



# **Blogging 101**

Updated for  
WordPress 3

**V3.01**

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# Blogging 101

*How to Get Started with WordPress 3*

## WHAT'S A BLOG

A blog is an electronic journal you keep on the web and share with the world. You make entries (posts), add pictures, and use keywords to organize your posts and make them searchable.

For best results, go to your WordPress blog and follow along with this seminar.

## POSTS

Posts are the most basic building blocks of blogging. You make a post anytime you have something to say or share.

Every post consists of the following:

- Headline
- Body Text

A post may also include

- Links
- Pictures
- Subheads
- Tags
- Categories

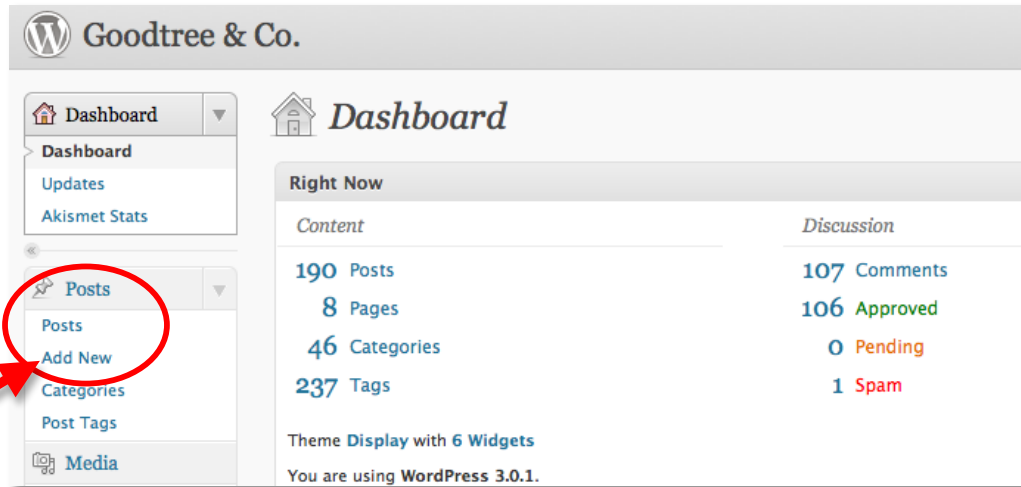
## MAKE YOUR FIRST POST

From the home page of your blog, click on the Admin or Login link and sign in.

The image shows a screenshot of the WordPress login interface. At the top left is the WordPress logo, a stylized 'W' inside a circle, followed by the word 'WORDPRESS' in a blue, serif font. Below the logo is a white login form with a light gray border. The form contains two input fields: 'Username' and 'Password'. Below the 'Password' field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In' in white. Below the form is a blue link that says 'Lost your password?'.

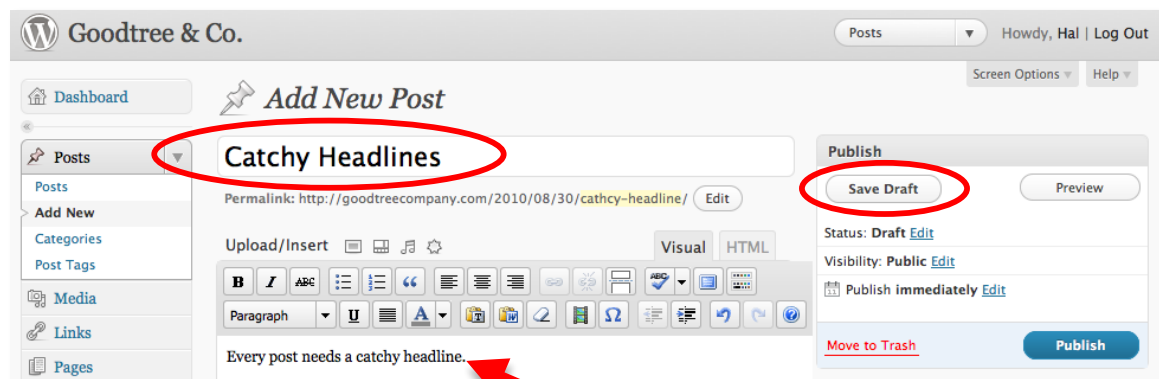


From the Dashboard, choose Posts/Add New



## HEADLINE & BODY COPY

Write a Headline. Make it something catchy, intriguing. What would make you want to read this post? Keep it short – 50 characters or less including spaces.



