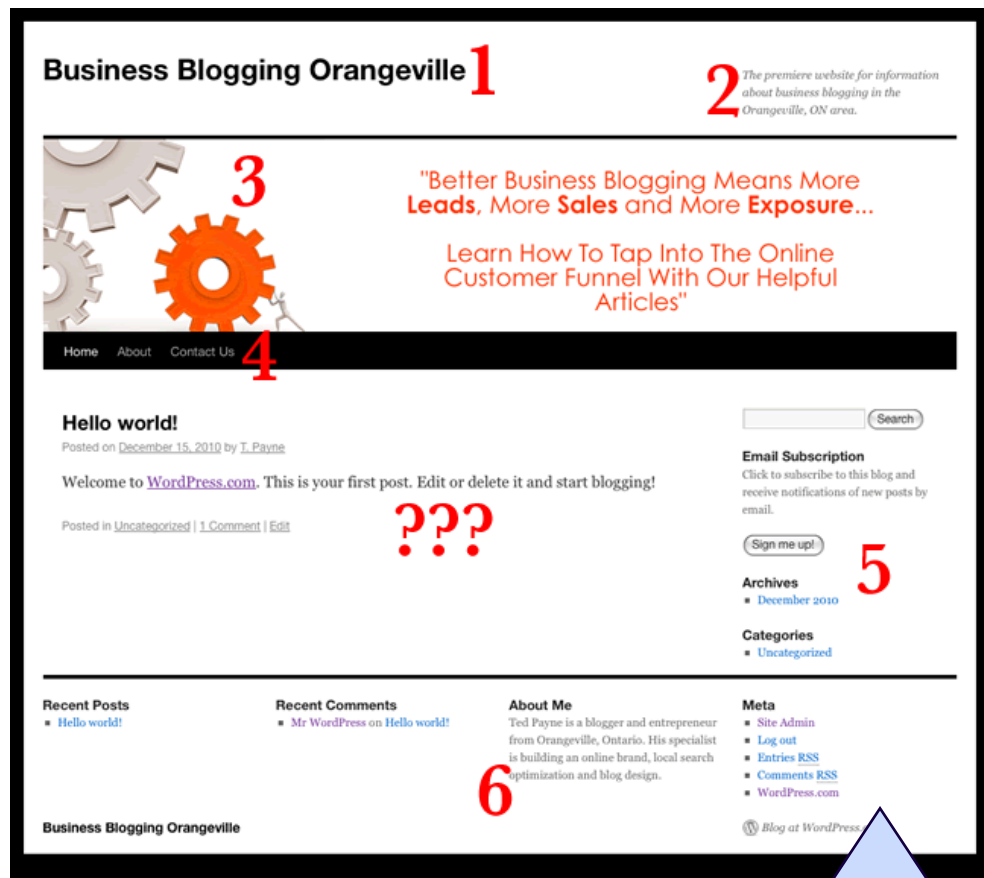


Lesson Ten

~ Adding Content a.k.a. Posts ~

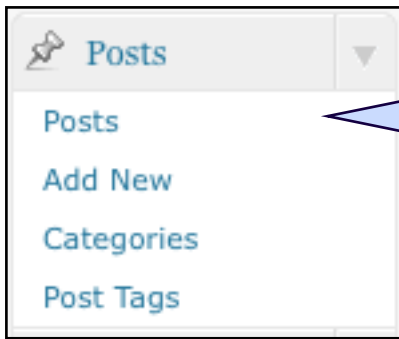


Before we talk about posts, let's see where we are after nine lessons. Above is a picture of our current blog. This is everything we have accomplished so far:

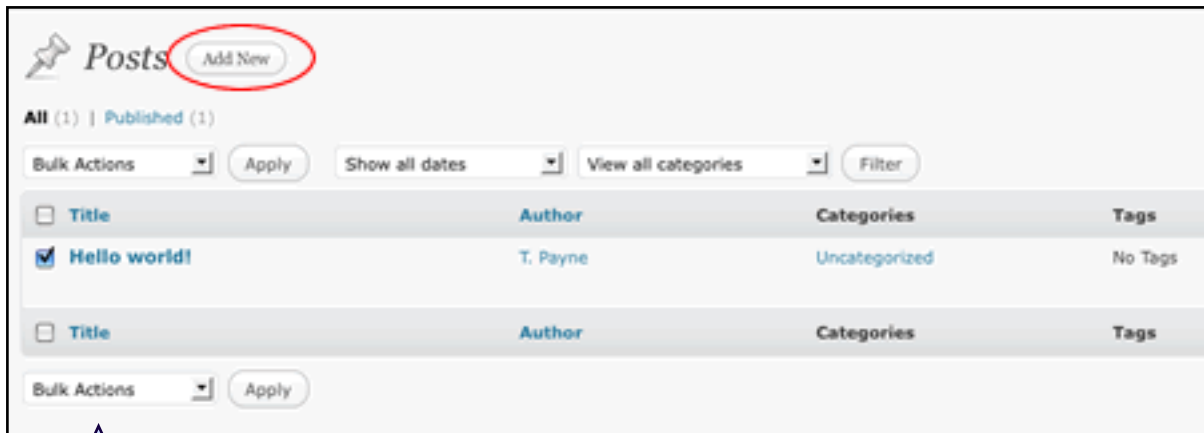
1. In General Settings we added our own Blog Title.
2. In those same settings we added a tagline, or description of our blog.
3. We added a custom header to make our blog stand out from the pack.
4. We added an About and Contact page, WordPress automatically added them to our blogs navigation.
5. We added widgets to our Primary and/or Secondary Widget Areas.
6. We also added widgets to all four of our Footer Widget Areas.

