

# MAXIMIZE YOUR MARKETING IMPACT WITH A WORDPRESS WEBSITE

with  
Your Maximizing Mentor: Donna K Fitch MLS





SESSION 3  
MAXIMIZE YOUR SITE WITH THE  
3 PAGES YOU ABSOLUTELY  
MUST HAVE





“SPEAK THE TRUTH WITH YOUR  
HEAD CONNECTED TO YOUR  
HEART.” – LIZ STRAUSS



# What did we learn last session?

- Why should authors blog?
- Difference in pages and posts
- What do I blog about?
- Finding your voice
- How do I create a blog post?
- Formatting tools
- Scheduling posts
- What is SEO?
- Categories and tags
- Tips for better SEO
- Is anyone reading my posts?
- Google alerts



# You Absolutely Must Have...

- Homepage blog
- About Me page
- Books page



# Homepage blog

- Blog or news
- Keeps the site fresh and interesting so readers will come back for more



# Changing homepage from posts to static

- Dashboard/Settings/Reading

## Reading Settings

Front page displays

- Your latest posts  
 A [static page](#) (select below)

Front page: — Select —

Posts page: — Select —

Front page displays

## Reading Settings

Front page displays

- Your latest posts  
 A [static page](#) (select below)

Front page: — Select — ▼

— Select —

Posts page: About

Your latest posts

A [static page](#) (select below)

