

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 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.

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. At the top, there's a title 'What Is MAPS?' and a permalink: <http://mortgageassign.com/what-is-maps/>. Below the permalink are 'Edit' and 'View Page' buttons. The 'Upload/Insert' icon is circled with a red '1', and a red arrow points from a red '2' circled in the top right corner to it. The main content area contains the following text:

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...

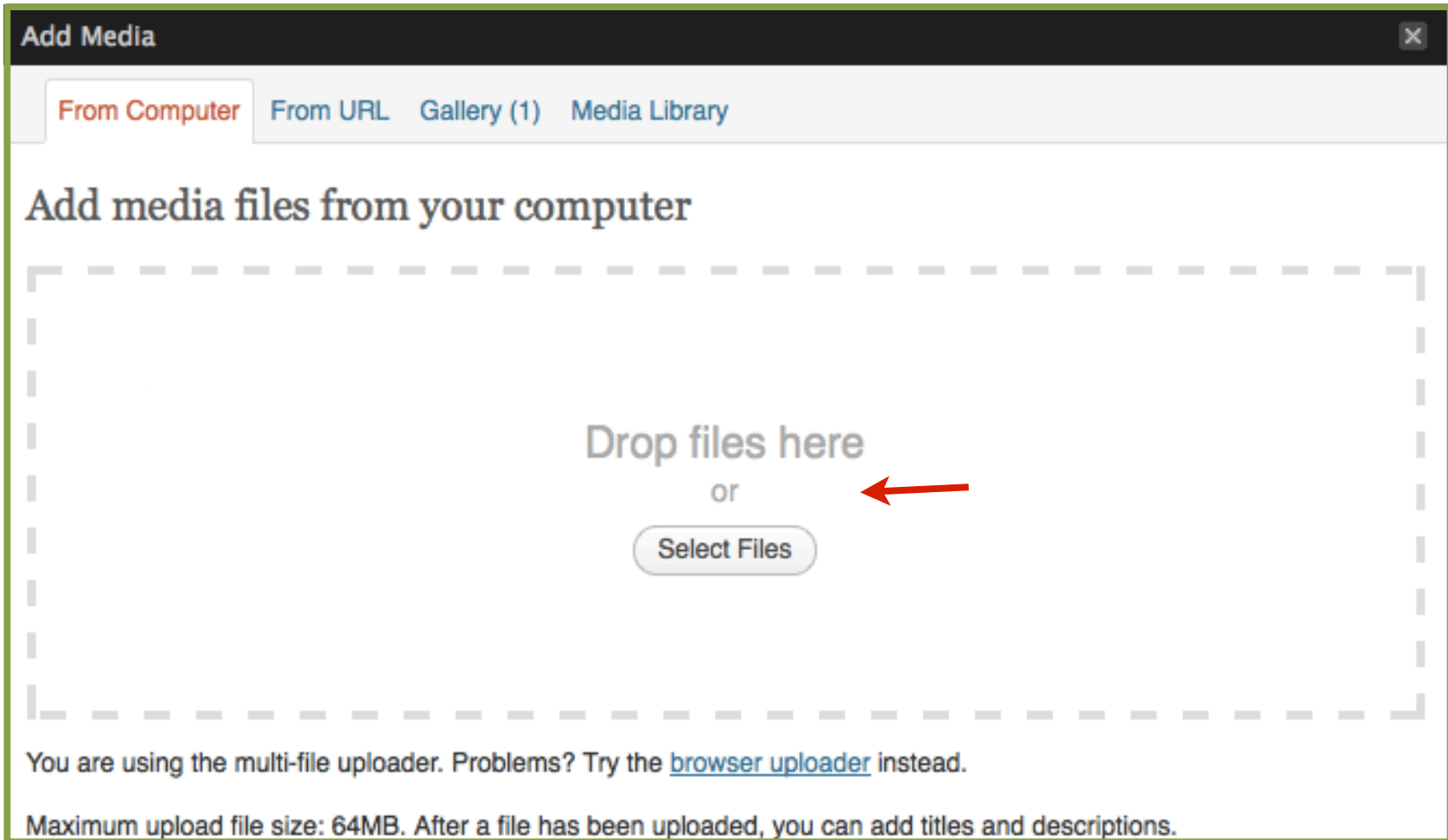
Thank you for doing your due diligence and research into the Mortgage Assignment Profits System. My intention in creating this website was to compile all of the factual data and knowledge I've amassed from working this system and testing it from beginning to end.

