

*Welcome To*

# Virtual Marketing

*Blueprint*

*Rei Rockstars*

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## Virtual Marketing Experts



*Dani Lynn*



*Flip*

*Rei Rockstars*

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# Virtual Marketing Blueprint Concept

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

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## Previous Session Recap

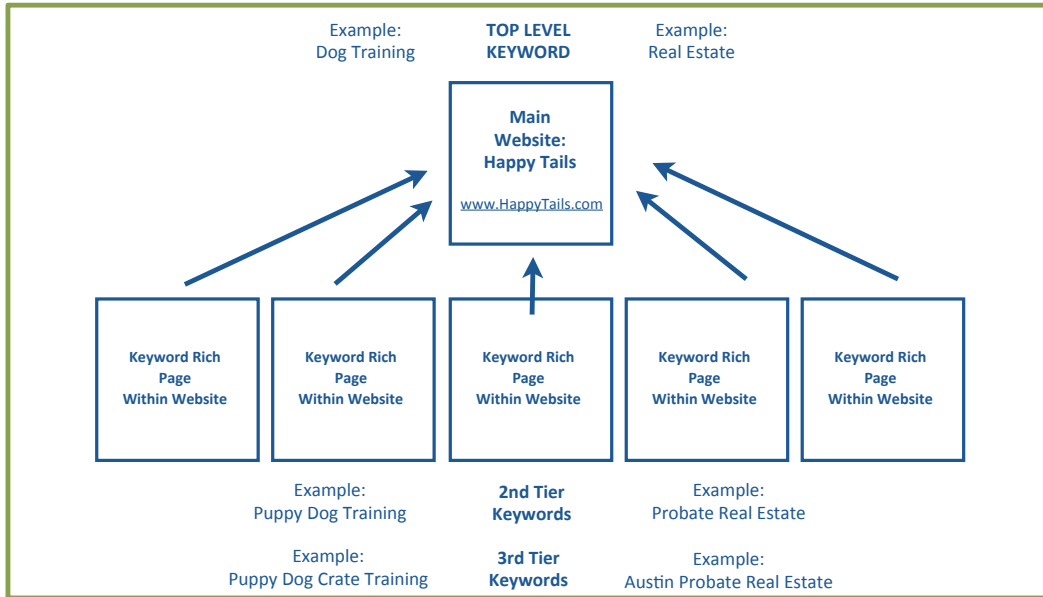
Prior to the start of this session, you should have completed the following tasks:

- 1) Defined Your Niche (Session 1 Pre-Work)
- 2) Chose Dynamic Domain(s) (Session 1)
  - Select 3-5 Keywords You Want to Rank For
- 3) Bought Domains (Session 1)
- 4) Set Up Your Web Host Server (Session 1)
- 5) Installed Your Website Framework (Session 1)

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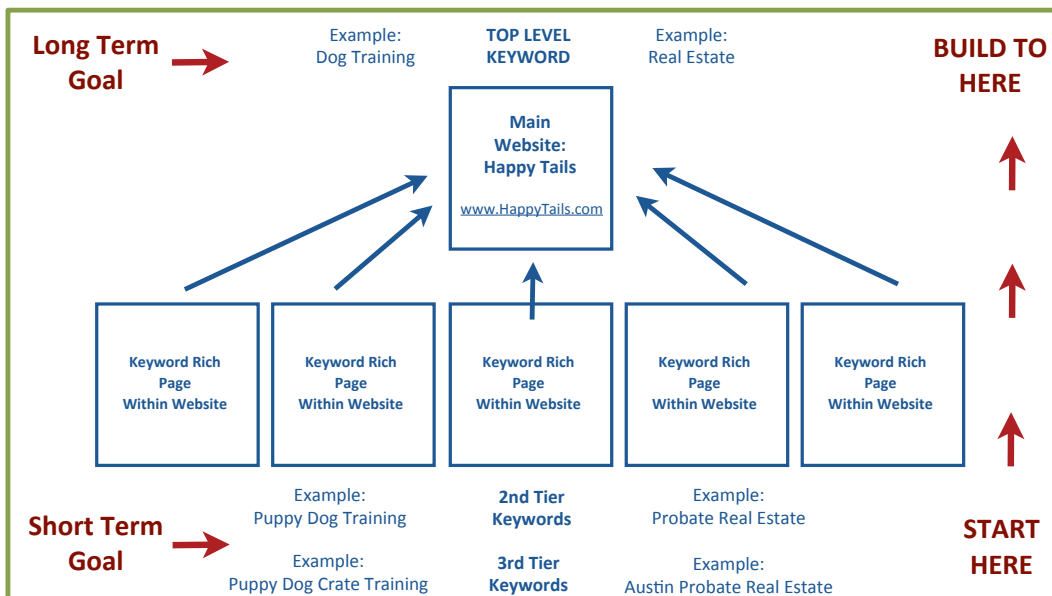
# Short Term + Long Term Strategies



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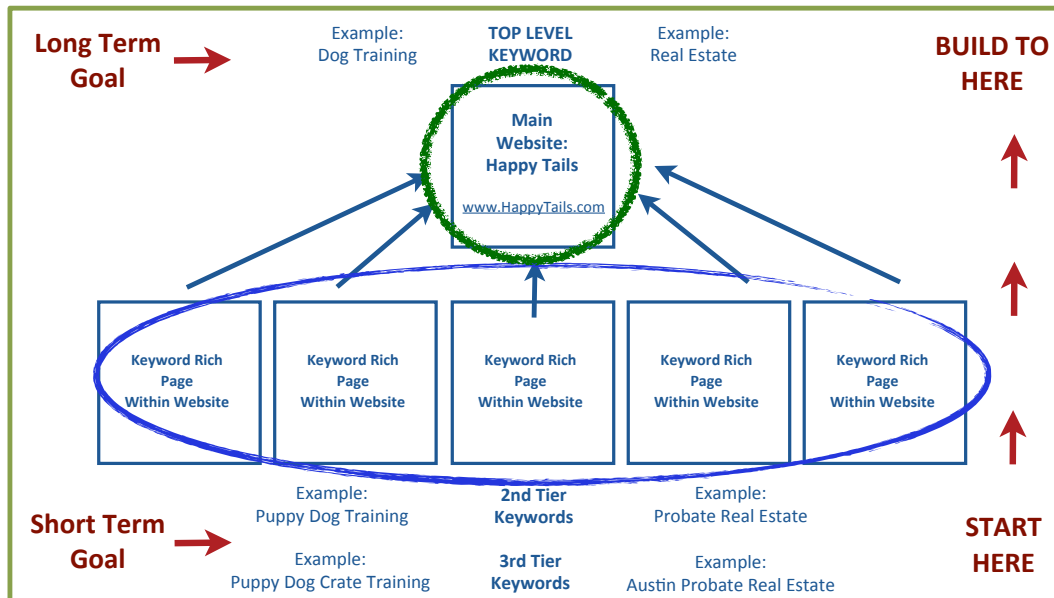
# Short Term + Long Term Strategies



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# Short Term + Long Term Strategies



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## Virtual Marketing Blueprint

### Module 2 Website Customization

#### Objectives:

- 1) Customizing Wordpress Settings
- 2) Customizing Your Header & Theme Options
- 3) The Do's & Don'ts of Your Website Menu
- 4) Installing Smart Plugins & Widgets
- 5) Designing a Strategic Side Navigation Bar



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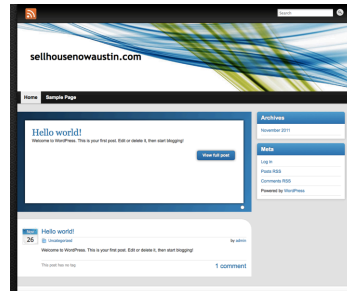
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# Virtual Marketing Blueprint

## WordPress...

Easy To Use  
Easy To Install  
It's Flexible  
Many Themes  
Many Plugins  
Many Widgets  
Easy to Customize  
Great Feel  
Great Aesthetics  
Advanced Users: HTML

Step 1: Website Framework  
(installing theme) = Clothes



Step 2: Website Customization  
(plugins, widgets, settings, header, etc) = Accessories

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# Virtual Marketing Blueprint

## Module 2 Website Customization

### Objectives:



- ➔ **1) Customizing Wordpress Settings**
- 2) Customizing Header & Theme Options
  - 3) The Do's & Don'ts of Your Website Menu
  - 4) Installing Smart Plugins & Widgets
  - 5) Designing a Strategic Side Navigation Bar

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# Introduction to Wordpress Settings

Objective 1 Customizing Wordpress Settings

## Wordpress Settings

### *What Are They?*

#### Settings: Website Title, Tag Line, Permalinks, etc..

- Website Titles appear at the top of your web page and in your header.
- Website Tag Lines typically appear in your header under your title.
- Permalinks are words that are contained in your url.

Example:

[www.yourdomain.com/?p=6](http://www.yourdomain.com/?p=6)

[www.yourdomain.com/category/postname](http://www.yourdomain.com/category/postname)

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# Introduction to Wordpress Settings

Objective 1 Customizing Wordpress Settings

## Wordpress Settings

### *Why Are They So Important?*

## Search Engine Optimization!



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Step 1

## Open 2 web Browser Windows

1. Log in to your Wordpress Dashboard in the first window ([www.yourdomain.com/wp-admin](http://www.yourdomain.com/wp-admin))
2. Go to your domain in the second window ([www.yourdomain.com](http://www.yourdomain.com))

Objective 1 Customizing Wordpress Settings



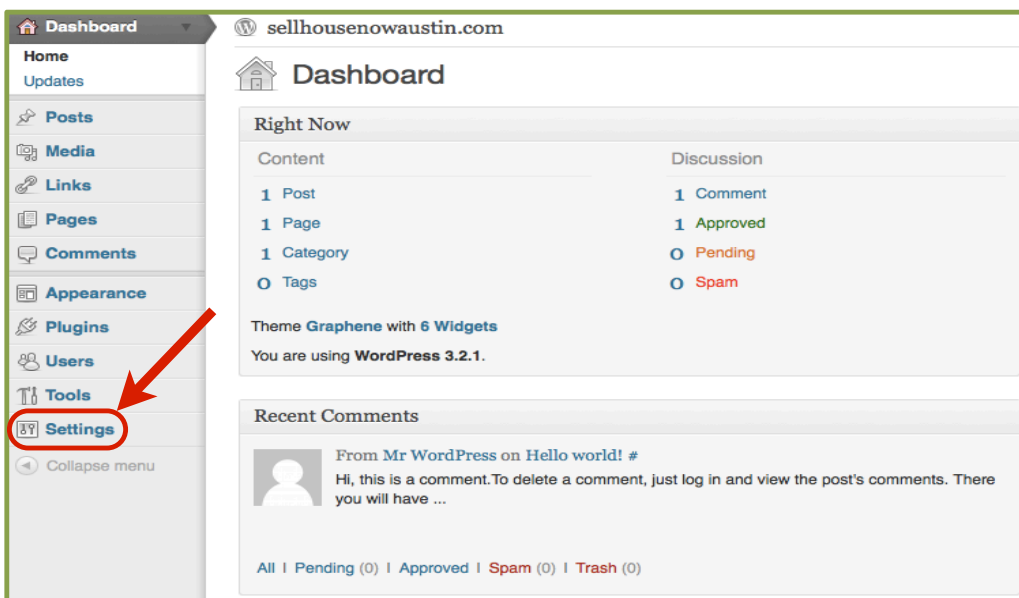
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Step 2

In Your Wordpress Dashboard, Click on “Settings” on the left side menu.

