

**Volume 1**  
**May 2026**

AcadEx  
COGNITIVE

**The Author's User**

# Manual

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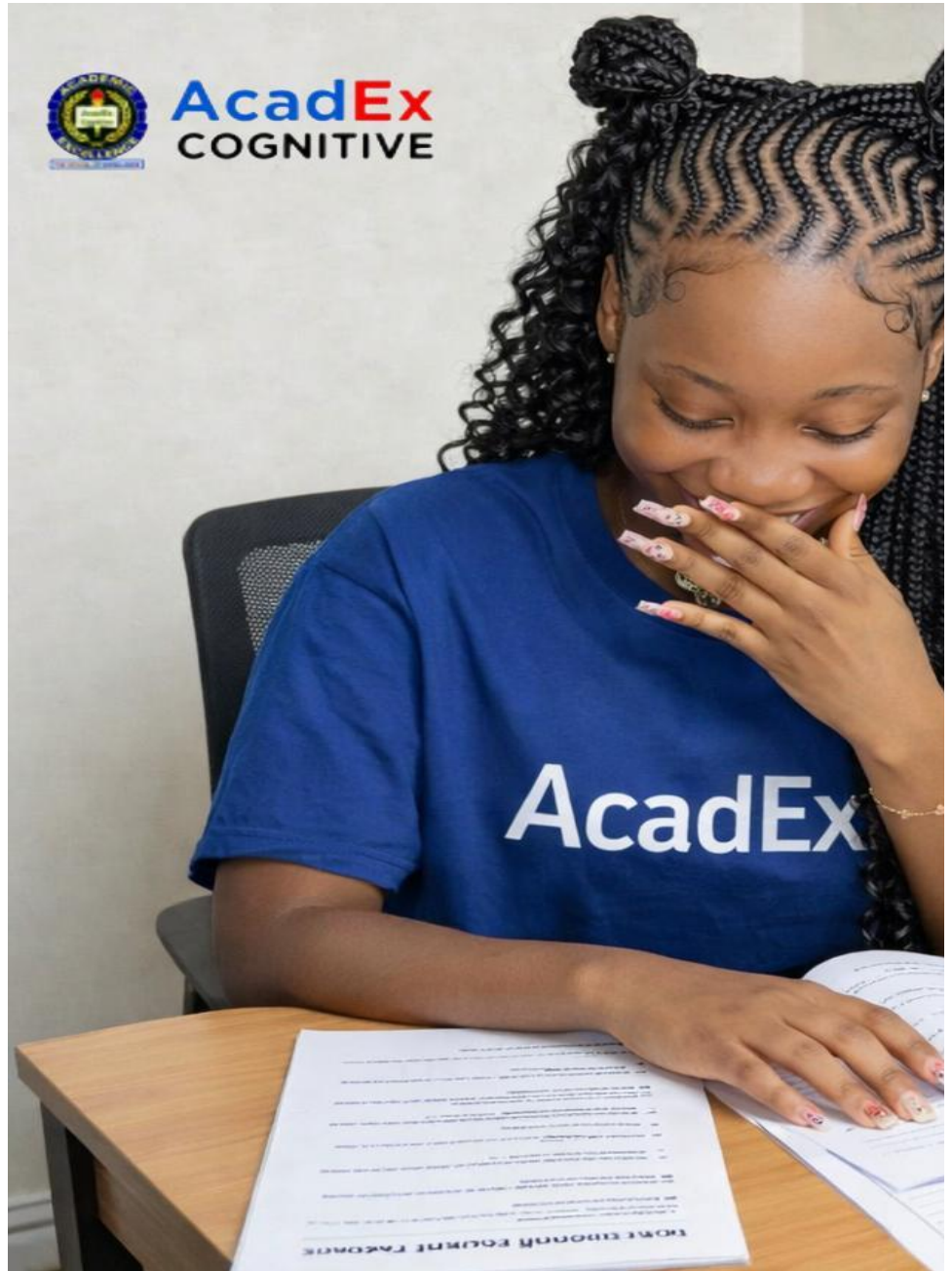
*There is no greater agony than  
bearing untold story inside you*

