

The burtonbusinessclub.co.uk website is a BIG advantage of your membership. It allows you to update and enhance the basic profile about you and your business that is already live on the website. You can also write your own blog posts – any time you want to from anywhere with Internet access.

Because the site has been built with search engines in mind, your business profile, and any blog posts you create, should all help drive traffic to your own website as well as raising awareness of your business when people do searches in Google and other major search engines for the kind of services you offer in the Burton area.

I've created a very basic beginners guide to help get you up and running if you've not used a WordPress blog before. As time goes on we'll provide some more detailed information about some of the finer points.

But, what should you be blogging about?

Well, you can blog about success stories in your own business, or things that are happening in the wider world that are relevant to your business, or to other members.

And why should you bother?

If our website is an interesting place to visit, buzzing with news and opinion, it will show the diversity of our membership, and the expertise we have between us. This is likely to encourage new members and visitors - and a larger membership benefits everyone in the club.

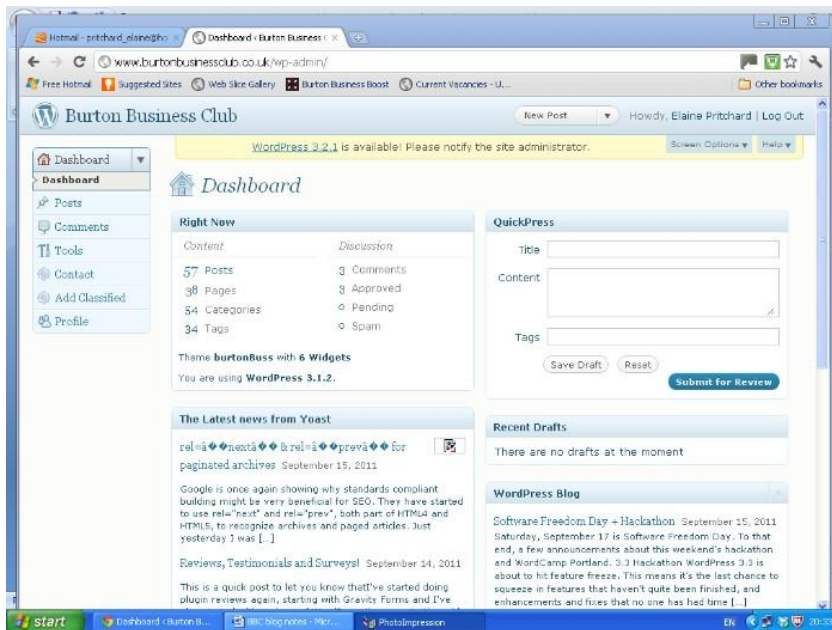
Your blogs may also make other members more aware of what you do and this may help them refer business to you. **IMPORTANTLY** they are a great business generation tool to help you reach the wider public and business community **OUTSIDE** Burton Business Club.

Here's some info to get you started.

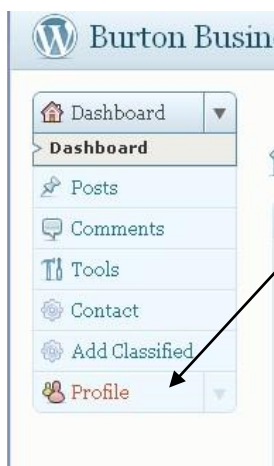
1. Go to the website and log in with your username and password in the top right hand corner.



2. Logging in takes you straight to your dashboard – which may look scary if you are not used to using a WordPress blog – but don't panic. It's not as difficult as it might look at first glance.

