

Virtual Marketing Blueprint

Content Creation

Objectives:

- 1) Introduction To Article Writing
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
-  4) **Incorporating A Blog Into Your Website**
- 5) “Hands Off” Article Writing Resources

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Introduction to Blogs

Blog

What Is It?

It's like a journal... but public... and online.

Why Is It Important?

- Blogs ensure fresh content is continually added
- Blogs are very social (they get shares, likes, etc)
 - Fresh content ranks better with Panda
 - Social aspects rank better with Panda
- SEO: Posts link to pages and as blog posts gain in authority, so does pages and overall site.

Introduction to Blogs & Blog Posting

Blog Posting Tips for Readers & Search Engines

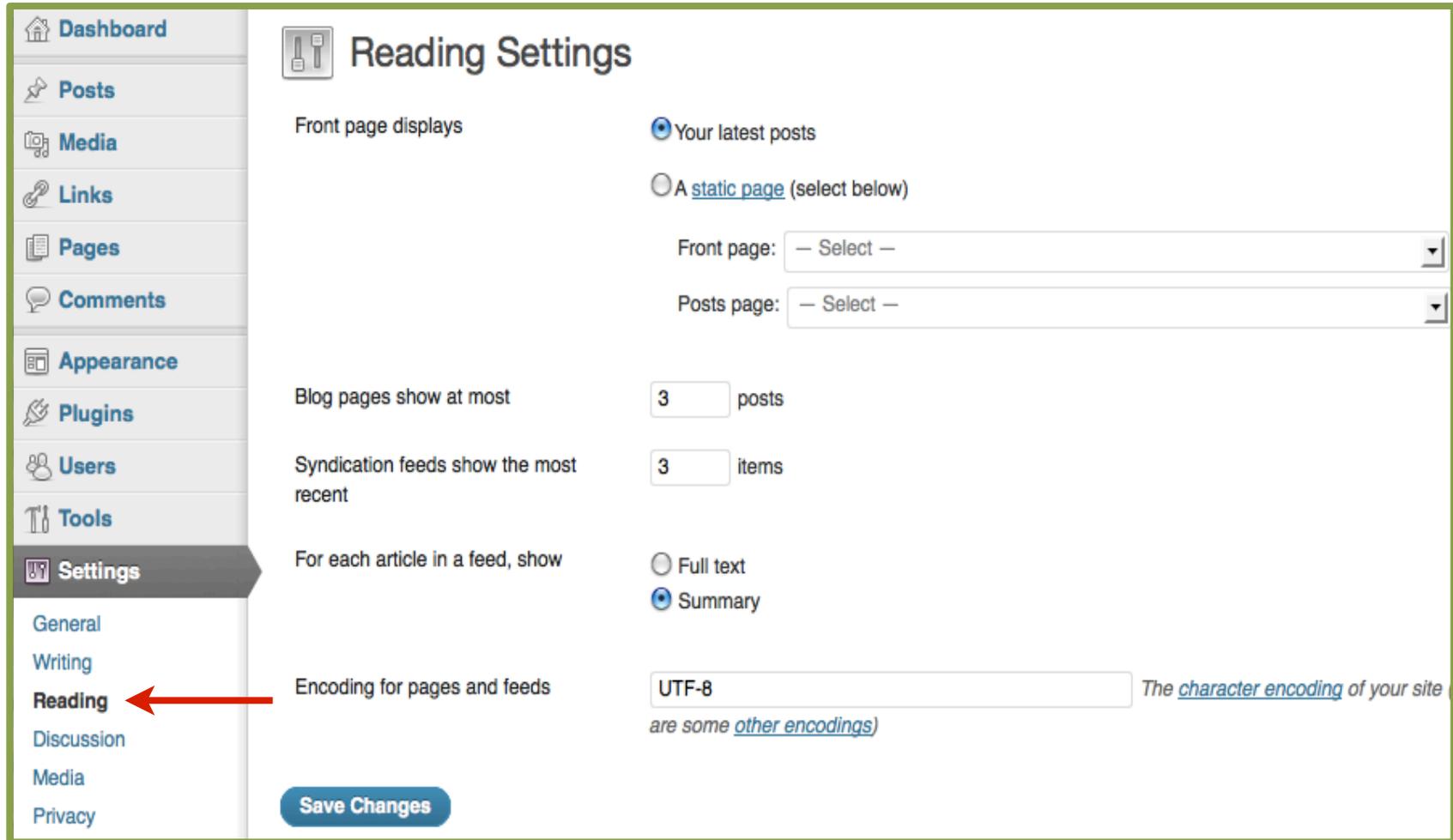


- Write 1 - 2 times a week to keep traffic and google visiting your site. (Pings)
- Be yourself, have fun! You already created your keyword content, so your blog is to engage your readers and make them want to keep coming back.
- Write about things your niche cares about.

Step
1

Determine where your blog will go. (Default is the home page.)
Go to “Reading” under the left dashboard “settings tab
if you want to change the blog’s location.

Objective 4 Incorporating A Blog Into Your Website



The screenshot shows the WordPress dashboard's 'Reading Settings' page. On the left is a sidebar menu with categories: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. Under 'Settings', sub-items include General, Writing, Reading, Discussion, Media, and Privacy. A red arrow points to the 'Reading' sub-item. The main content area is titled 'Reading Settings' and contains the following options:

- Front page displays:** Radio buttons for 'Your latest posts' (selected) and 'A static page (select below)'. Below are dropdown menus for 'Front page:' and 'Posts page:'.
- Blog pages show at most:** A text input field containing '3' followed by the word 'posts'.
- Syndication feeds show the most recent:** A text input field containing '3' followed by the word 'items'.
- For each article in a feed, show:** Radio buttons for 'Full text' and 'Summary' (selected).
- Encoding for pages and feeds:** A text input field containing 'UTF-8' and a note: 'The *character encoding* of your site (and feeds) are some *other encodings*'.

A 'Save Changes' button is located at the bottom of the settings area.

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Step
2

Click on “A static page” and then choose which page you want to be the new home page. Next, choose which page you want to be the new blog page. When done, click “Save Changes” and check your website.
