

Blizzard Internet Marketing – Blogging – Editor Info

The following document outlines the basics for your new site, here you will find detailed instructions on how to add text, edit information and creating links and photos on your site.

Log On

Log on to your editing area by clicking on the login link or by going to your blog/site address and adding the extension <http://mysite.com/wp-login.php>

The login in area is CasE SenSiTive.

1. DASHBOARD

Once logged in you will be taken to the **DASHBOARD**



The dashboard is your home page to get to all the other areas of the site. In the first row of navigation you will see the following links:

Dashboard Write Manage Comments Blogroll Profile Options

When you open these links the second line of navigation will give you access to other pages within the site.

Dashboard

Search Meter (optional)

Write

Write Post

Write Page

Manage

Posts

Pages

Uploads

Categories

Comments

Comments

Awaiting Moderation

Blogroll

Manage Blogroll

Add Link

Import Links

Profile

Options

Embedded Video (optional)

Search Everything (optional)

Search Meter: Tracks searches made on the site so you can write about what people are searching for will also help you with keywords for metas for the future.

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2. WRITE

First decide if you are writing a Post or a Page.

Posts are things that there are multiples of - for example The Hound Dog Restaurant, The Childrens Museum, The Local Theater Company, an Upcoming event., Local News. These are things that you can have many of within one category,

Pages are ways to organised many items in one place. For example a Restaurant Page, Local Attractions, Museums. Or information that might not change much, such as Contacts, Policies. etc.

Posts ae listed chronologically in categories, pages stand alone.

Choose either Write Post or Write Page.

The data entry boxes are the same for either exsept pages do not have the option to place in a category.

DATA ENTRY

NEVER COPY STRAIGHT FROM ANOTHER SITE OR MICROSOFT WORD INTO THE EDITING AREA - the style sheets are not compatable and the site will break.
See additional;info on copy and pasting text below.

Title: Enter the title of your post. You can use any words or phrases, keywords are best. **Avoid using the same title twice as that will cause problems.** You can use commas, apostrophes, quotes, hypens/dashes, and other typical symbols in the post like "My Site - Here's Lookin' at You, Kid" but it is better if you leave symbols and hypens out.

*Hint: The title will show in the search engine results as the link to the post. For example the title of this post is **Women's Yoga Retreat!** Shown is the search resutl from Google.*

[Women's Yoga Retreat! » Colorado Dude Ranch](#)

June 3 - 9 and October 7 - 13 we will offer the **women only retreat**. For more information you can visit the **yoga retreat** page, or call Selina or Johnny with ...

local.homeranch.com/140/womens-yoga-retreat/ - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)

Post /Page Content Area: this is the text area or editing box where you enter your post entry, links, links to images, and any information you want to display on your site You can chose to write your posts with the built in Editor or as HTML (switch to the code tab to enter text as html).

Use the editing icons to edit and format the text.



Blizzard Internet Marketing – Blogging – Editor Info

Bold text	Add a link (select text to link to bring into focus)
Italic text	Remove link
Strikethrough text	Edit image
Bulleted items	Split post
Numbered items	Spelling
Remove Quote (text needs to be selected)	Help
Quote	Add video link (Note: this might not on all systems)
Text align left	
Text align center	
Text align right	

Upload/Browse All



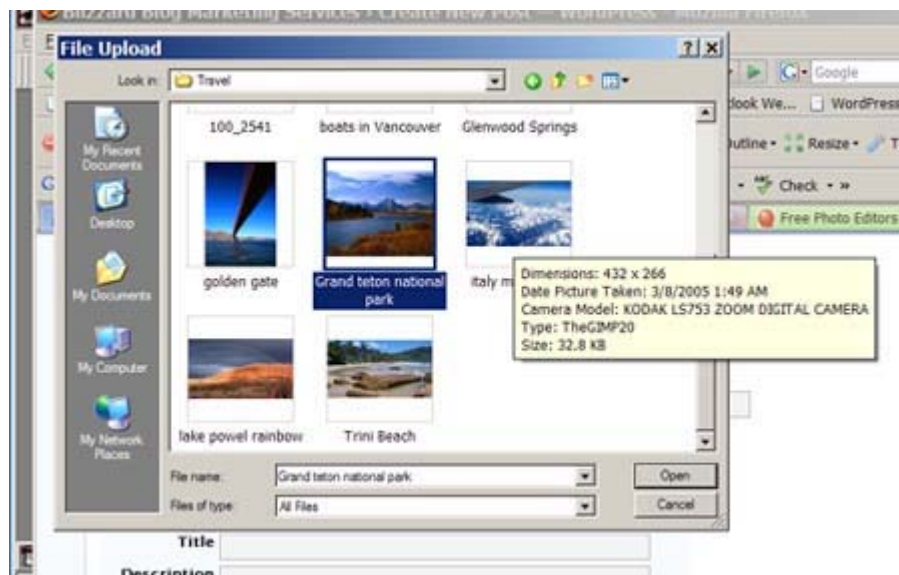
This area is for adding images or other files (like pdf's) to the site

