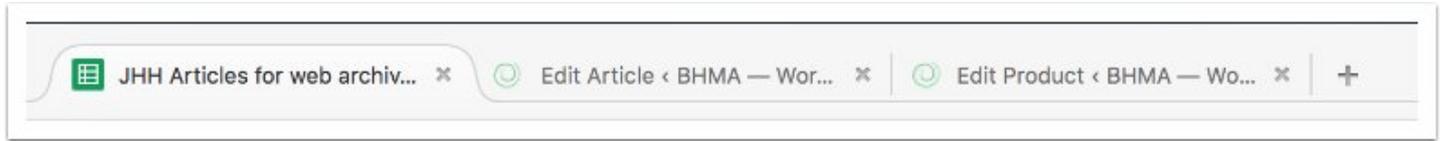


Being organised



It is useful to have three tabs open when adding articles. One with the source data, (here on a spreadsheet), one to add articles, and a third to add products.

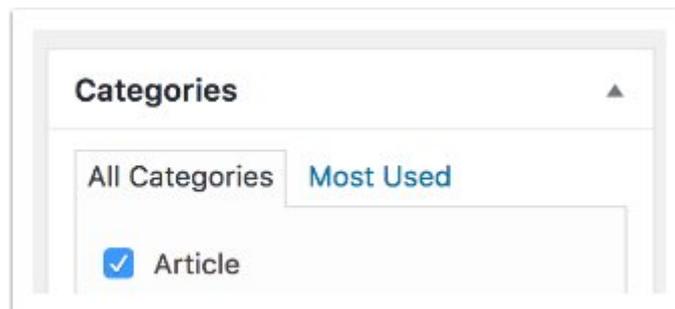
The whole process of adding an article to the website can take about 6 minutes assuming all the source data is pre-prepared.

