

Blogging Website / WordPress 101 Starting From Square One

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Blogging Website / WordPress 101

For class follow up information and free stuff go to: <http://burrellgroup.com/cvar/>

What is a Blog?

- Web **log** = Blog
- A blog is an online journal that is available on the web. The activity of updating a blog is referred to as “blogging” and someone who keeps a blog is a “blogger.”
- Visitors read “posts” (messages) and can comment on the posts if you allow it.
- Blogs can be on any topic you want.
- Blogs can be plain text or rich content (photos, audio, video, links, etc)
- Conclusion → A blog IS a Web site

Why Blog?

- Blogs have become mainstream and are taking over the Internet.
- Little or no skill to produce and update (no waiting on your Webmaster)
- Little or no cost to setup
- Can be updated from anywhere you have a computer accessing the Internet
- Rich content (multimedia, podcasting and videocasting made easy)
- Engage your audience (share ideas and conversations, market research)
- Gives anyone (everyone) a voice on the Internet.
- Search engines like blogs
- RSS (‘Really Simple Syndication’)



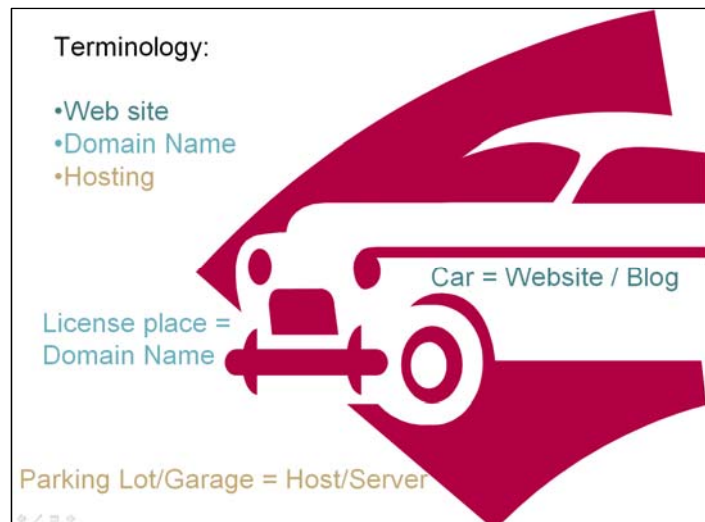
Why WordPress?

Definitions

- Domain Name
- Blog
- Website
- Theme
- Hosting
- WordPress.com vs. WordPress.org

How to get started with WordPress


- WordPress.com vs. WordPress.org
- Get Domain Name
- Select a Hosting Company
- Select a Theme



WordPress Website:

CVAR Tech Fair

Just another WordPress.com site



[Home](#) [About](#)

Hello world!

Posted on [June 8, 2011](#) by [MarkB](#)

Welcome to [WordPress.com](#). After you read this, you should delete and write your own post, with a new title above. Or hit [Add New](#) on the left (of the [admin dashboard](#)) to start a fresh post.

[Here](#) are some suggestions for your first post.

1. You can find new ideas for what to blog about by reading [the Daily Post](#).
2. Add [PressThis](#) to your browser. It creates a new blog post for you about any interesting page you read on the web.
3. [Make some changes to this page](#), and then hit preview on the right. You can always preview any post or edit you before you share it to the world.

Posted in [Uncategorized](#) | [1 Comment](#) | [Edit](#)

Recent Posts

- [Hello world!](#)

Archives

- [June 2011](#)

Categories

- [Uncategorized](#)

