Welcome To

Wirtual Marketing

BUNCAPIMI



Virtual Marketing Experts





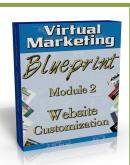
Virtual Marketing Blueprint Concept

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.



Virtual Marketing Blueprint

Module 2 Website Customization Objectives:



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



Introduction to Website Menu's

Website Menu's

What Is It?



Why Is It Important?

It Walks Prospects Through The Sales Process

Info Seeker --> Researcher --> Buyer



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.





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.





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.





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".





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.





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.





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





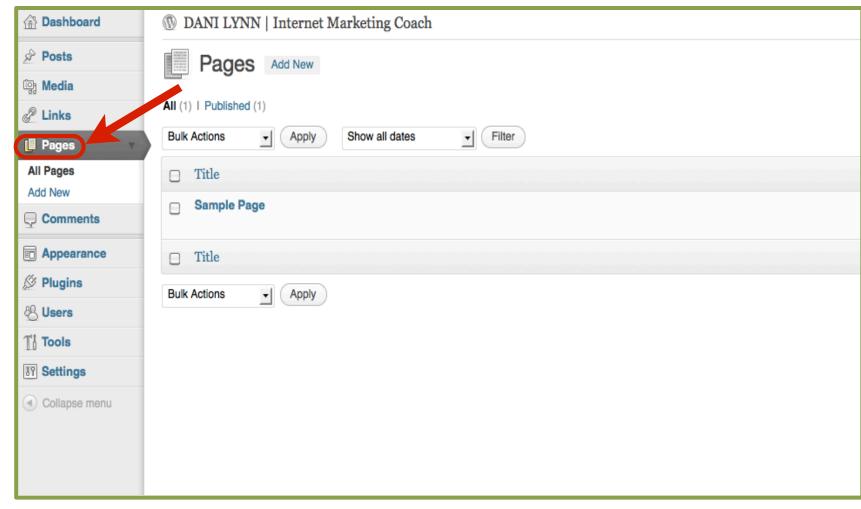
Review Your Menu & Check For These "Do's" & "Don'ts":

Website Menu Do's & Don'ts

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



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





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

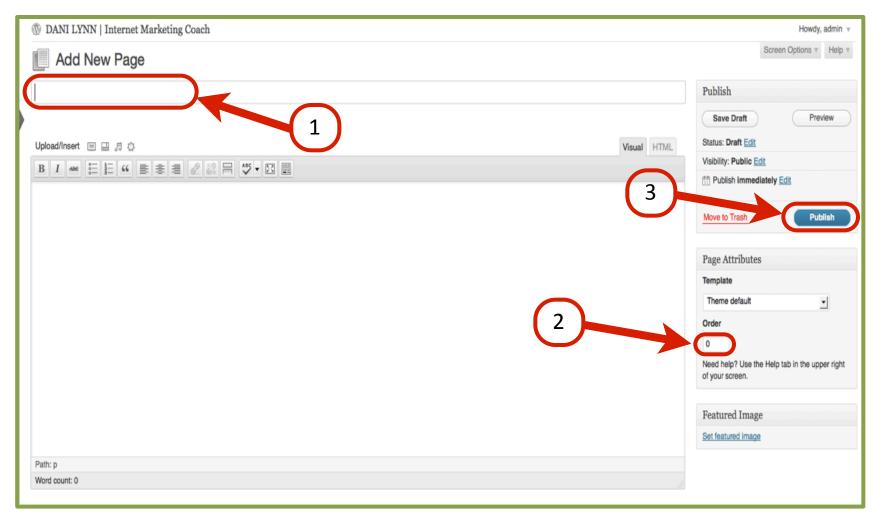




Type In Your First Menu Item In The Box Under "Add New Page".

Then Type The Number 1 In the Order Box And Click "Publish".

Refresh Your Main Website Browser To See Your New Menu Item.





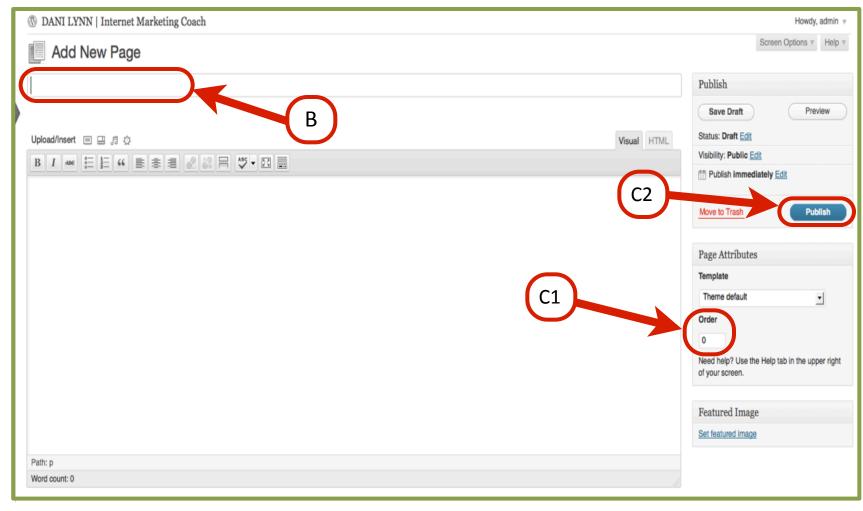
Sample of Step

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





- 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.





Thank You!



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



Virtual Marketing Blueprint



