

WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

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.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Website Optimization

Objectives:

- ➔ **1) Website Optimization Overview**
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Website Optimization

Website Optimization

What Is It?

Website Optimization is many things, but for this module we are focusing on tracking your website traffic, assisting Google in indexing, speeding up your sites load time and being proactive about penalties like crawl errors, being tagged as a ping spammer and more.

Why Is It Important?

Website optimization will give you an overall edge and boost to your websites performance, conversion and ranking.

Objective 1 Website Optimization Overview

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Website Optimization

Objective 1 Website Optimization Overview

Website Optimization Factors

- Tracking web traffic
- Sitemaps for Google indexing
- Google bot crawl errors (broken links, etc)
- Ping Spamming
- Load Speed of Website
- Keyword Sourcing
- Google Search Conversion

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics**
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer


Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
-  2) **Setting Up Google Analytics**
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Google Analytics

Google Analytics

What Is It?

Google Analytics is a free service that provides you with detailed insights about visitors to your website.

Why Is It Important?

It tracks the visitors to your site, how long they stay on the site, where they came from and what web pages they are visiting so you can continually evaluate the effectiveness of your marketing.

Objective 2 Setting Up Google Analytics

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 1

Go to google.com/analytics and click on "Access Analytics".

OSE links to page (by seomoz)

Google Analytics

US English Search

HOME PRODUCT SUPPORT EDUCATION PARTNERS DEVELOPERS BLOG

Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

Access Analytics

New to Google Analytics? [Sign Up Now](#)

ECOMMERCE TRACKING
Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.

GOALS
Track sales and conversions. Measure your site engagement goals against threshold levels that you define.

MOBILE TRACKING
Track web-enabled phones, mobile websites and mobile apps.

Objective 2 Setting Up Google Analytics

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 2

Click on the wheel and then click "+ New Account".
Next, type in your account name and url.
Then adjust your time zone.

Google Analytics

Account Administration

Accounts

+ New Account Show All Starred

Google Analytics

Account Administration

Accounts

Create New Account
Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up.

General Information

Account Name

Website's URL
Example: <http://www.mywebsite.com>

Time zone (GMT-08:00) Pacific Time

1: Settings gear icon
2: + New Account button
3: Account Name field
4: Website's URL field
5: Time zone dropdown

Objective 2 Setting Up Google Analytics

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 3

Choose your data sharing settings. Choose your county or territory for the user agreement, review and agree to terms of service. Then click "Create Account".

Objective 2 Setting Up Google Analytics

Data Sharing Settings ?

Sharing Settings Do not share my Google Analytics data
 Share my Google Analytics data...

- With other Google products only optional
Enable enhanced ad features and an improved experience with AdWords, AdSense and other Google products by sharing your website's Google Analytics data with other Google services. Only Google services (no third parties) will be able to access your data. [Show example](#)
- Anonymously with Google and others optional
Enable benchmarking by sharing your website data in an anonymous form. Google will remove all identifiable information about your website, combine the data with hundreds of other anonymous sites in comparable industries and report aggregate trends in the benchmarking service. [Show example](#)

User Agreement

Please ensure that your country or territory of residence is selected below. Carefully read the terms and conditions and select the checkbox to accept.

Your country or territory

GOOGLE ANALYTICS TERMS OF SERVICE

The following are the terms and conditions for use of the Google Analytics service described herein (the "Service") between Google Inc. and you (either an individual or a legal entity that you represent as an authorized employee or agent) ("You"). Please read them carefully. BY CLICKING THE "I ACCEPT" BUTTON, COMPLETING THE REGISTRATION PROCESS AND/OR USING THE SERVICE, YOU ARE STATING THAT YOU ARE ELIGIBLE FOR AN ACCOUNT AND THAT YOU AGREE TO BE BOUND BY ALL OF THESE TERMS AND CONDITIONS OF THE SERVICE ("AGREEMENT"). The Service is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein.

1. DEFINITIONS

"Account" refers to the billing account for the Service. All Profiles linked to a single Site will have their Page Views aggregated prior to determining the charge for the Service for that Site.

Terms and conditions Yes, I agree to the above terms and conditions

Rei Rockstars

Step 4

There are 2 ways to set up Google Analytics using the Graphene theme. Option 1 is to scroll down and copy the code under section 2.

Objective 2 Setting Up Google Analytics

Standard **Advanced** **Custom**

1. What are you tracking?

- A single domain
Example: www.ultimateberagent.com
- One domain with multiple subdomains
Examples: www.ultimateberagent.com
apps.ultimateberagent.com
store.ultimateberagent.com
- Multiple top-level domains
Examples: www.ultimateberagent.uk
www.ultimateberagent.cn
www.ultimateberagent.fr

AdWords campaigns

2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. ?

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-28147133-1']);
_gaq.push(['_trackPageview']);

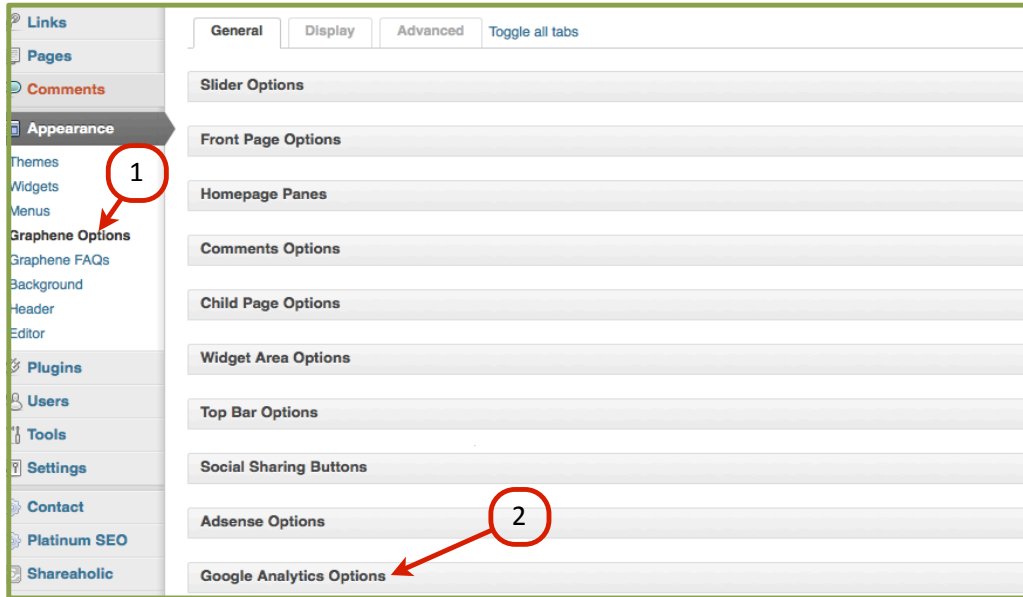
(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```

Rei Rockstars

Step 5

Open up a new tab in your web browser and go to your wordpress website dashboard. Next, go to "Graphene Options" under the "Appearance" tab and then click on "Google Analytics Options".

