

## Module 8: Blogging and Social Networking

### Why do you need a blog?

A blog allows you to add content to your website all by yourself. You don't need to contact your web designer. You don't need to know HTML. It's easy to add text, graphics, and videos.

MORE IMPORTANTLY....Google LOVES blogs. Search engines love the fresh content that only a blog can provide. Blogs get indexed quickly.

### What can you do with a blog?

- Post your latest special offers
- Post local or cleaning related news
- Post news about your company (hiring a tech, new location, etc)
- Comment on industry related news (Kawasaki, 3M Scotchgard, CRI program, etc)
- Tell stories about a recent extraordinary job
- Have your office assistant blog about company happenings
- Post articles and tips on spot removal (Wine stain removal, pet stains, etc)

Example of how to post interesting articles on your blog. Go to [www.Carpetcleaningsuperiorco.com](http://www.Carpetcleaningsuperiorco.com) to see it.

### Carpet, Tile, and Rug Cleaning Tips by the Experts in Boulder

Boulder, Louisville, Niwot, and Superior Colorado residents learn expert carpet, tile, and rug cleaning tips

**Spilled Great Wine in Boulder, Niwot, Superior, or Broomfield lately?**  
March 25th, 2009

**Here are the culprits** and their names: Chateau Mouton Rothschild-Pauillac 1982, 1981; Charles Krug 1966-Cabernet Sauvignon; Inglenook 1970- Cabernet Sauvignon; Opus One 1981,1980-Red table wine; Perrier Jouet Fleur De champagne- 2000



Here is the solution to your problems. **All Phase Carpet and Upholstery (303) 938-1793** to the rescue!

**All Phase Carpet & Upholstery**  
We have the right people, the right equipment, and the right experience to insure your satisfaction

**Get a FREE Cleaning Estimate**

[Click Here Now!](#)



Use your blog to help clients and prospects relate to you.

What you'll need to create a blog:

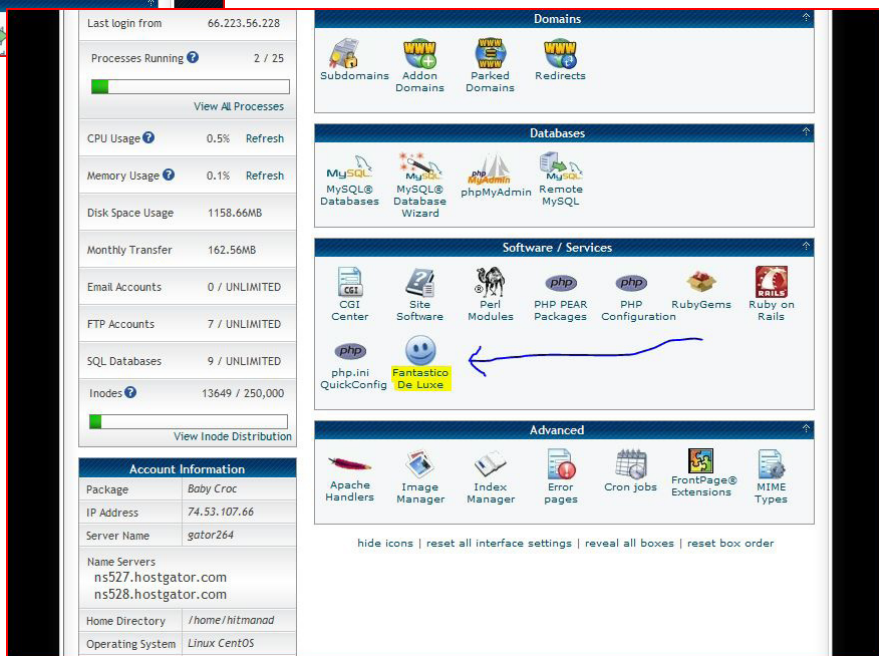
- Go to <http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=hitmanad>
- The link above is my affiliate link for Hostgator hosting. Hostgator uses CPanel. That's what you need.
- If you don't use Hostgator, make sure you use another company with CPanel.

