WELCOME TO

Virtual Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts

Dani Lynn

Flip

Rei Rockstars

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 <u>key</u> internet marketing concepts into your business.

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Virtual Marketing Blueprint

Website Customization

Objectives:

1) Customizing Wordpress Settings
2) Customizing Your Header & Theme Options
3) The Do's & Don'ts of Your Website Menu
4) Installing Smart Plugins & Widgets
5) Designing a Strategic Side Navigation Bar
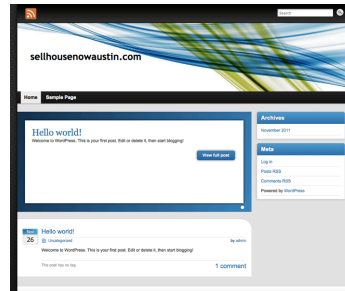6) Addendum: Creating Your Favicon

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Virtual Marketing Blueprint

WordPress...
Easy To Use
Easy To Install
It's Flexible
Many Themes
Many Plugins
Many Widgets
Easy to Customize
Great Feel
Great Aesthetics
Advanced Users: HTML

Step 1: Website Framework
(installing theme) = Clothes

Step 2: Website Customization
(plugins, widgets, settings,
header, etc) = Accessories

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Virtual Marketing Blueprint

Website Customization

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Introduction to Wordpress Settings

Wordpress Settings

What Are They?

Settings: Website Title, Tag Line, Permalinks, etc..

- Website Titles appear at the top of your web page and in your header.
- Website Tag Lines typically appear in your header under your title.
- Permalinks are words that are contained in your url.
  Example:
  www.yourdomain.com/?p=6
  www.yourdomain.com/category/postname

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Introduction to Wordpress Settings

Wordpress Settings

Why Are They So Important?

Search Engine Optimization!

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Step 1

Open 2 web Browser Windows and in one window log into your Wordpress Dashboard. *(www.yourdomain.com/wp-admin)*
Go to your domain in the second window *(www.yourdomain.com)*
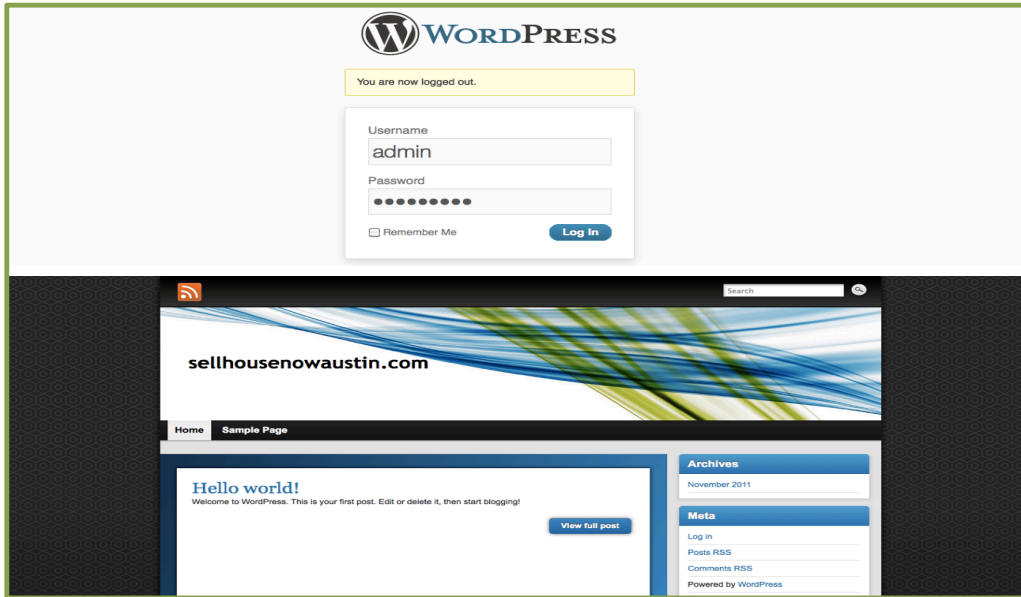
Step 2

In Your Wordpress Dashboard, Click on "Settings"
on the left side menu.
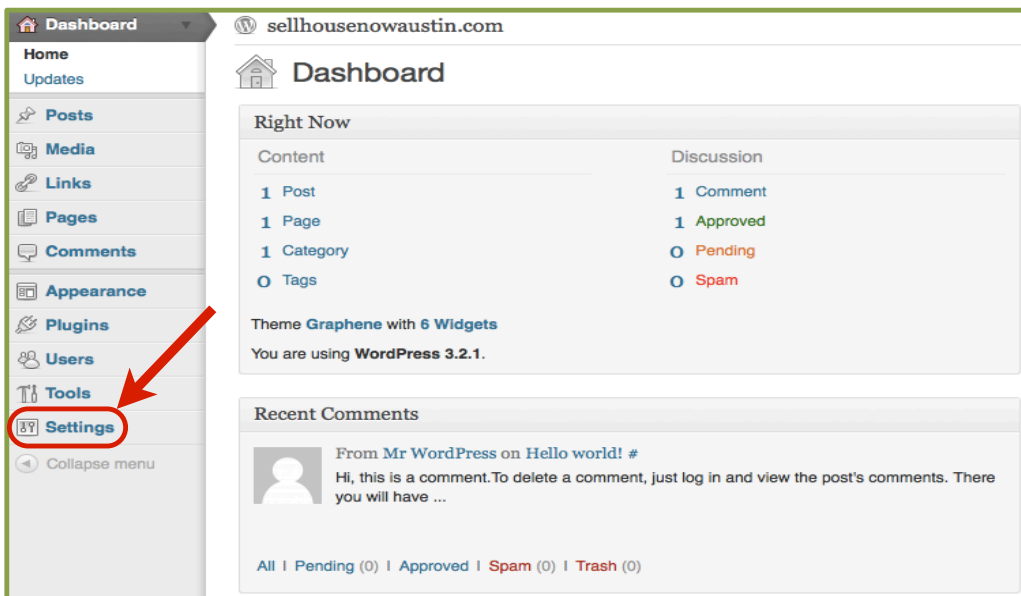
Step 3

Edit Site Title & Tagline & Click "Save Changes"
(Refresh your main website window once you've pressed save and you'll see the changes in your website header)

Dashboard
Posts
Media
Links
Pages
Comments
Appearance
Plugins
Users
Tools
Settings
- General
- Writing
- Reading
- Discussion
- Media
- Privacy
- Permalinks
Collapse menu

sellhousenowaustin.com

General Settings

Site Title — sellhousenowaustin.com **1**

Tagline — *In a few words, explain what this site is about.* **2**

WordPress address (URL) — http://sellhousenowaustin.com

Site address (URL) — http://sellhousenowaustin.com *Enter the address here if you want your site homepage to be different from the directory*

E-mail address — dani@danirobison.com *This address is used for admin purposes, like new user notification.*

Membership — ☐ Anyone can register

New User Default Role — Subscriber

Timezone — UTC+0 *UTC time is 2011-12-05 22:41:17* *Choose a city in the same timezone as you.*

Date Format
- ● December 5, 2011
- ○ 2011/12/05
- ○ 12/05/2011
- ○ 05/12/2011
- ○ Custom: F j, Y December 5, 2011
Documentation on date and time formatting.

Time Format **3**
- ● 10:41 pm
- ○ 10:41 PM
- ○ 22:41
- ○ Custom: g:i a 10:41 pm

Week Starts On — Monday

Save Changes

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Step 4

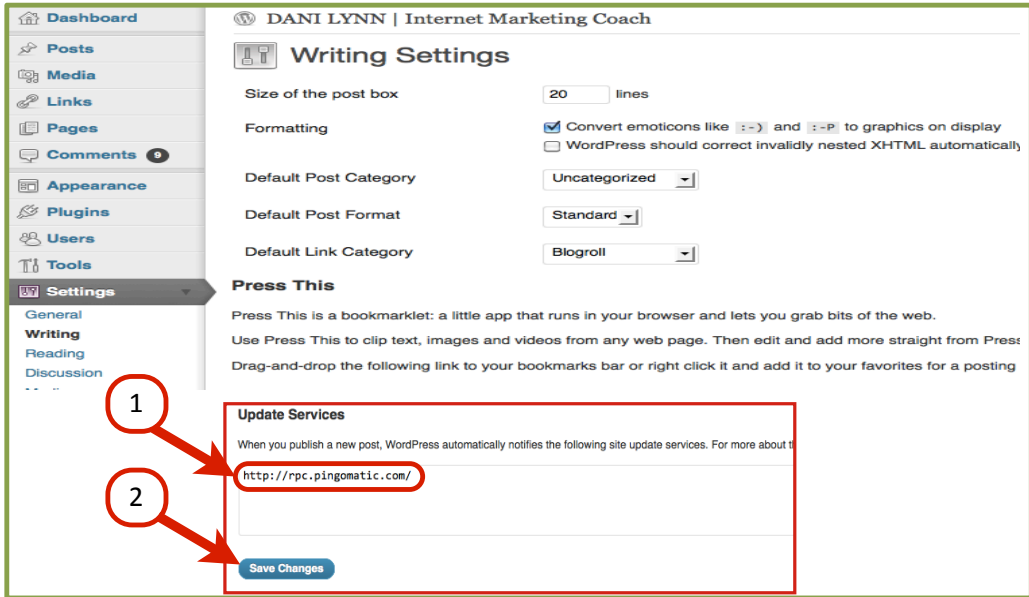## Click On "Writing" Under The Settings Tab And Then Scroll Down To The "Update Services" Section At The Bottom.

