

Tips for managing the content on a WordPress site

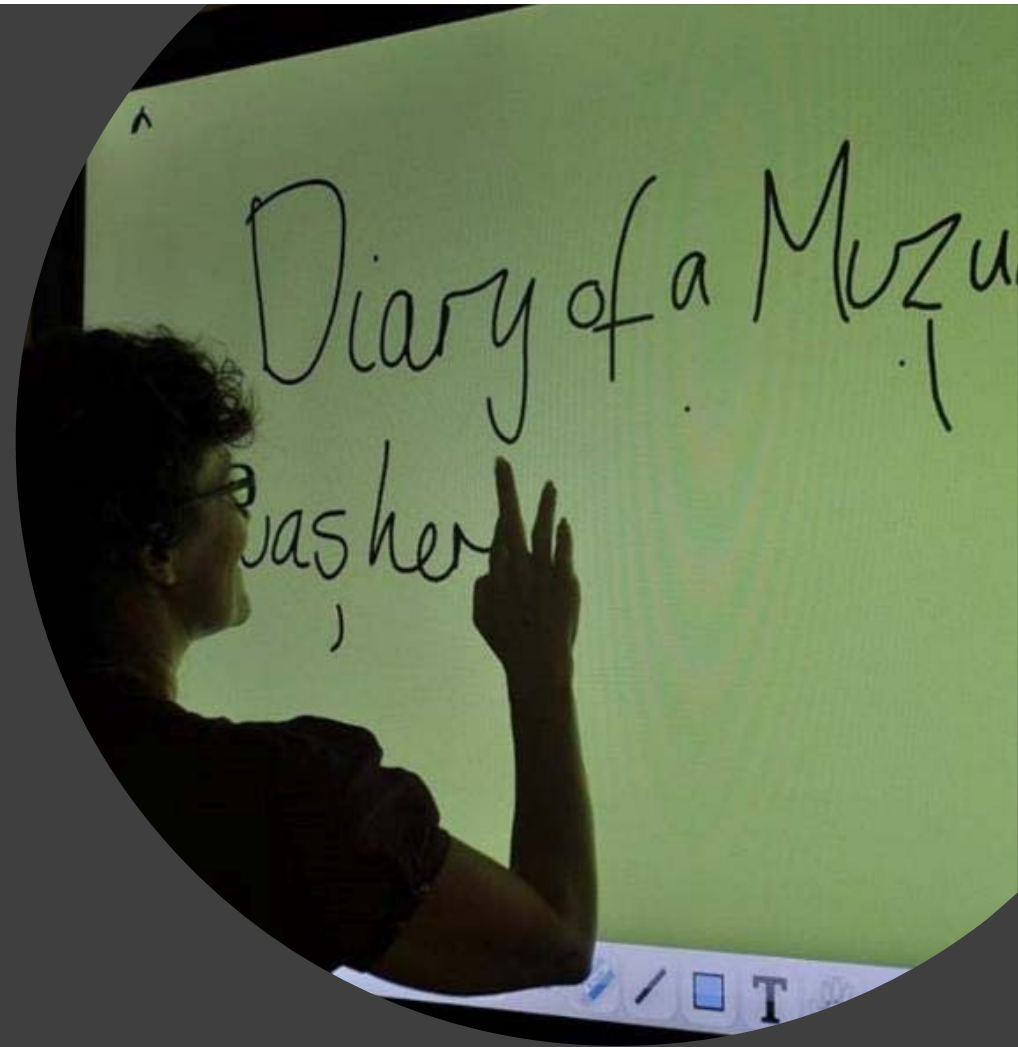
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Blogger since 2008

Chartered Institute of Marketing Manager

Travel Blogger

Trainer



Frustrations of a client



Websites that aren't finished



Websites that are missing content



Many developers focus too much on the technical solution and lose sight of the point of a website - which is **COMMUNICATION**

Why is it important to keep your content fresh?



To maintain good rankings, you need to remind Google that you are actively managing your site.

Do this by creating regular, relevant content with back links to high authority sites.



Repeat visitors want to see new content.

You want to remain relevant to your readers.