Objective 1 Customizing Wordpress Settings



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Step  
3

## Edit Site Title & Tagline & Click “Save Changes”

(Refresh your main website window once you've pressed save and you'll see the changes in your website header)

Objective 1 Customizing Wordpress Settings

The screenshot shows the WordPress 'General Settings' page for the site 'sellhousenowAustin.com'. The left sidebar contains a menu with 'Settings' expanded. The main content area has several fields: 'Site Title' (sellhousenowAustin.com), 'Tagline' (empty), 'WordPress address (URL)' (http://sellhousenowAustin.com), 'Site address (URL)' (http://sellhousenowAustin.com), 'E-mail address' (dani@danirobison.com), 'Membership' (Anyone can register), 'New User Default Role' (Subscriber), 'Timezone' (UTC+0), 'Date Format' (December 5, 2011), and 'Time Format' (10:41 pm). A 'Save Changes' button is at the bottom. Red circles and arrows highlight three specific areas: circle 1 points to the 'Site Title' field, circle 2 points to the 'Tagline' field, and circle 3 points to the 'Save Changes' button.

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Step  
4

## Click On “Writing” Under The Settings Tab And Then Scroll Down To The “Update Services” Section At The Bottom.

Objective 1 Customizing Wordpress Settings

The screenshot shows the WordPress 'Writing Settings' page for the site 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains a menu with 'Settings' expanded and 'Writing' selected. The main content area has several sections: 'Size of the post box' (20 lines), 'Formatting' (Convert emoticons like :-D and :-P to graphics on display), 'Default Post Category' (Uncategorized), 'Default Post Format' (Standard), 'Default Link Category' (Blogroll), 'Press This' (a bookmarklet), and 'Update Services' (a section with a text input field containing 'http://rpc.pingomatic.com/'). A 'Save Changes' button is at the bottom. Red circles and arrows highlight two specific areas: circle 1 points to the 'Writing' link in the sidebar, and circle 2 points to the 'Update Services' section.

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Step  
5

Erase What's In The Box And Copy/Paste The "Pinging List" File Items That Are In The VMB Session 2 Downloads Into This Box. Click On "Save Changes".

Objective 1 Customizing Wordpress Settings

The screenshot shows the WordPress 'Writing Settings' page for 'DANI LYNN | Internet Marketing Coach'. The left sidebar has 'Settings' expanded, with 'Writing' highlighted. The main content area includes 'Size of the post box' (20 lines), 'Formatting' (checked for emoticons and XHTML), 'Default Post Category' (Uncategorized), 'Default Post Format' (Standard), and 'Default Link Category' (Blogroll). Below these is the 'Press This' section. A red box highlights the 'Update Services' section, which contains a text area with the URL 'http://rpc.pingomatic.com/'. Red circles with numbers 1 and 2 point to the 'Update Services' section and the 'Save Changes' button, respectively.

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Step  
6

Click on "Reading" Under The Settings Tab. Adjust Your Number of Blog Pages & Syndication Feeds (3 Is My Preference). Under "For Each Article In Feed", Select "Summary". Then Click "Save Changes".  
*(NOTE: If you choose not to have your posts show up on the home page, you will want to come back to this tab under settings and select "A static page" and then designate which pages you want as the Front page and Posts Page.)*

Objective 1 Customizing Wordpress Settings

The screenshot shows the WordPress 'Reading Settings' page for 'DANI LYNN | Internet Marketing Coach'. The left sidebar has 'Settings' expanded, with 'Reading' highlighted. The main content area includes 'Front page displays' (radio buttons for 'Your latest posts' and 'A static page'), 'Blog pages show at most' (10 posts), 'Syndication feeds show the most recent' (10 items), 'For each article in a feed, show' (radio buttons for 'Full text' and 'Summary'), and 'Encoding for pages and feeds' (UTF-8). Red circles with numbers 1 through 4 point to the 'Reading' tab in the sidebar, the 'Summary' radio button, the '10 posts' and '10 items' input fields, and the 'Save Changes' button, respectively.

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Step  
7

Click on "Permalinks" (under the Settings tab)  
Select "Custom Structure"  
Type in: `/%category%//%postname%/` and click "Save Changes".

Objective 1 Customizing Wordpress Settings

The screenshot shows the WordPress dashboard sidebar on the left with the 'Settings' menu expanded and 'Permalinks' selected, indicated by a red circle and arrow labeled '1'. The main content area is titled 'Permalink Settings' for the site 'sellhousenowaustin.com'. Under 'Common settings', the 'Custom Structure' radio button is selected, indicated by a red circle and arrow labeled '2'. The text input field for the custom structure is empty, indicated by a red circle and arrow labeled '3'. Below this, the 'Optional' section has a red circle and arrow labeled '4' pointing to the 'Category base' text input field. At the bottom, the 'Save Changes' button is highlighted with a red circle and arrow.

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Step  
8

Go Through The Remaining Tabs Under Settings And  
Change Any Options As You See Fit.

Objective 1 Customizing Wordpress Settings

This screenshot is similar to the one for Step 7, showing the 'Permalink Settings' page. However, the 'Optional' section is expanded, and a red circle and arrow points to the explanatory text: 'If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your c... leave these blank the defaults will be used.' The 'Settings' menu in the sidebar is also highlighted with a red circle.

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# Virtual Marketing Blueprint

## Module 2 Website Customization



### Objectives:

- 1) Customizing Wordpress Settings
- ➔ **2) Customizing Header & Theme Options**
- 3) The Do's & Don'ts of Your Website Menu
- 4) Installing Smart Plugins & Widgets
- 5) Designing a Strategic Side Navigation Bar

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## Introduction to Theme Options

### Theme Options

#### **What Are They?**

##### **Global Settings For The Entire Theme**

Settings changed in this area can override settings in other areas of your site.

#### **Why Is It Important?**

##### **Offers Flexibility Of Simple Change**

Especially nice when you choose to change the look and feel of your website from time to time to keep visitors engaged.

Objective 2 Customizing Header & Theme Options

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Step  
1

Click on "Appearance" on the left side dashboard menu.  
Then click on "Header" under the Appearance tab.

Objective 2 Customizing Header & Theme Options

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu has 'Appearance' highlighted with a red circle and the number '1'. Below 'Appearance', the 'Header' option is also highlighted with a red circle and the number '2'. The main content area shows the 'Current Theme' section for 'Graphene 1.5.4 by Syahir Hakim', including a description, tags, and a list of available themes.

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Step  
2

Select the image you wish to use as your header or you can create a custom header and upload it here. Then click "Save Changes" and refresh your main website browser window to see your new header and change or update as needed.

Objective 2 Customizing Header & Theme Options

The screenshot shows the 'Custom Header' editor in WordPress. The left sidebar menu has 'Appearance' > 'Header' highlighted with a red circle and the number '1'. The main content area shows a preview of the current header image. Below the preview, there is an 'Upload Image' section with a 'Browse...' button highlighted with a red circle and the number '2'. There is also a 'Default Images' section with a 'Random' button highlighted with a red circle and the number '2'. At the bottom, the 'Save Changes' button is highlighted with a red circle.

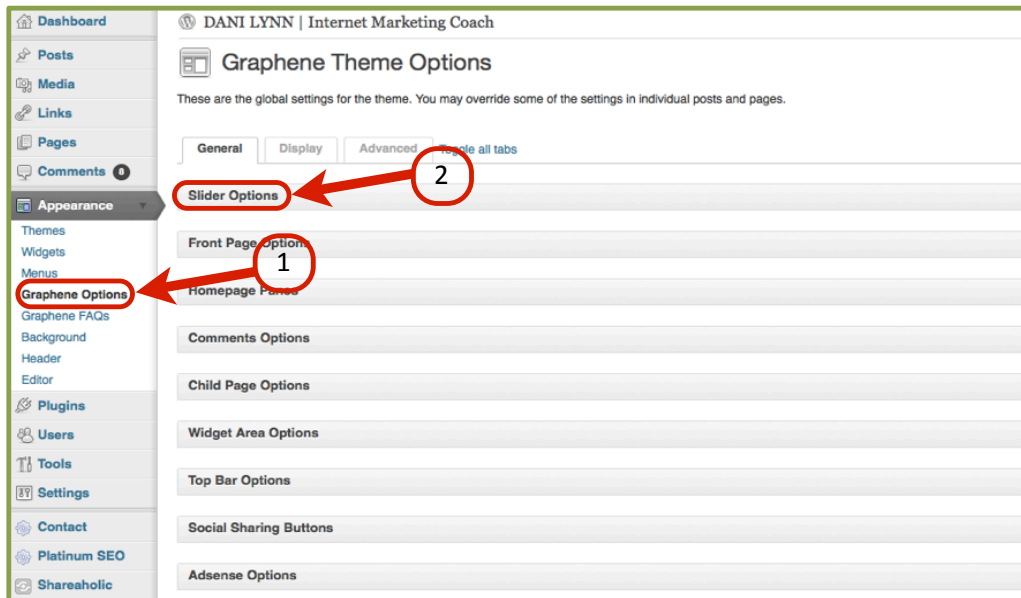
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Step  
3

Click on "Graphene Options" under the Appearance Tab.  
Then click on "Slider Options".

Objective 2 Customizing Header & Theme Options



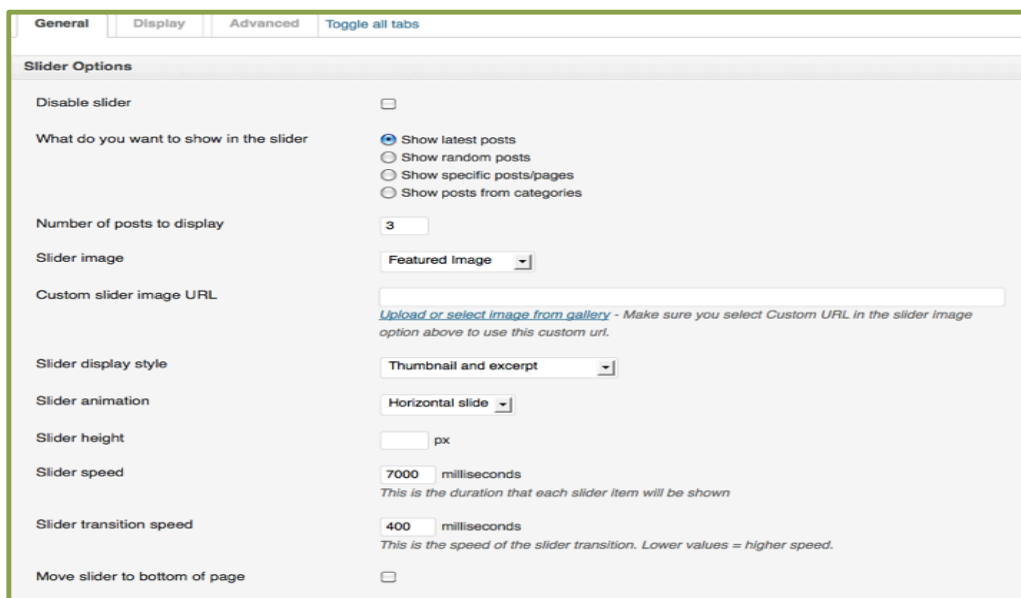
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Step  
4

Select your featured slider options here. This picture shows default preferences along with what I set up on my example site that I play with for this course: [www.MortgageAssign.com](http://www.MortgageAssign.com)  
When done, click "Save Options" at the bottom of the page.  
Click on "Slider options" again to close those options.

