

Thirty Day Challenge 2009 – Training – Day 06

2009TDC06d: First WPD article

Running Time: 9mins



Intro

Hi everyone, this is Marty, and welcome to the next **WordpressDirect** video in the Thirty Day Challenge.

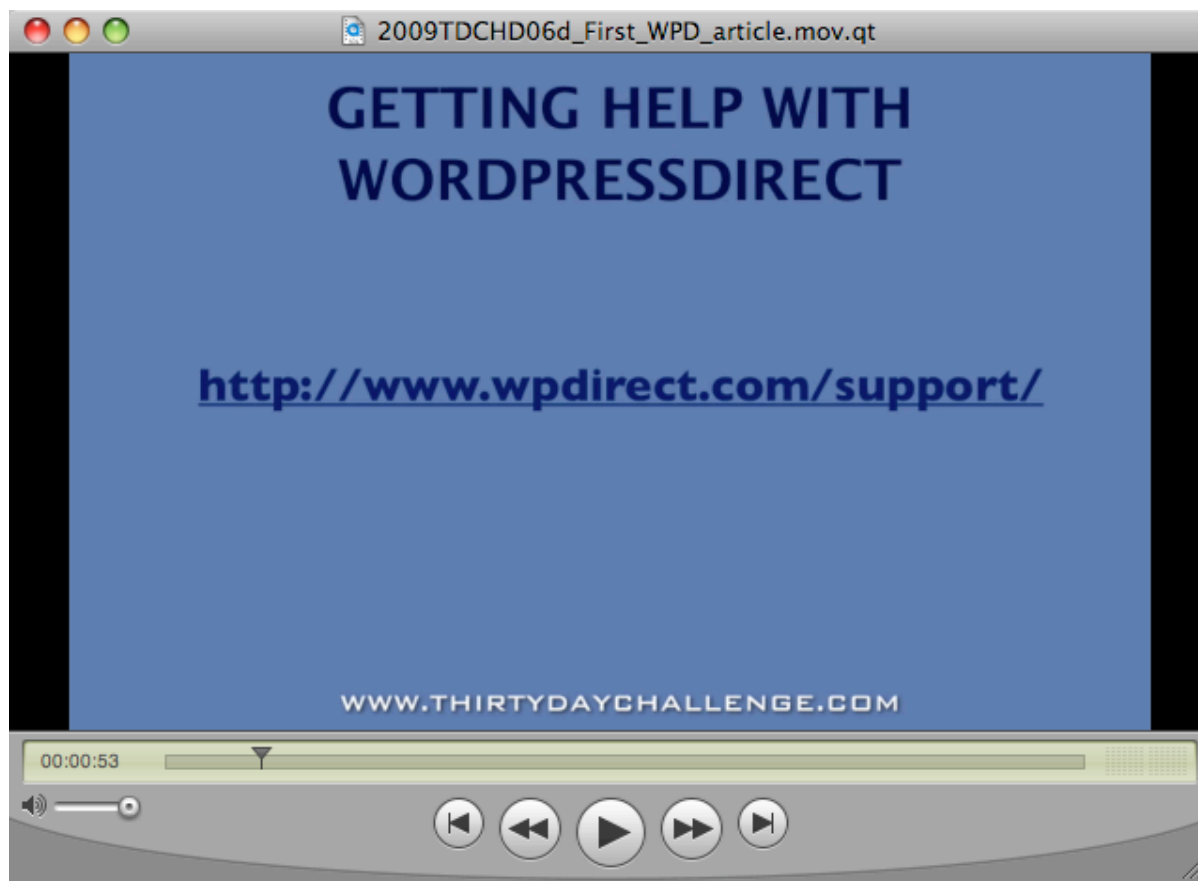
In this video, we're going to show you how to **add your first content** to your WordpressDirect Blog.

