Chapter No. 5
"Content Is King"
In this package, you will find:

A Biography of the author of the book
A preview chapter from the book, Chapter NO.5 "Content Is King"
A synopsis of the book’s content
Information on where to buy this book

About the Author

Paul Thewlis has worked as a web communications professional in the public and private sectors. He is currently E-Communications Manager for a multi-national transport company, headquartered in the UK. He began his web career as a Technical Editor, working on web design books for a well-known publisher. He has extensive experience of many content management systems and blogging platforms. He is an expert in the use of social media within corporate communications, and blogs about that subject, as well as WordPress and the Web in general, at http://blog.paulthewlis.com. Paul lives in Birmingham, England, with his fiancée, Zöe.

I would like to thank Matt Mullenweg and the WordPress development team, as well as all the hard-working members of the wider WordPress community, who created the plugins featured in this book. Scott Wallick and Andy Skelton deserve a special mention for the great work they do on the Sandbox theme. I would also like to thank my parents, Jack and Margaret, for their unending support, and my wonderful fiancée, Zöe, for putting up with so many late nights and lonely weekends during the writing of this book.
WordPress for Business Bloggers

WordPress for Business Bloggers provides advanced strategies and techniques to take your WordPress business blog from average to extraordinary. Whether you already have a blog, or are still in the planning stages, this book will show you how to use WordPress to create a highly successful blog for your business.

The release of version 2.6 has confirmed the status of WordPress as the leading blogging platform. This book has been written for and tested on WordPress 2.6, so all the screenshots and tutorials are accurate for users of that version of the software.

This is a practical, hands-on book based around a fictitious case-study blog, which you will build using a development server on your own computer. The vast majority of tutorials and examples will be applied to the case study blog. The case study grows chapter by chapter, from installing your local development server, right up to the finished blog. You will be installing and configuring a selection of WordPress plugins to improve the functionality of the case-study blog.

You are provided with clear instructions and detailed screenshots, so you can see exactly what to do at each step of the build. When you have completed the case study, you will have the knowledge and confidence to apply all the techniques you have learned to your own WordPress business blog.

The author assumes you have basic experience with WordPress, already know how to set up a self-hosted WordPress blog, and are familiar with the basics: creating posts and pages, configuring blog settings, and so on. By the time you have finished the book you will have moved forward from WordPress novice to an advanced user of the software in a business context.

For More Information:
www.packtpub.com/wordpress-for-business-bloggers/book
What This Book Covers

In Chapter 1 you will examine many different types of business blogs. You will be shown a selection of great business blogs and see what you can learn from them.

In Chapter 2 you will be introduced to the case study blog, and taken through the process of developing strategic goals and your blog plan. You will learn that the planning process is important, even if your blog is already up and running.

In Chapter 3 you will learn the basics of blog design. You will work through a brief introduction to HTML and CSS, and see how easy it is to create your own custom design using the Sandbox theme.

In Chapter 4 you will learn some advanced image and video handling techniques, including setting up an image gallery and using video from third-party sources, such as YouTube and Google Video.

Chapter 5 focuses on different techniques and methods required for creating the best possible content for your business blog.

Chapter 6 covers some of the most important SEO strategies and how to apply them, as well as how to submit your blog to the search engines.

In Chapter 7 you will learn some advanced blog promotion techniques, including: advanced RSS with FeedBurner; using Internet Explorer 8 Web Slices; submitting to the blog search engines, like Technorati; using social networks, such as Facebook and Twitter; and using social bookmarks, such as Digg and del.icio.us.

In Chapter 8 you will learn the importance of connecting with other bloggers and playing an active role in the blogosphere to promote your business blog.

In Chapter 9 you will learn how to analyze your blog's performance using tools such as Google Analytics and WordPress.com Stats.

In Chapter 10 you will be introduced to a variety of strategies to help you generate revenue from your blog, like using advertising and affiliate programs.

