

WELCOME TO

Virtual
Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



Dani Lynn



Flip

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Virtual Marketing Blueprint Concept

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

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Virtual Marketing Blueprint

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

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Virtual Marketing Blueprint

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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.

Introduction to Website Optimization

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

Virtual Marketing Blueprint

Next Video...

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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.

Step
1

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

Objective 2 Setting Up Google Analytics

OSE links to page (by seomoz)

Google Analytics

US English [dropdown] [input] 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.

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Step
2

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

Objective 2 Setting Up Google Analytics



This screenshot shows the "Create New Account" form. The form title is "Create New Account" under the "Accounts" tab. Below the title is a paragraph of instructions. The form is divided into a "General Information" section with three fields: "Account Name", "Website's URL", and "Time zone". Red circles with arrows point to these fields: circle "3" points to the "Account Name" field, circle "4" points to the "Website's URL" field, and circle "5" points to the "Time zone" field. The "Website's URL" field has a dropdown menu showing "http://" and an example "http://www.mywebsite.com". The "Time zone" field has a dropdown menu showing "United States" and a sub-menu showing "(GMT-08:00) Pacific Time".

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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

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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.ultimateuberagent.com
 - One domain with multiple subdomains
Examples: www.ultimateuberagent.com
apps.ultimateuberagent.com
store.ultimateuberagent.com
 - Multiple top-level domains
Examples: www.ultimateuberagent.uk
www.ultimateuberagent.cn
www.ultimateuberagent.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>
```

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

The screenshot shows the WordPress dashboard interface. On the left is a sidebar menu with categories: Links, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, Contact, Platinum SEO, and Shareaholic. The 'Appearance' menu is expanded, and 'Graphene Options' is highlighted with a red circle containing the number '1'. An arrow points from this circle to the 'Graphene Options' sub-menu. The main content area shows the 'Graphene Options' page with tabs for 'General', 'Display', 'Advanced', and 'Toggle all tabs'. Below the tabs are several option categories: Slider Options, Front Page Options, Homepage Panes, Comments Options, Child Page Options, Widget Area Options, Top Bar Options, Social Sharing Buttons, Adsense Options, and Google Analytics Options. The 'Google Analytics Options' option is highlighted with a red circle containing the number '2', with an arrow pointing to it.

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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

1

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.

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.

Objective 2 Setting Up Google Analytics

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.

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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”.

Objective 2 Setting Up Google Analytics

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar has the 'Plugins' menu item highlighted. Under 'Plugins', the 'Add New' link is circled with a red '1'. The main content area is titled 'Install Plugins' and features a search bar. The search bar contains the text 'Analytics for Wordpress', and the 'Search Plugins' button is circled with a red '3'. A red arrow points from a circled '2' to the search field. Below the search bar, there are 'Popular tags' and a note: 'You may also browse based on the most popular tags in the Plugin Directory:'. The top of the dashboard shows the user name 'DANI LYNN | Internet Marketing Coach', a refresh icon with the number '3', a speech bubble icon, and a '+ New' button.

