

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

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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.

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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”.

A screenshot of the WordPress login page. The form is enclosed in a red rectangular border. It contains three input fields: 'Username', 'Password', and a 'Remember Me' checkbox. A blue 'Log In' button is located to the right of the 'Remember Me' checkbox. Three red arrows point to the right side of the 'Username' field, the right side of the 'Password' field, and the 'Log In' button.

[Lost your password?](#)

[← Back to sellhousenowaustin.com](#)

Objective 3 Installing Your Website Framework

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Step
2

Click "Appearance".

The screenshot shows the WordPress dashboard for the website 'sellhousenowaustin.com'. The user is logged in as 'admin'. The left sidebar contains a menu with items: Home, Updates, Posts, Media, Links, Pages, Comments, Appearance (highlighted with a red box and a red arrow), Plugins, Users, Tools, and Settings. The main content area is titled 'Dashboard' and includes a 'Right Now' summary table, a 'QuickPress' form, 'Recent Comments', and 'Recent Drafts'.

Content	Discussion
1 Post	1 Comment
1 Page	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Theme: Twenty Eleven with 6 Widgets
You are using WordPress 3.2.1.

Recent Comments: From Mr WordPress on Hello world! #
Hi, this is a comment. To delete a comment, just log in and view the post's comments. There you will have ...

Recent Drafts: There are no drafts at the moment.

WordPress Blog: WordPress 3.3 Beta 4 Available Now November 24, 2011
The march toward 3.3 continues! With all our major tickets closed, we are very close to a release candidate. In Beta 4 we've fixed a bunch of bugs, cleaned up the UI, added real text in some of the

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Step
3

Click "Install Theme".

Objective 3 Installing Your Website Framework

The screenshot shows the WordPress dashboard for the site mortgageassign.com. The user is Dani Lynn Robison. The 'Appearance' menu is expanded, showing 'Themes' as the selected option. In the 'Manage Themes' section, the 'Install Themes' button is highlighted with a red box and a red arrow pointing to it. A yellow notification banner at the top states: 'New theme activated. This theme supports widgets, please visit the [widgets settings](#) screen to configure them.' Below this, the 'Current Theme' section displays 'Graphene 1.5.4 by Syahir Hakim'. A description of the theme follows, detailing its features like configurable columns, widget areas, and social sharing buttons. Below the description are links for 'OPTIONS: [Widgets](#) | [Menus](#) | [Graphene Options](#) | [Graphene FAQs](#) | [Background](#) | [Header](#)'. A 'Tags' section lists various theme features. At the bottom, there is a search bar for installed themes and a 'Feature Filter' link.

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Step
4

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

Objective 3 Installing Your Website Framework

The screenshot shows the WordPress dashboard for 'sellhousenowaustin.com'. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Plugins, Users, Tools, and Settings. The 'Appearance' menu is expanded, showing 'Themes' as the selected option. The main content area displays the 'Manage Themes' interface. At the top, there are buttons for 'Manage Themes' and 'Install Themes'. Below these, there are filters for 'Search', 'Upload', 'Featured', 'Newest', and 'Recently Updated'. A search bar is present with the text 'Search for themes by keyword, author, or tag.' The search input field contains the word 'graphene' and is highlighted with a red box. A red arrow points to the search input field, and another red arrow points to the 'Search' button. Below the search bar is a 'Feature Filter' section with the heading 'Find a theme based on specific features'. This section contains a grid of checkboxes for various features, including Colors (Black, Blue, Brown, Gray, Green, Orange, Pink, Purple, Red, Silver, Tan, White, Yellow, Dark, Light), Columns (One Column, Two Columns, Three Columns, Four Columns), Width (Fixed Width, Flexible Width), Features (Blavatar, BuddyPress, Custom Background, Custom Colors, Custom Header, Custom Menu, Editor Style, Featured Image Header, Featured Images, Front Page Posting, Full Width Template, Microformats, Post Formats, RTL Language Support, Sticky Post, Theme Options, Threaded Comments, Translation Ready), and Subject (Holiday, Photoblogging, Seasonal). A 'Find Themes' button is located at the bottom of the feature filter section.

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Step
5

Click "Install".

