

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

Objective 1 Website Optimization Overview

## 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.

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.

Rei Rockstars

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

Objective 2: Setting Up Google Analytics

Step 1

Go to [google.com/analytics](http://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.

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.

Rei Rockstars

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

Objective 2: Setting Up Google Analytics

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 <http://>

Example: <http://www.mywebsite.com>

Time zone United States (GMT-08:00) Pacific Time

Rei Rockstars

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

Objective 2: Setting Up Google Analytics

Step 3

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

**Data Sharing Settings**

Sharing Settings  Do not share my Google Analytics data **1**

**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  **2**

**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 **3**

**Create Account**  **4**

Objective 2: Setting Up Google Analytics

Rei Rockstars

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

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.

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>
```

Objective 2: Setting Up Google Analytics

Rei Rockstars

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

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".

Links Pages Comments **Appearance** 1

Themes Widgets Menus Graphene Options Graphene FAQs Background Header Editor Plugins Users Tools Settings Contact Platinum SEO Shareaholic

General Display Advanced Toggle all tabs

Slider Options

Front Page Options

Homepage Panes

Comments Options

Child Page Options

Widget Area Options

Top Bar Options

Social Sharing Buttons

AdSense Options

**Google Analytics Options** 2

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".

**Google Analytics Options**

Enable Google Analytics tracking  2

**Note:** the theme now places the Google Analytics script in the <head> element to better support the new asynchronous Google Analytics script. Please make sure you update your script to use the new asynchronous script from Google Analytics.

Google Analytics tracking code

Make sure you include the full tracking code (including the <script> and </script> tags) and not just the UA-#####-# code.

1

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

Dashboard

## Install Plugins

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

Plugins extend and expand the functionality of WordPress. You may automatically install and activate a plugin or you can search for plugins to 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:

1 Add New

2

3

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".

## Install Plugins

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

