

*Welcome To*

# Virtual Marketing

*Blueprint*

*Rei Rockstars*

# Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

# 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.

# 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



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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# Target Market

## Developing Your Niche

### *Who Is Your Target Market?*

Example:

**Sellers Who Have Little To No Equity**

**Buyers Who Can't Get Loans**

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.

**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**

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.

The screenshot shows a Google search interface. The search bar contains the text "i owe more". A red box highlights the search suggestions dropdown menu, which lists the following 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 arrow points to the first suggestion. Below the search bar, the left sidebar shows navigation options: "Search", "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Round Rock, TX", "Change location", and "Show search tools". The main search results area displays an advertisement for "Upside Down on Equity? - Owe more than house is worth?" from Wilshire, followed by a search result from Kiplinger.com titled "'I Owe More Than My House Is Worth.'" and a YouTube video titled "If I owe more than my house is worth.. what can I do?".

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... - Canada](#) 

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/](#) 

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/](#) 

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](#)

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

Google AdWords

English (United States) | US Dollar (USD \$) | [Report an issue](#) | [Help](#) | [Sign in](#)

Home | Tools

Product survey

**Tools**

- Keyword Tool
- Traffic Estimator

Include terms (0) ?

Exclude terms (0) ?

Match Types ?

- Broad
- [Exact]
- "Phrase"

Help

What new features does the updated Keyword Tool offer?

How do I use the Keyword Tool to get keyword ideas?

How do I get additional keyword ideas using categories or related

**Find keywords**

Based on one or more of the following:

Word or phrase | One per line

Website www.google.com/page.html

Category Apparel

Only show ideas closely related to my search terms ?

[Advanced Options and Filters](#) | Locations: United States x | Languages: English x | Devices: Desktops and laptops

**Search**

[About this data ?](#)

Download | View as text | More like these | Sorted by Relevance | Columns

**Keyword ideas**

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
Specify a website, word or phrase, or category to get started.			

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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

**Find keywords**  
Based on one or more of the following:

Word or phrase	save your home
Website	www.google.com/page.html
Category	Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters    Locations: United States    Languages: English    Devices: Desktops and laptops

**Search**

Sign in with your AdWords login information to see the full set of ideas for this search.    About this data

Download    View as text    More like these    Sorted by Relevance    Columns

**Search terms (1)**

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
☆ save your home	Low	18,100	14,800

Go to page: 1    Show rows: 50    1 - 1 of 1

**Keyword ideas (100)**

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
☆ 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.

Objective 1 Choosing Dynamic Domains

The screenshot shows the Google AdWords Keyword Tool interface in a Mozilla Firefox browser. The page displays search terms and keyword ideas. The 'Keyword ideas (100)' section is expanded, showing a table with columns for Keyword, Competition, Global Monthly Searches, and Local Monthly Searches. Several rows are highlighted with red boxes, indicating low or medium competition keywords.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
save your home	Medium	22,200	14,800
how to loan	Medium	30,400,000	13,600,000
mortgage how to	Medium	16,600,000	11,100,000
how to mortgage	Medium	16,600,000	11,100,000
of mortgage	Medium	16,600,000	11,100,000
how to options	Low	11,100,000	4,090,000
how to audit	Low	6,120,000	1,500,000
a bankruptcy	Medium	4,090,000	3,350,000
foreclosure how to	Medium	3,350,000	3,350,000
how to foreclosure	Medium	3,350,000	3,350,000
hud	Low	3,350,000	1,500,000
at home sales	Medium	1,220,000	673,000
sales of house	Medium	1,000,000	450,000
short sale	Medium	1,000,000	823,000
foreclosure of home	High	673,000	

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

### Tips:

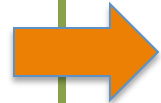
1. Sort the list starting with low competition and look for the highest # of searches.
2. Sort the list with medium competition and look for the highest # of searches.
3. **\*\*Never stop adding to your keyword list!**  
These will be a constant reference for many different things. The more you have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

# Virtual Marketing Blueprint

## Module 1 Website Building

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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:

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

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

The screenshot shows the GoDaddy website interface. At the top, there's a navigation bar with the GoDaddy logo and tagline "Domains, websites & everything\* in between!". Below this is a search bar with a "GO" button highlighted by a red arrow. A red box highlights the search input field. The main content area features a large banner for ".COMs \$7.69\* per year" and a "Search" button. Below the banner, there are several promotional offers: "Domains for just \$1.99\*", ".COM Transfers \$7.49\*", "Save on 6+ Domains Plus FREE Privacy", and ".co Domains \$15.99". There's also a section for "Domains Include FREE InstantPage". The bottom of the page has four promotional banners: "WEB HOSTING YOU CAN TRUST", "DOMAIN DEALS", "HAPPY VETERANS DAY!", and "BOB PARSONS".

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).

