

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

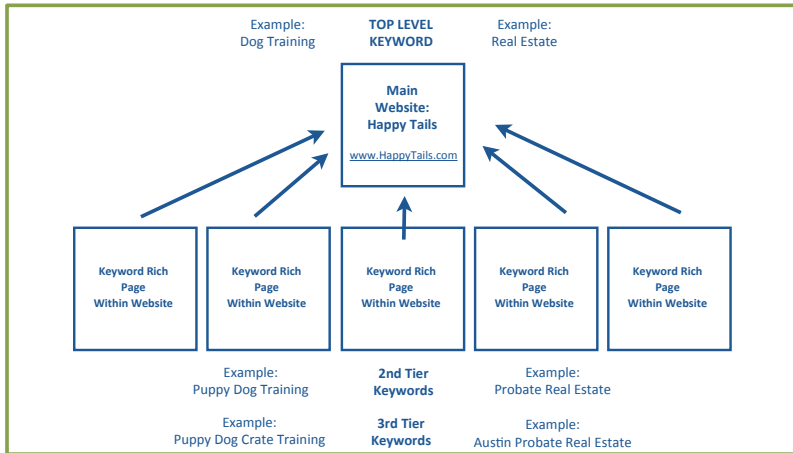
Prior to the start of this session, you should have completed the following tasks:

- 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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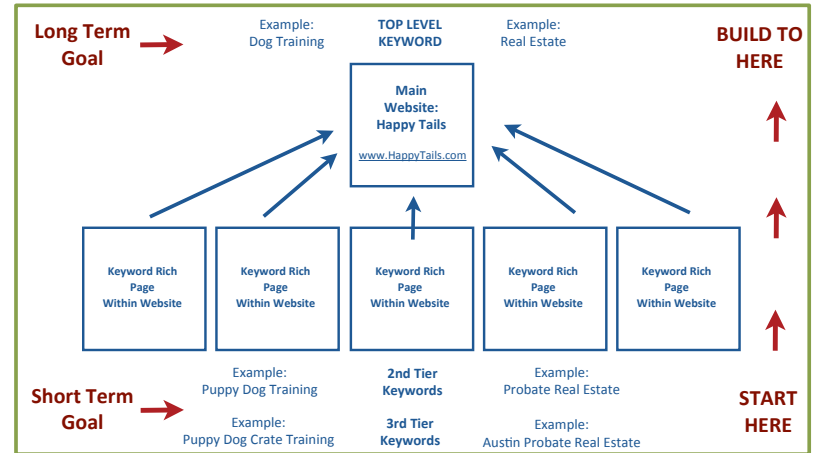
Short Term + Long Term Strategies



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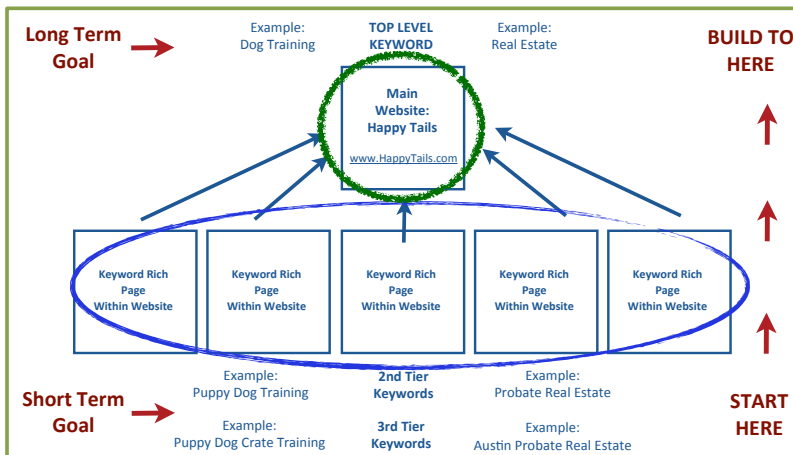
Short Term + Long Term Strategies



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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

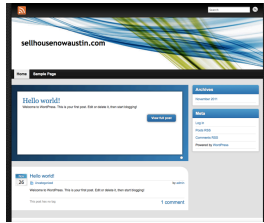
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Virtual Marketing Blueprint

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

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

www.yourdomain.com/category/postname

Objective 1 Customizing Wordpress Settings

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Introduction to Wordpress Settings

Wordpress Settings

Why Are They So Important?

Search Engine Optimization!



Objective 1 Customizing Wordpress Settings

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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)
2. Go to your domain in the second window (www.yourdomain.com)



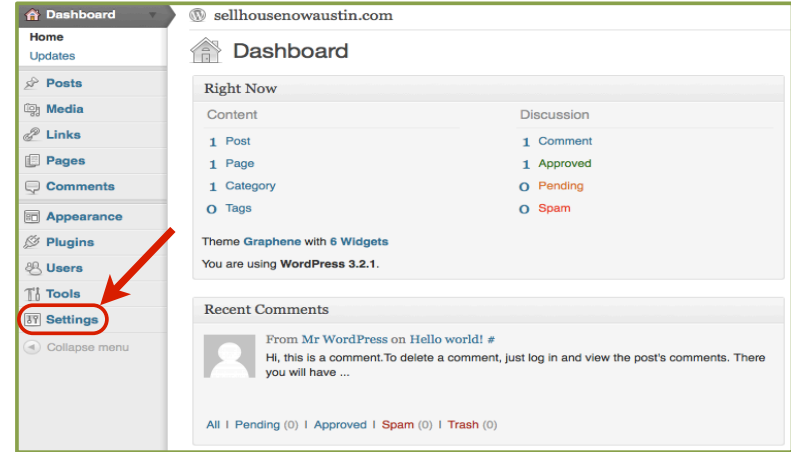
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Step 2

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



Objective 1 Customizing Wordpress Settings

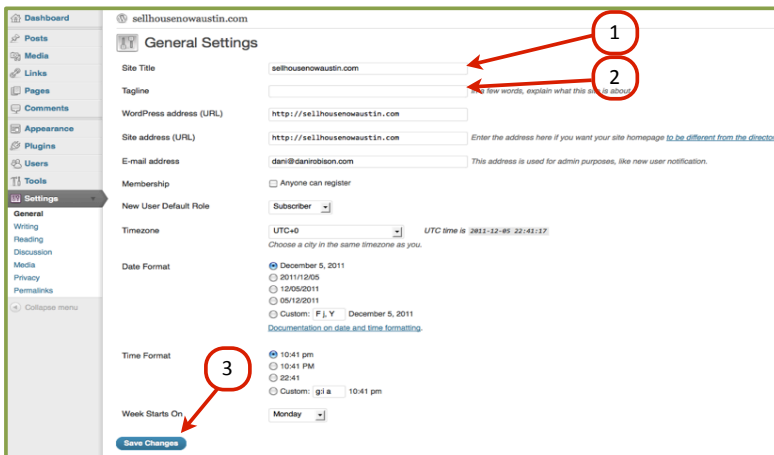
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Step 3

