



# Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

**Welcome to:**

**Build a Free Blog or Website with WordPress.com**

**Sara Isenberg, Web Consultant and Project Manager**

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**<http://saraisenberg.com>**

**<http://saraisenberg.com/blog>**



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## AGENDA

1. **Introductions**
2. **Overview**
  - a. **Best Practices**
  - b. **Advantages of Blogging Platform**
  - c. **About WordPress**
  - d. **Examples**
  - e. **Resources**

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3. **Live Demo**
4. **WordPress.com Resources**
5. **Wrap up, Questions & Answers**



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## INTRODUCTION

*I help web developers, businesses, and individuals get started on and manager web, social media, email marketing, software, and other projects.*

Sara Isenberg Web Consulting & Project Management

[sara@saraisenberg.com](mailto:sara@saraisenberg.com)

<http://saraisenberg.com>



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## INTRODUCTIONS

### ***YOU:***

- Your name and business
- Top goal of what you're here to learn
- Have a blog?
- Your experience with WordPress



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## OVERVIEW

- A Blog is a Website.
- Social Media for marketing is now considered to be a best practice for any business and is now a basic component of any marketing plan.
- Blogging is a tool in your social media bag of tricks.
- Blogging and other Social Media helps your search engine rankings (SEO).



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## BEST PRACTICES FOR BLOGGING AND OTHER SOCIAL MEDIA

- Create compelling content.
- Find a voice.
- Use keywords.
- Keep it fresh... Post on a regular basis.
- Engage in a casual conversation with readers.
- Include images when possible.
- It doesn't have to be perfect.



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## ADVANTAGES OF BLOGGING OR USING A BLOGGING PLATFORM

- It's a way to add new content easily to your website or online presence.
- It allows direct communication, and helps you build a community or "tribe" of folks who are interested in your product, service, or message.
- It's a great way to raise your (SEO) search engine rankings.
- It's low cost.
- It's good for public relations and outreach.
- It's quick. Compared with prep required for any traditional media marketing, posting is quick.



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## WORDPRESS

- What is Wordpress?
- Wordpress.com vs. Wordpress.org? Pros & Cons  
<http://support.wordpress.com/com-vs-org/>
- What is a CMS? WordPress, Joomla, Drupal  
<http://saraisenberg.com/2009/09/18/wordpress-joomla-or-drupal/>



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## EXAMPLES OF WORDPRESS WEBSITES & BLOGS:

- <http://thisisindexed.com>
- <http://thisisindexed.com/2007/05/calling-in-sick/>
  
- <http://saraisenberg.com>
- <http://saraisenberg.com/blog>
  
- <http://www.problogdesign.com/inspiration/30-great-sites-using-wordpress-as-a-cms/>
  
- <http://wordpress.org/showcase>



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## RESOURCES ON BLOGGING FOR BUSINESS

- Business Blogging Best Practices:  
<http://socialmediab2b.com/2009/06/business-blogging-best-practices/>
- Business Blogging Best Practices (video):  
<http://everything.typepad.com/blog/2009/02/typepad-business-class.html>
- Blogging Best Practices:  
<http://www.echoditto.com/blogging>
- 5 Steps to Reduce the Pain of Starting a Business Blog  
<http://tinyurl.com/26raxs8>



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## RESOURCES ABOUT WORDPRESS:

- Differences between WordPress.com and WordPress.org:  
<http://support.wordpress.com/com-vs-org/>
- WordPress for Beginners:  
<http://www.wpbeginner.com/>
- WordPress.tv, your visual resource:  
<http://wordpress.tv>
- My blog posts about WordPress:  
<http://saraisenberg.com/category/wordpress>



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## DEMO – WORDPRESS.COM

- Sign up at <http://wordpress.com>, and verify
- Selecting a Theme
- Page vs post
- Add a POST
- Add content (text, bold, italics, image)
- Add a PAGE
- Create a link
- Add some widgets
- Categories
- Tags



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## DEMO – WORDPRESS.COM (continued)

### How to make a home page that is not a post:

Dashboard > settings > reading >



## Reading Settings

Front page displays

Your latest posts

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

Front page:

Posts page:



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## WORDPRESS.COM SUPPORT

- Support in General

<http://support.wordpress.com/>

- Getting Started

<http://support.wordpress.com/getting-started/>

- How to get rid of “.wordpress” in the URL

<http://support.wordpress.com/domain-mapping/>

- Widgets

<http://support.wordpress.com/topic/widgets-sidebars/>

- WordPress.com vs WordPress.org

<http://support.wordpress.com/com-vs-org/>



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## Santa Cruz Parks & Rec Winter/Spring 2011

<http://saraisenberg.com/upcoming-classes/>

- Expand Your Reach with Social Media  
Tuesday, February 1, 2011, 6:30pm – 9:30pm
- ABCs of SEO – Basics of Search Engine Optimization  
Tuesday, February 15, 2011, 6:30pm – 9:30pm
- Build a Free Website or Blog with WordPress.com  
Tuesday, March 1, 2011, 6:30pm – 9:30pm



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**This presentation and other information can be found here:**

<http://saraisenberg.com/2010/10/05/build-blog-or-website-with-wordpress-presentation>

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## WRAP UP and QUESTIONS & ANSWERS

From <http://thisisindexed.com/2007/05/calling-in-sick/>

### Calling in Sick?