Term Google Analytics for Wordpress Search Plugins

Name	Version	Rating	Description
<b>Google Analytics for Wordpress</b> Details   Install Now	4.2.2	★★★★☆	The Google Analytics for Wordpress plugin checks out the Google Analytics tracking code on your website and you're done. This plugin uses the asynchronous tracking code.

1

### 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**.

2

Activate Plugin | Return to Plugin Installer

Objective 2: Setting Up Google Analytics

Rei Rockstars

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

Step 10

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

Plugins Add New

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 Apply 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"/> <b>Google Analytics for Wordpress</b> 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

Settings

Objective 2: Setting Up Google Analytics

Rei Rockstars

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

Step 11

Click the box for "Manually enter your UA code".

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: **In the header (default)**

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 »](#)

Objective 2: Setting Up Google Analytics

Rei Rockstars

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

Step 12

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

Google Analytics Settings

Analytics Profile: Manually enter your UA code:

Manually enter your UA code

Where should the tracking code be placed: **In the header (default)**

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 »](#)

Objective 2: Setting Up Google Analytics

Rei Rockstars

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

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".

►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.

[Home](#) [Standard Reporting](#) [Custom Reporting](#)

Objective 2: Setting Up Google Analytics

Rei Rockstars

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

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.

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

Objective 2: Setting Up Google Analytics

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



# 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



# 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.

Objective 3 Building Google XML Sitemaps



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 dashboard's 'Install Plugins' page. On the left sidebar, the 'Plugins' menu is highlighted, and the 'Add New' link is circled with a red '1'. The main content area shows a search bar with the text 'google xml sitemap' entered, circled with a red '2'. To the right of the search bar is a 'Search Plugins' button, circled with a red '3'. Below the search bar, there are sections for 'Popular tags' and 'You may also browse based on the most popular tags in the Plugin Directory:'.

Objective 3 Building Google XML Sitemaps



