

Course Syllabus



Learn to Blog Online Course

Call +44 (0)1865 522 658

Objectives

When you have completed the Blogging course you will understand how and why to create a blog. You will have researched blogs that others have created and be able to use curation tools to find blogs to read on a regular basis. You will design a blog based on your content and requirements and register the blog with blog directories. You will be able to create a blog using Blogger, WordPress or Tumblr, plan, write and distribute posts and seek and manage comments.

Object 1 - Find out about blogs

- What is a blog
- Different types of blog
- Why blog
- Find blogs to read
- Who reads blogs
- What you will blog about
- Finding blogs to read
- Using curation tools to read blog posts
- How often to blog

Object 2 - Design the blog

- What you want your blog to look like
- How you want your visitors to be able to interact with your blog
- Blogging software
- Viewing the blog on a mobile device

Object 3 - Managing the blog

- Creating a content plan
- Identifying topics to write about
- Writing posts that are easy to read
- Choosing images for blog posts
- Registering the blog with directories
- Distributing and marketing the blog post
- Managing blog comments
- Blogging communities
- Measuring the impact of the blog

Object 4 - Blogger

- Create a Blogger blog
- A mobile template
- Google Gadgets
- Blogger settings
- Writing a post
- Getting ready to publish
- Create static pages
- Respond to comments
- Blogger statistics
- Google AdSense
- Deleting a Blog

Object 5 - Tumblr

- Overview
- Tumblr examples
- Setting up a Tumblr account
- How to customise a Tumblr blog
- How to create blog posts
- How to add tags
- What the Tumblr Bookmarklet does in a browser
- How to manage the engagement from others
- Keeping track of visitors to Tumblr

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Object 6 - WordPress.com

- Creating a WordPress blog
- Choosing a template
- Creating static pages
- Changing the appearance of the blog
- Settings of the blog
- Writing a post
- Managing comments
- WordPress Statistics
- How to delete the blog

Summary

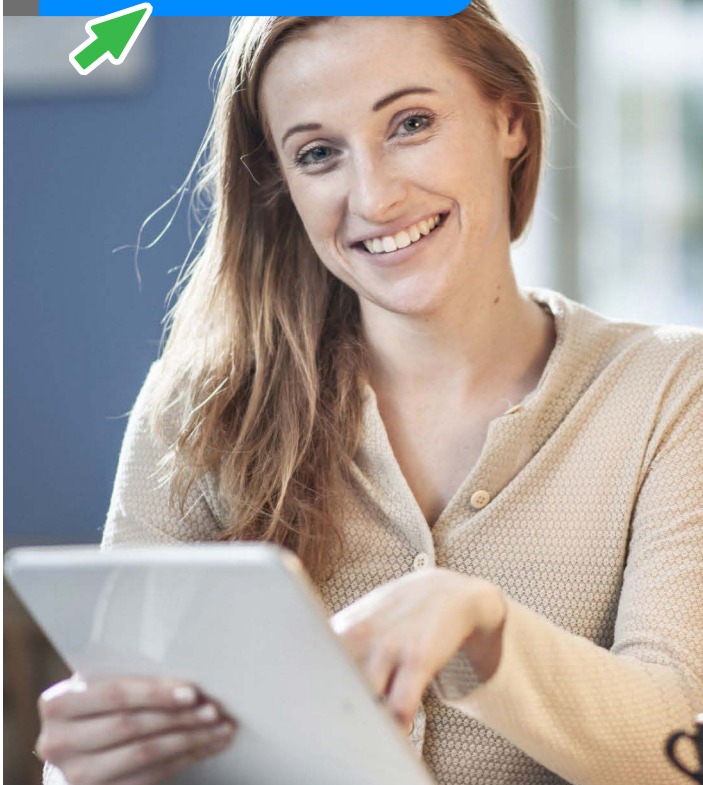
Duration: Materials access for 12 months

19 hours of course content

Price: £99 + VAT

Prerequisites: Broadband

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Call us today on +44 (0)1865 522 658
or email: mary@concisetraining.net



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