In Chapter 11 you will learn how to manage the growth of your blog by optimizing it for high traffic and introducing multiple authors by using WordPress MU.
Content Is King

The title may seem like rather an old cliché now, but it still rings true—content is king. In this chapter, we will look at issues surrounding content creation, and discuss some techniques and methods to help you produce the best content you can. We've already looked at visual content, in the form of images and videos, but still for many web users, blogging is all about text—that's what we'll be focusing on here.

We will begin with some general writing tips for bloggers. Although you may be familiar with some of these already, it's as well to re-focus your attention on them and ensure that you are applying them as part of your blogging routine. We then look at ways of organizing your content in a user-friendly way by using categories and tags. We will examine the apparently subtle differences between the two and ensure that you're using them correctly. We move on to apply categories and tags to the ChilliGuru case study.

Next, we will look at one of the most important pieces of 'static' content on your blog—the 'About' page. It's vital to get this right as it is so often the first port of call for new visitors to your blog. We will add an 'About' page to ChilliGuru. Finally, we underline the importance of protecting your precious content by carrying out regular backups. You will learn how to back up both your WordPress site files and the all-important MySQL database, which drives your blog.

Blog Writing Tips

The first thing to look at regarding content is the quality of your writing itself. Good writing takes practice. The best way to learn is to study the work of other good writers and bloggers, and by doing so, develop an ear for a good sentence. However, there are guidelines to bear in mind that apply specifically to blogs, and we'll look at some of these here.
Killer Headlines

Ask any newspaper sub-editor and he or she will tell you that writing good headlines is an art to be mastered. This is equally true for blogs. Your headlines are the post titles and it's very important to get them right.

Your headlines should be concise and to the point. You should try to convey the essence of the post in its title. Remember that blogs are often consumed quickly, and readers will use your post titles to decide if they want to carry on reading. People tend to scan through blogs, so the titles play a big part in helping them pick which posts they might be interested in.

Your post titles also have a part to play in search engine optimization (SEO will be covered in detail in the next chapter). Many search engines will use them to index your posts.

As more and more people are using RSS feeds to subscribe to blogs it becomes even more important to make your post titles as descriptive and informative as possible. Many RSS readers and aggregators only display the post title, so it's essential that you convey as much information as possible whilst keeping it short and snappy. For example, The World's Best Salsa Recipe is a better post title than, A new recipe.

Length of Posts

Try to keep your posts manageable in terms of their word count. It's difficult to be prescriptive about post lengths. There's no one size fits all rule in blogging. You need to gauge the length of your posts based on your subject matter and target audience. There may be an element of experimentation to see how posts of different lengths are received by your readership. As with headlines, bear in mind that most people tend to read blogs fairly quickly and they may be put off by an overly long post.

WordPress 2.6 includes a useful word count feature:
An important factor in controlling the length of your posts is your writing skills. You will find that as you improve as a writer, you will be able to get your points across using fewer words. Good writing is all about making your point as quickly and concisely as possible. Inexperienced writers often feel the urge to embellish their sentences and use long, complicated phrases. This is usually unnecessary and when you read back that long sentence, you might see a few words that can be cut.

Editing your posts is an important process. At the very least you should always proofread them before clicking the Publish button. Better still; try to get into the habit of actively editing everything you write. If you know someone who is willing to act as an editor for you, that's great. It's always useful to get some feedback on your writing.

If, after re-reading and editing your post, it still seems very long, it might be an idea to split the post in two and publish the second installment a few days later.

**Post Frequency**

Again, there are no rules set in stone about how frequently you should post. You will probably know from your own experience of other blogs that this varies tremendously from blogger to blogger. Some bloggers post several times a day and others just once a week or less.

Figuring out the correct frequency of your posts is likely to take some trial and error. It will depend on your subject matter and how much you have to say about it. The length of your posts may also have a bearing on this. If you like to write short posts that make just one main point, you may find yourself posting quite regularly. Or, your may prefer to save up your thoughts and get them down in one longer post.