Objective 2 Setting Up Google Analytics



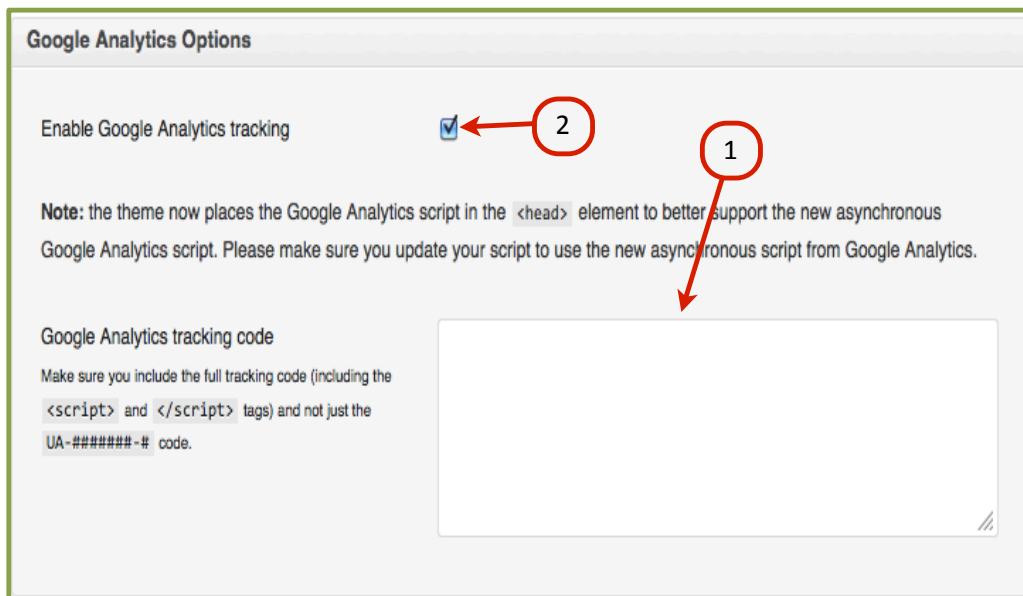
Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 6

Paste your google analytics code into the box. Make sure "Enable Google Analytics Tracking" box is checked and then scroll down to click "Save Options".

Objective 2 Setting Up Google Analytics



Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
7

Option 2 is as follows: Go back to your Google Analytics tab in your web browser and scroll up to the top of the page and copy the "Property ID" or "UA" code.

All Accounts > Mortgage Assign >
Mortgage Assign
Property ID: UA-28163659-1
Default URL: http://www.mortgageassign.com

Profiles Tracking Code Property Settings

Tracking Code Configuration

Tracking Status Information

Property Name Mortgage Assign

Website URL http://www.mortgageassign.com

Property ID **UA-28163659-1**

Tracking Status **Tracking Not Installed** Last checked: Jan 8, 2012 12:22:09 PM PST
The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

Objective 2 Setting Up Google Analytics

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
8

Then go back to your website dashboard and go to "Add New" under the "Plugins" tab and type in "Google Analytics for Wordpress" in the search field and click "Search Plugins".

DANI LYNN | Internet Marketing Coach 3 + New

Dashboard Posts Media Links Pages Comments Appearance Plugins

Install Plugins

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

Plugins extend and expand the functionality of WordPress. You may automatically install

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

Term Analytics for Wordpress Search Plugins

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

Objective 2 Setting Up Google Analytics

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 9

Click on "Install Now". Click "Okay" when the pop up window appears asking if you are sure you want to install this plugin. On the next screen, click on "Activate Plugin".

Objective 2 Setting Up Google Analytics

Install Plugins

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

Term Search Plugins

Name	Version	Rating	Description
Google Analytics for WordPress Details Install Now	4.2.2	★★★★☆	The Google Analytics for WordPress plugin allows you to track your website's performance. Check out the Google Analytics for WordPress Full list of features: Simple installation through integration with your theme and you're done. This plugin uses the asynchronous loading method.

Installing Plugin: Google Analytics for WordPress 4.2.2

Downloading install package from <http://downloads.wordpress.org/plugin/google-analytics-for-wordpress.4.2.2.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google Analytics for WordPress 4.2.2**.

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

Rei Rockstars

Step 10

Scroll down to the newly installed plugin and click on "Settings".

Objective 2 Setting Up Google Analytics

Plugins Add New

Screen Options Help

Plugin activated.

Google Analytics is not active. You must [select which Analytics Profile to track](#) before it can work.

All (9) | Active (8) | Inactive (1)

Bulk Actions Search Installed Plugins

9 items

Plugin	Description
<input type="checkbox"/> Bad Behavior Settings Log Deactivate Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15 By Michael Hampton Visit plugin site
<input type="checkbox"/> Contact Form 7 Settings Deactivate Edit	Just another contact form plugin. Simple but flexible. Version 3.0.2.1 By Takayuki Miyoshi Visit plugin site
<input type="checkbox"/> Google Analytics for WordPress Settings Deactivate Edit	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of features, eg. custom variables and automatic clickout and download tracking. Version 4.2.2 By Joost de Valk Visit plugin site

Rei Rockstars

Step
11

Click the box for “Manually enter your UA code”.

Objective 2 Setting Up Google Analytics

Google Analytics for WordPress Configuration

Google Analytics is not active. You must [select which Analytics Profile to track](#) before it can work.

Google Analytics Settings

Analytics Profile: Please authenticate with Google Analytics to retrieve your tracking code:
[Click here to authenticate with Google](#)

Note: if you have multiple Google accounts, you'll want to switch to the right account first, since Google doesn't let you switch accounts on the authentication screen.

Manually enter your UA code

Where should the tracking code be placed:

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info read [this page](#).

Track outbound clicks & downloads:

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Show advanced settings:

Only advised for advanced users who know their way around Google Analytics

[Update Google Analytics Settings »](#)

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step
12

Paste your UA code in the field provided and then click “Update Google Analytics Settings”.

Objective 2 Setting Up Google Analytics

Google Analytics Settings

Analytics Profile: Manually enter your UA code:

Manually enter your UA code

Where should the tracking code be placed:

The header is by far the best spot to place the tracking code. If you'd rather place the code manually, switch to manual placement. For more info read [this page](#).

Track outbound clicks & downloads:

Clicks & downloads will be tracked as events, you can find these under Content » Event Tracking in your Google Analytics reports.

Show advanced settings:

Only advised for advanced users who know their way around Google Analytics

[Update Google Analytics Settings »](#)

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 13

Go back to the google analytics tab in your web browser and scroll down to click "Save". Once saved, scroll back up to the top of the page and click on "Home".

Objective 2 Setting Up Google Analytics

►Email these instructions *Optional*

💡 We recommend that you do not use both new and old tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the older tracking code remains on others.