We're actually going to do **two** things – we're going to **fill out the brief description** field (which some people call the **Meta Keyword Description** – that's the SEO term for it), and we're also going to **add the first post to the Blog**, so that it's ready to go and **get ranked in the Search Engines**.

So, after you're done today, your Site will be ready to get it's first look by a Search Engine Spider and get ranked.

Getting Help with WordpressDirect

[Starts at 00:00:41]



Before I move on to the part about putting the content there, if you need help with any of the things in WordpressDirect, you can go to this link:

<http://www.wpdirect.com/support/>

That will get you to the support desk. We have people manning that all the time, and we absolutely answer every ticket, and try and get to every one as quickly as we can. So, if you need help with anything, please do use that link to file a support ticket, and we will attempt to answer you as soon as we can.



Adding a Brief Description

[Starts at 00:01:20]

Let's go back to where we were at the end of our last video – we had just put up our Blog, and it didn't have any content on it yet.

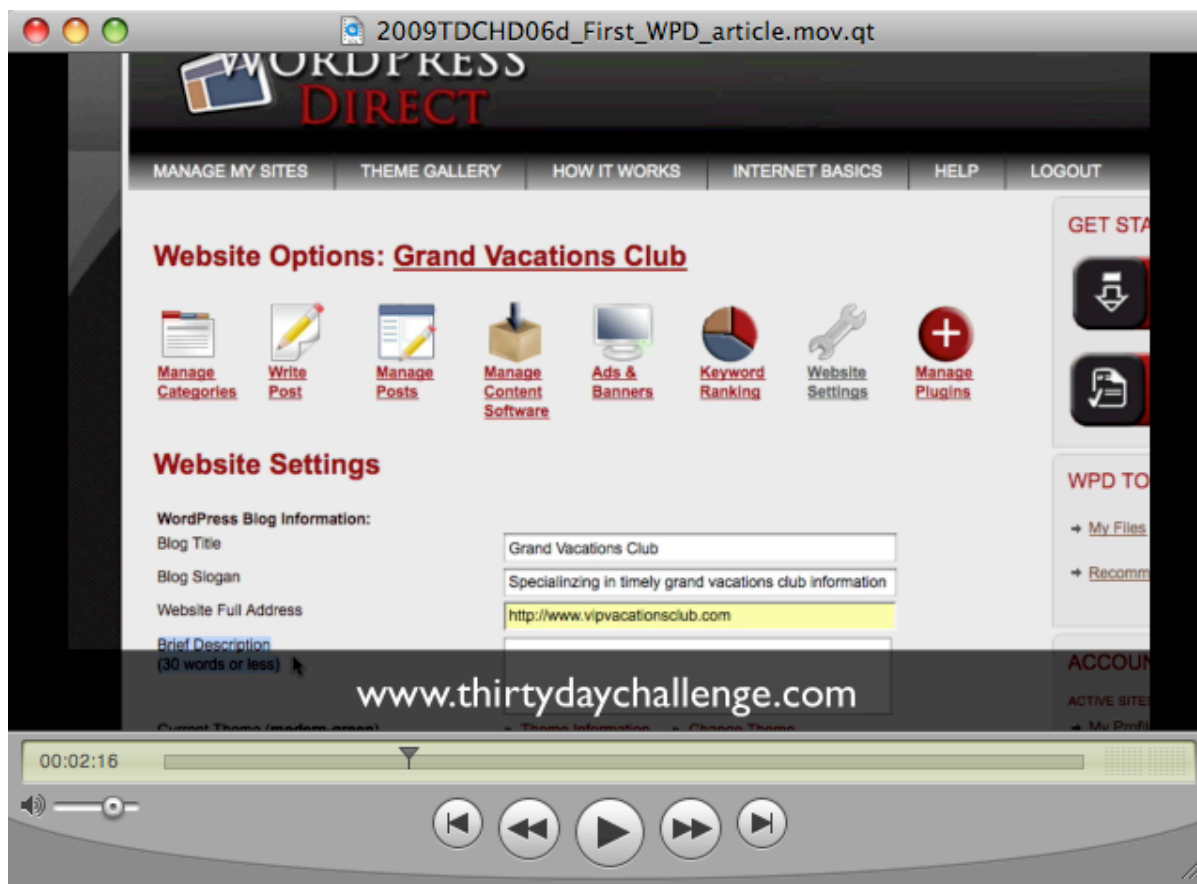
So, switching over to WordPressDirect, this is now what our site looks like [in the Dashboard].



