Fashion Blogging with Wordpress
Create Your Website

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Today lesson

Today lesson: http://www.micc.unifi.it/ferracani/archive_public/fashion-magazine-2.pdf

WP Demo Site

http://bit.ly/2FDhFYp - https://fashionblog2020.altervista.org/

WP Demo Site

WP Demo Site

Winter Coats to Fall in Love with Right Now

🗂 Clothing   💬 Leave a Comment   📅 30 December 2019

A stylish coat – at the very core of any fashion girl's cold-weather wardrobe – has the ability to smarten you up, lift outfits and, most importantly, keep you warm during cool climes. Coat shopping is a fine sartorial tightrope to tread. You want it to look trendy but stay.
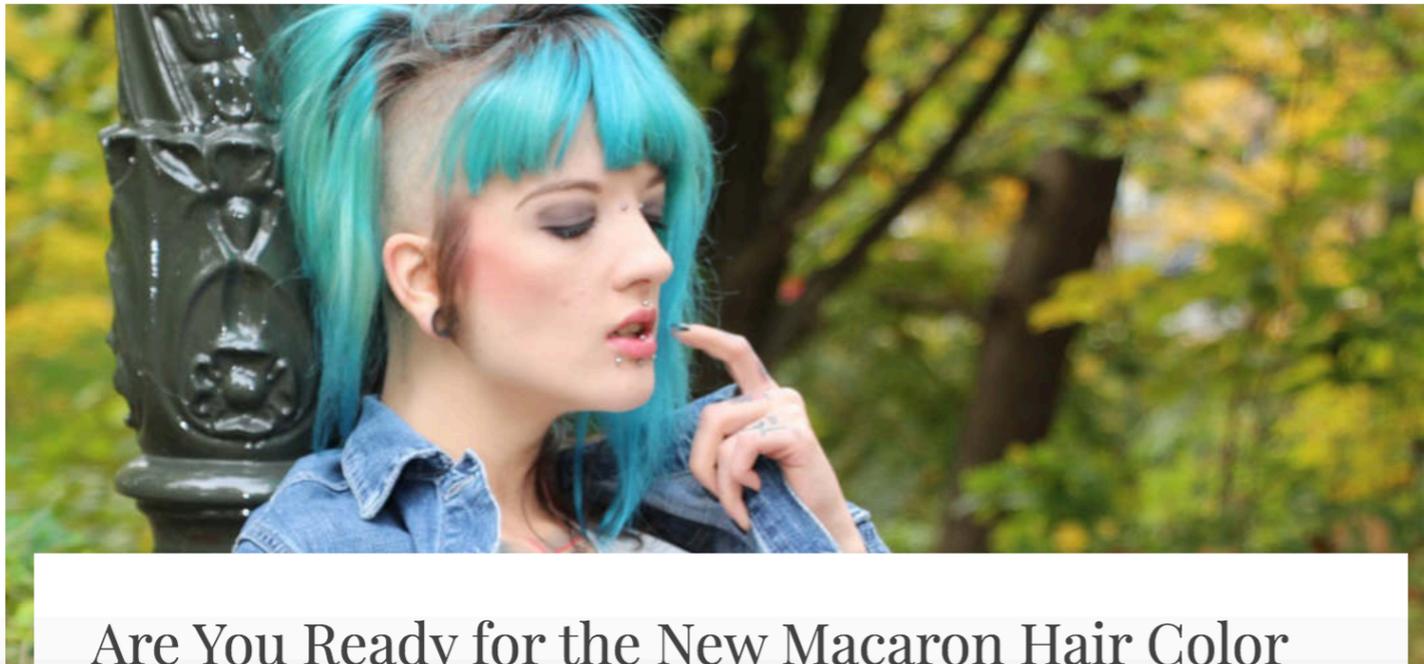
[Read More]   [Edit]

WP Demo Site

Because of its greasy nature, oil is the black sheep of the beauty world. But just as there are good oils for your diet, the right natural oils can keep your skin moisturized, smooth, and glowing — and even fight breakouts — without any slimy residue. If you have acne.