Save Cancel

1 2

Home Standard Reporting Custom Reporting

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

FYI

In the future, this is the dashboard where you'll be able to check your website stats. When you have down time, it would be beneficial to go through tutorials to learn more about google analytics.

Objective 2 Setting Up Google Analytics

Home Standard Reporting Custom Reporting

+ ADD WIDGET

My Dashboard Dec 8, 2011 - Jan 7, 2012

Daily Visits Avg. Time on Site Total Goal Conversion Rate

Traffic Types Time on Site by Country Conversion Rate by Source

Mobile Visits

Mobile Visits Pageviews

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps**
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer


Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
-  **3) Building Google XML Sitemaps**
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Sitemaps

Sitemaps

What Is It?

A map of your website that provides a way for website owners to inform google of all the url's that are available on a website to crawl.

Why Is It Important?

If search engines don't know a web page exists, that page won't show up in search results.

Rei Rockstars

Step
1

Log into your wordpress dashboard and click on "Add New" under your "Plugins" tab. Then type in "Google xml sitemap" into the search field and click on "Search Plugins".

The screenshot shows the WordPress 'Install Plugins' interface. On the left is a sidebar menu with 'Plugins' selected and 'Add New' circled with a red '1'. The main content area has a search bar with 'google xml sitemap' entered and 'Search Plugins' button circled with a red '3'. A red arrow points from the search bar to a circled '2'. Below the search bar is a 'Popular tags' section with the text 'You may also browse based on the most popular tags in the Plugin Directory:'.

Rei Rockstars

Step 2

Find the "Google XML Sitemaps" plugin by Arne Brachhold and click "Install Now". Then click "Okay" on the next pop up window that asks if you're sure you want to install this plugin.

Objective 3 Building Google XML Sitemaps

Name	Version	Rating	Description
Better WordPress Google XML Sitemaps (with sitemapindex and Multi-site support) Details Install Now	1.1.6	★★★★★	Welcome to the first WordPress sitemap plugin that has support for Multi-Site. You no longer have to worry about the 50,000 URL limit or the time it takes to generate a sitemap. It's fast, consumes much fewer resources and can be extended via your own code. Here's a demo of the sitemapindex if you are interested.... By Khang
Google XML Sitemaps v3 for qTranslate Details Install Now	3.2.6.2	★★★★★	This plugin will generate a special XML sitemap which will help search engines to better index your blog. With such a sitemap, it's much easier for them to find your site and retrieve it more efficiently. The plugin supports all kinds of WordPress URLs. Additionally it notifies all major search engines about your new content. ... By DSmidgy, NeoE
Google XML Sitemaps Details Install Now	3.2.6	★★★★★	This plugin will generate a special XML sitemap which will help search engines to better index your blog. With such a sitemap, it's much easier for them to find your site and retrieve it more efficiently. The plugin supports all kinds of WordPress URLs. Additionally it notifies all major search engines about your new content. ... By Arne Brachhold.


Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 3

Click "Activate Plugin" and then scroll down to the newly installed plugin and click on "Settings".

Objective 3 Building Google XML Sitemaps

 **Installing Plugin: Google XML Sitemaps 3.2.6**

Downloading install package from <http://downloads.wordpress.org/plugin/google-sitemap-generator.3.2.6.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **Google XML Sitemaps 3.2.6**.

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

Plugin	Description
<input type="checkbox"/> Bad Behavior Settings Log Deactivate Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15 By Michael Hampton Visit plugin site
<input type="checkbox"/> Contact Form 7 Settings Deactivate Edit	Just another contact form plugin. Simple but flexible. Version 3.0.2.1 By Takayuki Miyoshi Visit plugin site
<input type="checkbox"/> Google Analytics for WordPress Settings Deactivate Edit	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of features like clickout and download tracking. Version 4.2.2 By Joost de Valk Visit plugin site
<input type="checkbox"/> Google XML Sitemaps Deactivate Edit	This plugin will generate a special XML sitemap which will help search engines like Google, Bing, and Yahoo find your site and retrieve it more efficiently. The plugin supports all kinds of WordPress URLs. Additionally it notifies all major search engines about your new content. ... Version 3.2.6 By Arne Brachhold Visit plugin site Settings FAQ Support Donate

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
4

Click on "Click here" to build the sitemap for the first time.
Then scroll down to adjust any other settings you desire
and when done, click "Update Options".

Objective 3 Building Google XML Sitemaps

XML Sitemap Generator for WordPress 3.2.6

The sitemap wasn't generated yet.

The sitemap wasn't built yet. [Click here](#) to build it the first time.

If you encounter any problems with the build process you can use the [debug function](#) to get more information.

There is a new beta version of this plugin available which supports the new multi-site feature of WordPress as well as many other new functions! [More information and download](#)

1

2

Update options Reset options

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters**
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer


Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
-  **4) Introduction To Google Webmasters**
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Google Webmaster

Google Webmaster

What Is It?

An analytics site that helps you understand the “health” of your website.

Why Is It Important?

This site provides a lot of data about your website but most importantly, it helps detect website errors, malware, Google bot crawl rate and more. You can also submit your sitemap here.

Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to FTP

FTP: File Transfer Protocol

What Is It?

File Transfer Protocol is a platform where we can remotely connect to our hosting accounts and upload themes, videos, etc..

Why Is It Important?

You will need to use this method of file transfer anytime you need to upload large files to your site and you'll also need it to verify your site on Google Webmasters.

Rei Rockstars

Step 1

Go to google.com/webmasters and click on "Sign in to Webmaster Tools".

Google webmaster central

Increase traffic to your site

Get data about crawling, indexing and search traffic.
Receive notifications about problems on your site.

[Sign in to Webmaster Tools](#)

[Watch a video](#)



Find out how Google sees your site
Verified site owners can see information about how Google crawls, indexes and ranks your site



Rei Rockstars

Step 2

Click on "Add a Site" and add the URL of the site you'd like to manage.

Objective 4 Introduction To Google Webmasters

The screenshot shows the Google Webmaster Tools interface. At the top, the Google logo is visible. Below it, the text 'Webmaster Tools' is displayed. A red circle with the number '1' is around the 'ADD A SITE' button in the top right corner. Below this, a dialog box titled 'Add a site' is shown. A red circle with the number '2' is around the 'Add a site' title. The dialog box contains a text input field with the placeholder text 'Enter the URL of a site you'd like to manage'. Below the input field, there is an example: 'Example: www.google.com'. At the bottom of the dialog box, there are two buttons: 'Continue' and 'Cancel'.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 3

Download the HTML Verification file by clicking on the "this HTML verification file" link.

NOTE: Only download this file one time and use it for every site.