Objective 2 Customizing Header & Theme Options



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Step  
5

Click on "Top Bar Options" and select any options you wish to change to customize your site. When done, click "Save Options". Click on "Top Bar Options" again to close those options. *(It's helpful when making these changes to refresh your main website browser window after saving the change to see what the change did to your website so you can quickly fix it if you don't like the change.)*

Objective 2 Customizing Header & Theme Options

#### Top Bar Options

Hide the top bar ☐

Hide feed icon ☐

Use custom feed URL   
This custom feed URL will replace the default WordPress RSS feed URL.

Open social media links in new window ☐

Twitter URL   
Enter the URL to your Twitter page.

Facebook URL   
Enter the URL to your Facebook profile page.

[Add new social media icon](#)

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Step  
6

Click on "Footer Options" and add in whatever copyright text you want to show up on the bottom of your website. I put an example below of what I put on my sample site. When done, click "Save Options". Click on "Footer Options" again to close those options.

Objective 2 Customizing Header & Theme Options

#### Footer Options

Show Creative Commons logo ☐



Copyright text (html allowed)

If this field is empty, the following default copyright text will be displayed:

Except where otherwise noted, content on this site is licensed under a [Creative Commons Licence](#).

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Do not show copyright info ☐

Do not show the "Return to top" link ☐

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Step  
7

Click on “Display Options” at the top of the page.

Objective 2 Customizing Header & Theme Options

General **Display** Advanced Toggle all tabs

Header Display Options

Column Options

Posts Display Options

Excerpts Display Options

Comments Display Options

Colours Options

Text Style Options

Footer Widget Display Options

Navigation Menu Display Options

Miscellaneous Display Options

Custom CSS

Save Options

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Step  
8

Click on “Header Display Options” and select any options you wish to change to customize your site. When done, click “Save Options”. Click on “Header Display Options” again to close those options. (I disabled the “Featured Image Replacing Header Image” option.)

Objective 2 Customizing Header & Theme Options

Header Display Options

Use light-coloured header bars ☐

Link header image to front page ☐  
*Check this if you disable the header texts and want the header image to be linked to the front page.*

Disable Featured Image replacing header image ☒   
*Check this to prevent the posts Featured Image replacing the header image regardless of the featured image dimension.*

Use random header image ☐  
*Check this to show a random header image (random image taken from the available default header images).  
Note: only works on pages where a specific header image is not defined.*

Search box location

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Step  
9

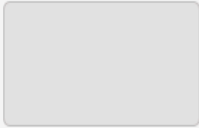
Click on “Column Options” and select your website layout. When done, click “Save Options”.  
Click on “Column Options” again to close those options.



*Tip: The easier it is to navigate your website, the more time your visitors will stay,  
which by the way helps your search rankings!*




Objective 2 Customizing Header & Theme Options

**Column Options**

Column mode

☐ 

☒  ☐ 

☐  ☐  ☐ 

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Step  
10

Click on “Excerpts Display Options” and select any options you wish to change to customize your site. When done, click “Save Options”.  
Click on “Excerpts Display Options” again to close those options.

Objective 2 Customizing Header & Theme Options

**Excerpts Display Options**

Show excerpts in front page ☒

Show full content in archive pages ☐  
Note: Archive pages include the archive for category, tags, time, and search results pages. Enabling this option will cause the full content of posts and pages listed in those archives to be displayed instead of the excerpt, and truncated by the Read More tag if used.

Show More link for manual excerpts ☒

Retain these HTML tags in excerpts   
Enter the HTML tags you'd like to retain in excerpts. For example, enter <p><uL><L> to retain <p>, <uL>, and <L> HTML tags.

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Step  
11

Click on "Miscellaneous Display Options" and if you would like to upload a favicon, this is where you'll insert that url. When done, click "Save Options". Click on "Miscellaneous Display Options" again to close those options.  
*Note: How to create a favicon is an addendum to this session.*

Objective 2 Customizing Header & Theme Options

Miscellaneous Display Options

**Site title options**

Use these tags to customise your own site title structure: #site-name, #site-desc, #post-title

Custom front page site title

Defaults to #site-name » #site-desc. The #post-title tag cannot be used here.

Custom content pages site title

Defaults to #post-title » #site-name.

**Favicon options**

Favicon URL

Upload or select image from gallery - Simply enter the full URL to your favicon file here to enable favicon. Make sure you include the http:// in front of the URL as well. Or use the WordPress media uploader to upload an image, or select one from the media library.

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Step  
12

Click on "Advanced Options" at the top of the page. Click on "Preview" and click the box to enable preview of your site and click "Save Options". Scroll down and you'll now see a window with your website in it so you can easily preview changes.

Objective 2 Customizing Header & Theme Options

General Display **Advanced** toggle all tabs

**Preview**

☒ enable preview of your site on the Graphene Theme Options page

Action Hooks Widget Areas

**Save Options**

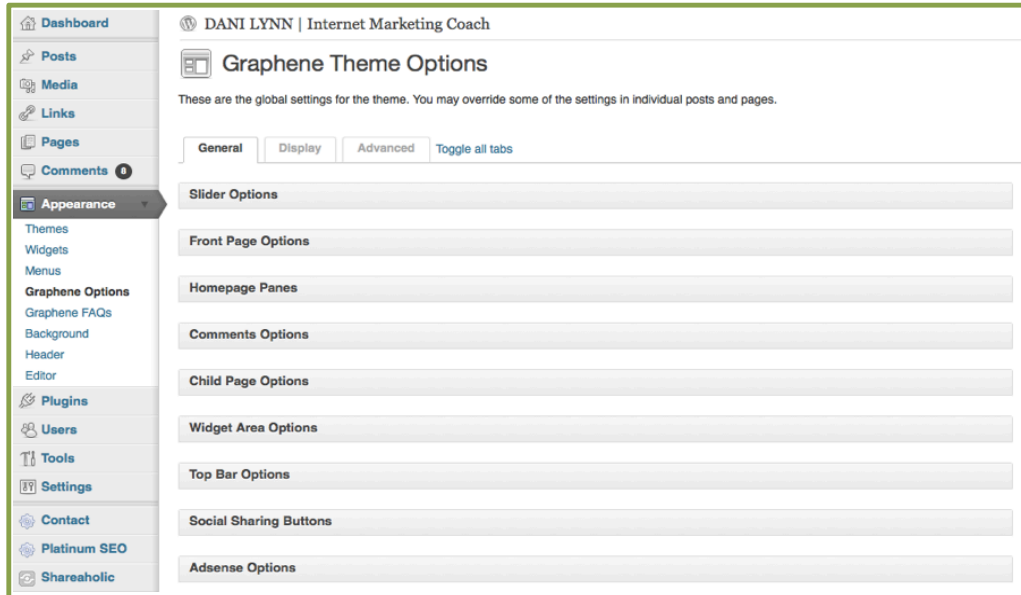
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Step  
13

Review any other option tabs you want to customize or learn about and when done, click “Save Options”.

Objective 2 Customizing Header & Theme Options



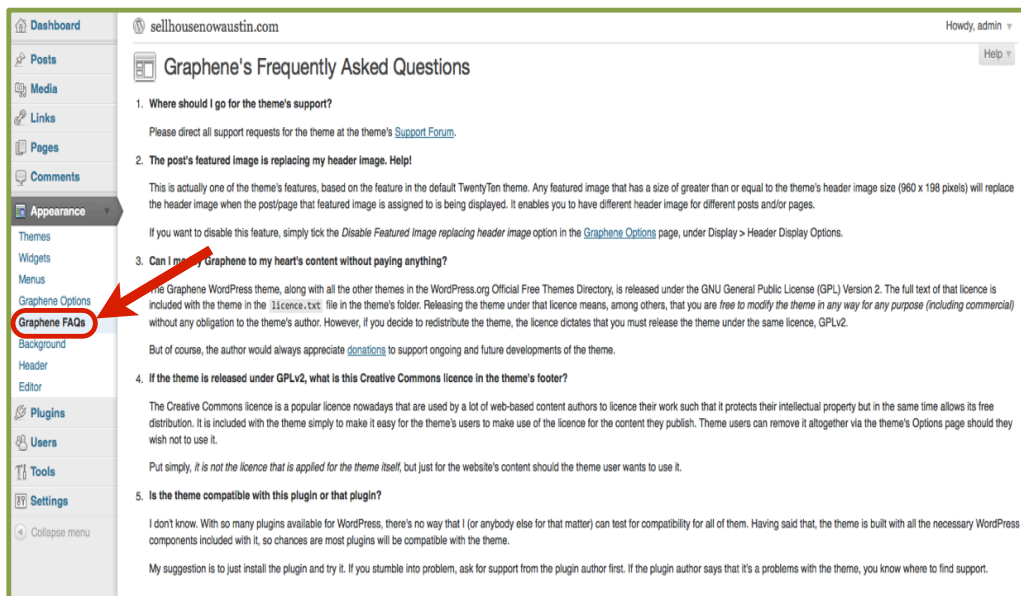
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FYI

If you have questions about this theme, click on “Graphene FAQs” under the Appearance tab and click on the “Support Forum” link to access a database of questions and answers about this theme.

Objective 2 Customizing Header & Theme Options



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# Virtual Marketing Blueprint

## Module 2 Website Customization



### Objectives:

- 1) Customizing Wordpress Settings
- 2) Customizing Header & Theme Options
- ➔ 3) The Do's & Don'ts of Your Website Menu
- 4) Installing Smart Plugins & Widgets
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## Introduction to Website Menu's

### Website Menu's

#### What Is It?



#### Why Is It Important?

It Walks Prospects Through The Sales Process

Info Seeker --> Researcher --> Buyer

Objective 3 The Do's & Don'ts Of Your Website Menu

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Step  
1

Choose Menu Item #1 Which Should Address Your Info Seekers:  
This Should Be A Question That's Frequently Asked About This Product Or Service.  
Try To Use Your Keywords In The Menu If You Can.

Objective 3 The Do's & Don'ts Of Your Website Menu



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Step  
2

Choose Menu Item #2 Which Should Address Your Info Seekers or Your Researchers:  
This Should Be A Question That's Frequently Asked About This Product Or Service  
or A Question That Is Important That People SHOULD Be Asking.  
Try To Use Your Keywords In The Menu If You Can.

Objective 3 The Do's & Don'ts Of Your Website Menu



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Step  
3

Choose Menu Item #3 Which Should Address Your Researchers:  
This Should Be A Question That's Frequently Asked About This Product Or Service  
or A Question That Is Important That People SHOULD Be Asking.  
Try To Use Your Keywords In The Menu If You Can.

Objective 3 The Do's & Don'ts Of Your Website Menu



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Step  
4

Choose Menu Item #4 Which Should Address Your Researchers  
or Testimonials: Try To Use Your Keywords In The Menu If You Can.

TIP: Use words like "Success Stories", "Raving Fans", "Customer Feedback"  
or "Customer Reviews" instead of "Testimonials".

Objective 3 The Do's & Don'ts Of Your Website Menu



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Step  
5

Choose Menu Item #5 Which Can Address Researchers, Testimonials or How To Buy Your Product or Use Your Service Try To Use Your Keywords In The Menu If You Can.

Objective 3 The Do's & Don'ts Of Your Website Menu



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Step  
6

Choose Menu Item #6 Which Can Address How To Buy Your Product or Use Your Service or Your About Page. Try To Use Your Keywords In The Menu If You Can.

Objective 3 The Do's & Don'ts Of Your Website Menu



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Step  
7

Choose Menu Item #7 Which Should Address Your About Page or Your Contact Page.