Go Daddy<sup>®</sup>  
Domains, websites & everything<sup>™</sup> in between!<sup>®</sup>

Username / Customer# Password Log In Forgot Password? | Create Account USD empty

10 Domains Expiring Deals of the Day 24/7 Sales & Support (480) 505-8877 Hablamos Español

Our Commercials Bob's Video Blog Help & Forums Search

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

Get your domain in 3 easy steps!

ownerfinancemadison.com is available! Just \$7.69\*/yr  
Select the domain names below that you would like to register:

ownerfinancemadison.com \$7.69\*/yr Most Popular

Domain	Price	Special Offer
ownerfinancemadison.com	\$7.69*/yr	Most Popular
ownerfinancemadison.co	\$15.99 SALE!	Save \$12.00
ownerfinancemadison.info	\$1.99*	BEST VALUE!
ownerfinancemadison.net	\$6.49*/yr	
ownerfinancemadison.org	\$6.99* SALE!	Save \$8.00
ownerfinancemadison.us	\$3.99 SALE!	SPECIAL!
ownerfinancemadison.ca	\$9.99/yr	
ownerfinancemadison.mobi	\$6.99*	Save \$11.00
ownerfinancemadison.biz	\$5.99* SALE!	Save \$9.00
ownerfinancemadison.me	\$8.99 SALE!	Save \$11.00

Additional Premium International

ownerfinancemadisons.com

ownerfinancemadisontoday.com

ownerbusinessmadison.com

ownerfinancemadisonblog.com

ownerfinancemadisonshop.com

ownerinvestmentmadison.com

proprietorfinancemadison.com

possessorfinancemadison.com

holderfinancemadison.com

Pending Registration

1 domain pending registration

x clairehundert.com

Add 5 more domains and GET BULK PRICING\*\*\*

Previously Searched Domains

ownerfinancemadison.com

reimeetuponline.com

rewarehouse.com

clairehundert.com Pending Registration

clubreionline.com

reiallstarts.com

reimeetup.com

phillgroveamps.com Backorder

claire.com Backorder

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)

Go Daddy .COM  
Domains, websites & everything\* in between!

Username / Customer# Password Log In Forgot Password? | Create Account  
10 Domains Expiring Deals of the Day USD empty  
24/7 Sales & Support (480) 505-8877 Hablamos Español

Our Commercials Bob's Video Blog Help & Forums Search

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

Get your domain in 3 easy steps!  
Search Customize Checkout

Add a domain to this order: .com GO!

### 1. Domain Registration Information \* Required Information

Already a customer? **Log In.**  
If you have domain contact information, Log In here and Continue.

Customer Number or Login Name:  
22845337

Password:

Next >

**OR** Create your domain registration information.

First Name:\* Last Name:\*

Email Address:\* (Important information about email accounts)

Company Name:

By checking this box you certify that the Company Name specified above is the legal registrant of this domain name.

Address 1:\*

Address 2: (Suite, Apt #, etc.)

City:\* Country:\*

State or Territory:\* Zip Code:\*

Phone:\* Fax:\*

This information will be used to populate your [WHOIS](#) list.

Next >

**Order Summary**

2 domains pending registration

- x clairehundert.com
- x ownerfinancemadison.com

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".

The screenshot shows the GoDaddy domain registration interface. At the top, there's a navigation bar with the GoDaddy logo, a search bar, and various links like 'Log In', 'Forgot Password?', and 'Create Account'. Below this is a secondary navigation bar with categories like 'Domains', 'Hosting', 'Email', etc. The main content area is titled 'Get your domain in 3 easy steps!' and shows a progress bar with 'Search', 'Customize', and 'Checkout' steps. The current step is '1. Domain Registration Information', which is expanded to show '2. Your Domain Settings'. This section includes fields for 'Your Domain Names (2)', 'Registration Length' (set to '2 yrs'), 'Registration Contact' (Dani Robison), and 'Certified Domain' options. A 'Next >' button is highlighted with a red box and an arrow. To the right, an 'Order Summary' box shows '2 domains pending registration' with the domain names 'clairehundert.com' and 'ownerfinancemadison.com'. At the bottom, there are links for 'Legal: Pricing | Domain Dispute Policy | Registration Agreement | Renewal Policy | Transfer Dispute Policy | Registrant Rights & Responsibilities'.

Objective 2 Buying Your Domain

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Step  
6

Select a registration package, and  
click "Next".

Go Daddy .COM  
Domains, websites & everything\* in between!

Username / Customer# Password Log In Forgot Password? | Create Account USD empty

10 Domains Expiring Deals of the Day 24/7 Sales & Support (480) 505-8877 Hablamos Español

Our Commercials Bob's Video Blog Help & Forums Search

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

Get your domain in 3 easy steps! Add a domain to this order: .com GO!

1. Domain Registration Information \* Required Information

2. Your Domain Settings

3. Your Privacy and Domain Protection

Keep your information private  
Select a registration type

	Standard Registration Included In Cart	Privacy with Business Registration \$11.99/yr Select	BEST VALUE! Protected Registration \$24.99/yr Select
Personal information is unprotected in <a href="#">Public WHOIS database</a>	✓		
<b>Private Registration†</b> Helps protect yourself from spam, scams, prying eyes and more by shielding your personal information from public view.		✓	✓
<b>Business Registration</b> Provides vital details of your business to millions of daily WHOIS searchers.		✓	✓
<b>Expiration Protection Go Daddy EXCLUSIVE!</b> Protects your domain against loss due to credit card expiration or failure, outdated contact information and more.			✓
<b>Deadbolt Transfer Protection</b> Protects your domain against any accidental or malicious transfer.			✓

Note: You will set up your Whois Advertising Listing information by logging into my account after purchase.

