



# **Creating a Web Presence in Just One Hour**

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**Emma Clair**

**RWA National Conference – July 18, 2009**

# Blog vs. Website?

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- Do you want a blog?  
OR
- Do you want a website?

**YES!**





[Home](#)   [About Diane Farr](#)   [Recently Released](#)   [The Books](#)   [What's Next?](#)

## Welcome to Diane Farr Books

July 15, 2009

### **What is a Diane Farr book?**

Well, first and foremost, it's a work of fiction. You won't find financial advice, celebrity gossip, or statistics between the covers. I'm a serious fantasy addict — have been, all my life — because the worlds I create are pleasant places to visit. So I wrote a few novels. And Signet Books published them.

I promise my readers lots of smiles, a few laughs, heroes to die for, heroines to root for, and plenty of dreamy romance. My goal: When you reach the end of the





# LAUREL WANROW



## Search

## Pages

- [Home](#)
- [About Me](#)
- [Young Adult Books](#)
- [World of the Sapaksa](#)

## Home

Welcome to my website  
and the world of the Sapaksa!

I'm an aspiring author writing  
young adult contemporary fantasy

*where nature and magic merge*



July 8,  
2009

## WRITER'S QUEST

Posted by mspicher under [Writing](#)

[Leave a Comment](#)

So where have I been the last few months? I practiced writing on novel number one, put it away in a box, played with a short story that needed to be expanded to something more ... and enjoyed the opportunities to learn, listed below:

- ❖ The Whidbey Island Writer's Conference in February
- ❖ A series of 9 Revision/critique classes on Whidbey Island (110 mile drive one way) Enjoyed meeting and working with the classmates and the teacher, Wayne Ude.
- ❖ A writer's retreat over a weekend at Port Orchard, WA (another long drive)
- ❖ A research trip to Calgary Alberta, mixed with pleasure ... visiting brother and old nursing classmates. (Drove even further!)
- ❖ Coffee sojourns with fellow writers to share and critique, some local and some on Whidbey Island
- ❖ Browsing monthly on Randy Ingermanson's rich information (his web site listed on the side panel listing blogs & web pages)
- ❖ Robert McKee's Seminar "*Story*" in Vancouver, Canada. A superb seminar,

July 2009

M T W T F S S

1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 29 30 31

« Jun

### Blogroll

- » [A Texas Romance Writer's Web Page](#)
- » [Marion's Web Page](#)
- » [Melissa](#)
- » [Romance Publishing Press](#)



# Questions for Every Writer

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- What is the overall **goal** of my site?
- Who is my target **audience**?
- What about **design, tone** and **content**?
- How much **time** and **effort** do I need to invest?



# Web Presence: The Basics

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	<b>PRE</b>	<b>PRO</b>	<b>PAN</b>
<b>Web goal</b>	Get comfortable	Get professional	Build fans and sell books
<b>Target audience</b>	Friends, family, SGWL	Agents, editors	Fans, industry professionals
<b>Design, tone, content</b>	Experiment. Be kind	Focus on writing. Be professional	Genre-focused design. Content for fans
<b>Time &amp; effort</b>	Your choice	Minimum necessary	A lot, get help!



# Let's Build a Site!

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- There are many ways to build web sites and free services to choose from, including Blogger.com and others
- We're most familiar with WordPress and believe it has the most to offer in the long term
  - Hosted sites, free with tons of features
  - Ability to add-on services (eg extra storage) at small monthly fee
  - And later if you want to have a custom site designed for you, you can continue to use WordPress to update the content



# WordPress.com Before You Sign Up



Search WordPress.com Blogs

Go

[Home](#) [Sign Up](#) [Features](#) [Blog](#) [Our Story](#) [Advanced](#)

Express yourself. Start a blog.

[See our free features →](#)

Sign Up Now!