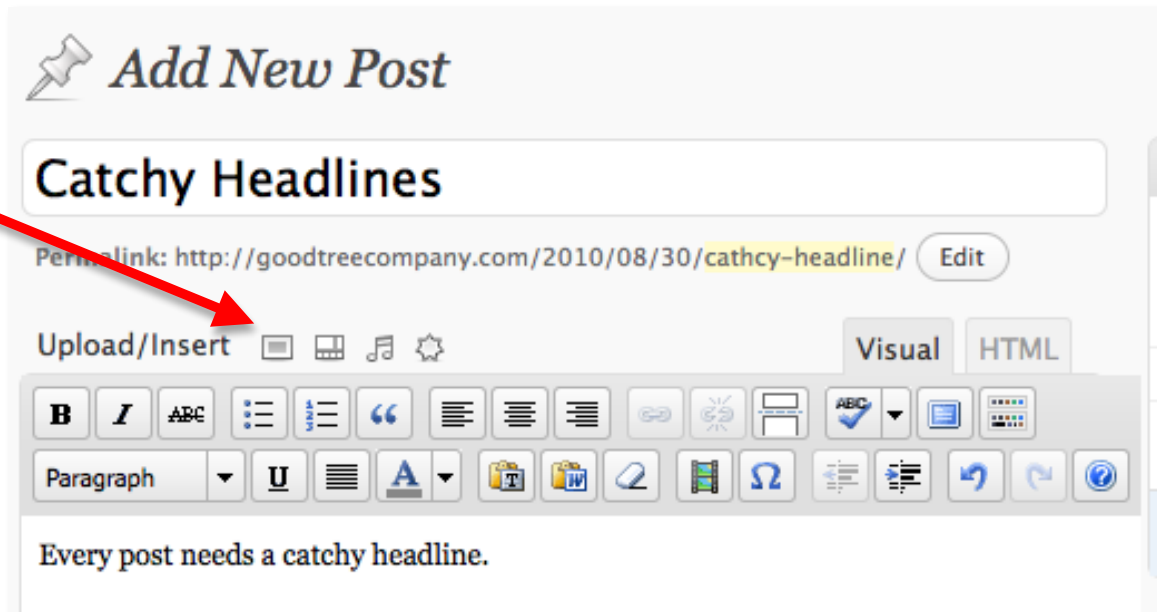
Tab from the Title Area to the Post area and write some body copy. When you have a decent start, Save Draft.

Edit your post – changes things you don't like. Occasionally press Save and continue writing.