**Write – Publish - Impact**

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*The AcadEx Creator Guide*

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“The best way to predict the future is to write it and see it happen”. By **Sir. Godwill Yakum - CEO**

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*Quotes* ***Content is anything that adds value to the reader's life.***

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*Write for humans, optimize for search engines, but never lose sight of your message*

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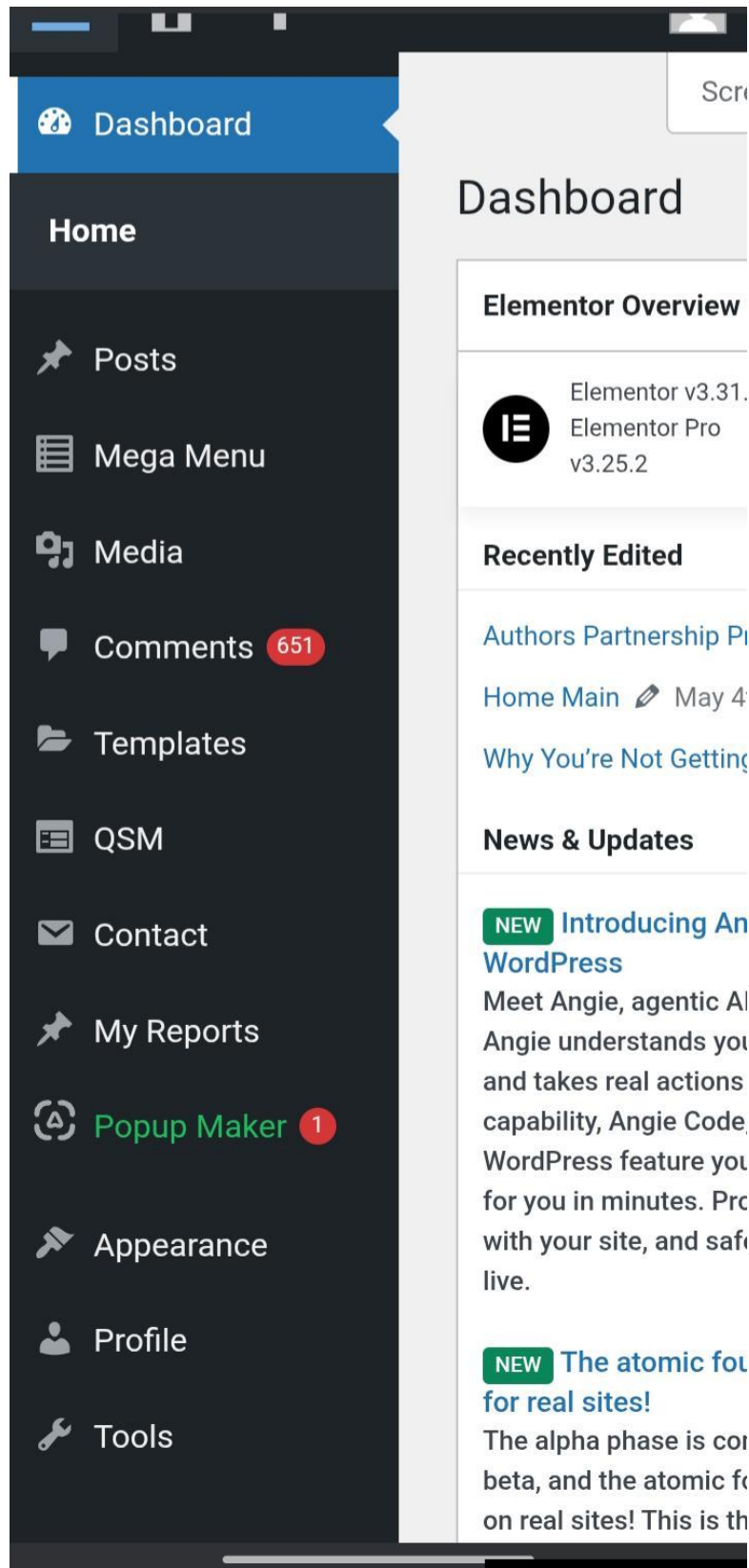
## **Write with clarity and purpose**

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**For All Authors and Publishers**

You can always edit a bad page but you can't edit a blank page

# The Author's Dashboard



# Professional Author Manual

## Complete Step-by-Step Guide for Authors & Content Publishers

Welcome to the Author Dashboard Manual. This guide is designed to help every author; from beginners to experienced publishers. Confidently create, manage, and publish professional content using the website dashboard.

