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Lesson 6: Promoting your WordPress Blog

INTRODUCTION

This lesson covers the process of promoting your WordPress.com blog. Promotion will involve:

- Categorizing and Tagging
- Search Engine Optimization (SEO)
- Posting to your blog

You will also continue to study training and informational videos related to WordPress.

LESSON OBJECTIVES

By the end of this lesson, you will be able to:

- Describe what is involved in optimizing your blog for search engines.
- Demonstrate how to categorize your posts.
- Demonstrate how to tag your posts.
- Demonstrate how to post.

LEARNING SEQUENCE

Required Reading	Read the following: Lesson 6: Promoting Your WordPress Blog <ul style="list-style-type: none">• Categories versus Tags• Writing & Editing : Posts » Tags• Writing & Editing : Posts » Categories• Get Configured – Customize your site• Traffic : Search Engines• All About SEO on WordPress.com• SEO and Your Blog• Traffic : Getting More Views and Traffic• Get Connected : Explore the community and get noticed• How to Get More Traffic
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Video Resources	Watch the following: <ul style="list-style-type: none"> • Beginners Guide to the Posts Tags Screen (2:50) Transcript • The Tag Cloud Widget for WordPress.com (0:28) Transcript • WordPress Tutorial: Working with Categories (3:40) • Managing WordPress Categories and Tags (6:03)
Assignments	Complete the following: <ul style="list-style-type: none"> • Assignment 6a: Tags & Categories Reports • Assignment 6b: SEO Reports • Assignment 6c: SEO Video Notes • Assignment 6d: Categories and Tags Tutorial • Assignment 6e: Categories and Tags Project • Assignment 6f: Promotion • Assignment 6g: Daily Post

INSTRUCTION

In **Lesson 5** we talked about those who manage the content of blogs “running out of gas” at some point for lack of content. Hopefully you have given thought to what you want to say and have a plan for keeping your blog fresh.

Great content, kept fresh, still needs something – an audience.

Most blogs are not intended as a private online journal for your eyes only. Bloggers from hobbyists to business owners are looking for an audience to appreciate their efforts. So how do you attract an audience?

- Rule one is to post well and to post often.
- Rule two is to embed within your blog keywords that will help people searching for content that is of interest to them.
- Rule three is to advertise your blog to friends, family, coworkers, or whoever is within your social network.
- Rule four is to look for good opportunities within the world of blogs to make your own blog known.

Setting Up WordPress Community Accounts



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The WordPress community has lots of free resources available to you. One such resource you are going to be using is **WPBeginner**. To do so you must create a free account in WPBeginner to access their resources.

WPBeginner was founded by WordPress blogger Syed Balkhi (who has been a presenter at several WordPress WordCamp conferences).

For more information refer to: [WordPress Speakers Syed Balkhi](#)

To sign up for your account, go to: [WPBeginner's WordPress 101 Video Tutorials](#)

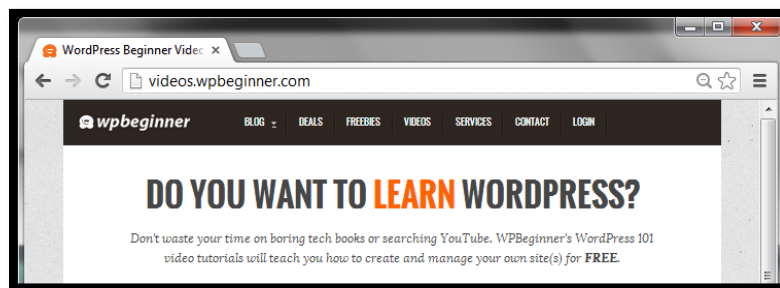


Figure 1 Screenshot of wpbeginner home page: [Do You Want to Learn WordPress?](#)

Follow the instructions to provide your name, the username you want to use, and a valid email address (using your Project email is recommended).

Figure 2 Screenshot of form you will need to complete to create a free account: [Do You Want to Learn WordPress?](#)

Optional: You might also consider other WordPress community resources, such as [Websites Made Easy](#) by Jim Stafford.



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Please note:

There are many excellent resources available to you in the WordPress community.

However, it is highly recommended that before you take any advice at face value or sign up for resources that you first do some research regarding the website, person, business, etc.

And on the internet, things change rapidly! What is not available today is available in abundance tomorrow. What was a great resource today is not so great a resource tomorrow. What was here today is gone tomorrow. Here are three cautions you should follow:

- Be wise
- Be discerning
- ["Trust, but verify"](#)

Realize that some resources you find are professional quality. Other resources are well-meaning efforts by common people trying to help others solve common problems.

And as you know - some things are not what they appear to be.