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.

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

Objective 3 Building Google XML Sitemaps

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".

**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"/> <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 3.0.2.1   By Takayuki Miyoshi   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>Google Analytics for WordPress</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of clickout and download tracking. Version 4.2.2   By Joost de Valk   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <b>Google XML Sitemaps</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>	This plugin will generate a special XML sitemap which will help search engines like Google, blog. Version 3.2.6   By Arne Brachhold   <a href="#">Visit plugin site</a>   <a href="#">Settings</a>   <a href="#">FAQ</a>   <a href="#">Support</a>   <a href="#">Donate</a>

Objective 3 Building Google XML Sitemaps

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".

**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](#)

Objective 3 Building Google XML Sitemaps

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 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.

Rei Rockstars

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

Objective 4 Introduction To Google Webmasters

# 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

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

Objective 4 Introduction To Google Webmasters

Step 1

Go to [google.com/webmasters](http://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



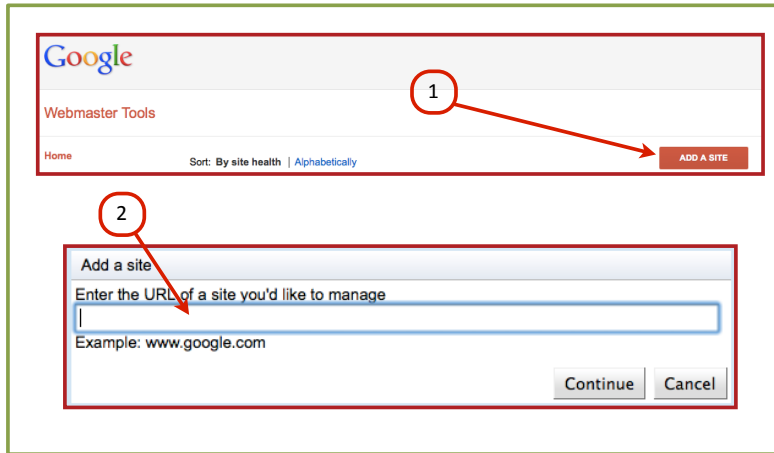
Rei Rockstars

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

Objective 4 Introduction To Google Webmasters

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

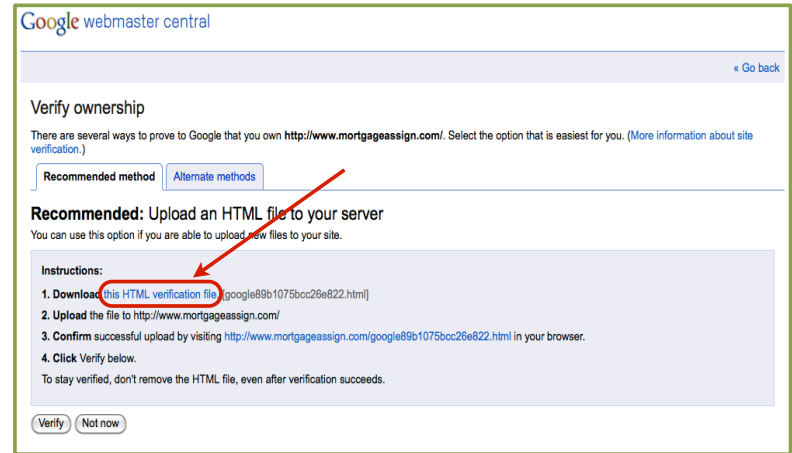
Rei Rockstars

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

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](http://www.filezilla-project.org). Then click on "Download FileZilla Client". Watch secondary FTP Video for live video tutorial.



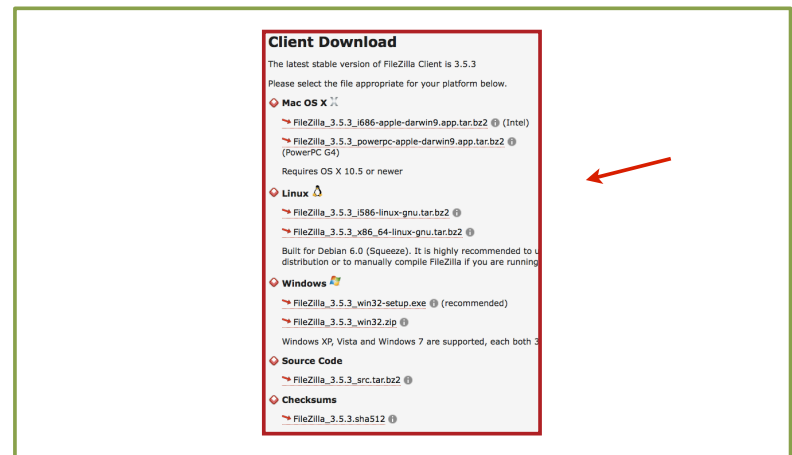
Objective 4 Introduction To Google Webmasters

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.



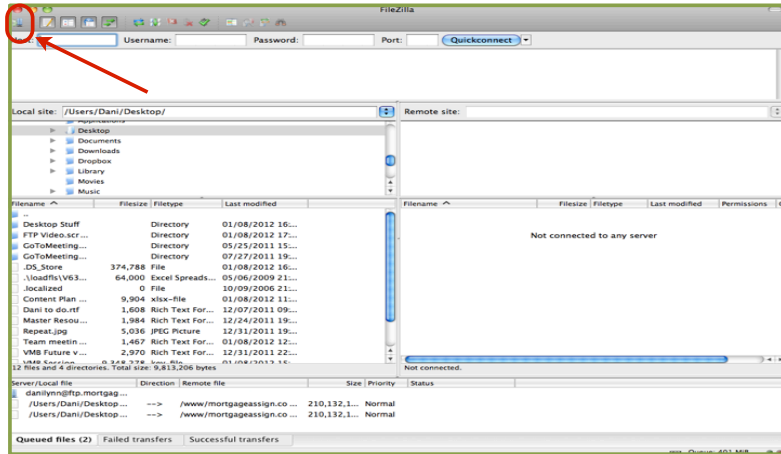
Objective 4 Introduction To Google Webmasters

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.



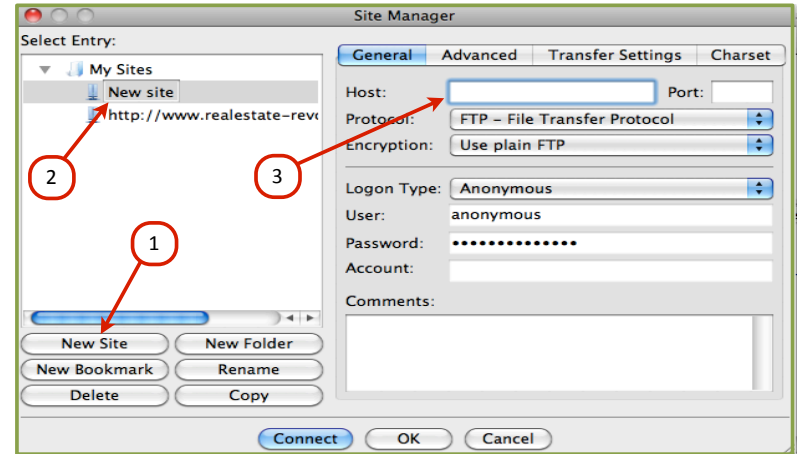
Objective 4 Introduction To Google Webmasters

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")



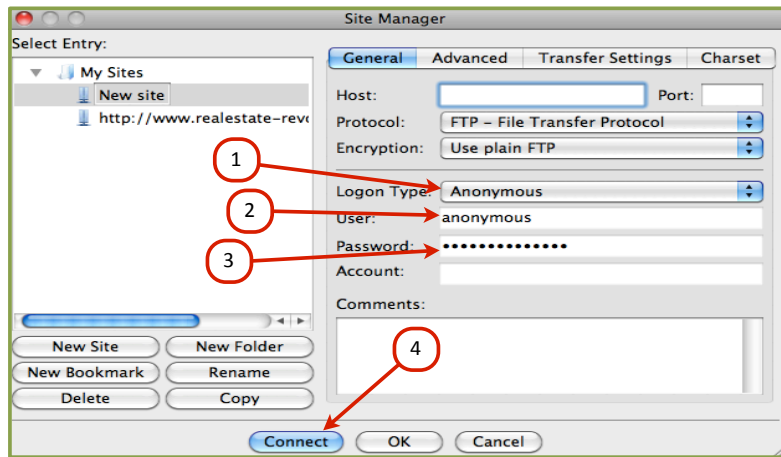
Objective 4 Introduction To Google Webmasters

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).*



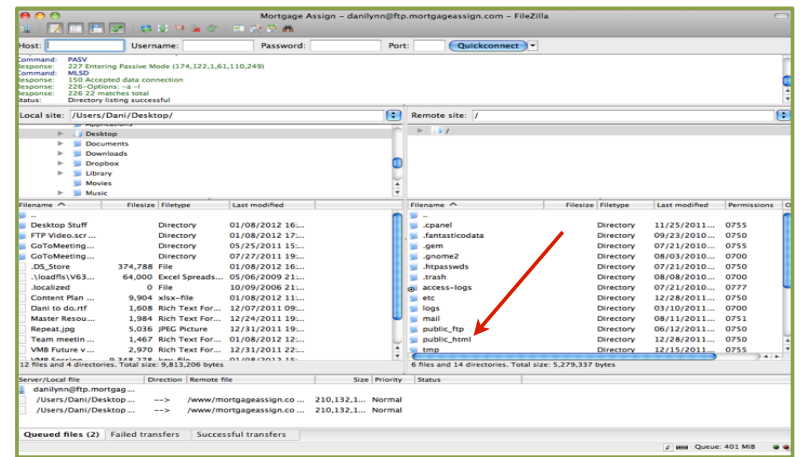
Objective 4 Introduction To Google Webmasters

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.



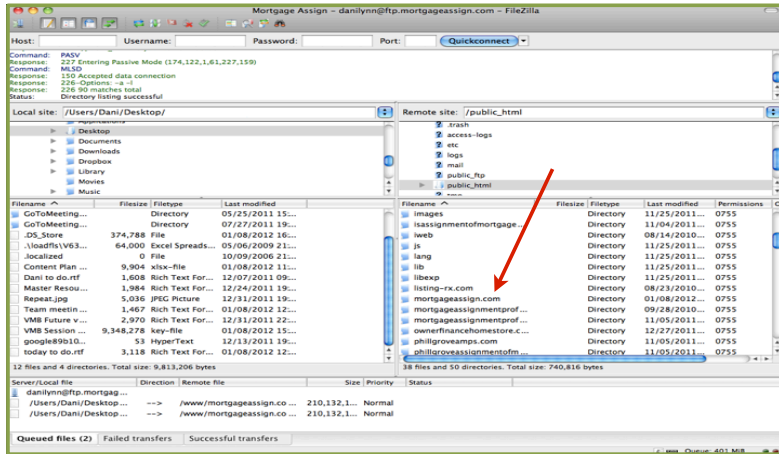
Objective 4 Introduction To Google Webmasters