It also explains how the standard WordPress editor works alongside Elementor, helping you understand when and how to use each tool correctly.

## 1. Posts Menu — Your Main Workspace

The **Posts** section is where all articles, news updates, blog entries, and written publications are managed.

In WordPress:

- **Posts** are dynamic and arranged chronologically (blogs, news, articles).
- **Pages** are static content (About Us, Contact Page, Services, etc.).

### A. All Posts

#### Purpose

The **All Posts** section serves as your complete article library, where you can:

- View all published articles
- Access drafts
- Edit existing posts
- Delete outdated content
- Search for specific articles

#### Important Features

##### *Search & Filters*

Use the filter options at the top of the page to quickly locate:

- Drafts
- Published posts
- Scheduled posts
- Specific categories or authors

This helps improve workflow efficiency, especially when managing large amounts of content.

### *Quick Edit*

Hover over a post title and click **Quick Edit** to instantly modify:

- Categories
- Tags
- Publication date
- Post status

without opening the full editor.

## **B. Add New Post — The Professional Publishing Workflow**

Creating a professional article requires following a structured publishing process.

### **Step 1: Create the Headline**

Click **Add New Post**.

At the top of the editor, you will see the **Title Field**.

### **Best Practices for Titles**

- Keep titles clear, professional, and engaging
- Aim for fewer than 60 characters
- Include important keywords naturally
- Avoid excessive punctuation or clickbait wording

### **Important Note**

The post title automatically becomes the website's **H1 Heading**, which is the most important heading for SEO (Search Engine Optimization).

For this reason:

- Do not add another H1 heading inside the article body
- Use only one main title per article

### **Step 2: Writing Content with Gutenberg Blocks**

WordPress uses a modern block-based editor called **Gutenberg**.

Click the (+) **Add Block** icon to insert different content elements.

## Common Blocks You Will Use

### Paragraph Block

Used for standard written text and article paragraphs.

### Heading Block

Used to organize sections professionally.

Recommended structure:

- **H2** → Main section headings
- **H3** → Sub-sections under H2
- **H4** → Minor supporting points if necessary

### Important Rule

Never use H1 headings inside the article body because the title already serves as the H1.

### Image / Media Block

Use this block to:

- Upload images
- Insert photos into articles
- Add illustrations or graphics

### Image Best Practices

- Use high-quality horizontal images
- Recommended size: **1200 × 628 pixels**
- Compress images before upload
- Keep file size under **200 KB** for faster loading speed

## Step 3: Configure the Document Sidebar

Before publishing, properly configure the **Post Settings Sidebar** located on the right side of the editor.

### A. Status & Visibility

This section controls:

- Draft status
- Scheduled publication
- Public/private visibility
- Sticky posts

#### Sticky Posts

Enable “**Stick to the top of the blog**” only for highly important or featured content.

### B. Categories

Categories help organize website content.

#### Best Practices

- Select one primary category whenever possible
- Avoid assigning too many categories
- Keep categories relevant to the article topic

#### Why It Matters

Proper categorization improves:

- Site organization
- Reader navigation
- Search engine indexing

### C. Tags

Tags are descriptive keywords related to the article.

#### Recommended Usage

Use 3–5 relevant tags only.

## Example

If the article is about *Golden Retrievers*, suitable tags may include:

- Dogs
- Pets
- Dog Training
- Animal Care

## Avoid

- Excessive tags
- Irrelevant keywords
- Duplicate categories as tags

## D. Featured Image

The featured image acts as:

- The article thumbnail
- Homepage preview image
- Social media preview image

## Requirements

- Use landscape/horizontal images
- Recommended dimensions: **1200 × 628 px**
- Keep image size optimized for performance

A missing featured image makes articles appear incomplete and unprofessional.

