

How to create a blog post

Giving a hand to oral health.



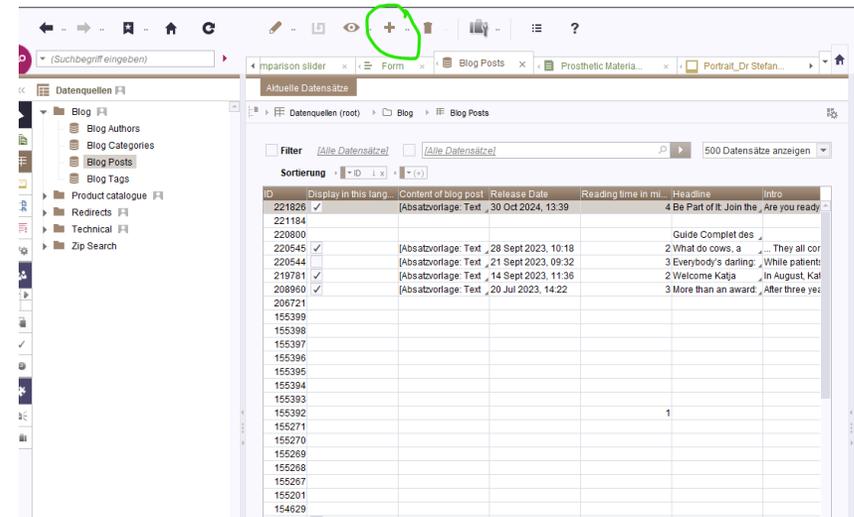
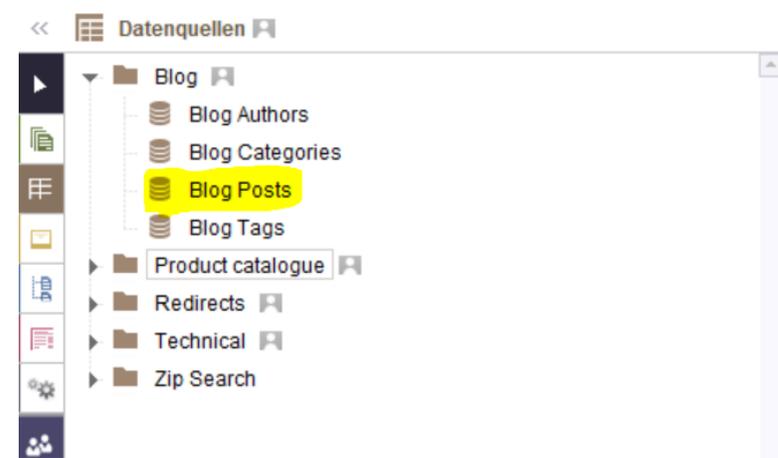
KULZER
MITSUI CHEMICALS GROUP

Agenda

1. Creating a blog post
2. Tabs of a blog post explained:
 - Tab „General“
 - Tab „Content“
 - Tab „Teaser“
 - Tab „Meta“
 - Tab „Open Graph“
3. Publishing

Creating a blog post

1. All blog posts are located in the **database section** of First Spirit.
2. To add a new blog post you have to **click on the plus icon**.



A blog post consists of different tabs:

1. Each blog post is structured into **five tabs**
>> **General // Content // Teaser // Meta // OpenGraph**

These tabs will be explained in detail on the following slides.

2. The checkbox "**Display in this language**" activates your blog post. **Ensure to check the box only when the blog post is complete and ready to go live!** (see last page for publishing information)

DISPLAY IN THIS LANGUAGE

The screenshot displays a web editor interface for a blog post. At the top, there is a checkbox labeled "DISPLAY IN THIS LANGUAGE". Below this, a horizontal tab bar contains five tabs: "General", "Content", "Teaser", "Meta", and "OpenGraph". The "Content" tab is currently selected. The main editing area is divided into several sections: "RELEASE DATE" with a text input field and a calendar icon; "READING TIME IN MINUTES" with a text input field; "AUTHOR" with a text input field, a dropdown menu, and a "Verwendungen anzeigen" button; "TAGS (LANGUAGE INDEPENDENT)" with a list of tags and a plus icon; and "TAGS (LANGUAGE DEPENDENT)" with a list of tags and a plus icon.