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.

Step
2

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

Objective 3 Adding Influential Content Components



Add Media

From Computer From URL Gallery (1) Media Library

Add media files from your computer

Drop files here
or

Select Files

You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 64MB. After a file has been uploaded, you can add titles and descriptions.


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Step
3

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

Objective 3 Adding Influential Content Components

Screen shot 2011-12-31 at 8.01.59 PM [Hide](#)



File name: Screen-shot-2011-12-31-at-8.01.59-PM1.png
File type: image/png
Upload date: January 1, 2012
Dimensions: 285 x 298

[Edit Image](#)

Title * (1)

Alternate Text

Alt text for the image, e.g. "The Mona Lisa"

Caption

Description

Link URL

[None](#) [File URL](#) [Attachment Post URL](#)
Enter a link URL or click above for presets.

Alignment
 None Left (2) Center Right (3)

Size
 Thumbnail (150 x 150)
 Medium
 Large
 Full Size (285 x 298) (4)

[Insert into Post](#) [Use as featured image](#) [Delete](#)

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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

Click
to delete
picture

1

Adjust size
by moving
corners

Edit Page Add New

What Is MAPS?

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

Upload/Insert

Visual HTML

B *I* ABC [List] [Link] [Image] [Media] [Table] [Code] [More]

Paragraph U [List] [Link] [Image] [Media] [Table] [Code] [More]

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...

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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

Edit Page Add New

What Is MAPS?

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

Upload/Insert

Visual HTML

B **I** **ABC**

Paragraph **U**

Assignment of Mortgage Payments 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...

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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

Step
6

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

Objective 3 Adding Influential Content Components

The screenshot shows a web editor interface. At the top, there's a yellow notification bar that says "Page updated. View page". Below that is a text input field containing "What Is MAPS?". Underneath the input field is a permalink: "http://mortgageassign.com/what-is-maps/" with "Edit" and "View Page" buttons. The editor toolbar is visible, with the "Paragraph" dropdown menu open. A red circle labeled "2" points to the "Paragraph" dropdown menu, and another red circle labeled "1" points to the highlighted text "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...". The dropdown menu shows options: Paragraph, Address, Preformatted, Heading 1, and Heading 2. The text "of" and "System" are visible in the background of the dropdown menu.

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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

Screen Options Help

Edit Page Add New

Page updated. View page

What Is MAPS?

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

Upload/Insert

Visual HTML

Heading 2 U A

Assignment of Mortgage Payments System

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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

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

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

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".

Objective 3 Adding Influential Content Components

The screenshot shows a CMS 'Edit Page' interface for a page titled 'What Is MAPS?'. The page content is displayed in a code editor view. A red circle labeled '1' points to the 'HTML' tab in the top right corner of the editor. A red circle labeled '2' points to the 'code' button in the top toolbar. A red circle labeled '3' points to the HTML code for a YouTube video embed: `<iframe width="560" height="315" src="http://www.youtube.com/embed/-rfTo3jMCKc" frameborder="0" allowfullscreen></iframe>`. The page content includes a title, a permalink, and several paragraphs of text. At the bottom, it shows 'Word count: 468' and 'Draft saved at 3:09:26 am. Last edited by Dani Lynn Robison on January 1, 2012 at 2:53 am'.

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Step
10

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

Objective 3 Adding Influential Content Components

What Is MAPS?


Permalink: <http://mortgageassignment.com/what-is-mortgage-assignment-profit-system/> Edit View Page

Upload/Insert

Visual HTML

B *I* ABC ABC

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...

