

# WORDPRESS WEBSITES AND BLOGS



**LINDA LEE**  
**ASKMEPC-WEBDESIGN.COM**

**SELF-PUB BOOT CAMP**  
HOSTED BY CARLA KING

# Linda Lee

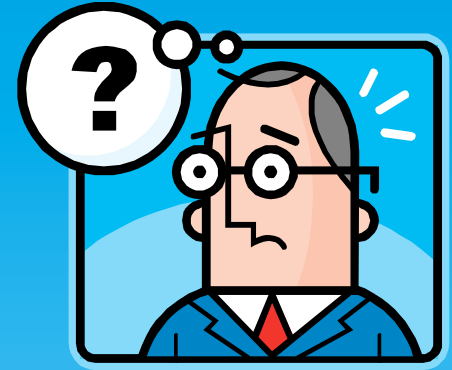
Presented at Carla King's Self-Pub Boot Camp  
San Francisco, CA



## Web Designer, WordPress Expert, Educator

- \* She has built over 200 websites for clients on the WordPress platform.
- \* Linda is the founder of Smart Women Stupid Computers, Askmepc-Webdesign and WordPress Total Training, a training and support website that offers WordPress help, videos and a support forum.
- \* Linda is the current President of the Women's National Book Association, San Francisco Chapter, and is the current the Volunteer Coordinator of the San Francisco Writer's Conference.

# What is a blog?

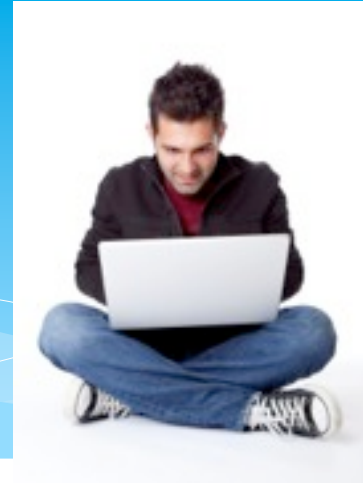


- A blog is a “website.”
- The name blog comes from “web log.”
- The largest platform being used by almost 75 million people today is WordPress.
- Other blogging options are:  
blogger.com, livejournal, typepad...

# What is CMS?

- \* WordPress is a Content Management System. It is set up with full website capabilities.
- \* A content management system, or CMS, is a web application designed to make it easy for non-technical users to add, edit and manage a website.
- \* No other blogging programs are set up like this. They are straight journaling interfaces.

# CMS



CMS also takes care of a lot of  
"behind the scenes" work such as:

- \* Automatically generate navigation elements
- \* Making content searchable and indexable
- \* Keeping track of users, their permissions and security settings



# WordPress Free Version

Free site, up and running in 5 minutes

WordPress.com

Free because they are hosting it and it also has restrictions.

Can't place ads

Can't sell from your blog

Self Hosted site on your own hosting

WordPress.org

# How to sign up:

Username Password Log In ☒ Remember me Load your password? Search WordPress.com Blogs Search

WordPress.COM Home Sign Up Features News Themes Stats About Us Advanced

## Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

Your site name

Blog Address

.wordpress.com \$0 ▼

Username

user name

Sign up for just a username.

# How to sign up:

- \* Step Two:

- \* Confirm the sign up in your email.
- \* You now have a FREE WordPress blog site.
- \* It is really that easy.

- \* To watch the process on video, go to

<http://wordpresscentral.org/sign-free-wordpress-blog/>



# Free vs. Self Hosted

## Free WordPress

- \* You can use any of the free themes offered, which are limited in functions. You cannot modify themes in the free version.

## Self Hosted WordPress

- \* You can use any theme you want, this includes very professional commercial themes. You can customize, change, modify anything.

# Free vs. Self Hosted

## Free WordPress

- \* Limited use of Plugins- you must use the plugins offered by WordPress.com
- \* You cannot modify those plugins

## Self Hosted WordPress

- \* All plugins allowed,
- \* You can customize and modify them.

# Free vs. Self Hosted

## Free WordPress

- \* No ads allowed.
- \* You cannot run advertising on a free WordPress account

## Self Hosted WordPress

- \* You can have any ads or money making programs you want on your self hosted WordPress site.
- \* You have full control, you own your entire site!