How to plan new content



Schedule

Have a schedule for planning content



Excel

Use an Excel sheet or



Google Sheet

Share a Google sheet with team members



CoSchedule

Get fancy with CoSchedule

Content marketing planner

Content Marketing Planner	Blog post title	Audience	Draft due	2-3 keywords	Categories	Image (s)	Supporting media (video, e-book, etc)	Includes Client Testimonial?	Guest post?
Monthly Theme:									
WEEK ONE									
Weekly Theme:									
Monday									
Tuesday									
Wednesday									
Thursday									
Friday									
Weekend									
WEEK TWO									
Weekly Theme:									
Monday									
Tuesday									
Wednesday									
Thursday									
Friday									
Weekend									

Shared Google Sheets help plan content

	Date of request				
	A	B	C	D	E
1	Date of request	Priority level	Status	Assign task to	Action needed
2	13.04.19	Low	Not started	Sam	Text fields in TD (back end) move across when no content
3	9.01.19	Low	Not started	Charlotte	Research time.ly calendar app for WP
4	13.04.19	Low	Not started	Sam	Create Travel Directory categories
5	13.04.19	Low	Not started	Sam	Create Travel Directory category
6	Oct 2019	Low	Work in progress	Sam	Kiwi Pro. Payment renewed automatically - but is it right solution for us?
7	16.07.19	Low	Not started	Sam	FB sharing. Change default image across site
8	17.09.19	High	Not started	Charlotte	BirdSend plugin to replace MailChimp
9	6.10.19	Medium	Not started	Sam	Issue with 'extra pages' showing in search results
10	October 2019	Medium	Work in progress	Sam	Table for displaying airlines info - discuss with Timothy
11	30.10.19	High	Work in progress	Sam	Photos on mobile. I saw you disabled copying thank you. Can we customise the mes
12	30.10.19	High	Work in progress	Sam	Comments. Weird 'error' message yet comments are submitted.
13	6.11.19	Medium	Not started	Sam	Home page carousel. How do we customise what appears there?

Are you
worried that
you will run
out of ideas?



Review your Google data and look for trends



Which pages are the most popular?

Where do people spend most time?

Create more content based on what is popular



Look at pages where people exit the site and analyse why. Do you need to rewrite it?



Create a Guest Blogger series

Design ideas to freshen up the look



Apply a new theme



Add a carousel of images or a gallery



Create new categories

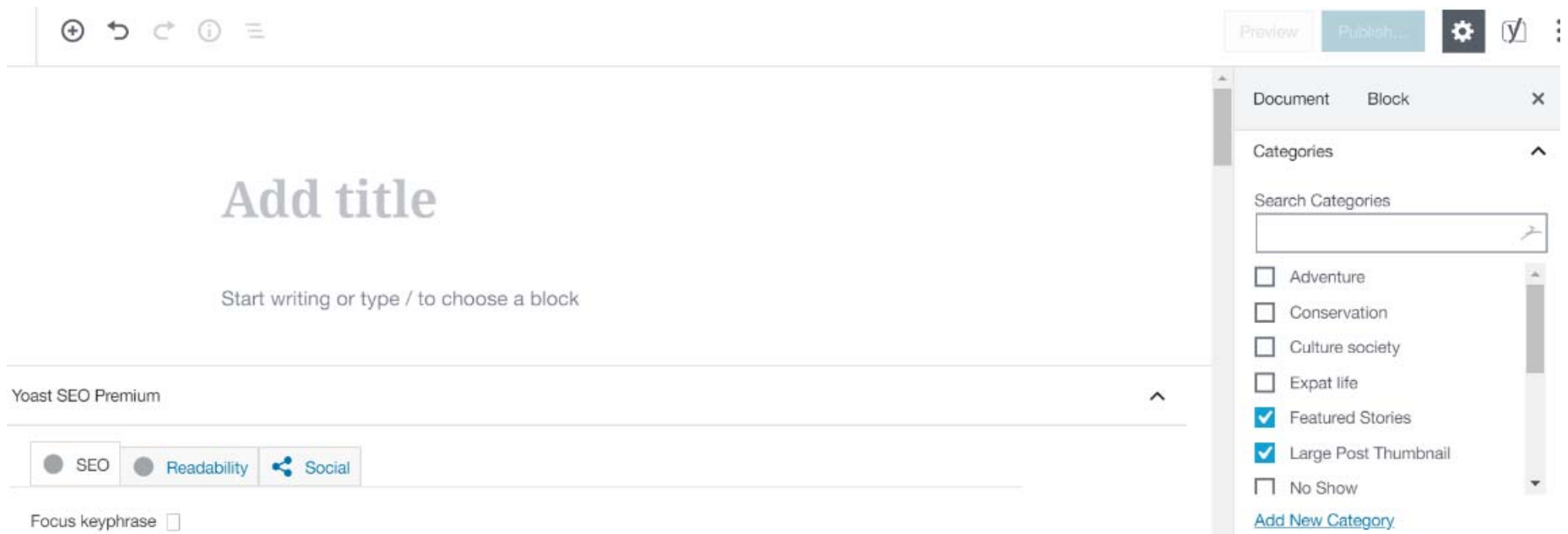


Reorganise your menus



Use different sized images

Example of custom categories with different display dimensions



The screenshot shows a WordPress editor interface. At the top, there are navigation icons: a plus sign, a back arrow, a refresh arrow, an information icon, and a menu icon. Below these is a large text area with the heading "Add title" and the instruction "Start writing or type / to choose a block".

