

Blogging with WordPress

Presented at:



**Mandel Public Library
of West Palm Beach**

The Goals of This Class

- * “Blogging” is a BIG topic with lots of overlapping elements; we can’t cover it all.
- * In fact, I’ve changed the aim of the course from giving an “overview” to giving a “solution.”
- * That said, there’s more than one way to accomplish our goals. My idea is to give you the simplest way that I know.
- * “**Content Marketing**,” rather than a blog as a business.
- * It will be difficult to give everyone sufficient individual attention. Therefore, I’ve created an online companion course to review and supplement the in class materials.

Quick Announcements

1. Join us on [Facebook](#) (Public Group: West Palm Beach Blogging and Social Media). This is where I will post announcement and updates for classes.
2. Our Class Notes: West Palm Beach Blogging and Social Media (COMING SOON!)
3. If you'd like, submit your URLs/profiles for next week's class, to be critiqued by me and your classmates. Email me at: rickzullo@gmail.com

Before You Start

- * Have a well-mapped out strategy. (I'll give you a final checklist.)
- * Don't be random or aimless; you can (and probably will) pivot your direction, but at least start with an end goal in mind.
- * Understand the “best practices” of web writing.
- * Set up a regular schedule and stick to it.
- * Put all the pieces in place as soon as possible. (*Which are? We'll get to that!*)

How Far Can a “Blog” Go?

Chiara Ferragni

([The Blonde Salad](#))

- Started in 2009
- Now over 160,000 visitors a day
- 1,2M [Facebook Fans](#)
- Blog led to her own shoe line
- Featured in top fashion mags
- Case study by Harvard B-School
- **Net revenues over \$8, 000,000;**
30% came directly from her blog;
70% came from her shoe line.

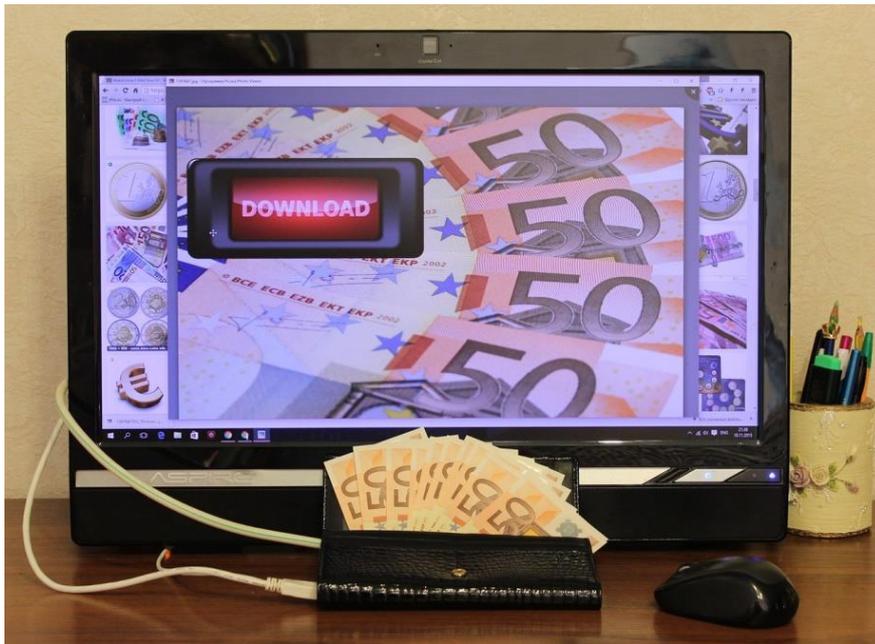
Question: So what, exactly, is she selling?



No, not
“just” shoes

Answer: herself; her personality, her style

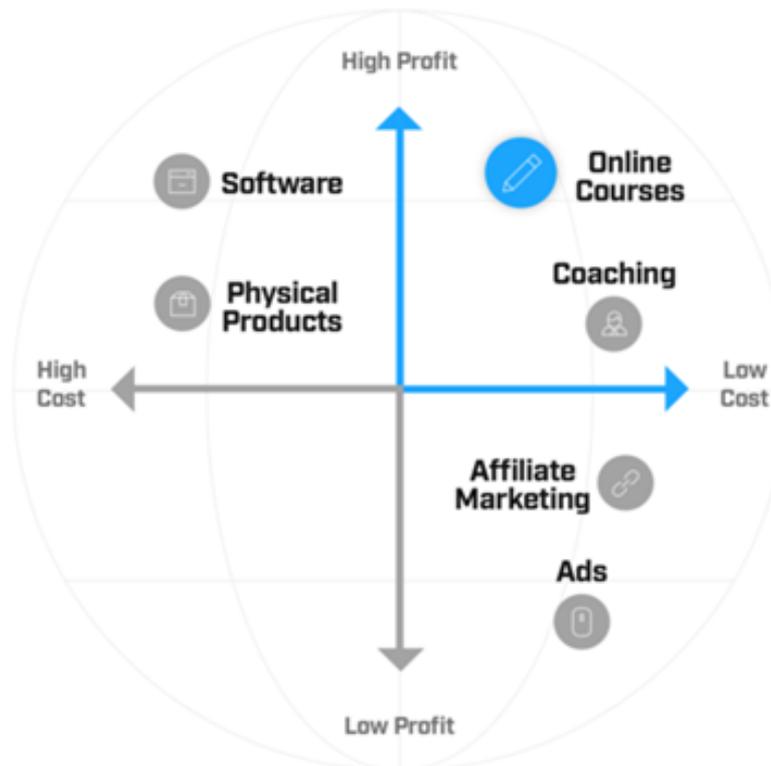
Ways to Monetize a Blog



- * Advertising (Google AdSense, ad networks, banner ads, sponsorships)
- * Sponsored posts and sponsored mentions on social media
- * Affiliate products through **affiliate networks** (ex. Amazon, ClickBank, Commission Junction)
- * Selling your own **digital** products (eBooks, apps, memberships, courses)

6 Ways to Make Money Online

6 WAYS TO MAKE MONEY ONLINE



Better Still... Content Marketing



What is “Content Marketing?”

- * Give something valuable to get something valuable in return. Instead of the commercial, be the TV show. Instead of the banner ad, be the feature story.
- * **Anticipate the information that your target audience is searching for**, and deliver that to them in a helpful, engaging way. In doing so, they begin to “know, like, and trust” you and your brand, and will come to you for solutions to their needs.