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Step  
8

Review Your Menu & Check For These “Do’s” & “Don’ts”:

Objective 3 The Do's & Don'ts Of Your Website Menu

## Website Menu Do's & Don'ts

- DO Have: One Menu Line Only
- DON'T Have More Than One Menu Line
- DO Address One Niche Only
- DON'T Address More Than One Niche (For Example: Buyers & Sellers Is Two Separate Niche's)
- DO Make Your Menu Clean With Large Font & Proper Spacing
- DON'T Make Your Menu Cluttered, Too Small or Too Close Together
- DO Walk Your Prospect Through The Sales Process Left To Right
- DON'T Mix Up The Sales Order (Info Seeker -> Researcher -> Buyer)

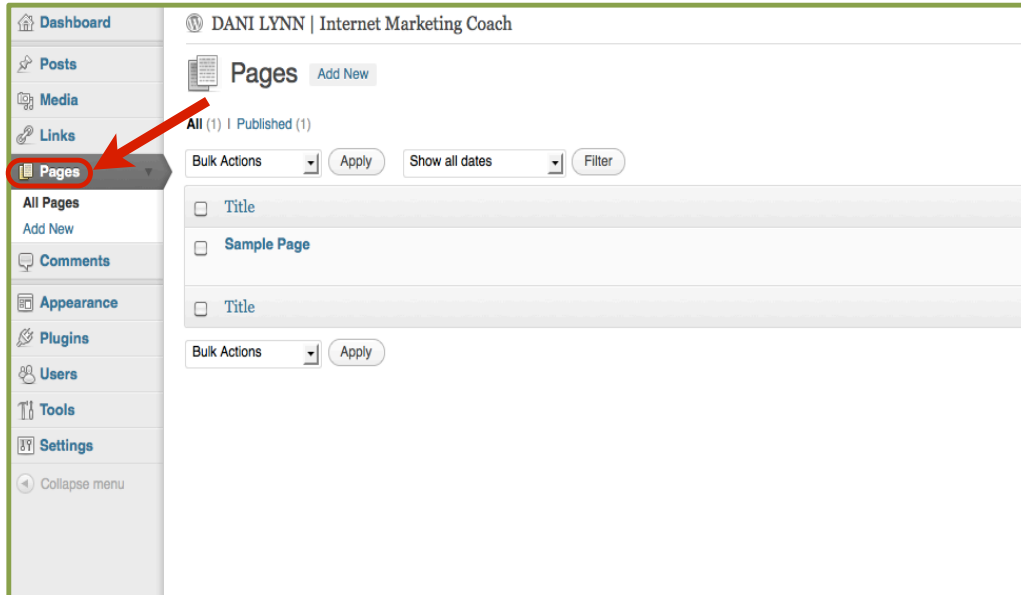
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Step  
9

Begin Creating Your Menu Items As Pages by Clicking on “Pages”  
Under The Left Dashboard Menu.

Objective 3 The Do's & Don'ts Of Your Website Menu



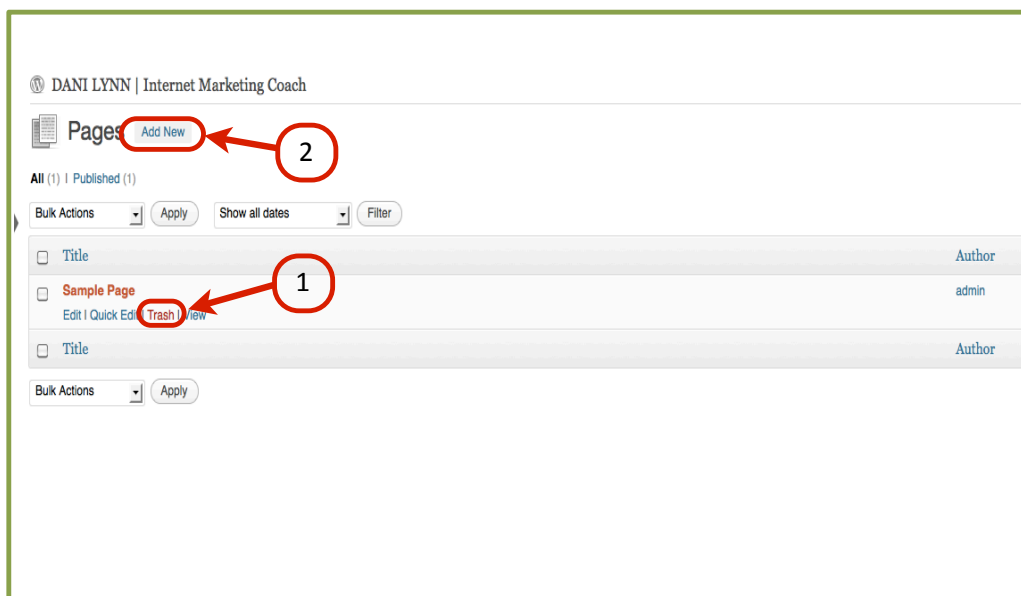
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Step  
10

Roll Your Mouse Over The “Sample Page” Until You See A Menu  
Pop Up Underneath It. Click “Trash”. Then Click “Add New”.

Objective 3 The Do's & Don'ts Of Your Website Menu



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Step  
11

Type In Your First Menu Item In The Box Under “Add New Page”.  
Then Type The Number 1 In the Order Box And Click “Publish”.  
Refresh Your Main Website Browser To See Your New Menu Item.

Objective 3 The Do's & Don'ts Of Your Website Menu

DANI LYNN | Internet Marketing Coach

Howdy, admin

Screen Options Help

Add New Page

Upload/Insert

Visual HTML

Path: p

Word count: 0

Publish

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish Immediately Edit

Move to Trash Publish

Page Attributes

Template

Theme default

Order

0

Need help? Use the Help tab in the upper right of your screen.

Featured Image

Set featured image

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Sample  
of Step  
11

Here Is An Example Of What A Buyer Website  
Might Have As Menu Item #1:

Objective 3 The Do's & Don'ts Of Your Website Menu

DANI LYNN | Internet Marketing Coach

Howdy, Dani Lynn Robison

Screen Options Help

Edit Page Add New

Search Austin Homes

Permalink: <http://mortgageassign.com/search-austin-homes/> Edit View Page

Upload/Insert

Visual HTML

This is an example page.

Word count: 4

Last edited by Dani Lynn Robison on November 15, 2011 at 11:52 pm

Publish

Preview Changes

Status: Published Edit

Visibility: Public Edit

Published on: Nov 11, 2011 @ 14:27 Edit

Move to Trash Update

Page Attributes

Parent

(no parent)

Template

Theme default

Order

1

Need help? Use the Help tab in the upper right of your screen.

Featured Image

Set featured image

FYI: This is the  
permalink

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Step  
12

- A) Click On "Add New" At The Top Of The Page You Just Published & Repeat This Process Again:  
B) Type In Your Next Menu Item In The Box Under "Add New Page".  
C) Then Type The Next Corresponding Number (2) In The Order Box And Click "Publish".  
D) Refresh Your Main Website Browser To See Your New Menu Item.  
E) Repeat This Process Until All Menu Items Are Completed.

Objective 3 The Do's & Don'ts Of Your Website Menu

The screenshot shows the WordPress 'Add New Page' editor. A red circle labeled 'B' points to the title input field. A red circle labeled 'C2' points to the 'Publish' button. A red circle labeled 'C1' points to the 'Order' dropdown menu, which is currently set to '0'. The interface includes a top bar with 'DANI LYNN | Internet Marketing Coach', a right sidebar with 'Publish' options (Save Draft, Preview, Status: Draft, Edit, Visibility: Public, Edit, Publish Immediately, Edit), and a bottom section for 'Page Attributes' (Template: Theme default, Order: 0, Featured Image: Set featured image). The main content area has a rich text editor with various formatting tools.

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## Virtual Marketing Blueprint

### Module 2 Website Customization

#### Objectives:

- 1) Customizing Wordpress Settings
- 2) Customizing Header & Theme Options
- 3) The Do's & Don'ts of Your Website Menu

➔ **4) Installing Smart Plugins & Widgets**

- 5) Designing a Strategic Side Navigation Bar



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# Introduction to Plugins & Widgets

Objective 4 Installing Smart Plugins & Widgets

## Plugins & Widgets

### *What Is It?*

**Smaller Components Of Software That Work Within A Larger Application And Add To Functionality.**

### *Why Is It Important?*

**Each Plug In or Widget Will Add To Your Websites Capabilities, Aesthetics &/Or Tools**

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Step  
1

**Click On “Plugins” Under The Left Dashboard Menu.  
Click on “Add New”.**

Objective 4 Installing Smart Plugins & Widgets

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains a menu with 'Plugins' highlighted. The main content area shows the 'Plugins' page with an 'Add New' link. A table lists installed plugins:

Plugin	Description
<input type="checkbox"/> Akismet <a href="#">Activate</a> <a href="#">Edit</a> <a href="#">Delete</a>	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam. It keeps your site protected from this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Version 2.5.3   By Automattic   Visit plugin site
<input type="checkbox"/> Hello Dolly <a href="#">Activate</a> <a href="#">Edit</a> <a href="#">Delete</a>	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, upper right of your admin screen on every page. Version 1.6   By Matt Mullenweg   Visit plugin site
<input type="checkbox"/> Plugin	Description

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Step  
2

Type "Bad Behavior" Into The Search Field And Click "Search Plugins".

Objective 4 Installing Smart Plugins & Widgets

DANI LYNN | Internet Marketing Coach

## Install Plugins

[Search](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format via this page.

**Search**  
Search for plugins by keyword, author, or tag.

Term

**Popular tags**  
You may also browse based on the most popular tags in the Plugin Directory:

[admin](#) [AJAX](#) [buddypress](#) [category](#) [comment](#) [comments](#) [content](#) [email](#) [Facebook](#) [feed](#) [flash](#) [gallery](#) [google](#) [image](#) [images](#) [java](#)  
[Post](#) [posts](#) [rss](#) [seo](#) [shortcode](#) [sidebar](#) [social](#) [spam](#) [stats](#) [tags](#) [twitter](#) [video](#) [widget](#) [widgets](#) [wordpress](#)

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Step  
3

Locate "Bad Behavior" Plugin And Click "Install Now".

Objective 4 Installing Smart Plugins & Widgets

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## Install Plugins

[Search](#) | [Search Results](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term

Name	Version	Rating	Description
<b>Bad Behavior</b> <a href="#">Details</a> <a href="#">Install Now</a>	2.1.15	★★★★☆	Welcome to a whole new way of keeping your blog, forum, guestbook, wiki or content management system free of link spam. Bad Behavior is a PHP-based solution for blocking link spam and the robots which deliver it. Thousands of sites large and small, like SourceForge, GNOME, the U.S. Department of Education, and many more, trust Bad Behavior to help reduce incoming link spam and malicious activity.... By Michael Hampton.
<b>Bad Comments</b> <a href="#">Details</a>   <a href="#">Install Now</a>	v 2.0	☆☆☆☆☆	This plugin will automatically search in a database if a user that posted a comment on your blog has already commented on your blog. If the user has, the plugin will alert you about this. Evenmore you can read those comments by visiting the website. By Chitic Stefan-C.
<b>SiteBrains Interactive Spam Blocker</b> <a href="#">Details</a>   <a href="#">Install Now</a>	6.3.7	★★★★☆	Block spam using state of the art client-side form validation. SiteBrains plug-in displays themed notifications. Our analysis is signed using a secret key unique to your domain. The signed analysis is submitted in a hidden field along with the rest of the form fields. This makes it impossible to forge or circumvent, and ensures that the user's post came from your webpage.
<b>Spam Free WordPress</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.5.1	★★★★☆	Spam Free WordPress is a comment spam blocking plugin that blocks 100% of the automated spam with zero service, available for WordPress that can claim 100% accuracy with zero false positives, not even Akismet, blocklist.
<b>One-Time Password</b> <a href="#">Details</a>   <a href="#">Install Now</a>	2.28	★★★★☆	This simple to use plugin enables you to login to your WordPress weblog using passwords which are valid for a single use. This is useful in less trustworthy environments, like internet cafés, for example. It conforms to RFC 2289 of the Internet Engineering Task Force (IETF). Version 2 of this plu... By Marcel Bokhorst.
<b>EG-Attachments</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.9.2	★★★★☆	EG-Attachments add a new shortcode attachments. This shortcode can be used with many options. But you don't need to know all of these options, because the plugin is "TinyMCE integrated" : from the post editor a window allows you to choose documents to display, title of the list, size of icons ... Nothing to learn. You can insert the shortcode by hand... By Emmanuel GEORJON.

