



Trova il futuro che ti cerca.

Blogging con Wordpress: Guida Introduttiva

13 Aprile 2018

Tommaso Lippiello

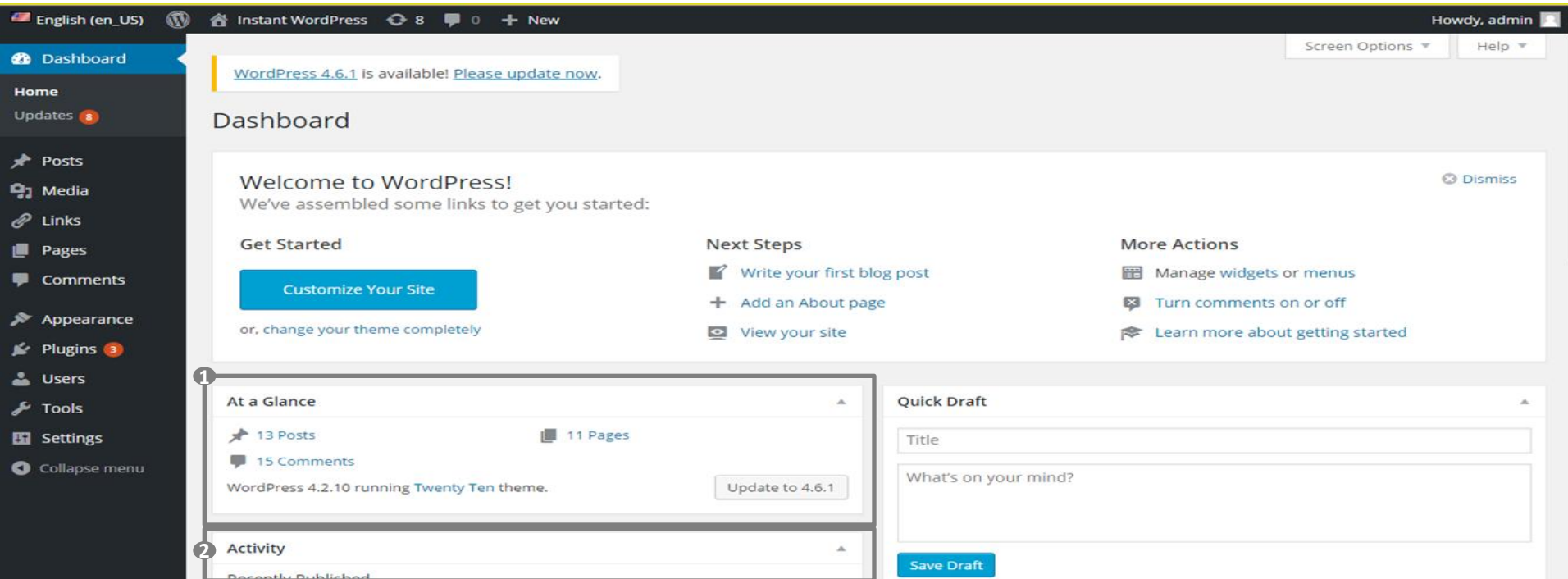
BLOGGING



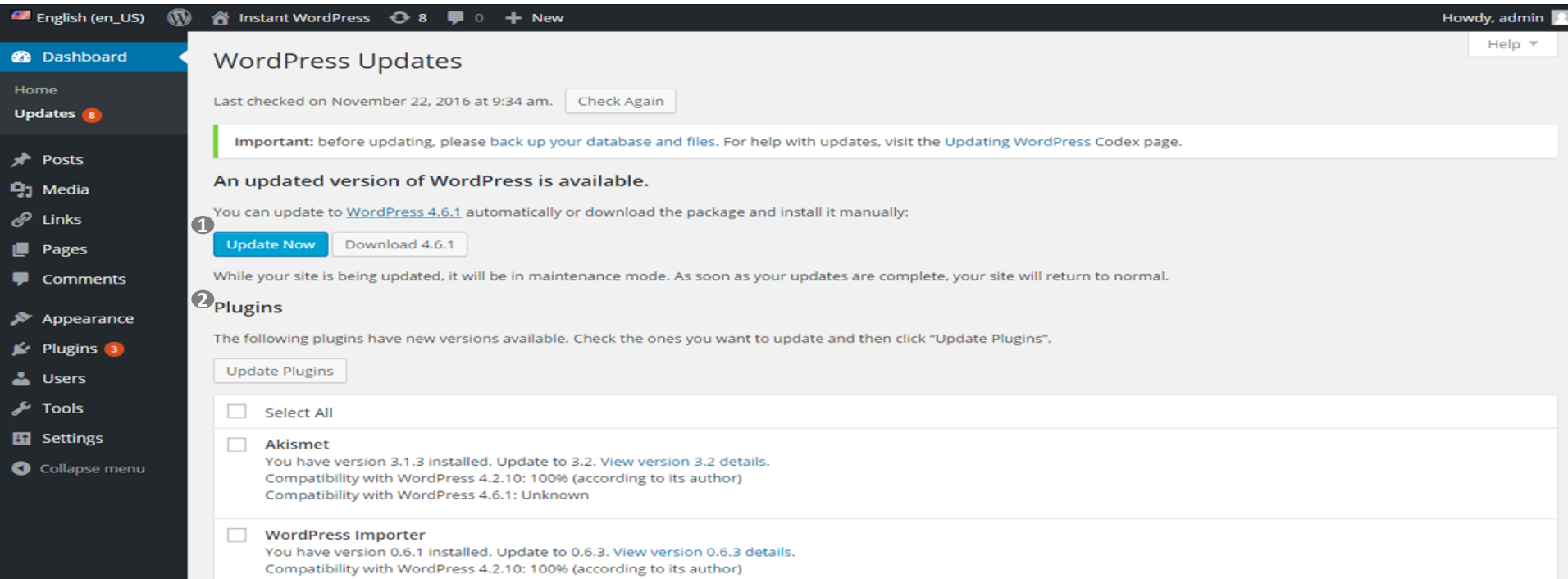




Breve guida alle funzionalità

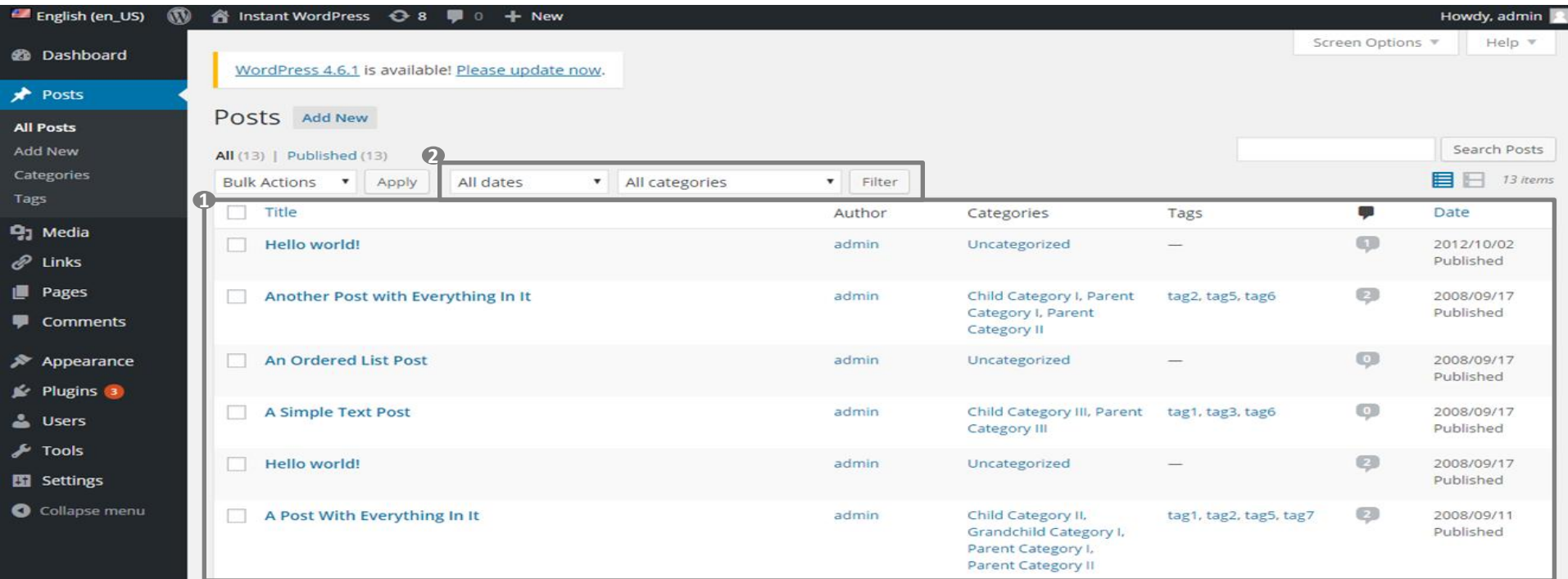


- 1 Antepima del numero di post pagine e commenti presenti sul sito
- 2 Ultime attività
- Eventuali box di antepima con statistiche e altre funzionalità (se installate)



The screenshot shows the WordPress dashboard interface. At the top, there's a navigation bar with 'English (en_US)', 'Instant WordPress', and 'Howdy, admin'. The left sidebar contains menu items like 'Dashboard', 'Home', 'Updates 8', 'Posts', 'Media', 'Links', 'Pages', 'Comments', 'Appearance', 'Plugins 3', 'Users', 'Tools', 'Settings', and 'Collapse menu'. The main content area is titled 'WordPress Updates' and includes a 'Check Again' button. A prominent message states: 'Important: before updating, please back up your database and files. For help with updates, visit the Updating WordPress Codex page.' Below this, it announces 'An updated version of WordPress is available.' and provides instructions to update to WordPress 4.6.1, with 'Update Now' and 'Download 4.6.1' buttons. A second section, 'Plugins', lists available updates for 'Akismet' and 'WordPress Importer' with their respective compatibility information.

- 1 Eventuali aggiornamenti disponibili all'ultima versione di Wordpress
- 2 Eventuali aggiornamenti disponibili all'ultima versione dei plugin installati (attivi o inattivi)
- Eventuali aggiornamenti disponibili all'ultima versione del template installato



WordPress 4.6.1 is available! [Please update now.](#)

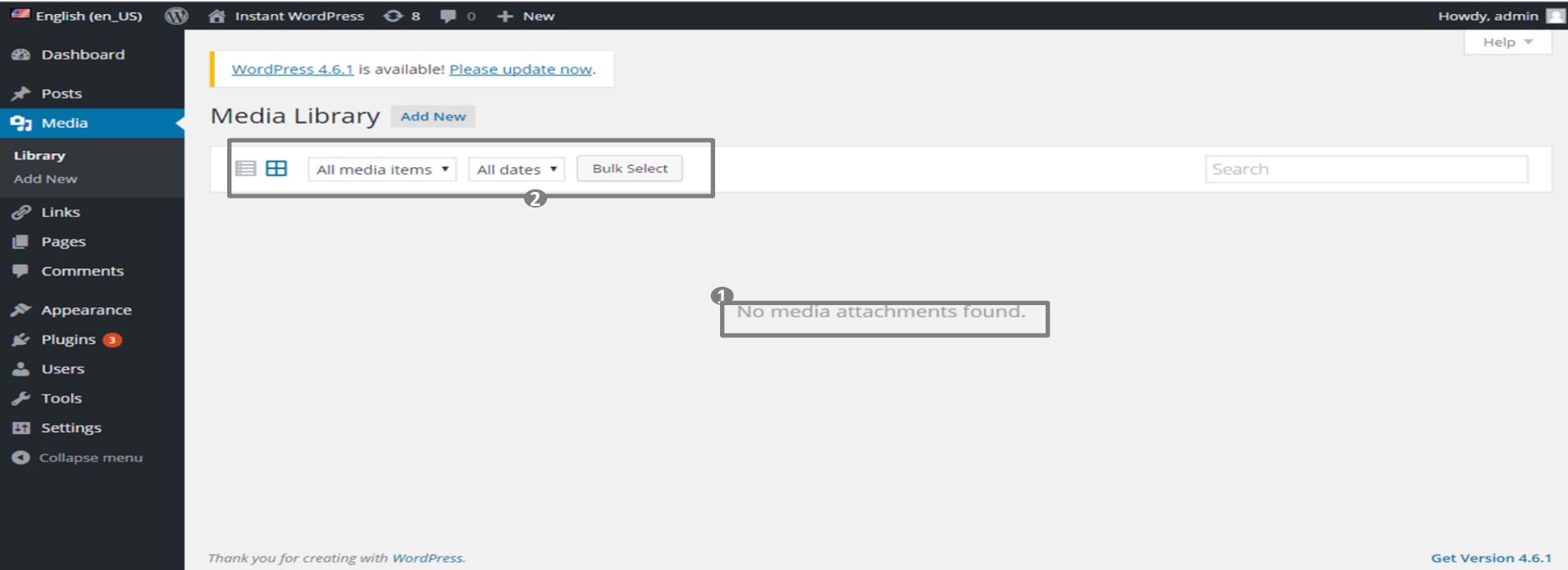
Posts [Add New](#)