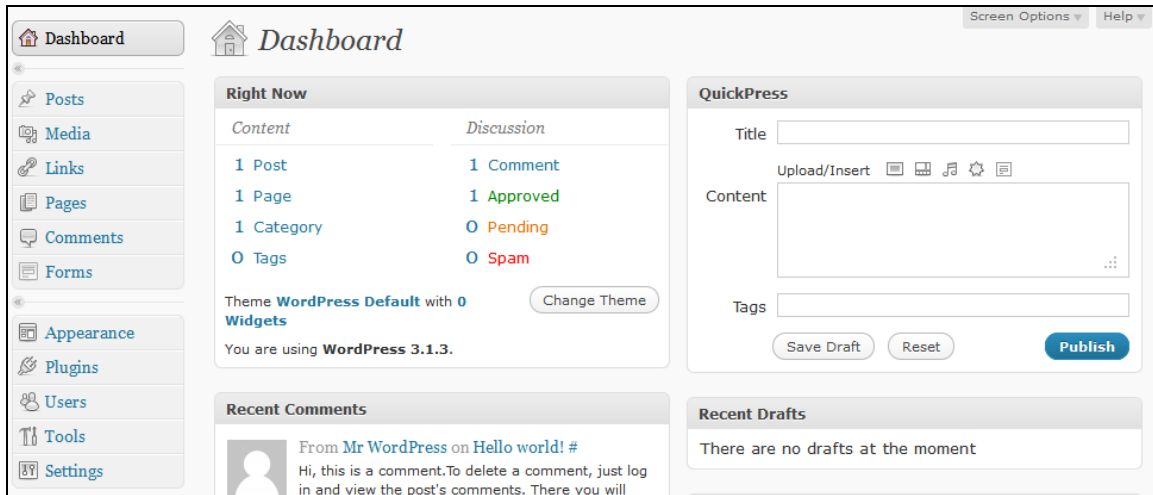
Meta

- [Site Admin](#)
- [Log out](#)
- [Entries RSS](#)
- [Comments RSS](#)
- [WordPress.com](#)

Steps to a Great WordPress Site

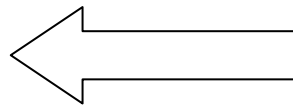
- Design your blog
- Write great content
- Promote and publicize
- Maximize conversions

Dashboard

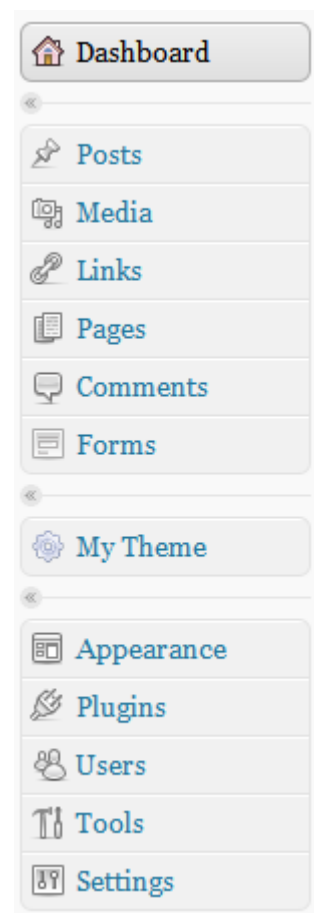
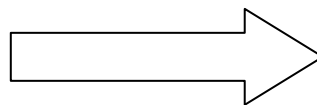


Dashboard Menus

WordPress.com



WordPress.org (Hosted)

