SmartAuthorSites.com
Web design, tools, and marketing strategies for 21st century authors.

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USING SMART AUTHOR SITES WORDPRESS SITES

VERSION: 2.0

Congratulations! You've got a Wordpress site that you can use freely to promote yourself and your writing online. Whether you're using Wordpress as a static web site (consisting of a set number of pages) or a blog that you update yourself, Wordpress offers powerful options for updating your own site regardless of your technical skills.

If you have any questions not answered here, don't hesitate to ask!

INTRODUCING THE ADMIN AND DASHBOARD

When Smart Author Sites launches your site, we will send you a link with a login and password for your Admin area. This should not be shared with anyone! This information allows you to modify the content on your site, and depending on your host, your content may or may not be regularly backed up. When we speak of the FRONT END of your web site, this is the area that people see. The ADMIN is the area you log in to when viewing or modifying your content.

Log in using the information we send, and the first thing you'll see is your dashboard

(note: if you are using a version of Wordpress other than 2.8, the screenshots may look slightly different)

This gives you a general overview of your site activity- how many pages you have, how many posts if you have a blog, and so on.

WHAT NOT TO TOUCH

There are some things in here you shouldn't mess with unless you know what you're doing. These include

- The "Change Theme" button. Your "Theme" is your site's appearance, and we have customized your site's look and feel for you. If you change your theme to one of the Wordpress defaults, you will lose this custom work.

- "Wordpress xxx is available. Please update now" messages. When Wordpress releases updates, at the top of your dashboard you will see this message. In most cases, Wordpress updates are quick and painless. But we recommend letting us update it for you, so that we can make sure all your site's features and plugins are supported in the update. If you're happy with the way your site is working, you may ignore the upgrade message entirely.

- Plugins: on the left menu you will see a link to Plugins. Plugins extend Wordpress' functionality in a number of ways, and can make your system quite powerful. You can use plugins to integrate Wordpress with a Facebook page, a Twitter feed, Youtube Videos, use it for Podcasting, etc. But if you're not sure what you're doing, it can easily break your entire site. If you see a plugin you're interested in, or see something on another site that you'd like to have, give us a call and we'll help you!

EDITING PAGES FOR A STATIC SITE

On your left menu in the Admin, you will mostly be using the Pages link if you have a static site, and the Posts link if your Wordpress is for a blog. If yours is the former, go ahead and click PAGES, and you'll see this menu:

Depending on how we've set up your navigation menu, a page you create using the Add New link may or may not appear in your site's navigation menu, so if you want to add new pages, you should send us an email. To edit your existing pages:

- Look through the list of your pages and find the one you're interested in editing.

- When your cursor is over the title of the page, a submenu will appear with the options to Edit, Quick Edit, Delete or View. Go ahead and select the EDIT option.

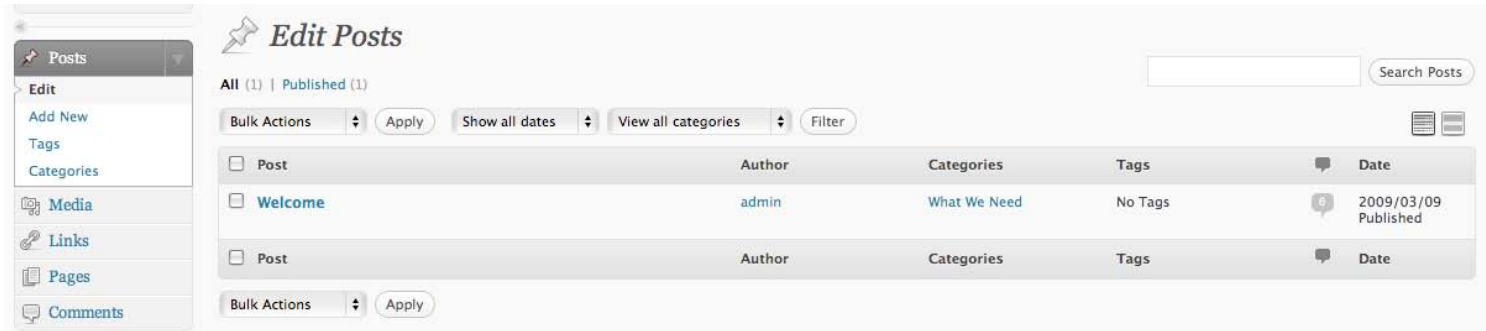- You will see your page's text appear in a web form, with a menu above it for formatting options.

