

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.

Rei Rockstars

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Virtual Marketing Blueprint

Website Building

Objectives:

- 1) Buying Your Domain(s)
- 2) Setting Up Your Web Host Server
- 3) Installing Your Website Framework
- 4) Addendum: Setting Up Additional Domains

Rei Rockstars

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Virtual Marketing Blueprint

Website Building

Objectives:

- ➔ **1) Buying Your Domain(s)**
- 2) Setting Up Your Web Host Server
- 3) Installing Your Website Framework
- 4) Addendum: Setting Up Additional Domains

Rei Rockstars

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Introduction to Domains

Introduction To Domains

What Is A Domain?

A domain is like your online street address. Instead of telling someone to visit you at 123 Main St., tell them to visit you at www.TheREIRockstars.com

Why Is It Important?

No domain = no website address to point your prospects too.

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Objective 1 Buying Your Domain

Step 1

Go to the VMB Membership site and click "Get Domains Here". This link is in the resources section or the bottom of every page under "Visit Our Friends".

LOOKING FOR SOMETHING?

Use the form below to search the site:

Still not finding what you're looking for? Drop a comment on a post or contact us so we can take care of it!

VISIT OUR FRIENDS!

A few highly recommended friends...

[Get Domains Here](#)

[Web Hosting](#)

LOGIN STATUS

You are not currently logged in.

Username:

Password:

Remember Me

[Register](#)

[Lost your Password?](#)

Objective 1 Buying Your Domain

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Step 2

Enter your domain name in the search field , and click "GO" to verify availability of your desired domain name.

The screenshot shows the GoDaddy website interface. At the top, there is a navigation menu with links for Domains, Hosting, Email, Websites, Search Engines, SSL & Security, Resellers, Affiliates, Auctions, and My Account. Below the navigation menu, there is a search bar with the text "Search" and a "GO" button. The search bar contains the text ".COMs \$7.69* per year". A red arrow points to the "GO" button. Below the search bar, there is a section titled "Domains for just \$1.99*" with a list of domain types and prices. A red box highlights the search bar and the "GO" button. The page also features a navigation menu, a search bar, and various promotional banners for domain deals, web hosting, and veterans day.

Objective 1 Buying Your Domain

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Step 3

If your domain name is available, click "Continue to Registration", and an additional pop up screen will appear offering you add on items, click "No Thanks" (unless you want those add on domains).

ownerfinancemadison.com is available! Just \$7.69*/yr

Continue to Registration

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Step 4

Start the registration process by entering your first and last name*, email, company name, address*, city*, state*, zip*, phone* and fax number, and click "Next". (* required information)

1. Domain Registration Information

2. Your Domain Settings

3. Your Privacy and Domain Protection

Next >

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Step 5

Select the length of time you would like to register your domain name, and click "Next".

2. Your Domain Settings

Registration Length: 2 yrs

Next >

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Step 6

Select a registration package, and click "Next".

3. Your Privacy and Domain Protection

Standard Registration Included (In Cart)

Privacy with Business Registration Included (Selected)

Protected Registration \$24.99/yr (BEST VALUE!)

Next >

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Step 7

You will be provided with several more options you can purchase, so select the options you would like, and click "Next".

3. Your Privacy and Domain Protection

4. Activate Your Domain

Add Hosting
Status: **Inactive** Choose from the options below

Choose Hosting Plan:

- Web Hosting Economy 10 GB space, unlimited bandwidth** Details \$6.64/mo \$4.49 / mo SALE
- Web Hosting Deluxe 150 GB space, unlimited bandwidth** Details \$8.69/mo \$5.39 / mo SALE

More Options:

- SSL Certificate Guarantee protection of your customers' information with up to 256-bit encryption. Details \$69.99/yr
- Using your exclusive online storage, backup or access any file from any browser, anywhere with Online File Folder® Details \$29.88/yr

Add Email
Status: **Inactive** Choose from the options below

How many email addresses do you want?

- 5 email addresses & 2GB storage Details \$2.49 / mo
- 10 email addresses & unlimited storage** Details \$2.99 / mo
- The Complete Email Package!: 10 email addresses & unlimited storage**, Online Calendar, 10GB online storage for mobile files, back up & more Details \$4.99 / mo SAVE 34%

Next

Objective 1 Buying Your Domain

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Step 8

Review your shopping cart for accuracy, and click "Continue to Checkout".

Cart Login Payment Confirmation

Add a domain to my order: .com GO!

Customer: New Account
If you want to login, [click here](#)

The customer information on this order will be used as the registrant/contact information and will be listed in the public [WHOIS](#) directory. This information can be changed in your account after checkout.