All (13) | Published (13)

Bulk Actions All dates All categories Filter

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
<input type="checkbox"/>	Hello world!	admin	Uncategorized	—	1	2012/10/02 Published
<input type="checkbox"/>	Another Post with Everything In It	admin	Child Category I, Parent Category I, Parent Category II	tag2, tag5, tag6	2	2008/09/17 Published
<input type="checkbox"/>	An Ordered List Post	admin	Uncategorized	—	0	2008/09/17 Published
<input type="checkbox"/>	A Simple Text Post	admin	Child Category III, Parent Category III	tag1, tag3, tag6	0	2008/09/17 Published
<input type="checkbox"/>	Hello world!	admin	Uncategorized	—	2	2008/09/17 Published
<input type="checkbox"/>	A Post With Everything In It	admin	Child Category II, Grandchild Category I, Parent Category I, Parent Category II	tag1, tag2, tag5, tag7	2	2008/09/11 Published

- 1 Elenco degli articoli presenti sul sito (Pubblicati o in Bozza)
- 2 Articoli filtrabili per Data o Categoria



English (en_US) Instant WordPress 8 0 + New Howdy, admin Help

WordPress 4.6.1 is available! [Please update now.](#)

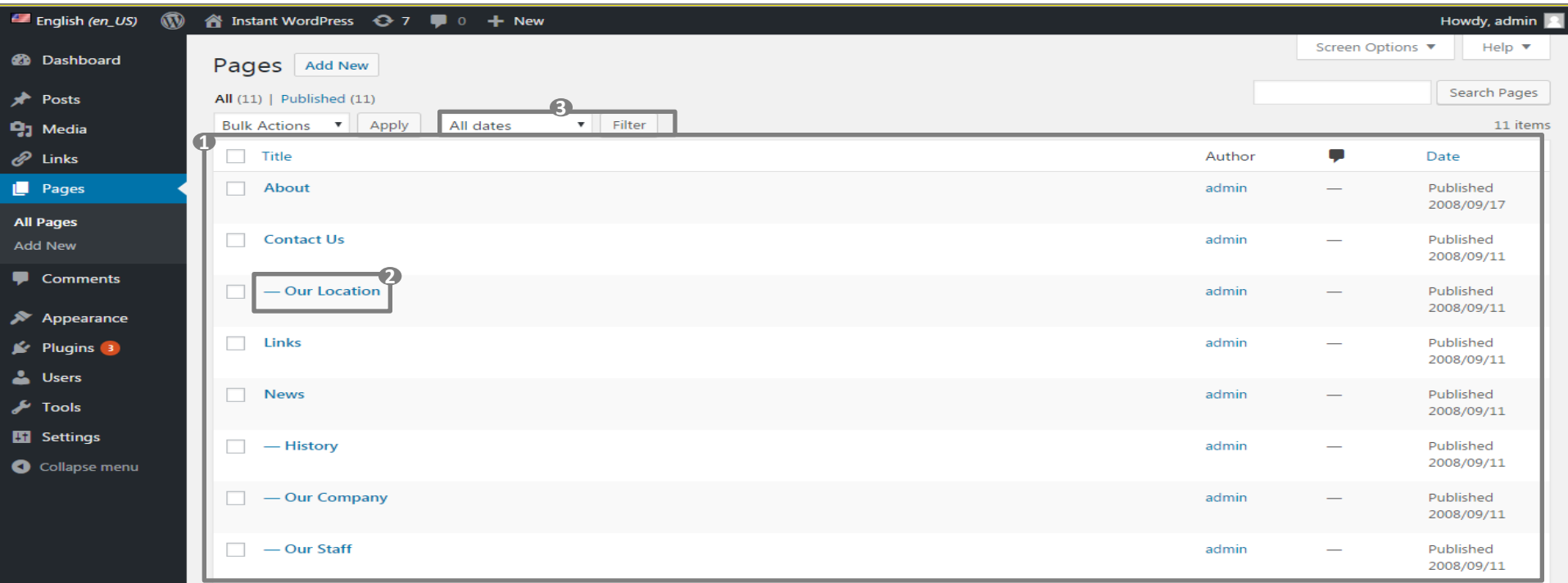
Media Library [Add New](#)

All media items All dates Bulk Select Search

No media attachments found.

Thank you for creating with WordPress. [Get Version 4.6.1](#)

- 1 Anteprima dei contenuti multimediali caricati sul sito (immagini, video, pdf, etc.)
- 2 Possibilità di filtrare i contenuti per tipo o data



English (en_US) Instant WordPress 7 0 + New Howdy, admin

Dashboard Posts Media Links Pages Comments Appearance Plugins 3 Users Tools Settings Collapse menu

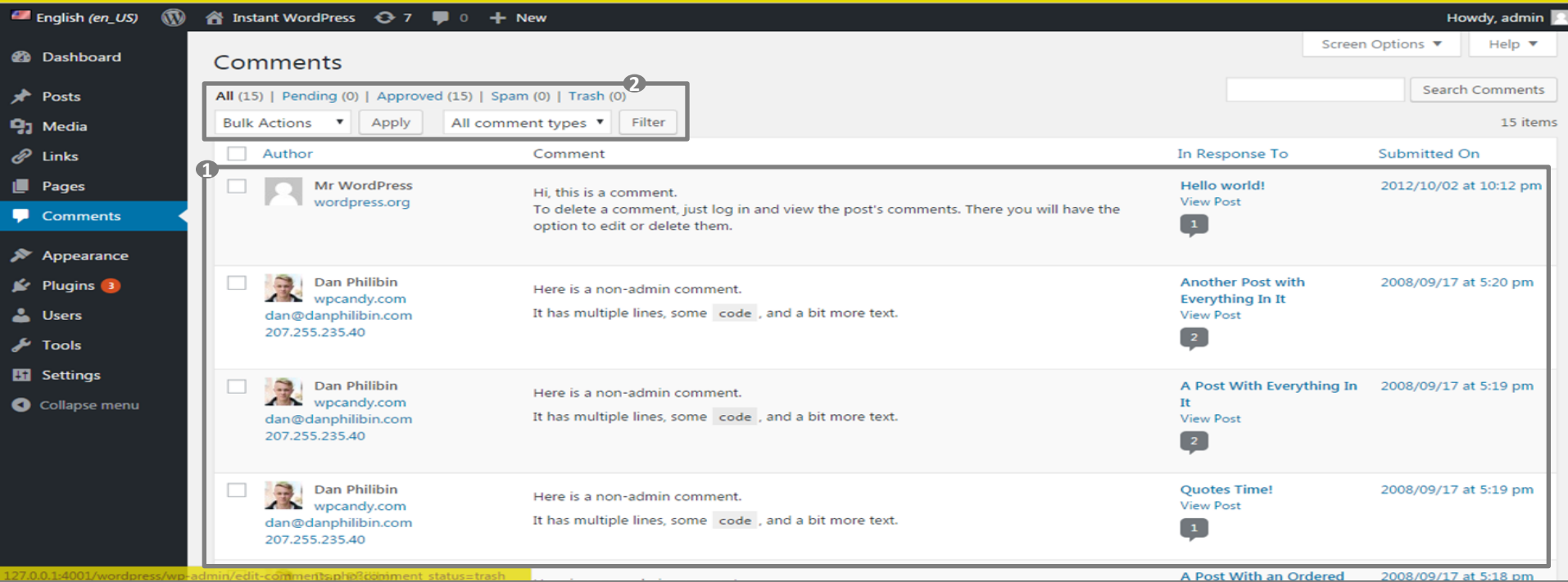
Pages [Add New](#)

All (11) | Published (11)

Bulk Actions Apply All dates Filter 11 items

<input type="checkbox"/>	Title	Author		Date
<input type="checkbox"/>	About	admin	—	Published 2008/09/17
<input type="checkbox"/>	Contact Us	admin	—	Published 2008/09/11
<input type="checkbox"/>	— Our Location	admin	—	Published 2008/09/11
<input type="checkbox"/>	Links	admin	—	Published 2008/09/11
<input type="checkbox"/>	News	admin	—	Published 2008/09/11
<input type="checkbox"/>	— History	admin	—	Published 2008/09/11
<input type="checkbox"/>	— Our Company	admin	—	Published 2008/09/11
<input type="checkbox"/>	— Our Staff	admin	—	Published 2008/09/11

- 1 Elenco delle Pagine web pubblicate sul sito (indicato autore)
- 2 Livello di indentazione dell'albero di navigazione
- 3 Possibilità di filtrare le Pagine per date



English (en_US) Instant WordPress 7 0 + New Howdy, admin









Screen Options Help

Search Comments

15 items

All (15) | Pending (0) | Approved (15) | Spam (0) | Trash (0)

Bulk Actions Apply All comment types Filter

<input type="checkbox"/>	Author	Comment	In Response To	Submitted On
<input type="checkbox"/>	 Mr WordPress wordpress.org	Hi, this is a comment. To delete a comment, just log in and view the post's comments. There you will have the option to edit or delete them.	Hello world! View Post 	2012/10/02 at 10:12 pm
<input type="checkbox"/>	 Dan Philibin wpcandy.com dan@danphilibin.com 207.255.235.40	Here is a non-admin comment. It has multiple lines, some <code>code</code> , and a bit more text.	Another Post with Everything In It View Post 	2008/09/17 at 5:20 pm
<input type="checkbox"/>	 Dan Philibin wpcandy.com dan@danphilibin.com 207.255.235.40	Here is a non-admin comment. It has multiple lines, some <code>code</code> , and a bit more text.	A Post With Everything In It View Post 	2008/09/17 at 5:19 pm
<input type="checkbox"/>	 Dan Philibin wpcandy.com dan@danphilibin.com 207.255.235.40	Here is a non-admin comment. It has multiple lines, some <code>code</code> , and a bit more text.	Quotes Time! View Post 	2008/09/17 at 5:19 pm

127.0.0.1:4001/wordpress/wp-admin/edit-comments.php?comment_status=trash

A Post With an Ordered 2008/09/17 at 5:18 pm

- 1 Elenco degli eventuali Commenti agli articoli del sito (se il sito è impostato per accettare i commenti) e relativi autori
- 2 Possibilità di filtrare i commenti per tipo (approvati, in attesa di approvazione, spam, cestinati)

The screenshot shows the WordPress dashboard's 'Themes' section. The left sidebar contains navigation menus: Dashboard, Posts, Media, Links, Pages, Comments, Appearance (highlighted), Themes, Customize, Widgets, Menus, Header, Background, Editor, Plugins (3), Users, Tools, and Settings. The main content area is titled 'Themes' and includes an 'Add New' button and a search bar. Three theme cards are displayed:

- Twenty Ten:** Labeled 'Active: Twenty Ten' and has a 'Customize' button. A callout '1' points to the top-left corner of the card.
- Twenty Eleven:** A callout '2' points to the 'Customize' button on this card.
- Twenty Thirteen:** A callout '3' points to a dashed box containing a plus sign, representing the 'Add New' theme option.

