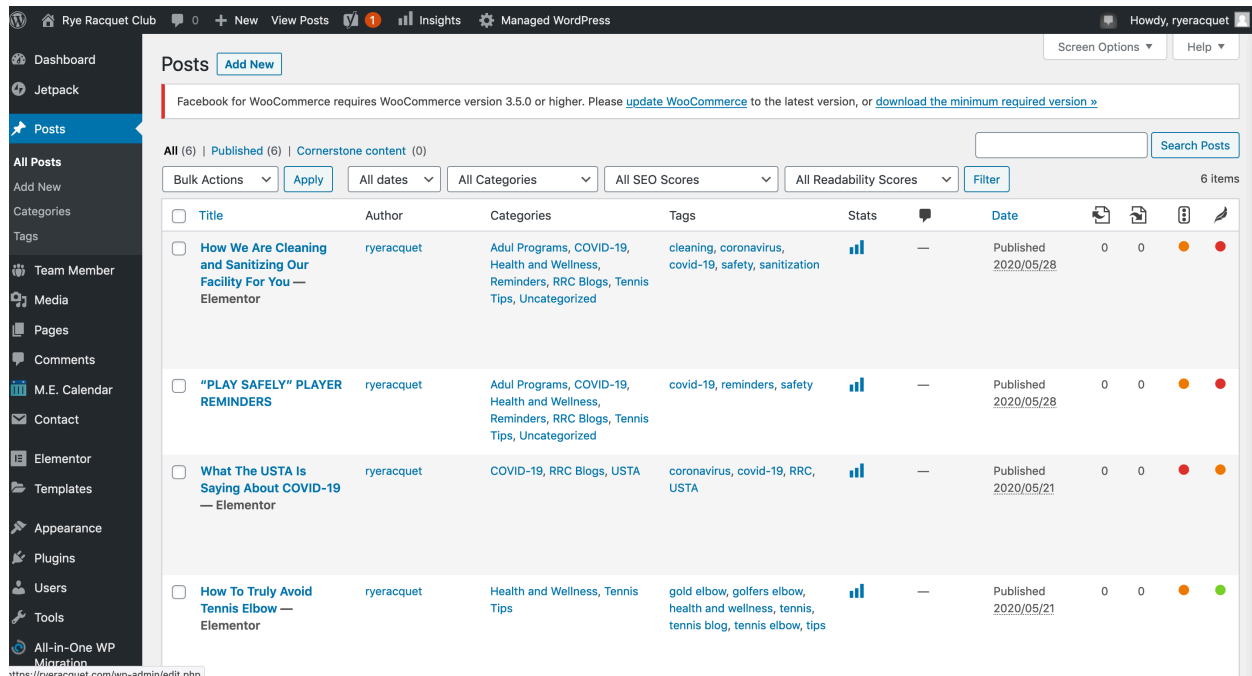


How To Use Your Shiny New Blog!

