



Sara Isenberg
Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

Welcome to:

Intro to WordPress.com for Free Website or Blog



Sara Isenberg, Web Consultant and Project Manager

sara@saraisenberg.com

<http://saraisenberg.com>

<http://saraisenberg.com/blog>

<http://facebook.com/SaraisenbergConsulting>

<http://twitter.com/saraisenberg>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships





Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

AGENDA

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

<break>

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





Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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

<http://saraisenberg.com>

<http://saraisenberg.com/blog>

<http://facebook.com/SaraisenbergConsulting>

<http://twitter.com/saraisenberg>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

INTRODUCTIONS

YOU:

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





Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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).





Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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.





Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

HOW TO FAIL AT BLOGGING (AND SOCIAL MEDIA)



<http://saraisenberg.com/2011/02/08/how-to-fail-at-blogging-and-social-media/>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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.



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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/>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

EXAMPLES OF WORDPRESS WEBSITES & BLOGS:

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

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

- <http://diythemes.com/showcase/>
- <http://wordpress.org/showcase>
- <http://www.problogdesign.com/inspiration/30-great-sites-using-wordpress-as-a-cms/>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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>





Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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>





Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

<Break Time>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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:



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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/>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

UPCOMING CLASSES

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

- **Get the Best Online “Local Search” Results (with co-instructor, local search expert Kathy Long)**

Tuesday, June 14, 2011, 6:30pm – 9:30pm

- **Before You Hire Your Web Designer or Developer**

Tuesday, June 21, 2011, 6:30pm – 9:30pm



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

Find this presentation and other resources here:

<http://saraisenberg.com/2011/03/01/blogging-and-wordpress-com-class-resources/>

Sara Isenberg, Web Consultant and Project Manager

sara@saraisenberg.com

<http://saraisenberg.com>

<http://saraisenberg.com/blog>

<http://facebook.com/SaralsenbergConsulting>

<http://twitter.com/saraisenberg>



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

WRAP UP and QUESTIONS & ANSWERS