Next >

**Order Summary**  
2 domains pending registration  
x clairehundt.com  
x ownerfinancemadison.com

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

**3. Your Privacy and Domain Protection**

**4. Activate Your Domain**

**Add Hosting**  
Status: Inactive Choose from the options below

**Choose Hosting Plan:**

- Web Hosting Economy** 10 GB space, unlimited bandwidth^^ [Details](#)  
~~\$6.64 / mo~~ **\$4.49 / mo SALE**
- Web Hosting Deluxe** 150 GB space, unlimited bandwidth^^ [Details](#)  
~~\$8.99 / mo~~ **\$5.39 / mo SALE**

**More Options:**

- SSL Certificate** Guarantee protection of your customers' information with up to 256-bit encryption. [Details](#)  
\$69.99/yr
- Using your exclusive online storage**, backup or access any file from any browser, anywhere with Online File Folder®. [Details](#)  
\$29.88/yr

**Add**

**Add Email**  
you@clairehurn.com  
Status: Inactive Choose from the options below

**How many email addresses do you want?**

- 5 email addresses & 2GB storage** [Details](#)  
\$2.49 / mo
- 10 email addresses & unlimited storage\*\*** [Details](#)  
\$2.99 / mo
- The Complete Email Package±:**  
10 email addresses & unlimited storage\*\*, Online Calendar, 10GB online storage for mobile files, back up & more [Details](#)  
**\$4.99 / mo SAVE 34%**

**Add**

**Next**

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Step 8

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

Objective 2 Buying Your Domain

Cart Login Payment Confirmation

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

Add a domain to my order:  
 .com GO!  
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* (includes ICANN fee)

**Domain Details**  
Term: 1 Year  Upgrade to 5-yr registration! [Why?](#)  
Registration Type:  Public  Private \$6.99/yr! **SAVE \$3.00!** [Why Private?](#) [i](#)

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

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

[Delete](#)

[Top](#) [Empty Cart](#)

**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**

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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.

Objective 2 Buying Your Domain

Cart Login Payment Confirmation

**Already a Customer? Log in.**

Customer Number or Log In Name:  Password:

**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 1:

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:\* ⓘ [Privacy Policy](#) Confirm Email:\*

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

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

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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:

---

**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 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** ⓘ **\* 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?**

<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	

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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:\*



[Privacy Policy](#)

Confirm Email:\*

## 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

Objective 2 Buying Your Domain

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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”.

The screenshot shows the GoDaddy checkout process. At the top, there's a navigation bar with the GoDaddy logo, a search bar, and links for 'Log In', 'Forgot Password?', and 'Create Account'. Below this is a menu with categories like 'Domains', 'Hosting', 'Email', etc. The main content area is titled '1. Select Your Payment Method' and shows 'CREDIT CARD' selected. Below this are four sections: '2. Enter Your Billing Information', '3. Enter Your Credit Card Information', '4. Final Step: Accept Terms', and an 'Order Summary' box. Red arrows highlight the 'use account information' checkbox in section 2, the credit card fields in section 3, and the 'PLACE ORDER NOW' button in section 4. The 'Order Summary' box shows a cart subtotal of \$24.34 and an order total of \$24.34.

**2. Enter Your Billing Information**  use account information

First Name:\* [ ] Last Name:\* [ ]

Address 1:\* [ ]

Address 2:(Suite, Apt. #, etc.) [ ]

City:\* [ ] State/Territory:\* Texas

Zip Code:\* [ ] Country:\* United States

Email:\* [ ]

Organization: [ ]

Primary Phone:\* [ ] Ext: [ ]

**3. Enter Your Credit Card Information**

Card Number:\* [ ]

Name On Card:\* [ ]

Card Type:\* [ ]

Expiration Date:\* [ ]

Use this for EXPRESSCHECKOUT  Make this the Alternate Payment Method

Choose existing payment profile or add a new credit card here. Select payment method above to add a new, credit card account.

[our personal and financial information is safe with us.](#)

**4. Final Step: Accept Terms**

Go Daddy Universal Terms of Service Agreement

Last Revised: August 5, 2011

PLEASE READ THIS UNIVERSAL TERMS OF SERVICE AGREEMENT CAREFULLY, AS IT CONTAINS IMPORTANT INFORMATION REGARDING YOUR LEGAL RIGHTS AND REMEDIES.

1. OVERVIEW

This Universal Terms of Service Agreement (this "Agreement") is

I have read and agree to the terms and conditions of the:

- [Universal Terms of Service Agreement](#)
- [Domain Name Registration Agreement](#)

**PLACE ORDER NOW**

**Order Summary**

Cart Subtotal	\$24.34
<b>Order Total</b>	<b>\$24.34</b>

Objective 2 Buying Your Domain




Rei Rockstars

Step  
13

Click "My Account".

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

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

Share your purchase:  
  

### Order Summary

[View & Print Receipt](#)


Order #:  
Total:  
Payment:

[View Account Information](#)

Customer #:  
Username:

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

### Start Using Your Products



**Activate your Email and FREE InstantPage now!**

[See Example](#)

**Quick Setup**

Setup and manage your products now. **My Account**

Having trouble? Call us at (480) 505-8877 or [schedule a time for us to call you!](#)

### Important Notices

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

Take a moment to [tell us your thoughts on Go Daddy.](#)

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

Objective 2 Buying Your Domain



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:

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.

