

Blogging – What is it?

"Blog" is an abbreviation for "weblog," - web sites that keep a history or archive of information. A blog is a business or personal website featuring diary-type commentary and may often have links to articles on other Web sites. Blogs can focus on one topic or on a whole range of subjects.

Many blogs focus on a **particular** topic, such as web design, home styling, sports, health and fitness or computer training. Some are more eclectic, presenting links to all types of other sites. And others are more like personal journals, presenting the author's daily life and thoughts.

Generally speaking (although there are exceptions), blogs tend to have a few things in common:

- A main content area with articles listed chronologically, newest on top. Often, the articles are organized into categories.
- An archive of older articles.
- A way for people to leave comments about the articles.
- A list of links to other related sites, sometimes called a "blogroll".
- One or more "feeds" such as RSS

Why should I blog?

Here are the top 7 Reasons from KISS Training

Many business owners have realised that the use of blogs will deliver their business message in a personal voice. Here are a few reasons why blogging may be a good choice for your publishing needs.

1. Express yourself.

With your blog you have the freedom to easily and instantly express yourself using text, video pictures and articles. Go on and express yourself....you know you want to!

2. No waiting for your web designer.

Imagine this! You are away from your office – maybe on holiday and you capture some great video or a photo that you KNOW will be just what is needed on your blog/website. With a blog you are able to log in from anywhere in the world and easily update your site – NO more waiting for a web designer to do it! Save time and stress and update your blog anytime you want to – AND it is instantly available for the rest of the world to enjoy.

Brilliant 😊

3. **Instant Publishing**

Yes that's right – **INSTANT**. If you have ever had to publish website pages the 'old way' then you know it involves your HTML publishing software, an image editing software and FTP (File Transfer Protocol) software - then you'll begin the endless process of create, save, upload, view, tweak, save, upload, view – and on and on it goes. And ooppss – then you accidently override another team member's work on your host. Not good fun!

With blogging, you can say “adios” to the above slog and hard work – not to mention the stress and time wasting. When you want a new page or information added, you simply login, write your page and maybe add a picture or a video, click publish andthat's it! Done! Simple as that

4. **Get found on the search engines.**

A website that is positioned well on Google, MSN and Yahoo (search engines) is worth its weight in gold. In the right place, you're going to have 'traffic' and visitors coming through 'hungry' for what you have to offer – like a swarm of bees to a honey pot

If you don't already know it, blogging attracts search engines and blog directories (through its built-in notification features) because bloggers are continually adding new and fresh content to their blogs. Search engines LOVE new, fresh and relevant content which is why blogging is so great for being found.

5. **Be in touch with your visitors, simply and easily.**

You can easily be in touch with visitors to your site/blog by asking them for feedback, comments and ideas. People love to be asked what they think of products etc and using a blog means they can do just that. You can have comment boxes on your blog and feedback forms and this can be extremely valuable for your business. Don't be worried about inappropriate comments being left on your site – you can moderate them before being published!

6. **Leadership through blogging.**

By blogging good and relevant content on a regular and consistent basis you are providing your readers with a huge amount of value. Your readers will therefore begin to “Know, Like and Trust” you AND the information you are providing. You are more likely to sell products once people Know, Like and Trust you. You are therefore in a position where you can build this relationship and be known to your readers as the leader or expert in your specific field or market. Get blogging **NOW** and be know as the Leader in your field

7. Imagine the possibilities...

By now you may realise that blogging can **move your business forward** – By blogging you can:

- create dialogue with your customers by way of comments and feedback
- save HUGE amounts of time and money
- get found on Search Engines and achieve stronger search marketing results
- enhance your credibility and build the “Know, Like and Trust” factor
- distribute your multimedia.
- **HAVE FUN and express yourself like never before!**



K.I.S.S. Training

WordPress – what is it and why should I use it?

OK – so now you know what blogging is and why you should be doing it. BUT what do you need to use in order to get a blog “out there”? That’s an easy one word answer – **WORDPRESS**. Wordpress is a brilliant FREE Blogging software. It was originally designed for blogging but is so powerful and popular that it is being used by many businesses for their websites.