As a general rule of thumb, try to post at least once per week. Any less than this and there is a danger your readers will lose interest in your blog. However, it's extremely important not to post just for the sake of it. This is likely to annoy readers and they may very well delete your feed from their news reader. As with many issues in blogging, post frequency is a personal thing. You should aim to strike a balance between posting once in a blue moon and subjecting your readers to 'verbal diarrhea'.
Almost as important as getting the post frequency right is fine-tuning the timing of your posts, that is, the time you publish them. Once again, you can achieve this by knowing your target audience. Who are they, and when are they most likely to sit down in front of their computers and read your blog? If most of your readers are office workers, then it makes sense to have your new posts ready for them when they switch on their workstations in the morning. Maybe your blog is aimed at stay-at-home moms, in which case a good time to post might be mid-morning when the kids have been dropped off at school, the supermarket run is over, and the first round of chores are done. If you blog about gigs, bars, and nightclubs in your local area, the readers may well include twenty-something professionals who access your blog on their iPhones whilst riding the subway home—a good time to post for them might be late afternoon.

**Links to Other Blogs**

We’ll examine this in more detail in Chapter 8, but it's worth flagging up here, also. Links to other bloggers and websites are an important part of your content. Not only are they great for your blog’s search engine findability, they also help to establish your place in the blogosphere. Blogging is all about linking to others and the resulting ‘conversations’.

Try to avoid over-using popular links that appear all over the Web, and instead introduce your readers to new websites and blogs that they may not have heard of. Admittedly, this is difficult nowadays with so many bloggers linking to each other's posts, but the more original you can be, the better. This may take quite a bit of research and trawling through the lower-ranked pages on search engines and indices, but it could be time well spent if your readers come to appreciate you as a source of new content beyond your own blog. Try to focus on finding blogs in your niche or key topic areas.

**Establishing Your Tone and Voice**

*Tone* and *voice* are two concepts that professional writers are constantly aware of and are attempting to improve. An in-depth discussion isn't necessary here, but it's worth being aware of them. The concept of ‘tone’ can seem rather esoteric to the non-professional writer but as you write more and more, it's something you will become increasingly aware of.

For our purposes, we could say the 'tone' of a blog post is all about the way it feels or the way the blogger has pitched it. Some posts may seem very informal; others may be straight-laced, or appear overly complex and technical. Some may seem quite simplistic, while others come across as advanced material. These are all matters of tone. It can be quite subtle, but as far as most bloggers are concerned,
it's usually a matter of **formal** or **informal**. How you pitch your writing boils down to understanding your target audience. Will they appreciate informal, first-person prose or should you keep it strictly third person, with no slang or casual language? On blogs, a conversational tone is often the most appropriate.

With regards to 'voice', this is what makes your writing distinctly yours. Writers who develop a distinct voice become instantly recognizable to readers who know them. It takes a lot of practice to develop and is not something you can consciously aim for; it just happens as you gain more experience. The only thing you can do to help it along is step back from your writing and ask yourself if any of your habits stand in the way of clarity.

While you read back your blog posts imagine yourself as one of your target readers and consider whether they would appreciate the language and style you've used. Employing tone and voice well is all about getting inside their heads and producing content they can relate to.

Developing a distinctive voice can also be an important aspect of your company’s brand identity. Your marketing department may already have brand guidelines, which allude to the tone and voice that should be used while producing written communications. Or you may wish to develop guidelines (such as this) yourself as a way of focusing your use of tone and voice.

**The Structure of a Post**

This may not apply to very short posts that don't go further than a couple of brief paragraphs, but for anything longer, it's worth thinking about a structure. The classic form is 'beginning, middle, and end'. Consider what your main point or argument is, and get it down in the first paragraph. In the middle section expand on it and back it up with secondary arguments. At the end reinforce it, and leave no doubt in the reader's mind what it is you've been trying to say.

As we've already mentioned, blogs are often read quickly or even just scanned through. Using this kind of structure, which most people are sub-consciously aware of, can help them extract your main points quickly and easily.
End with a Question
You may have already applied the 'beginning, middle, and end' structure, but that's not necessarily the best place to end a post. Many bloggers finish with a question. This is a great way of soliciting comments. If it's an interesting or provocative question, it may persuade those readers who only scanned quickly through your post to go back and digest it in more detail, so that they can give an answer to your question and join the debate.

