



# Blogging 101

*A Guide to using your new  
Wordpress Blog*

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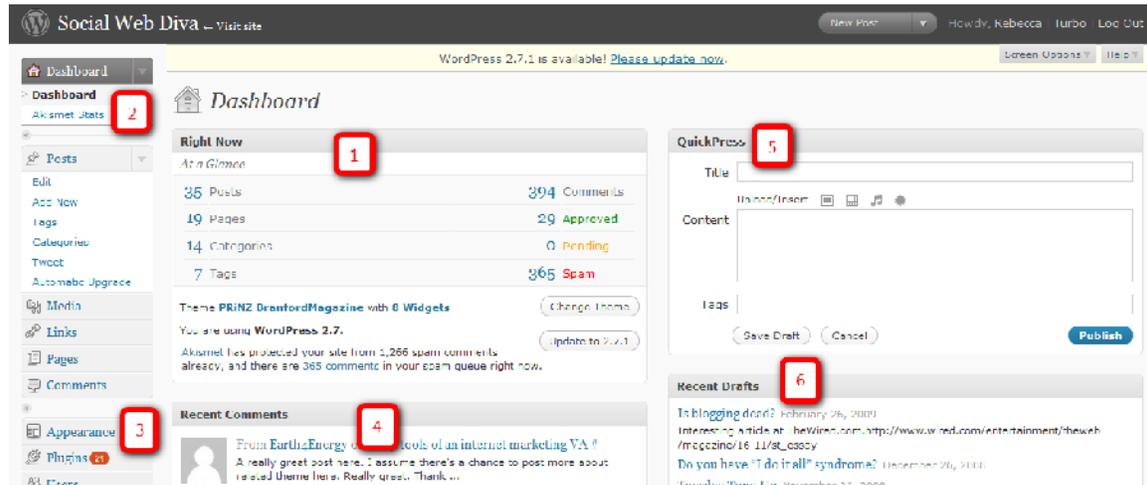
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# Chapter One: WordPress Overview

## The Dashboard

When you first login to your WordPress account, you will land on the Dashboard screen. On this screen, you will see the following parts:



1. **Right Now** - shows you all the current information for your site; how many posts, how many pages, drafts, scheduled posts, categories, tags, comments, etc. Also lets you know if you have comments waiting for moderation.
2. **Dashboard Sidebar 1**- lets you access the different features of your blog, such as Posts, Media, Links, Pages & Comments. We'll go through the basics in this e-book.
3. **Dashboard Sidebar 2**- gives you access to control the Appearance of your blog, Plugins, Settings and Users of your blog.
4. **Recent Comments** - shows you the most recent comments on your blog, and lets you control whether they are approved, deleted or marked as spam right from the Dashboard.
5. **Quick Press** - let's you start writing a blog post directly from within your Dashboard.
6. **Recent Drafts** - let's you see pending Drafts you have saved, and go directly to them to continue editing, or publish.

Additionally, there is a section below the Dashboard showing the **WordPress Development Blog** news feed, which gives you information on what they are currently working on, a list of incoming links to your blog, other

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Wordpress News, and access to the Wordpress Plugin Directory. There are also buttons for **Log Out** and **Visit Site** buttons along the top of the dashboard. These allow you to view your site live or log out of your account.

## ***The Dashboard Sidebar***

The **dashboard sidebar (#2)** is where most of your daily tasks take place. Here is the breakdown of what each menu item manages, and options under the sub menus.

### **Posts**

- Edit – edit existing blog entries
- Add New – create a new blog entry
- Tags – manage tags used on your site
- Categories – manage categories used on your site

### **Media**

- Library – shows you all the media you have uploaded (photo's, videos, audio, etc.)
- Add New – let's you upload a media file directly, instead of doing it within a Post or Page

### **Links**

- Edit – control all the links you have added to your Blogroll
- Add New – add a new link to your Blogroll
- Link Categories – let's you add your links to different categories

### **Pages**

- Edit – edit existing blog pages
- Add New – create a new page for your blog

### **Comments**

- Lets you view and moderate comments (approve, delete, mark as spam)

Depending on what plugins you have installed, you may have additional options which allow you to manage those plugins.

## ***The Dashboard Sidebar – cont.***

This section of the **dashboard sidebar (#3)** is where you will control more of the look, feel and operation of the blog. Here is the breakdown of what each menu item manages, and options under the sub menus.