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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

The screenshot shows a dialog box titled "Insert/edit link" with a close button (X) in the top right corner. The dialog contains the following elements:

- A label "Enter the destination URL" above the input fields.
- A "URL" input field containing the text "w-do-i-make-money-with-the-mortgage-assignment-profits-system/". A red circle with the number "1" is positioned above this field, with an arrow pointing to it.
- A "Title" input field containing the text "/ Do I Make Money With The Mortgage Assignment Profits System". A red circle with the number "2" is positioned above this field, with an arrow pointing to it.
- A checkbox labeled "Open link in a new window/tab" which is currently unchecked.
- A section separator line.
- A link icon (▶) followed by the text "Or link to existing content".
- A red "Cancel" link at the bottom left.
- A blue "Add Link" button at the bottom right. A red circle with the number "3" is positioned above this button, with an arrow pointing to it.

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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

What Is MAPS?

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

Upload/Insert

Visual HTML

Paragraph U A

Assignment of Mortgage Payments System

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2 Update

3 View Page

Unlink

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

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

Move to Trash

Page Attributes

Parent: (no parent)

Template: Theme default

Order: 1

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



yet another related posts








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 categories, and now custom tax (Michael Yoshitaka Erlewine).
Yet Another Featured Posts Plugin (YAFPP) Details Install Now	1.4	★★★★☆	Yet Another Featured Posts Plugin Simply check the 'featured stars' unfeature a post. This info is possible This interface for featuring/unfe




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

Featured Articles

-  [#1 Secret To Success](#)
-  [AMPS™/MAPS Success Stories](#)
-  [Cold Hard Facts on AMPS™](#)
-  [How Does AMPS™ Work?](#)
-  [How To Make Money With AMPS™](#)
-  [How To Succeed](#)
-  [Is AMPS™ a Scam?](#)

