

Your Website or Blog on WordPress.com

A Tutorial Prepared by Delphis Ltd.



Introduction

A WordPress CMS website (or blog) is easy to use, provides an immediate internet presence, and is very cost effective. The system allows an administrator/s to easily manage a blog or website, while the general public can also contribute if they wish – and only if their comments are manually 'approved' by the administrator.

What are the advantages of a WordPress Website or Blog?

A WordPress blog places your information in another sub-universe on the web – the Blog-o-sphere. By using "Tags" (discussed in more detail later) for each of your 'posts' (articles), other people interested in your topic can find your information immediately and easily through other blogs and 'RSS feeds'. In this way, your posts may attract visitors who might not otherwise come across your website.

It also provides an easy-to-use system for updating and maintaining your website.

Blog Strategy

If you have both a website and a blog, always keep in mind your strategy for your blog. The goal is to provide interesting, up-to-date information on your blog and then **deep link to your website**.

If you are using your blog as a website, remember the **most important thing about any web presence** is to provide **accurate, up-to-date information** about your business or organisation.

Getting Started

For most of you reading this tutorial, your blog will already be set up at an address such as this:

<http://your-website.wordpress.com/>

This guide is a simple introduction to managing your WordPress (TM) website or blog.

Log in



To administer the site, go to:

<http://your-website.wordpress.com/wp-admin/>

Or simply click on the “log-in” link on the right side of your blog.
And enter your user name and password:

Username:

Password:

When you log-in you will see the home page of the site along with links at the top of the page:

Click on **My Dashboard** to manage the site.

If you have not logged out since your last session, you may not need to log-in when you re-visit the blog.

Dashboard

All you can do with your site is in the Dashboard. A history of edits is also shown on the Dashboard home page.

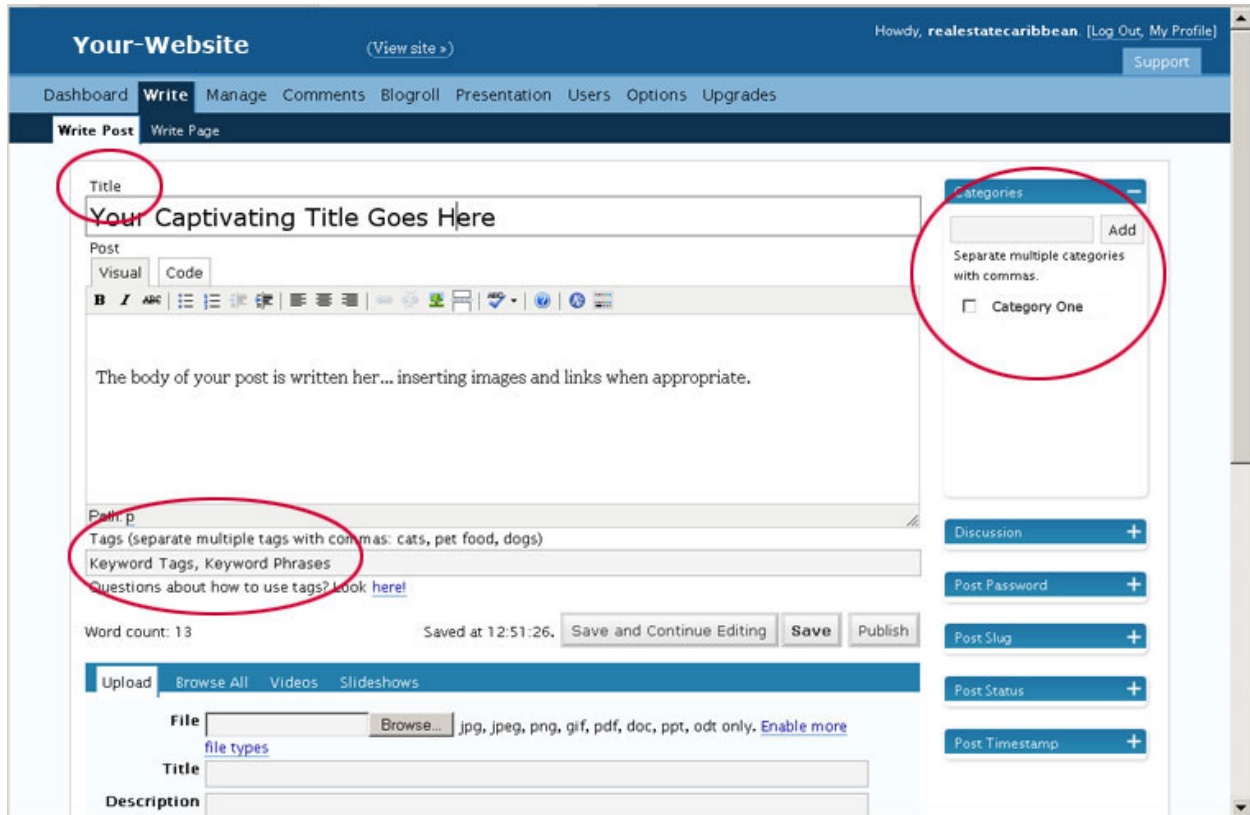
You would usually begin by writing a **new Post** or a Page (see detail under New Post below)

