

Profit
ACADEMY

MODULE 13

SEGMENT 5



Joyanne Sloan: Welcome back to the fifth and final session of How To Build A Profitable Website And Use It Powerfully.

In Session Five, we're going to get into creating great content. Now that you've really built your website out, you're ready to get blogging.

We'll discuss pages versus posts and discover how to choose the best place to add content to your site.

We'll also learn the visual editor, and we'll master the tools to publish and format for the web, plus, we'll learn how to create smart links.

I'll give you my favorite power post formula so that every single post that you do can support your marketing and sales goals.

Finally, you'll learn where to find free images, how to use your media gallery, and how to embed videos. Let's get started.

The benefits to you in this session are that we're going to warp speed your blogging and you'll get a crash course in using the WordPress visual editor, so you can easily add new content and skip the frustration.

You can make your content matter by learning the five key elements that each one of your blog post should have, so that all of your articles actually support your business.

Finally, you're going to save some money because you'll discover my two secret sources for great pictures that you don't have to pay for.

Now, let's talk about WordPress pages versus post because there's a big difference here, and you're going to want to know it.

First of all, a page is used for content that is static or permanent. This is content that's important enough to keep visible such as your "About" page, your "Contact" page, and so forth.

Pages are typically located under the main navigation menu as a parent or child page, and I'll demonstrate that shortly.

Posts, instead, are used for content that is new or dynamic. Posts are part of your blog with the freshest content displaying before older content. Posts [00:02:00] are typically located under the categories widget in the sidebar, as well as in the "Featured" and "Recent Posts" area, as we'll see on our demonstration site.

I actually decided it would be fun to mix this up a little bit by showing you some other sites that are powered by Wordpress. Big name folks are using the WordPress Framework because it is so powerful including NASA, Harvard, and the US Army.

Let's look at this site because it's a great example of the difference between pages and posts. Again, pages are those content areas that you want to keep permanently in front of the viewer at all times, and that's why they go in this main menu.

Again, Student Life would be the parent page, and then, as you hover over it, it drops down to what we call a drop-down menu, and these are all the child pages or subpages beneath that, okay?

Again, another great example here on the right of how they're using the side bar to draw your attention to specific areas that they want you to see. This area helps them build their audience.

Now, these are posts. The posts are going to be changing regularly and this area will then be constructed dynamically because this website calls out that these four blocks will only include recently published posts.

Okay, great. Let's pop over to the Harvard blog and just show you again, we have the evergreen content here in the form of pages, and then, we have the blog showcase area of their website which is going to be rotating. Again, you can see that this is in reverse chronological order with all of these coming [00:04:00] with the most recent post first.

This is another feature of WordPress that allows you to essentially resort different posts. It's the newest, most popular, and most active. Again, all of these are dynamically created from different post categories.

Here we are back at the WordPress Dashboard from my own site. It's going to look a little bit busier than yours just because I have a lot of stuff added to my site, but we're going to start out by adding a new post. We can either do that through "New Post" or over here, under "Posts" and "Add New."

One thing that you're going to notice is that the interface or the screen that you see for adding a new post is almost exactly the same as it is for adding a new page.

Let's go ahead and just call this "Sample Post" for right now, and watch what happens just below this title area when I skip down to the main editing box.

What's going to happen is that my computer is going to actually create the permalink structure here. It shows you that I haven't put it in a category yet and this is its name, here, so that becomes our permanent link or our URL for this particular post. You can change this later if you want to optimize your permalinks further.

Once we get into here, we're going to see some clear similarities with what Word looks like, but WordPress and Microsoft Word are extremely different programs. One is really for the web and the other is just for desktop publishing, but you will notice that ... I'll go ahead and just grab some sample text here to demonstrate with.

I have copied some random texts from the web to my clipboard [00:06:00] and I'm going to go ahead and add that to this post just for the sake of time, but there's something I want to show you here on the toolbar which is called "Toolbar Toggle."

Now, if you click this once, it's going to expand some additional formatting tools here on the second row. Just know that you want to leave this open at all times and it will remain open anytime that you go back to WordPress unless

you were to collapse it again. Go ahead and leave the "Toolbar Toggle" in the open position.

Now, what I want to do is I want to show you the "Paste as Text" and this is an important feature. What this is going to do is this is going to strip away any kind of formatting here. It says right here, "If you're looking to paste rich content from Microsoft Word, try turning this option off."

I'm not going to recommend that you ever turn this option off and the reason being is that the formatting and the number of characters in the proprietary code for Microsoft Word is not compatible with WordPress, so do not go into Word and start formatting there, and then think that you can just bring all that formatting over to WordPress and it'll work. It just won't.

We're going to go ahead and just paste this text here. I want to show you also that there are two different views. One is the visual view, and this should be the default tab that is open.

