**Wordpress Training with Rebecca Gill – 22 November 2013 via Go To Meetings**

(If you don’t have admin access no the site, you can’t get to plug ins.)

Galleries:

* Don’t want hi res photo to be the default because it slows down.
* Back end: “Gallery” – “Manage Gallery”
* Standard gallery: sized to 800 x 600 (she uses preview in Mac; does it as a batch)
* Naming files: don’t want underscores or spaces; you want dashes between the names in the file;
* She has two different folders for standard and hi-res
  + Make file names SEO friendly – say what they really are
* Have multiple tabs open in Wordpress
* Upload the images into the two galleries – do hi res first
  + “add gallery images”
  + can upload multiple at one time
  + click on edit gallery
  + to get ‘download’ language – copy from old file
  + In Alt and Title Text/Description: copy the text in, then change the file name
* Search by tags: add a plugin – SVEN will do it.
* NextGen Gallery – segments into buckets; you can have albums; does jpeg, ping (but they are much larger), (don’t use giff or bmp file). Can’t use pdfs or videos. In CONTRAST, the Media gallery:
* Media gallery: normal word press gallery; it can include video, pdf, images – a variety of files; you can upload something strait to here, or to a page or post (then Wordpress automatically stores it there). Stored by a date, year – it’s how the Media gallery segments its things. This is the default.
* Rotator files: may be too big; can strip out data that may be bogging down the file. “Image Optim” – Rebecca will email us the link. (40-50 KB and below for the home page rotator); in Photoshop – save as very high or the one under it. Look to see the image quality.
* SEO: have a meta title and meta description for pages and post;
  + For pages like ‘who we are’ – let the plug in automatically generate that.
  + (SEO moz app)
  + Title: should be in the url, needs to be in the page, needs to be a couple of places in the page.
  + Description on page: start with the key word;
  + Edit page – below:
  + For adding new pages – think about customizing the SEO
  + Yoast – can install to manage SEO – on the page, you can find a key word; guides you with the SEO. (KBS website will have this; it will auto-generate for them.) So for our site we can ditch the all-in-one and add Yoast.
  + Find key words SE are already using; see if we can have the title of a page for that; make sure that key word is in the text. For some pages it won’t matter.
* For file name, SEO is enhanced with dashes; but keep in mind the usability; it’s a balancing act. Don’t make the file name general/spammy – make sure the file name is very specific to what is in the picture.
* Moving forward with SEO, lots changed in 2013. More away from what’s on the page, and more to you being the authority of what’s on the page.
  + Authorship: assign via google plus; has to be a real picture/ not logos.
  + Anytime share content – automatically share via social media; get others to share.
    - Publish regularly; share across profiles; play nice
  + On FB or Twitter – say who it is who is posting it.
* Question about FB – promoting page; she hasn’t found a benefit to it; we aren’t going to get a lot of interaction on FB, but it helps SEO if people are liking/sharing.