



FORTEKS

Master Thesis:

**An E-Marketing Plan For
FORTEKS Fordonsteknik i Stockholm AB:
A Hands-On Approach**

Project Examiner

Peter Sjödin

KTH Supervisor

Lena Ramfelt

Industry Supervisor

Rogério Shimmori

Student

Gökhan Dogan

Course

IK223X / Spring 2009

Forteks Blog Guideline

“Issues regarding blogging”

Published: March 17 2009

HOW TO WRITE A POST?.....	4
CONTENT.....	7
SEARCH ENGINE OPTIMIZATION.....	8

How to Write a Post?

Since “Forteks Blog” is hosted on Wordpress¹, first you should login to the administration panel of the blog.

1. Go to <http://wordpress.com/> and type in the “username” and the “password” to login to Forteks account.[See Figure 1]

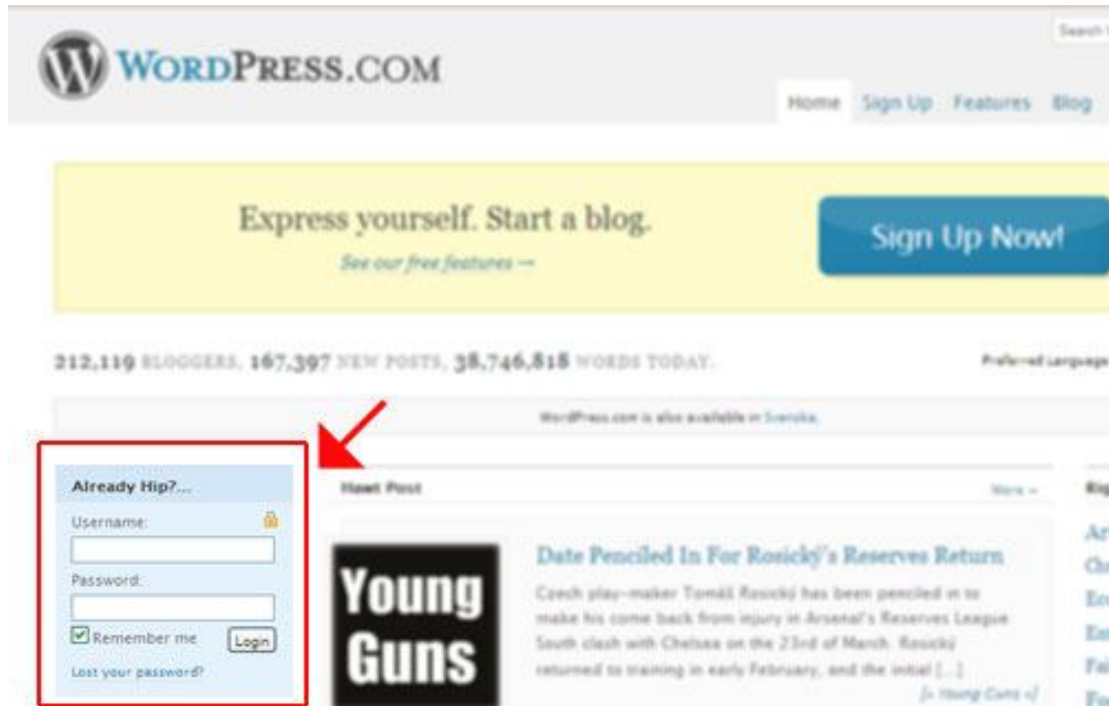


Figure 1 - Wordpress Login Screen

2. In the opening page, click the “forteksblogg” that is listed under “Your blogs:” on the left side of the window. [See Figure 2]

¹ See <http://www.wordpress.com> for more information. Last Accessed 17 March 2009



Figure 2 - Blog Selection Screen

Then you will see the main administration page where you can write or edit posts, check statistics, moderate comments and etc. In this guideline we will only concentrate on writing a new post and publishing it on the blog. The following are the easiest ways to write a new post. You can either click “Add New” under the “Posts” title on the left side or click “New Post” on the upper-right corner. [See Figure 3]