Read More | Edit

Categories

Select Category

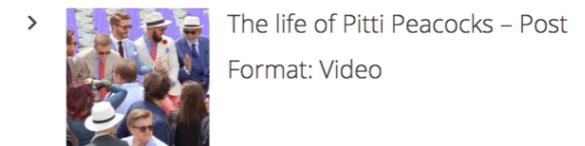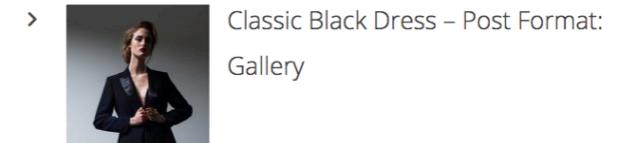Are You Ready for the New Macaron Hair Color

WP Demo Site

WP Demo Site

WP Appearance > Themes

WP Appearance > Themes

▸ **Site Identity**: add an header image 'Add new image' (Logo)

▸ **Colors**: customise header text colors

▸ **Header Image**: add an header image 'Add new image'

▸ **Background Image**: the bg image of your design

▸ **Menus**: manage menus location

▸ **Widgets**: manage and order widgets

▸ **Homepage settings**: what shows your main page

▸ **Front Page Categories**: which categories appear in the front page

WP Appearance > Themes

‣ **Social**: add links to Social profiles

‣ **Sidebar Position**: select your preferred position

‣ **Additional CSS**: add your own CSS code here to customize the appearance and layout of your site

‣ **Footer Message**: customize Footer Message

WP Appearance > Plugins

▸ **Elementor** allows to build the design of your page visually.

▸ **CategoryTinymce** adds a tinymce enable box to the category descriptions and taxonomy page.

▸ **Classic Editor** Enables the WordPress classic editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports the older plugins that extend this screen.

▸ **Meks Smart Author Widget** Easily display your author/user profile info inside WordPress widget.

▸ **WP User Avatar** Use any image from your WordPress Media Library as a custom user avatar. Add your own Default Avatar.

WP Appearance > Plugins

▸ **Recent Posts Widget With Thumbnails** to display in the sidebar a list of linked titles and thumbnails of recent posts.

▸ **Wordpress Popular Posts** list your most popular posts.

▸ **Contact Form 7** it allows to create a contact form.

▸ **Yoast SEO** The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.

▸ **iThemes Security** Take the guesswork out of WordPress security.

▸ **WP Fastest Cache** The highest rated and most complete WordPress performance plugin

WP Appearance > Plugins

▸ **SeedProd Coming Soon Page** displays a coming soon page or maintenance mode page when you are not logged in.

Text, Yoast SEO
and
Snippet Optimization

Text, Yoast SEO and Snippet Optimization

‣ **Good writing is good design** the text is the first thing that attracts the user attention (Jacob Nielsen: short, informal, scannable. <u>How to write for the web</u>);

‣ **use words that are common to your target**;

‣ express **a single idea in each paragraph**;

‣ uses **significant titles with respect to the content**;

‣ highlight **keywords**;

‣ **use figures** to explain concepts or illustrate the text;

‣ use **sufficiently large fonts**;

Text Usability

There are a lot _____ Twitter apps out there. _____ lot.

We've tried to _____ at all of them, _____ we gave up

after _____ ran out of disk _____ from downloading

them. So _____ course, today, we're introducing _____

own Twitter app. Say _____ to BizTwit!

Cloze test: you remove a word every 5 words and than you ask the user to fill in the missing words

Result: the ratio between the exact words and the total missing words: x < 0.4 text not understood, x < 0.6 text that has difficulty understanding

Text, Yoast SEO and Snippet Optimization

‣ <u>Edit Central</u>

‣ <u>Juicy Studio</u>

Several algorithms exist to calculate how easy to read is a text. These algorithms are based on number of words for paragraph, word length and syllables et cetera

Text, Yoast SEO and Snippet Optimization

▸ <u>Flesh Kinkaid Grade Level Formula</u>

$$0.39 \left(\frac{\text{total words}}{\text{total sentences}} \right) + 11.8 \left(\frac{\text{total syllables}}{\text{total words}} \right) - 15.59$$

▸ <u>Gunning Fox Index</u>

▸ <u>Coleman-Lieu Index</u>

▸ <u>Smog Index</u>

▸ <u>Automated Readability Index</u>

Text: what you have to consider

‣ **text length**

‣ **paragraph length**

‣ **subtitles distribution**

‣ **passive and active voices**

‣ **transition words**

‣ **Flesh Reading Ease Score**

Text: what you have to consider

▸ **It is considered too long a period of more than 20 words.**

▸ **shorter periods are easier to understand**

▸ **fewer grammar errors**

▸ **in every paragraph there must be at most a long period**

▸ **don't use more than 5 sentences**

▸ **start the paragraph with the main sentence**

▸ **give structure to the page with subheadings**

Text: what you have to consider

▸ **Avoid passive forms, they are difficult to read and ambiguous**

Passive voice	Better alternative
This product can be bought in our webshop.	Customers can buy this product in our webshop.
The bags are checked by a security employee.	A security employee checks the bags.
The employees are informed about their financial contribution.	The manager informs his employees about their financial contribution.
All our posts are checked by a colleague.	A colleague checks all our posts.

