

Welcome To

Virtual Marketing Blueprint

Rei Rockstars

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Virtual Marketing Experts



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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 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

The screenshot shows a Google search for the phrase "i owe more". The search bar contains "i owe more" and the results list several related phrases: "i owe more than my house is worth", "i owe more than my car is worth", "i owe more than i make", and "i owe more than the car is worth". A red box highlights these suggestions. Below the suggestions, there are links to articles like "Upside Down on Equity? - Owe more than house is worth?" and "1 Owe More Than My House Is Worth."

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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!

Objective 1: Choosing Dynamic Domains

The screenshot shows search results for "sell my house fast". At the bottom of the page, there is a section titled "Searches related to sell house fast" which lists several related phrases: "dump this house today show", "quick sale", "options for selling your house", "make your house sell fast", "we buy houses", "ways sell house fast", and "get rid your house". A red box highlights these suggestions.

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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".

Objective 1: Choosing Dynamic Domains

The screenshot shows the Google AdWords Keyword Tool interface. The "Find keywords" section is active, and the "Search" button is highlighted with a red box. The tool is set to search for the keyword "i owe more" in the United States, with English as the language and Desktops and laptops as the devices.

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

Objective 1: Choosing Dynamic Domains

The screenshot shows the results of the keyword search in the Google AdWords Keyword Tool. The table lists keywords, competition, global monthly searches, and local monthly searches. A red box highlights the "Competition", "Global Monthly Searches", and "Local Monthly Searches" columns. The keywords listed include "how to save your home from foreclosure", "how to save your home", "save your home from foreclosure", "saving your home from foreclosure", "save my home", "how to save your house from foreclosure", "save my home ad", and "saving your home".

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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.

Objective 1: Choosing Dynamic Domains

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC	Ad Share	Search Share	Local Search Trends
your home							
obama save your home	High	110	110	\$3.05	-	-	
saving your house from foreclosure	High	91	91	\$4.46	-	-	
make your home affordable	Medium	880	720	\$1.75	-	-	
hud	Low	3,350,000	1,500,000	\$0.85	-	-	
foreclosure help	High	33,100	27,100	\$7.08	-	-	
save homes	Low	27,100	14,800	\$3.25	-	-	
home saving	Low	165,000	74,000	\$3.65	-	-	
save house	Low	368,000	90,500	\$3.95	-	-	
home loan foreclosure	Medium	6,600	5,400	\$6.52	-	-	
save my home law group	High	58	58	\$5.09	-	-	
help for homeowners	High	14,800	12,100	\$3.69	-	-	
stop foreclosure on your home	High	280	210	\$6.07	-	-	

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

Objective 1: Choosing Dynamic Domains

Tips:

- Sort the list starting with low competition and look for the highest # of searches.
- Sort the list with medium competition and look for the highest # of searches.
- **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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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? 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

[Register](#)

[Lost your Password?](#)

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Step 2 Enter your domain name in the search field, and click "GO" to verify availability of your desired domain name.

Objective 2: Buying Your Domain

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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)

Objective 2: Buying Your Domain

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

Objective 2: Buying Your Domain

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

Objective 2: Buying Your Domain

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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".

Objective 2: Buying Your Domain

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

Objective 2: Buying Your Domain

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

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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: [Phone Policy](#)

Confirm Email:

3. How did you hear about us?

☐ TV - Infy Race
☐ TV - NASCAR
☐ TV - College Basketball
☐ TV - Other
☐ TV - Poker
☐ TV - Major League Baseball
☐ Radio and magazines
☐ Search Engine
☐ Media/News/Show Sites (PR, news, etc.)
☐ I am already a current customer
☐ Billboard

☐ TV - NFL
☐ TV - College Football
☐ TV - Mixed Martial Arts
☐ TV - Soccer/European Soccer
☐ TV - Extreme Sports
☐ TV - Superhero
☐ Radio - Major League
☐ Radio - Book, etc.
☐ Radio - Music / Theater
☐ Referred by a friend
☐ Other

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

Continue to Checkout

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Step 13

Click "My Account".

