

Welcome To

# Virtual Marketing

# Blueprint

Rei Rockstars

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## Virtual Marketing Experts



Dani Lynn

Flip

Rei Rockstars

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## Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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## Pre-Work for Session 1

### Developing Your Niche

**Prior to the start of this session, you should have completed the following tasks:**

- 1) Defined Your Business Mission
- 2) Defined Your Target Audience
- 3) Identified Your Audience Mindset

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## Virtual Marketing Blueprint

### Module 1 Website Building

#### Objectives:

- 1) Choosing Dynamic Domains
- 2) Buying Your Domain(s)
- 3) Setting Up Your Web Host Server
- 4) Installing Your Website Framework



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## Virtual Marketing Blueprint

### Module 1 Website Building

#### Objectives:

-  **1) Choosing Dynamic Domains**
- 2) Buying Your Domain(s)
- 3) Setting Up Your Web Host Server
- 4) Installing Your Website Framework



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# Introduction to Domains

## Choosing Dynamic Domains

***What Is A Domain?***

The web is the busiest place we know today, with millions of websites now available online.

A key success factor used by website owners to compete for our attention and gain traffic to their website is their website name, i.e. their domain.

Objective 1 Choosing Dynamic Domains

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# Introduction to Domains

## Choosing Dynamic Domains

***Why Are Domains So Important?***

Search Engine Optimization (SEO) Factors

- 1) Keyword Ranking**
- 2) Stay Ahead of Your Competition**
  - Age of Domain
  - Keyword in Domain Name

Objective 1 Choosing Dynamic Domains

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Step 1

# Niche

Objective 1 Choosing Dynamic Domains

## Developing Your Niche

***What is Your Niche?***

Example:  
**Selling Un-sellable Houses to  
Un-loanable Buyers**

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Step 2

# Target Market

Objective 1 Choosing Dynamic Domains

## Developing Your Niche

***Who Is Your Target Market?***

Example:  
**Sellers Who Have Little To No Equity  
Buyers Who Can't Get Loans**

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Step  
3

Location

Objective 1 Choosing Dynamic Domains

### Developing Your Niche

*Are You Targeting A Specific Location?*

Example:

## Greater Austin Area



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Step  
4

Start your “keyword” list by writing down your target market’s problems, goals, and what you think they are typing into search engines to find answers.

Objective 1 Choosing Dynamic Domains

Examples for Sellers Fears/Frustrations:

- How Do I Avoid Foreclosure
- How Do I Do A Short Sale
- How Do I Sell An Upside Down House
- My House Is Worth Less Than I Owe

Examples for Buyers Goals/Dreams:

- How Do I Find Owner Finance Homes
- How Do I Find Rent to Own Homes



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Step 5

Go to [www.google.com](http://www.google.com) and type into the search field your keywords and phrases one at a time. Start listing what other keywords or phrases that the intuitive Google search brings up. Add those keywords or phrases to your list.

**Objective 1** Choosing Dynamic Domains

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Step 6

Once you've selected one of the keywords to search, scroll down to the bottom of Google and look at the "Searches related to \_\_\_\_" for more keyword phrases. Write down all relevant phrases in your master keyword list!

[How to Sell Your House Quickly | Sustainable Personal Finance](#)  
[sustainablepersonalfinance.com/how-to-sell-your-house-quick...](http://sustainablepersonalfinance.com/how-to-sell-your-house-quick...) - Canada +7

Mar 10, 2011 – If you want advice on How to **Sell Your House Quickly** this is a great place to start. We **sold** our home in less than 4 weeks.

[Sell My House Fast | How To Sell Your House Quick](#)  
[www.getmyhomesvalue.com/sell-my-house-fast-selling-quick/](http://www.getmyhomesvalue.com/sell-my-house-fast-selling-quick/) +7

How to **Sell Your House** – Methods in **Selling a House Fast**, Getting a Realtor to **Sell Your House Fast**, Answers on How Do I **Sell My House Fast**? ...

[Please Sell My House Fast - We Close in 7 Days - Express ...](#)  
[www.expresshomebuyers.com/](http://www.expresshomebuyers.com/) +7

We will **sell** your home **fast**, and you won't pay closing costs. Get a fresh start and move on with your life, all within 7 days with Express Homebuyers.

**Searches related to sell house fast**

[dump this house today show](#)    [quick sale](#)  
[options for selling your house](#)    [make your house sell fast](#)  
[we buy houses](#)    [ways sell house fast](#)  
[get rid your house](#)

**Objective 1** Choosing Dynamic Domains

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**Step 7** Go to <https://adwords.google.com/select/KeywordToolExternal>. Type in your keywords and phrases one at a time. Enter Captcha phrase, and click "Search".

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**Step 8** Make notes next to each keyword or phrase about the competition and monthly search numbers.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
save your home	Low	18,100	14,800
how to save your home from foreclosure	High	720	590
how to save your home	Low	18,100	14,800
save your home from foreclosure	High	720	590
saving your home from foreclosure	High	91	91
save my home	Medium	14,800	9,900
how to save your house from foreclosure	High	590	590
save my home az	Low	720	720
saving your home	Medium	2,400	1,600

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Step 9
Highlight all keyword combinations that have low or medium competition.  
Rank the number of searches per month from most to least.

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC	Ad Share	Search Share	Local Search Trends
your home							
<input type="checkbox"/> ☆ obama save your home	High	110	110	\$3.05	-	-	
<input type="checkbox"/> ☆ saving your house from foreclosure	High	91	91	\$4.46	-	-	
<input type="checkbox"/> ☆ make your home affordable	Medium	880	720	\$1.75	-	-	
<input type="checkbox"/> ☆ hud	Low	3,350,000	1,500,000	\$0.85	-	-	
<input type="checkbox"/> ☆ foreclosure help	High	33,100	27,100	\$7.08	-	-	
<input type="checkbox"/> ☆ save homes	Low	27,100	14,800	\$3.25	-	-	
<input type="checkbox"/> ☆ home saving	Low	165,000	74,000	\$3.65	-	-	
<input type="checkbox"/> ☆ save house	Low	368,000	90,500	\$3.95	-	-	
<input type="checkbox"/> ☆ home loan foreclosure	Medium	6,600	5,400	\$6.52	-	-	
<input type="checkbox"/> ☆ save my home law group	High	58	58	\$5.09	-	-	
<input type="checkbox"/> ☆ help for homeowners	High	14,800	12,100	\$3.69	-	-	
<input type="checkbox"/> ☆ stop foreclosure on your home	High	260	210	\$6.07	-	-	

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Objective 1 Choosing Dynamic Domains

Step 10
Evaluate your notes and choose the keyword combinations you want to use for your domain(s).

**Tips:**

1. Sort the list starting with low competition and look for the highest # of searches.
2. Sort the list with medium competition and look for the highest # of searches.
3. **\*\*Never stop adding to your keyword list!**  
These will be a constant reference for many different things. The more you have & use, the easier it is to dominate the competition.

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Objective 1 Choosing Dynamic Domains

# Virtual Marketing Blueprint

## Module 1 Website Building

### Objectives:

- 1) Choosing Dynamic Domains
- ➔ 2) **Buying Your Domain(s)**
- 3) Setting Up Your Web Host Server
- 4) Installing Your Website Framework



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Step  
1

Go to the VMB Membership site and click "Get Domains Here". This link is in the resources section or the bottom of every page under "Visit Our Friends".