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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

Google Analytics for Wor

Search Plugins

Name

Version

Rating

Description

Google Analytics for WordPress

4.2.2



[Details](#) | [Install Now](#)

1

The Google Analytics for WordPress plugin allows you to track your website's performance. Check out the Google Analytics Full list of features: Simple installation through integration and you're done. This plugin uses the asynchronous



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](#)

2

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Step
10

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

Objective 2 Setting Up Google Analytics

The screenshot shows the WordPress 'Plugins' management page. At the top, there's a 'Plugins' header with an 'Add New' button and 'Screen Options' and 'Help' dropdowns. A yellow message box says 'Plugin activated.' Below that, a red message box states 'Google Analytics is not active. You must [select which Analytics Profile to track](#) before it can work.' The main area shows a list of plugins with columns for 'Plugin' and 'Description'. The 'Google Analytics for WordPress' plugin is listed at the bottom, and its 'Settings' link is circled in red with an arrow pointing to it. Other plugins listed include 'Bad Behavior' and 'Contact Form 7'.

Screen Options ▾ Help ▾

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)

Search Installed Plugins

Bulk Actions ▾ 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

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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:

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 »](#)

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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 »

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.

1

2



Home

Standard Reporting

Custom Reporting

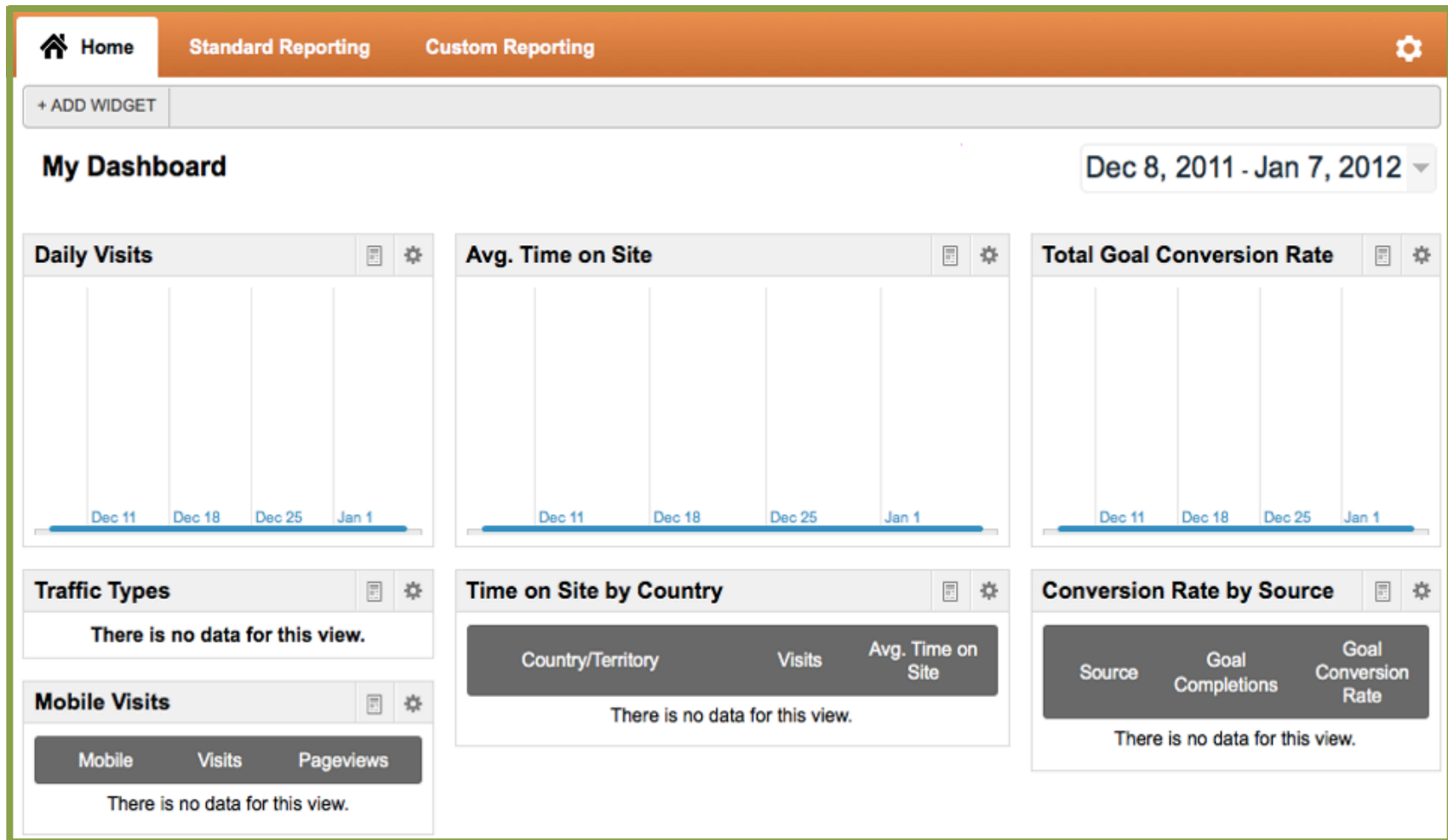
Objective 2 Setting Up Google Analytics

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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



