

Using the Posting Engine

The Posting Engine is the centrepiece of the Digital Marketing System. As long as you have login privileges you can create "Structured & Sharable" Content.

Creating a post is basically a three step process:

1. **Title**
2. **Content**
3. **Featured Image**

Title

Enter a title that uses the keyword you want to target.

Content

A minimum of 300 words that uses keywords that you want to target.

Image

Try to enter Alt tags, Captions and Descriptions using targeted keywords.

Categories/Tags

These are what helps people find your website. Create new categories as you need them.

Login to the system using your username and password.

1. Go to **Posts/Add New**
2. **Title:** Enter a title in the **Title** text box. Try to enter a title using a keyword or keyword phrase.
3. **Content:** Enter text for the body of the page in the main text editor.
4. **Category/Tags:** Select a **Category** and add **Tags** or keywords that indicate what the post is about. This is what adds structure to your content.
5. **Featured Image:** Add a **Featured Image** by clicking **Set featured image** under **Featured Image**. Select your image from Library or Upload a new image and click **Set featured image**. Please Note: Image size must be 2000 x 1200 to work properly.
6. **Publish:** Click **Publish**

Once the post is published you should see it in two places. 1) at the bottom of the home page and 2) at the top of the Blog or Research page.