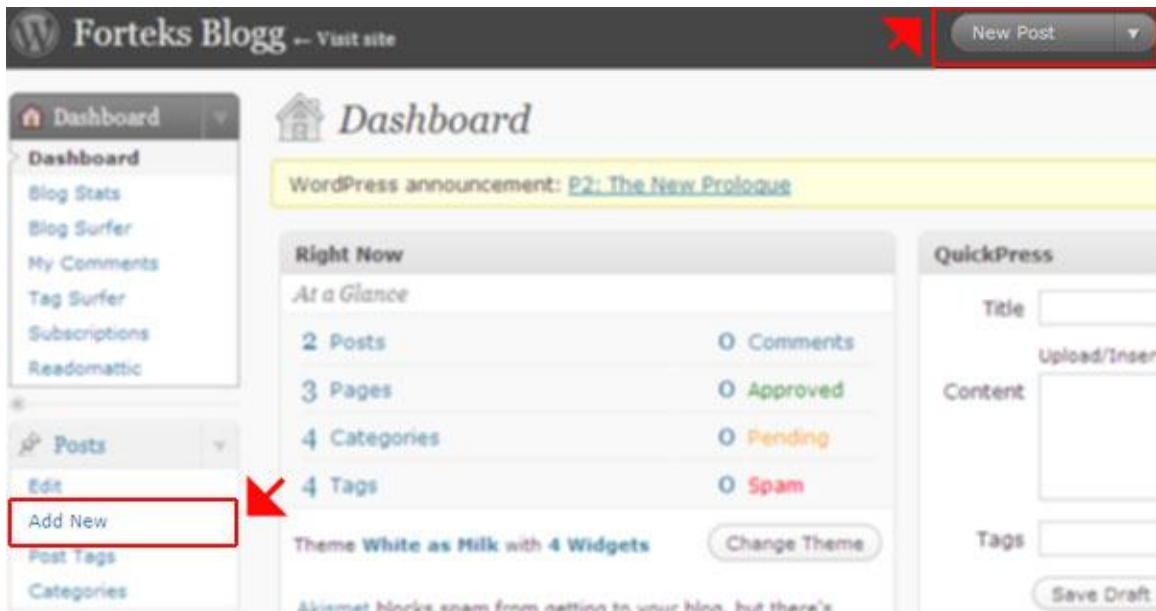


Figure 3 - Main Blog Screen

Either way will bring you to the same where you will create your content and set the options regarding your post. [See Figure 4]

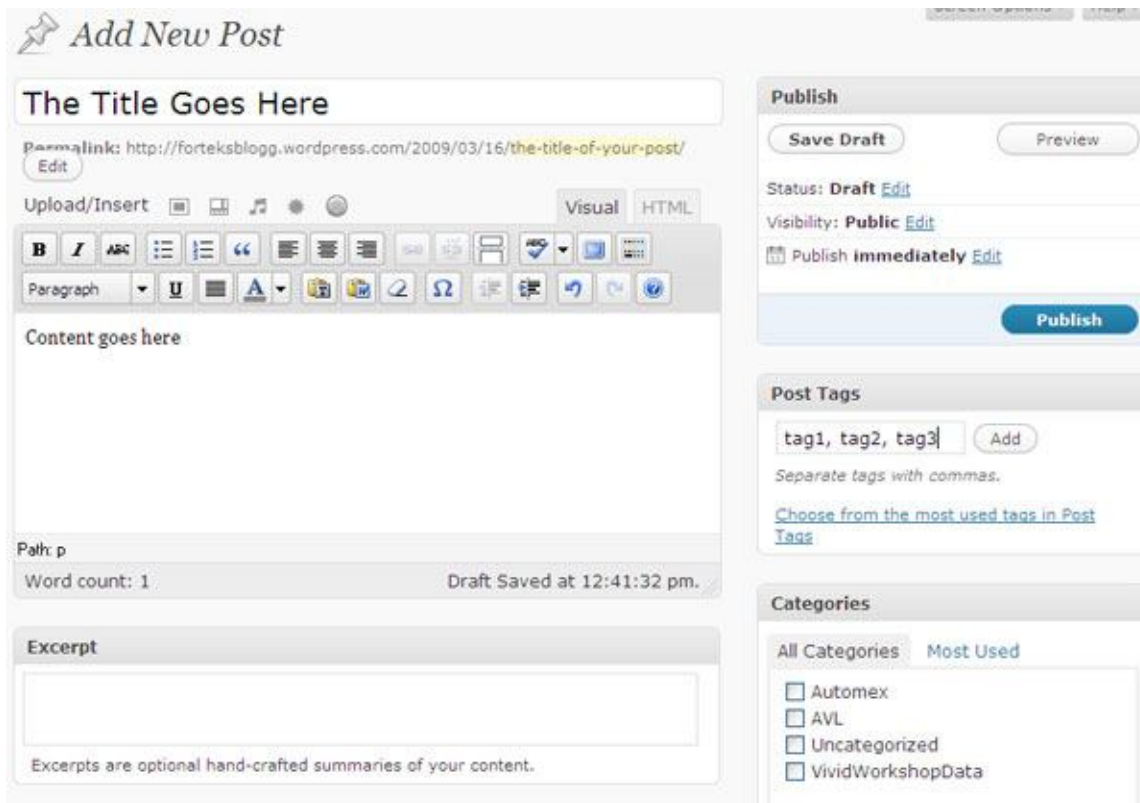


Figure 4 - Add New Post Screen

In this screen, you don't have to know everything in detail. Here is the description of some important fields.²

Title

The title of your post. You can use any words or phrases. Avoid using the same title twice as that will cause problems. You can use commas, apostrophes, quotes, hyphens/dashes, and other typical symbols in the post like "My Site - Here's Lookin' at You, Kid."

Post Editing Area

The big blank box where you enter your writing, links, links to images, and any information you want to display on your site. You can use either the Visual or the HTML view to compose your posts.

Preview this Post

Allows you to see how your post will look before officially publishing it.