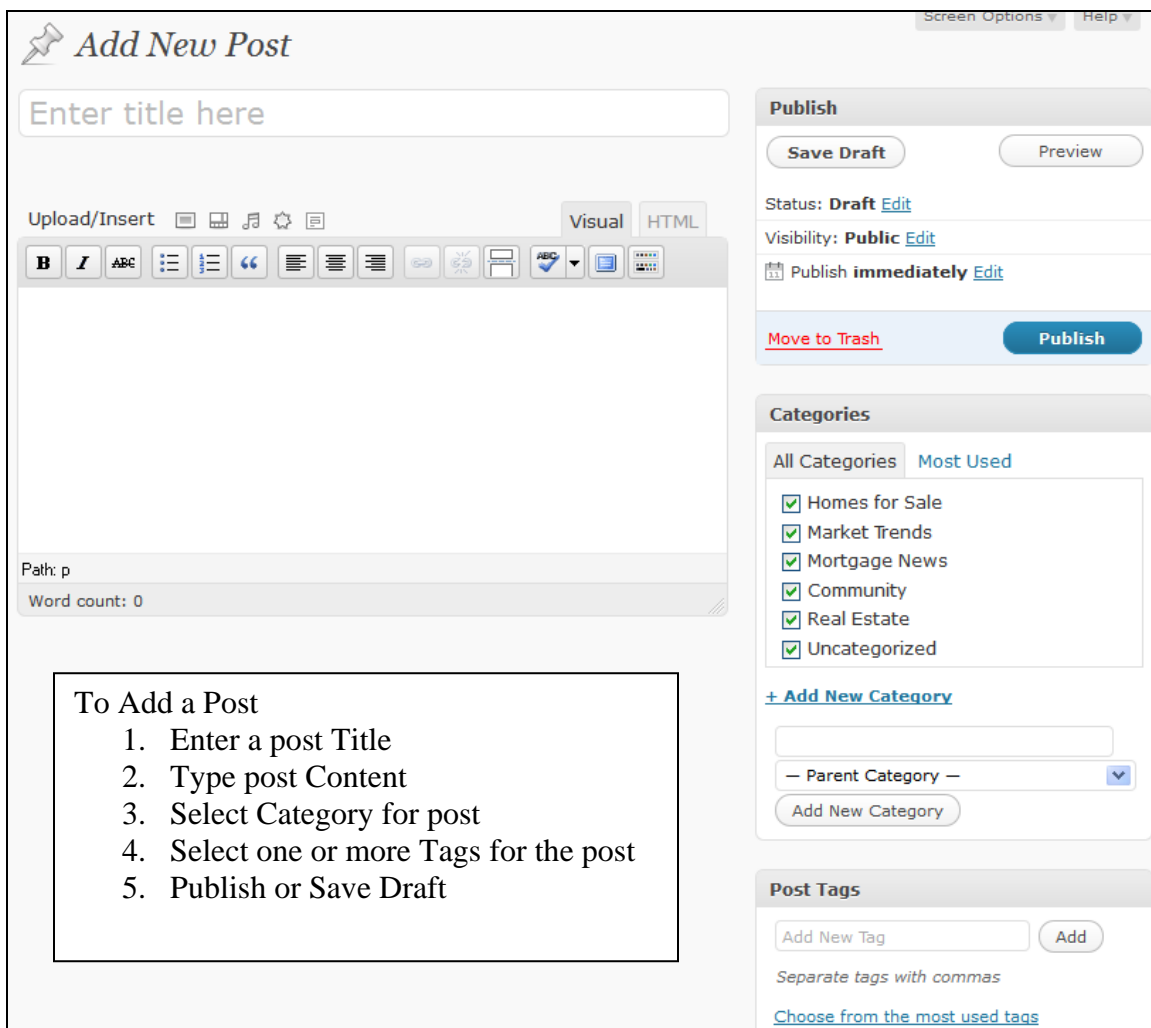


Posts



The screenshot shows the WordPress 'Posts' management page. At the top, there's a 'Posts' header with an 'Add New' button. Below it, filters for 'All (14)', 'Published (10)', and 'Drafts (4)' are visible. A search bar and a 'Search Posts' button are on the right. A 'Bulk Actions' dropdown is set to 'Apply', and the month is set to 'April 2011'. A table lists three posts:

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
<input type="checkbox"/>	How to insert image into a post	TheBlogCoach	News	No Tags	0	2011/04/30 Published
<input type="checkbox"/>	How to make a all text post	TheBlogCoach	News	Tutorial, WordPress, Workshop	0	2011/04/30 Published
<input type="checkbox"/>	test - Draft	TheBlogCoach	News	No Tags	0	2011/04/27 Last Modified