- 1 Antepima dei temi installati sul sito (solo il primo a sinistra in alto è attivo)
- 2 Possibilità di personalizzare l'interfaccia del tema (vedi slide 10 – Customize Theme)
- 3 Possibilità di aggiungere un nuovo tema



1

Instant WordPress Your Local WordPress Installation

2

Active theme
Twenty Ten Change

3

Site Identity >

Colors >

Header Image >

Background Image >

Menus >

Widgets >

Static Front Page >

Home About Contact Us Links News Sample Page Support

Hello world!
Posted on [October 2, 2012](#) by [admin](#)

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

Posted in [Uncategorized](#) | [1 Comment](#) | [Edit](#)

Another Post with Everything In It
Posted on [September 17, 2008](#) by [admin](#)

127.0.0.1:4001/wordpress/wp-admin/themes.php

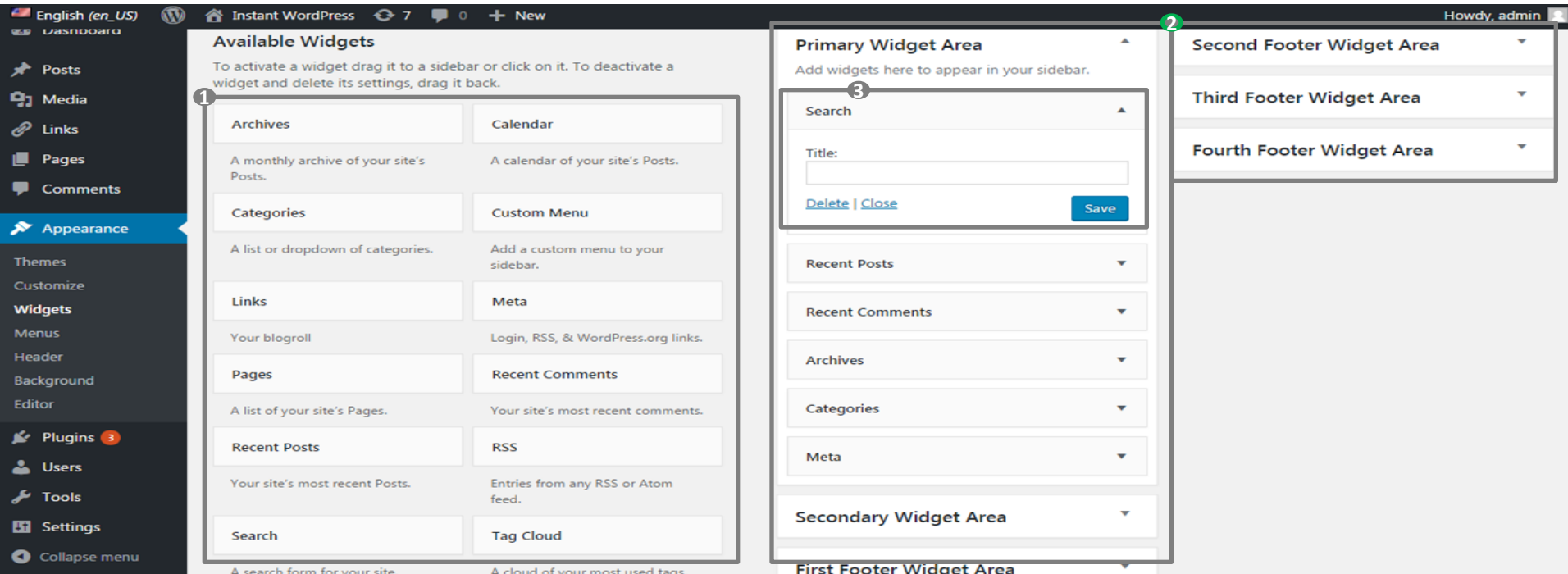
Recent Posts

- [Hello world!](#)
- [Another Post with Everything In It](#)
- [An Ordered List Post](#)
- [A Simple Text Post](#)
- [Hello world!](#)

Recent Comments

- [Mr WordPress](#) on [Hello world!](#)
- [Dan Philibin](#) on [Another Post with Everything In It](#)
- [Dan Philibin](#) on [A Post With Everything In It](#)

- 1 Antepima delle modifiche apportate in modalità side-by-side
- 2 Possibilità di cambiare il tema da modificare
- 3 Sezioni modificabili del tema (variabili da tema a tema)



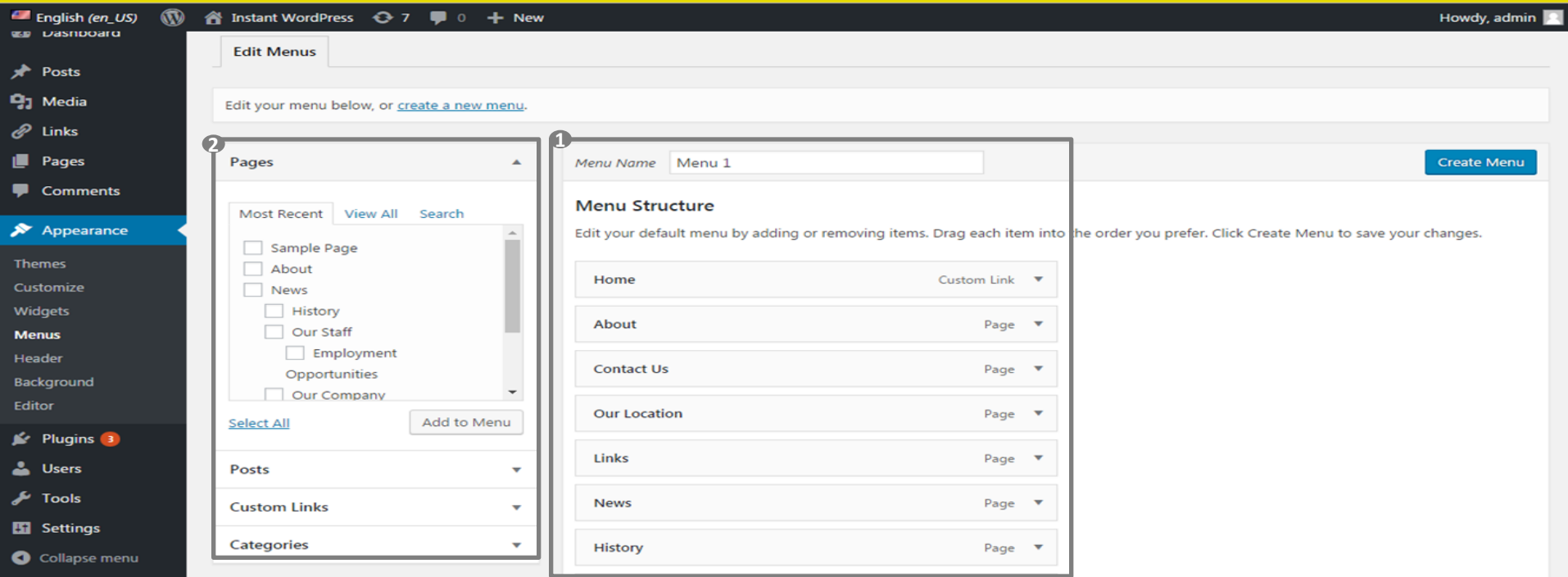
English (en_US) Instant WordPress 7 0 + New Howdy, admin

Available Widgets
To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

Primary Widget Area
Add widgets here to appear in your sidebar.

Footer Widget Areas
Second Footer Widget Area
Third Footer Widget Area
Fourth Footer Widget Area
First Footer Widget Area

- 1 Anteprima del Widgets disponibili per il sito (default, attivati da un plugin, attivati da un tema)
- 2 Anteprima delle Sezioni all'interno delle quali è possibile pubblicare un widget (variabili da tema a tema)
- 3 Livello di personalizzazione del singolo widget (variabile da widget a widget)



English (en_US) Instant WordPress 7 0 + New Howdy, admin

Dashboard

Posts

Media

Links

Pages

Comments

Appearance

Themes

Customize

Widgets

Menus

Header

Background

Editor

Plugins 3

Users

Tools

Settings

Collapse menu

Edit Menu

Edit your menu below, or [create a new menu](#).

2

Pages

Most Recent View All Search

Sample Page

About

News

History

Our Staff

Employment Opportunities

Our Company

[Select All](#)

Posts

Custom Links

Categories

1

Menu Name Menu 1

Menu Structure

Edit your default menu by adding or removing items. Drag each item into the order you prefer. Click Create Menu to save your changes.

Home Custom Link

About Page

Contact Us Page

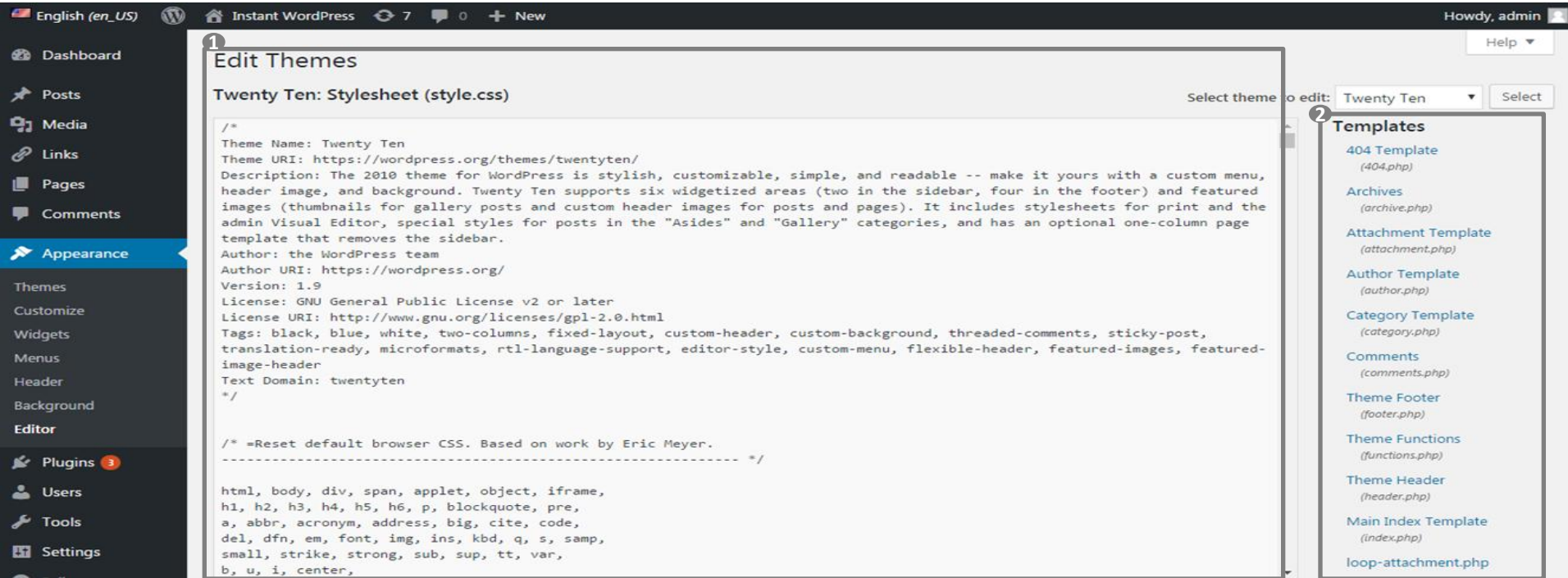
Our Location Page

Links Page

News Page

History Page

- 1 Anteprima dei menù disponibili sul sito (posizione variabile da tema a tema)
- 2 Possibilità di aggiungere voci al menù (selezionando da Pagine, Articoli, Categorie e aggiungendo un Link personalizzati)



