

## Welcome to the FrogenYozurt Guest Writer Community

The following describes in brief the process of setting up your user information including password and the adding of new posts to FrogenYozurt.com.

### WordPress – Express Yourself.



I have set up all of my web sites through WordPress, a free-of-charge and easy-to-use online blog designer tool. I specifically use the term “web site”, even though

WordPress is all about blogs. However, WordPress is also a very powerful, yet very easy to use content management system (CMS), even easier to use than other systems like, for instance, Joomla (Been there, done that, didn't like it – I actually had to read the manual; I hardly ever looked into the WordPress documentation.)

### Why WordPress?

To put it in a nutshell, WordPress requires very little web site design, but at the same time it puts you on the same level as a professional web designer. The vast number of really cool web site templates cuts the design work down to a minimum. What took a professional designer weeks or even months to develop is available to you without charges and it is ready to use.

And, after all, adding posts to the website is a breeze.

### Logging-In



There are two methods to log into FrogenYozurt.Com:

1. Move your mouse pointer to “GUEST WRITERS” on top of the website. A menu will drop down. Click on “LOG IN.”
2. Go <http://www.frogenyozurt.com/wp-admin/>.

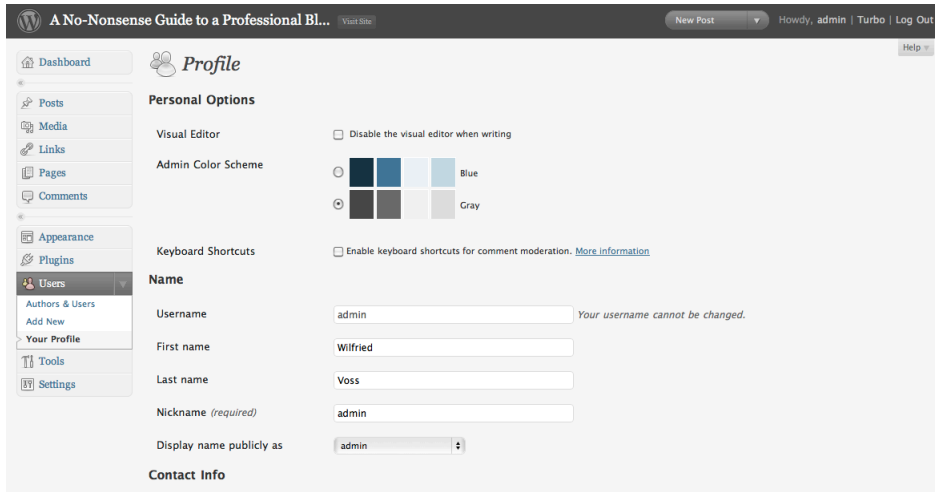
Enter your user name and password, then click the “Log In” button.

## First Settings

If you log in for the first time, it is imperative that you accomplish some initial, important settings such as you e-mail address, password, and more.

After logging in the system switches per default to the “Dashboard” which provides you an overview of the website.

Click on *Profile* on the left hand side of the screen.



As soon as you log in you will already be set up as a user, and there is not much to change other than you initial password that was provided to you.

A screenshot of the WordPress password change form. It features two input fields for "New Password" and "Type your new password again". Below the fields is a "Strength indicator" and a "Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ & .". At the bottom left is a blue "Update Profile" button.

Please enter a strong password, then click on the *Update* button.