Dashboard
Posts
Media
Links
Pages
Comments 9
Appearance
Plugins
Users
Tools
Settings
- General
- Writing **1**
- Reading
- Discussion

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Writing Settings

Size of the post box — 20 lines

Formatting — ☑ Convert emoticons like :-) and :-P to graphics on display
☐ WordPress should correct invalidly nested XHTML automatically

Default Post Category — Uncategorized

Default Post Format — Standard

Default Link Category — Blogroll

Press This

Press This is a bookmarklet: a little app that runs in your browser and lets you grab bits of the web.

Use Press This to clip text, images and videos from any web page. Then edit and add more straight from Press

Drag-and-drop the following link to your bookmarks bar or right click it and add it to your favorites for a posting

Update Services **2**

When you publish a new post, WordPress automatically notifies the following site update services. For more about th

http://rpc.pingomatic.com/

Save Changes

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Step 5

Erase What's In The Box And Copy/Paste The "Pinging List" I give you that you can find underneath this video. Click On "Save Changes".
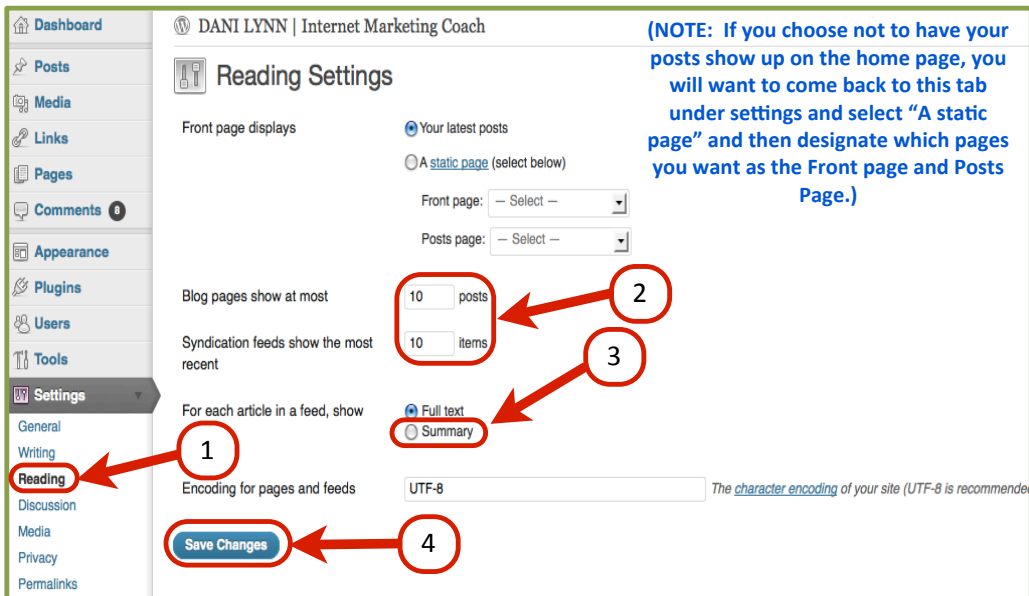
DANI LYNN | Internet Marketing Coach

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① http://rpc.pingomatic.com/

② Save Changes

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Step 6

Click on "Reading" Under The Settings Tab. Adjust Your Number of Blog Pages & Syndication Feeds (3 Is My Preference). Under "For Each Article In Feed", Select "Summary". Then Click "Save Changes".

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Reading Settings

(NOTE: If you choose not to have your posts show up on the home page, you will want to come back to this tab under settings and select "A static page" and then designate which pages you want as the Front page and Posts Page.)

Front page displays	⦿ Your latest posts
	○ A static page (select below)
	Front page: — Select —
	Posts page: — Select —
Blog pages show at most	10 posts ②
Syndication feeds show the most recent	10 items ③
For each article in a feed, show	⦿ Full text
	○ Summary
① Encoding for pages and feeds	UTF-8 The *character encoding* of your site (UTF-8 is recommended
④ Save Changes	

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Step 7

Click on "Permalinks" (under the Settings tab).
Select "Custom Structure".
Type in: /%category%/%postname%/ and click "Save Changes".

sellhousenowaustin.com

Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custo aesthetics, usability, and forward-compatibility of your links. A number of tags are available, and here are some examples to get you started.

Common settings

- Default — http://sellhousenowaustin.com/?p=123
- Day and name — http://sellhousenowaustin.com/2011/12/05/sample-post/
- Month and name — http://sellhousenowaustin.com/2011/12/sample-post/
- Numeric — http://sellhousenowaustin.com/archives/123
- Custom Structure —

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your ca leave these blank the defaults will be used.

Category base

Tag base

Save Changes

Dashboard · Posts · Media · Links · Pages · Comments · Appearance · Plugins · Users · Tools · Settings · General · Writing · Reading · Discussion · Media · Privacy · Permalinks · Collapse menu

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Step 8

Go Through The Remaining Tabs Under Settings And
Change Any Options As You See Fit.

sellhousenowaustin.com

Permalink Settings

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Tag base

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Introduction to Theme Options

Theme Options

What Are They?

Global Settings For The Entire Theme
Settings changed in this area can override settings in other areas of your site.

Why Is It Important?

Offers Flexibility Of Simple Change
Especially nice when you choose to change the look and feel of your website from time to time to keep visitors engaged.

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Step 1

Click on "Appearance" on the left side dashboard menu.
Then click on "Header" under the Appearance tab.

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Step 2

Select the image you want as your header (or create a custom header) and upload it here. Click "Save Changes". Refresh your main website browser window to see your new header and change or update as needed.
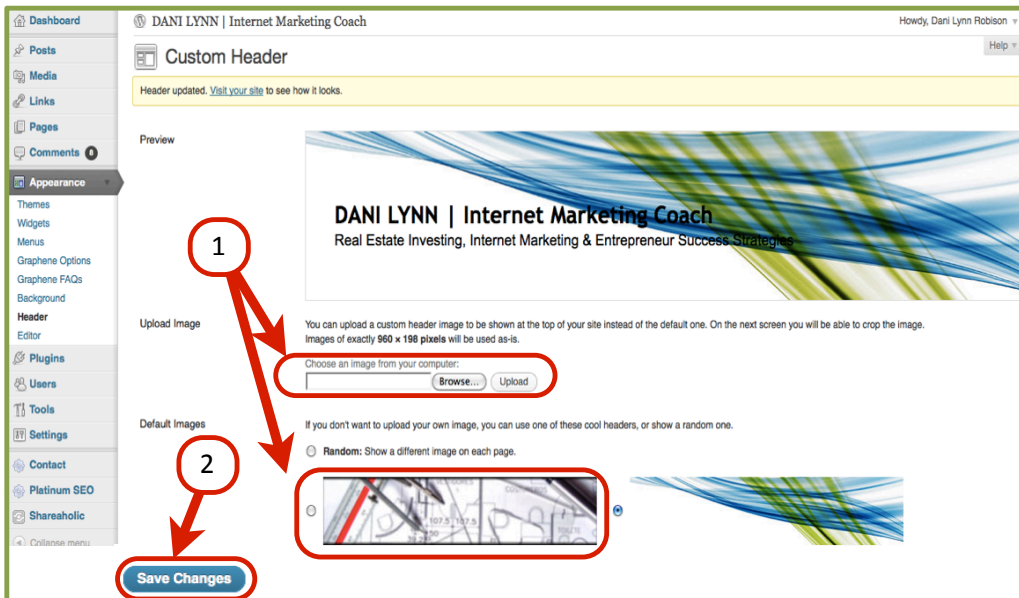
Step 3

Click on "Graphene Options" under the Appearance Tab.
Then click on "Slider Options".
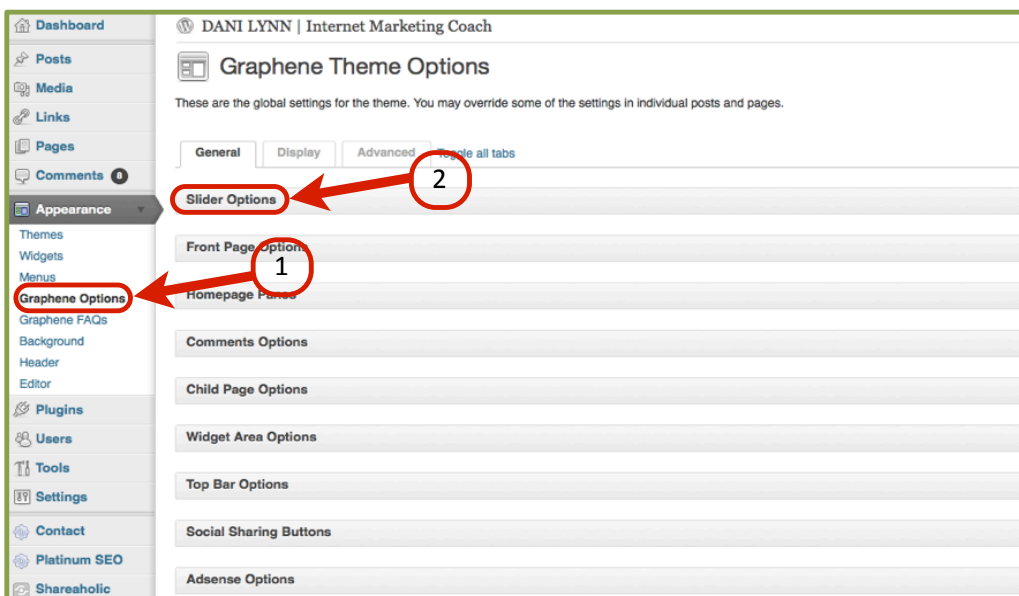
Step 4

Select your featured slider options here.
When done, click "Save Options" at the bottom of the page.
Click on "Slider options" again to close those options.

| General | Display | Advanced | Toggle all tabs |

Slider Options

Disable slider ☐

What do you want to show in the slider
- ⦿ Show latest posts
- ◯ Show random posts
- ◯ Show specific posts/pages
- ◯ Show posts from categories

This picture shows default preferences along with what I set up on my example site that I play with for this course: www.MortgageAssign.com

Number of posts to display `3`

Slider image `Featured Image ▾`

Custom slider image URL

Upload or select image from gallery - Make sure you select Custom URL in the slider image option above to use this custom url.