Objective 2 Buying Your Domain

LOOKING FOR SOMETHING?	VISIT OUR FRIENDS!	LOGIN STATUS
<p>Use the form below to search the site:</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input style="width: 100%;" type="text" value="Search"/> </div> <p>Still not finding what you're looking for? Drop a comment on a post or contact us so we can take care of it!</p>	<p>A few highly recommended friends...</p> <div style="border: 2px solid #e67e22; padding: 2px; display: inline-block; margin-bottom: 5px;"> <a href="#" style="color: #0056b3; text-decoration: none;">Get Domains Here</a> </div> <p style="margin: 0;"><a href="#" style="color: #0056b3; text-decoration: none;">Web Hosting</a></p>	<p>You are not currently logged in.</p> <p>Username: <input style="width: 80%;" type="text" value="admin"/></p> <p>Password: <input style="width: 80%;" type="password" value="....."/></p> <p><input type="checkbox"/> Remember Me</p> <p><input type="button" value="LOGIN"/></p> <p style="margin-top: 5px;">» Register</p> <p style="margin-top: 5px;">» Lost your Password?</p>

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2 **Step 2**

Enter your domain name in the search field , and click "GO" to verify availability of your desired domain name.

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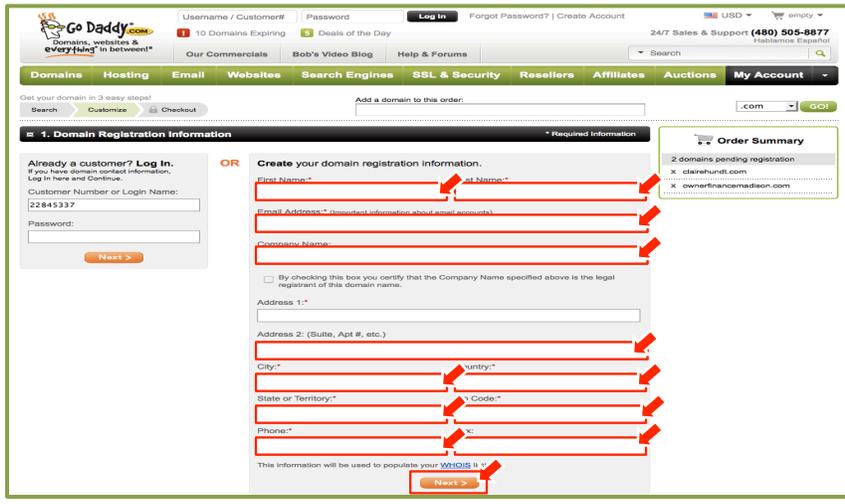
3 **Step 3**

If your domain name is available, click "Continue to Registration", and an additional pop up screen will appear offering you add on items, click "No Thanks" (unless you want those add on domains).

Objective 2 Buying Your Domain

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Step 4
Start the registration process by entering your first and last name\*, email, company name, address\*, city\*, state\*, zip\*, phone\* and fax number, and click "Next". (\* required information)



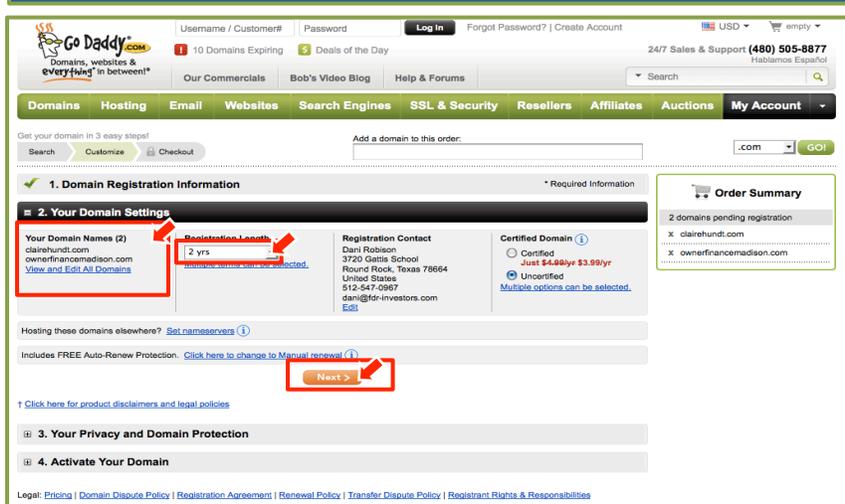
The screenshot shows the GoDaddy domain registration interface. The '1. Domain Registration Information' section is active. It includes a 'Log In' option for existing customers and a 'Create your domain registration information' form. The form fields are: First Name\*, Last Name\*, Email Address\*, Company Name\*, Address 1\*, Address 2\*, City\*, State or Territory\*, Code\*, and Phone\*. A 'Next >' button is at the bottom of the form. An 'Order Summary' on the right shows '2 domains pending registration' for 'clairehundi.com' and 'ownerfinancemadison.com'.

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Objective 2 Buying Your Domain

Step 5
Select the length of time you would like to register your domain name, and click "Next".



The screenshot shows the GoDaddy domain registration interface at step 2. The '2. Your Domain Settings' section is active. It shows 'Your Domain Names (2)' with a list of domains. The 'Registration Length' is set to '2 yrs'. The 'Registration Contact' information is displayed. The 'Certified Domain' section shows 'Certified' selected with a price of '\$4.99/yr' and 'Uncertified' at '\$3.99/yr'. A 'Next >' button is at the bottom of the form.

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**Step 6** Select a registration package, and click "Next".

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**Step 7** You will be provided with several purchasable options for your domain, so select the options you would like to purchase, and click "Next".

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Step 8
Review your shopping cart for accuracy, and click "Continue to Checkout".

Cart
Login
Payment
Confirmation

Add a domain to my order:  
 .com GO!

**Customer: New Account**  
If you want to login, [click here](#)

The customer information on this order will be used as the registrant/contact information and will be listed in the public [WHOIS](#) directory. This information can be changed in your account after checkout.

**Review Your Shopping Cart:**

Product	Rate/Discount Price	Total
<b>SELLHOUSENOWAUSTIN.COM</b> Quantity: 1 domain COM Domain Name Registration - 1 Year (recurring)* Sku: 101-1	\$11.99	\$12.17* <small>(includes ICANN fee)</small>

**Domain Details**

Term: 1 Year  Upgrade to 5-yr registration! [Why?](#)

Registration Type:  Public  Private \$6.99/yr! **SAVE \$3.00!** [Why Private?](#) (i)

[Delete](#)

**Add these matching domains** [Why?](#)

- SELLHOUSENOWAUSTIN.NET SALE! \$9.99\*
- SELLHOUSENOWAUSTIN.ORG SALE! \$6.99\*
- ON SALE! SELLHOUSENOWAUSTIN.INFO \$0.49

**Order Summary**

**Cart Subtotal** \$12.17

[Enter Promo or Source Code](#)

---

**Order Total** \$12.17

**Round up for Charity.**  
Round your order up by 83 cents and we'll match it, giving \$1.66 to the charity you select! [Details](#)

Continue to Checkout

Empty Cart

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Objective 2 Buying Your Domain

Step 9
Enter your required Account Information which includes first and last name, address, city, state, zip code, country, and work phone.