Tab „General“

1. Enter the **release date** of the blog post.
2. Enter the **reading time** of the blog post.
Info: There are lots of free tools you can use to calculate reading time, such as [Read-o-meter](#) or an AI tool.
3. Select an **existing author** ...



... or provide us the following information and we will create a **local author** for you:

>> *name, position, image (in 300x300 px), phone number, Email*

4. Select the **relevant tags** for your blog post from the database.
If you need **new tags**, contact us and we will add them for you.



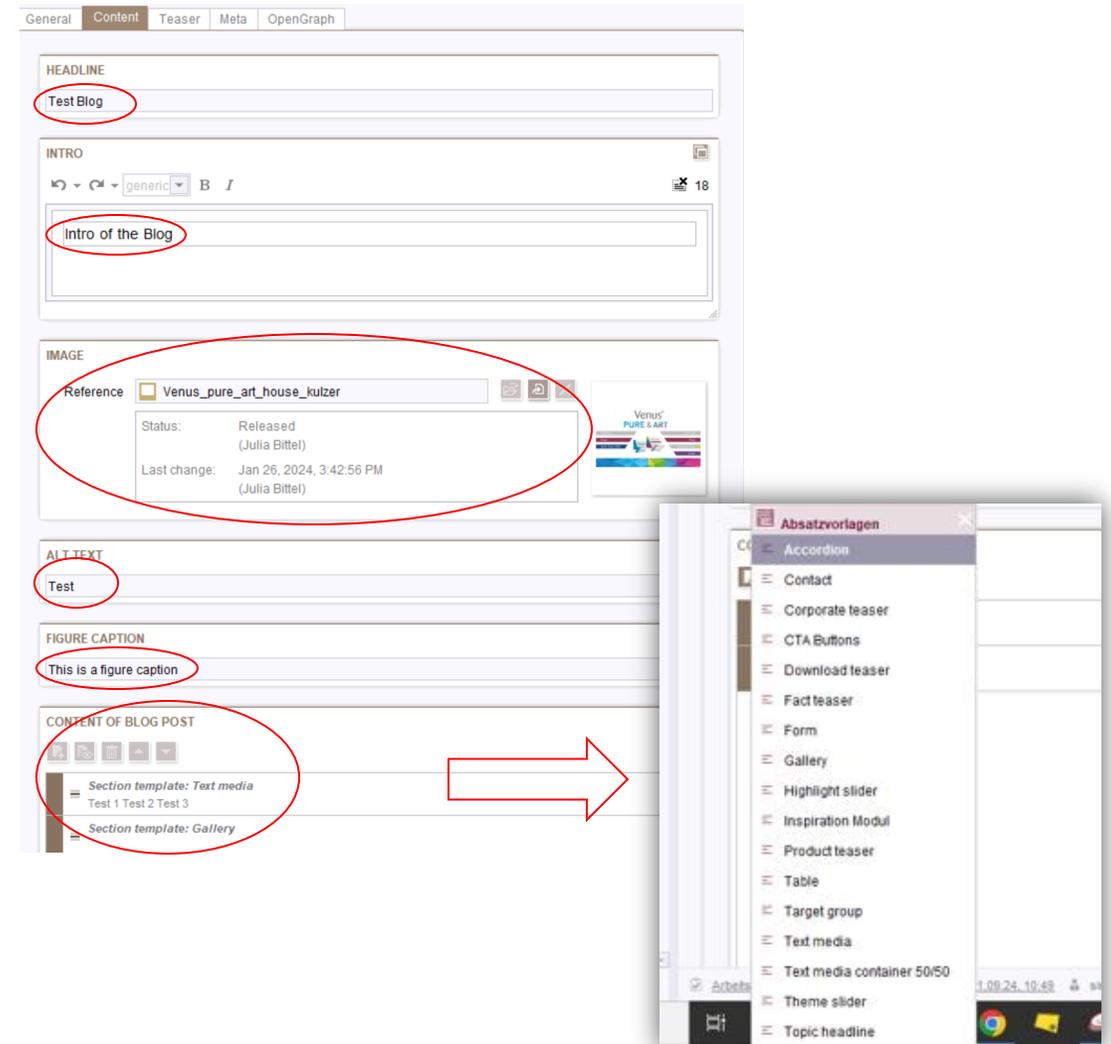
Tab „Content“

1. Provide in the following "standard content":
 - headline of the blog post (which will represent a part of the blog post URL),
 - A short introduction text
 - Image (figure caption is optional)