Objective 2: Buying Your Domain

Thank you, Danielle! Your order is complete.
SAVE NOW on the special offers below!

Share your purchase:
f t+ e

Order Summary

[View & Print Receipt](#)

Order #:
Tax:
Payment:
[View Account Information](#)
Customer #:
Username:

Start Using Your Products

[View Account Information](#)
Quick Setup
My Account

Important Notices

You will receive an email confirmation of your purchase at fordanid@reidom.com. Any additional account notices will also be sent to this email address.

Set up and manage your products now [My Account](#)

Haveing trouble? Call us at (480) 606-8877 or schedule a time for us to call you!

You are already a Go Daddy Affiliate [Earn CASH by sharing your affiliate link with friends now!](#)

Keep Shopping and SAVE 15% on your order of \$50.00 or more! [Details](#) [Keep Shopping](#)

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Step 14 Click "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.

Objective 2: Buying Your Domain

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Virtual Marketing Blueprint

Module 1 Website Building

Objectives:

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- 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.

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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:

Password:

☐ Remember Me

[» 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

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Step 3

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

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Step 4

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

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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

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

Step 2: Billing Information Step 1 - Step 2

Please confirm your hosting package information:

Package Type: [Dropdown]
Billing Cycle: [1 Month @ \$ 16/mo 20.00 Percent OFF]

Please choose your account information:

Username: [Text]
Security Pin: [Text]

Please enter your billing information:

Billing Information:
First Name: [Text]
Last Name: [Text]
Email: [Text]
Company: [Text]
Home Phone: [Text]
Cell Phone: [Text]
Address: [Text]
City: [Text]
State: [Alabama]
Zip Code: [Text]
Country: [United States]

Payment Information:
[Credit Card] [PayPal]
Name on Card: [Text]
Credit Card Number: [Text]
Expiration Date: [MM/YY]
CVV: [Text]

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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 (sellhousenowatx.com)	\$ 0.00
Setup Price	\$ 0.00
Texas Sales Tax (8.25%)	\$ 0.52
Total Due:	\$ 8.48

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

CREATE ACCOUNT

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Step 7 Check your email for all of your account and log in details.

Objective 3: Setting Up Your Host Server

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

Thank You Philip Robison,

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

Your reference number is [Text]

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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!

You can log into your billing account at <http://pclient.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: [Text]
Domain: sellhousenowatx.com
Password: ns3679.hostgator.com
1st Nameserver: ns3680.hostgator.com
2nd Nameserver: [Text]
Server IP: [Text]

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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Step 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.

Objective 3 Setting Up Your Host Server

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Step 10 Click "Set Nameservers".

Objective 3 Setting Up Your Host Server

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Step 11 Erase Nameserver 1 and enter the 1st Nameserver from your HostGator Account Info email. Erase Nameserver 2, and enter the 2nd Nameserver from your HostGator Account info email. Click "OK". Click "OK" on Next Window.

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.

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



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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

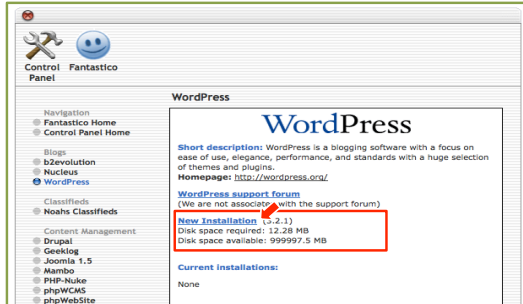


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Step 16 At the WordPress home page click "New Installation".

Objective 3 Setting Up Your Host Server



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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

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

Support Logic Helpdesk

Support Services Manager

Discussion Boards

phpBB

SAF

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

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

Support Logic Helpdesk

Support Services Manager

Discussion Boards

phpBB

SAF

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

WordPress

Navigation

Fantastico Home

Control Panel Home

Blogs

b2evolution

Nucleus

WordPress

Classifieds

Noahs Classifieds

Content Management

Drupal

Geeklog

Joomla 1.5

Mambo

PHP-Nuke

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`.

- 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 to filename.timestamp and complete the installation.