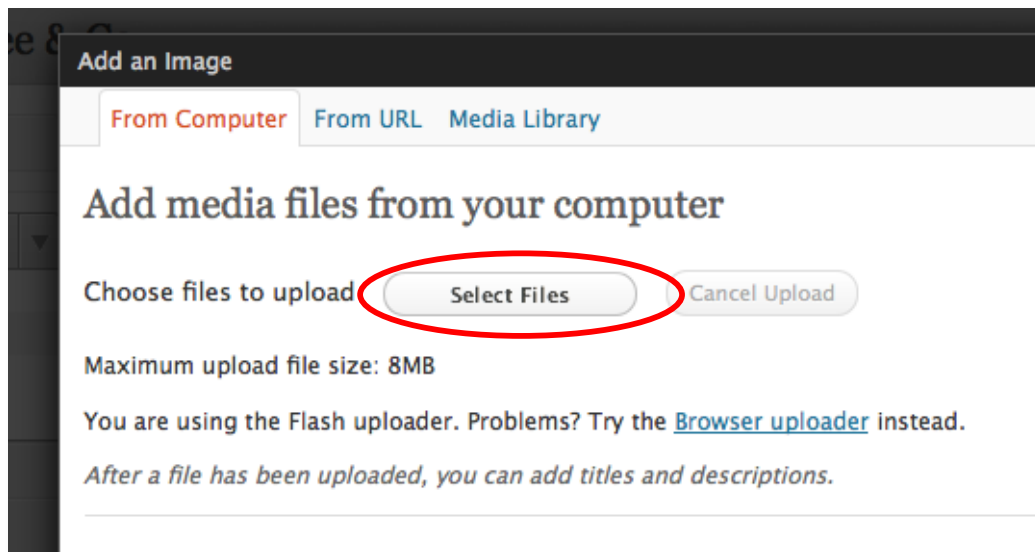


## ADD A PICTURE

Beneath the title area is a tool bar full of handy stuff. Let's look at adding a picture (first icon after "Upload/Insert").



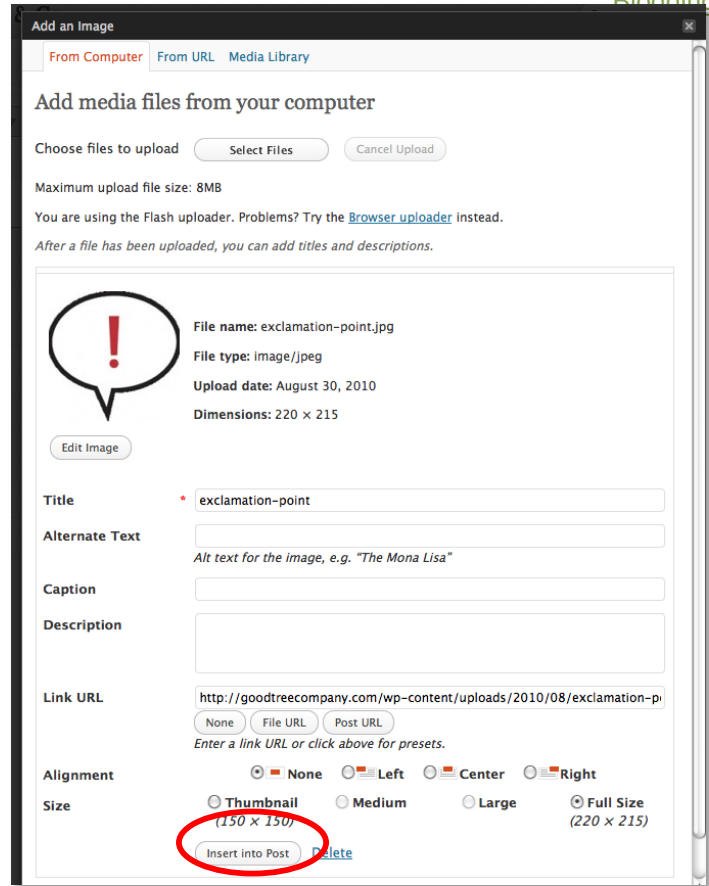
Clicking the icon launches the uploader. Choose a file from your computer to upload.



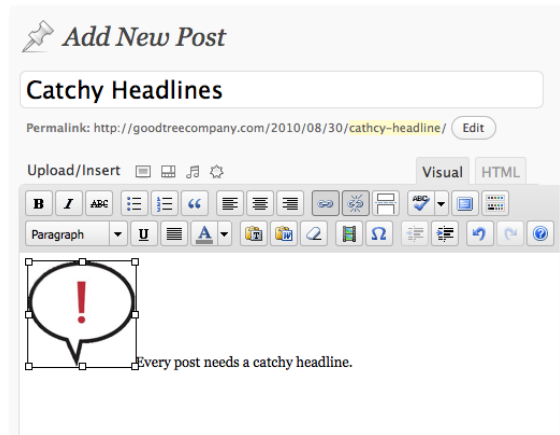
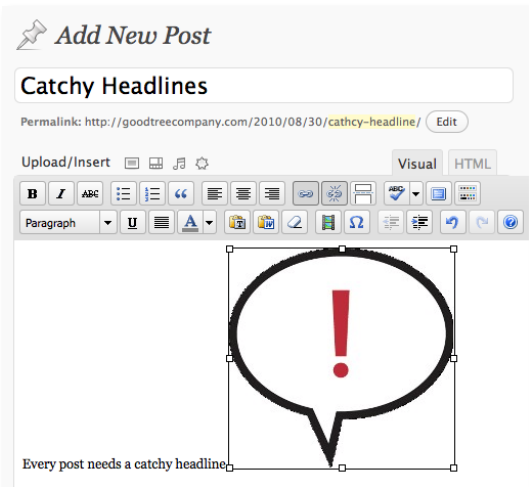


Once you've uploaded your picture, insert it into the post.

