

• Intro to Blogs

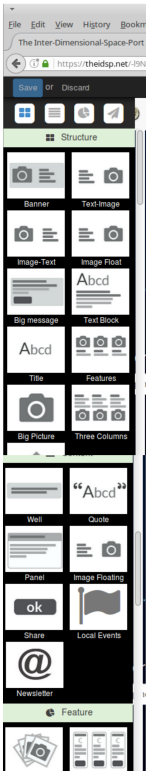
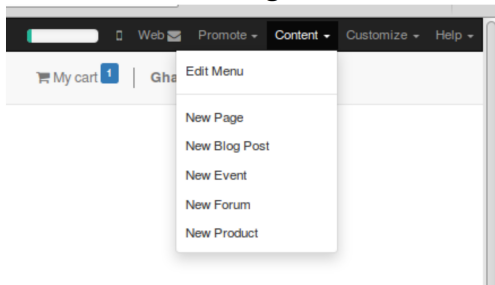
Exercise 6 of 16

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

Manage Blogs and Posts in the back office under Website Admin.

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.