

# Wordpress 101

By Tom Ossa





# Your Web Marketing System

## Search

**Facebook:** Keep in touch, find common ground

**LinkedIn:** Build reputation, network

**Twitter:** Send out short messages

**Blog:** Write about your work experiences

**Newsletter:** Send out communications

**YouTube**

**Your Website:**  
Products, Services, About Us, Deals and Offers



# What We Will Cover:

- **Part I: Features of Wordpress**
  - Why Wordpress is awesome
  - The administrative control panel
  - Adding content (posts / pages)
  
- **Part II**
  - Important settings
  - Modifying design
  - Cool plugins
  
- **My Soapbox**



# Part 1: Features of Wordpress





# Why Wordpress is awesome:

- Soooooo easy to customize
  - Many, many add-on features
  - Easy to learn to use
  - Fast way to get on the web
  - Designs (themes) can be changed very easily
  - Deep support community
  - Social media friendly
  - SEO-ready platform
- 
- **And...um, it's free.**

**Attention2Detail**  
Live Organized with Style

**Accredited Staging® Professionals**  
Phone 201.363.9966    organize@a2donline.com

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**Find Your Style**  
"Your home is one of your greatest reflections... let each of your rooms tell a story of who you really are." What is Your Decorating Style? How would you describe your wardrobe? Tailored; neutrals and natural fabrics. Somewhat trendy with a mix of materials and patterns. Casual and relaxed. How do you like to entertain? Elegant cocktail party. Sit-down dinner. Potluck supper. What type of chair ...  
[Read More...]

**Featured Service**  
**New Construction / Renovation Design Services**  
Building or renovating a home can be fun, but also overwhelming when having to choose fixtures, appliances, tile, flooring, or lighting. Let Attention2Detail be your third-party expert, working closely with your contractor to ensure that all selections are thoughtfully made, room flow and

Move Management   New Construction   Other Service Here



# Typical Design Process





# Wordpress Design Process





# The Administrative Control Panel

- Login at `domain-name.com/wp-admin`
- Enter your user name / password
- **Dashboard:** top right screen options, choose one column
- Move Quickpress to the top
- Set your admins

A screenshot of the WordPress administrative dashboard. The browser address bar shows "Accredited Staging@Professionals". The dashboard header includes "New Post", "Howdy, admin | Log Out", and a notification for "WordPress 3.1.3 is available! Please update now.". The main content area is titled "Dashboard" and features a "Right Now" widget with statistics for Content (2 Posts, 31 Pages, 1 Category, 0 Tags) and Discussion (0 Comments, 0 Approved, 0 Pending, 0 Spam). Below this is the "QuickPress" widget with fields for Title, Content, and Tags, and buttons for "Save Draft", "Reset", and "Publish". The "Recent Comments" widget at the bottom shows "No comments yet.". A left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, Genesis, Appearance, Plugins, Users, Tools, Settings, Contact, Calendar, and SlideDeck.



# Adding content

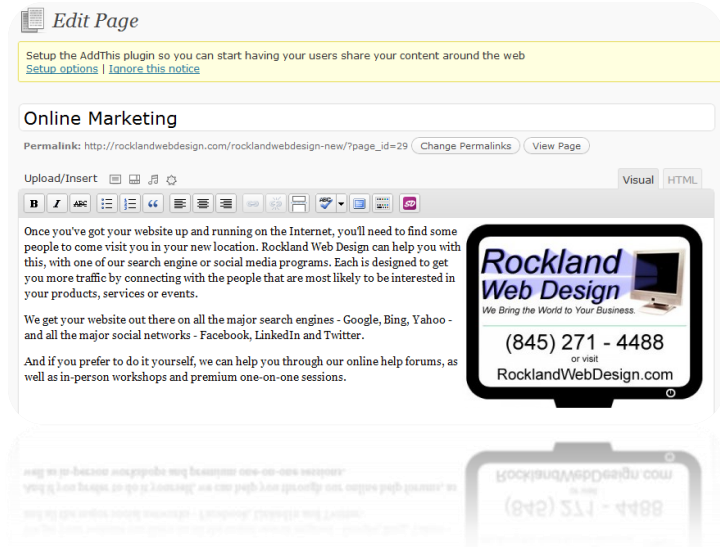
- Much like Microsoft Word
- Two different locations:
  - Posts (Your Blog)
  - Pages