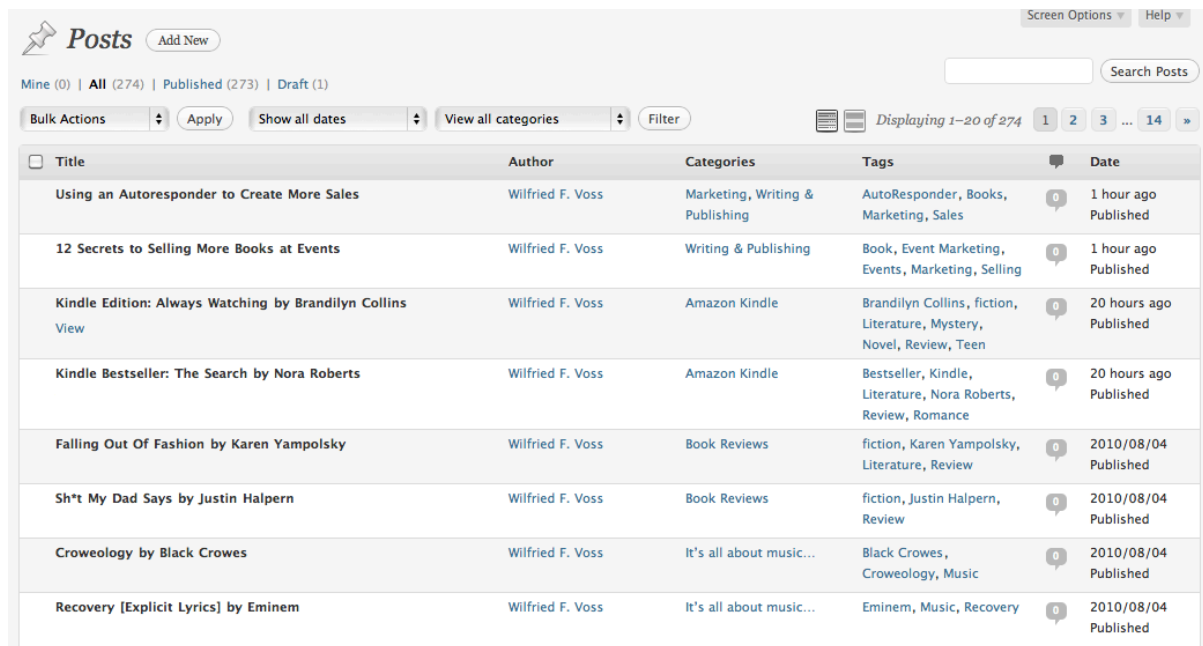
The settings like name, e-mail, and password are sufficient for the initial setup. You can fill further information at any time later.

## The First Blog Entry

We are now getting to the soul of blog writing. Your routine should be to write posts after posts and thus create sufficient volume. I recommend one post per week, but you can pace yourself to the frequency you are most comfortable with.

In order to add a new post, click on the *Posts* button on the left hand side of the screen. The screen will show you a list of **all** posts on FrogenYozurt.com. Please be aware that you will only be able to change your own posts.

**Note:** Your posts will automatically posted on FrogenYozurt’s home page under “Recent Posts.” It will also be added to your author page. Please be aware that the system displays only the last three posts. On your author page the user will have the options to look at all your posts – See the link on the bottom of that screen.