Review Your Shopping Cart:

Product	Rate/Discount Price	Total
SELLHOUSENOWAUSTIN.COM Quantity: 1 domain (COM Domain Name Registration - 1 Year (recurring)* SKU: 101-1	\$11.99	\$12.17* (includes ICANN fee)

Domain Details
Term: 1 Year Upgrade to 5-yr registration! Why?
Registration Type: Public Private \$6.99/yr! SAVE \$3.00! Why Private? Why?

Add these matching domains Why?

- SELLHOUSENOWAUSTIN.NET SALE! \$9.99*
- SELLHOUSENOWAUSTIN.ORG SALE! \$6.99*
- ON SALE! SELLHOUSENOWAUSTIN.INFO \$0.49

Order Summary

Cart Subtotal \$12.17
Order Total \$12.17

Round up for Charity. Round your order up by 83 cents and we'll match it, giving \$1.86 to the charity you select! Details

Continue to Checkout

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Step 9

Enter your required Account Information which includes first and last name, address, city, state, zip code, country, and work phone.

Cart Login Payment Confirmation

Already a Customer? Log In.
Customer Number or Log In Name: Password: Log In

Or, Create a New Account

1. Account Information
Account Type: Business Personal Both
First Name: Last Name:
Address 1:
Address 2:
City: State/Territory or Province:
Zip Code: Country:
Organization:
Work Phone: Ext:
Home Phone: Fax Number:
Gender: Birthdate (m/day):
Currency Preference:

2. Log In Information
Log In ID:
Password: Confirm Password:
Password Hint: Call-In-PIN:
Email: Privacy Policy Confirm Email:

3. How did you hear about us?
 TV - Super Bowl TV - Rugby
 TV - Indy Race TV - Other
 TV - Major League Baseball TV - Mixed Martial Arts
 TV - NASCAR TV - Soccer/European Football
 TV - Extreme Sports TV - NFL
 TV - College Football TV - Poker
 Print Ad (magazine, newspaper, etc) Social Media (Twitter, Facebook, etc)
 Search Engine Radio
 Media/News Story (PR, news, etc) Referred by someone/friend
 I am already a current customer Other
 Billboard

Continue to Checkout

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Step 10

Enter your required Log In Information which includes a log in ID, and create and confirm your password, enter a password hint and call in PIN, enter and confirm your email address.

Cart Login Payment Confirmation

Already a Customer? Log In.
Customer Number or Log In Name: Password: Log In

Or, Create a New Account

1. Account Information
Account Type: Business Personal Both
First Name: Last Name:
Address 1:
Address 2:
City: State/Territory or Province:
Zip Code: Country:
Organization:
Work Phone: Ext:
Home Phone: Fax Number:
Gender: Birthdate (m/day):
Currency Preference:

2. Log In Information
Log In ID:
Password: Confirm Password:
Password Hint: Call-In-PIN:
Email: Privacy Policy Confirm Email:

3. How did you hear about us?
 TV - Super Bowl TV - Rugby
 TV - Indy Race TV - Other
 TV - Major League Baseball TV - Mixed Martial Arts
 TV - NASCAR TV - Soccer/European Football
 TV - Extreme Sports TV - NFL
 TV - College Football TV - Poker
 Print Ad (magazine, newspaper, etc) Social Media (Twitter, Facebook, etc)
 Search Engine Radio
 Media/News Story (PR, news, etc) Referred by someone/friend
 I am already a current customer Other
 Billboard

Continue to Checkout

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Step 11

Before clicking on "Continue to Checkout" make sure you scroll down to #4 and select what emails or mobile messages you want to receive from Go Daddy. Once finished, then click "Continue to Checkout".

2. Log In Information

Log In ID:*

Password:* Confirm Password:*

Password Hint:* Call-In-PIN:*

Email:* Privacy Policy Confirm Email:*

3. How did you hear about us?

TV - Indy Race TV - NFL
 TV - NASCAR TV - College Football
 TV - College Basketball TV - Mixed Martial Arts
 TV - Soccer/European Football
 TV - Other TV - Extreme Sports
 TV - Poker TV - Superbowl
 TV - Major League Baseball Social Media (Twitter, Facebook, etc)
 Print Ad (magazine, newspaper, etc)
 Search Engine Radio
 Media/News Story (PR, news, etc)
 I am already a current customer Referred by someone/Friend
 Billboard Other

4. Stay informed and SAVE BIG

I want to receive emails about:

Non-promotional notices that deal with changes to your domain(s), account or other services Yes No

Offers from us related to your purchase Yes No

May we also...

Contact you via text message of renewal notices, product information or special offers on your mobile devices? (standard charges apply) Yes No

Contact you via U.S. Mail with your service renewal notice and other special offers? Yes No

Continue to Checkout

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Step 12

Click "use account information" which will pre-fill billing information, then enter your credit card number, name on card, card type, expiration date, and click "PLACE ORDER NOW".