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)



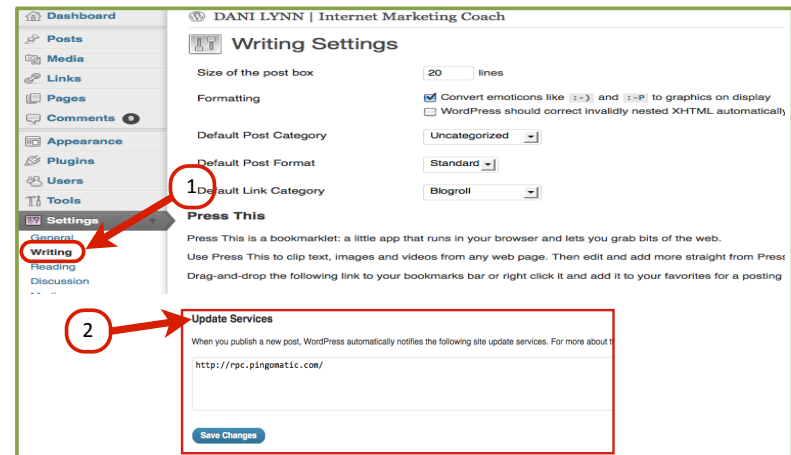
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Step 4

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



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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".

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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.)

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Step 7

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

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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

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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.

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Objective 2 Customizing Header & Theme Options

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

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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.

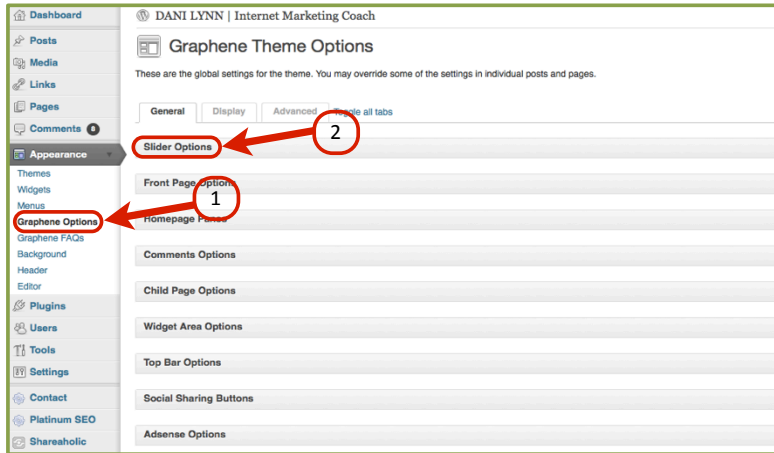
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Step 3

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



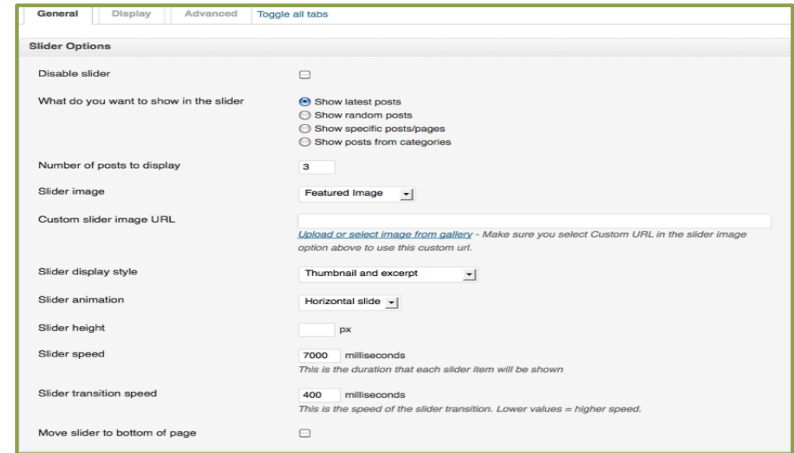
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Step 4

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. When done, click "Save Options" at the bottom of the page. Click on "Slider options" again to close those options.



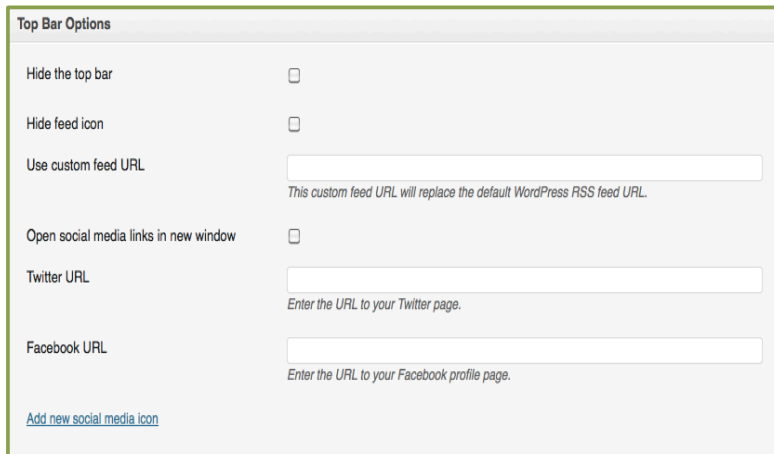
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Step 5

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.)



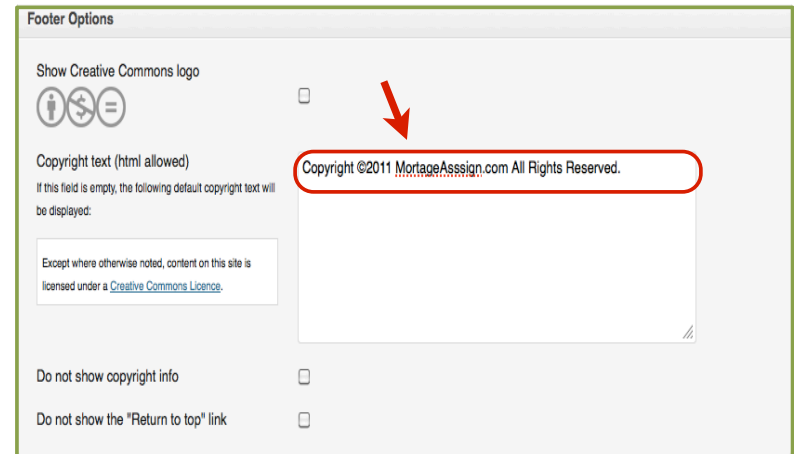
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Step 6

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.



