

La teva web personal o blog

Daniel Ruiz

Barcelona 2015

```
<link rel="alternate" media="only screen and (max-width: 640px)" href="http://m.nike.com/es/es_es/" />
```

```
<link rel="stylesheet" type="text/css" media="screen" href="http://store.nike.com/es/es_es/style.css?assets=nike, jQuery, nike.nsgInit, polyfills, nike.ScriptLoader, nike.EventBus, nike.page.OneNikeShell, nike.page.OneNikePageLayout, nike.fon shared.desktop.CookieSettings, nike.style.exp.exp- desktop, nike.exp.util.shared.base.TextReplacement, nike.exp.global.CookieSettingsCheck, nike.exp.global.CookieSettingsHandler&assetType: fe55dd" />
```

```
<link rel="stylesheet" type="text/css" media="screen" href="http://store.nike.com/es/es_es/style.css?assets=nike.exp.pdp.desktop.MiniPdpShell&loaded=nike, jQuery, nike.nsgInit, polyfills, nike.ScriptLoader, nike.EventBus, nike.page.OneNikeS olyfill, nike.exp.global.Ad, nike.exp.util.shared.desktop.CookieSettings, nike.style.exp.exp- desktop, nike.exp.util.shared.base.TextReplacement, nike.exp.global.CookieSettingsCheck, nike.exp.global.CookieSettingsHandler&assetType: fe55dd" />
```

```
<link href="http://content.nike.com/etc/designs/nike/colors.css?buildRev=fc923273a607dfc767ef55ad31dfa8385afe55dd" rel="stylesheet" />
```

```
<link href="http://content.nike.com/etc/designs/nike/pes/nike.tesla.footer.min.css?buildRev=fc923273a607dfc767ef55ad31dfa8385afe55dd" rel="stylesheet" />
```

```
<link href="http://content.nike.com/etc/designs/nike/colors.min.css?buildRev=fc923273a607dfc767ef55ad31dfa8385afe55dd" rel="stylesheet" />
```

```
<link href="http://content.nike.com/etc/designs/nike/ui/v4/nike.tesla.shared.min.css?buildRev=fc923273a607dfc767ef55ad31dfa8385afe55dd" rel="stylesheet" />
```

```
<link href="http://content.nike.com/etc/designs/nike/one-nike/nike.tesla.one-nike.min.css?buildRev=fc923273a607dfc767ef55ad31dfa8385afe55dd" rel="stylesheet" />
```

```
<script type="text/javascript" src="http://store.nike.com/es/es_es/NikeScriptManager.js?assets=nike, jQuery, nike.nsgInit, polyfills, nike.ScriptLoader, nike.EventBus, nike.page.OneNikeShell, nike.page.OneNikePageLayout, nike.fon shared.desktop.CookieSettings, nike.style.exp.exp- desktop, nike.exp.util.shared.base.TextReplacement, nike.exp.global.CookieSettingsCheck, nike.exp.global.CookieSettingsHandler&assetType: afe55dd"></script>
```

```
<script type="text/javascript" src="//tags.tiqcdn.com/utag/nike/main/prod/utag.js"></script>
```

```
</head>
```

```
<body class="exp-extended-nav">
```

Índex

- Per què he de tenir una web personal?
- Presència online
 - About.me
 - Strikingly.com
 - Flavors
- Blogs personals
 - Blogger de Google
 - WordPress



Presència online



Web personal. Motius

- Reputació online
- Buscar feina
- Ego personal
- Per “existir” online
- Per aprendre
- Compartir aficions i coneixements
- Altres

Materials necessaris

Necessitem tenir totes les eines i materials a punt i preparades

- Presentació
- Biografia complerta i actualitzada
- Una bona fotografia o dues
- Relació de links, correus,...



IMG_3451.JPG



IMG_3453.JPG



IMG_3454.JPG



IMG_3455.JPG

Serveis web gratis

Algunes de les diverses plataformes on poder contruir el nostre web absolutament gratis

- [About.me](#)
- [Strikingly.com](#)
- [Flavors.me](#)

About.me

about.me


Log In

The Big Picture of You

Make a beautiful page and inspire people to connect with you.

Join for FREE

or continue with...

 Facebook

 Twitter



Christopher Rampey

AS SEEN IN:

The New York Times

BUSINESS INSIDER

TechCrunch

CNN

About.me

We believe that you should own your own identity. That your identity should be both projected and protected. It should encompass the different facets of your life. It should be portable and universally accessible. And most importantly, it should be easy to create and manage.

About.me

about.me

Enter an interest, place, organization, or name



Discover

Claim your name!