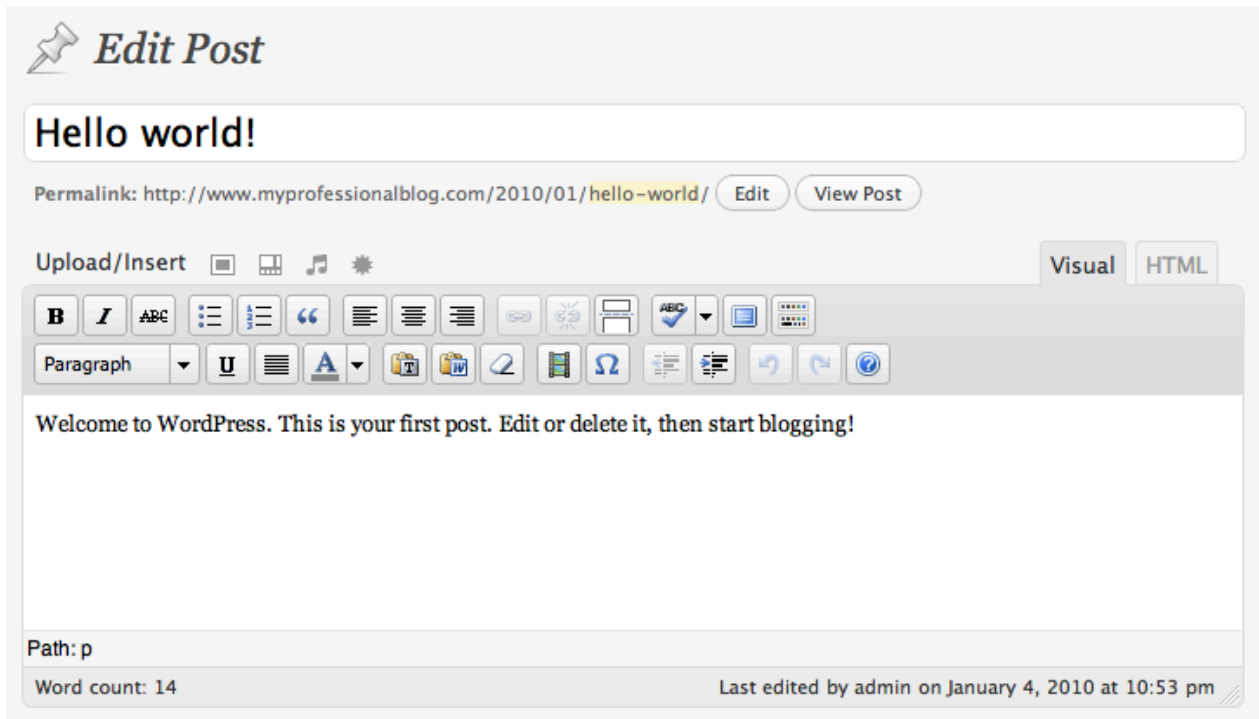


The screenshot shows a web interface for managing posts. At the top, there is a 'Posts' header with an 'Add New' button. Below the header, there are filters for 'Mine (0)', 'All (274)', 'Published (273)', and 'Draft (1)'. A search bar is also present. The main content is a table of posts with the following columns: Title, Author, Categories, Tags, and Date. The table contains eight rows of posts, all authored by Wilfried F. Voss. The posts include titles like 'Using an Autoresponder to Create More Sales', '12 Secrets to Selling More Books at Events', and 'Kindle Edition: Always Watching by Brandilyn Collins'. The dates range from '1 hour ago Published' to '2010/08/04 Published'.

Title	Author	Categories	Tags	Date
Using an Autoresponder to Create More Sales	Wilfried F. Voss	Marketing, Writing & Publishing	AutoResponder, Books, Marketing, Sales	1 hour ago Published
12 Secrets to Selling More Books at Events	Wilfried F. Voss	Writing & Publishing	Book, Event Marketing, Events, Marketing, Selling	1 hour ago Published
Kindle Edition: Always Watching by Brandilyn Collins <a href="#">View</a>	Wilfried F. Voss	Amazon Kindle	Brandilyn Collins, fiction, Literature, Mystery, Novel, Review, Teen	20 hours ago Published
Kindle Bestseller: The Search by Nora Roberts	Wilfried F. Voss	Amazon Kindle	Bestseller, Kindle, Literature, Nora Roberts, Review, Romance	20 hours ago Published
Falling Out Of Fashion by Karen Yampolsky	Wilfried F. Voss	Book Reviews	fiction, Karen Yampolsky, Literature, Review	2010/08/04 Published
Sh*t My Dad Says by Justin Halpern	Wilfried F. Voss	Book Reviews	fiction, Justin Halpern, Review	2010/08/04 Published
Croweology by Black Crowes	Wilfried F. Voss	It's all about music...	Black Crowes, Croweology, Music	2010/08/04 Published
Recovery [Explicit Lyrics] by Eminem	Wilfried F. Voss	It's all about music...	Eminem, Music, Recovery	2010/08/04 Published

First, let’s add a new post by clicking on Add New.

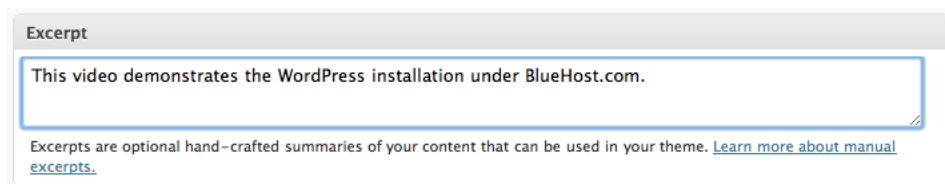
You will see the editing window as shown in the following screen shot.



If you don't see all the writing tools as shown in the above screen shot, please click on the "kitchen sink" button (Sorry, this is a WordPress salng). This is the last button to the right on the tools bar starting with the **Bold** button. You can also open the second tool bar by hitting Alt-Shift-Z.

In this example I use "Hello World" as the post title. Editing the posts is as easy as using a word-processor, and I won't go into more details in regards to editing.

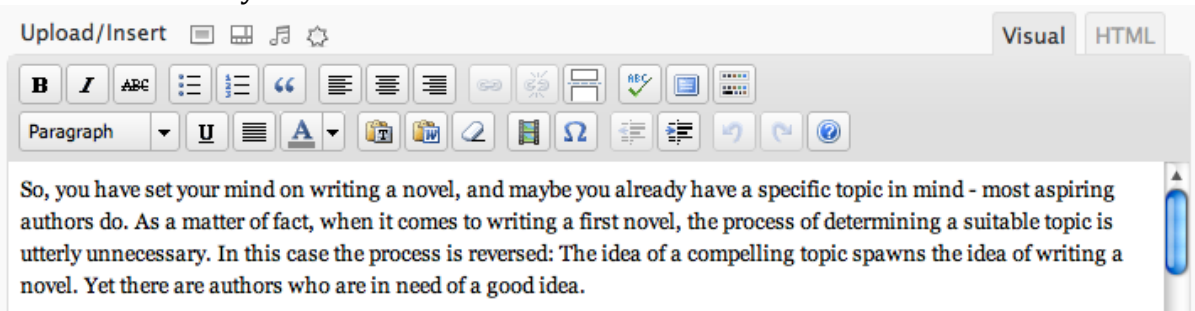
As a next step – whenever you edit a post – make sure you also fill the *Excerpt* field. This is yet another measure toward search engine optimization (SEO).