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Next Video...

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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.

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”.

Objective 3 Building Google XML Sitemaps

The screenshot shows the WordPress 'Install Plugins' interface. On the left sidebar, the 'Plugins' menu is expanded, and the 'Add New' link is circled in red with the number '1' and an arrow pointing to it. The main content area is titled 'Install Plugins' and features a search bar. The search bar contains the text 'google xml sitemap' and is circled in red with the number '2' and an arrow pointing to it. To the right of the search bar is a 'Search Plugins' button, also circled in red with the number '3' and an arrow pointing to it. Below the search bar, there is a section for 'Popular tags' with the text 'You may also browse based on the most popular tags in the Plugin Directory:'. The sidebar also shows other menu items like Dashboard, Posts, Media, Links, Pages, Comments, and Appearance.

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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 no longer have to worry about the 50,000 URL limit or the time it take 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 Details Install Now	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
Google XML Sitemaps Details Install Now ←	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.

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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](#)

1

<input type="checkbox"/> 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 f 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, blog. Version 3.2.6 By Arne Brachhold Visit plugin site Settings FAQ Support Donate

2

Objective 3 Building Google XML Sitemaps

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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

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Next Video...

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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.

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.

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



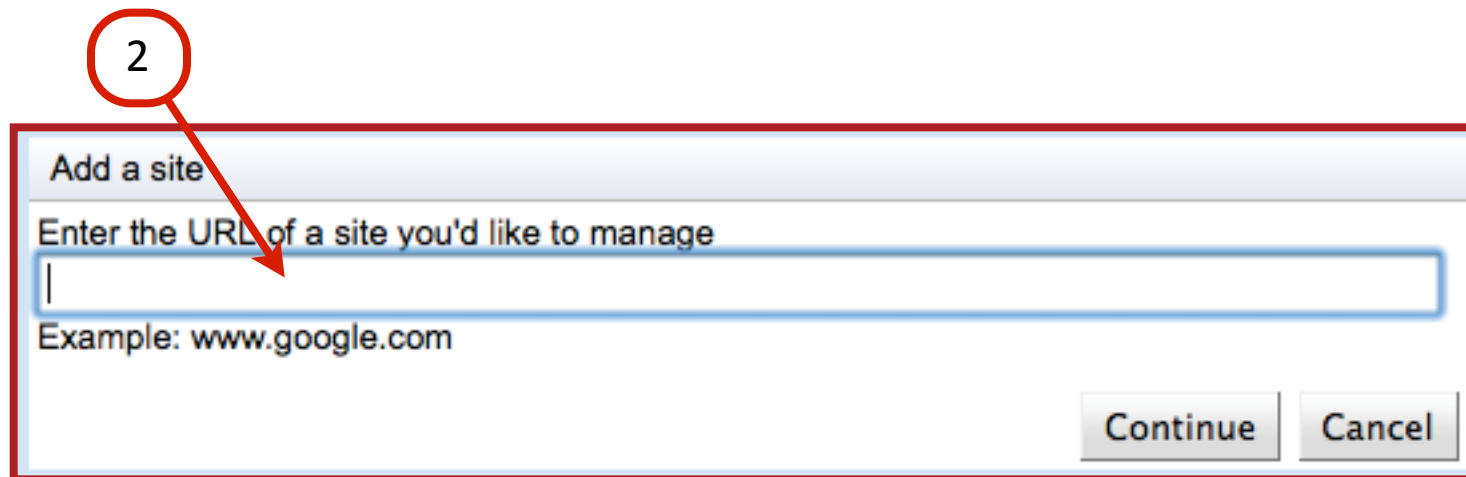
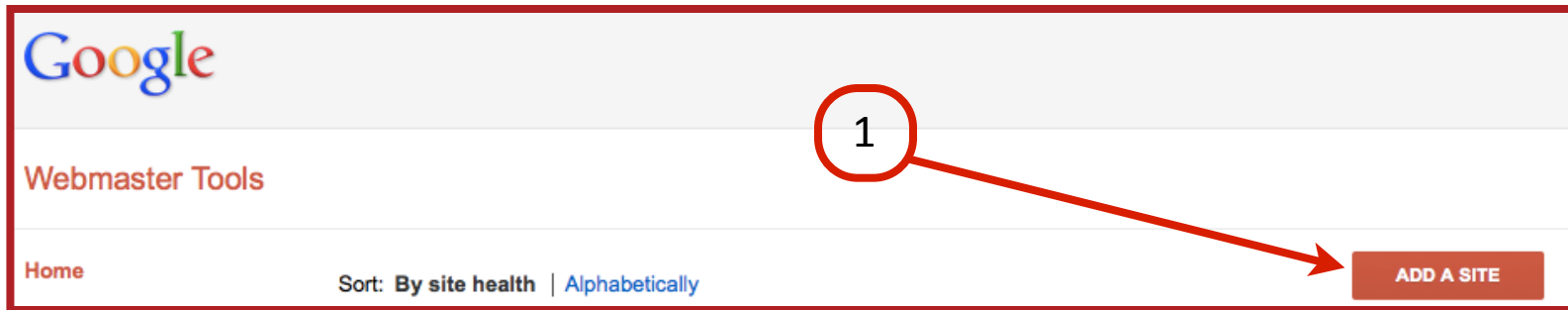
Objective 4 Introduction To Google Webmasters

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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



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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

Google webmaster central

« Go back

Verify ownership

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.](#))

Recommended method

Alternate methods

Recommended: Upload an HTML file to your server

You can use this option if you are able to upload new files to your site.

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.

To stay verified, don't remove the HTML file, even after verification succeeds.

Verify

Not now

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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

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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

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

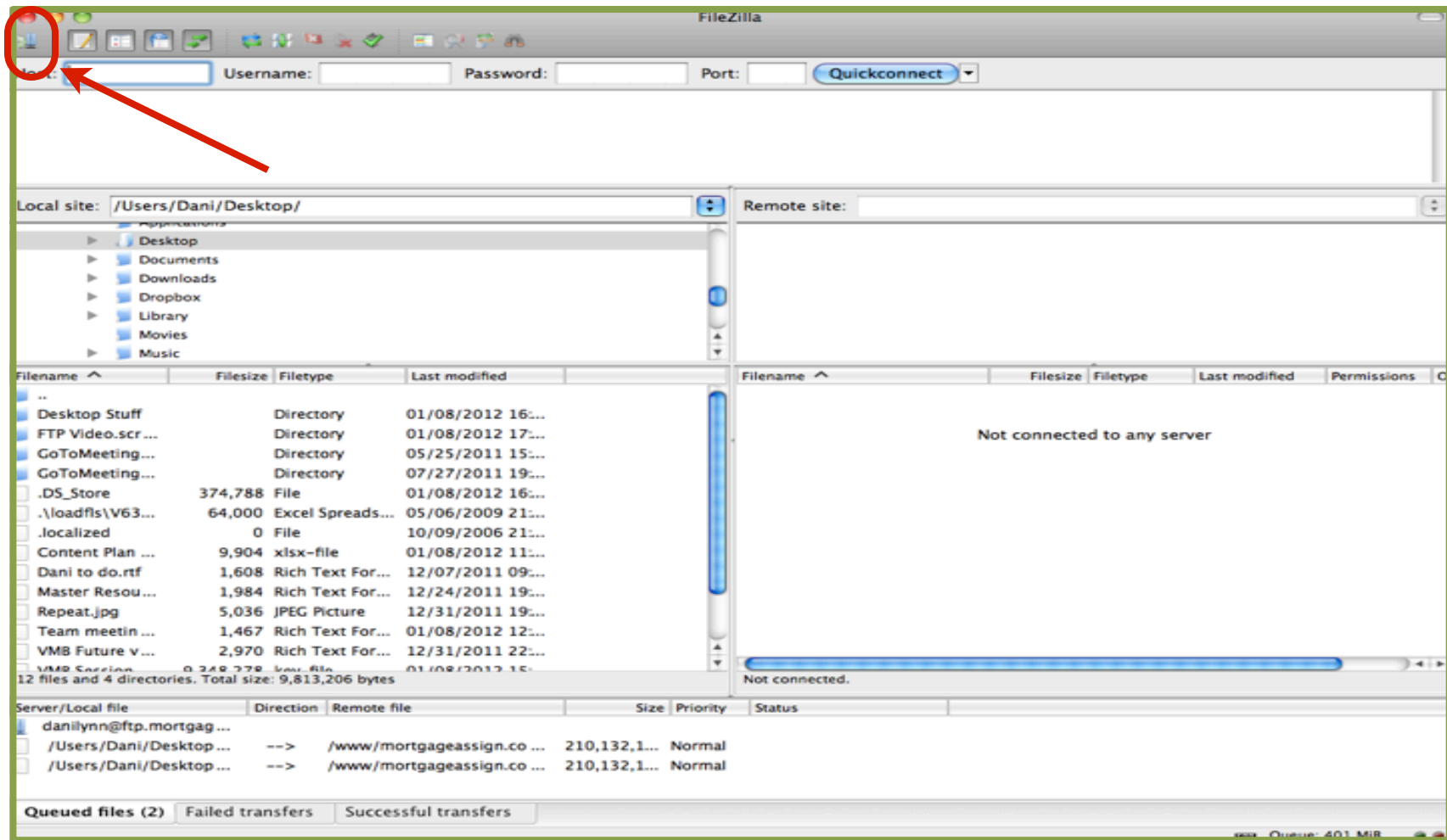
→ [FileZilla_3.5.3.sha512](#) ⓘ



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Step
6

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



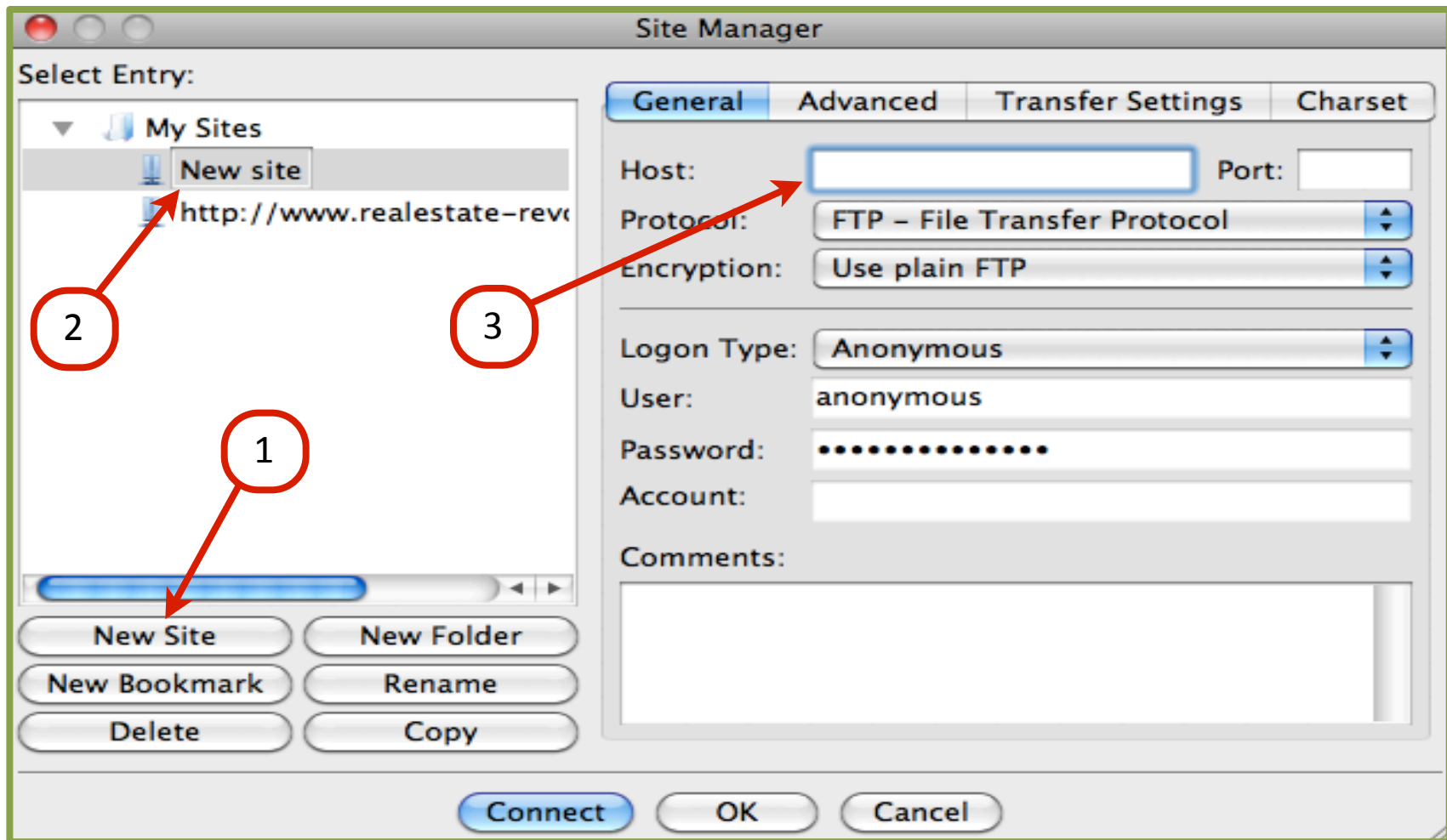
Objective 4 Introduction To Google Webmasters

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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



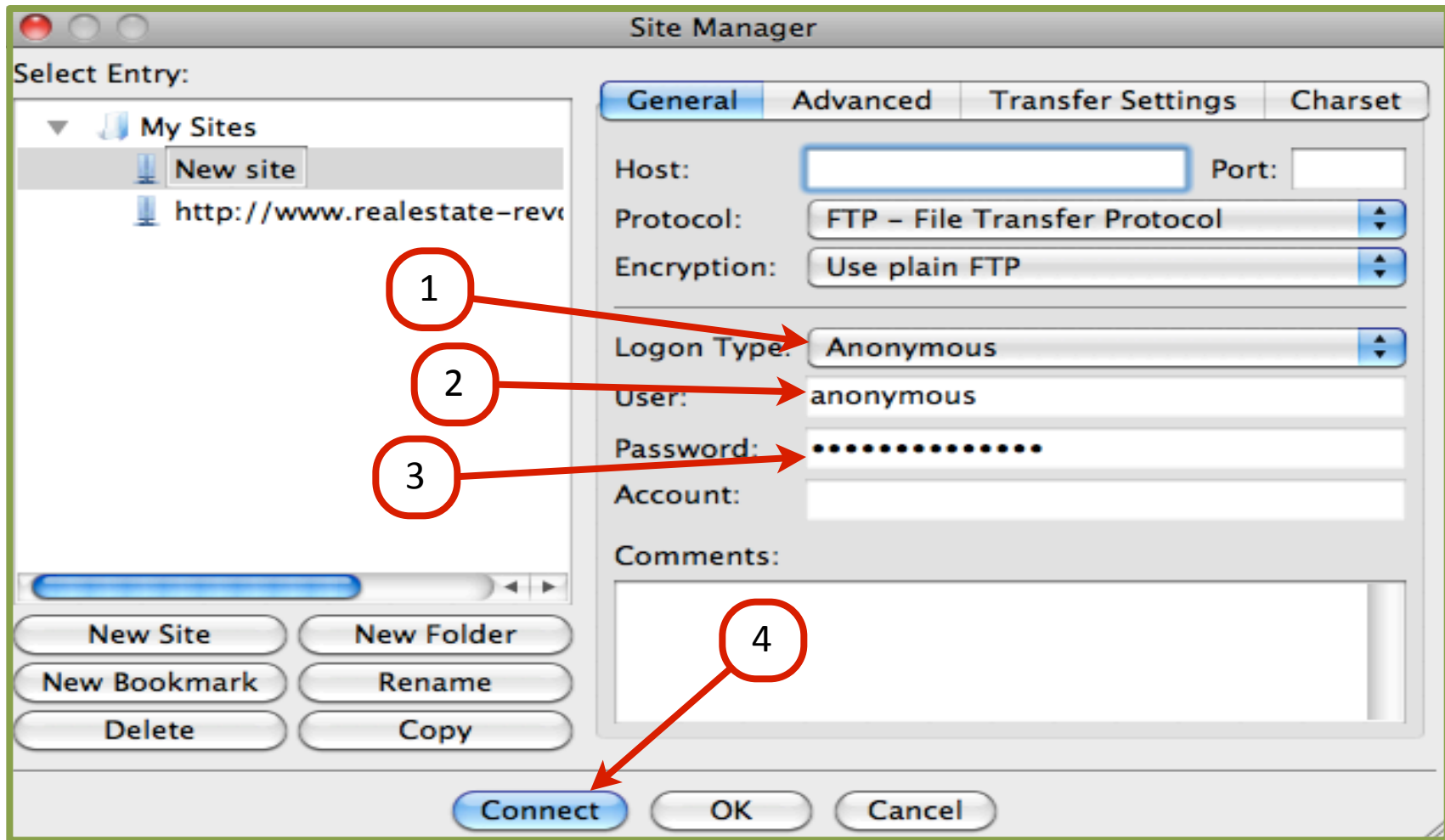
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Step
8

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

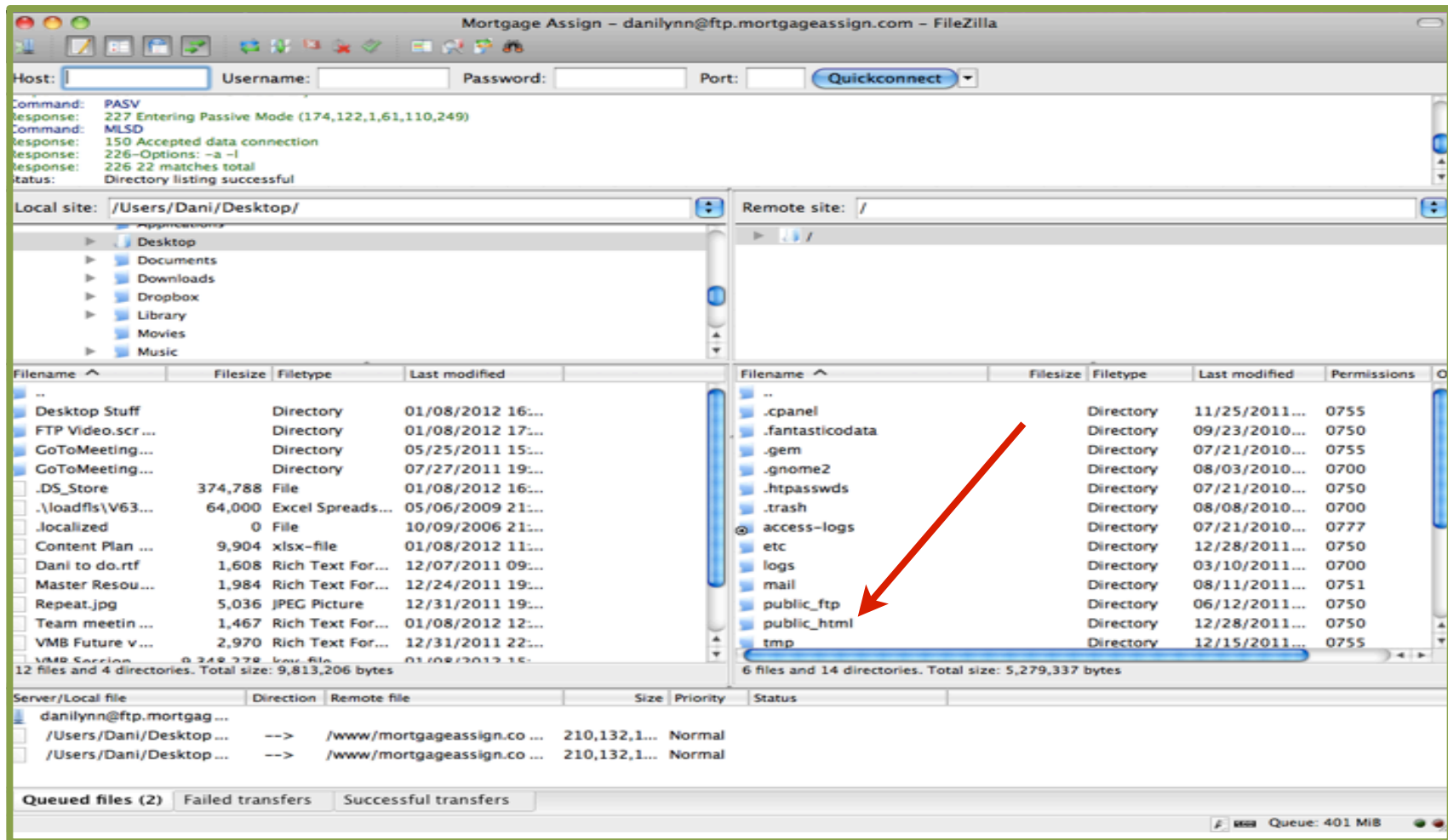


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Step
9

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



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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

The screenshot shows the FileZilla FTP client interface. The title bar reads "Mortgage Assign - danilynn@ftp.mortgageassign.com - FileZilla". The interface is split into two main panes: "Local site" and "Remote site".

Local site: /Users/Dani/Desktop/

Filename	Filesize	Filetype	Last modified
GoToMeeting...		Directory	05/25/2011 15:...
GoToMeeting...		Directory	07/27/2011 19:...