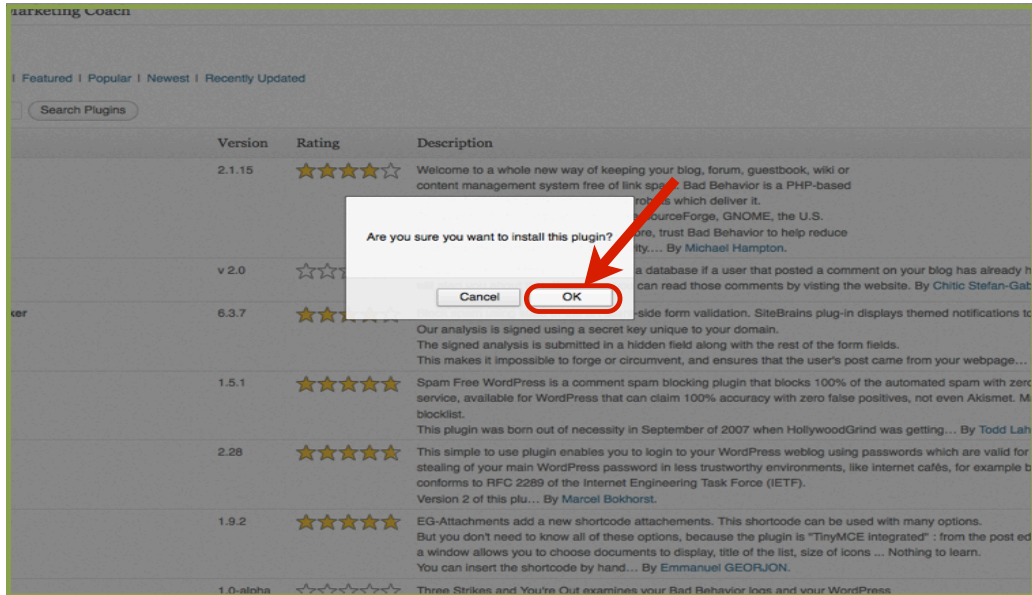
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Step  
4

Click "Okay" When The Pop Up Window Asks If You Are Sure.

Objective 4 Installing Smart Plugins & Widgets



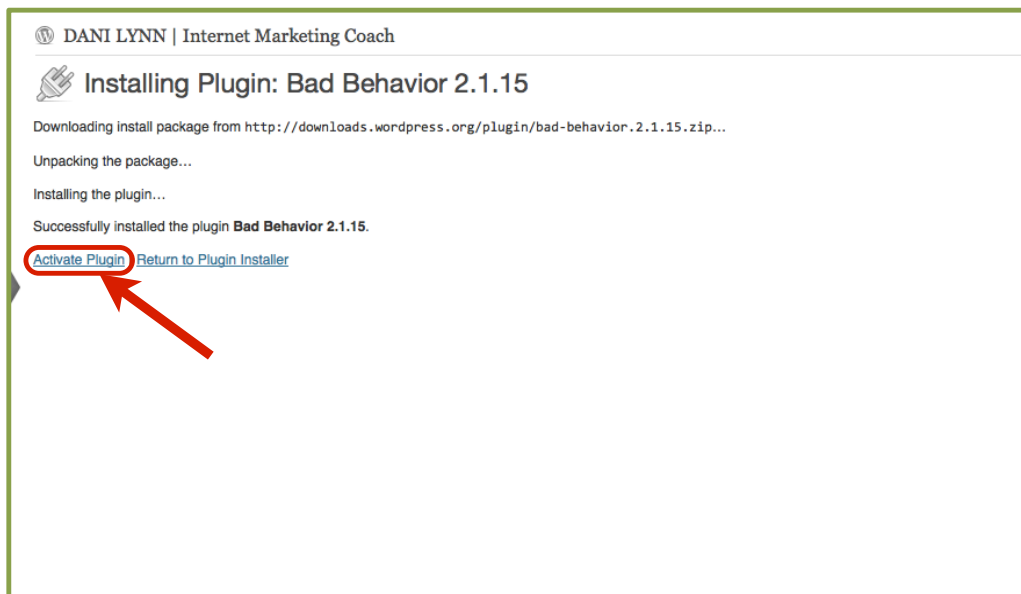
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Step  
5

On The Installation PluginScreen, Click "Activate Plugin".

Objective 4 Installing Smart Plugins & Widgets



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Step  
6

Once The Plugins Screen Appears, You Should See A Message That Says The Plugin Is Activated. Repeat This Process For All Plugins, Starting With Clicking “Add New”.

Objective 4 Installing Smart Plugins & Widgets

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Plugins [Add New](#)

Plugin activated.

All (3) | Active (1) | Inactive (2)

Bulk Actions [Apply](#)

Plugin	Description
<input type="checkbox"/> Akismet <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Used by millions, Akismet is quite possibly the best way in the world to <b>protect your blog from comment and trackback spam</b> . It keeps your site protected from spam even if you don't have a link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Version 2.5.3   By Automatic   <a href="#">Visit plugin site</a>
<input type="checkbox"/> Bad Behavior <a href="#">Settings</a>   <a href="#">Log</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Deny automated spambots access to your PHP-based Web site. Version 2.1.15   By Michael Hampton   <a href="#">Visit plugin site</a>
<input type="checkbox"/> Hello Dolly <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated on your blog, it puts a little message in the upper right of your admin screen on every page. Version 1.6   By Matt Mullenweg   <a href="#">Visit plugin site</a>
<input type="checkbox"/> Plugin	Description

Bulk Actions [Apply](#)

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Step  
7

Search and Install “Ultimate Follow Me” Plugin.  
(Repeat All Previous Steps)

Objective 4 Installing Smart Plugins & Widgets

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Install Plugins

Search | **Search Results** | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term  [Search Plugins](#)

Name	Version	Rating	Description
<b>Ultimate Follow Me</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.3.3	★★★★★	Ultimate Follow Me is a Simple yet Versatile plugin that allows you to easily link to your Facebook, Twitter, and RSS feed. As an added bonus, include your RSS feed on your site). This plugin includes 3 different styles...
Ultimate Post Type Manager <a href="#">Details</a>   <a href="#">Install Now</a>	1.6.9	★★★★☆	This plugin is an Easy to use Custom Post Type Manager. It allows you to create custom post types, download now! [Plugin URL] Some Features: Create Custom Post Types. Customize every detail of Post Type. Create Rewrites for Permalink. Manage Supported Feature such as... Very Easy to use interface. Automatically adds the Post type Cou...
Ultimate TinyMCE <a href="#">Details</a>   <a href="#">Install Now</a>	1.5.7	★★★★★	Are you a visual person? Do the four... plugin for you! Ultimate TinyMCE will expand the default TinyMCE editor, making it more fun to use in HTML and CSS. Here are just a few feat... By Josh Lo...

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Step  
8

## Search and Install "Youtube Widget" Plugin. (Repeat All Previous Steps)

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### Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term  Search Plugins

Name	Version	Rating	Description
<b>YouTube widget</b> <a href="#">Details</a> <a href="#">Install Now</a>	1.1	★★★★☆	Requirements WordPress 2.2+ or 2.0.x/2.1.x with WordPress
<b>My Recent YouTube Widget</b> <a href="#">Details</a>   <a href="#">Install Now</a>	0.4	★★★★☆	Embed the most recent YouTube videos for a u
<b>YouTube Channel</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.2	★★★★☆	When you need to display sidebar widget with Simply insert widget to sidebar, set channel na embedded in sidebar widget, with link to chann
<b>Youtube Videos</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.2.1	★★★★☆	Youtube Videos Widget lets you add the latest [youtube_videos], or to a sidebar with the inclu
<b>YouTube SimpleGallery</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.6	★★★★☆	This plugin let's you add a gallery of YouTube- Thickbox installed you can chose to open video To add a YouTube SimpleGallery to a Post or S

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Step  
9

## Search and Install "Contact Form 7" Plugin. (Repeat All Previous Steps)

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### Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term  Search Plugins

Name	Version	Rating	Description
<b>Contact Form 7</b> <a href="#">Details</a> <a href="#">Install Now</a>	3.0.1	★★★★☆	Contact Form 7 can manage multiple cont Ajax-powered submitting, CAPTCHA, Akis Plugin's Official Site Contact Form 7 ( <a href="http://contactform7.com">http://contactform7.com</a> ) Docs - FAQ - Support Contact Form 7 Needs Your Support It is hard to continue development and sup
<b>Contact Form by ContactMe.com</b> <a href="#">Details</a>   <a href="#">Install Now</a>	2.1	★★★★☆	The quickest and easiest way to get a fully contact form of choice! The most robust FREE Contact Form plug Our Contact Form plugin is packed with fe Add custom contact fo... By ContactMe.c
<b>Custom Contact Forms</b> <a href="#">Details</a>   <a href="#">Install Now</a>	4.7.0.4	★★★★☆	Guaranteed to be 1000X more customizal any knowledge of CSS: borders, padding, use a custom thank you page or built-in p
<b>Fast Secure Contact Form</b> <a href="#">Details</a>   <a href="#">Install Now</a>	3.1	★★★★☆	This plugin allows a webmaster to easily c send a meeting request to talk over phone Features a super easy admin panel, multi

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Step  
10

## Search and Install "All-In-One SEO Pack" Plugin. (Repeat All Previous Steps)

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### Install Plugins

Search | **Search Results** | Upload | Featured | Popular | Newest | Recently Updated

Term  Search Plugins

Name	Version	Rating	Description
<b>All in One SEO Pack</b> <a href="#">Details</a> <a href="#">Install Now</a>	1.6.13.4	★★★★☆	Optimizes your Wordpress blog for Search Engines ( Upgrade to Pro Version Support   Change Log   FAQ! Translations Some features: Support for Custom Post Types Advanced Canonical URLs Fine tune Page Navigational Links Built-in API so other plugins/themes can access and ONLY plugin to provide SEO Integration for WP e-Cc
<b>WooCommerce - All in One SEO Pack</b> <a href="#">Details</a> <a href="#">Install Now</a>	1.1	★★★★★	For more information visit: http://www.visser.com.au/

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Step  
11

## Click On "the admin page" In Top Red Bar.

Objective 4 Installing Smart Plugins & Widgets

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### Plugins [Add New](#)

**All in One SEO Pack must be configured. Go to [the admin page](#) to enable and configure the plugin.**  
All in One SEO Pack now supports Custom Post Types.

Plugin activated.