# Free vs. Self Hosted

## Free WordPress

- \* Your URL or address will look like this:
- \* `www.success101.wordpress.com`
- \* It will always have `wordpress.com` at the end of the name

## Self Hosted WordPress

- \* You just use your own domain name.  
`success101.com`

# The Winner: Self Hosted!

- \* Self hosted has no restrictions, its your own your site!
- \* You can make any changes needed and have plenty of options, start a store, run ads, sell products, etc...



# Self Hosted Site:

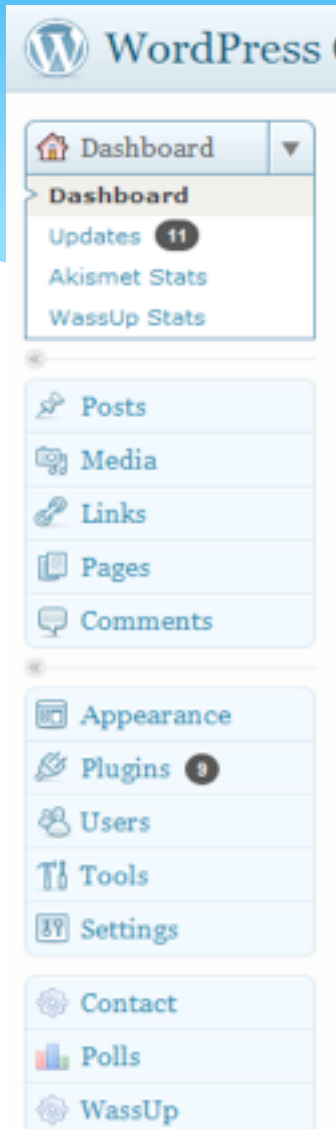
## What you need to get started

1. A domain name
2. Hosting
3. Install WordPress, (this is a one click set up in your hosting, very simple).
4. Pick a theme
5. Start writing!

# Your Blog: Start Adding Content

- \* What you write, or your “content,” is how you get traffic, build readers, and create a successful website.
- \* Content is King.
- \* Using WordPress to write and publish is almost as simple as creating a Word document.

# Your Blog: Start Adding Content

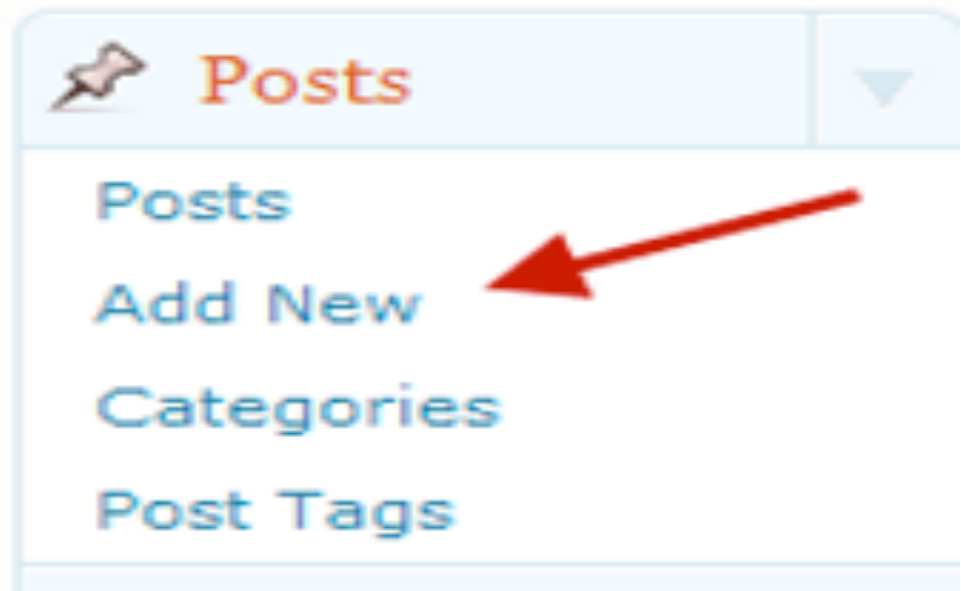


- \* This is called the dashboard.
- \* Each section has a drop down menu.
- \* The two main ones you will be using are "post" and "pages."
- \* Posts is where you write and publish in the blogging format.
- \* "Pages" are the pages that will show on your menu for the traditional navigation, such as "About, Contact, Events."
- \* Those pages are "static." Meaning they stay the same most of the time.