To keep the download time to a minimum and to have a good quality image, make sure that your image to be uploaded is no bigger than 500 pixels along the longest edge and no smaller than 150 pixels and has a 72dpi resolution.

To upload a new image click on the *Browse* button.

A pop up will appear with the files on your computer, *browse* to the file you want to use.

HINT: If you hover over the image you should be able to see the dimensions of that image so you can make sure it is not too big.



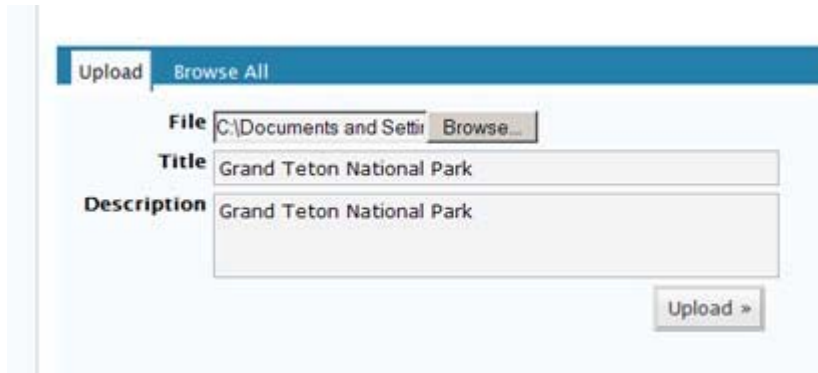
Click on *Open* - this will add a link to the File section of the Upload area.

HINT: Keep your images names unique try don't upload images with the same file name as they will overwrite each other, and try to use a slightly different description and title for each image. The search engines are taking note of descriptions and names of image files so use real names

Blizzard Internet Marketing – Blogging – Editor Info

rather than things like 0231.jpg.

Go to the Title area and *enter the Title of the image* do the same for the Description area - both the title and the description will help you in the search engines, so make them both something relevant.



The screenshot shows the 'Upload' tab selected in a blue header bar. Below the header, there is a 'File' field with a text input containing 'C:\Documents and Settings\...' and a 'Browse...' button. Below that is a 'Title' field with a text input containing 'Grand Teton National Park'. Below that is a 'Description' field with a text input containing 'Grand Teton National Park'. At the bottom right of the form is an 'Upload >' button.

Click on *Upload* - be patient and don't keep clicking, it might take a few seconds. Now you will see the image loaded to the website files as shown under the Browse tab.



The screenshot shows the 'Browse' tab selected in a blue header bar. Below the header, there is a '< Back' link and the title 'Grand Teton National Park - Edit'. To the left is a thumbnail image of a lake and mountains. To the right of the image are two sections of radio button options: 'Show:' with options 'Thumbnail' (selected), 'Full size', and 'Title'; and 'Link to:' with options 'File' (selected), 'Page', and 'None'. At the bottom right is a 'Send to editor >' button.

If you want to change the Description or Title of the image after uploading, Click on *Edit* and you can make the changes to either - leave the url the same.

