

OnYourMark, LLC CLIENT ALERT!



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Blogs Are Here!

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Introduction

Your own website blog is now available! To see your blog, visit <http://blog.SampleNameHere.com>, replacing "SampleNameHere.com" with your website's address. Post articles, news, events and more to your website's blog!

Your blog is included as part of the hour per month of maintenance provided with your website hosting and email service. We will use the blogs as a platform for more services in the coming months.

A link to your blog is available on your website's SiteMap. If you wish to have your blog incorporated into the navigation of your website (see a sample at Sites4Brokers.com), please email info@OnYourMark.com or call!

Accessing Blog Administration

To access the blog's administration:

- Log in to your Gateway at gateway.onyourmark.com
- Click the *Power Tools* tab
- Click the *Blog Administration* link
- You will now be on the WordPress administration page. You may wish to bookmark this link.

The first time you log in to the blog, you will log in on the blog page with the username **admin** and your Gateway password.

If you do not know your Gateway username and password, please email gatewayinfo@OnYourMark.com or call us.

WordPress login form showing the username 'admin' and a password field. The form includes a 'Remember me' checkbox and a 'Login >' button. Links for '< Back to blog' and 'Lost your password?' are visible at the bottom.

How Does It Work?

Tutorials on how to operate the blog are available at <http://codex.wordpress.org>. See [Getting Started](#) below for an overview of the blog's basic features. We will introduce a new blog feature every month in *PromoSupport News*.

Please read through this tutorial thoroughly before using your blog. You can also email gatewayinfo@OnYourMark.com or call us for blog assistance.

Why Blog?

Web Logging is a fast-growing component of web publishing, and offers a number of advantages to a standard web presence. Blogs - done properly - lend themselves to fast registration with search engines... often prompting an indexing simply by virtue of posting! Blogs lend themselves to feeding other sites. Blogs have a friendly, human feel to them. They enhance credibility simply because they're not polished pages canned for presentation.

Blogging Resources

Need a sample to see what the blogs can do? Visit blog.RegisterSuccess.com to see a frequently-updated blog.

[The Beginner's Guide to Corporate Blogging](#) (PDF) is an excellent resource for new bloggers; we highly recommend reading the helpful tips in this tutorial.

WebLoggers.org is excellent for beginners and advanced bloggers alike. Keith Klein publishes this four-month old forum with over 4,000 posts. Keith invites you to post questions and suggestions there, or to call him to talk blogging anytime!



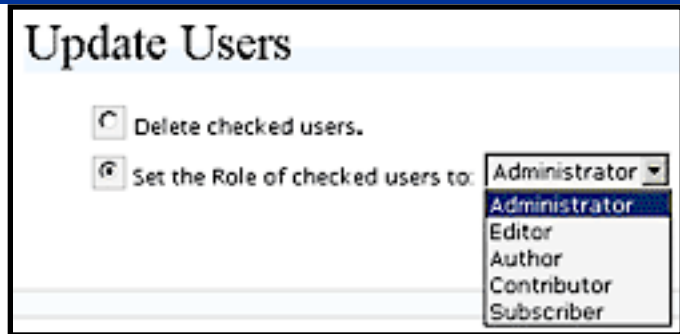
Getting Started

Creating a User

The first time you log into your blog, you will be logged in as **admin**. Any posts you make will show up as posted by **admin**. To add personalization, you may wish to create a user with your own name or identity. You can use your first or full name, depending on your privacy concerns (ex: allison, John_Doe) or an identity that reflects your job or interests (ex: sales_guy, HRdepartment, PackerFan). To create an identity, do the following:

1. Click **Users > Authors & Users**
2. Scroll down to the **Add New User** form
3. Complete the form. The **Nickname** field will be your username (it is case-sensitive). Enter your email address in the **E-mail** field.
4. Click the **Add User** button. You will receive an email confirmation.

