I would like to add an image to the post and have a couple of options. The first is 'Add Media', which is more aligned to Page content creation. Clicking it will take you to the 'Insert Media' Page and gives you the option of either adding adding media from your library or uploading an image to your library. To select an image click on it and the blue tick will appear. To select more than one image, press Shift or Ctrl (Cmd) and select the images using the same click method.



You also have the option of editing the image (covered in the General Settings section), on the right. Once chosen, click the blue 'Insert into post' button in the bottom right hand corner and the image will appear on the page.

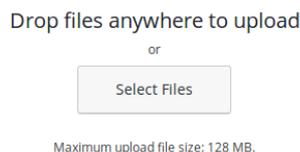
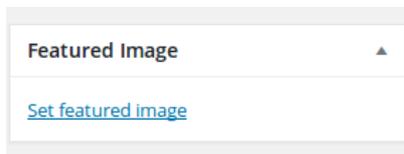


To place the image, click and drag it to where you would like it to show, and to wrap the text click one of the alignment icons in the menu of the selected image.

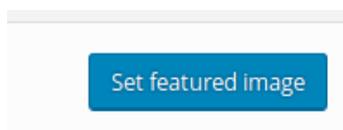


Click publish when you're happy.

Alternatively we could set the image as a 'Featured Image'. This time I'm choosing to 'Upload Files', which allows me to either drag a file over or select the file from my filesystem.



Once selected, now I have the option to 'Set Featured Image' instead of 'Insert into post'.



Invicta – Ove

Reviews | Uncategorized // August 02, 2016 // Comments



Stylish and performant, the Invicta Ove a perfect fireplace for the modern home. With a space heating capacity of up to... [Read More >](#)

The difference is that the image added via the 'Add Media' button won't appear on a post excerpt whereas the featured image will.

As you can see the image is included for the Ove review, but not the Quadra-Fire in the excerpt. By clicking on

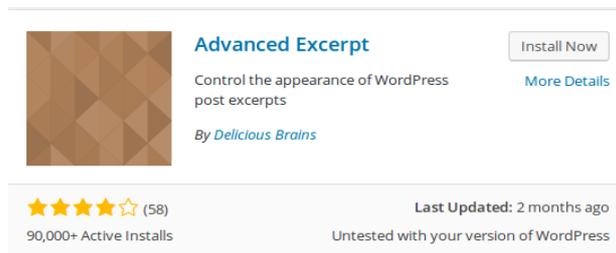
Quadra-Fire 5700 Step Top ACC

Reviews // August 02, 2016 // Comments

The Quadra-Fire brand is often recommended by retailers and the 5700 is the largest freestanding fireplace in the range and offers powerful performance and will last a lifetime. Although the efficiency of this unit isn't as good as some of the other models in the range, if it's heat you're after then you can't go... [Read More >](#)

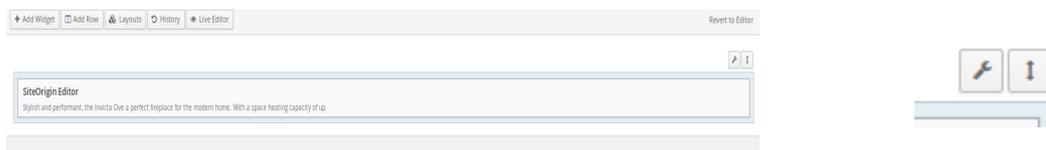
either post though, the media will show.

You might have also noticed that the excerpts are of different lengths. We can have better control over our excerpts by either making adjustments to the code in the functions.php file or by installing a plugin such as 'Advanced Excerpt'. For now I'll leave them as is.



The screenshot shows the WordPress plugin directory entry for 'Advanced Excerpt'. It features a brown geometric pattern icon, the title 'Advanced Excerpt', and a description: 'Control the appearance of WordPress post excerpts'. The author is listed as 'By Delicious Brains'. There are two buttons: 'Install Now' and 'More Details'. Below the main information, it shows a star rating of 4.5 (58 reviews) and '90,000+ Active Installs'. It also notes 'Last Updated: 2 months ago' and 'Untested with your version of WordPress'.

A final method for creating the post is using the PageBuilder Editor we discussed in the last section. When clicking on the PageBuilder tab, you'll be asked if you would like to copy the content over, click 'OK'. At the moment there is one row. Add a second row and click the spanner icon on the right hand side on the PageBuilder row. That will allow you to edit the layout of the page.



I've set the columns to 2 and set the right hand column at 30%. This is where I'm going to place the image. Click 'Done'.



Click on 'Add Widget' button to select your desired widgets. I'm selecting 'SiteOrigin Image' for the small column and 'SiteOrigin Editor' for the larger column. Double click on the widget to select it. To insert content into the widget click hover over it and click 'Edit'. The process is largely the same as creating content in Wordpress itself. Once done click 'Done' to exit the PageBuilder and 'Update' to save your content. As per the 'Add Media' option, this image will only appear in full posts, not the excerpts. Only the featured image will appear in the excerpts.