English (en_US) Instant WordPress 7 0 + New Howdy, admin Help

Dashboard Posts Media Links Pages Comments Appearance Themes Customize Widgets Menus Header Background Editor Plugins 3 Users Tools Settings

Edit Themes

Twenty Ten: Stylesheet (style.css) Select theme to edit: Twenty Ten Select

```

/*
Theme Name: Twenty Ten
Theme URI: https://wordpress.org/themes/twentyten/
Description: The 2010 theme for WordPress is stylish, customizable, simple, and readable -- make it yours with a custom menu, header image, and background. Twenty Ten supports six widgetized areas (two in the sidebar, four in the footer) and featured images (thumbnails for gallery posts and custom header images for posts and pages). It includes stylesheets for print and the admin Visual Editor, special styles for posts in the "Asides" and "Gallery" categories, and has an optional one-column page template that removes the sidebar.
Author: the WordPress team
Author URI: https://wordpress.org/
Version: 1.9
License: GNU General Public License v2 or later
License URI: http://www.gnu.org/licenses/gpl-2.0.html
Tags: black, blue, white, two-columns, fixed-layout, custom-header, custom-background, threaded-comments, sticky-post, translation-ready, microformats, rtl-language-support, editor-style, custom-menu, flexible-header, featured-images, featured-image-header
Text Domain: twentyten
*/

/* =Reset default browser CSS. Based on work by Eric Meyer.
----- */

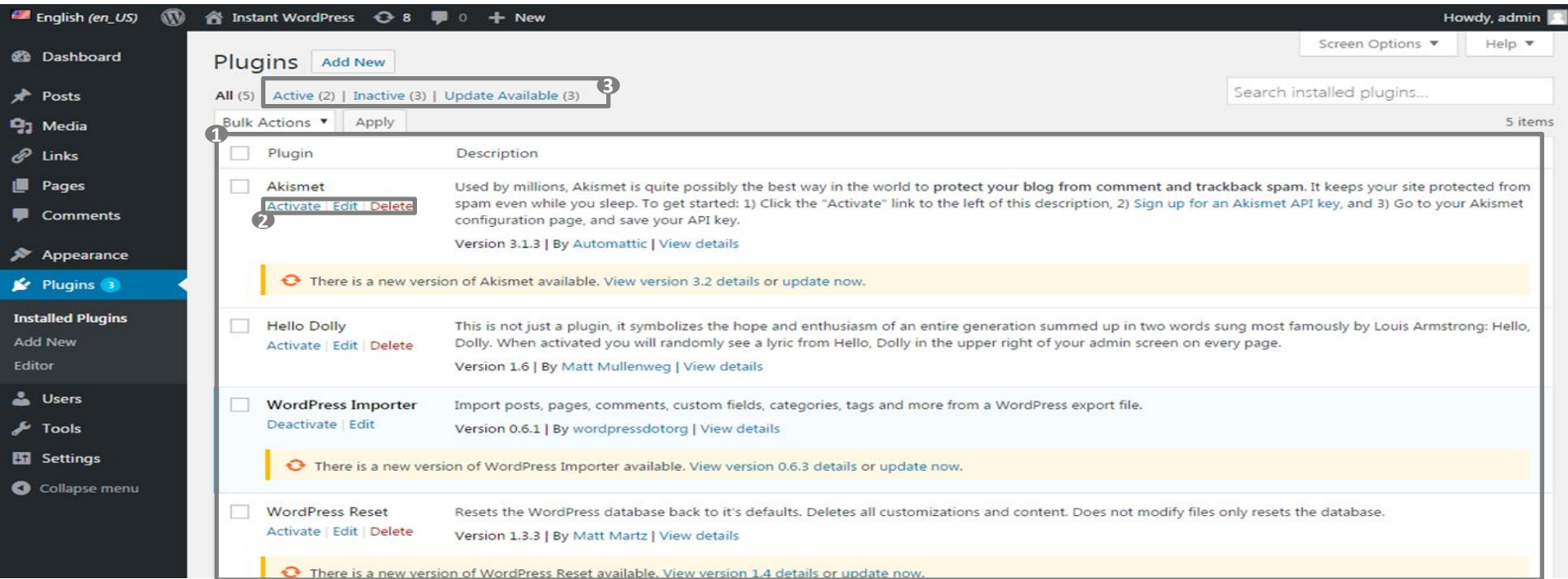
html, body, div, span, applet, object, iframe,
h1, h2, h3, h4, h5, h6, p, blockquote, pre,
a, abbr, acronym, address, big, cite, code,
del, dfn, em, font, img, ins, kbd, q, s, samp,
small, strike, strong, sub, sup, tt, var,
b, u, i, center,

```

Templates

- 404 Template (404.php)
- Archives (archive.php)
- Attachment Template (attachment.php)
- Author Template (author.php)
- Category Template (category.php)
- Comments (comments.php)
- Theme Footer (footer.php)
- Theme Functions (functions.php)
- Theme Header (header.php)
- Main Index Template (index.php)
- loop-attachment.php

- 1 Editor per la modifica del codice del sito (senza accedere alla root)
- 2 Possibilità di modificare singoli file di codice (php, css)

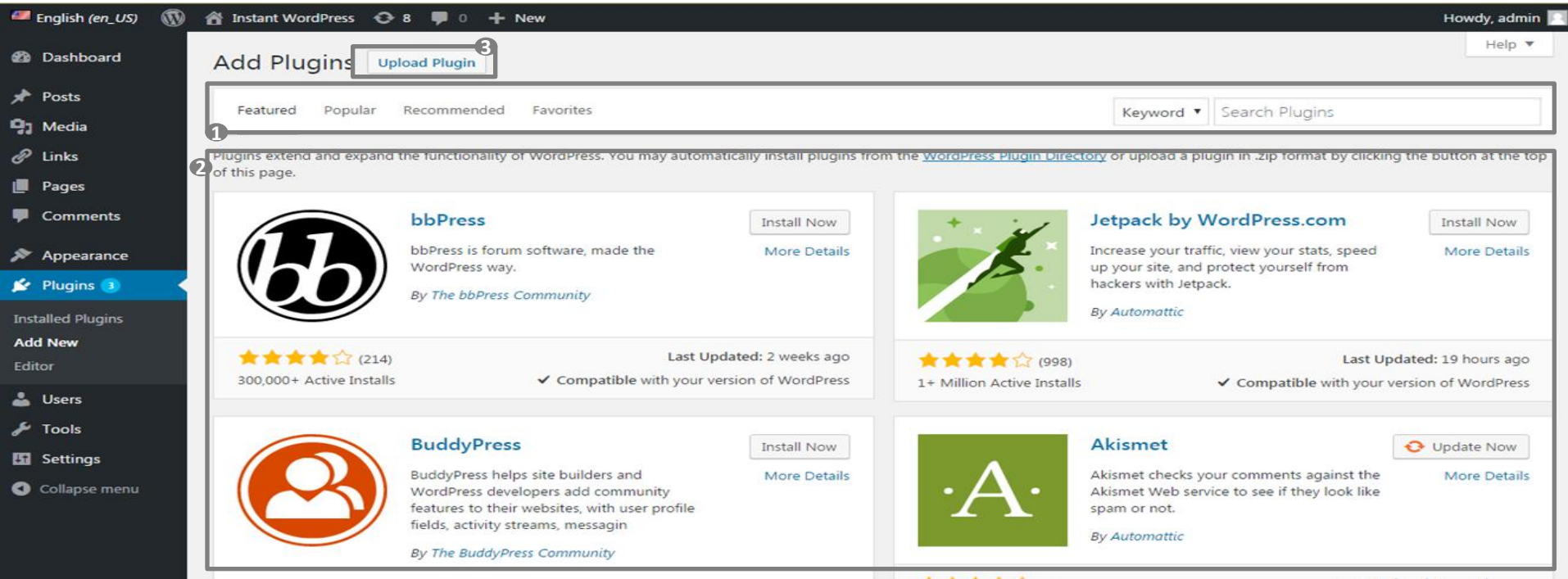


The screenshot shows the WordPress dashboard's 'Plugins' section. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, and Plugins (highlighted). The main content area shows a list of installed plugins. Annotations are placed as follows:

- 1**: Points to the 'Bulk Actions' dropdown menu.
- 2**: Points to the 'Activate', 'Edit', and 'Delete' action links for the Akismet plugin.
- 3**: Points to the filter tabs at the top: 'All (5)', 'Active (2)', 'Inactive (3)', and 'Update Available (3)'.

The plugins listed are Akismet, Hello Dolly, WordPress Importer, and WordPress Reset. Each plugin entry includes a checkbox, the plugin name, a description, version information, and a 'View details' link. Update notifications are shown in yellow bars below Akismet and WordPress Importer.

- 1 Anteprema dei Plugin caricati sul sito (attivi o inattivi – aggiornamento disponibile)
- 2 Pulsanti per l'attivazione, disattivazione , cancellazione o eventuale modifica (se disponibile)
- 3 Filtro dei plugin per stato



English (en_US) Instant WordPress 8 0 + New Howdy, admin Help


Dashboard Posts Media Links Pages Comments Appearance **Plugins** Installed Plugins Add New Editor Users Tools Settings Collapse menu

Add Plugins

Upload Plugin

Featured Popular Recommended Favorites Keyword Search Plugins


Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format by clicking the button at the top of this page.



bbPress
bbPress is forum software, made the WordPress way.
By *The bbPress Community*

Install Now More Details


★★★★☆ (214) Last Updated: 2 weeks ago
300,000+ Active Installs ✓ Compatible with your version of WordPress



Jetpack by WordPress.com
Increase your traffic, view your stats, speed up your site, and protect yourself from hackers with Jetpack.
By *Automattic*


Install Now More Details

★★★★☆ (998) Last Updated: 19 hours ago
1+ Million Active Installs ✓ Compatible with your version of WordPress



BuddyPress
BuddyPress helps site builders and WordPress developers add community features to their websites, with user profile fields, activity streams, messagin
By *The BuddyPress Community*

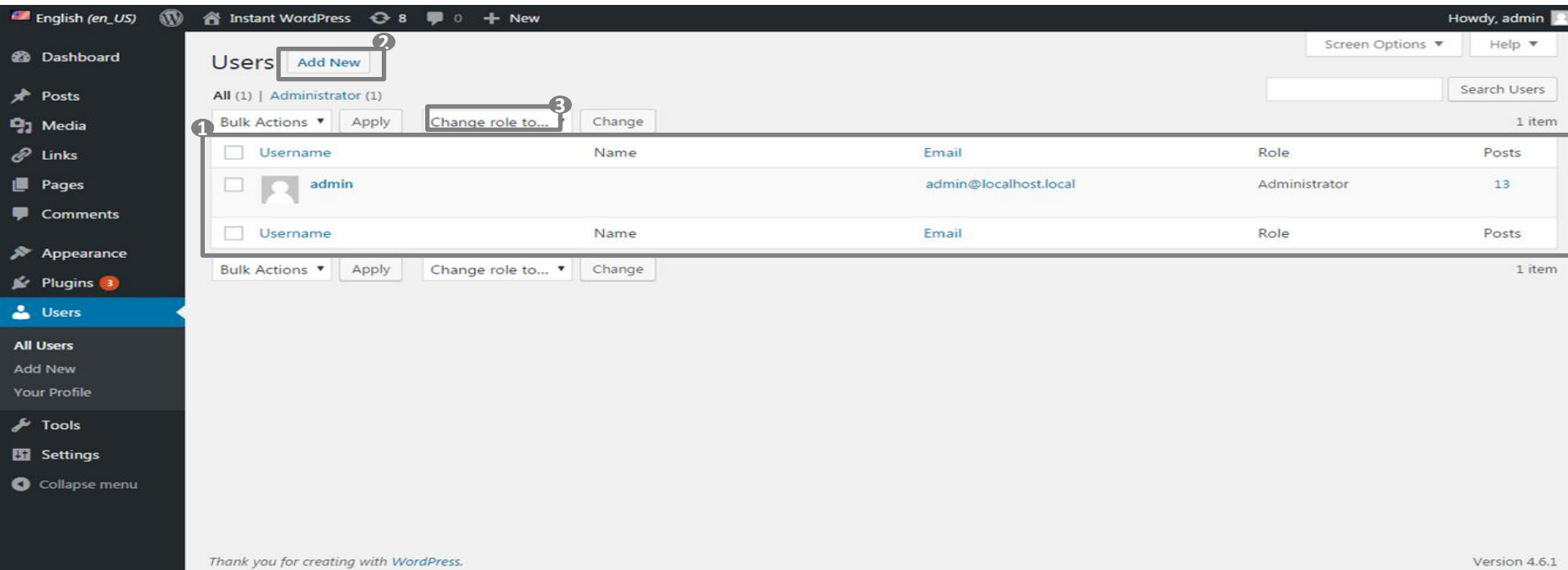
Install Now More Details



Akismet
Akismet checks your comments against the Akismet Web service to see if they look like spam or not.
By *Automattic*

