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



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.

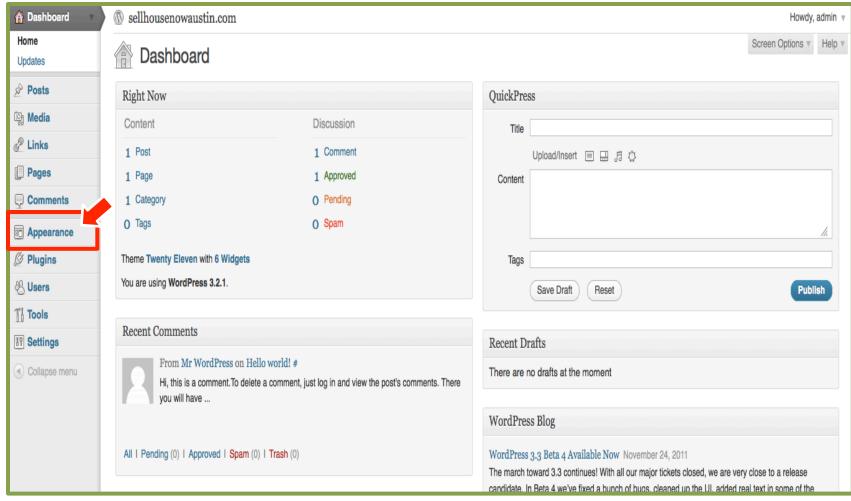


Type in your wp-admin URL into your web browser. Enter your username and password, and click "Log In".



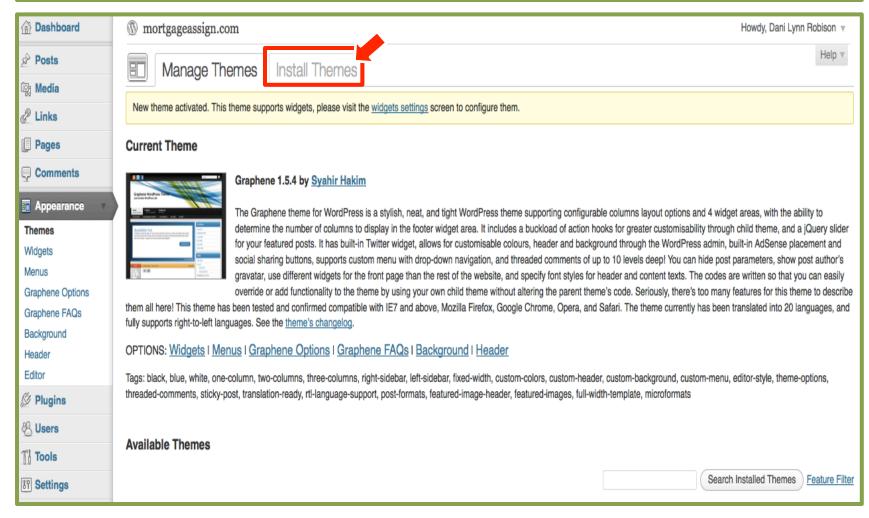


Click "Appearance".





Click "Install Theme".



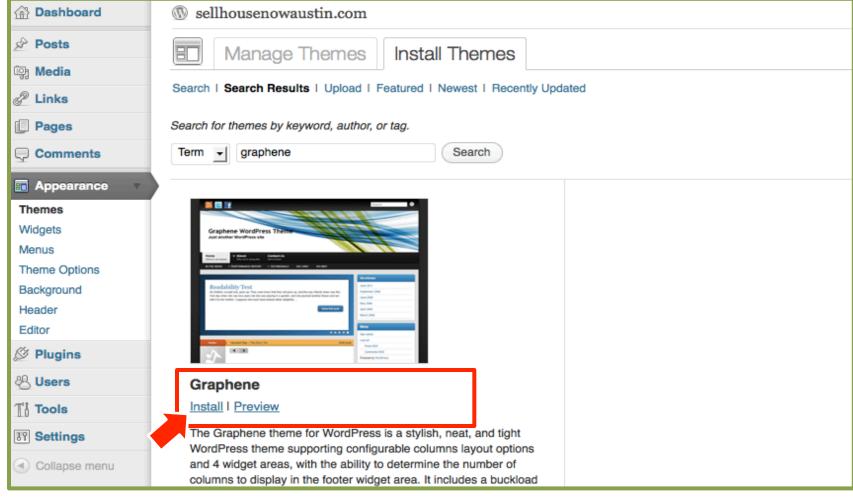


Type in "Graphene" into the Search field, and then click "Search".

