



# WORDPRESS 101



**BLUEZOO™**

C R E A T I V E

[www.bluezoocreative.com](http://www.bluezoocreative.com)

# About Us

## Eric Huber

- 25 years as a graphic designer for small businesses to Fortune 100 companies as well as international companies (Tyson, Eureka Springs Tourism Commission)
- 18 years Marketing, advertising, as well as graphic design
- Art Degree from Hendrix College
- Award winning designs
- Board Member and part-time Instructor for the New Design School



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# About Us

## Collin Condray

- 16 years experience in web development
- Web developer
- Programmer
- Retail data analysis for multi- billion dollar companies (3M and Tyson)
- Social media marketing
  - Agency experience with Collective Bias and Saatchi X
  - Local speaker at University of Arkansas, JBU, & Webster University



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# Our Zoo Crew



**From Left:** Collin, Morgan, Eric, Megan,  
Whitney, Brad, Dianne and Gabriel



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# WordPress 101



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# What is WordPress?

- Content Management System (CMS)
- Used to create, manage, store, and deploy text, image, and video content on Web pages
- No longer need to know HTML, CGI, etc. to make a dynamic website.



**WORDPRESS**



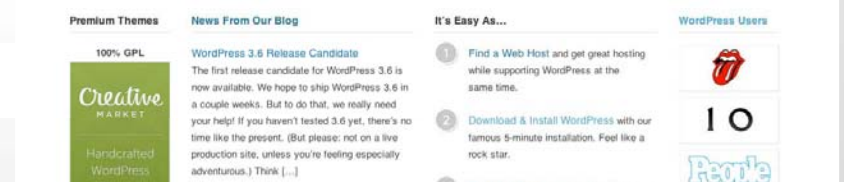
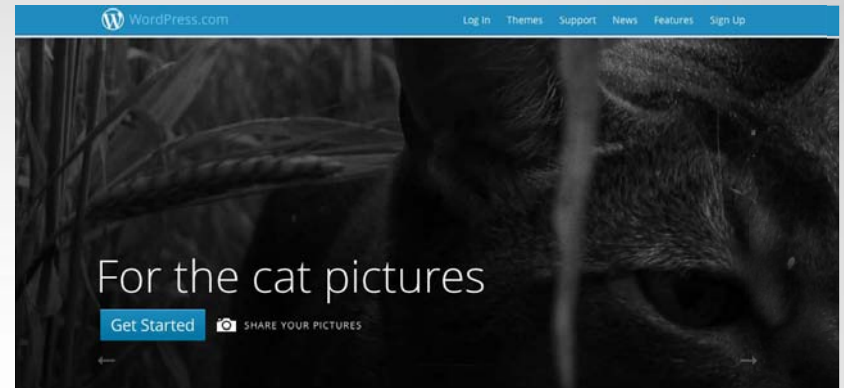
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# .com vs .org

**WordPress.com** is a hosting platform that makes it easy for anyone to publish online. You don't have to download software, pay for hosting, or manage a web server. WordPress.com has hundreds of themes, and includes the functionality of many plugins, but you can't upload your own plugins or themes.

**WordPress.org** offers free software that you can install on a web server. You can upload and install themes and plugins, run ads, and edit the database.

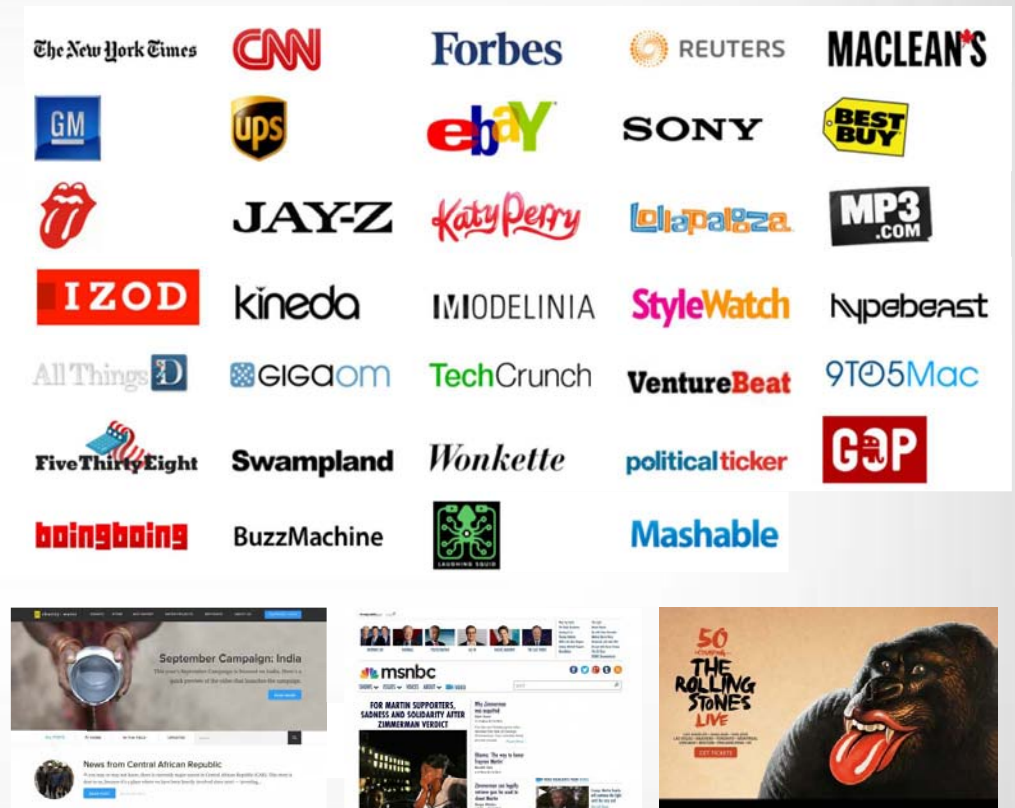


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# Who Uses WordPress?

- 67,737,227+ sites
- 19% of all websites on the internet
- 53.8% market share for all content management systems (Joomla!, Drupal, and others)



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# Why You'll Love WordPress



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# Why We Use WordPress?

