

WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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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

Content Creation

Objectives:

- 1) Introduction To Article Writing
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Incorporating A Blog Into Your Website
- 5) “Hands Off” Article Writing Resources

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Virtual Marketing Blueprint

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Introduction To Article Writing

Article Writing

What Is It?

It's the process of writing articles.

Why Is It Important?

It's the major component of your content online.

Objective 1 Introduction To Article Writing

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Introduction To Article Writing

Objective 1 Introduction To Article Writing

Key Components To Article Writing

- 1) Conversion
- 2) SEO

It's not always easy to write engaging articles if you're writing for SEO, but ultimately, you need to have a balance of both conversion and SEO.

TIP: Start your articles by writing for conversion, and then add the SEO aspect in after.

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Introduction To Article Writing

Objective 1 Introduction To Article Writing

Key Components To Article Writing

- 1) Google's Panda Update does not like "thin" articles which means low on content.
- 2) General rule of thumb: 300 - 400 words +

FYI: Resources like Ezine articles require a minimum of 400 words.

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Virtual Marketing Blueprint

Next Video...

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Introduction to Content Posting

Objective 2 Organizing & Posting Content

Content Organization & Posting

What Is It?

Organizing & Posting Your Content In a Way For Users To Navigate Your Site (SEO: Also Makes It Easy For Google Bots To Index Your Site).

Why Is It Important?

Users & Google Bots are lazy. The easier you make it for them to crawl/navigate your website, the more pages you'll get viewed and indexed on search engines.

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Step 1

Organize all of your written articles according to the menu item the article corresponds with.

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Main Menu: What Is MAPS?

What is The Mortgage Assignment Profits System?

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

Sub Category: What Is MAPS?/How Do I Make Money With MAPS?

How Do I Make Money With The Mortgage Assignment Profit System?

If you're anything like we are, you don't get into any program until you say "Show me the money..." Okay, maybe not exactly – but I know that's what you're thinking. You want to know that as a real estate investor or real estate agent, if this is going to be worth your investment – both your TIME investment and your MONEY investment. So we're going to

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Step
2

Find one of your main menu articles and copy it.
(CTRL-C or Apple-C is the keyboard shortcut)

Objective 2 Organizing & Posting Content

What is The Mortgage Assignment Profits System?

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, how you can make money with it, and then you can draw your own conclusions about it.

Put simply, I've been working this system for the last year and I've done all sorts of research into dozens of different companies and systems in the past 16 months. I have seen the ins-and-outs of many real estate investing programs. I know what works and what doesn't. My team and I know how to make \$10k per month using the **Mortgage Assignment Profit System**.



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Step
3

Log In To Your Website and under the left dashboard, click on "Pages".
Then click on the page you've already created for that article.

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The screenshot shows the WordPress dashboard interface. On the left sidebar, the 'Pages' menu item is highlighted and circled with a red '1'. In the main content area, the 'Pages' section is displayed, showing a list of pages. The page titled 'What Is MAPS?' is circled with a red '2'. Other pages listed include 'Owner Finance 101' and 'Bad Credit Okay'. The interface includes a 'Bulk Actions' dropdown, an 'Apply' button, a 'Show all dates' dropdown, and a 'Filter' button.

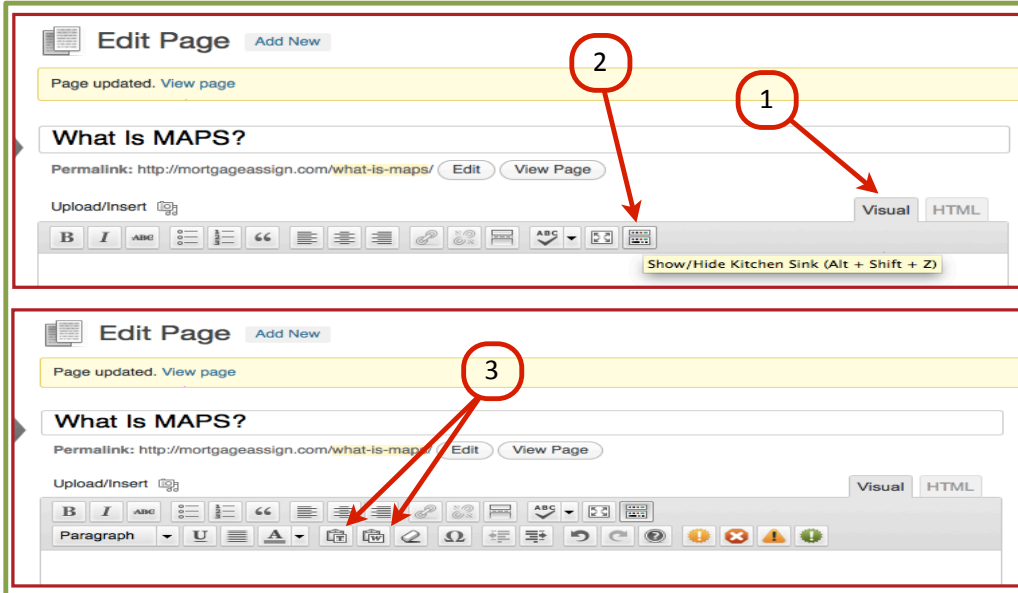
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Step 4

1) Click on "Visual" Tab. 2) Click on "Kitchen Sink" icon.
3) Click on "Text" or "Word" icon.
(This depends on where you created your article)

Objective 2 Organizing & Posting Content



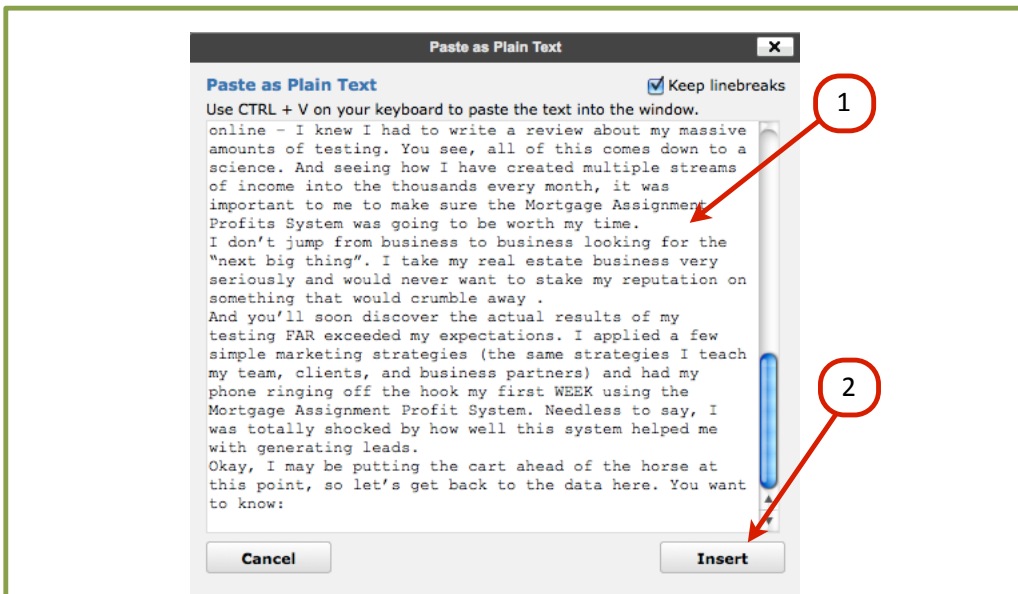
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Step 5

Paste article into text area and then click on "Insert".