Save Draft

² See http://codex.wordpress.org/Writing_Posts for more information. Last Accessed 16 March 2009

Allows you to save your post as a draft rather than immediately publishing it. To return to your drafts later, click the Manage tab, click the Drafts link that appears below the Manage Posts title, and then click your draft post.

Permalink

After you save your post, the Permalink below the title shows the potential URL for the post. The URL is generated from your title. The commas, quotes, apostrophes, and other non-HTML favorable characters are changed and a dash is put between each word. If your title is "My Site - Here's Lookin' at You, Kid", it will be cleaned up to be "my-site-heres-lookin-at-you-kid" as the title. You can manually change this, maybe shortening it to "my-site-lookin-at-you-kid".

Publish

Publishes your post on the site. You can edit the time when the post is published by clicking the Edit link above the Publish button and specifying the time you want the post to be published. By default, at the time the post is first auto-saved, that will be the date and time of the post within the database.

Tags

Refers to micro-categories for your blog, similar to including index entries for a page. Posts with similar tags are linked together when a user clicks one of the tags.

Categories

The general topic the post can be classified in. Generally, bloggers have 7-10 categories for their content. Readers can browse specific categories to see all posts in the category. To add a new category, click the +Add New Category link in this section. You can manage your categories by going to Manage > Categories.

Content

- Write the type and quality of content for your own website that you would want to find yourself, if you were searching on the search engines.³
- Use paragraphs and titles. Don't post chunks of text. Instead, make it easy for the readers to skim by having titles and sub-titles. I.e.:

Cars

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut mi odio, condimentum vel, porta nec, blandit vitae, orci. Curabitur dictum. Sed sollicitudin euismod velit. Nullam scelerisque. Maecenas libero nunc, vehicula sed, ultricies lobortis, fermentum sed, ipsum.

³ <http://webmarketing.veracart.com/ecommerce-seo-guide-30-1-top-tips/> Last Accessed 17 March 2009

Praesent sed justo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

BMW

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut mi odio, condimentum vel, porta nec, blandit vitae, orci. Curabitur dictum. Sed sollicitudin euismod velit. Nullam scelerisque.

MERCEDES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut mi odio, condimentum vel, porta nec, blandit vitae, orci. Curabitur dictum. Sed sollicitudin euismod velit. Nullam scelerisque. Maecenas libero nunc, vehicula sed, ultricies lobortis, fermentum sed, ipsum. Praesent sed justo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

To achieve this, think about what you are going to write and make a logical outline of your text before starting it. A reader should be able to get an overview of your content just by reading through the titles and the **bold words**.

- Try to use descriptive images when possible. But never use image for a text otherwise search engines will not be able to track it.
- Write about the content that most interests you. Show the passion in your text to the visitors. Don't write solely for Google, focus on the people.
- Proofread your work before posting.
- Read related blogs and follow what they are writing about. You can add a new point of view or challenge them as well to increase the activity.
- Think about the frequency of your posts. Instead of having many short posts, consider combining them in a longer post.
- Sometimes timing is more important than the content, if there is an event or news that everybody needs to know now, be as fast as possible to blog about it.
- Ask questions and encourage readers to interact with you. At the end of each post, you can ask a question like, "What's your opinion on this one" to stimulate the interactivity.
- Try to have a catchy headline. Sometimes writing "How To" guides help a lot. I.e. "How to diagnose your car?" or "Three things you need to know about OBD".
- Use bulleted lists where possible.

Search Engine Optimization

- Link to other websites as well as other posts of yourself. I.e. If you are writing about "Advantages of AMX 530" and you have written about "How to use AMX 530" before, you should add a link to this article in your post. You can have a title like "Further Reading:" and list the other links there or use the links in the sentences.

- When you link to other websites or your older posts, use “definitive titles” for your links. I.e.:

Bad Linking:

To learn how to use AMX 530, [click here](#).

Good Linking:

You can also check “[How To Use AMX 530](#)”.

This kind of linking lets Google associate your link with the keywords that you have used for naming that link.

- Read other people’s blogs and comment on their posts adding a link to your related post. I.e. If somebody has written about “OBD Readers” you can make a comment on his blog and say “I have also written about this in my blog, you can check it at this address”. You can even make a couple of friends during this process.
- After defining the keywords for certain products, use these keywords in your text whenever you write about them. I.e. Assume that we have the following keywords for AMX 530, “obd reader” “eobd codes” “fault code reader”. When you write your content, you should use these keywords here and there in the sentences. Be careful about using them too much. Try to make it as natural as possible.
- Permalinks [see Figure 4] are editable. It is better to have page names that contain some keywords or description about the content. Wordpress creates them automatically but consider revising them. I.e. If your post title is “How to Use OBD Reader” your page name will automatically be something like “how-to-use-obd-reader” you may consider revising it and writing “obd-usage” if that is an important keyword for us.
- Link to products on the WebShop whenever possible. I.e. if you write about AMX 530 it is pretty natural to have a link to the “product page” on the WebShop.
- Use the pre-defined tags for your content.