

## Blogs

Blogs or Weblogs are a powerful way to communicate with your customers in a more personal, one-on-one fashion.



### *Posting to your Blog*

A post is an entry on your blog. Posting to your blog is simple. After creating your blog in Website -> Blogs, click on the "Blog Posts" link. To create a new post:

1. Click the **New Post** button
2. Give your post an engaging title
3. Pick a **release date**. The default is today, but you can set the date into the future if you want to schedule you post to go out later.
4. If you got inspiration from another blogger, copy the "Trackback" url for their post and put them in **Trackback URLs**, one per line (click on the "Show Advanced Options" link to see this field). Remember you should have a link inside your post to the blog you are trackbacking to, to show you are genuine and not spamming the other blogger!
5. Write the body text of your post.
6. Click **Save** and you're done! You'll see if the Trackbacks you've entered have succeeded or not.

At any time you can come back and click on the title of the post to load that post and edit/delete it.

### *Blog Tags*

Tags are simply labels that people use to make it easier to find blog posts, photos and videos that are related.

So, if you write a post about life and art you'd place these words into tags and people interested in arts can click on it to display the relevant articles.

When writing your post you can select the tags that are relevant to your post from the list of checkboxes or you can enter the new tags (separated by semicolon ;) into the New Tags field.

**Blog Post Details**

<p>Release Date  <input type="text" value="01-Jan-2000"/></p> <p>Post Title  <input type="text" value="Welcome to my Blog!"/></p> <p>Trackback URL(s) (separate with semi-colons ;)  <input style="width: 100%; height: 40px;" type="text"/></p>	<p>New Tags (separate with semi-colons ;)  <input type="text" value="hosting;control"/></p> <p> <input checked="" type="checkbox"/> business             <input type="checkbox"/> content             <input checked="" type="checkbox"/> online         </p>
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**Number of trackbacks needing approval: 0**

### *Trackbacks and Comments*

**Trackbacks** are a mechanism to automatically create a relationship between your post and another bloggers post via links. To complete a Trackback we need to "ping" the Trackback address or URL. The Trackback contains all the necessary information to the other Blog so that a link appears on the other blog, back to your blog. It's a great way to have a conversation with other bloggers.

You can allow Trackbacks by checking the checkbox in the "Details" tab.

Comments allow your Blog readers to leave a comment about a post. This feature uses the **Comments module** on your blog posts. All comments need to be approved first before being displayed on your website. To read and moderate comments go to

### *Classifying Blogs*

Some companies have several blogs about different things. Using classification, you can classify a blog primarily about product support under "Support", or a blog about marketing under "Marketing". To classify your blog, simply click on the **Classify this blog** in Action Box and select the classifications that apply to your blog.

When you publish your blog on a web page you can choose to publish all blogs within a Classification. By choosing the Support classification the system will automatically display all blogs within this classification on your web page. If in the future you create a new blog and also classify it in the Support classification, it will automatically appear on those web pages that have the other Support related blogs.

Most types of content can be classified. These include announcements, FAQs, literature and so on. This feature allows you to easily create a support area on your website and publish all support related Blogs, FAQs, announcements effortlessly in one central area.