

How to post a blog on Wordpress

Wordpress websites and blogs are becoming increasingly common. This guide is aimed at making it easy for new users to post a blog and manage comments. It covers the basics of using the html code options and some additional information about optimising your blog.

Where to start

The posting section of Wordpress looks the same whether you are using it on the Wordpress site or on a dedicated URL for your blog or website. The difference is that the URL looks different.

If you are using the Wordpress blogging platform the URL will be:

<http://yourblogname.wordpress.com>

If you have your own domain name for your blog and you're using it only as a blog it will be:

<http://www.yourdomainname.com/>

If you have a blog installed on your website and the website is using the WordPress platform it will be:

<http://www.yourdomainname.com/blog>

Just follow these steps in order:

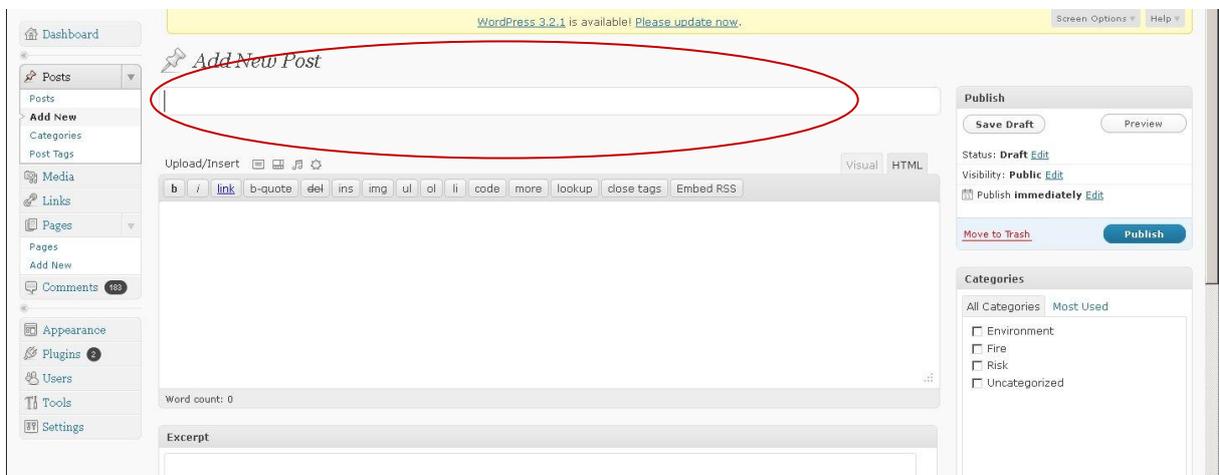
1. Go to <http://www.website.com/wp-admin>
2. You'll need to log in with your username and password.



3. This will take you to the dashboard. Select 'posts' from the menu on the right.



4. Select 'add new' and then enter the headline in the box under where it says 'Add new post'.



If you use the 'Visual' tab your blog can be created almost as you would in a Word document.

If you click 'HTML' tab, this allows you to add code including graphics or buttons.



For information the basic code options along the top are:

b = bold or strong text. If you highlight the words you want to appear in bold and

click the 'b', your text will appear as

`highlighted words`.

Be very careful when editing so you don't alter anything within the brackets `<>` or delete one of the brackets.

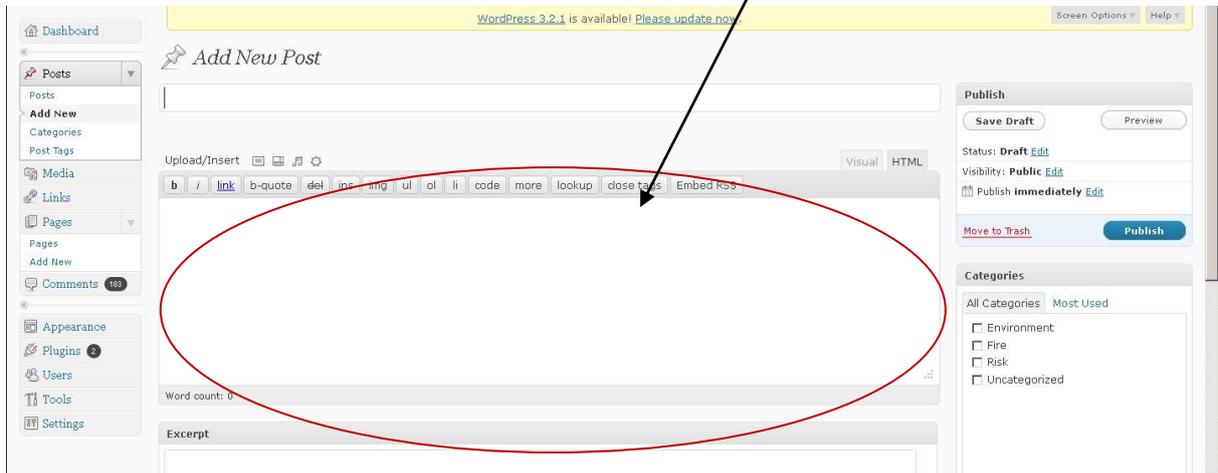
I = italic and will be shown as

`words in italics`

[link](#) = if you want words to become a link to a website or form then you highlight the words and a box will come up to insert the web address in. This then appears as

`Lesleywriter website`. The highlighted words are the original words that appear as the link.