It now has a listing for the VipVacationsClub site that we created and if we go look at that site, you'll see it's there but it doesn't have any content and none of the categories show up [switches tabs in Firefox to view www.vipvacationclub.com - which he has pre-loaded - then switches back to the Dashboard]

So, that's what we're going to do now.

First, we will go into the Website Settings by clicking this link [clicks **Website Settings** – the top link under **Options** on the right hand side] and you will see a page that will allow you to control the overall settings for the Site.



This is what was typed in when we were creating the site. You'll see now we have this **Brief Description** over here that wasn't filled out. So I've drafted a brief description for it, and I'm just going to copy and paste that from here. [switches to a text editor to show pre-prepared text]

This description is what shows up in the Search Engine Listing, below the Domain – so this text is somewhat important. You want to make sure people understand what your site is about from reading it. It also should have a good sprinkling of your Keywords in it.

Let's take this, and paste that right into here.

[switches to the text editor, selects some text, copies it to the clipboard, switches back to WordpressDirect and pastes it into the Brief Description field]

We'll go here and save that change [clicks **Save Website Settings** at bottom of page].

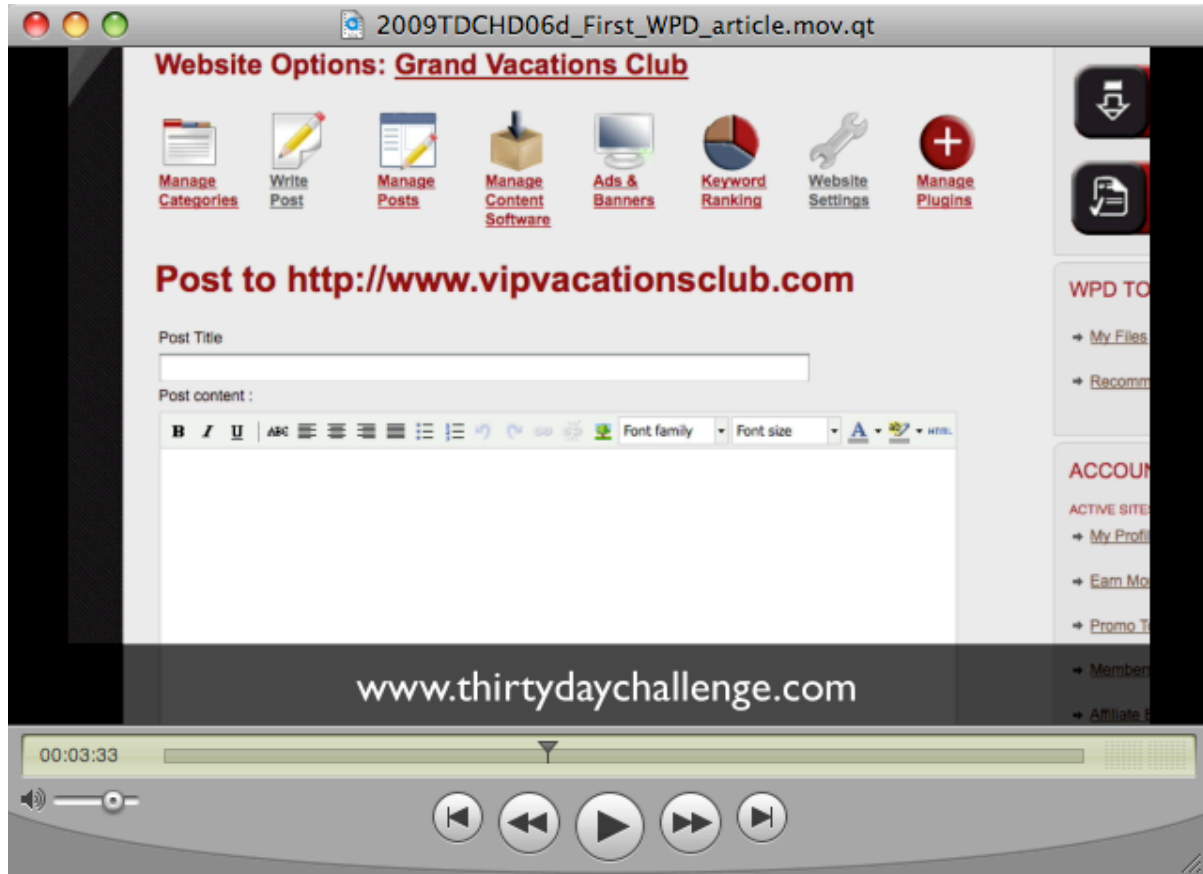
I recommend that you do this soon after setting up the site, because it's likely that once you post your first article you will get indexed fairly soon, and you want that description to be in the Google index.