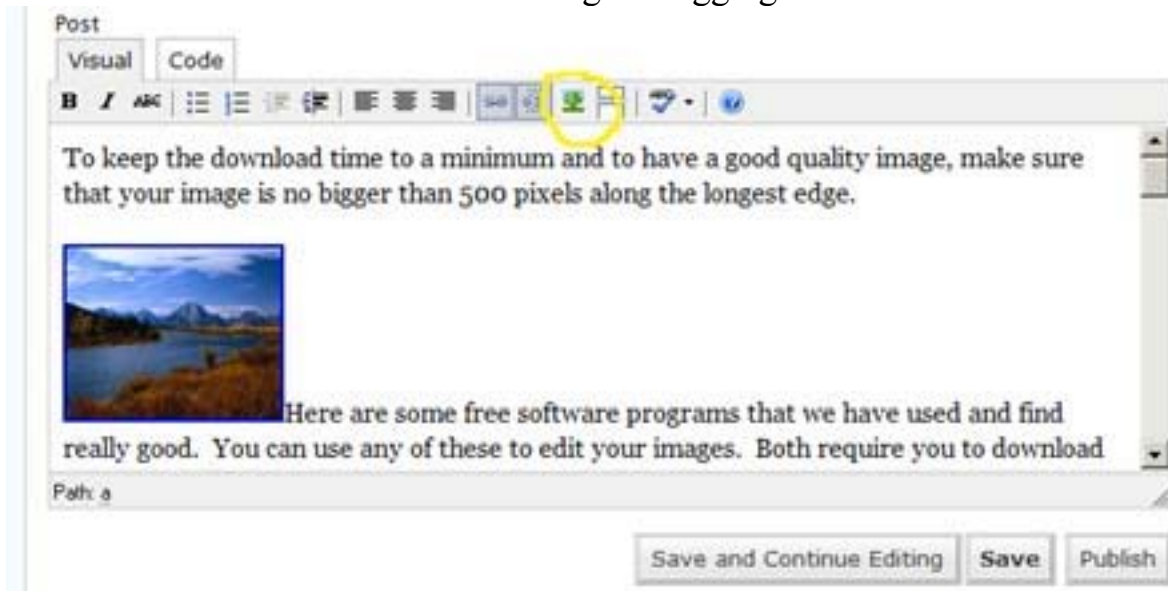
HINT: If you can only see the image and none of the editing options, then simply click on the image once and you will see all the options as shown in the last image.

Now you have a photo uploaded you can add it to your site.

Go back to the Post/Page editing area and *click on* where you want to add the image. The cursor should be flashing where you clicked; this is where the editor will place the image. Leaving the cursor there, scroll down to the browse area again and leaving the default options in place, Click on *Send to Editor*.

Your post area will now look something like this.

Blizzard Internet Marketing – Blogging – Editor Info



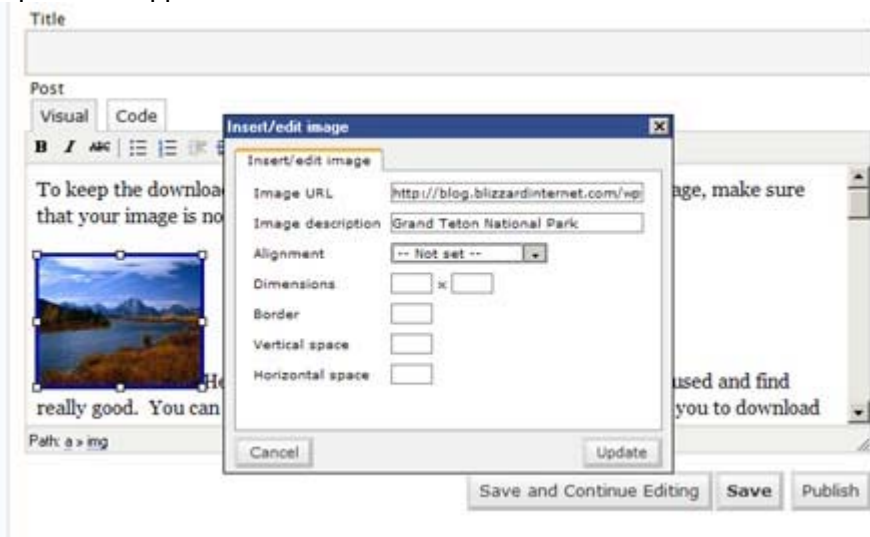
Wrapping the Text

At the top of the editing area you will see an icon that looks like a tree (circled in yellow in the last image) This is the Insert/Edit Image icon.

FIRST *click ONCE on the image*, you will see small boxes appear around the image that shows it is selected.