A Quick Check List
Based on the writing tips we've looked at, there are a few common themes that keep popping up. This check list will help you to keep them in mind:

- Know your target audience and try to get inside their heads.
- Ask yourself if each post is truly relevant to your audience.
- Are you posting frequently enough (or too frequently)?
- Are your posts too long?
- Make sure you include plenty of links to other blogs and websites (but try to restrict this to 100 outgoing links per page, for SEO reasons).
- Consider whether your tone and voice are appropriate for your target audience and how they could apply to your brand identity.
- Have you applied a structure to your post?
- Could you add a question at the end of your post?

Remember that the art of blog writing requires plenty of practice, but the points we have covered should help to get you on your way. The key is to constantly analyze your writing and ask yourself how it can be improved.

A Note about Keywords
We'll discuss the whole topic of SEO in the next chapter. But it's worth noting here that your writing has a big impact on search engine findability. This is what adds an extra dimension to writing for the Web. As well as all the usual considerations of style, tone, content, and so on, you also need to optimize your content for the search engines. This largely comes down to identifying your keywords and ensuring they're used with the right frequency—we'll discuss this in detail in Chapter 6. In the meantime, hold this thought.
Categories and Tags

It's very important to organize your content in a usable and logical way. Your readers will be frustrated if they cannot find what they're looking for. Their overall experience of your blog is greatly enhanced if you use clear signposts to your content. Luckily, WordPress makes this easy with the use of Categories and Tags (in version 2.3 and higher).

The Difference between Categories and Tags

There can be some confusion about the differences between categories and tags, which can lead to them being used incorrectly. This is partly due to the fact that different bloggers use them in different ways. There is some debate about how they should be used, and some may argue that there are no hard and fast rules. However, I think it's important to establish in your mind some distinction between categories and tags; what follows is my method for using them.

Categories should be thought of as being part of the hierarchy of your blog's navigation. In a way, they are a bit like a filing system for your blog. Each post is 'filed' in a category, giving your blog a hierarchical structure. Some people also think of categories as being the 'table of contents' for a blog.

Tags supplement categories but they should not really be thought of as part of your blog's navigation. They are rather like an index in a book. You use an index to look up a keyword and it gives you a list of page references for that word. Similarly, when a reader clicks on one of your tags, they are given a list of references for that tag. Tags can also be thought of as keywords or search terms that readers (or potential readers) might associate with your posts.

Categories are a high-level way of organizing content, while tags are more granular or low-level. A category will contain many posts, whereas a tag may point to far fewer.

Using Categories

Bearing in mind that categories are a high-level method for organizing your content, you should keep the number of categories to a minimum. I would recommend not going above 12 categories, and in fact, for many blogs far fewer will be sufficient.

Remember that we are also using categories as part of our blog's navigation; they are not just a way of labeling posts. Your category list should be clearly displayed on each page of your blog so that it can be used as a navigation menu.
Each post should be placed in just one category. This is a controversial point, and you will see some bloggers place their posts in more than one category. However, this detracts from the idea of using categories as a navigational aid on your site or as a table of contents. A section in a book only appears under one chapter heading; it only occurs once within the book, so it is only listed once in the table of contents.

You can set up your permalinks so that the category is part of the URL. For example: http://blog.chilliguru.com/recipes/2007/04/01/the-worlds-best-salsa-recipe/. It's rather like the directory structure used in static HTML sites, where content is organized by placing each page in the relevant folder. This is an important reason for placing your posts in just one category. We will apply this to the ChilliGuru case study later in the chapter.

Avoid the use of sub-categories. If you keep the number of categories small, you shouldn't need any sub-categories. You must also constantly monitor your categories and how you are using them. If it turns out that one of your categories is only getting a few posts while all the others have dozens, you should consider merging the underused category into one (or more) of the others. A category with just one or two posts that reflects badly on you, and many of your readers may doubt your expertise or enthusiasm.