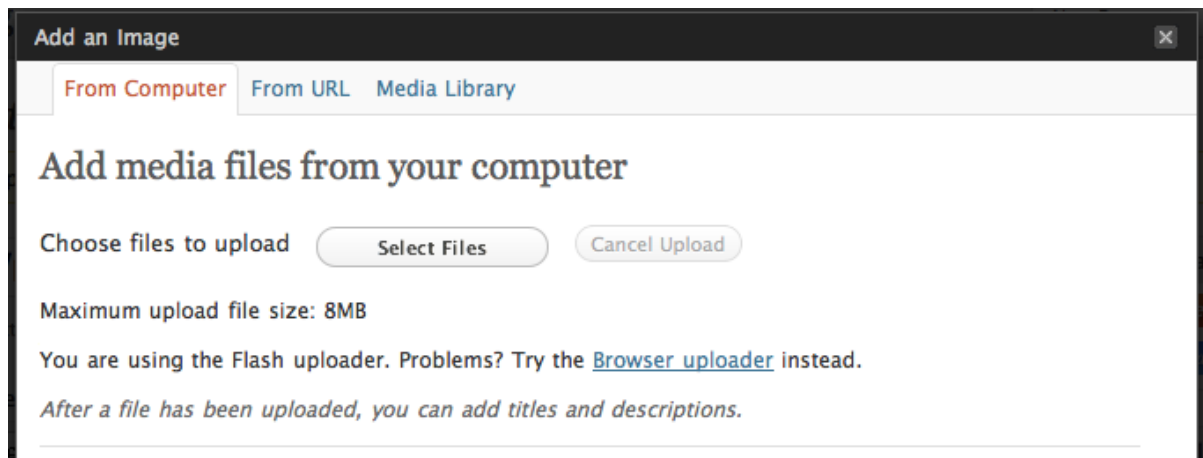
## Adding Images

Once you know how to insert an image it's easy; getting there as a beginner can be difficult, though.

Right above the editing window and above the writing tools (a.k.a. “kitchen sink”) you see the label “Upload/Insert” – see picture below. When you move the mouse over the first icon/button next to the label there will be a pop-up label saying “Add an Image.” This is the button you will use.



In order to insert an image place the writing cursor to the text position where you would like the image to reside, then click on the “Add an Image” button. Another window will pop up:



Per default the system assumes you want to upload an image from computer. Click on “Select Files” to upload your image.

**Note:** The size of your image and how it fits into your post is not important. You can resize your image later. However, make sure your image large rather than too small.

Select the image file on your computer and upload it. Another window will show the image with some additional information (See next picture).

Please make sure, you fill the “Title” an copy it to “Description.” Fill something meaningful referring to the content of your post. This will help to improve search engine optimization.

Clear the “Link URL” by clicking on the “none” button. This feature will open only the image in the web browser window and may confuse the reader.

Select the alignment and size. You don’t have to follow the systems settings such as “Thumbnail”, “Medium”, or “Large,” because you can resize the image anytime afterwards.



File name: bigstock\_Man\_Working\_Computer\_220418.jpg

File type: image/jpeg

Upload date: August 5, 2010

Dimensions: 900 × 600

[Edit Image](#)