Let's Get Started!

We all have to start someplace.
Start with a name.

- * Rejected Onion
- * Muppets With People Eyes
- * Hung Over Owls
- * Men Taking Up 2 Much Space On The Train
- * Kim Jong Il Looking At Things
- * Food On My Dog
- * Actresses Without Teeth
- * Shit No One Has Ever Said
- * White Men Wearing Google Glass
- * F U Auto Correct

Choose a **DOMAIN NAME** that describes your website or business activity

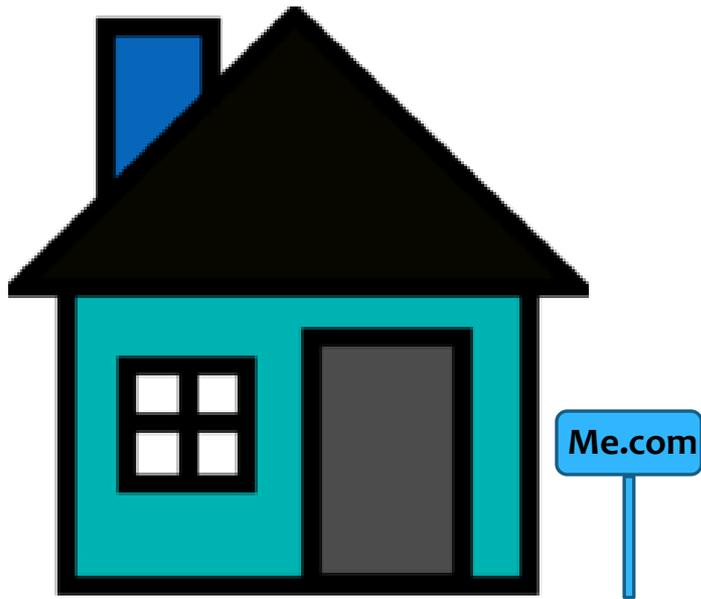
- 1) Something catchy and/or recognizable. **Don't make people try to figure it out.** Avoid “Web 2.0” names.
- 2) Your own name or business name, if it's available.
- 3) Try to keep your domain name under 15 characters (that's without the .com). **Shorter is better**, and also your Twitter handle can be the same as your domain name.
- 4) Avoid something that's too close to something else.
- 5) **Avoid using numbers and special characters.** Upper and lower letters won't make a difference.

Buying a Domain

- * The most popular is [GoDaddy.com](https://www.godaddy.com). Prices will be about the same wherever you look, but sometimes you'll find “first time” offers or bundled packages to entice you to use their service.
- * Variations – Should you buy the .net .org .me etc.?
- * What about misspellings? Other countries? (If you're using another/second language, then maybe yes.)
- * Duration – If it's your actual name or a business name that you've already established, then go long term. Otherwise, it's up to you, but just know that it's generally cheaper if you buy for longer.



Hosting – Own, Rent, or Borrow your Site?



- * Just as your house needs a plot of land in the physical world, your blog needs a place in the virtual one.
- * Think of your hosting service as your “online home” Actually, the *inside* of your home where you can store and display all your pictures, stories, etc., while the façade is front end of your website that the rest of the world sees.
- * Your domain name is the little sign in front of your house with your street number on it so that people can find you.

Free Hosting

- * This amounts to “borrowing” a website, where you host your blog on a public server, such as **Blogger** or **WordPress.COM**.
- * It can be *totally* free, or you can pay a small annual fee (\$10) to use your own domain name.
- * **Pros:** Very cheap or even free to set up, simple to use.
- * **Cons:** It’s not really yours, so they can decide to shut it down or start charging you to keep it; **limited design options**; not as good for SEO.

“Hybrid”



- * “Renting” your site.
- * These are similar to the free platforms, except you pay a monthly fee to have access to more advanced design options and features.
- * Examples are Wix, Squarespace, Weebly, and Shopify.
- * **Pros:** DIY “professional” sites; good for eCommerce sites, with integrated shopping carts, etc.
- * **Cons:** Still somewhat limited customization; cumbersome; fees can include commission on sales. And you still don’t “own” it outright.

Self-Hosted WordPress Site

YES!

- * This is “owning” your website and hosting it on a remote server.
- * Many run on the WordPress.org platform
- * **Pros:** full control; nobody can take it away; endless options for customization; good for SEO
- * **Cons:** requires *some* technical knowledge; hosting service costs a bit of money ([about \\$4-9/month](#))



SiteGround
MANAGED
WordPress HOSTING

Learn More

from
\$3.95/mo



Step by Step Guide

(Will also be available online)

1. Find Your Domain

United States - English ▾ USD ▾

24/7 Support (480) 505-8877

Help

My Account ▾



All Products

Domains

Websites

Hosting & SSL

Online Marketing

Email & Tools

Hot Deals

GoDaddy Pro

writingskillsfortheweb

SEARCH AGAIN

CONTINUE TO CART

YES! YOUR DOMAIN IS AVAILABLE. BUY IT BEFORE SOMEONE ELSE DOES.

writingskillsfortheweb.com

~~\$14.99~~ **\$2.99***

SELECT

when you register for 2 years or more.
1st year price \$2.99 Additional years \$14.99

writingskillsfortheweb.us Targeting Local shoppers? Add this: \$3.99

! Get 3 and Save 58%

writingskillsfortheweb.net

writingskillsfortheweb.org

writingskillsfortheweb.biz

~~\$51.97~~ **\$22.00***

SELECT

2. Point to Your Server

Renew Upgrade Buy & Sell Account Change Delete

SETTINGS DNS ZONE FILE CONTACTS

Auto-Renew [?](#) Standard: On
Extended: Off
[Manage](#)

Lock [?](#) On
[Manage](#)

Nameservers [?](#) NS1.SITEGROUND200.COM
NS2.SITEGROUND200.COM
Updated 8/19/2014
[Manage](#)

Forwarding [?](#) Domain: Off
[Manage](#)
Subdomain: 0 subdomains forwarded
[Manage](#)

Premium DNS [?](#) Not owned
[Upgrade](#)

DS Records [?](#) 0 DS records created
[Manage](#)

Host Names [?](#) 0 hostnames created
[Manage](#)

3. Add Domain to Your Server

Addon Domains

 Video Tutorial

Addon domains allow you to host additional domains from your account, if your hosting provider allows you to do so. Visitors can enter the addon domain's URL in a browser to reach a subdomain of your site.