Using Tags
We've mentioned that tags are a more granular way of organizing your content. You may only have a few categories, but you should use lots of tags. However, just because there are lots of them, you shouldn't be cavalier in the way you use them. Always use meaningful tags but try to keep them as short as possible. The best tags are just one word, although sometimes you will have to use more.

The whole point of tags is to use the same ones over and over. Do not create more than one tag with the same meaning. For example, if you were frequently writing about architecture you could have the tags such as, 'building', 'construction', 'development', or a whole host of variations. The problem is that they are all too similar. It would be far better to use just one of these tags for posts on that subject. You should also be aware of any ambiguities in your tags, for example, 'building' can mean 'a structure of bricks and mortar' or 'the act of constructing'. If you were to use it as a tag, you would need to be consistent and use it in just one meaning.

You can give more than one tag for a post, in fact, you will usually find you have to. The whole point of tagging is that readers can use it to find related posts, and this may be best achieved by using several tags per post.
Applying Tags and Categories to ChilliGuru

Now, let's look at how we can apply this to our case-study blog. First, we'll consider the categories that are needed for the blog. Based on the subject matter of ChilliGuru, we can come up with a few broad topics that will be our categories:

- Recipes and Cooking
- Planting and Growing
- Chilli Culture
- Chilli History
- Speaking and Events
- TV Appearances

This looks like a good list of categories to begin with—we can always add more, later. Now, start up your local development server and log in to the admin area of the ChilliGuru blog (http://localhost/wordpress/wp-login.php). Select Manage | Categories. Begin by deleting all the old categories and then add the new ones.

Some of the category names contain several words, but you may wish to use just one word for the category slug. The slugs will be used by our permalinks, once we've re-configured them.

<table>
<thead>
<tr>
<th>Category Name</th>
<th>Recipes and Cooking</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The name is used to identify the category almost everywhere, for example under the post or in the category widget.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category Slug</th>
<th>recipes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The “slug” is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.</td>
</tr>
</tbody>
</table>
Content Is King

For the time being, leave the **Uncategorized** category — you can set one of the new ones as **Default** later.

Next, you need to go through each of the posts and assign them to a new category — remember, only one category per post. At the same time add a few tags for each post. Tags are placed in the box immediately below the main post editor. Since, we're only using dummy content, it doesn't really matter which categories and tags you use for each post.

Tags work in WordPress 2.3 and higher. If you have been following the ChilliGuru case study since the beginning of the book, you will have installed at least version 2.6.

The Sandbox theme, which we used for ChilliGuru, displays tags within the meta-information at the end of each post:

---

For More Information:

However, it's also useful to display your tags in a **tag cloud** within your sidebar. WordPress comes with its own tag cloud widget, but it's not very flexible. So, we'll use a third-party plugin, called **Configurable Tag Cloud (CTC)** developed by Keith Solomon of [http://reciprocity.be](http://reciprocity.be).

Go to [http://wordpress.org/extend/plugins/configurable-tag-cloud-widget/](http://wordpress.org/extend/plugins/configurable-tag-cloud-widget/) and download the plugin. Unzip the file and place `tag-cloud.php` in your `plugins` folder (`C:\xampp\htdocs\wordpress\wp-content\plugins`). Go back to the admin area and activate it.

Click on the **Design** tab and then **Widgets**. So far, we've been using the default sidebar settings. We'll place the CTC widget in **Sidebar 1**. The available widgets are listed on the right-hand side of the page (the Configurable Tag Cloud widget is shown as **CTC**). On the left-hand side under **Current Widgets**, make sure that **Sidebar 1** is selected from the drop-down box. Now click the **Add** link next to the following widgets: **Pages**, **Categories**, **CTC**, and **Archives** (in that order).

Now click on the **Edit** link next to **CTC**.
Here we can change a few settings for the tag cloud. I’ve changed the title to **Site Tags**; set the **Number of Tags to Display** to 100; set the **Smallest Font Size** to 10 pixels; the **Min. Tag Color** to \#DF5E37; and the **Max. Tag Color** to \#800000. Click the **Change** button and then **Save Changes**.