Go Daddy Domains, websites & everything in between!

Username / Customer# Password Log In Forgot Password? | Create Account

24/7 Sales & Support (480) 505-8877

Our Commercials Bob's Video Blog Help & Forums

Domains Hosting Email Websites Search Engines SSL & Security Resellers Affiliates Auctions My Account

Cart Login Payment Confirmation

1. Select Your Payment Method

CREDIT CARD GIFT CARD CHECK PayPal

2. Enter Your Billing Information

use account information

First Name: Last Name: Card Number: Expiration Date: Card Type: Same On Card: Address 1: Address 2: (Suite, Apt. #, etc.) City: State/Territory: Zip Code: Country: United States Email: Organization: Primary Phone: Ext:

3. Enter Your Credit Card Information

Use this for EXPRESSCHECKOUT Make this the Alternate Payment Method

Choose existing payment profile or add a new credit card here. Select payment method above to add a new credit card account. *Your personal and financial information is safe with us.*

4. Final Step: Accept Terms

Go Daddy Universal Terms of Service Agreement (Updated 8/11/11)

Last Revised: August 8, 2011

PLEASE READ THIS UNIVERSAL TERMS OF SERVICE AGREEMENT CAREFULLY AS IT CONTAINS IMPORTANT INFORMATION REGARDING YOUR LEGAL RIGHTS AND REMEDIES.

1. OVERVIEW

This Universal Terms of Service Agreement (the "Agreement") is entered into by and between you and Go Daddy, Inc. ("Go Daddy")

I have read and agree to the terms and conditions of the Universal Terms of Service Agreement

Domain Name Registration Agency

PLACE ORDER NOW

Order Summary

Cart Subtotal \$24.34

Order Total \$24.34

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Step 13

Click "My Account".

Domains Hosting Email Websites Search Engines SSL & Security Resellers Affiliates Auctions My Account

Thank you, Danielle! Your order is complete. **SAVE NOW** on the special offers below!

Share your purchase: f t

Order Summary

View & Print Receipt

Order #: Total: Payment: Customer #: Username:

You are already a Go Daddy Affiliate Earn CASH by sharing your affiliate link with friends now!

Start Using Your Products

Activate your Email and FREE InstantPage now!

Quick Setup

Setup and manage your products now. **My Account**

Having trouble? Call us at (480) 505-8877 or schedule a time for us to call you!

Important Notices

You will receive an email confirmation of your purchase at hlpndani@mac.com. Any additional account notices will also be sent to this email address.

Take a moment to tell us your thoughts on Go Daddy.

Keep Shopping and SAVE 15% on your order of \$50.00 or more! Details Keep Shopping

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Step 14

Click "Please Log In".

Domains Hosting Email Websites Search Engines SSL & Security Resellers Affiliates Auctions My Account

My Account Account Summary Password Retrieval Account Settings My Products My Renewals My Upgrades

Welcome to Account Manager!

To view account details, please log in.

Account Alerts (1) View All

Take a short customer survey. Get Started!

MY PRODUCTS

Domains / Domain Manager Free Products

MY ACCOUNT

MY RENEWALS & UPGRADES

MY SELLING LIST

Selling Sold Didn't Sell Pending

MY BIDDING LIST

Watching Bidding Multi-Bid Won Didn't Win

RECOMMENDED PRODUCTS

Web Site Hosting WebSite Tonight Email

To view your products, please log in.

MY DOMAINS

View all in domain manager

Domains Transfer Auctions My Bids Search Domains: GO

To view your domains, please log in.

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Step 15

Keep this page open while you open a new window, and go to your VMB Membership area.

The screenshot shows the Rei Rockstars account dashboard for Danielle Robison. The user's name is Danielle Robison, and the customer number is partially visible. There are account alerts, including a survey reminder. The 'MY DOMAINS' section is highlighted, showing a table with columns for My Domains, Expiration, Privacy, Associated Products, Email, and Domain Diagnostics. A domain 'SELLHOUSENOWAUSTIN.COM' is listed with an expiration date of 11/28/2012. The dashboard also includes sections for My Products, My Renewals, and My Upgrades.

Objective 1 Buying Your Domain

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Virtual Marketing Blueprint

Next Video...

- 1) Buying Your Domain(s)
- 2) Setting Up Your Web Host Server**
- 3) Installing Your Website Framework
- 4) Addendum: Setting Up Additional Domains

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Virtual Marketing Blueprint

Website Building

Objectives:

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Introduction to Web Host Servers

Setting Up Your Web Host Server

What Is A Web Host Server?

This is a place that will store all of your websites content and make it available on the world wide web.

Why Is It Important?

Think of your server like a house. A house stores all of your personal content (aka furniture). The server also stores your content, such as pictures, videos etc...

