TIPS AND POINTERS ON BLOGGING FROM SERVANTOFLIGHT.COM

START SIMPLY AND ADD FEATURES TO YOUR BLOG

Start your blog simply and add features over time. I have had a number of requests about my blog (ServantofLight.com) but it first began in April, 2010. I have been working with PC's for 23 years so that's one advantage I have. In addition over the years, I have also done thousands of PowerPoint presentations-sometimes as many as four per week. Technically I am a pastor, computer geek, and artist. My work is about communicating ideas. My background helps me with layout and recognizing what catches the eye of someone that surfs the internet.

WORKING WITH WORDPRESS

I consider WordPress to be somewhat primitive and that's one thing that makes it hard to learn. Windows and Apple Computers use "What You See Is What You Get" graphical interface systems (in olden days in computing this was called WYSIWYG). I have had difficulty learning WordPress because there aren't that many instructions so the program cannot be mastered or learned overnight. The organization and grouping of features seems odd to me and is a far cry from the intuitive features that are found in Windows and Apple systems. Most of WordPress features are not WYSIWYG. In addition, the subtle color of WordPress' menu system and text boxes only adds to the confusion. You can be looking right at a box for inputting data or drop down box and not know it (this adds to the confusion). Use trial and error and click on arrows (▼) and see what happens. Keep a notebook and make notes about the various locations and groupings of WordPress' various features.

FIND AND LOAD FREE WORDPRESS THEMES

Start publishing your site with a simple basic WordPress theme. In time, do a word search on the internet for free WordPress themes. Sort through and load WordPress themes into your web site that you like. Since there are thousands of free WordPress themes don't try to create one or pay for one. Load several themes onto your site as samples and then sort through them by previewing them. You can easily demo the themes with WordPress. Choose one that is eye catching and fits best with your web site.

WRITING

Write rewrite and rewrite again and again. I approach my writing as the most important part of my web site. I use a text-to-speech software program to help me identify typos and in order to make corrections in the flow of ideas in my writing. Anecdotes and testimonials are essential but must be worded to maintain privacy and keep you from legal problems. Hopefully you can have a spouse, friend or coworker that can review your material before you post it. I have been involved in writing for my education, in my career, as a hobby and am an aspiring author. You must keep your audience engaged by posting regularly. In order to keep your audience coming back, they say (whoever THEY are) you'd better off posting several shorter articles throughout the month.

PHOTOS

I use Adobe Photoshop to edit my own photographs or photos from other sources. Generally my photos are 200 pixels (height) by 300 pixels (width). Another source for free photos is Flickr.com but you must post the URL information with the photo. You must give all Flickr photographers credit for their work and follow Flickr's guidelines for posting images. Another trick for generating images is using a screen capture program-for example, Corel's Capture Program--to copy video (even Windows Movie Editor has a built in screen capture feature). It is my understanding that if you modify an image at least 10%, it is legally yours. Associated Press did threaten to sue the person that created the famous Barrak Obama image. They claimed that their photo was the basis of the graphic image that was created. They know that they don't have a leg to stand on because the image was modified 100%, but AP got recognition for their contribution. Remember in photography and art, contrast from dark to light are key in producing powerful photos and graphic images that communicate. In digital photography, color plays a similar role.

Best wishes for the future to you in communicating your ideas.