Objective 2 Organizing & Posting Content



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Step
6

Click on "Update"

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The screenshot shows the WordPress 'Edit Page' interface. At the top, there's a 'Page updated. View page' notification. The main content area has a title 'What Is MAPS?' and a permalink. Below the title is a rich text editor with a 'Paragraph' dropdown and various formatting tools. The right sidebar contains the 'Publish' section with buttons for 'Preview Changes', 'Update', and 'Move to Trash'. A red arrow points from the 'Update' button in the sidebar to the 'Update' button in the main content area.

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Step
7

Repeat Steps 2 - 6 For All Menu Items You Wrote Articles For.

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Step
8

Sub-Category articles: First, copy the article. (CTRL-C or Apple-C is the keyboard shortcut)

Objective 2 Organizing & Posting Content

Main Menu: What Is MAPS?/How Do I Make Money With MAPS?

How Do I Make Money With The Mortgage Assignment Profit System?

If you're anything like we are, you don't get into any program until you say "Show me the money..." Okay, maybe not exactly – but I know that's what you're thinking. You want to know that as a real estate investor or real estate agent, if this is going to be worth your investment – both your TIME investment and your MONEY investment. So we're going to explain to you how to make money with the [Mortgage Assignment Profit System](#), why this is the simplest and easiest way to create a substantial income, and what you're going to want to do to grow your income even more than just with the system.

First, let me just tell you what a sigh of relief this strategy and course offers in today's real estate investing market. You see, many real estate investor gurus sell you a product that not only teaches just ONE concept but it typically requires you to buy another product in order to fully learn or implement the real estate strategy they originally sold to you. In the end, you just keep racking up more and more costs.

The Mortgage Assignment Profit System is NOT like that at all. You get it all at once and not only do you get the main strategy, which is the Mortgage Assignment Program, but you also get the goods on every other low and no equity real estate investing strategy as well. All content and no fluff, and certainly no required additional purchase in order to start using what

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Step
9

Click on "Add New" Under The Left Dashboard Menu Pages Tab.

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The screenshot shows the WordPress dashboard interface. On the left is a sidebar menu with categories: Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'Pages' category is selected and expanded, showing sub-items: All Pages, Add New, and Comments. A red arrow points from the 'Add New' link to a red circle containing the number '1'. The main content area is titled 'Add New Page' and contains a text input field. Below the input field is a rich text editor toolbar with various icons for text formatting, alignment, and media insertion. The 'Visual' and 'HTML' tabs are visible at the top right of the editor.

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Step 10

Type in Article Title and Then Click on “Text” or “Word” icon.

The screenshot shows a web form titled "Add New Page". At the top, there is a text input field containing the title "How Do I Make Money With The Mortgage Assignment Profits System?". A red circle with the number "1" is around this field, with an arrow pointing to it. Below the title field is a rich text editor. The editor has a toolbar with various icons. A red circle with the number "2" is around the "Text" icon (represented by a lowercase 'a') in the toolbar, with two arrows pointing to it. The editor's main area is empty. At the bottom of the editor, it shows "Path: p" and "Word count: 0". In the bottom right corner of the form, it says "Draft saved at 12:42:12 am."

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Step 11

Copy & Paste Article Content and Then Click “Insert”.

The screenshot shows a dialog box titled "Paste as Plain Text". At the top right, there is a checkbox labeled "Keep linebreaks" which is checked. Below this, there is a paragraph of text. A red circle with the number "1" is around the first line of text, with an arrow pointing to it. At the bottom of the dialog box, there are two buttons: "Cancel" on the left and "Insert" on the right. A red circle with the number "2" is around the "Insert" button, with an arrow pointing to it.

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Step 12

Under Page Attributes, Click On "Parent" Drop Down Menu. Choose Correct 2nd Tier Page.

Objective 2 Organizing & Posting Content

The screenshot shows the 'Add New Page' interface. The page title is 'How Do I Make Money With The Mortgage Assignment Profits System?'. The 'Page Attributes' dropdown menu is open, showing a list of parent categories: '(no parent)', '(no parent)', 'What is MAPS?', 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. A red circle with the number '1' is around the dropdown menu, and a red circle with the number '2' is around the 'What is MAPS?' option. A red arrow points from the '1' to the dropdown menu, and another red arrow points from the '2' to the 'What is MAPS?' option.

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Step 13

Click "Publish". Note: Once published you'll see your permalink change to include parent category.

Objective 2 Organizing & Posting Content

The screenshot shows the 'Add New Page' interface. The 'Publish' button is highlighted with a red circle and the number '1'. A red arrow points from the '1' to the 'Publish' button. Below the 'Add New Page' interface, the 'Edit Page' interface is shown. The page title is 'How Do I Make Money With The Mortgage Assignment Profits System?'. The permalink is 'http://mortgageassign.com/what-is-maps/how-do-i-make-...profits-system/'. A red circle with the number '2' is around the 'Edit Page' button, and a red arrow points from the '2' to the 'Edit Page' button.

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Step
14

Repeat Steps 8 - 13 For All Sub-Category Articles.

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Step
15

Click On "Contact" On The Left Dashboard Menu and Copy the Code at the top of the page.

Objective 2 Organizing & Posting Content

Dashboard

- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Contact**

Contact Form 7

Contact form 1 [Add New](#)

Contact form 1

Copy this code and paste it into your post, page or text widget content.

```
[contact-form-7 id="57" title="Contact form 1"]
```

Form

```
<p>Your Name (required)<br />[text* your-name] </p>
<p>Your Email (required)<br />[email* your-email] </p>
```

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Step 16

Click On "All Pages" under the Page Tab on the Left Dashboard Menu. Then Click On the Appropriate Page For Your Contact Form.

The screenshot shows the WordPress 'Pages' dashboard. On the left sidebar, the 'Pages' menu is highlighted, and a red circle with the number '1' is around the 'All Pages' sub-menu item. In the main content area, a list of pages is displayed. A red circle with the number '2' is around the 'Contact' page title, with an arrow pointing to it from the right.

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Step 17

Click On the "HTML" tab. Paste The Contact Form Into the content area. Click on "Update".

The screenshot shows the 'Edit Page' interface for the 'Contact' page. A red circle with the number '1' is around the 'HTML' tab in the editor toolbar. A red circle with the number '2' is around the text area containing the contact form code: `[contact-form-7 id="57" title="Contact form 1"]`. A red circle with the number '3' is around the 'Update' button in the bottom right corner of the page.

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Step 18

Test Your Contact Page On Your Website and Make Sure It Functions Correctly.

▼ What is MAPS? Owner Finance 101 Bad Credit Okay Blog Raving Fans About Contact

Contact

(Edit post)

Your Name (required)

Your Email (required)

Subject

Your Message

Send

Free Report

Free Report:
#1 Secret To
Selling Your
House Fast
and For Top
Dollar

Name:

Email:

Sign up!

We respect your email privacy

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Step 19

Write Your "About" Page & Publish it. (Be Personable, Show What Sets You Apart & Sell Yourself.)

NOTE: You may have to click on the visual tab if the last page you saved was written in the html tab.

Edit Page Add New

About

Permalink: <http://mortgageassign.com/about/> Edit View Page

Upload/Insert

Visual HTML

B I ABC [List] [Quote] [Link] [Image] [Table] [ABC] [Grid]

Paragraph [U] [A] [Image] [Link] [Table] [ABC] [Grid]

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Virtual Marketing Blueprint

Next Video...

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Introduction to Content Components

Objective 3 Adding Influential Content Components

Content Components

What Is It?

The components you integrate into your content, such as text, photos, audio, video, heading tags, etc..

Why Is It Important?

These components help the Google Bots categorize your content and determine what keywords your content is relevant for. These components also help the users by having multiple message mediums & easy to read web pages.

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Step 1

Open up One of Your Articles and Click The Place In Your Article Where You Want A Picture, Then Click on the "Add Media" Icon.