Slider display style `Thumbnail and excerpt ▾`

Slider animation `Horizontal slide ▾`

Slider height `____ px`

Slider speed `7000` milliseconds
This is the duration that each slider item will be shown

Slider transition speed `400` milliseconds
This is the speed of the slider transition. Lower values = higher speed.

Move slider to bottom of page ☐

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Step 5

Click on "Top Bar Options" and select any options you wish to change to customize your site. When done, click "Save Options".
Click on "Top Bar Options" again to close those options.

Top Bar Options

Hide the top bar ☐

(It's helpful when making these changes to refresh your main website browser window after saving the change to see what the change did to your website so you can quickly fix it if you don't like the change.)

Hide feed icon ☐

Use custom feed URL

This custom feed URL will replace the default WordPress RSS feed URL.

Open social media links in new window ☐

Twitter URL

Enter the URL to your Twitter page.

Facebook URL

Enter the URL to your Facebook profile page.

Add new social media icon

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Step 6

Click on "Footer Options" and add in whatever copyright text you want to on the bottom of your website. When done, click "Save Options".
Click on "Footer Options" again to close those options.

Footer Options

Show Creative Commons logo

Copyright text (html allowed)
If this field is empty, the following default copyright text will be displayed:

Except where otherwise noted, content on this site is licensed under a Creative Commons Licence.

Copyright ©2011 MortageAsssign.com All Rights Reserved.

Do not show copyright info

Do not show the "Return to top" link

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Step 7

Click on "Display Options" at the top of the page.

General   **Display**   Advanced   Toggle all tabs

Header Display Options

Column Options

Posts Display Options

Excerpts Display Options

Comments Display Options

Colours Options

Text Style Options

Footer Widget Display Options

Navigation Menu Display Options

Miscellaneous Display Options

Custom CSS

Save Options

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Step 8

Click on "Header Display Options" and select any options you wish to change to customize your site. When done, click "Save Options". Click on "Header Display Options" again to close those options.

Header Display Options

Use light-coloured header bars ☐   *(I disabled the "Featured Image Replacing Header Image" option.)*

Link header image to front page ☐
Check this if you disable the header texts and want the header image to be linked to the front page.

Disable Featured Image replacing header image ☑
Check this to prevent the posts Featured Image replacing the header image regardless of the featured image dimension.

Use random header image ☐
Check this to show a random header image (random image taken from the available default header images).
***Note:** only works on pages where a specific header image is not defined.*

Search box location   Top bar ▾

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Step 9

Click on "Column Options" and select your website layout.
When done, click "Save Options".
Click on "Column Options" again to close those options.

Column Options ▾

Column mode

Tip: The easier it is to navigate your website, the more time your visitors will stay, which by the way helps your search rankings!

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Step 10

Click on "Excerpts Display Options" and select any options you wish to change to customize your site. When done, click "Save Options". Click on "Excerpts Display Options" again to close those options.

Excerpts Display Options

Show excerpts in front page ☑

Show full content in archive pages ☐

Note: Archive pages include the archive for category, tags, time, and search results pages. Enabling this option will cause the full content of posts and pages listed in those archives to displayed instead of the excerpt, and truncated by the Read More tag if used.

Show More link for manual excerpts ☑

Retain these HTML tags in excerpts

Enter the HTML tags you'd like to retain in excerpts. For example, enter `<p><ul><li>` *to retain* `<p>` *,* `<ul>` *, and* `<li>` *HTML tags.*

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Step 11

Click on "Miscellaneous Display Options". If you would like to upload a favicon, this is where you'll insert that url. When done, click "Save Options". Click on "Miscellaneous Display Options" again to close those options.

Note: How to create a favicon is an addendum to this session.

Miscellaneous Display Options

Site title options

Use these tags to customise your own site title structure: `#site-name` , `#site-desc` , `#post-title`

Custom front page site title

Defaults to `#site-name » #site-desc` *. The* `#post-title` *tag cannot be used here.*

Custom content pages site title

Defaults to `#post-title » #site-name` *.*

Favicon options

Favicon URL http://mortgageassign.com/wp-content/uploads/2011/11/favicon1.ico

Upload or select image from gallery - Simply enter the full URL to your favicon file here to enable favicon. Make sure you include the `http://` *in front of the URL as well. Or use the WordPress media uploader to upload an image, or select one from the media library.*

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Step 12

Click on "Advanced Options" at the top of the page. Click on "Preview" and click the box to enable preview of your site. Click "Save Options". Scroll down to see a window with your website in it so you can easily preview changes.

General | Display | **Advanced** | Toggle all tabs ①

Preview ②

☑ Enable preview of your site on the Graphene Theme Options page

Action Hooks Widget Areas

③

Save Options

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Step 13

Review any other option tabs you want to customize or learn about and when done, click "Save Options".

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments ⓪
- **Appearance**
  - Themes
  - Widgets
  - Menus
  - Graphene Options
  - Graphene FAQs
  - Background
  - Header
  - Editor
- Plugins
- Users
- Tools
- Settings
- Contact
- Platinum SEO
- Shareaholic

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▣ Graphene Theme Options

These are the global settings for the theme. You may override some of the settings in individual posts and pages.

General | Display | Advanced | Toggle all tabs

Slider Options

Front Page Options

Homepage Panes

Comments Options

Child Page Options

Widget Area Options

Top Bar Options

Social Sharing Buttons

Adsense Options

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FYI

If you have questions about this theme, click on "Graphene FAQs" under the Appearance tab and click on the "Support Forum" link to access a database of questions and answers about this theme.

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Next Video…

1) Customizing Wordpress Settings
2) Customizing Header & Theme Options
3) **The Do's & Don'ts of Your Website Menu**
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Introduction to Website Menu's

Website Menu's

What Is It?

Assignment of Mortgage Payments Review

Get The Facts On AMPS™

What is AMPS™?   Is It Legal?   Success Stories   Coaching   Buy AMPS™ Here   Blog   About Us/Phill Grove

Why Is It Important?

It Walks Prospects Through The Sales Process

Info Seeker --> Researcher --> Buyer

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Step 1

Choose Menu Item #1 Which Should Address Your Info Seekers: This Should Be A Question That's Frequently Asked About This Product Or Service.

Step 2

Choose Menu Item #2 Which Should Address Info Seekers or Researchers: This Should Be A Question That's Frequently Asked About This Product Or Service or A Question That Is Important That People SHOULD Be Asking.

Step 3

Choose Menu Item #3 Which Should Address Your Researchers:
This Should Be A Question That's Frequently Asked About This Product Or Service or A Question That Is Important That People SHOULD Be Asking.

Step 4

Choose Menu Item #4 Which Should Address Your Researchers or Testimonials.

TIP: Use words like "Success Stories" ,"Raving Fans", "Customer Feedback" or "Customer Reviews" instead of "Testimonials".

Step 5

Choose Menu Item #5 Which Can Address Researchers, Testimonials or How To Buy Your Product or Use Your Service.

Assignment of Mortgage Payments Review
Get The Facts On AMPS™

What is AMPS™?   Is It Legal?   Success Stories   Coaching   Buy AMPS™ Here   Blog   About Us/Phill Grove

DOUBLE YOUR
DATING | *ATTRACTION IS NOT A CHOICE*

ATTRACTION   MEETING WOMEN   DATING TIPS   CONFIDENCE   GET A GIRLFRIEND   PROGRAM CATALOG   ABOUT DAVID DEANGELO

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Objective 3 · The Do's & Don'ts Of Your Website Menu

Step 6

Choose Menu Item #6 Which Can Address How To Buy Your Product or Use Your Service or Your About Page.

Assignment of Mortgage Payments Review
Get The Facts On AMPS™

What is AMPS™?   Is It Legal?   Success Stories   Coaching   Buy AMPS™ Here   Blog   About Us/Phill Grove

DOUBLE YOUR
DATING | *ATTRACTION IS NOT A CHOICE*

ATTRACTION   MEETING WOMEN   DATING TIPS   CONFIDENCE   GET A GIRLFRIEND   PROGRAM CATALOG   ABOUT DAVID DEANGELO

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Objective 3 · The Do's & Don'ts Of Your Website Menu

Step 7

Choose Menu Item #7 Which Should Address Your About Page or Your Contact Page.