A Post is the traditional date-ordered entry, which is a useful way to present an evolving, event-centered ‘blog’. WordPress also lets you create and edit static pages, and even organise them into a hierarchy.

Writing a new Post

After the initial set-up, the majority of your time will be spent writing “posts” or articles on your blog. This is the nuts & bolts of the blog.

1. Title, Text, Tags and Categories



Title: Start with a captivating, descriptive title.

Post: Your post can contain text, links and images. After you write your text, you can format it will *italic*, **bold**, **colors**, bulleted lists, etc.

NOTE: It is NOT RECOMMENDED to copy & paste from Microsoft Word into the Post window, because of the internal formatting of the Word Document.

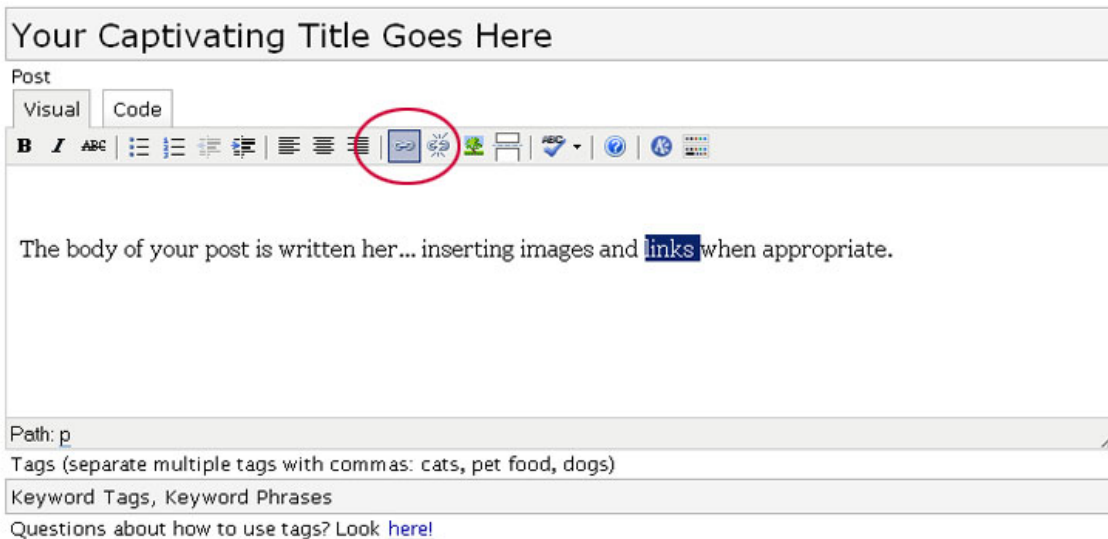
Tags: This is where you want to put in succinct, descriptive words about your blog post, what we call 'keywords.' The idea is to use phrases that would attract people who you think will be interested in reading the content of your blog.

Category: Your numerous posts can be displayed by categories, so this is a good way to keep things organized. It also helps you to fine-tune your keyword phrases and ideas.

When you are finished writing you can “**Save**” the post, which will save it as a draft in your posts section, or you can “**Publish**” it, which will make it live on your blog.

2. Adding Links

Adding links to external websites is easy to do.



To add a link (hyperlink) to your text, simply highlight the text and click on the chain-link icon at the top of the window. Then type the link into the window (or copy & paste it from your browser). The link will start with "http://..."

