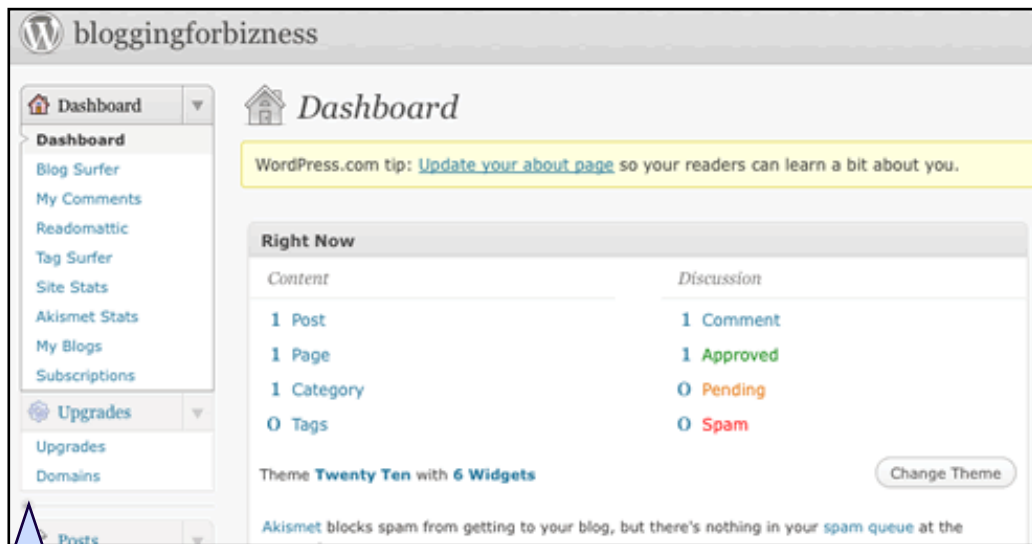


Lesson Two

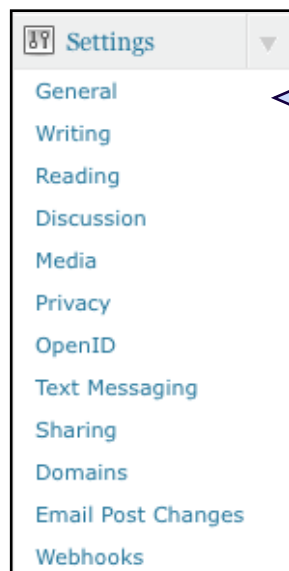
~ WordPress Settings ~



When you have closed your welcome pop-up you will be in the back office of your website. This area, the “dashboard” is where you can control every aspect of your website. The power in the dashboard is the fact you can access it anywhere, on any computer.

The most important part of this page is the menu on the left hand side. This is the crux of your WordPress business blog and almost any work you do on your site will lie within this menu.

For the purpose of this lesson, we will be looking at one menu in specific: Settings. This menu pane can at the bottom of the left hand menu. Click the arrow besides settings if the menu isn't expanded.



The first thing I suggest doing before you build your business blog is to tweak your settings.

This lesson will look at the best practices for the following:

- General
- Reading
- Sharing

You can browse the other settings if you want, but the above three are all that we consider necessary.

General Settings

Site Title: Blog Picture / Icon

Tagline: In a few words, explain what this site is about.

E-mail address: This address is used for admin purposes. If you change this we will send you an e-mail at your new address to confirm it. The new address will not become active until confirmed.

Timezone: UTC time is 2010-12-16 14:33:47
Choose a city in the same timezone as you.

Date Format: ☒ December 16, 2010
☐ 2010/12/16
☐ 12/16/2010
☐ 16/12/2010
☐ Custom: December 16, 2010
[Documentation on date and time formatting.](#)

Time Format: ☒ 2:33 pm
☐ 2:33 PM
☐ 14:33
☐ Custom: 2:33 pm

Week Starts On:

Language:
Language this blog is primarily written in.
 You can also [modify the interface language](#) in your profile.