Writing Your First Post

[Starts at 00:03:16]

So now that information was updated, the next thing that we're going to do is we are going to click on the **Write Post** function [clicks the **Write Post** icon at the top of the **Website Settings** page].



We currently have now posts here.

What I've done is I've gotten an article written for this site, all about "Grand Vacations" [the Keywords]. So, I'm just going to Copy and Paste this [shows article in Text Editor].

Copy and Paste the top [selects article title text, "Grand vacations Club" in text Editor and copies it to the Clipboard, switched to WordpressDirect and Pastes it into the **Post Title** box]

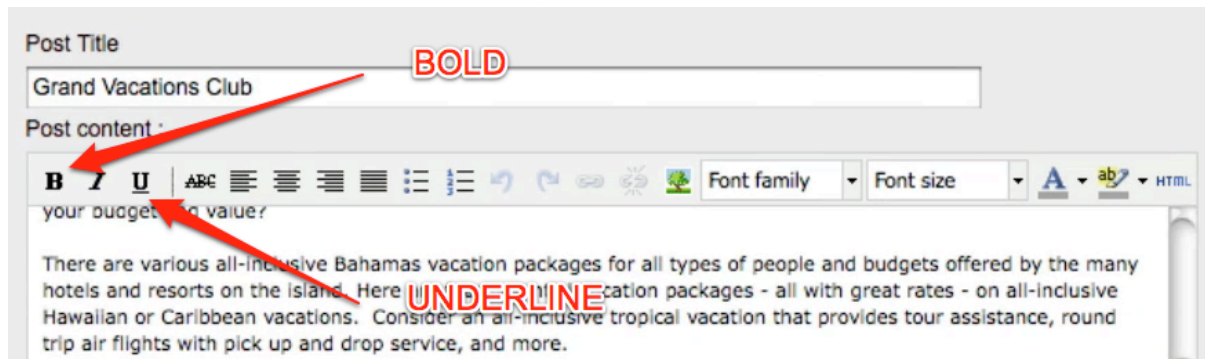
Then grab the rest of it [selects article body text, "Grand vacations Club" in text Editor and copies it to the Clipboard, switched to WordpressDirect and Pastes it into the **Post content** box]

Adding Emphasis

The other thing I want to do with this article – this article is loaded with "Grand Vacations Club", which is my main Keyword – I'm going to want to find an instance of that Keyword [in the **Post content**] and make it **bold**.



