

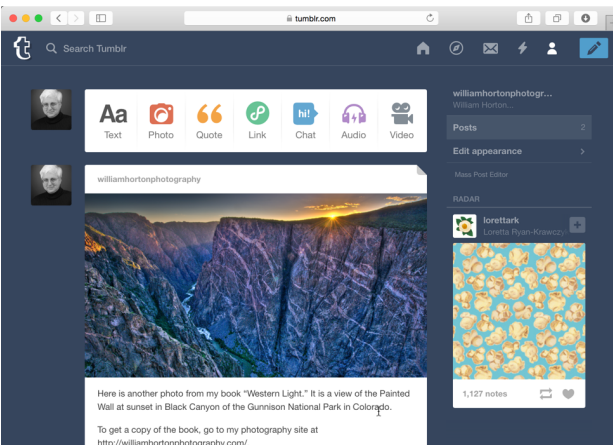


SO YOU WANT TO BLOG?

What you need to know to get started


Katherine Horton
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Let's blog!




Wait, what's a blog?

- Articles
- Essays
- Journal entries
- Photos
-
-




Sporadic content
Usually called a **Post**

- Biography
- Contact information
- Services you provide
- Products you sell



Static content
Usually called a **Page**

4

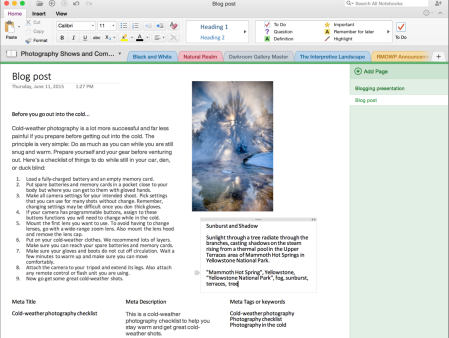


Preparing a post

Make it easy to cut-and-paste content.

5

Use a digital notebook



- OneNote
- Evernote
- Word*
- Pages*

* Beware of embedded formatting

6


Include what the viewer will see

Title

Before you go out into the cold...

- Not too long
- Not too cute

Illustration or photo



Sunburst and Shadow

Sunlight through a tree radiate through the branches, casting shadows on the steam rising from a thermal pool in the Upper Terraces area of Mammoth Hot Springs in Yellowstone National Park.

- Title the photograph
- Give it a complete description

Text content

Cold-weather photography is a lot more successful and far less painful if you prepare before getting out into the cold. The principle is very simple: Do as much as you can while you are still snug and warm. Prepare yourself and your gear before venturing out. Here's a checklist of things to do while still in your car, den, or duck blind:

1. Load a fully-charged battery and an empty memory card.
2. Put spare batteries and memory cards in a pocket close to your body but where you can get to them with gloved hands.
3. Make all camera settings for your intended shoot. Pick settings that you can use for many shots, without change. Remember, changing settings may be difficult once you don thick gloves.
4. If your camera has programmable buttons, assign to these buttons functions you will need to change while in the cold.
5. Mount the first lens you want to use. To avoid having to change lenses, go with a wide-range zoom lens. Also mount the lens hood and remove the lens cap.
6. Put on your cold-weather clothes. We recommend lots of layers. Make sure you can reach your spare batteries and memory cards.
7. Make sure your gloves and boots do not cut off circulation. Wait a few minutes to warm up and make sure you can move comfortably.
8. Attach the camera to your tripod and extend its legs. Also attach any remote control or flash unit you are using.
9. Now go get some great cold-weather shots.

Include main topic idea in the first paragraph

blogging.key - August 28, 2015

Also include meta information

7

Meta Tags or keywords

Cold-weather photography
Photography checklist
Photography in the cold

List the main ideas covered in the post — the phrase someone might use to find this post.

Meta Description

This is a cold-weather photography checklist to help you stay warm and get great cold-weather shots.

Include as many keywords as possible.

Meta Title

Cold-weather photography checklist

Include all *main* keywords.



Visual media need keywords too

"Mammoth Hot Spring", Yellowstone, "Yellowstone National Park", fog, sunburst, terraces, trees

This meta-data is used for SEO (Search-Engine Optimization).

From preparation to post

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WILLIAM HORTON PHOTOGRAPHY HOME MY BLOG NEWS ABOUT ME MY PORTFOLIO MY SERVICES CONTACT

BLOG

BEFORE YOU GO OUT INTO THE COLD...

© JUNE 25, 2015 & WILLIAM LEAVE A COMMENT EDIT

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CONTACT US

Name: *

E-Mail Address: *

Subject: *

Message: *

three x = 21

SUBMIT

FOLLOW MY BLOG

Sign up to receive e-mail notices of my new posts. You may manage your subscription options from your [profile](#)

Pages are like posts

9

Pages are like posts

Except... They do not age. Pages are predictably available to your followers at any time.