Upload a picture (jpeg or png) to be used as your blog image across WordPress.com. We will let you crop it after you upload.

To start, click on General in the settings pane. You will see the above page, there are a couple fields we are going to want to adjust:

1. **Site Title:** You will want to change the title of your site to reflect your business. If you want to attract local customers you will want to use your location as well. Try to create a title that people could potentially search for in Google. For example, an Orlando based florist could use something like: "Orlando Florist Questions" or even just "Orlando Florist". This Site Title is the first thing search engines will see on your website.
2. **Tagline:** This is a short blurb where you can sell yourself and describe your blog. Keep it limited to less than 150 characters. Continuing with the above example something like "Answering all of your Orlando Florist questions" could work.
3. **Email Address:** Any site updates (i.e. comment notifications) will come to this email address. If you want to use a different address than the one you used to sign up, change it here.

You can change or ignore the rest of the general settings as you see fit. They are certainly not integral to the success of your blog and are more about personal preference. I would suggest that you add a "Blog Picture" though. If you don't want to use a pic of yourself, use your logo or a pic of your business.

Reading Settings

Front page displays ☒ Your latest posts
☐ A static page (select below)
Front page:
Posts page:

Blog pages show at most posts

Syndication feeds show the most recent items

For each article in a feed, show ☒ Full text
☐ Summary

Enhanced Feeds

Add to each article in your feed: ☐ Categories
☐ Tags
☒ Comment count
Changes may not appear until you create a new post or your news reader refreshes.

Email Settings

These settings change emails sent from your blog to subscribers.

Invitation Text
This is an automated message sent by the WordPress.com subscription service. You must confirm your request to subscribe to a WordPress.com site by reading the details below.
Introduction text sent when someone subscribes. Site and confirmation details will be automatically added.

[Save Changes](#)

Once you are done with **General Settings**, click on **Reading Settings** which is two down from General in the Settings menu pane.

In Reading settings we want to pay attention to two things:

1. **Blog Pages Show at Most:** This setting controls how many blog posts show up on the front page of your website. Right now since we haven't made any blog posts, you can leave it as is. Once you have some blog posts on your site, keep this setting in mind and you can tweak it however you like. For this example, I kept mine at ten.
2. **Email Settings:** One option with WordPress blogs is to add the ability for your readers to subscribe to your site for email updates. This is very handy and important so that you can keep a running dialogue with your readers. I suggest tweaking the message they receive though. As you can see it starts off with "Howdy". This is fine if you have a Western wear empire but it may lack professionalism for other businesses. Change this greeting to something more appropriate for your business or niche.

Those are the only Reading Settings necessary to change.

Sharing Settings

Available Services

Drag and drop the services you'd like to enable into the box below.

[Add a new service](#)

Enabled Services

Drag and drop available services here

Services dragged here will be hidden behind a share button.

Live Preview

Sharing is off. Please add services above to enable

☒ Show a like button and who has liked my post on all of my blog posts above the comments section

Default button style:

Sharing label:

Open links in:

Show sharing buttons on:

[Save Changes](#)

When you are done with the **Reading settings**, the next and final settings to tweak for now are the **Sharing Settings**, once you click on that you will see the above window. These settings will allow you to make sure your website is easy to share around the web.

1. First off, all you have to do is drag the available services you want into the enabled services area. You can choose any or all of the services. I suggest a bare minimum of Email, Digg, Facebook and Twitter.
2. If you drag the available services into the gray box in the enabled services area, the separate services will be hidden behind one Share button. WordPress includes a Live Preview Area right below so you can see how it will look. Whatever you see in this area will be at the bottom of each of your Posts.
3. The settings below are personal preference. You can change the style of share buttons, the label and where you show the sharing buttons. Of important note is the "Open Links In..." field, I always switch this to "New Window" so people don't have to leave your site to share it.
4. When you are done, click "save changes."

Although there are many other settings available to tweak, the ones we have gone over are more than enough to get your business blog up and running. You can peruse the other settings at your own leisure.

Congratulations, you now have the integral settings set and can move on to our next lesson...