Objective 3 Installing Your Website Framework

The screenshot shows the WordPress dashboard for the site `sellhousenowaustin.com`. The left sidebar menu is expanded to the 'Appearance' section, which includes 'Themes', 'Widgets', 'Menus', 'Theme Options', 'Background', 'Header', and 'Editor'. The main content area is the 'Install Themes' page. At the top, there are buttons for 'Manage Themes' and 'Install Themes'. Below these are navigation links: 'Search', 'Search Results', 'Upload', 'Featured', 'Newest', and 'Recently Updated'. A search bar contains the term 'graphene' and a 'Search' button. The search results show a preview of the Graphene WordPress Theme. Below the preview, the theme name 'Graphene' is displayed in a red-bordered box, with 'Install' and 'Preview' links below it. A red arrow points to the 'Install' link. Below the links, a short description of the theme is provided: 'The Graphene theme for WordPress is a stylish, neat, and tight WordPress theme supporting configurable columns layout options and 4 widget areas, with the ability to determine the number of columns to display in the footer widget area. It includes a buckload'.

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Step
6

Click "Install Now".

Objective 3 Installing Your Website Framework

The screenshot shows the WordPress theme installation interface for the Graphene theme. The window title is "Install 'Graphene'". On the left, there is a preview of the theme's homepage, which includes a navigation menu, a main content area with a "Readability Test" article, and a sidebar with "Archives" and "Meta" sections. On the right, the theme name "Graphene" is displayed in a large font, followed by "by silverks" and "Version: 1.5.4". At the bottom of the window, there are two buttons: "Cancel" on the left and "Install Now" on the right. The "Install Now" button is highlighted with a red rectangular box and a red arrow pointing to it.

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Step
7

Click "Activate".

The screenshot shows the WordPress dashboard for the domain mortgageassign.com. The left sidebar contains navigation links: Dashboard, Posts, Media, Links, Pages, Comments, Appearance (highlighted), Themes, and Widgets. The main content area displays the theme installation progress for Graphene 1.5.4. The steps shown are: Downloading install package from http://wordpress.org/extend/themes/download/graphene.1.5.4.zip..., Unpacking the package..., Installing the theme..., and Successfully installed the theme Graphene 1.5.4. At the bottom of the installation progress, there are three links: [Preview](#), [Activate](#), and [Return to Theme Installer](#). The [Activate](#) link is highlighted with a red box and a red arrow pointing to it.

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

The screenshot shows the WordPress dashboard for the website sellhousenowaustin.com. The left sidebar contains the following menu items: Dashboard, Posts, Media, Links, Pages, Comments, Appearance (highlighted), Themes, Widgets, Menus, Graphene Options, Graphene FAQs, Background, Header, Editor, Plugins, Users, Tools, and Settings. The main content area displays the 'Manage Themes' and 'Install Themes' buttons. A yellow notification box states: "New theme activated. This theme supports widgets, please visit the [widgets settings](#) screen to configure them." Below this, the 'Current Theme' section features a thumbnail of the Graphene theme and the text: "Graphene 1.5.5 by [Syahir Hakim](#)". A detailed description follows: "The Graphene theme for WordPress is a stylish, neat, and tight WordPress theme supporting configurable color columns to display in the footer widget area. It includes a buckload of action hooks for greater customisability the Twitter widget, allows for customisable colours, header and background through the WordPress admin, built-in A drop-down navigation, and threaded comments of up to 10 levels deep! You can hide post parameters, show po website, and specify font styles for header and content texts. The codes are written so that you can easily overri the parent theme's code. Seriously, there's too many features for this theme to describe them all here! This then Google Chrome, Opera, and Safari. The theme currently has been translated into 20 languages, and fully supports right-to-left languages. See OPTIONS: [Widgets](#) | [Menus](#) | [Graphene Options](#) | [Graphene FAQs](#) | [Background](#) | [Header](#)". Below the description, the tags are listed: "Tags: black, blue, white, one-column, two-columns, three-columns, right-sidebar, left-sidebar, fixed-width, custom-colors, custom-header, custom sticky-post, translation-ready, rtl-language-support, post-formats, featured-image-header, featured-images, full-width-template, microformats". The 'Available Themes' section is partially visible at the bottom.

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Next Video...

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