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Objective 2 Setting Up Your Host Server

Step 1

Go to the VMB Membership site and click "Web Hosting". This link is in the resources section or the bottom of every page under "Visit Our Friends".

LOOKING FOR SOMETHING?

Use the form below to search the site:

Search

Still not finding what you're looking for? Drop a comment on a post or contact us so we can take care of it!

VISIT OUR FRIENDS!

A few highly recommended friends...

Get Domains Here
Web Hosting

LOGIN STATUS

You are not currently logged in.

Username: admin
Password: [password field]
Remember Me
LOGIN

Register
Lost your Password?

Objective 2: Setting Up Your Host Server

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Step 2

Once you arrive at the home page of Host Gator, Click on View Web Hosting Plans

Objective 2: Setting Up Your Host Server

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Step 3

Select the Plan you want (Baby Plan has unlimited domains), and click "ORDER NOW".

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Step 4

Select, "I Currently Have a Domain Name", enter your domain name, and click "CONTINUE TO STEP 2".

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Step 5

Select your Billing Cycle Preference, create a username and security pin, and enter your Billing and Payment Information.

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Step 6

Scroll down to confirm information, and click "Create Account".

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Step 7

Check your email for all of your account and log in details.

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Step 8

Make note of your nameservers, and go back to GoDaddy.com to redirect your nameservers.

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Step 9

Click on your domain name to access the diagnostics panel.

Domains Hosting Email Websites Search Engines SSL & Security Resellers Affiliates Auctions My Account

My Account Account Summary Password Retrieval Account Settings My Products My Renewals My Upgrades

Manage Renew Upgrade

DANIELLE ROBISON

Customer Number [redacted] Account Alerts (1) View All

Update Security Settings Contact Support

To activate, setup or manage your products, click the product name under "My Products" below. If you just purchased a product and do not see it listed, [click here to refresh your account](#).

MY DOMAINS

Domains	Transfer	Auctions	My Bids	Search Domains:	GO	
SELLHOUSENOWAUSTIN.COM		11/28/2012	No Add	None Add	None Add	Score domain

Objective 2: Setting Up Your Host Server

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Step 10

Click "Set Nameservers".

SELLHOUSENOWAUSTIN.COM

Domain Information

Registered: 11/28/2011
Locked: Locked
Expires On: 11/28/2012
Auto Renew: On
Extended Auto Renew: Off
Status: Active
Authorization Code: [redacted]
Forwarding: Off

Domain Enhancements

Privacy: Off
Domain Ownership Protection: Off
Certified Domain: No certification
Domain Appraisals: No appraisals
Premium Listings: No premium listings
CashParking: Disabled
Business Registration: Off

Nameservers

Nameservers: (Last update 11/26/2011)
NS73.DOMAINCONTROL.COM
NS74.DOMAINCONTROL.COM

Set Nameservers Manage DNS Records

DNS Manager

DNS Manager: Available
@ 86.178.232.100
email: secureserver.net
@ email.secureserver.net
@ mailstore1.secureserver.net
@ smtp.secureserver.net

Objective 2: Setting Up Your Host Server

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Step 11

Erase both nameserver fields and enter the 1st and 2nd nameserver from your HostGator Account info email. Click "OK" and then Click "OK" on next window as well.

Set Nameservers

If you are hosting your Web site with us (you have a hosting account with us associated with this domain) or you want to Park or Forward your domain, we will automatically set your nameservers for you.

Did You Know?
Domains using our nameservers benefit from our worldwide DNS presence through Anycast DNS. [Learn More](#)

I want to park my domains.
 I want to forward my domains.
 I have a hosting account with these domains.
 I have specific nameservers for my domains.

Nameserver 1: * NS73.DOMAINCONTROL.COM
Nameserver 2: * NS74.DOMAINCONTROL.COM
Nameserver 3:
Nameserver 4:

[Add more](#) | [Manage DNS Records](#)

OK Cancel

Objective 2: Setting Up Your Host Server

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Step 12

Refer back to your HostGator Account info email, click the "Control Panel link", and make note of your username and password.

From: sales@hostgator.com
Subject: [HostGator.com](#) :: Your Account Info
Date: November 26, 2011 7:45:10 PM CST
To: Dani Lynn Robison
Reply-To: sales@hostgator.com

Hello Philip Robison,

Thank you for your order with [HostGator.com](#)!

You can log into your billing account at <http://gbclient.hostgator.com/login>, using the email address we sent this email to, and the password

Shared Plan: Baby
Your Control Panel: <https://gator1840.hostgator.com:2083>
Username: sellhousenowaustin.com
Domain: sellhousenowaustin.com
Password: [redacted]
1st Nameserver: ns3679.hostgator.com
2nd Nameserver: ns3680.hostgator.com
Server IP: [redacted]

Visit the HostGator Knowledgebase and Video Tutorials section for solutions to commonly asked questions:
<http://hostgator.com/>
<http://www.hostgator.com/tutorials.shtml>

Objective 2: Setting Up Your Host Server

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Step 13

Enter your username, password, and click "Login".