Objective 3 Adding Influential Content Components

The screenshot shows the WordPress 'Edit Page' interface for an article titled 'What Is MAPS?'. The article content includes a paragraph: 'Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.' Below this is another paragraph: 'I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, how you can make money with it, and then you can draw your own conclusions about it.'

Two red circles with numbers are overlaid on the image. Circle '1' is positioned over the 'Add Media' icon (a camera icon) in the WordPress toolbar. Circle '2' is positioned over the 'Add Media' icon (a camera icon) in the content area of the article. Red arrows point from circle '1' to the 'Add Media' icon in the content area, and from circle '2' to the 'Add Media' icon in the toolbar.

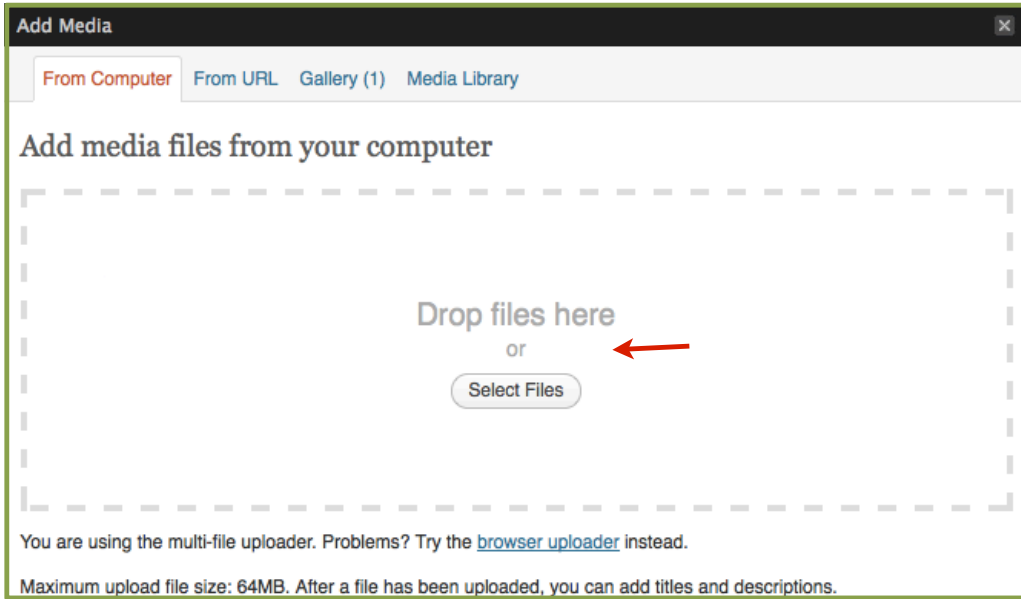
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Step 2

Drag File To Media Area or Click "Select Files" and choose a file from your computer.

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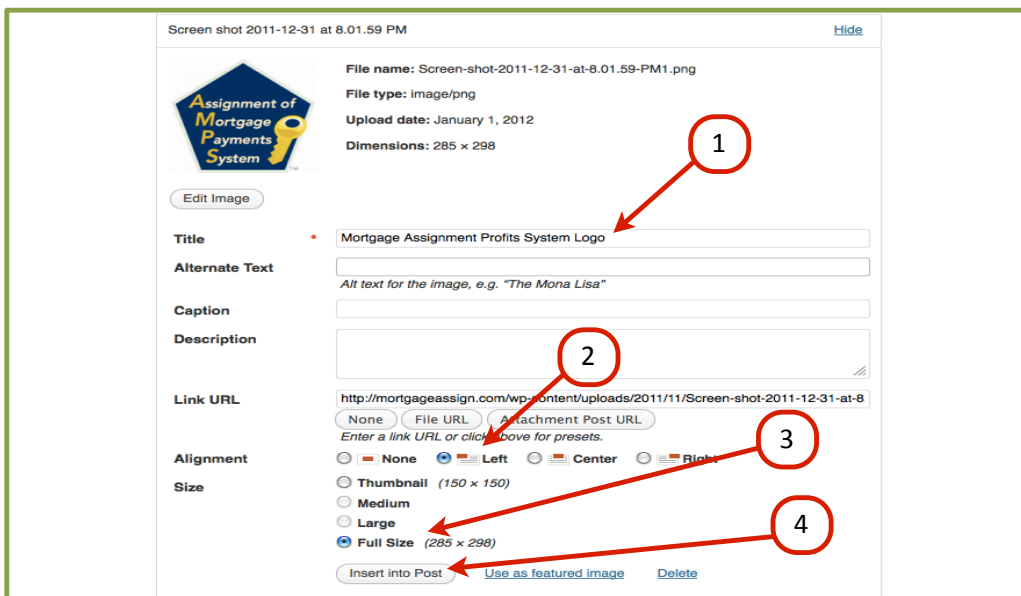
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Step 3

Rename Your Picture With Your Keyword In It. Choose Alignment, Choose Size & Click "Insert Into Post".

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Step 4

Click On The Picture To Edit, Delete or Adjust As Needed.

Objective 3 Adding Influential Content Components

Click to edit picture

1

Adjust size by moving corners

Click to delete picture

What Is MAPS?
Permalink: <http://mortgageassign.com/what-is-maps/> Edit View Page

Upload/Insert

Visual HTML

Paragraph

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, how you can make money with it, and then you can draw your own conclusions about it.

Put simply, I've been working this system for the last year and I've done all sorts of research into dozens of different companies

Path: p » a » img.alignleft size-full wp-image-76
Word count: 464
Last edited by Dani Lynn Robison on January 1, 2012 at 12:27 am

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Step 5

Click on "Update" when satisfied with picture placement & size.

Objective 3 Adding Influential Content Components

What Is MAPS?
Permalink: <http://mortgageassign.com/what-is-maps/> Edit View Page

Visual HTML

Paragraph

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, how you can make money with it, and then you can draw your own conclusions about it.

Put simply, I've been working this system for the last year and

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

Published on: **Nov 11, 2011 @ 14:27** Edit

Move to Trash Update

Page Attributes

Parent: (no parent)

Template: Theme default

Order: 1

Need help? Use the Help tab in the upper right

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Step 6

Highlight any "Headline" Text. Change the text format by using the "Paragraph" Drop Down Menu.

Objective 3 Adding Influential Content Components

Page updated. [View page](#)

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-maps/> [Edit](#) [View Page](#)

Upload/Insert Visual HTML

Paragraph

Format

- Paragraph
- Address
- Preformatted
- Heading 1
- Heading 2

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

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Step 7

Click on "Update" and scroll through the rest of the article to change any other heading tags as desired.

Objective 3 Adding Influential Content Components

Page updated. [View page](#)

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-maps/> [Edit](#) [View Page](#)

Upload/Insert Visual HTML

Heading 2

If You Want To Get The Cold Hard Facts On The Mortgage Assignment Profit System And How To Profit From It, Then Read This Important Message From Dani Lynn Below...

Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: Nov 11, 2011 @ 14:27 [Edit](#)

[Move to Trash](#) [Update](#)

Page Attributes

Parent: (no parent)

Template:

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Step
7
Example

Short paragraphs (4 lines or less) plus we use headings throughout to break up the article.

Objective 3 Adding Influential Content Components

Is It Legal?

Over the last couple of months I have spoken to hundreds of investors who heard about the **Assignment of Mortgage Payments System™ or AMPS™**. One of the big questions, particularly in response to some negative accusations made about the legality of this process has caused investors to ask the question...

"Is AMPS™ Legal?"

