



# FINDLAW BLOG PLATFORM

HOW TO EASILY MANAGE AND MAINTAIN  
YOUR FINDLAW BLOG

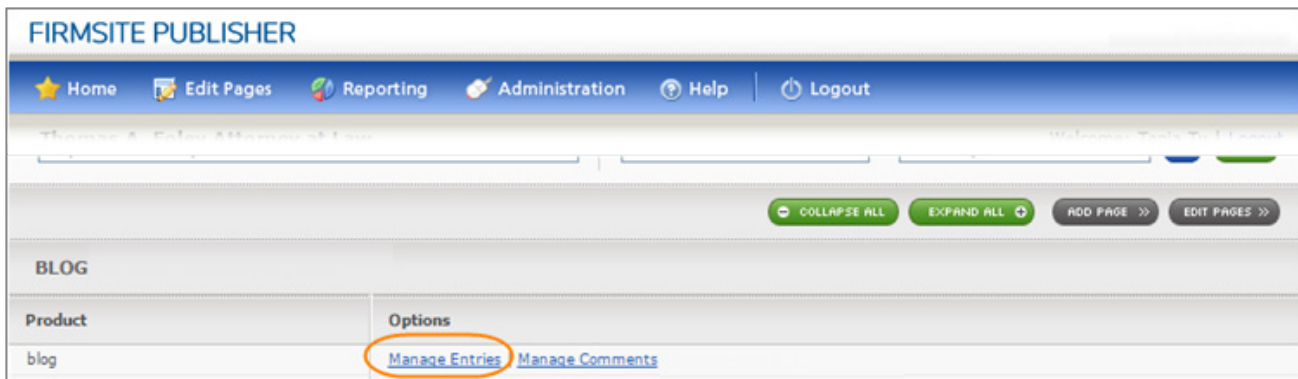
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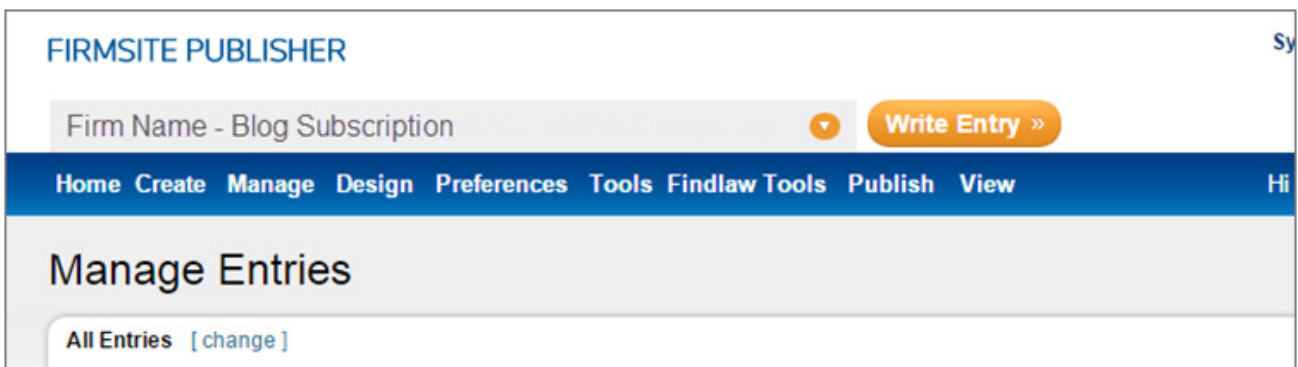
# GETTING STARTED

To access your blog platform, log into FirmSite Publisher — [www.firmsitepublisher.com](http://www.firmsitepublisher.com) — and enter your Username and Password. Reach out to your account manager if you need your username or to reset your password.

Now that you are logged into FirmSite Publisher, scroll down until you find the product section. Click on the “Manage Entries” link next to the blog option.



A new window will open, bringing you to the Manage Entries screen.



# FINDLAW'S BLOGGING PLATFORM

FindLaw's blogging platform has a variety of features designed to help you to be a highly effective blogger. Key features which make the platform uniquely valuable include quick link ability, links to training resources, and the blog Optimizer tool.