A screenshot of a WordPress 'Edit Page' interface. The page title is 'Professional Real Estate Staging and Interior Redesign'. The permalink is 'http://pearlriverwebdesign.com/a2donline/?page\_id=219'. The interface includes a rich text editor with a toolbar containing various icons for text formatting, alignment, and media insertion. The main content area shows the text 'How balanced and organized is your life? How can you regain control with style?' followed by a sub-headline 'Attention2Detail will inspire you to find the answers to'. Below the text, there is a 'Path:' field and a 'Word count: 281' indicator. The last edited date is 'May 12, 2011 at 8:43 pm'. On the right side, there is a 'SlideDeck' sidebar with 'Smart SlideDeck Options' and an 'Insert SlideDeck' button. At the bottom right, there is a 'Publish' section with a 'Preview Changes' button and a status indicator 'Status: Published Edit'. The top right corner of the interface says 'You're lookin' swell, Dolly'.



# The Wordpress Editor - meh...

- Only for basic layout
- Similar to MS Word
- Line breaks are an issue
- Don't get caught up on it



## Tips:

- Copy and paste as **PLAIN TEXT**
- Format after you paste
- Always insert an image or two
- You can always use another editor...



# Creating Your Pages

**Objective:** To get people to your website, blog, or other online place in which you control your content.



# Creating Your Pages

- Standard pages:

- Home
- About Us
- Testimonials
- Areas Served
- Products or Services
- News and/or Events (Calendar)
- Frequently Asked Questions
- Contact Us
- **IMPORTANT: A Call to Action!!! A Deal!!!**



[Long Term Care](#)   [Rehabilitation](#)   [Healthcare Workers](#)

#### Why Yomenco?

Yoga for Business, Inc. is an integrative Healthcare company dedicated to improving health outcomes in Long Term Care, Rehabilitation and Empowering Healthcare workers.

We do this by blending dance, music and Eastern Healing Arts of Tai Chi and Yoga to create a more engaged

#### Success Stories in Rehabilitation

Barbara Damiani

I enjoy the class and have begun to practice the techniques even outside of class when I feel stressed. Yoga in conjunction with physical exercise has given me a stronger healthier outlook on my well-being.



# Creating Content

- Where do you get your material? Initially...
  - Word Documents
  - PDFs you've created
  - Old PowerPoint presentations
  - Emails - check your sent items
  - Other sources: Newsletters, video, sites (cite)
- Edit the material so that it is ok for the web
- Upload to your account, later to profiles



# Other Media

- Video, video, video!
- Images from your iPhone / Android
- You can upload directly from your phone
- Save space - use external media platforms
- Re-use images, don't upload twice
- Make sure you name the files (good for SEO)



# YouTube! Keep 'em on your site for longer!

- Get recording device (Phone, Flip, Kodak)
- Record high quality video
- Post to YouTube
- Grab the "embed code", copy to your website, blog, newsletter
- Shoot for 2-3 min

This video is public.