- At the top of the screen under **User List by Role**, check the box in the **ID** column next to your name.
- Under **Update Users**, click the button next to **Set the Role of checked users to:** and select **Administrator** from the drop-down.
- Click **Update**.
- Click **Sign Out** at the top of the page. You can now log in with your new username.



Creating Categories

We recommend creating categories for your posts before making blog entries.

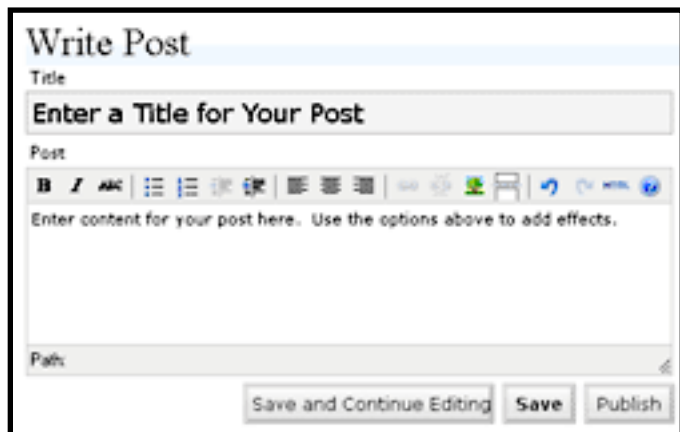
- Click **Manage > Categories**
- Scroll down to the **Add New Category** form
- Enter a **Name** for the category (ex: Website Updates, Trade Shows, Industry News). Enter a **Description** to tell users what the posts in the category are about. When you have several categories created, you can use the **Category Parent** menu to nest categories.
- Click the **Add Category** button.



Creating Posts

To add content to your blog:

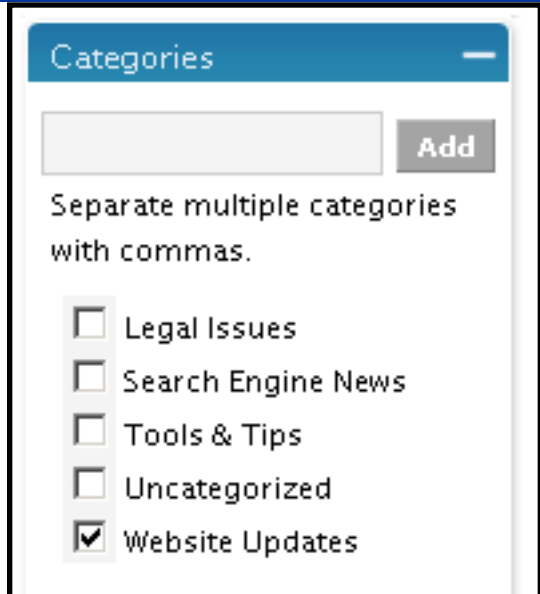
- Click **Write**
- Enter a **Title** for the post. Write your content in the **Post** section.
- Click **Publish** to make the post live. Click **Save** to save your post for later editing (the post will not be live). Use **Save & Continue Editing** to save your post as you write it.



Advanced Posting Options

When you make a post, you can use the following options on the right of the screen to add extra features to your post. Click the + next to each option to see its full range of features. Click the - to close the options.

- **Discussion:** Checking *Allow Comments* allows users to comment on your post. Checking *Allow Pings* allows blog search engines to index your post.
- **Password-Protect Post:** If you enter a password, only users with the password will be allowed to view the post.
- **Post Slug:** This option will create an easy-to-use URL for your post (ex: blog.samplenamehere.com/my-post-title). You do not need to edit this feature.
- **Categories:** Check the boxes next to the categories you want the post to appear in.
- **Post Status:** Set the post as *Public* (anyone can read it), *Private* (only you can read it) or *Draft* (saves the post to be worked on later).
- **Post Timestamp:** Edit the post's date here; this is helpful for backdating entries.
- **Post Author:** You can select an author from the drop-down.



Categories

Separate multiple categories with commas.

- Legal Issues
- Search Engine News
- Tools & Tips
- Uncategorized
- Website Updates



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