Cart
Login
Payment
Confirmation

**Already a Customer? Log in.**

Customer Number or Log In Name:  Password:  Log In

**Or, Create a New Account**

**1. Account Information**

Account Type:  Business  Personal  Both

Receive a monthly summary of my account:  Yes  No

First Name:  Last Name:

Address:

City:  State/Territory or Province: Texas

Zip Code:  Country: United States

Organization:

Work Phone:  Ext:

Home Phone:  Fax Number:

Gender: No Response Birthday (m/d/yy): MM/DD/YY

Currency Preference: United States Dollar \$

**2. Log In Information** \* Required Information

Log In ID:

Password:  Confirm Password:

Password Hint:  Call-In-PIN:

Email:  [Privacy Policy](#) Confirm Email:

**3. How did you hear about us?**

TV - Superbowl  
 TV - Indy Race  
 TV - Major League Baseball  
 TV - NASCAR  
 TV - Extreme Sports  
 TV - College Football  
 Print Ad (magazine, newspaper, etc)  
 Search Engine  
 Media/News Story (PR, news, etc)  
 I am already a current customer  
 Billboard

TV - Rugby  
 TV - Other  
 TV - Mixed Martial Arts  
 TV - Soccer/European Football  
 TV - NFL  
 TV - Poker  
 Social Media (Twitter, Facebook, etc)  
 Radio  
 Referred by someone/friend  
 Other

Continue to Checkout

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Objective 2 Buying Your Domain

**Step 10**

**Enter your required Log In Information which includes a log in ID, and create and confirm your password, enter a password hint and call in PIN, enter and confirm your email address.**

Cart
Login
Payment
Confirmation

**Already a Customer? Log in.**

Customer Number or Log In Name:  Password:  Log In

**Objective 2 Buying Your Domain**

**Or, Create a New Account**

**1. Account Information**

Account Type:  Business  Personal  Both  
 Receives a monthly summary of my account:  Yes  No

First Name:  Last Name:

Address 1:

Address 2:

City:  State/Territory or Province:

Zip Code:  Country:

Organization:

Work Phone:  Ext:

Home Phone:  Fax Number:

Gender:  Birthday (mo/day):

Currency Preference:

**2. Log In Information**

Log In ID:

Password:  Confirm Password:

Password Hint:  Call-in-PIN:

Email:  Confirm Email:

[Privacy Policy](#)

**3. How did you hear about us?**

<input type="radio"/> TV - Superbowl	<input type="radio"/> TV - Rugby
<input type="radio"/> TV - Indy Race	<input type="radio"/> TV - Other
<input type="radio"/> TV - Major League Baseball	<input type="radio"/> TV - Mixed Martial Arts
<input type="radio"/> TV - NASCAR	<input type="radio"/> TV - Soccer/European Football
<input type="radio"/> TV - Extreme Sports	<input type="radio"/> TV - NFL
<input type="radio"/> TV - College Football	<input type="radio"/> TV - Poker
<input type="radio"/> Print Ad (magazine, newspaper, etc)	<input type="radio"/> Social Media (Twitter, Facebook, etc)
<input type="radio"/> Search Engine	<input type="radio"/> Radio
<input type="radio"/> Media/News Story (PR, news, etc)	<input type="radio"/> Referred by someone/Friend
<input type="radio"/> I am already a current customer	<input type="radio"/> Other
<input type="radio"/> Billboard	

Continue to Checkout

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**Step 11**

**Before clicking on "Continue to Checkout" make sure you scroll down to #4 and select what emails or mobile messages you want to receive from Go Daddy. Once finished, then click "Continue to Checkout".**

**2. Log In Information**

Log In ID:

Password:  Confirm Password:

Password Hint:  Call-in-PIN:

Email:  Confirm Email:

[Privacy Policy](#)

**Objective 2 Buying Your Domain**

**3. How did you hear about us?**

<input type="radio"/> TV - Indy Race	<input type="radio"/> TV - NFL
<input type="radio"/> TV - NASCAR	<input type="radio"/> TV - College Football
<input type="radio"/> TV - College Basketball	<input type="radio"/> TV - Mixed Martial Arts
<input type="radio"/> TV - Other	<input type="radio"/> TV - Soccer/European Football
<input type="radio"/> TV - Poker	<input type="radio"/> TV - Extreme Sports
<input type="radio"/> TV - Major League Baseball	<input type="radio"/> TV - Superbowl
<input type="radio"/> Print Ad (magazine, newspaper, etc)	<input type="radio"/> Social Media (Twitter, Facebook, etc)
<input type="radio"/> Search Engine	<input type="radio"/> Radio
<input type="radio"/> Media/News Story (PR, news, etc)	<input type="radio"/> Referred by someone/Friend
<input type="radio"/> I am already a current customer	<input type="radio"/> Other
<input type="radio"/> Billboard	

Continue to Checkout

**4. Stay informed and SAVE BIG**

**I want to receive emails about:**

Non-promotional notices that deal with changes to your domain(s), account or other services  Yes  No

Offers from us related to your purchase  Yes  No

**May we also...**

Contact you via text message of renewal notices, product information or special offers on your mobile devices? (standard charges apply)  Yes  No

Contact you via U.S. Mail with your service renewal notice and other special offers?  Yes  No

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Step 12

Click "use account information" which will pre-fill billing information, then enter your credit card number, name on card, card type, expiration date, and click "PLACE ORDER NOW".

Step 13

Click "My Account".

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Step 13

Click "My Account".

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Step 14
Click "Please Log In".

Domains
Hosting
Email
Websites
Search Engines
SSL & Security
Resellers
Affiliates
Auctions
My Account

My Account
Account Summary
Password Retrieval
Account Settings
My Products
My Renewals
My Upgrades

Manage Renew Upgrade

**MY PRODUCTS**

Domains / Domain Manager

Free Products

**MY ACCOUNT**

**MY RENEWALS & UPGRADES**

**MY SELLING LIST**

Selling

Sold

Didn't Sell

Pending

**MY BIDDING LIST**

Watching

Bidding

Multi-Bid

Won

Didn't Win

**RECOMMENDED PRODUCTS**

Web Site Hosting

WebSite Tonight®

Email

Search Engine Visibility

## Welcome to Account Manager!

To view account details, [please log in.](#)

**Account Alerts (1)** [View All](#)

Take a short customer survey. [Get Started!](#)

MY DOMAINS
View all in domain manager

Domains

Transfer

Auctions

My Bids

Search Domains:  GO

To view your domains, [please log in.](#)

MY PRODUCTS

By Product Type

To view your products, [please log in.](#)

Objective 2 Buying Your Domain

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Step 15
Keep this page open while you open a new window, and go to your VMB Membership area.

Domains
Hosting
Email
Websites
Search Engines
SSL & Security
Resellers
Affiliates
Auctions
My Account

My Account
Account Summary
Password Retrieval
Account Settings
My Products
My Renewals
My Upgrades

Manage Renew Upgrade

**MY PRODUCTS**

Domains / Domain Manager

Free Products

**MY ACCOUNT**

**MY RENEWALS & UPGRADES**

**MY SELLING LIST**

Selling

Sold

Didn't Sell

Pending

**MY BIDDING LIST**

Watching

Bidding

Multi-Bid

Won

Didn't Win

**RECOMMENDED PRODUCTS**

## DANIELLE ROBISON

Customer Number:

[Update Security Settings](#)

[Contact Support](#)

**Account Alerts (1)** [View All](#)

Take a short customer survey. [Get Started!](#)

MY DOMAINS
View all in domain manager

Domains

Transfer

Auctions

My Bids

Search Domains:  GO

My Domains	Expiration	Privacy	Associated Products	Email	Domain Diagnostics
<a href="#">SELLHOUSENOWAUSTIN.COM</a>	11/28/2012	No <a href="#">Add</a>	None <a href="#">Add</a>	None <a href="#">Add</a>	<a href="#">Score domain</a>

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## Virtual Marketing Blueprint

### Module 1 Website Building

#### Objectives:

- 1) Choosing Dynamic Domains
- 2) Buying Your Domain(s)
- ➔ **3) Setting Up Your Web Host Server**
- 4) Installing Your Website Framework



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## Introduction to Web Host Servers

### Setting Up Your Web Host Server

#### ***What Is A Web Host Server?***

This is a place that will store all of your websites content and make it available on the world wide web.