Step 8

Review Your Menu & Check For These "Do's" & "Don'ts":

Website Menu Do's & Don'ts

- DO Have: One Menu Line Only
- DON'T Have More Than One Menu Line
- DO Address One Niche Only
- DON'T Address More Than One Niche (For Example: Buyers & Sellers Is Two Separate Niche's)
- DO Make Your Menu Clean With Large Font & Proper Spacing
- DON'T Make Your Menu Cluttered, Too Small or Too Close Together
- DO Walk Your Prospect Through The Sales Process Left To Right
- DON'T Mix Up The Sales Order (Info Seeker -> Researcher -> Buyer)

Step 9

Begin Creating Your Menu Items As Pages by Clicking on "Pages" Under The Left Dashboard Menu.
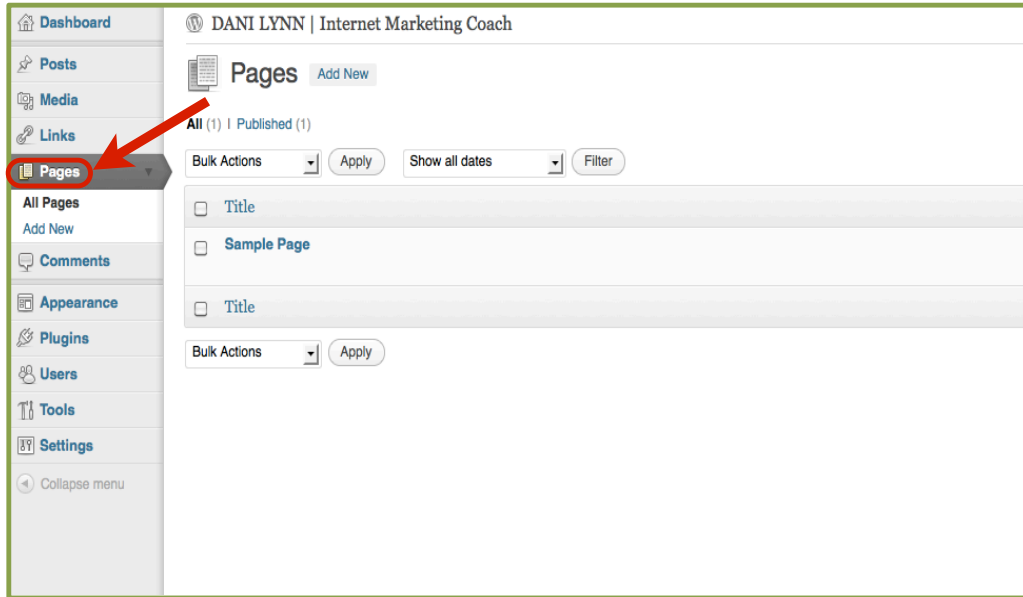
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Pages Add New

All (1) | Published (1)

Bulk Actions ▾ Apply   Show all dates ▾ Filter

☐ Title

☐ **Sample Page**

☐ Title

Bulk Actions ▾ Apply

Dashboard
Posts
Media
Links
Pages
All Pages
Add New
Comments
Appearance
Plugins
Users
Tools
Settings
◂ Collapse menu

Step 10

**Roll Your Mouse Over The "Sample Page" Until You See A Menu Pop Up Underneath It. Click "Trash".
Then Click "Add New".**
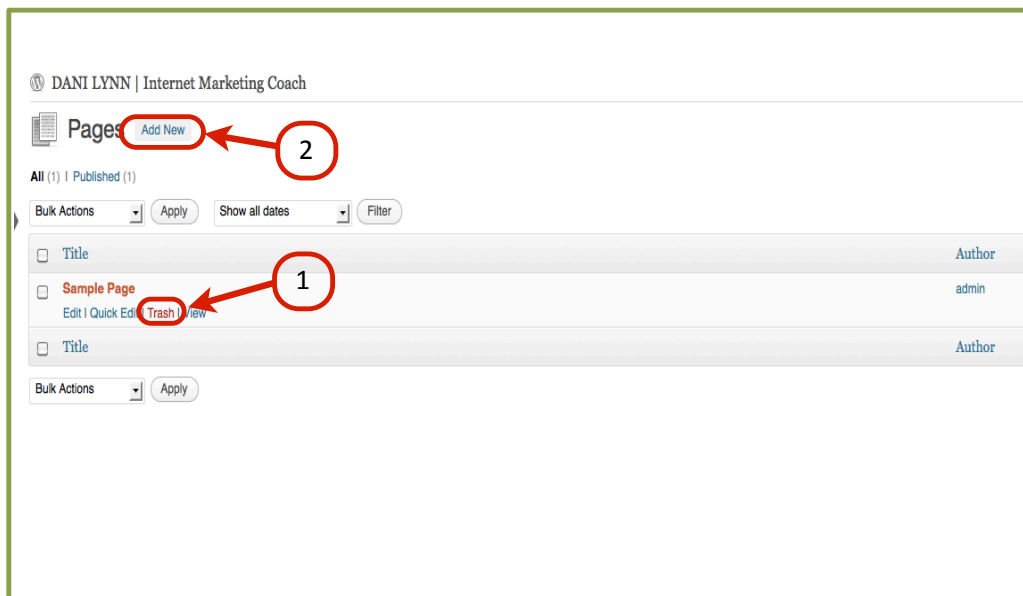
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Pages Add New ← 2

All (1) | Published (1)

Bulk Actions ▾ Apply   Show all dates ▾ Filter

☐ Title   Author

☐ **Sample Page**   admin
   Edit | Quick Edit | Trash | View ← 1

☐ Title   Author

Bulk Actions ▾ Apply

Step 11

Type In Your First Menu Item In The Box Under "Add New Page".
Then Type The Number 1 In the Order Box And Click "Publish".
Refresh Your Main Website Browser To See Your New Menu Item.
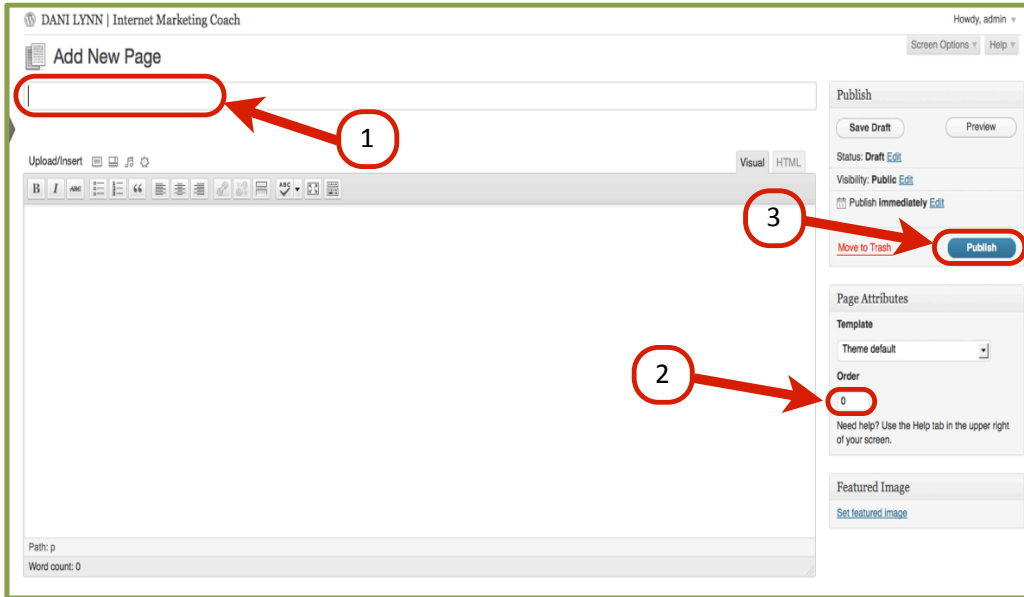
Sample of Step 11

Here Is An Example Of What A Buyer Website
Might Have As Menu Item #1:
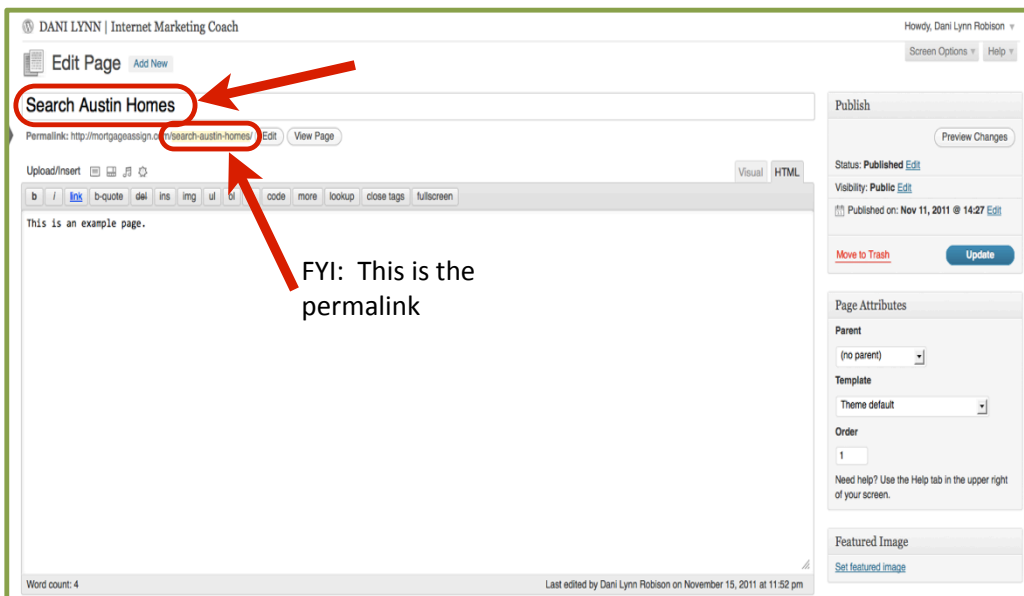
FYI: This is the permalink

Step 12

A) Click On "Add New" At The Top Of The Page You Just Published & Repeat This Process Again:
B) Type In Your Next Menu Item In The Box Under "Add New Page".
C) Then Type The Next Corresponding Number (2) In the Order Box And Click "Publish".
D) Refresh Your Main Website Browser To See Your New Menu Item.
E) Repeat This Process Until All Menu Items Are Completed.