The next is the HTML view which is labelled here as text, and it's going to look very much the same here simply because all we've done with this page now is we've just put in plain text. When we start actually editing this, there's going to be some HTML there. If you ever get scared by that or if you're comfortable with HTML, that's where you get to it.

Let's start going ahead and playing around with the different editing tools. One thing that is similar with a desktop [00:08:00] publishing application and WordPress is that you actually have to select the text that you want to modify before you start adding different variations. If you hover over any of these tools, there's going to be a tool tip that pops up so you know that this is "Bold" and this is "Italic."

Some people like to emphasize text by making it italic. It usually doesn't translate well to the online space, so, I don't recommend it. The other thing about using "Bold" is that it can work, but it often signifies a link, so don't always assume that bold is the best way to go about it, and if you are going to do it bold, don't make it another color.

Go ahead, let's take off the italics and let's just leave this bold, and we won't color it or anything like that, so people won't mislead it for a link.

I've never actually used this one here which is the "Strikethrough." I could see where that might be useful for some link or applications, but I don't see it.

The next one is a "Bulleted List." This will not work unless there are returns added to it, so let's go ahead. There'll be one list, and of course, if I make additional returns in this text, it's going to add additional bullets. Very simple, also very much like a desktop publishing program.

This one here is for numbering, pretty basic. Then, we can also pull out some coded text. This is called a "Blockquote". Now, if we did that, look, it doesn't really look like much of anything happened, and that's because WordPress is not what's called WYSIWYG. WYSIWYG is just a silly sounding acronym for "what you see is what you get".

You can be making some changes in here that don't necessarily reflect how it will actually appear to end-user, so we're going to go ahead here and we're going to go [00:10:00] over to the right, and click on this "Preview" button. This will launch a new tab of WordPress with what our post would look like once published.

We'll just scroll down here. There you go. You see how things look in bold, and this is blockquote. Now, let's just go ahead and toggle back over here. See, it really doesn't look like it did much of anything. You certainly don't see the blue bar. You do see that it's indented slightly, but this is how a blockquote would look. Pretty nice.

This next set of tools on the toolbar are pretty straightforward. We have "Left, Center, and Right Justified." I basically only ever do left for legibility.

Next, let's talk about links and smart links. One of the things that I see that really drives me a little crazy is the overuse of links labelled as "Click here." You never ever, ever want to use the words "click here" just by themselves.

Now, you could say "Click here to something" rather, but what I call a smart link is a link that includes the benefit for clicking in the first place. In other words, if you want someone to download your book, you don't just say, "Click here to download my free book." This part is not the link. The entire thing is the link, okay? We'll go ahead and link that, and we'll just put that over to my free book.

I'm going to give you a best practice here for linking. Now, if this page does not exist within your own site, you always want to use the "Open the link in a new tab," and the reason being is that somebody will go to that link, open a new tab, and if they close out that tab, your site remains open. Let's go ahead here and add the link, and there you go.

One way to make the link look kind of more prominent [00:12:00] is to change it from regular text, which is here in "Paragraph," to a "Heading." This is a great segue into the fact that one of the things that's missing from your toolbar is a place to change point sizes. We talked about that a little bit with your style sheet.

The style sheet is what's dictating the fonts and the font sizes. You could drive yourself completely crazy by looking for a place to make the font bigger or change the font name, and it simply does not exist, so don't even look for it.

Let's go ahead and assign this "Heading 2," and let's go back here, and let's refresh our "Preview". Let's see what that looks like. There we go. There's our "Heading 2" for this particular theme, okay?

Now, you notice it made it black, not blue. Even though the preview here is blue, the actual finished link is black. Let's go ahead and select that again, and make it blue. Let's see what that does. Okay, great.

Traditionally, your link should all be made to blue. If for some reason another level of formatting that you've added to some text changes it from blue to black, you can just see it how you go back and change that.

We're back on our visual editor here to continue on learning about the various tools and we just learned about smart links.

One thing that I do want to point out is that links used to be signified by using the underscore. I really don't recommend that. It can kind of muddy up your page and people know when a link is a link, so you really don't need to underscore links to get people to see them.

Also, let's talk about how [00:14:00] to undo a link. We have a link here. We can scroll up here to the top and just simply click "Remove Link." The next item on the toolbar is something called a "Read More" tag and I absolutely never use this.

The thing is, it will include a line in your page, something like this. Here it says more, there's a dotted line, and it would have to click there to get to the rest of the article.

Frankly, the reason I don't use it is because you don't really want the reader to take additional actions simply to get to the complete post. That is very different from the "Read More" buttons that you might see on your "Home" page or in your "Category" view.

