

*Welcome To*

# Virtual Marketing

*Blueprint*

*Rei Rockstars*

# Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

# Virtual Marketing Blueprint Concept

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

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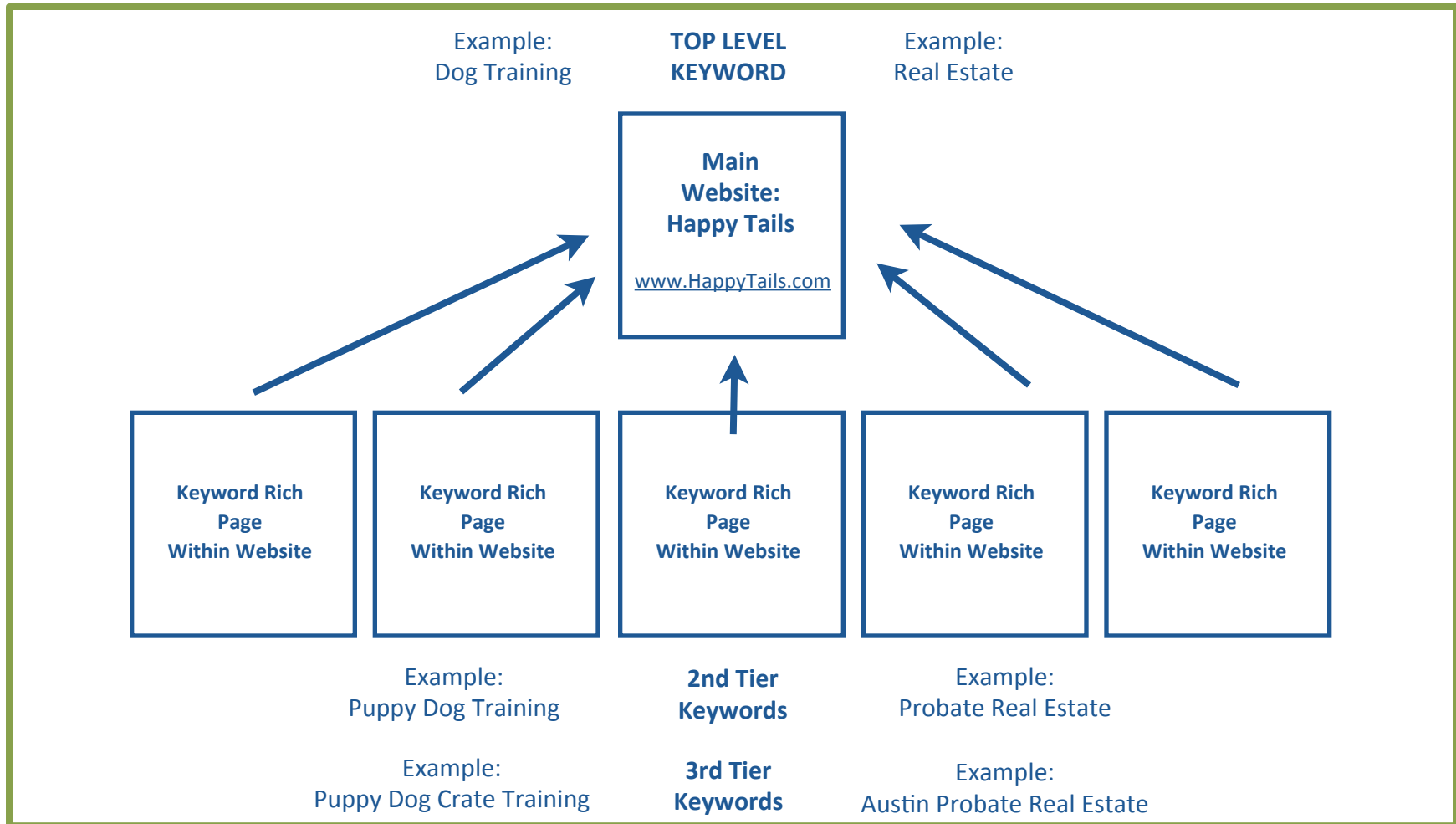
# Previous Session Recap

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)

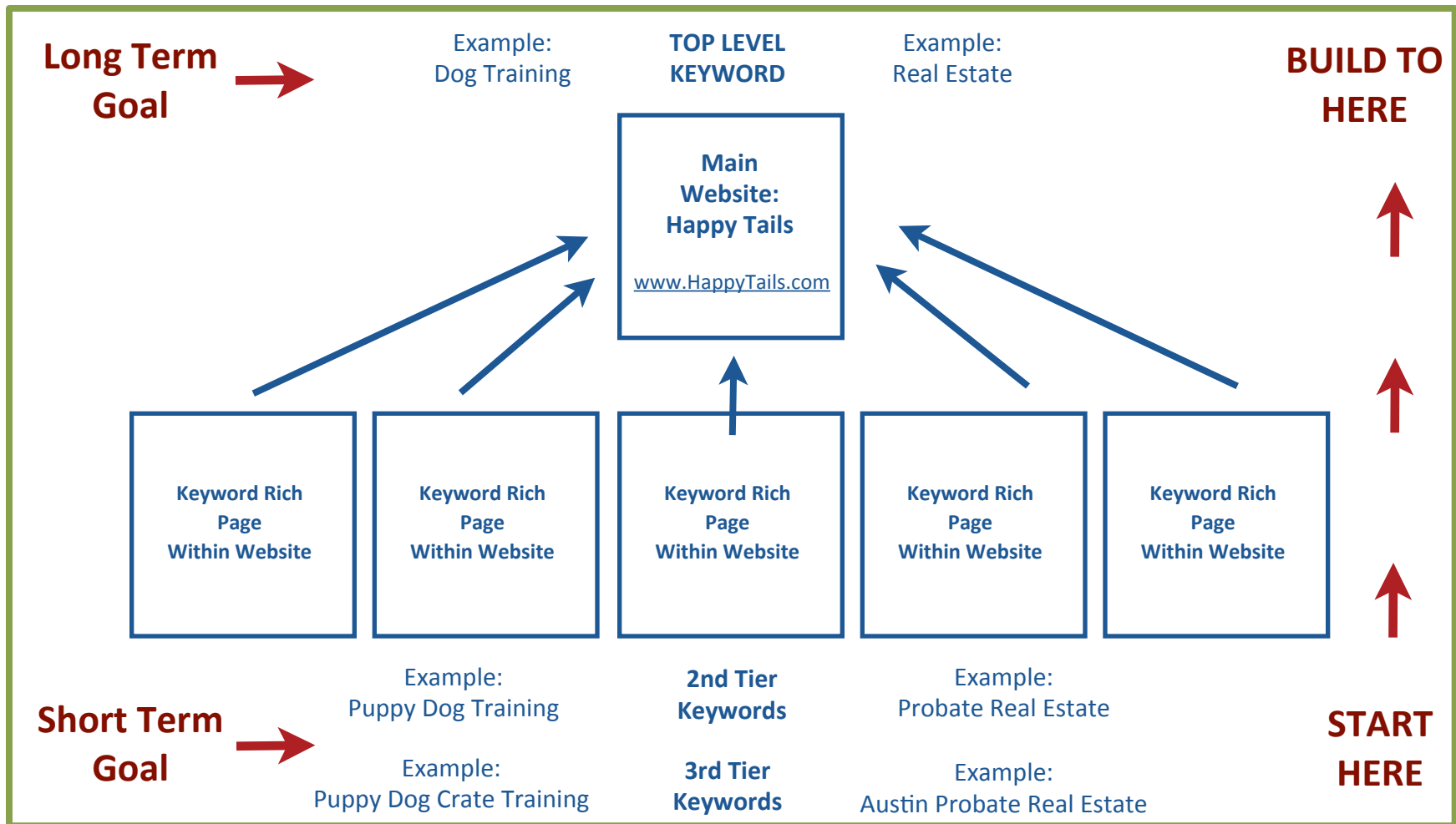
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# Short Term + Long Term Strategies