See [Lawyer Scott Horne's AMPS™ Review Video?](#)

This is an important question because it doesn't matter **how much money you make** if at the end of the day, you end up in jail. Obviously, we the REI RockStars run our business with integrity, and would never put all our hard work at risk by doing something illegal.

That said, there are a number of reasons why I believe the AMPS™ are legal. I have formed these opinions by doing deals with my partners as well as talking to a number of attorneys who between themselves have done thousands of owner financed transactions without issue.

Keep in mind though this is just my opinion, I am not an attorney and you should seek your own counsel.

Is AMPS™ legal? Here is my take...

Basically, **AMPS™ is just another form of "subject-to"** which has been around for a long time and has been taught by many "Gurus" including Robert Kiyosaki just to name one. Now, would someone as high profile as Robert Kiyosaki, teach strategies that were blatantly illegal.

NOT LIKELY....

A Note About Heading Tags:

- Types of headings: H1 - H6
- H1 is most important, H6 is least
- H1 & H2 are most commonly used
- H1 is typically the title of your page.
- Use other headings to break up article

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Step
8

Highlight text to bold or italicize any other relevant keywords or phrases you feel are important and should stand out. Don't over do it.

Objective 3 Adding Influential Content Components



I will be providing you with a detailed review of the Mortgage Assignment Profit System so you can clearly see what the system is, how it works, *how you can make money* with it, and then you can draw your own conclusions about it.

Put simply, I've been working this system for the last year and I've done all sorts of research into dozens of different companies and systems in the past 16 months. I have seen the ins-and-outs of many **real estate investing programs**. I know what works and what doesn't. My team and I know how to make \$10k per month using the Mortgage Assignment Profit System.

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Step 9

Click on HTML Tab. Determine where you want to place audio or video. Copy/paste HTML Code for any audio or video files if applicable and click "update".

![Screenshot of the 'Edit Page' interface for 'What Is MAPS?'. The interface shows a rich text editor with a toolbar and a text area. A red circle labeled '1' points to the 'HTML' tab in the top right corner. A red circle labeled '2' points to the 'link' icon in the toolbar. A red circle labeled '3' points to the HTML code in the text area: <code><iframe width=](http://www.youtube.com/embed/-rfTo3jMCKc)

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Step 10

To Link text to other pages: Highlight appropriate words and then click on the "insert link" icon.

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Step 11 Copy the url you want this text to link too and paste it into URL field. Then type in the article title into the title field and click "Add Link".

Objective 3 Adding Influential Content Components



Step 12 Verify link was added by change of color and underline, then click "update". Click on "view page" and verify link works correctly. (If you need to fix a link, just highlight the link & click on the "unlink" icon and start again.)

Objective 3 Adding Influential Content Components



Step 13

If you want to add related post links at the bottom of your article: Add bullet points with the title of the related article and then link to the appropriate post by repeating steps 4 - 6.)

Objective 3 Adding Influential Content Components

What Is MAPS?

Permalink: <http://mortgageassign.com/what-is-mortga...profits-system/> Edit View Page

Upload/Insert Visual HTML

Generating Leads With MAPS

And you'll soon discover the actual results of my testing FAR exceeded my expectations. I applied a few simple marketing strategies (the same strategies I teach my team, clients, and business partners) and had my phone ringing off the hook my first WEEK using the Mortgage Assignment Profit System. Needless to say, I was totally shocked by how well this system helped me with generating leads.]

Other related posts you may want to read:

- How to Make Money With the Mortgage Assignment Profits System
- Cold Hard Facts About The Mortgage Assignment Profits System

Path: p
Word count: 469
Draft saved at 1:17:04 am. Last edited by Dani Lynn Robison on January 2, 2012 at 1:06 am

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Plugin Option

For related post linking: You Can Also Install "Yet Another Related Posts Plugin".

Objective 3 Adding Influential Content Components

Install Plugins

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

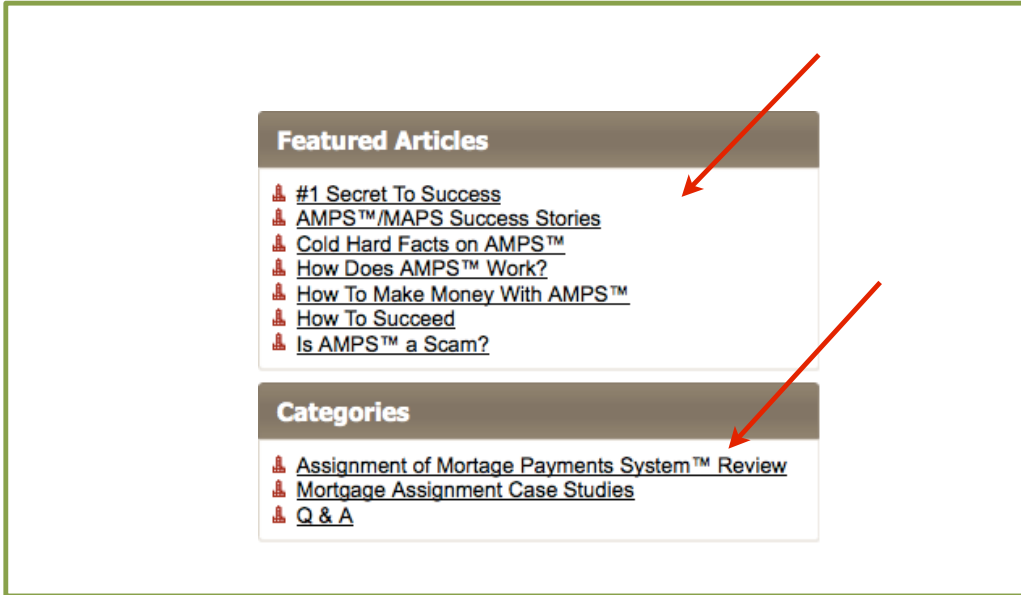
Term Search Plugins

Name	Version	Rating	Description
Yet Another Related Posts Plugin Details Install Now	3.4.3	★★★★☆	Yet Another Related Posts Plugin introducing the reader to other... An advanced and versatile algo... categories, and now custom tax... (Michael Yoshitaka Erlewine).
Yet Another Featured Posts Plugin (YAFPP) Details Install Now	1.4	★★★★☆	Yet Another Featured Posts Plu... Simply check the 'featured stars... unfeature a post. This info is po... This interface for featuring/unfe...

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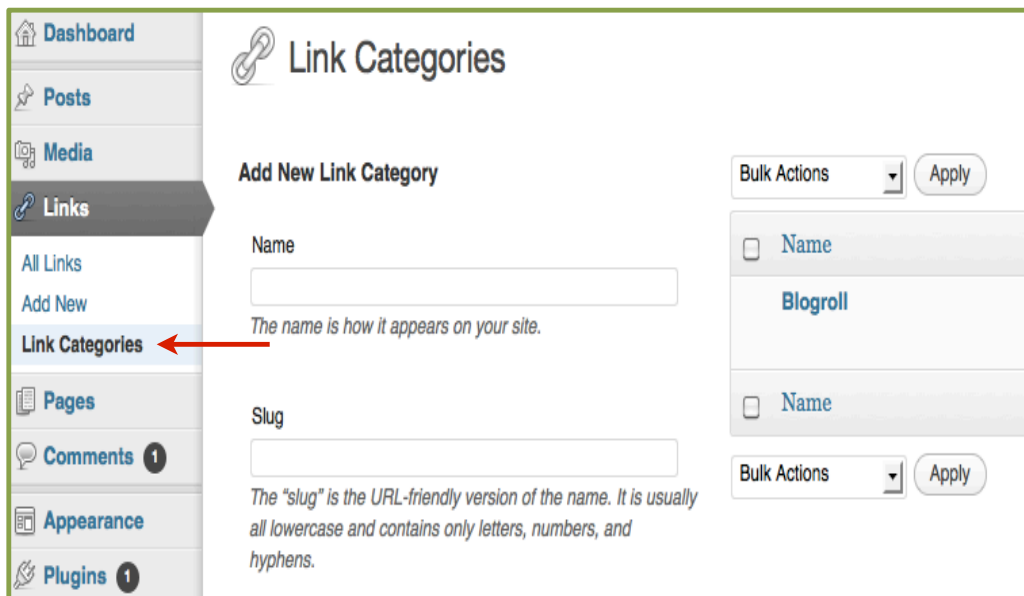
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If you want to add Side Navigation Bar Linking...