WordPress Dashboard

All In One SEO

- Posts
- Media
- Links
- Pages**
- All Pages
- Add New
- Comments
- Slides
- Appearance
- Plugins
- Users
- Tools
- Settings
- WPB2D
- BWS Plugins
- Subscribe2
- WPtouch
- Collapse menu

Preview Snippet

| William Horton Photography | William Horton Photography

http://williamhortonphotography.com/?page_id=2519

Title

William Horton Photography

29 characters. Most search engines use a maximum of 60 chars for the title.

Description


0 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated)

Custom Canonical URL

Robots Meta NOINDEX

10



What blogging tools do I use?

It will depend on your goals...

11

What are your goals?

You can have more than one.

- ☐ Publish articles — documentary or fiction.
- ☐ Showcase new work — photos, paintings, etc.
- ☐ Attract clients for your business.
- ☐ Sell products from your site.
- ☐ Have a special area just for clients.
- ☐ _____
- ☐ _____

Your choice of tools will depend on your goals.

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These are the big three tools





They are all Web-based

Blogger by Google
www.blogger.com

Tumblr
www.tumblr.com

WordPress
www.wordpress.com
www.wordpress.org

Blogger — www.blogger.com

13

Features and caveats

Cost for tool	Free - need free Google account
Cost for hosting	Free
Design templates?	Yes
Customize templates?	Yes, with CSS
Both pages and posts?	Yes
E-commerce available?	Third-party plugins
Use your own domain name?	Yes
Extend with plugins?	Yes - limited

Tumblr — www.tumblr.com

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Features and caveats

Cost for tool	Free - need free Tumblr account
Cost for hosting	Free
Design templates?	Yes - free and for sale
Customize templates?	Yes, with CSS
Both pages and posts?	Yes
E-commerce available?	Third-party plugins
Use your own domain name?	Yes
Extend with plugins?	Yes - limited

WordPress — www.wordpress.com

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Features and caveats

Cost for tool	Free - need free WP account
Cost for hosting	Free for very basic features
Design templates?	Yes - free and for sale
Customize templates?	Yes, with CSS
Both pages and posts?	Yes
E-commerce available?	Via PayPal - built-in w/business
Use your own domain name?	Yes - with premium account
Extend with plugins?	No - but some are included

Features and caveats

Cost for tool	Free (download or ISP)
Cost for hosting	You buy hosting package
Design templates?	Yes - free and for sale
Customize templates?	Yes, with CSS
Both pages and posts?	Yes
E-commerce available?	Third-party plugins
Use your own domain name?	Yes - you may need to configure
Extend with plugins?	Yes - 100's and 100's available

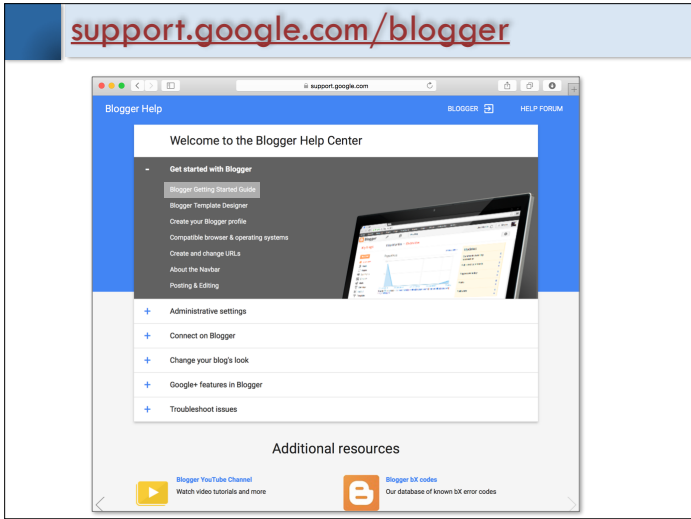
Ease of use versus purpose

Ease of use from 1 to 4		Best for:
1	Blogger	Best for your first effort. Has the basic tools without any additional cost.
2	Tumblr	A step up from Blogger in social integration. Not the best tool for full-featured Website.
3	Wordpress.com	Good for blogs and business Websites. Has basic tools without additional cost.
4	Wordpress.org	Best for blogs and business Websites. Implementation is not free. FULLY CUSTOMIZABLE.



Where to learn more

Check the tool's Help files and "Google."