207,826 BLOGGERS, 188,916 NEW POSTS, 248,465 COMMENTS, AND 57,870,115 WORDS TODAY. Preferred Language: English

## Already Hip?

Username:

Password:

Remember me

Login

[Lost your password?](#)

## Hawt Post

[More →](#)



### 2NE1's Minzy quits school

Following in the footsteps of Big Bang in ways other than music.  
[...]

POPSEOUL!

## Right Now in Tags

[More →](#)

[Art](#) [Books](#) [Business](#)

[Culture](#) [Design](#)

[Education](#)

[Entertainment](#) [Events](#)

**[Family](#)** [Fashion](#) [Food](#)

[Friends](#) [History](#) [Humor](#)

# The Sign-Up Process

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- Go to WordPress.com and sign up
- Choose a Username and Password
- Choose your blog domain:
  - [emmaclair.wordpress.com](https://emmaclair.wordpress.com)
  - [famousauthor.wordpress.com](https://famousauthor.wordpress.com)
- Click the link in the email you receive

VOILA!



# WordPress.com After You Sign Up



Search WordPress.com Blogs Go

207,826 BLOGGERS, 188,983 NEW POSTS, 248,606 COMMENTS, AND 57,882,369 WORDS TODAY. Preferred Language: English

Welcome back, emmaclair

Your blogs:

- emmaclair

Register another blog →

Click here!



## 2NE1's Minzy quits school

Following in the footsteps of Big Bang in ways other than music. [...]

POPSEOUL!

From our blog

- PollDaddy ratings and polls
- Vote for Media Features
- June Wrap-Up

### Hot VIP Posts

Poll: Obama approval rating dips under 60 percent

### Hot Community Posts

We have a winner!

### Right Now in Tags

- Art Books Business Culture Design Education Entertainment Events **Family** Fashion Food Friends History Humor Inspiration **Life** Love Movies **Music** News People Personal Photography **Politics**



# The WordPress Control Panel

The screenshot shows the WordPress dashboard interface. At the top, there's a navigation bar with links for 'My Account', 'My Dashboard', and 'New Post'. The main header area displays the blog name 'Emma Clair's Blog' and a 'Visit Site' button. On the right side of the header, there are buttons for 'New Post', a user greeting 'Howdy, emmaclair | Log Out', and links for 'Screen Options' and 'Help'. A left-hand sidebar contains a menu with categories like 'Dashboard', 'Blog Stats', 'Blog Surfer', 'My Comments', 'Readomattic', 'Tag Surfer', 'Subscriptions', and 'My Blogs'. Below this, there are icons for 'Posts', 'Media', 'Links', 'Pages', 'Comments', 'Ratings', and 'Tools'. The main content area is titled 'Dashboard' and features a yellow announcement box for 'WordPress announcement: SocialVibe'. Below this, the 'Right Now' section provides a 'At a Glance' overview: 2 Posts, 4 Pages, 4 Categories, 0 Tags, 0 Comments, 0 Approved, 0 Pending, and 0 Spam. It also shows the current theme 'Quentin' with 2 widgets and a 'Change Theme' button. A note mentions 'Akismet blocks spam from getting to your blog, but there's nothing in your spam queue at the moment.' The 'Recent Comments' section is partially visible at the bottom. On the right side, the 'QuickPress' section has a dropdown arrow circled in red with a tooltip that says 'Click to toggle'. Below it, the 'Recent Drafts' section states 'There are no drafts at the moment'. The 'Stats' section contains a line graph titled 'Views per day' with a y-axis ranging from 4 to 10.

My Account ▾ My Dashboard New Post Blog Info →

Emma Clair's Blog Visit Site New Post ▾ Howdy, emmaclair | Log Out Screen Options ▾ Help ▾

Dashboard ▾

- Dashboard
- Blog Stats
- Blog Surfer
- My Comments
- Readomattic
- Tag Surfer
- Subscriptions
- My Blogs

Posts

Media

Links

Pages

Comments

Ratings

Tools

## Dashboard

WordPress announcement: [SocialVibe](#)

### Right Now

At a Glance

2 Posts	0 Comments
4 Pages	0 Approved
4 Categories	0 Pending
0 Tags	0 Spam

Theme **Quentin** with 2 Widgets [Change Theme](#)

Akismet blocks spam from getting to your blog, but there's nothing in your [spam queue](#) at the moment.