???. This is where your posts will show up. Your blog will list your posts in handy chronological order. The power in blogging lies within the posts. They will make up the majority of your content. Blogs make it very easy to consistently add this content. Regularly posting is the key to a successful blog.

This is the last step you need to learn, so let's take a closer look at creating posts for your blog...

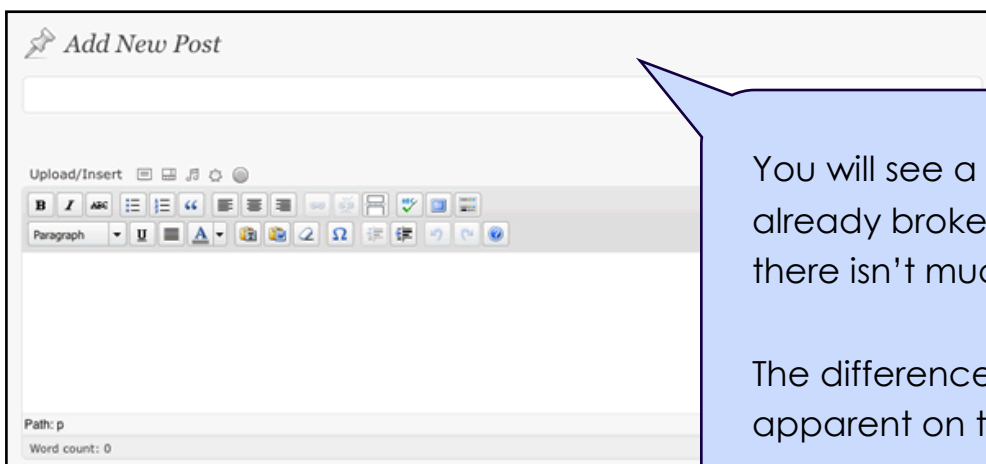


To add posts, we go back to the WordPress Dashboard menu. This time look for the Posts Pane. When you find it click on Posts. This will bring up a chronological list of your blog posts.



This window looks exactly like the pages window, but it lists your posts instead. It also has a couple of different columns, like Categories and Tags for example.

First off, hover over the "Hello World!" title until you see an option pop up that lets you "Trash" the post. This is just a placeholder and we will be replacing it with our own posts. When you have it deleted, click on the "Add New" link circled above.



You will see a familiar sight - the editor. We already broke this down in previous lessons, so there isn't much to add here.

The differences between the two are more apparent on the right hand side of the screen...

Right underneath your Publish Pane (which is same as the pages one) you will see these fields:

“Format” is a setting that lets you choose from any post templates that may exist. For the majority of your posts standard will be the best choice.

Underneath is the “Categories” Pane and this is pretty important. This allows you to categorize your posts. That way if someone wants to search for a particular subject or type of post they can search the category.

When you create your post make sure you check mark the proper category. To add a new one, simply click “Add New Category” and type it in. When you click it you will see a field for “Parent Category”. You can ignore this, or you can use it to setup a hierarchy of your categories. This allows you to have categories within categories. For example you could have a House category and that category can be broken into smaller categories like “3 Bedroom” or “With Swimming Pool”

Finally, you will see the “Post Tags” pane. Tags are another way of organizing your posts. It is just another way to ensure people can quickly find what they are looking for on your site. Just enter a couple terms that relate to the post here. Use terms that describe the post. Click “add” to add the term, You can add as many as you want.

Those are really the main differences between the page and post editor. Almost everything you learned about the page editor previously is the same for posts.