Objective 2: Setting Up Your Host Server

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Step 14

At the Host Gator Control Panel, scroll down to the Software/Services section, and click "Fantastico De Luxe".



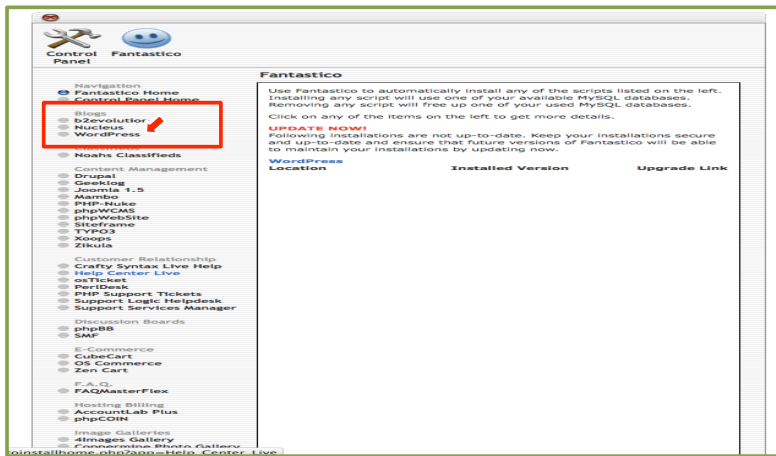
Objective 2: Setting Up Your Host Server

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Step 15

At the Fantastico home page, go to the left hand side of the screen, and click "WordPress".



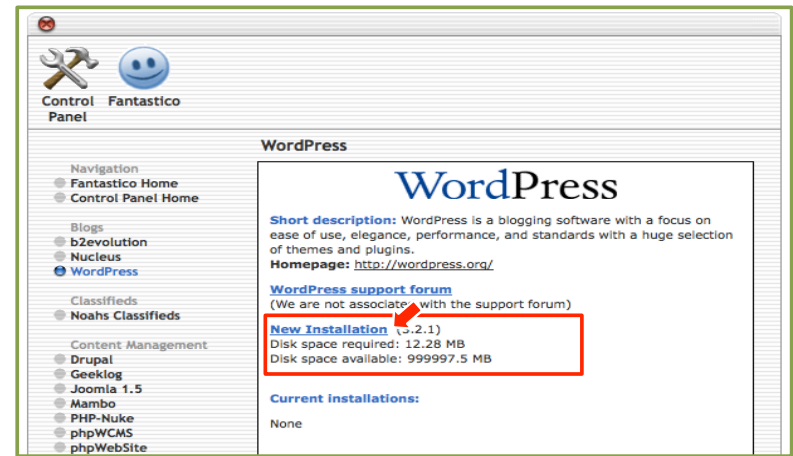
Objective 2: Setting Up Your Host Server

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Step 16

At the WordPress home page click "New Installation".



Objective 2: Setting Up Your Host Server

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Step 17a

Verify the installation domain and leave the Install in directory field blank, enter admin in the Administrator Username field, and create a password.

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Step 17b

Enter an admin nickname, admin email, site name which is your domain name, description, and click "Install WordPress".

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Step 18

Verify information, and click "Finish Installation".

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Step 19

Make note of your full URL, your username and password to enter the admin area of your WordPress website. If you want details emailed to you as well, enter your email address, and click "Send E-mail". Then on the next window, click "Back to WordPress Overview".

Objective 2: Setting Up Your Host Server

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Virtual Marketing Blueprint

Next Video...

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Introduction To Wordpress

Installing Your Website Framework

What Is WordPress?

It's an Open Source CMS (Blog publishing application... a back office to your website that creates your website)

Why Is Wordpress Important?

It's a free website that's easy to use, manage, update, has a lot of free support, offers lots of "goodies" to make your website cooler as well as SEO Friendly.

Objective 3 Installing Your Website Framework

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Step 1

Type in your wp-admin URL into your web browser. Enter your username and password, and click "Log In".