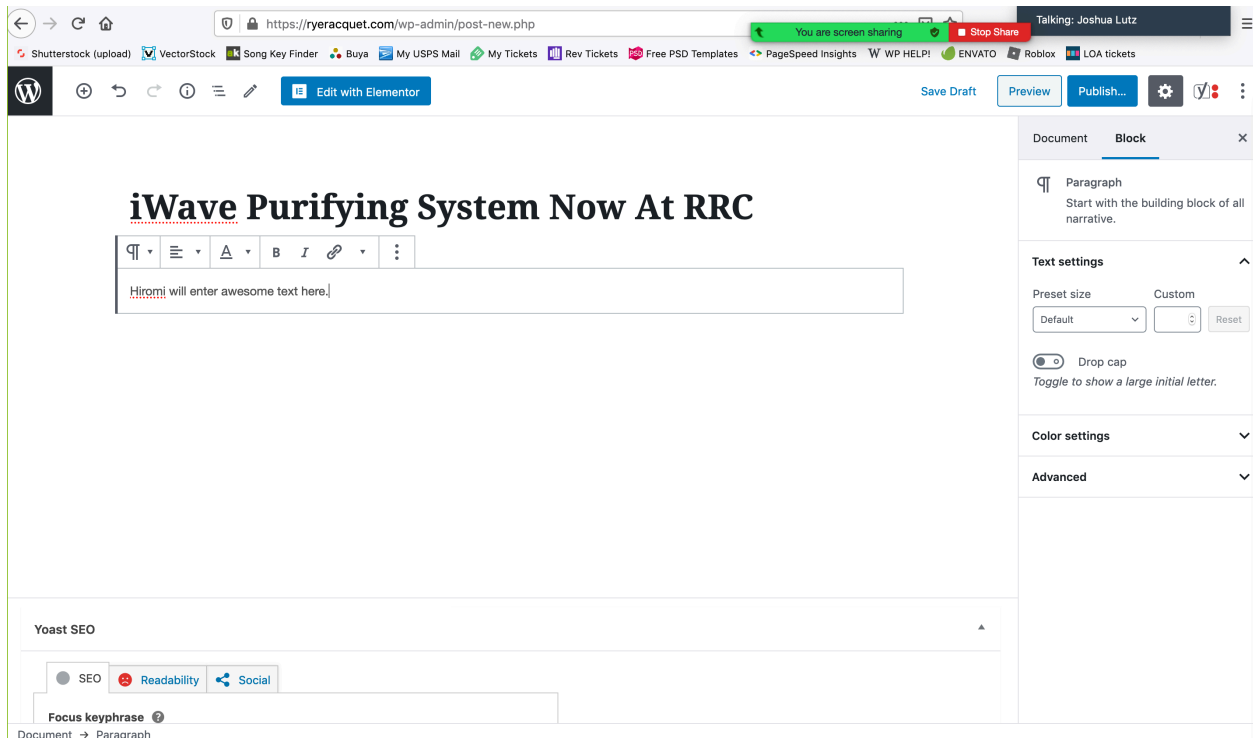
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Tutorial BLOG7.30.20.1 created by Joshua Lutz for Lutz Multimedia

1. Open your dashboard at www.yoursitename.com/wp-admin/
2. click on “Posts” on the dashboard sidebar
3. Click “Add New” in top left corner