The screenshot displays the 'FIRMSITE PUBLISHER' interface. At the top, there's a navigation bar with 'System Overview', 'Help', and 'FindLaw'. Below this is a search bar and a 'Write Entry' button. The main navigation menu includes 'Home', 'Create', 'Manage', 'Design', 'Preferences', 'Tools', 'Findlaw Tools', 'Publish', and 'View'. The 'Create Entry' form is the central focus, featuring a 'Title' field, a rich text editor with 'BODY' and 'EXTENDED' tabs, and a 'Path' field. The rich text editor toolbar includes various icons for text formatting and linking, with a 'Quick Links' icon circled in orange and labeled '1.'. To the right, a sidebar titled 'Blog Training Resources' contains a 'Recent Additions' section with three entries: 'Blog Optimization: Four Essential Practices' (1/13/2014), 'Spam: A pervasive aspect of the Internet' (9/6/2013), and 'Blog Layout Change' (9/3/2013). This sidebar is circled in orange and labeled '2.'. At the bottom of the form, there are 'Optimize', 'Save', and 'Preview' buttons, with the 'Optimize' button circled in orange and labeled '3.'. The 'Publishing' section on the right includes checkboxes for 'Customer Supplied', a dropdown for 'Author', and a dropdown for 'Status' set to 'Published'.

1. **Quick Links:** Ability to quickly select pages of your website linking within a blog post.
2. **Blog Training:** Repository of training materials to facilitate effective blog writing.
3. **Blog Optimizer\*:** Provides suggestions on how to optimize your blog post.

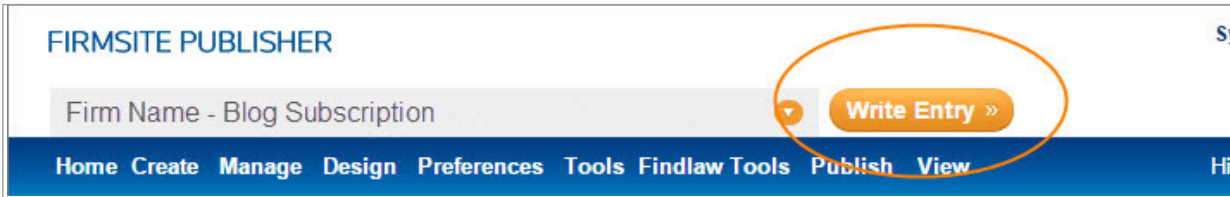
**\*Note:** The Optimizer tool is designed to support beginning bloggers. Please be guided by your best judgment and knowledge of the topics and language that will resonate with your audience. The Blog Optimizer tool is designed to support your blog efforts, but is not meant to limit your creativity or expression and does not define the totality of the visibility strategy for content provided by FindLaw.

# CREATING A BLOG ENTRY

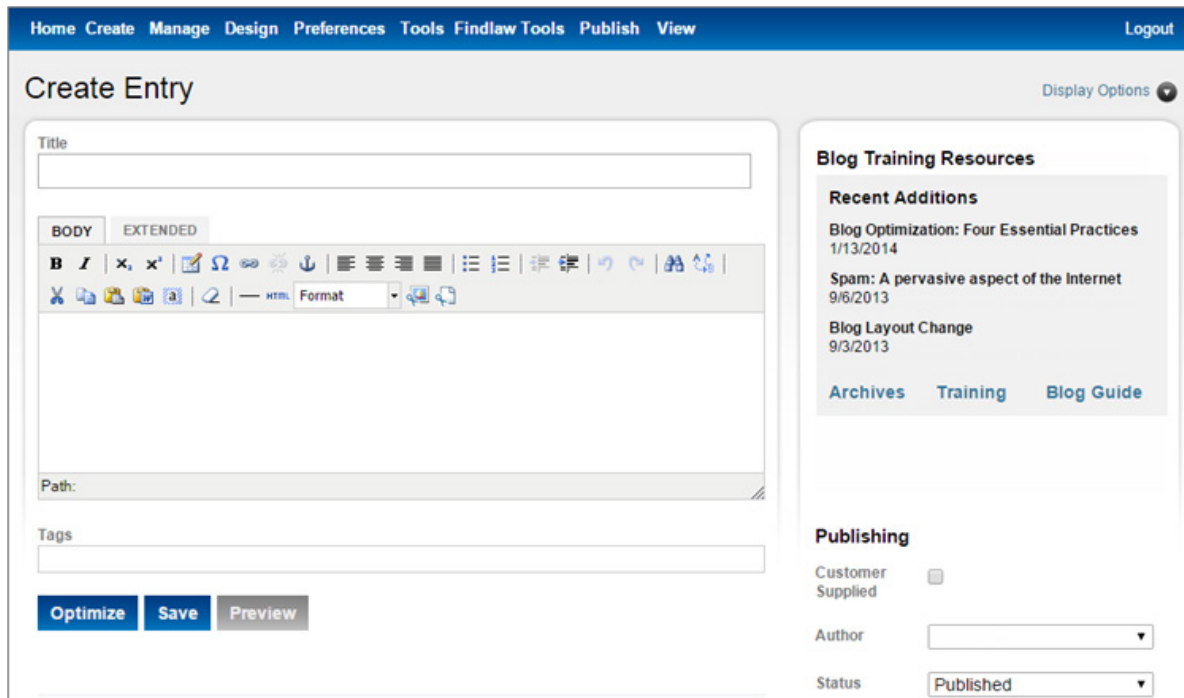
Now that you are familiar with some of the are ready to create a blog entry.

