

Social Media Institute of Atlanta – SMSEM Fall, 2011

Assignment 1: Blogging Content and WordPress

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Two actual websites created by Mercer MBA students follow with names, etc changed: Your assignment adds a few more elements (i) setting up Google Analytics and (ii) uploading/activating new plugins into widgets. (1)

www.smsemdemo1.info (2) www.smsemdemo2.info

I. Creating Content for your Blog Website

Websites have a broad spectrum of application including niche landing pages and the potential to advance you as a thought leader in a particular topic. Creating a site as a thought leader can enhance your credibility and propel your reputation. Blog content can be effectively categorized in three areas and you will write an article for each area. The content you write should be professional and I would suggest someone else proofreading as it will be on the Internet and it will get visitors. Some detailed guidelines are as follows consistent with some SEO issues we will soon be covering:

- i.) Main Title plus at least two sub-headings (H2/Header2) within each article
- ii.) At least two bullet points within each article
- iii.) At least two hyperlinks referencing something on the Internet with a “clean” appearance using underlined words versus showing a URL. This is an effective way not to offend your readership as they can continue or seek hyperlink reference. This way you do not “insult” your more knowledgeable readers.
- iv.) At least two of the articles should have something in “quotes” as WordPress does an attractive job with this.

Select a blog topic that you will be writing two articles about. Select something you would enjoy writing about which may include a hobby, interest, etc.; something that you are passionate about. Once we post these two articles and a third human interest story that will conclude our posts. Therefore do not dwell over topic chosen.

It is best to develop these three articles in a Word document and then paste completed article into the WordPress posting area.

1. Content Piece 1: Totally Original Content: Write compelling material that is totally new. Draw from your experience. Feel free to use bullet points. Length: 500+ words (although as long as you really want).
2. Content Piece 2: Reference Another Article/Post and Comment/Embellish Upon
Locate another article or blog posting on your topic over the internet that you feel is interesting. Google “Blog” will limit to just blogs. Take this article and:
 - In the first two sentences reference the article with the title, name and author along with a hyperlink that is “anchored” with some very complimentary reference, etc.
 - Then proceed to summarize some of the article’s key points to your readership.
 - Then expand on the topic by embellishing on the topic. Use the article as a jumping off point to create an overall compelling posting. An example of this on my website is: “Recreating Academic Rigor and Removing Blame from Students: A Faculty Responsibility” <http://paulrheller.com/2010/10/recreating-academic-rigor-and-removing-blame-from-students-a-faculty-responsibility/>
 Length: 500+ words (although as long as you really want).
3. Content Piece 3: Human Interest Story:
A personal, human interest story or commentary that creates a personal link to your readership. You want to develop/expand the relationship with your readership beyond your “technical” knowledge. An example is writing an article on what Father’s Day means to you between you and your son. An example on my website is: “It’s not Necessarily Making the ‘Right’ Decision; It’s Making That Decision ‘Right’ ”, <http://paulrheller.com/category/intriguing-personal-topics/>
Length: 500+ words (although as long as you really want).

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II. Posting Three Content Pieces Above and Initial WordPress Site Setup

We will go over and demonstrate the following instructions in class but I provide you detailed instructions to facilitate ease in navigating this new platform below. Some initial *pointers* include:

- ◆ Establish two tabs to toggle back and forth; one showing the *front-end* of site, the other the *back-end* of site
- ◆ Function 5 (f5) will update your website to reflect any changes that you have made
- ◆ If you try to exit before updating/saving your edits/updates/etc. ... WordPress will often ask/catch you.
- ◆ Main Icons on left can disappear/shorten with wrong keystroke; instructions on how to get them full again.

Do your very best to navigate this new platform as below there are detailed instructions. Feel free to contact fellow classmates, but make sure YOU do the button pushing. If you get hung-up on an area or two I will be available after class on Monday 9/26 to individually assist anyone.

1. Posting THREE Articles As New Posts:

Login into your site with User Name and Password; you will be changing these very soon.