Add a new article

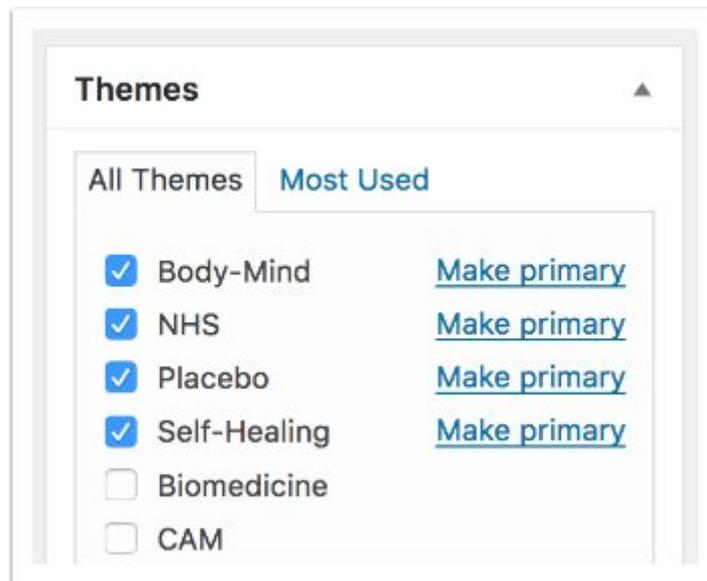


Add the article name as the title of the Article entry

Set article category



Set article themes



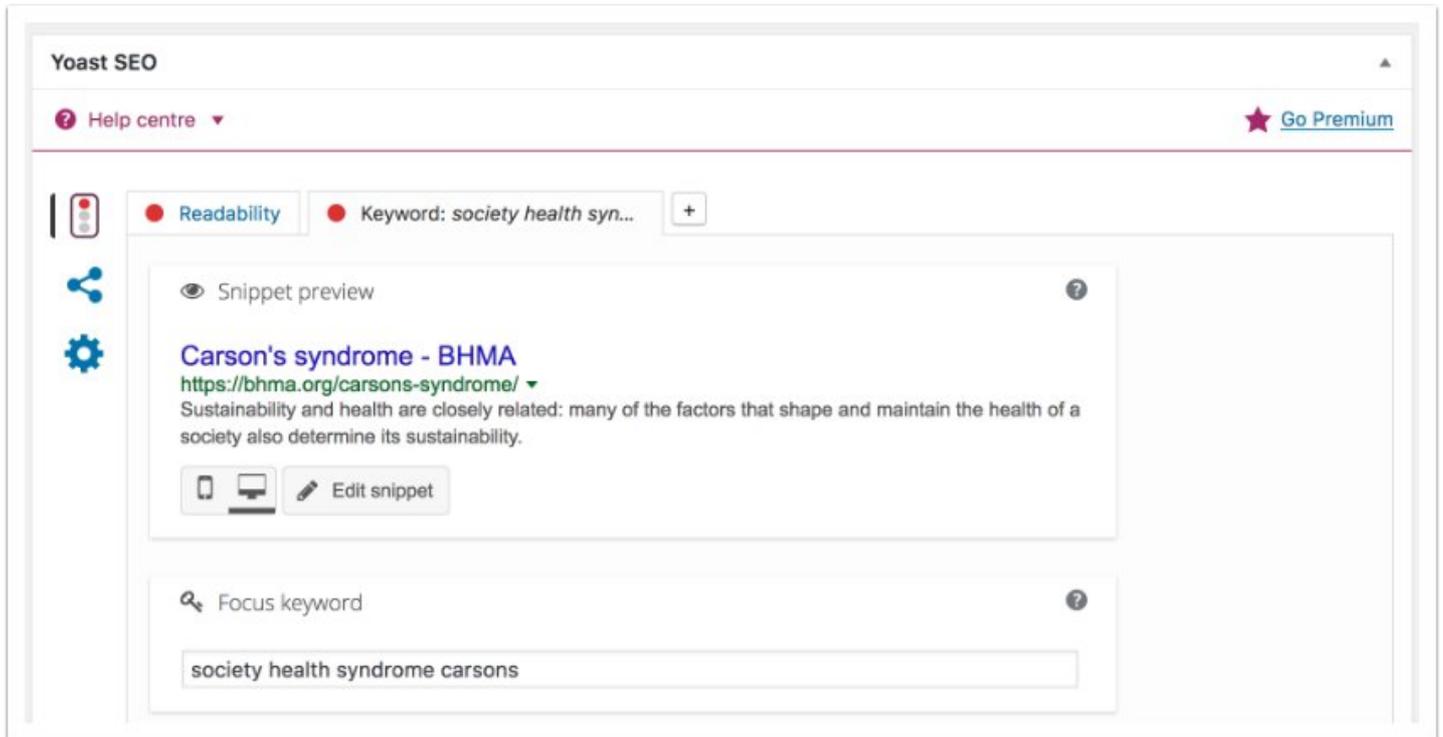
The screenshot shows a 'Themes' panel with two tabs: 'All Themes' and 'Most Used'. The 'Most Used' tab is active. Below the tabs is a list of themes with checkboxes and 'Make primary' links:

Theme	Selected	Action
Body-Mind	<input checked="" type="checkbox"/>	Make primary
NHS	<input checked="" type="checkbox"/>	Make primary
Placebo	<input checked="" type="checkbox"/>	Make primary
Self-Healing	<input checked="" type="checkbox"/>	Make primary
Biomedicine	<input type="checkbox"/>	
CAM	<input type="checkbox"/>	

Set the relevant themes for the article. They will appear in a tag-cloud and allow articles to be grouped.

Use existing themes where possible, but if there are key themes not listed add one or two more as required. It is best not to let this list get too long however for legibility. There should be a reference set of themes.