Objective 2 Buying Your Domain

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

**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](#)

Search Domains:

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

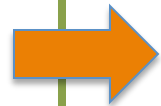
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# Virtual Marketing Blueprint

## 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.**

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:



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

**Host Gator**  
we eat up the competition

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

**LIVE CHAT**

HOME | WEB HOSTING | RESELLER HOSTING | VPS HOSTING | DEDICATED SERVERS | SUPPORT | AFFILIATES

## Unlimited Web Hosting

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

Now **20% OFF!**

**STARTING AT \$3.96\* /mo**

- ✓ **UNLIMITED** Disk Space
- ✓ **UNLIMITED** Bandwidth
- ✓ **FREE** SiteBuilder ([Try Demo](#))
- ✓ **EASY** Control Panel ([Try Demo](#))
- ✓ **1-CLICK** Script Installs
- ✓ **4,500** Free Website Templates
- ✓ **99.9%** Uptime Guarantee
- ✓ **45** Day Money Back Guarantee
- ✓ **24/7/365** Technical Support
- ✓ **\$100** Google AdWords Credit

**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

**DELL**

**VIEW DEDICATED PLANS**

### Creating a new website?

Get started building your website in 3 easy steps:

- 1** Login to SiteBuilder ([View Demo](#))
- 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](#)

**WEBHOST** **FINDMYHOST.COM** **#1 Budget Hosting**

We have received many awards in our 9+ years of

Step  
3

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

Objective 3 Setting Up Your Host Server

The screenshot shows the HostGator website's web hosting section. At the top, there's a navigation bar with links for HOME, WEB HOSTING, RESELLER HOSTING, VPS HOSTING, DEDICATED SERVERS, SUPPORT, and AFFILIATES. The main heading is "Unlimited Web Hosting" with the tagline "Web Hosting made EASY and AFFORDABLE!". Below this, there are three plan options: Hatchling Plan, Baby Plan, and Business Plan. Each plan is presented in a box with a "NOW 20% OFF!" banner. The Baby Plan is highlighted with a red border and a red arrow pointing to its "ORDER NOW" button. Below the plans, there are two promotional boxes: "HostGator Control Panel" featuring cPanel and "Easy SiteBuilder".

**HostGator** we eat up the competition  
Toll Free: 1.866.96.GATOR  
Local: 1.713.574.5287  
Now hosting over 7,000,000 domains! LIVE CHAT

HOME | WEB HOSTING | RESELLER HOSTING | VPS HOSTING | DEDICATED SERVERS | SUPPORT | AFFILIATES

## Unlimited Web Hosting

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

- ✓ **UNLIMITED** Disk Space and Bandwidth
- ✓ **FREE** Site Building Tools and Templates
- ✓ **24/7/365** Award Winning Technical Support

Starting at **\$3.96**\*/mo

### HostGator » Web Hosting

#### Get Started with HostGator Web Hosting Today!

Plan	Starting Price	Key Features
Hatchling Plan	\$3.96/mo*	• Single Domain • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • Shared SSL Certificate
<b>Baby Plan</b>	\$6.36/mo*	• <b>UNLIMITED</b> Domains • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • Shared SSL Certificate
Business Plan	\$10.36/mo*	• <b>UNLIMITED</b> Domains • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • <b>FREE</b> Private SSL & IP • <b>FREE</b> Toll Free Number

\*Price reflects 20% off first invoice

**HostGator Control Panel**  
cPanel is the #1 used control panel in the world. If it was not the best we wouldn't be using it.  
[TRY CPANEL DEMO](#)

**Easy SiteBuilder**  
Our **FREE** Site Builder will allow you to easily create a professional looking website within minutes.  
[TRY SITE BUILDER DEMO](#)

Step  
4

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

Objective 3 Setting Up Your Host Server

**HostGator**  
we eat up the competition

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

LIVE CHAT

### Step 1: Choose a Domain

Step 1 » Step 2

**Register a New Domain**

Help me **register** a new domain name.

**Enter Domain Name:**

com

**CONTINUE TO STEP 2**

or

**I Currently Have a Domain Name**

Use an existing domain name.

**Enter Domain Name:**

**CONTINUE TO STEP 2**

**Enter a Coupon Code**

Coupon Code:  ✓ You have chosen our most valuable coupon!

Copyright © 2011 HostGator.com

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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**  
we eat up the competition

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

LIVE CHAT

### 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: [ ]

- ✓ May not contain capital letters
- ✗ Must start with a letter
- ✗ Must be 2-8 characters long
- ✓ May not contain special characters

Security Pin: [ ]

- ✗ Must be 4-8 characters long
- ✗ May only contain numbers

Please enter your billing information:

**Billing Information**

First Name: [ ]  
Last Name: [ ]  
Email: [ ]  
Company: [ ]  
Home Phone: [ ]  
Cell Phone: [ ]  
Address: [ ]  
Address 2: [ ]  
City: [ ]  
State: Alabama  
Zip Code: [ ]  
Country: United States

**Payment Information**

Credit Card  PayPal

AMEX  M/C  VISA  DISCOVER  PayPal

Name on Card: [ ]

Credit Card Number: [ ]

Expiration Date: 01 / 2010

CVV Code: [ ]

Help: [Where Is my CVV Code?](#)

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Step  
6

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

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 (sellhousenowaustin.com)	\$ 0.00
Setup Price	\$ 0.00
Texas Sales Tax (8.25%)	\$ 0.52
<b>Total Due: \$ 8.48</b>	

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

CREATE ACCOUNT

Objective 3 Setting Up Your Host Server

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Step  
7

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



**Host Gator**  
*we eat up the competition*

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 [danielynn@thereirockstars.com](mailto:danielynn@thereirockstars.com) containing the required information for using your Hosting Account.