Text: what you have to consider

▸ **Use transition words (summarize, compare, conclude)**

Type of relation	Examples of transition words
enumerate	and, first of all, also, another, furthermore, finally, in addition
cause	because, so, due to, while, since, therefore
comparison/ contrast	same, less, rather, while, yet, opposite, much as, either
conclusion	as a result, hence, consequently, therefore, in conclusion
fuzzy signals	seems like, maybe, probably, almost
emphasis	most of all, most noteworthy, especially relevant

Snippet: what you have to curate

▸ **title of the page**

▸ **meta description of the page**

▸ **url / permalink of the page**

▸ **focus keyword**

The snippet preview in Yoast SEO: a how-to • Yoast
https://yoast.com/**snippet-preview**/
Sep 2, 2016 - This post explains what the Yoast SEO **snippet preview** does and how to use it to optimize your appearance in the search results.

Snippet: what you have to curate

▸ **snippet title**: is the first line

▸ it has to **contain the focus keyword**

▸ **narrow down the keyword field** can be useful: https://ubersuggest.io/

The snippet preview in Yoast SEO: a how-to • Yoast
https://yoast.com/**snippet-preview**/
Sep 2, 2016 - This post explains what the Yoast SEO **snippet preview** does and how to use it to optimize your appearance in the search results.

Snippet: what you have to curate

▸ **Meta description**: is the summary description of the page the snippet is about

▸ it must contain **the focus keyword but also additional keywords**

"Optimize the search result snippet people will see for your post using the Yoast SEO snippet preview feature: this post explains how." [snippet preview, snippet preview Yoast, snippet preview SEO, snippet preview How-To]

Snippet: what you have to curate

▸ **Meta description**: a good meta description enhances the CTR

▸ is between 135 and160 characters

▸ has an active form

▸ contains a call-to-action

▸ contains details and features of your service/product

▸ is coherent with the content of your page

▸ do not have to be duplicated: https://www.screamingfrog.co.uk/seo-spider/

Snippet: what you have to curate

▸ good length

▸ active form

▸ call to action

▸ details

Free Wordpress Web Hosting

▸ https://en.altervista.org : no requirements [best choice]

▸ https://www.awardspace.com/ : no requirements
   (fashionblogtest.mywebcommunity.org)

▸ https://x10hosting.com/ : no requirements (http://
   fashionmagazine.x10host.com/)

▸ http://byet.host: no requirements (http://fashionblog76.byethost7.com/wp/)

▸ https://www.000webhost.com/ : no requirements

▸ https://www.netsons.com/ : you need a certified email

▸ https://www.ilbello.com/ : you need a tax code

Tips for domain and blog name

▸ **Keep it short and memorable**: keeping it between one and 5 words is probably best

▸ **Don't use buzzwords**: Chic / Style / Fashion

▸ **Consider your location**: take inspiration! Think about a favorite street name or a street that is well known in your city or your region, state, town or country. But also neighborhood nicknames, languages, state bird, parks, local fruits and vegetables, mountain ranges, river names…

▸ **Represent yourself well** : encapsulate the best traits of yourself and your style (married, lonely, funny, cheerful)

Tips for domain and blog name

‣ **Choose a name related to the content of your website**

‣ **Make it easy to pronounce and spell**

‣ **Avoid hyphens in the name pattern**

‣ **Avoid doubled letters** : WordPresssetup.com

‣ **Make something up** : Can't find the right words? Make one up. Great examples of made up words for popular blogs include The Glamourai, Denimology, Corporette.