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For side bar linking: Go to "Link Categories" under the left dashboard "links" tab.



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Step 15

Add "Featured Articles" (or something similar) to the name field. Then add "featured-articles" to the slug field. Click "Add New Link Category".

Objective 3 Adding Influential Content Components

The screenshot shows the 'Link Categories' form on the left and a table on the right. The form has three fields: 'Name' with the value 'Featured Articles', 'Slug' with the value 'featured-articles', and a 'Description' field. Red arrows and circles labeled 1, 2, and 3 point to the Name field, the Slug field, and the 'Add New Link Category' button, respectively. The table on the right has a 'Bulk Actions' dropdown set to 'Apply' and a table with one row: 'Name' with a checkbox.

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Step 16

Next, go to "All Links" under the left dashboard menu.

Objective 3 Adding Influential Content Components

The screenshot shows the WordPress dashboard with the 'Links' menu item selected in the left sidebar. The main content area shows the 'Links' page with a table of links. The table has two columns: 'Name' and 'URL'. The first row is 'Documentation' with the URL 'codex.wordpress.org'. A red arrow points to the 'All Links' menu item in the sidebar.

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Step 17

Start by deleting all current links. Check the box next to "Name" and this will select all links.

Objective 3 Adding Influential Content Components

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Plugins	wordpress.org/extend/plugins	Blogroll		Yes	0
<input type="checkbox"/>	Suggest Ideas	wordpress.org/extend/ideas	Blogroll		Yes	0
<input type="checkbox"/>	Support Forum	wordpress.org/support	Blogroll		Yes	0
<input type="checkbox"/>	Themes	wordpress.org/extend/themes	Blogroll		Yes	0
<input type="checkbox"/>	WordPress Blog	wordpress.org/news	Blogroll		Yes	0
<input type="checkbox"/>	WordPress Planet	planet.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating

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Step 18

Then use the drop down menu to select "Delete" and then click "Apply".

Objective 3 Adding Influential Content Components

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input checked="" type="checkbox"/>	Documentation	codex.wordpress.org	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Plugins	wordpress.org/extend/plugins	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Suggest Ideas	wordpress.org/extend/ideas	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Support Forum	wordpress.org/support	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Themes	wordpress.org/extend/themes	Blogroll		Yes	0
<input checked="" type="checkbox"/>	WordPress Blog	wordpress.org/news	Blogroll		Yes	0
<input checked="" type="checkbox"/>	WordPress Planet	planet.wordpress.org	Blogroll		Yes	0
<input checked="" type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating

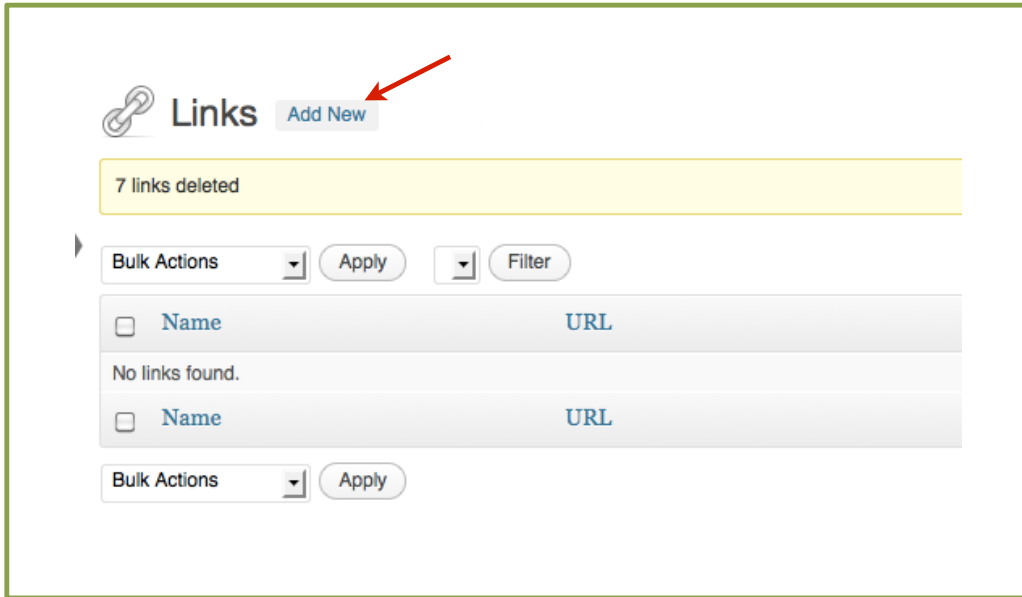
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Step 19

Then click "Add New".

Objective 3 Adding Influential Content Components



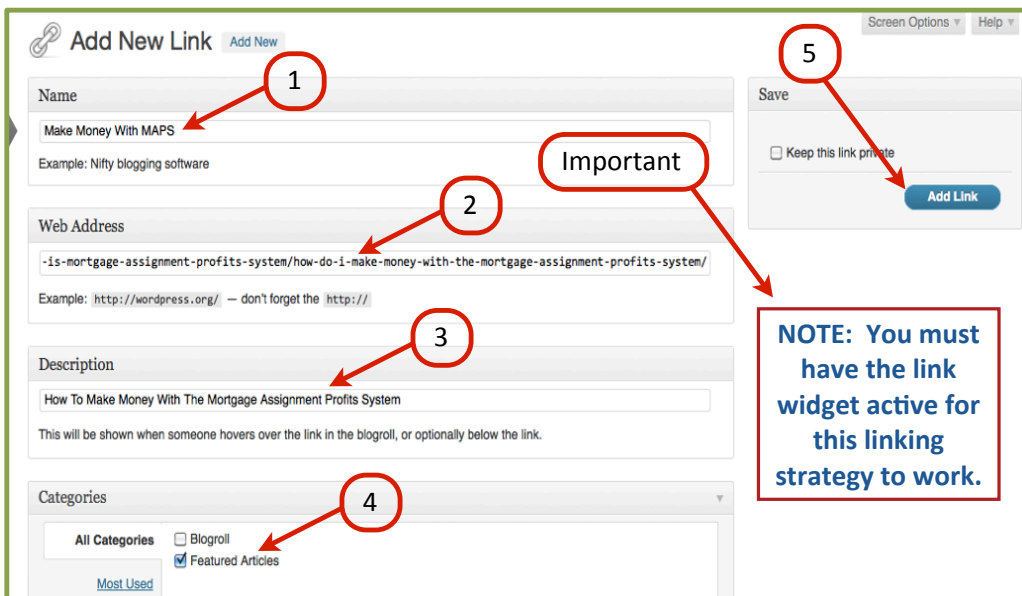
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Step 20

Add the Name of the link, then the copy/paste the url, then type in the full description & then check the appropriate category box. Then Click "Add Link". (Check website to verify the link works.)