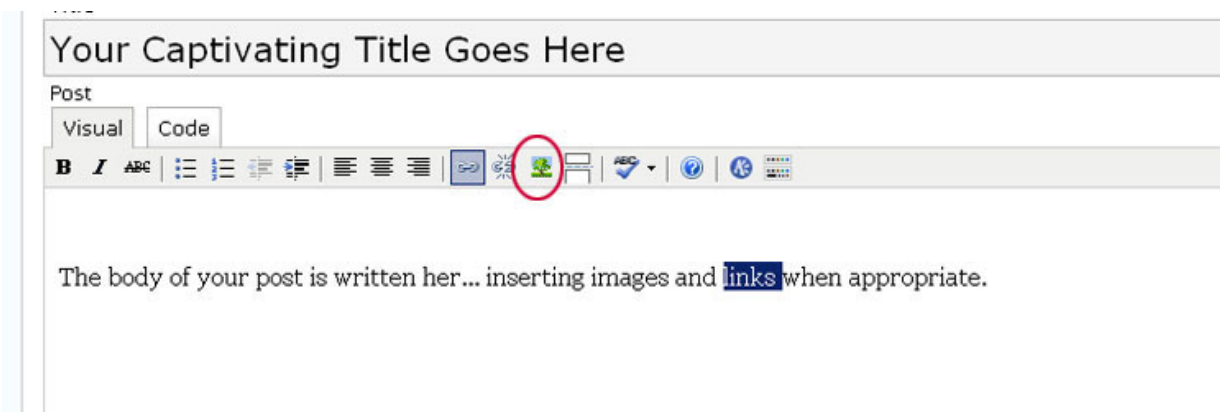
Click Insert, then when you are done **Save**.

To remove the link from your text, highlight it then click the broken-link icon.

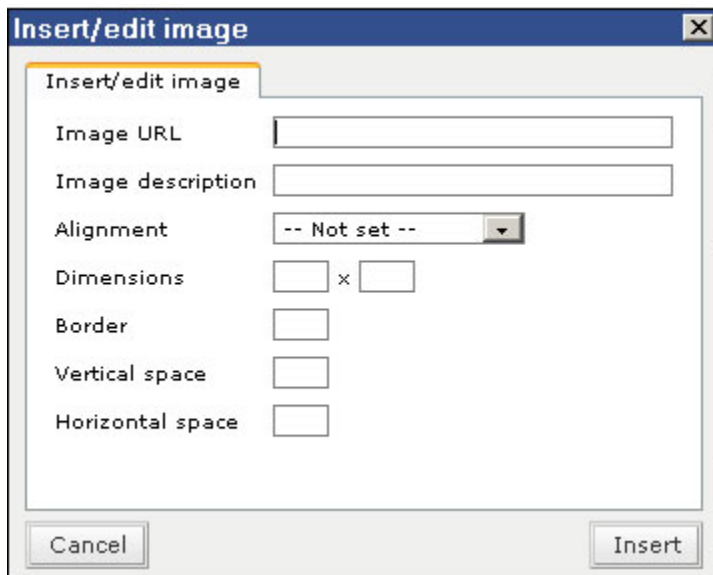
3. Adding& Formatting Images

There are two ways to add images to a post. You can link directly to an image that already exists on the web or you can upload one from your computer.

Option 1: To link to an existing image (for example, An image on your website) click the picture icon in the toolbar (see second diagram below).



The a pop-Up window will appear:



Enter the **location** of the image: <http://www.your-website.com/images/image1.jpg>

You can set the **alignment** as follows:

Left - Image goes to left, text wraps to right.

Right - Image goes to right, text wraps to left.

Center - Image is centered and text goes below.