Tips for domain and blog name

‣ **Use the blank & blank standby** : pick unique words, they can be adjectives or nouns, but they should both be one or the other [ie: Xylophones & Cats or Handsome & Hungry; not Xylophones & Hungry]

‣ **Ask for help** : https://www.shopify.com/tools/business-name-generator

Tips for logo design

‣ **Use a visual double**

Tips for logo design
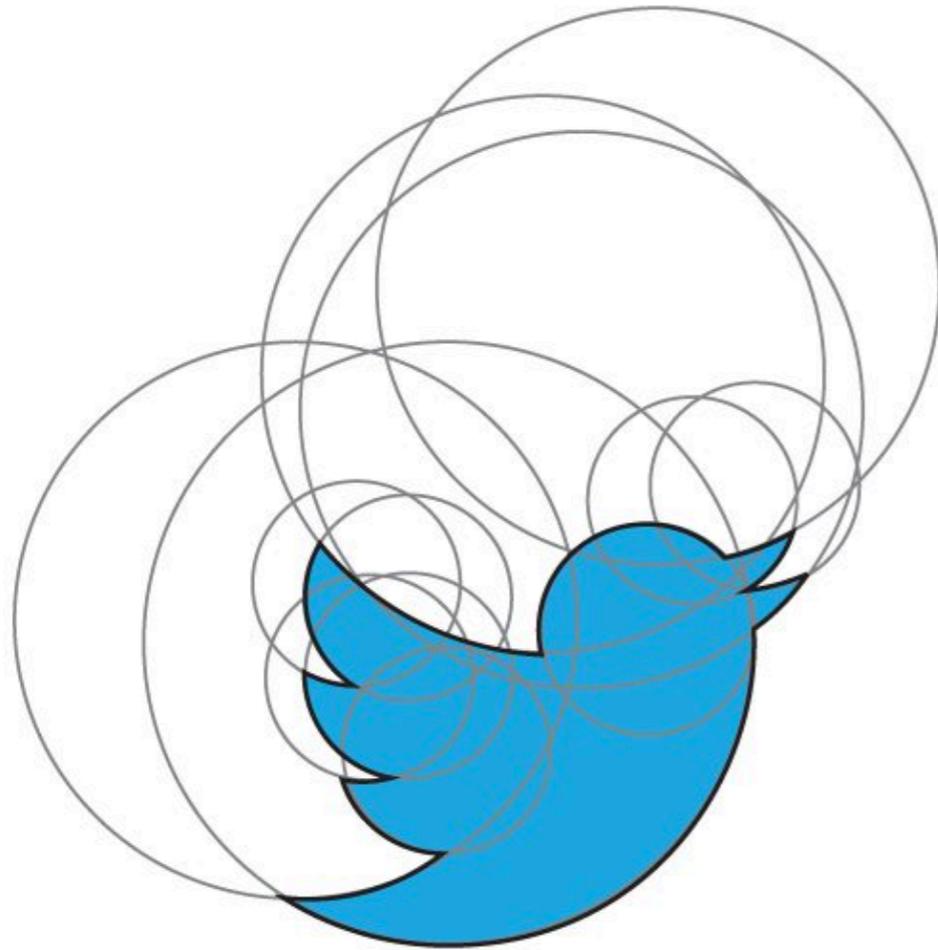
‣ **Everybody loves custom types**

