

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.

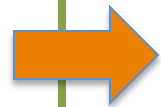
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Virtual Marketing Blueprint

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

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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 Host**

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".

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The screenshot shows the HostGator website's 'Unlimited 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. Below this, a large banner features the HostGator logo and the slogan 'we eat up the competition'. It also includes contact information: Toll Free: 1.866.96.GATOR, Local: 1.713.574.5287, and a 'LIVE CHAT' button. The main heading is 'Unlimited Web Hosting' with the subtext 'Web Hosting made EASY and AFFORDABLE!'. Three key features are listed: UNLIMITED Disk Space and Bandwidth, FREE Site Building Tools and Templates, and 24/7/365 Award Winning Technical Support. A price tag indicates 'Starting at \$3.96*/mo'. Below this, three hosting plans are presented: Hatchling Plan (Starting at \$3.96/mo*), Baby Plan (Starting at \$6.36/mo*), and Business Plan (Starting at \$10.36/mo*). Each plan has a '20% OFF!' badge. The Baby Plan is highlighted with a red box, and a red arrow points to its 'ORDER NOW' button. Below the plans, there are sections for 'HostGator Control Panel' (cPanel) and 'Easy SiteBuilder', each with a 'TRY DEMO' button. A note at the bottom right states '*Price reflects 20% off first invoice'.

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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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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.

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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		Payment Information	
First Name	<input type="text"/>	<input checked="" type="radio"/> Credit Card	<input type="radio"/> PayPal
Last Name	<input type="text"/>	<input type="checkbox"/> AMEX	<input type="checkbox"/> DISCOVER
Email	<input type="text"/>	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> PAYPAL
Company	<input type="text"/>	<input type="checkbox"/> VISA	<input type="checkbox"/> PAYPAL
Home Phone	<input type="text"/>	Name on Card	<input type="text"/>
Cell Phone	<input type="text"/>	Credit Card Number	<input type="text"/>
Address	<input type="text"/>	Expiration Date	01 / 2010
Address 2	<input type="text"/>	CVV Code	<input type="text"/>
City	<input type="text"/>	Help: Where Is my CVV Code?	
State	Alabama		
Zip Code	<input type="text"/>		
Country	United States		

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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
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.



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 danilynn@thereirockstars.com containing the required information for using your Hosting Account.

Your reference number is

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Step
8

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

Objective 3 Setting Up Your Host Server


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

Hello Philip Robison,

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

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

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



Visit the HostGator Knowledgebase and Video Tutorials section for solutions to commonly asked questions:

<http://hostgator.com/>

<http://www.hostgator.com/tutorials.shtml>

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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
SELLHOUSENOWAUSTIN.COM		11/26/2012	No Add	None Add	None Add	Score domain

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Step
10

Click "Set Nameservers".

Objective 3 Setting Up Your Host Server

The screenshot displays a domain management dashboard for the domain SELLHOUSENOWAUSTIN.COM. The interface includes a navigation bar with icons for Organize, Locking, Cash in, Upgrade, Renew, Forward, Contact, Nameservers, Account Change, and Delete Selected. The main content is divided into two columns: Domain Information and Domain Enhancements.

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](#)

Domain Enhancements:

- Privacy: Off [Learn More/Add](#)
- Domain Ownership Protection: Off [Learn More/Add](#)
- Certified Domain: No certification [Learn More/Add](#)
- Domain Appraisals: No appraisals [Learn More/Add](#)
- Premium Listings: No premium listings [Learn More/Add](#)
- CashParking: Disabled [Learn More/Add](#)
- Business Registration: Off [Learn More/Add](#)

Nameservers: (Last update 11/26/2011)

- NS73.DOMAINCONTROL.COM
- NS74.DOMAINCONTROL.COM

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

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](#)

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

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
Password:
1st Nameserver: ns3679.hostgator.com
2nd Nameserver: ns3680.hostgator.com
Server IP: :



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

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Step
13

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

A screenshot of the cPanel login interface. The background is a dark blue gradient with the cPanel logo and the word "cPanel" in orange. In the center is a white login box with the title "Login". Below the title are 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.

© cPanel, Inc. 2011

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Step
14

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

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, the 'Software/Services' section is highlighted with a red border. This section 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 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'.