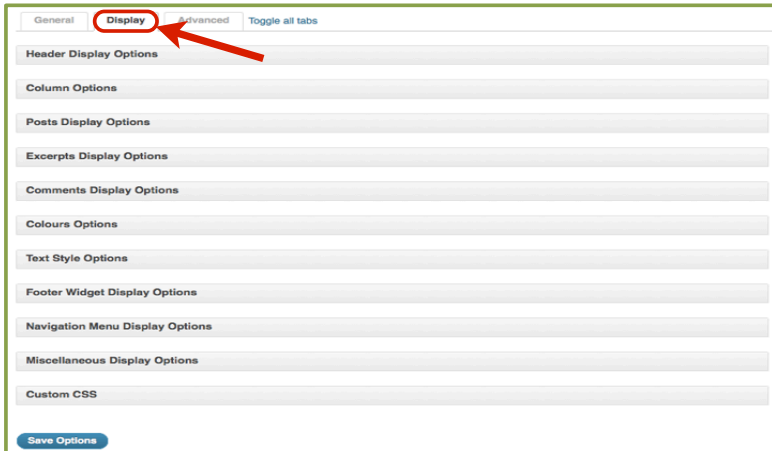
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Step 7

Click on "Display Options" at the top of the page.



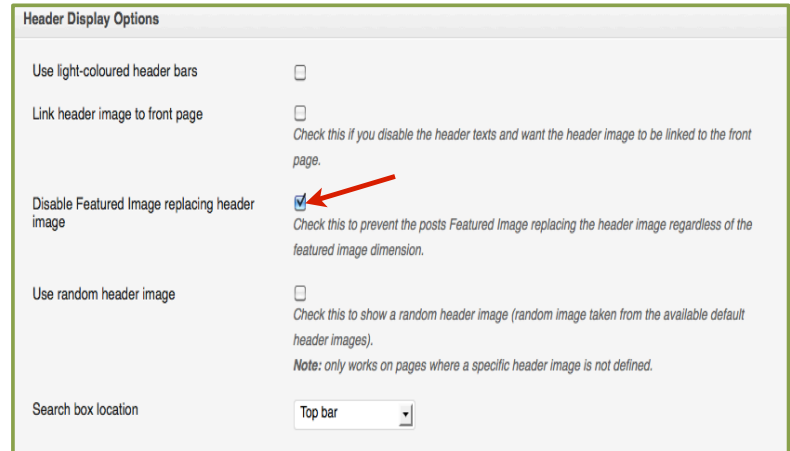
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Step 8

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

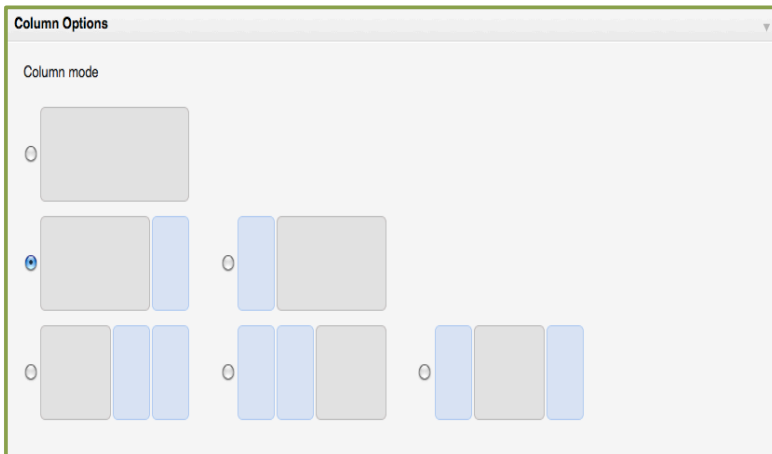
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Step 9

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!



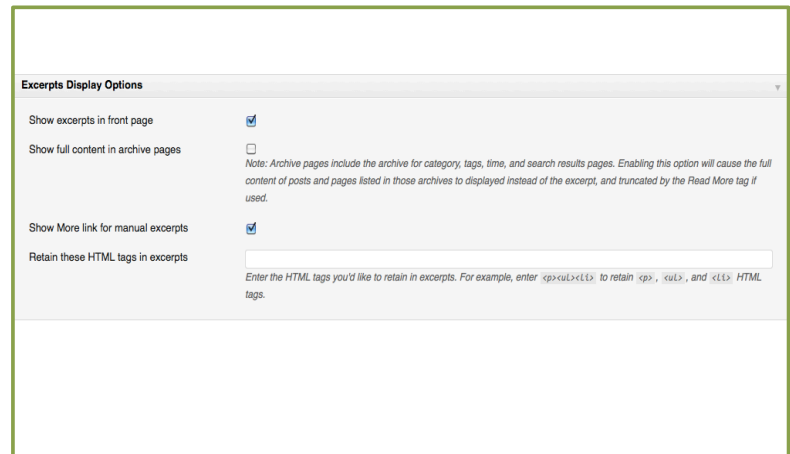
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Step 10

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.



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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.

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

Custom content pages site title

Favicon options

Favicon URL

<http://mortgageassign.com/wp-content/uploads/2011/11/favicon1.ico>

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.

General Display **Advanced** toggle all tabs

Preview

enable preview of your site on the Graphene Theme Options page

Action Hooks Widget Areas

Save Options

Objective 2 Customizing Header & Theme 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".

Dashboard DAN I LYNN | Internet Marketing Coach

Graphene Theme Options

These are the global settings for the theme. You may override some of the settings in individual posts and pages.

General Display Advanced Toggle all tabs

Slider Options

Front Page Options

Homepage Panes

Comments Options

Child Page Options

Widget Area Options

Top Bar Options

Social Sharing Buttons

AdSense 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.

Dashboard sellhousenowaustin.com

Graphene's Frequently Asked Questions

1. Where should I go for the theme's support?

Please direct all support requests for the theme at the theme's [Support Forum](#).

2. The post's featured image is replacing my header image. Help!

This is actually one of the theme's features, based on the feature in the default Twenty/Ten theme. Any featured image that has a size of greater than or equal to the theme's header image size (960 x 198 pixels) will replace the header image when the postpage that featured image is assigned to is being displayed. It enables you to have different header image for different posts and/or pages.

If you want to disable this feature, simply tick the Disable Featured Image replacing header image option in the [Graphene Options](#) page, under Display > Header Display Options.

3. Can I modify Graphene to my heart's content without paying anything?

Graphene WordPress theme, along with all the other themes in the WordPress.org Official Free Themes Directory, is released under the GNU General Public License (GPL) Version 2. The full text of that license is included with the theme in the `license.txt` file in the theme's folder. Releasing the theme under that license means, among others, that you are free to modify the theme in any way for any purpose (including commercial) without any obligation to the theme's author. However, if you decide to redistribute the theme, the license dictates that you must release the theme under the same license, GPLv2.