**Title** \*

**Alternate Text**   
*Alt text for the image, e.g. "The Mona Lisa"*

**Caption**

**Description**

**Link URL**   
[None](#) [File URL](#) [Post URL](#)  
*Enter a link URL or click above for presets.*

**Alignment**  None  Left  Center  Right

**Size**  Thumbnail (150 × 150)  Medium (300 × 200)  Large  Full Size (900 × 600)

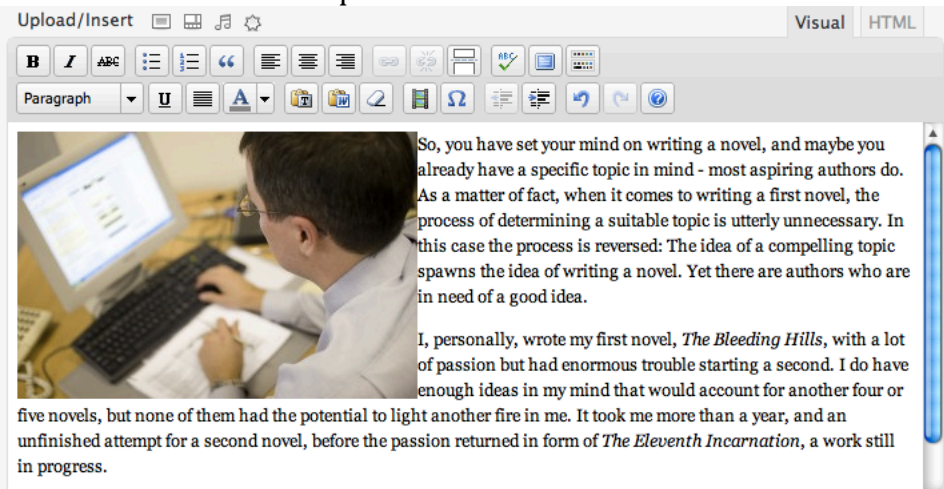
[Insert into Post](#) [Use as featured image](#) [Delete](#)

**Note:** In the current website design the image width is limited to 580 pixels. Anything beyond that will cut the image.

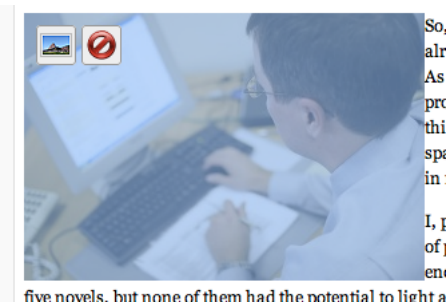
In the above example I actually chose “Medium,” because the original size is rather large.

Click on “Insert into Post” to insert the image.

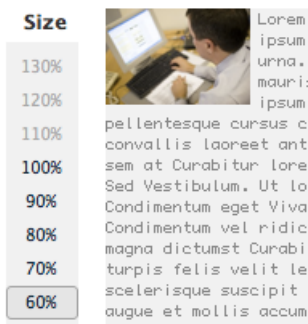
See the result in the next picture.



I personally deemed the size as still too large. In order to adjust the image, simple click on it.



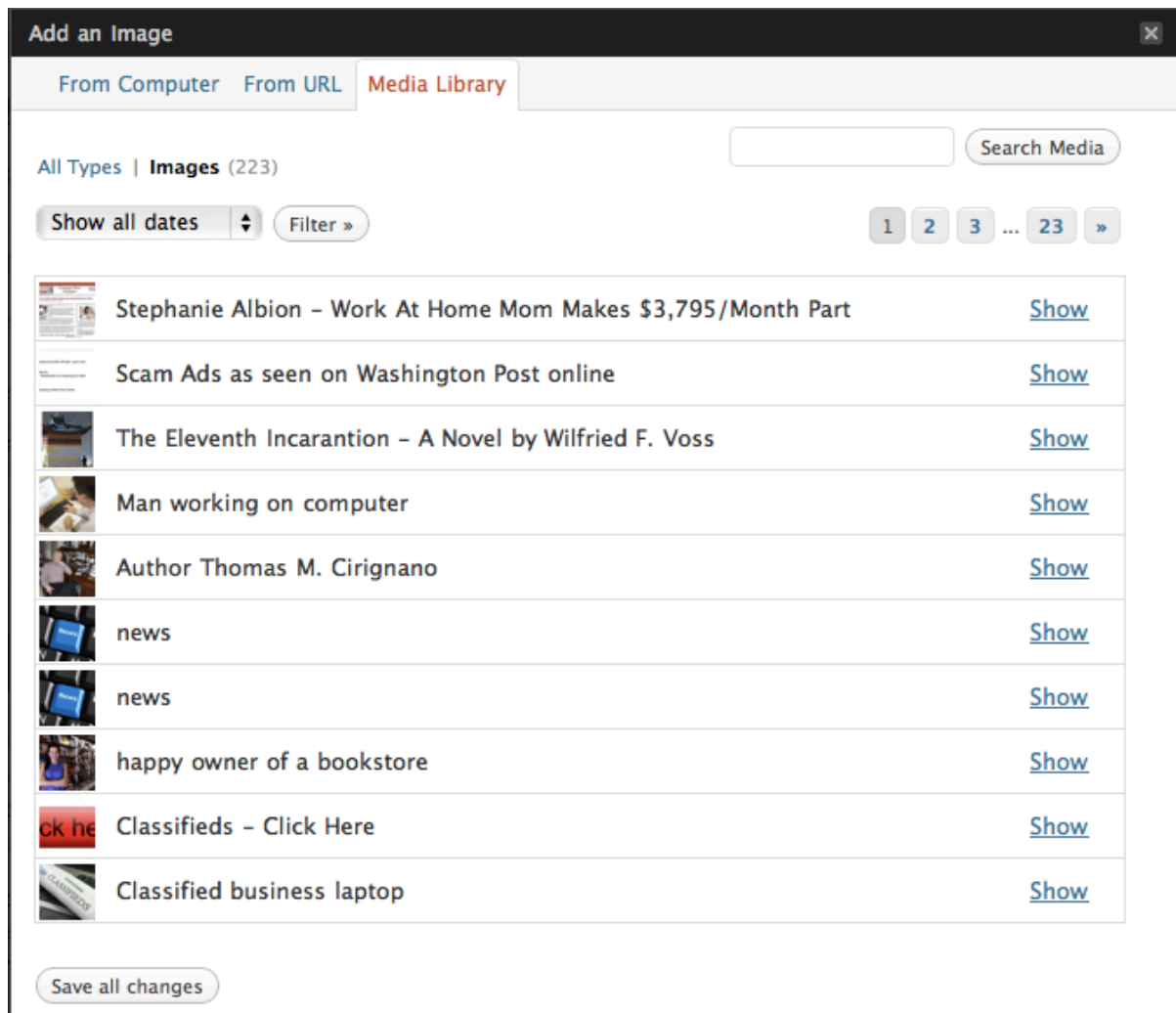
The system adds two buttons on the image, one to edit it, one to delete it. Click on the editing button.