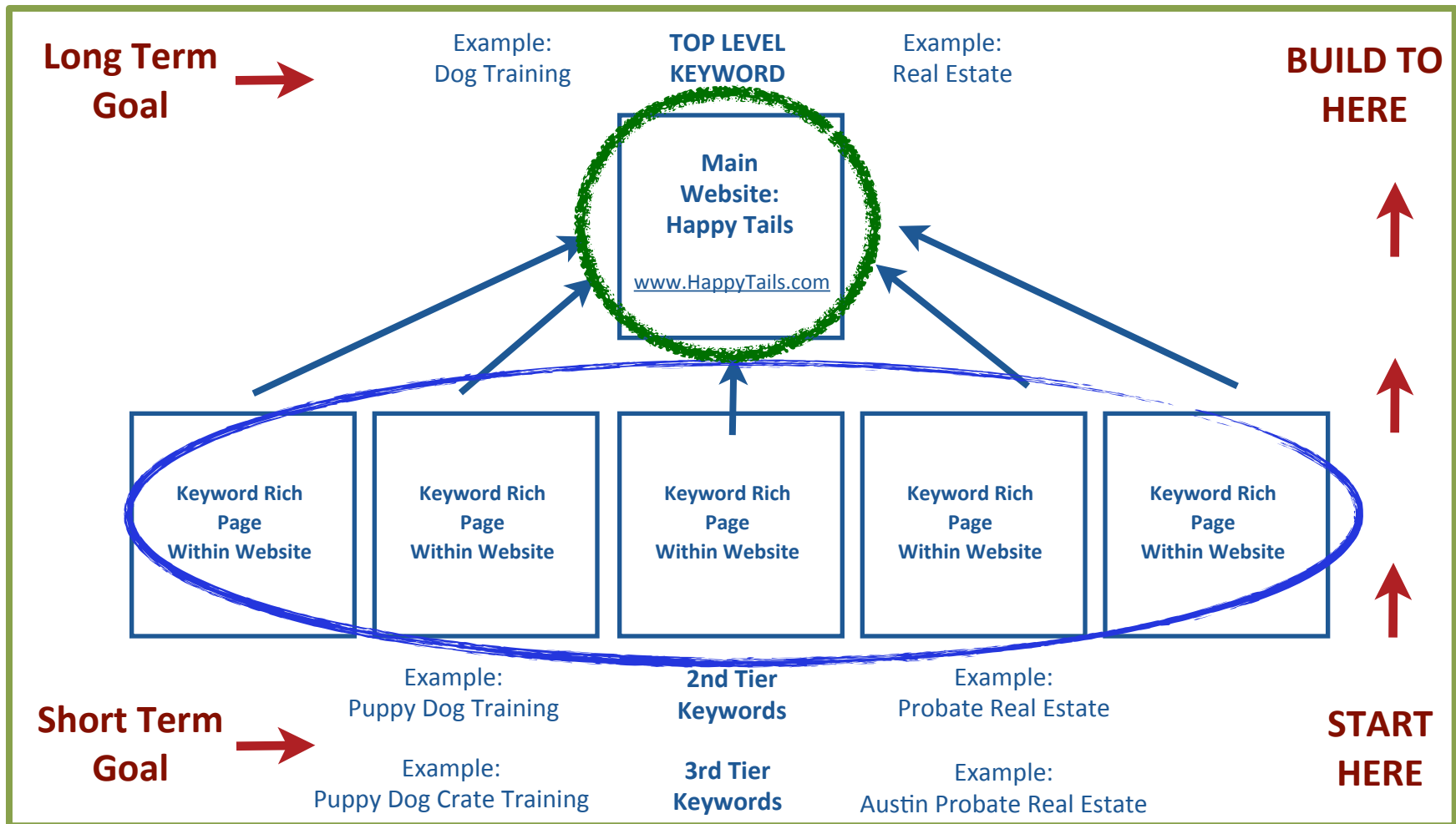


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# Short Term + Long Term Strategies



# 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

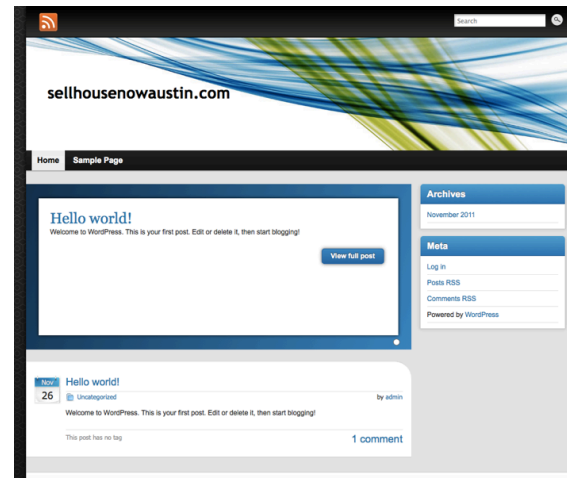
Easy to Customize

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

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

# 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



You are now logged out.

Username

admin

Password

••••••••

Remember Me

Log In



Search

sellhousenowaustin.com

Home Sample Page

Hello world!

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

View full post

Archives

November 2011

Meta

Log in

Posts RSS

Comments RSS

Powered by WordPress

Step  
2

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

Objective 1 Customizing Wordpress Settings

The screenshot displays the WordPress dashboard interface. On the left, the sidebar menu includes: Dashboard, Home, Updates, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'Settings' menu item is circled in red, and a red arrow points to it from the right. The main dashboard area shows the site name 'sellhousenowaustin.com' and the title 'Dashboard'. Below this, the 'Right Now' section provides a summary of content and discussion: 1 Post, 1 Page, 1 Category, 0 Tags, 1 Comment, 1 Approved, 0 Pending, and 0 Spam. It also notes the theme 'Graphene with 6 Widgets' and the version 'WordPress 3.2.1'. The 'Recent Comments' section shows a comment from 'Mr WordPress' with the text 'Hello world! #'. At the bottom of the dashboard, there are links for 'All', 'Pending (0)', 'Approved', 'Spam (0)', and 'Trash (0)'.

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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' highlighted. The main content area includes fields for Site Title, Tagline, WordPress address (URL), Site address (URL), E-mail address, Membership, New User Default Role, Timezone, Date Format, Time Format, and Week Starts On. A 'Save Changes' button is located at the bottom left. Three red circles with numbers 1, 2, and 3 are overlaid on the image. Circle 1 points to the Site Title input field. Circle 2 points to the Tagline input field. 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 dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains navigation menus: Dashboard, Posts, Media, Links, Pages, Comments (9), Appearance, Plugins, Users, Tools, and Settings. The 'Settings' menu is expanded, and the 'Writing' sub-menu is highlighted with a red circle and an arrow labeled '1'. The main content area is titled 'Writing Settings' and includes sections for 'Size of the post box' (20 lines), 'Formatting' (with checkboxes for emoticons and XHTML), 'Default Post Category' (Uncategorized), 'Default Post Format' (Standard), and 'Default Link Category' (Blogroll). Below these is the 'Press This' section. At the bottom of the page, the 'Update Services' section is highlighted with a red box and an arrow labeled '2'. This section contains a text input field with the URL 'http://rpc.pingomatic.com/' and a 'Save Changes' button.

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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 dashboard for 'DANI LYNN | Internet Marketing Coach'. The 'Settings' menu is expanded to 'Writing'. The 'Update Services' section is highlighted with a red box. A red circle with the number '1' points to the text input field containing 'http://rpc.pingomatic.com/'. A second red circle with the number '2' points to the 'Save Changes' button.

**Dashboard**

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments 9
- Appearance
- Plugins
- Users
- Tools
- Settings

**DANI LYNN | Internet Marketing Coach**

### Writing Settings

Size of the post box: 20 lines

Formatting:  Convert emoticons like :-D and :-P to graphics on display  
 WordPress should correct invalidly nested XHTML automatically

Default Post Category: Uncategorized

Default Post Format: Standard

Default Link Category: Blogroll

#### Press This

Press This is a bookmarklet: a little app that runs in your browser and lets you grab bits of the web. Use Press This to clip text, images and videos from any web page. Then edit and add more straight from Press This. Drag-and-drop the following link to your bookmarks bar or right click it and add it to your favorites for a posting

#### Update Services

When you publish a new post, WordPress automatically notifies the following site update services. For more about t

<http://rpc.pingomatic.com/>

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.)

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar has 'Settings' expanded, with 'Reading' highlighted. The main content area is the 'Reading Settings' page. Red circles with numbers 1 through 4 and arrows point to the following elements: 1. The 'Reading' menu item in the sidebar. 2. The '10 posts' input field under 'Blog pages show at most'. 3. The '10 items' input field under 'Syndication feeds show the most recent'. 4. The 'Summary' radio button under 'For each article in a feed, show'. The 'Save Changes' button at the bottom is also circled in red.

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 for 'sellhousenowaustin.com' with the 'Permalink Settings' page open. The left sidebar menu has 'Settings' expanded, and 'Permalinks' is selected. The main content area shows the 'Permalink Settings' page with the following elements:

- Common settings:** Four radio button options are listed: 'Default' (selected), 'Day and name', 'Month and name', and 'Numeric'. Each option has a corresponding URL example.
- Custom Structure:** The 'Custom Structure' radio button is selected. A text input field next to it is empty and circled with a red box and labeled '2'. A red arrow labeled '1' points to the 'Permalinks' menu item in the sidebar. A red arrow labeled '3' points to the 'Custom Structure' radio button.
- Optional:** A section with a heading 'Optional' and a paragraph of text. Below it are two text input fields: 'Category base' and 'Tag base'. A red arrow labeled '4' points to the 'Category base' input field.
- Save Changes:** A blue button at the bottom of the page is circled with a red box and labeled '4'.