These buttons are put in automatically by my theme. It knows just to take an excerpt from my particular post and add the "Read More" button. I didn't actually have to do anything. This was all completely automatic. I just wanted you to understand that these "Read More" buttons are not the same thing as this "Read More" tag, okay?

We've already talked about the "Toolbar" toggle and then these other icons are specific to my theme, and they won't show up on your visual editor at all.

Next, we'll cover paragraph one more time. You can see here that the heading 1 is obviously larger than headings 2 through 6. One thing that I think is really useful is just to give yourself kind of a sense of how this will look in the real world.

I'm going to go ahead and I'm going to say "Heading 1" here. I'm going to put in 2, 3, and so forth. Okay? Then, I'm going to assign each one of these. I have to select it again.
[00:16:00]

This exercise that I'm going through is useful from a couple of different standpoints. One is that it demonstrates what your heading sizes and fonts will actually look like, but it also shows that there's not always agreement between, again, the "Preview" and the WYSIWYG editor.

I'm going ahead and saving again, and then, I'm going to preview this post once more. Okay, there we go. This is how it looks in the real world. This is a nice clean what we call a Sans Serif font, and it's very different from the font that we actually see over here in the WordPress editor.

You might want to do that just to get a sense of how you can actually change things on your page and give them a little bit more emphasis because as we already discussed, you cannot change font sizes in your theme.

Moving on, we're going to talk next about this second line here. Obviously, we select this. We can underscore it. I never use this, again, because most people will confuse anything that's underlined with a hyperlink, so that should just be avoided.

We can justify the text left or right, meaning basically, it goes to both margins. You see how that moved it and flushed it out just kind of like a newspaper.

We've also talked about changing colors. Changing colors is a nice way to give some text emphasis, but you don't want to go too crazy with it.

We've already used the "Paste as Text" tool. "Clear formatting" really isn't necessary if you used the "Paste as Text" because this is already stripped out of formatting.

If you wanted to add a special character, say for example, a copyright symbol, you could simply pull up this little menu here and click on the one that you chose, and there it would appear. [00:18:00]

We'll select that text and we can either indent it or we can move it back out again. Again, we have "Undo" and "Redo." If you have additional shortcuts that you like to use, you can learn some of those here. I really like shortcuts and I used them all the time, but they're obviously not necessary.

Now that you have fully learned all the tools in the visual editor as well as some best practices, let's move over to the right portion of the page, or we can talk about actually publishing your post or page.

In this case, you've seen to use "Save Draft" and "Preview." You also have some options here under the "Status." This could be set to "Pending Review" if, for example, you had a guest blogger on your site. We're not going to do that right now.

We're also going to generally leave this things as "Public." My theme supports me sticking this to the front page which means that it stays permanently in place and does not get pushed down over time.

If it was a very sensitive post, we could "Password Protect" it or we could mark it "Private," which means only we could view it. We can also look at our "Revision" history which is really nice because ... Actually, I'm not going to go ahead and look at that, but you could click on that and see what the different revision versions were, and potentially roll it back to an earlier version if you had some changes there that you wanted to restore.

Again, we can schedule this for publishing at a different time just by setting it out. This is nice if you have a weekend where you can do a lot of content development together and maybe write four or five posts, and then, schedule them out for publishing at a later date.

We're not going to do this. This is a separate plugin that I have running. This format will be standard, so let me just go ahead and collapse that.

Now, whenever you write a post, you want [00:20:00] to connect it to a specific category because if you don't, all of

your posts will get into the "Uncategorized" category and that just gets messy.

The nice thing about this is that by putting in a category, it actually gives your users an additional way to navigate to content on your site. If I was to put this in my "radio episodes," this is my featured column, that's going to make it more prominent on my home page.

For the sake of this exercise, let's just say this is a "Recipe" post and we'll attach it that way, we can then deselect the "uncategorized" category. If we didn't have a category here that actually worked for our post, we could just simply click on "Add A New Category" and make one here. Okay?

That can either be a parent category just like a parent page, or we could create a subcategory. Recipes might be under, say, "body." Because we want to take care of our body, we'll have some healthy recipes. Then, we will click "Add New Category." I don't want that, so I'm going to just back that out.

We also talked about tags really being disregarded by the search engine, so you don't really need to add tags.

Lastly, your theme might give you an option to set a featured image which would then pull up your media library and you could put a prominent image for that particular post.

That would only show up on the home page. You notice that doesn't actually add that image anywhere to the actual body of your post. That's only for when it's featured on the home page. Okay?

Great. That's all you need to do. You can go ahead and click "Publish." [00:22:00]

Thanks for sticking with me because we have been covering a lot of ground, but we're not quite done yet. We need to go over my "Power Post" formula.

Every new article you add to your website should include five key elements, so that every time you post, your efforts support your business goals.