A good size for pictures in blogs is less than 600x400 and around 100k. Definitely don't upload 2MB pictures straight from your photo library.



You can resize the picture by grabbing at the corners. You can also drag it around the page.



Save and Continue.



## LISTS & BULLETS

Write some more body copy. Lists (numbered or not) can add impact. Write a short list and add bullets by highlighting the text and clicking the bullets icon on the tool bar:

Upload/Insert **Visual** **HTML**

**B** **I** **ABC**

Format

Every post needs a catchy headline. More than anything else, the headline determines whether or not a viewer will read your post.

Here are the Top 4 Rules for writing blog headlines:

- Be clear (not cute or obscure)
- Use a question
- Numbers create interest
- Keep it brief - 50 characters or less



## ADD A LINK

Copy the url from the address bar of the page you'd like to link. Highlight the text to be linked and click on the "Link" tool:

The screenshot shows a blogging editor interface. The top toolbar contains various formatting tools, with the 'Link' tool (represented by a chain link icon) highlighted by a red arrow labeled 'Link tool'. Below the toolbar, the main content area displays a blog post snippet. A red arrow labeled 'Link Pop-up' points to a dialog box titled 'Insert/edit link'. This dialog box has the following fields: 'Link URL' (http://www.nydailynews.com/), 'Target' (Open link in a new window), 'Title' (The New York Daily News), and 'Class' (-- Not set --). At the bottom of the dialog are 'Cancel' and 'Insert' buttons. In the content area, the text 'The New York Daily News' is highlighted, with a red arrow labeled 'Highlight the text' pointing to it.

Adding a proper link requires three steps. Tab between fields.

1. Add the link (a.k.a. web address or url).
2. Enter the "target" (basically, "this window" or "a new window").
3. Enter a title (aka "alt text" or "tool tip").

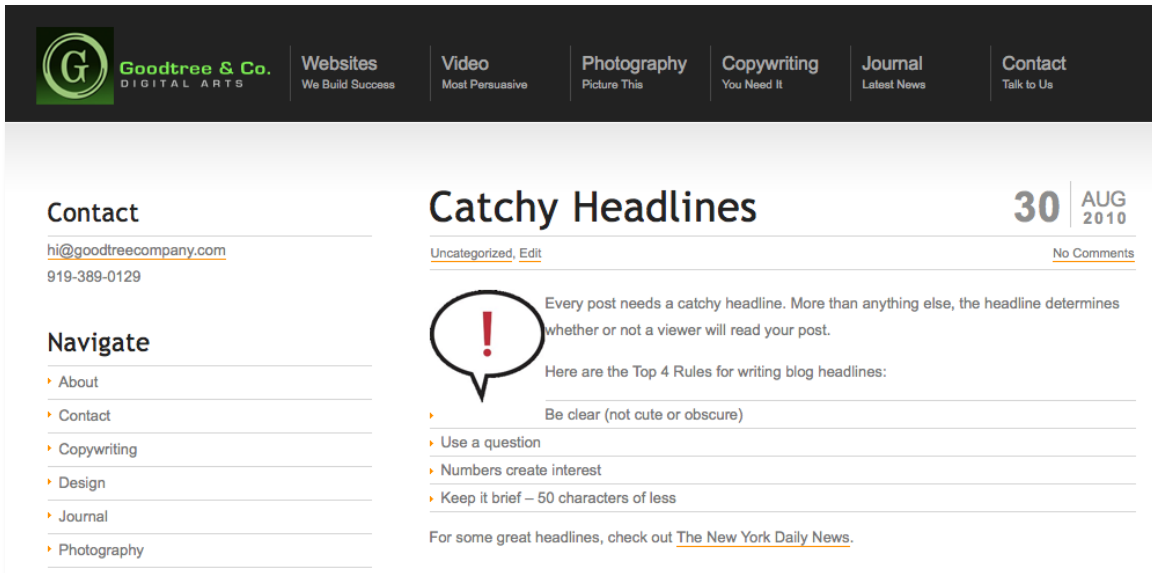
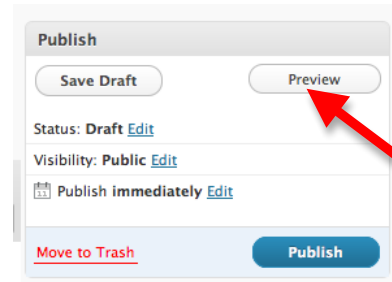
Click on Insert.