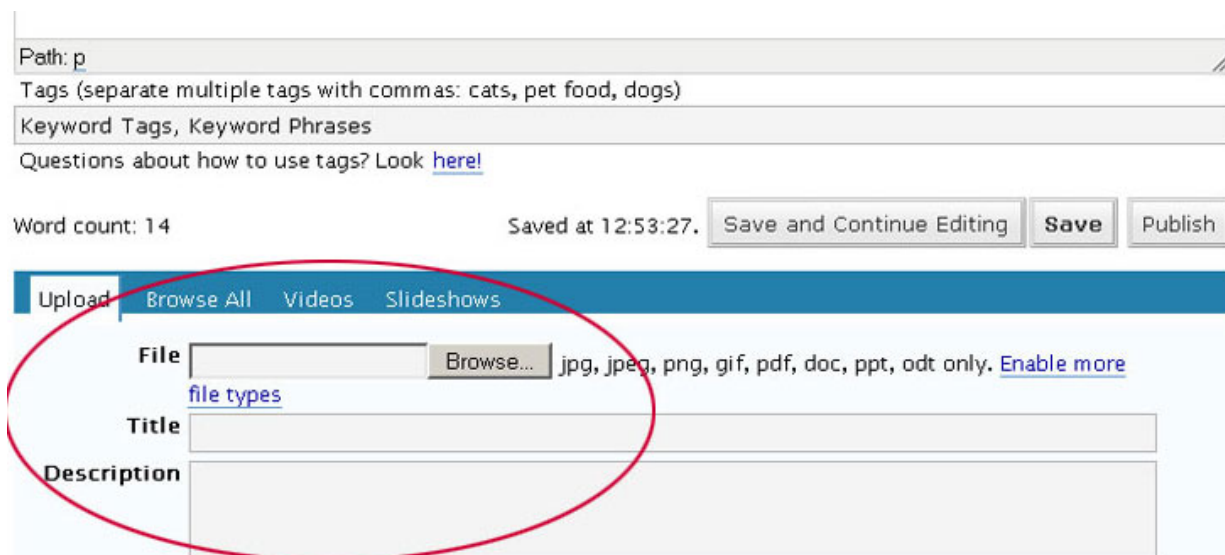
Dimensions - Not necessary unless you are re-sizing.

Image Description - Use keywords!

Border - Enter 1 for a thin border around your image, 2 for thicker border, etc.

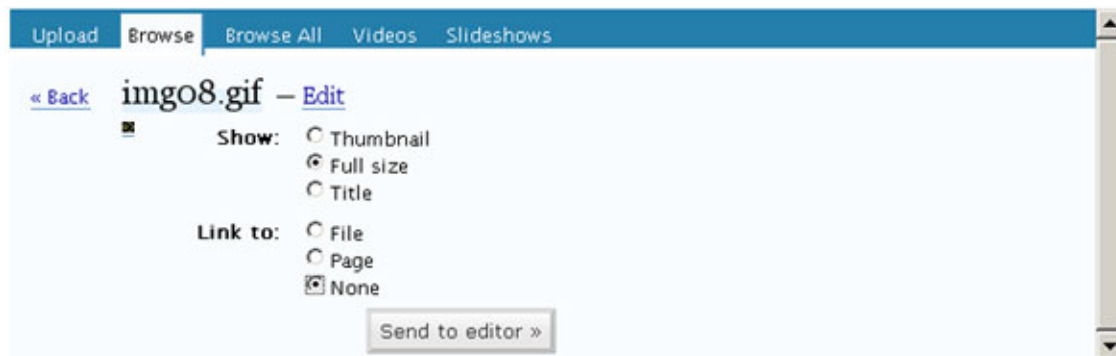
Vertical & Horizontal space - This creates white space around the image before the text starts - usually a setting of 8 to 12 pixels is sufficient.

Option 2: Upload an image from your computer.



Click the 'Browse' button to navigate to the image on your computer.
Enter a Title if you like (use those keywords again!), then click "Upload."

In the next window, select 'Full Size' and 'None.'

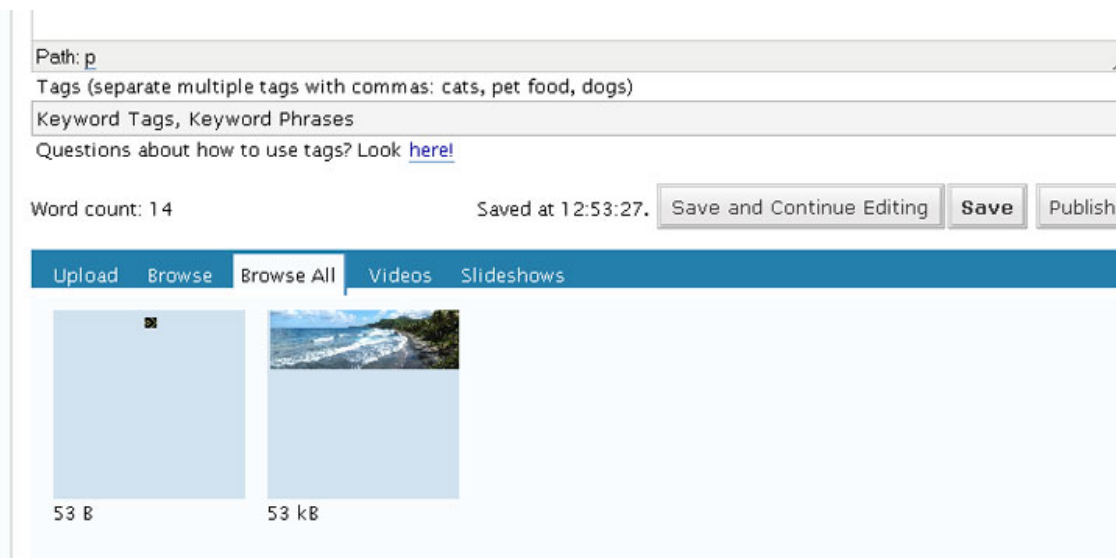


Then click "Send to Editor."