Set article SEO



The screenshot shows the Yoast SEO interface for an article. At the top, there is a 'Yoast SEO' header with a 'Help centre' link and a 'Go Premium' button. Below this, there are two tabs: 'Readability' and 'Keyword: society health syn...'. The main content area is divided into two sections. The first section is titled 'Snippet preview' and shows a preview of the article's snippet. The snippet title is 'Carson's syndrome - BHMA' with a link to 'https://bhma.org/carsons-syndrome/'. The snippet text is 'Sustainability and health are closely related: many of the factors that shape and maintain the health of a society also determine its sustainability.' Below the preview, there are icons for mobile and desktop views and an 'Edit snippet' button. The second section is titled 'Focus keyword' and contains a text input field with the text 'society health syndrome carsons'.

Customise excerpt snippet and add focus keywords to help search engines to rank the article as highly as possible.

(Click 'Edit snippet' to reveal editing textarea - Snippets have to be kept short.)

Enter article details

PTB Meta Box

Article ID	1.1.3
Display Date	May 2004
Description	Environmental threat and opportunity for health in the 21st Century
Author	Robin Stott FRCP, FFPH
Author bio	During my 17 years as a consultant physician at Lewisham Hospital I developed an interest in how personal, social and environmental relationships and circumstances influence individual and population health. I believe there are marked similarities between a society which is sustainable and one which is healthy. Via training in traditional Chinese medicine in the 80s I have travelled a path which now sees me as sustainability advisor to the Mayor of Lewisham, and a member of the
Summary	Sustainability and health are closely related: many of the factors that shape and maintain the health of a society also determine its sustainability. These are highly significant overlaps, not least because a society's perceptions of health and the functioning of its healthcare systems can be more, or less, sustainable. Policymakers should be able to develop effective strategies for improving both sustainability and health. An awareness of how health and sustainability intersect can help
First para	To mark the millennium by crafting a new definition of health would be folly; definitions don't really change our understanding of health creation. For we already know that our collective and individual health is crucially dependent on our social circumstances: on our relationships with our fellow humans, and on the way we interact with our physical environment, with nature and with our planet. Yet to create the circumstances in which good health can flourish we have to take this knowledge

The 'PTB Meta Box' is where the majority of the data about the article is entered. This is what will be displayed on articles pages on the website.

Before you can enter the final information required in this area you need to create a 'product' for the article so it can be sold, or added to a subscription and downloaded.

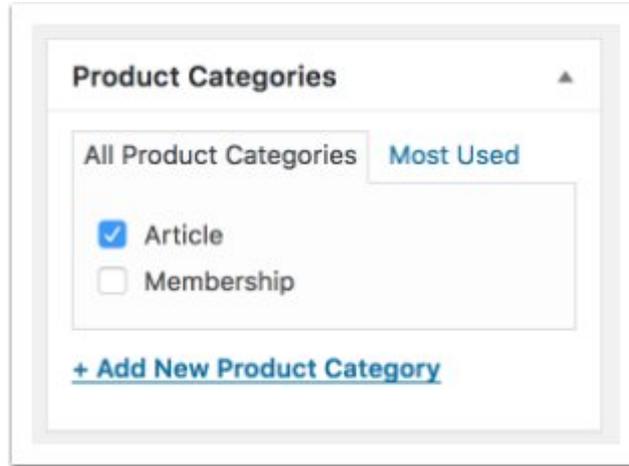
Add a new product

Carsons Syndrome

Permalink: <https://bhma.org/product/carsons-syndrome/>

Add a new product for the article to which the .pdf file will be attached.