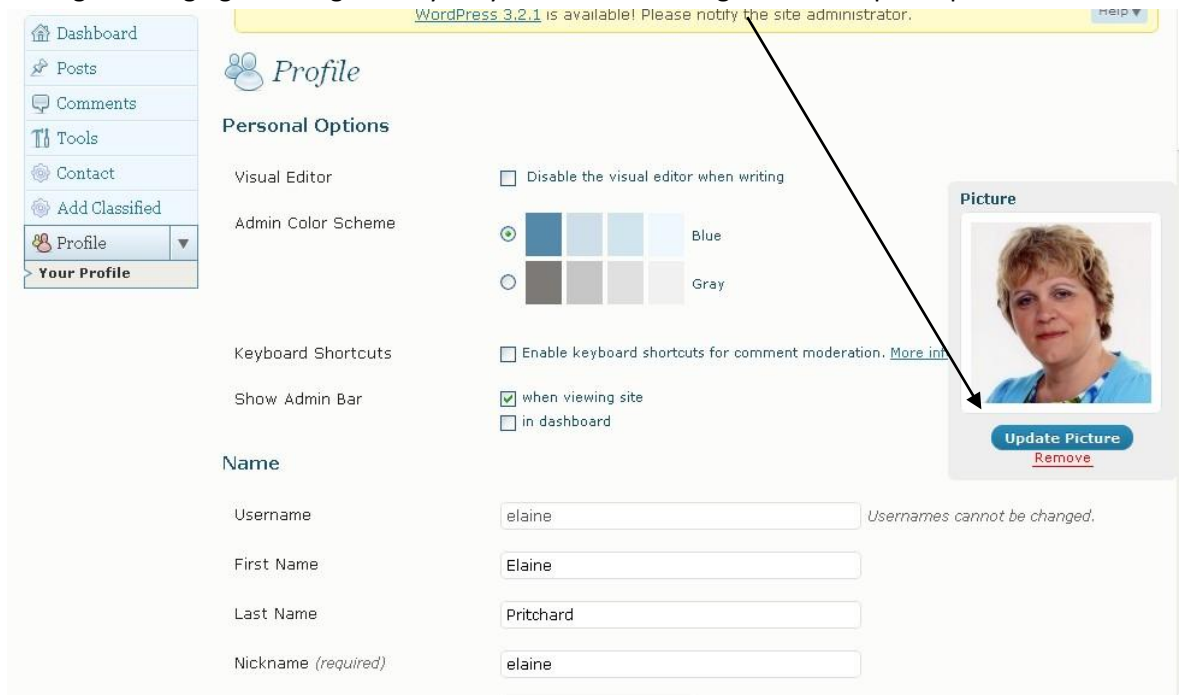


3. If you want to edit, or amend your business profile, click on the word 'Profile' at the bottom of the list on the left hand side – shown here in red:

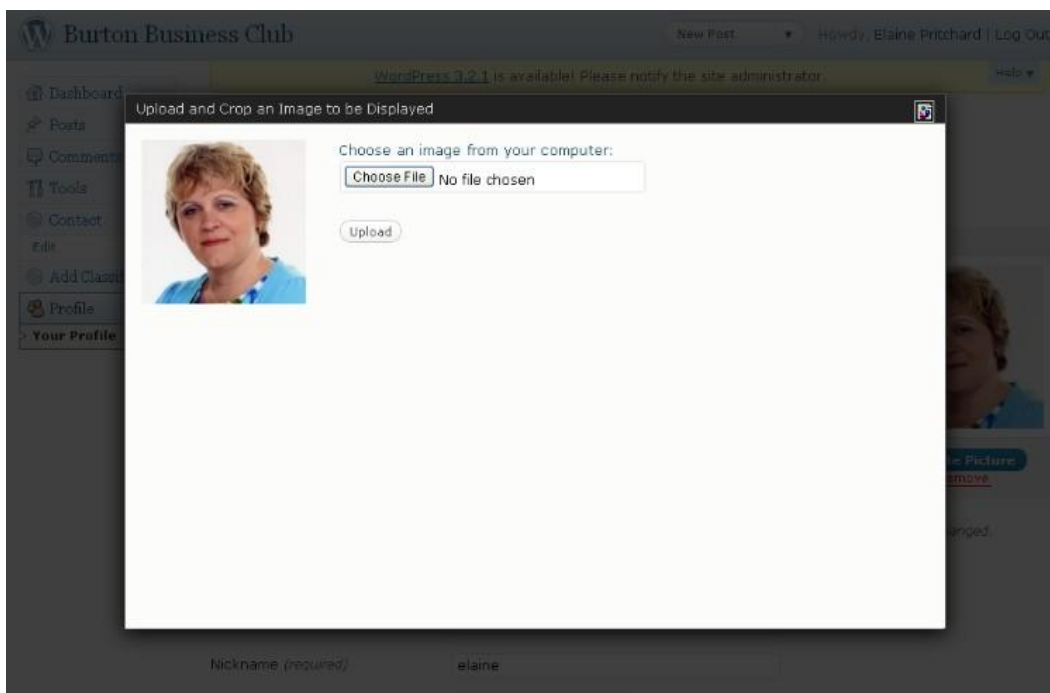


4. This will take you to a page where you can edit your profile and add to it as often as you like.

- It will show you the picture that currently appears with your profile. If you haven't got one I suggest you make adding one a priority. It can be a headshot of you, or your company logo. Leaving the little grey 'lego' man, which is the default image, isn't the best first impression. Adding or changing the image is very easy..... Under the image click on 'Update picture' .



- You will then see this screen:



- Click on 'choose file' and then navigate to where on your computer you have saved the picture you want to upload. Select the image and click 'open' and then click 'upload'.

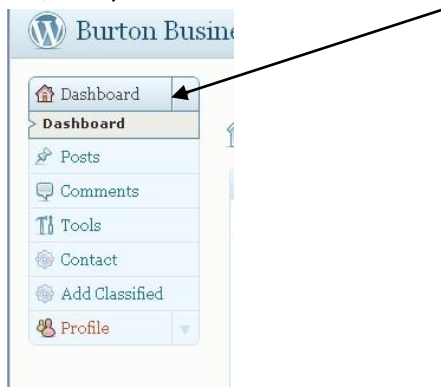
8. Once you have a picture in place, you can keep scrolling down this page and you will find fields where you can type in your business website URL, some biographical information, Twitter, Facebook and LinkedIn URLs and lots more. You don't HAVE to fill it all in but why not take advantage of this free advertising presence and REALLY sell yourself and what your company offers to other members, visitors and people who find the site when searching for Burton businesses? Remember, members' profiles are randomly displayed on the home page and this is a great shop window for you. "People buy from people" – so don't be shy about letting your personality show.



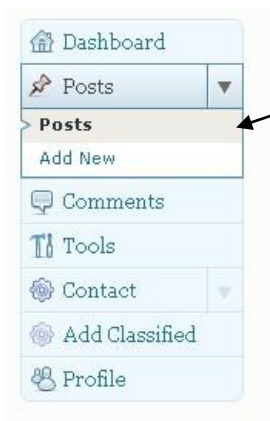
Twitter Page_Url	<input type="text" value="http://www.twitte"/>
LinkedIn Page_Url	<input type="text" value="http://uk.linkedin"/>
Facebook Page_Url	<input type="text" value="http://www.faceb"/>

[Update Profile](#)