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Introduction to Plugins & Widgets

Plugins & Widgets

What Is It?
Smaller Components Of Software That Work Within A Larger Application And Add To Functionality.

Why Is It Important?
Each Plug In or Widget Will Add To Your Websites Capabilities, Aesthetics &/Or Tools.

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Step 1

Click On "Plugins" Under The Left Dashboard Menu.
Click on "Add New".

	Dashboard
	Posts
	Media
	Links
	Pages
	Comments
	Appearance
	Plugins
	Installed Plugins
	Add New
	Editor
	Users
	Tools
	Settings
	Collapse menu

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Plugins Add New 2

All (2) | Inactive (2)

Bulk Actions   Apply

	Plugin	Description
☐	Akismet	Used by millions, Akismet is quite possibly the best way in the world to **protect your blog from comment and trackback spam**. It keeps your site protected fro
	Activate	Edit	Delete	left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key.
		Version 2.5.3	By Automattic	Visit plugin site
☐	Hello Dolly	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello,
	Activate	Edit	Delete	upper right of your admin screen on every page.
		Version 1.6	By Matt Mullenweg	Visit plugin site
☐	Plugin	Description

Bulk Actions   Apply

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Step 2

Type "Bad Behavior" Into The Search Field
And Click "Search Plugins".

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Install Plugins

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

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the WordPress Plugin Directory or upload a plugin in .zip format via this page.

Search

Search for plugins by keyword, author, or tag.

1

Term ▾ Bad behavior| Search Plugins   2

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

admin AJAX buddypress category comment comments content email Facebook feed flash gallery google image images java
Post posts rss seo shortcode sidebar social spam stats tags twitter video widget widgets wordpress

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Locate "Bad Behavior" Plugin And Click "Install Now".

Click "Okay" When The Pop Up Window Asks If You Are Sure.

Step 5

On The Installation Plugin Screen, Click "Activate Plugin".

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Installing Plugin: Bad Behavior 2.1.15

Downloading install package from http://downloads.wordpress.org/plugin/bad-behavior.2.1.15.zip…

Unpacking the package…

Installing the plugin…

Successfully installed the plugin **Bad Behavior 2.1.15**.

Activate Plugin | Return to Plugin Installer

Rei Rockstars

Step 6

Once The Plugins Screen Appears, You Should See A Message That Says The Plugin Is Activated. Repeat This Process For All Plugins, Starting With Clicking "Add New".

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Plugins Add New

Plugin activated.

All (3) | Active (1) | Inactive (2)

Bulk Actions ▾ Apply

Plugin	Description
Akismet Activate	Edit	Delete	Used by millions, Akismet is quite possibly the best way in the world to **protect your blog from comment and trackback spam**. It keeps your site protected from spam even link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Version 2.5.3	By Automattic	Visit plugin site
Bad Behavior Settings	Log	Deactivate	Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15	By Michael Hampton	Visit plugin site
Hello Dolly Activate	Edit	Delete	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When in the upper right of your admin screen on every page. Version 1.6	By Matt Mullenweg	Visit plugin site
Plugin	Description

Bulk Actions ▾ Apply

Rei Rockstars

Search and Install "Ultimate Follow Me" Plugin.
(Repeat All Previous Steps)

Search and Install "Youtube Widget" Plugin.
(Repeat All Previous Steps)

Step 9

Search and Install "Contact Form 7" Plugin.
(Repeat All Previous Steps)

Step 10

Search and Install "All-In-One SEO Pack" Plugin.
(Repeat All Previous Steps)

Step 11

Click On "the admin page" In Top Red Bar.

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Plugins Add New

All in One SEO Pack must be configured. Go to the admin page to enable and configure the plugin.
All in One SEO Pack now supports *Custom Post Types*.

Plugin **activated**.

All (8) | Active (6) | Inactive (2)

Bulk Actions ▾   Apply

☐	Plugin	Description
☐	**Akismet** Activate	Edit	Delete	Used by millions, Akismet is quite possibly the best way in the world to **protect your blo** 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key Version 2.5.3	By Automattic	Visit plugin site
☐	**All in One SEO Pack** Deactivate	Edit	Out-of-the-box SEO for your Wordpress blog. Options configuration panel	Upgrade to F Version 1.6.13.4	By Michael Torbert	Visit plugin site
☐	**Contact Form 7** Settings	Deactivate	Edit	Just another contact form plugin. Simple but flexible. Version 3.0.1	By Takayuki Miyoshi	Visit plugin site

Rei Rockstars

Step 12

A) Scroll Down To Bottom Section And Select "Enabled" Next To Plugin Status.
B) Input Your Home Title. (Main Keyword and/or Branding)
C) Input Home Description.
D) Input Home Keywords.
E) Click "Update Options" At The Bottom Of The Page.

Click on option titles to get help!

I enjoy this plugin and have made a donation: ☐

A

Plugin Status: ○ Enabled
⦿ Disabled

B Home Title: [   ]

C Home Description: [   ]

D Home Keywords (comma separated): [   ]

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Step 13

Go Back To "Plugins" Under The Left Dashboard Menu And Click "Add New". Search and Install "Sexy Bookmarks" Plugin.
(By Shareaholic. Repeat All Previous Steps)

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Install Plugins

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

Term [▾] [sexy bookmarks] [Search Plugins]

Name	Version	Rating	Description
Sexy Bookmarks Sidebar Widget Details	Install Now	0.2	★★★★☆	This adds a Sidebar widget for the Sexy Bookmarks plugin. This very short widget should probably be part of the actual Se Development was sponsored by Little Bloke Fitness. By Micha
**SexyBookmarks	email, bookmark, and share buttons** Details	Install Now	4.0.6.4	★★★☆☆	Though the name may be a little "edgy" for some, SexyBookm readers to actually submit your articles to numerous social boo Our sole aim was to stray away from the "in the box" thinking b rather ... By Shareaholic.
Simple Social Bookmarks Details	Install Now	3.1.1	★★★★☆	Please note, if upgrading from a version previous to 3.0: Version 3 has changed some of the existing service names an icon set has changed. Simple Social Bookmarks is an easy but powerful way to imple networks ... By David Artiss.
Sociable for WordPress 3.0 Details	Install Now	5.13	★★★★☆	The famous Sociable plugin now updated and compatible with 100 different social bookmarking sites like Digg, Facebook, an IN DEVELOPMENT I'd like to hear from you! Please don't be shy about writing with Icon animations Click statistic... By Tom Pokress.

1

2

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Step 14

Click On "Plugin Options Page".

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NOTICE: Shareaholic needs to be configured... Please visit the Plugin Options Page and set your preferences.

Plugins [Add New]

Plugin **activated**.

All (8) | Active (6) | Inactive (2)

[Bulk Actions ▾] [Apply]

	Plugin	Description
☐	**Akismet** Activate	Edit	Delete	Used by millions, Akismet is quite possibly the best way in the world to **protect you** 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet AF Version 2.5.3	By Automattic	Visit plugin site
☐	**All in One SEO Pack** Deactivate	Edit	Out-of-the-box SEO for your Wordpress blog. Options configuration panel	Upgrade Version 1.6.13.4	By Michael Torbert	Visit plugin site
☐	**Bad Behavior** Settings	Log	Deactivate	Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15	By Michael Hampton	Visit plugin site
☐	**Contact Form 7** Settings	Deactivate	Edit	Just another contact form plugin. Simple but flexible. Version 3.0.1	By Takayuki Miyoshi	Visit plugin site

Rei Rockstars

Step 15

Select Which Social Networks You Want Displayed At The Bottom Of Your Posts.

Step 16

Configure "Additional Buttons" As You Wish.

Configure "Plugin Aesthetics" And All Other Options As You Wish. When Done, Click On "Save Changes".

Virtual Marketing Blueprint

Next Video...