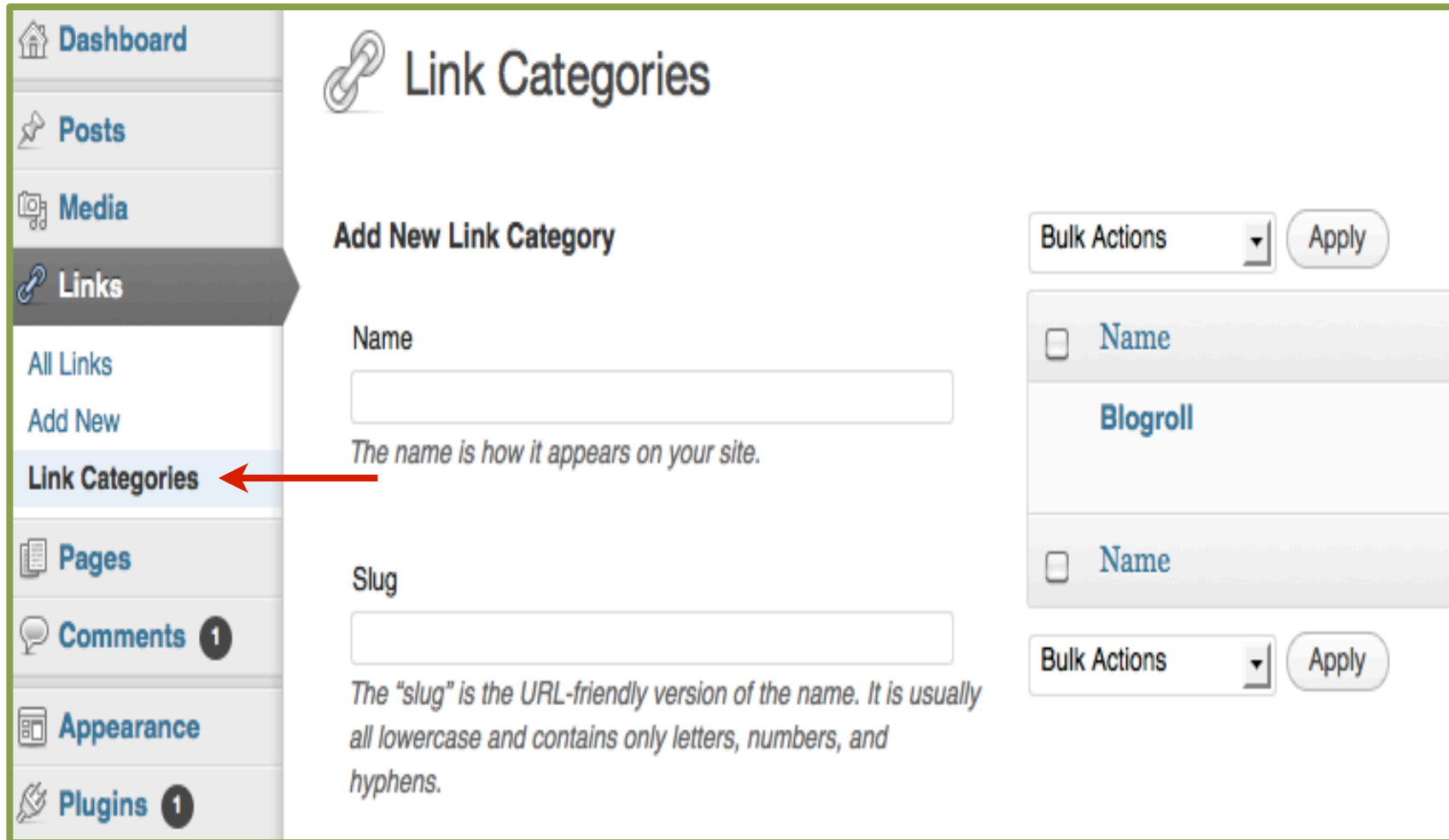
Categories

-  [Assignment of Mortgage Payments System™ Review](#)
-  [Mortgage Assignment Case Studies](#)
-  [Q & A](#)

Step
14

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

Objective 3 Adding Influential Content Components



The screenshot shows the WordPress admin interface for managing link categories. On the left sidebar, the 'Links' menu is expanded, and 'Link Categories' is highlighted with a red arrow. The main content area is titled 'Link Categories' and features a 'Add New Link Category' form. The form has two input fields: 'Name' and 'Slug'. Below the 'Name' field is a note: 'The name is how it appears on your site.' Below the 'Slug' field is a note: 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.' To the right of the form are two bulk action menus, each with a 'Bulk Actions' dropdown and an 'Apply' button. The first bulk action menu shows a list of categories with checkboxes, including 'Name' and 'Blogroll'. The second bulk action menu is identical but currently empty.

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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 image shows a screenshot of the WordPress 'Link Categories' form and a table. The form is titled 'Link Categories' and has a sub-header 'Add New Link Category'. It contains three input fields: 'Name' with the value 'Featured Articles', 'Slug' with the value 'featured-articles', and 'Description' which is empty. Below the form is a button labeled 'Add New Link Category'. To the right of the form is a table with two sections. The top section has a 'Bulk Actions' dropdown and an 'Apply' button. Below it are two rows: the first row has a checkbox and the text 'Name'; the second row has a checkbox and the text 'Featured Articles'. The bottom section of the table also has a 'Bulk Actions' dropdown and an 'Apply' button, with a row below it containing a checkbox and the text 'Name'. Red circles with numbers 1, 2, and 3 are placed to the right of the form. Red arrows point from circle 1 to the 'Name' field, from circle 2 to the 'Slug' field, and from circle 3 to the 'Add New Link Category' button.