Your reference number is

Objective 3 Setting Up Your Host Server

**Rei Rockstars**

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://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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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.

**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

**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](#)

Search Domains:  **GO**

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

Objective 3 Setting Up Your Host Server

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Step  
10

Click "Set Nameservers".

Objective 3 Setting Up Your Host Server

**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:  
Transfer locked until 1/26/2012:  
New domain registration [Send by Email](#)

Forwarding: Off [Manage](#)

**Nameservers**

Nameservers: (Last update 11/26/2011)  
NS73.DOMAINCONTROL.COM  
NS74.DOMAINCONTROL.COM

[Set Nameservers](#)  
[Manage DS Records](#)

**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](#)

**DNS Manager**

DNS Manager: Available

@	68.178.232.100
CNAME	e email.secureserver.net
CNAME	email email.secureserver.net
CNAME	ftp @
MX	@ mailstore1.secureserver.net
MX	@ smtp.secureserver.net

[Launch](#)

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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.

Objective 3 Setting Up Your Host Server

### 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](#)

[Cancel](#)

#### Did You Know?

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

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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](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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Step  
13

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

The image shows the cPanel login interface. At the top, the cPanel logo is displayed in orange and white. Below the logo is a white login form with a blue border. The form has a title "Login" in bold. It contains two input fields: "Username" and "Password". Below the "Password" field is a "Login" button. A red square highlights the "Login" button, and a red arrow points to it from the right. The background of the login form is a dark blue gradient with a faint cPanel logo and binary code.

© cPanel, Inc. 2011

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”.

The screenshot displays the Host Gator Control Panel interface. At the top, there is a navigation bar with 'HOME', 'HELP', and 'LOGOUT' links, along with 'Register', 'Transfer', and 'Whois' buttons. A search bar for 'Register a Domain' is also present. Below the navigation bar, there are sections for 'Find' and 'Special Offers'. The main content area is titled 'Software/Services' and contains a grid of icons for various services: QuickInstall, CGI Center2, Perl Modules, PHP PEAR Packages, PHP Configuration, RubyGems, Ruby on Rails, Optimize Website, php.ini QuickConfig, Increase Website Traffic, and Fantastico De Luxe. The 'Fantastico De Luxe' icon, which is a blue smiley face, is highlighted with a red rectangular box and a red arrow pointing to it. Below the 'Software/Services' section, there are several promotional banners and service categories, including 'Free \$25 in Bing + Yahoo! Advertising Credits!', 'WordPress', 'Email Authentication', 'Mailing Lists', 'User Level Filtering', 'Account Level Filtering', 'Email Delivery Route', 'Import Addresses/Forwarders', 'FREE Search Engine Optimization (SEO) Tools', and 'Get in', 'SEO Tools', 'Increase', 'Google', 'Link', and 'Facebook'.

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

Control Panel Fantastico

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
- PerlDesk
- PHP Support Tickets
- Support Logic Helpdesk
- Support Services Manager

Discussion Boards

- phpBB
- SMF

E-Commerce

- CubeCart
- OS Commerce
- Zen Cart

F.A.Q.

- FAQMasterFlex

Hosting Billing

- AccountLab Plus
- phpCOIN

Image Galleries

- 4images Gallery
- Contribute Photo Gallery

toinstallhome.php?app=Help\_Center\_Live

### Fantastico

Use Fantastico to automatically install any of the scripts listed on the left. Installing any script will use one of your available MySQL databases. Removing any script will free up one of your used MySQL databases.

Click on any of the items on the left to get more details.

**UPDATE NOW!**  
Following installations are not up-to-date. Keep your installations secure and up-to-date and ensure that future versions of Fantastico will be able to maintain your installations by updating now.

WordPress Location	Installed Version	Upgrade Link
--------------------	-------------------	--------------

Rei Rockstars

At the WordPress home page click “New Installation”.

The screenshot shows the Fantastico Control Panel interface. On the left is a navigation menu with categories: Navigation (Fantastico Home, Control Panel Home), Blogs (b2evolution, Nucleus, WordPress), Classifieds (Noahs Classifieds), and Content Management (Drupal, Geeklog, Joomla 1.5, Mambo, PHP-Nuke, phpWCMS, phpWebSite). The main content area is titled 'WordPress' and features the WordPress logo. Below the logo is a 'Short description' of WordPress as a blogging software, followed by the 'Homepage' link (http://wordpress.org/). A link for the 'WordPress support forum' is also present, with a note that Fantastico is not associated with it. The 'New Installation' link for version 3.2.1 is highlighted with a red box and a red arrow. Below this link, the disk space requirements are listed: 'Disk space required: 12.28 MB' and 'Disk space available: 999997.5 MB'. At the bottom, the 'Current installations' section shows 'None'.

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.

**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

Objective 3 Setting Up Your Host Server

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Step  
17b

Enter an admin nickname, admin email,  
site name which is your domain name, description, and  
click “Install WordPress”.

**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

Objective 3 Setting Up Your Host Server

Rei Rockstars

Verify information, and  
click "Finish Installation".

### 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.

**Finish installation**

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

The screenshot shows the WordPress installation progress page. On the left is a navigation menu with categories like Navigation, Blogs, Classifieds, Content Management, and Customer Relationship. The main content area is titled "WordPress" and shows "Install WordPress (3/3)" with configuration paths for wp-config.php and data.sql. A red box highlights a "Please notice:" section containing instructions on auto-installation and a note that a username of "admin" and a password (in a text box) are required. It also provides a URL to the admin area: <http://sellhousenowaustin.com/wp-admin/>. Below this, a red box highlights a warning: "DO NOT REMOVE the file named fantastico\_fileslist.txt from the installation directory. It is used for uninstalling this application." At the bottom, a red box highlights an email form with a "Send E-mail" button. Another red box highlights a "Back to WordPress overview" button.