Tips for logo design

‣ **Keep it simple stupid**
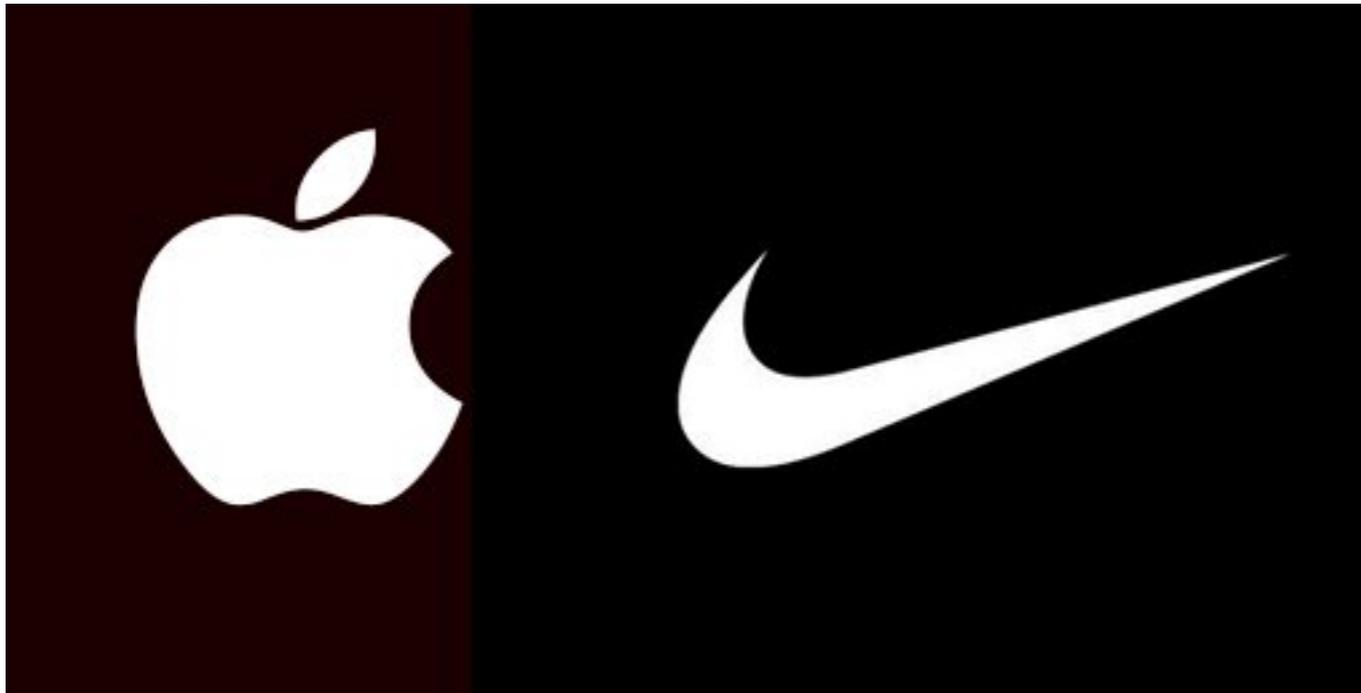
Tips for logo design