[selects **Grand vacations Club** in the **Post content**, then clicks **B** – for Bold – on the **toolbar** at the **top** of the **Post content** area]



If I can find another instance of it, I'll want to **underline** that one. [scrolls down, selects another instance of **Grand Vacations Club** and clicks **U** in the toolbar]

You only need to do one or two of these – we are telling the Search Engine Spider that this is a term that has some emphasis placed on it. So, take at least one instance and **either bold or underline** it.

Adding Tags

[scrolls down - **Tags** are entered below the **Post content** box, in the box marked **Tags**]

For our **tags**, we will want to use the Theme Keyword phrase [enters same text as article title - **grand vacations club** – into **Tags** box]

Adding Categories

[scrolls down – **Categories** are listed below the **Tags** box, in the box marked **Categories**]

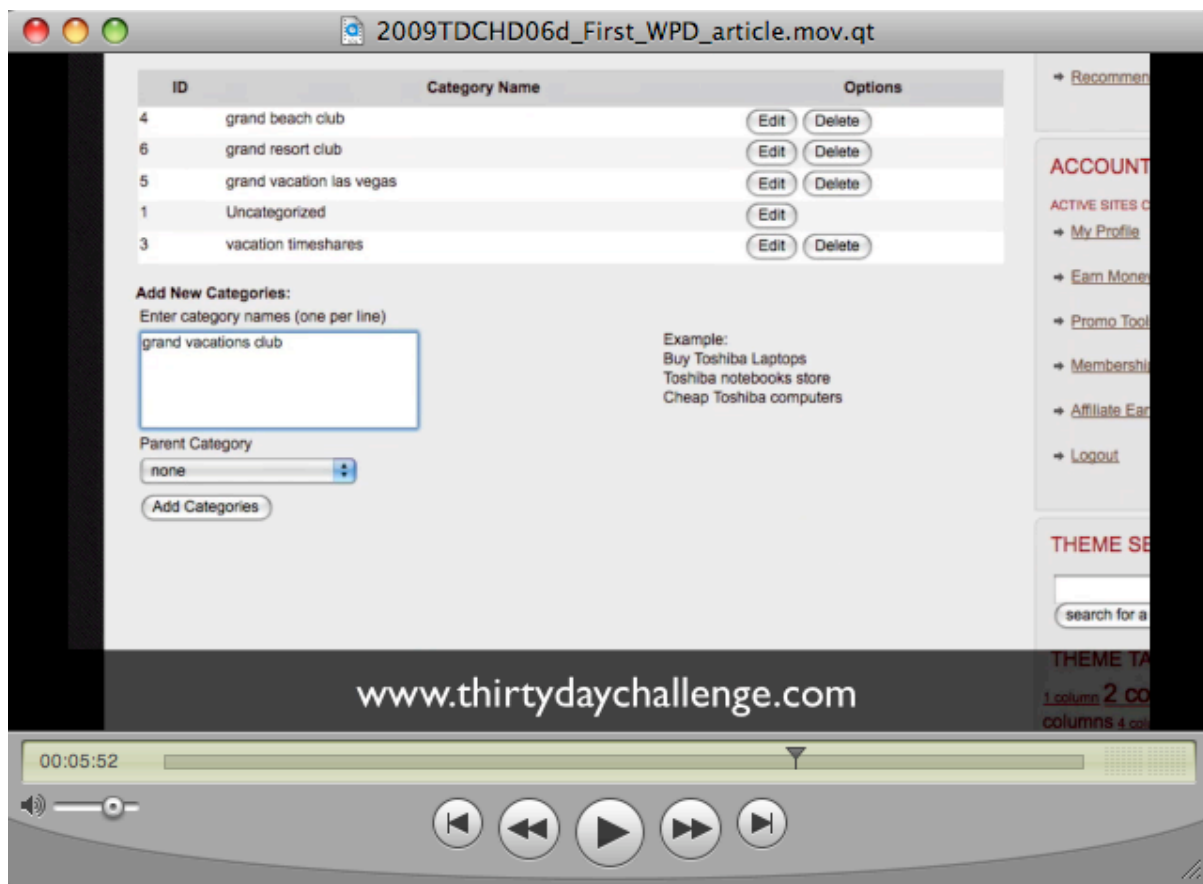
In this case, I have my Theme Keyword, and I did not put the Theme Keyword in when I made the **Category** Keywords. Now, it's a good idea to do that.

