



Virginia Tourism Corporation

# “BUILDING” A COMPLETE BLOG

TOM KIRK, MULTIMEDIA SPECIALIST

@THOMASAKIRK \* TKIRK@VIRGINIA.ORG

#VA1



Virginia Tourism Corporation

**OR...**

**COMPLETELY BREAKING YOUR BLOG**

#VA1

# Getting Started



# WordPress

[www.WordPress.org](http://www.WordPress.org)

(not wordpress.com – there is a difference)

#VA1

# Sprockets



- Who's your host?
  - Hosted or host your own?
- Must have plug-ins\*
  - Stats – Jetpack (Wordpress.com stats)
  - Email integration – WP-Mail-SMTP + gmail
  - Sharing – ShareThis
  - Cache Management – W3 Total Cache
  - Backup – manual or plugin

*\*These are what we use but by no means definitive – feel free to experiment.*

*“Must Have” applies to the category, not the specific plugin.*

# For Total WordPress Control



- Know and Love FTP
- Know and tolerate a little SQL
- Flirt with PHP

You can run a full-blown blog for less than  
20 BUCKS a month!

# A Final Caveat



Be Prepared To...  
Break  
Stuff!