.DS_Store	374,788	File	01/08/2012 16:...
.\loadfls\V63...	64,000	Excel Spreads...	05/06/2009 21:...
.localized	0	File	10/09/2006 21:...
Content Plan ...	9,904	xlsx-file	01/08/2012 11:...
Dani to do.rtf	1,608	Rich Text For...	12/07/2011 09:...
Master Resou...	1,984	Rich Text For...	12/24/2011 19:...
Repeat.jpg	5,036	JPEG Picture	12/31/2011 19:...
Team meetin ...	1,467	Rich Text For...	01/08/2012 12:...
VMB Future v...	2,970	Rich Text For...	12/31/2011 22:...
VMB Session ...	9,348,278	key-file	01/08/2012 15:...
google89b10...	53	HyperText	12/13/2011 19:...
today to do.rtf	3,118	Rich Text For...	01/08/2012 12:...

12 files and 4 directories. Total size: 9,813,206 bytes

Remote site: /public_html

Filename	Filesize	Filetype	Last modified	Permissions
images		Directory	11/25/2011 ...	0755
isassignmentofmortgage...		Directory	11/04/2011 ...	0755
iweb		Directory	08/14/2010 ...	0755
js		Directory	11/25/2011 ...	0755
lang		Directory	11/25/2011 ...	0755
lib		Directory	11/25/2011 ...	0755
libexp		Directory	11/25/2011 ...	0755
listing-rx.com		Directory	08/23/2010 ...	0755
mortgageassign.com		Directory	01/08/2012 ...	0755
mortgageassignmentprof...		Directory	09/28/2010 ...	0755
mortgageassignmentprof...		Directory	11/05/2011 ...	0755
ownerfinancehomestore.c...		Directory	12/27/2011 ...	0755
phillgroveamps.com		Directory	11/05/2011 ...	0755
phillgroveassignmentofm...		Directory	11/05/2011 ...	0755

38 files and 50 directories. Total size: 740,816 bytes

A red arrow points to the "mortgageassign.com" directory in the remote site listing.

At the bottom, the "Server/Local file" table shows:

Server/Local file	Direction	Remote file	Size	Priority	Status
danilynn@ftp.mortgag...					
/Users/Dani/Desktop...	-->	/www/mortgageassign.co ...	210,132,1...	Normal	
/Users/Dani/Desktop...	-->	/www/mortgageassign.co ...	210,132,1...	Normal	

Queued files (2) | Failed transfers | Successful transfers

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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

The screenshot shows the FileZilla FTP client interface. The top bar displays the connection details: Host, Username, Password, and Port, with a 'Quickconnect' button. Below this, the command window shows the following output:

```
Command: PASV
Response: 227 Entering Passive Mode (174,122,1,61,227,159)
Command: MLSD
Response: 150 Accepted data connection
Response: 226--Options: -a -l
Response: 226 90 matches total
Status: Directory listing successful
```

The interface is split into two main panes. The left pane shows the 'Local site' at '/Users/Dani/Desktop/'. It contains a tree view of the local file system and a table of files:

Filename	Filesize	Filetype	Last modified
GoToMeeting...		Directory	05/25/2011 15:...
GoToMeeting...		Directory	07/27/2011 19:...
.DS_Store	74,788	File	01/08/2012 16:...
.\loadfls\V63...	64,000	Excel Spreads...	05/06/2009 21:...
.localized	0	File	10/09/2006 21:...
Content Plan ...	9,904	xlsx-file	01/08/2012 11:...
Dani to do.rtf	1,608	Rich Text For...	12/07/2011 09:...
Master Resou...	1,984	Rich Text For...	12/24/2011 19:...
Repeat.jpg	5,036	JPEG Picture	12/31/2011 19:...
Team meeting...	1,467	Rich Text For...	01/08/2012 12:...
VMB Future...	2,970	Rich Text For...	12/31/2011 22:...
VMB Sessi...	9,348,278	key-file	01/08/2012 15:...
google89b10...	53	HyperText	12/13/2011 19:...
today to do.rtf	3,118	Rich Text For...	01/08/2012 12:...

The right pane shows the 'Remote site' at '/public_html'. It contains a tree view of the remote file system and a table of files:

Filename	Filesize	Filetype	Last modified	Permissions
images		Directory	11/25/2011 ...	0755
isassignmentofmortgage ...		Directory	11/04/2011 ...	0755
iweb		Directory	08/14/2010 ...	0755
js		Directory	11/25/2011 ...	0755
lang		Directory	11/25/2011 ...	0755
lib		Directory	11/25/2011 ...	0755
libexp		Directory	11/25/2011 ...	0755
listing-rx.com		Directory	08/23/2010 ...	0755
mortgageassign.com		Directory	01/08/2012 ...	0755
mortgageassignmentprof ...		Directory	09/28/2010 ...	0755
mortgageassignmentprof ...		Directory	11/05/2011 ...	0755
ownerfinancehomestore.c...		Directory	12/27/2011 ...	0755
phillgroveamps.com		Directory	11/05/2011 ...	0755
phillgroveassignmentofm...		Directory	11/05/2011 ...	0755

At the bottom of the interface, there is a 'Transfer Queue' section with columns for Server/Local file, Direction, Remote file, Size, Priority, and Status. It shows two entries for the local file '/Users/Dani/Desktop/...' being transferred to the remote site '/www/mortgageassign.co...'. The status is 'Normal' and the size is '210,132,1...'. Below the queue are buttons for 'Queued files (2)', 'Failed transfers', and 'Successful transfers'.

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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

The screenshot shows the FileZilla interface with the following details:

- Host:** Mortgage Assign - danilynn@ftp.mortgageassign.com
- Local site:** /Users/Dani/Desktop/
- Remote site:** /public_html

The local site pane shows a list of files and directories. A red dashed arrow points from the file 'google89b10...' in the local site to the 'mortgageassign.com' directory in the remote site.

Filename	Filesize	Filetype	Last modified
GoToMeeting...		Directory	05/25/2011 15:...
GoToMeeting...		Directory	07/27/2011 19:...
.DS_Store	374,788	File	01/08/2012 16:...
.\loadfls\V63...	64,000	Excel Spreads...	05/06/2009 21:...
.localized	0	File	10/09/2006 21:...
Content Plan ...	9,904	xlsx-file	01/08/2012 11:...
Dani to do.rtf	1,608	Rich Text For...	12/07/2011 09:...
Master Resou...	1,984	Rich Text For...	12/24/2011 19:...
Repeat.jpg	5,036	JPEG Picture	12/31/2011 19:...
Team meetin ...	1,467	Rich Text For...	01/08/2012 12:...
VMB Future v ...	2,970	Rich Text For...	12/31/2011 22:...
VMB Session ...	9,348,278	Key-file	01/08/2012 15:...
google89b10...	53	HyperText	12/13/2011 19:...
today to do.rtf	3,118	Rich Text For...	01/08/2012 12:...

Filename	Filesize	Filetype	Last modified	Permissions
images		Directory	11/25/2011...	0755
isassignmentofmortgage...		Directory	11/04/2011...	0755
iweb		Directory	08/14/2010...	0755
js		Directory	11/25/2011...	0755
lang		Directory	11/25/2011...	0755
lib		Directory	11/25/2011...	0755
libexp		Directory	11/25/2011...	0755
listing-rx.com		Directory	08/23/2010...	0755
mortgageassign.com		Directory	01/08/2012...	0755
mortgageassignmentprof ...		Directory	09/28/2010...	0755
mortgageassignmentprof ...		Directory	11/05/2011...	0755
ownerfinancehomestore.c...		Directory	12/27/2011...	0755
phillgroveamps.com		Directory	11/05/2011...	0755
phillgroveassignmentofm ...		Directory	11/05/2011...	0755

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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

The screenshot shows the FileZilla interface with the following details:

- Host:** Mortgage Assign - danilynn@ftp.mortgageassign.com - FileZilla
- Local site:** /Users/Dani/Desktop/
- Remote site:** /
- Local site files:**

Filename	Filesize	Filetype	Last modified
Content Plan ...	9,904	xlsx-file	01/08/2012 11:...
Dani to do.rtf	1,608	Rich Text For...	12/07/2011 09:...
Godaddy-Ho ...	9,019,495	QuickTime M...	01/09/2012 12:...
Master Resou ...	1,984	Rich Text For...	12/24/2011 19:...
Repeat.jpg	5,036	JPEG Picture	12/31/2011 19:...
Team meetin ...	1,467	Rich Text For...	01/08/2012 12:...
VMB Future v ...	3,027	Rich Text For...	01/08/2012 18:...
VMB Schedule...	202,265	Portable Doc ...	01/08/2012 23:...
VMB Session ...	16,269,000	key-file	01/09/2012 12:...
VMB Session ...	16,403,906	key-file	01/09/2012 13:...
Website chec ...	32,062	xlsx-file	01/08/2012 21:...
google89b10...	53	HvnerText	12/13/2011 19:...
today to do.rtf	3,118	Rich Text For...	01/08/2012 12:...
~SWebsite ch ...	171	xlsx-file	01/08/2012 17:...
- Remote site files:**

Filename	Filesize	Filetype	Last modified
..		Directory	11/25/2011
.cpanel		Directory	09/23/2010
.fantasticodata		Directory	07/21/2010
.gem		Directory	07/21/2010
.gnome2		Directory	08/03/2010
.htpasswd		Directory	07/21/2010
.trash		Directory	08/08/2010
access-logs		Directory	07/21/2010
etc		Directory	12/28/2011
logs		Directory	03/10/2011
mail		Directory	08/11/2011
public_ftp		Directory	06/12/2011
public_html		Directory	01/08/2012
tmp		Directory	12/15/2011

A red dashed arrow points from the file 'google89b10...' in the local site to the 'public_html' directory in the remote site.

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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 Google Webmaster Central interface for the domain `dani@fdr-associates.com`. The page title is "Verify ownership" and it provides instructions for proving ownership of `http://www.mortgageassign.com/`. There are two tabs: "Recommended method" (selected) and "Alternate methods". The "Recommended" section states: "Upload an HTML file to your server". Below this, a list of instructions is provided:

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.

Below the instructions, there are two buttons: "Verify" and "Not now". A red circle with the number "2" points to the "Verify" button. A red circle with the number "1" points to the URL in step 3, which is also enclosed in a red rounded rectangle labeled "Verification Link". Below the screenshot, a red rounded rectangle contains the text: `google-site-verification: google89b1075bcc26e822.html`

Step
15

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

Objective 4 Introduction To Google Webmasters

Verification successful