Objective 4 Introduction To Google Webmasters

The screenshot shows the Google Webmaster Central 'Verify ownership' page. The page title is 'Verify ownership'. Below the title, there is a link to 'Go back'. The main content area is titled 'Verify ownership' and contains the text: 'There are several ways to prove to Google that you own http://www.mortgageassign.com/. Select the option that is easiest for you. (More information about site verification.)'. Below this text, there are two tabs: 'Recommended method' and 'Alternate methods'. The 'Recommended method' tab is selected. Below the tabs, there is a section titled 'Recommended: Upload an HTML file to your server'. This section contains the text: 'You can use this option if you are able to upload new files to your site.' Below this text, there is a box titled 'Instructions:'. The first instruction is: '1. Download this HTML verification file [google89b1075bcc26e822.html]'. A red circle is around the link 'this HTML verification file', and a red arrow points from the 'Recommended: Upload an HTML file to your server' section to this link. The other instructions are: '2. Upload the file to http://www.mortgageassign.com/', '3. Confirm successful upload by visiting http://www.mortgageassign.com/google89b1075bcc26e822.html in your browser.', and '4. Click Verify below.'. Below the instructions, there is a note: 'To stay verified, don't remove the HTML file, even after verification succeeds.' At the bottom of the page, there are two buttons: 'Verify' and 'Not now'.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 4

Open a new tab or window in your web browser and go to www.filezilla-project.org. Then click on "Download FileZilla Client". Watch secondary FTP Video for live video tutorial.

Objective 4 Introduction To Google Webmasters

FileZilla The free FTP solution

Home

FileZilla
Features
Screenshots
Download
Documentation

FileZilla Server
Download

General
Contact
Forum
Project page
Wiki

Development

Overview

Welcome to the homepage of FileZilla, the free FTP solution. Both a client and a server are available. FileZilla is open source software distributed free of charge under the terms of the GNU General Public License

Support is available through our [forums](#), the [wiki](#) and the [bug and feature request trackers](#).

In addition, you will find documentation on how to compile FileZilla and nightly builds for multiple platforms in the development section.

◆ **Quick download links**

Download FileZilla Client
All platforms

Download FileZilla Server
Windows only

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 5

Select your platform and follow the instructions to install the program on your computer.

Objective 4 Introduction To Google Webmasters

Client Download

The latest stable version of FileZilla Client is 3.5.3

Please select the file appropriate for your platform below.

◆ **Mac OS X** 🍏

- FileZilla_3.5.3_i686-apple-darwin9.app.tar.bz2 ⓘ (Intel)
- FileZilla_3.5.3_powerpc-apple-darwin9.app.tar.bz2 ⓘ (PowerPC G4)

Requires OS X 10.5 or newer

◆ **Linux** 🐧

- FileZilla_3.5.3_i586-linux-gnu.tar.bz2 ⓘ
- FileZilla_3.5.3_x86_64-linux-gnu.tar.bz2 ⓘ

Built for Debian 6.0 (Squeeze). It is highly recommended to use this distribution or to manually compile FileZilla if you are running another distribution.

◆ **Windows** 🪟

- FileZilla_3.5.3_win32-setup.exe ⓘ (recommended)
- FileZilla_3.5.3_win32.zip ⓘ

Windows XP, Vista and Windows 7 are supported, each both 32-bit and 64-bit.

◆ **Source Code**

- FileZilla_3.5.3_src.tar.bz2 ⓘ

◆ **Checksums**

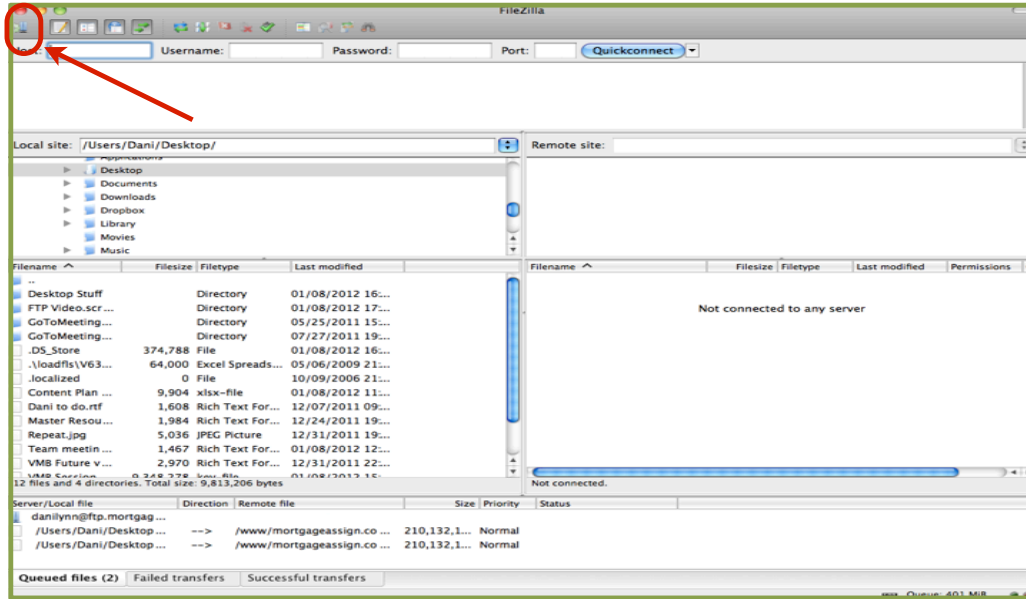
- FileZilla_3.5.3.sha512 ⓘ

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 6

Once installed, open up Filezilla and click on the "Site Manager" icon in the top left corner.



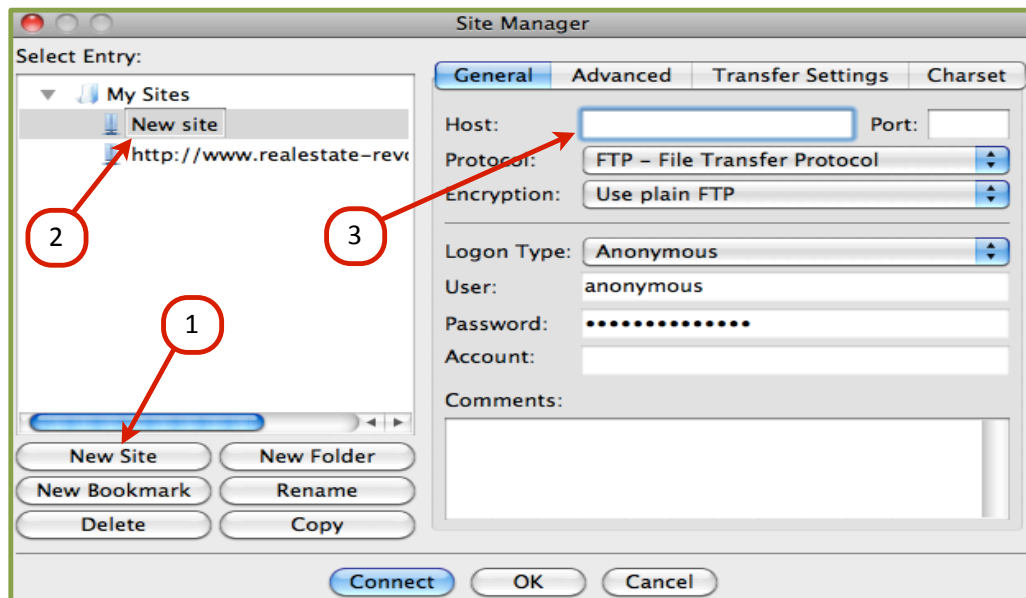
Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 7