In this particular case I chose 60%. Don't worry, if the size of the image still doesn't seem right. You can still repeat that step, and decrease or increase the size. Increasing, however, works only up to the original size, not larger.

Another way of adding an existing image (i.e. an image you uploaded for a previous post) is through the “Media Library.”

Insert the image by clicking on the “Add an Image” button, but this time click on the “Media Library” tab, and the system will display a list of previously uploaded images.



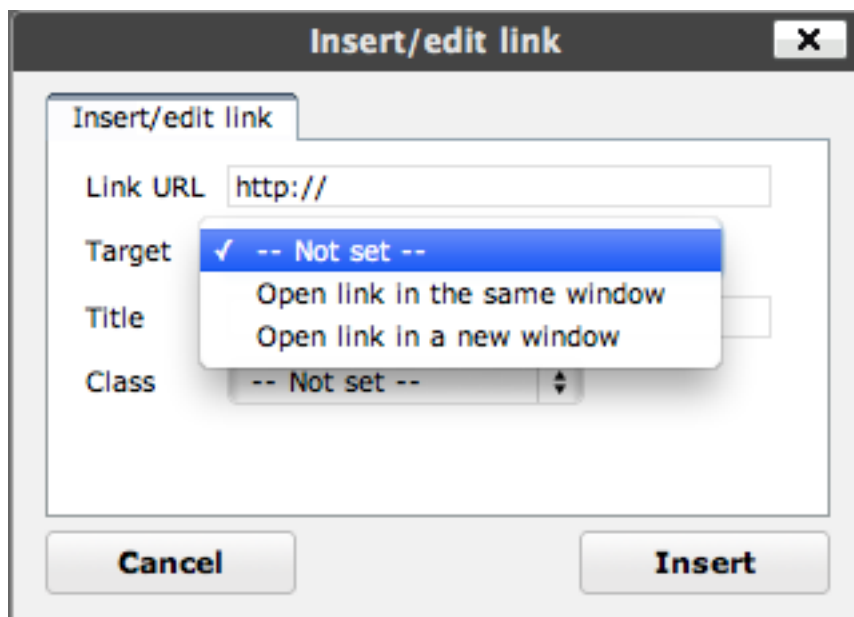
Click on the “Show” hyperlink of the image of your choice, and proceed exactly as described previously.

## Adding Hyperlinks

I frequently encourage guest writers to add hyperlinks to their websites as it will improve their ranking in search engines.

To add a hyperlink select the word or word combination inside the editing window that should include the hyperlink, then click on the hyperlink button – that’s the button above the editing window that shows the chain link.