So, what I'm going to do is to **Save** this post [clicks **Save Post** at bottom of page – page refreshes and shows a list of posts], then I'm going to show you how to **Add a Category**, then we're going to **assign** this post to that category.

[clicks **Manage Categories** icon at the top of the page]

So, under **Manage Categories** let's go and **Add a New Category** which is our **Theme Keyword**.

[types **grand vacations club** in **Add New Categories** box – beneath list of existing categories]



In this case there's no **Parent Category**.

Categories can be a hierarchy in Wordpress. On all the examples we're going to do, they're all going to be flat [no parent categories] – everything's going to be at the top level.

Once we add this category, you'll see that we now have **Grand Vacations Club** as a **Category** on the blog. [clicks **Add Categories** button, screen refreshes]

In order to alter that post [the one we just created] and assign it to that category [grand vacations club] we'll go into **Manage Posts**. [clicks **Manage Posts** icon at top of Page – screen refreshes to show a list of posts]

We'll edit this, [clicks **Edit** under **Options** for the first Post – on the right]

[**Edit Post** page appears - scrolls down page to reveal **Category** box]

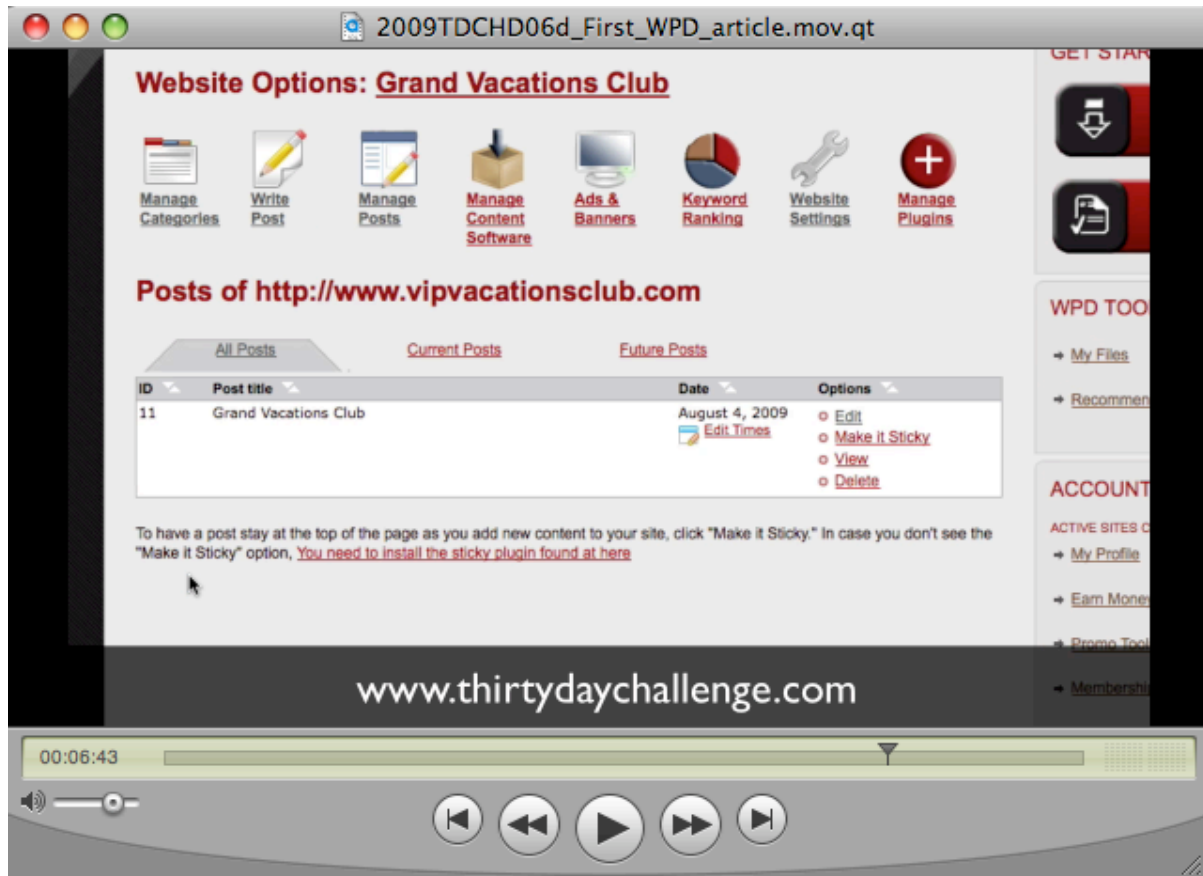
Now you can see we have **Grand Vacations Club** available, so we'll click that one and Save Post [selects **grand vacations club** in list of categories and then clicks **Save Post** button].

