



*and the*  
**ART of the BLOG**

presented by

**J. MICHAEL ROACH**

Creative Director

**CALEDON**VIRTUAL

[www.caledonvirtual.com](http://www.caledonvirtual.com)



# WHAT IS WORDPRESS?

WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on millions of sites and seen by tens of millions of people every day.

Everything you see here, from the documentation to the code itself, was created by and for the community. WordPress is an Open Source project, which means there are hundreds of people all over the world working on it. (More than most commercial platforms.) It also means you are free to use it for anything from your cat's home page to a Fortune 500 web site without paying anyone a license fee and a number of other important freedoms.

## ABOUT WORDPRESS.ORG

On this site you can download and install a software script called WordPress. To do this you need a web host who meets the minimum requirements and a little time. WordPress is completely customizable and can be used for almost anything. There is also a service called WordPress.com which lets you get started with a new and free WordPress-based blog in seconds, but varies in several ways and is less flexible than the WordPress you download and install yourself.

## WHAT YOU CAN USE WORDPRESS FOR

WordPress started as just a blogging systems, but has evolved to be used as full content management system and so much more through the thousands of plugins, widgets, and themes, WordPress is limited only by your imagination. (And tech chops.)

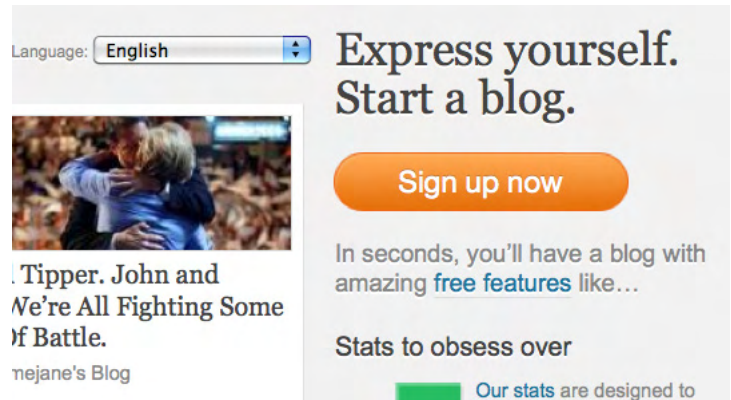
## CONNECT WITH THE COMMUNITY

In addition to online resources like the forums and mailing lists a great way to get involved with WordPress is to attend or volunteer at a WordCamp, which are free or low-cost events that happen all around the world to gather and educate WordPress users, organized by WordPress users. Check out the website, there might be a WordCamp near you.



# GETTING STARTED

1 Head to WordPress.com and click on the sign up now button:



2 Choose a unique username that will identify you in the WordPress.com community. You'll use this to log into your blog. Your username can't be changed, so it's a good idea to choose one that you'll be happy with in the weeks, months or years to come.

## Get your own WordPress.com account

Fill out this one-step form and you'll be blogging seconds later!

Username  (Must be at least 4 characters, lowercase letters and numbers only.)

Password

Confirm

3 Now it's time to think up a password. Try to make it a little more difficult to guess than "password" or your cat's name. You'll need to enter the same password twice, and the little "strength" bar will tell you if you've chosen a strong password or not.

Password

Confirm  Passwords must match!  
Use upper and lower case characters, numbers and symbols like !\*\$%^&() in your password.  
Password Strength: Strong

4 Next up, add the email address you'd like to associate with your account.

E-mail Address  (We send important administration notices to this address so triple-check it.)

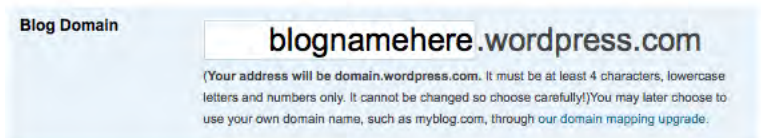
5 Check out the terms of service if you'd like to, and tick the appropriate box.

Legal flotsam  I have read and agree to the fascinating terms of service.

6 Select whether you want a blog or just a username. “Just a username” is for people who want to comment on specific WordPress blogs, but not create their own blog.