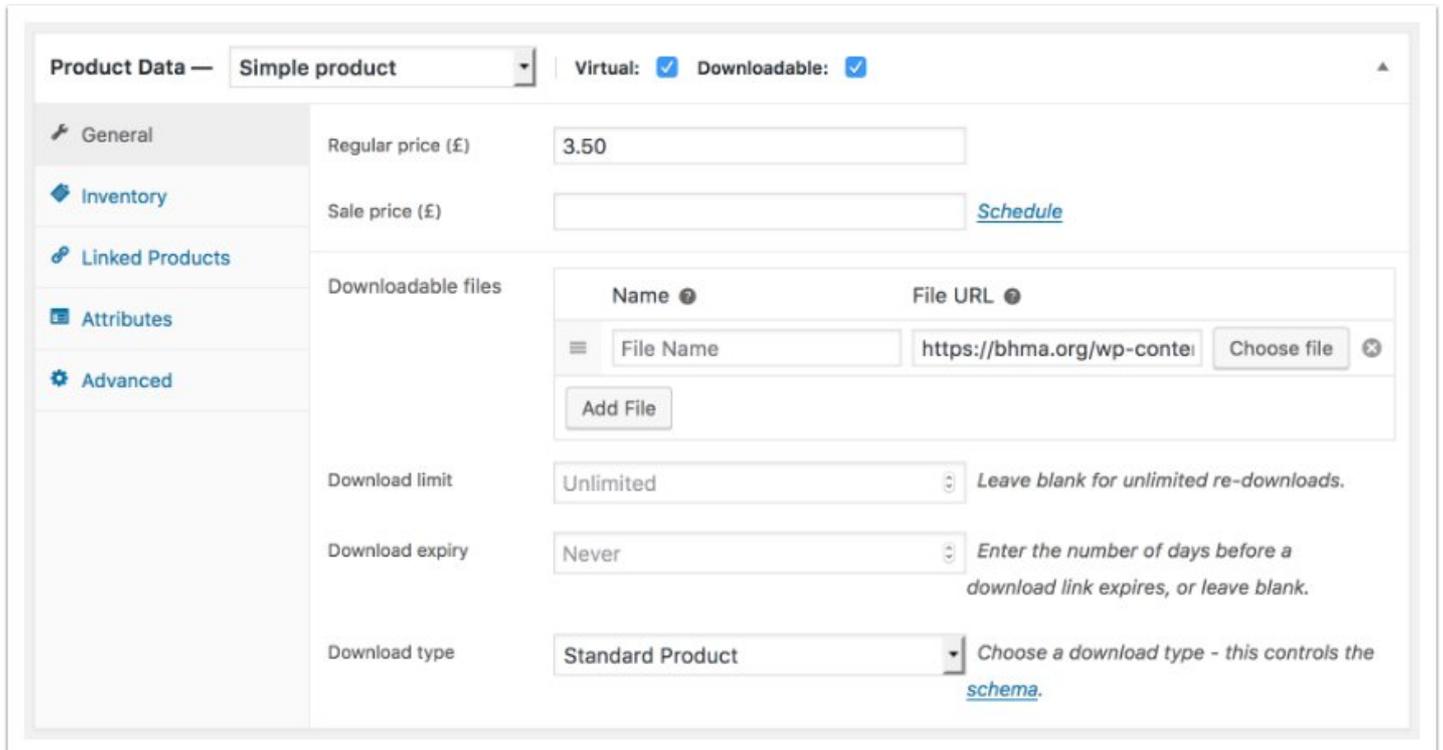
Set product category



The screenshot shows a 'Product Categories' dropdown menu. The menu is open, displaying two tabs: 'All Product Categories' and 'Most Used'. Under the 'All Product Categories' tab, there are two options: 'Article' with a checked checkbox and 'Membership' with an unchecked checkbox. At the bottom of the menu, there is a blue link that says '+ Add New Product Category'.

Make sure the new product has the 'Article' category set. This is what will identify it as a free download to members.

Add product data



Product Data — Simple product | Virtual: Downloadable:

General

Regular price (£)

Inventory

Sale price (£) [Schedule](#)

Linked Products

Attributes

Advanced

Downloadable files

Name	File URL
File Name	https://bhma.org/wp-conte <input type="button" value="Choose file"/>

