

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 6 HANDOUT

Terminology and activities

A **website** is a connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization, and devoted to a single topic or several closely related topics. Websites tend to have mostly stable content and limited opportunities for interactions.

A **blog**, short for **weB LOG**, is a website on which an individual or group of users records information and opinions on a regular basis. Blogs tend to have more dynamic, changing content and tend to involve ongoing interaction through postings from multiple members, and are frequently collaborative efforts.

Both websites and blogs will require:

- Domain Name (your site address)
- Web or Blog Hosting location (some are free, such as eBlogger, blogspot, and problogger.net)
- Creation Tool or Template (WordPress)
- PayPal or Merchant account (if you plan to sell online)
- Update and Maintenance Plan
- Search Engine Optimization (SEO)

Set up a website/blog with WordPress

- Go to WordPress.com and click on the orange “Get started here” button
- You will need to access an email account in order to activate your WordPress account activation email
- Once your account is activated, you will be taken to your blogsite. You can begin by adding content to your first post right away.
- To see what your edited post looks like, click the “Preview” option on the right
- Use the dashboard link in the menu on the left to control settings, select a theme, and make other adjustments to the appearance and layout of the blogsite.
- Begin with a simple theme until you are comfortable with settings and the layout of content.