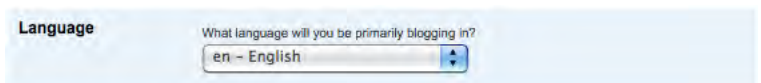
7 On the next screen, choose a domain name for your first blog (you’ll be able to add others later). This is the unique address that people will visit to check out your blog.



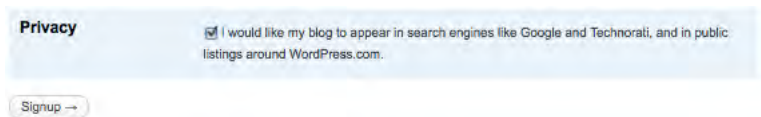
8 Pick a title for your blog. (You can change this later in your Settings menu — we’ll show you that in a bit.)



9 Change your language if the correct one isn’t displayed by default.



10 If you want people to be able to find your content via WordPress.com or search engines, make sure that you check the appropriate box. If you’re planning on running a private blog, you’ll want this to be unchecked. (You can also change this later in your Settings.)



11 Click on “sign up,” and we’ll send you a confirmation email. You’ll need to respond to this to verify that you’re human. If you can’t find the email in your inbox, check your spam or trash folders. If you still don’t receive it, email Support. Here’s an example of the email you’ll receive:



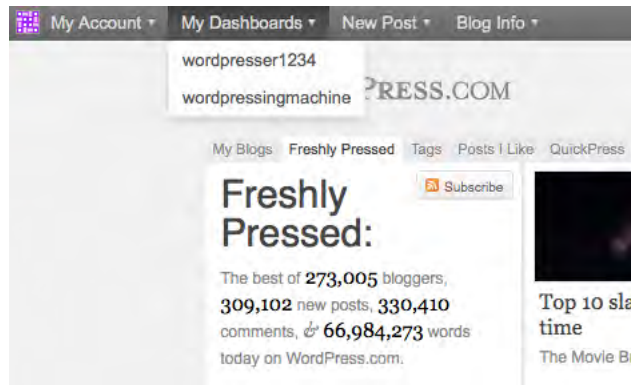


# THE DASHBOARD

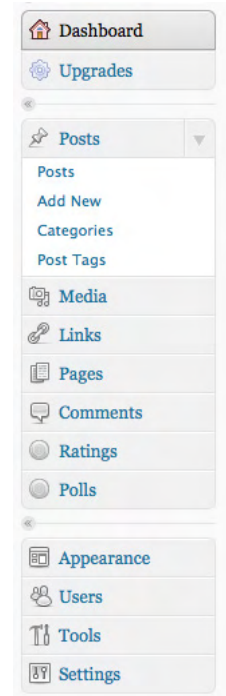
Now, sign in, and from the homepage, in the My Blogs tab, click on the “Dashboard.” You’ll be whisked to the dashboard to get things started. This is the back-end part of your blog, where you create new posts and manage your content. Only you see your dashboard.



When you are signed in, at the top of the page is a tab called My Dashboards, which shows all the blogs registered to your user-name.



The dashboard is referred to as the “back end,” and only you (and any users you’ve assigned) can see it. Think of the dashboard as a behind-the-scenes control panel for your blog, where all your blog’s information and settings are stored. Virtually any time you want to update or modify your blog, you’ll need to access your dashboard.

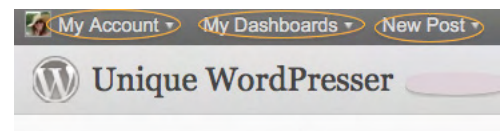


The “front end” is what the outside world sees. So to make any changes to the front end (write a post, change your design template, etc.), you must access the back end (your dashboard). To see the front-end of your blog, click on the blog’s title in the upper left-hand side of the dashboard.

You’ve got two sets of dashboard menus when you’re logged in. First, the left-hand navigation menus are a way to access almost all the powers of your blog. You can open any left-hand menu by hovering over the text, and then clicking on the arrow that appears. In this example, the “Posts” section is open.