- Easy to use
- Saves time
- Flexible
- Expandable

1,820 THEMES, 74,679,928 DOWNLOADS, AND COUNTING

Search Themes

## Featured Themes



### Attitude

Attitude is a Simple, Clean and Responsive Retina Ready WordPress Theme which adapts automatically to your tablets and mobile devices. Theme is easily customizable with numerous theme options. Some of the highlighted options are two site layout (Narrow and Wide), 5 layouts for every post/page, 5 Page Templates, 5 widget

Download

areas, 4 custom widgets, featured slider to highlight your post/page, 11 social icons and many more. Also has custom background, header, menu, favicon, CSS, webclip icon, and logo. Supports popular plugins like Breadcrumb NavXT, WP-PageNavi and Contact Form 7. It is also translation ready. Available Translation: Traditional Chinese (Taiwan). Get free support on <http://themehorse.com/support-forum/>



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# Updating Your Site

Old  
School...

```
245     }
246     </style>
247     <link rel='stylesheet' href='http://wordpress.org/extend/themes-plugins/bb-ratings/bb-ratings.css?4'
248     type='text/css' />
249     <link rel="alternate" type="application/rss+xml" title="Free WordPress Themes &raquo; Recent Posts"
250     href="http://wordpress.org/themes/rss/" />
251     <link rel="alternate" type="application/rss+xml" title="Free WordPress Themes &raquo; Recent Topics"
252     href="http://wordpress.org/themes/rss/topics" /><script type="text/javascript" src="http://s.wordpress.org/wp-
253     includes/js/jquery/jquery.js"></script>
254     <script>document.cookie='devicePixelRatio='+((window.devicePixelRatio === undefined) ? 1 : window.devicePixelRatio)+';
255     path=/';</script>
256     </head>
257
258     <body id="wordpress-org" >
259     <div id="wporg-header">
260         <div class="wrapper">
261
262         <div class="survey-wrapper" style="width: 100%; height: 0;">
263         <div class="survey-div" style="font-family: 'Open Sans', Helvetica, Arial, 'Liberation Sans', sans-serif; font-weight:
264         600;display: block;margin: 0 auto;font-size: 13px;color: #DDD;height: 22px;width: 315px;text-align:center;background-
265         color: #d54e21;border-radius: 0 0 4px 4px;">
266         <a href="http://wp-survey.polladdy.com/s/wp-2013" style="color: #DDD;font-weight: 600;">Have you taken the WordPress 2013
267         Survey yet?</a>
268         </div>
269         </div>
270         <div style="clear: both;">
271
272         <div id="head-search">
273         <form action="http://wordpress.org/search/do-search.php" method="get">
274         <input class="text" name="search" type="text" value="" maxlength="150" placeholder="Search
275         WordPress.org" /> <input type="submit" class="button" value="" />
276         </form>
277         </div>
278
279         <div style="clear: both;">
280
281         <ul>
282         <li><a href='http://wordpress.org/showcase/' title='See some of the sites built on WordPress.'>Showcase</a></li>
283         <li><a href='' title='Find just the right look for your website.' class="current">Themes</a><div class="uparrow"></div>
284         </li>
285         <li><a href='http://wordpress.org/plugins/' title='Plugins can extend WordPress to do almost anything you can
286         imagine.'>Plugins</a></li>
287         <li><a href='http://wordpress.org/mobile/' title='Take your website on the go!'>Mobile</a></li>
288         <li><a href='http://wordpress.org/support/' title='Forums, documentation, help.'>Support</a><ul class="nav-submenu"><li><a
289         href='http://wordpress.org/support/' title='Support and discussion forums.'>Forums</a></li><li><a
290         href='http://codex.wordpress.org/Main_Page' title='Documentation, tutorials, best practices.'>Documentation</a></li></ul>
291         <div class="uparrow"></div></li>
292         <li><a href='http://make.wordpress.org/' title='Contribute your knowledge.'>Get Involved</a><ul class="nav-submenu"><li><a
293         href='http://make.wordpress.org/core/' title='Write the code.'>Core</a></li><li><a href='http://make.wordpress.org/ui/'
294         title='Improve the interface.'>UI</a></li><li><a href='http://make.wordpress.org/accessibility/' title='Create a better
```