All (8) | Active (6) | Inactive (2)

Bulk Actions  Apply

Plugin	Description
<input type="checkbox"/> <b>Akismet</b> <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Used by millions, Akismet is quite possibly the best way in the world to <b>protect your blog</b> . 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key. Version 2.5.3   By Automattic   Visit plugin site
<input type="checkbox"/> <b>All in One SEO Pack</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	Out-of-the-box SEO for your Wordpress blog. <a href="#">Options configuration panel</a>   <a href="#">Upgrade to Pro</a> Version 1.6.13.4   By Michael Torbert   Visit plugin site
<input type="checkbox"/> <b>Contact Form 7</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Just another contact form plugin. Simple but flexible. Version 3.0.1   By Takayuki Miyoshi   Visit plugin site

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Step  
12

- A) Scroll Down To Bottom Section And Select "Enabled" Next To Plugin Status.  
 B) Input Your Home Title. (Main Keyword and/or Branding)  
 C) Input Home Description.  
 D) Input Home Keywords. (Do Not Put \$\$ Keywords In This Box For People To Steal, Put in Generic Top Level Keywords)  
 E) Click "Update Options" At The Bottom Of The Page.

Objective 4 Installing Smart Plugins & Widgets

Click on option titles to get help!

I enjoy this plugin and have made a donation: ☐

Plugin Status: ☒ Enabled ☐ Disabled

Home Title:

Home Description:

Home Keywords (comma separated):

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Step  
13

Go Back To "Plugins" Under The Left Dashboard Menu And Click "Add New". Search and Install "Sexy Bookmarks" Plugin. (Repeat All Previous Steps)

Objective 4 Installing Smart Plugins & Widgets

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Install Plugins

Search | Search Results | Upload | Featured | Popular | New | Recently Updated

Term: sexy bookmarks Search Plugins

Name	Version	Rating	Description
Sexy Bookmarks Sidebar Widget <a href="#">Details</a>   <a href="#">Install Now</a>	0.2	★★★★☆	This adds a Sidebar widget for the Sexy Bookmarks plugin. This very short widget should probably be part of the actual Sexy Bookmarks plugin. Development was sponsored by Little Bloke Fitness. By Michael...
<b>SexyBookmarks   email, bookmark, and share buttons</b> <a href="#">Details</a>   <a href="#">Install Now</a>	4.0.6.4	★★★★☆	Though the name may be a little "edgy" for some, SexyBookmarks readers to actually submit your articles to numerous social bookmarking sites. Our sole aim was to stray away from the "in the box" thinking but rather ... By Shareaholic.
Simple Social Bookmarks <a href="#">Details</a>   <a href="#">Install Now</a>	3.1.1	★★★★☆	Please note, if upgrading from a version previous to 3.0: Version 3 has changed some of the existing service names and the icon set has changed. Simple Social Bookmarks is an easy but powerful way to implement social bookmarking networks ... By David Artiss.
Sociable for WordPress 3.0 <a href="#">Details</a>   <a href="#">Install Now</a>	5.13	★★★★☆	The famous Sociable plugin now updated and compatible with WordPress 3.0. 100 different social bookmarking sites like Digg, Facebook, and MySpace. IN DEVELOPMENT I'd like to hear from you! Please don't be shy about writing with icon animations Click statistic... By Tom Pokress.

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Step  
14

Click On "Plugin Options Page".

Objective 4 Installing Smart Plugins & Widgets

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NOTICE: Shareaholic needs to be configured... Please visit the [Plugin Options Page](#) and set your preferences.

 **Plugins** [Add New](#)

Plugin activated.

All (8) | Active (6) | Inactive (2)

Bulk Actions [Apply](#)

Plugin	Description
<input type="checkbox"/> <b>Akismet</b> <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Used by millions, Akismet is quite possibly the best way in the world to <b>protect you</b> 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key. Version 2.5.3   By Automattic   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>All in One SEO Pack</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	Out-of-the-box SEO for your Wordpress blog. <a href="#">Options configuration panel</a>   <a href="#">Upgrade</a> Version 1.6.13.4   By Michael Torbert   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>Bad Behavior</b> <a href="#">Settings</a>   <a href="#">Log</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Deny automated spambots access to your PHP-based Web site. Version 2.1.15   By Michael Hampton   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>Contact Form 7</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Just another contact form plugin. Simple but flexible. Version 3.0.1   By Takayuki Miyoshi   <a href="#">Visit plugin site</a>

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



































































Step  
15

Select Which Social Networks You Want  
Displayed At The Bottom Of Your Posts.

Objective 4 Installing Smart Plugins & Widgets

Enabled Networks Select: All | None | Most Popular

Select the Networks to display. Drag to reorder.

 facebook	 twitter	 linkedin	 googlebo..	 delicious	 stumbleup..	 reddit	 gmail	 mail	 printre..	 100askad..	 bebo
 bitacoras	 blinklist	 bloggag..	 blogger	 blogmarks	 bobdodr	 bonzobox	 box	 buzzster	 comfeed	 current	 designbun..
 designrio..	 digg	 diigo	 dzone	 ekudos	 evernote	 faqpal	 friendlee..	 fwisp	 globalgr..	 googlebuz..	 googiere..
 hackernw..	 hakena	 hotmail	 hyves	 identica	 izeby	 jumptags	 kaevur	 memoryru	 meneame	 misterwon..	 mix
 moemesto	 mylinkvau..	 myspace	 n4g	 netvibes	 netvouz	 newsvine	 ning	 nujji	 oknotizie	 orkut	 pfbuzz
 pingim	 pisao	 purk	 posterous	 pusha	 scriptsty..	 slashdot	 sphinn	 springpad	 squidoo	 strands	 stumpedia
 techmerw	 technorat..	 ttpd	 tomuse	 tumblr	 twittley	 vlideo	 vurb	 webblend	 wykop	 xerpi	 yahooemail
 yandex	 zabox										

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Step  
16

## Configure “Additional Buttons” As You Wish.

Objective 4 Installing Smart Plugins & Widgets

**Additional Buttons**

Include the Open Graph Tags? ☒ Yes ☐ No

Include the like button-set just above the post? ☒ Yes ☐ No

Include Facebook Like Button ☒ Yes ☐ No

Include Facebook Send Button ☐ Yes ☒ No

Include Google +1 Button ☒ Yes ☐ No

Include Tweet Button ☒ Yes ☐ No

Button Alignment (w.r.t post) **Right Aligned**

Button Style **Buttons**

Show counter for +1 Button: **Yes**

Drag to reorder:

Like 257K +1 2.6k Tweet 6,314

Include the like button-set below the post? ☒ Yes ☐ No

Include Facebook Like Button ☒ Yes ☐ No

Include Facebook Send Button ☐ Yes ☒ No

Include Google +1 Button ☒ Yes ☐ No

Include Tweet Button ☒ Yes ☐ No

Button Alignment (w.r.t post) **Left Aligned**

Button Style **Buttons**

Show counter for +1 Button: **Yes**

Drag to reorder:

Like 257K +1 2.6k Tweet 6,314

Check out [our blog](#) for additional customization options.

\* enable an "easy" mode below to enable these exclusive features

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Step  
17

## Configure “Plugin Aesthetics” And All Other Options As You Wish. When Done, Click On “Save Changes”.

Objective 4 Installing Smart Plugins & Widgets

**Plugin Aesthetics**

Override Styles With Custom Mods Instead? ☐

Animate-expand multi-lined bookmarks? ☒ Yes ☐ No

Auto-space/center the bookmarks? ☐ Space ☒ Center ☐ No

Use a background image? ☒

Sharing is sexy!

Sharing is caring!

Sharing is caring!

Share the love!

Share the Wealth!

SHARE AND ENJOY!

Weiteresagen hilft  
Unterstützen!

Share the knowledge!

**Save Changes** **Reset Settings**

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# Virtual Marketing Blueprint

## Module 2 Website Customization

### Objectives:

- 1) Customizing Wordpress Settings
- 2) Customizing Header & Theme Options
- 3) The Do's & Don'ts of Your Website Menu
- 4) Installing Smart Plugins & Widgets

➔ **5) Designing a Strategic Side Navigation Bar**



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## Introduction to Side Navigation

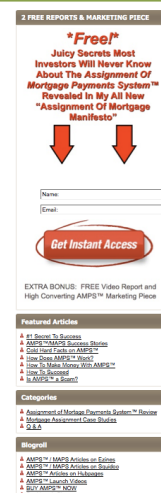
### Side Navigation

**What Is It?**



**Why Is It Important?**

**It Draws Attention To Important Aspects of the Website & Provides Easier User Navigation**  
Opt In, Video, Links to Featured Articles & Blogroll, etc...



Objective 5 Designing A Strategic Side Navigation Bar

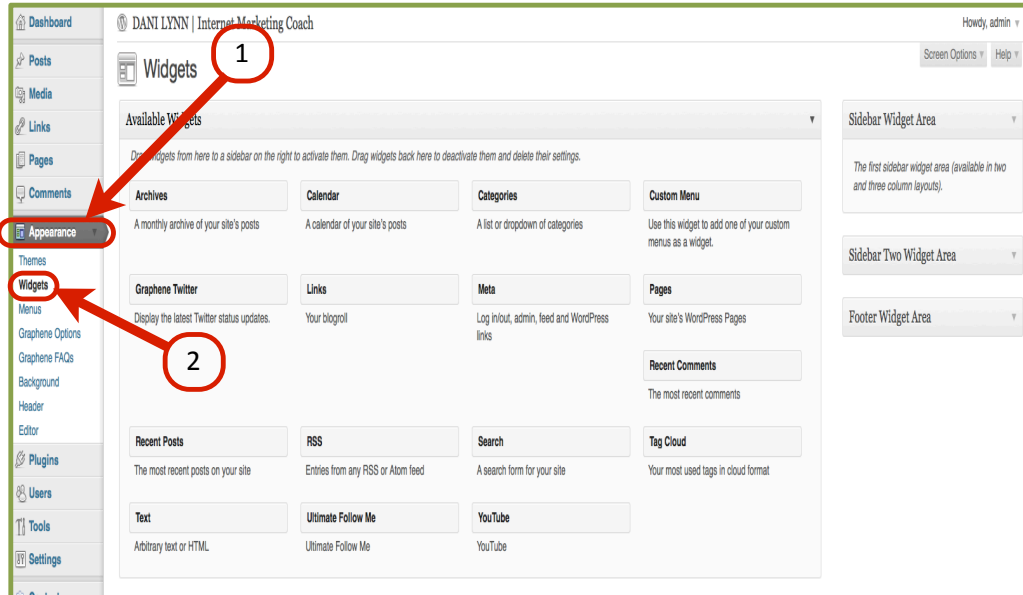
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Step 1

Click On "Appearance" Under The Left Dashboard Menu.  
Then Click On The "Widgets" Tab.