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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

The screenshot shows the WordPress dashboard for 'sellhousenowaustin.com' with the 'Permalink Settings' page open. The left sidebar contains a menu with 'Settings' highlighted and a red box around it. A red arrow points from the 'Optional' section header to the explanatory text below it. The main content area shows 'Common settings' with radio buttons for 'Default', 'Day and name', 'Month and name', 'Numeric', and 'Custom Structure'. The 'Optional' section has text explaining custom structures and input fields for 'Category base' and 'Tag base'. A 'Save Changes' button is at the bottom.

sellhousenowaustin.com

### Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

#### Common settings

<input checked="" type="radio"/> Default	<code>http://sellhousenowaustin.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://sellhousenowaustin.com/2011/12/05/sample-post/</code>
<input type="radio"/> Month and name	<code>http://sellhousenowaustin.com/2011/12/sample-post/</code>
<input type="radio"/> Numeric	<code>http://sellhousenowaustin.com/archives/123</code>
<input type="radio"/> Custom Structure	<input type="text"/>

#### Optional

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 category URLs look like `http://sellhousenowaustin.com/topics/sample-post/`. If you leave these blank the defaults will be used.

Category base	<input type="text"/>
Tag base	<input type="text"/>

**Save Changes**

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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.

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 a user named Dani Lynn, an Internet Marketing Coach. The left sidebar contains a menu with items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Themes, Widgets, Menus, Graphene Options, Graphene FAQs, Background, Header, Editor, Plugins, Users, and Tools. The 'Appearance' menu item is circled in red, with a red arrow pointing to it from a red circle containing the number '1'. Below 'Appearance', the 'Header' sub-menu item is also circled in red, with a red arrow pointing to it from a red circle containing the number '2'. The main content area shows the 'Manage Themes' and 'Install Themes' buttons. Below that, the 'Current Theme' section displays 'Graphene 1.5.4 by Syahir Hakim'. A description of the theme follows, mentioning its features like configurable columns, AdSense placement, and translation support. At the bottom of the theme description, there are links for 'Options: Widgets | Menus | Graphene Options | Graphene FAQs | Background | Header'. The 'Header' link is circled in red.

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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.

The screenshot shows the WordPress Custom Header settings page for the theme 'DANI LYNN | Internet Marketing Coach'. The page title is 'Custom Header' and the user is logged in as 'Howdy, Dani Lynn Robison'. A yellow notification bar at the top says 'Header updated. Visit your site to see how it looks.' Below this is a 'Preview' section showing the current header image with the text 'DANI LYNN | Internet Marketing Coach' and 'Real Estate Investing, Internet Marketing & Entrepreneur Success Strategies'. The 'Upload Image' section has a red circle '1' pointing to the 'Choose an image from your computer:' field, which contains a 'Browse...' button and an 'Upload' button. The 'Default Images' section has a red circle '2' pointing to a selection of images, including one with a red circle '3' around it. At the bottom left, a red circle '4' points to the 'Save Changes' button.



Step  
3

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

Objective 2 Customizing Header & Theme Options

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The 'Appearance' menu is expanded, and 'Graphene Options' is selected. The 'Graphene Theme Options' page is displayed, with the 'Slider Options' tab highlighted. Red circles and arrows indicate the steps: '1' points to 'Graphene Options' in the sidebar, and '2' points to 'Slider Options' in the main content area.

Dashboard

Posts

Media

Links

Pages

Comments 8

Appearance

Themes

Widgets

Menus

Graphene Options

Graphene FAQs

Background

Header

Editor

Plugins

Users

Tools

Settings

Contact

Platinum SEO

Shareaholic

DANI 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 Page

Comments Options

Child Page Options

Widget Area Options

Top Bar Options

Social Sharing Buttons

AdSense 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.

General | Display | Advanced | Toggle all tabs

### Slider Options

Disable slider	<input type="checkbox"/>
What do you want to show in the slider	<input checked="" type="radio"/> Show latest posts <input type="radio"/> Show random posts <input type="radio"/> Show specific posts/pages <input type="radio"/> Show posts from categories
Number of posts to display	<input type="text" value="3"/>
Slider image	<input type="text" value="Featured Image"/>
Custom slider image URL	<input type="text"/> <small><a href="#">Upload or select image from gallery</a> - Make sure you select Custom URL in the slider image option above to use this custom url.</small>
Slider display style	<input type="text" value="Thumbnail and excerpt"/>
Slider animation	<input type="text" value="Horizontal slide"/>
Slider height	<input type="text"/> px
Slider speed	<input type="text" value="7000"/> milliseconds <small>This is the duration that each slider item will be shown</small>
Slider transition speed	<input type="text" value="400"/> milliseconds <small>This is the speed of the slider transition. Lower values = higher speed.</small>
Move slider to bottom of page	<input type="checkbox"/>

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.)*

**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](#)

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.

**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](#).

Copyright ©2011 MortgageAsssign.com All Rights Reserved.

Do not show copyright info

Do not show the "Return to top" link

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

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.)*

### 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

Top bar

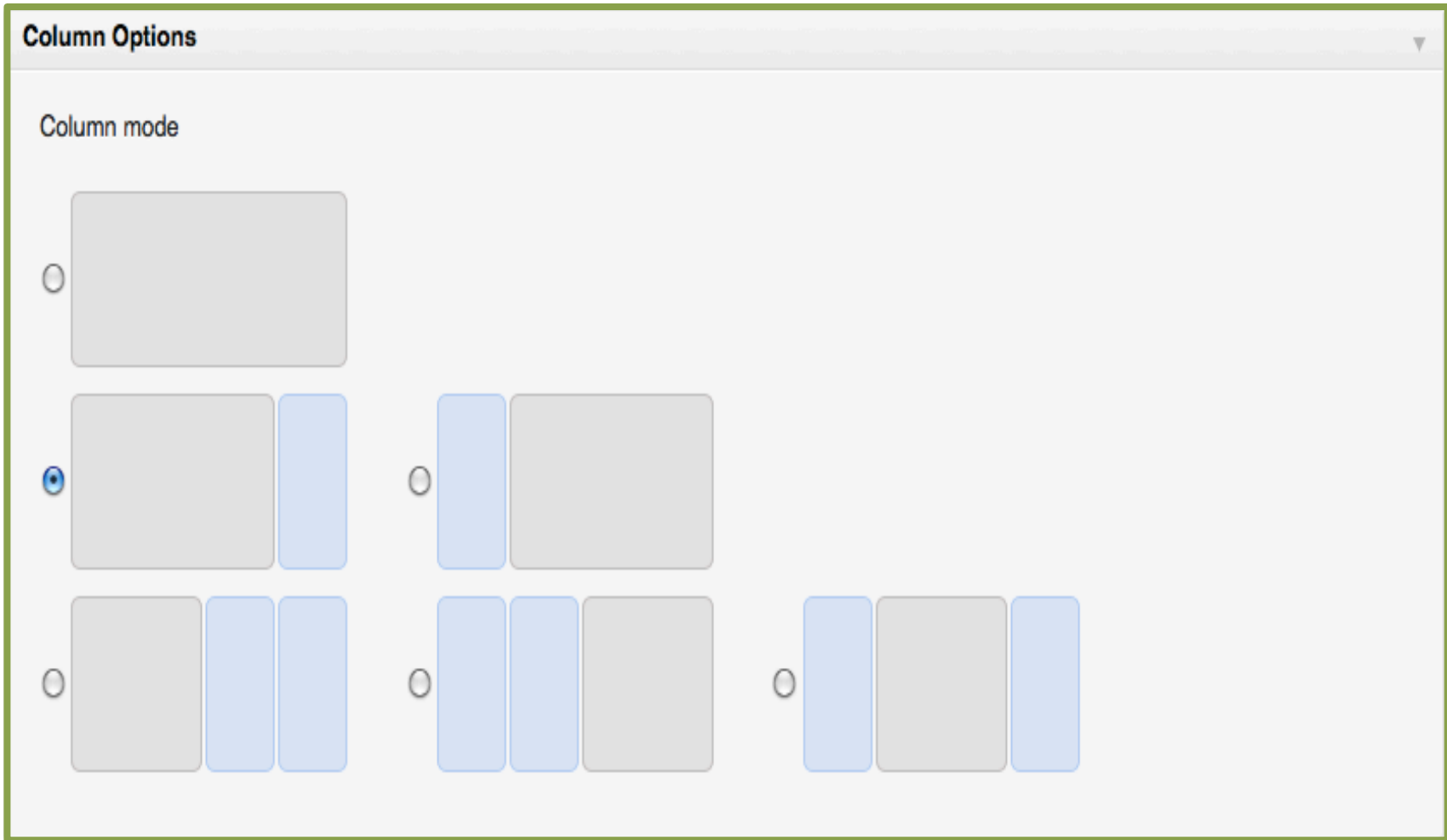
Step  
9

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!*

**Column Options**

Column mode



The screenshot shows a dialog box titled "Column Options" with a "Column mode" section. It displays seven different layout options, each with a radio button. The second option, a two-column layout with a wide left column and a narrow right column, is selected. The other options include a single wide column, a two-column layout with a narrow left column and a wide right column, a three-column layout with a wide left column and two narrow right columns, a three-column layout with two narrow left columns and a wide right column, and a three-column layout with a narrow left column, a wide middle column, and a narrow right column.