### Recent Comments

### QuickPress

Click to toggle

### Recent Drafts

There are no drafts at the moment

### Stats

Views per day

10
8
6
4

# Beauty First

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- Click **Appearance** and then **Themes** and start experimenting
- Use **Custom Header** if you want upload your own image



# WordPress Lingo: Post vs. Page

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## ○ Post

- Listed in reverse chronological order on your home page (or whatever page you specify)
- Control how many are displayed
- Add Categories to group them
- Example: "What happened at today's booksigning"

## ○ Page

- Static, not listed by date
- Usually listed in the sidebar or across the top in tabs
- Listed in alphabetical order unless you override
- Example: "About Me"

# "Post" page (aka Blog, Diary, Journal...)

## EMMA CLAIR'S BLOG

ROMANCE AUTHOR



### *This is Post Part Deux*

But see, it appears on the top because it's newer. The most recent posts always appear on the top of the list. It's a handy way for people to find your newest information easily.

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PUBLISHED IN: WRITING ON JUNE 4, 2009 AT 2:40 AM LEAVE A COMMENT

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### *Post Numero Uno*

Welcome to my first post. It's really not anything fancy, is it? Oh

#### PAGES

[About Me](#)

[Blog](#)

[Contact Me](#)

[My Favorite Books](#)

#### POST CATEGORIES

[Miscellany](#)

[Writing](#)



# "Page" page (static, seldom changes)

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## EMMA CLAIR'S BLOG

ROMANCE AUTHOR



### *About Me*

Hi, my name is Emma Clair and I write romance novels. I am also the president of the Austin chapter of the Romance Writers of America.

Thank you for attending our class today.

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PUBLISHED ON JUNE 4, 2009 AT 2:11 AM COMMENTS OFF

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### PAGES

[About Me](#)

[Blog](#)

[Contact Me](#)

[My Favorite Books](#)

### POST CATEGORIES

[Miscellany](#)

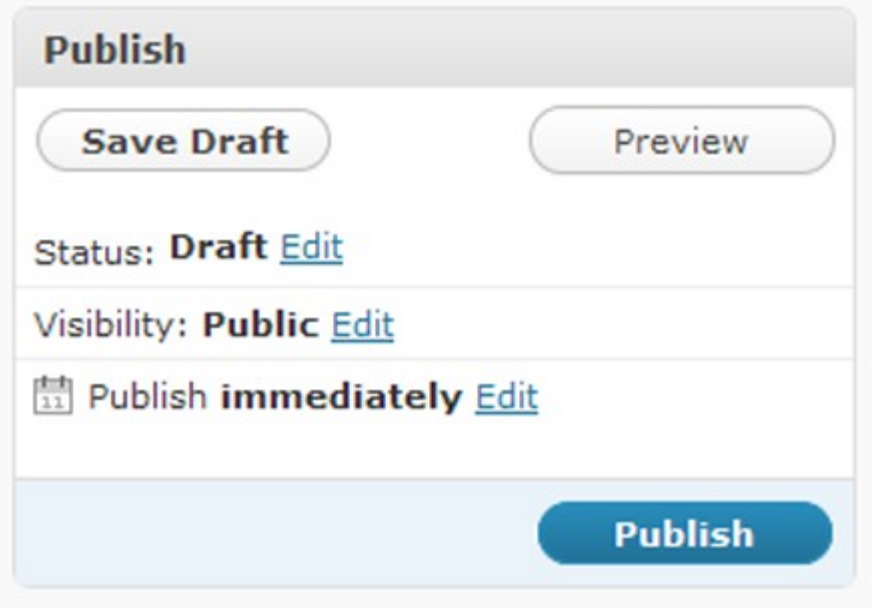
[Writing](#)