An addon domain's subdomain is relative to your account's home directory. The  icon signifies your home directory, which is "/home/userst".

Create an Addon Domain

New Domain Name:	<input type="text"/>
Subdomain or FTP Username:	<input type="text"/>
Document Root: 	<input type="text"/>
Password:	<input type="password"/>
Password (Again):	<input type="password"/>
Strength (Why?):	<input type="text" value="Very Weak (0/100)"/> <input type="button" value="Password Generator"/>
<input type="button" value="Add Domain"/>	

IMPORTANT: Your web host must enable this feature for your account before you can use it. Addon domains will not function unless you register your domain and configure it to point to the correct DNS servers.

Modify Addon Domain

Search

ADDON DOMAINS	DOCUMENT ROOT	USERNAME	REDIRECTS To	ACTIONS
No addon domains are configured.				

Page: Per Page:

cPanel

NOTICES

Softaculous
1 Update(s) available.

ACCOUNT INFORMATION

Expiration date	2016-03-20
IP Address	184.106.127.23
Name Servers:	ns1.siteground278.com ns2.siteground278.com
How to manage your domain name?	
Server Hostname	siteground278.com
Hosting Package	GrowBig
Server Time	Jan 02 17:57 CST

[Upgrade to GoGeek](#)

SEARCH CPANEL

Find functions quickly by typing here.

SUPERCACHER STATUS

Static Cache is: **Enabled** (?)

[Flush Cache](#)

STATS

Main Domain
vitabellatravel.com

One-Click Staging!

For Joomla & WordPress Websites

[TRY IT HERE](#)

DOMAINS

- Subdomains
- Addon Domains
- Parked Domains
- Redirects
- Domain Transfer
- Register New Domain
- Domain ID Protect
- Domain Manager
- Simple DNS Zone Editor
- Advanced DNS Zone Editor

AUTOINSTALLERS

- Softaculous
- Site Software
- Joomla
- WordPress
- Magento
- CSCart
- PrestaShop
- phpBB

SITE IMPROVEMENT TOOLS

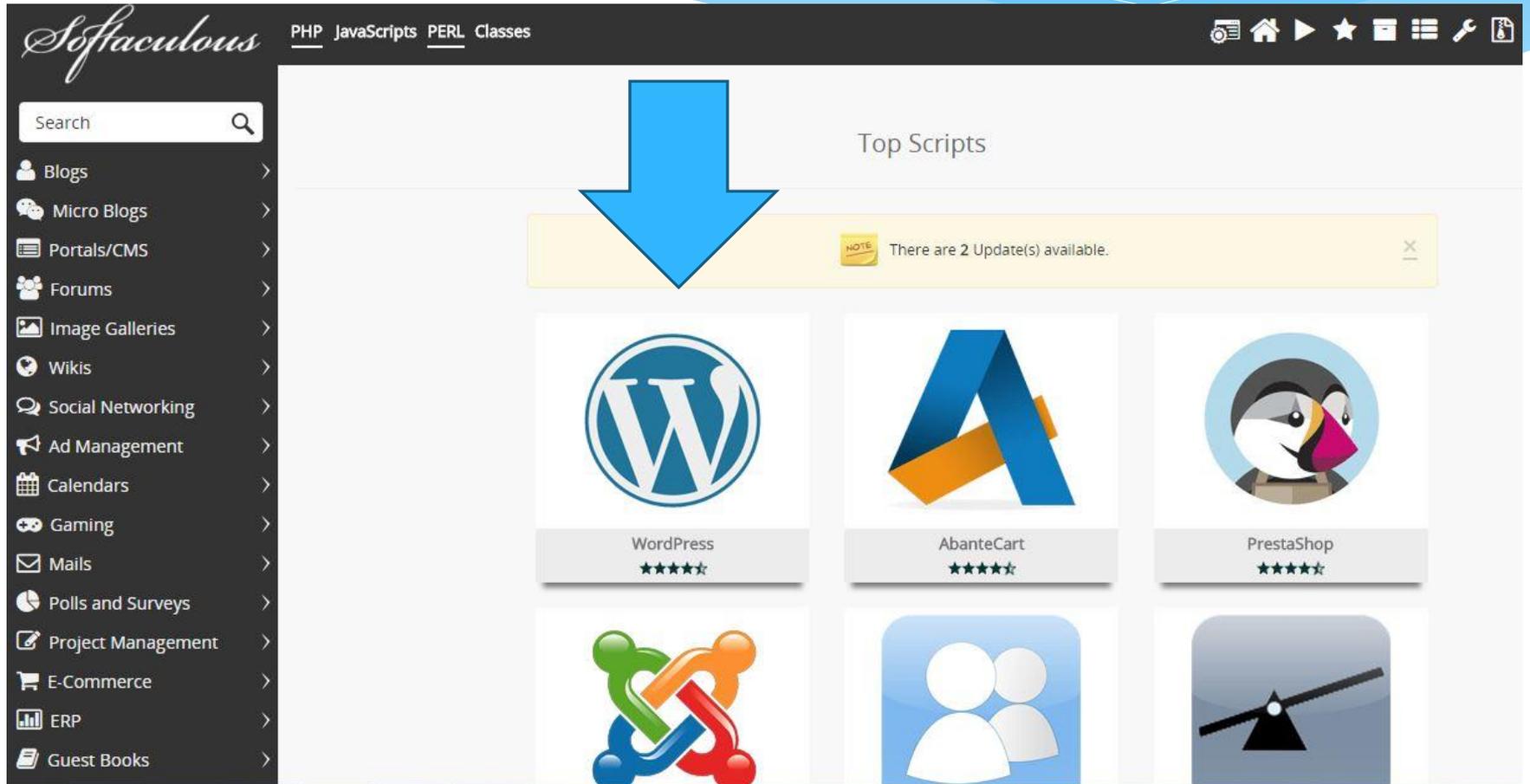
- CloudFlare
- SuperCacher
- SG-Git
- SiteApps Dashboard

WORDPRESS TOOLS

- WordPress



4. WordPress Install



The screenshot shows the Softaculous website interface. The top navigation bar includes the Softaculous logo and links for PHP, JavaScripts, PERL, and Classes. A search bar is located on the left side. A large blue arrow points to the WordPress icon in the 'Top Scripts' section. A yellow notification bar indicates that there are 2 updates available. The WordPress icon is accompanied by a 5-star rating. Other scripts shown include AbanteCart and PrestaShop, both also with 5-star ratings.

