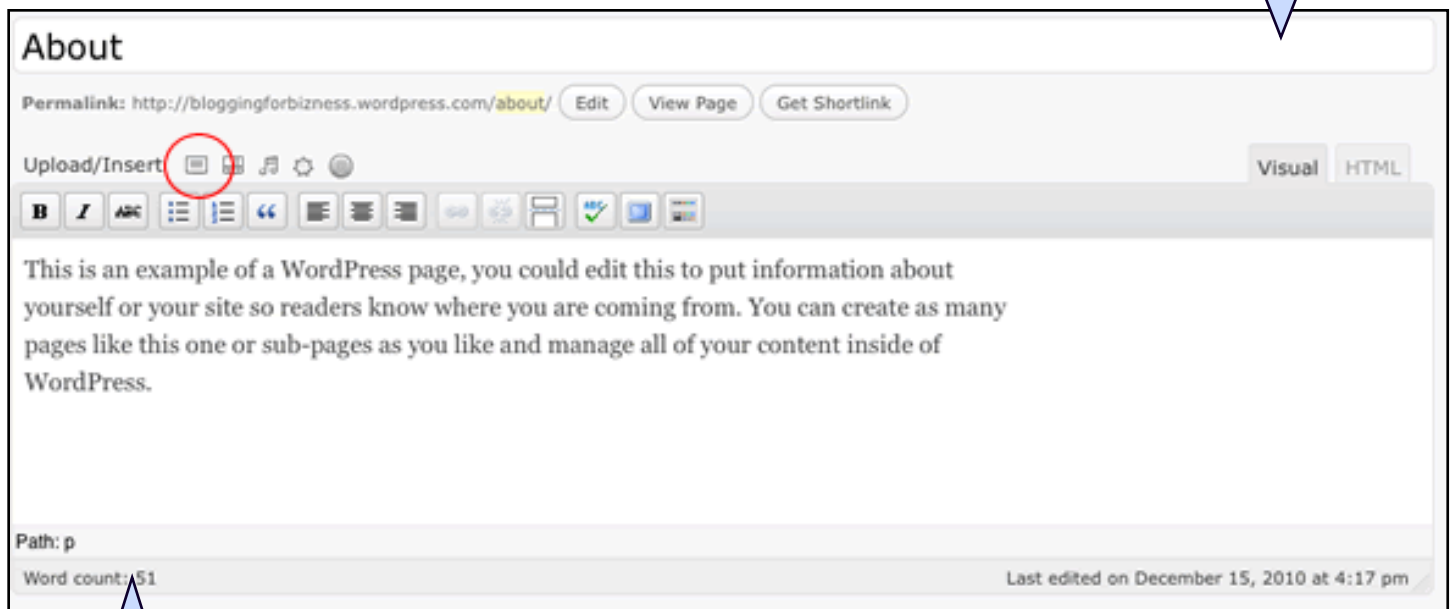


Lesson Eight

~ Creating The About Page ~

Last lesson we looked at the page editor in general. The goal was to get comfortable enough to be able to create your own pages. This lesson will look at creating the first one. If you are still in the editor for your “About” page then we can pick up where we left off.

If you aren't then visit your WordPress Dashboard, look for the Pages subheading in your left hand menu and click on “Pages”. You will see a list of your pages (currently just About) so go ahead and click on that and you will be brought back to the editor from last lesson. Now we can begin...



The first thing you can do is delete the information that WordPress automatically adds. Simply, click somewhere in the large window and delete all of that info.

Next, if you want, you can add a picture. A picture adds an eye catching visual element to your about page. If you don't have a picture right now you can skip this step. Just make sure you come back to it when you have a picture you are happy with.

If you want to brand yourself as an expert in your field, a picture of yourself is great. You can also use a picture of your business, staff or some of your products.

To add a picture simply click the “Add Picture” icon in the “Upload/Insert” toolbar at top of editor. For your convenience we circled the icon.