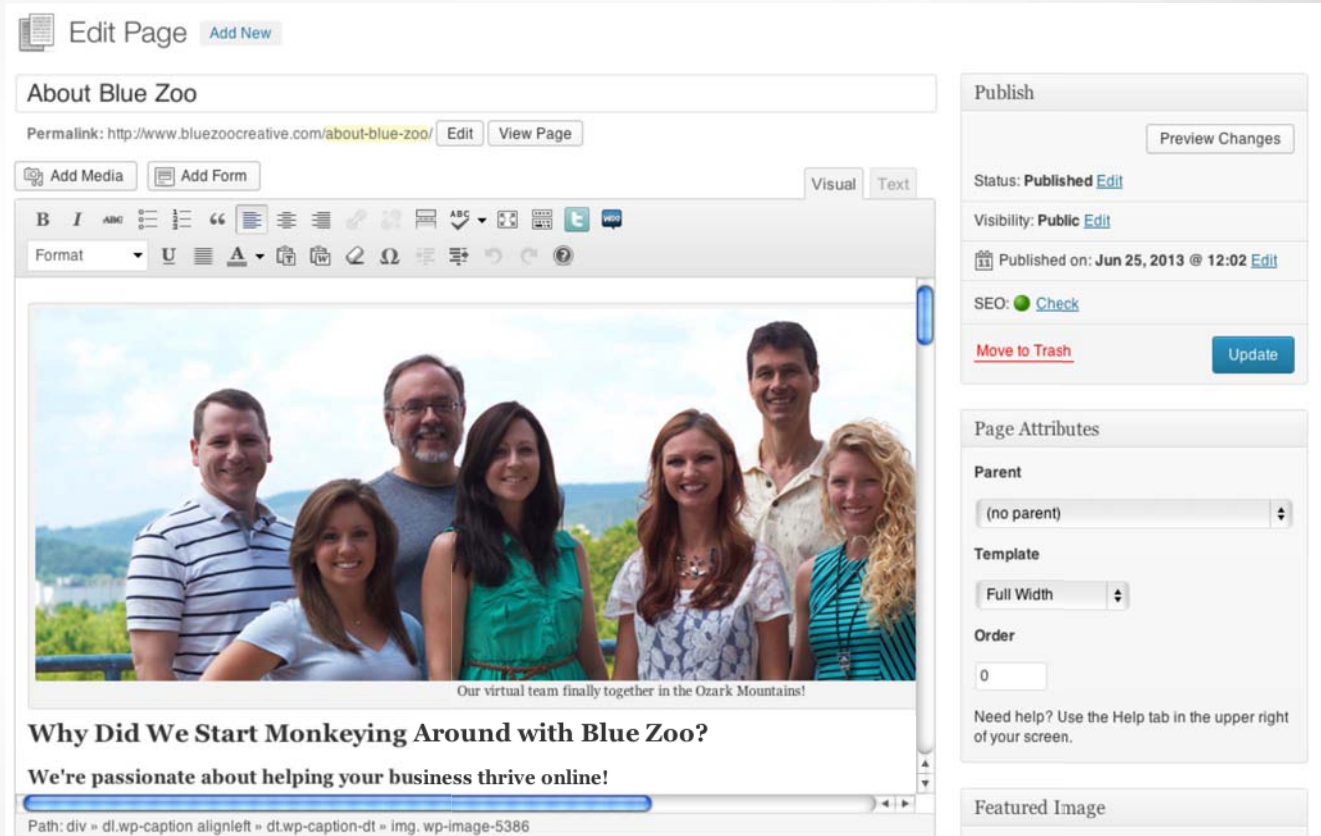


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# Updating Your Site

## New School...



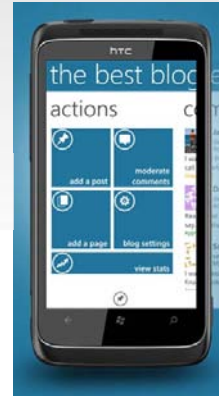
The screenshot shows the WordPress 'Edit Page' interface for a page titled 'About Blue Zoo'. The page content includes a team photo of seven people with the caption 'Our virtual team finally together in the Ozark Mountains!'. Below the photo is the heading 'Why Did We Start Monkeying Around with Blue Zoo?' and the text 'We're passionate about helping your business thrive online!'. The right sidebar contains a 'Publish' section with 'Status: Published', 'Visibility: Public', and 'Published on: Jun 25, 2013 @ 12:02'. Below this is the 'Page Attributes' section with 'Parent: (no parent)', 'Template: Full Width', and 'Order: 0'. At the bottom of the page editor, the path is shown as 'Path: div > dl.wp-caption alignleft > dt.wp-caption-dt > img.wp-image-5386'.