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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.

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

A screenshot of the WordPress login page. The form is enclosed in a red rectangular border. It contains three input fields: 'Username', 'Password', and a 'Remember Me' checkbox. A blue 'Log In' button is positioned to the right of the 'Remember Me' checkbox. Three red arrows point to the right edge of the 'Username' field, the right edge of the 'Password' field, and the 'Log In' button.

[Lost your password?](#)

[← Back to sellhousenowaustin.com](#)

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Step  
2

Click "Appearance".

The screenshot shows the WordPress dashboard for the site 'sellhousenowaustin.com'. The left sidebar contains a menu with items: Home, Updates, Posts, Media, Links, Pages, Comments, Appearance (highlighted with a red box and arrow), Plugins, Users, Tools, and Settings. The main content area is titled 'Dashboard' and includes a 'Right Now' summary table, a 'QuickPress' form, 'Recent Comments', and 'Recent Drafts' sections.

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:

Buttons: 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

Objective 4 Installing Your Website Framework

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Step  
3


Click "Install Theme".

Dashboard mortgageassign.com Howdy, Dani Lynn Robison

Manage Themes **Install Themes** Help

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

### Current Theme

 **Graphene 1.5.4 by Syahir Hakim**

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 buckload of action hooks for greater customisability through child theme, and a jQuery slider for your featured posts. It has built-in Twitter widget, allows for customisable colours, header and background through the WordPress admin, built-in AdSense placement and social sharing buttons, supports custom menu with drop-down navigation, and threaded comments of up to 10 levels deep! You can hide post parameters, show post author's gravatar, use different widgets for the front page than the rest of the website, and specify font styles for header and content texts. The codes are written so that you can easily override or add functionality to the theme by using your own child theme without altering the parent theme's code. Seriously, there's too many features for this theme to describe them all here! This theme has been tested and confirmed compatible with IE7 and above, Mozilla Firefox, Google Chrome, Opera, and Safari. The theme currently has been translated into 20 languages, and fully supports right-to-left languages. See the [theme's changelog](#).

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-background, custom-menu, editor-style, theme-options, threaded-comments, sticky-post, translation-ready, rtl-language-support, post-formats, featured-image-header, featured-images, full-width-template, microformats

### Available Themes

Search Installed Themes [Feature Filter](#)

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

The screenshot shows the WordPress dashboard for the website 'sellhousenowaustin.com'. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'Appearance' menu is expanded, showing 'Themes', 'Widgets', 'Menus', 'Theme Options', 'Background', 'Header', 'Editor', and 'Plugins'. The 'Themes' section is active, displaying the 'Manage Themes' and 'Install Themes' buttons. Below these buttons is a search bar with the text 'Search for themes by keyword, author, or tag.' The search field contains the word 'graphene' and the 'Search' button is highlighted with a red box and two red arrows pointing to it. Below the search bar is a 'Feature Filter' section with the text 'Find a theme based on specific features'. This section contains a grid of checkboxes for various features, including Colors (Black, Blue, Brown, Gray, Green, Orange, Pink, Purple, Red, Silver, Tan, White, Yellow, Dark, Light), Columns (One Column, Two Columns, Three Columns, Four Columns), Width (Fixed Width, Flexible Width), Features (Blavatar, BuddyPress, Custom Background, Custom Colors, Custom Header, Custom Menu, Editor Style, Featured Image Header, Featured Images, Front Page Posting, Full Width Template, Microformats, Post Formats, RTL Language Support, Sticky Post, Theme Options, Threaded Comments, Translation Ready), and Subject (Holiday, Photoblogging, Seasonal). A 'Find Themes' button is located at the bottom of the page.

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Step  
5

Click "Install".

Objective 4 Installing Your Website Framework

The screenshot shows the WordPress dashboard for the website `sellhousenowaustin.com`. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'Appearance' menu is expanded, showing 'Themes' as the selected option. In the main content area, the 'Install Themes' button is active. Below it, a search bar contains the term 'graphene'. The search results display a preview of the Graphene WordPress Theme, which includes a 'Readability Test' section. A red box highlights the 'Graphene' title and the 'Install | Preview' link. A red arrow points to the 'Install' link. Below the preview, a description states: '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 buckload'.

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Step  
6

Click "Install Now".

Objective 4 Installing Your Website Framework

The screenshot shows the WordPress theme installation interface for the Graphene theme. The window title is "Install 'Graphene'". On the left, there is a preview of the theme's homepage, which includes a navigation menu, a main content area with a "Readability Test" article, and a sidebar with "Archives" and "Meta" sections. On the right, the theme details are displayed: "Graphene" by silverks, Version: 1.5.4. At the bottom, there are two buttons: "Cancel" on the left and "Install Now" on the right. The "Install Now" button is highlighted with a red rectangular box and a red arrow pointing to it.

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Step  
7

Click "Activate".