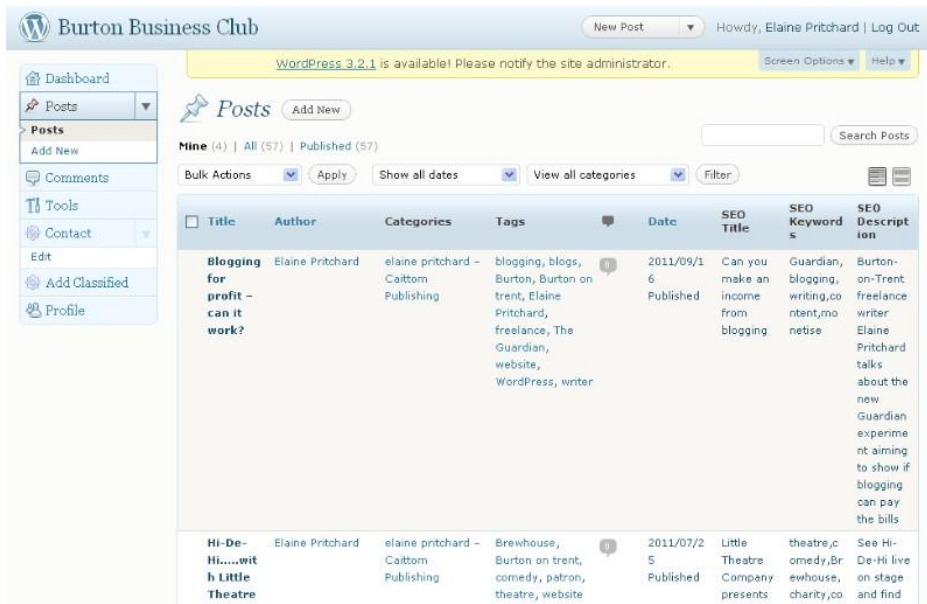
9. This page is also where you can change the password you use to log in to the Burton Business Club website. You may want to change it now and then for security reasons or to make it something easier for you to remember.
10. At the bottom of this page is a button you must press to save any changes you make. So, click '**update profile**' and it's done.
11. To get back to the Dashboard, click the word 'Dashboard' at the top of the column on the left, and you will be back to the main Dashboard page.



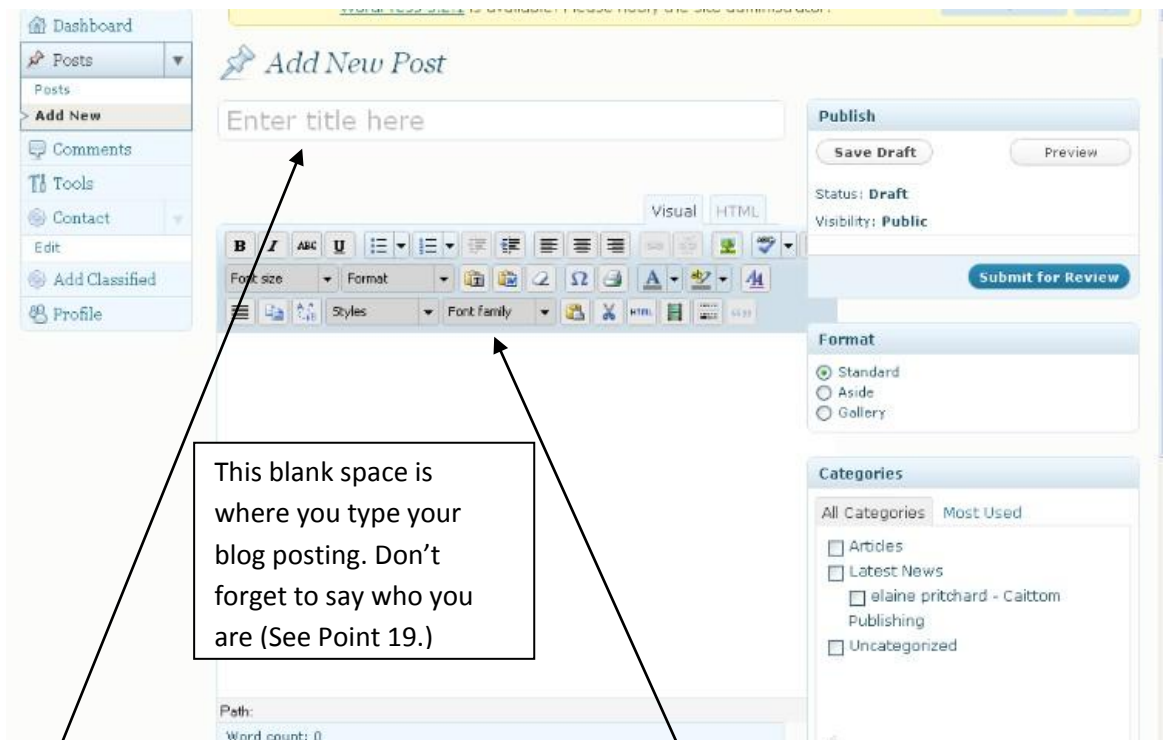
12. To make a blog posting, you start by clicking on the word 'Posts'.