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)



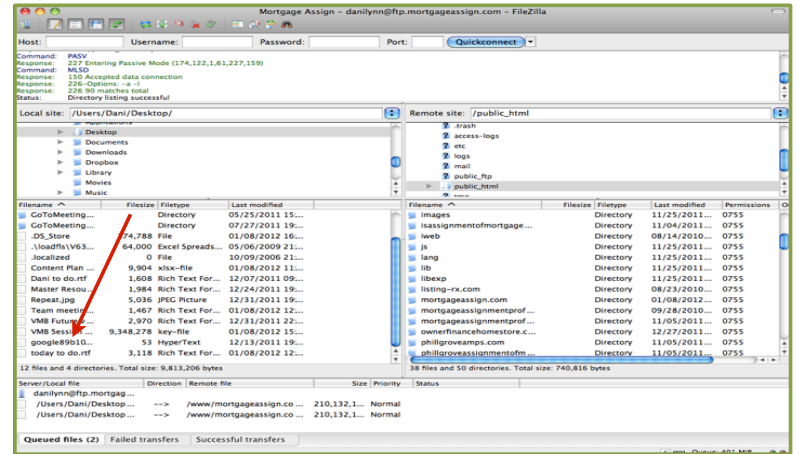
Objective 4 Introduction To Google Webmasters

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.)



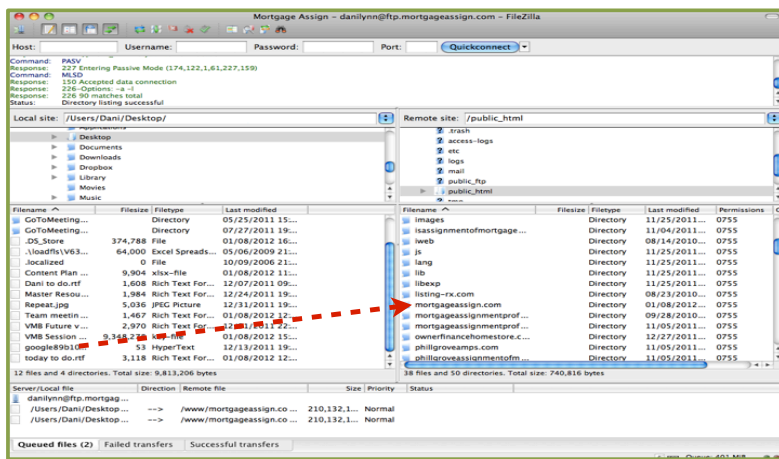
Objective 4 Introduction To Google Webmasters

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.



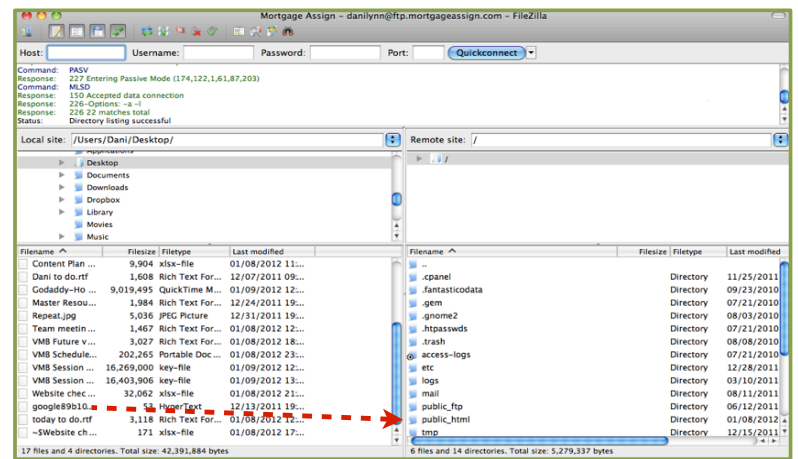
Objective 4 Introduction To Google Webmasters

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.

Google webmaster central

Verify ownership

Recommended method | Alternate methods

**Recommended: Upload an HTML file to your server**

Instructions:

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

Verify (2) | Not now

Verification Link (3)

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.

Verification successful

Continue (1)

Main Dashboard

Webmaster Tools

Dashboard

Search queries

Impressions

Clicks

Links to your site

Keywords

Sitemaps

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.

Search queries

Impressions

Clicks

Links to your site

Keywords

Sitemaps

Submit a Sitemap (1)

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Submit a Sitemap (2)

Sitemap	Status	Type	Downloaded	URLs submitted	URLs in web index
No Sitemaps submitted.					

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".

Submit a Sitemap

Submit a Sitemap (1) | Submit Sitemap (2)

Picture of what you'll see after you submit sitemap

Sitemap	Status	Type	Downloaded	URLs submitted	URLs in web index
/sitemap.xml	✓	Sitemap	Jan 8, 2012	11	--

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



# 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



# 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.

Objective 5 How To Speed Up Your Wordpress Website



Step 1

Go to "Add New" under the "Plugins" tab and type in "wp super cache" in the search field and click "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

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:

Objective 5 How To Speed Up Your Wordpress Website





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 <a href="#">Details</a> <a href="#">Install Now</a>	1.0	★★★★★	This plugin generates static html files from your dynamic WordPress content. The static html files will be served to the vast majority of your users. The comment form after they leave a comment thos... By Donncha
WP Widget Cache <a href="#">Details</a>   <a href="#">Install Now</a>	0.25.4	★★★★★	A high-performance caching plugin for WordPress, and a plus for... ChangeLog Why we need this WP Widget Cache? WP Widget Cache can cache the output of your blog widgets. U... your database and speed up your site. I think you've heard of WP-Cache or WP Super Cache, they are... Andrew Zhang.

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

Rei Rockstars

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. 2

Plugin activated.

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