The image shows a screenshot of the WordPress post editor sidebar. It is divided into several sections:
1. **Publish**: Contains buttons for 'Save Draft' and 'Preview'. Below these are status and visibility settings: 'Status: Draft' with an 'Edit' link, 'Visibility: Public' with an 'Edit' link, and a 'Publish immediately' button. At the bottom of this section are 'Move to Trash' and 'Publish' buttons.
2. **Format**: Shows three radio button options: 'Standard' (selected), 'Aside', and 'Gallery'. Below the options is a small text note: 'Need help? Use the Help tab in the upper right of your screen.'
3. **Categories**: Has two tabs, 'All Categories' and 'Most Used'. Under 'All Categories', there is a list with one item, 'Uncategorized'. At the bottom of this section is a link: '+ Add New Category'.
4. **Post Tags**: Features an 'Add New Tag' input field and an 'Add' button. Below the input field is the text 'Separate tags with commas' and a link: 'Choose from the most used tags'.

Posts are the integral part of your blog. If you want to build a readership and generate leads/business you have to regularly post. You follow the same basic process as creating a page. Just follow these basic steps each time you want to create a blog post.

1. Under Posts in WordPress menu, click on "add new".
2. Make a title for your blog post. Make it something people might search for in Google if you can. Your blog post can show up in Google searches.
3. Add your content and style with the Editor's toolbars. Use the Upload/Media area to add pictures and other media.
4. Either add a category or choose an existing one for your blog post.
5. Add or choose the relevant tags.
6. Using the publish pane, either publish or schedule your blog posts.

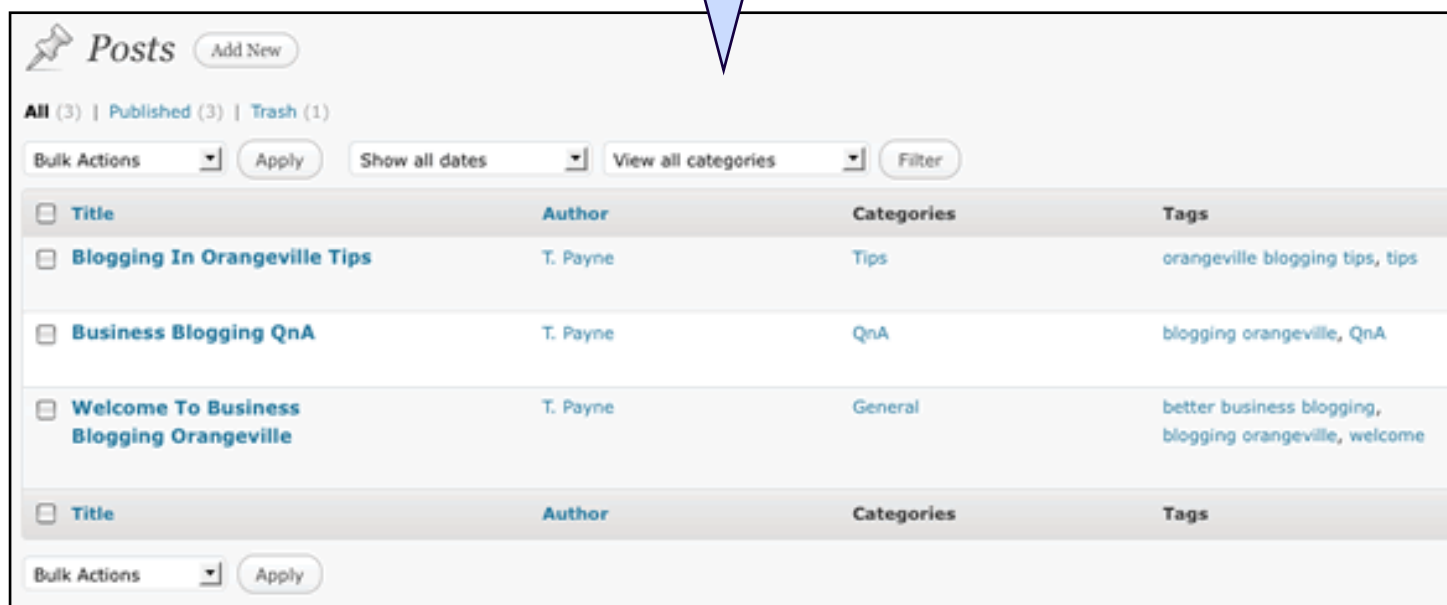
That is really it.

That is the power of a blog. You can quickly add content to your website and it is naturally ordered and stored in a way that people can easily navigate.

The KEY is to post as often as possible, with information that people are looking for. If you are starting a blog, then you are taking on the task of consistently producing quality content.