### **Appearance**

- Themes – choose the theme for your blog
- Widgets – allows you to easily modify your sidebar
- Theme Editor – edit and customize the HTML for your theme

### **Plugins**

- Installed – activate and review your installed plugins
- Add New – a great new feature that came with the new 2.7 version of Wordpress. Allows you to find and install a new plugin from within your blog, instead of downloading then uploading via ftp
- Editor – edit the code of your installed plugins
- Akismet Configuration – configure your spam filter

### **Users**

- Authors & Users – control all registered users, set level of access
- Add New – add new users
- Your Profile – control your own information, email address, etc.

This section is helpful for multi-author blogs, as well as being used with a variety of different plugins (membership sites, Invoicing, etc.)

### **Tools**

- Tools – gives you access to some of the tools Wordpress has created
- Import – import posts and comments from other systems (Wordpress.com, Blogger, etc.)
- Export – export your posts, pages, categories and more into an xml file you can then import to another blog, or save as a backup

### **Settings**

- General – set the general settings for your blog
- Writing – set the options for writing posts and pages
- Reading – set the options for reading your blog entries
- Discussion – set options related to discussions on your blog
- Privacy – settings for blog visibility
- Permalinks – set your permalink options
- Miscellaneous – set upload options

Again, depending on which plugins you have installed, you may have additional menu items under your Plugins, Tools or Settings tab.

## WYSIWG Text Menu Bar

On the Write Post and Write Page pages, you will be presented with a WYSIWG (What You See Is What You Get) text editor. The buttons are explained here:



### Section 1: Text Editor (from left to right):

**Bold text** in your entries. To use, select (highlight) the text you want to apply bolding to and then click that button.

**Italicize text** in your entries. To use, select (highlight) the text you want to apply italics to and then click the button.

**Apply a strike through effect on text.** To use, select the text you want to apply strike through on and then click the button.

**Create bullets.** To use, select your bulleted list and click the bullets button.

**Create a numbered list.** To use, select your numbered list and click the button.

**Blockquote.** Insert text that is highlighted as a quote. To use, select the button and begin typing, or select text and then click the button

**Align Text.** The seventh button aligns all text to the left. The eighth button centers all text. And the ninth button aligns all text to the right. To use, select the text and click the button.

**Create hyperlinks.** The eleventh button will allow you to create a hyperlink and the twelfth button will remove the hyperlink.

**Create a "More" tag.** To use, click the spot in your blog entry where you want to insert a "To Read More, Click Here" hyperlink and click the button.

**Toggle spellchecker.** Click the button to run spellcheck on your post.

**Toggle full-screen mode.** Changes from the small post view to a large fullscreen mode, which may make it easier to work on your post.

**Show/Hide Kitchen Sink.** This allows you to see all buttons in the text editor. If you don't see all the buttons mentioned here, click this button. If you don't need the advanced buttons, you can select this to hide extra buttons.

**Paragraph.** Allows you to format the style of the text (i.e. paragraph, address, various heading styles).

**Underline.** Use to underline text. To use, select your text and click this button.

**Align Full.** Spaces out text so that it aligns completely on all sides (similar to newspaper text).

**Select text color.** Allows you to change the color of your text. To use, select the text and click the button.

**Paste as Text.** Let's you paste text from a text file (such as Notepad, etc). This is for unformatted text.

**Paste from Word.** Let's you paste text from a formatted, word processing file (Word, etc.)

**Remove formatting.** If you find that previous formatting is messing up your post, select the text and click this button.

**Insert/Edit Embedded Media.** Allows you to insert embedded media such as a YouTube video.

**Insert custom character.** Use to insert characters that are not on your keyboard (for example, ©®™♪, etc).

**Indent text.** The sixth button will move text back once it has been indented and the seventh button indents text to the right.

**Undo/Redo Changes.** The twenty-fifth and twenty-sixth buttons are undo last change and redo last change respectively.

**Get Help** for your blog.

Again, depending on which plugins you have installed, you may have additional buttons (such as contact forms, polls, etc.)

## **Section 2: Add Media (from left to right)**

**Add Image.** Add a photograph/image file from the web or your computer

**Add Video.** Use to add a video file from the web or your computer.

**Add Audio.** Add an audio file from the web or your computer.

**Add Media.** Add any other type of media to your post/page.

## **Section 3: Visual/HTML**

**View and modify the HTML** as opposed to the rich text.

This is where you need to post scripts (i.e. javascript), forms (i.e. newsletter opt-ins), embed codes (i.e. YouTube videos) and more.