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 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><li>` to retain `<p>`, `<ul>`, and `<li>` HTML tags.*



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

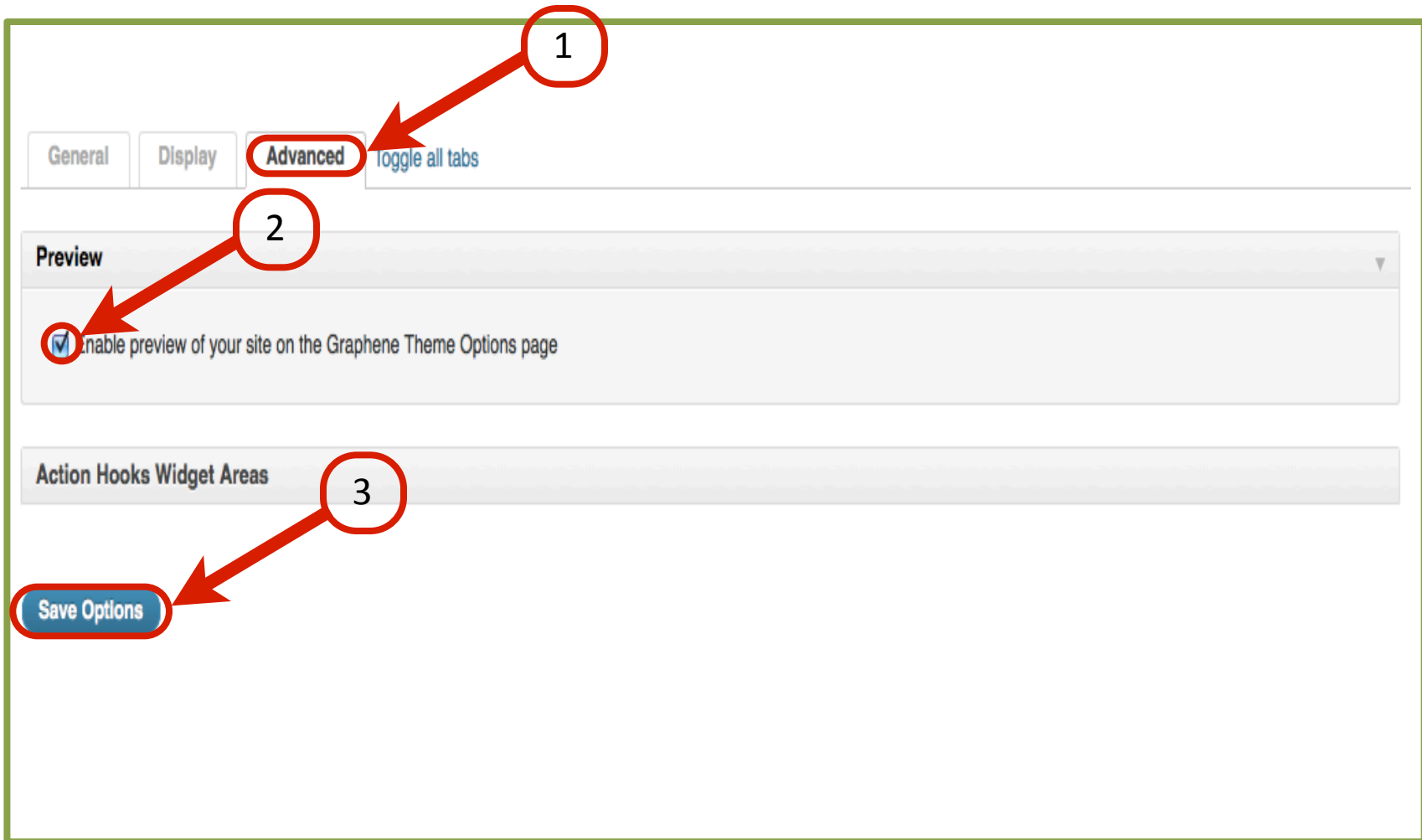
Custom content pages site title   
*Defaults to #post-title » #site-name .*

**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.*

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.



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

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is expanded to 'Appearance', with sub-items: Themes, Widgets, Menus, Graphene Options (highlighted), Graphene FAQs, Background, Header, Editor, Plugins, Users, Tools, Settings, Contact, Platinum SEO, and Shareaholic. The main content area is titled 'Graphene Theme Options' and includes a description: 'These are the global settings for the theme. You may override some of the settings in individual posts and pages.' Below this are tabs for 'General', 'Display', 'Advanced', and 'Toggle all tabs'. The 'General' tab is active, showing a list of settings: Slider Options, Front Page Options, Homepage Panes, Comments Options, Child Page Options, Widget Area Options, Top Bar Options, Social Sharing Buttons, and Adsense 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.

The screenshot shows the WordPress dashboard for 'sellhousenowAustin.com'. The left sidebar contains a menu with 'Appearance' expanded, and 'Graphene FAQs' highlighted with a red circle and an arrow. The main content area displays 'Graphene's Frequently Asked Questions' with five numbered items:

- 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 TwentyTen 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 post/page 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?**  
The 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 licence is included with the theme in the `licence.txt` file in the theme's folder. Releasing the theme under that licence 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 licence dictates that you must release the theme under the same licence, 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 its 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 altogether 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 that it's a problems with the theme, you know where to find support.

# 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

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

## 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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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

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  
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

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  
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

The first screenshot shows a website header for "Assignment of Mortgage Payments Review" with the sub-header "Get The Facts On AMPS™". Below the header is a navigation menu with the following items: "What is AMPS™?", "Is It Legal?", "Success Stories", "Coaching", "Buy AMPS™ Here", "Blog", and "About Us/Phill Grove". The "Success Stories" item is circled in red, and a red arrow points to it from below.

The second screenshot shows a website header for "DOUBLE YOUR DATING" with the sub-header "ATTRACTION IS NOT A CHOICE". Below the header is a navigation menu with the following items: "ATTRACTION", "MEETING WOMEN", "DATING TIPS", "CONFIDENCE", "GET A GIRLFRIEND", "PROGRAM CATALOG", and "ABOUT DAVID DEANGELO". The "DATING TIPS" item is circled in red, and a red arrow points to it from below.

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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

The image shows two website examples. The first example is for 'Assignment of Mortgage Payments Review' and features a blue navigation bar with the following items: 'What is AMPS™?', 'Is It Legal?', 'Success Stories', 'Coaching', 'Buy AMPS™ Here', 'Blog', and 'About Us/Phill Grove'. The 'Coaching' item is circled in red, and a red arrow points to it from below. The second example is for 'DOUBLE YOUR DATING' and features a dark red navigation bar with the following items: 'ATTRACTION', 'MEETING WOMEN', 'DATING TIPS', 'CONFIDENCE', 'GET A GIRLFRIEND', 'PROGRAM CATALOG', and 'ABOUT DAVID DEANGELO'. The 'CONFIDENCE' item is circled in red, and a red arrow points to it from below.

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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

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

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

DOUBLE YOUR DATING | *ATTRACTION IS NOT A CHOICE*

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

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

The image shows two examples of website navigation menus. The top menu is for 'Assignment of Mortgage Payments Review' and 'Get The Facts On AMPS™'. It features a blue header with a photo of three people. The menu items are: 'What is AMPS™?', 'Is It Legal?', 'Success Stories', 'Coaching', 'Buy AMPS™ Here', 'Blog', and 'About Us/Phill Grove'. A red arrow points to the 'About Us/Phill Grove' item. The bottom menu is for 'DOUBLE YOUR DATING' and 'ATTRACTION IS NOT A CHOICE'. It features a red header with a photo of a woman. The menu items are: 'ATTRACTION', 'MEETING WOMEN', 'DATING TIPS', 'CONFIDENCE', 'GET A GIRLFRIEND', 'PROGRAM CATALOG', and 'ABOUT DAVID DEANGELO'. A red arrow points to the 'ABOUT DAVID DEANGELO' item.

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## 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)**

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

The screenshot displays the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains a menu with items: Dashboard, Posts, Media, Links, Pages, All Pages, Add New, Comments, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The 'Pages' menu item is highlighted with a red circle, and a red arrow points to it from the left. The main content area shows the 'Pages' section with a table of existing pages. The table has columns for 'Title' and 'Sample Page'. The first row has a checkbox and the text 'Title'. The second row has a checkbox and the text 'Sample Page'. The third row has a checkbox and the text 'Title'. Below the table are 'Bulk Actions' and 'Apply' buttons.

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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

WordPress interface showing the Pages management screen. The page title is "DANI LYNN | Internet Marketing Coach". The main heading is "Pages" with an "Add New" button circled in red and labeled "2". Below the heading, there are filters for "All (1) | Published (1)". A table of pages is shown with columns for checkboxes, titles, and authors. The first row is "Sample Page" by "admin", with a "Trash" button circled in red and labeled "1". The second row is "Title" by "Author". At the bottom, there are "Bulk Actions" and "Apply" buttons.

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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

The screenshot shows the WordPress 'Add New Page' interface for 'DANI LYNN | Internet Marketing Coach'. The page title is 'Add New Page'. A red circle with the number '1' points to the title input field. Below the title field is a rich text editor with a toolbar. A red circle with the number '2' points to the 'Order' field in the 'Page Attributes' sidebar, which currently contains the number '0'. A red circle with the number '3' points to the 'Publish' button in the 'Publish' sidebar. The 'Publish' sidebar also includes buttons for 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish Immediately'. The 'Page Attributes' sidebar includes a 'Template' dropdown set to 'Theme default' and a 'Featured Image' section with a 'Set featured image' link. The bottom of the page shows 'Path: p' and 'Word count: 0'.