Username

Password

Remember Me

Log In

[Lost your password?](#)

[← Back to sellhousenowAustin.com](#)

Objective 3 Installing Your Website Framework

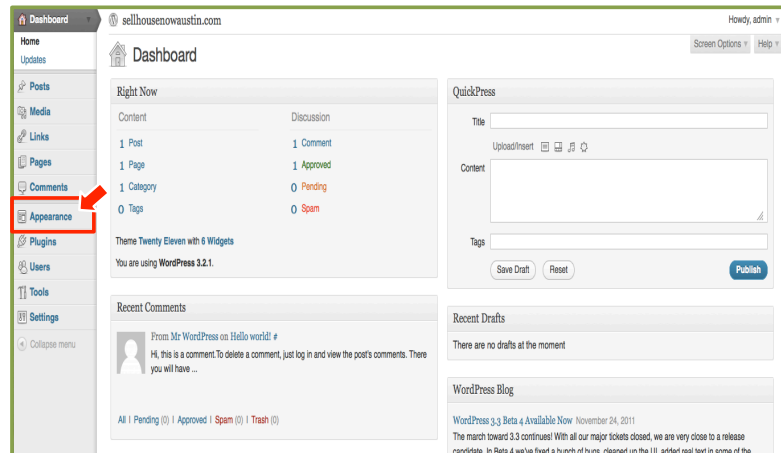
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Step 2

Click "Appearance".

Objective 3 Installing Your Website Framework



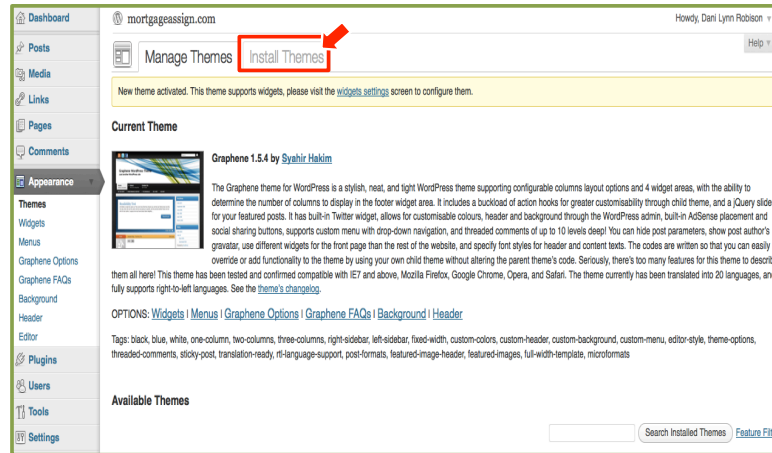
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Step 3

Click "Install Theme".

Objective 3 Installing Your Website Framework



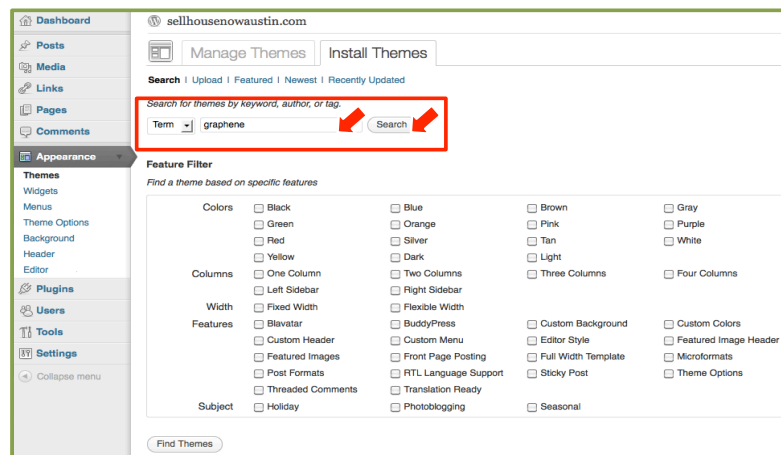
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Step 4

Type in "Graphene" into the Search field, and then click "Search".

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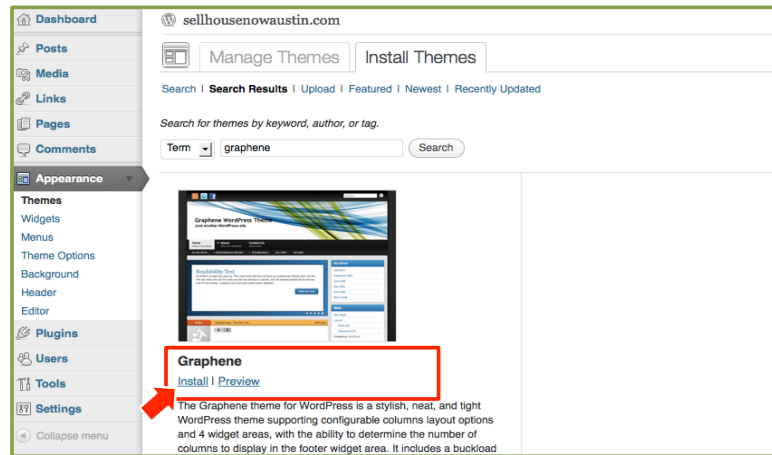
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Step 5

Click "Install".