Step
16

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

Objective 3 Adding Influential Content Components

The screenshot displays the WordPress dashboard's 'Links' section. On the left, the navigation menu includes 'Dashboard', 'Posts', 'Media', 'Links', 'All Links', 'Add New', and 'Link Categories'. A red arrow points to 'All Links'. The main area shows the 'Links' header with an 'Add New' button, followed by 'Bulk Actions' (dropdown), 'Apply', 'View all categories' (dropdown), and 'Filter'. Below is a table with two columns: 'Name' and 'URL'. The table contains one entry: 'Documentation' with the URL 'codex.wordpress.org'.

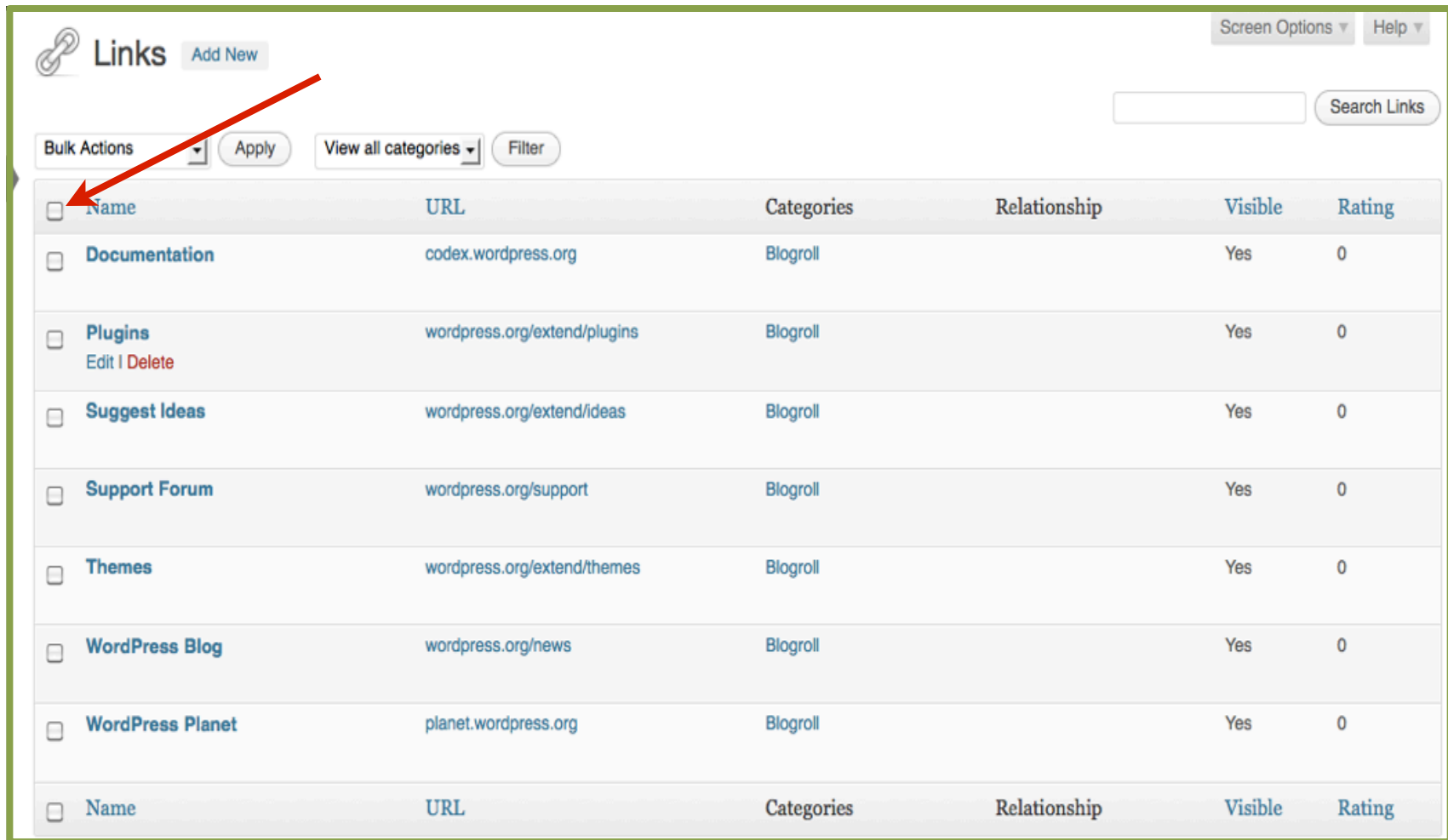
<input type="checkbox"/>	Name	URL
<input type="checkbox"/>	Documentation	codex.wordpress.org

