

TASK #3

CREATING TEMPLATES!



TIME:

This task should take 2-3 hours depending on amount of content



QUESTIONS:

Leave in the thread called "Task 3" in the FB group.



WHEN FINISHED: Upload a image or screenshot of a Wordpress template folder in the "Task 3" thread with "DONE"! Complete by 1/23 to stay on track for the next task.

At the end of the challenge, there will be prizes for those who have uploaded and completed EVERY task!

The main part of Task 3 will be to go through each of your Slite files and:

1. Remove any paragraphs of content that are not repeatable among posts and replace with "BLURB". For example, if you have story telling blurbs in there that are specific to that recipe, just replace those with the "BLURB" text so that you know where to write (but it will prevent accidentally leaving in old information).

2. Look at the flow of your posts. Are there large areas of text, numbered lists, or bullets that could use more headings? To make your post the most "scannable", you want to look at where you could break things down to help the reader identify the content's section easier without having to read the paragraph.

For example: maybe you do step by step images in your posts. If it currently looks like the below example, think about how you could add a section title to that like "The Steps to Make XXX". Or if it is step by step images, could you bold the text "Step 1: Cream butter and sugar" to help the reader be able to identify those steps better than just having "1. Cream butter and sugar".

- 1. Cream butter and sugar
(IMAGE)
- 2. Mix and scoop.
(IMAGE)



How to Make Cookies:

- Step 1:** Cream butter and sugar...
(IMAGE)
- Step 1:** Mix and scoop....
(IMAGE)

FYI: The Slite "bullets" can be copied over, you'll likely just need to select the text when in Wordpress and click the WP bullet format.)

3. Are there areas where you use the same pinterest collage in each? For example, maybe you always do a ingredient list and then include a ingredient photo. Be specific and add "INGREDIENT PHOTO" in there as a placeholder. Or if you always do a 4-grid Pinterest image, add "4-GRID PINTEREST IMAGE"

In essence, the goal here is to think about how you can be better at visually separating chunks of content within your post with headings, list styles, or bulleted lists.

4. Once you're done with that, go ahead and install the Wordpress plugin called: "Simple Content Templates"

* To do this, go into your dashboard > Plugins > Add New > Search for Simple Content Templates > Install > Activate

5. Once activated, go to the side panel from your dashboard and click "Content Templates > Add Template". In the editor:

1. **Add Title** - I like to name these what I have in Slite (i.e. "Breads: Pastry"). If you do more than recipes, it helps to do "Recipes: Breads: Pastry" so that the group better when alphabetized.
2. **Copy and paste** the content from your Slite document into the text area (skip the recipe card for this step). If text is formatting weird, you may need to select everything and select "paragraph" so that it strips it out. In each document:
3. **Italicize** anything that should be italicized (i.e. intro blurbs, tips, etc.)
4. **Change headings** to their appropriate heading size (i.e. h2, h3, etc.)
5. **Link** anything that will be repeating links (i.e. "I always use Neenah brand of white cardstock"). If it needs a "no follow" attribute or open in new tab, add that.

6. If you're a recipe blogger AND are using a recipe card plugin, skip the recipe card for now since we'll be doing that in the next Task. I find it easier to just bulk add the content templates and then add the recipe cards later. For the recipe card task, I'll be mainly talking about the plugin WP Recipe Maker but you will be able to adapt it to your plugin. (Essentially what we'll be doing in that task is going in and creating recipe card templates for each type.)

If you're not using a recipe card plugin and you're on Wordpress.org, I HIGHLY suggest installing one. WP Recipe Maker and Tasty are the top two recommended plugins, as they are the most updated in terms of Google Recipe Schema. Mediavine also has a new plugin called Create that fits these criteria, that you could likely adapt my methods for.

GUYS, we're almost there! You're 75% done!