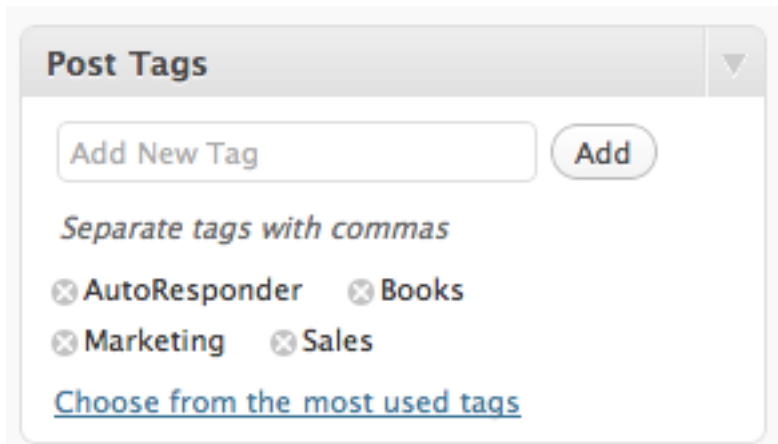
In the following window enter the link address (http://www.....), a description (“Title”) of the link, and select whether the new website should open in a new window (highly recommended!).



Note: Please make sure you do enter the description (“Title”) for the link as it helps to further help engine optimization.

## Adding Tags

Tags are just another WordPress feature. Tags allow users to look at all posts that are marked with the same tag. In my personal opinion the importance of tags is only minor, and I use them primarily for search engine optimization.

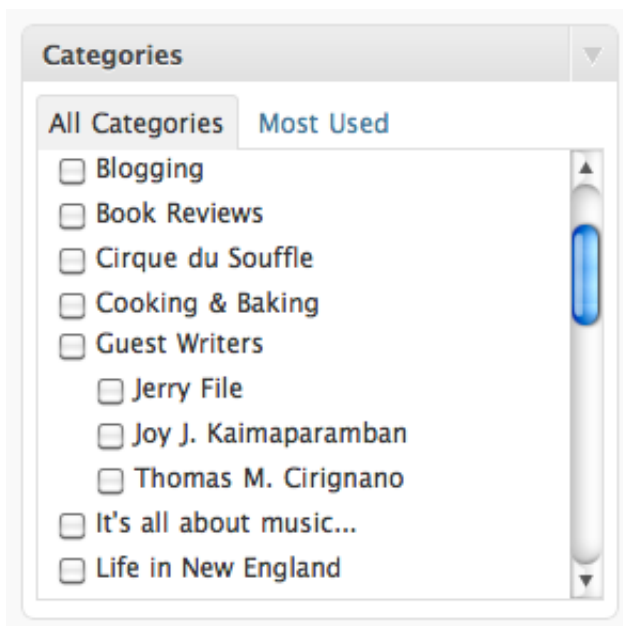


You may add as many tags as you like as long as they relate to the content of your posts. I usually enter the keywords I use for the SEO plug-in (See the chapter on SEO below).

## Setting Categories

Selecting a “category” assures that the post will be assigned to your author page.

You will find existing categories in a box on the right-hand side of the screen. Per default the system will use “*Uncategorized*”, which you should never use, because your post will not be displayed.

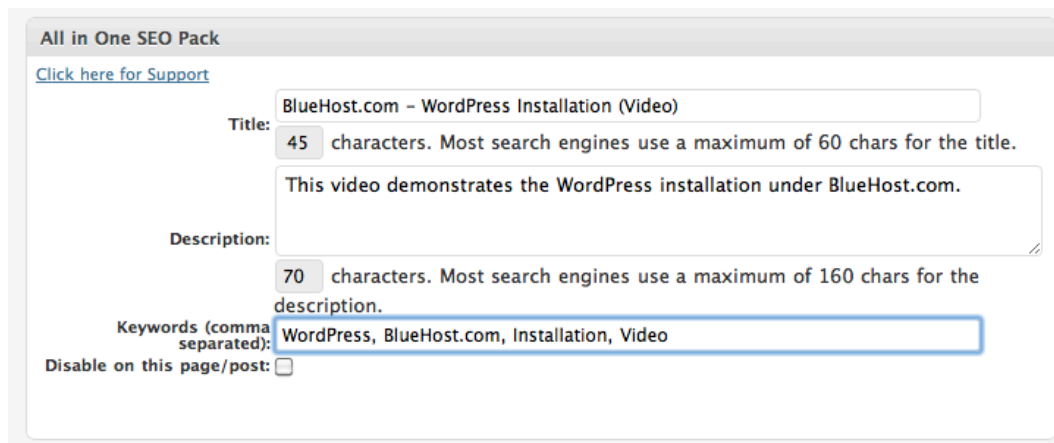


Your standard category should be your name, which is listed after “Guest Writers.” You are allowed, however, to check other categories that you deem describe the content of your post.

## The SEO (Search Engine Optimization) Plug-In

Please be aware that you can optimize each post individually for search engines. Whenever you add a new post, make sure you add the appropriate information.