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Step
17

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

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The screenshot shows the WordPress 'Links' management page. At the top, there is a 'Links' title with a link icon and an 'Add New' button. On the right, there are 'Screen Options' and 'Help' dropdown menus. Below the title, there is a search bar labeled 'Search Links' and a 'Bulk Actions' dropdown menu with an 'Apply' button. A 'View all categories' dropdown and a 'Filter' button are also present. The main content is a table with the following columns: Name, URL, Categories, Relationship, Visible, and Rating. The table contains several rows of links, including 'Documentation', 'Plugins', 'Suggest Ideas', 'Support Forum', 'Themes', 'WordPress Blog', and 'WordPress Planet'. A red arrow points to the checkbox next to the 'Name' header in the table, indicating that selecting this checkbox will select all links.

<input type="checkbox"/> Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/> Documentation	codex.wordpress.org	Blogroll		Yes	0
<input type="checkbox"/> Plugins Edit Delete	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

The screenshot shows the WordPress 'Links' management page. At the top left, there is a 'Links' header with an 'Add New' button. Below this, there is a 'Bulk Actions' dropdown menu, an 'Apply' button, a 'View all categories' dropdown, and a 'Filter' button. The 'Bulk Actions' menu is open, and 'Delete' is selected. A red circle with the number '1' is around the 'Delete' option, and another red circle with the number '2' is around the 'Apply' button. Below the menu, there is a table of links with columns for Name, URL, Categories, Relationship, Visible, and Rating. The table contains several rows of links, including 'Documentation', 'Plugins', 'Suggest Ideas', 'Support Forum', 'Themes', 'WordPress Blog', and 'WordPress Planet'. Each row has a checkbox in the 'Name' column.

	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



Links

Add New

7 links deleted

Bulk Actions

Apply

Filter

Name

URL

No links found.

Name

URL

Bulk Actions

Apply

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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

The screenshot shows the 'Add New Link' form in WordPress. The form is annotated with five red circles and arrows pointing to specific fields:

- 1**: Points to the 'Name' field containing 'Make Money With MAPS'.
- 2**: Points to the 'Web Address' field containing '-is-mortgage-assignment-profits-system/how-do-i-make-money-with-the-mortgage-assignment-profits-system/'.
- 3**: Points to the 'Description' field containing 'How To Make Money With The Mortgage Assignment Profits System'.
- 4**: Points to the 'Categories' section where the 'Featured Articles' checkbox is checked.
- 5**: Points to the 'Add Link' button in the 'Save' section.

An 'Important' callout box points to the 'Add Link' button. A 'NOTE' box states: 'NOTE: You must have the link widget active for this linking strategy to work.'