Update Now More Details

- 1 Anteprema della repository dei plugin di Wordpress
- 2 Filtro e ricerca dei plugin
- 3 Possibilità di caricare un singolo plugin (.zip) una volta scaricato in locale (dal repository ufficiale di WP o se acquistato)



English (en_US) Instant WordPress 8 0 + New Howdy, admin


Dashboard Posts Media Links Pages Comments Appearance Plugins 3 Users

All Users Add New Your Profile Tools Settings Collapse menu

Users [Add New](#)

All (1) | Administrator (1)

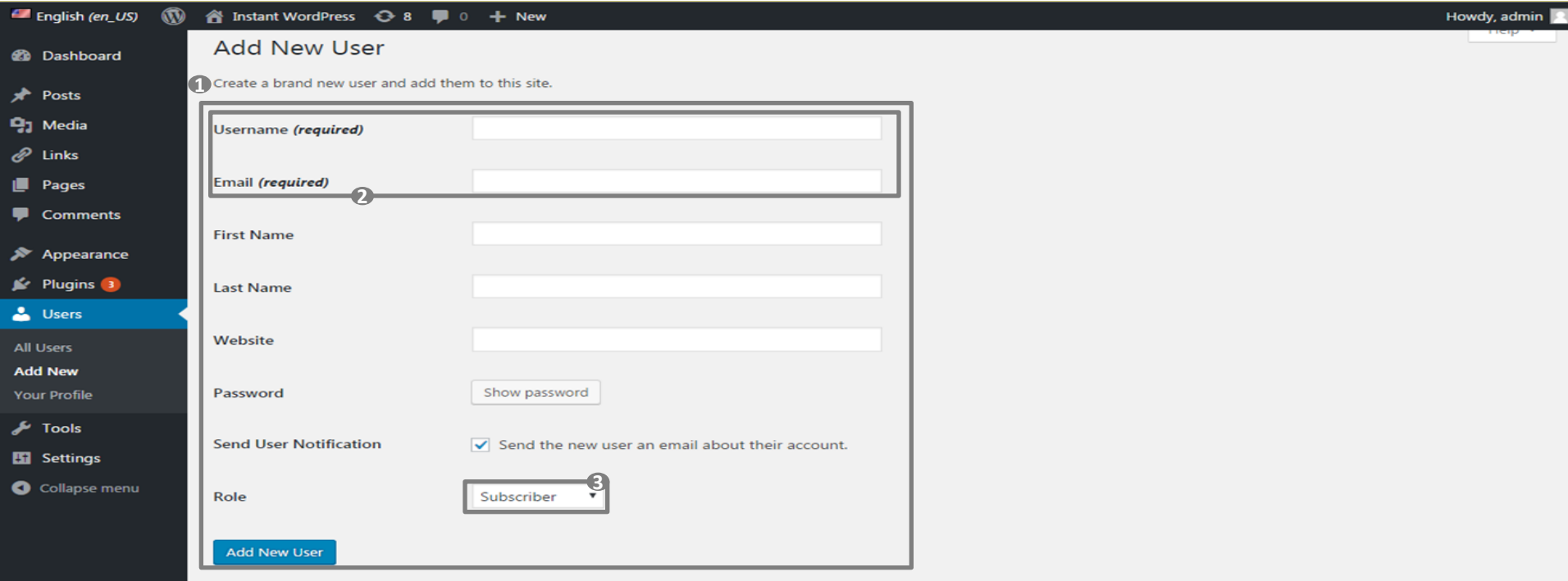
1 Bulk Actions **2** [Add New](#) Apply **3** [Change role to...](#) Change 1 item

<input type="checkbox"/>	Username	Name	Email	Role	Posts
<input type="checkbox"/>	 admin		admin@localhost.local	Administrator	13
<input type="checkbox"/>	Username	Name	Email	Role	Posts

Bulk Actions Apply [Change role to...](#) Change 1 item

Thank you for creating with WordPress. Version 4.6.1

- 1** Anteprima degli Utenti presenti sul sito
- 2** Possibilità di aggiungere un nuovo utente (vedi slide 17 – Add New)
- 3** Possibilità di cambiare il Ruolo assegnato a uno o più utenti



English (en_US) Instant WordPress 8 0 + New Howdy, admin

Add New User

1 Create a brand new user and add them to this site.

Username *(required)*

Email *(required)* 2

First Name

Last Name

Website

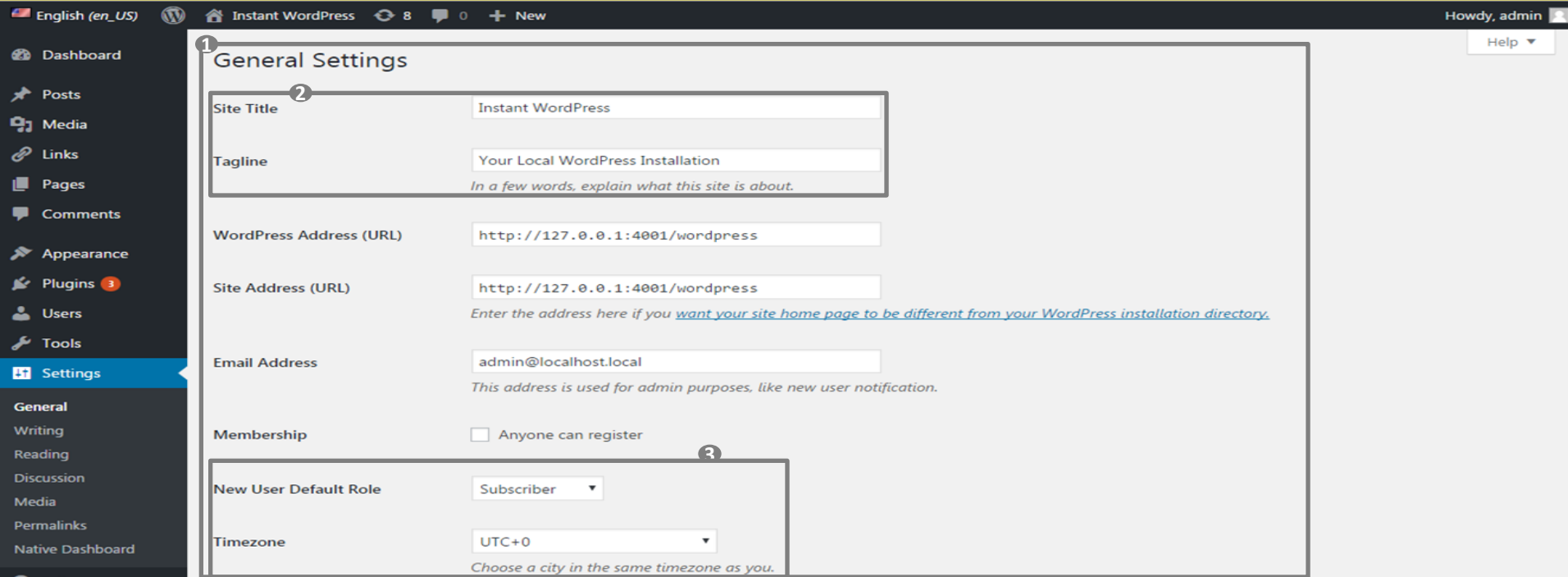
Password Show password

Send User Notification Send the new user an email about their account.

Role 3

Add New User

- 1 Possibilità di aggiungere un nuovo utente
- 2 Inserimento di Username ed Email obbligatori (Username non modificabile una volta salvata)
- 3 Possibilità di assegnare un ruolo al nuovo utente (default è Sottoscrittore)



English (en_US) Instant WordPress 8 0 + New Howdy, admin Help

1 General Settings

2 Site Title Instant WordPress

Tagline Your Local WordPress Installation
In a few words, explain what this site is about.

WordPress Address (URL) http://127.0.0.1:4001/wordpress

Site Address (URL) http://127.0.0.1:4001/wordpress
Enter the address here if you [want your site home page to be different from your WordPress installation directory.](#)

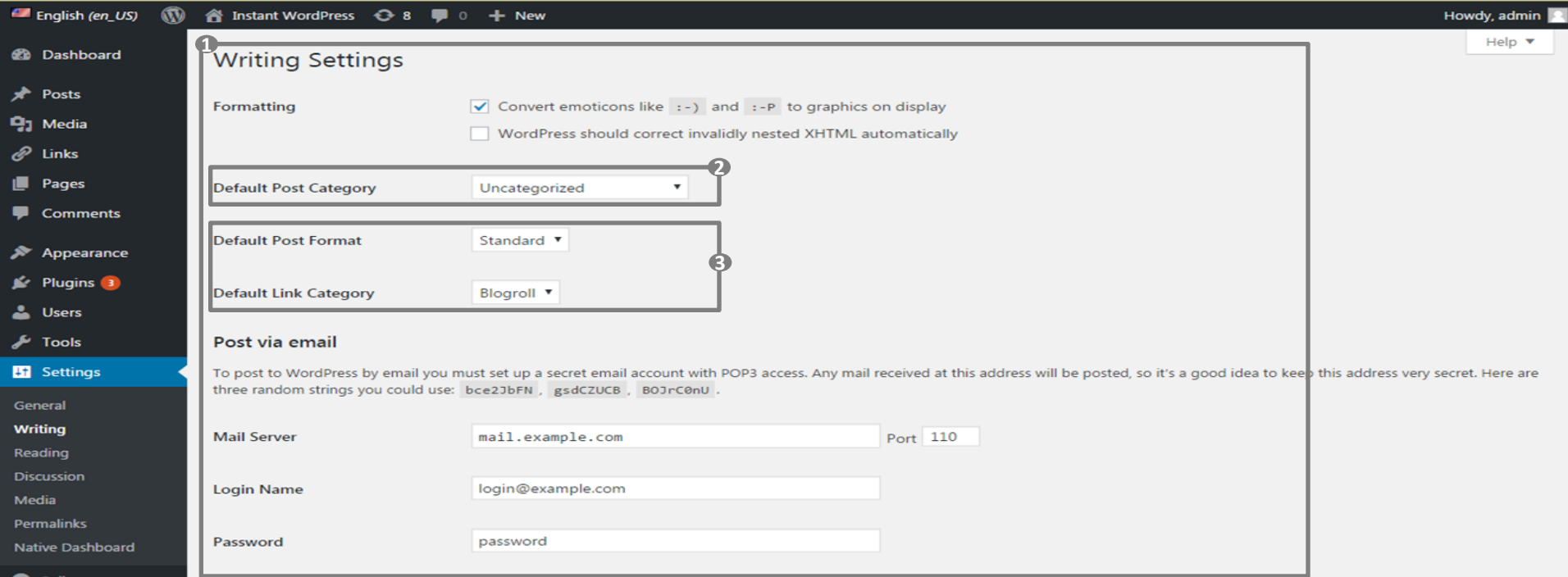
Email Address admin@localhost.local
This address is used for admin purposes, like new user notification.