Like Add to Share Embed

36 views

```
src="http://www.youtube.com/v/x/_6HdmcA/M?fs=1&hl=en_US" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="640" height="385"></embed></object>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

Include related videos  
 Enable privacy-enhanced mode [?]  
 Play in HD  
 Use iframe embed code (beta) [?]

560 x 340 640 x 385 853 x 505 1280 x 745 Custom


Width:  px  
 Height:  px

<http://www.youtube.com/watch?v=GC8hIeCFUn4&NR=1&feature=fvwp>




# Creating a Blog

- **Goal:** Talk passionately about your business, your ongoings, your life!


Creating8 – Harmonious Integration of Business, Life and Belief

[Creating8](#) | [Why a Coach?](#) | [Our Programs](#) | [Abe's Blog](#) | [Contact Abe](#)

## Coaching Entrepreneurs



Are you involved in a **conscious decision making process**?

As an entrepreneur, how do you define your own success?

What is your plan for getting to where you want to be?

How much money do you want to make in order to live the lifestyle you desire?

Perhaps more important is the freedom you desire. Do you want to build a company that can function without your daily input?

Do you want your employees to share a common vision and operate like a team?

Is your personal life affecting your business?

Are your business principles consistent with your personal belief systems?


Are you unhappy and frustrated even though you are making money beyond your wildest dreams?

Entrepreneurs all have their own unique definition of success but it is likely they wear many hats, are pulled in multiple directions, and often find it difficult to manage cash flow or even time. Still, they are convinced they have a good business model and know there is more money to be made. That drive and self confidence is what keeps them going until they eventually find consistency of actions, values, methods, expectations and outcomes.

Because I am also an entrepreneur, I know you enjoy a challenge. When it comes to "Integrity", we all have our own inner sense of what works for us. I assume you are self motivated and will be 100% committed to your reaching your goals. As your business coach, I will offer a new perspective on how you operate and provide the support necessary to tackle challenging opportunities that will increase your income. The result will be conscious action steps and sustainable systems for continued success.

You can contact me by [clicking here](#).

**Share and Enjoy:**





# Creating a Blog

- Use simple ideas that you believe in!
- Fill in all the info  
**READ MORE:**  
Bring them back to your website, blog
- Add an incentive or deal

**Bobs Toast Store**

Newsletter Subtitle November 2006

**In This Issue**  
 Article 1 Headline  
 Article 2 Headline  
 Article 3 Headline

**Featured Reading**  
 A personal, thoughtful message can provide a compelling contrast to a promotional pitch or factual exposition. Use personal stories, first-person narratives, and meaningful quotes from other writers to evoke a comfortable, introspective tone. [More...](#)

**Personal Message**  
  
 A personal, thoughtful message can provide a compelling contrast to a promotional pitch or factual exposition. Use personal stories, first-person narratives, and meaningful quotes from other writers to evoke a comfortable, introspective tone. [More...](#)

**Ministry Quicklinks**  
 Register Now  
 Newsletter Archive  
 Related Topics  
 More About Us  
 More About Us

**Article 1 Headline**  
 Know the audience you are writing to. What are they hoping to hear from you? What would they find useful or informative? Find out what is important to them and address their needs in your newsletter each month. Include a photo or photos to make your newsletter even more appealing. [More...](#)

**Article 2 Headline**  
 Try highlighting members of your congregation and give more information about upcoming events. [More...](#)

