

# Blog Tutorial

## How to operate your website's blog

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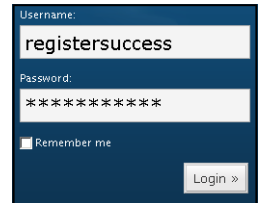
[www.OnYourMark.com](http://www.OnYourMark.com)  
[office@OnYourMark.com](mailto:office@OnYourMark.com)

### Overview

A blog (short for "weblog") allows you to quickly post articles, news, events and more to your website! Your blog is included as part of the hour per month of maintenance provided with your website hosting and email service.

### Accessing Blog Admin

1. Go to your site's blog at <http://blog.SampleNameHere.com> (replace SampleNameHere.com with your site's URL)
2. Click the **Login** link under **Tools** on the right side of the page
3. Enter the following Username and Password:



Username: registersuccess  
Password: \*\*\*\*\*  
 Remember me  
Login »

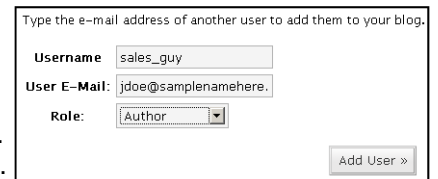
Your username is: \_\_\_\_\_ Your password is: \_\_\_\_\_

4. Click the **Login** button to complete logging in

### Adding and Maintaining Blog Users

The first time you log into your blog, you will be logged with the username and password listed above. Any posts you make will appear with this username. To add personalization, you may wish to create a user with your own name or identity. You can use your first or full name (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 **Username** 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 with a password.
5. Click **Sign Out** at the top of the page. You can now log in with your new username.



Type the e-mail address of another user to add them to your blog.

Username: sales\_guy  
User E-Mail: jdoe@samplenamehere.  
Role: Author  
Add User »

You can also use this process to add other users to your blog.

To modify a user's permissions, check the button next to the user's name under the **ID** column. Use the **Set the Role of checked users** to drop-down to assign roles. Click **Bulk Update** to record the changes.

Users can have the following roles:

- **Administrator:** Somebody who has access to all the administration features
- **Editor:** Somebody who can publish posts, manage posts as well as manage other people's posts, etc.
- **Author:** Somebody who can publish and manage their own posts
- **Contributor:** Somebody who can write and manage their posts but not publish posts
- **Subscriber:** Somebody who can read comments/comment/receive news letters, etc.



ID	Username	Name	E-mail	Website	Actions
<input type="checkbox"/>	1	admin	support@onyourmark.com		View 10 posts Edit
<input type="checkbox"/>	26	kristen	kristen@onyourmark.com		Edit
<input type="checkbox"/>	3	mike	mike@onyourmark.com		Edit

**Update Selected**

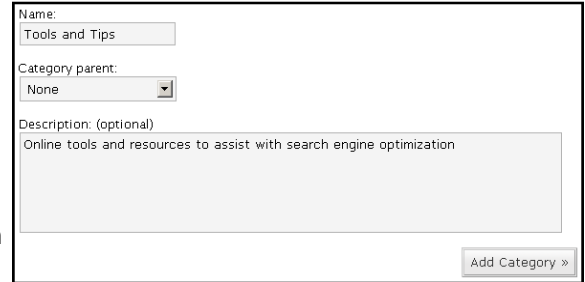
Remove checked users.  
 Set the Role of checked users to: Administrator  
Bulk Update »

You can also use the **Edit** link next to a user's name to change user contact information and passwords.

## Creating Post Categories

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

1. Click **Manage > Categories**
2. Scroll down to the **Add New Category** form
3. 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.
4. Click the **Add Category** button.

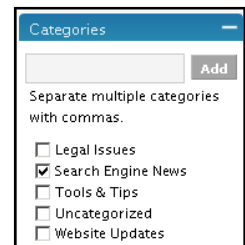
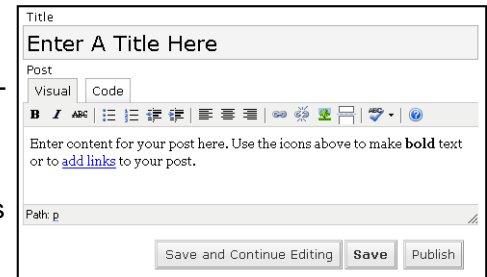


## Creating Posts

1. Click **Write > Write Post**
2. Enter a **Title** for the post. Write your content in the **Post** section.
3. Click **Publish** to make the post live. Click **Save** to save your post for later editing (the post won't be live). Use **Save & Continue Editing** to save as you write.

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.

- **Categories:** Check the boxes next to the categories you want the post to appear in.
- **Discussion:** Checking *Allow Comments* allows users to comment on your post. Checking *Allow Pings* allows blog search engines to index your post (recommended).
- **Post Password:** If you enter a password, only users with the password can 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.
- **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:** This defaults to the current date and time. Entering a date in the future will make the post appear on that day. You can also backdate entries.
- **Post Author:** You can select an author from the drop-down. The selected author's name will appear with the post.