Softaculous

PHP JavaScripts PERL Classes

Search

Blogs

Micro Blogs

Portals/CMS

Forums

Image Galleries

Wikis

Social Networking

Ad Management

Calendars

Gaming

Mails

Polls and Surveys

Project Management

E-Commerce

ERP

Guest Books

Top Scripts

NOTE There are 2 Update(s) available.

WordPress ★★★★★

AbanteCart ★★★★★

PrestaShop ★★★★★

Let's do a live demo...

WordPress Dashboard

The screenshot shows the WordPress dashboard for the site 'Simple Digital Branding'. The browser address bar shows 'simplifiedigitalbranding.com/wp-admin/index.php'. The dashboard includes a sidebar with navigation links for Dashboard, Home, Updates (2), Jetpack, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, SEO, BWS Plugins, Pretty Link, and WP Edit. The main content area features a 'New in Jetpack: Centralized Site Management' banner with an 'Activate now' button. Below this is a notification from WP Smush with a 'Get Fast' button and an email input field containing 'admin@simplifiedigitalbranding.com'. A 'Welcome to WordPress!' message provides links for 'Get Started' (Customize Your Site), 'Next Steps' (Write your first blog post, Add an About page, View your site), and 'More Actions' (Manage widgets or menus, Turn comments on or off, Learn more about getting started). At the bottom, there are 'At a Glance' and 'Quick Draft' widgets. The Windows taskbar at the bottom shows the time as 8:51 PM on 1/18/2016.

Dashboard < Simple Digital Bra... X +

simplifiedigitalbranding.com/wp-admin/index.php

Simple Digital Branding 2 0 + New SEO WP Edit UpdraftPlus

Howdy, Rick

Screen Options Help

Dashboard

New in Jetpack: Centralized Site Management

Manage multiple sites from one dashboard at wordpress.com/sites. Enabling allows all existing, connected Administrators to modify your site from WordPress.com. [Learn More](#).

✓ **Activate now**

You're awesome for installing **WP Smush**! Site speed isn't all image optimization though, so we've collected all the best speed resources we know in a single email - just for users of WP Smush!

Get Fast No thanks

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

[Customize Your Site](#)

or, [change your theme completely](#)

Next Steps

- [Write your first blog post](#)
- [Add an About page](#)
- [View your site](#)

More Actions

- [Manage widgets or menus](#)
- [Turn comments on or off](#)
- [Learn more about getting started](#)

At a Glance

9 Posts 4 Pages

Quick Draft

Title

8:51 PM 1/18/2016

Website Design: Form *Follows* Function

*When in doubt, keep it simple

But first, a few examples of what **NOT** to do!

Too many links!

www.ARNGREN.net
Teknologi & Gadgets [Index](#) [el-retur](#)

23 Butikker [Grabs el-retur](#) [Video](#)

Søk Arngren.net [Slik Betaler du](#)

Bygg ditt eget 2-seters Helikopter. Inc kr. 398.000.-

Index
Akvarium
Alarm
Alkoholster
ATV (eL)
Bilde-Fliser
Bil (elektrisk) gas
Bilbane
Conrad-elektronikk
Digital-Kikkert
Disko-Lys
Dummy-Kamera
DVD-Spiller
Elektronikk & d
EL-Scanner & Bil
Figurer
Golf-biler (m/skilt)
Hobby & RC
Hoverpod
HP-Måler (Bil)
Isbitmaskin
Kamera (trådløst)
Kino (bærbart)
Kompass (Bil/Bil)
Laser-Jamer (Bil)
Luft-Jekke
Lys (oppladbar)
Mobil-telefon-1, 2
Motorsykkel-Mini
Omformer (110V)
Oversetter (44 språk)
PC-mini (9") 2
Rakett-Fly
RC Produkter
Robot-Hund
Robot-Støvsuger
Roboter
Solcelle-Ryggsek
Star Wars
Subtil DC

Trådløs Video-Dørtelefon & Monitor kr. 1798.-

El-Bil for norske forhold (Vi vant elbil kontrakten med Posten) kr. 99.998.-

44 Språk-Talende Oversetter m/Norsk fra kr. 298.-

V22 Osprey 2.4 Ghz kr. 998.- (4ch)

Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo. Se Lagerkoden eller Prisene (lev. 2 - 5 dager):
● er på Lager
● kommer før 3 uker
● lengre enn 3 uker

RC Produkter
120cm langt. Computer-styrt

RC 4ch Helikopter fra kr. 798.- Rakett-Fly

85km/t. 1:8

4WD Truck 2.4 Ghz RC fra kr. 2499.-

RC Produkter
Monster-Bil kr. 1998.-

RC Helikopter Super Stabil. 4ch Metall kr. 1099.-

RC Tank i Metall (55 cm) med Luftkanon fra kr. 998.-

RC Fly-Båt 70 cm lang fra kr. 1299.-

RC Herr VTOL (L) kr. 699

Elbil; Arngren-Comarth 2WD/4WD. 2 eller 4 seter kr. 79.998.-

Avatar-Gunship 299.-

Avatar-este Hel Nyhet! kr. 299.-

Elektronikk Fra kr. 9

Elektriske-Kjøretøy

Bilde-Fliser

Disko-Lys

Rakett-Fly

Roboter

CONRAD [Video](#)

GYRO

4-CH

el-jeep 9998.-

Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sover

Gratis MobilteI-Spill [Video](#)

Elektrisk-ATV 6000 watt kr. 59.998.-

EL-Scanner 5000 watt kr. 29.998.-

3, 4 & 6 ch Airwolf Helikopter fra kr. 399.-

RC Fly-Båt 70 cm lang fra kr. 1299.-

RC Herr VTOL (L) kr. 699

Avatar-Nyhet!

RC-Produkter

Avatar-Nyhet!

Poor Use of Contrast and White Space

The screenshot shows a website gallery page with a green header and a white main content area. The header contains a Facebook 'Like' button and a Twitter icon. Below the header are three exhibition banners: 'IGNA COLLEGE SENIOR ION', 'JOHN CAGE: ZEN OX-HERDING PICTURES', and 'IN THE SHADOW OF NUMBERS: CHARLES GAINES SELECTED WORKS FROM 1975-2012'. The main content area features a sidebar with navigation links: 'EXHIBITIONS', 'CURRENT', 'PAST', 'FUTURE', and 'PROJECT SERIES'. The main content area lists three exhibitions with their titles, dates, and 'READ MORE >' links. A vertical calendar on the right side shows dates from September 13 to October 11. The text is difficult to read due to low contrast and poor white space management.