Membership Anyone can register

3 New User Default Role Subscriber

Timezone UTC+0
Choose a city in the same timezone as you.

- 1** Antepima delle Impostazioni Generali del sito
- 2** Possibilità di aggiungere Title e Description alla Home Page del sito (verranno sovrascritti da eventuali plugin SEO)
- 3** Possibilità di selezionare altre impostazioni basic (ruolo utente, fuso orario, etc.)



English (en_US) Instant WordPress 8 0 + New Howdy, admin Help

Writing Settings

Formatting

Convert emoticons like :-) and :-P to graphics on display

WordPress should correct invalidly nested XHTML automatically

Default Post Category Uncategorized

Default Post Format Standard

Default Link Category Blogroll

Post via email

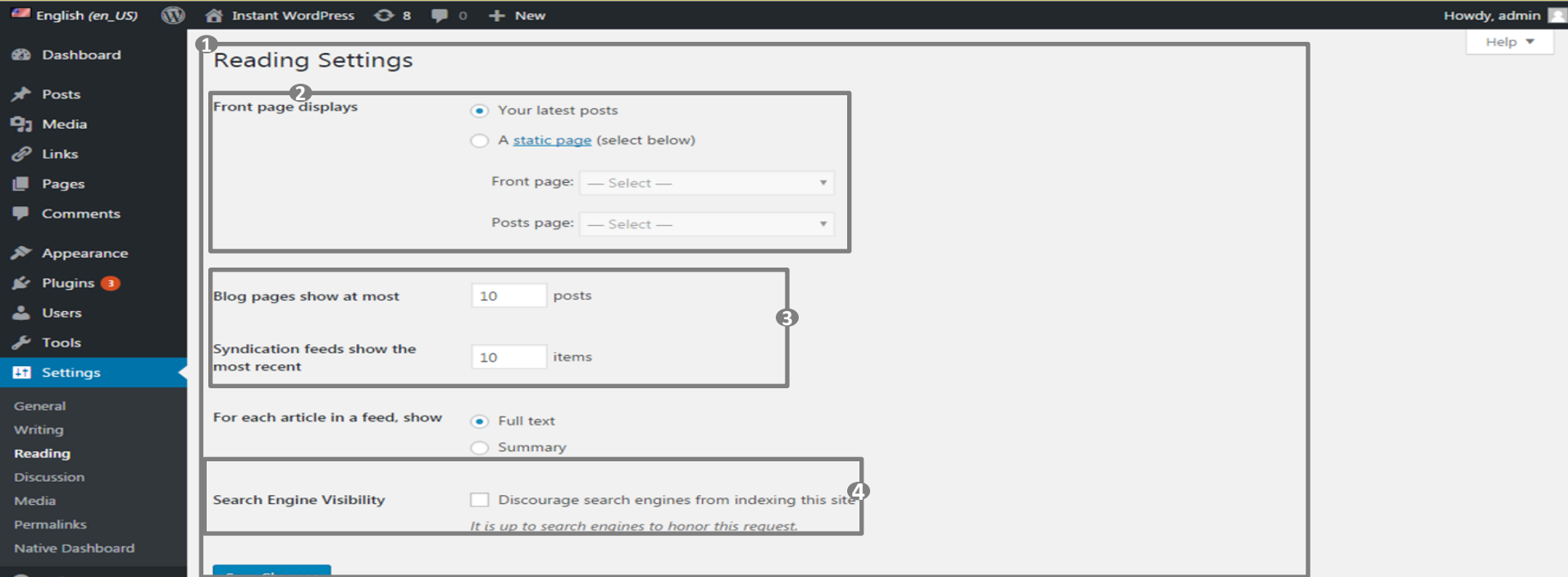
To post to WordPress by email you must set up a secret email account with POP3 access. Any mail received at this address will be posted, so it's a good idea to keep this address very secret. Here are three random strings you could use: `bce2JbFN`, `gsdCZUCB`, `BOJrC0nU`.

Mail Server Port

Login Name

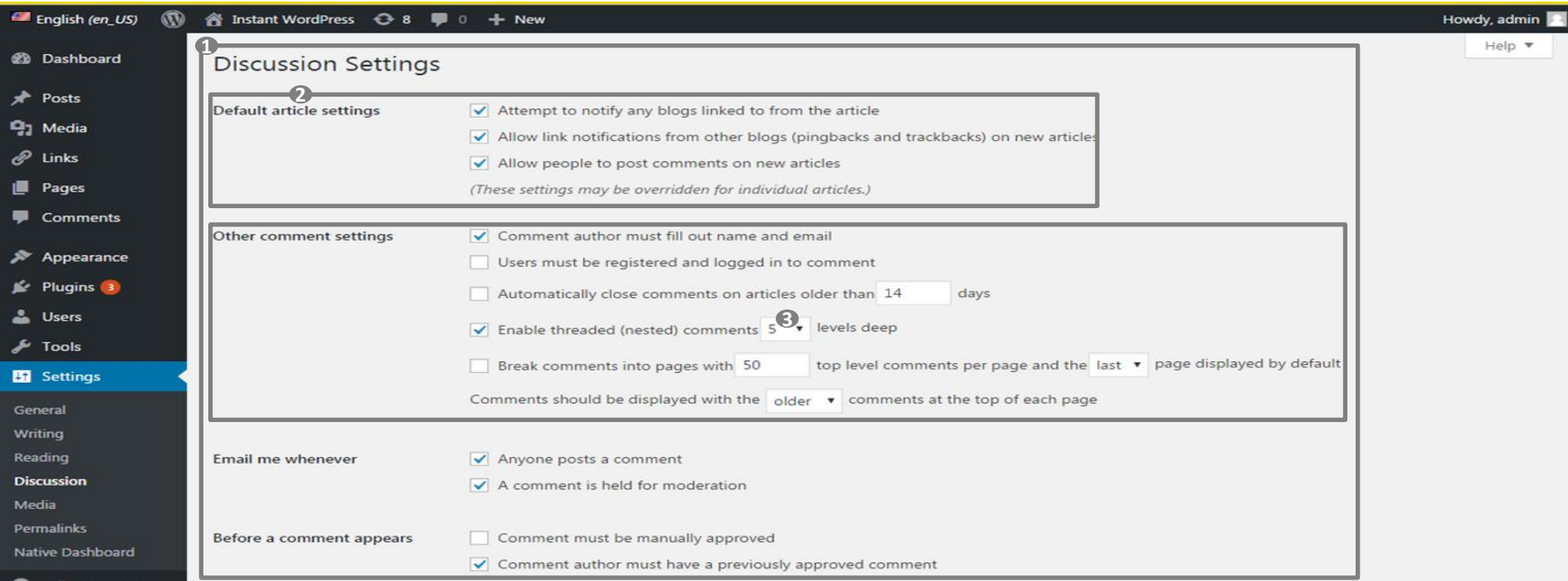
Password

- 1 Anteprima delle impostazioni di Scrittura sul sito
- 2 Possibilità di selezionare la Categoria di default per gli Articoli
- 3 Possibilità di impostare formato del Post e Categoria del Link



The screenshot shows the WordPress dashboard with the 'Reading Settings' page open. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins (3), Users, Tools, and Settings. The 'Settings' menu is expanded, showing sub-menus for General, Writing, Reading, Discussion, Media, Permalinks, and Native Dashboard. The 'Reading Settings' page is highlighted with a blue bar. The main content area is titled 'Reading Settings' and contains several sections: 'Front page displays' with radio buttons for 'Your latest posts' (selected) and 'A static page (select below)', and dropdown menus for 'Front page:' and 'Posts page:'. 'Blog pages show at most' and 'Syndication feeds show the most recent' both have input fields set to '10'. 'For each article in a feed, show' has radio buttons for 'Full text' (selected) and 'Summary'. 'Search Engine Visibility' has a checkbox for 'Discourage search engines from indexing this site' which is unchecked. A 'Save Changes' button is at the bottom. Numbered callouts 1-4 point to the title, the 'Front page displays' section, the input fields for 'Blog pages' and 'Syndication feeds', and the 'Search Engine Visibility' section respectively.

- 1 Anteprima delle impostazioni di Lettura del sito
- 2 Impostazione del tipo di Home Page da mostrare (ultimi articoli o pagina statica da selezione)
- 3 Possibilità di selezionare il numero di articoli da mostrare sul Blog e nel Feed RSS
- 4 Impostazione della visibilità sui motori di ricerca (indicizzazione)



English (en_US) Instant WordPress 8 0 + New Howdy, admin Help

Dashboard Posts Media Links Pages Comments Appearance Plugins 3 Users Tools Settings

1 Discussion Settings

2 Default article settings

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks) on new articles
- Allow people to post comments on new articles

(These settings may be overridden for individual articles.)

Other comment settings

- Comment author must fill out name and email
- Users must be registered and logged in to comment
- Automatically close comments on articles older than days
- Enable threaded (nested) comments **3** levels deep
- Break comments into pages with top level comments per page and the page displayed by default

Comments should be displayed with the comments at the top of each page

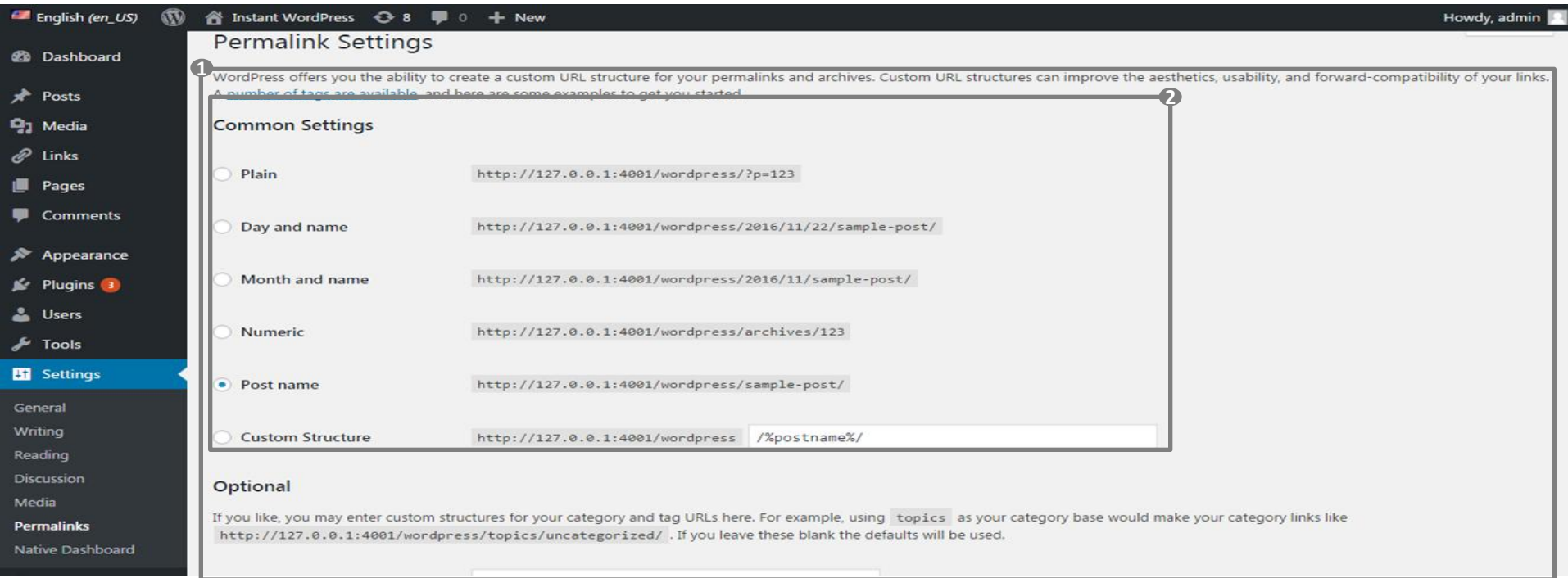
Email me whenever

- Anyone posts a comment
- A comment is held for moderation

Before a comment appears

- Comment must be manually approved
- Comment author must have a previously approved comment

- 1 Anteprima delle impostazioni di Discussione sul sito
- 2 Impostazioni per il monitoraggio dei link in ingresso e dei commenti sui nuovi articoli
- 3 Impostazioni per la pubblicazione di nuovi commenti



English (en_US) Instant WordPress 8 0 + New Howdy, admin

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A number of tags are available, and here are some examples to get you started.