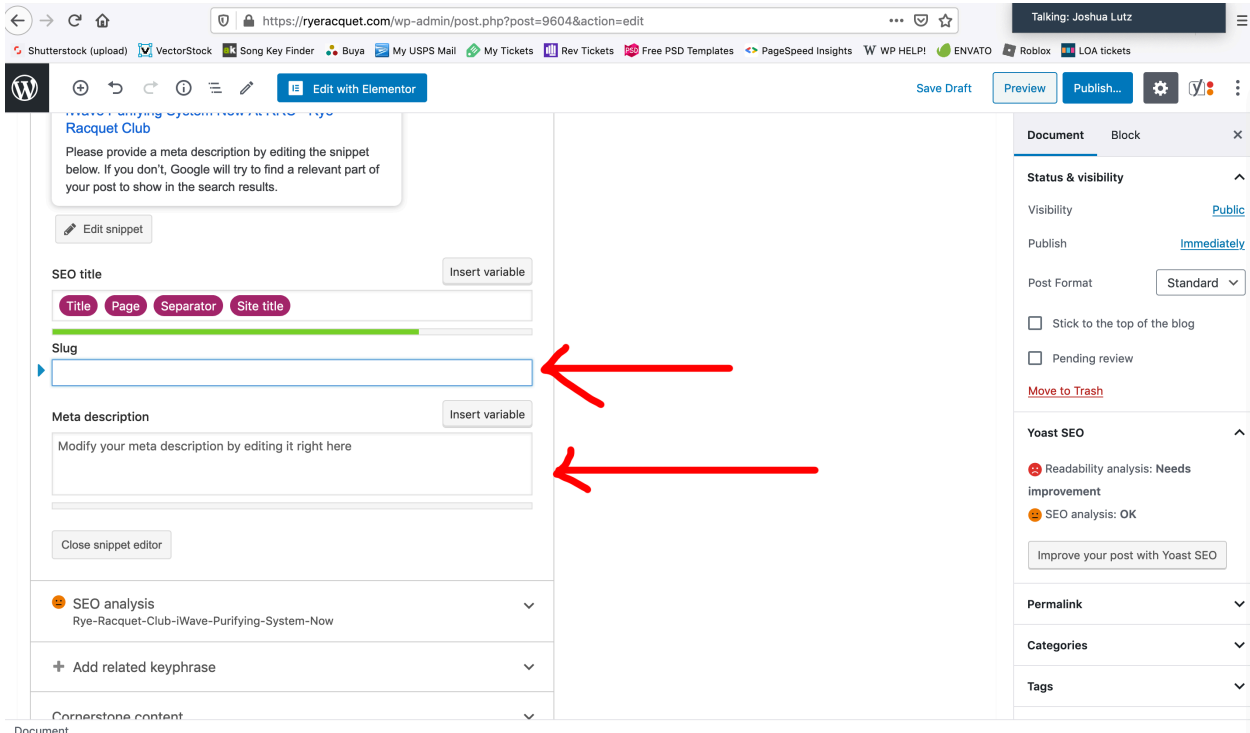


4. Now your screen is the default blog creation screen and looks like this:



5. Do the following steps on the left side before going into Elementor to style the blog:
- Enter the TITLE of the blog.
 - Enter the BODY text of the blog.
 - Enter the key phrases. These are the words internet users will use to find your post.
 - Enter the slug. The slug is the actual domain name such as www.site.com/this-blog/
*Always use dashes in slug (as well as in jpg names such as *this-awesome-pic.jpg*)
 - Enter the meta description text. Take a couple sentences from your blog that describe the entire post the best. Make sure to add the name of your company in there and the word blog. The meta description orange bar will grow as you type until it turns green. This is Yoasts algorithms letting you know you have the right amount of words Google wants to see to be acceptable. **Screenshot:**

* To see exactly what a properly made blog looks like, look at the example blog I made



you in the “posts” page. Just click on the title of one I made and it will pop up.

- Add the same body of text in to the “Quote content” body below. The left side of the page is finished now. Let’s move onto the right “widget” side of the same screen.

6. RIGHT SIDE OF THE SCREEN:

- First, locate the two tabs up top, block and document mode. You only will ever use document mode so ignore “block” mode.
- Go down to “categories” and select all relevant categories. at the bottom of this category section you can also “add a new category” by simply clicking it and typing the new category name.
- Next, go down to the immediate next section titled “tags”. Add new tags, separate with commas. Be thorough.
- Next, add a “featured Image” to your fancy new blog post. Select an image from either your media folder or your computer. Make sure it is a RGB jpg of no more than 800KB. 1MB or more is too big. Should be around 300KB or less! You can resize the image in Photoshop or Canva or whatever image rendering software you use.

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- Next, add an excerpt. Should be a couple sentences describing the blog. I even copy and paste from meta data sometimes. Totally acceptable.
- Next click on “Discussion” and decide if you want to allow comments. Some people don’t like this feature. I do. Totally up to you.
- Next, click “UPDATE” at the top of the screen.
- Next, click, “Edit with Elementor” and style the blog.
- Click update and you’re done!
- * Note that you can “view the page” and copy the new URL to your clipboard and use in your marketing efforts elsewhere such as Mailchimp or Constant Contact.
- * Note: If you want to schedule the blog to be live on a future date (in case you write like 5 at a time and want to spread them out over 5 weeks, for example), simply go to the top of the right side widget sidebar, locate “Visibility” and click on the date next to the word “publish” and change it. That’s it! Yay!

For more help, call or email Joshua Lutz anytime. I’m here to help!

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