- To use the formatting options, select a word or words the way you would in Microsoft Word, then click the option you wish to apply.

- The B will make your selection BOLD, and the I will make it ITALICS.

- To create a link, select your text and click the link button. A window will pop up asking you to enter the link:
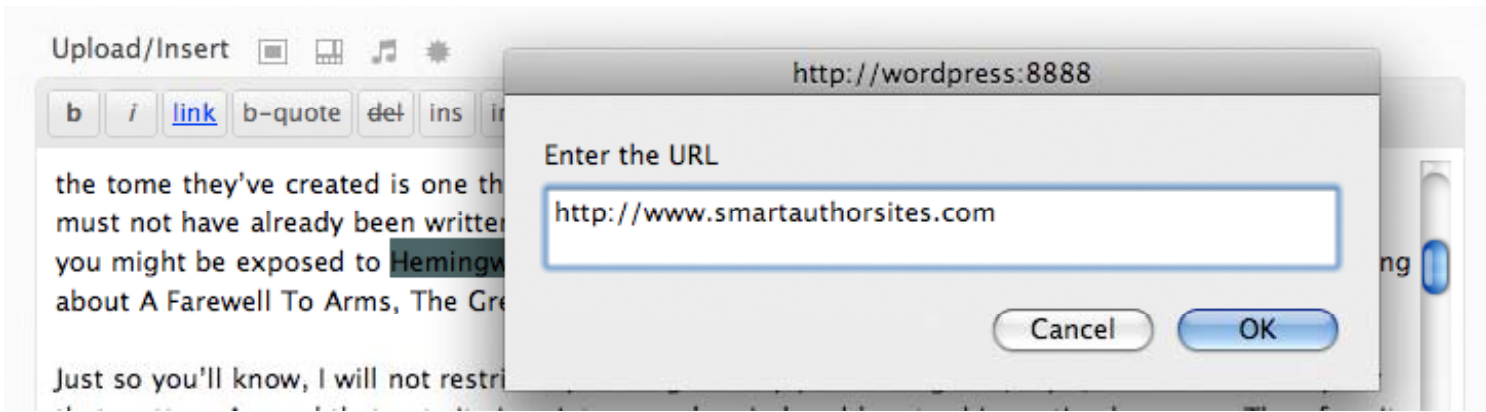
- Enter it and click OK. You will see your page modified to include the link code.

- B-QUOTE is used for attributions, and will display your selection in a "blockquote" style. If you're quoting other texts, this is useful.

- When your updates are complete, click the UPDATE PAGE button to your right and your page will be ready!

ADDING AND EDITING POSTS FOR A BLOG SITE

On your left menu in the Admin, you will mostly be using the POSTS link if you have a blog. If this is you, click POSTS, and you'll see something that looks like this:

You can use the Add New link to generate a new post. Note that posts are saved in Wordpress as DRAFTS until you're ready to Publish them, so you can go ahead and tinker with a post until it meets your satisfaction.