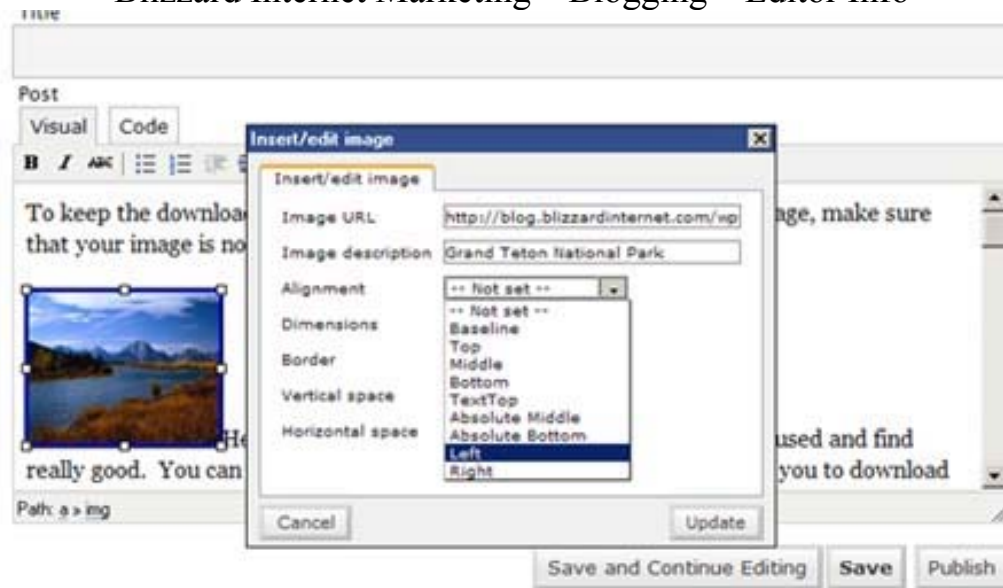
THEN *click on* the Insert/Edit image icon.

A new pop up box will appear.



From the Alignment drop down select your alignment by *clicking on the arrow* to the right - choose either left or right (the other options will not really do much for you.)

Blizzard Internet Marketing – Blogging – Editor Info



Click on *Update*, the window will close.

Now your image will be wrapped. Click on *Publish* and the image will show in your post on your website.

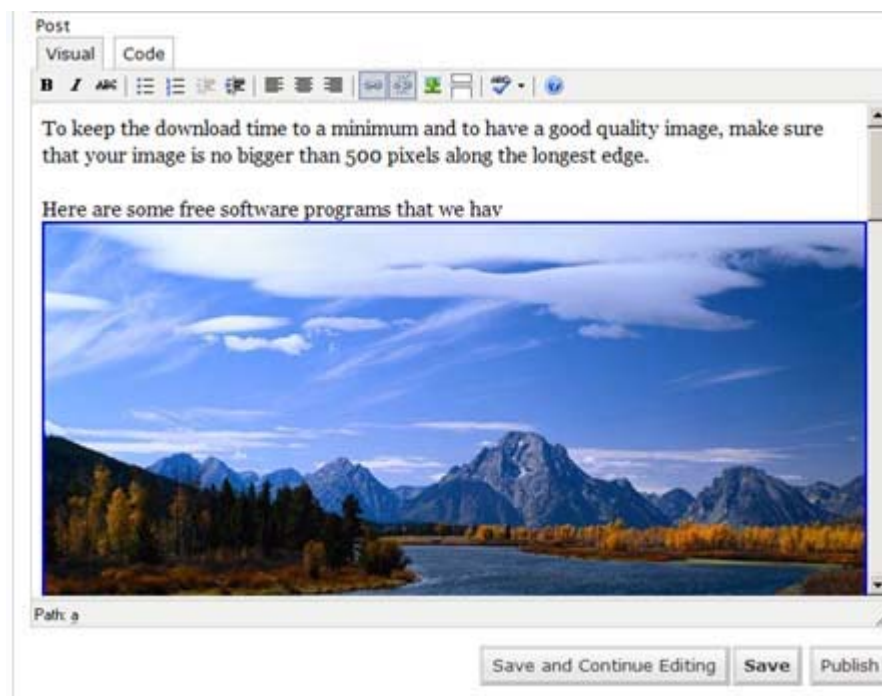
PHOTO OPTIONS

Use a bigger image than the thumbnail.

Follow the directions above up to # 15, once you have selected where the image is to be placed in the text, scroll down to the Upload area.

Change the option; Show to Full Size and click on *Send to Editor*.

Now you will have the full sized image in your editing area. Which for most posts if probably too big.