Log In

LANE WOOD

CMO, Humin

[Email Me](#)

I help build good companies.
Chief Marketing Officer at Humin.
Proud Warby Parker + charity: water alum.

San Francisco, CA
 Humin, Warby Parker, charity: water

[Follow](#)

[medium.com](#)



My Collections

<http://about.me/clickultor>

Strikingly

LOG IN



strikingly

GORGEOUS, MOBILE-FRIENDLY WEBSITES IN MINUTES.
GRAB YOURS.



First Name

Email

Password

GET STARTED. IT'S FREE!

OR

SIGN UP WITH FACEBOOK!

By continuing, you agree to Strikingly's [Terms of Service](#) and [Privacy Policy](#).

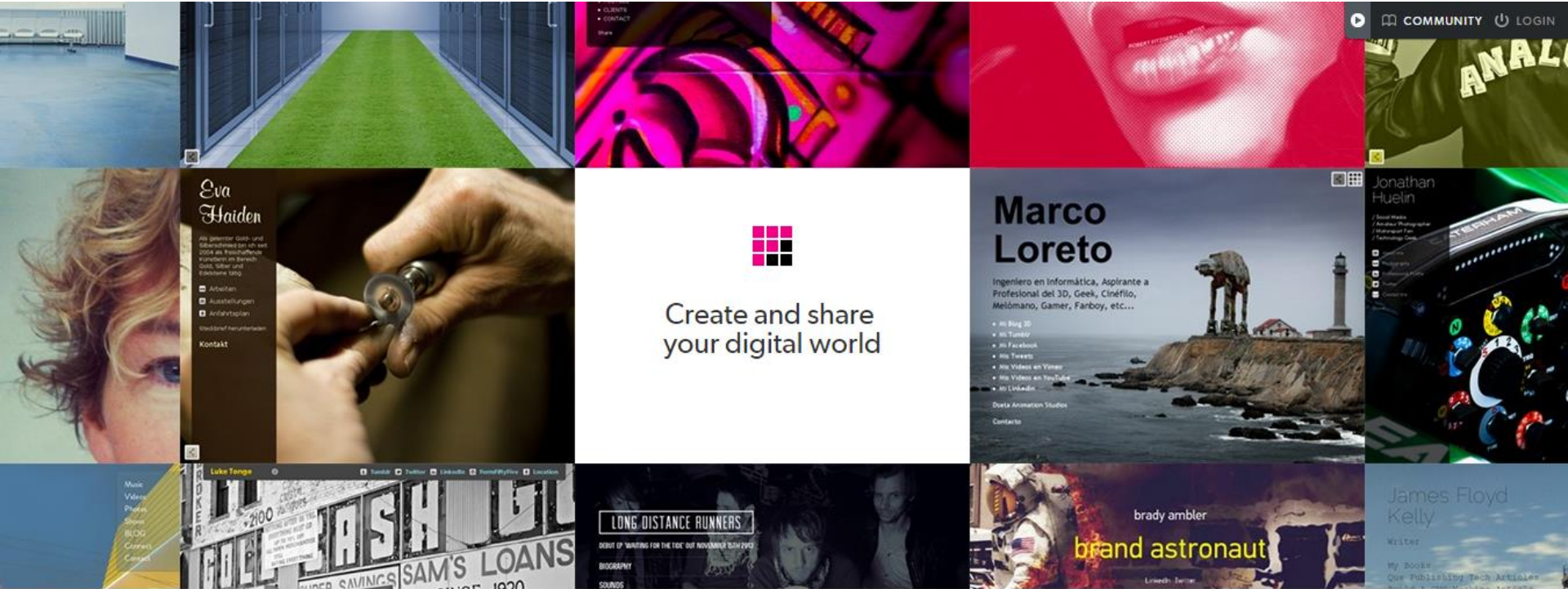
OR SCROLL DOWN



TO LEARN MORE!

<http://viajes-con-ninos.strikingly.com/>

Flavors



Create a gorgeous **free website** in minutes, bringing together your social media updates, photos, videos and more into a unified web presence.

Get started for free

Flavors

Welcome!

This panel displays information about your page, links to services & external websites. You can edit the information, page name, new background images, content and loads more with the editing panel on the right of the screen.

Make as many changes as you like but remember to save your page by signing up to Flavors for free.



Let's get started!


1 Using the Edit Panel: To Start editing your page, why not edit the page title and write a little about yourself?

Just head to the About Section, select Information and then you can change your page's basic details.


2 Sign-up to save your page: It's really easy to save your page, just sign-up and you'll be able to pick-up where you left off and add more content to your page.

Need more help?