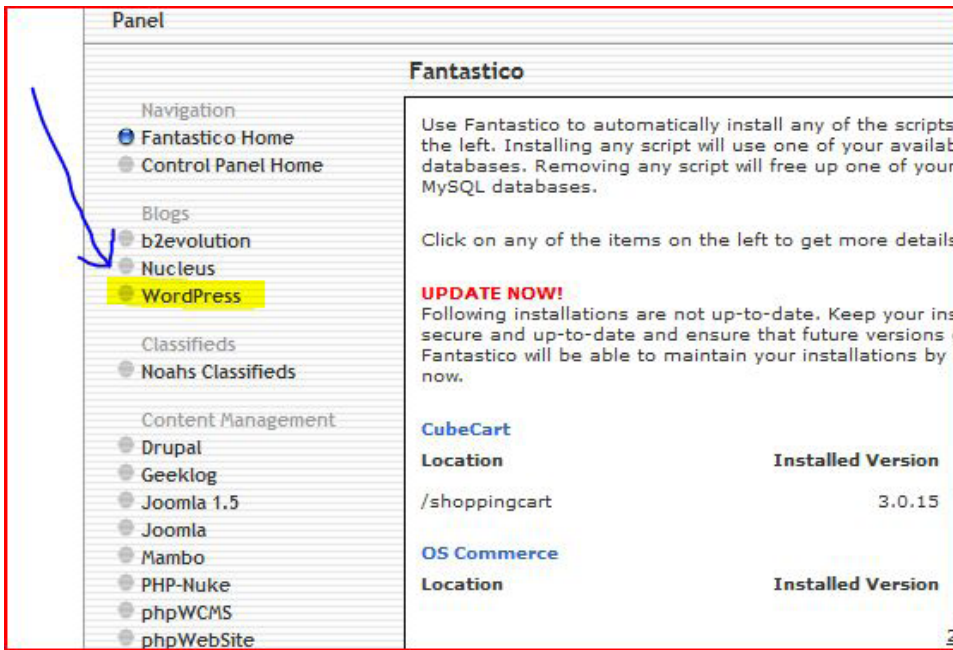
How to install your blog:

Log in to your CPanel (should look like below)