Front page: — Select — ▼

Posts page: Blog ▼

— Select —

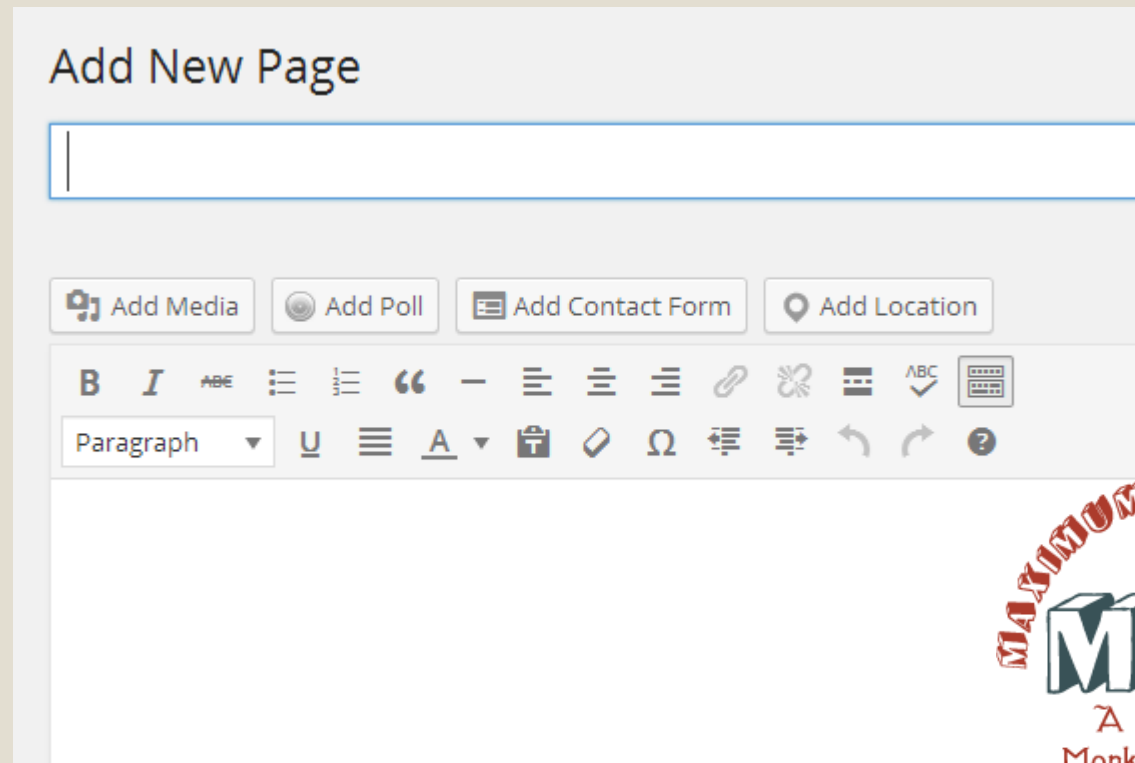
About

Blog



# How do I create a page?

- Similar to creating a post
- Pages/Add New




The screenshot shows the 'Add New Page' interface. At the top, there is a title 'Add New Page' and a large empty text area for the page content. Below the text area, there are four buttons: 'Add Media', 'Add Poll', 'Add Contact Form', and 'Add Location'. Underneath these buttons is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, link, unlink, list, quote, indent, outdent), alignment, and other functions. The toolbar includes a dropdown menu currently set to 'Paragraph'. The interface is clean and modern, typical of a WordPress-style CMS.





# What else can I add to a page?

- Add media (images, PDFs)
- Add poll (requires Polldaddy account, but it's free)
- Add contact form
- Add location

 Add Media

 Add Poll

 Add Contact Form


 Add Location



# Adding a poll

- Click Add poll (once you have your Polldaddy account)
- Fill out the question and the possible answers, choose the style of the poll, the desired settings, then Save Poll

### Add Poll



**Polldaddy Polls** [Add New](#)

Linked to Polldaddy Account: [donna@donnakfitch.com](mailto:donna@donnakfitch.com)

Useful Links: [Settings](#) / [Polldaddy.com Dashboard](#)

### Add Poll

[All Polls](#)

**Add New Poll**

Which book is your favorite?

**Answers**

- Second Death
- The Source of Lightning
- The Color of Darkness and Other Stories

[Add New Answer](#)

**Save**

- Randomize answer order
- Allow other answers
- Multiple choice
- Sharing

[Save Poll](#)

**Results Display**

- Show results to voters
- Only show percentages
- Hide all results

**Repeat Voting**

- Don't block repeat voters
- Block by cookie (recommended)
- Block by cookie and by IP address

Note: Blocking by cookie and IP address can be problematic for some voters.

**Comments**

- Allow comments

**Poll Style**

**Polldaddy Styles**

What would make you want to try a new search engine?

- I'm not bothered about that. I'm not bothered about that. I'm not bothered about that. I'm not bothered about that.
- I sure would like to.
- I would like to give Google a try out.
- Microsoft make the best search engines.
- Fascibus thor inactus nec delectus.

[Vote](#)

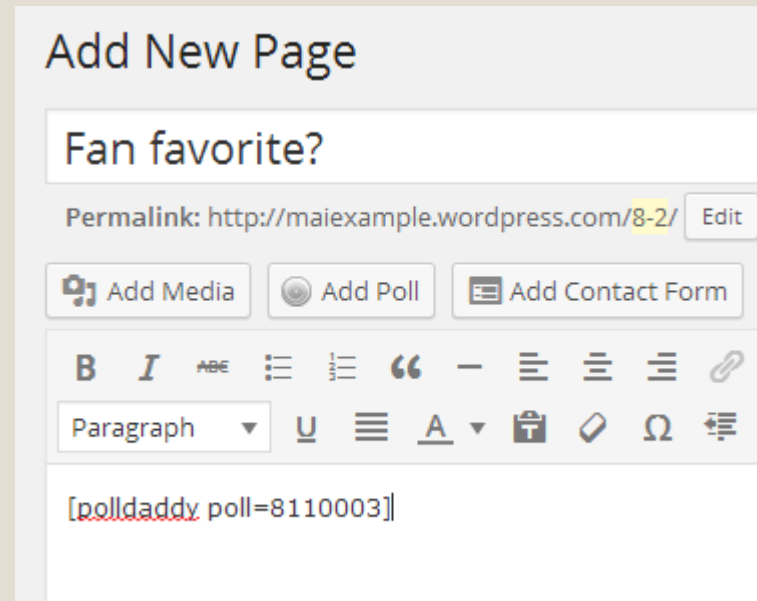
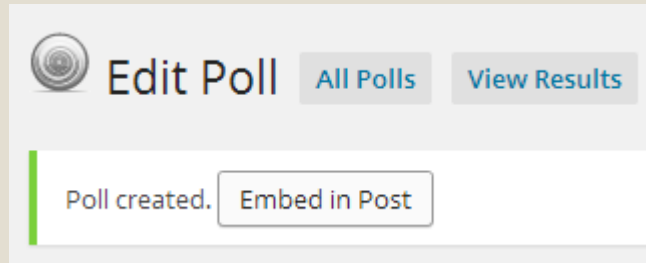
[View Results](#) [Share This](#) [Polldaddy.com](#)