Objective 3 Adding Influential Content Components

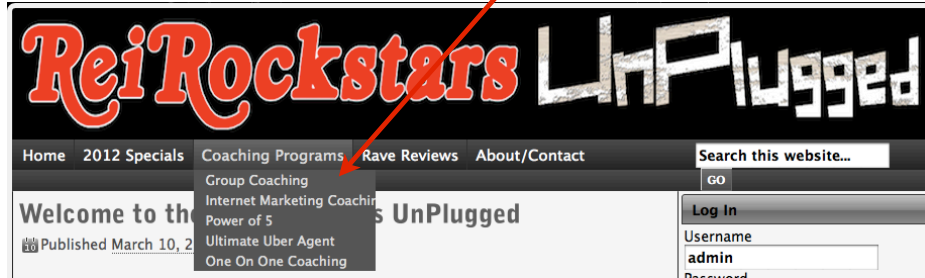


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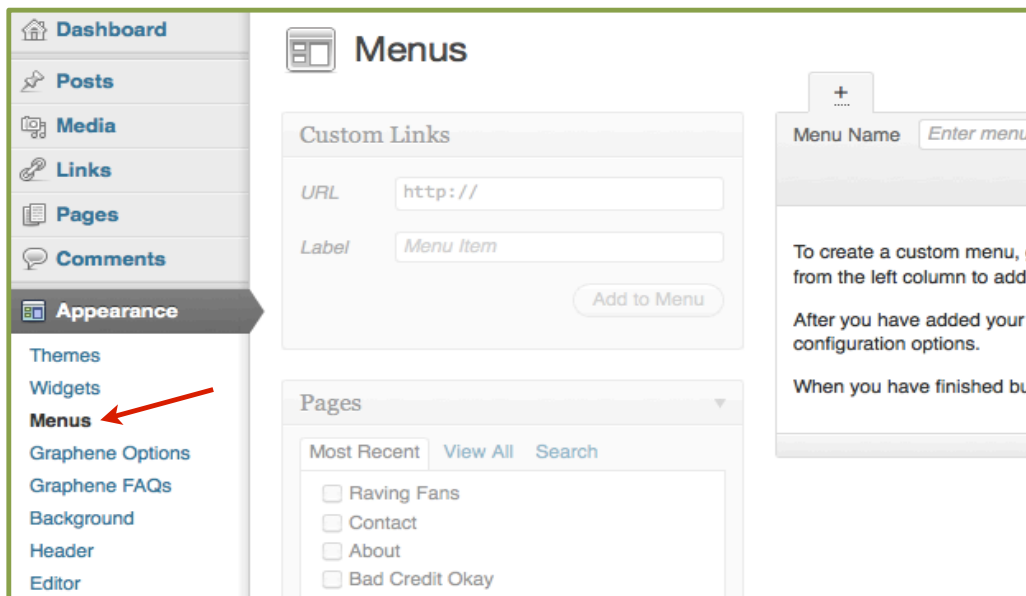
If you want to add Menu Bar Navigation Linking...

Types of Internal Linking: Top Navigation Bar



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For top navigation bar linking: Go to "Menus" under the left dashboard "Appearance" tab.



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Step
22

Create a custom menu name of your choosing and type it into the “menu name” field and then click “Create Menu”.

Objective 3 Adding Influential Content Components

Menu Name

To create a custom menu, give it a name above and click Create Menu. Then choose items like pages, categories or custom links from the left column to add to this menu.

After you have added your items, drag and drop to put them in the order you want. You can also click each item to reveal additional configuration options.

When you have finished building your custom menu, make sure you click the Save Menu button.

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Step
23

Use the drop down menu under “Header Menu” to choose your custom menu and then click “Save”.

Objective 3 Adding Influential Content Components

Menus

The **Custom Menu 1** menu has been successfully created.

Theme Locations

Your theme supports 3 menus. Select which menu appears in each location.

Header Menu

Secondary Menu

Footer Menu

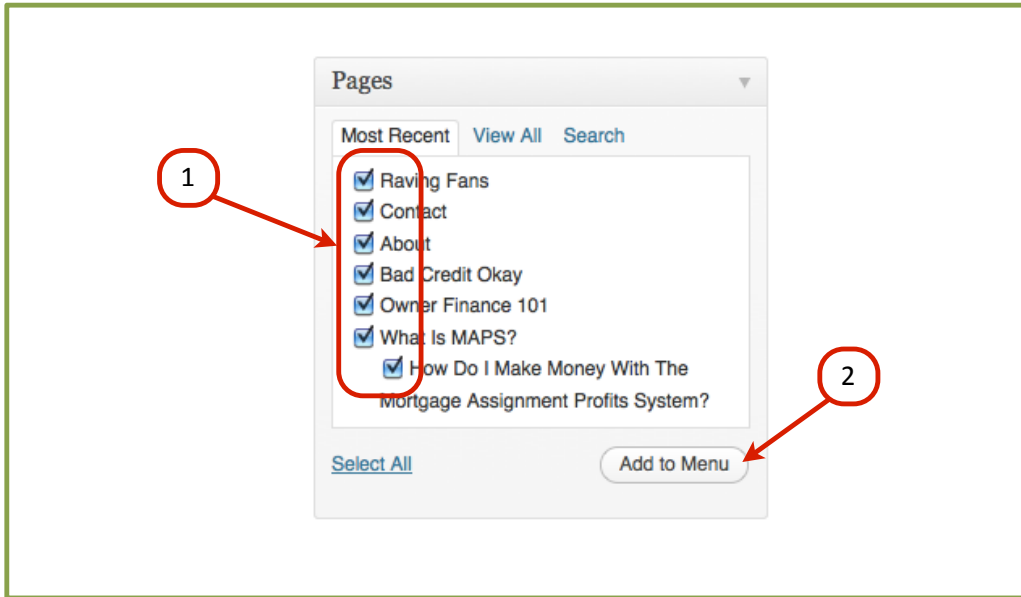
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Step 24

Scroll down to pages and check the menu items that you want to appear in your main website menu and click "Add to Menu".

Objective 3 Adding Influential Content Components



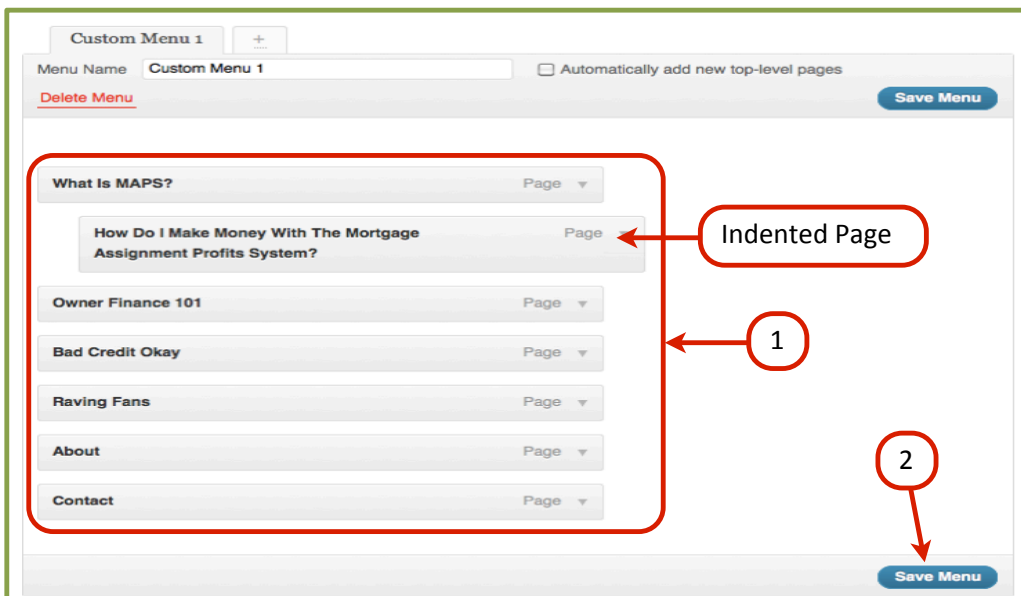
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Step 25

Drag boxes around to put the menu items in order. Indent a menu item if you want it to follow under a 2nd tier main menu item. When done, click "Save Menu" and check website.