Common Settings

- Plain `http://127.0.0.1:4001/wordpress/?p=123`
- Day and name `http://127.0.0.1:4001/wordpress/2016/11/22/sample-post/`
- Month and name `http://127.0.0.1:4001/wordpress/2016/11/sample-post/`
- Numeric `http://127.0.0.1:4001/wordpress/archives/123`
- Post name `http://127.0.0.1:4001/wordpress/sample-post/`
- Custom Structure `http://127.0.0.1:4001/wordpress /%postname%/`

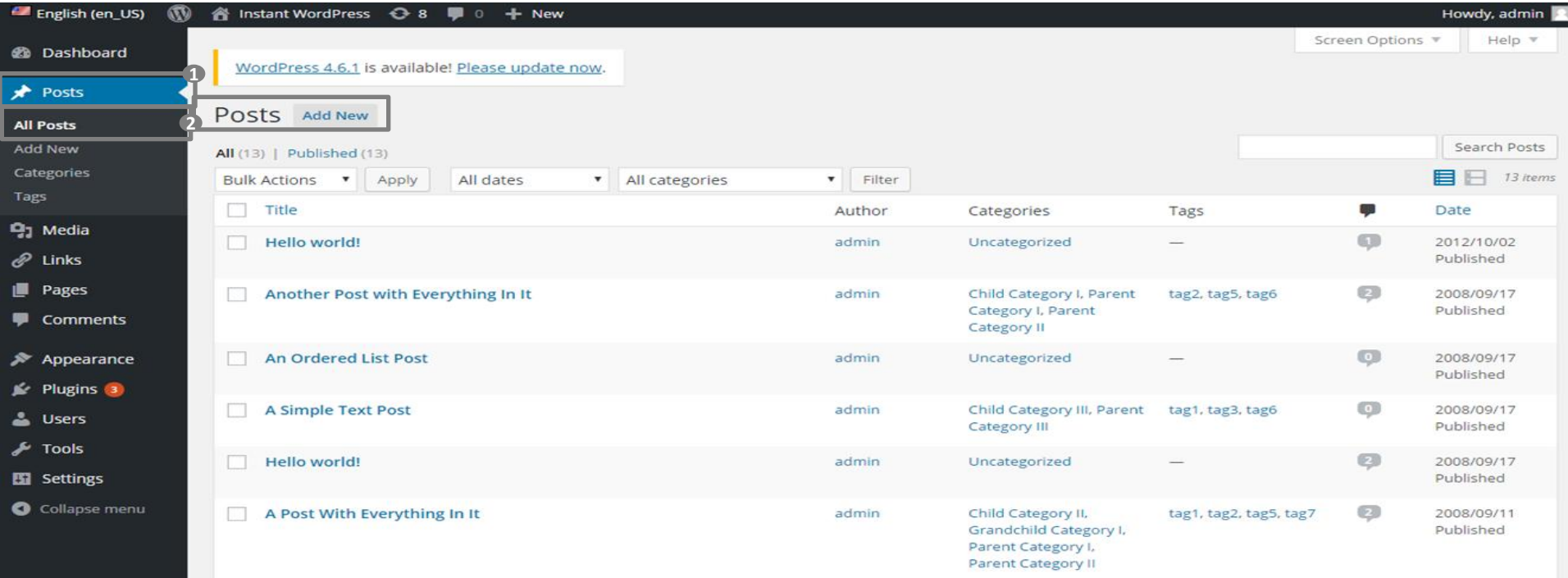
Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `http://127.0.0.1:4001/wordpress/topics/uncategorized/`. If you leave these blank the defaults will be used.

- 1 Antepima delle impostazioni dei Permalink
- 2 Selezione delle impostazioni di visualizzazione dei permalink

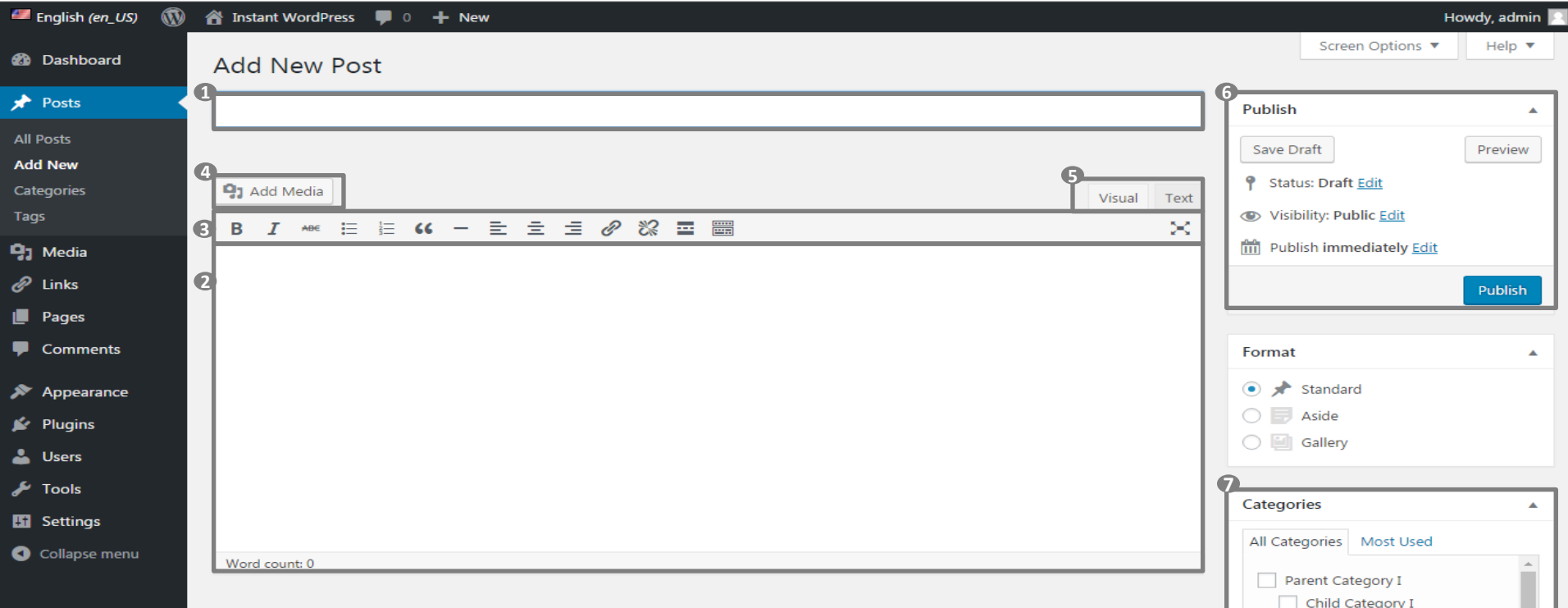


Content Management



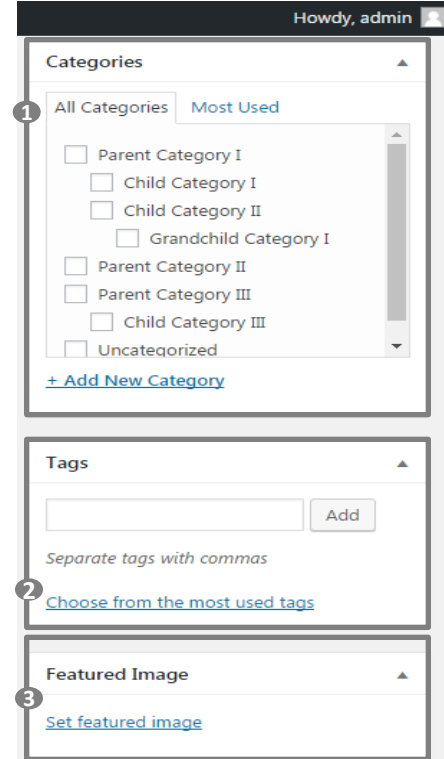
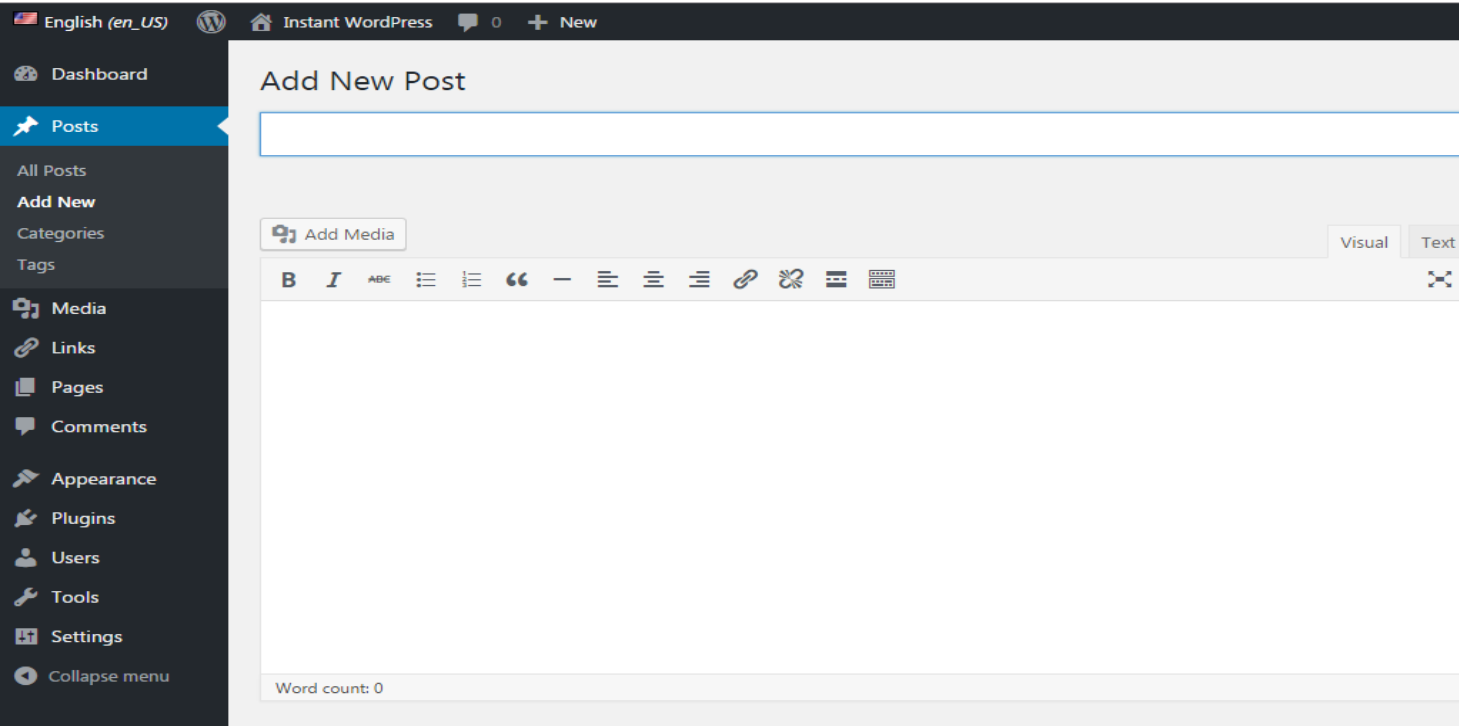
The screenshot shows the WordPress dashboard interface. The top navigation bar includes the language 'English (en_US)', the site name 'Instant WordPress', and the user name 'Howdy, admin'. The left sidebar menu is visible, with 'Posts' selected and 'Add New' highlighted. A notification banner at the top indicates 'WordPress 4.6.1 is available! Please update now.' The main content area displays a list of posts with columns for Title, Author, Categories, Tags, and Date. The first post is 'Hello world!' by 'admin', published on 2012/10/02. The second post is 'Another Post with Everything In It' by 'admin', published on 2008/09/17. The third post is 'An Ordered List Post' by 'admin', published on 2008/09/17. The fourth post is 'A Simple Text Post' by 'admin', published on 2008/09/17. The fifth post is 'Hello world!' by 'admin', published on 2008/09/17. The sixth post is 'A Post With Everything In It' by 'admin', published on 2008/09/11.