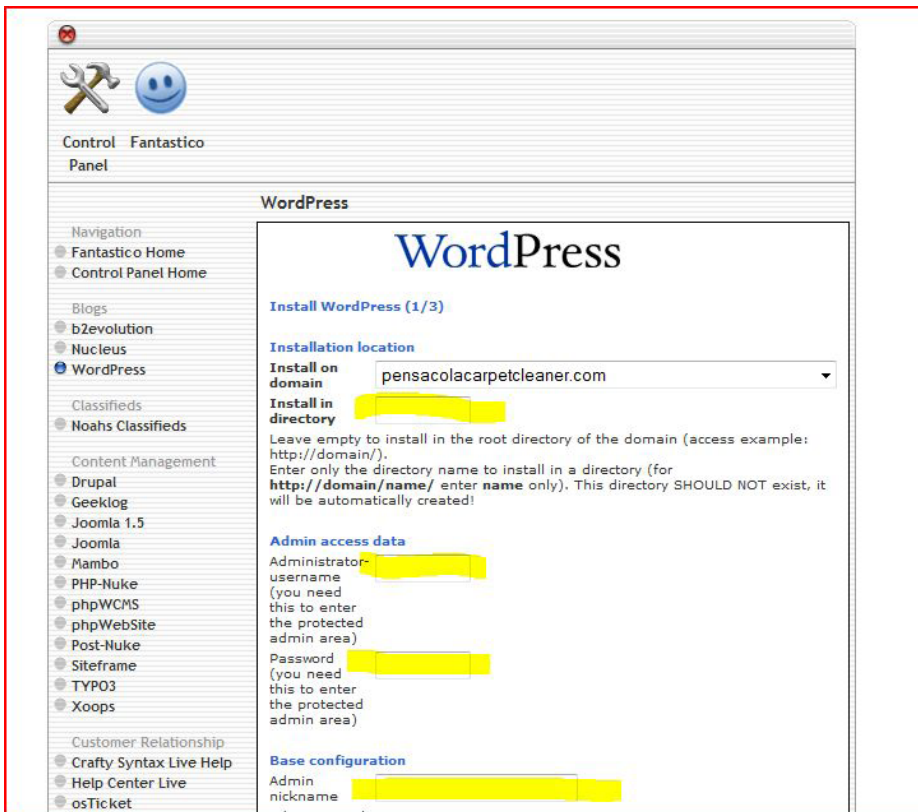


Click the link for Fantastico





Click the section about Wordpress

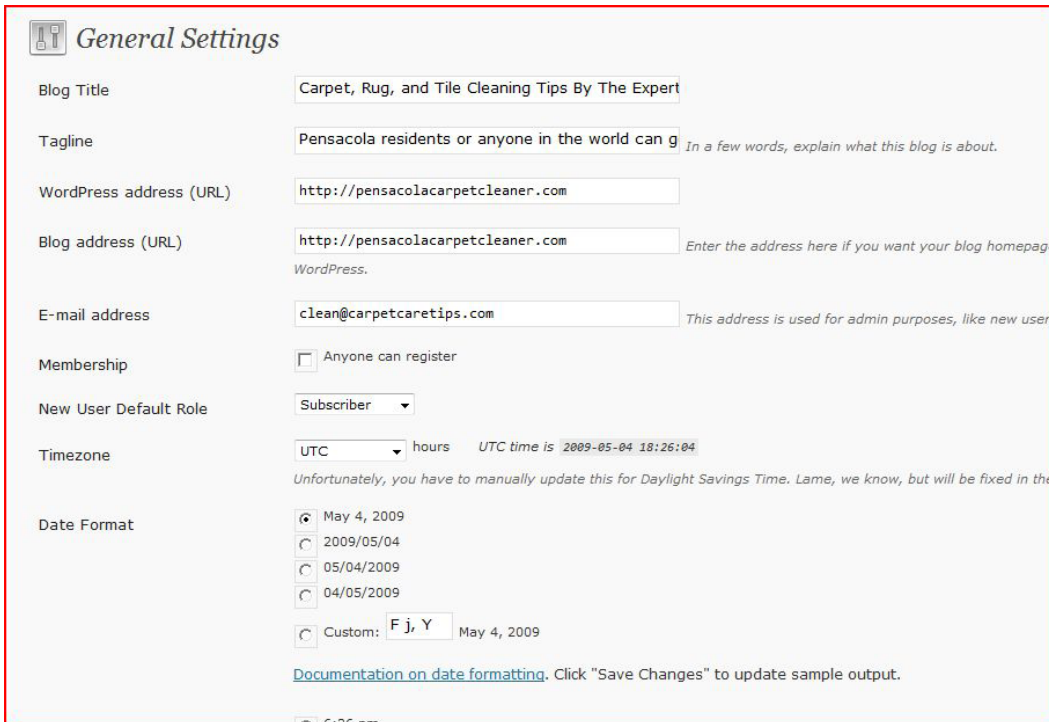


If you want the blog installed directly on the main page of your site (the index.html), leave the install in directory area blank. Otherwise, put the folder you want it installed in. Then choose your log-in information. Click "Install Wordpress" at the bottom.

That's it! Now you have a blog on your very own website!!!

## Best settings for your blog:

- Under setting, go to General and set blog title and description
- Under settings, go to Permalinks and set to “/%postname%”



**General Settings**

Blog Title: Carpet, Rug, and Tile Cleaning Tips By The Expert

Tagline: Pensacola residents or anyone in the world can g In a few words, explain what this blog is about.

WordPress address (URL): http://pensacolacarpetcleaner.com

Blog address (URL): http://pensacolacarpetcleaner.com Enter the address here if you want your blog homepage WordPress.

E-mail address: clean@carpetcaretips.com This address is used for admin purposes, like new user