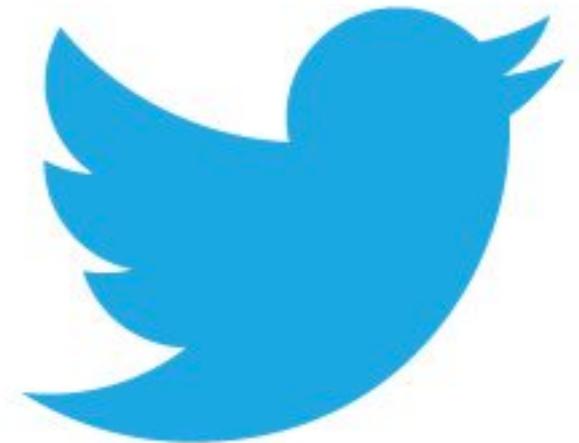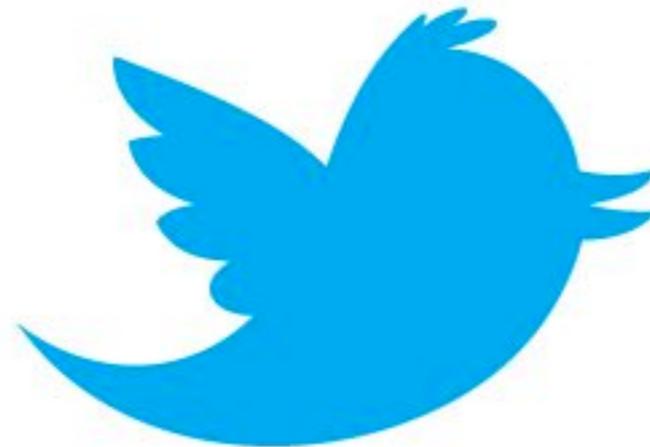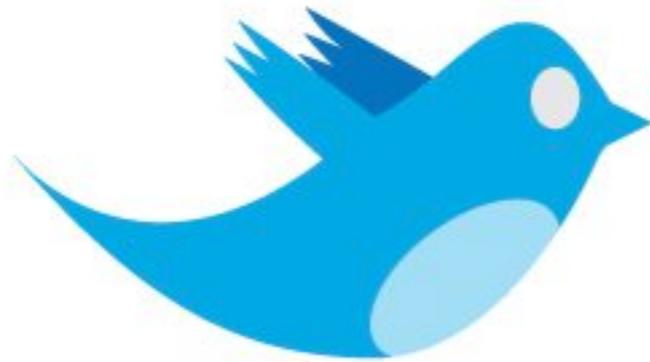▸ **Consider proportion and symmetry**
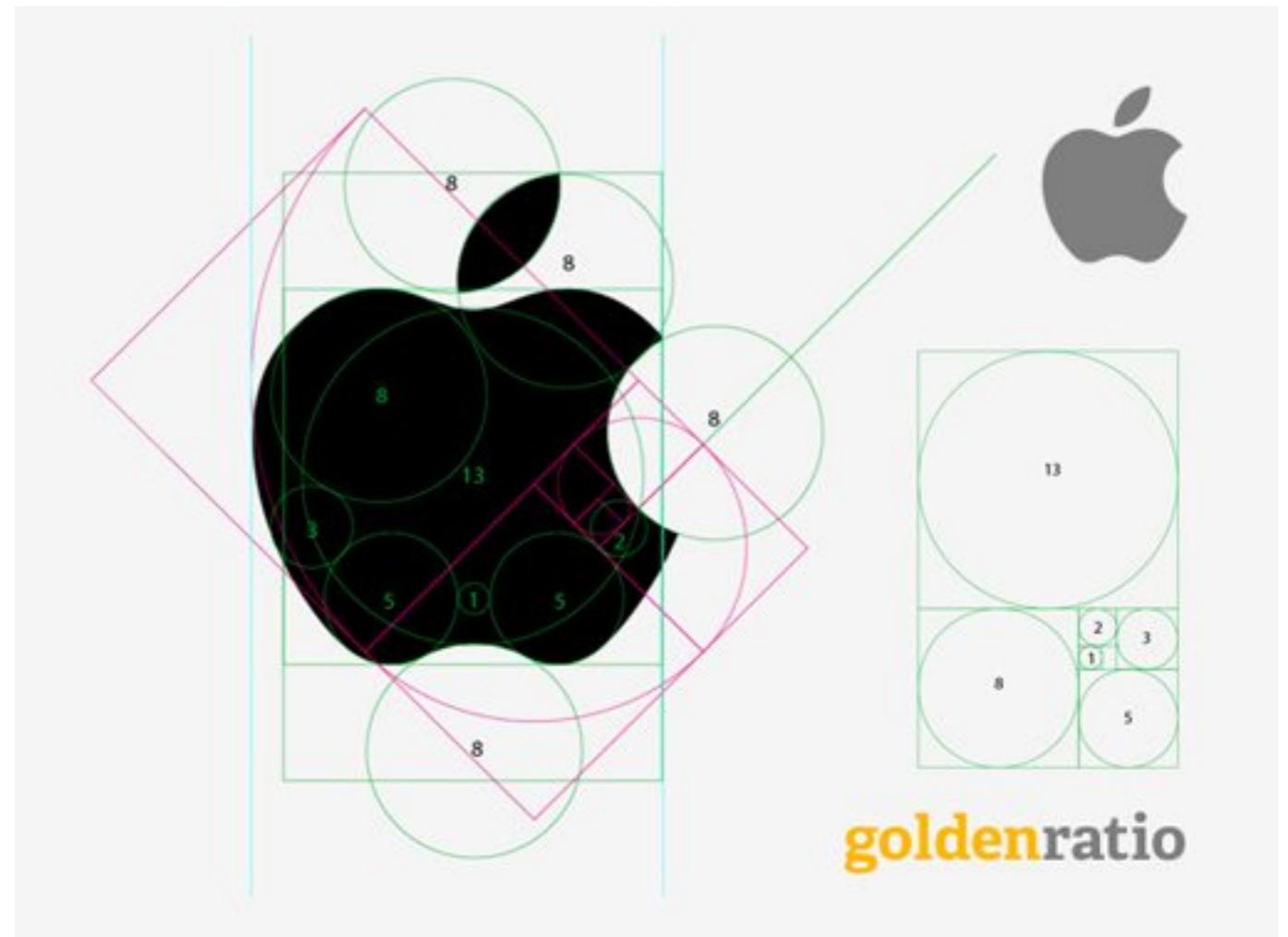
Tips for logo design

▸ **Consider negative space**

Tips for logo design

▸ **Give a sense of motion**

Tips for logo design

▸ **Give it a meaning related to your site**