## CREATE AN ENTRY

1. To get to the "Create Entry" page, click on the button at the top of that page that reads "Write Entry."



Once you're on the Create Entry page, you'll want to enter the title of your blog post, write your post in the body and publish. Here's how to do the basics:



### 2. Enter the text of your blog entry in the editor with the “Body” tab selected.

- a. You may enter the entire content of your post here.
- b. As an option, you may use the “Extended” tab to break the post into an intro/teaser and main content.
- c. Enter the teaser content using the “Body” tab and the rest using the “Extended” tab.

*\*Note: Do not copy and paste from Microsoft Word. This can cause formatting issues.*

### 3. Preview your entry by clicking the “Preview” button at the bottom.

### 4. Save your entry by clicking the “Save” button at the bottom.

*\*Note: This will publish your entry unless you selected “Scheduled” and have chosen a date in the future or selected “Unpublished (Draft)” from the publishing “Status” field.*

### 5. Set the publishing status of the post.

- a. “Published” means the entry should be published immediately. Movable Type will publish it as soon as you save the entry.
- b. “Unpublished (Draft)” means the entry is in-progress and should not be published. Movable Type will never publish it until the status is changed.
- c. “Scheduled” means the entry will be published at a specified time in the future. Set that date and time in the boxes below.
  - Use the calendar tool or YYYY-MM-DD format for the date.
  - Use 24-hour HH:MM:SS format for time.

**Publishing**  
**Customer Supplied**   
**Author**   
**Status**   
**Publish Date**

**ADDITIONAL OPTIONS**

If you are comfortable with the basics and want to learn more about the optional fields that will help enhance your posts; you can fill out any of the additional fields below.

**6. Create links. (You will most likely want to cite your source and link back to your home page or a page within your firm’s main Web site.)**

- a. Highlight the text you want to use for the link.
- b. Click the link tool in the toolbar (the chain link icon).
- c. Click on the Choose Page From FirmSite button.
- d. Scroll down to find the correct internal destination page and select

Title

**18-Year Prison Term for Dakota County Criminal**

BODY EXTENDED

**B I** | | | | | | | | |

| | HTML Paragraph

An Apple Valley man who **killed** a taxi driver with a screwdriver was sentenced to 18 years in prison, but with "good time" could be out in 12 years. That sentence frustrated the victim's mother and Dakota County's top prosecutor on Thursday.

In Hastings, Judge Erica MacDonald sentenced Abdirahman A. Abdikarim for the second-degree unintentional murder of Michael A. Palm Jr., 41, of Apple Valley.

Path: p

Tags

criminal law



**Insert Link**

Would you like to create a link to a page of your web site or to a page of another web site?

My Web Site     Another Web Site     Within This Page

**Page Link:**  
**CHOOSE PAGE FROM FIRMSITE >>**

**Link Text:**  
killed

**Title:**

**Target:**  
Same Window (self) ▼

**INSERT >>**    **CANCEL X**

**Insert Link**

**Choose Page** [x]

- └─ Mergers and Acquisitions
  - Buy/Sell Agreement
  - Shareholder Agreements and Member Agreements
- └─ Construction Law
  - Construction Arbitration
  - Construction Defects-RCLA**
  - Mechanics Liens/Collections
  - OSHA Citations Defense
- Contact
- Disclaimer
- E-mail
- Error
- Favicon
- Google Geo Sitemap KML
- Google Geo Sitemap XML

[Close](#)



**7. Enter “Tags” that relate to the entry.**

- a. Tags are often used to connect posts across categories and to drill down to specific topics.
- b. Tags should be simple and easy to understand, preferably one or two word descriptions of topics covered in the post.
- c. Use a consistent capitalization and naming scheme for tags.
- d. Begin typing a tag and Movable Type will suggest previously used tags that begin with the same letter(s).