## THE WORDPRESS.COM TOOLBAR

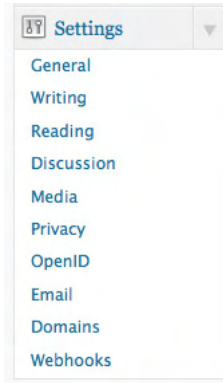
Your other menu is the toolbar across the top of your blog. Here are the different functions highlighted in orange. Your toolbar may look slightly different but this is the basic gist of it. You can access fewer tools with this toolbar than you can with your left-hand menu — the idea is to just put some essentials up there for secondary access to your administrative site.



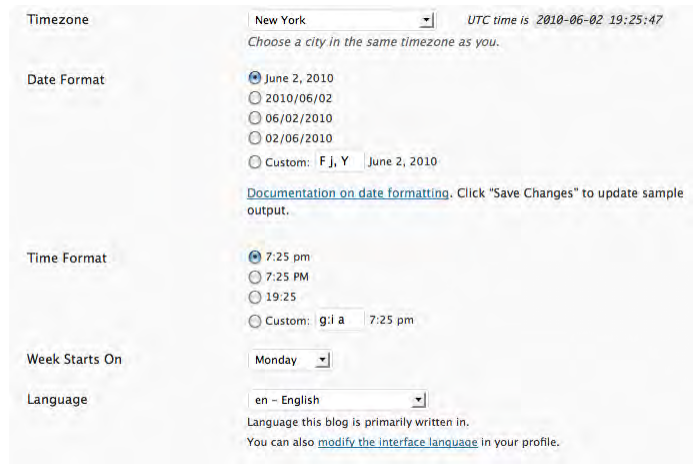


## TWEAK YOUR GENERAL SETTINGS

1 Now that you're in your Dashboard, feel free to spend a few minutes poking around. Next, we recommend making some quick tweaks to your blog's General Settings.



2 Adjust your blog title to your liking. You can also add a tagline here, which will appear under your title, usually at the top of your blog.



3 You can also change your email address, timezone, date and time settings, and language settings here. Don't forget to save your changes!

4 It's also possible to upload an image to represent your blog when it appears in various places on WordPress.com (unless you've set it to private). Click on "browse" and locate the image file on your computer.



5 Once you've found the image you want, choose "upload image." You can always change this image later if you decide you want a different one. Once the image has uploaded, you'll be able to crop the photo by making the box bigger or smaller.



# CUSTOMIZING YOUR WORDPRESS BLOG

Now that you've decided on your blog's focus, it's time to establish a unique personal design for your blog to help you stand out and command attention in the blogosphere.

Remember to keep your blog's look and feel consistent with your Big Idea. This will help visitors to quickly determine if they've found what they're looking for. It may be tempting to choose a theme just because you like the aesthetics, so don't forget about functionality. Also keep in mind that you can spice up your blog with photos and other media later. For now, focus on finding the theme that best suits your Big Idea.

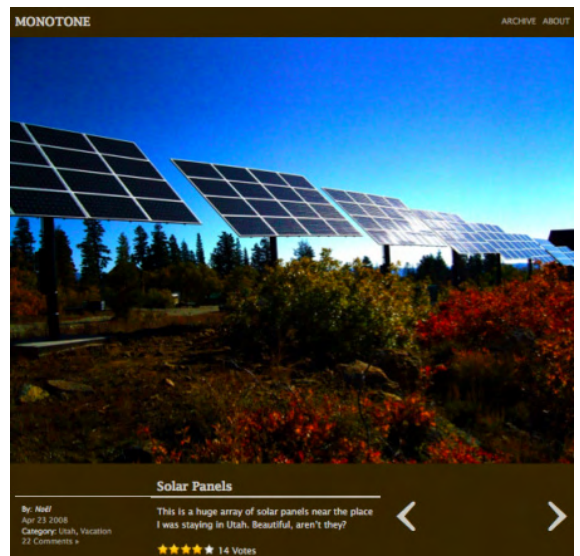
## CHOOSING YOUR THEME

A WordPress Theme is the design of your blog. Much like every magazine has its own unique design, so do blogs. At WordPress.com, we currently provide you with a diverse collection of over 90 gorgeous themes (and we're always adding more!) which you can easily preview and activate from the Appearance > Themes area of your blog's dashboard.