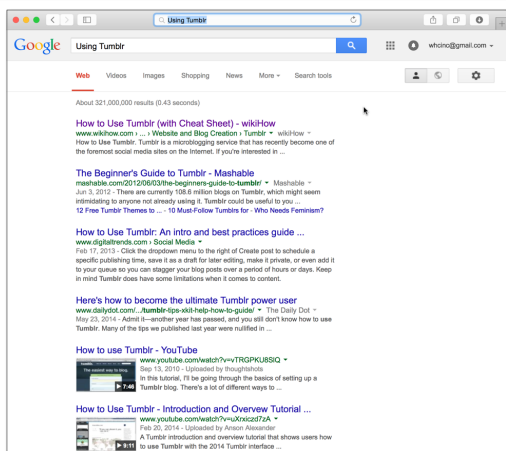
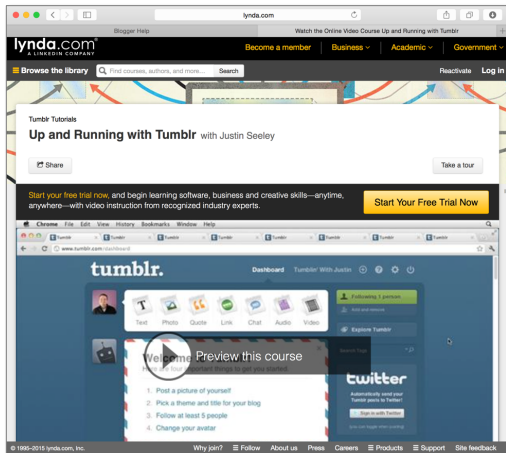
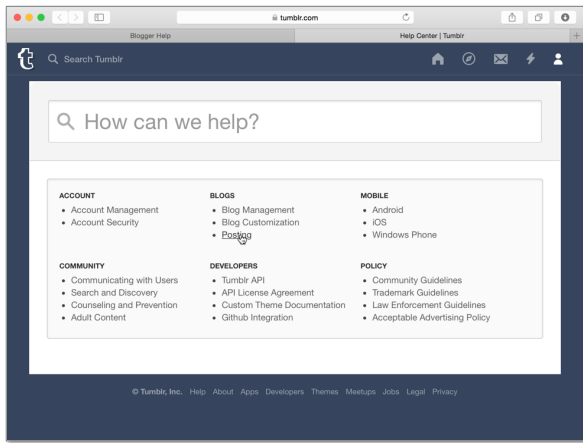
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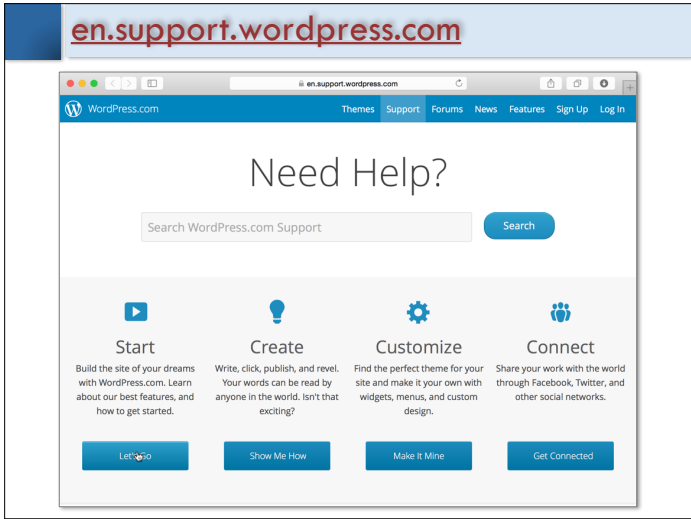


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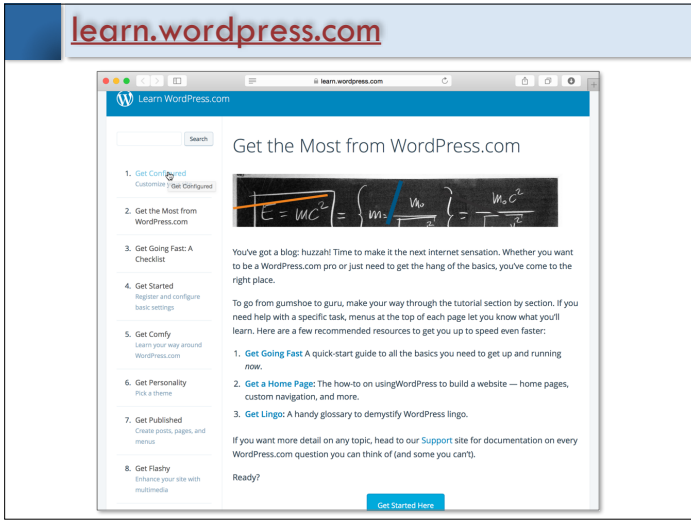


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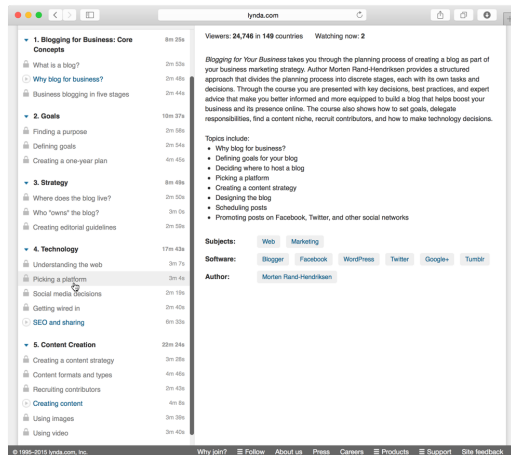
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premium.wpmudev.org/blog/wordpress-org-vs-wordpress-com-a-definitive-guide-for-2014/



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Questions?



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**Presensational
Template Slides**