- 1 Click on Posts (left menu)
- 2 Click on Add New

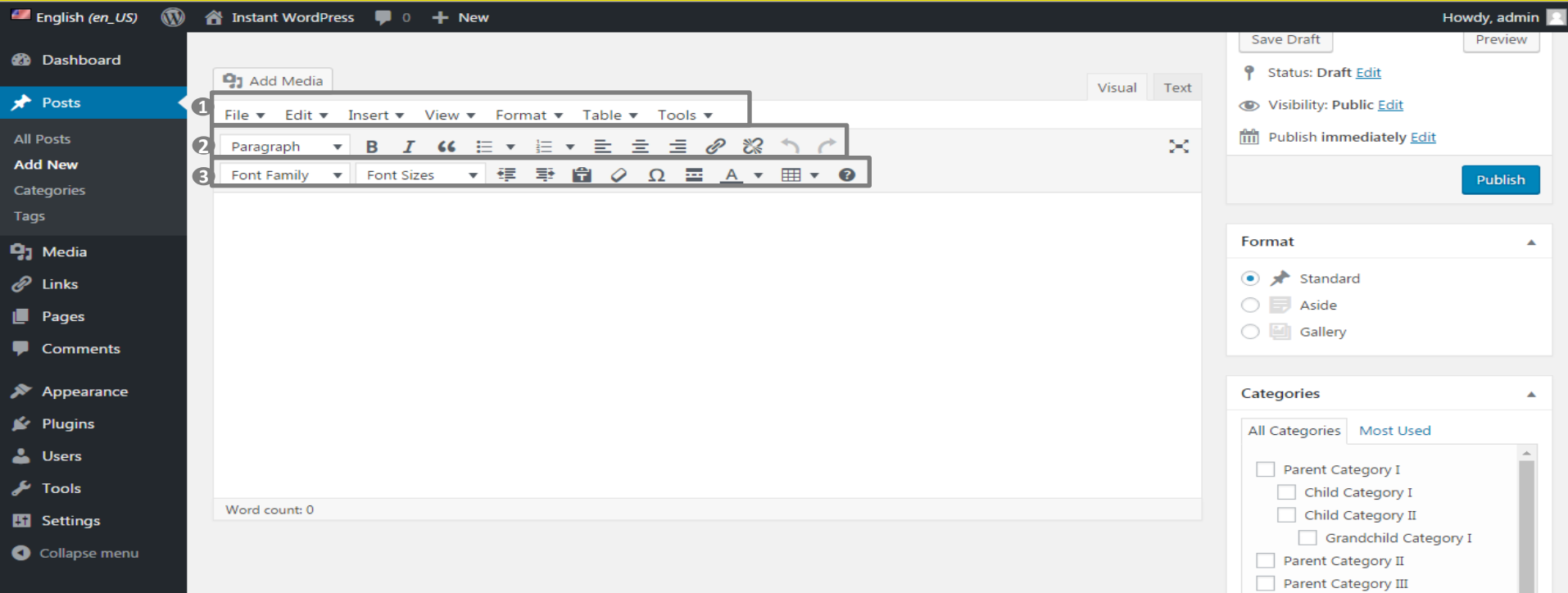


The screenshot shows the WordPress 'Add New Post' interface. The left sidebar contains navigation options like Dashboard, Posts, All Posts, Add New, Categories, Tags, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Add New Post' and features a large text box (2) for writing, an 'Add Media' button (4) above it, and a rich text editor toolbar (3) with options for Bold, Italic, Underline, Bulleted List, Numbered List, Quote, Undo, Redo, Link, Unlink, Table, and Table of Contents. The toolbar also includes 'Visual' and 'Text' view toggles (5). The right sidebar contains publishing settings (6) such as 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish immediately', along with a 'Publish' button. Below this is the 'Format' section with radio buttons for 'Standard', 'Aside', and 'Gallery'. At the bottom right is the 'Categories' section (7) with tabs for 'All Categories' and 'Most Used', and checkboxes for 'Parent Category I' and 'Child Category I'. The top of the interface shows the user 'Howdy, admin' and 'Screen Options' and 'Help' menus.

- 1 Post Title
- 2 Text Box
- 3 Editor format/stye button
- 4 Add Media button
- 5 Visual or HTML view
- 6 Publishing setting



- 1 Category selection (1 per post)
- 2 Tags adding
- 3 Featured Image selection



- 1 Editor Menu bar to Edit, Insert, View, etc
- 2 Enriched tab with improve format
- 3 Enriched tab to enrich content and style



SEO Writing

Element	Purpose/Style	Tips
Title	Clear and short sentence about content	Maximum 65 characters Use important keyword
Canonical URL	URL to give Search Engine instruction about content	Remove stop words (preposition, conjunction, etc)
Heading	A concise sentence used to introduce post topic and intrigue reader	Use H2 Maximum 2 rows
Corpus	Lenght can change on the base of topic, but it should not be too short	Use bold type to emphasize important sentences or words Use italic type for quote sentences (if quote tool not available on menu) Not less than 300 words, space included Use important and relevant keywords
Paragraphs	Inner titles used to introduce and emphasize specific arguments inside main post topic	Use H3
Link	Link to internal or external contents, used to give more info or support content topic	Use Title Href meta tag
Image	One or more pictures should be used to lighten reading process, support text concept and match Search Engine rules (balance: Text 70% - Image 30%)	Minimum 1 image as Thumbnail preview (Featured Image) Use big size image (1200x800px) to match Social Media preview standard Use ALT Img meta tag Use .png or .jpg file formats Use important keyword



[Tabella Editoriale](#)



[Piano sinottico](#)




[Calendario Mensile](#)

Traipier.com: The Trailer of your Trip

La piattaforma dedicata alla promozione turistica che ti permette di guardare l'anteprima del tuo viaggio.

Semplicemente per uscire con gli amici o la tua metà? E quella festa di paese o quella sagra che ti affascina tanto? Quanti di voi prima di partire o di visitare un luogo non si è documentato su internet con YouTube web videos e guide? Lo dimostra a tutte queste domande è in una sola parola: **Traipier.com** la piattaforma web interamente dedicata alla promozione turistica attraverso un **format video tipo Trailer** della durata circa di 3 minuti (il cui nome deriva dall'unione delle due parole **Trip** e **Trailer** e da qui **Trailer of your Trip**) che rende accessibile la realizzazione di campagne video a un decimo del costo medio attuale di mercato. Fondata da quattro giovani: un comunicatore, un sales manager, un senior developer e un videomaker che lavorano ai progetti interamente online da Milano, Roma e Bari. Una Start-up che nasce, vive e si sviluppa sempre ed esclusivamente online, attualmente con una versione Beta, dando la possibilità agli utenti di lasciare feedback volti a in modo da poterne migliorare il servizio e l'esperienza. Ma pare che ci siano tutti i presupposti per diventare il primo motore di ricerca social dedicato alla promozione video nel territorio.



Travelling to Italy: Our Guide to 'beauty'

Come funziona? Traipier mette in contatto chi propone un'esperienza e chi ne fa richiesta. Il format è studiato allo scopo di promuovere in modo low cost, attraverso un **Video** e 9 diverse categorie (Patrimonio Italiano e Italia, Ricettività, Orientamento giovane e medio, Bismarckio, Cultura, Turismo e Tradizioni, Sportivo e Avventura, Luoghi dello spirito, Festival, Sagre & Events). Un Traipier ha all'interno elementi di intersezione, elementi grafici, elementi musicali, elementi editoriali, sottotitoli in inglese e soprattutto permette di far vedere in anteprima il video di un possibile viaggio. Traipier.com diventa quindi un contenitore di esperienze proposte all'utente attraverso video HD realizzati da Videomaker esperti, collaborando nel settore di **Video Marketing Turistico**.

Un servizio nel servizio, come lo definiscono i quattro addetti ai lavori, con la disponibilità di un Codice Uniback che permette di far visualizzare il video anche su siti personali, siti di settore, blog e soprattutto su **Linked Social Media**, su cui anche sono presenti.

Le prime piccole vittorie sono già arrivate. Una collaborazione consolidata da qualche mese con **2000.it**, portale di notizie italiane per le mete di divertimento, e la stipula di un contratto di collaborazione con il **Pubblinter Italia EXPO2015** per mostrare in anteprima tutte le esperienze nascoste del territorio italiano che ha come prima tappa il Monferrato.

Quando esibirvi com'è, arrivato il momento di smettere di sognare ai occhi aperti, i trailer di Traipier vi porteranno nei luoghi dove la mente arriva solo con l'immaginazione scatenando la voglia di scoprire di città, tradizioni, eventi e locali che avreste sempre voluto vedere, che non conoscete o che parlate nel cuore... in pad!

Per non perderla che pianifichiamo il nostro viaggio

Maria Costacci

Tags: expo2015 traipier traipier viaggio videomarketing turistico video video

Traipier.com: The Trailer of your Trip

Titolo

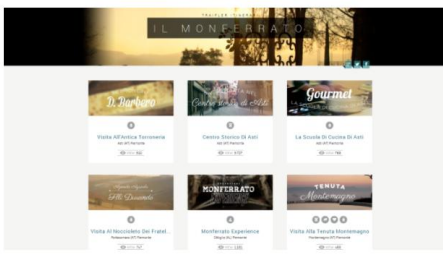
La piattaforma dedicata alla promozione turistica che ti permette di guardare l'anteprima del tuo viaggio.

Attacco
frase che introduce il brano

S tai programmando una vacanza? Cerchi un locale particolare per il tuo evento speciale o semplicemente per uscire con gli amici o la tua metà? E quella festa di paese o quella sagra che ti affascina tanto? Quanti di voi prima di partire o di visitare un luogo non si è documentato su internet con YouTube web videos e guide? Lo dimostra a tutte queste domande è in una sola parola: **Traipier.com** la piattaforma web interamente dedicata alla promozione turistica attraverso un **format video tipo Trailer** della durata circa di 3 minuti (il cui nome deriva dall'unione delle due parole **Trip** e **Trailer** e da qui **Trailer of your Trip**) che rende accessibile la realizzazione di campagne video a un decimo del costo medio attuale di mercato. Fondata da quattro giovani: un comunicatore, un sales manager, un senior developer e un videomaker che lavorano ai progetti interamente online da Milano, Roma e Bari. Una Start-up che nasce, vive e si sviluppa sempre ed esclusivamente online, attualmente con una versione Beta, dando la possibilità agli utenti di lasciare feedback volti a in modo da poterne migliorare il servizio e l'esperienza. Ma pare che ci siano tutti i presupposti per diventare il primo motore di ricerca social dedicato alla promozione video nel territorio.

Corpus del testo

- lunghezza variabile in base al tema
- grassetto per passaggi salienti
- corsivo le citazioni o anglismi
- paragrafi intermedi
- link interni o esterni



Multimedia

- Immagine
- Video
- Audio