Now you can click on that image in the Editor Window if you want to set alignment, border, or spacing.

4. A few more notes about images and advanced features:

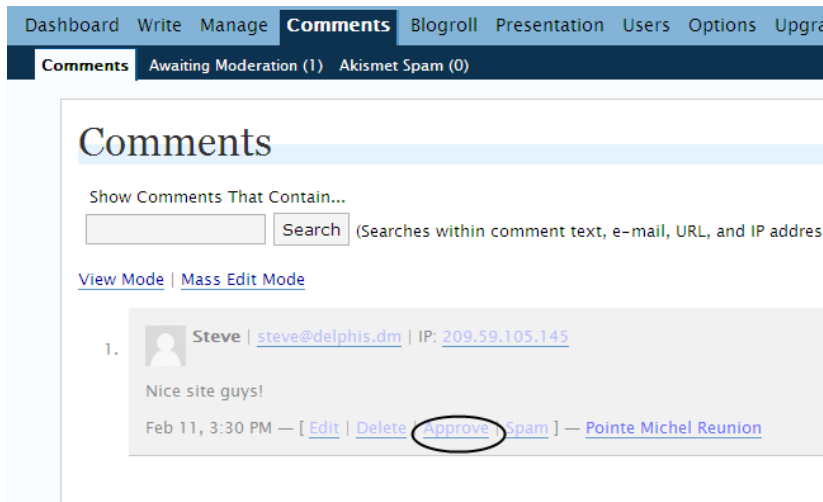
All of the images you have uploaded can be viewed from the "Browse All" tab.



Videos and Slideshows can also be added to your blog by following the instructions under each tab.

Moderating Comments

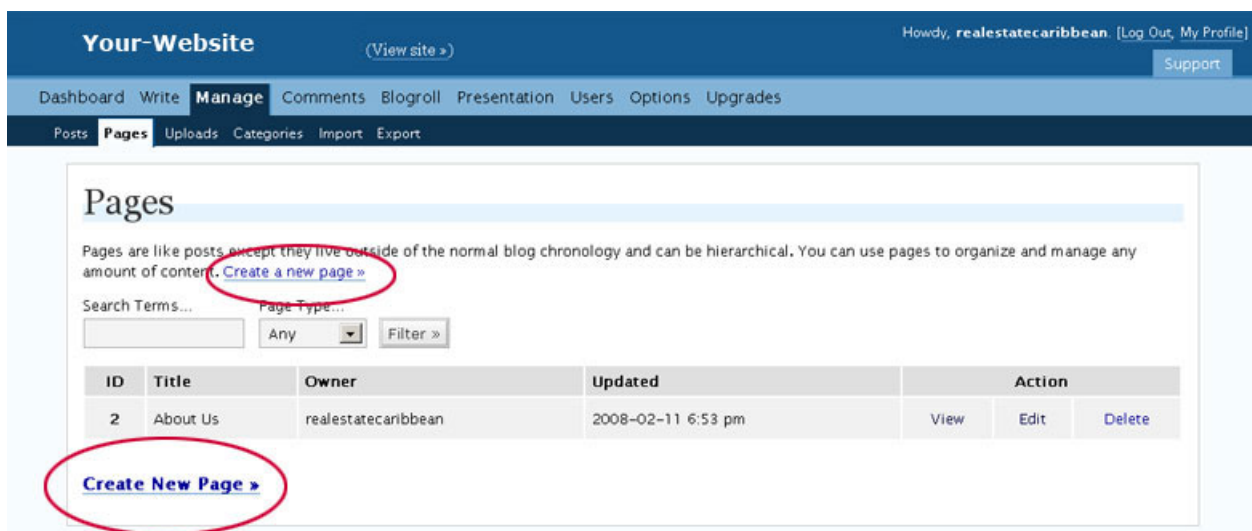
For security, we have set your blog so that public comments must be moderated before they appear live on the blog. You will also receive an e-mail whenever people make a comment. To moderate, either click the link in the e-mail, or log-on and go to Comments.



