

PART THREE: CATEGORIES AND TAGS

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Categories And Tags Are For Posts

Categories vs. Tags

Categories

- A group of terms that can be hierarchal
 - Parent term
 - Child term
- Can be added to the menu or sidebar
- Can be specifically queried on template pages
- Create site.com/category/term URL
- Should be pre-defined and broad ranging

Categories

My Sites Site 0 + New Howdy, dbisset

Dashboard Posts Categories Tags Media Pages Comments Appearance Plugins Users Tools Settings Collapse menu

Categories

Screen Options Help

Search Categories

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent Category

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

The description is not prominent by default; however, some themes may show it.

[Add New Category](#)

Bulk Actions Apply 1 item

<input type="checkbox"/> Name	Description	Slug	Count
Uncategorized		uncategorized	1

Bulk Actions Apply 1 item

Note:
Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the category **Uncategorized**.
Categories can be selectively converted to tags using the [category to tag converter](#).

Tags

- A group of terms that are NOT hierarchal
- Can be added to the menu or sidebar
- Can be specifically queried on template pages
- Create site.com/tag/term URL
- More freeform and specific

Tags

The screenshot shows the WordPress admin interface for managing tags. On the left is a dark sidebar with navigation links: Dashboard, Posts (selected), All Posts, Add New, Categories, Tags, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Tags' and includes a search bar, 'Screen Options', and 'Help' buttons. Below the search bar is a table with columns for Name, Description, Slug, and Count, but it is empty with the message 'No tags found.' and 'Bulk Actions' and 'Apply' buttons. On the left side of the main area, there is a 'Add New Tag' form with fields for Name, Slug, and Description, each with a text area and a small explanatory note. The 'Name' field note says 'The name is how it appears on your site.' The 'Slug' field note says 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.' The 'Description' field note says 'The description is not prominent by default; however, some themes may show it.' At the bottom of the form is an 'Add New Tag' button. The top right of the interface shows the user's name 'Howdy, dbisset' and a profile picture icon.

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Dashboard Posts All Posts Add New Categories Tags Media Pages Comments Appearance Plugins Users Tools Settings Collapse menu

Tags

Screen Options Help

Search Tags

Bulk Actions Apply

<input type="checkbox"/> Name	Description	Slug	Count
No tags found.			
<input type="checkbox"/> Name	Description	Slug	Count

Bulk Actions Apply

Tags can be selectively converted to categories using the [tag to category converter](#).

Add New Tag

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description

The description is not prominent by default; however, some themes may show it.

Add New Tag

Exercise:

Create And Assign Categories

Exercise:

Create And Assign SubCategories

Exercise:

Create And Assign Tags

Exercise:

Change Default Category

Think Ahead!

- Similar terms
 - Couch, sofa, divan, davenport
- Same terms at different levels
 - Not illegal, but confusing
- Inconsistent terms
 - Chevrolet, chevy
- Too MANY categories, keep it simple
- Just typing it in without thinking
- Think of your audience!
 - Inconsistent and similar terms dilute the group and are confusing

THANK YOU.

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