But of course, the author would always appreciate [donations](#) to support ongoing and future developments of the theme.

4. If the theme is released under GPLv2, what is this Creative Commons licence in the theme's footer?

The Creative Commons licence is a popular licence nowadays that are used by a lot of web-based content authors to licence their work such that it protects their intellectual property but in the same time allows to free distribution. It is included with the theme simply to make it easy for the theme's users to make use of the licence for the content they publish. Theme users can remove it together via the theme's Options page should they wish not to use it.

Put simply, it is not the licence that is applied for the theme itself, but just for the website's content should the theme user wants to use it.

5. Is the theme compatible with this plugin or that plugin?

I don't know. With so many plugins available for WordPress, there's no way that I (or anybody else for that matter) can test for compatibility for all of them. Having said that, the theme is built with all the necessary WordPress components included with it, so chances are most plugins will be compatible with the theme.

My suggestion is to just install the plugin and try it. If you stumble into problem, ask for support from the plugin author first. If the plugin author says it's a problem with the theme, you know where to find support.

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
- 5) Designing a Strategic Side Navigation Bar



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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



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

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.



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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.



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

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

Assignment of Mortgage Payments Review
Get The Facts On AMPS™



What is AMPS™? Is It Legal? **Success Stories** Coaching Buy AMPS™ Here Blog About Us/Phill Grove

DOUBLE YOUR DATING | ATTRACTION IS NOT A CHOICE



ATTRACTION MEETING WOMEN DATING TIPS **CONFIDENCE** GET A GIRLFRIEND PROGRAM CATALOG ABOUT DAVID DEANGELO

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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

Assignment of Mortgage Payments Review
Get The Facts On AMPS™



What is AMPS™? Is It Legal? Success Stories **Coaching** Buy AMPS™ Here Blog About Us/Phill Grove

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ATTRACTION MEETING WOMEN DATING TIPS **CONFIDENCE** GET A GIRLFRIEND PROGRAM CATALOG ABOUT DAVID DEANGELO

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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.

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Assignment of Mortgage Payments Review
Get The Facts On AMPS™



What is AMPS™? Is It Legal? Success Stories Coaching **Buy AMPS™ Here** Blog About Us/Phill Grove

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ATTRACTION MEETING WOMEN DATING TIPS CONFIDENCE **GET A GIRLFRIEND** PROGRAM CATALOG ABOUT DAVID DEANGELO

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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

Assignment of Mortgage Payments Review
Get The Facts On AMPS™



What is AMPS™? Is It Legal? Success Stories Coaching Buy AMPS™ Here **Blog** About Us/Phill Grove

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ATTRACTION MEETING WOMEN DATING TIPS CONFIDENCE GET A GIRLFRIEND PROGRAM CATALOG **ABOUT DAVID DEANGELO**

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Step 7

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



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

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Step 8

Review Your Menu & Check For These "Do's" & "Don'ts":

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)

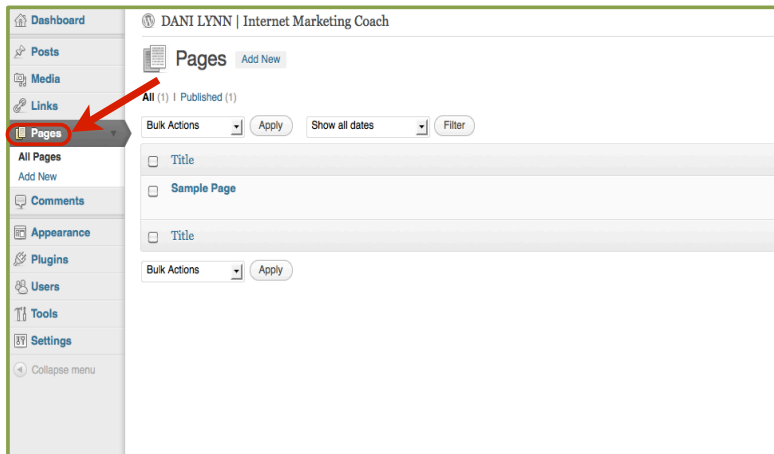
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Step 9

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



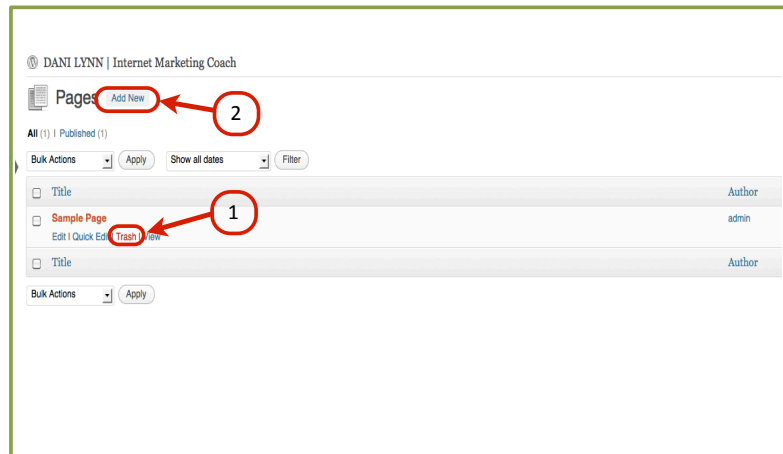
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Step 10

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



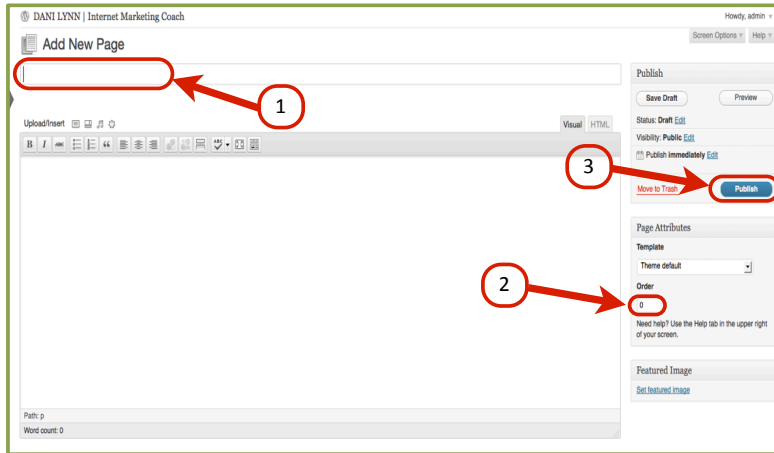
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Step 11

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.