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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

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Search Austin Homes'. The page title is circled in red, and a red arrow points to it from the right. Below the title, the permalink is shown as 'http://mortgageassign.com/search-austin-homes/' and is also circled in red, with another red arrow pointing to it from the right. The main content area contains the text 'This is an example page.' and a rich text editor toolbar. On the right side, there are several panels: 'Publish' (Status: Published, Visibility: Public, Published on: Nov 11, 2011 @ 14:27), 'Page Attributes' (Parent: (no parent), Template: Theme default, Order: 1), and 'Featured Image' (Set featured image). The footer of the page shows 'Word count: 4' and 'Last edited by Dani Lynn Robison on November 15, 2011 at 11:52 pm'.

**Search Austin Homes**

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

Upload/Insert Visual HTML

b / [link](#) b-quote del ins img ul ol code more lookup close tags fullscreen

This is an example page.

**FYI: This is the  
permalink**

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.

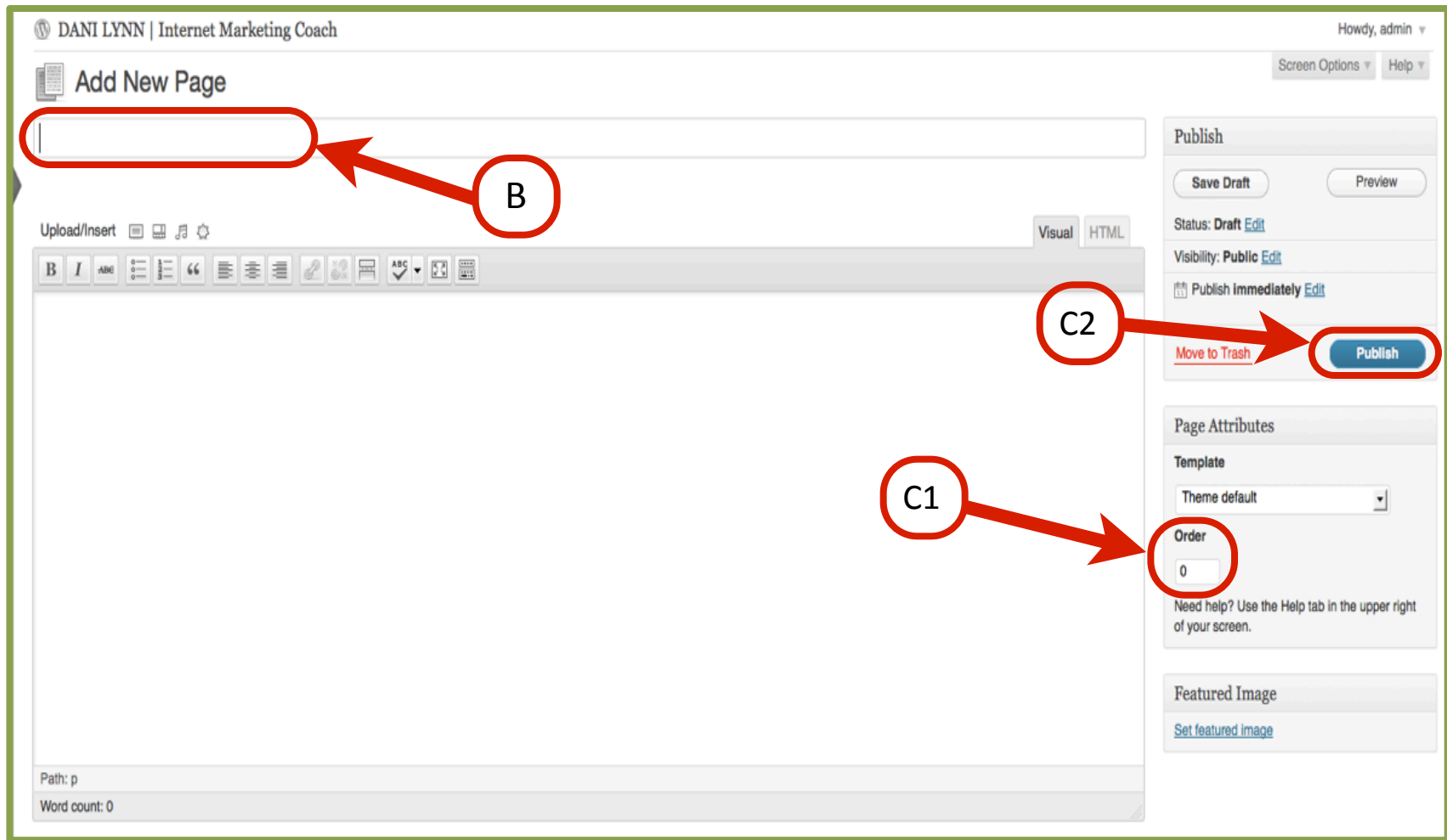
**Featured Image**

[Set featured image](#)

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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# 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

## 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

Step  
1

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

Objective 4 Installing Smart Plugins & Widgets

DANI LYNN | Internet Marketing Coach

Plugins [Add New](#)

All (2) | Inactive (2)

Bulk Actions

<input type="checkbox"/>	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 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"/>	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   <a href="#">Visit plugin site</a>
<input type="checkbox"/>	Plugin	Description

Bulk Actions

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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

Bad behavior

Search Plugins

2

### 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

DANI LYNN | Internet Marketing Coach

## Install Plugins

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

Term:  Search Plugins

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 website. Evenmore you can read those comments by visting 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 z service, available for WordPress that can claim 100% accuracy with zero false positives, not even Akismet. blacklist. This plugin was born out of necessity in September of 2007 when HollywoodGrind was getting... By Todd L
<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 stealing of your main WordPress password in less trustworthy environments, like internet cafés, for example 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 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

The screenshot shows a WordPress plugin directory interface. A confirmation dialog box is overlaid on the page, asking "Are you sure you want to install this plugin?". The dialog has two buttons: "Cancel" and "OK". A red arrow points to the "OK" button. The background shows a list of plugins with columns for Version, Rating, and Description. The "OK" button is circled in red.

Version	Rating	Description
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...
v 2.0	☆☆☆☆	...a database if a user that posted a comment on your blog has already h...
6.3.7	★★★★★	...side form validation. SiteBrains plug-in displays themed notifications to...
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. M...
2.28	★★★★★	This simple to use plugin enables you to login to your WordPress weblog using passwords which are valid for stealing of your main WordPress password in less trustworthy environments, like internet cafés, for example b...
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 ed...
1.0-alpha	☆☆☆☆☆	Three Strikes and You're Out examines your Bad Behavior logs and your WordPress

Step  
5

On The Installation PluginScreen, Click “Activate Plugin”.

Objective 4 Installing Smart Plugins & Widgets

WordPress DANI LYNN | Internet Marketing Coach

### Installing Plugin: Bad Behavior 2.1.15

Downloading install package from <http://downloads.wordpress.org/plugin/bad-behavior.2.1.15.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Bad Behavior 2.1.15**.

[Activate Plugin](#) [Return to Plugin Installer](#)

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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

The screenshot shows the WordPress 'Plugins' management interface for 'DANI LYNN | Internet Marketing Coach'. At the top, there is a blue header with the text 'Step 6' and a larger blue box containing the instruction: '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”.' The interface itself features a yellow banner at the top with the message 'Plugin activated.' circled in red. Below this, there is a table of installed plugins. The 'Add New' button is also circled in red. The table lists the following 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 <b>protect your blog from comment and trackback spam</b> . It keeps your site protected from spam even link to the left of this description, 2) <a href="#">Sign up for an Akismet API key</a> , and 3) Go to your <a href="#">Akismet configuration page</a> , and save your API key. Version 2.5.3   By Automattic   <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"/> 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 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

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Step  
7

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

Objective 4 Installing Smart Plugins & Widgets

The screenshot shows the WordPress 'Install Plugins' interface. At the top, the user is identified as 'DANI LYNN | Internet Marketing Coach'. The page title is 'Install Plugins'. Below the title, there are navigation links: 'Search', 'Search Results', 'Upload', 'Featured', 'Popular', 'Newest', and 'Recently Updated'. A search bar contains the text 'ultimate follow me' and a 'Search Plugins' button. Below the search bar is a table of search results. The first result is 'Ultimate Follow Me', which is circled in red. A red arrow labeled '1' points to the plugin name. Below the name, there are links for 'Details' and 'Install Now', with the 'Install Now' link also circled in red and a red arrow labeled '2' pointing to it. The table has columns for 'Name', 'Version', 'Rating', and 'Description'. The 'Ultimate Follow Me' plugin has a version of 1.3.3 and a 5-star rating. The 'Ultimate Post Type Manager' plugin has a version of 1.6.9 and a 4.5-star rating. The 'Ultimate TinyMCE' plugin has a version of 1.5.7 and a 5-star rating.