Themes affect your blog's design in a number of ways, defining the color scheme, the type of fonts used to display your text, and the overall layout of your content. Layout can be quite important, depending on the type of content you're serving to your readers.

Let's say you have a photo blog. In that case, you might decide to choose a theme that gives you a large, single column for your content so that you can easily display oversized images, letting them take center stage on your site. In this case, the navigation elements – the menus that let people find their way around your site – often sit at the top or bottom of the page, making as much space as possible for your content. Above is an example of this in the Monotone theme.

On the other hand, if you're running a news blog with lots of different stories appearing every day, you might want your readers to be able to scan as many stories as possible from the home page of your blog. In that case, something like a three or even four column theme will give you the chance to show off lots of story excerpts at a time. Here's one called Depomasthead.





## TONE & PERSONALITY

You should also consider what kind of tone you want to set for your blog. If you're going to blog about stand-up comedy, you should probably choose a theme that has a fun, lighthearted feel to it. On the other hand, if you're blogging about business ethics, you should probably opt for something more professional. There are dozens of themes to choose from, so look through many of them before you make a decision.

Once you begin browsing the themes, you might find the perfect one right away. If you're having trouble narrowing it down, ask yourself the following:

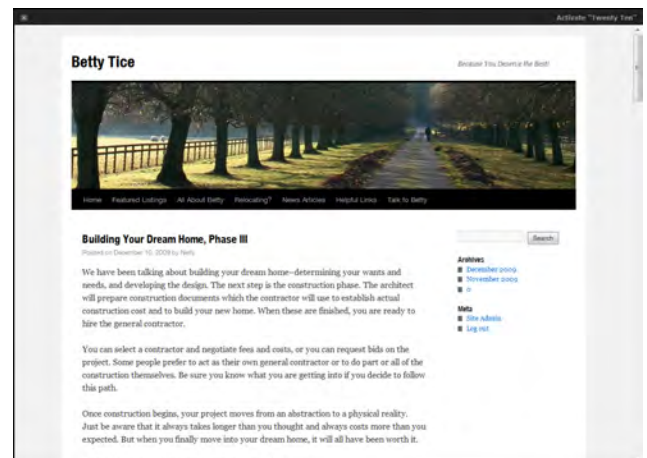
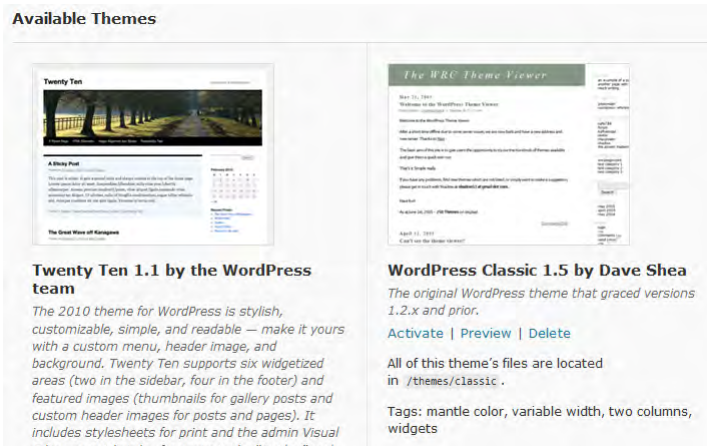
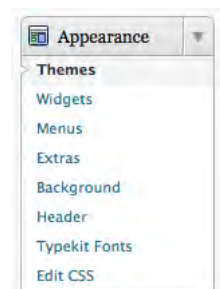
- What is the goal of my blog?
- What kind of vibe do I want to set for my readers?
- Is my blog personal or professional?
- Do I want to display wide-format photos, images or videos?
- Do I want to customize my header?

## HOW TO ACTIVATE YOUR THEME

When signed in, make your way to Appearance > Themes to browse the collection of WordPress themes from your dashboard.

Select Feature Filters if you want to narrow your theme search by color, column number, width, or features.

You can preview a theme with a single click. Then if you like it, click activate. If you dislike it, you can do this all over again, as much as you want. This makes it easy to come back and change it later if your content or style evolves over time.