# Writing a Page or Post

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- Use **Save Draft** when you want to come back later and finish
- **Preview** will, uh, show you a preview!
- Click **Publish** to share your gem with the world
  - Hint: You can post-publish



The image shows a 'Publish' dialog box with a light gray header. Below the header, there are two buttons: 'Save Draft' on the left and 'Preview' on the right. Underneath these buttons, the status is set to 'Draft' with an 'Edit' link. The visibility is set to 'Public' with an 'Edit' link. At the bottom, there is a calendar icon followed by 'Publish immediately' and an 'Edit' link. A large blue 'Publish' button is located at the bottom right of the dialog box.

# Editing a Post or Page

Emma Clair's Blog [Visit Site](#) [New Post](#) [Howdy, emmaclair | Log Out](#) [Screen Options](#) [Help](#)

[Dashboard](#) [Edit Posts](#) [Add New](#)

[Posts](#) [Edit](#) [Add New](#) [Post Tags](#) [Categories](#) [Media](#) [Links](#) [Pages](#) [Comments](#) [Ratings](#) [Polls](#)

**All (2) | Published (2)**  [Search Posts](#)

[Bulk Actions](#) [Apply](#) [Show all dates](#) [View all categories](#) [Filter](#) [List View](#) [Table View](#)

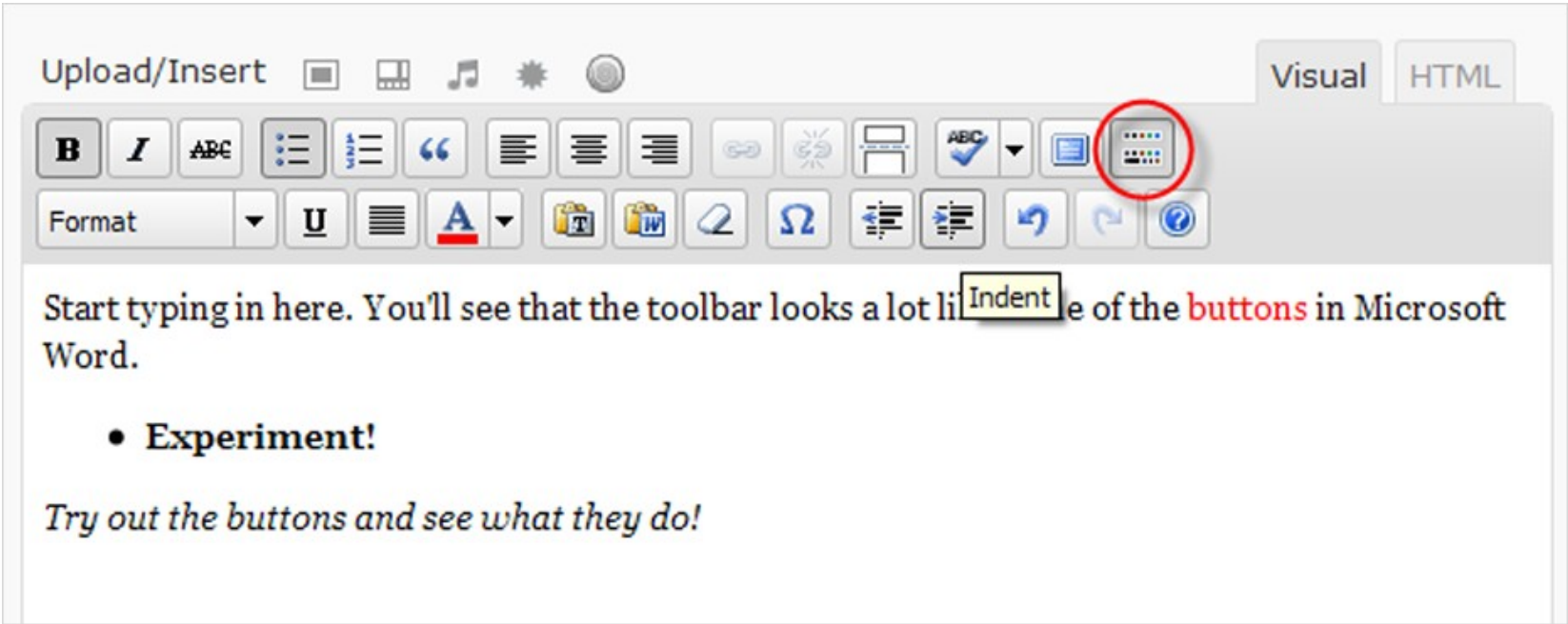
<input type="checkbox"/> Post	Author	Categories	Tags	St at s		Date
<input type="checkbox"/> <a href="#">This is Post Part Deux</a>	emmaclair	Writing	No Tags	<input checked="" type="checkbox"/>	0	2009/06/04 Published
<input type="checkbox"/> <a href="#">Post Numero Uno</a>	emmaclair	Miscellany, Writing	No Tags	<input checked="" type="checkbox"/>	0	2009/06/04 Published

