



Sunday August 20, 2006

## Classes in blogging, Web design offered

*Editor's note: This will be a regular feature highlighting some of the classes offered by Danville-Boyle Community Education.*

### **Blogging basics**

Liz Maples is a journalist who likes to embrace technology. That's one reason she blogs, but there are many circumstances that merit using the venue.

"There are a lot of reasons why people can blog. If they went on a trip, they can make a travel journal. If they're in college and they're busy, they can make a blog and then they won't have to send mass e-mails.

Genealogy research is another reason to do it. Even if you're just wanting to journal, it's a good reason to do it," Maples says.

Even the simple pleasures in life are worth blogging about. Maples recently filmed herself making an apple strudel with "Blue Bird Tattoo" by Circle Link playing in the background. Then, she posted the video on her blog at [www.lizany.blogspot.com/](http://www.lizany.blogspot.com/).

Maples will teach others how to blog, which includes writing in short form, and how to post pictures or videos.

The class will be 6-8 p.m. Sept. 6 with the location to be decided. The cost is \$11, and the instructor is Liz Maples

### **Web Page Design**

Cherie Carroll has lost track of the number of Web sites she has designed since she began in 1997.

"I don't even have a clue," says the Stanford woman who operates [www.Kywebmaster.com](http://www.Kywebmaster.com). She will share her expertise in classes offered by Danville-Boyle Community Education.

She does know the names of some of her biggest clients. They include the Lincoln County Chamber of Commerce and one that encompasses the City of Liberty, Casey County government, the Casey County Chamber of Commerce and the Casey County Economic Development Authority.

Some people don't realize the value of having a Web site.

"I had a couple of clients stop their service and come back in a couple of months and say, 'We need this.'"

Carroll thinks people can pick up the basics of Web design. After all, she taught herself.

"Some university had tutorials online," she says.

One of the things she prides herself on is that she hand-codes the sites.

"Most people use a program," she says, noting that most Web site designers don't know how to hand-code.

Another area of focus is search engine optimization, which determines the likelihood of a Web site appearing when people search for a related topic.

"If I make your Web site and it doesn't do anything, you've paid for nothing," she says.

The Lincoln Chamber site is an example of her success in this area. In 2004, it had 4,275 visitors and 17,000 page views.

Already in 2006, it had 6,503 visitors and 63,000 page views.

Knowing goals for a Web site is important.

"People don't realize that planning for a Web site is the hardest part - what they want it to be and where they want it to go."

Carroll feels qualified to teach because she homeschools her children. Her 22- and 24-year-old children no longer live at home, but she still is teaching her 11-, 15- and 17-year-old children.

The class is 7-9 p.m. Sept. 5, 13 and 20 in the Argo McClure building on the Kentucky School for the Deaf campus. The cost is \$30 and the instructor is Cherie Carroll.

*Copyright: The Advocate-Messenger 2006*