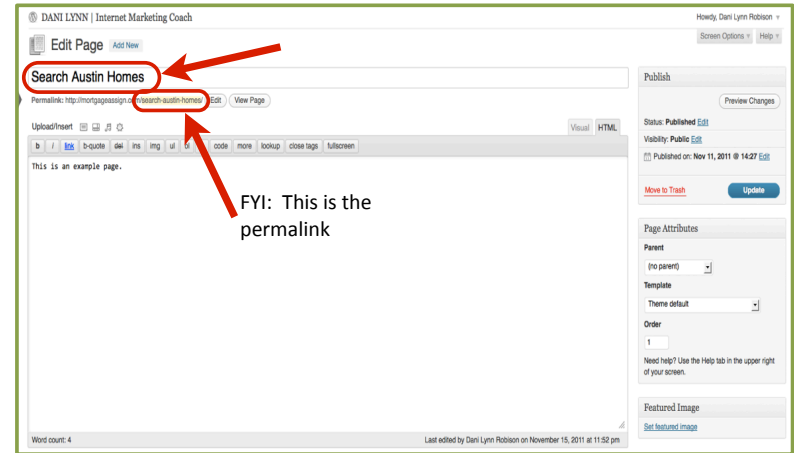
Objective 3 The Do's & Don'ts Of Your Website Menu

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Sample of Step 11

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



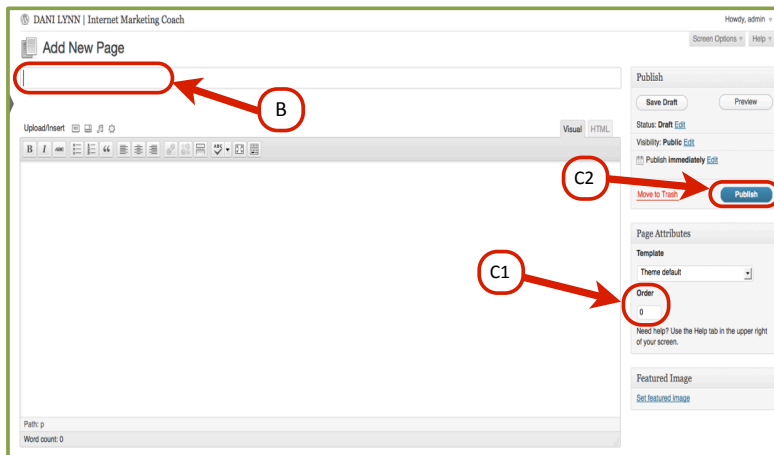
Objective 3 The Do's & Don'ts Of Your Website Menu

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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

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Introduction to 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

Objective 4 Installing Smart Plugins & Widgets

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Step 1

Click On "Plugins" Under The Left Dashboard Menu.
Click on "Add New".

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. On the left sidebar, the 'Plugins' menu item is circled with a red '1'. In the main content area, the 'Add New' button next to the 'Plugins' heading is circled with a red '2'. Below the heading, there is a table of installed plugins with columns for 'Plugin' and 'Description'. The first plugin listed is 'Akismet', with its 'Activate' button circled with a red '1'.

Objective 4 Installing Smart Plugins & Widgets

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Step 2

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

The screenshot shows the 'Install Plugins' page. The search term 'Bad behavior' is entered into the search field, which is circled with a red '1'. The 'Search Plugins' button is circled with a red '2'. Below the search field, there are 'Popular tags' including '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', and 'wordpress'.

Objective 4 Installing Smart Plugins & Widgets

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Step 3

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

The screenshot shows the 'Install Plugins' search results page. The search term 'Bad behavior' is entered into the search field, which is circled with a red '1'. The 'Bad Behavior' plugin is listed at the top of the results, with its 'Install Now' button circled with a red '2'. The table has columns for 'Name', 'Version', 'Rating', and 'Description'. The 'Bad Behavior' plugin has a version of 2.1.15 and a 5-star rating.

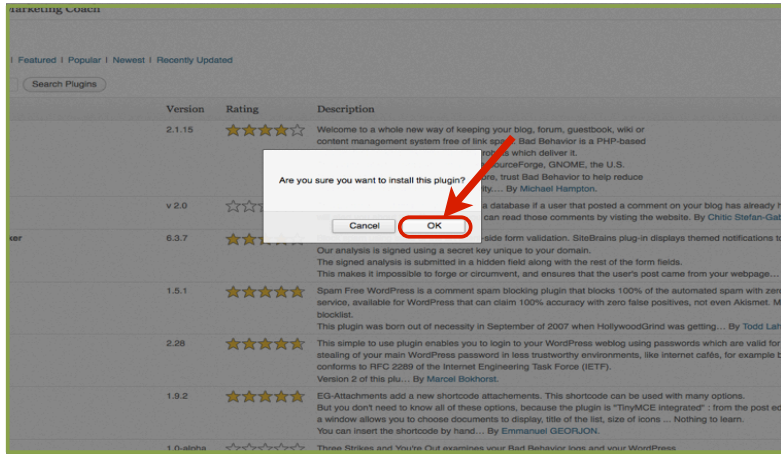
Objective 4 Installing Smart Plugins & Widgets

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Step 4

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



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Step 5

On The Installation PluginScreen, Click "Activate Plugin".



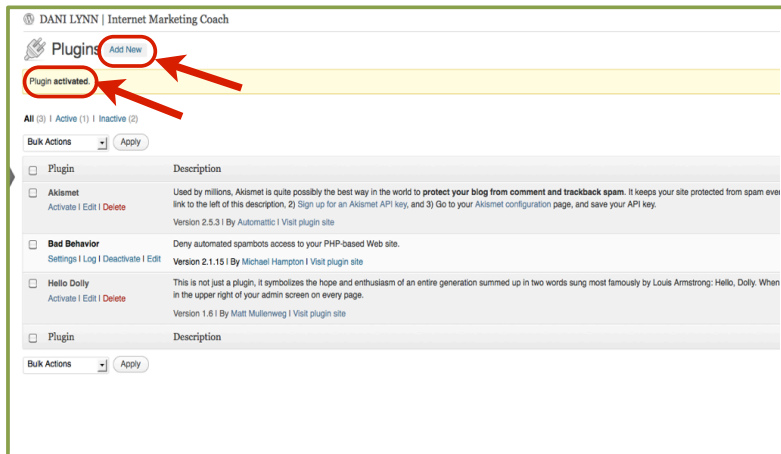
Objective 4 Installing Smart Plugins & Widgets

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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".