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

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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

WordPress

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

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 `admin`. 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.

Email the details of this installation to:

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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.

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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".



WordPress

Username

Password

☐ Remember Me

Log In

[Lost your password?](#)

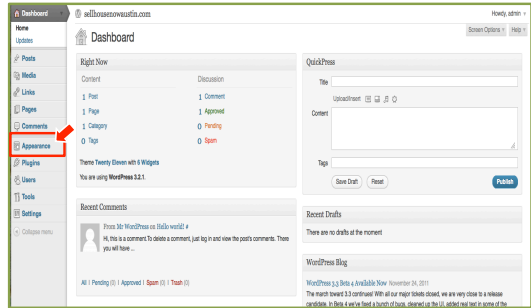
[Back to sellhousewauatin.com](#)

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Step 2

Click "Appearance".



Dashboard

Home

Posts

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collaborate

Right Now

Content

1 Post

1 Page

1 Category

0 Tag

Discussion

1 Comment

1 Approved

1 Pending

0 Spam

QuickPress

Title

Content

Tags

Save Draft

Post

Recent Comments

There are no drafts at the moment

WordPress Blog

WordPress 3.1 Beta 4 Available Now November 24, 2011

The month's latest 3.1 continued WP at our major trends closed, we are very close to a release update. In this update, we have a lot of new, interesting things to offer to our users.

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Step 3 Click "Install Theme".

Objective 4: Installing Your Website Framework

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

Objective 4: Installing Your Website Framework

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Step 5 Click "Install".

Objective 4: Installing Your Website Framework

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Step 6 Click "Install Now".

Objective 4: Installing Your Website Framework

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Step 7 Click "Activate".

Objective 4: Installing Your Website Framework

Dashboard | 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](#)

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Next Week: Website Customization

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

Dashboard | sellhouseinowastin.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 color columns to display in the footer widget area. It includes a bouquet of action hooks for greater customizability by Twitter widget, allows for customizable colors, 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 text. The code is written so that you can easily overrule 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

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-slogan, translation-ready, rtl-language-support, post-formats, featured-image-header, featured-images, full-width-template, microformats

Available Themes

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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".

GoDaddy.com

WELCOME BACK | Log Out

Our Services | Our Domains | Our Hosting | Our Websites | Our Search Engines | Our SSL & Security | Our Resellers | Our Affiliates | Our Auctions | **My Account**

Your Shopping Cart is Empty

Find a domain name:

How do I get started? [GoDaddy.com](#) [GoDaddy.com](#) [GoDaddy.com](#)

Find a domain name:

Account Manager

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

Account Manager

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

Account Manager

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

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Step 2 Click on your domain name.

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

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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".

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Step 5 At the Host Gator Control Panel, scroll down to the Domain section, and click "Add On Domains".

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Step 6

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

Host Gator Control Panel

Add On Domain

An add-on domain allows visitors to reach a subdomain of your site by typing the add-on domain's URL into a browser. This means that you can host additional domains from your domain, as allowed by your hosting provider. Add-on domains are relative to your account's home directory. The icon signifies your home directory which is /home/username.

New Subdomain Name:
 Subdomain/FTP Username:
 Document Root:
 Password:
 Password (Again):
 Strength:

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

Modify Add-on Domain

ADD-ON DOMAINS	DOCUMENT ROOT	USERNAME	REDIRECTS TO	ACTIONS
example.com/mysubdomain	/usr/local/httpd/htdocs/example.com/mysubdomain	exampleuser	not redirected	Remove Manage Redirection
example.com/mysubdomain	/usr/local/httpd/htdocs/example.com/mysubdomain	exampleuser	not redirected	Remove Manage Redirection
example.com/mysubdomain	/usr/local/httpd/htdocs/example.com/mysubdomain	exampleuser	not redirected	Remove Manage Redirection

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Step 7

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

Host Gator Control Panel

Add On Domain

Add-on Domain Additions

The add-on 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 • Trademark • Help • Documentation • Logout

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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

Virtual Marketing Blueprint
Module 1: Website Building

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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), AMPPS, 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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