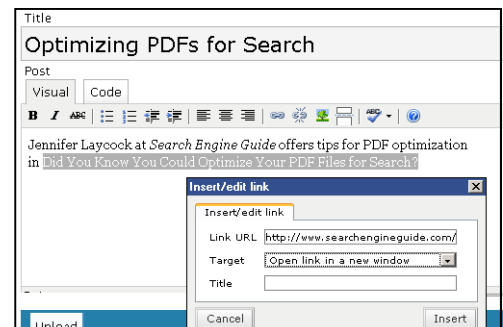
## Adding Links to Posts

To create a link within the text of a post:

1. Click **Write**
2. Enter a **Title** for the post. Write your content in the **Post** section.
3. If you type a link in the Post section (ex: <http://www.SampleNameHere.com>), it will automatically turn into a clickable link. You must add the `http://`.

To make text show up as a link like this: [OnYourMark, LLC](#):

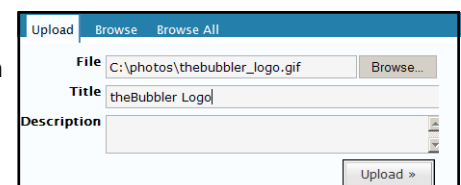
1. With your mouse, highlight the text you want to appear as a link
2. Click the **Link** icon. A box will pop up.
3. Enter the **Link URL** (ex: <http://www.SampleNameHere.com>). **Target** allows you to select how the link will open when clicked on (in the same window or in a new window). **Link Title** is optional; you can enter text here describing the link.
4. Click **Insert**. The link will now be underlined and clickable.
5. Your link's text will now appear as link to the URL you entered.



## Adding Images to Posts

To add an image to the content of a post:

1. Below the content editor you will see an upload area. Click **Browse** to locate an image on your computer. Enter a brief description in **Title**. Click **Upload**.



## Creating Posts (continued)

2. Select *Full Size* under **Show**. Select *None* under **Link to**. Click **Send to editor**.
3. The photo will now show in the text editor. Click the image, then click the icon that looks like a tree. A box will pop up. Fill in the following.

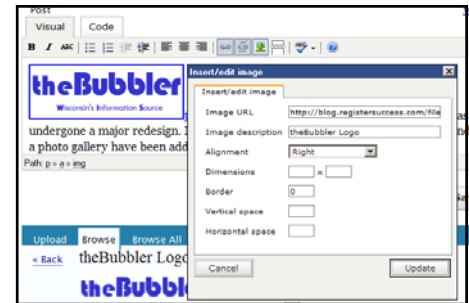
- **Alignment:** Select an option to align the photo on the page (usually right or left).
- **Border:** Enter 0

4. Click **Update**. The photos alignment will update. You can also drag the photo within the text editor to place it with other paragraphs.
5. Click **Save** to record your changes.

Note: We recommend photos added to posts be 200 pixels wide or less. Large photos may obstruct text and “break” the design of your blog.

### Editing Posts

Existing posts can be modified under the **Manage > Posts** link. Click **Edit** to modify a post. Click **Delete** to delete it.



ID	When	Title	Categories	Comments	Author			
14	2007-09-13 8:11:03 am	Optimizing PDFs for Search	<a href="#">Tools &amp; Tips</a>	0	kristen	<a href="#">View</a>	<a href="#">Edit</a>	<a href="#">Delete</a>

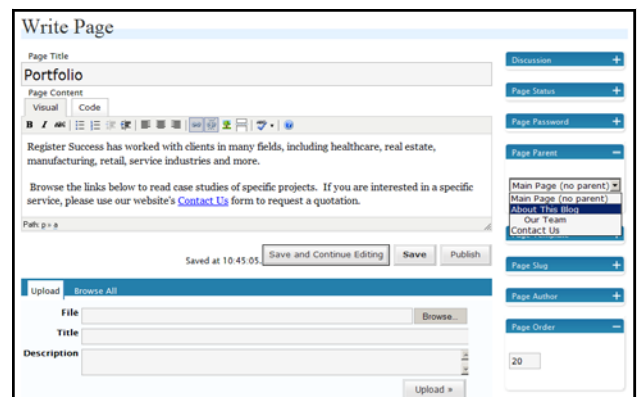
## Adding and Maintaining Pages

Pages are documents that appear in a separate **Pages** section of your blog. Pages are written and published the same way posts are and are usually contain “static” content, or content that does not change often.



1. Click **Write > Write Page**
2. Enter a title and content just as you would with a post. Pages have a few options that posts do not.

- **Page Parent:** After you have created several pages, you can use this menu to add a page under another page in the hierarchy.
- **Page Order:** Enter a number to indicate where the page should show in the page hierarchy. We recommend ordering in increments of 10 to leave space for future additions. In the sample shown, the new “Portfolio” page is being placed under the “About This Site” top-level page. A page order of “20” places it second in this section’s subpages.



Edit and delete pages under the **Manage > Pages** menu.