When the site manager opens up, click on "New Site" and type in the name of your site on the left. Then on the right go to the "Host" field and type in the name of your site again with the prefix of "ftp." (Example: "ftp.yoursite.com")



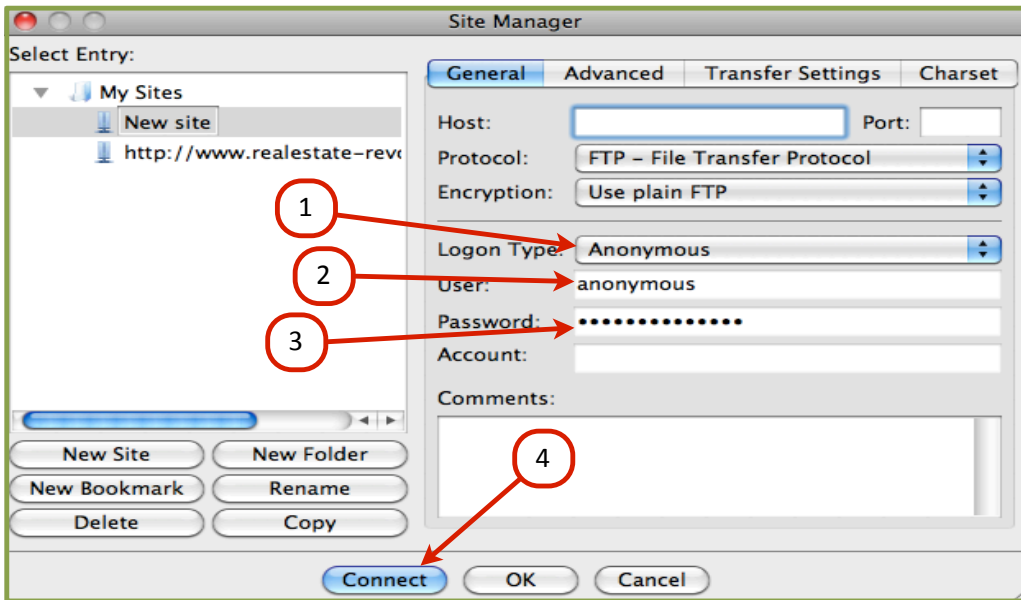
Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 8

Under "Logon Type", select "Normal" and then type in the username and password that you use for your hostgator cpanel and click "Connect".
(If you have problems with this, call your host server for help).



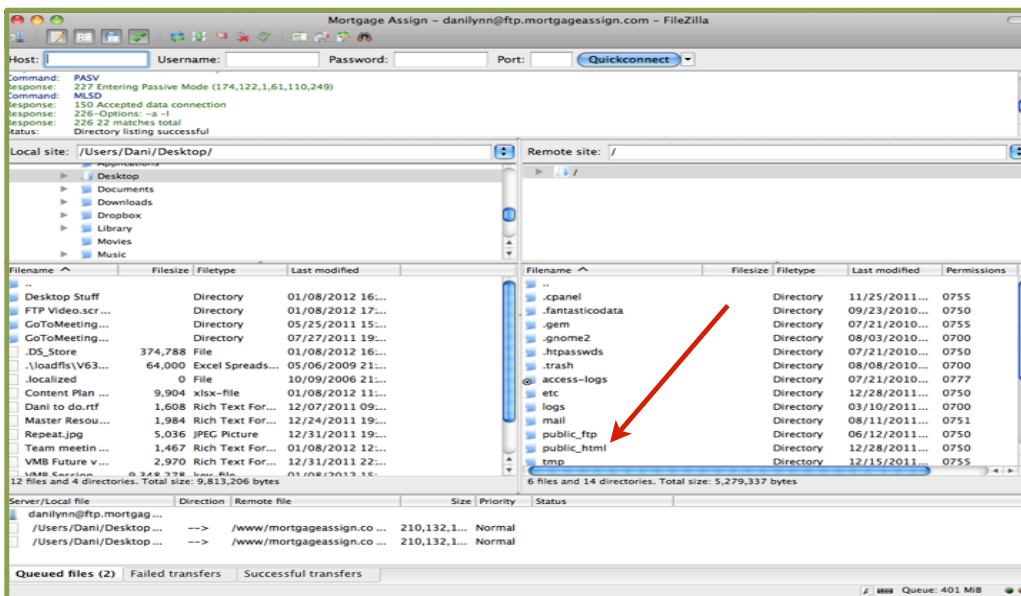
Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 9

If this is a secondary website, do this:
Once connected, open the "public_html" folder on the right side of your ftp screen and double click on that file.



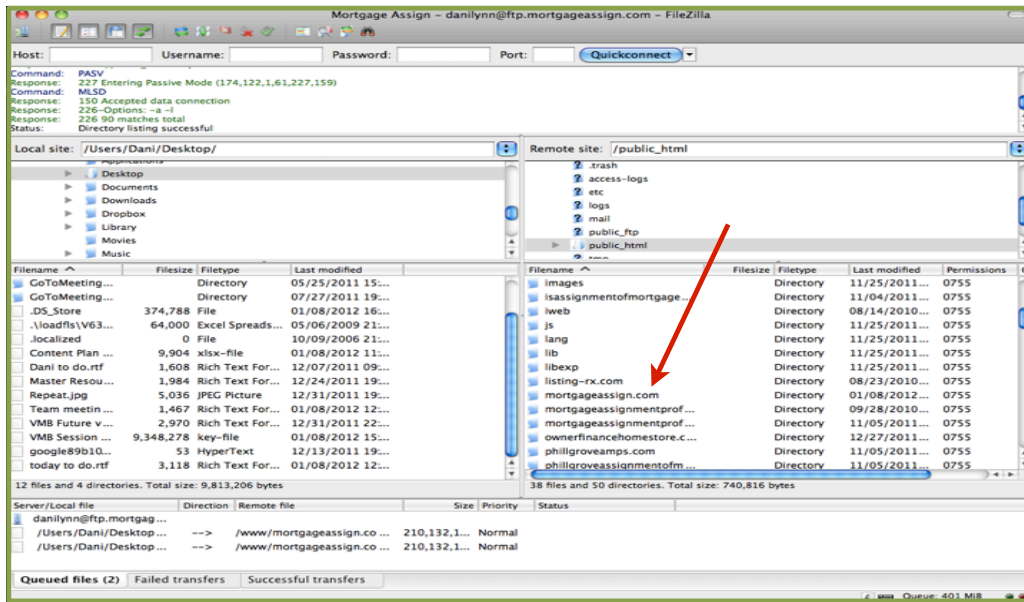
Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 10