13. Once you have written some posts, they will appear in a list format when you click the word 'Posts'.



14. If it's your first post, or to create a new one, click on 'Add new', and you will see THIS screen:
15.

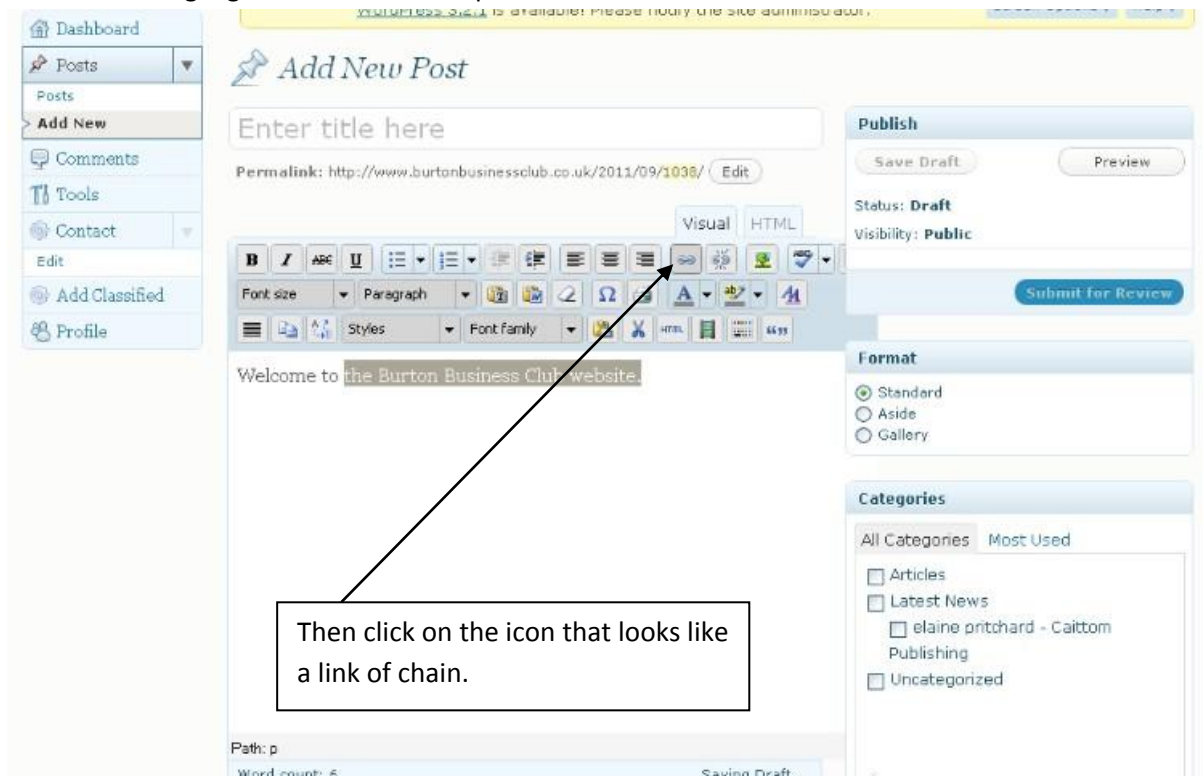


This blank space is where you type your blog posting. Don't forget to say who you are (See Point 19.)

