

Blog Design and Setup

Blogs (Web logs) have become recent additions to the Internet marketing model. These unique conversational formats are unlike that of Web sites and can create a more intimate bond between the publisher and reader. Blogs can be used to improve communications with customers and can be a great feature to keep content fresh.

TNT Creative assists organizations by developing and designing Wordpress blogs to promote services and the agency mission, as well as the thoughts of leaders behind those efforts. Our team works cooperatively with our client partners to guide them through best practices, corporate policies, editorial calendars and resource commitments. By implementing open source Wordpress solutions, TNT Creative provides the interactive strategy, technology, creative and project management necessary to deploy a successful blog.

What is Wordpress?

WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing and with fewer users than you can count on your fingers and toes. Since then it has grown to be the largest self-hosted blogging tool in the world, used on hundreds of thousands of sites and seen by tens of millions of people every day.

WordPress was born out of a desire for an elegant, well-architected personal publishing system built on PHP and MySQL and licensed under the GPL. It is the official successor of b2/cafelog. WordPress is fresh software, but its roots and development go back to 2001. It is a mature and stable product. We hope by focusing on user experience and web standards we can create a tool different from anything else out there.

2005 was a very exciting year for WordPress, as it saw the release of our 1.5 version which was downloaded over 900,000 times, the start of hosted service WordPress.com to expand WP's reach, the founding of Automattic by several core members of the WP team, and finally the release of version 2.0.

Complimentary Consultation

If you're interested in exploring a content management system for your organization, building a website or need any other marketing services, please drop us an email for a complimentary consultation at info@tntcreative.com