[Bulk Actions](#) [Apply](#)



# Formatting a Page or Post

- The best way to learn is to experiment!
- Turn on the **Kitchen Sink** button for more power



The image shows a screenshot of a rich text editor's toolbar. The toolbar is divided into two tabs: "Visual" and "HTML". The "Visual" tab is active. The toolbar contains various icons for text formatting, alignment, and insertion. A red circle highlights the "Kitchen Sink" button, which is represented by a grid of small icons. Below the toolbar, there is a text area with the following content:

Start typing in here. You'll see that the toolbar looks a lot like **Indent** e of the **buttons** in Microsoft Word.

- **Experiment!**

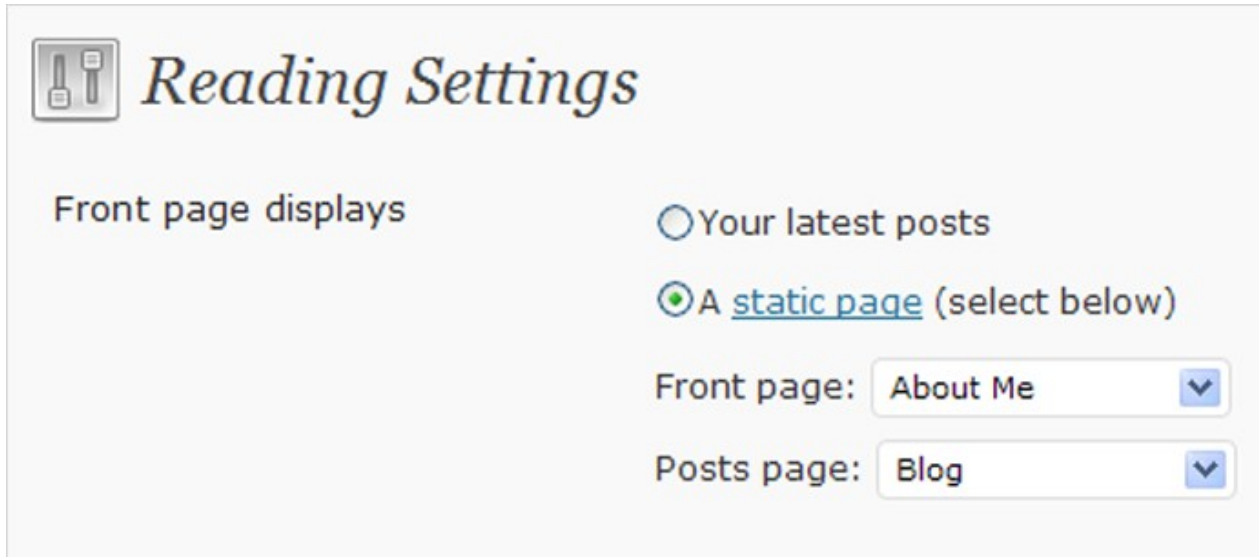
*Try out the buttons and see what they do!*