# Creating a Post

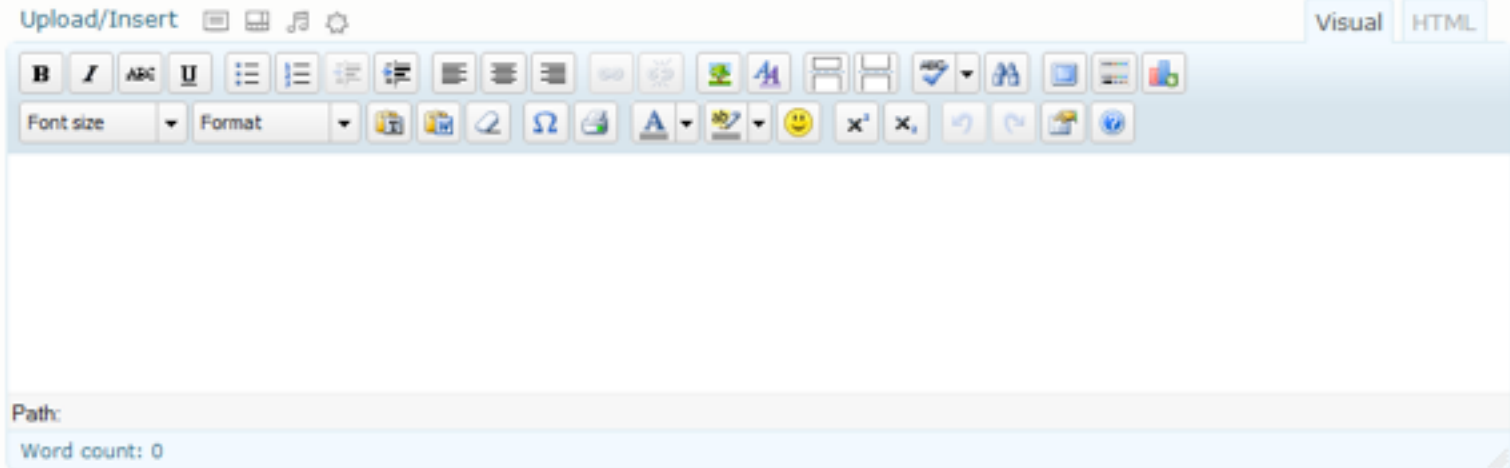
- \* Go to "Posts"
- \* Select "Add New"



# Editing a Post

- \* This is what your “editor” area looks like.
- \* This is where you compose your posts or pages.