Here's what the Add Post page should look like:
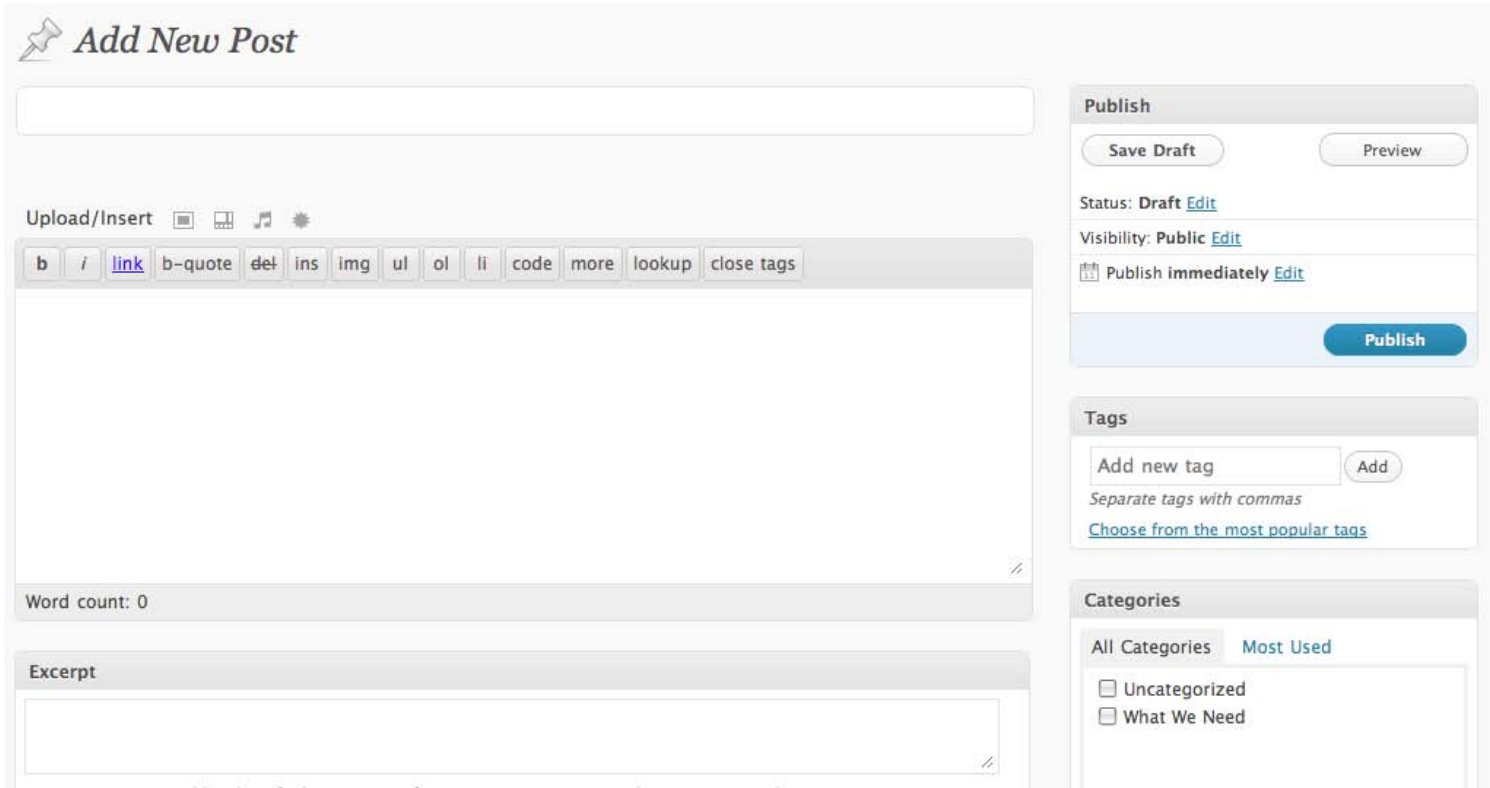
- Give your post a title in the top form field.

- Use the big area to write the content. You'll see formatting options above them just as you do when using a word processor application.

- To use the formatting options, select a word or words the way you would in Microsoft Word, then click the option you wish to apply.

- The B will make your selection BOLD, and the I will make it ITALICS.

- To create a link, select your text and click the link button. A window will pop up asking you to enter the link:
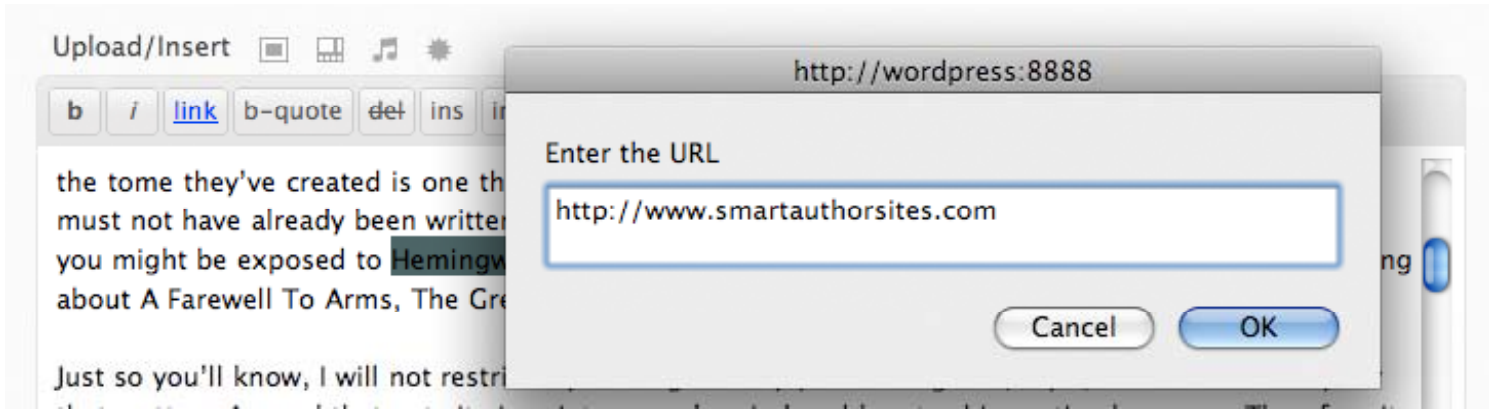
- Enter it and click OK. You will see your page modified to include the link code.