## SIDEBARS & WIDGETS

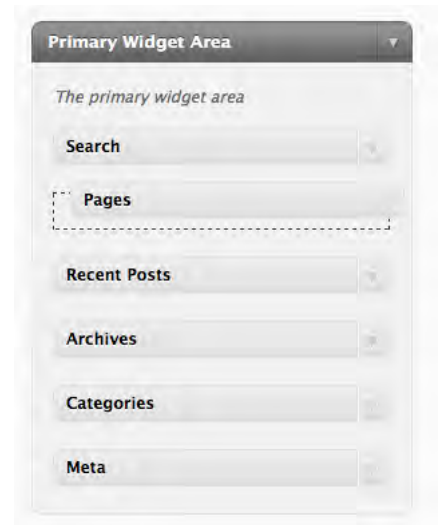
After choosing a theme, you might want to further customize your blog by adding “widgets.” Widgets are mini-applications that allow you to quickly and easily add content and special features to your blog’s sidebar. Just like with themes, we offer dozens of widgets.

Go to Appearance > Widgets in your dashboard. It’s worth exploring the Widget area and finding the ones you like. Again, it’s super-easy to add and delete widgets.

How could you use widgets to enhance the user experience? You can add a Search button, a link to your Twitter feed, or even a widget that shows your most popular posts. To see the full list of widgets and how to use them, check out Widgets and Sidebars on our Support site.

To activate a widget, drag it from the main portion of the widget page, and drop it into the sidebar section on the right of the widgets page. Adjust its settings by clicking the down arrow. Be sure to hit save and close when you’re done with a widget.

Here’s an example of what a blog with the Recent Posts, Twitter, Text/HTML, RSS, and Archives widgets looks like:



We'll be back  
July 20, 2010 by Jules



Things are just a tad bit up in the air here at the moment. I have finally left my job and am in the process of setting up my kids cookery business which is taking up a great deal of my time. 9-5 is spent on my work computer, which deliberately doesn't have distractions on it or I'm planning/organising/developing resources for my business. I'm being strict with my time so I get in a good routine straight from the start. Hubs is also snowed under in work with some big projects. Evenings are currently spent away from the computer and catching up with life.

### RECENT POSTS

We'll be back  
Tandoor for an  
Indian Summer  
Cherry Bakewell Fairy Cakes  
Fresh from the Oven - Pide  
Garden update - June '10

### TWITTER UPDATES

Scallops - tick, pea purée -  
tick, just waiting for black  
pudding #masterchefbingo  
3 hours ago

### EMAIL US AT:

### EMAIL SUBSCRIPTION

Click to subscribe to this blog  
and receive notifications of new  
posts by email.

[Sign me up!](#)

The Butcher & Baker on  
Facebook

### ARCHIVES

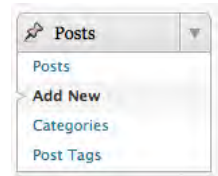
July 2010  
June 2010  
May 2010  
April 2010  
March 2010



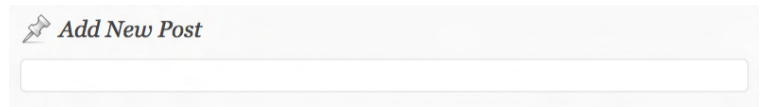
# WRITING & EDITING CONTENT

## PUBLISHING YOUR FIRST POST

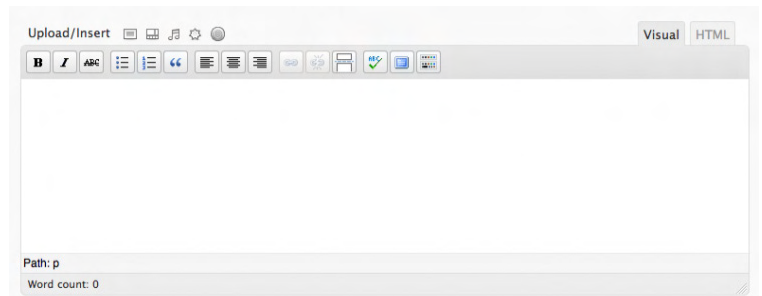
Time to go for it. Log in to your WordPress.com dashboard, and over on the left you'll see a bunch of menu options. Click on the little arrow to the right of the word Posts, and choose the "Add New" option.