![Configurable Tag Cloud Options](image)

Now, we'll add a quick CSS rule to the style sheet. Select the **Theme Editor**. In **style.css**, add the following rule on the line below /* The Sidebars */:

```
css
c.tc a{text-decoration:none; border-bottom:1px dotted #F5AD61;}
```
Click **Update File**. If you view the blog, you should see the tag cloud in the first sidebar. Notice that the most-used tags appear larger, in the **#800000** color; there is a sliding scale of font sizes down to the least used tags, which are colored **#DF5E37**. Also notice the dotted 'border' we added at the bottom of each tag using the CSS rule, which also removed the default underlining for hyperlinks. Clicking on one of the tags will show a list of all the posts that have been tagged with it.

![Site Tags]

You will see that there is a 'recipe' tag as well as a 'Recipes and Cooking' category. This is because ChilliGuru knows that many of his readers visit the blog primarily to read his recipes. This makes it as easy as possible to locate all his recipes. Readers can either select the tag or the category. The 'recipe' tag shows just the recipes, while the 'Recipes and Cooking' category contains all the posts that are on the general topic of cooking, for example, techniques, utensils, tips, and so on.

Finally, we will update the permalinks so that the relevant category appears in the URL for each post. Whether you decide to implement this on your own blog is up to you. It has advantages and drawbacks. The advantage is that your category structure is reinforced in your post URLs and the drawback is that the URLs are slightly longer.

For More Information:  
www.packtpub.com/wordpress-for-business-bloggers/book
Select Settings | Permalinks. Under Common settings, select the Custom Structure radio button, and enter /%category%/%year%/%monthnum%/%day%/%postname%/ as shown in the following screenshot:

![Custom Structure]

Click Save Changes. Your permalinks will now be structured like this:

Now, as we've dealt with categories and tags, we'll look at some of the static content you may wish to include in your blog.

The 'About' Page

Your 'About' page will be one of the very first points of contact with most new readers of your blog, so it's important to get it right. It's your chance to explain who you are and what you're doing with your blog. There are no hard and fast rules for writing the 'About' page. A cursory visit to a random selection of blogs will reveal that there is no standard, as 'About' pages come in all shapes and formats. However, there are a few similarities between most of them, and you would be well advised to include the following as a bare minimum.

About You

This is the place for your potted résumé. Keep it brief and to the point, outlining the skills and experience that make you qualified to write your blog. Readers are more likely to trust what you write and come back for more, if they know it's the words of someone 'in the know'. This might not necessarily include degrees and diplomas. Depending on your blog's subject matter and your own life experiences, you might not hold any relevant paper qualifications, but simply be a knowledgeable and committed 'amateur'. As long as you can demonstrate that knowledge and commitment (both on your 'About' page and in your posts), it should be enough to convince readers of your credentials.
It's also fairly common to include a photograph of yourself. If you do, try to pick a good one or even spend some money on getting your portrait taken professionally. Sometimes bloggers use an 'alternative' image to represent themselves; maybe something like a gaming avatar, a caricature or a graphic portrait. For a good example, you can visit the 'About' page at GigaOm at http://gigaom.com/about. There is also a more traditional author image of Om Malik at http://gigaom.com/about-om/.

If you have multiple authors on your blog, you should ensure that there is some information for all of them on your 'About' page.

About Your Blog
You should also give some information about what your blog is about. Of course, this would be apparent from reading a few of your posts, but for new readers who may be in a hurry, it's worth including something on your 'About' page. Think of this as being like the cover 'blurb' on the back of a book. In effect, you're trying to sell your blog in a few short paragraphs. Try to stay focused on the blog's aims and think about how to get them across in as concise a way as possible.

This would also be a good place to include any complimentary reviews or quotes, from other experts in your field, who have praised your blog. Maybe you could place a couple of these in block quotes on your 'About' page.