✓ SIGN-UP LOGIN COMMUNITY ? HELP


 Save
Sign-up to save your page


ABOUT

 Information
Write a short bio or description

 Contact
Allow visitors to get in touch

 Links (0)
Display links to external sites

 Share
Allow people to share your site

 Footer
Toggle and position footer

 Favicon
Upload a custom browser icon

CONTENT

DESIGN

MOBILE

PROMOTE

Blogs personals

BLOG



Blogs personals

- Permeten un major control i elecció en aspectes com el disseny, continguts i també modificacions en l'estructura i la part més tècnica.
- Complexitat relativa

Sistemes CMS

Si volem engegar un blog personal hi ha plataformes gratuïtes molt interessants.

S'anomenen blogs o també CMS (Content Management System)

- Blogger de Google
- Wordpress.com i .org

Blogger

The screenshot shows the Blogger website's 'Create your Blog Now' page. The browser window title is 'Blogger: Create your Blog Now -- FREE - Mozilla Firefox'. The page features the Blogger logo and a sign-in section with fields for 'Username:' and 'Password: (?)', a 'SIGN IN' button, and a 'Remember me (?)' checkbox. Below this is a main content area with the heading 'What's a blog?' and a 'TAKE A QUICK TOUR' button. It lists four features: 'Publish thoughts', 'Get feedback', 'Post photos', and 'Go mobile'. To the right, it says 'Create a blog in 3 easy steps:' followed by a numbered list: '1 Create an account', '2 Name your blog', and '3 Choose a template'. A large orange arrow button says 'CREATE YOUR BLOG NOW'. Below this are sections for 'RECENT NEWS' (mentioning 'Blogger Mobile has launched!') and 'PRACTICING WHAT WE PREACH' (with a 'BUZZ' logo and text about 'Blogger Buzz'). The footer contains navigation links: 'Home | About | Buzz | Help | Developers | Gear | Privacy' and copyright information 'Copyright © 1999 - 2005 Google'. The address bar shows 'http://www.blogger.com/tour_pst.g'.

Blogger: Create your Blog Now -- FREE - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

 **Blogger**

Already have an account? Sign in:

Username: Password: (?)

Remember me (?)

What's a **blog**?

 **Publish**
thoughts

 **Get**
feedback

 **Post**
photos

 **Go**
mobile

Create a **blog** in **3** easy steps:

- 1 Create an account
- 2 Name your blog
- 3 Choose a template

A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**.

RECENT NEWS

Blogger Mobile has launched! Create and update your blog by sending a message from your mobile phone to go@blogger.com. [Check it out, there's even a jingle!](#)
Posted 5 May 2005 (by Biz.)

PRACTICING WHAT WE PREACH

 **Blogger Buzz** is where we post stuff that we feel like posting. You know, it's a blog.

[Home](#) | [About](#) | [Buzz](#) | [Help](#) | [Developers](#) | [Gear](#) | [Privacy](#) | Copyright © 1999 - 2005 Google

http://www.blogger.com/tour_pst.g

Blogger

- Per a blogs on no cal domini ni hosting.
Exemple: ELMEUBLOG.blogspot.com
- Ajuda per crear un blog i molta info útil en castellà a la pàgina oficial
<http://goo.gl/NpioDX>
- Una bona referència en castellà
<http://www.mamaquieroserblogger.com/>

WordPress

Crea tu nuevo sitio web gratis

WordPress.com es el mejor lugar
para tu blog personal o tu negocio.

escribe la dirección de tu nuevo sitio web .wordpress.com

Crear sitio web

WordPress



[Inicio](#) [Foros de soporte](#) [Guía de traductores](#) [Colabora](#) [Contacto](#)

¡Bienvenida! ¡Bienvenido!

¡Bienvenid@ a WordPress España!

WordPress es una avanzada plataforma semántica de publicación personal orientada a la estética, los estándares web y la usabilidad. **WordPress es libre** y, al mismo tiempo, **gratuito**.

Dicho de forma más sencilla, WordPress es el sistema que utilizas cuando deseas trabajar con tu herramienta de publicación en lugar de pelearte con ella.



Descargar

Aquí puedes descargar la versión completa de **WordPress en español de España**. Para instalarlo, sigue las instrucciones que encontrarás un poco más abajo.