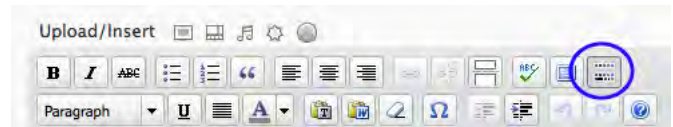
Write your title in the box up at the top, just like you would with an email. This is your blog's title, like a headline. It's important, so be sure to use your blog title as a way to captivate your readers by intriguing them with a fascinating, well-written headline. Verbs are important. For more on on writing good blog titles, check out [Are You Writing Rockin' Blog Post Titles?](#)



Now, write the body of the post. This is what comes below the headline/title.



If you make sure the "Visual" tab is selected (top right of the editor), rather than "HTML," you'll be able to use a familiar set of Word Processor-like tools for bolding, italicizing and otherwise formatting your content.



Should you need additional formatting options, you can expand the editing toolbar by selecting the Kitchen Sink icon.

Type in what you want here. You can save it at any time (without sharing it with the world) by hitting the "Save Draft" button. When you're ready to share your content with the world, it's as simple as hitting "Publish."

Once you've done that, click on "View Post" and you can check out exactly how your content looks to the rest of the world.

Congratulations, you're a published author!



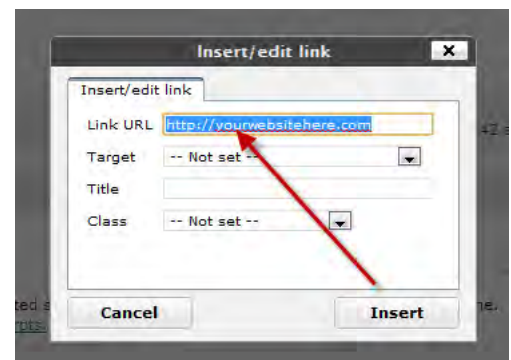
# WRITING & EDITING CONTENT

## GETTING THE HANG OF THE VISUAL EDITOR

A blogger's best friend is our nifty visual editor. To get the hang of it better, let's take a look at one of the most commonly used features of the editor — the linking buttons. First, what are links? They're what make the internet the internet. If you need further proof, this link right here should convince you. <- See that blue text there? That's a link to another page, another portal — like magic! And you can do it. Here's how:

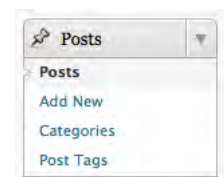


1. Highlight the text you'd like to turn into a link by left-clicking and dragging over it
2. Click the button that looks like a chain
3. Add the URL (web address) that you'd like your text to link to
4. If you decide to unlink your text, reselect it and use the second, broken chain — your link vanishes.



## GO BACK TO EDIT STUFF

If you ever decide you'd like to go back and edit your content (which might be a saved, unpublished draft or an already published post), just click on the Posts menu:



Now you'll see a list of all of your content. Clicking on "Edit" just under the name of a post will take you right back to the editor, where you can make changes.

From this same list you can also delete posts. Let's kill the default "Hello World" post (which is automatically added to all new blogs!). Hover your mouse over "Hello World" and you'll see an option called "Trash." Click on that, and it's gone. No more Hello World.



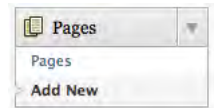


## ADD AN ‘ABOUT ME’ PAGE

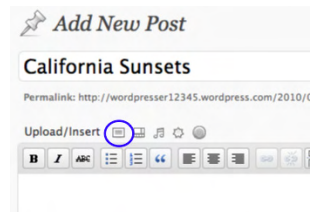
While you’re on your wild publishing bender, you might want to add an About Me (or any other) page to your blog.

Pages are a lot like posts. The big difference is that while posts act like updates, the latest always pushing their way to the top of the pile, pages stick around as keystone content that people can easily access right away. They’re best suited to slightly more timeless content, like your personal bio.

To write an About Me page, just choose Pages > Add New from the menu on the left, and write and publish your page just as you did a post.



If you aren’t sure what to write, picture yourself writing the short “about the author” blurb inside a book, only about you. That’s it, you’re double published!