Objective 3 Adding Influential Content Components



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Virtual Marketing Blueprint

Next Video...

Objectives:

- 1) Introduction To Article Writing
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Incorporating A Blog Into Your Website**
- 5) "Hands Off" Article Writing Resources

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Virtual Marketing Blueprint

Content Creation

Objectives:

- 1) Introduction To Article Writing
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
-  **4) Incorporating A Blog Into Your Website**
- 5) "Hands Off" Article Writing Resources

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Introduction to Blogs

Objective 4 Incorporating A Blog Into Your Website

Blog

What Is It?

It's like a journal... but public... and online.

Why Is It Important?

- Blogs ensure fresh content is continually added
- Blogs are very social (they get shares, likes, etc)
 - Fresh content ranks better with Panda
 - Social aspects rank better with Panda
- SEO: Posts link to pages and as blog posts gain in authority, so does pages and overall site.

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Introduction to Blogs & Blog Posting

Objective 4 Incorporating A Blog Into Your Website

Blog Posting Tips for Readers & Search Engines



- Write 1 - 2 times a week to keep traffic and google visiting your site. (Pings)
- Be yourself, have fun! You already created your keyword content, so your blog is to engage your readers and make them want to keep coming back.
- Write about things your niche cares about.

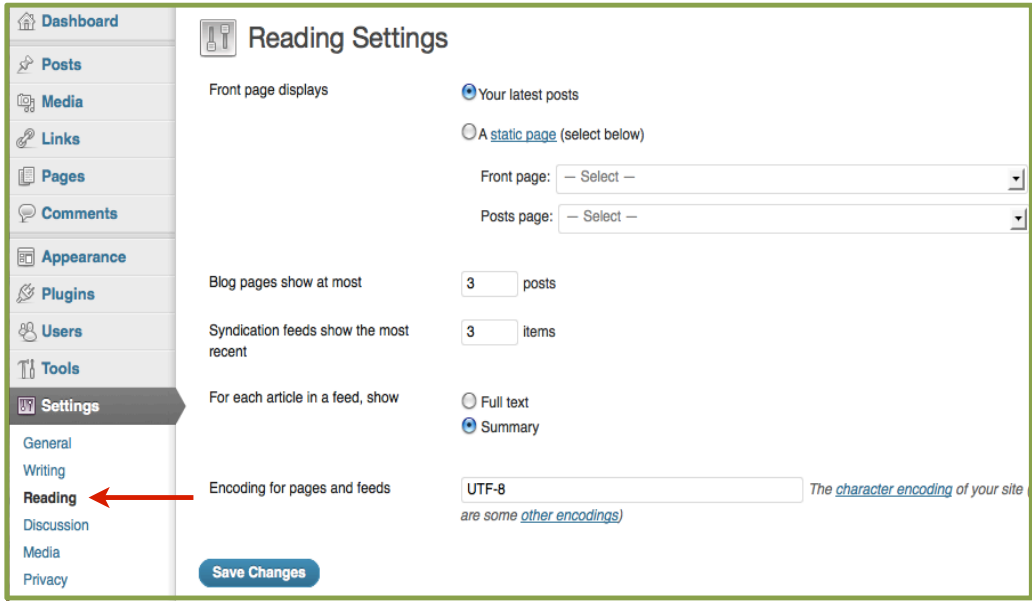
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Step 1

Determine where your blog will go. (Default is the home page.)
Go to "Reading" under the left dashboard "settings tab" if you want to change the blog's location.

Objective 4 Incorporating A Blog Into Your Website



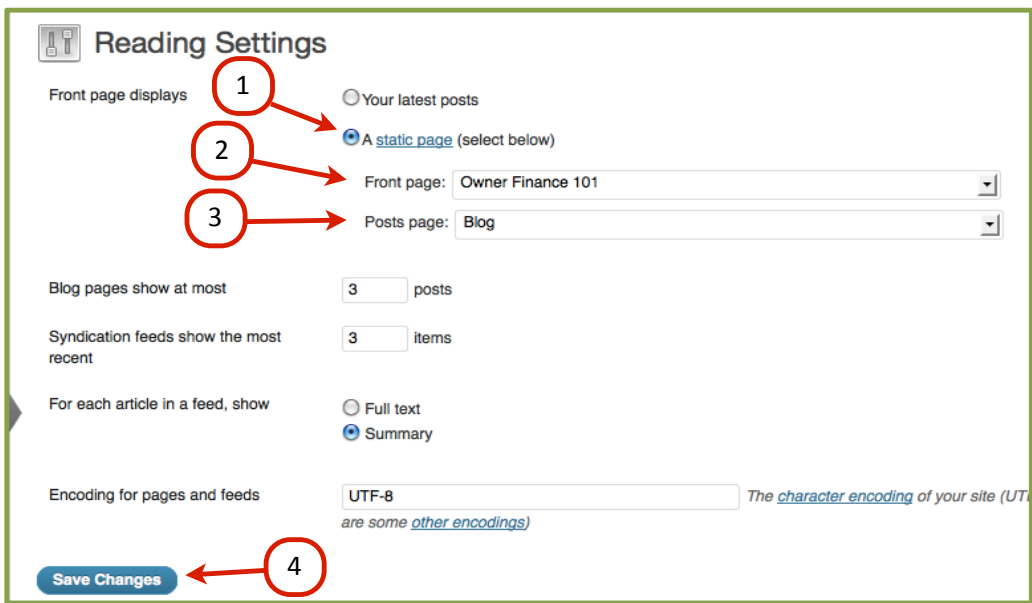
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Step 2

Click on "A static page" and then choose which page you want to be the new home page. Next, choose which page you want to be the new blog page. When done, click "Save Changes" and check your website.
Note: The page has to be an existing page for it to show up in this drop down menu.

Objective 4 Incorporating A Blog Into Your Website



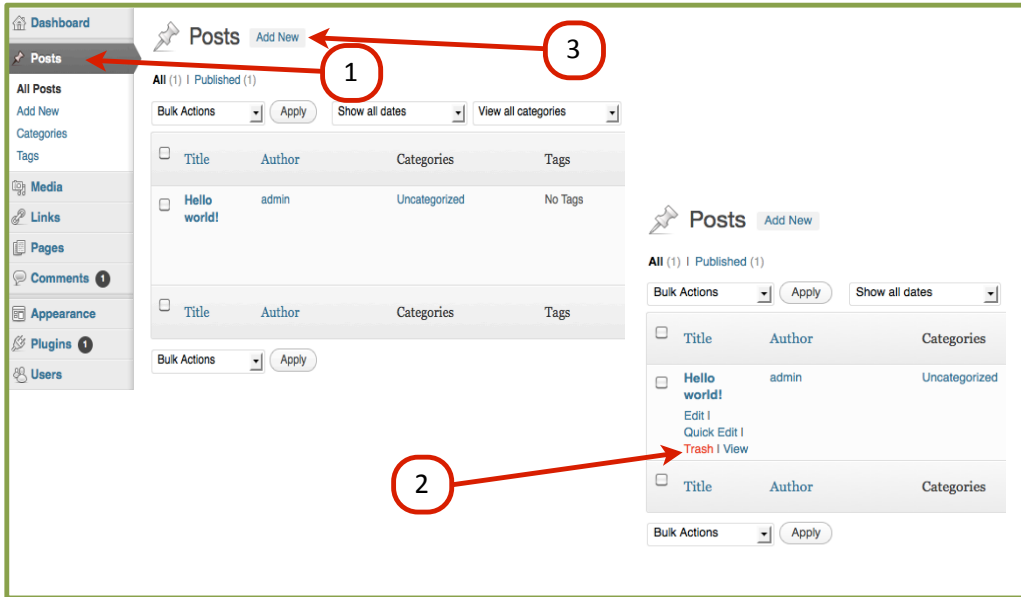
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Step 3

Go to "Posts" under the left dashboard menu and "Trash" sample Hello World Post and click "Add New".