También, si lo deseas, puedes descargar el paquete completo y usar solo el archivo de la traducción sobre una instalación en inglés. Para ello encontrarás el fichero 'es_ES.mo' que deberás subir a la carpeta '/wp-content/languages/' y, posteriormente, comprobar que en el fichero 'wp-config.php' de la carpeta raíz de tu instalación el siguiente valor está definido de este modo:

```
define ('WPLANG', 'es_ES');
```

[Descargar WordPress 4.1.1 .zip — 6.8 MB](#)

[Descargar .tar.gz — 6.3 MB](#)

Más opciones de descarga

- [Otros formatos de archivo](#)
- [Versiones anteriores](#)
- [Versiones Beta & RC](#)

Recursos

Para obtener ayuda con la instalación o el uso de WordPress, consulta nuestra documentación en

WordPress.com

- Wordpress.com per a blogs on NO cal domini ni hosting.
Exemple: ELMEUBLOG.wordpress.com
- Molta info als fòrums oficials
<http://es.forums.wordpress.com/forum/sopORTE>

WordPress.com

The screenshot shows the WordPress.com dashboard for a user named 'My WordPress Blog'. The browser address bar shows 'https://example.wordpress.com/wp-admin/index.php'. The dashboard is divided into several sections:

- Left Sidebar:** Contains navigation links for Dashboard, Home, Comments I've Made, Site Stats, Akismet Stats, My Blogs, Blogs I Follow, Store, Posts, Media, Links, Pages, Comments, Feedbacks, Appearance, Users, Tools, and Settings.
- Dashboard Header:** Includes 'My WordPress Blog', 'New Post', 'Matt', 'Screen Options', and 'Help'.
- Right Now Section:** Displays site statistics:
 - CONTENT:** 292 Posts, 2 Pages, 2 Categories, 361 Tags.
 - DISCUSSION:** 1,008 Comments, 1,008 Approved, 0 Pending, 0 Spam.
- Theme:** Ryu with 2 Widgets.
- Akismet:** 68,445 spam comments protected, 34 comments in spam queue.
- STORAGE SPACE:** 54,272MB Space Allowed, 590.47MB (1%) Space Used.
- Stats:** A bar chart showing site activity over time.
- QuickPress:** A form for creating a new post with fields for title, tags, and buttons for 'Add Media', 'Add Poll', 'Add Contact Form', 'Save Draft', 'Reset', and 'Publish'.
- What's Hot:** A section for trending content with tabs for 'WordPress.com News', 'Top Blogs', 'Top Posts', and 'Latest'. It lists several news items like 'DaddyBloggers in the Spotlight: A Father's Day Roundup'.

WordPress.org

- Wordpress.org s'usa com a software en pàgines web (blogs, tendes online, fòrums,..)
Exemple: Viajares.es
- Necessitem tenir
 - Domini o nom web .com .es .cat
 - Hosting o allotjament
 - Instal·lar wordpress

WordPress.org

The screenshot shows the WordPress dashboard interface. At the top, the browser address bar displays 'Daniel Ruiz' and the page title 'Tauler'. The dashboard is organized into several sections:

- Ara mateix (Right Now):** Shows 8 articles and 4 pages. A message indicates that Akismet has protected the site from 13 spam comments, with 7 more in the queue.
- Activitat (Activity):** Lists recent publications with dates and times, such as '20 de/d' gener de 2015, 13:35'.
- Esborrany ràpid (Quick Draft):** A form for creating a new post, including fields for 'Títol' and 'Què teniu al cap?'. A 'Desa l'esborrany' button is visible.
- Esborrany (Drafts):** Lists saved drafts with titles like 'Com crear una contrasenya segura' and dates.
- Notícies del WordPress (WordPress News):** Features a news item about 'WordPress 4.1.1 Maintenance Release' dated 18 de febrer de 2015.

The left sidebar contains navigation links for 'Pàgina d'inici', 'Actualitzacions', 'Jetpack', 'Entrades', 'Mèdia', 'Pàgines', 'Comentaris', 'Opinions (en anglès)', 'Aparença', 'Extensions', 'Usuaris', 'Eines', 'Paràmetres', 'SEO', 'Wordfence', and 'Redueix el menú'. The top right corner includes 'Opcions de pantalla' and 'Ajuda' menus.

WordPress

- 101 trucos per crear un blog
<http://www.blogpocket.com/2015/01/26/como-se-crea-un-blog-101-trucos-herramientas-consejos/>
- Casi todo lo que se de WordPress de Pedro Santos
<https://www.host-fusion.com/blog/casi-todo-lo-que-se-de-wordpress/>

Gràcies!



Daniel Ruiz

- Contacte: clickultor@gmail.com
- LinkedIn: <http://es.linkedin.com/in/danielruizpallach/>
- Editor del blog danielruiz.info Viajares.es
- Twitter: [@viajar](https://twitter.com/viajar) [@clickultor](https://twitter.com/clickultor)