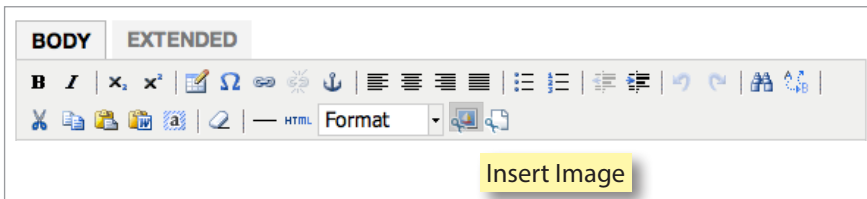
**8. Enter “Categories” that relate to the entry.**

- a. Categories should be the primary method of organizing the content. Think of them like the main topic of an entry.  
To use an analogy of a book, categories are the table of contents while tags are the index.
- b. Use a consistent capitalization and naming scheme for categories.
- c. Select a pre-existing category by checking the box next to it.
- d. Add a new category by clicking the “Add New” link.

**9. Click on the Optimizer to help ensure compliance of your blog article with industry and Internet best practices.  
See page 11 for additional information.**

**10. Insert an image into your entry.**

- a. Place cursor in your entry where you would like the image to appear and click the Insert Image button in the toolbar.



- b. Choose an image that you’ve already uploaded to the system or click link to Upload New Image.
- c. Clicking Upload New Image will open up a new screen. Browse for the image to add, then click the “Upload” button to transfer your file.
- d. Once your file is transferred, the File Options screen will be displayed so you can name your file for easy discovery and reuse.
- e. You can also choose options for how to display the image in your entry or page. When complete, click the “Finish” button and the image will be inserted into your post.

# ADDITIONAL FEATURE DETAILS

## BLOG TRAINING

This repository of training materials will help you to facilitate effective blog writing. Links to the blog training resources is located on the right hand side.

### Blog Training Resources

**Recent Additions**

**Blog Optimization: Four Essential Practices**  
1/13/2014

**Spam: A pervasive aspect of the Internet**  
9/6/2013

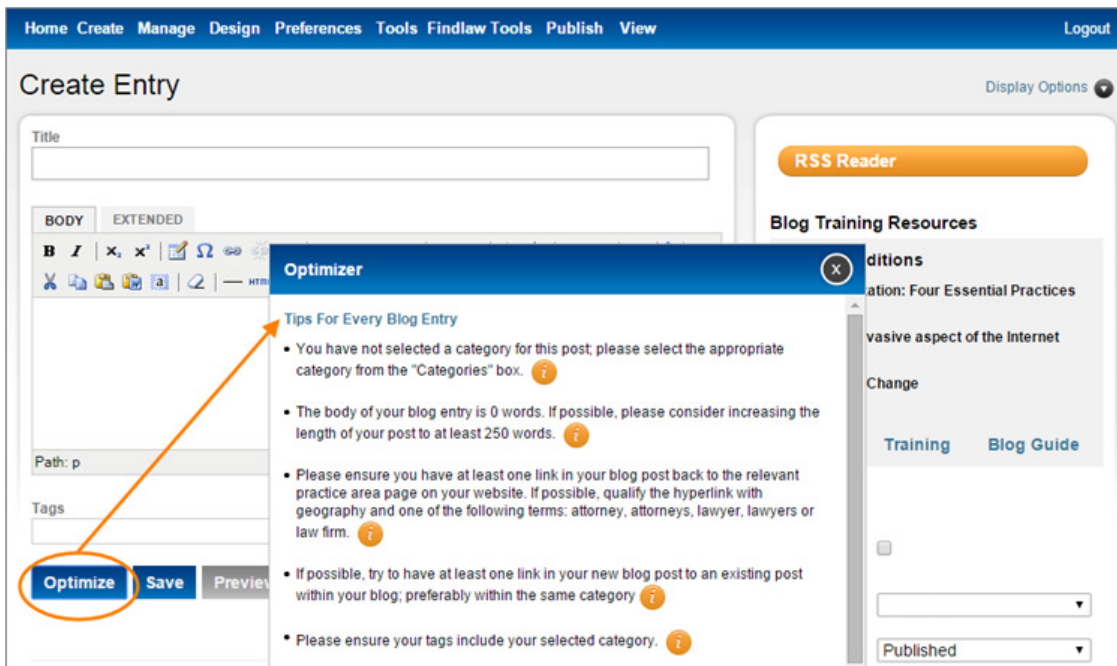
**Blog Layout Change**  
9/3/2013

[Archives](#)   [Training](#)   [Blog Guide](#)