- A. “Posts ▼” Main Tab, “Add New” and insert the Article Title into “Enter Title Here”.
Make sure (i) Visual not HTML mode (ii) Make Sure The Last Box Icon [With Three Rows of Dots] opens 2nd line of Icons starting with “Paragraph ▼” box.
- B. Copy word document article into post area.
- C. Using these formatting icons modify your content.
 - i. Use **H2** heading [located inside “Paragraph ▼”] for subheadings within each article at least twice. Feel free to use other H3-H5 headers for visual impact with size smaller as number increases.
 - ii. Use Bold and Italics as appropriate. Any bullet points will need to be re-formatted with icon.
 - iii. Use Quotes [“”] in at least two of three articles; as shading created around text until a line space is detected. This is a very appealing feature in WordPress.
- D. Hyperlink at least once in the posting with only select words underlined to denote link available
 - i. Find URL to be linked to and copy it.
 - ii. Go inside posting and highlight select words you want associated with this hyperlink.
 - iii. Click on Chain Icon, Paste hyperlink into Link URL (don’t duplicate http://),
Select “open in new window/tab”, process “Add Link “
Also illustrate how to create hyperlinks in Word → Shade desired words, right-click, hyperlink, paste in URL, okay ... Hyperlink within Word will show up as underlined in blue (good application for emails)
- E. Save your work periodically by locating “Publish” area using initially the “Save Draft” and then when completely finished with the article/proofread; “Publish”.

2. Setting Up Your WordPress Website -First of Three Parts: TEXT

- A.. Basic Administration/Change Password/“About Yourself” Blurb for Posts
“Users ▼” Main Tab -“Your Profile” tab
 - i.. “Name” section, revise everything for yourself (replacing Paul Heller information)
 - ii.. “Contact Information” section, only thing relevant email address
 - iii.. “About The Author” This is a nice feature as it will print out this standard blurb at the bottom of each post. Develop 4+ professional sentences about yourself relevant to the topic of your blog.
 - iv.. **New Password:** straightforward
 - v.. Under “Genesis User Settings”, then Enable Author Box on this Users’s Posts”
 - vi.. Process by “Update Profile” at bottom left
- B.. Home Page – Upper Left Hand Titling
Determine the Top two title lines of your Home Page that currently say “Sailing is my Dream”, and in smaller lettering below “Paul Heller Vision of Sailing”.
 - i. Go to “Settings ▼” tab – “General” and replace the first two lines:
Site Title: _____ (Larger) Tagline: _____ (Smaller)
 - ii. Change email address iii. “Save Changes”

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C.. Home Page – [Top] Right: Quote Rotator Widget

- i.. “Settings ▼” tab – “Quote Rotator” which controls title and basic parameters
Insert an appropriate title?: [Weekly-Monthly Thoughts, etc., be creative]. All the other default settings are okay but feel free to play around with delay (time for quotes to change), fade in/out, and random vs chronological order. Process with “Save Changes” at bottom.
- ii.. “Tools ▼” tab – “Quotes”. Compose at least four quotes with authors that would be impressive. Could be testimonials about you, weekly-monthly thoughts, try to make legitimate. You can look up famous quotes easily on Google.

D.. Home Page - Home Bottom #1 [Left]: Featured Posts Widget

This is all set you don't need to do anything. It is set to bring in your most recent two posts so that the reader on the home page sees the first 200 words and title of this post. This glimpse will hopefully encourage them to click on title that takes visitor to entire post.

E.. Home Page – Home Bottom #2 [Middle]: Text/Mail Chimp Email Interface

- i.. We will be learning more about Email Provider application later in the course and how this interfaces with WordPress. For now simply change the title accordingly. “Appearance ▼” tab – “Widget” – Home Bottom #2 ▼, open this module up by clicking on Text:”▼”, and change “Title”, to something logical that you want viewer conversion; we will discuss at length later in course.

F.. Home Page – Home Bottom #3 [Right]: Social Media Widget and Adding an Image Rotator

“Appearance ▼” tab – “Widget” – Home Bottom #3; like above Widget go into module and replace the following URLs for those established; Facebook and LinkedIn at a minimum (you can insert in Twitter in a few weeks if no profile currently). Make sure you provide initial level URLs for when you are NOT logged into your account, just the URL to access your profile. Otherwise you may give people direct account (setup) access to FB, LI and Twitter.

G.. Secondary Sidebar Widget: We will just “blank” this area out by going to the widget and drag the “Text” Plug-in into this widget. Leave it blank and save it.

H.. Changing “Contact” Tab From Home Page [this is a Page]

“Pages ▼” tab - “Pages” tab – Mouse over Contact, “Edit”. Change information accordingly (you do not have to provide a phone, email or address as form email alone is enough). Leave the [contact-form 1 “Contact form 1”] as is a standard format for site visitor to complete to sent you an email without having your email address revealed. When finished “Save”.

Follow these same instructions to change the following other two Pages: i) Biography and ii) Vision

I.. Proper Titles for Three Postings in Menu Tab

“Appearance ▼”, “Menus” tab. Under Postings/Articles go into each of the existing three titles “Custom ▼” and replace the URI, and Navigation Label (Article Title). To get the correct URL go To “Posts ▼” and “Edit Post”. Click on “Get Shortlink” and place this into the URL field.