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Menu
Bar

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

Objective 3 Adding Influential Content Components

Types of Internal Linking: Top Navigation Bar



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Step
21

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

Objective 3 Adding Influential Content Components

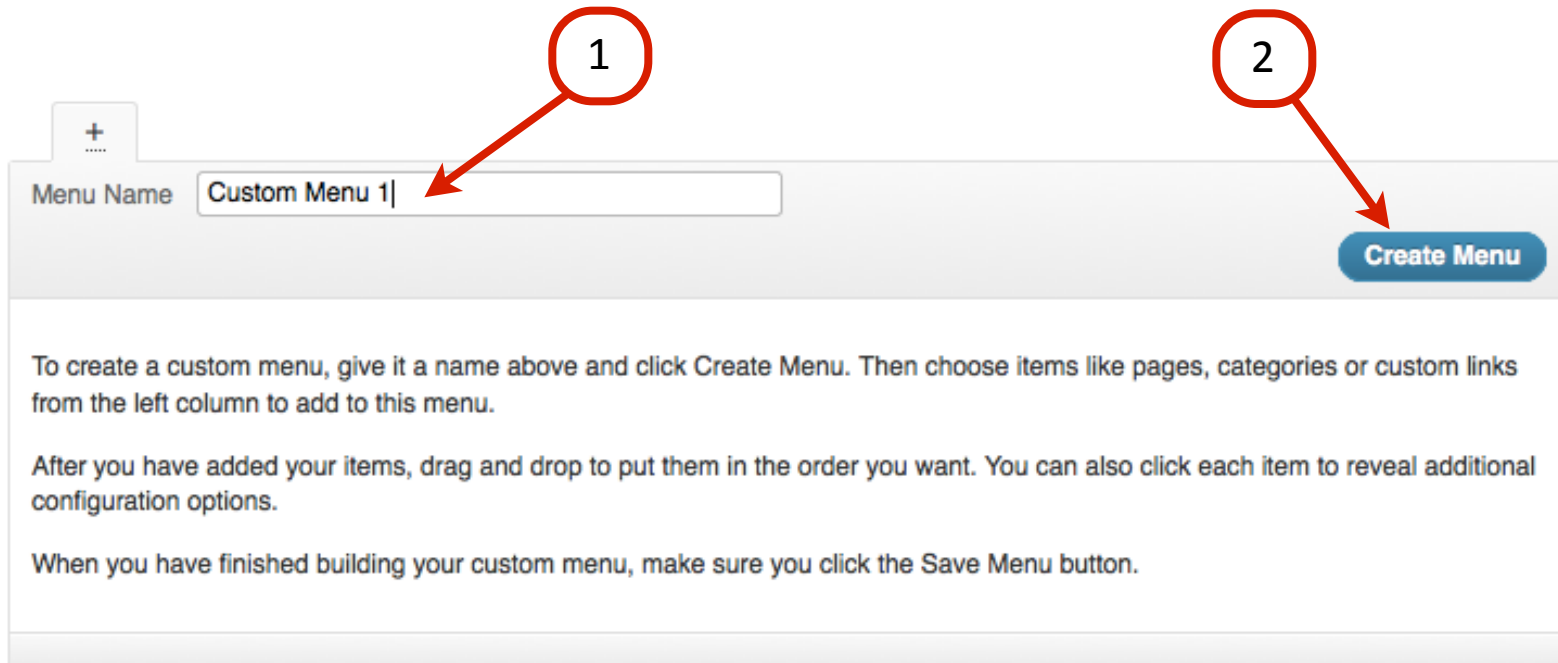
The screenshot displays the WordPress Admin Dashboard. On the left sidebar, the 'Appearance' menu is expanded, and 'Menus' is highlighted with a red arrow. The main content area shows the 'Menus' page. The 'Custom Links' section has two input fields: 'URL' with the value 'http://' and 'Label' with the value 'Menu Item'. Below these fields is an 'Add to Menu' button. The 'Pages' section shows a list of pages with checkboxes: 'Raving Fans', 'Contact', 'About', and 'Bad Credit Okay'. On the right side of the dashboard, there is a 'Menu Name' input field with the placeholder text 'Enter menu name'. Below this, there is a text box containing instructions: 'To create a custom menu, go to the left column to add a menu item. After you have added your menu items, click on the configuration options. When you have finished building your menu, click on the Save button.'