Enter title here

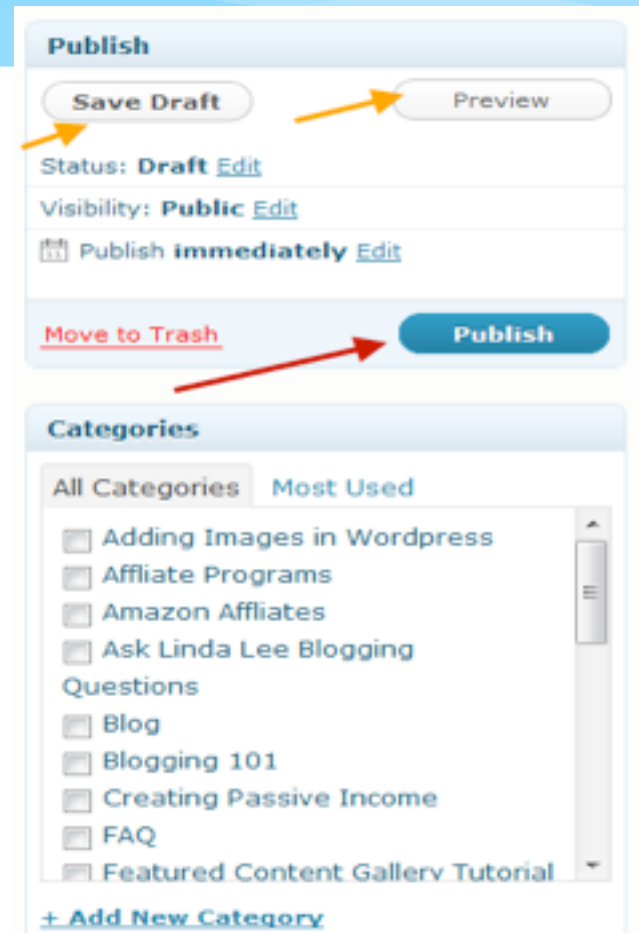


# Working with Word

- \* You can create posts in Word, then using the WordPress clipboard, paste it in.
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- \* You need the clipboard because Word uses codes that are not compatible with the web, and this strips out symbols and bad code for you.

# Publishing a Post

- \* You can save your post as a draft and finish it later.
- \* You can preview it, and then you can publish it all in this section.

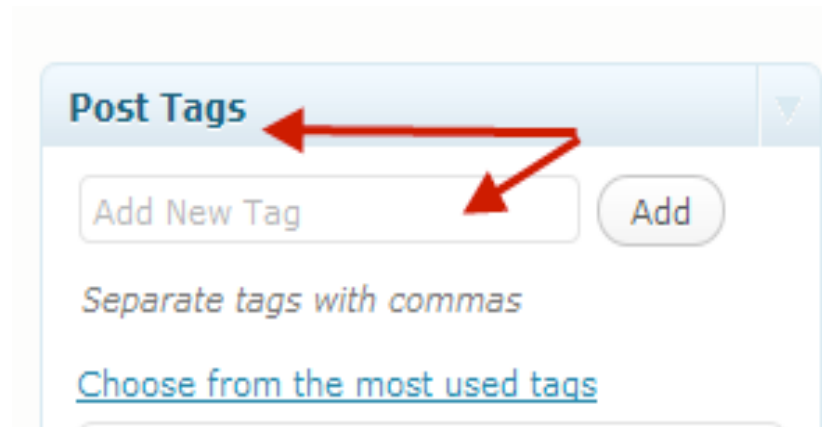


# Making Sure People Find You!

- \* Using Tags and Keywords  
WordPress calls the keyword section “tags.”
- \* When someone is searching for information on the web, they will usually visit a search engine and type in some words describing what they are looking for. The search engine then checks its database and returns the results listing pages that meet the words submitted.
- \* These words used by people searching can be called keywords or search terms.
- \* Always spend the time to fill this section in.

# Adding Tags

- \*Tags and keywords are the same thing.
- \*Select your titles well.
- \*Use at least one tag/keyword in your title.
- \*You will be adding tags/keywords in this section.



# Adding Tags

- \* As you keep adding tags/keywords on your site, WordPress keeps a list of all them, and it shows them under that “add tags” section and you can just click and add them quickly in the future.
- \* You should keep the amount of keywords per post/page to between 7-10.
- \* For more info: <https://adwords.google.com>

# How often should I blog?

- \* At least once a week, the more the better.
- \* Once you reach 1000 posts/articles most websites start to make money with advertising.
- \* Know what your goal is for your site.
- \* People now read between 250-350 word articles.
- \* If you have a long article, break it up into segments.
- \* You can schedule your posts to publish ahead of time.



# Extra Tools and Resources

- \* Links to other sites:
  - \* Google assigns “authority” based on relevant links you have from other websites. That is them linking to you. The highest ranking links you can get are .edu or .gov.
- \* Press Releases:
  - \* You can create your own free press releases here: <http://www.prlog.org/>

# Extra Tools and Resources

- \* Get out in the blog world and post on other blogs and Web sites.
  - \* Take part in the dialogue, always with a link back to your blog. This is key.
- \* Communicate with readers.
  - \* Answer email from readers.
  - \* Set up an Amazon blog
  - \* Redroom.com blog
  - \* Guest Blog for other websites

# Wptotaltraining.com



- \* The last WordPress Training and Support Site you will ever need.

- \*

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