Like 1,369 people like this. Be the first of your friends.

IGNA COLLEGE SENIOR ION

JOHN CAGE: ZEN OX-HERDING PICTURES
SEPTEMBER 4 - DECEMBER 16, 2012

IN THE SHADOW OF NUMBERS: CHARLES GAINES SELECTED WORKS FROM 1975-2012
SEPTEMBER 4 - OCTOBER 21, 2012

EXHIBITIONS
CURRENT
PAST
FUTURE
PROJECT SERIES

MARKING/REMARKING: AERIAL PHOTOGRAPHS
BY MARILYN BRIDGES
September 4 - December 16, 2012
[READ MORE >](#)

JOHN CAGE: ZEN OX-HERDING PICTURES
September 4 - December 16, 2012
[READ MORE >](#)

IN THE SHADOW OF NUMBERS: CHARLES GAINES SELECTED WORKS FROM 1975-2012
September 4 - October 21, 2012
[READ MORE >](#)

SEP 13 THURSDAY
SEP 20 THURSDAY
SEP 27 THURSDAY
OCT 04 THURSDAY
OCT 11

* Difficult to read, hard on the eyes

Where am I supposed to look?

Suzanne Collins

[Home](#) [Works](#) [Biography](#) [Interview](#)

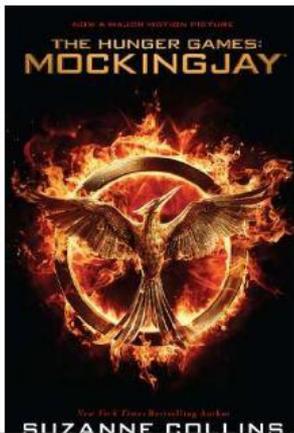
Welcome

Hi! Thanks for visiting my website. Here's a picture of me with a rat in Central Park. If you've read my fantasy series, *The Underland Chronicles*, you will have a clue as to why I chose this photo. If not, you may want to click around and find out a little more about my books. Or visit the Scholastic website for cool games and info!

[Click here to check out Scholastic's Underland Chronicles website!](#)



Fly You High!



Selected Works

Picture Book
YEAR OF THE JUNGLE
"Important and necessary."
--Kirkus Reviews, **STARRED REVIEW**
WHEN CHARLIE MCBUTTON LOST POWER
"A clever, humorous story in rhyme."
--School Library Journal

Sci-Fi
MOCKINGJAY
"...every bit as original and thought provoking as *The Hunger Games*. Wow."
--Los Angeles Times
CATCHING FIRE
"...doesn't disappoint when it segues into the pulse-pounding action readers have come to expect."
--Publishers Weekly, **STARRED REVIEW**
THE HUNGER GAMES
"...a superb tale of physical adventure, political suspense, and romance."
--Booklist, **STARRED REVIEW**

Fantasy
GREGOR THE OVERLANDER
"...readers will likely find [the Underland] to be a fantastically engaging place."
--Publishers Weekly, **STARRED REVIEW**
GREGOR AND THE PROPHECY OF BANE
"Yessss!!"
--Kirkus Reviews
GREGOR

OUCH!



People have alot to say about Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE REQUIRING NO REFRIGERATION PRIOR TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION.

CASSIE PENCE - KID KOLLEGE/BILLINGS, MT

"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO

I LOVE THE PROMPTNESS OF SERVICE! "EASY MIXING BOY"

KID'S WORLD LEARNING CENTER, BROOKINGS, SD

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE/ST. FRANCIS, MN

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNYJUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

LISA E. INGRAM - ANGELS' NEST, INC./COLORADO SPRINGS, CO

THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. I AM 100% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY

I LOVE THE VERIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER/BOSSIER CITY, LA

AS TH DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILD CARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET-FRIENDLY ARE ESSENTIAL. I ESPECIALLY LIKE THE EASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BY PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FORM THE GROCERY STORE!

THANKS, PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS, DIRECTOR/OWNER - UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI

"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN EXCELLENT PRODUCT, HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT."

BABE WALTON - CHILDREN'S ENRICHMENT CENTER/N. LITTLE ROCK, AR

AS GENERAL BUSINESS MANAGER OF ABC CHILD DEVELOPMENT CENTER AND PURCHASING MANAGER OF ABC PRE-SCHOOL AND DAYCARE. I AM RESPONSIBLE FOR 3 MEALS AND 2 SNACKS DAILY FOR 200-250 CHILDREN. ONE OF THE BUSINESS DECISIONS I HAVE MADE WAS TO INSTITUTE A JUICE PROGRAM FOR OUR MID-AFTERNOON SNACK. THE PRODUCT COST, LABOR COST, AND EASE OF STORAGE AND INVENTORY MANAGEMENT MAKE THIS PRODUCT EVEN MORE ECONOMICAL THAN MILK.

GALEN SIMPSON - ABC CHILD DEVELOPMENT CENTER/CLEARFIELD, UT

EASY, CONVENIENT, ECONOMICAL AND THE CHILDREN LOVE IT!! WHAT ELSE IS THERE TO SAY? WE LOVE IT.

SUSAN DOSHER - TWIN OAKS CHILD DEVELOPMENT CENTER/GULF PORT, MS

"The children, teachers, and parents all love PENNY JUICE. There is no more lugging fifty bottles of juice around the grocery store, to the car, and back to the preschool. We have also found it to be less expensive than even sale prices at the grocery store."

Jill - Valley Cathedral Parish Early Education Center/ St. Augustine, FL

"We absolutely love the prompt service, personal touch, and genuine quality of this juice. We will use PENNY JUICE as long as we are a provider."

Darci - We Love Kids/Minneapolis, MN

"It's an excellent product! The best part of it is with all the flavors the kids never get bored."

Den -YWCA Child Care/Minneapolis, MN "Midtown"

Looks like a unicorn threw up on the page. Just pick 2-3 colors, PLEASE!