[screen refreshes and we see a list of posts again]



Sticky Posts

The other thing that we're going to want to do here, is click **Make it Sticky**. [clicks Make it **Sticky**, under **Options**, to the right of the first post]



This is our **main piece of content** that's **optimized for our Theme Keyword**. We want this **always** to be **at the top** of the blog, where it's going to get the **most attention**, because this is going to be our **greatest selling article** for whatever product it is we're talking about.

So you want to click that **Make it Sticky** and then once you click that it will toggle to the other option, which is to **Unstick the Post**.

This will make sure that this article will stay at the top as other content gets posted to your blog and you'll see that a little later in the challenge.

Now let's go to the blog and refresh it and you'll see what it looks like now that we've posted our article.

[switches to other tab in Firefox to see live Site]



So you can see that we have now, our category **Grand Vacations Club**.

As we add more content we'll have more categories listed here and then we have our article. And we have some things that allow it to be socially bookmarked and it's had Technorati tags added to it. So this is all ready to go.

Now, the **next** thing that you'll be shown is how to start putting **offers** and **banners** on here and we'll be doing that in **another video** coming up in the challenge.

For now, if you want to see the rest of the videos in the Thirty Day Challenge, just go to <http://www.ThirtyDayChallenge.com>

So again, this is Marty from WordpressDirect. Thanks for watching and we'll see you in the next video.



Summary:

Getting Help with WordpressDirect

- Visit <http://www.wpdirect.com/support/>

Adding a Brief Description

- Add a **Brief Description** to your Site **as soon as possible**
 - o So that it gets added when your site is indexed the first time
- Writing Descriptions
 - o Descriptions are **important**
 - **Appears in Search Engine Listings**
 - o Needs to **inform** people about your Site
 - o Should contain your **Keywords**
 - o Prepare in advance (copy and paste later)
- Adding Descriptions
 - o Go to **WordpressDirect Dashboard** for your Site
 - o Click Website Settings under Options
 - o Paste description into **Brief Description** box
 - o Click **Save Website Settings**

Writing Your First Post

- Click Write Post in Website Setting Page of WordpressDirect Dashboard
- Put your **article title** in the **Post title** box
- Put the **body** of your article in the **Post content** box
- Add **emphasis (bold or underline)** to one or two of your **Keywords** in the body
- Add the post to your main Theme Keyword **category** (e.g. **grand vacations club**)
 - o Add the Main Theme Keyword as a category if you don't already have it
- Make this first post **Sticky**

Links:

Wordpress Direct - <http://30dc.wpdirect.com/>

Wordpress Direct Support - <http://www.wpdirect.com/support>

Domains Bot - <http://www.domainsbot.com/>

HostGator - <http://bit.ly/2009tdchq>