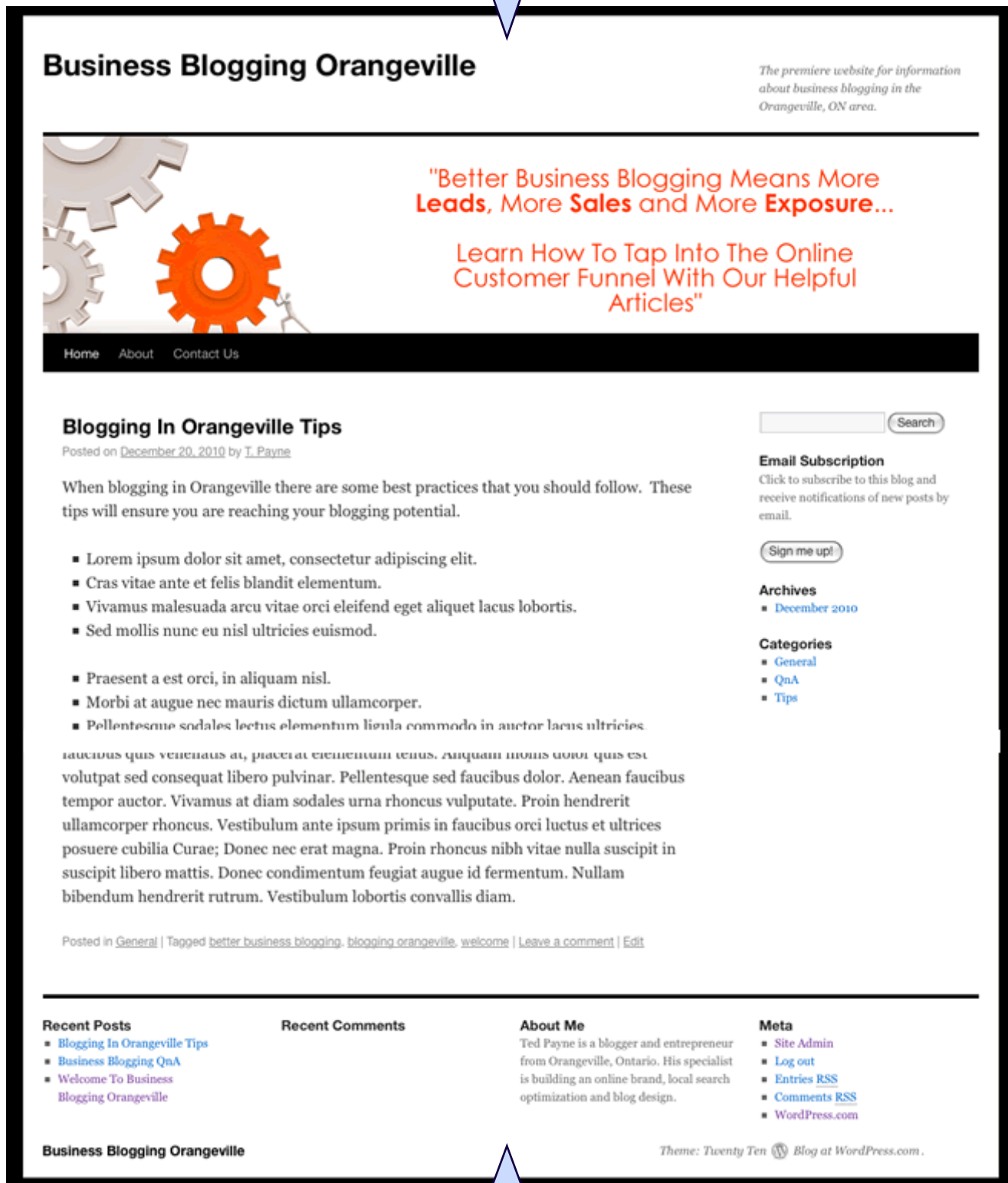
For the purposes of this tutorial I went ahead and published three blog posts. I started with a welcome post. Then I included a question and answer post about my business. Lastly, I shared some tips related to my niche.

Once you create and publish three posts, find them by clicking Posts in the Posts menu. You will see them listed like below.



 Posts Add New			
All (3) Published (3) Trash (1)			
Bulk Actions ▼ Apply Show all dates ▼ View all categories ▼ Filter			
<input type="checkbox"/>	Title	Author	Categories
<input type="checkbox"/>	Blogging In Orangeville Tips	T. Payne	Tips
<input type="checkbox"/>	Business Blogging QnA	T. Payne	QnA
<input type="checkbox"/>	Welcome To Business Blogging Orangeville	T. Payne	General
<input type="checkbox"/>	Title	Author	Categories
Bulk Actions ▼ Apply			

Now check out your blog's homepage and you will notice your new posts are listed.
(screen shot below has been cut for size)



Any time you add a new post it will automatically be added to the top of your blog in the content area.