Objective 3 Setting Up Your Host Server

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**Step 1**

Go to the VMB Membership site and click "Web Hosting". This link is in the resources section or the bottom of every page under "Visit Our Friends".

**Objective 3 Setting Up Your Host Server**

**LOOKING FOR SOMETHING?** Use the form below to search the site:

Search

Still not finding what you're looking for? Drop a comment on a post or contact us so we can take care of it!

**VISIT OUR FRIENDS!** A few highly recommended friends...

Get Domains Here

**Web Hosting**

**LOGIN STATUS** You are not currently logged in.

Username: admin

Password: .....

Remember Me

LOGIN

» Register

» Lost your Password?

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**Step 2**

Once you arrive at the home page of Host Gator, Click on View Web Hosting Plans

**Objective 3 Setting Up Your Host Server**

HostGator  
Toll Free: 1.866.96.GATOR  
Local: 1.713.574.5287  
Now hosting over 7,000,000 domains!

HOME WEB HOSTING RESELLER HOSTING VPS HOSTING DEDICATED SERVERS SUPPORT AFFILIATES

**Unlimited Web Hosting**  
Web Hosting made EASY and AFFORDABLE!

- UNLIMITED Disk Space
- UNLIMITED Bandwidth
- FREE SiteBuilder (Try Demo)
- FREE Control Panel (cPanel)
- 1-CLICK Script Installs
- 4,500 Free Website Templates
- 99.9% Uptime Guarantee
- 45 Day Money Back Guarantee
- 100% Uptime Guarantee
- \$100 Google AdWords Credit

Now 20% OFF!

STARTING AT \$3.96\*/mo

**VIEW WEB HOSTING PLANS**

**Reseller Hosting**  
Make money with your own web hosting business!  
STARTING AT \$19.96\*/mo  
WHM  
**VIEW RESELLER PLANS**

**VPS Hosting**  
Get dedicated functionality without the expense!  
STARTING AT \$15.96\*  
First Month  
VIRTUOZZO  
**VIEW VPS PLANS**

**Dedicated Servers**  
Feel the power and flexibility of a HostGator dedicated server!  
STARTING AT \$139\*  
First Month  
D-ELL  
**VIEW DEDICATED PLANS**

**Creating a new website?**  
Get started building your website in 3 easy steps:  
1 Login to SiteBuilder (View Demos)  
2 Select a website template & add content  
3 Publish to your web hosting account

**Coming from another host?**  
We know how difficult it can be moving to another web host.  
- Free Domain Transfer!  
- Free File Transfers!  
- Free Database Transfers!  
- Free Script Transfers!  
We handle the transfer process for you! [View Details](#)

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Step  
3

Select the Plan you want  
(Baby Plan has unlimited domains), and  
click "ORDER NOW".



The screenshot shows the HostGator website's hosting plan selection page. At the top, there's a navigation bar with links like HOME, WEB HOSTING, RESELLER HOSTING, etc. Below that, a banner for 'Unlimited Web Hosting' features a 'Starting at \$3.96/mo' badge. The main content area displays three plans: Hatchling Plan (starting at \$3.96/mo), Baby Plan (starting at \$6.36/mo), and Business Plan (starting at \$10.36/mo). Each plan lists features like unlimited disk space and bandwidth. The Baby Plan is highlighted with a red box and a red arrow pointing to its 'ORDER NOW' button. Below the plans are sections for 'HostGator Control Panel' and 'Easy SiteBuilder', each with a 'TRY DEMO' button.

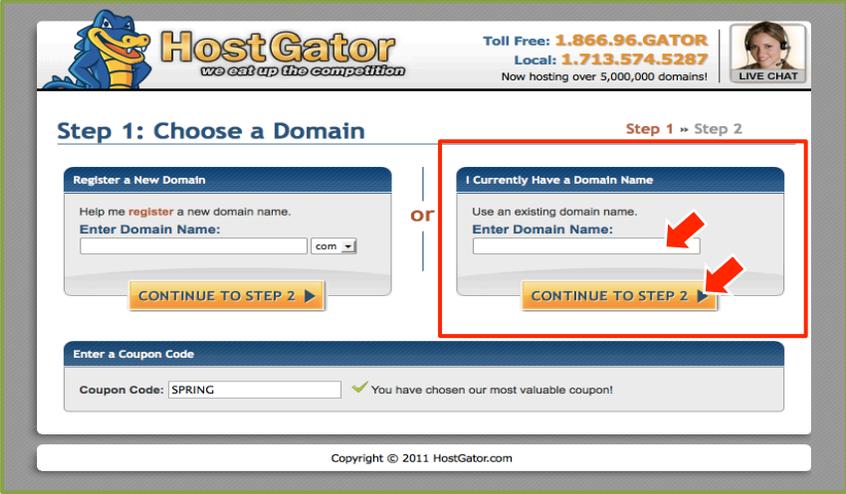
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Objective 3 Setting Up Your Host Server

Step  
4

Select, "I Currently Have a Domain Name",  
enter your domain name, and  
click "CONTINUE TO STEP 2".



The screenshot shows the 'Step 1: Choose a Domain' page on HostGator. It has two main options: 'Register a New Domain' and 'I Currently Have a Domain Name'. The 'I Currently Have a Domain Name' option is highlighted with a red box and two red arrows pointing to the 'Enter Domain Name' input field and the 'CONTINUE TO STEP 2' button. Below these options is a 'Coupon Code' section with the code 'SPRING' and a confirmation message: 'You have chosen our most valuable coupon!'. The page footer includes the copyright notice and the 'Rei Rockstars' logo.

Rei Rockstars

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Objective 3 Setting Up Your Host Server

Step  
5

Select your Billing Cycle Preference, create a username and security pin, and enter your Billing and Payment Information.

Objective 3 Setting Up Your Host Server



Step 2: Billing Information Step 1 → Step 2

Please confirm your hosting package information:

Package Type Hatchling	Billing Cycle 1 Month @ 7.16/mo 20.00 Percent OFF!
---------------------------	---

Please choose your account information:

Username	Security Pin
----------	--------------

Please enter your billing information:

Billing Information	Payment Information
---------------------	---------------------

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Step  
6

Scroll down to confirm information, and click "Create Account".

Objective 3 Setting Up Your Host Server

Please review the order details below:

24/7/365 Phone, Live Chat, Email Support	FREE!
Instant Account Activation	FREE!
Money Back Guarantee!	45 Days
Hosting	Baby
Package (1 Month Cycle)	\$ 9.95
Coupon Credit (SPRING   20.00 Percent OFF!)	\$ 1.99
Existing Domain (sellhousenowaustrin.com)	\$ 0.00
Setup Price	\$ 0.00
Texas Sales Tax (8.25%)	\$ 0.52
<b>Total Due:</b>	<b>\$ 8.48</b>

I have read and agree to the [terms and conditions](#) of use.

