

# Site Organization II

Previously, 'top level' organization

Lower levels of organization & different content types available

## WordPress differentiates between Pages and Posts

Pages	Posts
'Permanent' content -Comprehensive ( <a href="#">cornerstone</a> ) -Provide context on a topic	Time-based content -Short or medium length -Focus on single aspect -Provide updates  Can be set up to display as 'Related Posts' on main topic pages.
Page Hierarchy: parent and children	Categories and Tags Index (list of post titles)

## Impact on URLs

As you consider what kind of content you want to create, it's important to understand how your choices impact the URL of the content, which is its address on the internet.

Imagine that someone bookmarks your page or post, or they reference a piece of content in an article they've written. If it gets moved or removed - people will get a 404 Error page and might not be able to find the article or photo archive again.

In particular, you'll want to give some care to the Title of your content. It should be descriptive (shorter is better) and human-readable. It should age well because you want it to be permanent.

## Examples of URL Organization

Internal Page: [cachecreekconservancy.org/about/](http://cachecreekconservancy.org/about/)

Child Page: [cachecreekconservancy.org/about/meet-the-staff/](http://cachecreekconservancy.org/about/meet-the-staff/)

Index page: [cachecreekconservancy.org/news/](http://cachecreekconservancy.org/news/)

Single post: [cachecreekconservancy.org/board-officers-2022/](http://cachecreekconservancy.org/board-officers-2022/)

Archive page: [cachecreekconservancy.org/category/featured/](http://cachecreekconservancy.org/category/featured/)

Archive page: [cachecreekconservancy.org/tag/volunteering/](http://cachecreekconservancy.org/tag/volunteering/)

**If you want to change the Title or the location of your content or you want to remove it, you can.** You need to remember to do a 301 Redirect, which is described in another video.

## Content Types

Page	Content Type
Home*	Specialized page, gateway
Volunteer Opportunities	Regular Internal Page
News	Index Page
Board Officers 2022	Single Blog Post
Events > Current Events	Index Page of Event Posts with Category "Current"
Events > Past Events	Index Page of Event Posts with Category "Past"
The Birds Await	Single Blog Post
Photo Gallery	Specialized Page
About	Regular Internal page
Meet the Staff	Child Page (About)

\* "[Landing page](#)" is meant to convert