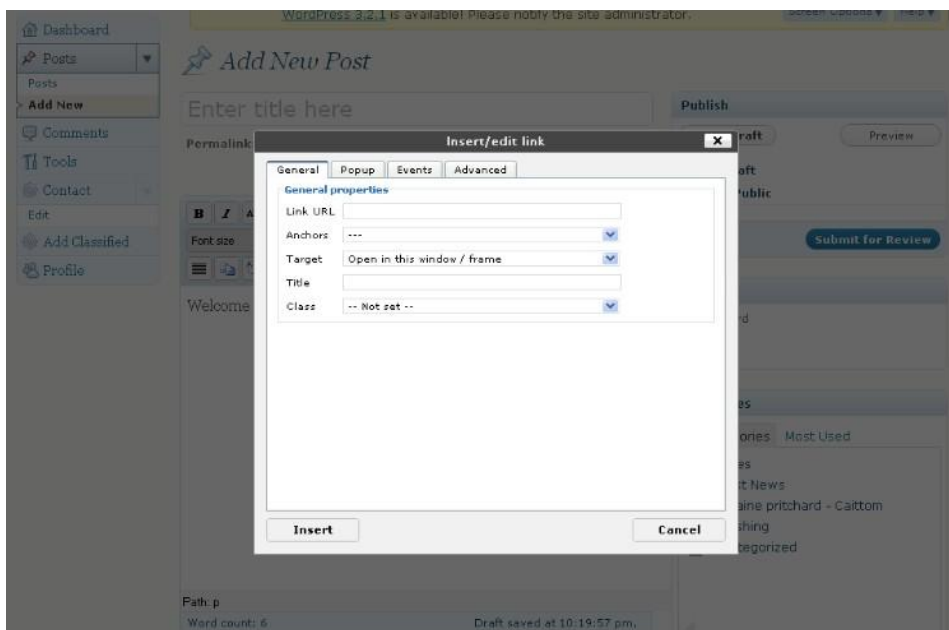
This is where you type the title, or headline, that you want to appear on top of your blog posting.

This allows you to style what you write without needing to know html code. It works a lot like Microsoft Word, and allows you to make text Bold, or Italic, add bullet points and (IMPORTANTLY) make words or phrases you type into hyperlinks – so that when the post is published people can click through to a website you want them to see. Hover your mouse over the icons and an 'alt tag' will pop up which shows you what they do.

16. To make a phrase into a hyperlink to another website, highlight the phrase using your mouse. Hold down the button on your mouse, scroll it over the desired phrase and release and it will be highlighted as in the example below.