Anything to Declare
Your 'About' page is also a good place to declare any interests you have that might be viewed by some readers as compromising the objectivity of your blog. There's nothing wrong with using your blog to relentlessly promote your products or services, as long as you don't present it in a way that might mislead readers into thinking it's an independent, non-biased recommendation. If you blog about any professional or business interests make sure that your readers are clear that you have a stake in them. The same is true if you regularly blog about potentially partisan subjects such as politics or religion. Make sure your readers know where you're coming from and never pose as an impartial commentator if you have a vested interest in your subject matter.
Now let's work through building the 'About' page for ChilliGuru. We need to add a CSS rule to the style sheet so that our block quotes really stand out. Log into the admin area of the ChilliGuru blog on your development server (http://localhost/wordpress/wp-login.php).

Click on the Design tab, followed by Theme Editor. Make sure that style.css is open for editing in the WordPress text editor. Add the following CSS rule just after /* The Main Content Area */:

```css
blockquote {color:#800000; font-family:"Times New Roman",Times,serif;}
```

Click on Update File.

Now, we can add the content to our 'About' page. Select Manage | Pages. Choose to edit the existing About page. Delete all the existing text and replace it with something new (I've included the ChilliGuru 'about' text in the about.txt file in the code bundle for this chapter; if you want to use that, you may). Tidy up the formatting by inserting the bullets and making the headings Level 3 (see http://blog.chilliguru.com/about/). You can also upload an image, if you like.

To place the two quotes inside block quotes, highlight the text that belongs in the block quote, and click the Blockquote button in the toolbar:
Enter a line break before the name of the quote speaker and make it bold:

writing and speaking about all things 'chili'. I am seriously committed to sharing my knowledge and passion for chillies.

"What this guy doesn't know about chillies, isn't worth knowing!"

- T. DuBois, celebrity chef

I am the author of two books about cooking with chillies and make regular appearances at food festivals and on TV cooking shows.

Most bloggers don't allow comments on their 'About' page. You can turn comments off by unchecking the Comments box under the Discussion menu for the page:

![Comments & Pings](image)

Other Static Content

Besides the 'About' page there may be other static content that you should add to your blog. If you have another website along with your blog, ask yourself whether you could bring that content into WordPress, so that all your web content is together in one place.

There are many other static pages that you may wish to add. For example, designers, photographers, and artists often have a portfolio page to display their work. Or you may wish to set up a page to showcase a handful of your bestselling products. If you've written a book you could add a book page with some blurb and a link to Amazon. As you know, WordPress is more than capable of handling static content alongside your dynamic blog posts.
**Backing Up**

Now you've put so much time and effort into creating great content, you need to make sure it's protected. To ensure your content is safe, you must back up your blog on a regular basis.

The frequency of your backups will depend on how often you post to your blog, but as a general rule of thumb it's a good idea to back up at least once a week. You never know when something might go wrong and when it does, it's usually beyond your control.

When considering your backup routine, remember there are two groups of data that make up your blog: the **site files** and the **database**. Both of these need to be backed up, but it may be that the site files don't need to be backed up as frequently as the database. The site files are basically everything from your original WordPress core installation. Much of this you won't have changed, so as long as you keep a copy of your version of WordPress somewhere on your PC, you should be able to use that as your backup site (just remember to back up your PC regularly, too!).

For most WordPress users, the only site files that change on a regular basis are the theme, plugins, and uploads, all of which are contained in the **wp-content** directory. The only file outside of this directory that you need to back up is **wp-config.php**. The **wp-config.php** file is unlikely to change after your blog has been installed, so it is probably only necessary to back up this file once, shortly after you first install your blog. So, regarding your site files, all you need to back up regularly is the **wp-content** directory.

**Backing up wp-content**

Your web host will probably back up all the files on its servers on a daily basis. But you shouldn't rely on them. It's always quicker and easier to access your own backups than having to ask your web host for them. The safest way of backing up your site files is to use your FTP program to download the **wp-content** directory to a safe location on your computer. The following screenshot shows the backup process for the ChilliGuru **wp-content** files using CuteFTP:

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**For More Information:**

Chapter 5

Backing up the Database Using phpMyAdmin

While it's important to back up your site files, you'll only need that backup if you suffer a complete loss of data on your server. Thankfully, a complete data loss is fairly rare. If you should experience a data loss, it's far more common that it will involve the MySQL database that drives your blog. Remember, the database contains all the posts, pages, comments, and links from your blog.