Note: The page has to be an existing page for it to show up in this drop down menu.



Reading Settings

Front page displays

1

Your latest posts

2

A [static page](#) (select below)

3

Front page:

Posts page:

Blog pages show at most

posts

Syndication feeds show the most recent

items

For each article in a feed, show

Full text

Summary

Encoding for pages and feeds

The [character encoding](#) of your site (UTF-8 and

are some [other encodings](#))

Save Changes

4

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Step
3

Go to “Posts” under the left dashboard menu and
“Trash” sample Hello World Post and click “Add New”.

Objective 4 Incorporating A Blog Into Your Website

The screenshot shows the WordPress dashboard with the 'Posts' menu item highlighted in the left sidebar (labeled '1'). The main content area displays a list of posts, including a 'Hello world!' post (labeled '2'). The 'Add New' button is circled in red (labeled '3'). A second screenshot on the right shows the 'Hello world!' post with the 'Trash' link highlighted in red (labeled '2').

<input type="checkbox"/>	Title	Author	Categories	Tags
<input type="checkbox"/>	Hello world!	admin	Uncategorized	No Tags

<input type="checkbox"/>	Title	Author	Categories
<input type="checkbox"/>	Hello world!	admin	Uncategorized
	Edit Quick Edit Trash View		

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Step
4

Add title of post, then content. Choose the category and when done, click “Publish”.

Objective 4 Incorporating A Blog Into Your Website

The screenshot shows the WordPress 'Add New Post' editor. The title field at the top is circled with a red circle containing the number '1', with a red arrow pointing to it from the right. The main content area is a large empty text box, also circled with a red circle containing the number '2'. The right-hand sidebar contains several sections: 'Publish' (with 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish Immediately Edit', and 'Publish' buttons), 'Format' (with radio buttons for Standard, Status, Audio, Image, and Video), and 'Categories' (with radio buttons for Blogroll, Featured Articles, and Uncategorized). The 'Publish' button is circled with a red circle containing the number '4', with a red arrow pointing to it from the right. The 'Categories' section is circled with a red circle containing the number '3', with a red arrow pointing to it from the right. The bottom left corner shows 'Path: p' and 'Word count: 0'.

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Next Video...

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