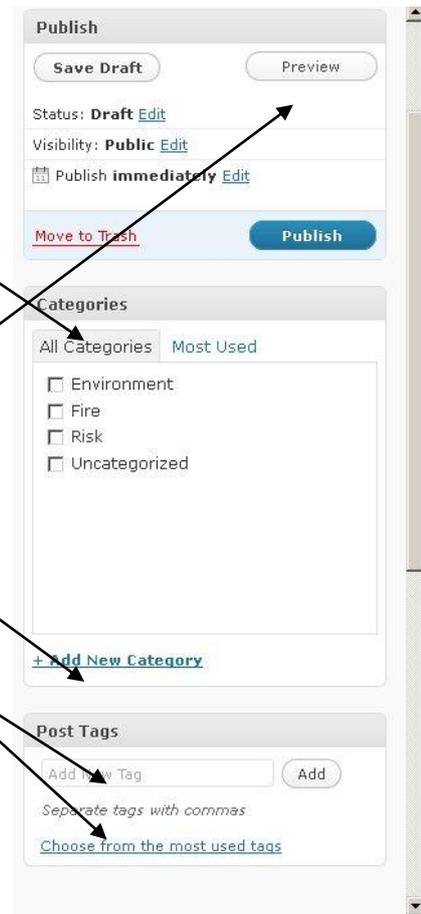
Copy the blog from either a Word document or, better still, from a Notepad or Wordpad document and paste it into the main text box.



Make sure paragraphs have spaces between them. Wordpress is not usually formatted for comparative spacing.

Add in your own footer to make sure your contact details are immediately available at the end of your blog.

5. On the right choose a category that is appropriate for the blog content. If there isn't one already, create a new one.
6. Add tags - click on 'Choose from the most used tags'. Pick any that are appropriate. Not more than 6. If the key word you want to use isn't there, add a new tag by typing it here.
7. Go to top right and click preview. This will open a new window. **Proof read in preview window.** Check for spelling, typos, punctuation and layout.
8. Go back to 'Add new post' page and make any amendments then click 'publish'.
9. When this has been done, click 'view post'. Which should be at the top of main window above the headline box.
10. This should take you to the dedicated page for this post. The URL in the browser should have the blog title included e.g.:



<http://www.yourwebsiteaddress.com/p39>

This only appears when you are the dedicated page for that particular blog. If you're on the main blog page you won't see the post reference after the website address.

If your website is hosted on WordPress and you are on the general blog page the URL will probably look something like this:

<http://www.yourwebsiteaddress.com/blog/>

If you are using the URL to link people to this particular blog you will need to ensure you use the one with the dedicated title in it, like this.

<http://www.yourwebsiteaddress.com/blog/p39>

or, if your web designer has set your WordPress site up to show the headline (improving the rankings for the page if you use key words in your headline), it might look like this:

<http://www.yourwebsiteaddress.com/2011/07/the-headline-that-appears-on-the-blog/>

When you've posted a blog – what next?

To make sure people know it's there you can post it to:

- Twitter
- Facebook
- Facebook page
- LinkedIn
- Other social media sites.

To make this straightforward we recommend using Hootsuite to post to:

- Twitter
- Facebook
- Facebook page
- Ping (to other sites, like LinkedIn)

This allows you to decide which messages go to your personal Facebook account and which go to your Facebook page for your business.

Managing comments

People occasionally leave comments on various blogs and the administrator for the site receives an email when comments are posted.

Until they are approved they do not appear on the public view of the site. This means that you will need to review the comments posted regularly. Many of them will be spam - DO NOT APPROVE ANYTHING that does not have something relevant in the content.