4 of 20  
**Paper**  
[Wide](#) | [Medium](#) | [Narrow](#)

Width: 300px, the medium style is good for general use.

# Adding a poll, con't

- When you see the Poll created message, click Embed in Post
- You won't see the actual poll on the page, but a shortcode that identifies the poll and where to insert it



# To view your poll...

- View site, and you'll see the poll. Test it out, and you can see the results

*Fan favorite?*

*Which book is your favorite?*

- Second Death
- The Source of Lightning
- The Color of Darkness and Other Stories

**Vote**

[View Results](#) [PollDaddy.com](#)

[Press This](#) [Twitter](#) [Facebook](#) [g+ Google](#) [SHARE THIS](#)

[★ Like](#)

Be the first to like this.

*Fan favorite?*

*Thank you for voting!*

Second Death	100% (1 votes)
The Source of Lightning	0% (0 votes)
The Color of Darkness and Other Stories	0% (0 votes)

Total Votes: 1

[Comments \(0\)](#) [Return To Poll](#)  
[Create Your Own Poll](#)

[Press This](#) [Twitter](#) [Facebook](#) [g+ Google](#) [SHARE](#)

[★ Like](#)



# Create a contact page

- Create a page as usual and title it Contact Me or something similar
- Click Add Contact Form
- Make any changes you wish to the form, adding or subtracting fields

The screenshot shows the 'Add Contact Form' interface. At the top, there are two tabs: 'Form builder' (selected) and 'Email notifications'. Below the tabs, the text reads 'Here's what your form will look like'. The form preview includes four fields: 'Name (required)', 'Email (required)', 'Website', and 'Comment (required)'. Each field has a corresponding input box. To the right of the form preview, there is a 'How' section with some partially visible text: 'By ad...', 'able t...', 'autor...', 'legiti...', 'Can...', 'Sure...', 'texta...', 'Can...', 'Yep, y...', 'clickin...'. At the bottom of the form preview, there is a link 'Add a new field'. Below the form preview, there is a blue button labeled 'Add this form to my post'.

# Email notification

- Click the Email notification tab to change the email address the form goes to; otherwise it will go to the default address
- Add a subject line so you'll know where the email came from

Add Contact Form

**Form builder** Email notifications

### Email settings

Enter your email address

What should the subject line be?

Save and go back to form builder

# Form page appearance

- Just as with the poll page, the form itself doesn't appear on the page
- View page to see how it appears

## Add New Page

Contact Me

Permalink: <http://maexample.wordpress.com/contact-me/> [Edit](#) [View Page](#)

[Add Media](#) [Add Poll](#) [Add Contact Form](#) [Add Location](#)

**B** *I* ABC

Paragraph

```
[contact-form][contact-field label='Name' type='name' required='1']  
[contact-field label='Email' type='email' required='1']  
[contact-field label='Website' type='text']  
[comment-field label='Comment' type='text' required='1']  
[/contact-form]
```

## Contact Me

**Name** (required)

**Email** (required)

**Website**

**Comment** (required)

[Submit >>](#)

[Press This](#) [Twitter](#) [Facebook](#) [g+ Google](#) [SHARE THIS](#)

[★ Like](#)  
Be the first to like this.