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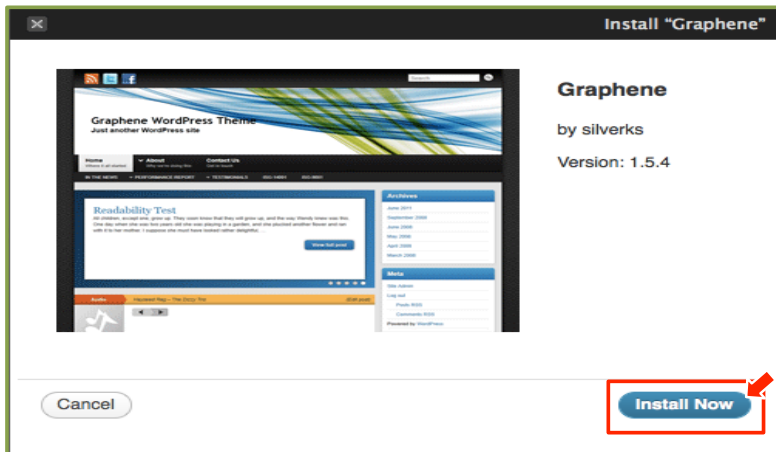


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Step 6

Click "Install Now".



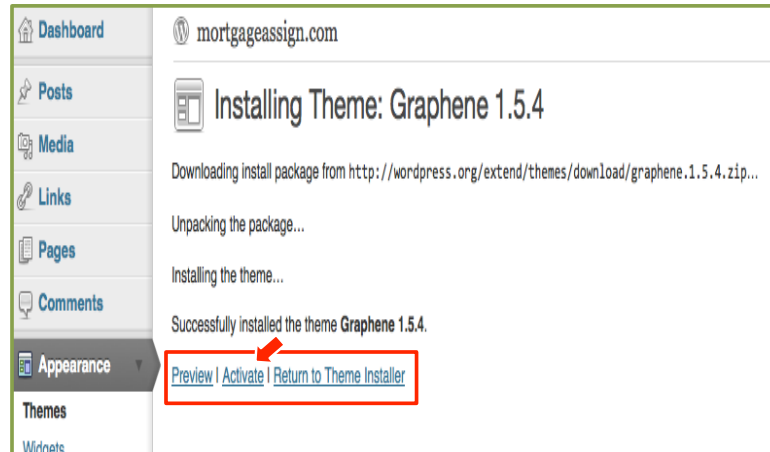
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Step 7

Click "Activate".

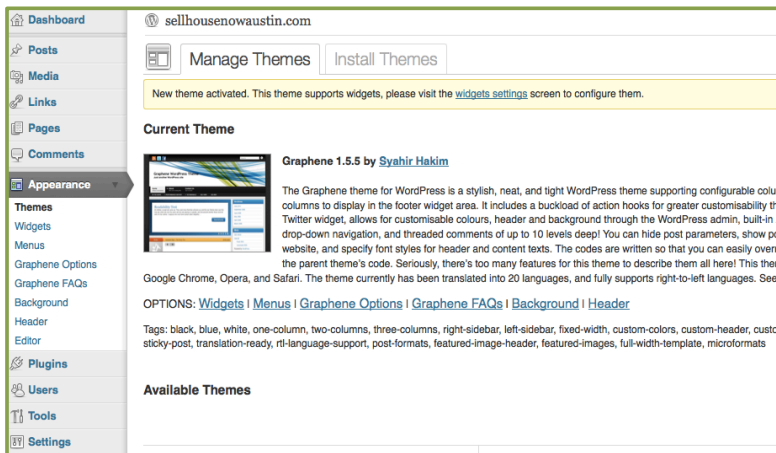


Objective 3 Installing Your Website Framework

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Congratulations! Your website framework is now installed.
In Session 2 we will be customizing your site.



Objective 3 Installing Your Website Framework

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Virtual Marketing Blueprint

Next Video...

- 1) Buying Your Domain(s)
- 2) Setting Up Your Web Host Server
- 3) Installing Your Website Framework
- 4) **Addendum: Setting Up Additional Domains**

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Virtual Marketing Blueprint

Website Building

Addendum

Setting Up Additional Domains



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Step 1

Return to the home page of GoDaddy.com, and click "My Account".

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Addendum: Setting Up Additional Domains

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Step 2

Click on your domain name.

Domains	Transfer	Auctions	My Bids	Search Domains:	GO
ADDONMYMORTGAGE.COM					
MORTGAGELASSANCE.COM					
WEMAYEYOURMOMENTS.COM					
SELLMYAUSTINLUXURYHOME.COM					
SELLMYTEXASHOUSEEAST.COM					

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Addendum: Setting Up Additional Domains

Step 3

Go to the Nameservers section, and click "Set Nameservers".