Add an Image

From Computer From URL Gallery (1) Media Library

Add media files from your computer

Allowed file types: **jpg, jpeg, png, gif, pdf, doc, ppt, odt, pptx, docx, pps, ppsx, xls, xlsx.**

Choose files to upload **Select Files** Cancel Upload

Maximum upload file size: 1GB

You are using the Flash uploader. Problems? Try the [Browser uploader](#) instead.

186.4 kB used, **3.0 GB (100.0%)** upload space remaining. You can upload mp3, m4a, wav, ogg audio files and increase your available space with a [Space Upgrade](#). You can upload videos and embed them directly on your blog with a [Video Upgrade](#).

Once you have clicked the icon a pop up window will open up.

From here you can click "Select Files" and navigate to your picture on your computer and choose to upload it.

The pop-up will change...

Add an Image

File type: image/png
Upload date: December 22, 2010
Dimensions: 400 × 375

Edit Image

Title * 8AKW6

Alternate Text
Alt text for the image, e.g. "The Mona Lisa"

Caption

Description

Link URL
http://bloggingforbusiness.files.wordpress.com/2010/12/8akw6.png
None File URL Post URL
Enter a link URL or click above for presets.

Alignment
☒ None ☐ Left ☐ Center ☐ Right

Size
☐ Thumbnail (150 × 140) ☒ Medium (300 × 281) ☐ Large ☐ Full Size (400 × 375)

Insert into Post [Use as featured image](#) [Delete](#)

Save all changes

It will now include a thumbnail of your image with a number of options underneath it.

The "title" area is simply the title of your picture. If you are an advanced blogger you might want to use keywords in both this field and the alternate text field below it.

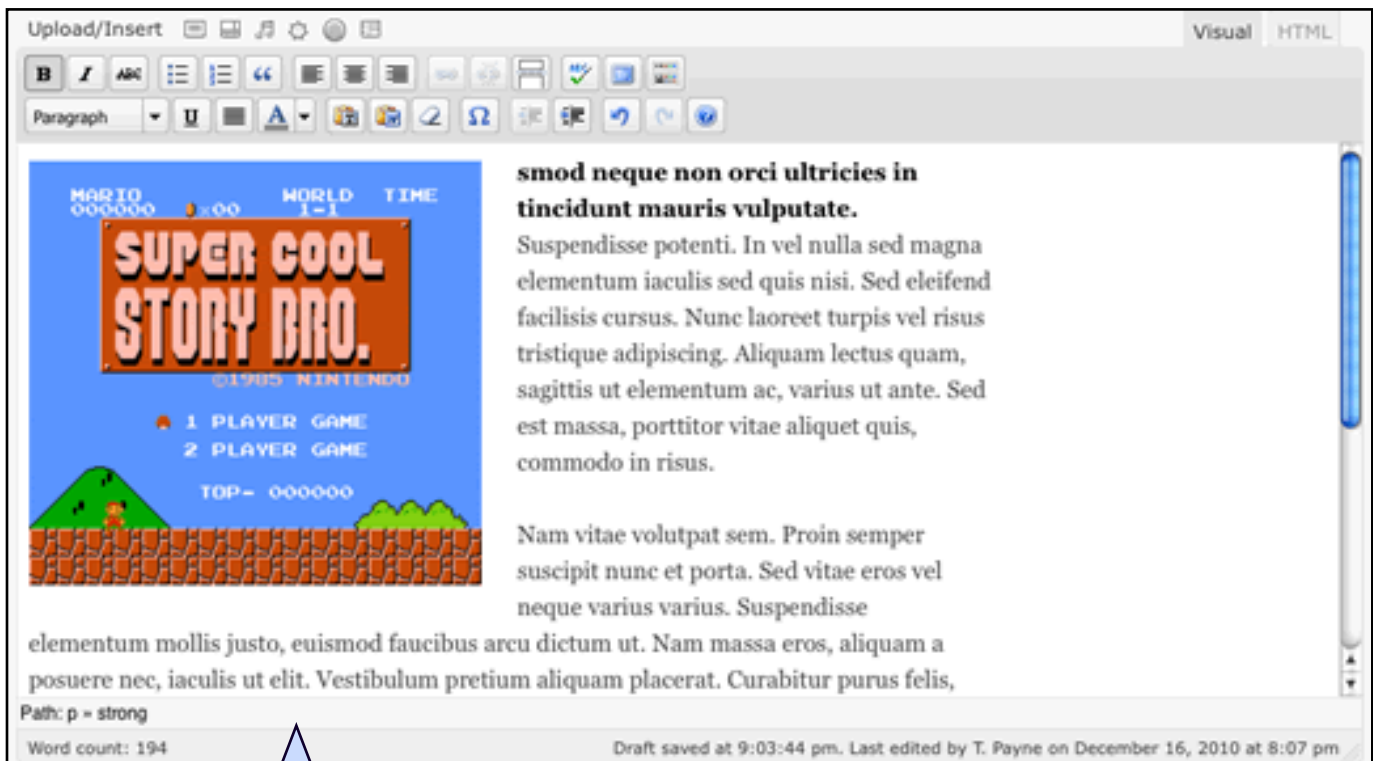
You can also include a "caption" with the picture. WordPress will handle the styling.