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 Va Easily link to your Facebook, Twitter, As an added bonus, include your RSS page on your site). This plugin includes 3 different style..
<b>Ultimate Post Type Manager</b> <a href="#">Details</a>   <a href="#">Install Now</a>	1.6.9	★★★★☆	This plugin is an Easy to use Custom 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 T Very Easy to use interface. Automatically adds the Post type Cou
<b>Ultimate TinyMCE</b> <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 def mucking about 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)

Objective 4 Installing Smart Plugins & Widgets

DANI LYNN | Internet Marketing Coach

### 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 vide 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)

Objective 4 Installing Smart Plugins & Widgets

DANI LYNN | Internet Marketing Coach

### Install Plugins

Search | **Search Results** | Uploads | 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 contact forms with Ajax-powered submitting, CAPTCHA, Akismet, and more. <a href="#">Plugin's Official Site</a> 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 support for this plugin.
<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 featured contact form of choice! The most robust FREE Contact Form plugin available. Our Contact Form plugin is packed with features and options. Add custom contact form fields, custom CSS, custom thank you page, etc. By <a href="#">ContactMe.com</a>
<b>Custom Contact Forms</b> <a href="#">Details</a>   <a href="#">Install Now</a>	4.7.0.4	★★★★☆	Guaranteed to be 1000X more customizable than any other contact form plugin. No knowledge of CSS: borders, padding, margins, etc. use a custom thank you page or built-in page.
<b>Fast Secure Contact Form</b> <a href="#">Details</a>   <a href="#">Install Now</a>	3.1	★★★★☆	This plugin allows a webmaster to easily create a contact form that can send a meeting request to talk over phone, etc. Features a super easy admin panel, multi-language support, etc.

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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

WordPress logo DANI LYNN | Internet Marketing Coach

### 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: <a href="http://www.visser.com.au/">http://www.visser.com.au/</a>

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Step  
11

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

Objective 4 Installing Smart Plugins & Widgets

DANI LYNN | Internet Marketing Coach

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](#)

<input type="checkbox"/>	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   <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 to F</a> Version 1.6.13.4   By Michael Torbert   <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  
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:

B

Home Description:

C

Home Keywords (comma separated):

D

A

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

DANI LYNN | Internet Marketing Coach

## Install Plugins

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

Term

Name	Version	Rating	Description
<b>Sexy Bookmarks Sidebar Widget</b> <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 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 allows 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.
<b>Simple Social Bookmarks</b> <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 networks ... By David Artiss.
<b>Sociable for WordPress 3.0</b> <a href="#">Details</a>   <a href="#">Install Now</a>	5.13	★★★★☆	The famous Sociable plugin now updated and compatible with 100 different social bookmarking sites like Digg, Facebook, and more. IN DEVELOPMENT I'd like to hear from you! Please don't be shy about writing with icon animations Click statistic... By Tom Pokress.

Step  
14

Click On "Plugin Options Page".

Objective 4 Installing Smart Plugins & Widgets

WordPress logo DANILYNN | Internet Marketing Coach

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](#)

<input type="checkbox"/> 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 AP 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. Options configuration panel   Upgrade 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.

Enabled Networks Select: [All](#) | [None](#) | [Most Popular](#)

Select the Networks to display. Drag to reorder.

 facebook <input checked="" type="checkbox"/>	 twitter <input checked="" type="checkbox"/>	 linkedin <input checked="" type="checkbox"/>	 googleboo... <input checked="" type="checkbox"/>	 delicious <input checked="" type="checkbox"/>	 stumbleup... <input checked="" type="checkbox"/>	 reddit <input checked="" type="checkbox"/>	 gmail <input checked="" type="checkbox"/>	 mail <input checked="" type="checkbox"/>	 printfrie... <input checked="" type="checkbox"/>	 100zaklad... <input type="checkbox"/>	 bebo <input type="checkbox"/>
 bitacoras <input type="checkbox"/>	 blinklist <input type="checkbox"/>	 biogengag... <input type="checkbox"/>	 blogger <input type="checkbox"/>	 blogmarks <input type="checkbox"/>	 bobrdobr <input type="checkbox"/>	 bonzobox <input type="checkbox"/>	 box <input type="checkbox"/>	 buzzster <input type="checkbox"/>	 comfeed <input type="checkbox"/>	 current <input type="checkbox"/>	 designburn... <input type="checkbox"/>
 designflo... <input type="checkbox"/>	 digg <input type="checkbox"/>	 diigo <input type="checkbox"/>	 dzone <input type="checkbox"/>	 ekudos <input type="checkbox"/>	 evernote <input type="checkbox"/>	 faqpal <input type="checkbox"/>	 friendfee... <input type="checkbox"/>	 twisp <input type="checkbox"/>	 globalgri... <input type="checkbox"/>	 googlebuz... <input type="checkbox"/>	 googleread... <input type="checkbox"/>
 hackernew... <input type="checkbox"/>	 hatena <input type="checkbox"/>	 hotmail <input type="checkbox"/>	 hyves <input type="checkbox"/>	 identica <input type="checkbox"/>	 izeby <input type="checkbox"/>	 jumptags <input type="checkbox"/>	 kaevur <input type="checkbox"/>	 memoryru <input type="checkbox"/>	 meneame <input type="checkbox"/>	 misterwon... <input type="checkbox"/>	 mix <input type="checkbox"/>
 moemesto <input type="checkbox"/>	 mylinkvau... <input type="checkbox"/>	 myspace <input type="checkbox"/>	 n4g <input type="checkbox"/>	 netvibes <input type="checkbox"/>	 netvouz <input type="checkbox"/>	 newsvine <input type="checkbox"/>	 ning <input type="checkbox"/>	 nujj <input type="checkbox"/>	 oknotizie <input type="checkbox"/>	 orkut <input type="checkbox"/>	 pfbuzz <input type="checkbox"/>
 pingfm <input type="checkbox"/>	 plaxo <input type="checkbox"/>	 plurk <input type="checkbox"/>	 posterous <input type="checkbox"/>	 pusha <input type="checkbox"/>	 scriptsty... <input type="checkbox"/>	 slashdot <input type="checkbox"/>	 sphinn <input type="checkbox"/>	 springpad <input type="checkbox"/>	 squidoo <input type="checkbox"/>	 strands <input type="checkbox"/>	 stumpedia <input type="checkbox"/>
 techmeme <input type="checkbox"/>	 technorat... <input type="checkbox"/>	 tipd <input type="checkbox"/>	 tomuse <input type="checkbox"/>	 tumblr <input type="checkbox"/>	 twittley <input type="checkbox"/>	 vimeo <input type="checkbox"/>	 vurb <input type="checkbox"/>	 webblend <input type="checkbox"/>	 wykop <input type="checkbox"/>	 xerpi <input type="checkbox"/>	 yahoomail <input type="checkbox"/>
 yandex <input type="checkbox"/>	 zabox <input type="checkbox"/>										

Made with Much Love, these Icons are © Shareaholic

Step  
16

## Configure “Additional Buttons” As You Wish.

**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)

Button Style

Show counter for +1 Button:

Drag to reorder.

**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)

Button Style

Show counter for +1 Button:

Drag to reorder.

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

\* certain "new" movie players do not enable these interactive features

Step  
17

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

Objective 4 Installing Smart Plugins & Widgets

The screenshot shows the 'Plugin Aesthetics' settings page. At the top, there is a title 'Plugin Aesthetics' and a toggle for 'Override Styles With Custom Mods Instead?'. Below this are three sections of options:

- Animate-expand multi-lined bookmarks?** with radio buttons for 'Yes' (selected) and 'No'.
- Auto-space/center the bookmarks?** with radio buttons for 'Space', 'Center' (selected), and 'No'.
- Use a background image?** with a checked checkbox.

Below the options, there are several background image preview options, each with a radio button and a handwritten annotation:

- 'Sharing is sexy!' (red text)
- 'Sharing is caring!' (red text)
- 'Sharing is caring!' (red text)
- 'Share the love!' (red text with a heart icon)
- 'Share the Wealth!' (green text with a money bag icon)
- 'SHARE AND ENJOY!' (red text)
- 'Weihersagen heißt Unterstützen!' (blue text with a heart icon)
- 'Share the knowledge!' (red text)

A large red arrow points from the bottom left towards the 'Save Changes' button, which is highlighted with a red rounded rectangle. To its right is a 'Reset Settings' button.

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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**

Rei Rockstars

# 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...

2 FREE REPORTS & MARKETING PIECE

**\*Free!**  
Juicy Secrets Most Investors Will Never Know About The Assignment Of Mortgage Payments System™ Revealed in My All New "Assignment Of Mortgage Manifesto"

↓ ↓

Name:   
Email:

**Get Instant Access**

EXTRA BONUS: FREE Video Report and High Converting AMPS™ Marketing Piece

**Featured Articles**

- ▲ #1 Secret To Success
- ▲ AMPS™/MAPS Success Stories
- ▲ Cold Hard Facts on AMPS™
- ▲ How Does AMPS™ Work?
- ▲ How To Make Money With AMPS™
- ▲ How To Succeed
- ▲ Is AMPS™ a Scam?