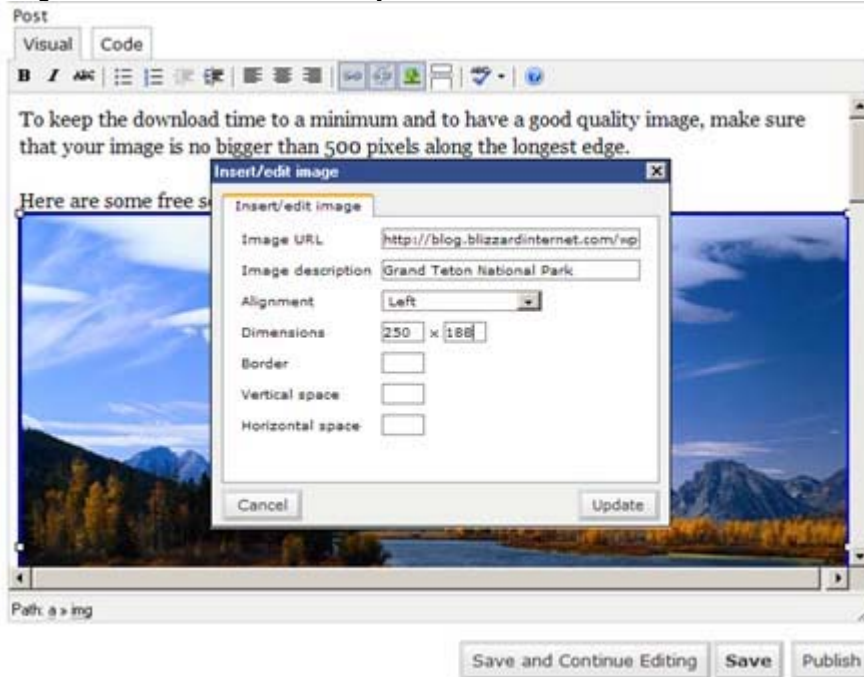


Blizzard Internet Marketing – Blogging – Editor Info

To resize to a smaller image *click on the image* in the post area.

Click on the Insert/Edit image icon.

Change the size in the Dimensions box to something smaller. For example; a regular sized horizontal image 500 x 375 will resize nicely to ½ the size of 250 x 188.



Click on *Update* and the image will be resize.

Click on *Publish*.

Link Image to A Page rather than the larger image.

Insert the image as normal right up to setting the dimensions and wrapping the text. Then go to the webpage you want to link to, copy the link URL and go back to your post editing area.

HINT: Click on Save and Continue Editing before leaving the page, just to make sure that your post is saved as a draft.

Edit the photo like so:

Click on the *image* to select it

Click on the Insert/Edit link icon as shown in the image below, circled in yellow.



A pop up window will appear

Select all the text in the Link URL area and delete it

Now click in the Link URL area and *paste the URL* of the page you want to link to - or type it in.

Click on *Update*

Click on *Publish*

Check your work, the image should now link to the page.

Blizzard Internet Marketing – Blogging – Editor Info

Deleting Images

If you want to remove the image from the post you simply select the image in the editing area and click on *Delete* on your keyboard. The image will be removed.

If you want to delete the image from the website files, then you will need to go back to the Upload/Browse area and click on *Browse All*

Choose the image you want to remove by clicking on it.

Click on *Edit*

And then Click on *Delete File*

View and Edit All Images

Click on Manage -> Uploads in the top navigation for the editing area and see all your files in one place. Click on the image once and you will have the option to change the title and descriptions. Great option if you already have images on your site that you want to edit for SEO.

Other Types Of Files You Can Upload

You can upload the following files; jpgs, gif, pngs, and pdf's.

Excerpt: An 'Excerpt' is a summary or brief teaser of your posts featured on the front page of your site as well as on the category, archives, and search non-single post pages. It is usually used for long posts.

Trackbacks: Trackbacks let other Blogs know you've referenced one of their articles. To send trackbacks from this post, enter the URI or website addresses in the box, separating each one by a space. (See Section on 'Trackbacks' on <http://BlizzardUniversity.com> for more information) Trackbacks are very important to use if possible as they help with cross-linking that in turn helps with search engine placement.

Custom Fields: Custom Fields offer a way to add information to your site. In conjunction with extra code in your template files or plugins, Custom Fields can modify the way a post is displayed. These are primarily used by plugins, but you can manually edit that information in this section. Mostly custom fields are an area we use to edit the meta tags on the site.

Event Editor: If you are publishing events on your site then you will have another area called the Event Editor. See the additional info on Adding an Event for more info.