By frequently visiting the training site, you will learn new tips and tricks on how to use your blog, write the most effective blog posts to meet your goals and we will update you on any trends emerging about blogging.

**BLOG OPTIMIZER**

The Blog Optimizer is a unique tool available only to FindLaw Blog Service customers. It is a tool that helps ensure compliance of blog articles with industry and Internet best practices. Once you have completed writing the content, you can click the “Optimize” button to check the content against blogging techniques and SEO guidelines. The tool then identifies areas of misalignment and offers suggestions on how to better optimize the article prior to publishing.



The Blog Optimizer checks many SEO best practices including the following:

- Title Length
- Post Length
- Category Selection
- Keyword Density
- Number of Links
- Tag Usage
- And More

These best practices are only suggestions and do not require changes to be made in your post before publishing the article. Simply click on the Optimize button after you are done writing your entry. A pop-up will display any recommendations that can be made to improve the SEO quality of your blog.

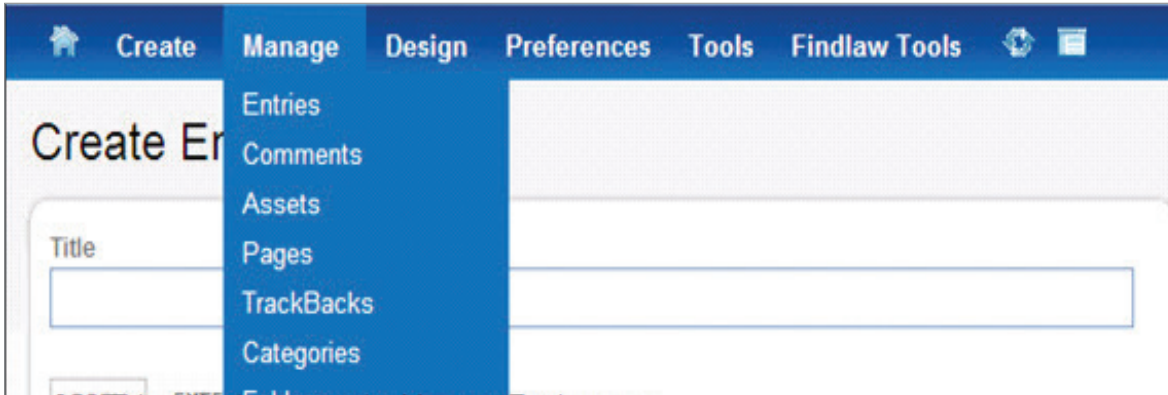
If you have questions as to why a practice is recommended, simply hover your mouse over the “i” icon next to each recommendation to learn more.

You will also notice within the Optimize pop-up box, there is a link to Tips For Every Post. Please be sure to check out this link for further tips to create the most effective post possible.

### EDITING AN EXISTING BLOG ENTRY

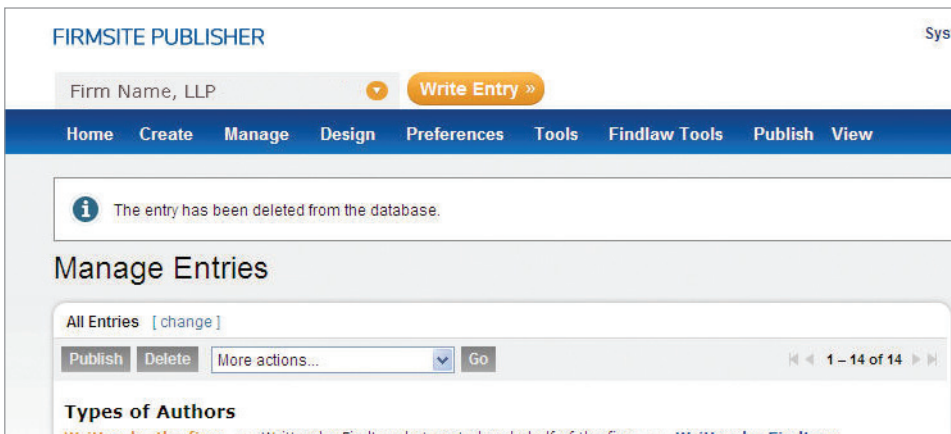
In the event you would like to go back and edit one of your blog entries (for example, you have an update), it is a very simple process to complete.