The screenshot shows the WordPress dashboard's 'Comments' section. At the top, there is a navigation bar with 'Comments' selected. Below it, a sub-menu shows 'Awaiting Moderation (1)' and 'Akismet Spam (0)'. The main content area is titled 'Comments' and includes a search box for filtering comments. Below the search box, there are links for 'View Mode' and 'Mass Edit Mode'. A single comment is listed, showing the user 'Steve' with a profile picture, email 'steve@delphis.dm', and IP address '209.59.105.145'. The comment text is 'Nice site guys!'. The comment was made on 'Feb 11, 3:30 PM' from 'Pointe Michel Reunion'. At the bottom of the comment, there are action links: 'Edit', 'Delete', 'Approve', and 'Spam'. The 'Approve' link is circled in red.

Until you click on Approve, the comment will not appear live.

Editing/Adding a page: Manage→Pages



The screenshot shows the WordPress dashboard's 'Pages' section. At the top, there is a navigation bar with 'Manage' selected. Below it, a sub-menu shows 'Pages' selected. The main content area is titled 'Pages' and includes a description of pages and a link to 'Create a new page >'. Below the description, there is a search box and a dropdown menu for 'Page Type'. Below that, there is a table with the following data:

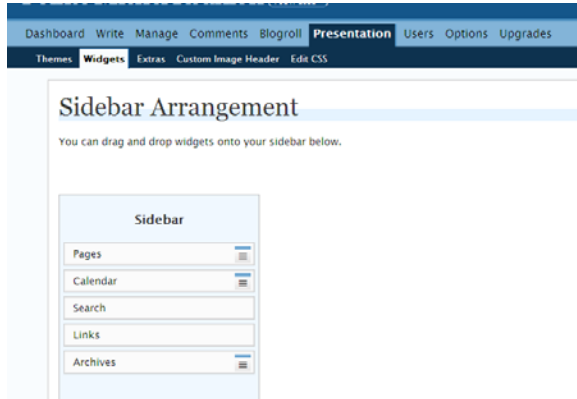
ID	Title	Owner	Updated	Action		
2	About Us	realestatecaribbean	2008-02-11 6:53 pm	View	Edit	Delete

Below the table, there is a link to 'Create New Page >' which is circled in red.

You can add a new page – it will appear in the menu at the top of your blog, so the title should be short.

2. Sidebar/Widgets

The sidebar can contain useful ‘widgets’ – dynamic features - or simply contain essential information such as Contact info.



You can rearrange them via Presentation→Widgets
Drag available options or widgets into the sidebar representation.

3. Users

You can add people who can contribute or even administer the blog

Dashboard → Blog Stats

Your WordPress Blog comes with a very impressive statistics package, which is located under the Dashboard Menu.

You can see how many people visited your blog each day/week/month, what sites they came from (**Referrers**), which of your posts were most popular (**Top Posts & Pages**) what keywords they used to find you in search engines (**Search Terms**), and what links they clicked in your blog (**Clicks**).

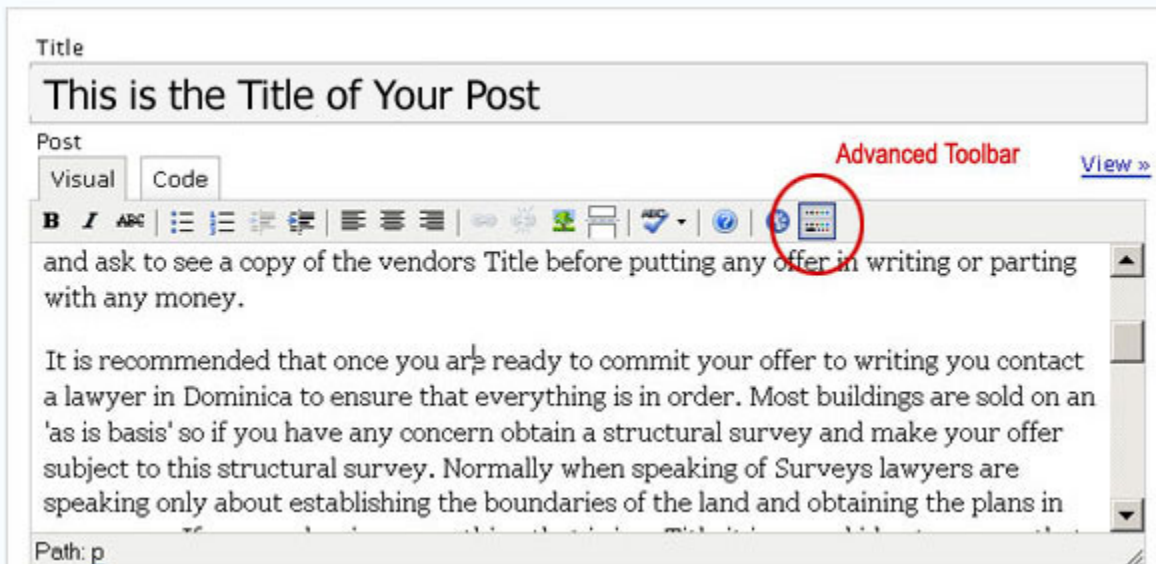
I've found search terms to be very helpful in finding out what's missing on my blog. If I see search terms covering topics I have omitted, I simply add a new post about that topic.