THE SLIDE RULE UNIVERSE



Original Artwork by: [Liam Stewart](#). The Slide Rule Universe is a trademark of Sphere Research Corporation

IMPORTANT! Shipping Costs went UP significantly January 1, 2011, see full details in our [FAQ](#).

At the Slide Rule Universe you can **buy slide rules of all kinds**
CLICK ON THE PICS BELOW to see the Main Categories:

Sphere Research Corporation
3394 Sunnyside Rd
West Kelowna, BC, Canada, V1Z 2V4
Phone: +1 (250) 769-1834
FAX: +1 (250) 769-4106

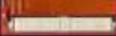
A great source for test equipment, repairs, calibrations, useful metrology information, and of course, **SLIDE RULES!**

 Updated August 13, 2012

Click [HERE](#) on your browser if pages seem unchanged

 [Click Here to see What's New!](#)

 [Useful off-site Links I use all the time.](#)

	Slide Rule Plus and Tie Clips		Picket New in the BOX NIB Rules
	Circular Slide Rules		New in the BOX NIB Rules
	Used Full Size Slide Rules		Cheap / Student Slide Rules
	Exotic Slide Rules		Slide Rule Books
	Pocket Slide Rules		Drawing Tools
	Slide Rule Repair Parts		New Slide Rule Cases

+ Plus, you can do all of these things:

 [BID in our food bank slide rule AUCTION! NOW CLOSED!](#)

WOW, you are visitor 1104801 !

 Follow us on Twitter	 We have MUGS!
	

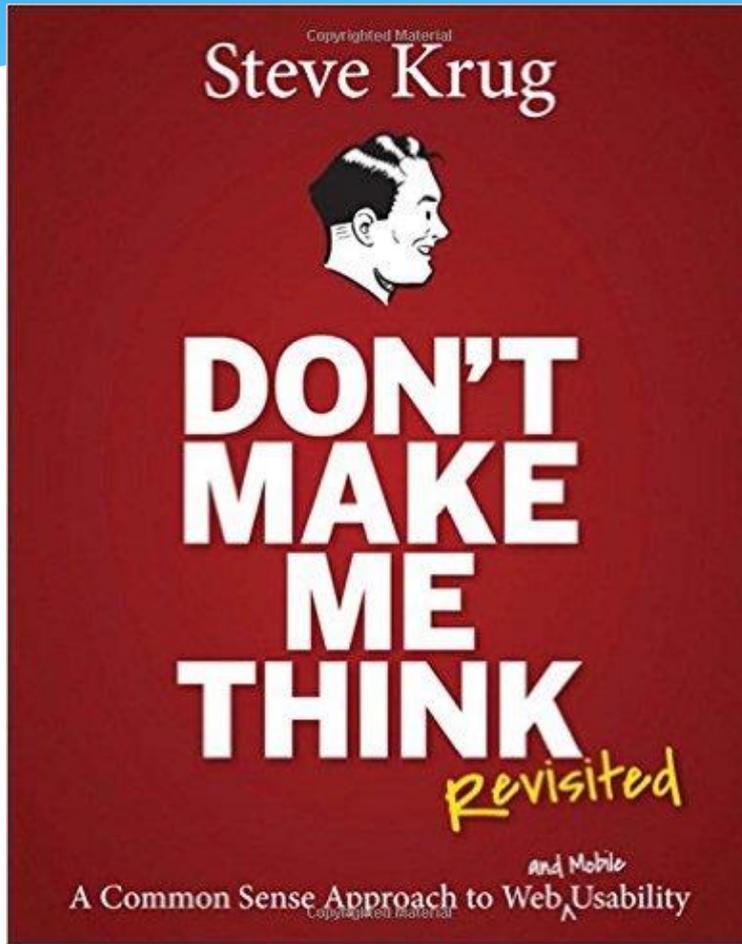


A Big Hot Mess!



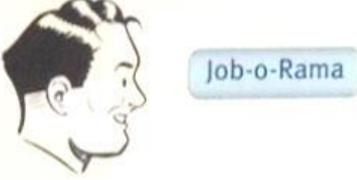
*** If your site looks ugly—or worse, complicated—people will never take the time to read it.**

“Don’t Make Me Think!”



- * This is the first law of usability; the ultimate tie-breaker when deciding if a design element works or not.

Make it as obvious as possible

< OBVIOUS	REQUIRES THOUGHT >	
<p>Jobs! <i>Click</i></p> 	<p>Hmm. <i>[Milliseconds of thought]</i> Jobs! <i>Click</i></p> 	<p>Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?</p> 

< OBVIOUSLY CLICKABLE	REQUIRES THOUGHT >	
<p><i>Click</i></p> 	<p>Hmm. <i>[Milliseconds of thought]</i> I guess that's the link. <i>Click</i></p> 	<p>Hmm. Does that do anything?</p> 

What is a Theme?

Themes are template files for WordPress that control **where + how content is displayed** on the front end of a website.