CREATE ACCOUNT

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21

Step  
7

**Check your email for all of your account and log in details.**

Objective 3 Setting Up Your Host Server



Toll Free: **1.866.96.GATOR**  
 Local: **1.713.574.5287**  
 Now hosting over 5,000,000 domains!



LIVE CHAT

**Thank You Philip Robison,**

An email will be sent shortly to danilynn@thereckstars.com containing the required information for using your Hosting Account.

Your reference number is



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Step  
8

**Make note of your nameservers, and go back to GoDaddy.com to redirect your nameservers.**

Objective 3 Setting Up Your Host Server

From: sales@hostgator.com  
 Subject: **HostGator.com :: Your Account Info**  
 Date: November 26, 2011 7:45:10 PM CST  
 To: Dani Lynn Robison  
 Reply-To: sales@hostgator.com

Hello Philip Robison,

Thank you for your order with [HostGator.com](http://HostGator.com)!

You can log into your billing account at <http://gbclient.hostgator.com/login>, using the email address we sent this email to, and the password

Shared Plan: Baby  
 Your Control Panel: <https://gator1840.hostgator.com:2083>  
 Username:  
 Domain: [sellhousenowaustin.com](http://sellhousenowaustin.com)  
 Password:  
 1st Nameserver: [ns3679.hostgator.com](http://ns3679.hostgator.com)   
 2nd Nameserver: [ns3680.hostgator.com](http://ns3680.hostgator.com)  
 Server IP: :

Visit the HostGator Knowledgebase and Video Tutorials section for solutions to commonly asked questions:  
<http://hostgator.com/>  
<http://www.hostgator.com/tutorials.shtml>



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9

**Make note of your nameservers and go back to GoDaddy.com to redirect your nameservers. Click on your domain name to access the diagnostics panel.**

Domains   Hosting   Email   Websites   Search Engines   SSL & Security   Resellers   Affiliates   Auctions   My Account

My Account
Account Summary
Password Retrieval
Account Settings
My Products
My Renewals
My Upgrades

**MANAGE**   Renew   Upgrade

**MY PRODUCTS**

Domains / Domain Manager

Free Products

**MY ACCOUNT**

**MY RENEWALS & UPGRADES**

**MY SELLING LIST**

Selling

Sold

Didn't Sell

Pending

**MY BIDDING LIST**

Watching

Bidding

Multi-Bid

Won

Didn't Win

**RECOMMENDED PRODUCTS**

## DANIELLE ROBISON

Customer Number: [REDACTED]

[Update Security Settings](#)

[Contact Support](#)

**Account Alerts (1)**   [View All](#)

Take a short customer survey. [Get Started!](#)

To activate, setup or manage your products, click the product name under "My Products" below. If you just purchased a product and do not see it listed, [click here to refresh your account.](#)

**MY DOMAINS**
[View all in domain manager](#)

Domains
Transfer
Auctions
My Bids

Search Domains:  GO

My Domains	Expiration	Privacy	Associated Products	Email	Domain Diagnostics
SELLHOUSENOWAUSTIN.COM	11/26/2012	No <a href="#">Add</a>	None <a href="#">Add</a>	None <a href="#">Add</a>	<a href="#">Score domain</a>

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Objective 3 Setting Up Your Host Server

10

**Click "Set Nameservers".**

All Domains
SELLHOUSENOWAUSTIN.COM
GO

Organize
Locking
Cash in
Upgrade
Renew
Forward
Contact
Nameservers
Account Change
Delete Selected

### Domain Information

Registered: 11/26/2011

Locked: Locked   [Manage](#)

Expires On: 11/26/2012   [Renew Now](#)   [Consolidate Now!](#)

Auto Renew: On   [Manage](#)

Extended Auto Renew: Off   [Get Extended Auto-Renew!](#)

Status: Active   [Refresh Page](#)

Authorization Code: [Send by Email](#)

Transfer locked until 1/26/2012: New domain registration

Forwarding: Off   [Manage](#)

### Domain Enhancements

Privacy: Off   [Learn More/Add](#)

Domain Ownership Protection: Off   [Learn More/Add](#)

Certified Domain: No certification   [Learn More/Add](#)

Domain Appraisals: No appraisals   [Learn More/Add](#)

Premium Listings: No premium listings   [Learn More/Add](#)

CashParking: Disabled   [Learn More/Add](#)

Business Registration: Off   [Learn More/Add](#)

### Nameservers

Nameservers: (Last update 11/26/2011)

NS73.DOMAINCONTROL.COM   [Set Nameservers](#)

NS74.DOMAINCONTROL.COM   [Manage DNS Records](#)

**DNS Manager**

DNS Manager: Available

IP: 68.178.232.100

CNAME: email.secureserver.net

CNAME: email.secureserver.net

CNAME: ftp

MX: mailstore1.secureserver.net

MX: smtp.secureserver.net

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Objective 3 Setting Up Your Host Server

Step 11

**Erase Nameserver 1 and enter the 1<sup>st</sup> Nameserver from your HostGator Account Info email. Erase Nameserver 2, and enter the 2<sup>nd</sup> Nameserver from your HostGator Account info email. Click "OK".**

**Click "OK" on Next Window.**

**Set Nameservers** \* Required

If you are hosting your Web site with us (you have a hosting account with us associated with this domain) or you want to Park or Forward your domain, we will automatically set your nameservers for you.

I want to **park** my domains.  
 I want to **forward** my domains.  
 I have a **hosting account** with these domains.  
 I have **specific nameservers** for my domains.

**Nameserver 1:** \* 
**Nameserver 2:** \* 
**Nameserver 3:** 
**Nameserver 4:**

[Add more](#) | [Manage DS Records](#)

OK [Cancel](#)

**Did You Know?**

Domains using our nameservers benefit from our worldwide DNS presence through Anycast DNS. [Learn More](#)

Objective 3 Setting Up Your Host Server

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Step 12

**Refer back to your HostGator Account info email, click the "Control Panel link", and make note of your username and password.**

From: sales@hostgator.com  
 Subject: [HostGator.com](#) :: Your Account Info  
 Date: November 26, 2011 7:45:10 PM CST  
 To: Dani Lynn Robison  
 Reply-To: sales@hostgator.com

---

Hello Philip Robison,

Thank you for your order with [HostGator.com](#)!

You can log into your billing account at <http://gbclient.hostgator.com/login>, using the email address we sent this email to, and the password

Shared Plan: Baby  
 Your Control Panel: <https://gator1840.hostgator.com:2083>  
 Username:  
 Domain: [sellhousenowaustin.com](#)  
 Password:  
 1st Nameserver: [ns3679\\_hostgator.com](#)  
 2nd Nameserver: [ns3680\\_hostgator.com](#)  
 Server IP: .