Saving your Post/Page

Save and Continue Editing will save the post as a draft for future edits and will keep the editing screen open at the post being worked on.

Save will save the post as a draft and will clear the Write Post screen so you can add another post. The post WILL not show on the site.

Publish will send the post live to the site.

Your Drafts: If you have posts you have written and saved as Drafts, they will be listed under the Drafts section. Click on the title link to open that posts' Write Post edit screen, edit the post, and when you are ready, click Publish (Editor, Author) or Save (Contributor) and it will be released to your Blog and to the world. Note that posts created by Contributor level will always be Drafts until the Editor reviews the post and sends it live.

The WordPress Bookmarklet:

At the very bottom of your Write Post screen is the 'WordPress Press It bookmarklet' is a bit of Javascript you can click and drag to your browser link bar. Just put your mouse over the link,

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Blizzard Internet Marketing – Blogging – Editor Info

press down on the left button and, without letting go, drag it to the top menu bar of your browser (most browsers) where the "Link Toolbar" resides and release it. It will add a link that says "Press It" and the name of your WordPress site.

When visiting a web page that has information you would like to share with your WordPress site users, click the 'Press It' link and a window will pop-up.

If you are not logged into your site, the login will appear. If you are, it will automatically bring up the Write Post screen with the link to the site you are currently viewing already set in the Post Editing box and the title of the site in your post Title box.

Categories: A list of all the categories on your Blog are found here. Check the box next to the categories that the post belongs to so that it is listed in the right section on the Blog.

Post Status: Shows the current status of the post.; Published, Draft or Private. Can make changes by clicking on a different button and saving the post.

Discussion: The Discussion section hosts two checkbox choices. One is for 'Allowing Comments' and the other is for 'Allowing Pings'. If 'Allowing Comments' is unchecked, no one can post comments to this particular post. If 'Allowing Pings' is unchecked, no one can post pingbacks or trackbacks to this particular post. The default is set to allow both. We suggest you keep to the default setting.

Password Protect Post: To keep a particular post private so that only those with the password can read it, enter a password here. Be sure and write it down somewhere safe.

Post Slug: This is where WordPress will "clean up" your post title to create a link to the post. You can edit this manually by adding the words with a hyphen in between each word.

Post Author: Displays the author of the post..

Post Time Stamp: Shows the date and time of the post, which is displayed on the site. To enter posts from the past click the check box "Edit Timestamp" and then make the changes with the drop down boxes. This feature can be used to add posts in the future, which will post to the site at a later time.

3. MANAGE

Manage Tab: Access to manage previously entered posts, pages, uploads and categories. Use this area to get back to editing a post or page you have created..

Uploads Tab: will allow you to view all your uploaded files in one area. Click on any of the images or files to go to an editing area for that particular file.

Categories Tab: Gives you access to edit the categories. You can edit or delete a category from this area.

4. COMMENTS

Comments Tab: Access to all the comments that are left on the site, use this area to edit, delete, unapproved or set comment as spam.

Awaiting Moderation: Comments that are in moderation are viewed under this tab.

5. BLOGROLL

The Blogroll is a links creator so you can add links to your site. This feature is not active on all sites but if it is then you will see a links list in your sidebar. Here you add links to sites that you visit often and share them on your blog. When you have a list of links in your sidebar to other blogs, it's called a "blogroll."

Manage BlogRoll : Displays a list of the links that you have currently listed.

Add Link: Area to add new blog roll links

Import Links: Not really used, this is if you have a blog somewhere else or a links list on another site that you want to import.

6. PROFILE

Change and update personal information. Change password to something more secure after we first install your site and email you your basic password which will be your first name followed by pass. For example: janepass, kentpass, emilypass. Your log in name is always your first name but you can choose what name displays in the sit by changing the drop down "Display name publicly as:"

7. OPTIONS

Embedded Video: If video is an option on your site you will see an area to edit how the video shows and is displayed.

Search Everything : Allows you to customize the way the search everything feature searches the site, You can make it so it will only search posts, or pages or everything. We set this up when we launch the site to be Search Every Page, Search Every Comment, Search Every Attachment. We suggest you leave it at the default as set.

Resources:

- ❑ <http://blizzarduniversity.com> - offers tutorials on editing and updating blogs
- ❑ <http://blog.blizzardinternet.com> - View portfolio page to see how other clients are using their blogs.
- ❑ <http://newsletter.blizzardinternet.com/category/blizzard-seo-tips/> for SEO tips