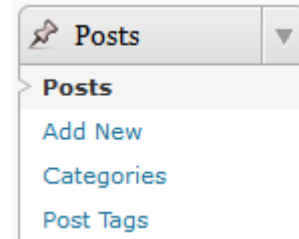
The screenshot shows the 'Add New Post' page in WordPress. It features a title input field, a rich text editor with 'Visual' and 'HTML' tabs, and a right-hand sidebar with 'Publish', 'Categories', and 'Post Tags' sections. A text box is overlaid on the page with the following instructions:

To Add a Post

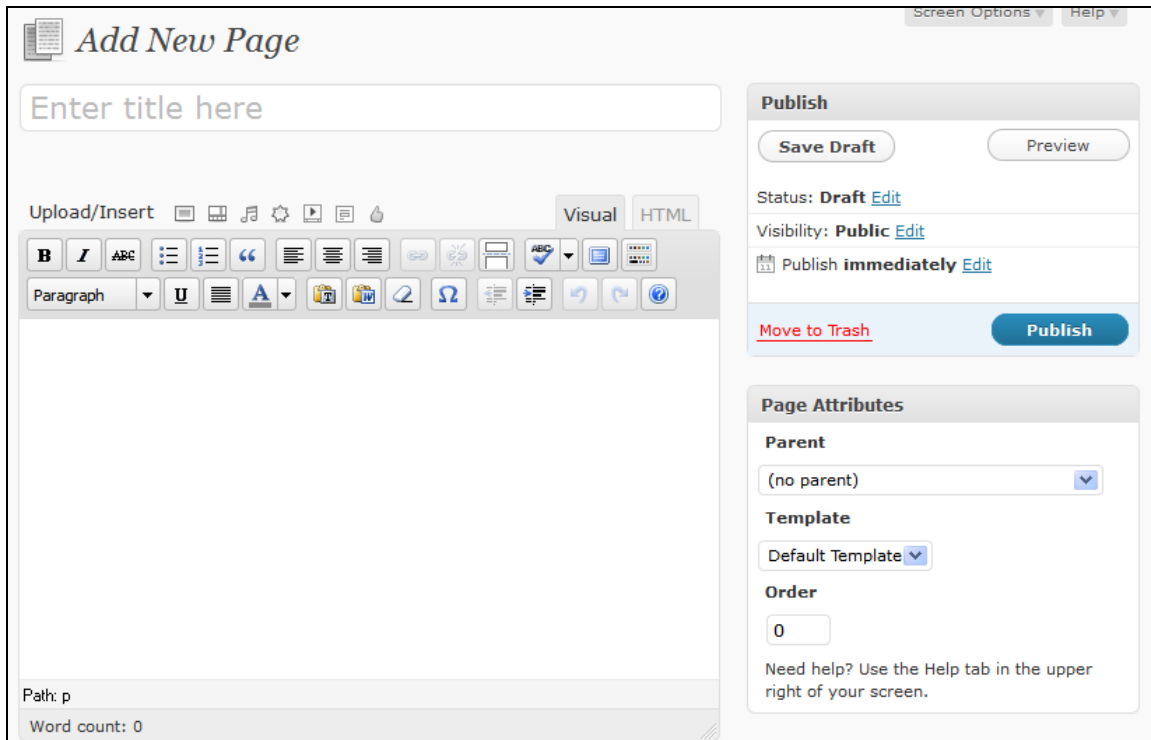
1. Enter a post Title
2. Type post Content
3. Select Category for post
4. Select one or more Tags for the post
5. Publish or Save Draft

Categories & Tags

- Important for search engine ranking



Pages



Media — Uploaded files (images, photos, documents, audio, video, etc.)

Links — you can add links to other sites or internet resources

Comments — you can allow visitors to leave comments or questions

Appearance

- Themes – design layouts affecting appearance and placement of your content
- Widgets – independent sections of content placed into widget areas
- Menus – define custom navigation for your site
- Editor – (** not in WordPress.com **) allows you to edit CSS and PHP code

Plugins (** not in WordPress.com **)

Users

Tools – Import / Export Content

Settings

For additional content and to sign up for the free WordPress Follow-up Webinar, visit the following links today:

<http://burrellgroup.com/cvar/>