Membership:  Anyone can register

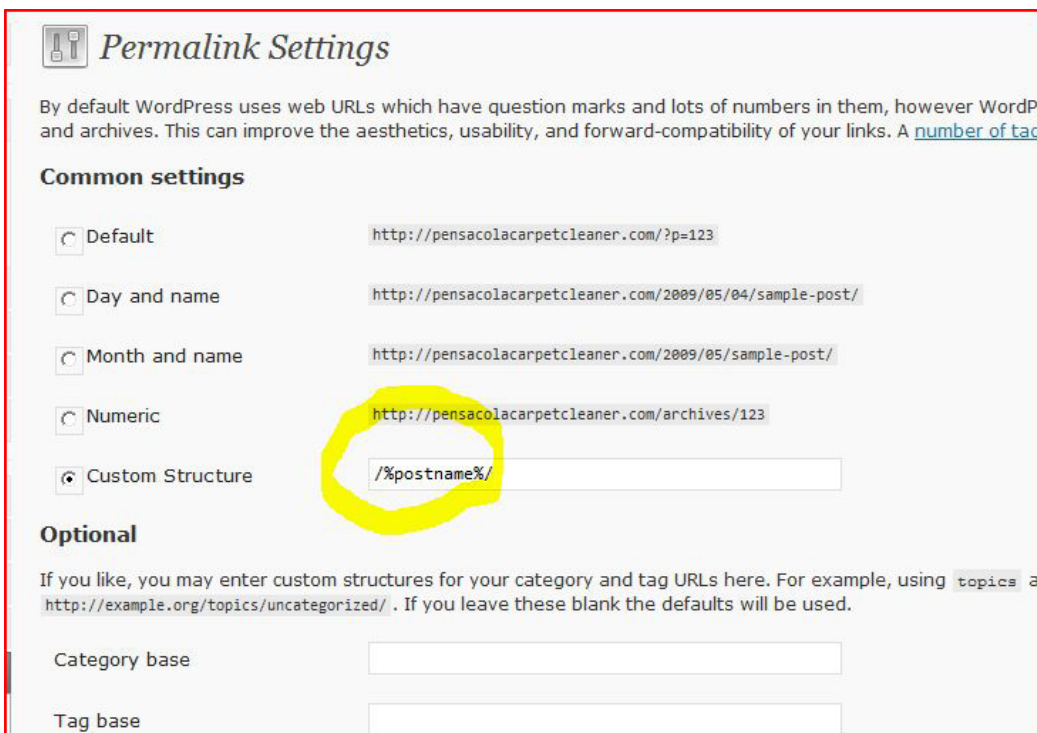
New User Default Role: Subscriber

Timezone: UTC hours UTC time is 2009-05-04 18:26:04  
Unfortunately, you have to manually update this for Daylight Savings Time. Lame, we know, but will be fixed in the

Date Format:  May 4, 2009  
 2009/05/04  
 05/04/2009  
 04/05/2009  
 Custom: F j, Y May 4, 2009

[Documentation on date formatting.](#) Click "Save Changes" to update sample output.

Set blog title to have your keywords. For carpet cleaning, use “Carpet Cleaning Yourcity.” In many cases, add a few words in addition. Also, put a tagline with your keywords and additional few words.



**Permalink Settings**

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress archives. This can improve the aesthetics, usability, and forward-compatibility of your links. [A number of tag](#)

**Common settings**

Default: http://pensacolacarpetcleaner.com/?p=123

Day and name: http://pensacolacarpetcleaner.com/2009/05/04/sample-post/

Month and name: http://pensacolacarpetcleaner.com/2009/05/sample-post/

Numeric: http://pensacolacarpetcleaner.com/archives/123

Custom Structure: **/%postname%/**

**Optional**

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` a <http://example.org/topics/uncategorized/>. If you leave these blank the defaults will be used.

Category base:

Tag base:

Under settings, set your permalink structure.

## Two plug-ins that are very valuable:

- All-in-one SEO
- Google Sitemaps
- Akismet (if you're having problems with spam)

## Social Networking Sites:

- [www.Linkedin.com](http://www.Linkedin.com) - great for commercial cleaning leads and high end companies.
- [www.Twitter.com](http://www.Twitter.com) - geared for people who are internet saavy
- [www.Facebook.com](http://www.Facebook.com) - very social website. Great to get people to know your company.
- [www.Myspace.com](http://www.Myspace.com) - mostly for younger generation.
- Join local social web sites and bulletin boards

### About social networking...

Don't overwhelm yourself. Social networking can indeed bring you clients and leads. But this shouldn't be the first thing you do online.

At least go ahead and create a profile and get an incoming link. If you decide to go further with social marketing, go for it.

Post about your company. But don't make blatant sales pitches in every post. Just tell the story about what you're doing. People want to get to know you.

**Action Item: Install a blog on your website. Or, create a blog for a new domain name. Join at least two social networking sites.**