



## WordPress for Small Business Part 3: Refining your Web Presence

### Goals for this class:

- Refine web presence to fit your vision
- Add widgets to your WordPress site
- Continue building your site, including blog posts
- Build your SEO

### Refining your web presence:

Your web presence is never done. Instead you will need to continue to revise your web presence to match your vision and changing needs. As you further develop your WordPress site critically look at your own and others' web presences, and ask yourself:

- What works on my web presence?
- What doesn't work on my web presence?
- What would improve my web presence?

### Adding Widgets:

In the Dashboard, go to Appearance > Widgets

- Here you can add widgets to the footer and sidebar.
- Be strategic about what widgets are placed in Footer A, B and C. Do you want some blank?

### Developing your Blog or News

Your web presence will only be as good as the content you put into it, if you do not update your content regularly, you will lose your audience. Fear not, there are a number of different ways to maintain your blog and your sanity.

- Categories: Wordpress offers the option to create categories for your posts. This helps organize the posts based on their content so users can find posts / content relevant to them. There is a category widget to add to a footer or sidebar.
  - To create a category > Posts > Categories > Fill in title > Add New Category
- Scheduling Posts: Posts (or new blog entries) can be scheduled in advanced and set to post on specific dates and times.

### Installing Plugins:

\*Plugins can only be installed on self-hosted sites. Any site that is hosted by WordPress (i.e. has the .wordpress.com in the domain) is not eligible for plugins.

### Continue building your site:

WordPress is a full and rich tool for website creation. Although we have covered the basics of getting your site up and running, take some time to look at all of the tabs and options in the dashboard available to you.

### Build your SEO:

- SEO in a nutshell: <http://www.websitebuilderexpert.com/wordpress-alternatives/>
- Your web presence is just one tool in the toolbox used to build your brand. Building a brand required creating a strong voice that people turn to for real content.
- Google ranks web presences by a complicated algorithm which includes links to sites as well as other factors. Successful bloggers and website managers use techniques to help build their SEO, or search engine optimization. SEO refers to tips and techniques anyone can use to drive traffic to their web presence.
- Here are some ways:
  - Check visibility → Settings → General → Privacy
  - Use SEO friendly URLs: (Examples)
    - <http://www.wpbeginner.com/how-to-install-wordpress/>
    - <http://www.wpbeginner.com/common-wordpress-errors-and-how-to-fix-them/>
  - Link internally to previous blog posts and pages
  - Add titles and alt text to photos
  - Create meaningful content on your page
  - Include 'share' buttons for people to share your content on their social media accounts
  - Offer real advice, tips and information
  - Become a thought-leader on any platform
  - Guest blog for others
  - Worry about your content first, then your traffic

### Keep learning!

Creating a web presence is on-going. Your site is always open for edits, changes and updates. Keep on top of your site and changes to the WordPress platform. Below are some resources:

- WordPress books from WFL
- WordPress support: <http://en.support.wordpress.com/>
- Twitter: @WordPressDotCom
- Social media tools: There are many social media advisors out there on the web that can give advice on how to continue to develop your web presence and grow your business.
  - Social Media Examiner
  - Hootsuite
  - Hubspot
  - Dummies.com – Free content available