# Chapter Two: WordPress Basics

## *Creating a New Post*

To create a new post, click Posts on the Dashboard Sidebar, then Add New.

1. **Title** – this is where you will specify what you want the title of your blog entry to be. This is where it is important to be somewhat creative.

2. **Post** – this is where the main body of your post text will go.

3. These are the **options** for your blog. The available options are:

*Tags*: add tags to define important keywords

*Categories*: set the categories for your blog entries

*Excerpt*: gives you the option to customize the way the excerpt of your post will look in your blog archives

*Trackbacks*: lets you enter the URL of a blog that you want to link back to for this particular post

*Custom Fields*: lets you add additional custom fields if you find you need them

*Comments & Pings*: you can turn on or off comments and pings

*Password Protect Post*: turn on or off password protection

*Post Slug*: set the post slug for your entry (leave blank for default)

*Post Status*: decide whether to post your entry or save it as draft

*Post Timestamp*: set when you want your blog entry published

*Post Author*: set the author of the entry (leave blank for default)

4. Once you have filled in the title and the post body, set your options and click "**Save**" to save it for later or "**Publish**" to publish it to your blog.

5. To pre-schedule or post-date your post, click on **Edit** right next to "Publish Immediately" and enter in the time and date you want your post to be published on.

## ***Creating a New Page***

To create a new page, click Pages on your Dashboard Sidebar, then Add New.

1. **Page Title** – this is where you will give your page a title. Keep in mind that this will be what shows up in the navigation menu so keep it short (one or two words) and make sure it is clear and concise.

2. **Page Content Toolbar** – this is how you will format your blog pages.

3. **Page Content Text Box** – this is where you will construct the blog page and write the text for the page.

### **4. Options Menu**

*Custom Fields:* set up custom fields if needed

*Comments & Pings:* you can turn on or off comments and pings

*Password Protect Post:* turn on or off password protection

*Page Parent:* set the page under a higher level page if desired

*Page Template:* set the template you want the page to be based on

*Post Slug:* set the URL of the page if different than the default

*Post Author:* set the author of the entry (leave blank for default)

*Page Order:* set the order you want this page to appear in the navigation menu of your blog site

Once you have constructed your blog page, click on “**Create New Page.**”

## ***Modifying an Existing Post or Page***

To modify an existing post, click on **Posts** on the Dashboard Sidebar, then **Edit**. Wordpress will bring up a list of all Published or Draft posts.

1. In this section, you will see that you can view your past posts. The information you receive about each post includes when it was posted, the title used, the categories applied, the tags used, the number of comments on the entry, the author and the status (published or unpublished).
2. To edit any post, simply click on the title and make the necessary modifications to your entry. When done, click on "Save" or "Publish."
3. To delete any post, click on the **Delete** button right next to the Update Post button.

To modify an existing page, click on **Pages** on the Dashboard Sidebar and then **Edit**.

1. In this section, you can see your existing pages. You can see the title of your page, the author of the page, when it was last updated and the status (published or unpublished).
2. When you click on the title of any page, you'll be able to modify it. When done, click on "Save" or "Publish."
3. To delete, click the **Delete** button right next to the Update Page button.

## ***Insert an Image Into a Blog Post or Page***

To insert an image into a post or onto a page, you'll want to first enter either **Add New** post/page mode or **Edit** post/page.

Once you have the main edit window open, enter a title, then click inside of the large text box.

When you have your flashing cursor inside of that editable region, click on the icon for inserting an image (see WordPress Overview if you need assistance). When you do that, this image insertion box will appear:

In this image insertion box, you want to enter the Image URL or the location on your computer where your image presently is located. Or, you can select an image you've already uploaded from the **Media Library**.

Next, enter a description of the image. This is used in case the image doesn't load, or for people who have disability enabled PCs. Additionally, it increases the search engine optimization of your site by allowing search engines to identify what your images are about.

Lastly, set the alignment by choosing an option from the drop-down menu. Left alignment will set the image to the left and wrap the text around the image. Right alignment will do the same thing but will align it to the right.

When you are done setting your options, click on **Insert** and your image will be inserted into your post / page.

Once inserted, you can click on **Edit Image** (the small icon of a mountain on the image), and edit the title, where the image links to, and padding (space between the image and the text around it).