Objective 5 Designing A Strategic Side Navigation Bar



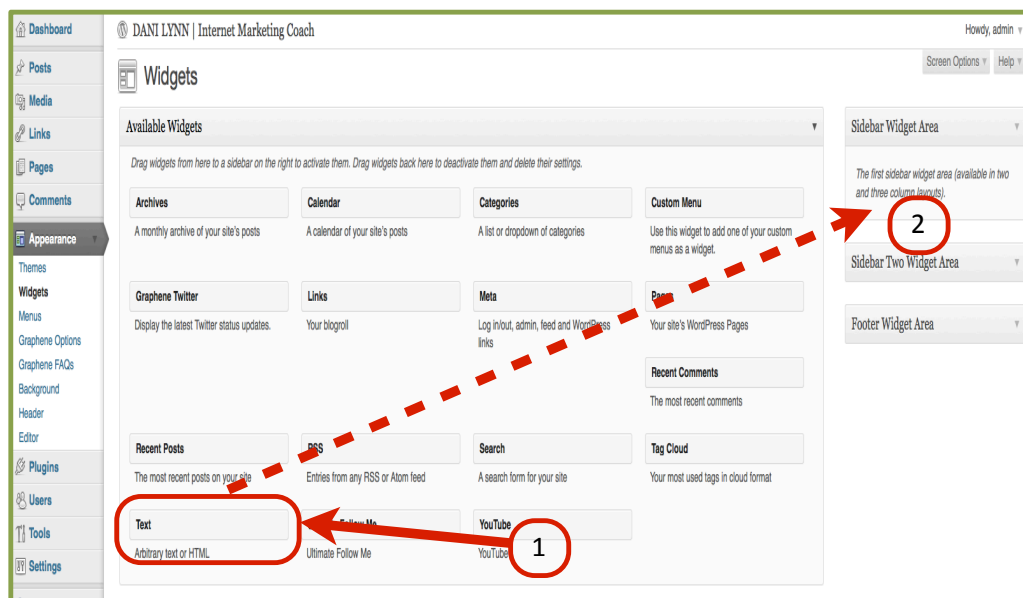
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Step 2

Click On The "Text" Widget and Drag It Over To The Right Hand SideBar Widget Area. Once A Dashed Box Appears, You Can Release The Mouse And The Widget Will Drop Into Place & Open Automatically.

Objective 5 Designing A Strategic Side Navigation Bar

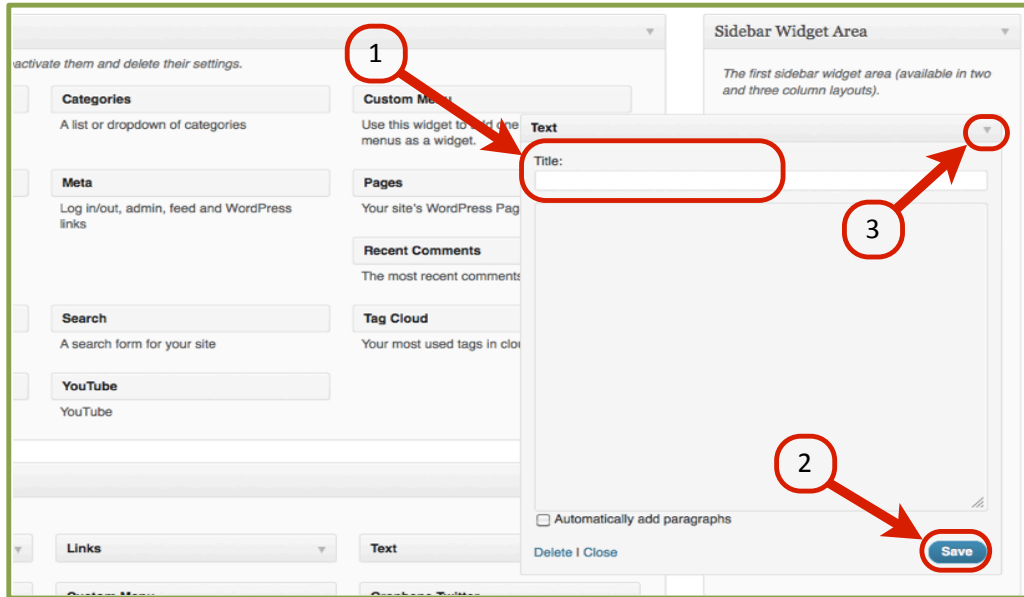


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Step  
3

Type In "Opt In Box Goes Here" Under The Title and Then Click "Save".  
Click The Right Hand Arrow At The Top Of That Box To Close The Widget.



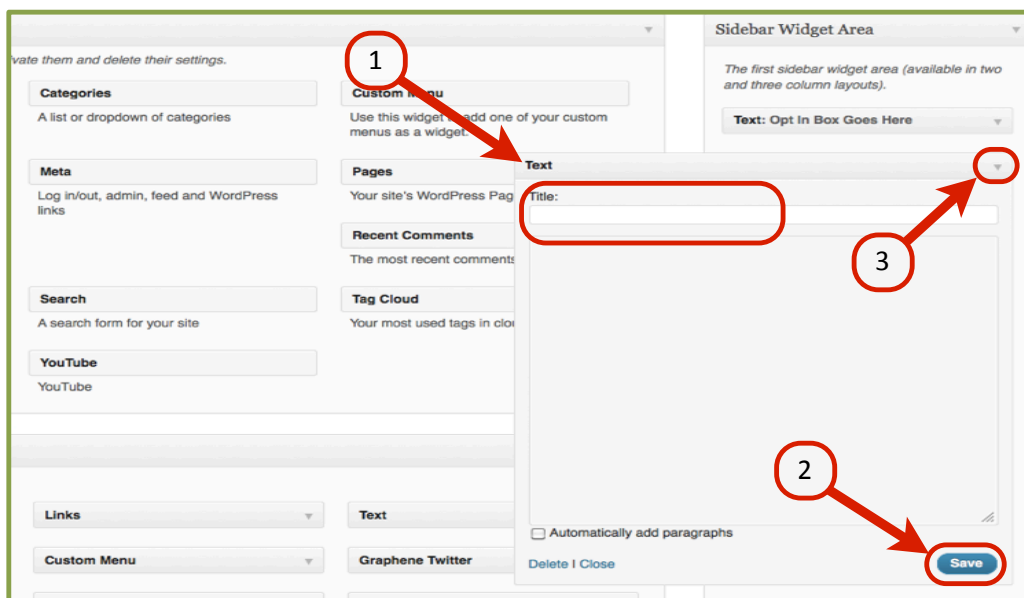
Objective 5 Designing A Strategic Side Navigation Bar

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Step  
4

Drag Another Text Widget Over To The SideBar Widget Area and Type in  
"Welcome Video Goes Here". Then Click "Save".  
Click The Right Hand Arrow At The Top Of That Box To Close The Widget.



Objective 5 Designing A Strategic Side Navigation Bar

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Step  
5

Drag The “Ultimate Follow Me” Widget To The Sidebar Widget Area And Enter In All Your Social Media Pages. Then Click On The Icon Size You Prefer. Then Click “Save”. Click The Right Hand Arrow At The Top Of That Box To Close The Widget.

Objective 5 Designing A Strategic Side Navigation Bar

Ultimate Follow Me

Title: Follow Me On The Web!

Facebook username or profile ID (<http://facebook.com/username> or [http://facebook.com/profile.php?id=profile\\_id](http://facebook.com/profile.php?id=profile_id)): dani.lynn.robison

Twitter username (<http://www.twitter.com/username>): dani\_lynn\_atx

Linkedin username (<http://www.linkedin.com/in/username>): danilynnrobison

Google Plus user ID ([https://plus.google.com/u/1/user\\_ID](https://plus.google.com/u/1/user_ID)): 07011719544507795347

Youtube username (<http://www.youtube.com/username>): danilynnrobison

Email address or URL to contact us page: info@mortgageassign.co

Display rss feed? ☐

Display style

Icons: f, t, in, +, You Tube, RSS

Buttons: Delete | Close, Save

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Step  
6

Drag The “Recent Posts” Widget To The Sidebar Widget Area And Type In “Recent Posts” Under The Title. Then Click “Save”. Click The Right Hand Arrow At The Top Of That Box To Close The Widget.

Objective 5 Designing A Strategic Side Navigation Bar

Custom Menu

Use this widget to add one of your custom menus as a widget.

Pages

Your site's WordPress Pages

Recent Comments

The most recent comments

Tag Cloud

Your most used tags in cloud format

Sidebar Widget Area

The first sidebar widget area (available in two and three column layouts).

Text: Opt In Box Goes Here

Text: Welcome Video Goes Here

Ultimate Follow Me

Recent Posts: Recent Posts

Title: Recent Posts

Number of posts to show: 5

Buttons: Delete | Close, Save

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Step  
7

Drag The "Links" Widget To The Sidebar Widget Area And Select "All Links" or "Blogroll" Under The Drop Down Menu. Then Click "Save". Click The Right Hand Arrow At The Top Of That Box To Close The Widget.

The screenshot shows the WordPress dashboard. On the left, the 'Custom Menu', 'Pages', 'Recent Comments', and 'Tag Cloud' widgets are visible. On the right, the 'Sidebar Widget Area' is shown. The 'Links' widget is being dragged from the left sidebar to the right sidebar. The 'Links' widget is selected, and the 'Blogroll' option is chosen from the dropdown menu. The 'Save' button is highlighted, and the right arrow at the top of the widget box is also highlighted.

Objective 5 Designing A Strategic Side Navigation Bar

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Sample  
Widgets

Here Are Examples Of Side Widgets  
You Might Consider Adding To Your Site:

The screenshot shows a sample website layout with various side widgets. The widgets include: 'Featured Articles' with a list of articles; 'Categories' with a list of categories; 'Blogroll' with a list of links; 'AMPSP / MAPS Buyer Feedback' with a list of feedback items; 'Recommended Articles' with a list of articles; 'Customer Feedback' with a quote; 'REAL ESTATE AGENTS & INVESTORS' with a 'Get FREE Instant Access' button; and 'WELCOME TO MY BLOG' with a video player and social media links.

Objective 5 Designing A Strategic Side Navigation Bar

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# Virtual Marketing Blueprint

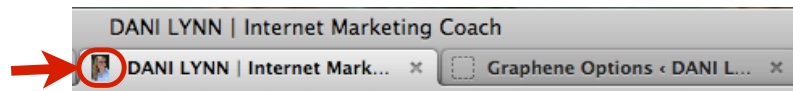
## Module 2 Website Customization

Addendum:



### Creating Your Favicon

*A Favicon Is Short For "Favorite Icon"  
And Is Used As A Shortcut Icon, Website  
Icon, URL Icon or Bookmark Icon*



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Step  
1

Open Up A New Web Browser Window And Type In  
"<http://favicon.htmlkit.com/favicon/>" Click On "Choose File" to  
Upload Your Image and Then "Click On Generate Favicon.ico"

**FavIcon from Pics**  
Brand your page with a custom icon in the address bar.

Create a FavIcon from any picture  
Image to Use: **Choose File** No file selected **Generate Favicon.ico**

**1**

**2**

amazon.com  
Shop Amazon.com  
Top Laptops, Tablets and Desktops  
35% off Yahoo! Merchant Solutions packages + no setup fee (save \$50)  
Click with new customers

Developed by HTML-Kit | Advertise here | 12 million favicons generated

Addendum: Creating Your Favicon

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Step  
2

Confirm Image and Click On "Download".

**Favicon from Pics** f e + 155 Start Over Help ? Donate

**Image to Use:**  no file selected

 1

**Your favicon preview:**

Address    
Still All sizes Animated Replay Edit [X]

**To add this favicon to your site:** Hide

Download and open favicon package. See ReadMe.txt for a copy of the following steps and more information.

Upload favicon.ico and animated\_favicon1.gif to your web site. These files are in the favicon package you've downloaded.

Add following HTML tags to your web page after the <head> tag but before the </head> tag:

```
<link rel="shortcut icon" href="favicon.ico">
<link rel="icon" type="image/gif" href="animated_favicon1.gif">
```

You can also validate the favicon after installing.