The screenshot shows the WordPress dashboard for the domain mortgageassign.com. The left sidebar contains navigation links: Dashboard, Posts, Media, Links, Pages, Comments, Appearance (highlighted), Themes, and Widgets. The main content area displays the theme installation progress for Graphene 1.5.4. The steps shown are: Downloading install package from http://wordpress.org/extend/themes/download/graphene.1.5.4.zip..., Unpacking the package..., Installing the theme..., and Successfully installed the theme Graphene 1.5.4. At the bottom of the installation progress, there are three links: [Preview](#), [Activate](#), and [Return to Theme Installer](#). The [Activate](#) link is highlighted with a red box and a red arrow pointing to it.

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.

The screenshot shows the WordPress dashboard for the website 'sellhousenowaustin.com'. The left sidebar contains a menu with 'Appearance' selected, showing sub-items like 'Themes', 'Widgets', 'Menus', 'Graphene Options', 'Graphene FAQs', 'Background', 'Header', and 'Editor'. The main content area displays the 'Manage Themes' section with buttons for 'Manage Themes' and 'Install Themes'. A yellow notification box states: 'New theme activated. This theme supports widgets, please visit the [widgets settings](#) screen to configure them.' Below this, the 'Current Theme' section features a thumbnail of the 'Graphene 1.5.5 by Syahir Hakim' theme. The description for this theme reads: '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 buckload of action hooks for greater customisability through the WordPress admin, built-in A 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 is compatible with Google Chrome, Opera, and Safari. The theme currently has been translated into 20 languages, and fully supports right-to-left languages. See [this](#) for more details.' Below the description are links for 'OPTIONS: [Widgets](#) | [Menus](#) | [Graphene Options](#) | [Graphene FAQs](#) | [Background](#) | [Header](#)'. At the bottom, the 'Available Themes' section is partially visible.

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 left is the GoDaddy logo with the tagline "Domains, websites & everything\* in between!". To the right of the logo, it says "WELCOME BACK Phillip" with a "DDC" badge and a "Log Out" link. Below this, it says "Phillip's GoDaddy.com" and "10 Domains Expiring". There are also "Deals of the Day" and "24/7 Support (480) 505-8877" with "Hablamos Español" below it. A search bar is present. A red arrow points to the "My Account" link in the navigation bar, which is highlighted with a red box. The navigation bar includes links for Domains, Hosting, Email, Websites, Search Engines, SSL & Security, Resellers, Affiliates, Auctions, and My Account. Below the navigation bar, the main heading says "Your Shopping Cart is Empty". There are three promotional boxes: "Find a domain name:" with a search bar and "GO" button; "How do I get started?" with a "Launch Product Advisor" button; and "Head back home" with a "Return to Homepage" button. Below these are several columns of links: "Account Manager" (My Account, My Renewals, My Upgrades, Account Settings, Customer Information, Order History, Create Account), "Shopping" (Domain Search, Product Catalog, Product Advisor, Go Daddy Gear, Gift Cards, Go Daddy Mobile, Deals of the Day), "Resources" (Webmail, WHOIS search, ICANN Confirmation, Affiliates, Follow & Fan Us, Legal, Commercial Contests, Site Map), "Help & Support" (Telephone Support & Sales, Go Daddy Community, Discussion Forums, Help and Guides, User Groups, Submit Support Ticket, Site Suggestions, Report Spam, Go Daddy Scoop), "About Go Daddy" (About Us, News Releases, Careers, Marketing Opportunities, Customer Testimonials, Security Center, .ME Scholarship, Round Up for Charity), "Mobile" (Go Daddy, on the GO!, iPhone Application, iPad Application, Android Application, BlackBerry Application, Visit GoDaddyMobile.com), and "Find Us On..." with Facebook and Twitter icons. There is also a "Sign Up for Special Offers" section with an "Email Address" input field and a "Submit" button. At the bottom, there are "Our Partners" logos including TRUSTe, BBB, Trustwave, PayPal, Visa, MasterCard, American Express, Discover, and Certification Authorities. A footer contains the text: "Use of this Site is subject to express Terms of Use. By using this Site, you signify that you agree to be bound by these Terms of Use, which were last revised on August 5, 2011. GoDaddy.com is the world's No. 1 ICANN-accredited domain name registrar for .COM, .NET, .ORG, .INFO, .BIZ and .US domain extensions. Source: RegistrarSTATS.com. Copyright © 1999 - 2011 GoDaddy.com, Inc. All rights reserved." There are also three security logos: "GODADDY.COM WEBSITE PROTECTION TESTED 2011-11-11", "GODADDY.COM DOMAIN ORIGINATION CERTIFIED CLICK TO VERIFY", and "GODADDY.COM VERIFIED & SECURED VERIFY SECURITY".

Add On Domain

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Step  
2

Click on your domain name.

WELCOME BACK Philip **DDC** Log Out USD empty

Phillip's GoDaddy.com **10 Domains Expiring** **Deals of the Day** **24/7 Sales & Support (480) 505-8877**  
Hablamos Español

Our Commercials **Bob's Video Blog** Help & Forums

**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**  
CashParking®  
Discount Domain Club  
Domain Backordering  
Domains / Domain Manager  
Email  
Check My Web Mail  
Free Products  
Go Daddy Auctions®

