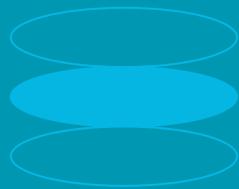




# BLOG POSTS / NEWS UPDATES GUIDE

Keep your website fresh and active

[www.wisestart.co.nz](http://www.wisestart.co.nz)



Regular updates help your audience stay informed and improve your visibility in search engines. This guide shows you how to create and manage blog or news posts.

*(Most website platforms — including Wix — follow a similar process.)*

## Where to Find Your Blog

1. Log in to your dashboard.
2. Click **Blog / Posts / News**.
3. You will see a list of existing articles.

## How to Create a New Blog Post

1. Click **Create Post / Add New**.
2. Enter Post Title (clear and specific).
3. Add content in the main text area.

**Good post ideas:**

- Business updates
- New services or products
- Helpful tips
- Industry news or advice

## Formatting Your Post

- [ ] Use headings
- [ ] Short paragraphs
- [ ] Bullet points
- [ ] **Bold** for important points

**Caution:** Avoid long blocks of text — they are hard to read on mobile.

## Adding Images to a Blog Post

1. Click where the image should go.
2. Select **Add Image**.
3. Upload a clear, good-quality photo.

Images add visual appeal and professionalism to your blog, and increase visitor engagement.

## Categories & Tags (Simple Explanation)

**Categories** = broad topics.

**Tags** = keywords related to the post.

You don't need lots — just choose the ones that best fit.

## Preview Before Publishing

1. Click **Preview**.
2. Check spelling, spacing, and image placement.
3. Check the mobile view.

## Publish or Schedule

**Publish Now** = live immediately.

**Schedule** = set future date.

Consistency is key — regular updates keep your audience engaged.

## Editing an Existing Blog Post

1. Go to the blog post list.
2. Click the post you want to edit.
3. Make changes.
4. **Save or Republish**.

## How Often Should You Post?

- Once a month
- When you launch something new
- When you have helpful advice to share

Even infrequent posting shows your website is active.

## When to Ask for Help

Reach out if you want:

- Professional blog layout redesign
- Help with SEO keywords
- Content strategy plan
- Blog posts written for you

Keeping your blog updated builds trust, improves visibility, and shows your business is active and growing.

## Need Help or Ongoing Support?

Contact Wise Start for expert website support and training.

**Website:** [www.wisestart.co.nz](http://www.wisestart.co.nz)

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