Why Should I Use Wordpress? IT’S FREE – but more about that below

Here are the top 10 Reasons from KISS Training

1. Complete control and easy-to-use.

When you use Wordpress you own your own blog – meaning your blog is not dependent on a blogging service's hosting or publishing service. You can install as many Wordpress installed blogs on your own hosting accounts, across as many of your domains as you want, and you enjoy total control over them. You can quickly and easily change the content and publish it instantly.

2. Its Cost Effective

Well you can't get more cost effective than **FREE**. Wordpress is open source, which offers you a free blogging application to use. This means you can install *multiple* blogs on many domains without incurring costs. How cool is that?

3. Growing and Strong community of users and developers.

Wordpress has a strong user and developer community, with comprehensive support and documentation. This is great as many of the "bugs" get sorted very quickly with revisions. Plus with so many users, there are many guides and workarounds featured on blogs created to help other Wordpress users

Developers create code, called "plugins", which offer enhanced performance and functionality for your blog. There are many “plugins” available for free downloads from the developer blogs.

4. Convenient 1-click install.

Installing a Wordpress blog is simple as it has a 1-click install feature offered via Fantastico in a cPanel hosting company's control panel. OK – so what's Fantastico and Cpanel. Don't panic!! Here is a simple explanation:

Wordpress is hosted on your hosting account (i.e Hostgator). Within Hostgator there is a Cpanel (control panel). In the Cpanel is a feature called Fantastico – and this allows you to install Wordpress at the click of a button!

5. WordPress helps you keep your website up-to-date

You can simply and easily create new pages, rearrange the order of pages, write and format text, insert images and video clips. Clickable links to other pages or websites are very easy to create.

As WordPress is also a blogging tool, you can publish articles that are automatically stored by month so your visitors can search for them. Using RSS your visitors can subscribe to every news item you write. That makes WordPress a great choice for running campaigns and promotions.

Using WordPress means never having to pay your web designer to do simple updates. You just login to your website with a password and start making edits yourself.

6. There are hundreds of great free themes you can download

You can easily and quickly change the entire look and style of your website at the click of a button – without losing any of the content already there. There are hundreds of FREE themes you can download to suit the style of your site.

7. Categories and sub-categories.

There is another blogging platform besides Wordpress that you may have heard of – Blogger. The major problem with this platform is the lack of “category” or “sub category” features. To offer links in the sidebar navigation, you have the hassle of having to add it manually.

With Wordpress categories come as standard so you simply add categories and sub-categories which allows for easy organization and usability for your blog

8. Comment feature.

A 'Comment' is a feature in Wordpress that encourages visitors to your site to offer feedback or to take part in a discussion about your postings. This feedback gives you an immediate connection with your visitors, and this helps you determine what your visitors are looking for – meaning you can be “ahead of the game” and provide them with what they want.

You have the option to choose to receive comments or not. You can also choose to moderate comments, in order to manage any inappropriate comments you may receive.

9. Revenue-generating flexibility.

Businesses and marketers use tools such as Wordpress as you can promote your products and services to visitors and generate revenue – which is the desired outcome for business owners and marketers. You can also add links to other suppliers who you may be affiliated too

10. It's easy to learn

WordPress is fairly intuitive and most people are confidently writing their website within a few hours of it being installed.

At **Keep IT Simple Software Training (KISS Training)** we know that everyone has their own learning style. We also know that many people prefer to learn on their own while many prefer to learn in a group. Many of you may prefer to look up the Online Training Guides available for Wordpress but there may be some of you who want LIVE training where you can interact and have your questions answered there and then.

This is where **KISS Training** can help as we offer LIVE online and interactive WordPress training. No more time (or money!) spent on travelling to venues – you can train from the comfort of your home or office – or anywhere your internet connection is.

SO.....if you want a FREE website with the ability to blog away to your hearts content AND also to have a professional business website then come to **KISS Training** to learn in Simple Easy Steps how to do this.

We can show you how to:

1. Install Wordpress using Fantastico in Hostgator
2. Install a theme so that you have a site that suits you and your business
3. Install "Plugins" – and which plugins we recommend you should use
4. Add Pages to your blog
5. Add video to your blog
6. Customise your site and add more functionality to it
7. Add Clickable links to other pages in your site or to other sites
8. Do much, much more.....

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