1) Customizing Wordpress Settings
2) Customizing Header & Theme Options
3) The Do's & Don'ts of Your Website Menu
4) Installing Smart Plugins & Widgets
5) **Designing a Strategic Side Navigation Bar**
6) Addendum: Creating Your Favicon

Virtual Marketing Blueprint

Website Customization

Objectives:

1) Customizing Wordpress Settings
2) Customizing Header & Theme Options
3) The Do's & Don'ts of Your Website Menu
4) Installing Smart Plugins & Widgets
5) **Designing a Strategic Side Navigation Bar**
6) Addendum: Creating Your Favicon

Rei Rockstars

Introduction to Side Navigation

Side Navigation

What Is It?

Why Is It Important?

It Draws Attention To Important Aspects of the Website & Provides Easier User Navigation

Opt In, Video, Links to Featured Articles & Blogroll, etc...

Objective 5 Designing A Strategic Side Navigation Bar

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Step 1

Click On "Appearance" Under The Left Dashboard Menu. Then Click On The "Widgets" Tab.

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Howdy, admin ▾

Dashboard
Posts
Media
Links
Pages
Comments
Appearance
Themes
Widgets
Menus
Graphene Options
Graphene FAQs
Background
Header
Editor
Plugins
Users
Tools
Settings

Widgets

Screen Options ▾ Help ▾

Available Widgets

Drag widgets from here to a sidebar on the right to activate them. Drag widgets back here to deactivate them and delete their settings.

Archives — A monthly archive of your site's posts
Calendar — A calendar of your site's posts
Categories — A list or dropdown of categories
Custom Menu — Use this widget to add one of your custom menus as a widget.

Graphene Twitter — Display the latest Twitter status updates.
Links — Your blogroll
Meta — Log in/out, admin, feed and WordPress links
Pages — Your site's WordPress Pages

Recent Comments — The most recent comments

Recent Posts — The most recent posts on your site
RSS — Entries from any RSS or Atom feed
Search — A search form for your site
Tag Cloud — Your most used tags in cloud format

Text — Arbitrary text or HTML
Ultimate Follow Me — Ultimate Follow Me
YouTube — YouTube

Sidebar Widget Area — The first sidebar widget area (available in two and three column layouts).

Sidebar Two Widget Area

Footer Widget Area

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Step 2

Click On The "Text" Widget and Drag It Over To The Right Hand SideBar Widget Area. Once A Dashed Box Appears, You Can Release The Mouse And The Widget Will Drop Into Place & Open Automatically.

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Howdy, admin ▾

Dashboard
Posts
Media
Links
Pages
Comments
Appearance
Themes
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Menus
Graphene Options
Graphene FAQs
Background
Header
Editor
Plugins
Users
Tools
Settings

Widgets

Screen Options ▾ Help ▾

Available Widgets

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Graphene Twitter — Display the latest Twitter status updates.
Links — Your blogroll
Meta — Log in/out, admin, feed and WordPress links
Pages — Your site's WordPress Pages

Recent Comments — The most recent comments

Recent Posts — The most recent posts on your site
RSS — Entries from any RSS or Atom feed
Search — A search form for your site
Tag Cloud — Your most used tags in cloud format

Text — Arbitrary text or HTML
Ultimate Follow Me
YouTube — YouTube

Sidebar Widget Area — The first sidebar widget area (available in two and three column layouts).

Sidebar Two Widget Area

Footer Widget Area

Rei Rockstars

Step 3

Type In "Opt In Box Goes Here" Under The Title and Then Click "Save".
Click The Right Hand Arrow At The Top Of That Box To Close The Widget.
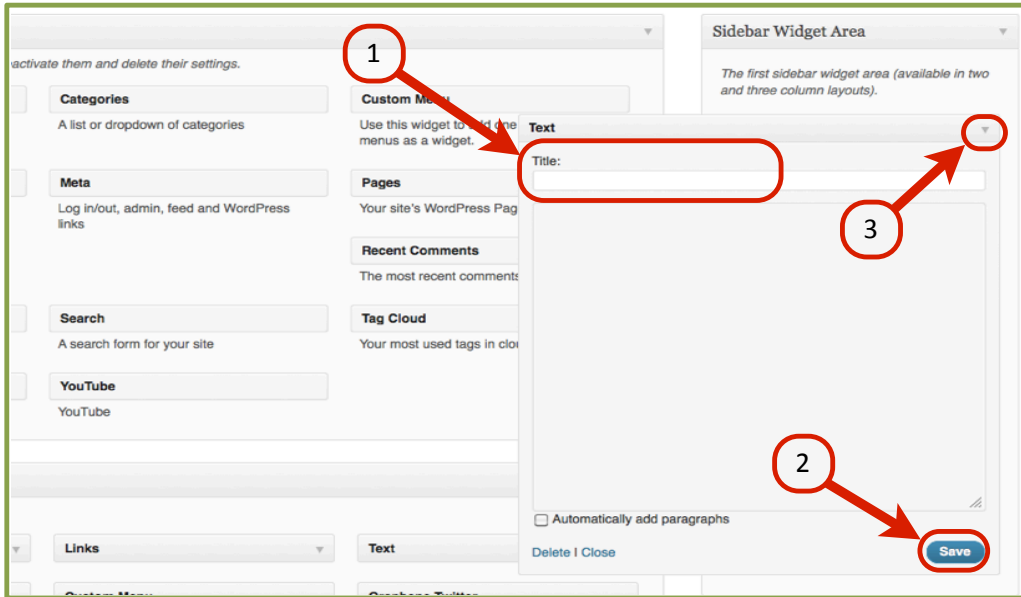
Step 4

Drag Another Text Widget Over To The SideBar Widget Area and Type in
"Welcome Video Goes Here". Then Click "Save".
Click The Right Hand Arrow At The Top Of That Box To Close The Widget.
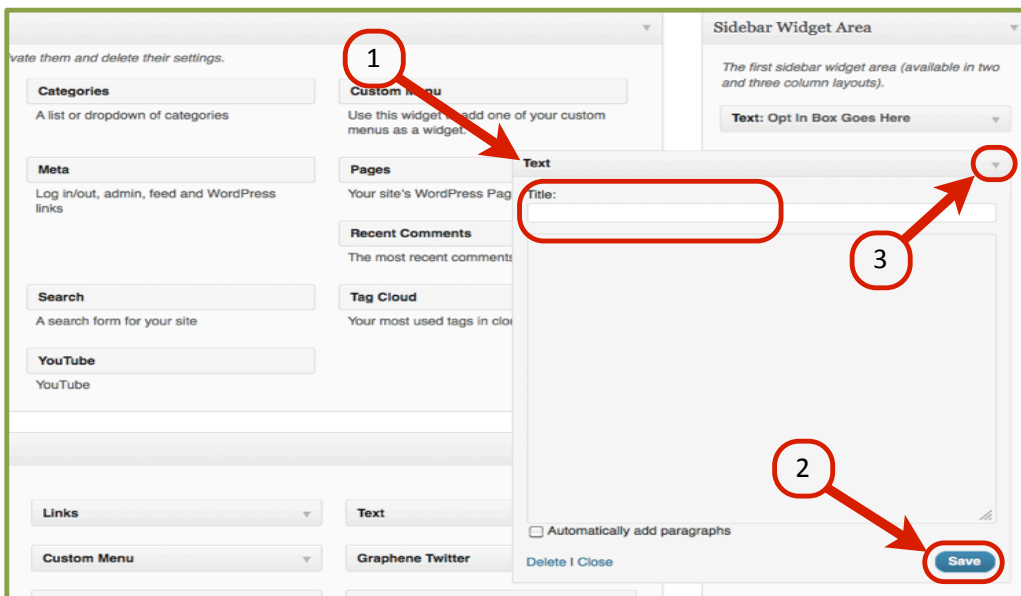
Step 5

1) Drag The "Ultimate Follow Me" Widget To The Sidebar Widget Area And Enter In Your Social Media Pages. 2) Click On The Icon Size You Prefer. 3) Click "Save". Click The Right Hand Arrow At The Top Of That Box To Close The Widget.

Ultimate Follow Me

Title: Follow Me On The Web!

Facebook username or profile ID (http://facebook.com/username or http://facebook.com/profile.php?id=profile_id): dani.lynn.robison

Twitter username (http://www.twitter.com/username): dani_lynn_atx

Linkedin username (http://www.linkedin.com/in/username): danilynnrobison

Google Plus user ID (https://plus.google.com/u/1/user ID): 07011719544507795347

Youtube username (http://www.youtube.com/username): danilynnrobison

Email address or URL to contact us page: info@mortgageassign.co

Display rss feed? ☐

Display style

1

2

3

Delete I Close

Save

Rei Rockstars

Step 6

1) Drag The "Recent Posts" Widget To The Sidebar Widget Area And Type In "Recent Posts" Under The Title. 2) Then Click "Save".
3) Click The Right Hand Arrow At The Top Of That Box To Close The Widget.

Custom Menu

Use this widget to add one of your custom menus as a widget.

Pages

Your site's WordPress Pages

Recent Comments

The most recent comments

Tag Cloud

Your most used tags in cloud format

Sidebar Widget Area

The first sidebar widget area (available in two and three column layouts).

Text: Opt In Box Goes Here

Text: Welcome Video Goes Here

Ultimate Follow Me   3

Recent Posts: Recent Posts

Title:
Recent Posts

Number of posts to show: 5

Delete I Close   Save

1

2

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Step 7

1) Drag The "Links" Widget To The Sidebar Widget Area And 2) Select "All Links" or "Blogroll" Under The Drop Down Menu. 3) Then Click "Save". 4) Click The Right Hand Arrow At The Top Of That Box To Close The Widget.