1. Select “Entries” from the “Manage” menu in the main navigation



2. This will take you to the Manage Entries page.

- a. To edit an entry, simply click on its title.
- b. To delete an entry select the checkbox next to the entry and then click “Delete”.

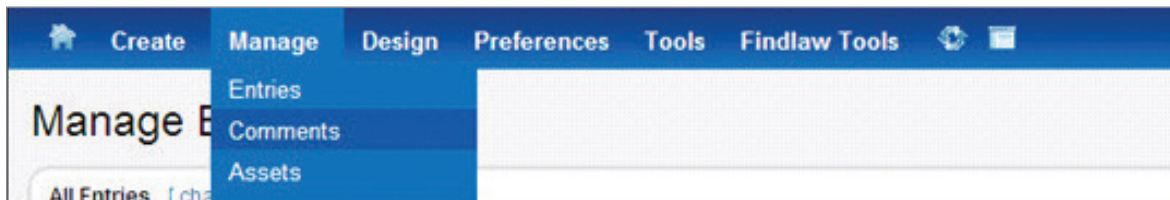


**MANAGING COMMENTS**

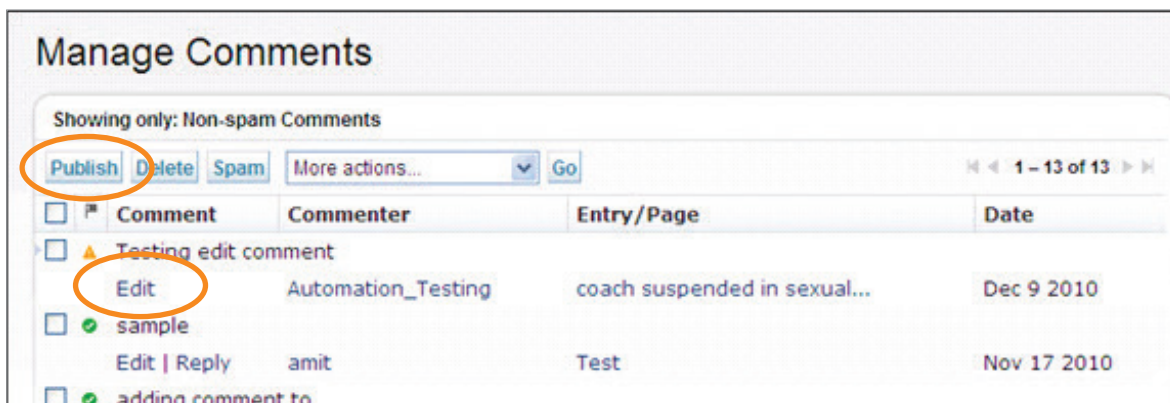
If you're accepting comments on your blog posts, you may get an e-mail similar to the one below. The e-mail is alerting you that someone has left a comment on your blog post. Please note: The comment is not published. When a comment is submitted, it is stored in a moderation queue where you have the option to approve it. You will need to log into your Publisher site and determine if you would like to publish the comment, edit it or simply delete.



At the bottom of the e-mail notifying you that someone has left a comment, you will find a link to log into your Publisher site and access the "Manage Comments" page. Select "Manage" and click on "Comments" in the drop-down menu.



1. To publish the comment, check the box next to the comment you would like to publish and click "Publish".
2. Click "Edit" to edit a comment before publishing.
3. To delete a comment, check the box next to the post you would like to delete and click "Delete".



### **INTEGRATING SOCIAL MEDIA**

If you have access to the FindLaw Social Media platform, this offers you a host of functionality.... Please refer to the FindLaw Social Media guide for more information.

Contact your FindLaw Consultant or Account Manager to discuss how FindLaw's Solutions that include social media platform access can help you connect with potential clients and expand your online reach.



## FINDLAW BLOG SERVICE

If you have questions about your blog,  
please contact your FindLaw account manager.

**(800) 455-4565 | [lawyermarketing.com](http://lawyermarketing.com)**



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