Probably the easiest way of backing up your database is to use phpMyAdmin, so we'll run through this process here. This example uses version 2.11.3 of phpMyAdmin (other versions may vary).

Connect to phpMyAdmin on your server (if you're not sure how to do this, your web host will be able to give you instructions).

Select the database for your WordPress installation. The quickest way is to use the Database drop-down menu on the left-hand side of the main phpMyAdmin page.

You will now see a page that lists all the tables in your WordPress installation.
Content Is King

Click on the **Export** tab at the top of this page.

On the next screen, select all the WordPress tables in the database. If WordPress is the only application using this database, you can just click **Select All**. If WordPress is sharing the database with other applications, you will need to go through the list and just select the WordPress tables. These will be the tables beginning with `wp_` (or whatever table prefixes you chose when you installed WordPress). Ensure the **SQL** radio button (below the table list) is selected.
In the **Options** section, select the following:

- **Options**
  - Add custom comment into header (in splits lines)
  - Enclose export in a transaction
  - Disable foreign key checks
  - SQL compatibility mode

- **Structure**
  - Add DROP TABLE / DROP VIEW
  - Add IF NOT EXISTS
  - Add AUTO_INCREMENT value
  - Enclose table and field names with backquotes
  - Add CREATE PROCEDURE / FUNCTION

- **Add into comments**
  - Creation/Update/Check dates

- **Data**
  - Complete inserts
  - Extended inserts
  - Maximal length of created query
  - Use delayed inserts
  - Use ignore inserts
  - Use hexdecimal for BLOB

Choose to save the files as **gzipped**:
Click the Go button and choose to save the compressed file to disk. Save it using the default filename given by phpMyAdmin. The following screenshot is using Firefox; other browsers will vary slightly:

You now have a backed up copy of your database stored on your local computer.

**Restoring the Database from a Backup File**

The circumstances that might surround a real-life data loss are many and varied. However, there are a couple of scenarios that are most common. First, the entire database is lost. In this case, when you log in to phpMyAdmin, your WordPress database will no longer appear in the list of databases. Second, one or more of the tables in your WordPress database has been lost or corrupted. In this case, the database will still appear in the database list within phpMyAdmin.

If you suspect the second scenario is the reason for your trouble and you cannot repair the tables or even identify which table is lost or corrupted, it's probably a good idea to remove the entire database and start again using your backup file. To remove the database, select it from the list in phpMyAdmin and then click the Drop tab.
At this point, whichever data loss scenario may have occurred, we're in the same situation. Your WordPress database no longer exists. The good news is you have a copy of all these tables.

The first step to restoring those tables is to create a new database to hold them. From the phpMyAdmin home page, create a new database, with exactly the same name as your old one.

Once you've clicked Create, you'll be taken to your new database's phpMyAdmin home page. Click on the Import tab.

On the import page, click the Browse button and locate your database backup file on your computer. Leave all the other settings as they are and click the Go button at the bottom of the page. Depending on the size of your backup file, it will take a few minutes to upload. You should then see a success message.

You have now restored your database as it was when you made the backup file and your blog should be working again.

As you can see the process of backing up your WordPress database is fairly straightforward. However, to ensure you don't leave anything to chance, you might want to run through the procedure using the ChilliGuru blog on your local test server so you'll be completely comfortable, should the worst happen to your live blog.
Summary
In this chapter, we've looked at all kinds of written content. We began with some general tips for writing your blog posts. We then looked at how to organize your content in a logical and usable way using categories and tags. We went through the process of setting up the categories and tags for ChilliGuru. We considered the importance of having a good 'About' page. Finally, we saw how to protect your content by performing regular backups.

In the next chapter, we will look at the related subject of search engine optimization. You will see how content plays an important part in making your blog more visible to the search engines.
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