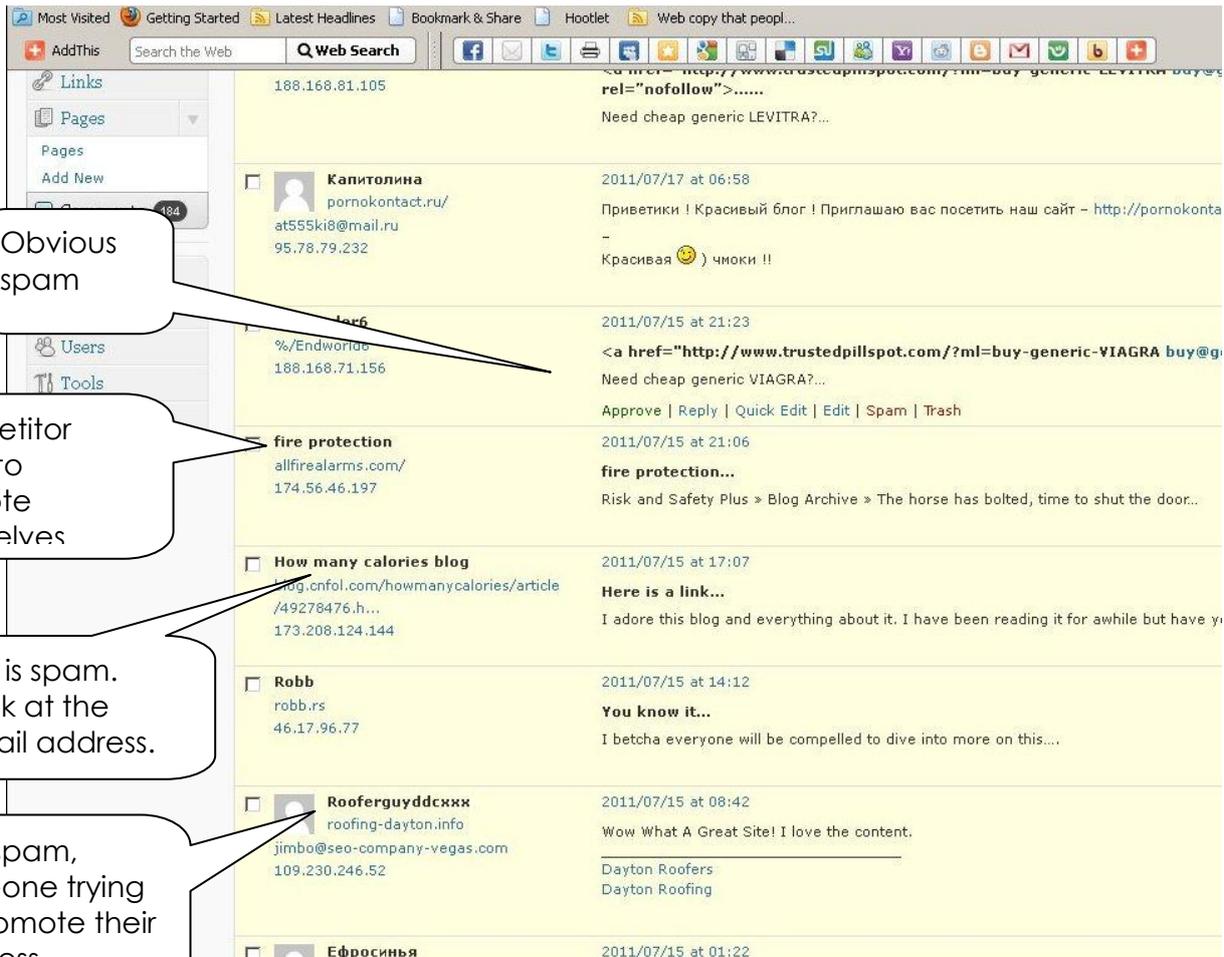
Anything that doesn't have a relevant comment can be marked as 'Spam' or 'Trash'.

How to recognise spam

- Some are obvious offering something for sale, or with rubbish in the body of the email.
- Some are less obvious and have a general 'this is a nice blog' type of comment, check the email address and user name – most of these are spam and are simply someone trying to get their contact info onto the internet in as many places as possible. Delete these.
- If it's about the theme, style, layout, or other comment, check the email as this is usually just thinly disguised spam. Delete it.

See next page for examples

- If it's a question respond on the blog.
- If it's a request for more in depth information, respond by email.



Obvious spam

Competitor trying to promote themselves

This is spam. Look at the email address.

Also spam, someone trying to promote their business

If you have any questions then just ask!

... and finally

Visit www.lesleywriter.com and sign up for the free reports on website readability if you haven't already.

Visit www.webcopythatpeopleread.com for lots of tips and information on copywriting and marketing on and offline.

If you need help with your written communication

email us at Lesley@lesleywriter.com

Call +44 1245 473296

Skype: Lesleywriter with an 'I need some help' message!

Lesley Morrissey is an expert in readability and specialises in helping people to develop a website that works for their business.

You can contact Lesley on +44 1245 473296 or Lesley@lesleywriter.com or visit the website at www.lesleywriter.com



Experts in Readability!

Get your message across in writing – contact us for more help

Lesley@lesleywriter.com

01245 473296

www.lesleywriter.com

Lesleywriter is a division of Inside News Ltd