

*Welcome To*

# Virtual Marketing

*Blueprint*

*Rei Rockstars*

# Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

# Virtual Marketing Blueprint Concept

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

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# Virtual Marketing Blueprint

## Module 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

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Step  
3

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

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

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Step  
4

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

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

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

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Step  
5

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

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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

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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  
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 website screenshots. The top screenshot 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 'About Us/Phill Grove' item is circled in red, and a red arrow points to it from the right. The bottom screenshot is for 'DOUBLE YOUR DATING' and features a red navigation bar with the following items: 'ATTRACTION', 'MEETING WOMEN', 'DATING TIPS', 'CONFIDENCE', 'GET A GIRLFRIEND', 'PROGRAM CATALOG', and 'ABOUT DAVID DEANGELO'. The 'ABOUT DAVID DEANGELO' item is circled in red, and a red arrow points to it from the right.

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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'. There are 'Bulk Actions' and 'Apply' buttons below the table.

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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

DANI LYNN | Internet Marketing Coach

Pages [Add New](#)

All (1) | Published (1)

Bulk Actions  Show all dates

<input type="checkbox"/>	Title	Author
<input type="checkbox"/>	<b>Sample Page</b> <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>	admin
<input type="checkbox"/>	Title	Author

Bulk Actions

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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 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish Immediately' options. The 'Page Attributes' sidebar includes 'Template: Theme default' and 'Order: 0'. 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. 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. A text box contains the text 'This is an example page.' The right sidebar contains the 'Publish' section with 'Status: Published', 'Visibility: Public', and 'Published on: Nov 11, 2011 @ 14:27'. Below that is the 'Page Attributes' section with 'Parent: (no parent)', 'Template: Theme default', and 'Order: 1'. At the bottom, there is a 'Featured Image' section with a 'Set featured image' link. 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.

**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](#)

Word count: 4

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

FYI: This is the  
permalink

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Step  
12

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

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

The screenshot shows the WordPress 'Add New Page' editor for 'DANI LYNN | Internet Marketing Coach'. The page title field is empty and circled in red, with a red arrow labeled 'B' pointing to it. The 'Publish' sidebar on the right has the 'Publish' button circled in red, with a red arrow labeled 'C2' pointing to it. The 'Page Attributes' section has the 'Order' field set to '0', which is also circled in red, with a red arrow labeled 'C1' pointing to it. The editor includes a toolbar with 'B', 'I', and 'ABC' options, and a 'Visual'/'HTML' toggle. The bottom status bar shows 'Path: p' and 'Word count: 0'.

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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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