Domain Details

Domain Information

Domain Enhancements

Related Products

Nameservers

DNS Manager

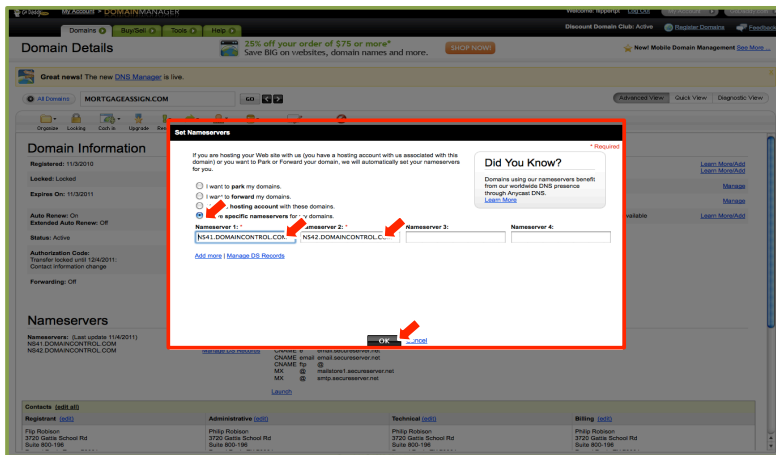
TLD Specific

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Addendum: Setting Up Additional Domains

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Step 4 Click on the dial button next to "I have specific nameservers for my domain", enter your nameservers (refer to your web host welcome email) and click "OK".

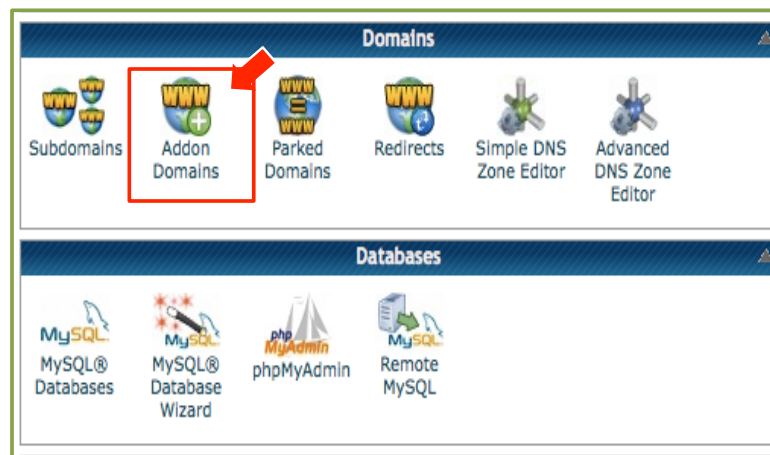


Addendum: Setting Up Additional Domains

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Step 5 At the Host Gator Control Panel, scroll down to the Domain section, and click "Add On Domains".

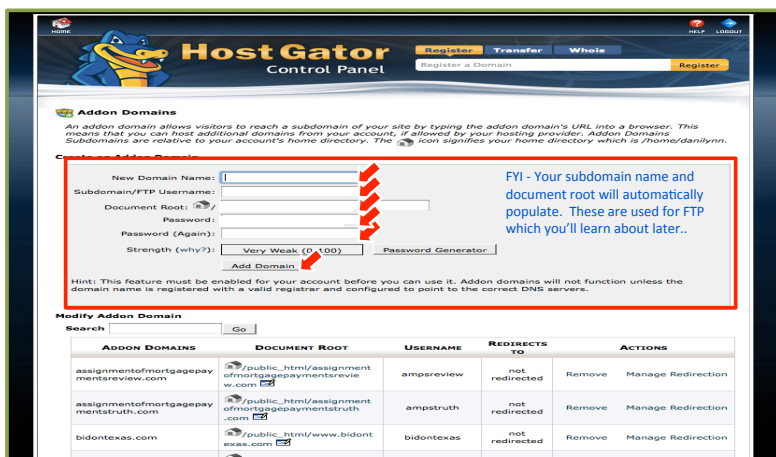


Addendum: Setting Up Additional Domains

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Step 6 Enter your domain name, subdomain name, document root, password, re-enter password, and click "Add Domain".



Addendum: Setting Up Additional Domains

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Step 7 You will receive a message confirming your add on domain has been created, and then click "Go Back".



Addendum: Setting Up Additional Domains

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Virtual Marketing Blueprint

Website Building

Objectives:

- Buying Your Domain(s)
- Setting Up Your Web Host Server
- Installing Your Website Framework
- Addendum: Setting Up Additional Domains

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VMB: Website Building Homework



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

- 1) Buy Your Main Domain(s)
- 2) Set Up Your Host Server and/or Point Domain(s) to Existing Host Server
- 4) Install WordPress Framework

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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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