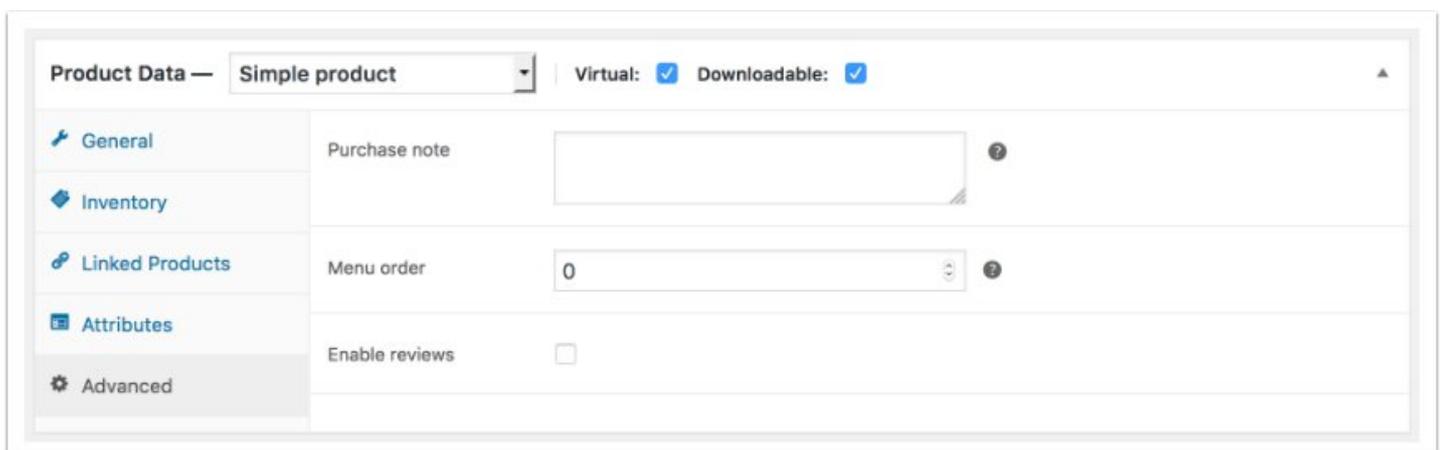
Download limit Leave blank for unlimited re-downloads.

Download expiry Enter the number of days before a download link expires, or leave blank.

Download type Choose a download type - this controls the [schema](#).

Set the product as 'virtual' and 'downloadable', enter the price, and then 'Add File' and choose the .pdf file of the article which will be for sale and download. Upload the .pdf file to the media area and confirm when done. The URL of the uploaded file will be copied to the 'File URL' field.

Decide if reviews are enabled



Product Data — Simple product | Virtual: Downloadable:

General

Purchase note

Inventory

Linked Products

Menu order

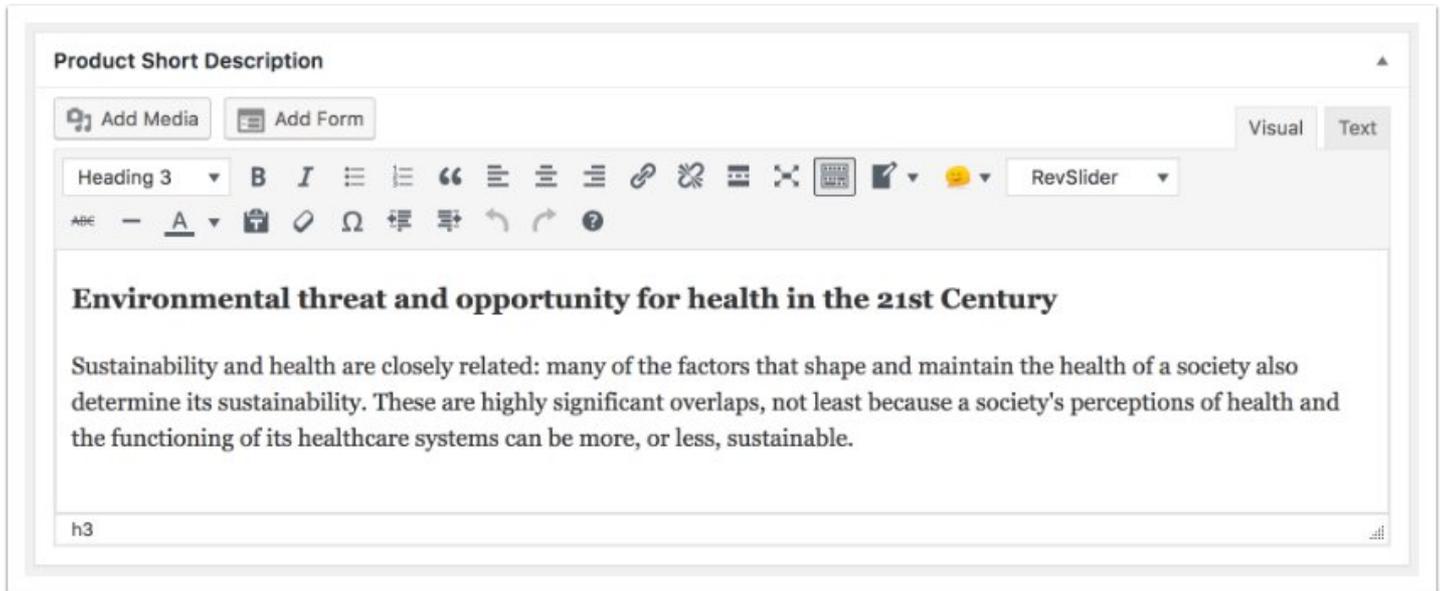
Attributes

Advanced

Enable reviews

Un-tick 'Enable reviews' under 'Advanced' if you do not want the article to have user reviews.

Enter product short description



The screenshot shows a web editor interface for a 'Product Short Description'. At the top left, there are buttons for 'Add Media' and 'Add Form'. On the right, there are tabs for 'Visual' and 'Text'. Below these is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, text color, background color), alignment, bulleted and numbered lists, indentation, link, unlink, table, and other functions. A dropdown menu is set to 'Heading 3'. The main text area contains the following content:

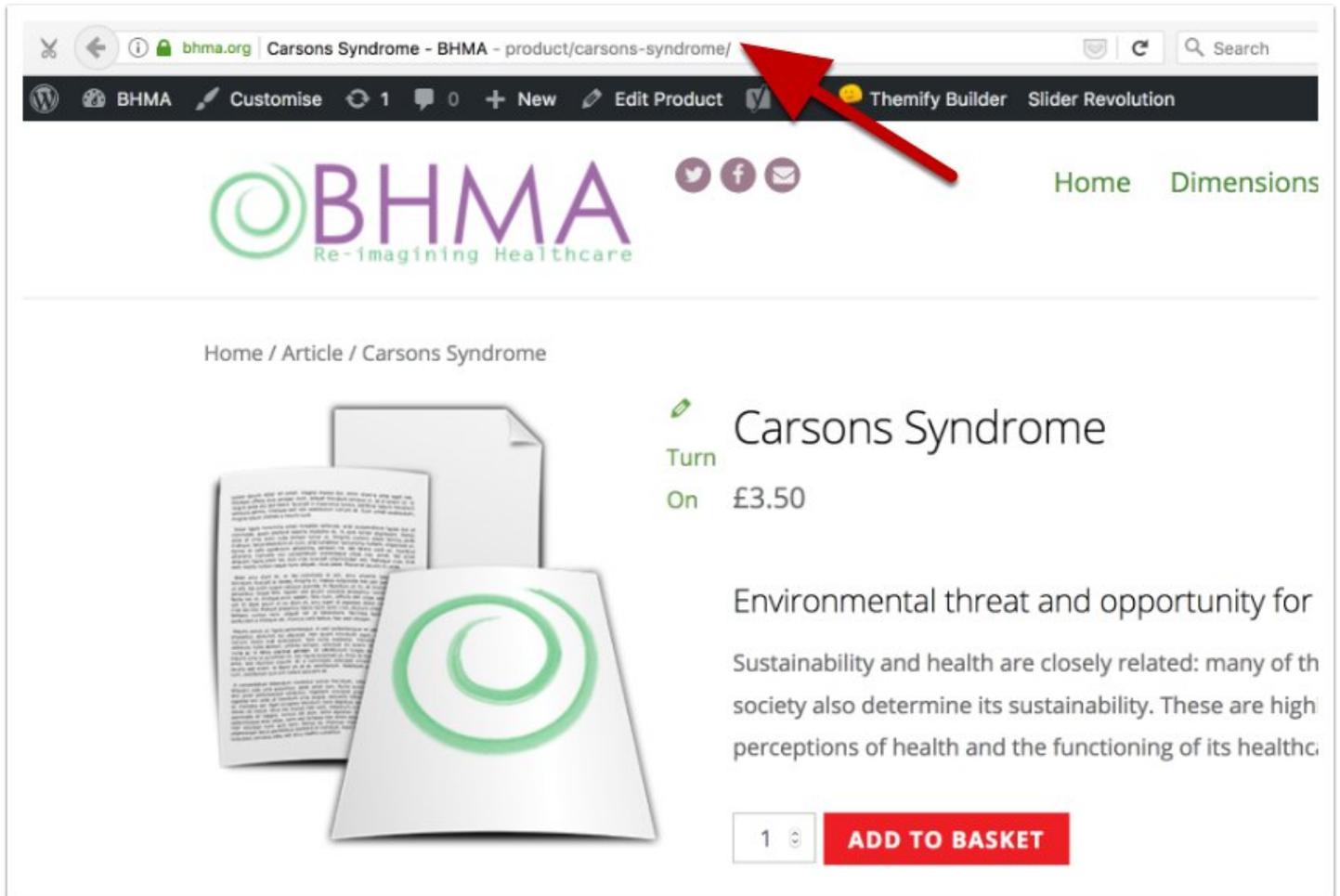
Environmental threat and opportunity for health in the 21st Century