[\[Edit\]](#)

# About Me

- Tell you readers who you are
- Helps encourage trust
- Can be used in other places, such as Amazon Author page
- Use the Site Biography Template to help you include the information that will help introduce you to your site visitors
- Fill in the blanks, then put the answers together into a narrative
- Use first person or third person, whichever feels most natural to you and your style of writing
- Include a photo of yourself





# Books Page

- Allows site visitors to see what you've written
- Allows interested browsers to become purchasers
- Handy reference to pull searchers to your site



# Creating a books page

- Create a page titled Books or My Writing, or whatever you wish to call it
- Create an Amazon link to each book by following these steps:
- Go to <https://affiliate-program.amazon.com/>. You'll need to set up an Amazon Associates account, but you'll receive a percentage of the price every time someone buys your book from the link (in addition to your author sales amount).
- Click the Links & Banners tab, then click Add Product Links now under Product Links



# More books page

- Set up the search. It works best if you use the ASIN or ISBN in the blank. Click Go.
- You'll see the result listed with the cover, title, and price. Click Get Link.
- Click the Text Only tab

① PRODUCT SEARCH    ② SELECT PRODUCT    ③ CUSTOMIZE & GET HTML

Search within for  
Amazon Books B004RHWWDK GO!  
Refine by: None  keyword or ASIN/ISBN

Products	Price	Sales Rank
 <a href="#">Second Death</a>  Donna K. Fitch	\$3.99	<a href="#">Get Link</a>



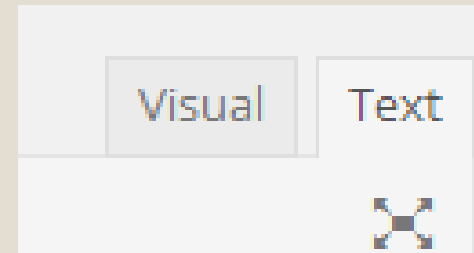
# Putting the code on the page

- Click Highlight HTML, then copy the highlighted text
- Paste the code on the Text tab of your Books page

Highlight and copy the HTML below, then paste it into the code for your Web site.

```
<a href="http://www.amazon.com/gp/product/B004RHWWDK/ref=as_li_t1?ie=UTF8&camp=1789&creative=9325&creativeASIN=B004RHWWDK&linkCode=as2&tag=donkfitillofa-20">Second Death</a><img alt=""/>
```

Highlight HTML



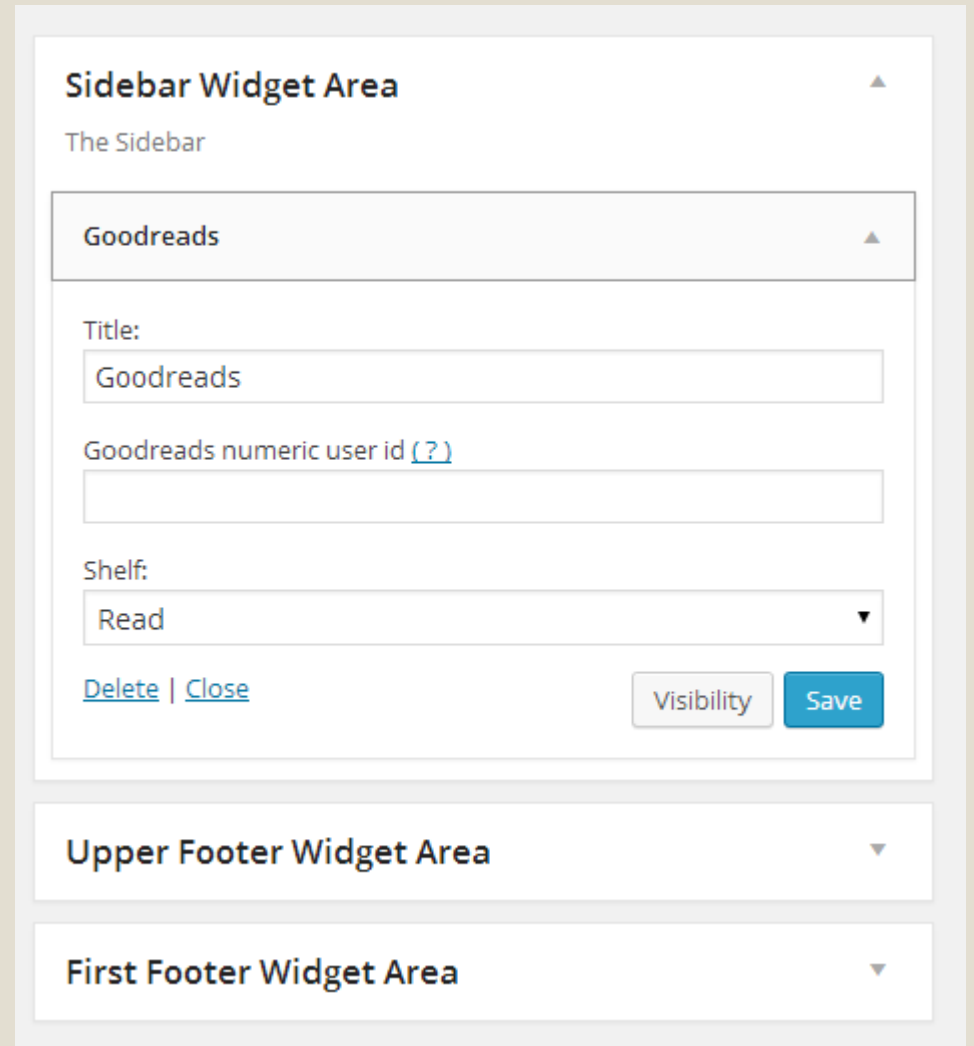
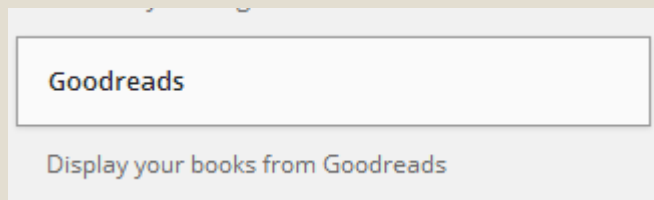
# Widgets