**Categories**

- ▲ Assignment of Mortgage Payments System™ Review
- ▲ Mortgage Assignment Case Studies
- ▲ Q & A

**Blogroll**

- ▲ AMPS™ / MAPS Articles on Ezines
- ▲ AMPS™ / MAPS Articles on Squidoo
- ▲ AMPS™ Articles on Hubpages
- ▲ AMPS™ Launch Videos
- ▲ BUY AMPS™ NOW
- ▲ ...



Step  
1

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

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is visible, with 'Appearance' and 'Widgets' highlighted by red circles and arrows. A red circle with the number '1' is placed over the 'Widgets' tab in the main content area. Another red circle with the number '2' is placed over the 'Appearance' menu item in the sidebar. The main content area displays the 'Widgets' settings page, including a list of available widgets and widget areas on the right.

Available Widgets

Archives  
A monthly archive of your site's posts

Calendar  
A calendar of your site's posts

Categories  
A list or dropdown of categories

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

Graphene Twitter  
Display the latest Twitter status updates.

Links  
Your blogroll

Meta  
Log in/out, admin, feed and WordPress links

Pages  
Your site's WordPress Pages

Recent Posts  
The most recent posts on your site

RSS  
Entries from any RSS or Atom feed

Search  
A search form for your site

Tag Cloud  
Your most used tags in cloud format

Text  
Arbitrary text or HTML

Ultimate Follow Me  
Ultimate Follow Me

YouTube  
YouTube

Widget Areas:

- Sidebar Widget Area
- Sidebar Two Widget Area
- Footer Widget Area

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

The screenshot shows the WordPress 'Widgets' page for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains navigation links: Dashboard, Posts, Media, Links, Pages, Comments, Appearance (expanded), Themes, Widgets, Menus, Graphene Options, Graphene FAQs, Background, Header, Editor, Plugins, Users, Tools, and Settings. The main content area is titled 'Widgets' and includes an 'Available Widgets' section with a list of widget options: Archives, Calendar, Categories, Custom Menu, Graphene Twitter, Links, Meta, Pages, Recent Posts, RSS, Search, Tag Cloud, Text, Ultimate Follow Me, and YouTube. The 'Text' widget is circled in red with a red arrow pointing to it and the number '1'. A dashed red arrow points from the 'Text' widget to the 'Sidebar Widget Area' on the right, which is also circled in red with a red arrow and the number '2'. The 'Sidebar Widget Area' is described as 'The first sidebar widget area (available in two and three column layouts)'. Other sidebar areas include 'Sidebar Two Widget Area' and 'Footer Widget Area'.

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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

The screenshot shows the WordPress widget configuration interface. A 'Text' widget is selected and its configuration window is open. Three red annotations are present: a circle with the number '1' pointing to the 'Title' input field; a circle with the number '2' pointing to the 'Save' button; and a circle with the number '3' pointing to the right-pointing arrow at the top right of the widget configuration window. The background shows various other widget options like 'Categories', 'Meta', 'Search', and 'YouTube'.

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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

1

2

3

Categories  
A list or dropdown of categories

Meta  
Log in/out, admin, feed and WordPress links

Search  
A search form for your site

YouTube  
YouTube

Links  
Custom Menu

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

Graphene Twitter

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

Text: Opt In Box Goes Here

Text  
Title:  
Automatically add paragraphs  
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

The screenshot displays the WordPress widget configuration interface. On the left, a list of available widgets includes Custom Menu, Pages, Recent Comments, and Tag Cloud. On the right, the 'Sidebar Widget Area' is shown with several widgets already placed: 'Text: Opt In Box Goes Here', 'Text: Welcome Video Goes Here', and 'Ultimate Follow Me'. The 'Recent Posts' widget is being added to the sidebar. A red circle with the number '1' points to the 'Recent Posts' widget in the left-hand list. A red circle with the number '2' points to the 'Save' button at the bottom of the 'Recent Posts' widget configuration box. A red circle with the number '3' points to the right-hand arrow at the top of the 'Recent Posts' widget configuration box. The 'Recent Posts' widget configuration box shows the title 'Recent Posts', the number of posts to show set to 5, and buttons for 'Delete' and 'Close'.

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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.

Objective 5 Designing A Strategic Side Navigation Bar

The screenshot shows the WordPress widget configuration interface. On the left, a list of available widgets includes Custom Menu, Pages, Recent Comments, and Tag Cloud. On the right, the 'Sidebar Widget Area' is active, showing a list of installed widgets: Text (Opt In Box Goes Here), Text (Welcome Video Goes Here), Ultimate Follow Me, Recent Posts (Recent Posts), and Links. The 'Links' widget is highlighted with a red box and labeled '1'. A red arrow labeled '2' points to the dropdown menu of the 'Links' widget, which is currently set to 'Blogroll'. A red arrow labeled '3' points to the 'Save' button at the bottom of the 'Links' widget configuration. A red arrow labeled '4' points to the right-hand arrow at the top of the 'Links' widget box, which is used to close the widget configuration.

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Sample Widgets

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

**Featured Articles**

- ▲ #1 Secret To Success
- ▲ AMPS™/MAPS Success Stories
- ▲ Cold Hard Facts on AMPS™
- ▲ How Does AMPS™ Work?
- ▲ How To Make Money With AMPS™
- ▲ How To Succeed
- ▲ Is AMPS™ a Scam?

**Categories**

- ▲ Assignment of Mortgage Payments System™ Review
- ▲ Mortgage Assignment Case Studies
- ▲ Q & A








**Blogroll**

- ▲ AMPS™ / MAPS Articles on Ezines
- ▲ AMPS™ / MAPS Articles on Squidoo
- ▲ AMPS™ Articles on Hubpages
- ▲ AMPS™ Launch Videos
- ▲ BUY AMPS™ NOW
- ▲ Dani Lynn's Blog
- ▲ Phill Grove Webinar
- ▲ Real Estate RE-Volution
- ▲ Watch Recent Webinar Replays

**AMPS™ / MAPS Buyer Feedback**

- ▲ Meet Lannae
- ▲ Meet Philip Frallicciardi
- ▲ Meet Real Buyers and Sellers
- ▲ Meet Tracee Richards
- ▲ Meet Vincent Farrelli
- ▲ More Buyer Feedback...

**Recommended Articles**

-  [Create Attraction With Women](#)
-  [Mistakes with Women That Screw Up First Dates](#)
-  [3 Things Women Hate About Men](#)
-  [How To Boost Your Confidence With Women](#)
-  [How To Meet Younger Women And Keep Them Coming Back For More](#)
-  [Meeting Beautiful Women: Guide to Meeting a Total-10 Online](#)
-  [How To Create Sexual Tension](#)

**Customer Feedback**

“ How's it going man? I'm reading your book and it's absolutely awesome!! You're one cool guy, a 'courageous 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 anyways)... what women really want... That's really it, summed up for me. David, well done... you should be crowned as an admirable prince amongst men...”

N.B.,  
Ireland

**REAL ESTATE AGENTS & INVESTORS:**

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

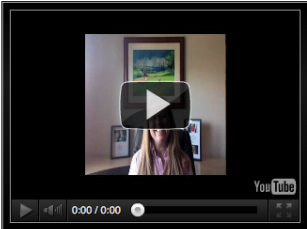
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**Get Instant Access**

**WELCOME TO MY BLOG**



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**RECENT POSTS**

- > Multi-Tasking Is The Enemy
- > Mortgage Assignment Program (MAPS / AMPS)
- > The Greatest Investment On Earth
- > Products & Coaching
- > Rent To Own or Lease Purchase



# Virtual Marketing Blueprint

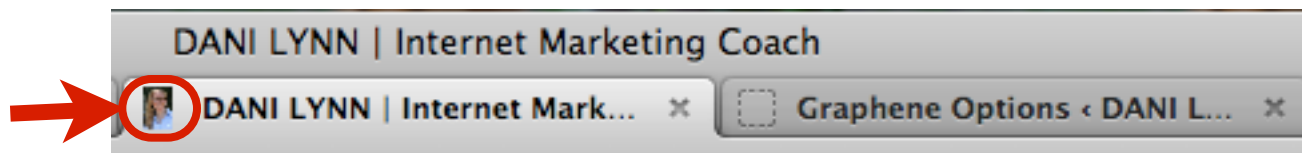
## Module 2 Website Customization

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

The screenshot shows the 'Favicon from Pics' website. At the top, there are social media sharing buttons for Facebook (Send), Twitter (Tweet), and a '+1' button, along with a 'Share' button. The main heading is 'Favicon from Pics' with the subtext 'Brand your page with a custom icon in the address bar.' Below this is a yellow box containing the text 'Create a Favicon from any picture'. Underneath, it says 'Image to Use: Choose File' (with 'No file selected' next to it) and a blue button labeled 'Generate Favicon.ico'. There are also two buttons: 'favicon from Picture' and 'favicon from Twitter Username'. Below the yellow box are four links: 'Create a favicon in seconds!', 'See how it works (short video)', 'Now available as a Chrome app', and 'Also check out our HTML-Kit'. The main content area features an 'Image Picker' section with a grid of images, including a dog named 'vDoggie.jpg'. To the right of the main content is an advertisement for 'amazon.com' showing laptops and tablets, and another for '35% off Yahoo! Merchant Solutions packages + no setup fee (save \$50)'. At the bottom right, there is a large white box with the text 'Click with new customers'. The footer of the page says 'Developed by HTML-Kit | Advertise here | 12 million favicons generated'. Two red circles with arrows are overlaid on the image: circle '1' points to the 'Choose File' button, and circle '2' points to the 'Generate Favicon.ico' button.