Visit the HostGator Knowledgebase and Video Tutorials section for solutions to commonly asked questions:  
<http://hostgator.com/>  
<http://www.hostgator.com/tutorials.shtml>

Objective 3 Setting Up Your Host Server

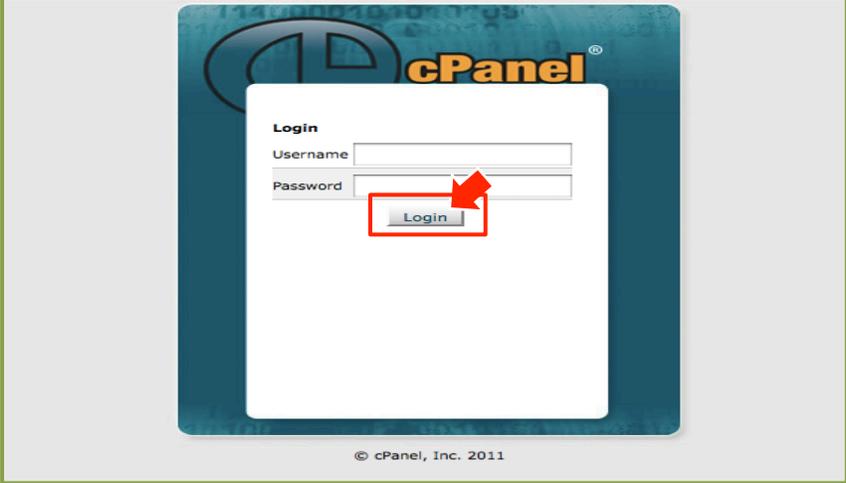
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**Step 13**

Enter your username, password, and click "Login".

**Objective 3 Setting Up Your Host Server**



© cPanel, Inc. 2011

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**Step 14**

At the Host Gator Control Panel, scroll down to the Software/Services section, and click "Fantastico De Luxe".

**Objective 3 Setting Up Your Host Server**



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Step 15
At the Fantastico home page, go to the left hand side of the screen, and click "WordPress".

**Objective 3 Setting Up Your Host Server**

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Step 16
At the WordPress home page click "New Installation".

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**Step 17a** Verify the installation domain and leave the Install in directory field blank, enter admin in the Administrator Username field, and create a password.

**Objective 3 Setting Up Your Host Server**

**Installation location**

**Install on domain**

**Install in directory**

Leave empty to install in the root directory of the domain (access example: http://domain/).  
Enter only the directory name to install in a directory (for **http://domain/name/** enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

**Admin access data**

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

**Base configuration**

Admin nickname

Admin e-mail (your email address)

Site name

Description

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**Step 17b** Enter an admin nickname, admin email, site name which is your domain name, description, and click "Install WordPress".

**Objective 3 Setting Up Your Host Server**

**Installation location**

**Install on domain**

**Install in directory**

Leave empty to install in the root directory of the domain (access example: http://domain/).  
Enter only the directory name to install in a directory (for **http://domain/name/** enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

**Admin access data**

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

**Base configuration**

Admin nickname

Admin e-mail (your email address)

Site name

Description

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Step  
18

Verify information, and click "Finish Installation".

Objective 3 Setting Up Your Host Server

Navigation

- Fantastico Home
- Control Panel Home

Blogs

- b2evolution
- Nucleus
- WordPress

Classifieds

- Noahs Classifieds

Content Management

- Drupal
- Geeklog
- Joomla 1.5
- Mambo
- PHP-Nuke

### WordPress

**Install WordPress (2/3)**

The MySQL database and MySQL user `flipper_wrdp1` will be created and used for this installation.

- You chose to install in the main directory of the domain [sellhousenowaustin.com](http://sellhousenowaustin.com/).
- The access URL will be: <http://sellhousenowaustin.com/>.
- There is already a file in this directory which might cause WordPress to not load properly. Click on "Finish Installation" to rename this file from filename.timestamp and complete the installation.

Click on [Finish installation](#) to continue.

Finish installation

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Step  
19

Make note of your full URL, your username and password to enter the admin area of your WordPress website. If you want details emailed to you as well, enter your email address, and click "Send E-mail". Then on the next window, click "Back to WordPress Overview".

Objective 3 Setting Up Your Host Server

Navigation

- Fantastico Home
- Control Panel Home

Blogs

- b2evolution
- Nucleus
- WordPress

Classifieds

- Noahs Classifieds

Content Management

- Drupal
- Geeklog
- Joomla 1.5
- Mambo
- PHP-Nuke
- phpWCMS
- phpWebSite
- Siteframe
- TYPO3
- Xoops
- Zikula

Customer Relationship

- Crafty Syntax Live Help
- Help Center Live
- osTicket
- PerIDesk
- PHP Support Tickets

### WordPress

**Install WordPress (3/3)**

/home/flipper/public\_html/wp-config.php configured  
/home/flipper/public\_html/data.sql configured

**Please notice:**

We only offer auto-installation and auto-configuration of **WordPress** but do not offer any kind of support.

You need a username and a password to enter the admin area. Your username is `admin`. Your password is `_____`. The full URL to the admin area (**Bookmark this!**): <http://sellhousenowaustin.com/wp-admin/>

**DO NOT REMOVE** the file named `fantastico_fileslist.txt` from the installation directory. It is used for uninstalling this application.

Back to WordPress overview

Email the details of this installation to:

Send E-mail

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## Virtual Marketing Blueprint

### Module 1 Website Building

#### Objectives:

- 1) Choosing Dynamic Domains
- 2) Buying Your Domain(s)
- 3) Setting Up Your Web Host Server

➔ **4) Installing Your Website Framework**



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## Introduction to WordPress

### Installing Your Website Framework

#### ***What Is WordPress?***

It's an Open Source CMS (Blog publishing application... a back office to your website that creates your website)

#### ***Why WordPress?***

It's a free website that's easy to use, manage, update, has a lot of free support, offers lots of "goodies" to make your website cooler as well as SEO Friendly.

Objective 4 Installing Your Website Framework

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**Step 1**

Type in your wp-admin URL into your web browser. Enter your username and password, and click "Log In".

**Objective 4** Installing Your Website Framework



Username

Password

Remember Me

Log In

[Lost your password?](#)

[← Back to sellhousenowAustin.com](#)

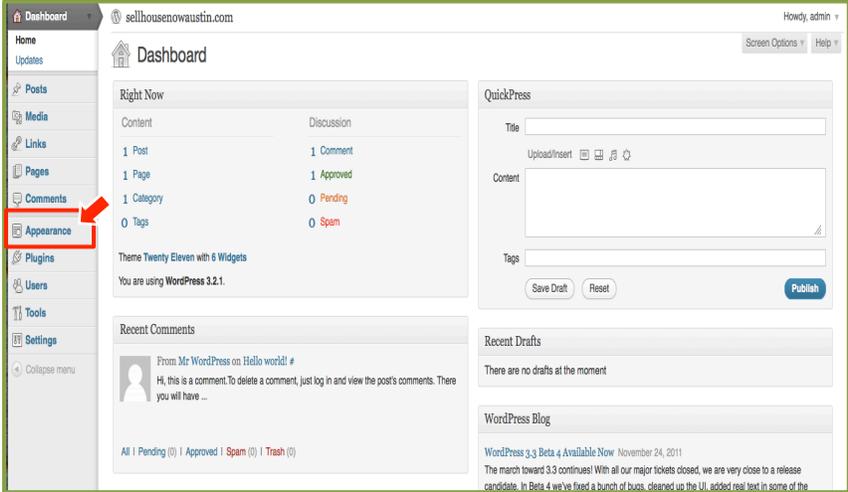
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**Step 2**

Click "Appearance".