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	Manage Themes Install Themes				
약 Media	<u> </u>				
& Links	Search Upload Featured Newest Recently Updated				
Pages	Search for themes by keyword, author, or tag.				
Comments	Term graphene Search				
Appearance Feature Filter					
Themes	Find a theme based on specific features				
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Theme Options		☐ Green	□ Orange	☐ Pink	□ Purple
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Header		☐ Yellow	□ Dark	☐ Light	
Editor	Columns	One Column	Two Columns	☐ Three Columns	Four Columns
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& Users	Width	Fixed Width	Flexible Width		
~	Features	☐ Blavatar	BuddyPress	Custom Background	Custom Colors
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37 Settings		 Featured Images 	Front Page Posting	Full Width Template	
		Post Formats	RTL Language Support	Sticky Post	☐ Theme Options
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	Find Themes				

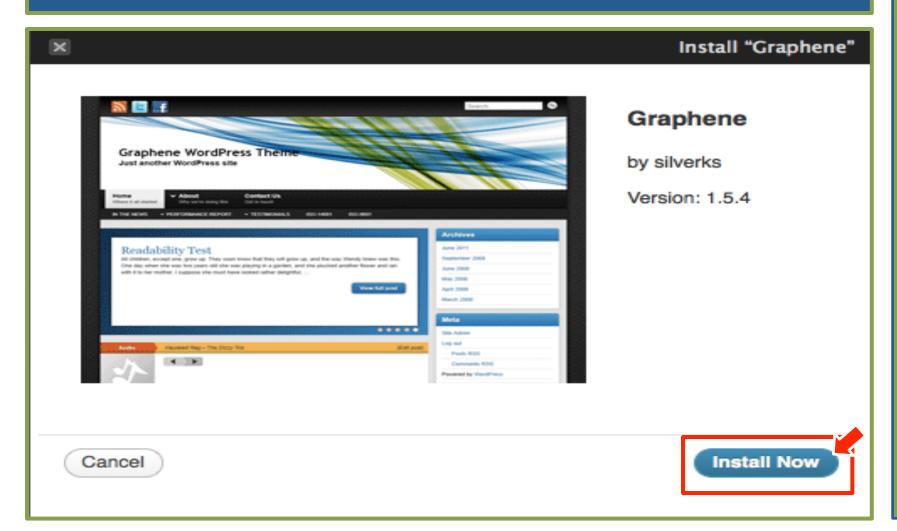


Click "Install".



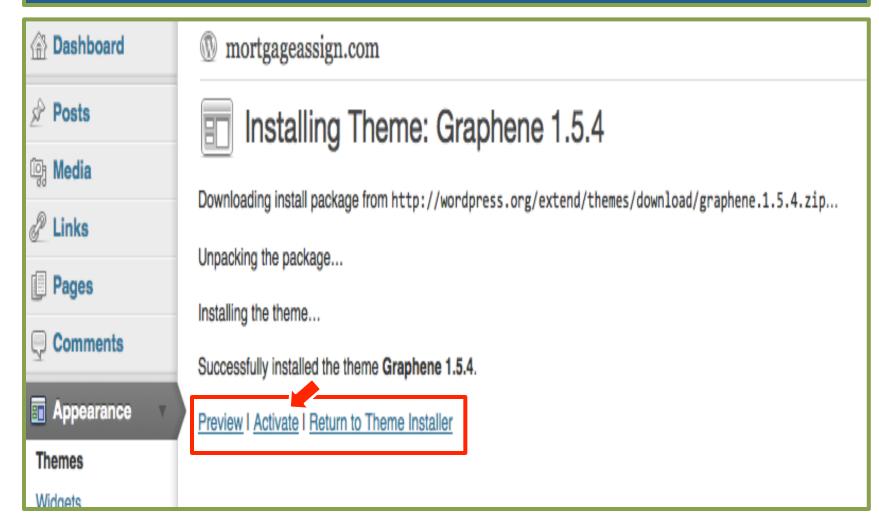


Click "Install Now".



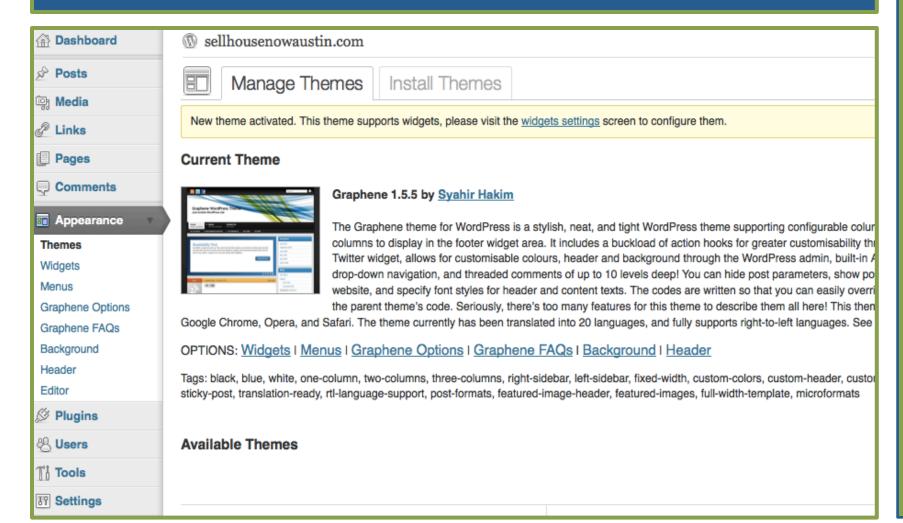


Click "Activate".





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





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Next Video...

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