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# Mobile Apps

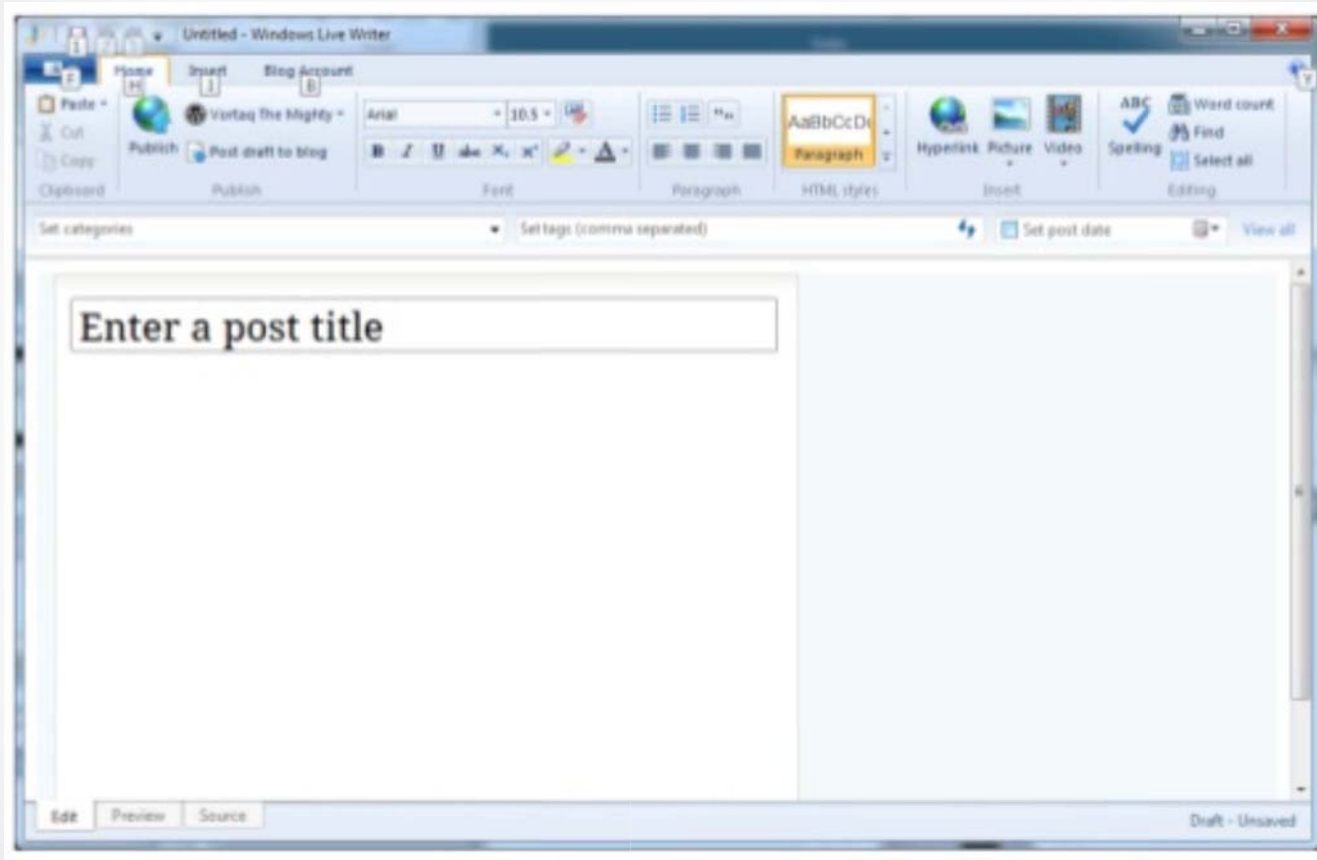


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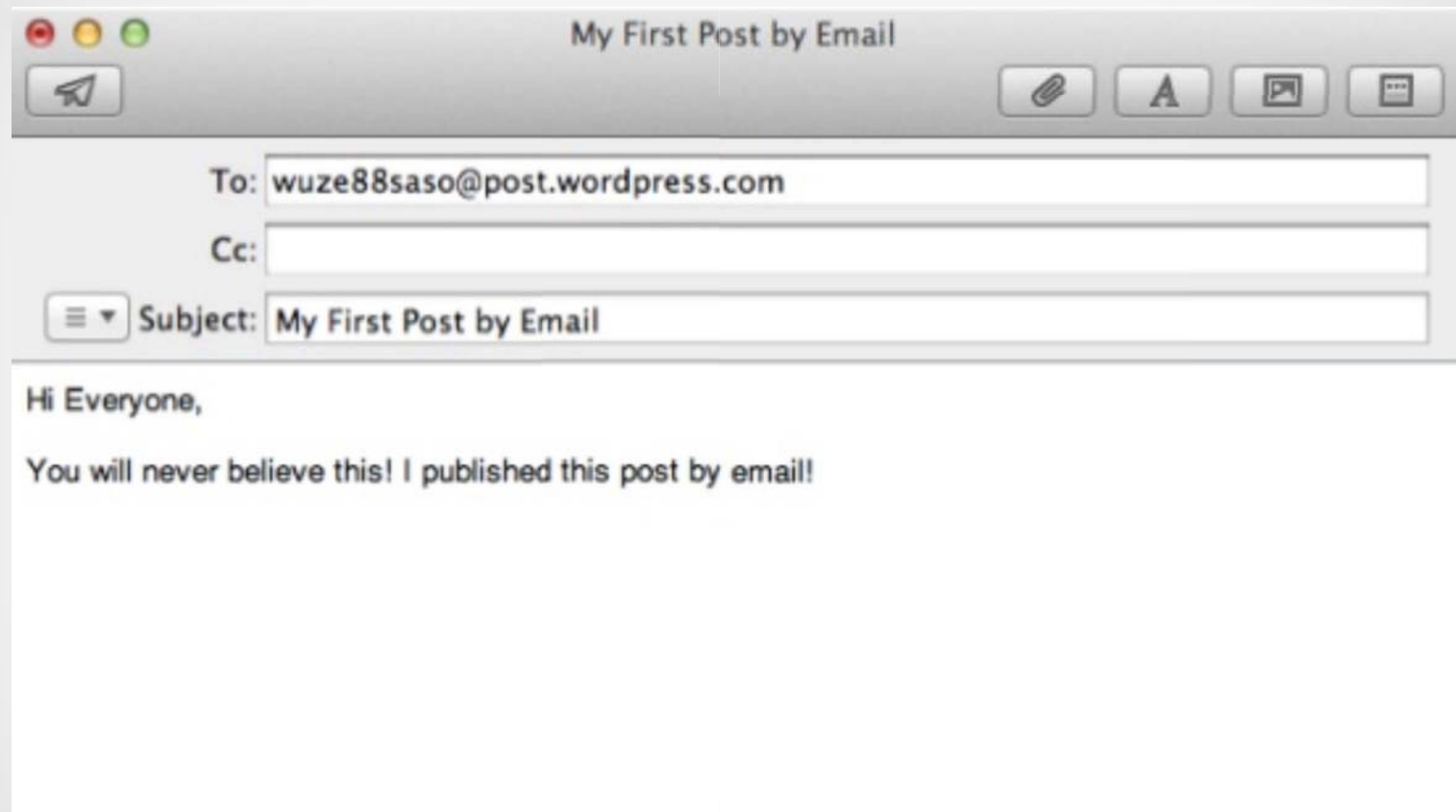
# Microsoft LiveWriter



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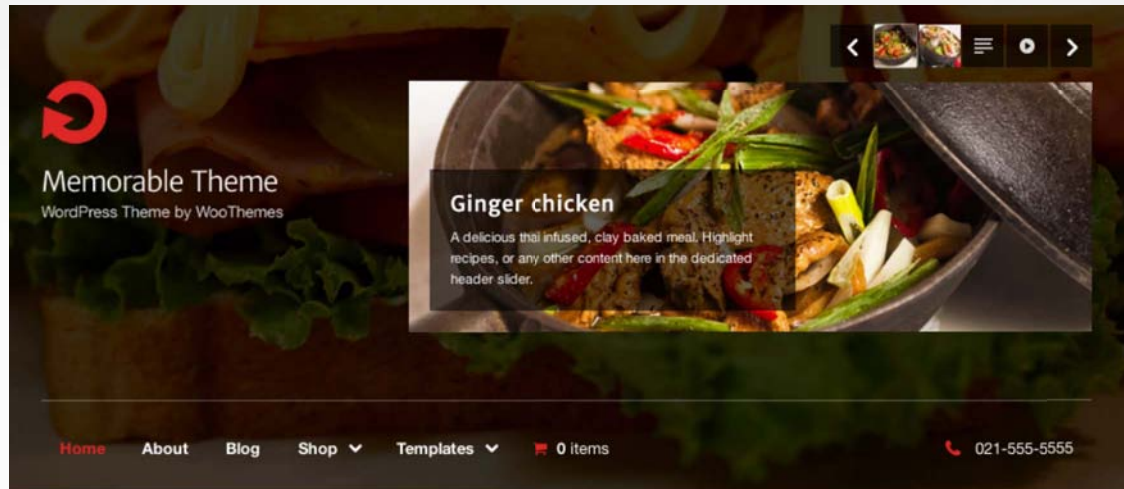
# Email Post



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# Professional Looking



## Say Hello to Memorable!

Memorable is a theme by WooThemes developed in a modular format for complete flexibility. Use the pre-defined homepage layout, or select the widgetized homepage to place whatever modules you would like to display, in whatever order. With a slider powered by it's own custom post type, styling for WooDojo, and full support for our eCommerce engine WooCommerce you can really build a powerful website. For this example we've focussed the demo around a food blog.

In this module we've set a specific page content to display here, governed by the theme options. We can place an image to the left or right of the content.

[View the theme details!](#)



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# Open Source

1. Free Redistribution
2. Source Code
3. Derived Works
4. Integrity of The Author's Source Code
5. No Discrimination Against Persons or Groups
6. No Discrimination Against Fields of Endeavor
7. Distribution of License
8. License Must Not Be Specific to a Product
9. License Must Not Restrict Other Software
10. License Must Be Technology-Neutral

**AUTOMATIC**



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# WordPress Community

- Thousands of designers and developers worldwide.
- Support comes from community. Someone out there can help you with your problem.



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# Plugins for Everything

Plugins extend the functionality of WordPress.

At the time this slide was made there were 25,932 plugins!