**What else you can do:**

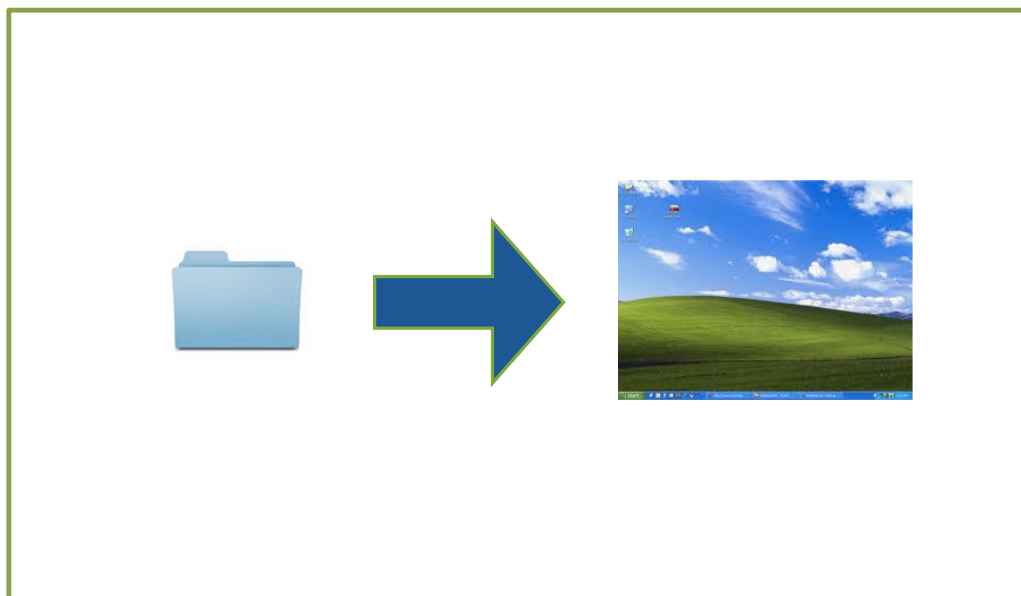
- > Customize colors, text, animation, iPod icons, ...
- > View what's in this favicon
- > Instantly preview your favicon in this browser
- > Validate your favicon, after installing
- > Add your site to the Favicon Gallery
- > Send your feedback...
- > Download only favicon.ico (5.55 K)
- > Download only animated\_favicon1.gif (3.66 K)

Addendum: Creating Your Favicon

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Step  
3

Find The Folder Download (It Should Start With "Favicon\_")  
On Your Desktop Or In Your Downloads Folder. Open The Folder And  
Drag The Favicon.ico File Or Animated Favicon File To Your Desktop.

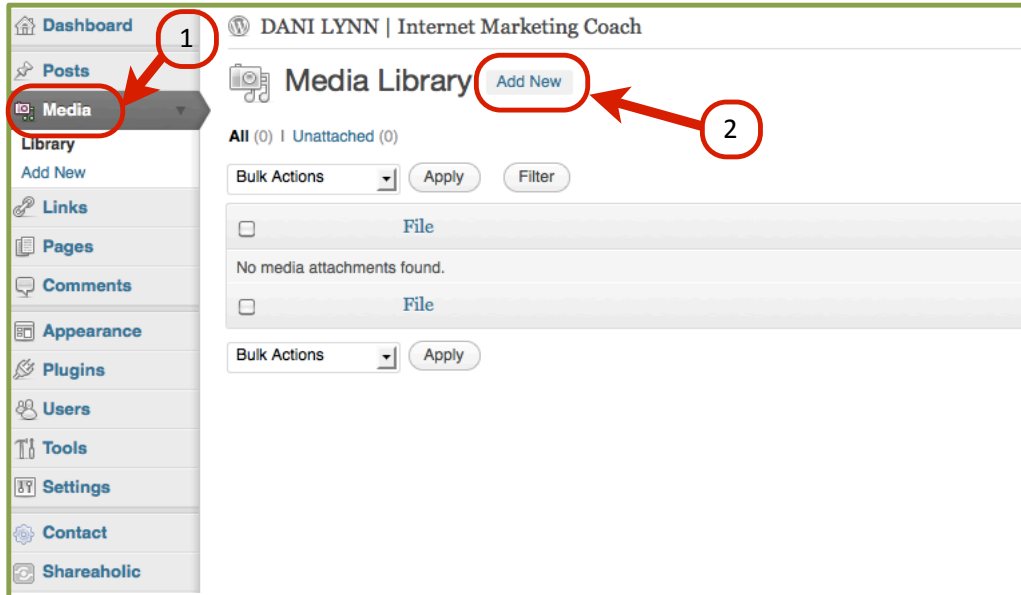


Addendum: Creating Your Favicon

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Step  
4

Go Back To Your Wordpress Admin Area And Click On “Media” Under The Left Dashboard Menu. Then Click On “Add New”.



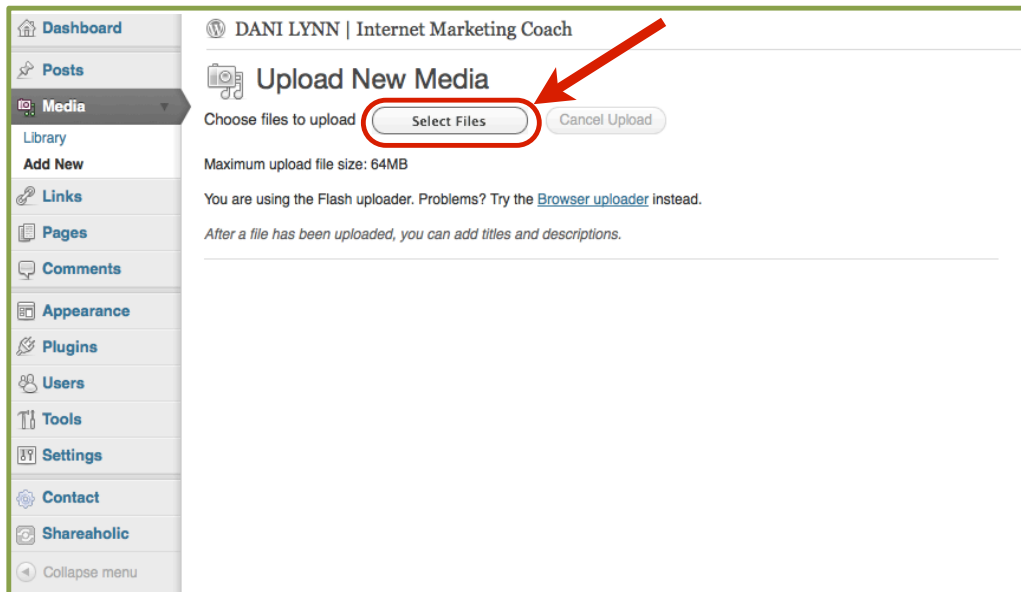
Addendum: Creating Your Favicon

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Step  
5

Click On “Select Files” And Then Choose The Favicon You Wish To Upload.



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Step  
6

Change "Title" If You Choose And Copy The File URL.  
Then Click "Save All Changes".

Addendum: Creating Your Favicon

DANI LYNN | Internet Marketing Coach



### Upload New Media

Choose files to upload [Select Files](#) [Cancel Upload](#)

Maximum upload file size: 64MB

You are using the Flash uploader. Problems? Try the [Browser uploader](#) instead.

After a file has been uploaded, you can add titles and descriptions.

  1

File name: favicon.ico  
File type: image/x-icon  
Upload date: December 7, 2011

2

Title: Website Favicon

Alternate Text: Alt text for the image, e.g. "The Mona Lisa"

Caption:

Description:

File URL: <http://sellhousenowaustin.com/wp-content/uploads/2011/12/favicon.ico>

3

[Save all changes](#)

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Step  
7

Click On "Appearance" Under The Left Dashboard Menu.

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DANI LYNN | Internet Marketing Coach

### Media Library

[Add New](#)

All (1) | Image (1) | Unattached (1)

Bulk Actions [Apply](#) Show all dates [Filter](#)

<input type="checkbox"/>	File
<input type="checkbox"/>	 Website Favicon ICO <a href="#">Edit</a>   <a href="#">Delete Permanently</a>   <a href="#">View</a>
<input type="checkbox"/>	File

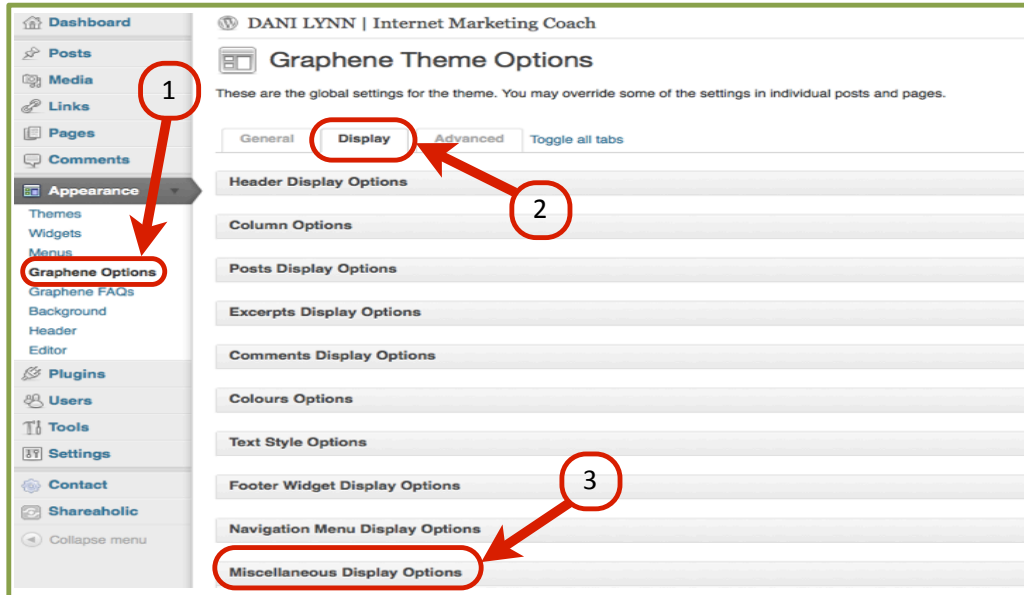
Bulk Actions [Apply](#)

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Step  
8

Click On "Graphene Options" Under The "Appearance" Tab.  
Then Click On "Display" On The Top Tab. Then Scroll Down And Click On  
"Miscellaneous Display Options".



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Step  
9

Paste The File URL That You Copied In Step #6 Into The Favicon URL Box.  
Then Scroll Down And Click "Save Options".  
(Refresh Your Main Web Browser Window To See The New Favicon Appear)



Addendum: Creating Your Favicon

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# Virtual Marketing Blueprint

## Module 2 Website Customization



### Objectives:

- ☒ Customizing Wordpress Settings
- ☒ Customizing Your Header & Theme Options
- ☒ The Do's & Don'ts Of Your Website Menu
- ☒ Installing Smart Plugins & Widgets
- ☒ Designing A Strategic Side Navigation Bar

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## VMB: Session 2 Homework

### Module 2 Website Customization

Prior to the start of session 3, you should complete the following tasks:

- 1) Customize Wordpress Settings
- 2) Customize Website Header & Theme Options
- 3) Customize Website Menu
- 4) Install Plugins & Widgets
- 5) Design Side Navigation Bar
- 6) Create Your Favicon
- 7) Continue Keyword Research (Top Level, Tier 2 & Tier 3).

**\*Email Your Final Keyword Choices To Us So We Can Run An Advanced Competition Search. (New Video Will Be Uploaded This Week With More Concepts To Help You.)**

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# Thank You!



*We look forward to seeing you on  
Virtual Marketing Blueprint Session #3!  
Dani Lynn, Flip, Tucker and Sasha*

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