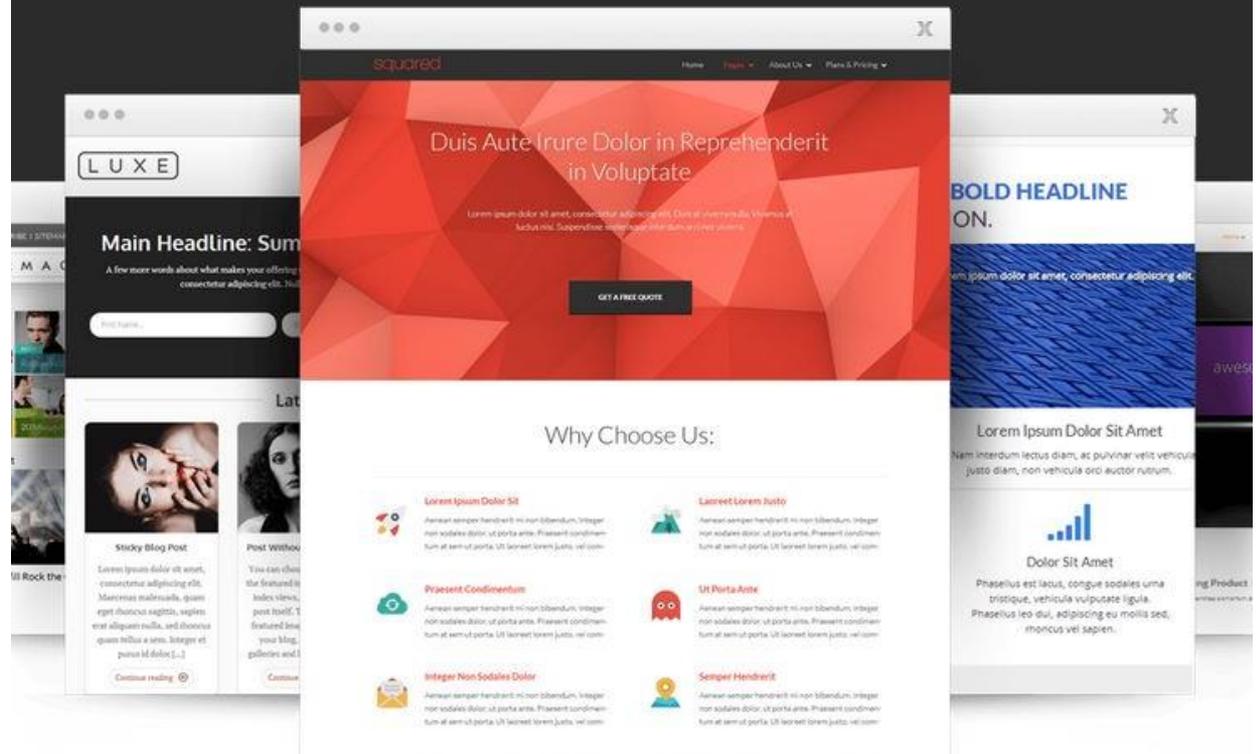
Themes

[Thrive Themes](#)

[Theme Forest](#)

[Elegant Themes](#)

Our Gorgeous WordPress Themes with
Conversion Focus



*No matter which you choose, it **MUST** be responsive.

Layout

Structure your content for maximum engagement.

Entice your readers, **don't confuse them.**

Anatomy of a WordPress Theme

Header

Navigation

Slider/Hero

Body – Pages or Posts

Sidebars with Widgets

Footer Area

Header

NAVIGATION

Slider

.....

Body

Sidebar Widgetized Area

Footer Area

Widget

Widget

Widget

- * The current trend is towards **simplicity and UX** rather than flashy, high design. **Design elements should never get in the way of the content.**

- * One reason: **>63% of all webpage views are now on mobile devices.**

- * To this end, make sure that your site has a **responsive theme.**

- * **Less is more**, both visually and in your written content.

- * Easy to understand navigation; menus, breadcrumbs, etc.

- * Reader-friendly contrast between text and background

- * **Search Engine Optimized**

- * Make it YOU! Don't be generic, **let your personality come through.**

Now let's get down to some specifics...



*First Rule:

Place your most important images and messages “above the fold,” including your **CALL TO ACTION**

Recognition and Consistency

Your site should have:

- * A Title
 - * A Tagline
 - * A logo or profile photo
 - * A background/header image
-
- * All of these should be prominent and then also used consistently on your social profiles, email signature, business cards, and anywhere else that you're found, both online and off. In other words, **BRANDING!**

A “Typical” WordPress Site

About me

My Expertise

Experience

Education

Portfolio

My Blog

Contact me

JOHN DOE

FREELANCE DESIGNER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum varius risus ut purus dignissim sed sagittis libero rutrum.

U.S.P.

About me

professional profile
and contact info



Hello, I'm Lorem ipsum dolor sit amet, consectetur adipiscing elit puella magna est.

Etiam sem eros, interdum at rutrum et, hendrerit id nisi. Etiam iaculis lorem eget.

arcu gravida lacinia. Fringilla justo ullamcorper ac. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Raesent sem elit, volutpat id vulputate faucibus, fringilla vel massa. Proin nec mi a mi tincidunt elementum sed vel ipsum.



+387 51.000 111



Brace Jugovica 21



mail@mail.com

The
fold

Your “Elevator Pitch”

You (or Your Business) in a Nutshell...