**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®  
Reseller  
Calendar

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

Search Domains:  **GO**

My Domains	Expiration	Privacy	Associated Products	Email	Domain Diagnostics
<a href="#">ASSIGNMYMORTGAGE.COM</a>	11/3/2011 <b>RENEW</b>	No <a href="#">Add</a>	None <a href="#">Add</a>	None <a href="#">Add</a>	<a href="#">Score domain</a>
<b>MORTGAGEASSIGN.COM</b>	11/3/2011 <b>RENEW</b>	No <a href="#">Add</a>	None <a href="#">Add</a>	None <a href="#">Add</a>	<a href="#">Score domain</a>
<a href="#">WEMAKEYOURPAYMENTS.COM</a>	11/3/2011 <b>RENEW</b>	No <a href="#">Add</a>	None <a href="#">Add</a>	None <a href="#">Add</a>	<a href="#">Score domain</a>
<a href="#">SELLMYAUSTINLUXURYHOME.COM</a>	11/11/2011 <b>RENEW</b>	No <a href="#">Add</a>	None <a href="#">Add</a>	None <a href="#">Add</a>	<a href="#">Score domain</a>
<a href="#">SELLMYTEXASHOUSEFAST.COM</a>	11/12/2011 <b>RENEW</b>	No <a href="#">Add</a>	None <a href="#">Add</a>	None <a href="#">Add</a>	<a href="#">Score domain</a>

Displaying 1-5 of 54 domains Results per page: 5  1 of 11

Add On Domain

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Step  
3

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

Domain Details **BIDONTX.COM** [GO](#) [Advanced View](#) [Quick View](#) [Diagnostic View](#)

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

### Domain Information

Registered: 9/4/2008  
Locked: Locked [Manage](#)  
Expires On: 9/4/2012 [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](#)  
Forwarding: On (Last update 9/5/2011) [Manage](#)  
Forward with masking  
http://web.me.com/flipdani...

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

### Related Products

Hosting: Not hosted here [Learn More/Add](#)  
WebSite Tonight®: Off [Learn More/Add](#)  
Email Accounts: None [Manage](#)  
Domain Starter Page: No starter page [Manage](#)  
Domain Variations Bundle: Options available [Learn More/Add](#)

### Nameservers

Nameservers: (Last update 9/4/2008)  
NS57.DOMAINCONTROL.COM [Set Nameservers](#)  
NS58.DOMAINCONTROL.COM [Manage DS Records](#)

### DNS Manager

Manager: Available  
@ 64.202.189.170  
CNAME e email.secureserver.net  
CNAME email email.secureserver.net  
CNAME ftp @  
MX @ mailstore1.secureserver.net  
MX @ smtp.secureserver.net  
[Launch](#)

### TLD Specific

Not Applicable

Add On Domain

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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”.

Domain Details

25% off your order of \$75 or more\*  
Save BIG on websites, domain names and more. SHOP NOW!

Great news! The new [DNS Manager](#) is live.

All Domains MORTGAGEASSIGN.COM GO

Advanced View Quick View Diagnostic View

### Set Nameservers

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 want to host my domains with a hosting account with these domains.  
 I have specific nameservers for my domains.

Nameserver 1: \* NS41.DOMAINCONTROL.COM  
Nameserver 2: \* NS42.DOMAINCONTROL.COM  
Nameserver 3:   
Nameserver 4:

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

**Did You Know?**  
Domains using our nameservers benefit from our worldwide DNS presence through Anycast DNS.  
[Learn More](#)

Nameservers: (Last update 11/4/2011)  
NS41.DOMAINCONTROL.COM  
NS42.DOMAINCONTROL.COM

Registrant (edit)	Administrative (edit)	Technical (edit)	Billing (edit)
Filp Robison 3720 Gattis School Rd Suite 800-196	Philip Robison 3720 Gattis School Rd Suite 800-196	Philip Robison 3720 Gattis School Rd Suite 800-196	Philip Robison 3720 Gattis School Rd Suite 800-196

Add On Domain

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Step  
5

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

The screenshot displays the Host Gator Control Panel interface. The top section is titled "Domains" and contains six icons: "Subdomains", "Add On Domains", "Parked Domains", "Redirects", "Simple DNS Zone Editor", and "Advanced DNS Zone Editor". The "Add On Domains" icon, which features a globe with a plus sign, is highlighted with a red square and a red arrow pointing to it. Below the Domains section is the "Databases" section, which contains four icons: "MySQL® Databases", "MySQL® Database Wizard", "phpMyAdmin", and "Remote MySQL".

Add On Domain

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Step  
6

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

Add On Domain

**HostGator Control Panel**

**Addon 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.

**Create Addon Domain**

New Domain Name:

Subdomain/FTP Username:

Document Root: /

Password:

Password (Again):

Strength (why?):

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
assignmentofmortgagepaymentsstruth.com	/public_html/assignmentofmortgagepaymentsstruth.com	ampstruth	not redirected	Remove Manage Redirection
bidontexas.com	/public_html/www.bidontexas.com	bidontexas	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".

The screenshot shows the HostGator Control Panel interface. At the top left is the HostGator logo (a blue alligator) and the text "HostGator Control Panel". To the right are navigation buttons for "Register", "Transfer", and "Whois", along with a search bar containing "Register a Domain" and a "Register" button. In the top right corner, there are "HOME", "HELP", and "LOGOUT" links. The main content area is titled "Addon Domains" and "Addon Domain Additions". A green message box with a checkmark icon contains the text: "The addon domain 'mortgageassign.com' has been created." Below this message, it says "If you would like to manage the files for this domain, you can do so here: File Manager". A "Go Back" button is located below the message. Red arrows point to the message and the "Go Back" button. The footer contains links for "Home", "Trademarks", "Help", "Documentation", and "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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