- Adds features to your site
- Basic set of widgets available on all themes; additional types depend on the theme you choose
- Examples include Archives, Blogs I Follow, Calendar, Category Cloud, Facebook Like Box, Gallery, Instagram, Recent Posts, Tag Cloud, Upcoming Events



# To add a widget...

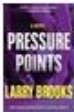
- Appearance/Widgets
- Click the widget you wish to add, and drag it to the location you want it to appear
- Fill in whatever blanks are required
- Click Save

A screenshot of the WordPress widget configuration interface. It shows three widget areas: "Sidebar Widget Area", "Upper Footer Widget Area", and "First Footer Widget Area". The "Sidebar Widget Area" is expanded to show a "Goodreads" widget configuration. The configuration includes a "Title" field with the value "Goodreads", a "Goodreads numeric user id" field with a help link, and a "Shelf" dropdown menu set to "Read". At the bottom of the configuration are "Delete" and "Close" links, a "Visibility" button, and a "Save" button.


# On the page...

◆ GOODREADS


Pressure Points  
by Larry Brooks




First Name Reverse  
Dictionary: Given  
Names Listed by  
Meaning  
by Yvonne Navarro




Gods, Demons and  
Symbols of Ancient  
Mesopotamia: An  
Illustrated Dictionary  
by Jeremy Black



The Red Tree  
by Caitlin R. Kiernan



The Evil Guest  
by Joseph Sheridan Le  
Fanu



goodreads®


05  
Thursday  
JUN 2014

## A "Frail Little Woman" Who Tamed a Town, part 1

POSTED BY DONNAKFITCH IN UNCATEGORIZED


LEAVE A COMMENT

[Edit]



The newspapers of Oregon in January 1914 were full of excitement over the exploits of one "little woman."

Saloonkeepers in the town of Copperfield, Oregon, were at war among themselves. Many of them were on the town council, granting themselves licenses and refusing them to other saloonkeepers. Events came to a head after the city election, with saloons burning to the ground, accusations flying. A



# Your Next Steps

- Fill out the About Me Page worksheet
- Craft it into a short biography
- Copy and paste the biography onto your About Me page
- Add links to your Books page
- Add at least one widget to your site





# Coming up in Session 4

- How to choose the best theme for your purposes
- Q & A and implementation tips
- Wrap-up



# MAXIMUM AUTHOR IMPACT