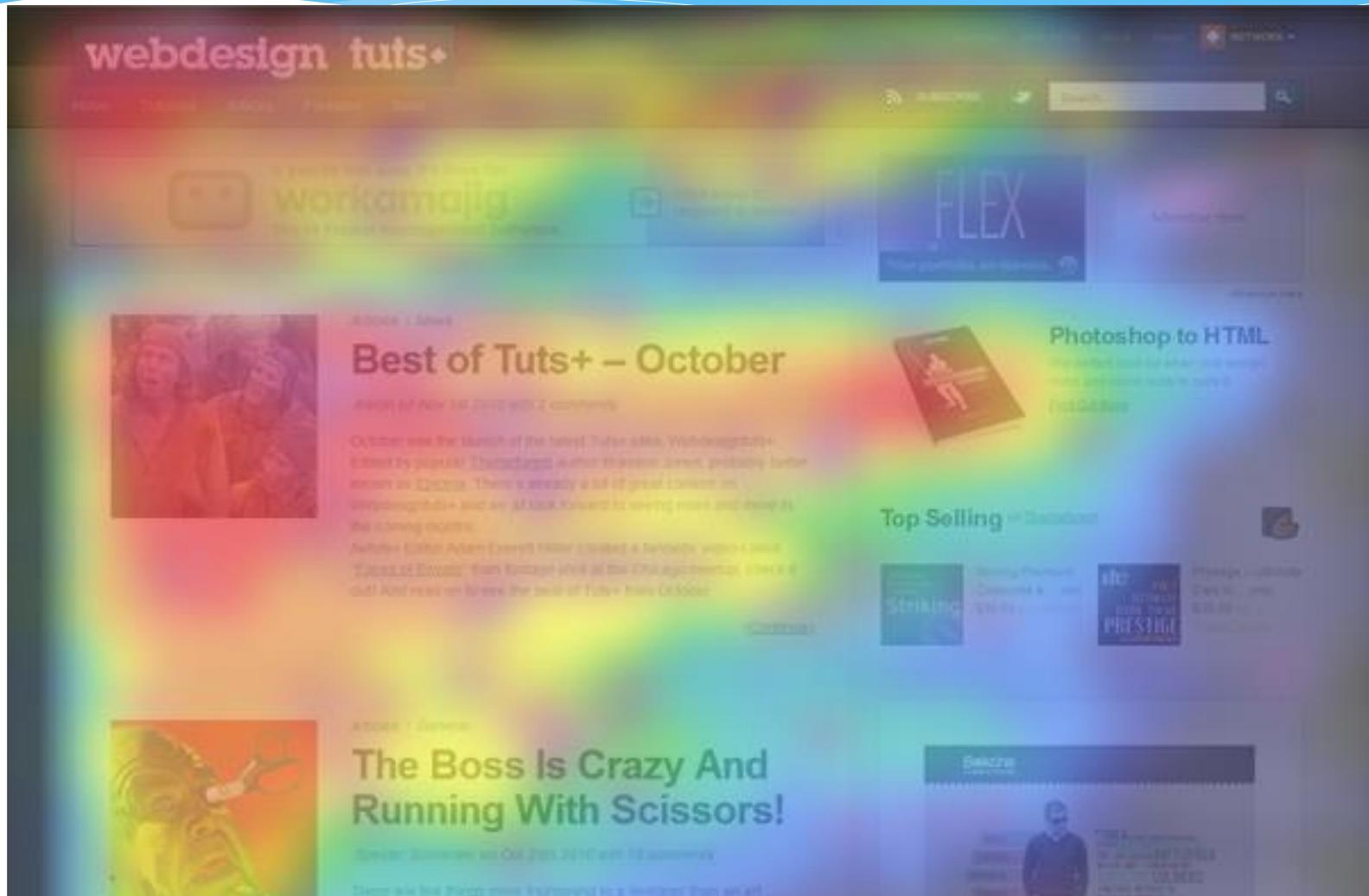
Unique Selling Proposition

- * Keep it short, two sentences at max.
- * What makes you **different** than other brands?
- * Unique is often “better” than better.
- * Personality matters. A lot.

Elevator Pitch

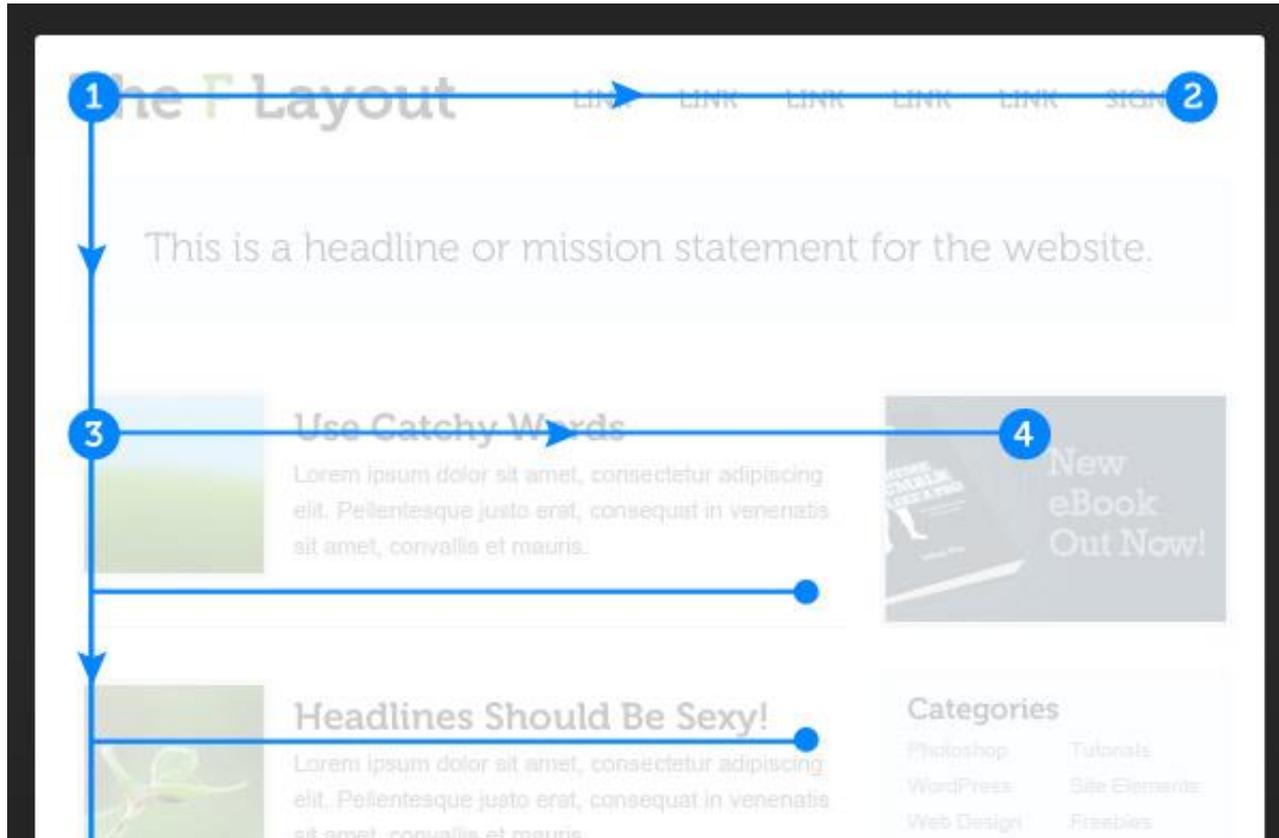
- * Explain **what you can do for them** in 30 seconds or less.
- * How can you make *their* life easier or better or richer?
- * Always emphasize benefits, not features.

What we can learn from **HEAT MAPS** and eye movement patterns



F-Pattern

- * The natural tendency to scan text



That said...



Regardless of any specific layout design, viewers are more likely to first look at the **biggest, brightest, and most highly contrasted elements** on a page.

Other Design Considerations

- * **Sliders:** no longer considered effective. In fact, heat maps tell us that they are largely ignored. Favor a **simple background image with “Call to Action”** instead.
- * **Left vs. Right Sidebar:** The “F-Pattern” tell us that the left gets 70% engagement while right gets only 30%, so **decide which content is most important.** (Or eliminate the sidebar entirely?)
- * Don't fear **white space.** Readers need a place to let their eyes rest.
- * **Larger fonts.** What text size are you currently using? It doesn't matter... make it bigger.
- * Speaking of text, use **bold** often, *italicized* rarely, and underlined never. (Why?)
- * Break up text with headings, images, and bullets.
- * **Responsive,** NOT mobile optimized.

Don't Get Discouraged!

- * We will do more demonstrations in class. Ask questions!
- * Class notes at:
[West Palm Beach Blogging and Social Media](#)
- * Join the discussion on our [Facebook Group](#) Leave your questions on the page.