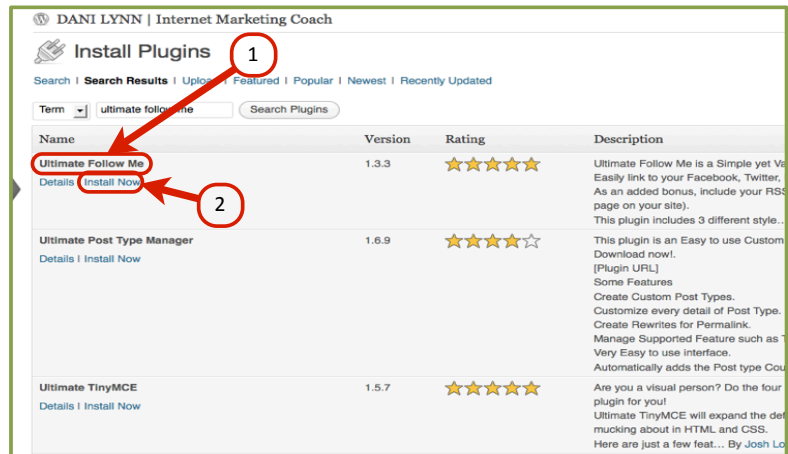
Objective 4 Installing Smart Plugins & Widgets

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Step 7

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



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Step 8

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

Objective 4 Installing Smart Plugins & Widgets

DANI LYNN | Internet Marketing Coach

Install Plugins

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

Term: youtube widget Search Plugins

| Name | Version | Rating | Description |
|---|---------|--------|--|
| YouTube widget Details Install Now | 1.1 | ★★★★☆ | Requirements WordPress 2.2+ or 2.0.x/2.1.x with WordPress |
| My Recent YouTube Widget Details Install Now | 0.4 | ★★★★☆ | Embed the most recent YouTube videos for a u |
| YouTube Channel Details Install Now | 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 |
| Youtube Videos Details Install Now | 1.2.1 | ★★★★☆ | Youtube Videos Widget lets you add the latest [youtube_videos], or to a sidebar with the inclu |
| YouTube SimpleGallery Details Install Now | 1.6 | ★★★★☆ | This plugin let's you add a gallery of YouTube- Thickbox installed you can chose to open videt To add a YouTube SimpleGallery to a Post or E |

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Step 9

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

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DANI LYNN | Internet Marketing Coach

Install Plugins

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

Term: contact form 7 Search Plugins

| Name | Version | Rating | Description |
|--|---------|--------|---|
| Contact Form 7 Details Install Now | 3.0.1 | ★★★★☆ | Contact Form 7 can manage multiple cont Ajax-powered submitting, CAPTCHA, Akis Plugin's Official Site Contact Form 7 (http://contactform7.com) Docs - FAQ - Support Contact Form 7 needs Your Support It is hard to continue development and su |
| Contact Form by ContactMe.com Details Install Now | 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.ci |
| Custom Contact Forms Details Install Now | 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 pi |
| Fast Secure Contact Form Details Install Now | 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)

Objective 4 Installing Smart Plugins & Widgets

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Install Plugins

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

Term: all in one seo pack Search Plugins

| Name | Version | Rating | Description |
|--|----------|--------|--|
| All in One SEO Pack Details Install Now | 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 |
| WooCommerce - All in One SEO Pack Details Install Now | 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.

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Plugins

Add New

All in One SEO Pack must be configured. Go to [configuration 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"/> Akismet Activate Edit Delete | Used by millions, Akismet is quite possibly the best way in the world to protect your blo 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"/> All in One SEO Pack Deactivate Edit | Out-of-the-box SEO for your Wordpress blog. Options configuration panel Upgrade to F Version 1.6.13.4 By Michael Torbert Visit plugin site |
| <input type="checkbox"/> Contact Form 7 Settings Deactivate Edit | 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.

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)

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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 Details Install Now | 0.2 | ★☆☆☆☆ | This adds a Sidebar widget for the Sexy Bookmarks plugin. This very short widget should probably be part of the actual SE Development was sponsored by Little Bloke Fitness. By Micha... |
| SexyBookmarks email, bookmark, and share buttons Details Install Now | 4.0.6.4 | ★★★★☆ | Though the name may be a little "edgy" for some, SexyBookm... readers to actually submit your articles to numerous social bo... Our sole aim was to stray away from the "in the box" thinkin... rather ... By Shareaholic. |
| Simple Social Bookmarks Details Install Now | 3.1.1 | ★★★★☆ | Please note, if upgrading from a version previous to 3.0: Version 3 has changed some of the existing service names an... icon set has changed. Simple Social Bookmarks is an easy but powerful way to imple... networks ... By David Artiss. |
| Sociable for WordPress 3.0 Details Install Now | 5.13 | ★★★★☆ | The famous Sociable plugin now updated and compatible with 100 different social bookmarking sites like Digg, Facebook, an... 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".

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

Plugins

Plugin activated.

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

Bulk Actions:

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

Objective 4 Installing Smart Plugins & Widgets

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Step 15

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

Enabled Networks

Select the Networks to display. Drag to reorder.

Select: All | None | Most Popular

Made with Much Love, these icons are © Shareaholic

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Step 16

Configure "Additional Buttons" As You Wish.

Objective 4 Installing Smart Plugins & Widgets



Step 17

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

Objective 4 Installing Smart Plugins & Widgets



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**



Introduction to Side Navigation

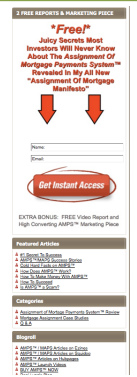
Side Navigation

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...

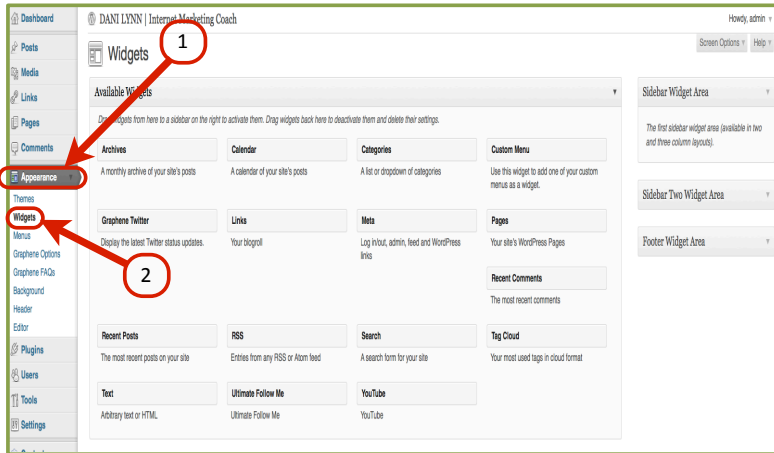


Objective 5 Designing A Strategic Side Navigation Bar



Step 1

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



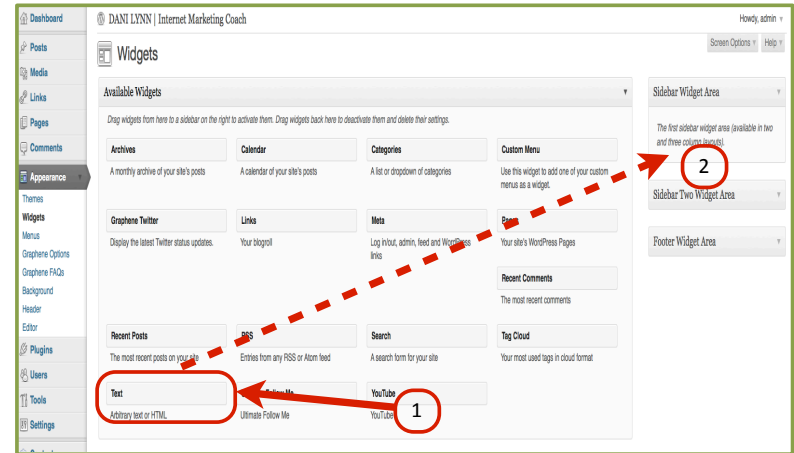
Objective 5 Designing A Strategic Side Navigation Bar

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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.