Sustainability and health are closely related: many of the factors that shape and maintain the health of a society also determine its sustainability. These are highly significant overlaps, not least because a society's perceptions of health and the functioning of its healthcare systems can be more, or less, sustainable.

At the bottom left of the text area, the text 'h3' is visible, indicating the current heading level.

Enter the text which will appear to the right of the product default image, under 'product short description'. If you also enter text in the main text area at the top of the page this will appear beneath the product. You can set a 'product image' in a box on the right of the page if you want to.

Get product URL



The screenshot shows a web browser displaying the product page for 'Carsons Syndrome' on the BHMA website. The browser's address bar contains the URL: `bhma.org/Carsons Syndrome - BHMA - product/carsons-syndrome/`. A red arrow points to this URL. The website header includes the BHMA logo (Re-imagining Healthcare) and navigation links for 'Home' and 'Dimensions'. The product page features a stack of documents with the BHMA logo on the front cover. To the right of the image, the product title 'Carsons Syndrome' is displayed with a green pencil icon, followed by 'Turn On' and the price '£3.50'. Below the product description, there is a quantity selector set to '1' and a red 'ADD TO BASKET' button.

Save and then 'view product'. Now highlight the URL in the browser address bar and copy it ready to paste back on the article tab.

Complete the article entry

Purchase	<input type="button" value="Get this article"/>	Link→	<input type="text" value="https://bhma.org/product/carsons-syndrome/"/>
Fulltext	<input type="text" value="Carson's syndrome"/> <input type="text" value="Environmental threat and opportunity for health in the 21st Century"/> <input type="text" value="Robin Stott"/>		
Journal			

Swap back to the tab where you are entering the article data.

Enter the text you want to appear on the button linking to the 'product' page for this article.

Paste the URL you have copied to the 'Link' field.

Swap to a .pdf viewer and view the article (or view the text of the article in any other format). Copy all the text of the article, swap back to editing the article and paste all the text into the 'fulltext' field. This field provides the data for searching articles so the most relevant entries can be found by searching through the entire text. It will not be shown in the results, only a list of article summaries of the articles which contain the text somewhere within their body. From the summary list users will be able to view the public data for each article returned.

Scroll back up the 'new article' page you are working on and 'Save'.