Voila! You turned text into a link. Remember to save.



## PREVIEW

Click on Preview and see what your posts looks like.





## TAGS & CATEGORIES

Before you Publish, add at least one tag and one category.

Categories group posts within your blog. Visitors can then access all the content on one particular subject even though it may be spread out over time.

Tags also help people find your content.

**Post Tags**

Add New Tag

*Separate tags with commas*

Blogging  Copywriting  WordPress

[Choose from the most used tags](#)

**Categories**

All Categories **Most Used**

- Uncategorized
- ad words
- bad copywriting
- blogging
- copywriting
- culture
- design
- email
- Facebook
- flickr

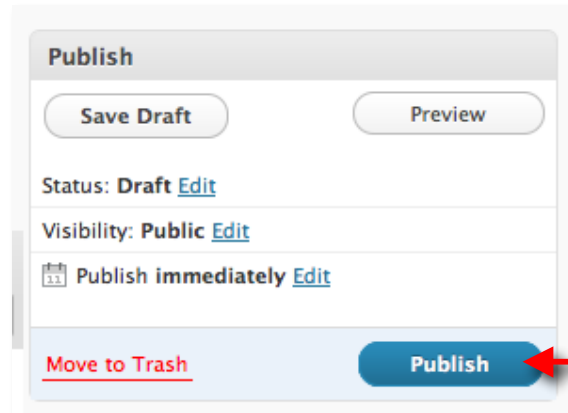
[+ Add New Category](#)

## PUBLISH



When you're happy with your post,  
hit Publish!

You can always edit it again  
anytime you wish. Just login and go  
to the Dashboard and click on  
Manage/Posts.



## ONWARD BLOGGER!

That's it – you're blogging!

Stick with it for a while and ask us about our **Intermediate Blogging Seminar** where we share a few power-blogging tricks.



# SOME CONVENTIONS OF BLOGGING

## HEADLINES

- Under 50 characters including spaces
- Title Case
- Avoid most punctuation
- Never use multiple exclamation points!!!

## BODY COPY

- Can be as short as one sentence
- Use the corporate third-person
- Keep it brief

## LINKS

- Try not to use the web address (url) in plain text
- Include your links in the flow of the post

### *RIGHT:*

*There's a fabulous new [spa at North Hills](#) that can actually restore your lost youth.*

### *WRONG:*

*There's a fabulous new spa at North Hills that can actually restore your lost youth:*

<http://www.northhillsraleigh.com/fountainofyouth/>

## PHOTOS

Always “optimize” your photos before uploading them to the website. Optimize means “make smaller” in this context. Viewers won't wait for a photo to load or a website that's slow because all the pictures are gigantic.

- Size: around 100k
- Dimensions: generally no wider than 600 px
- Formats: jpg, jpeg or gif



## EXERCISES

1

### MAKE A SIMPLE TEXT POST

*Subject: my past experience with blogging*

- Headline
- Body copy
- Tags & Categories
- Publish

2

### MAKE A PICTURE POST

*Subject: a vacation picture*

- Same as above
- Include a vacation picture

3

### MAKE A LINK POST

*Subject: your favorite website*

- Tell us about your favorite website and include a link in the text

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4

### EXTRA CREDIT

- Post a link from your blog on your Facebook wall