3. Setting Up Your WordPress Website - Second of Three Parts: IMAGES

The suggested way to upload images into your website is to first place them in your Media Library and then go into the pages or widgets and simply insert them. To add photos/images to Media Library: “Media ▼”-“Add New”, “Select files” and place a JPEG image saved on your computer as JPEG. Title accordingly and if you want a caption underneath the picture you can enter also. “Save all changes”. You can upload cell phone pictures, internet images, etc. You can delete Heller pictures that are saved in your media library. Photos available on Internet, your cell phone and hopefully you have a professional photo of yourself.

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J.. “Biography” Page: Image Within POST/PAGE Go to Biography page edit mode (like in Step H).

Click over picture and select delete icon. Place cursor back at the start of first word of page and click on first box to the side of “Upload/Insert”. On first row in blue “Media Library”, choose photo and “Show”. Put appropriate title into “Title” and “Alternative Text”. If you want a caption to appear below the picture insert it under “Caption” box. Choose Alignment: “Left”, and Size: “Thumbnail or Medium”; “Insert into Post”. For proper blank spacing of text on each side of image: In edit mode of page, right click over picture and Select image icon, “Advanced Settings”, Insert 10 → 20 into both “Vertical space” and “Horizontal space” and “Update”, and “Update” Page. [Note: this is spacing in pixels to right and bottom of photo]. Note: although Title and Alternate Text don’t appear on site, this becomes important from SEO standpoint.

K.. “About The Author” Primary Sidebar: Image Within TEXTBOX ... A little start to HTML applications. “Appearance ▼”, “Widgets”, “Primary Sidebar” ▼, “Text: About The Author” ▼. You will see the following HTML code within this Text Widget: `<p> WHATEVER TEXT YOU WANT xxxxxxxx xxxxxxxx xxxxx`
In case you accidentally delete or modify incorrectly its best to copy this into a backup word document just in case. Find/copy the image URL from Media Library “File URL” which is the last field. Note that HTML ignores spaces generally. Note that I have shown underlined what your will be inserting/replacing.

L.. The image for Header Right. Navigate to that appropriate widget and inside the “Image Widget” “Change Image” You may need to adjust photo as it is a very horizontal space. Don’t get hung up on this step; if you find it confusing we will work together. Follow Step 3 to initially load image into Media Library.

One Image Option

Option 1: Take your image and just center it in the area as when you stretch so much horizontally it can really create too much distortion and possible blurriness. Set height to 100, width will adjust automatically.

Option 2: Use the following online photo editor to size to 547 X 100 (these are in pixels)

www.freeonlinephotoeditor.com > Browse, then Upload > Resize tab > Then unclick “Ratio” box, and simply insert “Width”: 400 → 547 “Height”: 100 and click Resize and “save” to your computer. Demo1 site triathlon image is the full width and it looks fabulous ... the distortion adds to the image.

4. Setting Up Your WordPress Website - Third of Three Parts: Uploading new Plug-ins

M.. We will add an Image Rotator above the Social Media Widget. You will learn to upload a new Plug-in. “Plugins ▼” tab – “Add New”. In the search area type in “Image Rotator” and scroll through a bunch of pages but you won’t find the one I want to use. Then type in “vslider” and you will see “vSlider Multi-Image Slider for WordPress” come up. “Install Now” and then “Activate Plugin”. On the main left-hand menu a new Tab will show at the bottom “vSlider”. “Edit vSlider” and place in three image in “Custom Image 1/2/3 (+ / -)”. In first field “Image URL” add the actual image URL from Media Library making sure to “Save Settings” after each. Continue this for all three images you choose. The only General Setting change is the Image width and height to 300 Px and 250 px respectively and “Save Settings” (Not Reset). Then go to Home Bottom #3 Widget and drag vSlider into area above the Social Media Widget. Note that you can have multiple plug-ins within one widget area.

N.. We will now setup Google Analytics so that you can see metrics on your site including views, time on site, number of pages viewed, etc.

i.. Go to www.Google.com/Analytics and for your email address setup a new account. “Sign Up Now”.

Provide all necessary information and when you “I accept. Create my account” you will be assigned An account like: UA-25185246-1

ii.. Now similar to Step M, (i) upload and (ii) activate the Google Analytic Plug-in. Once you have done that go to Settings ▼ and now a “Google Analytics” tab will exist. Pull this up and insert UA-xxxxxx number.