2. In the "Content of the blog post" section, you create your individual blog post by using all available modules.

Modules overview:

<https://www.kulzer.com/en/en/onboarding/training-pages/modules.html>



Tab „Teaser“

In the "Teaser tab", you should provide all the information (headline, short intro, image) that shall appear on the teaser of the **blog overview page**.

The screenshot shows the CMS interface for the 'Teaser' tab. It includes several input fields and a media selection area:

- HEADLINE:** A text input field at the top.
- INTRO:** A text input field with a 'generic' dropdown menu and a '0' icon.
- IMAGE:** A section with a 'Reference' input, a 'Status' dropdown, and a 'Last change' input. A 'No image preview' message is displayed.
- ALT TEXT:** A text input field at the bottom.



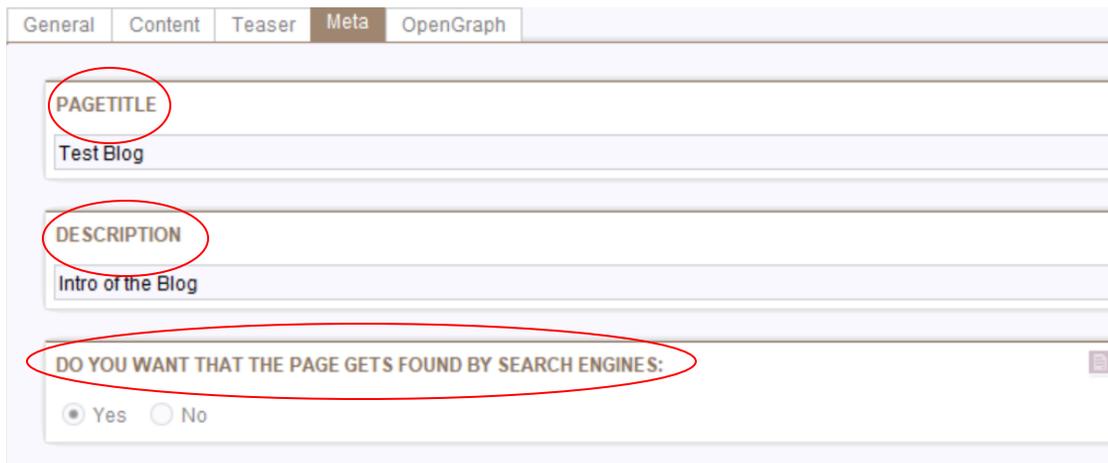
The screenshot displays the live website's blog overview page. At the top, there is a navigation bar with various category tags such as '3D PRINTING', 'BEST PRACTICE', 'BETTER TOGETHER', 'BUSINESS SUCCESS', 'CAD/CAM', 'CAREER@KULZER', 'CLINICAL CASES', 'COMFORTABLE TREATMENT', 'CUSTOMER STORY', 'DENTURES', 'DIGITAL DENTISTRY', 'DIGITALIZATION', 'EFFICIENCY', 'ESTHETIC & DENTAL ARTS', 'GREEN TOGETHER', 'IMPRESSION TAKING', 'KULZER INSIGHTS', 'LEADERSHIP', 'NEW NORMAL', 'NEWCOMER', 'OVERALL HEALTH', 'PAIN RELIEF', 'PREVENTION', 'PREVENTIVE', 'PRODUCT UPDATES', 'RESTORATIONS', 'RESTORATIONS CLINICAL CASES', 'TRAININGS & EVENTS', and 'YOUNG SCIENCE'. Below the navigation bar, there are four blog teasers:

- Teaser 1:** 'Venus Pure Shades reduce shade selection errors by about 67%!' with a date of 12.02.2025 and a duration of 3 min. The intro text reads: 'Study confirms: simplified layering, pleasing results. Fewer layers, same aesthetic! Study shows 67% less shade errors with Venus Pearl Pure Shades.' It includes tags for 'BUSINESS SUCCESS', 'RESTORATIONS', and 'RESTORATIONS CLINICAL CASES'.
- Teaser 2:** 'CEO new year's message: Advancing Oral Health Together' with a date of 29.01.2025 and a duration of 3 min. The intro text reads: 'Innovations, partnerships, challenges: working together to shape progress in dentistry.' It includes tags for 'BETTER TOGETHER' and 'KULZER INSIGHTS'.
- Teaser 3:** 'PhD in dentistry – what next?' with a date of 28.11.2024 and a duration of 4 min. The intro text reads: 'Academia or industry? Career paths, gender challenges, and expert tips for young scientist!' It includes a tag for 'YOUNG SCIENCE'.
- Teaser 4:** 'Transforming Smiles with Kulzer' with a date of 16.12.2024 and a duration of 2 min. The intro text reads: 'Discover how Dr. Laura Mokhtari achieves flawless anterior restorations using Kulzer products. Explore tips on composite shades, seamless restorations, and more to enhance your dental practice. See full case!' It includes tags for 'BEST PRACTICE', 'CUSTOMER STORY', and 'RESTORATIONS'.

Tab „Meta“ & Tab „Open Graph“

Meta Tab:

- » The "**PAGETITLE**" is the meta tag. You can see it in the search results as the blue, clickable element that is used to navigate to the website. It should be between **50 – 65 characters**.
- » The Meta tag "**description**" indicates a **short** summary of the content of the website.
- » You can activate or deactivate a blog post for search engines inside this tab.



General Content Teaser **Meta** OpenGraph

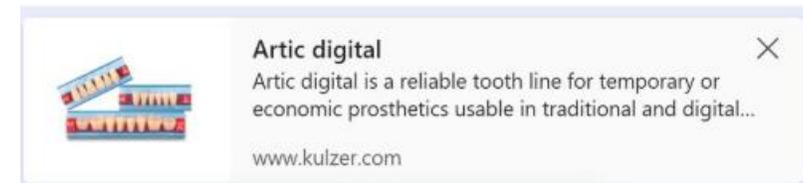
PAGETITLE
Test Blog

DESCRIPTION
Intro of the Blog

DO YOU WANT THAT THE PAGE GETS FOUND BY SEARCH ENGINES:
 Yes No

Open Graph:

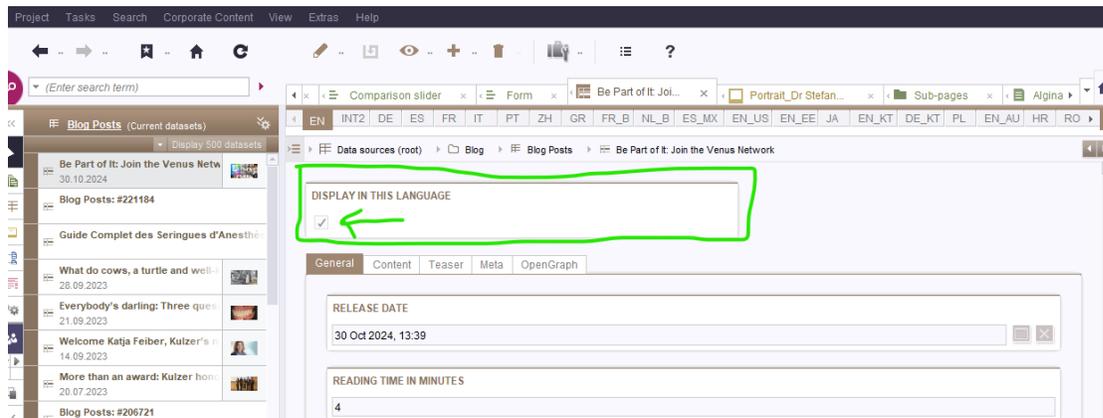
- » Open Graph is a protocol that can be used to influence **how a web page appears when shared on social media**.
- » **Reccomendation: Use the data from the "Meta tab"!**



Publishing

Please follow these steps to publish your blog post (go live):

» Activate the checkbox "Display in this language"



» **Publish** the entire blog folder for your local website.



» **Check** the live version!