**Article 3 Headline**  
 You might want to include brief articles that correspond with recent lessons and classes or possibly inspiring quotes and scriptures that could encourage your list members in their daily lives. [More...](#)

**Upcoming Events**

Community Celebration Event	7:00 PM Feb 26 2006	<a href="#">More...</a>
Non-denominational Prayer Breakfast	8:30 AM Feb 25 2006	<a href="#">More...</a>

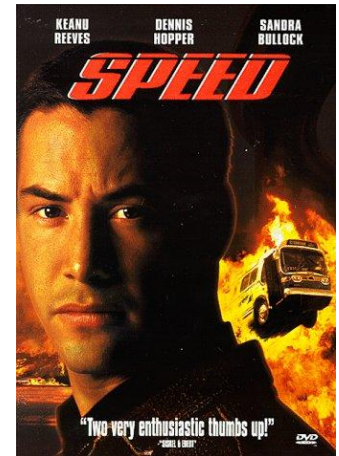
**Closing Headline**  
 End your newsletter with a kick -- consider an additional message or prayer, or a last thought to leave your members with.

**Contact Info**  
 Description/Title John Smith 781-555-1212 jsmith@constantcontact.com



# Creating a Blog

- Always try to find different reasons for creating the blog:
  - Stories are great! Do those.
  - Commentary on industry
  - Recap of events or product review
- Continually add content, whether someone is watching or not!
- Keep statistics, tweak to your audience.
- Speed. Keep it under 250 words.



# Quick Questions:



# Exercise: Create a Blog





# Before You Start, Make a Plan:

1. Every week, plan your business communications
2. Find and write articles about your message(s)
3. Post to site, blog
4. Support the blog with Social Media

1. <b>Important, Urgent Messages</b>	2. <b>Long Term Awareness &amp; <u>Brand</u> Building</b>
3. <b>Quickie urgent things</b> (Phone / Email)	4. <b>Just for Fun</b> (yes, do these, too!)



# Other Important Features

- Categories
- Media: Upload images, files
- Links
- Pages
- Comments
- Users
- Appearance



# Settings

- **RULE #1: DON'T TOUCH WORDPRESS ADDRESS, OR SITE ADDRESS!! BOOM!**
- **General:**
  - Email address set
  - Timezone
- **Reading:**
  - Front page displays latest posts, pages
- **Discussion:**
  - Turn off comments



# Settings

- Privacy
  - Make sure you can be seen by search engines
- Permalinks:
  - Month and Name



# Plugins, Part I

- **Contact Form 7:** Very important and useful
- **Calendar**
  - (The one by Kieran O'Shea...a good Irish lad. :-D Version 1.2.3.)
  - Google Calendar
- **Dean's FCKEditor For Wordpress:** Alternate editor
- **All-in-one SEO Pack:** To tag each of your pages
- **Google Integration Toolkit:** For Google Analytics
- **HTML Page sitemap:** great for SEO
- **Slidedeck for Wordpress:** Good basic slideshow
- **Sociable for WordPress or AddThis:** To share Pages
- **Page Manager:** To reorder pages easily



# Plugins Part II

- **Simple CAPTCHA tool:** Fight SPAM!
- **Akismet:** Fight SPAM!
- **Contact Form 7 to Database Extension**
- **WP Super Cache:** To serve HTML pages instead of PHP pages, which decreases load time.
- **WPTouch:** For mobile version of website
- **WPAudio:** For playing audio links directly on website page.
- **Shadowbox:** add a lightbox to your website
- **WP e-Commerce Plugin:** For basic shopping cart. Used on <http://vis-abilityinc.com> - (Requires additional database)



# Appearances Matter!

Change the  
design of your  
website in  
minutes!

The screenshot shows the WordPress 'Manage Themes' interface. At the top, there are two buttons: 'Manage Themes' (active) and 'Install Themes'. Below the buttons is a yellow notification banner with the text: 'Setup the AddThis plugin so you can start having your users share your content. [Setup options](#) | [Ignore this notice](#)'. The main content area is titled 'Current Theme' and features a preview of the 'AgentPress Theme 1.0 by StudioPress'. The preview shows a website with a large image of a house and a sidebar. To the right of the preview, the text reads: 'AgentPress Child Theme 1.0 by [StudioPress](#)'. Below this, it says: 'AgentPress is a 2 or 3-column Widget-ready child theme'. At the bottom of the preview area, it says: 'OPTIONS: [Widgets](#) | [Menus](#)'. Below the 'Current Theme' section, there is a section titled 'Available Themes'.