**Objective 4** Installing Your Website Framework



Dashboard

sellhousenowAustin.com

Howdy, admin

Screen Options Help

Home

Updates

Posts

Media

Links

Pages

Comments

**Appearance**

Plugins

Users

Tools

Settings

Collapse menu

Dashboard

Right Now

Content	Discussion
1 Post	1 Comment
1 Page	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Theme Twenty Eleven with 6 Widgets

You are using WordPress 3.2.1.

Recent Comments

From Mr WordPress on Hello world! #

Hi, this is a comment. To delete a comment, just log in and view the post's comments. There you will have ...

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

QuickPress

Title

Upload/Insert

Content

Tags

Save Draft Reset Publish

Recent Drafts

There are no drafts at the moment

WordPress Blog

WordPress 3.3 Beta 4 Available Now November 24, 2011

The march toward 3.3 continues! With all our major tickets closed, we are very close to a release candidate. In Beta 4 we've fixed a bunch of bugs, cleaned up the UI, added real text in some of the

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Step 3
Click "Install Theme".

The screenshot shows the WordPress dashboard for 'mortgageassign.com'. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, and Appearance. Under 'Appearance', 'Themes' is selected. The main content area shows the 'Manage Themes' section with a search bar and an 'Install Themes' button highlighted in red. Below this, the 'Current Theme' section displays 'Graphene 1.5.4 by Syahir Hakim' with a description and a list of features. The 'Available Themes' section is partially visible at the bottom.

Step 4
Type in "Graphene" into the Search field, and then click "Search".

The screenshot shows the WordPress dashboard for 'sellhousenowatx.com'. The left sidebar is similar to the previous one. The main content area shows the 'Manage Themes' section with a search bar containing the text 'graphene'. The 'Search' button is highlighted in red. Below the search bar, there is a 'Feature Filter' section with various checkboxes for filtering themes by color, columns, width, features, and subject.

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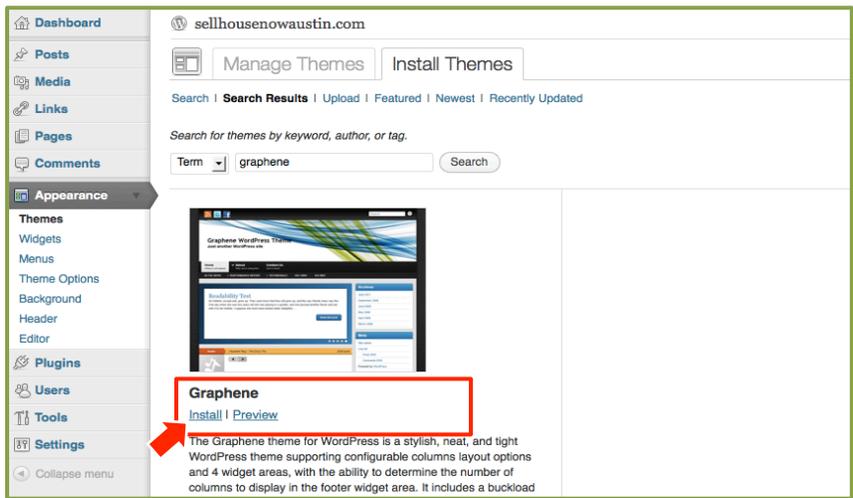
Objective 4 Installing Your Website Framework

Objective 4 Installing Your Website Framework

31

**Step 5** Click "Install".

**Objective 4** Installing Your Website Framework



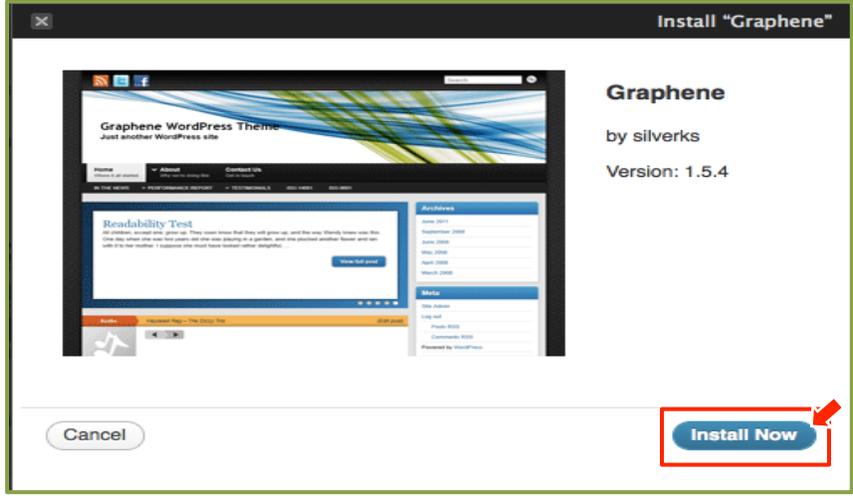
The screenshot shows the WordPress dashboard for 'sellhousenowaustin.com'. The left sidebar has 'Appearance' expanded to 'Themes'. The main content area shows 'Manage Themes' and 'Install Themes' tabs. A search for 'graphene' has been performed, and the 'Graphene' theme is listed with a red box around the 'Install' link. A red arrow points to the 'Install' link. Below the theme name, there is a description: 'The Graphene theme for WordPress is a stylish, neat, and tight WordPress theme supporting configurable columns layout options and 4 widget areas, with the ability to determine the number of columns to display in the footer widget area. It includes a backload'.

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**Step 6** Click "Install Now".

**Objective 4** Installing Your Website Framework



The screenshot shows the 'Install "Graphene"' dialog box. On the left is a preview of the theme. On the right, it says 'Graphene by silverks Version: 1.5.4'. At the bottom, there are 'Cancel' and 'Install Now' buttons. A red box highlights the 'Install Now' button, and a red arrow points to it.

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Step 7
Click "Activate".

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Themes
- Widgets

mortgageassign.com

## Installing Theme: Graphene 1.5.4

Downloading install package from <http://wordpress.org/extend/themes/download/graphene.1.5.4.zip>...

Unpacking the package...

Installing the theme...

Successfully installed the theme Graphene 1.5.4.

[Preview](#) | [Activate](#) | [Return to Theme Installer](#)

Objective 4 Installing Your Website Framework

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**Congratulations! Your website framework is now installed.**  
Next week for Session 2 we will be customizing your site.

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Themes
- Widgets
- Menus
- Graphene Options
- Graphene FAQs
- Background
- Header
- Editor
- Plugins
- Users
- Tools
- Settings

sellhousenowaustin.com

Manage Themes Install Themes

New theme activated. This theme supports widgets, please visit the [widgets settings](#) screen to configure them.

**Current Theme**



**Graphene 1.5.5 by Syahir Hakim**

The Graphene theme for WordPress is a stylish, neat, and tight WordPress theme supporting configurable column columns to display in the footer widget area. It includes a backload of action hooks for greater customisability through Twitter widget, allows for customisable colours, header and background through the WordPress admin, built-in A drop-down navigation, and threaded comments of up to 10 levels deep! You can hide post parameters, show post website, and specify font styles for header and content texts. The codes are written so that you can easily override the parent theme's code. Seriously, there's too many features for this theme to describe them all here! This theme Google Chrome, Opera, and Safari. The theme currently has been translated into 20 languages, and fully supports right-to-left languages. See 1

OPTIONS: [Widgets](#) | [Menus](#) | [Graphene Options](#) | [Graphene FAQs](#) | [Background](#) | [Header](#)

Tags: black, blue, white, one-column, two-columns, three-columns, right-sidebar, left-sidebar, fixed-width, custom-colors, custom-header, custom sticky-post, translation-ready, rtl-language-support, post-formats, featured-image-header, featured-images, full-width-template, microformats

**Available Themes**

Next Week Website Customization

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# Virtual Marketing Blueprint

## Module 1 Website Building

### Addendum

#### ■ Setting Up Additional Domains



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Step 1

Return to the home page of GoDaddy.com, and click "My Account".