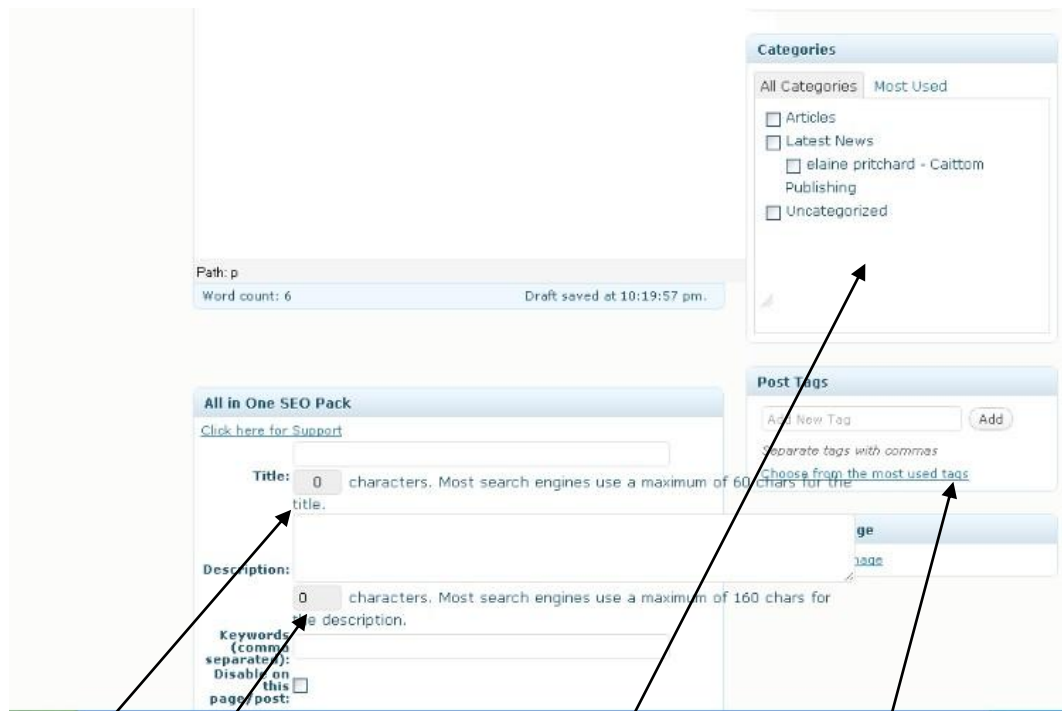


17. You will then get this pop-up window:



18. For now I'd just do two things here a) type the full url of the website you want to link to in the top field labelled **Link URL** (including the http://.....) b) Next to the field marked **Target** choose 'open in new window (_blank)'. Then click 'insert' in the bottom left hand corner.

19. The icon that shows a green tree is the one which will help you add an image to your blog. You can add one that is on your computer - and upload it in a similar way to how you uploaded your profile picture - or you can upload it by providing **the URL of the image** as long as it's on your OWN website, or the website of someone who has given you their express permission to use it on your posting. Images you find through Google are virtually always someone's copyright, so please don't just 'lift' them.
20. Once you've written what you want to write there's just a few more things to do which will help your blog to be more visible to search engines – as well as helping people find it on the Burton Business Club website once there's more content on there.



These three fields all help with SEO (Search Engine Optimisation) which is things that help search engines find relevant stuff. Create a title of no more than 60 characters, and a description of no more than 160 characters, and pick out keywords relevant to what you've written and separate them with commas.

Choose the categories where you want your post to appear.

Add Tags. These are useful words that may crop up in multiple posts you write and by selecting them it means that in the future people can quickly find all the blogs you've written about certain subjects. If you work in the financial sector, you may use Tags like VAT, budget, tax, etc... when your posts touch on those subjects. As your archive of posts builds, you have the option to "choose from the most used tags". Click on that blue link and you will see the tags you've used in previous blogs which helps save time.

21. Don't forget to include at the bottom of your post WHO YOU ARE. The system doesn't do that automatically for you. You can also use that 'sign-off' as a quick way of giving more info about what you do and a hyperlink to your business website. Here's an example of how Tony has signed off one of his blog postings:

- You have to PLAN.
- You have to RESEARCH your market.
- You have to be INFORMATIVE.
- You have to be OPEN and HONEST.
- You have to offer an EXPERIENCE that can overcome the lack of human contact.

More on the above points as we travel along the path of getting a website that will do its job.

About The Author

Tony Harvey-Bacon is the owner of [Mercia Web](#) and works as a web consultant and SEO Specialist.

His has experience in a range of different areas including web development, search engine optimization and marketing online.

Have fun with your blog. You will find lots more information about WordPress blogs online and there's bound to be expertise within the Club that you can tap into too.

Remember it's a powerful business generation tool that's there FOR YOU as part of your membership. But don't use it to bombard people with sales messages all the time as that can be quite a turn-off.

Vary your posts so that some are about your company, but others are about business news, topical events or subjects of interest where you can add your details as the author of the blog. Remember it should be **your own work**. You are breaching copyright if you copy and paste text from a news website or another blog. If you want to reference an article online – link to it from your blog post.

This is perhaps a subject we will cover in more depth at a future meeting or training session.