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# Search Engine Optimization

Snippet Preview:

[Ride the Social Train to Success with Plugins - Blue Zoo Creative](http://www.bluezoocreative.com/2013/07/ride-the-social-train-to-success-with-plugins/)

[www.bluezoocreative.com/2013/07/ride-the-social-train-to-success-with-plugins/](http://www.bluezoocreative.com/2013/07/ride-the-social-train-to-success-with-plugins/)

*Integrating the best **plugins** can supercharge your social media and success online. Learn how with Dianne and Team Zoo.*

Focus Keyword:



plugins

Your focus keyword was found in:

Article Heading: **Yes (1)**

Page title: **Yes (1)**

Page URL: **Yes (1)**

Content: **Yes (11)**

Meta description: **Yes (1)**

SEO Title:



Ride the Social Train to Success with Plugins - Blue Zoo Creative

Title display in search engines is limited to 70 chars, **5** chars left.

Meta Description:



Integrating the best plugins can supercharge your social media and success online. Learn how with Dianne and Team Zoo.

The **meta** description will be limited to 156 chars, **38** chars left.



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# Blog is Built In

Use it for your latest news!

Search engines rank you higher if you update your site often.

July 11, 2013 

Dianne 

Leave a comment 

(Edit)

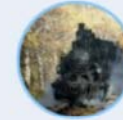


## Ride the Social Train to Success with Plugins

Marketing, Social Media, Social Networking, Team Tips

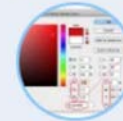
Integrating the right plugins can supercharge your social media and online success. Plugins can increase your content engagement, brand awareness, social sharing and website ranking in Google search. Are you ready to

## Latest Popular Comments



Ride the Social Train to Success with Plugins

July 11, 2013



Value Your Color Values!

July 8, 2013



The Rules of Engagement for Online

July 5, 2013



7 Steps to Craft a Story that Sells

July 2, 2013



Tired of Failing? Stoke Your Dreams With These 3 Steps

June 27, 2013

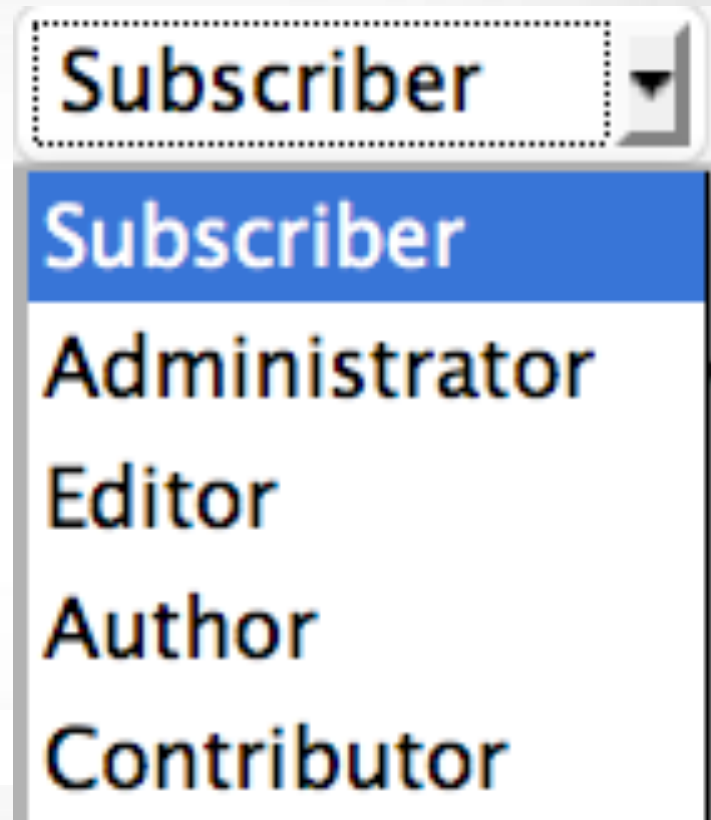


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# Multiple User Levels

Controls what access a user has to a site from full control to just visiting.



# Social Media Sharing

July 11, 2013   
Dianne   
Leave a comment   
{ Edit }

## Ride the Social Train to Success with Plugins

Categories: Marketing, Social Media, Social Networking, Team Tips

3  5  4

 Tweet  Like  +1  Share

### Integrating the right plugins



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# Social Media Posting



**Collin Condray**  
@ccondray FOLLOWS YOU

Director of Technology at Blue Zoo Creative, web developer, social media enthusiast, SEO researcher, and technology speaker, sinner saved by grace  
Fayetteville, AR USA · bluezoocreative.com

3,024 TWEETS   1,558 FOLLOWING   2,002 FOLLOWERS   

### Tweets

 **Collin Condray** @ccondray 13 Jul  
Fake Twitter Accounts [bit.ly/13EfHGf](http://bit.ly/13EfHGf) Ripping off the ground info from a 4th grader. Shame!  
[Expand](#)

 **Blue Zoo Creative** @bluezoocreative 11 Jul  
Tutorial on how to create a functioning responsive wireframe to show clients how users will navigate and view content [bit.ly/15yKuhL](http://bit.ly/15yKuhL)  
 Retweeted by Collin Condray  
[Expand](#)

 **Collin Condray** @ccondray 13 Jul  
A Simple Rule to Eliminate Useless Meetings | LinkedIn  
[linkd.in/1dnE8Cs](http://linkd.in/1dnE8Cs) Good tips here  
[Expand](#)



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# Making Money with WordPress



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# eCommerce

**HOUNDSTOOTH CLOTHING CO.**

Home Collections ▾ Store Locations Contact Us My Account Cart \$0

**FEATURED**

**High on the Hog Long Sleeve**  
From: \$24 \$12

**FEATURED**

**Camo Hog Long Sleeve**  
From: \$28 \$18

**FEATURED**

**ARKANSAS**

**FEATURED**

**THE HOG IS THE ONLY WAY**



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# Advertising

**NWA Smart Mom**

479.426.4740 **AMP** Electrical Services Serving NWA **BEST OF BEST**

Home About Contact  search

Kids Eat Free Health & Wellness Legal Homework Helper Nutrition Financial Planning Safety Techy Kids Happy Hour Tutoring Help

**Featured Articles**

**AMP Electrical Services**

**Subscribe** Archives Tags Popular

**RSS Feed | Comments Feed**

Get the latest updates via email.

I'm sorry but I haven't had time to set up the email subscription feature yet ... try the RSS feed in the meantime.