The screenshot shows the GoDaddy.com homepage. At the top, there is a navigation bar with links for Domains, Hosting, Email, Websites, Search Engines, SSL & Security, Resellers, Affiliates, Auctions, and My Account. The 'My Account' link is highlighted with a red box and a red arrow. Below the navigation bar, the main content area features a 'Your Shopping Cart is Empty' message, a 'Find a domain name' search bar, and several promotional banners. The footer contains various links, partner logos, and legal information.

Add On Domain

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**Step 2** Click on your domain name.

The screenshot shows the GoDaddy 'MY DOMAINS' interface. A table lists several domains with their expiration dates and 'RENEW' buttons. The domain 'MORTGAGEASIGN.COM' is highlighted with a red box, and a red arrow points to its 'RENEW' button. Other domains listed include 'ASSIGNMYMORTGAGE.COM', 'WELMAYEYOURMOVEMENTS.COM', 'BELLMYAUSTINLUXURYHOME.COM', and 'BELLMYTEXASHOUSEFAST.COM'.

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Add On Domain

**Step 3** Go to the Nameservers section, and click "Set Nameservers".

The screenshot shows the 'Domain Details' page for 'BIDONTX.COM' in the 'Nameservers' section. A red box highlights the 'Set Nameservers' button. The 'DNS Manager' section shows a list of nameservers: NS1.DOMAINCONTROL.COM, NS2.DOMAINCONTROL.COM, and NS3.DOMAINCONTROL.COM. The 'DNS Manager' section also includes a 'Manager: Available' status and a list of records: CNAME (64.202.189.172), email.secureserver.net, and mx.secureserver.net.

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Add On Domain

**Step 4**

Click on the dial button next to "I have specific nameservers for my domain", enter your nameservers (refer to your web host welcome email) and click "OK".

Domain Details

25% off your order of \$75 or more! Save BIG on webhosting, domain names and more. [SHOP NOW!](#)

Great news! The new **DNS Manager** is live.

All Domains: MORTGAGEASSIGN.COM

Domain Information

Registered: 11/03/2010  
Expires On: 11/03/2011  
Auto Renew: On  
Extended Auto Renew: Off  
Status: Active  
Authorization Code: Transfer locked until 12/4/2011.  
Forwarding: Off

Nameservers

Nameservers: (Last update: 11/03/2011)  
NS1.DOMAINCONTROL.COM  
NS2.DOMAINCONTROL.COM

Contacts (edit all)

Registrar (edit) Administrative (edit) Technical (edit) Billing (edit)

Philip Robison  
3720 Santa School Rd  
Suite 800-196

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Add On Domain

**Step 5**

At the Host Gator Control Panel, scroll down to the Domain section, and click "Add On Domains".

Domains

Subdomains Addon Domains Parked Domains Redirects Simple DNS Zone Editor Advanced DNS Zone Editor

Databases

MySQL Databases MySQL Database Wizard phpMyAdmin Remote MySQL

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Add On Domain

Step  
6

Enter your domain name, subdomain name, document root, password, re-enter password, and click "Add Domain".

**Add On Domains**

An addon domain allows visitors to reach a subdomain of your site by typing the addon domain's URL into a browser. This means that you can host additional domains from your account, if allowed by your hosting provider, Addon Domains. Subdomains are relative to your account's home directory. The icon signifies your home directory which is /home/danilynn.

**ADDON DOMAINS**

New Domain Name:

Subdomain/FTP Username:

Document Root:

Password:

Password (Again):

Strength (why?): Very Weak (0/100)

Hint: This feature must be enabled for your account before you can use it. Addon domains will not function unless the domain name is registered with a valid registrar and configured to point to the correct DNS servers.

**Modify Addon Domain**

Search:

ADDON DOMAINS	DOCUMENT ROOT	USERNAME	REDIRECTS TO	ACTIONS
assignmentofmortgagepaymentsreview.com	/public_html/assignmentofmortgagepaymentsreview.com	ampsreview	not redirected	Remove Manage Redirection
assignmentofmortgagepaymentstruth.com	/public_html/assignmentofmortgagepaymentstruth.com	ampstruth	not redirected	Remove Manage Redirection
bidontexas.com	/public_html/www.bidontexas.com	bidontexas	not redirected	Remove Manage Redirection

Add On Domain

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Step  
7

You will receive a message confirming your add on domain has been created, and then click "Go Back".

**Add On Domains**

**Addon Domain Additions**

The addon domain "mortgageassign.com" has been created.

If you would like to manage the files for this domain, you can do so here: [File Manager](#)

Home | Trademarks | Help | Documentation | Logout

Add On Domain

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## Virtual Marketing Blueprint

### Module 1 Website Building

#### Objectives:

- Choosing Dynamic Domains
- Buying Your Domain(s)
- Setting Up Your Web Host Server
- Installing Your Website Framework



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## VMB: Session 1 Homework

### Module 1 Website Building

Prior to the start of session 2, you should complete the following tasks:

- 1) Keyword Research**
- 2) Buy Your Main Domain(s)**
- 3) Set Up Your Host Server and/or Point Domain(s) to Existing Host Server**
- 4) Install WordPress Framework**

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## VMB: Session 1 Homework

### Key Word Research Notes/Steps:

#### Start Researching Your Niche Key Words

1. **Create An Excel Spreadsheet**
  - Label 4 columns:  
Keyword, Competition, Global Mthly Search, Local Mthly Search
2. **Start Your Keyword Research**
  - Use what you think are good keywords for your search and complete your google's search, and then related search items at the bottom of google.
  - Enter these keywords into google's adwords tool in the search field.
  - After each search, updated your spreadsheet with your keyword, competition and monthly search information.
  - Prior to moving onto your next keyword, enter the other keywords provided by google, along with competition and monthly search information.
  - Continue this process until you have looked up all key words.

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## VMB: Session 1 Homework

### Key Word Research Notes/Steps:

#### Start Sorting Your Niche Key Words

3. **Sort Your Key Words**
  - Sort keywords starting with Low Competition, then # of searches.
  - Sort keywords by Medium Competition next, then # of searches.
  - Sort keywords by High Competition next, then # of searches.
  - Sort key words zero results.

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## VMB: Session 1 Homework

### Key Word Research Notes/Steps:

#### Choose Your Top 3-5 Keywords

##### 4. Choose Top Key Words

- One of these keywords should be your main domain name or at least “contained” in your domain.
- Suggestion: buy the domains for your target keywords and these will be used as supporting blogs that point to your main blog.

Example: MortgageAssignmentProfitsReview.com (we chose 3)

Example: AssignmentofMortgagePaymentsReview.com (we chose 3)

My keywords were:

- Assignment of Mortgage Payments (System), AMPS, Phill Grove
- Mortgage Assignment Profits (System), MAPS, Phill Grove

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## Thank You!



*We look forward to seeing you on Virtual  
Marketing Blueprint Session #2!*

*Dani Lynn, Flip, Tucker and Sasha*

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# Virtual Marketing Blueprint



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