# *Raising the Bar for Business in New Mexico*

IDSP Business Academy

## ABQ LEAP Enterprise Mastery

*League of Enterprise Accredited Professionals*

16-Week Program

- Blog Construction

For the XpanZion Enterprise Platform
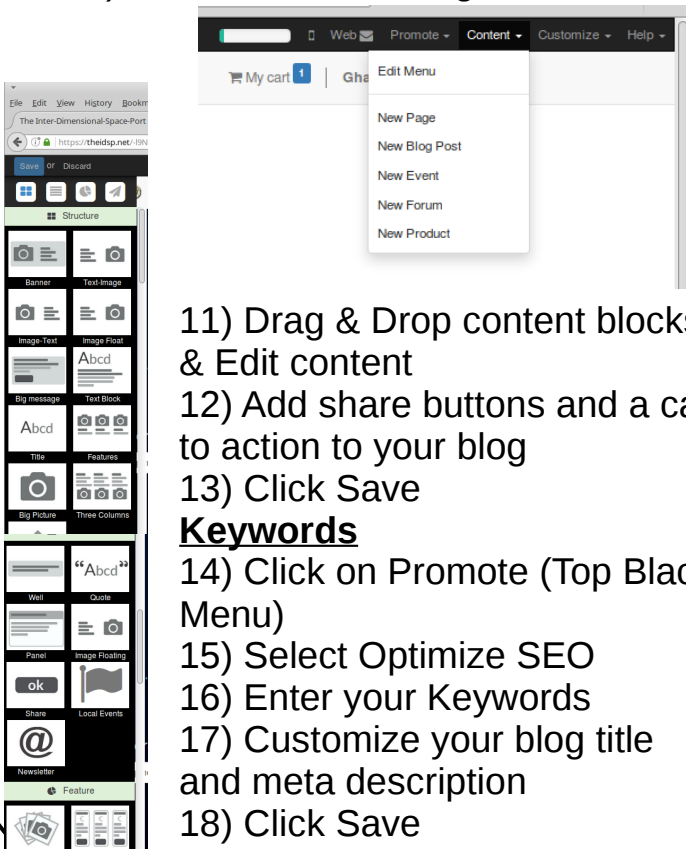
## Create a Blog
1) Click on Website Admin – Top Menu in Back Office
2) Click on Blogs – Left Menu
3) Click Create
4) Name Blog & Click Save
5) Click on Configuration – Left Menu
6) Enter website name in top white box
7) Enter social media links
8) Click Apply

## Create a Post
9) Click on Website – Top Menu
10) From Website view, Click Content (Top Menu) and Select *New Blog Post*



11) Drag & Drop content blocks & Edit content
12) Add share buttons and a call to action to your blog
13) Click Save

## Keywords
14) Click on Promote (Top Black Menu)
15) Select Optimize SEO
16) Enter your Keywords
17) Customize your blog title and meta description
18) Click Save
19) Click Publish – Upper Right

Blogs are categories with Posts which can be media, news, videos, how-to, etc.

A blog is a place to put your thoughts, like a journal, or sketchbook. Because they are interesting, a blog can be used as a very powerful traffic generating tool.

Choose a single topic to write an article on. For example: Write an article about your experience with the Academy.

Chose a few keywords to emphasize throughout the article so that your audience can find you.

Add share buttons and make sure you add your keywords and customize your blog title in the Optimize SEO area before you publish your blog.