- B-QUOTE is used for attributions, and will display your selection in a "blockquote" style. If you're quoting other texts, this is useful.

- DEL will make your text appear with a strike through it (~~like this~~)

- If you have questions about the other options here, just ask or visit http://codex.wordpress.org/Writing_Posts

- If we have set up categories, select one at the right.

- When your post looks good to you, click PUBLISH and it will go out to the world!

- You can edit a post at any time through the edit link.

MANAGING COMMENTS

If you have a blog, you will hopefully receive comments from people reading your posts. This is a great way to encourage discussion and draw traffic to your site. As a rule, the first time a user leaves you a comment, you must approve it before it will appear on your site. This is to prevent spam and malicious use of your comments.

When you receive a new comment, you will receive a system-generated email. If the comment is a legitimate one, click the "Approve it" link in this email. Log on to your site if you're not already, and follow the instructions. The next time that specific user leaves a comment, it will be posted to your site immediately.

Caution: You are about to approve the following comment:

Are you sure you want to do that?

No   Approve Comment

Author	Cliff Gillock
E-mail	cgillock@aol.com
URL	http://winterstreetstudios.net
Comment	As I wrote you some time back I read your book and truly hope it is not based on your personal experience. Glad you're back in Texas. Look forward to following your blog.

If you wish to edit comments, approve or unapprove, or delete a comment that doesn't belong, click the COMMENTS link in the left for an overview of all the comments on your site.

KEEPING YOUR INFO UP-TO-DATE

If you change your email address or contact information, you should change it in your Wordpress admin so that comments and user feedback can continue to be sent to you. When logged in to your Wordpress admin, you will see your name in the upper right. Click your name to access these details.

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization, or SEO, determines how you appear on Google, Yahoo, etc… WordPress will automatically submit your blog entries to those sites, so the only thing you have to do is make sure your pages show up on the search results for the proper keywords.

When we build your WordPress site, we automatically install the "All in 1 SEO plugin" that is fully customizable. You can find this under the "Plugins" link on the left hand side. When we build this for you, we automatically include your basic information (such as your name and your book title as keywords). However, should you wish to add additional keywords, or review how your website/blog will appear on search results, do the following:

1. Go to the "Plugins" page from the link on the left side.

2. Click on the "configuration panel" link next to the All in One SEO Pack plugin

3. Adjust your text or keywords accordingly. In the "Home" fields you can enter a headline (what your site/blog will be called) and a description (what should appear underneath the title of your page in the search engine results pages). Feel free to add any additional keywords that you feel are relevant to your book or your website. DO NOT TOUCH the settings below these fields, as they are set to work at the best levels for your site. (Such as "dynamically generate for posts page" etc.)

For each individual blog post, you can also use the "Post Tags" box on the right hand side to add additional keywords that are specifically relevant to that entry.

PROMOTING YOURSELF

Now that you have a web site that you're managing yourself, you're on your way to increasing your visibility online. But without regular updates to your content and general online promotion, your site could suffer from a lack of traffic and a decline in search engine rankings. Continue to update your site with new content. When you comment on other sites, blogs, or message forums, include a link back to your site. Submit your web site to online directories. And don't hesitate to contact us if you need a more comprehensive online marketing strategy!