**Courthouse Concepts**

**Experts**

**Links**

- Can we afford to live on one income?
- Family Budgeting
- Furniture

**Family**

Women & Co. - Creating and

**Services**

Northwest Arkansas Frand



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# Affiliate Sales

**SkimLinks**  
Converts links into affiliate links  
Read more ▶

**SkimWords**  
Converts words into affiliate links  
With optional product & price comparison flyover  
Read more ▶

**new Showcases**  
Context-aware product displays  
Read more ▶

Product link  
Retailer \$\$ ▶  
Q Product Search ▶

product link  
product reference




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# Memberships

★ <b>Integrated with WordPress® Roles and Capabilities</b> 	✓	✓
★ <b>Supports optional Open Registration</b> (Free Subscribers at Level #0).	✓	✓
★ <b>Supports unlimited paid Membership Levels with s2Member® Pro.</b> *Note: the s2Member® Framework (i.e. the free version) is limited to a maximum of 4 paid Membership Levels.	✗	✓
★ <b>Supports both free &amp; paid Custom Capabilities</b> and Custom Capability Packages. *Note: the s2Member® Framework only supports paid Custom Capabilities. You will need s2Member® Pro Forms in order to give Custom Capabilities during a free registration.	✗	✓
★ <b>Supports manual account creation</b> (optional). Including the ability to set usernames/passwords, payment gateway details; such as Subscription or Transaction IDs, Custom Profile Fields, and more.	✓	✓
★ <b>Customizable Membership Levels &amp; Custom Capabilities.</b>	✓	✓
★ <b>Supports Custom/Registration Profile Fields.</b>	✓	✓
★ <b>Customizable Login/Registration design configuration.</b>	✓	✓
★ <b>Customizable templates for emails.</b>	✓	✓
★ <b>Customizable Login Welcome Page.</b>	✓	✓
★ <b>Customizable Membership Options Page.</b>	✓	✓
★ <b>Stand-alone User/Member profile editing panels.</b>	✓	✓
★ <b>Shortcode for theme-based User/Member profile editing.</b>	✓	✓
★ <b>Customizable One-Time Offers upon User/Member login.</b>	✗	✓



# Online Classes

## Featured Courses

---



### Create an Online Course

by WooThemes 3 Lectures in Sensei, Tutorials

Learn how to create an Online Course with the latest plugin from WooThemes, Sensei.

[MORE →](#)

## Free Courses

---



### How to play the guitar

by WooThemes 7 Lectures in Guitar

A collection of introductory videos for learning how to play the guitar and become a rockstar.

[MORE →](#)




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# Establish Credibility





The screenshot shows the top portion of the Blue Zoo Creative website. At the top left is the logo, which consists of a globe icon with a lion's face superimposed on it, followed by the text "BLUE ZOO CREATIVE". To the right of the logo is a navigation menu with the following items: "About", "Online Presence Services", "Blog", "Contact", "Get Started", and "HELP!". Below the navigation is a large hero banner with a dark background on the left and a close-up profile of a lion's head on the right. The text "Online Presence with Pride™" is centered in the dark area. Below the banner, there is a light blue section with the text "I'm ready to share my passions (and business) online!" and "Get Started! | Learn More. | Just News." At the bottom of this section is a row of social media icons for Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Google+.

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[About](#) [Online Presence Services](#) [Blog](#) [Contact](#) [Get Started](#) [HELP!](#)

Online Presence with Pride™

I'm ready to share my passions (and business) online!  
[Get Started!](#) | [Learn More.](#) | [Just News.](#)



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# Contact Forms



Keith, Miller, Butler,  
Schneider & Pawlik  
PLLC

NWA  
Car Accident  
Attorney.com

Call Toll Free | 800-698-3644

Call Local | 479-621-0006



[HOME](#) [About](#) [FAQs](#) [Did You Know...?](#) [Recent Cases](#) [Contact](#)



## CONTACT US

J MNGJ



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# Unique Uses of WordPress



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# Custom Post Types

Rising Above the Daily Grind Since 1832  
*War Eagle Mill*

Calendar of Events

Home About Shop Create Learn Visit Events Contact

Recipe Categories Archives: Sweets

**Italian Cream Cake**  
Baking Time: 30 minutes  
This cake makes a beautiful addition to any table. Yes, it tastes as good as it looks!

**Chocolate Cinnamon Cupcakes**  
Baking Time: 25 minutes  
Yield: 1 dozen  
Add a touch of cinnamon to your traditional chocolate cupcake recipe!

**Peanut Butter Oatmeal Cookies – Super Quick and Easy**  
Hands on Time: 15 minutes  
Baking Time: 12-15 minutes

Search Recipes  
Search... [Search Icon]

Recipe Box  
You must be logged in to view your bookmarks.

Most Bookmarked

- Old Fashioned Vegetable Beef Soup (1)
- "Bean Palace" Beans (1)
- Cornbread Taco (1)

Highest Rated  
No results.



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# Business Directory


The screenshot shows the NWAAA website's Business Directory. At the top is the NWAAA logo, which includes the text "nwaaa" in a red script font and a red outline of a house with windows, followed by the text "Northwest Arkansas Apartment Association". Below the logo is a red navigation bar with the following links: Home, Suppliers (highlighted in black), About, Education, Jobs, Apartments, Resources, and Contact Us. To the right of the navigation bar is a search box with a "Search" button. The main content area on the left lists several businesses in blue text: Accio, Alsbrook Legal Services, Apartment Finder, Artisent Floors, Clear Creek Golf Car, Complete Restoration, Courtesy Care Restoration, Cox Communications, Dara Young, PA, and Farris Insurance Agency. On the right side, there are two blue boxes. The top one is titled "SUPPLIER SEARCH" and contains a search input field with the placeholder text "Search For Supplier..." and a magnifying glass icon. The bottom one is titled "CONTACT INFORMATION" and contains the following text: "NWAAA", "P.O. Box 293", "Lowell, AR 72745", "479-387-1487", and "info@nwaaa.org". To the right of this text is the logo for the National Apartment Association (NAA), which consists of the letters "NAA" in a stylized font above the text "NATIONAL APARTMENT ASSOCIATION". Below the contact information is the text "A member of...". At the bottom of the page, there is a red footer bar with a pagination control showing "1 2 3 Next >".