At the bottom of the editor, there is a "Yoast SEO Premium" section with three tabs: "SEO", "Readability", and "Social". Below the tabs is a "Focus keyphrase" input field.

On the right side, there is a sidebar menu. At the top of the sidebar are buttons for "Preview", "Publish...", a gear icon, a checkmark icon, and a vertical ellipsis. Below these are tabs for "Document" and "Block". The sidebar is titled "Categories" and contains a search box labeled "Search Categories". Below the search box is a list of categories with checkboxes:

- Adventure
- Conservation
- Culture society
- Expat life
- Featured Stories
- Large Post Thumbnail
- No Show

At the bottom of the sidebar is a link: [Add New Category](#).



Create
calendar
reminders to
update your
important
pages every 3
months



About
page



Portfolio page



Case Studies page



Testimonials page

📷 @franschhoekcountryhouse



Adding content from other
(existing) sources

- Link your Instagram feed to your home page [see above]
- If you write long Facebook updates, why not create a blog from them?
- Embed your Twitter feed in your homepage

Sharing links to your WordPress site



Use bit.ly shortener so you can track activity



Link to your most popular page(s)



This helps Google crawl your content too 😊

Bitly.com link shortener enables you to monitor popular content

71 Links Clicks from 30 days

Date	Link	Clicks
NOV 6	How to tour Africa from the comfort of your Nairobi hotel - Diary of a... bit.ly/2pM5sNW	345
OCT 27	How to eat like a Rwandan (10 snacks I bet you've never tried) bit.ly/3G8L3mp	157
NOV 6	Rethinking the Serena - guest review of Kampala Serena Hotel Ng'aa... bit.ly/2rjg4nV	129
NOV 2	"I was thinking of getting myself a muzungu" he said bit.ly/34wBTPJ	97
OCT 16	How to be a tourist - my top 4 tips for Ugandans who want to travel - ... bit.ly/2MKFLoy	29
OCT 23	How to be a tourist - my top 4 tips for Ugandans who want to travel bit.ly/2W6yjbI	28
NOV 8	Nairobi Serena Hotel - Travel Directory Diary of a Muzungu Uganda ... bit.ly/36DQG8B	20

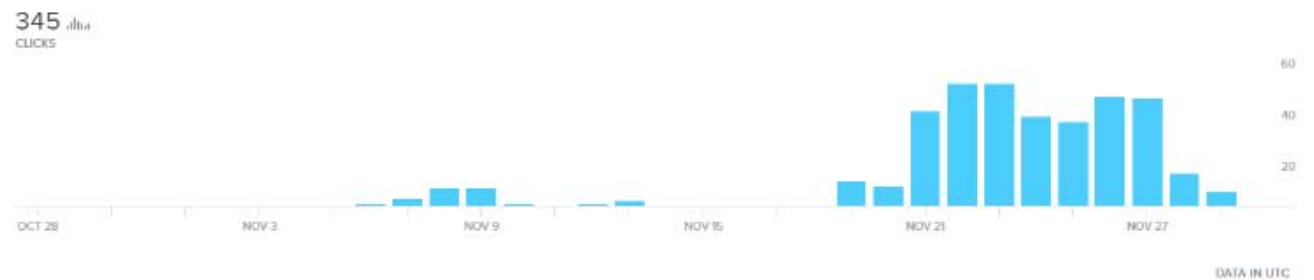
CREATED NOV 6, 3:51 PM | [Charlotte Bouswain](#)

How to tour Africa from the comfort of your Nairobi hotel - Diary of a Muzungu | Uganda & East Africa Travel Blog

<https://www.muzungubloguganda.com/travel-tips/travel-reviews/nairobi-serena-hotel-architectural-cultural-conservation-tour/>

Tag: Kenya X Tag: Serena X

bit.ly/2pM5sNW [COPY](#) [SHARE](#) [EDIT](#)



REFERRERS



Email, SMS, Direct	156
Facebook	143
Twitter	5
+1 more	1

LOCATIONS



Uganda	117
Germany	90
United States	47
+18 more	91



How can comments keep your content fresh?

Reply to all comments on your website - build a conversation

Add links to your other content *within your comments*.

Introduce your readers to pages on your site they may not have visited before.

Google will like it too 😊

Replying to every comment **DOUBLES** the number of comments you have on your site

Why work with bloggers and social media influencers?



More than 84% marketers plan to use at least one 'influencer marketing' campaign in the next 12 months



Why?



Because *bloggers are real people*



Our experiences are seen as authentic by would-be travellers

Contact me to join Digital Marketing for Tourism training



Let's connect!



www.diaryofamuzungu.com



Diary of a Muzungu



diary_of_a_muzungu



@CharlieBeau



Charlotte Beauvoisin