



UTRENDS
FIND FUN TODAY

CHRIS KAMUSIME

UTRENDS

UTRENDS.ORG
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INTRO

- At UTRENDS.ORG we focus on developing youths skills in web designing, blogging, programming and publishing.

WHY US

- We help you get your voice out there cheaply
- Get to participate, work and collaborate with like minds.
- Work on real life projects



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summary

- *We give you the platform
you will love*



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Conclusion

Develop your talent with us today!!

www.utrends.org



INTRODUCTION TO BLOGGING

What is a blog?

- This refers to writing onto niche specific, updated often and influential websites. They update and inform people about areas of their interest!
- People stay with updated info to make choices on life matters, they purchase better products per the advice from blogs
- Get information.....more



TYPES OF BLOGS

- Personal blogs, e.g. NEILPATEL.COM
- Business e.g. forbes.com,
- Niche specific e.g. stackoverflow.blog, decor8.com



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BENEFITS OF BLOGGING

- Get your ideas heard
- Build a brand
- Sell or recommend products
- Earn money
- SEO
- Branding for companies



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ONLINE PRESENCE

- Content marketing
- Social media integration
- Brand building
- Build CV and influential
- Make yourself prepared for employment
- Blogging as a job

GETTING STARTED WITH WORDPRESS

- Wordpress is a 2003 open source software that is meant to soften publishing of ideas
- It is free and open source making easy to optimize
- Requires less maintenance.
- Publish a web without writing a line of code

WORDPRESS.ORG / WORDPRESS.COM

- The two are different!
- .org is the open source and is a self hosted software which means you can host and pack it anywhere, your local machine inclusive.
- .com gives less control and is more of managed. You're not allowed to customize fully and the free version gives a utrends.wordpress.com subdomain - that's not good!

WORDPRESS.ORG

For all the WordPress we shall talk about, we shall focus on the self hosted software available at wp.org/dl

- It is so handy and things are easy to customize
- It is relatively cheaper to run considering a number of parameters!

What you need for your Website!

- Hosting (Bluehost, Namecheap, Hostinger etc..)
- Domain name e.g. example.com
- SSL (Brings the https:// rather than http://)
- Theme (Both free and paid)
- Plugins (Both free and paid)

Choose **UTRENDS.ORG**

- Here you'll quick jump into the real world of blogging and blog optimization. You create content on a stunning and well designed website layout.
- You have customized pages that your dear clients, fans, supporters and even customers
- So easy to create an online digital or physical product in the utrends store.

How to get cash from your work?

Blogging pays! Yes Big sums!

- Earn through;
 - Affiliate marketing
 - Display marketing
 - Sponsored posts and collaborations
 - Offering services (e.g. Coaching, Consulting, freelancing)
 - Display google ads on your site.
 - Sell through your online store



PROMOTE YOUR BLOG!

- Social media (Instagram, Facebook, X, snapchat etc.)

Engage them and make them run to your site for more content and more purchases.

It is rather more than just a relationship between the blogger and the reader

- Email marketing

Build mail lists to actively engage your customers and readers as a group and even clusters

DATA DRIVEN WORK

- Depend on Data analytics to better serve your actions.
- Make informed decisions. Tools like Google Analytics shall help you out!

Q&A