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# Job Board



U.S. GREEN BUILDING COUNCIL  
**ARKANSAS CHAPTER**

Email  Password


FOLLOW   

HOME [ABOUT -](#) [EVENTS -](#) [EDUCATION -](#) [LEED -](#) [GREEN SCHOOLS -](#) [SUSTAINABLE AR -](#) [SPONSORSHIP -](#) [CONTACT -](#)


## Jobs Listing

<b>Title</b>	<a href="#">Seeking Interns/Students</a>
<b>Job Information</b>	Viridian seeks interns.
	<a href="#">Apply Now</a>
<b>Title</b>	<a href="#">Seeking Work: Writer/Editor/Proofreader</a>
<b>Job Information</b>	Writer/editor/proofreader seeking part-time or contract work. Short and long-term assignments okay.  Experienced in technical, traditional media, web, advertising/public

**BECOME A MEMBER** ▶



**CALENDAR** ▶



**Register for Upcoming Events**

---

[West Branch LEED Tour Fayetteville HS \(16 Jul 2013\)](#)

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# Mailing Lists

**Name \***

First

**Email \***

**Captcha**



Type the text

[Submit](#)

Share, Connect

## Take The Pledge

I pledge to honor and respect brave women and children who tackle the difficult journey of change from domestic violence to a new life. I acknowledge my own moment-by-moment bravery, will remain aware of what is happening to others around me, and speak up against violence in any form. I will stand up for human dignity and safety for women and children.

[Click Here to Take THE PLEDGE ►](#)

[Like](#) [Tweet](#) [+1](#) [Email](#)

Join

me An Resources

[X](#)



[About](#) [Page with Sidebar](#) [Templates](#) [RSS](#)

## Wikeasi

SETUP YOUR OWN WIKI IN SECONDS

- General
- Literature
- Arts
- Culture
- Technology
- Biography
- Society
- News

General

▼ Literature

Arts

Culture

Technology

Biography

Society

▼ News

Pages

About

Page with Sidebar


▼ Templates

Categories

Arts

### Search the Wiki

Sort by: **Most Recent** Show: **10**  Viewing 1 to 10 of 34 items




#### What would life be like on Europa?

Posted 601 days ago under [Global](#), [Science](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent facilisis est vel nulla eleifend lobortis. Praesent consectetur placerat ipsum, et vehicula sapien sollicitudin congue. Ut mollis hendrerit auctor. Duis et risus augue. Nulla odio ipsum, commodo in fringilla at, eleifend eu dolor. Morbi et justo felis. Nunc tempor accumsan fringilla. Sed porta, nisl quis placerat [Full Article...](#)

0



#### Twilight Saga: Breaking Dawn hits the box office

Posted 601 days ago under [Fiction](#), [News](#), [Sci Fi](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent augue nunc, rhoncus sit amet vulputate a, fringilla quis ante. Proin urna risus, facilisis at pharetra eget, elementum sed ligula. Nullam posuere tortor vitae nibh vehicula sed rhoncus ligula lacinia. Curabitur in sodales justo. Nunc at ullamcorper diam. Aenean non metus

0






# Social Network

Navigation: [About](#) [What we do](#) [Partners](#) | [f](#) [t](#) [p](#) Search [Q](#) | [Newsletter](#)

feel THE YARN

The first **blog** wholly dedicated to yarns and knitting




**Fashion Valley**  
FEEL MORE

July  
← 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 → [Contest Archive](#)

Filters by feeling

Eye on the street	104	Fashion	64	Knitting	57
FTY	55	Trend & Innovation	37	Awards for start up	3

Partners



15 Jul 2013 [contest sibling wool](#)

11 Jul 2013 [altea autumn winter 2013 fashion](#)



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# What's Inside WordPress?



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# Login



Username

Password

Remember Me

Log In

[Lost your password?](#)

[← Back to Blue Zoo Creative](#)



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# The Dashboard

**Dashboard**

Home

Updates 3

Akismet Stats

---

Posts

Media

Links

Forms

Pages

Comments 1

Portfolio

Features

Slides

Feedback

Whitelight

---

Appearance

Plugins 3

Users

Tools

Settings

Facebook

---

SEO

Lifestream

**Show on screen**

Right Now  Recent Comments  Incoming Links  Plugins  Forms  QuickPress  News and Updates  Recent Drafts  WordPress Blog

Other WordPress News  Welcome

**Screen Layout**

Number of Columns:  1  2  3  4

Screen Options ▲

**Dashboard**

**Right Now**

Content	Discussion
176 Posts	126 Comments
49 Pages	41 <span style="color: green;">Approved</span>
19 Categories	1 <span style="color: orange;">Pending</span>
492 Tags	84 <span style="color: red;">Spam</span>

Theme **Whitelight BZ Child** with 12 Widgets

You are using **WordPress 3.5.2**.

Akismet has protected your site from 26,211 spam comments already. There are [84 comments](#) in your spam queue right now.

This site can be managed remotely.

**Forms**

Title	Unread	Total
<a href="#">Contact an Animal Handler Today!</a>	76	78

**Recent Comments**

From email marketing on [Power to the Portfolio!](#) # [Pending]

Email Solo to 500,000 UNIQUE Prospects interested in your service or product. These are not regular Prospects, they are UNIQUE. Czcollected by ...

**Pingback on Tired of Failing? Stoke Your Dreams With These 3 Steps #**

RT @bluezoocreative: Tired of Failing? Stoke Your... | CollinCondray.com

[...] @bluezoocreative: Tired of Failing? Stoke Your Dreams With These 3 Steps – bluezoocreative.com/2013/06/tired-... [...]

From Malcolm Tan on [Blue Zoo Creative Internet Marketing Seminars for January 2012](#) #

Hi there, I enjoy reading your post. Just a note to let you know about it.

**Pingback on Finding Your Story for Social Media #**

Finding Your Story for Social Media | Collin Condray's WordPress.com Blog

f...1 http://www.bluezoocreative.com/2013/06/finding-your-story-for-social-media/f...



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# Pages

Edit Page [Add New](#)


## About Blue Zoo

Permalink: <http://www.bluezoocreative.com/about-blue-zoo/> [Edit](#) [View Page](#)

[Add Media](#) [Add Form](#) Visual Text

**B** *I* ABC

Format  U



Our virtual team finally together in the Ozark Mountains!

### Why Did We Start Monkeying Around with Blue Zoo?

We're passionate about helping your business thrive online!

Path: div = dl.wp-caption alignleft = dt.wp-caption-dt = img.wp-image-5386

**Publish**

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Jun 25, 2013 @ 12:02** [Edit](#)

SEO: [Check](#)

[Move to Trash](#) [Update](#)

**Page Attributes**

**Parent**

(no parent)

**Template**

Full Width

**Order**

0

Need help? Use the Help tab in the upper right of your screen.

**Featured Image**




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# Media

 Media Library [Add New](#)

All (543) | Images (539) | Unattached (185)  [Search Media](#)

Bulk Actions  Show all dates  543 items

<input type="checkbox"/>	File	Author	Uploaded to	Date
<input type="checkbox"/>	 <b>5 Tips for Managing Your Online Presence</b> JPG	Brad	<b>5 Tips for Managing Your Online Presence</b> , 2013/07/13	2013/07/13
<input type="checkbox"/>	 <b>Google Analytics Demographics</b> PNG	admin	<b>Essential Google Analytics Metrics, Part 3-draft</b> , 2013/07/12	2013/07/12

 Upload New Media


Drop files here  
or

You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 7MB.