## ***Adding a Link to your Text in a Post or a Page***

Adding a link in WordPress is a simple thing to do and it really enhances the interactivity of your blog. You can add a link to both text and an image. In this section, we'll look at adding a link to text.

### **Adding a Link to Text**

The first thing you want to do is highlight the text in your blog entry that you want to convert to a link (also known as a hyperlink).

The next step is to click the link icon in the menu bar. Once you click this link, a pop up window will open. In the pop-up window, paste the URL or the web site address of where you want the link to go.

Next, select the Target (whether you want the link to open in the same window, or a new window). If you are linking to another site, I usually recommend that you have it open in a **new** window, so that they can return to your site when they're finished looking. If linking to another post or page on your own site, then you can open it in the **same** window.

Add in a short description on what the link is, and click ***Insert***.

## ***Adding a Link to an Image in a Post or on a Page***

To add a link to an image in WordPress (in either post or page mode), you want to first insert an image (see inserting an image). Once you have your image inserted, the next step is to set the hyperlink.

1. Click on the image you have inserted.
2. Next, click on the hyperlink icon on the formatting menu.
3. In the hyperlink window that will open, enter the link URL, the target (whether you want it to open in the same page or a new page) and the title of the link. The title will then cause a small text box to pop up if someone hovers over the image.
4. Click **Insert**. You now have a hyperlinked image.

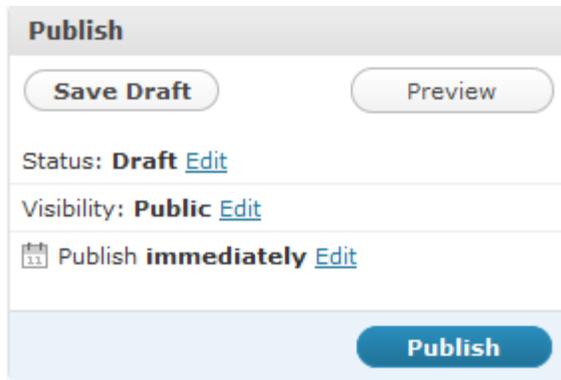
## Setting the Time and Date of Your Posts in WordPress

Setting the time and date in a WordPress blog can be beneficial in many ways.

The largest benefit is that it allows you to put in sets of future posts, so that you can step away from the blog every so often, and the blog will continue to post regularly.

To set your time and date of your WordPress post:

1. Log into WordPress
2. Go to **Posts → Add New**
3. Next, write your post
4. Go to the Publish section on the right side of your window



**Click on "Edit"** right next to Publish Immediately.

This will cue WordPress to know that you do indeed want to make adjustments to the date and time. **This is the most important step.**

Next, select your desired month from the drop-down box, select the date and the time and then click "Publish". Even though you are publishing the post, it will not actually appear until the date you've set in the box above.

Now, if you want to **check to see when your posts are scheduled:**

1. Click on Posts → Edit in your Dashboard Sidebar
2. The column **Dates** will show you the dates of your previous, current and future postings. This should help you in your planning process.

## ***Adding a New Category to Your Blog***

Adding a new category is helpful because this is what you will use to define the different topics your blog covers. To add a new category, click on **Posts → Categories** on your Dashboard Sidebar.

### Left Side:

**Add Category:** this is the button you will click to add new categories to your blog.

1. **Name:** add a name for your new category.
2. **Category Parent:** if you want to have your category be a sub-category of something else, add a Category Parent.
3. **Description (optional):** you can add a description if you choose that will better explain what your category means.

Then, click on "Add Category" when you are finished.

### Right Side:

This is the list of **current categories** on your blog. You will see the name of the category, the description (if any) and the # of posts in this category.

*To Edit:* click on the category title.

*To Delete:* hover your mouse over the Category title, and you will see the options – Edit, Quick Edit and Delete. Select Delete.

## ***Add a Link to Your Blogroll***

Your blogroll is a list of other blogs and websites you find of interest or value, and are recommending to your readers.

To add a new link to your blogroll, click on ***Posts → Links → Add New***.