Rei Rockstars

Step 4

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

Objective 5 How To Speed Up Your Wordpress Website

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

2 [Update Status »](#)

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

Rei Rockstars

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.

Objective 5 How To Speed Up Your Wordpress Website

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:













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

Rei Rockstars

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		2012/01/02	No savings Re-smush
<input type="checkbox"/>		Team Coaching .JPG	admin	Team Coaching , 2012/01/02		2012/01/02	Reduced by 26.1% (47 KB) Re-smush
<input type="checkbox"/>		Group Coaching1 .JPG	admin	Group Coaching , 2012/01/02		2012/01/02	No savings Re-smush
<input type="checkbox"/>		Group Coaching .JPG	admin	Group Coaching , 2012/01/02		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		2012/01/02	No savings Re-smush
<input type="checkbox"/>		coach 3 .JPG	admin	Group Coaching , 2012/01/02		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 plugins through the WordPress toolset.

Search

Search for plugins by keyword, author, or tag.

Term: maxblogpress ping optimizer 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: maxblogpress ping optim Search Plugins

Name	Version	Rating	Description
cbnet Ping Optimizer	2.3.3	★★★★★	Even the latest version of WordPress has the ability to ping your blog posts. Do you know your WordPress blog pings until you click "Save and Continue Editing" or "Save" buttons. Save your blog from getting tagged as pinged 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.

### Installing Plugin: cbnet Ping Optimizer 2.3.3

Downloading install package from https://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

---

## Plugins

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

Bulk Actions: [Dropdown] Apply

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

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:

- 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.

## Virtual Marketing Blueprint



Rei Rockstars

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

## 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

## 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

## 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

## Virtual Marketing Blueprint



### Past Session Q & A:

- Session 1: Website Building
- Session 2: Customizing Your Website
- Session 3: Keyword Research
- Session 4: Analyzing The Competition
- Session 5: Copywriting & Content Creation
- Session 6: On Page SEO
- Session 7: Website Optimization

Rei Rockstars



*Thank You!*



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

**Rei Rockstars**

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

## Virtual Marketing Blueprint



**Rei Rockstars**

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