# Plugins

 Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Favorites

Keyword  Search Plugins 473 items   1 of 16


Name	Version	Rating	Description
<b>CP Google Maps</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.0.1	★★★★★	<i>Google Map features:</i> <ul style="list-style-type: none"><li>▶ Insert a Google map in the best position within your blog</li><li>▶ Deal with large volumes of dots or markers on the Google Maps</li><li>▶ Uses Google Maps to discover additional entries related to the post</li><li>▶ The location can be defined by physical address and point coordinates</li><li>▶ Map markers customization</li><li>▶ Allows to embed Google Maps in multiple languages</li><li>▶ Allows several Google Maps con... By <a href="#">CodePeople</a>.</li></ul>
<b>Comprehensive Google Map Plugin</b> <a href="#">Details</a>   <a href="#">Install Now</a>	7.0.31	★★★★★	<i>A simple and intuitive, yet elegant and fully documented Google map plugin that installs as a widget and a short code. No limited plugin editions or limited functionality! This is the full version of this free and premium plugin, which comes packed with useful features: intuitive and user friendly interface, which makes it very easy to configure Google map. No complex configuration options. Face... By <a href="#">Alexander Zagniotov</a>.</i>
<b>Pronamic Google Maps</b> <a href="#">Details</a>   <a href="#">Install Now</a>	2.2.4	★★★★★	<i>Intro</i> <i>With this plugin a user can easily add location (latitude, longitude) meta data to a page, post or a custom post type. This plugin adds a meta box with an Google Map to the post editor. Users can easily drag and drop a marker on the map to save location meta data for a post.</i> <i>There are quite a few Google Maps plugins available in the WordPress Plugin Directory. Why should you use the Pro... By <a href="#">Pronamic</a>.</i>
<b>WP Google Maps</b> <a href="#">Details</a>   <a href="#">Install Now</a>	5.14	★★★★★	<i>The easiest to use google maps plugin! Create custom maps with high quality markers containing locations, descriptions, images and links and directions. Add your customized map to your WordPress posts and/or pages quickly and easily with the supplied shortcode. No fuss, no iFrames and super easy to use! Perfect for contact pages, coverage maps and any other use you can think of!</i> <i>Key Features</i> <i>Su... By <a href="#">WP Google Maps</a>.</i>



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# Themes and Menus

 [Manage Themes](#) [Install Themes](#)

**Search** | [Upload](#) | [Featured](#) | [Newest](#) | [Recently Updated](#)

Search for themes by keyword.

**Feature Filter**  
Find a theme based on specific features.

**Colors**

<input type="checkbox"/> Black	<input type="checkbox"/> Blue	<input type="checkbox"/> Brown	<input type="checkbox"/> Gray	<input type="checkbox"/> Green
<input type="checkbox"/> Orange	<input type="checkbox"/> Pink	<input type="checkbox"/> Purple	<input type="checkbox"/> Red	<input type="checkbox"/> Silver
<input type="checkbox"/> Tan	<input type="checkbox"/> White	<input type="checkbox"/> Yellow	<input type="checkbox"/> Dark	<input type="checkbox"/> Light

**Columns**

<input type="checkbox"/> One Column	<input type="checkbox"/> Two Columns	<input type="checkbox"/> Three Columns	<input type="checkbox"/> Four Columns	<input type="checkbox"/> Left Sidebar
<input type="checkbox"/> Right Sidebar				

**Width**

<input type="checkbox"/> Fixed Width	<input type="checkbox"/> Flexible Width
--------------------------------------	---

**Features**

<input type="checkbox"/> Blavatar	<input type="checkbox"/> BuddyPress	<input type="checkbox"/> Custom Background	<input type="checkbox"/> Custom Colors	<input type="checkbox"/> Custom Header
<input type="checkbox"/> Custom Menu	<input type="checkbox"/> Editor Style	<input type="checkbox"/> Featured Image Header	<input type="checkbox"/> Featured Images	<input type="checkbox"/> Flexible Header
<input type="checkbox"/> Front Page Posting	<input type="checkbox"/> Full Width Template	<input type="checkbox"/> Microformats	<input type="checkbox"/> Post Formats	<input type="checkbox"/> RTL Language Support
<input type="checkbox"/> Sticky Post	<input type="checkbox"/> Theme Options	<input type="checkbox"/> Threaded Comments	<input type="checkbox"/> Translation Ready	

**Subject**

<input type="checkbox"/> Holiday	<input type="checkbox"/> Photoblogging	<input type="checkbox"/> Seasonal
----------------------------------	--	-----------------------------------



# Widgets

## Widgets

Available Widgets

Drag widgets from here to a sidebar on the right to activate them. Drag widgets back here to deactivate them and delete their settings.

<b>Akismet Widget</b> Display the number of spam comments Akismet has caught	<b>Archives</b> A monthly archive of your site's posts
<b>Calendar</b> A calendar of your site's posts	<b>Categories</b> A list or dropdown of categories
<b>Custom Menu</b> Use this widget to add one of your custom menus as a widget.	<b>Facebook Follow Button</b> Lets a user follow your public updates on Facebook.
<b>Facebook Like Box</b> Highlight your Facebook Page content. Encourage visitors to like your Facebook page.	<b>Facebook Like Button</b> Lets a viewer share your content to his or her Facebook timeline.
<b>Facebook Recent Activity</b> Displays the most interesting recent activity taking place on your site.	<b>Facebook Recommendations</b> Shows personalized recommendations to your users.
<b>Facebook Send Button</b> The Send Button allows users to easily send content to their friends.	<b>Form</b> Gravity Forms Widget
<b>Lifestream</b>	<b>Links</b>

Primary

Normal full width sidebar

**Text**

**Woo - Search**

Title:

Delete | Close **Save**

**Woo - Tabs**

**Facebook Like Box**

Footer 1

Footer 2

Footer 3

Footer 4





# Settings

- General
- Writing
- Reading
- Discussion
- Media
- Permalinks



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# Questions?



# thank you!



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C R E A T I V E

Online Presence with Pride™

*Quit Monkeying Around! Join the Zoo.*

Eric Huber  
[eric@bluezoocreative.com](mailto:eric@bluezoocreative.com)