Objective 4 Incorporating A Blog Into Your Website



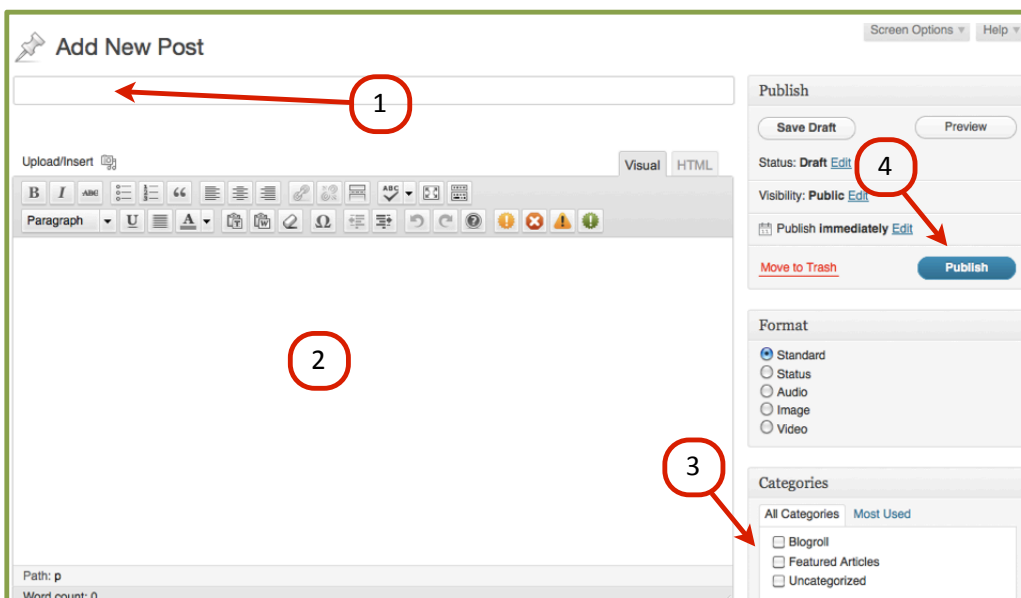
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Step 4

Add title of post, then content. Choose the category and when done, click "Publish".

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Step
5

Add pictures, featured image, audio, video, or any other influential content components as discussed earlier. When done, click "Update" and check website.

Objective 4 Incorporating A Blog Into Your Website



images, heading tags, links, etc



Featured image

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Virtual Marketing Blueprint

Next Video...

Objectives:

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Virtual Marketing Blueprint

Content Creation

Objectives:

- 1) Introduction To Article Writing
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Incorporating A Blog Into Your Website
- ➔ 5) **“Hands Off” Article Writing Resources**

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“Hands Off” Article Writing: Articlesbase.com

The screenshot shows the homepage of Articlesbase.com, a free online articles directory. At the top, there is a search bar with the text "Find more articles, type your search..." and a "Search" button. Below the search bar is a navigation menu with links for "Why Submit Articles?", "Top Authors", "Top Articles", "FAQ", "AB Answers", and "Publish Article". There are also links for "Login", "Login via Facebook", and "Register".

The main content area is titled "Find Free Articles & Submit Articles" and features three prominent boxes:

- Find:** "Find free articles and content for your websites or newsletters from over 3 million articles."
- Submit:** "Submit your own articles for syndication & receive online recognition."
- Free:** "Free and quick sign up, join over 300,000 authors and start submitting today!"

On the left side, there is a "Visit Our Blog" button and a list of "Articles Categories" including Advertising, Arts & Entertainment, Automotive, Beauty, Business, Careers, and Computers.

The "Editor's Picks" section features two article previews:

- Earn money through online writing jobs:** By Lisa Klain. "While many of us enjoy chatting and discussing over various social networks such as twitter and Facebook, some people work as freelancers to earn money while writing..."
- Ways to Succeed in school:** By Lisa Klain. "The best way to succeed in school is to work hard, yet without proper learning strategies, you will most likely fail to attain the grades you deserve. Have you ever thought about how to..."

Objective 5 “Hands Off” Article Writing Resources

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"Hands Off" Article Writing: Private Label Rights: theplrstore.com

Objective 5 "Hands Off" Article Writing Resources

thePLRstore.com

Home » PLR Articles with private label rights » Options During Foreclosure PLR Articles My Account | Cart Contents | Checkout

Shopping Cart 0 items

Categories
Amazon PLR Niche
Turnkey Stores

Articles
Acne
Aging/Seniors
Alternative Energy
Animals
Aquariums
Art
Article Marketing
Article Packages
Automotive
Beauty
Birds
Blogging
Business
Cancer

Options During Foreclosure PLR Articles \$3.99

Click to enlarge

25 articles with between 400 and 700 words each, including:

- Buying Foreclosures: The Pros and Cons of REOs
- Facing Foreclosure: How to Find Advice Online
- Foreclosure Auctions: How to Find Them and What to Expect
- Foreclosure: Can It Be Stopped?
- Foreclosure: How and Why You Should Talk to Your Bank
- Foreclosures and Moving: What to Do
- Foreclosures and Renters: What Are Your Rights?

and much more!

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"Hands Off" Article Writing: Other Free Article Sites

Objective 5 "Hands Off" Article Writing Resources

[Free Online Articles - Free Articles Directory](http://www.articlecircle.com/)

www.articlecircle.com/

Provides **free articles** to be reprinted or published on web sites, newsletters, ezines.

[Submit Article](#) - [Register](#) - [Login](#) - [Accounting](#)

[Ezine Articles](http://ezinearticles.com/)

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“Hands Off” Article Writing: Reminder About Duplicate Content

Objective 5 “Hands Off” Article Writing Resources

Duplicate Content

A somewhat controversial subject but some tips that appear to be true in the current online environment:

- Search engines don’t rank duplicate content
- Sometimes it won’t show up at all, but when it does, the originator of the post is who gets ranked.

Template Websites

- Use them for linking to your own website.
- Use them to test their squeeze pages against your own.
- Don’t spend time working on anything you don’t own and control.

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“Hands Off” Article Writing: Outsourcing Resources

Objective 5 “Hands Off” Article Writing Resources



The Content Authority

thecontentauthority.com

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Virtual Marketing Blueprint

Content Creation

Objectives:

- ✓ Introduction To Article Writing
- ✓ Organizing & Posting Content
- ✓ Adding Influential Content Components
- ✓ Incorporating A Blog Into Your Website
- ✓ “Hands Off” Article Writing Resources

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VMB: Content Creation Homework



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

- 1) Begin Writing Your Articles Using The Copywriting Resources
- 2) Organize & Post Your Articles
- 3) Write & Post Your “About” Page & Insert Your Contact Form
- 4) Add Influential Content Components: Pictures, Video/Audio, Bold/Italicize, Heading Tags, Linking in Content, Side Bar or Navigation Bar
- 5) Add/Remove Your Blog. Write Your First Post If You Use A Blog & Develop a Posting Strategy
- 6) Use “Hands Off” Article Resources if Your Time Is Limited

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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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