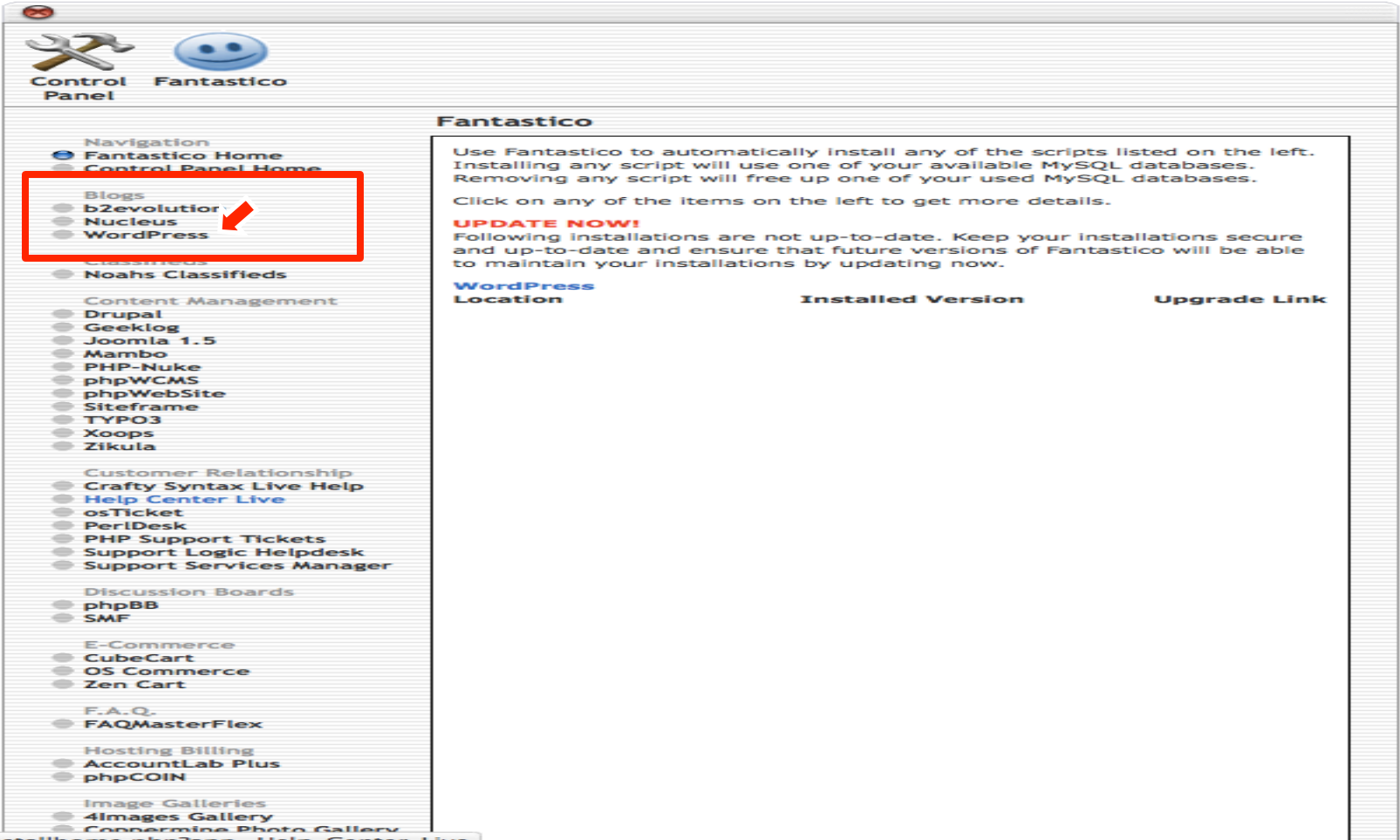
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Step
15

At the Fantastico home page,
go to the left hand side of the screen, and
click “WordPress”.

Objective 3 Setting Up Your Host Server



The screenshot shows the Fantastico control panel interface. On the left side, there is a navigation menu with various categories. The 'WordPress' option under the 'Blogs' category is highlighted with a red box and a red arrow. The main content area on the right displays the 'Fantastico' header and a list of scripts available for installation. Below the list, there is a table with columns for 'Location', 'Installed Version', and 'Upgrade Link'. The table is currently empty.

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

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At the WordPress home page click “New Installation”.

The screenshot shows the Fantastico Control Panel interface. At the top left, there are icons for a wrench and hammer, and a smiley face, with the text "Control Panel" and "Fantastico". Below this 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

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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

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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 about needing a username and password. The username is "admin" and the password is in a masked field. A red arrow points to the full URL to the admin area: <http://sellhousenowaustin.com/wp-admin/>. Below this, another 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." A third red box highlights a "Back to WordPress overview" button. A fourth red box highlights an email input field and a "Send E-mail" button.

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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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