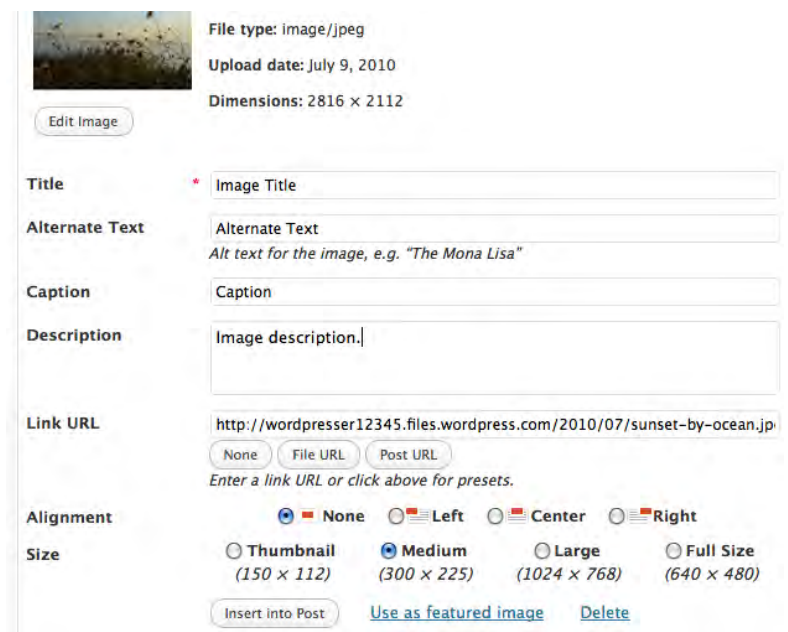
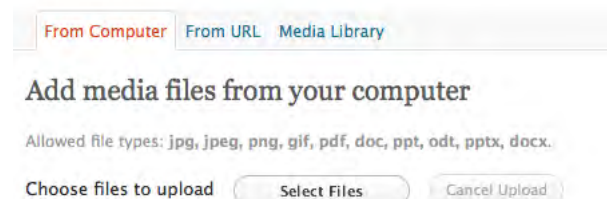
## ADDING PHOTOS & OTHER IMAGES TO YOUR BLOG

If you decide to add an image to your posts or pages, you have a couple of ways of going about it. The easiest is just to click the “image” icon on the toolbar of your visual editor while you’re writing a post:

You can then select a picture from your computer to upload. Or from the same pop up screen you can select an image from your media library, which is where previously uploaded photos (or videos) are stored. The icons to the right of the photo icon are for similar actions — adding video, audio, media and polls.

You can add as many images as you like this way, or you can leave them in your media library for later use.

Once the image is uploaded, you’ll get a special screen to plug in lots of details for the image.







## **J. MICHAEL ROACH**

**Creative Director, Caledon Virtual**



Michael got his start in marketing with positions at DATASTORM Technologies and Quarterdeck relating to Internet advertising and marketing. He also served as Webmaster for DATASTORM Technologies, worked as a Senior Web Consultant for LANIT Consulting, authored two books on the Internet and the World Wide Web, and helped found the Columbia Community Network ([www.ColumbiaMO.com](http://www.ColumbiaMO.com)).

Michael soon recognized business owners' growing needs for a more inclusive marketing mix that encompassed conventional marketing elements as well as emerging technology and media. In March of 1999, he founded IDPgroup to offer those combined services under one roof.

Beginning in April 2008 Michael served as Brand Manager for Battenfeld Technologies, a Missouri product design and engineering firm. Under his leadership, Battenfeld launched a new series of nine websites, a fully-functional online catalog with a sales increase of 384%, a revamped HD television and magazine campaign, a newly-designed media/press kit, and developed a comprehensive media relations program. Michael also served as the President of the Mid-Missouri chapter of the American Advertising Federation and was honored by the group as the 2009 Ad Pro of the Year.

As Creative Director for Caledon Virtual, Michael thrives on the problem-solving and creative tasks of concept and strategy development almost as much as he does one-on-one client interaction. He's a "people person," an on-his-toes thinker, one who's admittedly geeky when it comes to technology and website development, and a natural team leader.

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