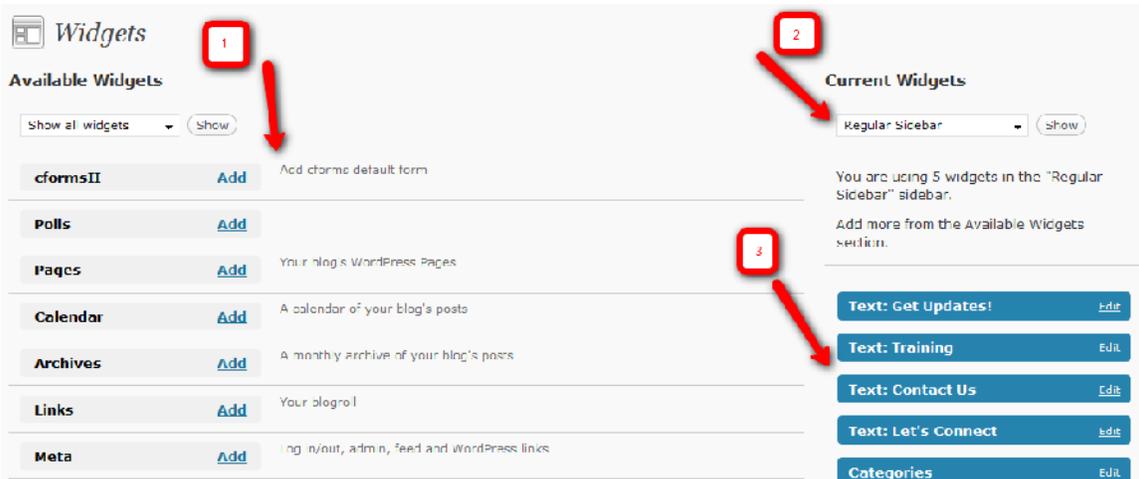
1. **Name:** enter the name of the blog or website
2. **Web Address:** enter the URL of the link you want to add
3. **Description:** optional, enter a short description of the site
4. **Categories:** select the category for this link to appear under

There are also Advanced options, like attaching an icon to the link, describing the link relationship, etc. These are not required, so whether you fill these out is up to you. When you are finished setting your options, click on ***Add Link*** on the upper right side.

## Add a Widget to Your Sidebar

Depending on what theme you are using, and the way it is set up, you may be able to add a widget to your sidebar and other areas of your theme. (Most themes that are compatible with recent versions of Wordpress should also be widget-ready).

To add a widget to your sidebar, go to **Appearance → Widgets**.



### 1. Available Widgets

Shows all widgets that are available to be used on your blog. These may vary depending on which plugins you have installed.

To add a new widget, find the one you want and click **Add**.

If you want to add graphics, text or scripts/forms, then you will want to add a Text Widget.

### 2. Current Widgets

Depending on your theme, you may have one or more areas that can accept widgets. Use the drop down menu to select the correct one, then click **Show**.

Follow the steps above to add widgets to this area.

3. **This area underneath Current Widgets** shows all widgets you're currently using in that area. You can drag and drop to control the order of these widgets.

Some widgets also have options you need to control, or areas where you can add text. Click on **Edit** to see all options. If you are using a Text Widget, you have the option to add both a Title for the widget, as well as any text or code in the larger box.

**Save Changes** at the bottom of the window when you're done editing.

## ***Add New Plugins/Activate or Deactive Plugins***

Plugins extend and add to the functionality of your Wordpress blog. In fact, to me, they are what separates Wordpress from the many other blogging platforms. There are many, many different options. You can find a plugin for almost any feature you would like on your blog. Some examples are an interactive Calendar, the ability to Invoice clients, SEO, image slideshow galleries, add shopping cart or autoresponder functionality, and lots more.

You can find the Wordpress Plugin Directory at <http://wordpress.org/extend/plugins/>

You can also search for new Plugins within your Wordpress blog by going to **Plugins →Add New**. You can either search within the directory by keyword, or you can install a zipped plugin file you have saved on your computer. Once you have the plugin selected that you want to install, click **Install Now**. Wordpress will walk you through the steps of installing the plugin.

### **Activating/Deactivating Plugins**

Once a plugin is installed, go to Plugins →Installed, and find the Plugin you wish to activate. Currently activated plugins are usually at the top, and Inactive plugins are usually at the bottom.

Click **Activate**, and your plugin will be activated.

To deactivate plugins you currently have running, find the plugin you want and click **Deactivate**.

## There you go!

Your new Wordpress blog is now fully set-up, and you have all the knowledge you should need to manage and utilize the different features that Wordpress offers.

If at any point you need additional help, please contact us. We offer hourly VA Services for customizing new themes, customizing or creating plugins, or simply managing your blog and posting schedule if you don't have the time.

Thank you again for your business. We truly appreciate it!

Rebecca and the Marketing Geeks team!

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