You need great titles. That means that you have to get your content read by using results-oriented titles that interest your reader. There's a phrase in the marketing world that says "The single most important word in marketing is the word *you*," so make your titles extremely relevant to your customer and their various pain points.

You also want to include images and I'll give you a short demonstration of that in a moment. Posts with photos definitely have a much higher level of engagement and I've shown you also how you can make those photos clickable.

You definitely want a "call to action" in every single post. In other words, treat every piece as its own self-contained marketing funnel. You definitely want to let people know who you are, what benefits you have to offer, and then, encourage them and incentivize them to take those actions you most desire them to take.

You also can use your post to promote offers. You can have some affiliate items over in the side bar, but you can use the area of the post to include affiliate links or opt-in incentives.

Last but not least, you want to include an "Author Box," which is a link back to your full bio or your services page. Some templates do include an "Author Box" as part of them, but all you really need to do is just add an image of yourself and a little description of who you are and what makes you unique.

I just wanted to give you a real-life example of what I'm talking about here with the Power Post Formula. You can see I've got a [00:24:00] great title here. Always starting with a question is a really good way to engage your reader. I've also made it easy for them to share by adding that plugin that we reviewed earlier.

You can see here, I start out with a "call to action" which is to download this PDF of the recipe that I created for the reader. Here is a ClickBank affiliate link as well as one down here with just a little bit different text to anchor that link. Again, that can be a self-contained marketing piece that can generate some income for me.

Last but not least, here's the "Author Box" with my picture, name, a short description and a link where the reader can learn a little bit more about me, and that just simply links over to my listing in my Human Potential Business Directory. That [00:24:52] gives you some food for thought about how to construct your own power post.

Last but not least, we need to talk about how to add images to your post, because posts with images get a lot more engagement than those that don't. All we have to do here is click in our "Add Media" button, and automatically, this will pull up my media gallery and any photos that I've already uploaded to site.

Let's just say I wanted to actually upload a new file. I'll just go to "Upload File" and then I'll just browse out to an image that is maybe on my computer somewhere. Let's just use this one.

Now, as it's uploading, we can use these other fields here to title our image and give this a caption, because people really do read captions. We'll use the word "Gratitude is an attitude."

"Alternative Text" is something used by search engines, [00:26:00] so we won't cover that now. You can link this somewhere else. I'm going to put this on the left side so that my text flows around it. If you don't have your image aligned left or right, the text on the page will not flow around it.

Again, I don't want this to link to anywhere, so I'm going to put "Link To: None," but if you want to link this over to an affiliate link or what have you, you could do so.

We'll save the draft. Here's how it looks in its finished form.

Before we finish, I promise to show you my two free sources of images. This one's called "morgueFile." Look at that cute little guy. You can just find this at morguefile.com/archive. Now, you want to have the "archive" in the address so that you get to the free version.

You can also choose "Free Photos" here when you do a search by keyword, but this is a tremendous source for really high

quality and fun photos you can use for your site without any limits whatsoever.

Now, many of you are already using Google and probably using Google images as well, but what I wanted to show you about Google images is a special filter that you probably didn't know about.

Let's just type in the word "birds" here, and then, we'll go ahead and search. Now, when you come up with the results, what you can do here is go under "Search Tools," click there, and then, click under the sub-menu called "Usage Rights."

You can see here that you can actually find images that are labeled for reuse, and we'll just say you can modify this or just reuse it alone. When you click on that, it will re-sort the images.

Again, this one from Wikipedia, you can totally use [00:28:00] this for free without infringing on anyone's copyright. That's a tremendous money-saving tip.

You're going to want to stick around for this last cool trick, as I promised to show you how to embed a YouTube video. Let's go ahead and edit our sample post here, and what we're going to do is actually get rid of the image that I put here and we're going to replace it with a video. This is fantastic way to use other people's content.

I'll click once on the image. Then, up here, I can just remove this image. Now, I'm going to go over to a new window that's set to YouTube. If I click once in the address bar, that address will become highlighted. I'll just copy that to my clipboard with the shortcut, Ctrl+C.

All we have to do is go back to the "Add Media" button, click that, and instead of going to our media gallery, we're going to go down here to "Insert From URL" because remember, we've copied that URL from YouTube on to our clipboard.

We're going to paste that in here and click "Insert Into Post." In just a matter of moments, that video is going to show up live with a preview directly on our website. Cool.

Okay, people. It's been awesome and you now know more about how to build yourself a powerful website than most professional web designers do.

You learned the difference between pages and posts, and where to add new content to your site. You got a crash course on the visual editing tools and learned how to create smart links.

You discovered the five key elements that make every single post support your marketing and sales goal, and now, you've got to know how to build your own website using the number one tool, WordPress.