Once the public_html file is opened, stay on the right hand side bottom screen and find the website that you are working on currently. (Don't do anything yet, just find it so it's viewable)



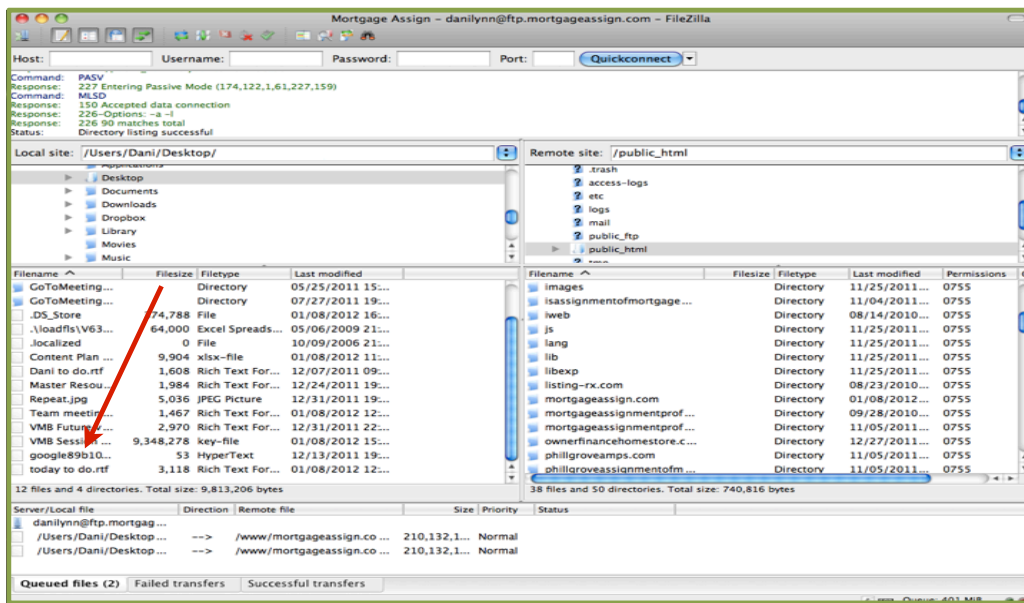
Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 11

Now go back to the left hand side of the ftp screen and find the google verification file. (This file is probably in your download folder unless you moved it somewhere else after download.)



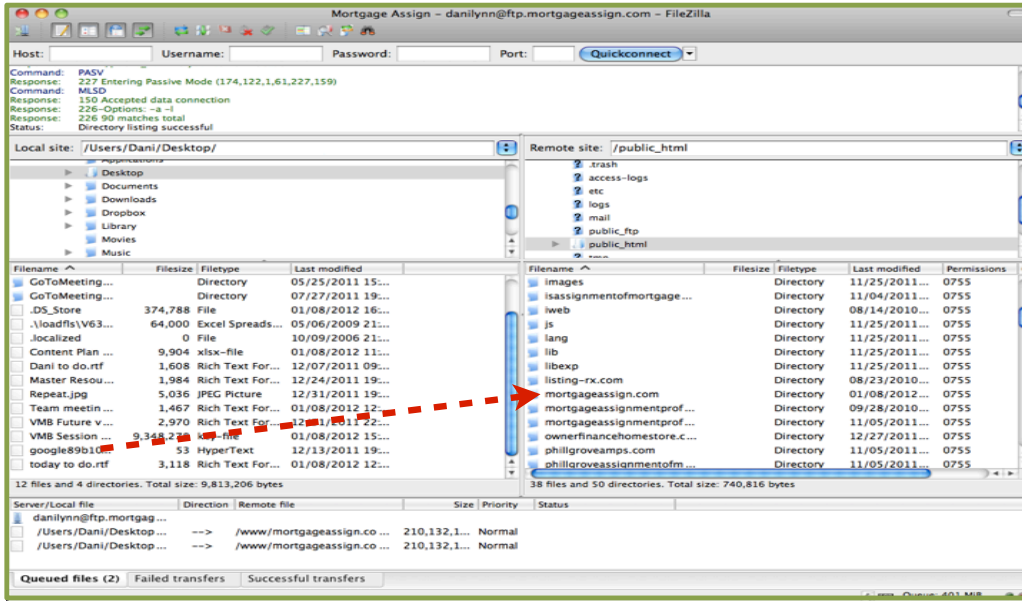
Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 12

Once you find the file on the left side, drag that file over to the right side into the domain folder that you are currently working on.



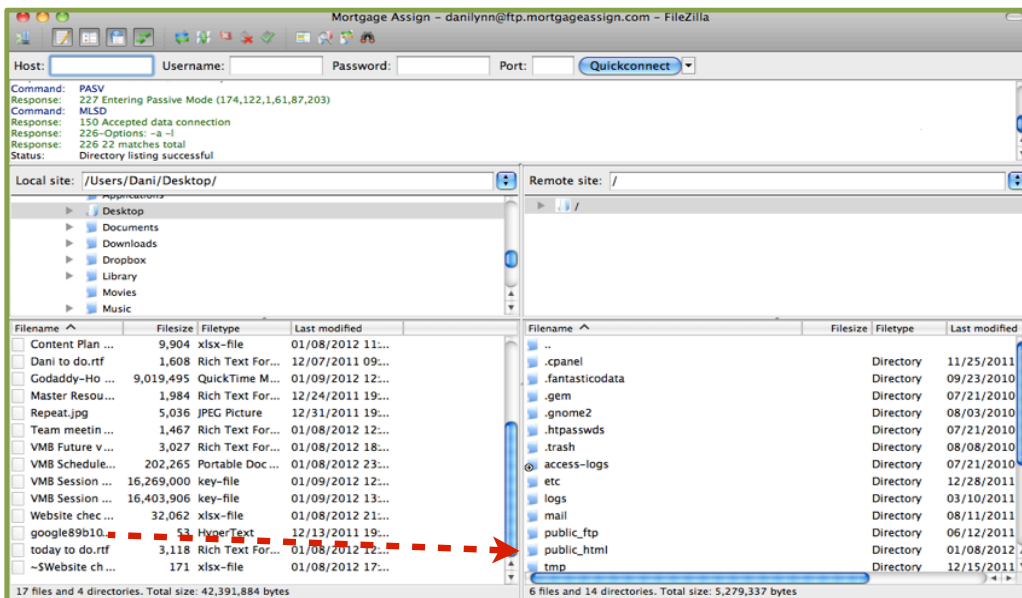
Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 13

If this is your primary website, do this:
Drag that google verification file over to the right side into the "public_html" folder.



Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 14

Now that the file is transferred, go back to your Google Webmasters window in your web browser and click on the link in #3. If a new window opens with the verification link like below, you can click verify.

The screenshot shows the 'Verify ownership' page in Google Webmaster Central. At the top, there are navigation links for AdWords, AdSense, Analytics, and Apps, along with the user's email 'dani@fdr-associates.com' and links for 'My Account', 'Help', and 'Sign out'. The main heading is 'Verify ownership' with a 'Go back' link. Below this, it states: 'There are several ways to prove to Google that you own http://www.mortgageassign.com/. Select the option that is easiest for you. (More information about site verification.)'. There are two tabs: 'Recommended method' (selected) and 'Alternate methods'. Under the 'Recommended method' tab, it says: 'Recommended: Upload an HTML file to your server. You can use this option if you are able to upload new files to your site.' Below this are 'Instructions':

1. Download this HTML verification file. [google89b1075bcc26e822.html]
2. Upload the file to http://www.mortgageassign.com/
3. Confirm successful upload by visiting <http://www.mortgageassign.com/google89b1075bcc26e822.html> in your browser.
4. Click Verify below.

A note says: 'To stay verified, don't remove the HTML file, even after verification succeeds.' At the bottom left are 'Verify' and 'Not now' buttons. A red circle with the number '1' points to the URL in step 3. A red circle with the number '2' points to the 'Verify' button. A red box labeled 'Verification Link' contains the URL. Below the screenshot, a red box contains the text: 'google-site-verification: google89b1075bcc26e822.html'.

Objective 4 Introduction To Google Webmasters

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 15

Once verified, you can click continue to get to the main dashboard of Google Webmasters.

The screenshot shows the 'Verification successful' message at the top, with a green checkmark and the text: 'Congratulations, you have successfully verified your ownership of http://www.mortgageassign.com/'. A red circle with the number '1' points to the 'Continue' button. Below this is the 'Main Dashboard' for 'Webmaster Tools' for the domain 'www.mortgageassign.com'. The dashboard includes sections for 'Messages', 'Search queries', 'Crawl errors', 'Links to your site', 'Keywords', and 'Sitemaps'. The 'Search queries' section has a table with columns for 'Query', 'Impressions', and 'Clicks', showing 'No data available. (Why not?)'. The 'Crawl errors' section also shows 'No data available. (Why not?)'. The 'Keywords' section shows 'No data available. (Why not?)'. The 'Sitemaps' section has a 'Submit a Sitemap' button. At the bottom, there is a copyright notice: '© 2012 Google Inc. - Webmaster Central - Terms of Service - Privacy Policy - Webmaster Tools Help'.

Objective 4 Introduction To Google Webmasters

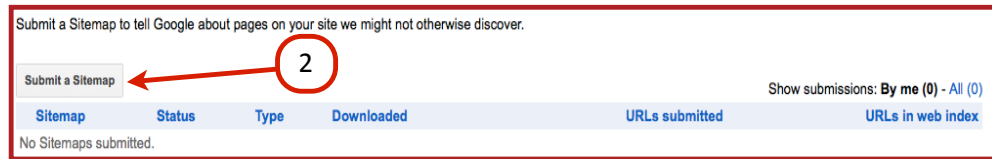
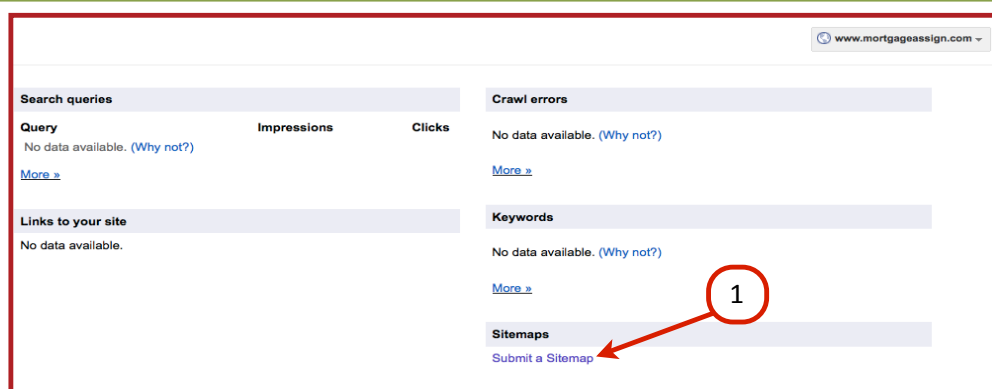
Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 16

Click on "Submit a Sitemap" on the dashboard screen and then again in the new window.

Objective 4 Introduction To Google Webmasters



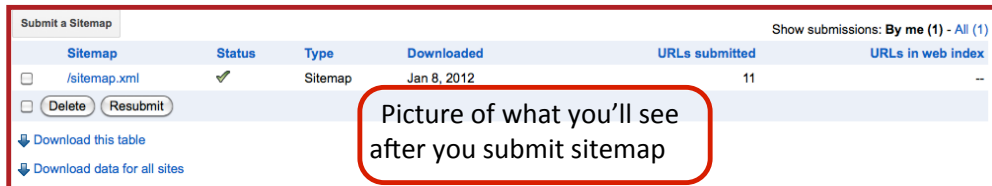
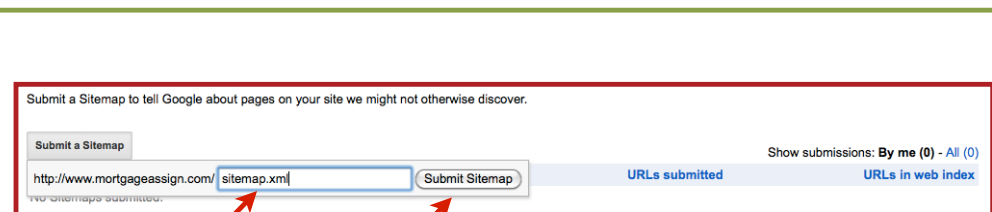
Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 17

Type in "sitemap.xml" into the open field and click "Submit Sitemap".

Objective 4 Introduction To Google Webmasters



Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website**
- 6) Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website**
- 6) Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to WP Super Cache

WP Super Cache

What Is It?

A plugin that helps speeds up your wordpress site.

Why Is It Important?

Users & Google Bots both get BORED if they have to wait too long for your website to load. The longer your site takes, the more you risk not being indexed by search engines and losing potential prospects to the “one click away from your competition” rule.

Rei Rockstars

Step 1

Go to “Add New” under the “Plugins” tab and type in “wp super cache” in the search field and click “Search Plugins”.

The screenshot shows the WordPress 'Install Plugins' interface. On the left is a sidebar menu with 'Plugins' selected and 'Add New' highlighted. The main content area has a search bar with 'wp super cache' entered and a 'Search Plugins' button. Three red circles with arrows point to: (1) the 'Add New' link in the sidebar, (2) the search input field, and (3) the 'Search Plugins' button.