Custom Menu

Use this widget to add one of your custom menus as a widget.

Pages

Your site's WordPress Pages

Recent Comments

The most recent comments

Tag Cloud

Your most used tags in cloud format

Sidebar Widget Area

The first sidebar widget area (available in two and three column layouts).

Text: Opt In Box Goes Here

Text: Welcome Video Goes Here

Ultimate Follow Me

Recent Posts: Recent Posts

Links

Blogroll

☑ Show Link Image
☑ Show Link Name
☐ Show Link Description
☐ Show Link Rating

Delete I Close   Save

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Sample Widgets

Here Are Examples Of Side Widgets You Might Consider Adding To Your Site:

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Next Video...

1) Customizing Wordpress Settings
2) Customizing Header & Theme Options
3) The Do's & Don'ts of Your Website Menu
4) Installing Smart Plugins & Widgets
5) Designing A Strategic Side Navigation Bar
6) **Addendum: Creating Your Favicon**

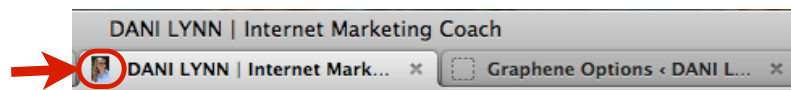
Virtual Marketing Blueprint

Website Customization
Addendum:

Creating Your Favicon

A Favicon Is Short For "Favorite Icon"
And Is Used As A Shortcut Icon, Website
Icon, URL Icon or Bookmark Icon

DANI LYNN | Internet Marketing Coach

DANI LYNN | Internet Mark...   ×   Graphene Options ‹ DANI L...   ×

Open Up A New Web Browser Window And Type In "http://favicon.htmlkit.com/favicon/" Click On "Choose File" to Upload Your Image and Then "Click On Generate Favicon.ico"

Confirm Image and Click On "Download".

Step 3

**Find The Folder Download (It Should Start With "Favicon_")
On Your Desktop Or In Your Downloads Folder. Open The Folder And
Drag The Favicon.ico File Or Animated Favicon File To Your Desktop.**
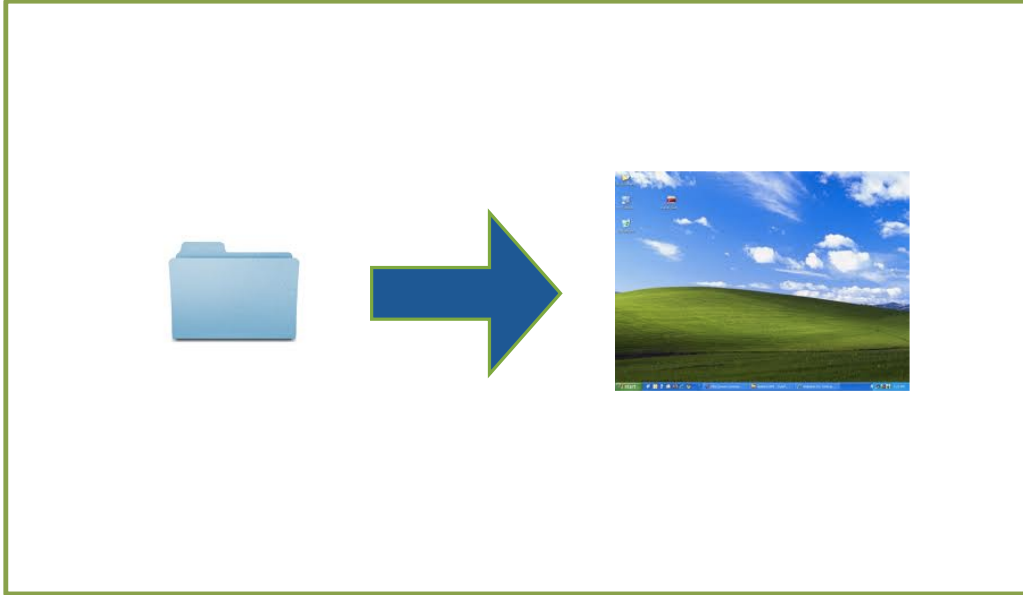
Step 4

**1) Go Back To Your Wordpress Admin Area And
Click On "Media" Under The Left Dashboard Menu.
2) Then Click On "Add New".**

**Click On "Select Files" And Then Choose
The Favicon You Wish To Upload.**
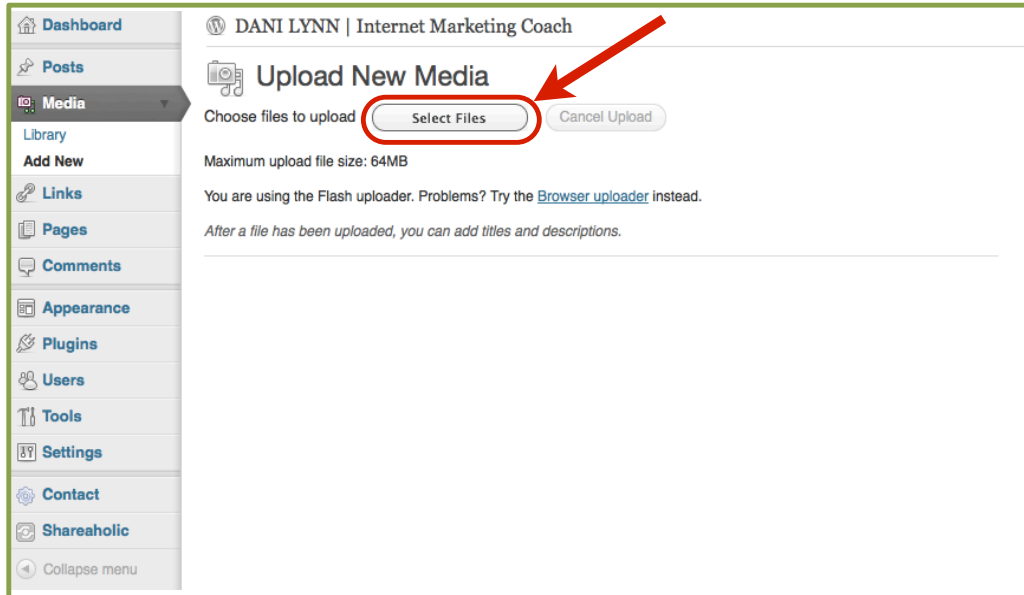
Dashboard

Posts

Media
Library
Add New

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Contact

Shareaholic

Collapse menu

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Upload New Media

Choose files to upload   Select Files   Cancel Upload

Maximum upload file size: 64MB

You are using the Flash uploader. Problems? Try the Browser uploader instead.

After a file has been uploaded, you can add titles and descriptions.

Addendum: Creating Your Favicon

Rei Rockstars

**1) Change "Title" If You Choose And 2) Copy The File URL.
3) Then Click "Save All Changes".**
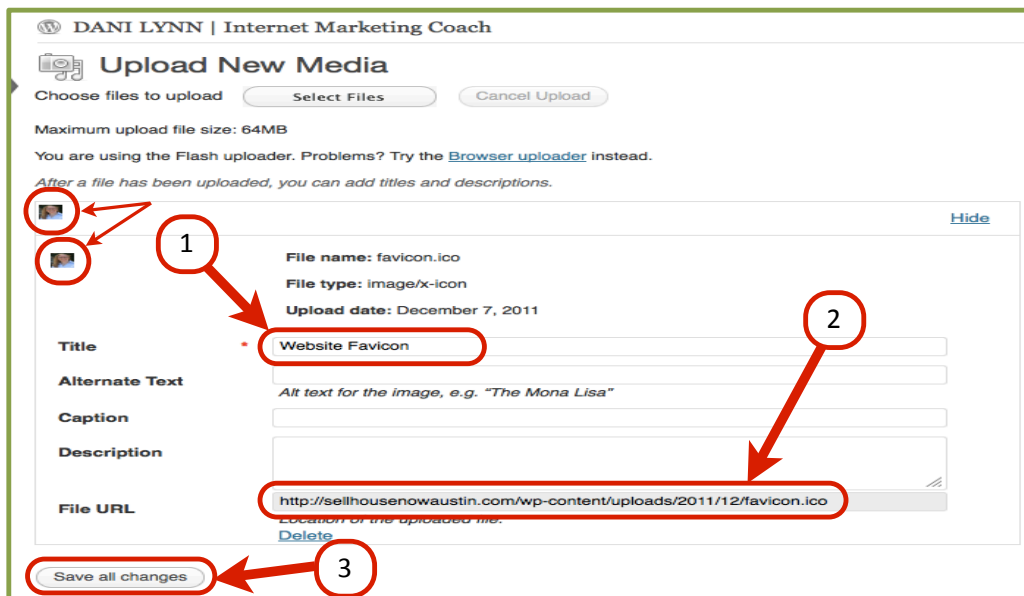
DANI LYNN | Internet Marketing Coach