Assignment 6a: Tags & Categories Reports

Time for some research!

Read each of the following articles in WordPress.com:

[Categories versus Tags](#)

[Writing & Editing: Posts » Tags](#)

[Writing & Editing: Posts » Categories](#)

[Get Configured – Customize your site](#)



Turn in: Write a half-page summary paper of each article. You will submit these summary papers as part of this Lesson.

Assignment 6b: SEO Reports

Still more research!

Read each of the following articles in WordPress.com:

[Traffic: Search Engines](#)

[All About SEO on WordPress.com](#)



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[SEO and Your Blog](#)

[Traffic: Getting More Views and Traffic](#)

[Get Connected: Explore the community and get noticed](#)

[How to Get More Traffic](#)



Turn in: Write a half-page summary paper of each article. You will submit these summary papers as part of this Lesson.

Assignment 6c: SEO Video Notes

What is search engine optimization? Why is search engine optimization important for your blog? Take a look at the following information videos. Watch each video once. During this viewing you will focus on specific details. For each video you will take notes.



[Beginners Guide to the Posts Tags Screen](#) (2:51)
Transcript



[The Tag Cloud Widget for WordPress.com](#) (0:28)
Transcript



[WordPress Tutorial: Working with Categories](#) (3:40)



[Managing WordPress Categories and Tags](#) (6:02)



Turn in: For this assignment you will turn in a copy of your notes for each video.



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Assignment 6d: Categories and Tags Tutorial

Now you will go hands-on in **WordPress** and begin to apply some of what you have learned. A resource guide has been created to step you through the process creating categories and using tags. Review the following guide and work through the steps needed to complete Assignment 6d: Categories and Tags Tutorial.



Categories and Tags Tutorial



Turn in: Email your instructor the name of this assignment and the complete blog address for this blog: Assignment 6d - blog address.

Assignment 6e: Categories and Tags Project

It is your turn now!

- Sign into your second **WordPress.com** account.
- Open your project blog.
- Add appropriate **Tags** to each of your posts.
- Create **Categories** and assign each of your posts to a **Category**. Have at least 2 different **Categories** your posts are assigned into.
- Add the **Tag Cloud Widget** to your **Sidebar**.
- Add a new post to your project blog explaining what you learned in this Lesson.



Turn in: Email your instructor the name of this assignment and the complete blog address for this blog: Assignment 6e - blog address.

Assignment 6f: Promotion

Take time to review the last two rules:

- Rule three is to “advertise” your blog to friends, family, coworkers, or whoever is within your social network.
- Rule four is to look for good opportunities within the world of blogs to make your own blog known.

For this assignment you will do three things.

- Make a list of at least twenty (20) friends, family, coworkers, fellow students, or whoever is within your social network.
- Send an email to everyone on your list inviting them to visit your blog. Be sure to send them your blog address! Encourage them to visit your blog at least once a week. Let them know it is for a class but that you are learning to blog and their



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participation will be a great help to you. Encourage them to leave comments on your posts.

- Search for and find five (5) **WordPress** blogs that are related to the topic of your blog that might be appropriate to post comments on. **Out of respect for these bloggers, since you are blogging at this point as part of a class, you will not try to promote your blog on their blogs.** The comments would need to be relevant to their posts but would include the address of your blog as part of your submission. This would be the extent of appropriate advertisement. **Take a screen picture of each post.**

The best way to do this is to use the **WordPress Search** feature. First, click on the **WordPress** logo in the upper left corner of your window:

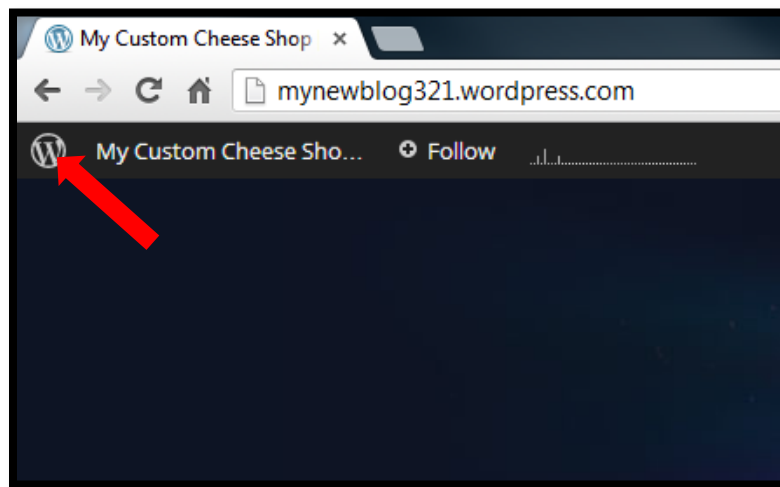


Figure 3 WordPress Logo: mycustomcheeseshop.com

Next, find the **Topics** box and type in a keyword that describes your topic, in this example, the word "gourmet cheese" is entered reflective of our tutorial blog, press the enter key:



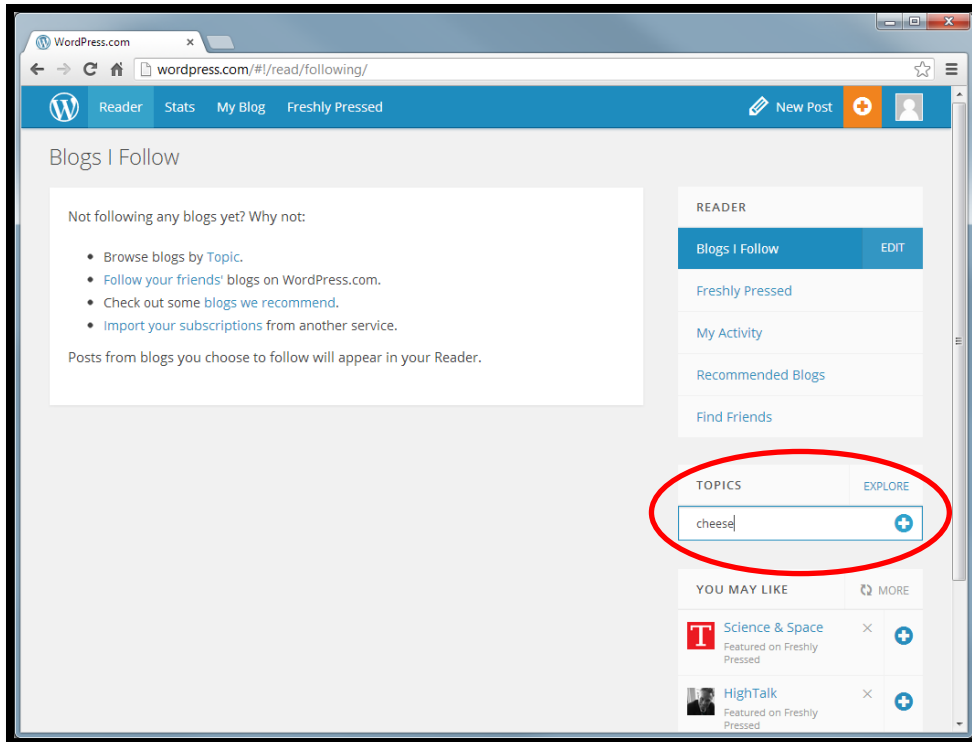


Figure 4 Screenshot of the Blogs/Follow webpage. Locate the Topics Box under Blogs/Follow heading and type the word, cheese the box.

You may need to use other keywords (e.g. "gourmet cheese", "british cheese", "wisconsin cheese", etc.) to refine your search.



Turn in: Email your instructor the name of this assignment and the complete blog address for this blog, along with:

- Copy of the email you sent to your list
- List of the blog addresses for your five (5) related blogs
- Screen picture of each of your posts on these blogs

Assignment 6g: Daily Post

In the previous assignment you added a new post on what you learned.

Now you will continue your Daily Posts for your chosen topic.

- Sign into your second **WordPress.com** account
- Open your project blog
- Applying the concepts you learned in *Assignment 5d Blog Writing Tutorial*, you are to post to your blog **5 days per week** for the next two weeks. You are welcome to post every day.



Turn in: Email your instructor the name of this assignment and the complete blog address for this blog: Assignment 6g - blog address.



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PRACTICE

1. Team with other classmates to create an SEO strategy.
2. Add additional tags to your blog.
3. Brainstorm another method of promoting your blog.

SUMMARY

So what should you take away from this lesson?

- How to organize your posts into related Categories
- How to add keywords to your posts called Tags
- There are four rules to optimizing your blog for search engines:
 1. Post well and post often
 2. Embed keywords in your blog to help people search for content that is of interest to them
 3. Advertise your blog to friends, family, coworkers, or extended social network
 4. Look for opportunities to make your own blog known on related blogs

ASSIGNMENTS

Note: Assignment details are located within the lesson.

1. Assignment 6a: Tags & Categories Reports
2. Assignment 6b: SEO Reports
3. Assignment 6c: SEO Video Notes
4. Assignment 6d: Categories and Tags Tutorial
5. Assignment 6e: Categories and Tags Project
6. Assignment 6f: Promotion
7. Assignment 6g: Daily Post

RESOURCES

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