



March 29, 2023

## The WordCamp Edition

Hello Ruth Ann,

Phoenix WordCamp - a local conference on WordPress website software - was back in action this past week! I'm please to report that content was a major presentation topic.

I learned, and re-learned, quite a bit that I'm sharing in this week's edition and probably a few more to come.

WordCamp is a very affordable and enjoyable way to spend a couple of days with people eager to share what they know about anything related, or potentially related, to WordPress. It's a useful place to network and learn WordPress basics or discover its advanced functions.

I've found value there every time I've attended and urge any writer to look for a local WordCamp. They're held around the world, so you can build a vacation around one!


Til next week,

**Ruth Ann Monti**

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## Writing Tips

Here are some of the writing and content highlights I jotted down at WordCamp Phoenix:

- **Put the most important information up first**, says Maddy Osman, a.k.a. The Blogsmith. This is also called BLUF, for Bottom Line Up Front. You can still summarize at the end of a post, but make sure the key information is front and center.
  - **Create tables of contents for long-form content** so readers can review the topics covered and quickly find what they need. WordPress has plugins for this (Maddy Osman)
  - **Create blog posts in Google Docs and copy to the WordPress Block Editor** (formally known as Guttenberg). WordPress automatically creates blocks from the Doc! (Alicia St. Rose of WordPress With Heart.)
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- > Don't use Google Docs for this function, Maddy warns - it will link back to your Docs!
  - **AI can create product descriptions**, but warns that anything created by AI - especially actual posts - should be checked over by a...human, says Cheryl Marquez, who runs TechLatte.

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## SEO/Content News

Do you wonder whether links should open to a new tab? I have, too, over the years. WordPress and other software offer writers the option to program a link for to open a new tab or to charge forward in the existing one.

But Alicia St. Rose urges people not to program links to a new tab because this complicates navigation for people who use accessibility tools.

But won't this hurt the bounce rate and SEO? No on the bounce rate because clicking a link shows an interaction. Bounce rates rise only when a user doesn't interact on a site beyond visiting landing on it.

Google's SEO guru, John Mu, tweeted a couple of years ago that how links are used doesn't matter.



So going forward, I will follow Alicia's advice.

Oddly enough, Chrome's Windows default opens a new tab when users click on a link.

### My Content Services

## Passkeys = Security

Kathy Zant, a security expert with KadenceWP, devoted a presentation on passkeys as the security tool for the future.

Relatively few people use 2-factor authentication (2FA) consistently. Sixteen-character passwords? Yeah, right. Anyway, password managers have been hacked. Hackers have even created phony authenticator apps!

Passkeys use cryptography to tie a user to a website or app through a pair of "keys." One is only known to the user, and the other is kept on a site or app the user registers with.



*Will passkeys keep us happy and safe?*

I can't explain it beyond this, but Kathy was certainly optimistic about it. She also applauded fingerprint security, something I *do* understand and use!

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