Pasting from a Word Document

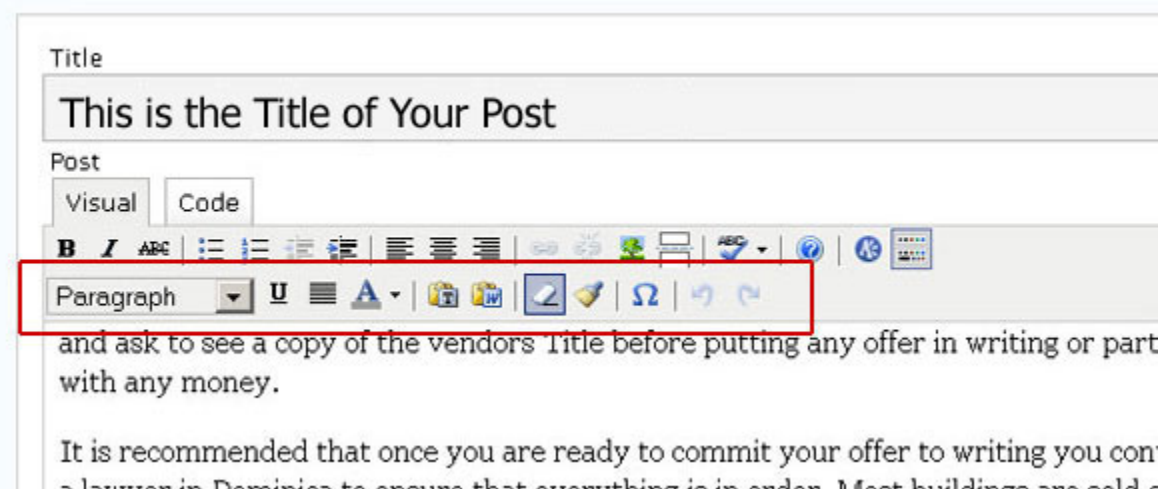
Microsoft Word contains a lot of hidden formatting characters that will cause your post to look out of whack. Also, quotes, dashes and other symbols may appear a question mark or a strange symbol.

If you paste into your blog editor from a Word Document, follow these steps:

Step 1: Click the Advanced Toolbar icon



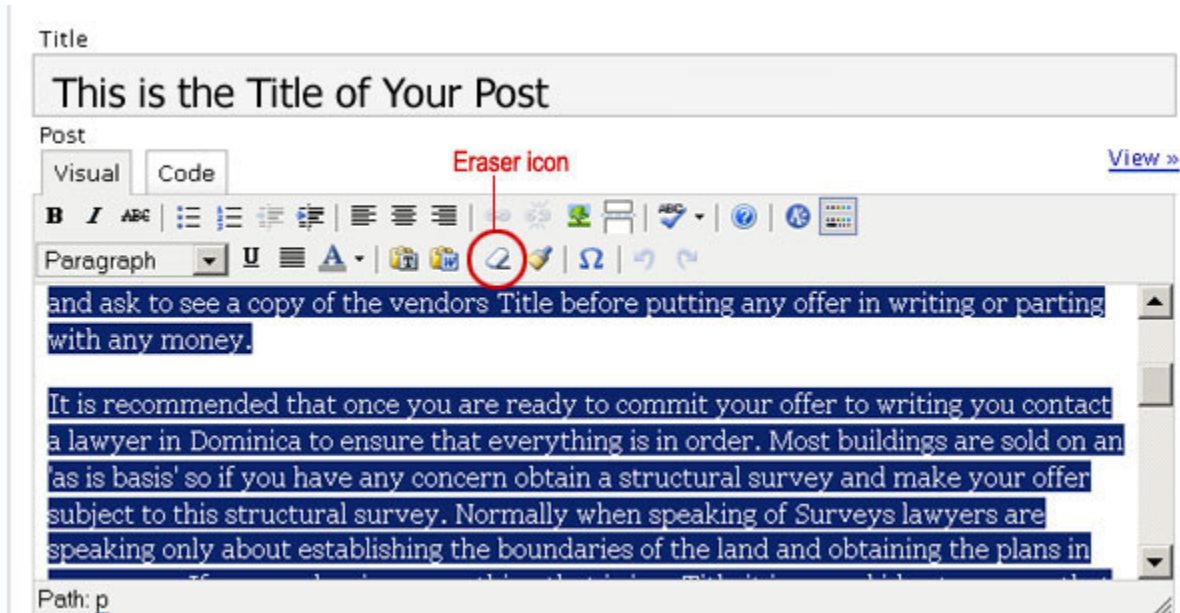
A new row of icons will appear directly below the existing icons:



Step 2: Highlight all of the text in your post.

Do this by right-clicking and choosing “Select All” or by pressing “CTRL + A” on your keyboard to select all the text.

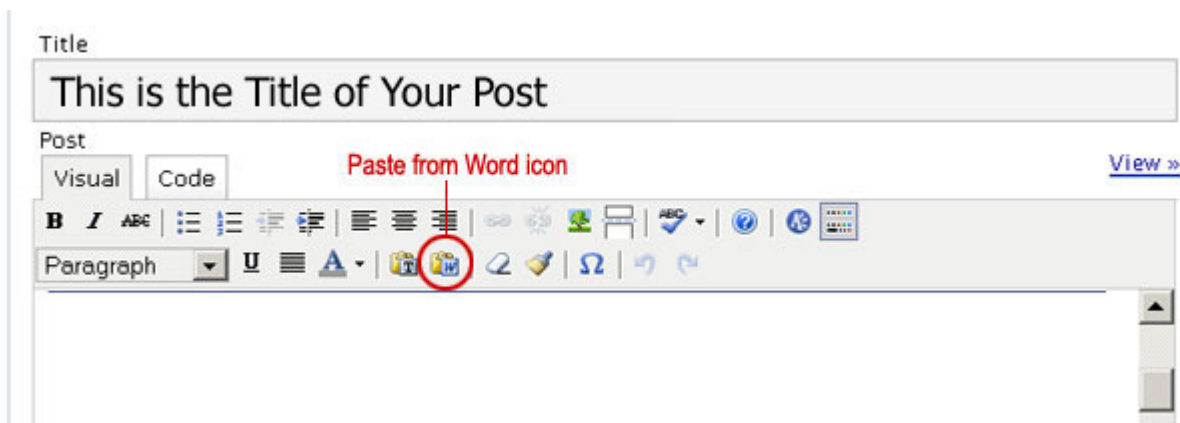
When the text is selected it will look like this:



Step 3: Click the “Eraser Icon” in the Tool bar (see above) which will clean all the formatting.

Another Option: “Paste from Word”

There is one other option. When you copy your text from Word, you can use the “Paste from Word” icon to paste it into your Post, right from the start.



Glossary of Terms

The following is a list of terms commonly used in the blog-o-sphere.

Blog – A web-log (contracted to 'blog').

Tags – Like keywords, these describe the basic content of your post.

Post – Whatever you write and publish on your blog.

RSS Feeds – Mini-interactive applications which allow you to 'pull up' the latest posts from someone's blog and accumulate them in a single place, using a Blog-reader.

Blogroll – New name for 'Links.'

Moderate – to review comments made on your posts. You can approve comments, or delete them.

Widgets – add-ons to a blog which add functionality or features, often drawing information from other websites. A 'current weather' widget is one example.

Links – allowing people to click on text which is a link to an older post in your blog, or an external web page.

Columns – like a newspaper, blogs are laid-out in columns. The main column holds the text of your posts, a smaller column is used for Links, widgets, calendar, about you info

Pingback – Notification that someone has linked to your blog or website.

We hope you have found this tutorial helpful.

Please feel free to provide your feedback by e-mailing us: sales@delphis.dm