

## **DIY Website in a Week course module 7 - anatomy of a blog post, Canva graphics for website and blog, widgets, jetpack**

Now for some fun stuff.

This will give your website branding elements that reflect your personality, as well as adding interest and “shareability”.

I’ve included several visual marketing tutorials, including Canva, Fotoflexer and PowerPoint for creating website and social media graphics.

I’ll be giving you a walkthrough of 2 of my blog posts, including the visual graphics that I created in Canva.

The anatomy of a blog post will also discuss good content structure and heading tags for better SEO

The Social Media for Farmers Markets video describes how I planned the blog post to complement a speaking engagement to add value and entice conference attendees to join my email list, and the elements I created with Canva and Slideshare to repurpose the content, as well as a YouTube playlist to add value.

### **This worksheet plus 6 video tutorials (note that some are short “setup” videos, and others are longer webinars):**

- Anatomy of a blog post for organic SEO (“Content Creator: Blogging + Video” post review)
- Canva tutorial: create amazing graphics for Facebook, Twitter and Pinterest (this also applies to website and blog)
- Facebook Graphics Made Easy with PowerPoint (these steps also apply to your website header photo or blog post images)
- Use FotoFlexer to create a Facebook Timeline Cover in 5 min (these steps also apply to your website header photo or blog post images)
- Where to use custom graphics on your website and social networks
- What are widgets and how to customize sidebar and footer widget area
- Adding Jetpack and overview of Jetpack widgets and site stats

### **What’s covered in this module:**

- The elements that make up a blog post that is shareable, readable by humans, and good for SEO – title, intro and exit paragraphs, heading (H1, H2) tags, keywords, value of images/graphics
- Canva tutorials – how to quickly create website and social media graphics
- Widgets – what are they, how to customize sidebar and footer widget area, adding custom graphics with the ET Advertisement widget
- Overview of image editing tools to create custom graphics for website and social media: Canva, PowerPoint, Fotoflexer

- Jetpack – what is it, how to connect it to your website via WordPress.com account, widgets and site stats features by jetpack
- Site stats overview – graph of website views, search keywords people used to find your website, referrers (Facebook, Pinterest, Google search, organic), top posts and pages, what people have clicked on.
- Customizable PowerPoint templates to download (and tutorial webinar)

### **Actions:**

- Review colours and fonts module and make note of your branding “style guide”.
- Brainstorm ideas for graphics and images that you can use in various areas of your website and social media, such as the website slider/header photo, sidebar graphics, blog post images, Facebook/Twitter/Google+/LinkedIn cover photo, social media “shareable” graphics, Facebook ads, etc.
- Use Canva, Fotoflexer or PowerPoint to create a stockpile of graphics so you have access whenever you’re stuck for ideas.
- Take photos (you can use a digital camera or your Smartphone) that represent your brand or your business niche. Include photos of you, business-related activities, and closeups of interesting objects that might work as photo-quotes or to enhance your blog post, website home page, or social media posts.

### **Tools, Resources and Links:**

WordPress.com – you’ll need to set up an account (don’t confuse the free blogging site WordPress.com with your own self-hosted website at WordPress.org) to connect Jetpack to add useful widgets and site stats to your website  
<http://WordPress.com>

Canva – easily create custom graphics with the free image editor. Includes size templates for popular social networks and other uses (presentations, note cards), stock photos (\$1 each), design layouts with fonts and colours.  
<http://Canva.com>

My free PowerPoint templates to download  
<http://socialmediamarketingkelowna.com/free-fb-templates-bright>

I created the PowerPoint templates to accompany the Facebook Graphics with PowerPoint webinar tutorial <https://www.youtube.com/watch?v=gMd-5oG1IPM>