Upload New Media

Choose files to upload   Select Files   Cancel Upload

Maximum upload file size: 64MB
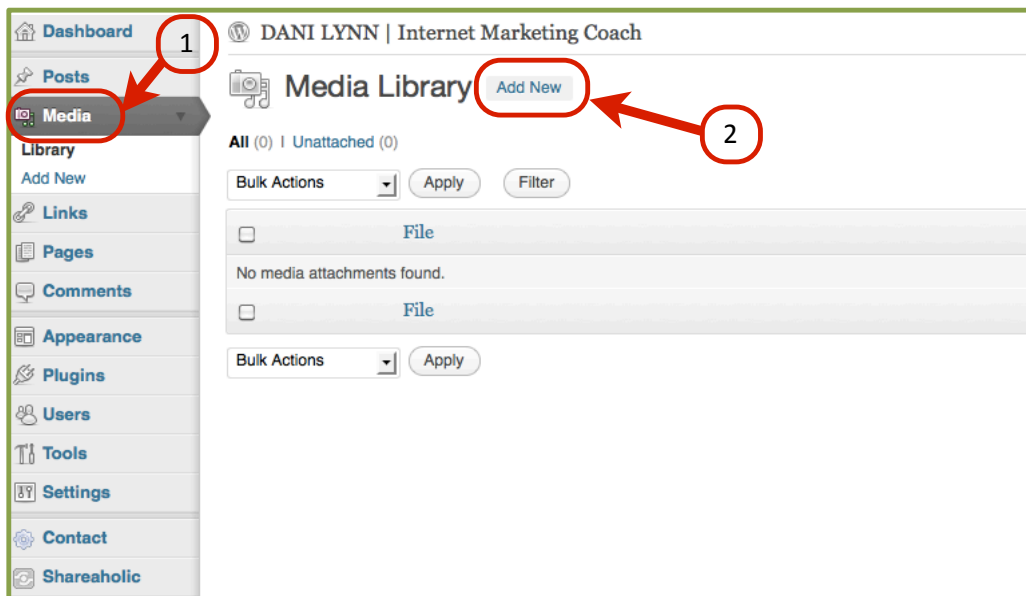
You are using the Flash uploader. Problems? Try the Browser uploader instead.

After a file has been uploaded, you can add titles and descriptions.

Hide

1

File name: favicon.ico

File type: image/x-icon

Upload date: December 7, 2011

2

Title   *   Website Favicon

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

Caption

Description

File URL   http://sellhousenowaustin.com/wp-content/uploads/2011/12/favicon.ico

Location of the uploaded file.

Delete

Save all changes   3

Addendum: Creating Your Favicon

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Click On "Appearance" Under The Left Dashboard Menu.

🏠 Dashboard

✏️ Posts

📷 Media
Library
Add New

🔗 Links

📄 Pages

💬 Comments

🔲 Appearance

🔌 Plugins

👥 Users

🔧 Tools

⚙️ Settings

⚙️ Contact

🔲 Shareaholic

Ⓦ DANI LYNN | Internet Marketing Coach

📷 Media Library   Add New

All (1) | Image (1) | Unattached (1)

Bulk Actions ▾   Apply   Show all dates ▾   Filter

☐   File

☐   🖼   **Website Favicon**
ICO

Edit | Delete Permanently | View

☐   File

Bulk Actions ▾   Apply

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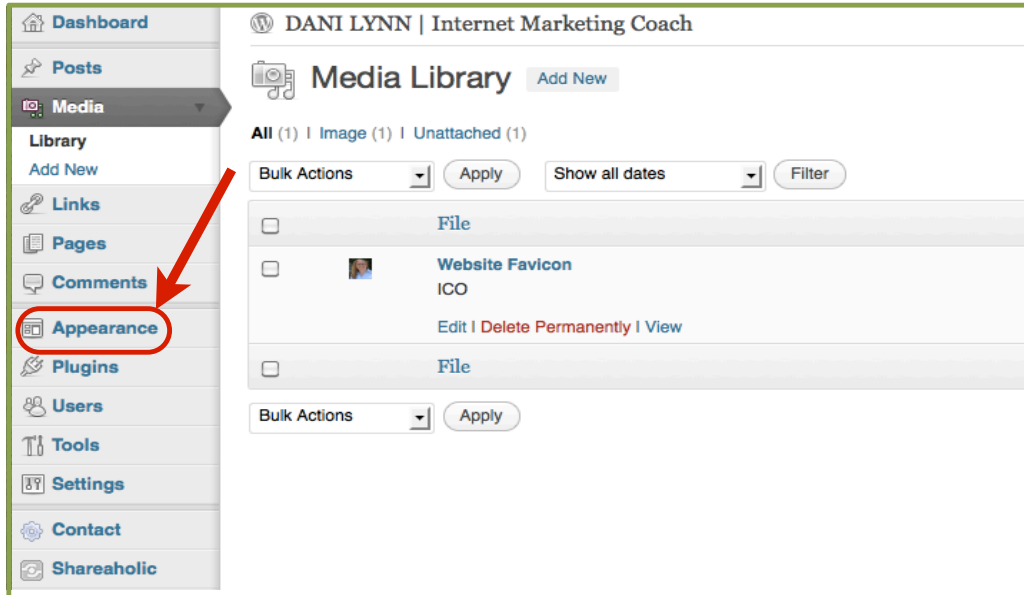
1) Click On "Graphene Options" Under The "Appearance" Tab.
2) Then Click On "Display" On The Top Tab. Then Scroll Down And
3) Click On "Miscellaneous Display Options".

🏠 Dashboard

✏️ Posts

📷 Media

🔗 Links

📄 Pages

💬 Comments

🔲 Appearance
Themes
Widgets
Menus
Graphene Options
Graphene FAQs
Background
Header
Editor

🔌 Plugins

👥 Users

🔧 Tools

⚙️ Settings

⚙️ Contact

🔲 Shareaholic

◀ Collapse menu

Ⓦ DANI LYNN | Internet Marketing Coach

🔲 Graphene Theme Options

These are the global settings for the theme. You may override some of the settings in individual posts and pages.

General   **Display**   Advanced   Toggle all tabs

Header Display Options

Column Options

Posts Display Options

Excerpts Display Options

Comments Display Options

Colours Options

Text Style Options

Footer Widget Display Options

Navigation Menu Display Options

Miscellaneous Display Options

1

2

3

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Step 9

Paste The File URL That You Copied In Step #6 Into The Favicon URL Box.
Then Scroll Down And Click "Save Options".
(Refresh Your Main Web Browser Window To See The New Favicon Appear)

Miscellaneous Display Options

Site title options

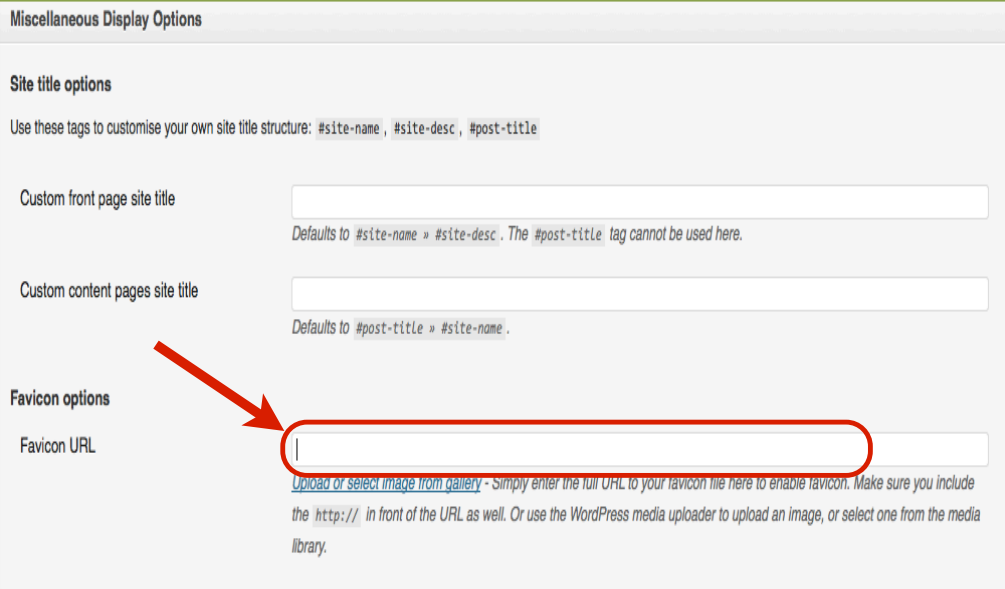Use these tags to customise your own site title structure: #site-name , #site-desc , #post-title

Custom front page site title

Defaults to #site-name » #site-desc . The #post-title tag cannot be used here.

Custom content pages site title

Defaults to #post-title » #site-name .

Favicon options

Favicon URL

Upload or select image from gallery - Simply enter the full URL to your favicon file here to enable favicon. Make sure you include the http:// in front of the URL as well. Or use the WordPress media uploader to upload an image, or select one from the media library.

Virtual Marketing Blueprint

Website Customization

Objectives:

- ☑ Customizing Wordpress Settings
- ☑ Customizing Your Header & Theme Options
- ☑ The Do's & Don'ts Of Your Website Menu
- ☑ Installing Smart Plugins & Widgets
- ☑ Designing A Strategic Side Navigation Bar
- ☑ Addendum: Creating Your Favicon

VMB: Website Customization Homework

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

1) **Customize Wordpress Settings**
2) **Customize Website Header & Theme Options**
3) **Customize Website Menu**
4) **Install Plugins & Widgets**
5) **Design Side Navigation Bar**
6) **Create Your Favicon**

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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

Rei Rockstars