Step  
2

Confirm Image and Click On "Download".

Addendum: Creating Your Favicon

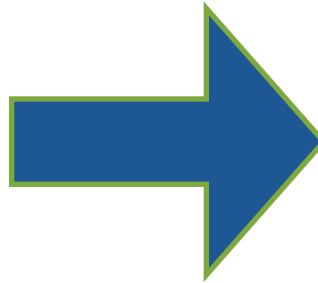
The screenshot shows the 'Favcon from Pics' website interface. At the top, there are social media icons (Facebook, Twitter, Email, Plus) and a notification badge with '155'. Navigation buttons include 'Start Over', 'Help', '?', and 'Donate'. The main section is titled 'Image to Use:' and features a 'Choose File' button (disabled) and 'no file selected' text, with an 'Add another image' button below. A preview area shows a selected image of a woman's face, which is circled in red with a red arrow pointing to a circled '1'. Below this is the 'Your favicon preview:' section, showing two browser address bars with 'http://yoursite/'. The first bar has 'Still All sizes' options, and the second has 'Animated Replay Edit [X]'. A green bar contains the text 'Download Favcon Package OR Customize', with 'Download Favcon Package' circled in red and a red arrow pointing to a circled '2'. To the right, a section titled 'To add this favicon to your site:' includes instructions and a code block: 

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

 Below the code is a 'You can also validate the favicon after installing.' link. At the bottom right, there is a Google AdWords advertisement for 'Get a free \$75 credit'.

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

Step  
4

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

The screenshot shows the WordPress admin dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is visible, with the 'Media' option highlighted and circled in red, with a red arrow pointing to it from a circled '1'. The main content area shows the 'Media Library' page, with the 'Add New' button circled in red and a red arrow pointing to it from a circled '2'. The page displays 'All (0) | Unattached (0)' and a table with two rows, each labeled 'File' and having an unchecked checkbox. Below the table are 'Bulk Actions' and 'Apply' buttons.

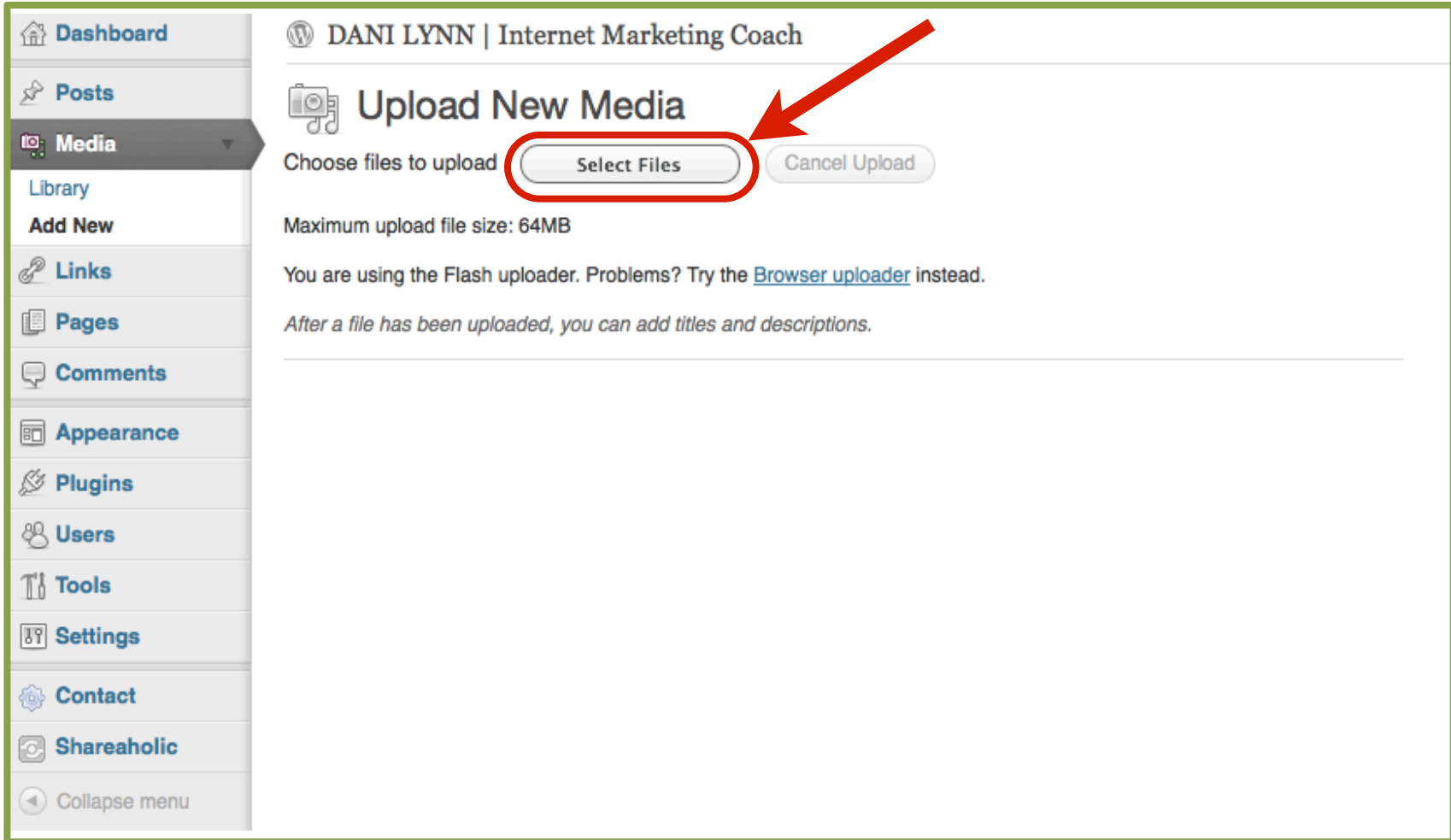
Addendum: Creating Your Favicon

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Step  
5

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

Addendum: Creating Your Favicon



The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains navigation links: Dashboard, Posts, Media (highlighted), Library, Add New, Links, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, Contact, and Shareaholic. The main content area is titled 'Upload New Media' and features a camera icon. Below the title, there is a 'Choose files to upload' section with a 'Select Files' button circled in red and a 'Cancel Upload' button. A red arrow points to the 'Select Files' button. Below this, it states 'Maximum upload file size: 64MB' and provides a link to 'Browser uploader'. A note at the bottom says 'After a file has been uploaded, you can add titles and descriptions.'

Step  
6

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

Addendum: Creating Your Favicon

The screenshot shows the WordPress 'Upload New Media' interface for a user named 'DANI LYNN | Internet Marketing Coach'. The interface includes a 'Choose files to upload' section with 'Select Files' and 'Cancel Upload' buttons. Below this, it states 'Maximum upload file size: 64MB' and provides a link to the 'Browser uploader'. A message indicates that after upload, titles and descriptions can be added. The main area displays a list of uploaded files, with one file selected. The file details are as follows:

- File name: favicon.ico
- File type: image/x-icon
- Upload date: December 7, 2011
- Title: Website Favicon
- Alternate Text: (empty)
- Caption: (empty)
- Description: (empty)
- File URL: http://sellhousenowaustin.com/wp-content/uploads/2011/12/favicon.ico

Red annotations are present: a circle with '1' points to the file name; a circle with '2' points to the title field; a circle with '3' points to the 'Save all changes' button. The file URL is also highlighted with a red box.

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Step  
7

Click On "Appearance" Under The Left Dashboard Menu.

Addendum: Creating Your Favicon

The screenshot displays the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is visible, with 'Appearance' circled in red and a red arrow pointing to it. The main content area shows the 'Media Library' with a list of files. The first file is 'Website Favicon' (ICO), which is highlighted. Below it are 'File' and another 'File'. The 'Website Favicon' entry has options for 'Edit', 'Delete Permanently', and 'View'.

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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”.

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is expanded to the 'Appearance' section, where 'Graphene Options' is highlighted with a red circle and labeled '1'. An arrow points from this circle to the 'Graphene Options' link. In the main content area, the 'Graphene Theme Options' page is displayed. The 'Display' tab is selected and highlighted with a red circle and labeled '2'. An arrow points from this circle to the 'Display' tab. Below the tabs, a list of display options is shown: 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, and Miscellaneous Display Options. The 'Miscellaneous Display Options' link is highlighted with a red circle and labeled '3'. An arrow points from this circle to the 'Miscellaneous Display Options' link.

Addendum: Creating Your Favicon

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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

### 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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# 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*

*Rei Rockstars*

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