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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



The screenshot shows a user interface for creating a custom menu. At the top left, there is a small tab with a plus sign and three dots. Below it is a text input field labeled "Menu Name" containing the text "Custom Menu 1". A red circle with the number "1" is positioned above the input field, with a red arrow pointing to the text. To the right of the input field is a blue button labeled "Create Menu". A red circle with the number "2" is positioned above the button, with a red arrow pointing to it. Below the input field and button, there is a white box containing instructional text:

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

Custom Menu 1

Secondary Menu

Footer Menu

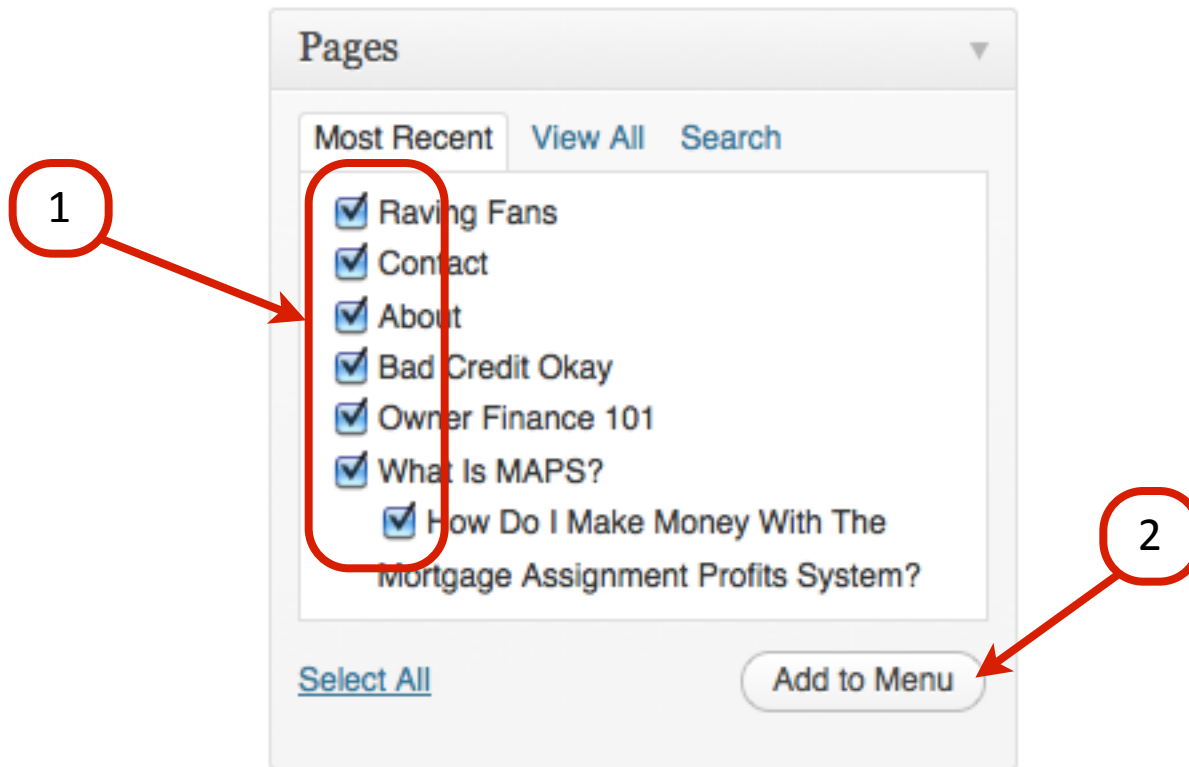
Save

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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

The screenshot shows a web interface for managing a menu. At the top, there's a tab labeled 'Custom Menu 1' with a plus sign icon. Below it, the 'Menu Name' is 'Custom Menu 1' and there's a checkbox for 'Automatically add new top-level pages'. A 'Delete Menu' link is on the left and a 'Save Menu' button is on the right. The main area contains a list of menu items, each with a dropdown arrow indicating its type (all are 'Page'). The items are: 'What Is MAPS?', 'How Do I Make Money With The Mortgage Assignment Profits System?' (indented), 'Owner Finance 101', 'Bad Credit Okay', 'Raving Fans', 'About', and 'Contact'. A red box highlights the entire list. A red arrow labeled '1' points to the list. A red arrow labeled '2' points to the 'Save Menu' button at the bottom right. A red box labeled 'Indented Page' points to the second menu item.

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Next Video...

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