A "description" field is also included but you can ignore that for now.

The "Link Url" field allows you to make the picture a clickable link to another website. If you have a business website, it might be a good idea to link to that, otherwise leave the field blank.

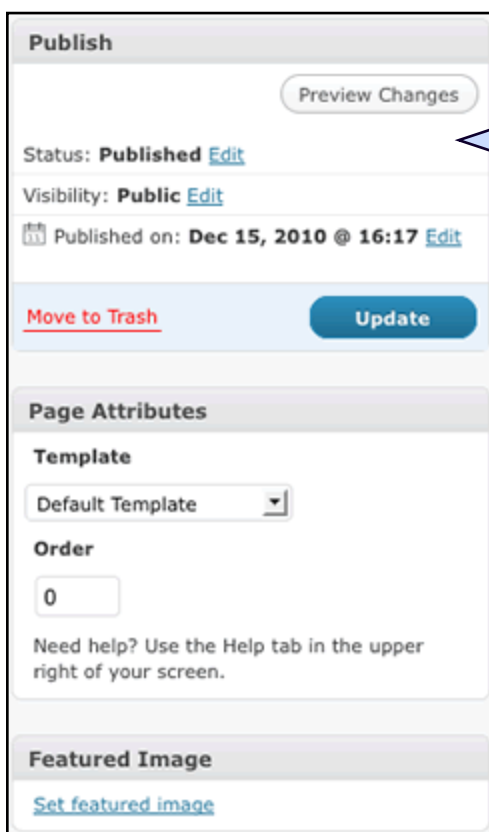
The final options allow you to align the picture and choose the size. The images beside the alignment choices will show how the text will wrap around the image. For the purposes of this tutorial I chose left alignment. You can also choose from a couple of different sizes.

Now you simply click "Insert Into Post" to add your picture to the page.



Once you have inserted the picture, you will see it in your editor. Now you can enter your "About Us" info. Just write a little about yourself and your business. It doesn't have to be a novel, in fact keeping it simple is suggested. I set the picture alignment to the left, so the text automatically wrapped around the picture with that nice buffer.

The top text is darker than the bottom text because I used the "B" (bold) button to create it. You can use the toolbar of the editor to style your blurb.



When you have your picture inserted and your blurb written/styled you can now publish it.

On the right of the editor page is the Publish Pane you were introduced to in previous lessons.

Since this About page already existed the blue button says "Update". If it was a new page it would say "Publish". Whatever it says now, click it and your page is officially live. You will see the classic yellow box that urges you to view the new page appear. Do so now and make sure it is up to your standards.

If you ever want to make changes, fix a mistake or add info you can access this About page from the Pages menu in the back office of WordPress.

Congrats on publishing your first page!