# Home Page: Static or Dynamic?

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- You decide!
- Default = Dynamic
  - Your posts appear in reverse chronological order
- Want a static home page instead?
  - Go to **Settings** > **Reading**




The image shows a screenshot of the WordPress 'Reading Settings' panel. At the top left is a gear icon. The title 'Reading Settings' is in a serif font. Below the title, the text 'Front page displays' is followed by two radio button options: 'Your latest posts' (unselected) and 'A [static page](#) (select below)' (selected). Under the selected option, there are two dropdown menus: 'Front page:' with 'About Me' selected, and 'Posts page:' with 'Blog' selected.


 *Reading Settings*

Front page displays

Your latest posts

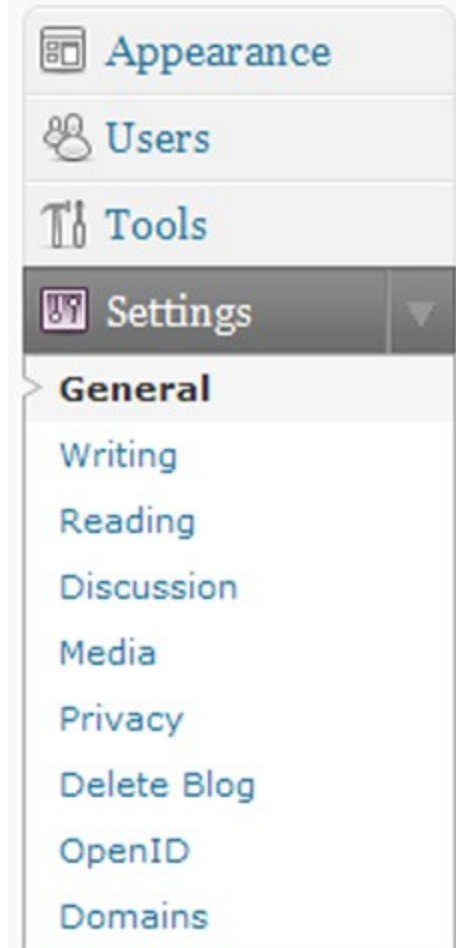
A [static page](#) (select below)

Front page:  

Posts page:  

# A Few Handy Settings

- Start with the **General** tab – date format, time zone, etc.
- **Privacy** – if you want to keep your site hidden for a while
- **Discussion** – control who can comment and when/if you get notified



# Settings for Comments

Help ▾

Dashboard

Posts

Media

Links

Pages

Comments

Ratings ▾

Polls

Appearance

Users

Tools

Settings ▾

General

Writing

Reading

Discussion



## Discussion Settings

### Default article settings

- Attempt to notify any blogs linked to from the article (slows down posting.)
- Allow link notifications from other blogs (pingbacks and trackbacks.)
- Allow people to post comments on new articles

*(These settings may be overridden for individual articles.)*

### Other comment settings

- Comment author must fill out name and e-mail
- Users must be registered and logged in to comment
- Automatically close comments on articles older than  days
- Enable threaded (nested) comments  levels deep
- Break comments into pages with  top level comments per page and the  page displayed by default

Comments should be displayed with the  comments at the top of each page

### E-mail me whenever

- Anyone posts a comment
- A comment is held for moderation

### Before a comment appears

- An administrator must always approve the comment
- Comment author must have a previously approved comment

### Comment Moderation

- Don't discard spam on old posts

Hold a comment in the queue if it contains  or more links. (A common characteristic

# Need Help?

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- [WordPress.tv](#) is filled with videos
- [support.wordpress.com](#) – wow!
- [forums.wordpress.com](#) – someone has probably already asked your question

# Questions?

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