To edit the SEO information scroll to the bottom of the editing screen.



The screenshot displays the 'All in One SEO Pack' interface. At the top left, there is a link 'Click here for Support'. Below this, the 'Title' field contains the text 'BlueHost.com - WordPress Installation (Video)' and shows a character count of 45. The 'Description' field contains the text 'This video demonstrates the WordPress installation under BlueHost.com.' and shows a character count of 70. The 'Keywords (comma separated)' field contains the text 'WordPress, BlueHost.com, Installation, Video'. At the bottom left, there is a checkbox labeled 'Disable on this page/post:' which is currently unchecked.

The screen shot as shown above serves as an example. I usually copy the post title into the *Title* section. In the same sense I copy the *Excerpt* field into the *Description* field.

Make sure, you fill sufficient and relevant keywords.

## Saving The Post

The WordPress system allows you to save a draft of the post, and I recommend clicking the “Save Draft” button frequently during the writing. There is also an automatic update, but, unfortunately, no system is 100% fail-proof.

You can also use the “Preview Changes” button to view the progress of your work.

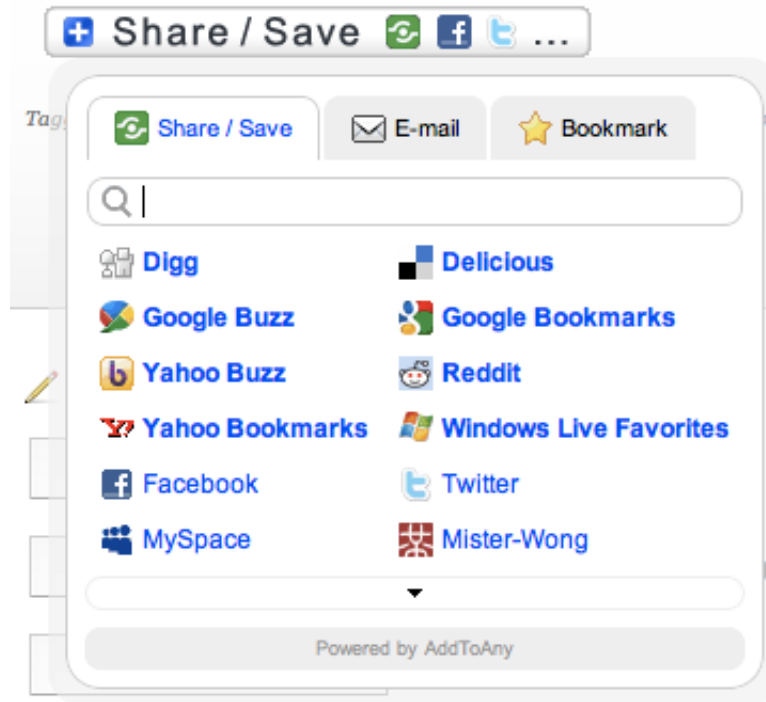
Click the “Publish” or “Update” button, when you are done with your post and would like to publish it.

You can modify or delete your posts any time later.

## Promoting Your Post

Writing and publishing your post is not quite the end of your work. What good is it when you write a post and nobody knows about it? Well, you need to promote it.

As soon as your post is published log on to the FrogenYozurt.com website and open your post. On the bottom of the page you will find the *Share/Save* button, and when you move the mouse pointer over it, it will open a box.



I strongly recommend you sign up for websites like reddit.com, digg.com, Google Buzz, Delicious, and Yahoo Buzz. Clicking on the box will lead you to the corresponding website where you can also sign up.

Signing up is not a big deal. I personally don't like keeping that many online accounts, but it does, after all, create some good website traffic.

### Facebook and Twitter

I personally do not publish every single post I wrote on Facebook. In this particular case I try to publish only entries that refer directly to my activities as a novel writer. The ultimate goal behind FrogenYozurt.Com is to further the attention of my writing and that of my guest writers.

Twitter, though, is a different case. In my personal opinion, Twitter is primarily used for marketing purposes and not as a social network. To get your marketing going with Twitter you need to post almost on an hourly basis, and, honestly, I don't have the time or patience.

FrogenYozurt.Com is set up in a way that it publishes every new post automatically to Twitter. Still, feel free to post on your own Twitter account.

According to the statistics, all these connections contribute to create traffic to FrogenYozurt.Com.

Last, but not least, please feel free to use FrogenYozurt.Com to “shamelessly” promote your own website(s) by inserting hyperlinks. The high ranking of FrogenYozurt.Com results in high-quality links to you.