Rei Rockstars

Step 2

Find the plugin and click on "Install Now" and then click "Okay" on the next window when it asks if you are sure you want to install the plugin.

Objective 5 How To Speed Up Your Wordpress Website

Install Plugins

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

Term: wp super cache Search Plugins

Name	Version	Rating	Description
WP Super Cache Details Install Now	1.0	★★★★☆	This plugin generates static html files from your dynamic WordPress content. It will serve that file instead of processing the comparatively heavy PHP. The static html files will be served to the vast majority of your users. Comment form after they leave a comment thos... By Donncha
WP Widget Cache Details Install Now	0.25.4	★★★★★	A high-performance caching plugin for WordPress, and a plus... ChangeLog Why we need this WP Widget Cache? WP Widget Cache can cache the output of your blog widgets. ... your database and speed up your site. I think you've heard of WP-Cache or WP Super Cache, they are... Andrew Zhang.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 3

Click on "Activate Plugin" and then click on "plugin admin page" on the next screen.

Objective 5 How To Speed Up Your Wordpress Website

Installing Plugin: WP Super Cache 1.0

Downloading install package from http://downloads.wordpress.org/plugin/wp-super-cache.1.0.zip...

Unpacking the package... 1

Installing the plugin...

Successfully installed the plugin **WP Super Cache 1.0**.

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

Plugins

[Add New](#)

WP Super Cache is disabled. Please go to the [plugin admin page](#) to enable caching.

Plugin **activated**.

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
4

Click on "Caching On" and then click "Update Status".

WP_CACHE constant added to wp-config.php

If you continue to see this warning message please see point 5 of the [FAQ](#). The WP_CACHE line must be moved up.

WP Super Cache Settings

Easy Advanced CDN Contents Preload Plugins Debug

Caching

1

- Caching On (Recommended)
 Caching Off

Note: enables PHP caching, cache rebuild, and mobile support

Update Status »

2

Objective 5 How To Speed Up Your Wordpress Website

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

TIP

If you are making major edits to your site, turn caching off during that process or you'll have a hard time viewing your site changes. For minor edits you can just delete the cache to view your changes.

WP Super Cache Settings

Easy Advanced CDN Contents Preload Plugins Debug

Caching

- Caching On (Recommended)
 Caching Off

Note: enables PHP caching, cache rebuild, and mobile support

Update Status »

Cache Tester

Test your cached website by clicking the test button below.

Test Cache

Delete Cached Pages

Cached pages are stored on your server as html and PHP files. If you need to delete them use the button below.

Delete Cache »

Recommended Links and Plugins

Caching is only one part of making a website faster. Here are some other plugins that will help:

Objective 5 How To Speed Up Your Wordpress Website

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

TIP

Upload small files when possible and always have your site accessing your site for files as opposed to outside sites.

Objective 5 How To Speed Up Your Wordpress Website

<input type="checkbox"/>	 About Us JPG	admin	About Us , 2012/01/02	0	2012/01/02	No savings Re-smush
<input type="checkbox"/>	 Team Coaching JPG	admin	Team Coaching , 2012/01/02	0	2012/01/02	Reduced by 26.1% (47 KB) Re-smush
<input type="checkbox"/>	 Group Coaching1 JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	No savings Re-smush
<input type="checkbox"/>	 Group Coaching JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	Reduced by 8.1% (4.3 KB) Re-smush
<input type="checkbox"/>	 coach 2 JPG	admin	One On One Coaching , 2012/01/02	0	2012/01/02	No savings Re-smush
<input type="checkbox"/>	 coach 3 JPG	admin	Group Coaching , 2012/01/02	0	2012/01/02	Reduced by 4.1% (2.2 KB) Re-smush

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer**

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Website Optimization

Addendum:

 **Addendum: New Plugin- Ping Optimizer**



Unnecessary Pings ?

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Introduction to Ping Optimizer

Ping Optimizer

What Is It?

A plugin that helps control your website pinging so it doesn't ping every time you edit or save a post.

Why Is It Important?

It saves your website from being tagged as a ping spammer.

Addendum New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 1

Go to your wordpress dashboard and click on "Add New" under your "Plugins" tab. Then type in "maxblogpress ping optimizer" into the search field and click on "Search Plugins".

Dashboard | Posts | Media | Links | Pages | Comments | Appearance | **Plugins** | Installed Plugins | **Add New**

Install Plugins

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

Plugins extend and expand the functionality of WordPress. You may automatically install p...

Search

Search for plugins by keyword, author, or tag.

Term Search Plugins

Popular tags

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

Addendum New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 2

Find the "cbnet Ping Optimizer" and click "Install Now" and then click "Okay" on the next window that asks if you're sure if you want to install this plugin.

Install Plugins

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

Term Search Plugins

Name	Version	Rating	Description
cbnet Ping Optimizer	2.3.3	★★★★★	Even the latest version of WordPress has the... Do you know your WordPress blog pings un... "Save and Continue Editing" or "Save" butto... buttons. Save your blog from getting tagged as ping s... After you install cbnet Pi... By chipbennett.

Details | **Install Now**

Addendum New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step
3

Click "Activate Plugin" and go to "Settings"
to see if you want to change any of the configuration.

Addendum New Plugin- Ping Optimizer



Installing Plugin: cbnet Ping Optimizer 2.3.3

Downloading install package from <http://downloads.wordpress.org/plugin/cbnet-ping-optimizer.2.3.3.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **cbnet Ping Optimizer 2.3.3**.

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

1



Plugins [Add New](#)

All (12) | Active (11) | Inactive (1) | Drop-ins (1)

Bulk Actions [Apply](#)

Plugin	Description
<input type="checkbox"/> Bad Behavior Settings Log Deactivate Edit	Deny automated spambots access to your PHP-based V... Version 2.1.15 By Michael Hampton Visit plugin site
<input type="checkbox"/> cbnet Ping Optimizer Deactivate Edit Settings	Saves your wordpress blog from getting tagged as ping... (with registration/activation functionality removed.) Version 2.3.3 By chipbennett Visit plugin site

2

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

Website Optimization

Objectives:

- Website Optimization Overview
- Setting Up Google Analytics
- Building Google XML Sitemaps
- Introduction To Google Webmasters
- How To Speed Up Your Wordpress Website
- Addendum: New Plugin- Ping Optimizer

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

VMB: On Page SEO Homework



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

- 1) Review Website Optimization Overview
- 2) Set Up Your Google Analytics
- 3) Build Your Google XML Sitemap(s)
- 4) Set Up Google Webmasters & Submit Sitemap
- 5) Install & Configure WP Super Cache Plugin
- 6) Install & Configure Ping Optimization Plugin

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

Rei Rockstars

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.