## E. Excerpt

The excerpt is a short summary of the article.

## Best Practices

- Write 15–20 compelling words
- Make readers interested in opening the article
- Summarize the core message clearly

## Important

If left empty, WordPress automatically uses the first lines of the article, which may not always provide the best introduction.

## 2. Working with Elementor

The dashboard includes both:

- Standard WordPress Editor
- Elementor Page Builder

Understanding when to use each one is essential.

### When to Use Elementor

Use **Elementor** only for:

- Landing pages
- Promotional pages
- Highly designed feature stories
- Special event pages
- Advanced visual layouts

### Important Warning

Editing regular blog posts entirely with Elementor can sometimes:

- Break mobile responsiveness
- Slow down the website
- Create formatting inconsistencies

### Recommended Workflow

#### Best Practice

1. Write and structure the article in the standard WordPress editor first
2. Use Elementor only for additional visual enhancement if necessary

This keeps the website clean, responsive, and professional.

## 3. Media Library Management

Navigate to:

**Media** → **Library**

This section stores all uploaded files, including:

- Images
- PDFs
- Videos
- Graphics

### Managing Files Professionally

#### Bulk Select

Use **Bulk Select** to:

- Delete unused images
- Remove duplicate uploads
- Clean outdated media files

Keeping the media library organized improves website storage and performance.

### Alt Text — Extremely Important

Whenever you upload an image, complete the **Alt Text** field.

#### Poor Example

image1.jpg

#### Professional Example

Author typing on a laptop while working on a digital publication

### Why Alt Text Matters

Alt Text helps:

- Visually impaired readers using screen readers
- Search engines understand images
- Improve Google Image rankings
- Strengthen SEO performance

Every professional article should include properly written Alt Text.

## 4. Managing Comments & Community Engagement

The comments section helps build audience interaction and trust.

You currently have comment notifications visible on the dashboard.

### How to Manage Comments

Navigate to:

#### Comments

Then click the **Pending** tab.

#### Actions Available

##### Approve

Approve legitimate reader comments.

##### Reply

Engage professionally with readers whenever necessary.

##### Spam

Mark suspicious comments as **Spam**, especially comments related to:

- Cryptocurrency promotions
- SEO advertisements
- Fake services
- Scam links
- Unrelated promotions

##### Important

Do not simply delete spam comments.

Marking them as **Spam** helps the system automatically detect and block similar spam activity in the future.

## 5. Profile Settings — Building Your Author Identity

Navigate to:

### Profile

This section controls your public author information.

### Important Settings

#### Visual Editor

Ensure:

**“Disable the visual editor when writing”** remains unchecked.

### Nickname

Your nickname is linked to your login identity.

For security reasons:

- Avoid exposing sensitive usernames publicly

### Display Name

Under:

#### **“Display name publicly as”**

select your real professional name.

This is the name readers will see on published articles.

### Biographical Information

Your biography appears inside the author box beneath articles.

#### Include:

- Your professional role
- Short background summary
- Writing specialization
- Portfolio or professional social links

## Keep It:

- Professional
- Clear
- Concise
- Credible

## 6. Final Publishing Checklist

Before clicking the blue **Publish** button, always complete this quick review:

### Pre-Publishing Checklist

- Featured Image added
- Correct Category selected
- Relevant Tags added
- Alt Text completed for all images
- Article preview checked on desktop and mobile
- Headings properly structured (H2/H3)
- Excerpt written
- Grammar and spelling reviewed
- Author Display Name verified
- Links tested and working properly

## Final Note

Professional publishing is not only about writing content — it is also about:

- Presentation
- Structure
- SEO optimization
- Accessibility
- User experience
- Consistency

Following this manual carefully will help maintain high publishing standards across the platform and ensure every article reflects professionalism and credibility.

**The End !!!**