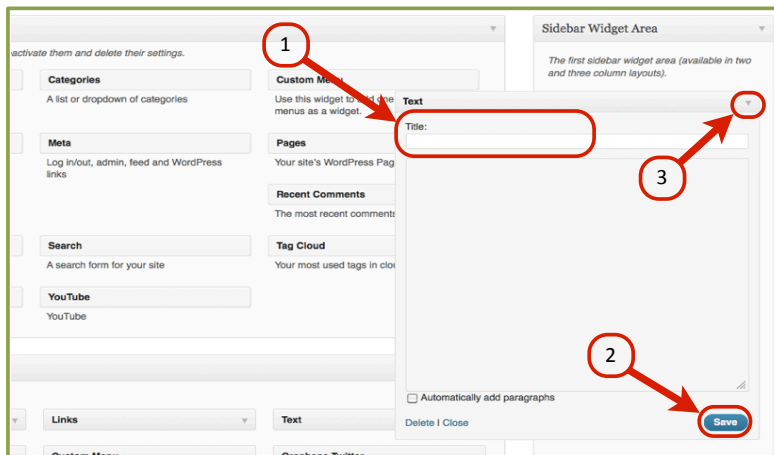
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Step 3

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.



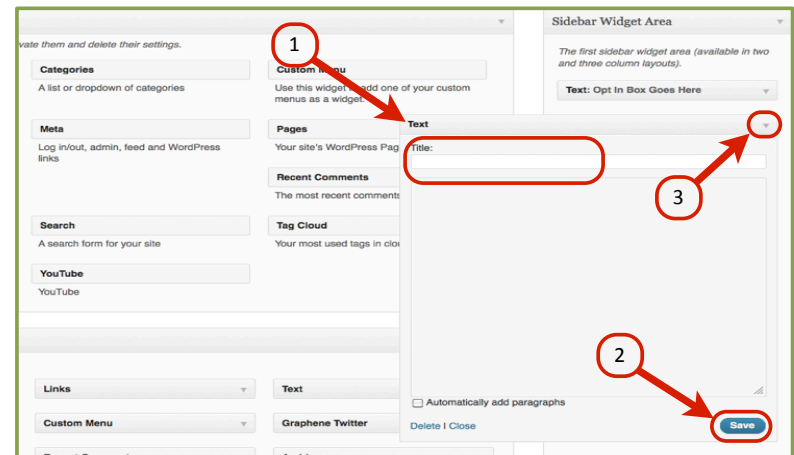
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Step 4

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.

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): 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): 07011719544507795347

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

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

Display rrs feed?

Display style

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

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

Delete | Close

Save

Objective 5 Designing A Strategic Side Navigation Bar

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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.

Sidebar Widget Area

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

Custom Menu

Pages

Recent Comments

Tag Cloud

Ultimate Follow Me

Recent Posts: Recent Posts

Title: Recent Posts

Number of posts to show: 5

Delete | Close

Save

Objective 5 Designing A Strategic Side Navigation Bar

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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.

Sidebar Widget Area

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

Custom Menu

Pages

Recent Comments

Tag Cloud

Links

Blogroll

Show Link Image

Show Link Name

Show Link Description

Show Link Rating

Delete | Close

Save

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:

Featured Articles

- How To Boost Your Success
- AMPS' 7 Most Successful Success Stories
- Over 100 Free From AMPS!
- The One Thing You Must Do To Succeed
- How To Succeed
- AMPS' 7 Success

Categories

- Assessment of Multiple Parents Success™ Review
- Successful Entrepreneur Case Studies
- U.S.A.

Blogroll

- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories
- AMPS' 7 Most Successful Success Stories

AMPS' 7 Most Successful Success Stories

Customer Feedback

How's it going man? I'm reading your book and it's absolutely awesome!! You're one cool guy, a "tough-guy genius" - here's what I think about your book basically... Once you read this book and put it to use, women lose their power and you gain everything! Brave and brilliant... blows away all mysteries and finally answers the question (for me anyway)... what women really want... That's really it, summed up for me. David, well done... you should be crowned as an admissible prince amongst men...
N.E.A., Ireland

Recommended Articles

- Create Attraction With Women
- Mistakes with Women That Destroy Your Effort
- 3 Things Women Hate About Men
- How To Boost Your Confidence With Women
- How To Meet Your Dream Woman And Keep Them Coming Back For More
- Meeting Beautiful Women: Guide to Meeting & Taming 10 Women
- How To Create Sexual Tension

WELCOME TO MY BLOG

FOLLOW ME ON THE WEB

RECENT POSTS

- Multi-Tasking In The Enemy
- Mortgage Assignment Program (AMPS) / AMPS!
- The Greatest Investment On Earth
- Products & Coaching
- Next To One or Leave Purchase

Get FREE Instant Access to my "Real Estate RE-Volution" 7 Day Video Training Series

Delivered right to your inbox. Claim it now below.

Name: _____

Email: _____

Get Instant Access

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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"

Addendum: Creating Your Favicon

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Step 2

Confirm Image and Click On "Download".

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.

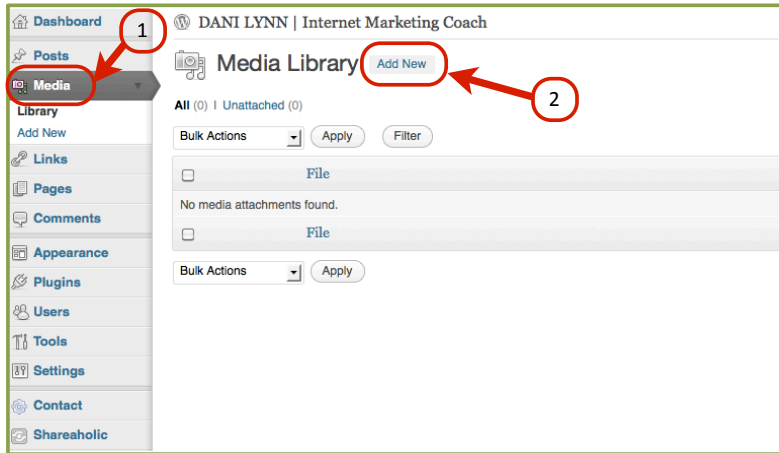
Addendum: Creating Your Favicon

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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".