The best basic theme to use -  
hands down...is Weaver.



# Widgets:

- Used to add continuous content to sidebars and other areas of your site
- Text box widget good all-purpose
- Drag widget to sidebar of choice

The screenshot shows the WordPress Widgets management screen. At the top left, there is a 'Widgets' title and a 'Screen Options' button. Below the title is a yellow notice box with the text: 'Setup the AddThis plugin so you can start having your users share your content around the web. [Setup options](#) | [Ignore this notice](#)'. The main area is divided into two columns. The left column is titled 'Available Widgets' and contains a list of widgets with their descriptions: 'AddThis Widget' (Make it easy for your users to share content to over 300 destinations), 'AgentPress - Property Search' (Display property search dropdown), 'Archives' (A monthly archive of your site's posts), 'Calendar' (A calendar of your site's posts), 'Categories' (A list or dropdown of categories), 'Custom Menu' (Use this widget to add one of your custom menus as a widget), and 'Genesis - Category Navigation Men' (Display category navigation for your header). The right column shows a list of widget areas: 'Header Right' (This is the right side of the header), 'Primary Sidebar', 'Secondary Sidebar', 'Featured Properties', 'Featured Posts', and 'Multi-Agent Page'. Each widget area has a dropdown arrow next to its name.



# SPAM! Kill it!

- Akismet - You must sign up for account
- Simple CAPTCHA tool
- Simple Trackback validation

# Questions:



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# Sources and Links

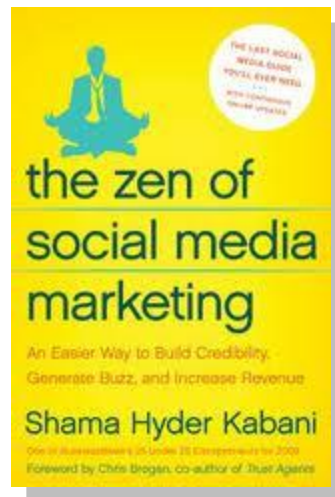
## • Links:

- [Wordpress Website](#)
- [Wordpress famous five minute installation guide](#)
- [Learn HTML from W3 Schools](#)
- [Ways to fight Wordpress SPAM](#)
- [Akismet - Fight Spam](#)

## • Sources:

- [www.readwriteweb.com](#)
- [www.mashable.com](#)
- [www.zdnet.com](#)
- [fastflip.googlelabs.com](#)

This is a list of many, many of the places where we get all our information and resources. The same items you see here, are the same ones we use on a daily basis. Use them, and you will be well on your way to getting started. Best of luck!



# Soapbox

We can help you with:

- **Social media** starting at \$49 / hr
- **Content Management:** \$69 / hr
- **Premium design:** Starting @ \$399
- **Data Management Services**

**Referral Bonus:**  
Refer a new customer and  
get 1 hour free  
content management!





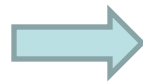
# Upcoming Seminars:

- Learn to Tweet (\$10)
- Advanced Facebook Techniques (\$20)
- Managing Data Overload (\$30)
- Using Your iPad for Business (\$40)



# Some Social Tools:

- Obviously, a computer & internet access
- Sign up for the sites listed below
- Maintain a password list
- Update profiles on a regular basis





# iCARE:

## Developing Trust in Social Media

- **I** - Interaction with your friends
- **C** - Concern for those in need
- **A** - Approval & celebration
- **R** - Resources...connect people!
- **E** - Events, products, sales, cool stuff



# Social: Use Time Wisely!

- 15-30 minutes a day, log on and interact
- Best times to post: 8 am, 1-3 pm, 5-7 pm
- Best day to post is Thursday ([Source](#), [Source](#))
- 80/20 rule in reverse:
  - Spend 80% of your time talking with others
  - Spend 20% of time promoting business
- Drive people back to your website!



Remember: "Time is like a companion..."





# Some Social Terms

- LOL: Laugh Out Loud
- LMAO: Laughing my Ass Off
- WTF: What the \_\_\_\_\_??? 😊
- "Um": Be careful if you see this...respond!
- @name: Directly addressing one person
- Woot: Yay
- SMH: Scratching my head

# Thank You!



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