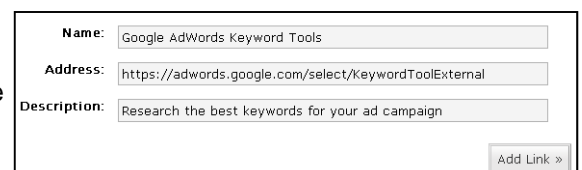
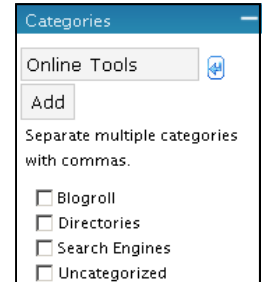
## Adding and Maintaining Links (Blogroll)

Your blog’s design features a section to add links on the middle-right side called the **Blogroll**. We recommend creating categories for your links before adding them.

1. Click **Blogroll > Add Link**
2. Scroll down to the **Add a Link Category** form
3. Enter a Name for the category (ex: Organizations, Resources).
4. Click the **Add** button.

To add links to the category:

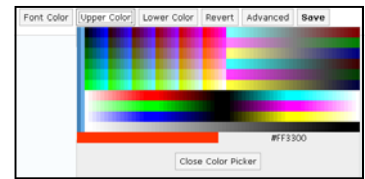
1. Click **Links > Add Link**
2. Enter a **Name** for the link. In **Address**, enter the page’s URL (including http://). Enter a brief **Description** to tell blog visitors about the link. Select a **Category** for the link by checking a box under Categories.
3. Click the **Add Link** button.



## Customizing Blog Look and Feel

### Changing Header Colors

1. Click **Presentation > Header Image and Color**
2. Select **Upper Color**. A box of colors will pop up.
3. Click on a color. The header's upper color will change to the selected color.
4. Click **Close Color Picker** when done.
5. Repeat this process with the **Lower Color** to change the header's lower color.
6. Click **Font Color** to change the header's text color.
7. Click **Save** to record your changes.



### Changing Header Text

1. Click **Options > General**. We recommend modifying only the following:

- **Weblog Title:** This defaults to your blog's URL (ex:blog.samplenamehere.com). You can change this to a specific title for your blog (ex: Widget Industry News) or your company name.
- **Tagline:** Change the default text to a slogan or description of your blog's content (ex: The latest widget industry news and law).
- **E-Mail Address:** Enter an email at your company to receive blog contacts (ex: info@samplenamehere.com). This email will receive emails from the blog, such as comment approvals and user requests.

2. Click **Update Options** to record your changes.



### Changing Blog Backgrounds

1. Click **Presentation > Background image**
2. Click through the numbers at the bottom of the page to view more background choices. Select a background by clicking the button next to it.

## Managing Comments

Visitors to your blog can post comments on your articles. You can allow any visitor to comment or limit comments to registered users. To set comment permissions:

1. Click **Options > General**
2. Check the box next to **Membership** if you want to limit comments to registered users. Uncheck the box if you want to allow comments from any reader.
3. Click **Update Options** to record your changes.

Weblog title:	<input type="text" value="Register Success &amp; DIY Submit"/>
Tagline:	<input type="text" value="A blog about search engine marketing"/> In a few words, explain what this weblog is about.
Membership:	<input checked="" type="checkbox"/> Users must be registered and logged in to comment

Additional comment permissions can be set.

1. Click **Options > Discussion**
2. The **E-mail me whenever** options allow you to set up email notification for comments.
3. The **Before a comment appears** options allow you to set approval and additional permissions for comments.

When a comment has been posted, it will not appear on the site if you have set permission to require administrator approval. To approve comments:

1. Click **Comments > Awaiting Moderation**
2. Review the comment's content. Click **Approve** to allow the comment (this is the only option that will post the comment to your blog). Click **Spam** to mark it as spam. Click **Delete** to remove the comment. Click **Defer until later** if you wish to come back later to review the comment.
3. Click **Bulk Moderate Comments** to record your changes.

<b>E-mail me whenever:</b>
<input checked="" type="checkbox"/> Anyone posts a comment
<input checked="" type="checkbox"/> A comment is held for moderation
<b>Before a comment appears:</b>
<input checked="" type="checkbox"/> An administrator must always approve the comment
<input checked="" type="checkbox"/> Comment author must fill out name and e-mail
<input type="checkbox"/> Comment author must have a previously approved comment

kristen   <a href="mailto:kristen@onyourmark.com">kristen@onyourmark.com</a>   IP: 68.254.187.206
What a great tip! I will have to incorporate some of these features into my PDFs!
Sep 13, 8:56 AM — [ <a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">View Post</a> ] — Bulk action: <input type="radio"/> Approve <input type="radio"/> Spam <input type="radio"/> Delete <input type="radio"/> Defer until later

## Additional Tutorials and Resources

- <http://codex.wordpress.org> - A comprehensive tutorial on all blog features
- <http://www.corporateblogging.info/basics/corporatebloggingprimer.pdf>—The Beginner's Guide to Corporate Blogging
- <http://www.WebLoggers.org> - An online community for new and experienced bloggers