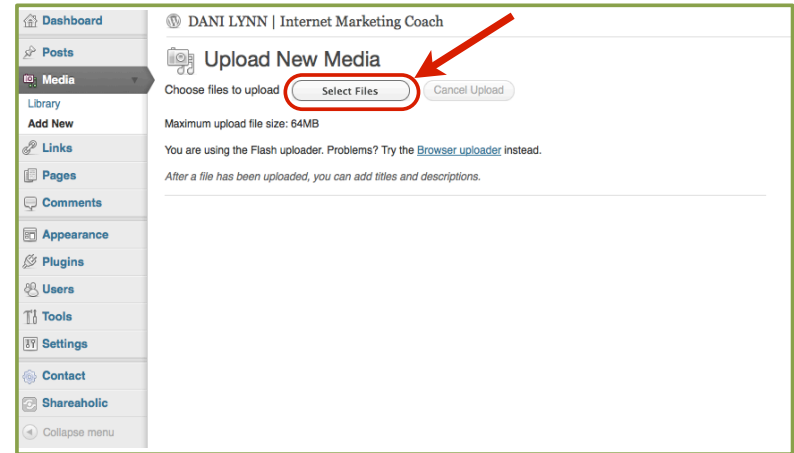
Addendum: Creating Your Favicon

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Step 5

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



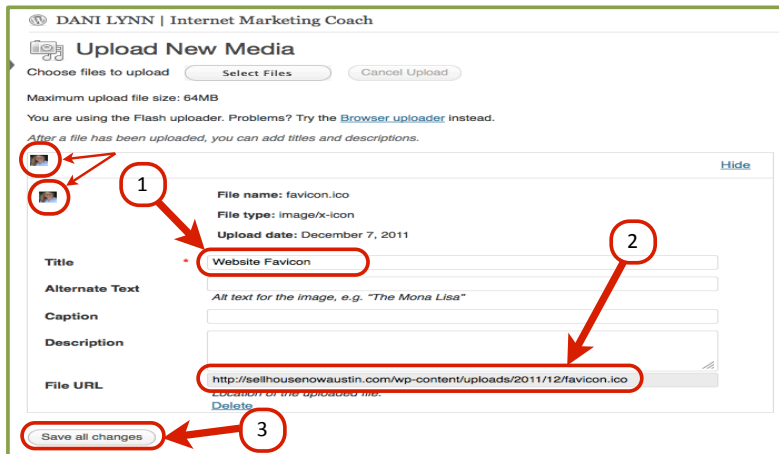
Addendum: Creating Your Favicon

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Step 6

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



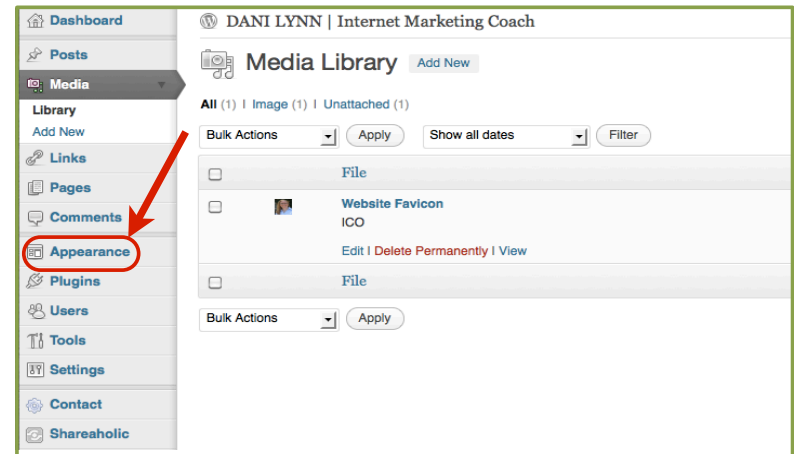
Addendum: Creating Your Favicon

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Step 7

Click On "Appearance" Under The Left Dashboard Menu.



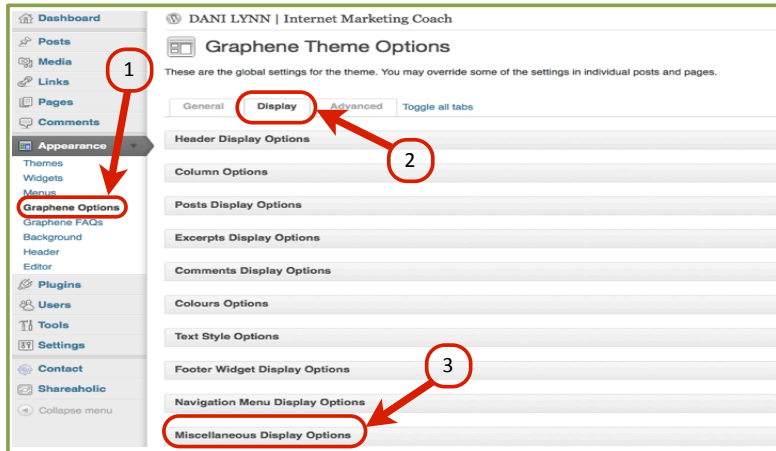
Addendum: Creating Your Favicon

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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".



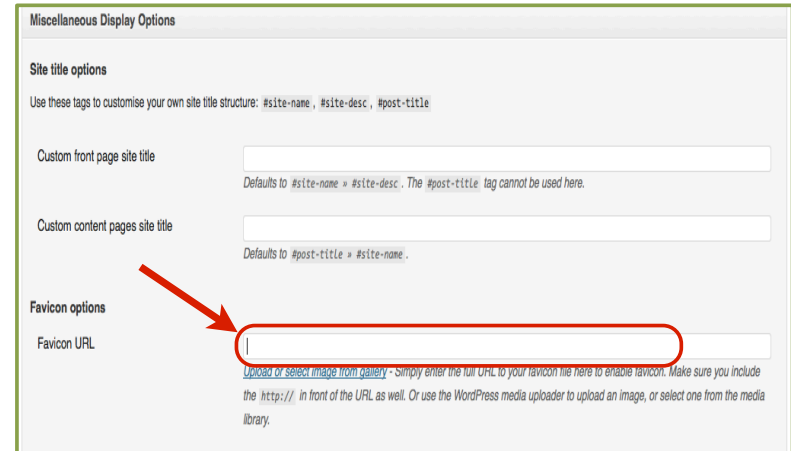
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Step 9

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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Virtual Marketing Blueprint



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