



Syllabus

BLOG START-UP 101

A BRIEF OVERVIEW

INTRODUCTION

A BRIEF SUMMARY OF WHAT WE'LL BE COVERING IN BLOG START-UP 101

As a new blogger, it can be incredibly confusing and frustrating at times trying to figure out the ins and outs of getting a blog set up and running. “Where do I start? What is hosting and do I need it for my blog? How do I buy my domain name? Do I need a graphic designer to get my blog to look nice? How do I publish a blog post on my site? How do I promote my blog on social media? Do I need to send a newsletter? How do I get new readers to subscribe to my newsletter?”

These are just some of the common questions I hear all the time from aspiring bloggers who need help navigating the blog setup process. This is why I created Blog Start-Up 101. I want to help new bloggers like you conquer the blog start-up phase quickly and easily so you get to the important stuff — *sharing your passions and your voice with the world!*

Are you ready to get started? Here's an overview of what to expect as you work through the course:

Lesson 1: Hosting, Domain Names, and Blog Platforms

In Lesson 1, we'll be covering the ins and outs of site hosting, domain names, and blog platforms — *a more in-depth followup to our course, 5 Days to a Successful Blog Launch*. The lesson will include both a written and video lesson covering:

- The difference between hosting, domain names, and blog platforms.
- How to shop for domain names to make sure your chosen blog name is available.
- How to set up your hosting and what (if any) add-on options you should include for your site.
- Step-by-step video tutorial taking you through the process.

Lesson 2: WordPress

Lesson 2 will dive into WordPress, our preferred blogging platform. We'll discuss why WordPress is our platform of choice, and go over WordPress setup, navigation, and more, including a written and video lesson sharing:

- How to install WordPress on your site.
- Basic WordPress functions.
- How to navigate the WordPress Dashboard and back-end site functions.
- WordPress Themes: What they are, how to choose one that fits your blog, how to install a theme, and recommend resources for finding premium themes for your site.
- WordPress Plugins: What they are, how to use install and use them, and recommended site plugins to start with.

Lesson 3: Your First Blog Post

At this point in the course, we'll start exploring how to create, edit, and publish your first (and subsequent) blog posts! In the Lesson 3 written and video lesson, we'll cover topics like:

- Getting familiar with the WordPress editor.
- The difference between a page and a post.
- How to edit your blog posts using the WordPress Editor toolbar.
- How to preview posts and pages on your site before you publish them.
- How to add hyperlinks to your blog posts and page content.
- How to add and resize photos and images to your posts and pages.
- How to use the Visual Editor vs. the Text Editor.
- How to schedule posts to publish at a designated date and time.

Lesson 4: Your Social Media Accounts

After getting your blog set up, getting familiar with WordPress, and getting the ball rolling on great content, it's time to start looking for ways to get your blog out there! In Lesson 4, we'll share how you can further promote your blog and grow your audience with social media. We'll go over basic social media topics in this lesson's written and video lesson, including:

- The different types of social media and which ones work best for different types of blogs.
- How many social media accounts you need to promote your blog in the beginning.

- Basic best practices for each of the most popular social media networks.
- Time management, goal setting, and how *not* to get overwhelmed with social media.
- PLUS, bonus tutorial videos showing you how to connect your blog to your social media accounts *and* how to use our favorite social media sharing plugin to help your readers share your content more effectively!

Lesson 5: Your Email Newsletter

One of the key components to a successful blog is your email newsletter. In Lesson 5, we'll share why having a newsletter is so important to your blog's success, what is involved with creating an email newsletter, and how to set your blog up to start gathering subscribers. This lesson's written and video lesson will include topics like:

- Why you need an email newsletter and why it's even more important than social media when it comes to connecting with your audience.
- How a newsletter works and how often you should be sending newsletters to your subscribers.
- Basic best practices for creating your newsletter and what to include in your emails.
- Our most recommended Email Service Providers and an overview of how they work.

Blog Start-Up 101 is not meant to provide in-depth coding and site development training. This course was created to help new bloggers learn how to set up their blogs without needing more advanced technical experience. This course is not intended for bloggers with established blogs.