Congratulations, you have successfully verified your ownership of <http://www.mortgageassign.com/>.

[Continue](#)

1

Google

Main Dashboard

Webmaster Tools

www.mortgageassign.com

Dashboard

Messages

- Site configuration
- Your site on the web
- +1 Metrics
- Diagnostics
- Labs
- Other Resources

Help with:

- [Crawl errors](#)
- [Search queries](#)
- [Links to your site](#)
- [About Sitemaps](#)
- [Additional support](#)
- [Help center](#)

Search help

Search queries

Query	Impressions	Clicks
No data available. (Why not?)		

[More »](#)

Links to your site

No data available.

Crawl errors

No data available. [\(Why not?\)](#)

[More »](#)

Keywords

No data available. [\(Why not?\)](#)

[More »](#)

Sitemaps

[Submit a Sitemap](#)



Add these gadgets and more to your iGoogle homepage.

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Step
16

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

Objective 4 Introduction To Google Webmasters

www.mortgageassign.com

Search queries

Query	Impressions	Clicks
No data available. (Why not?)		

[More »](#)

Links to your site

No data available.

Crawl errors

No data available. (Why not?)

[More »](#)

Keywords

No data available. (Why not?)

[More »](#)

Sitemaps

[Submit a Sitemap](#)

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

[Submit a Sitemap](#)

Show submissions: **By me (0)** - All (0)

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

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Step
17

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

Objective 4 Introduction To Google Webmasters

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

Submit a Sitemap

Show submissions: **By me (0)** - All (0)

<http://www.mortgageassign.com/>

Submit Sitemap

[URLs submitted](#)

[URLs in web index](#)

No Sitemaps submitted.

1

2

Submit a Sitemap

Show submissions: **By me (1)** - All (1)

Sitemap	Status	Type	Downloaded	URLs submitted	URLs in web index
<input type="checkbox"/> /sitemap.xml	✓	Sitemap	Jan 8, 2012	11	--
<input type="checkbox"/> Delete Resubmit					

[Download this table](#)

[Download data for all sites](#)

Picture of what you'll see
after you submit sitemap

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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

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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

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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.

Step
1

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

Objective 5 How To Speed Up Your Wordpress Website

The screenshot shows the WordPress dashboard's 'Install Plugins' page. On the left is a sidebar menu with items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins (highlighted), and Installed Plugins. Under 'Plugins', there is an 'Add New' link. The main content area is titled 'Install Plugins' and includes a search bar with the text 'wp super cache' and a 'Search Plugins' button. Three red circles with arrows point to the 'Add New' link (labeled '1'), the search input field (labeled '2'), and the 'Search Plugins' button (labeled '3').

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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. When a user requests a page, the plugin 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. The only time the dynamic content is used is when a user comments or posts a comment form after they leave a comment this... By Donncha
WP Widget Cache Details Install Now	0.25.4	★★★★★	A high-performance caching plugin for WordPress, and a plus for your site. ChangeLog Why we need this WP Widget Cache? WP Widget Cache can cache the output of your blog widgets. It caches the output of your database and speed up your site. I think you've heard of WP-Cache or WP Super Cache, they are... Andrew Zhang.

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Step
3

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



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](#)

2

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

Plugin activated.

Objective 5 How To Speed Up Your Wordpress Website

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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

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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:

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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

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

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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**

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Virtual Marketing Blueprint

Website Optimization

Addendum:



Addendum: New Plugin- Ping Optimizer



Unnecessary Pings ?

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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.

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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".

The screenshot shows the WordPress 'Install Plugins' interface. On the left is a sidebar menu with items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Installed Plugins, and Add New. The 'Plugins' menu item is highlighted with a red circle labeled '1', and a red arrow points from it to the 'Add New' link below. The main content area is titled 'Install Plugins' and includes a search bar with the text 'blogpress ping optimizer' entered. A red circle labeled '2' is around the search input field, and a red arrow points from it to the search button. The search button is labeled 'Search Plugins' and has a red circle labeled '3' around it, with a red arrow pointing from it to the search button. Below the search bar, there is a section for 'Popular tags' and a note: 'You may also browse based on the most popular tags in the Plugin Directory:'.

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 Details Install Now	2.3.3	★★★★★	Even the latest version of WordPress has this problem. Do you know your WordPress blog pings under the "Save and Continue Editing" or "Save" buttons. Save your blog from getting tagged as ping spam. After you install cbnet Pi... By chipbennett.

1

Addendum New Plugin- Ping Optimizer

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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 <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



Bad Behavior

Deny automated spambots access to your PHP-based V

[Settings](#) | [Log](#) | [Deactivate](#) | [Edit](#)

Version 2.1.15 | By Michael Hampton | [Visit plugin site](#)



cbnet Ping Optimizer

Saves your wordpress blog from getting tagged as ping
with registration/activation functionality removed.)

[Deactivate](#) | [Edit](#) | [Settings](#)

Version 2.3.3 | By chipbennett | [Visit plugin site](#)

2

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

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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**

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Thank You!



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

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Virtual Marketing Blueprint



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