

“Become a Blog Master”

“A Simple Step by Step Formula for creating Business or Personal Blogs”



Blogs (weblogs) seem to always be in the news today...

- Why are blogs different to a website?
- What are people using blogs for?
- How do you use a blog for business?
- How can you set up your own blog?

Learn blogging strategies that can help your business find its way onto the front page of Google. Use your blog to have your say about things that interest you or that you think will interest other people. Alternatively, use a blog to drive traffic to your business website for more customer contact and greater sales. Whatever you want to use your blog for, don't miss this 1 day workshop that will let you in on all the things you need to know about creating a successful blog.

Duration

1 day

Learning outcomes

At the completion of this workshop attendees should be able to:

- Download and use Flock as an alternate internet browser
- Be able to research and select appropriate keywords to target
- Set up a new domain name and hosting
- Use a File Transfer Protocol program to upload to domain host
- Create a SQL database on their domain host
- Create a WordPress blog with a theme of choice
- Optimise a WordPress blog through settings and plugins
- Post text and images in WordPress
- Create a basic website by using simple templates for WordPress

Target audience

Blogs are becoming the most common online strategy to put forward personal views and opinions on a set topic or range of topics, and are increasingly being used by businesses for commercial use.

1. Individuals interested in setting up a personal or family blog
2. Small business owners wanting a cheap, simple and replicable way to get online
3. Business owners who want to use a commercial blog strategy to support their other online presence

Course pre-requisites:

The Blog Master workshop assumes no prior knowledge of blogs, HTML programming or website design. Participants should have a general understanding of personal computers and the Windows operating system.

Participants will have the option of hosting their blog on the WordPress.com site or choosing their own hosting company. In the event that participants wish to host their site with their own domain they will require a credit card with a minimum of \$100 credit for a registration and hosting package.

Pro-efficient Professional

The Future ON TRACK – TRAINED ✓

Ph: 0419 797 932 Email: info@sutherlandcomputers.com.au Web: www.sutherlandcomputers.com.au

This course will cover the following topics:

Introduction

What is a blog
Why blogs make sense to both individuals and businesses
Why search engines love blogs
Understanding what Content Management Systems (CMS) are
What is WordPress
Why use WordPress as a CMS

Download and use Flock as an alternate internet browser

There are more browsers than just Internet Explorer
What is Flock
Why is it useful for blogs
Configuring an internet browser makes life much easier
Some useful add-ons that you can use in Flock (or Firefox)

Research and select appropriate keywords to target

Understand what keywords are
Look at how keywords relate to your topic or business
Research keywords – the tricks to know
Learn to use the free Google Keyword Tool
Using keyword research to select a domain name
How many keywords can you use on a blog

Set up a new domain name and hosting

Consider what type of domain you want - .com, .com.au, .net, etc
Researching what is available
Things you need to look out for when selecting a hosting package
Where does email fit in with hosting
Register a domain name

File Transfer Protocol program

What is an FTP
When do you need an FTP
How do you use an FTP
Download a great free FTP

Create a SQL database

What is an SQL database
Why do you need a database
Creating it on a hosting account
Uploading WordPress on FTP
Configuring files to make WordPress work

WordPress themes

What is a theme
Why do you need a theme
Where can you get free themes
Should I buy a theme and what do I get for my money
Loading up a new theme into WordPress

Optimise a WordPress blog

The settings used in WordPress can make or break a blog
What is a plug-in and how does it work
Find plug-ins
Loading plug-ins, activation and set up.

Post text and images in WordPress

The basic structure of a WordPress blog explained
How to write a post
How to publish a post
Uploading images
Learn how to place and resize images

Create a basic website through WordPress

Look at some template programs available
Explore how a template fits into WordPress
Learn how to set a static page to enable a website to be created using WordPress

Some basic HTML coding to help the template

Related Courses:

As you grow your blog presence online, understanding and undertaking best practice Search Engine Optimisation (SEO) is a must. Learn how to optimise your pages so that Google can rank them higher in search results and drive targeted traffic to your business. Learn the secrets to obtaining a front page listing in Google by attending the *“SEO & Google”* 1 day workshop.

Implementing SEO on a blog is a good start to driving traffic to your business. If you want to learn how to drive traffic to your website using Pay Per Click and Google Adwords for an instant hit, you should attend the *“Online Advertising with Google Adwords”* 1 day workshop.

Cost per student: \$300.00

To make a booking please contact us on
info@sutherlandcomputers.com.au

Pro-efficient Professional

The Future ON TRACK – TRAINED ✓

Ph: 0419 797 932 Email: info@sutherlandcomputers.com.au Web: www.sutherlandcomputers.com.au