

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.

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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

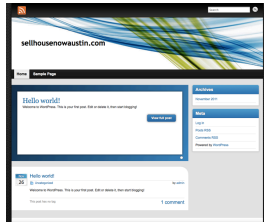
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Virtual Marketing Blueprint

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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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

Objective 1 Customizing Wordpress Settings

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Introduction to Wordpress Settings

Wordpress Settings

Why Are They So Important?

Search Engine Optimization!



Objective 1 Customizing Wordpress Settings

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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)



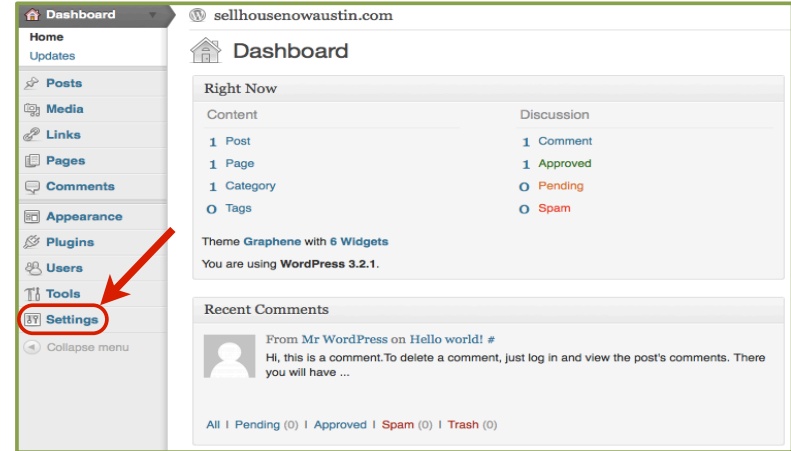
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Step 2

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



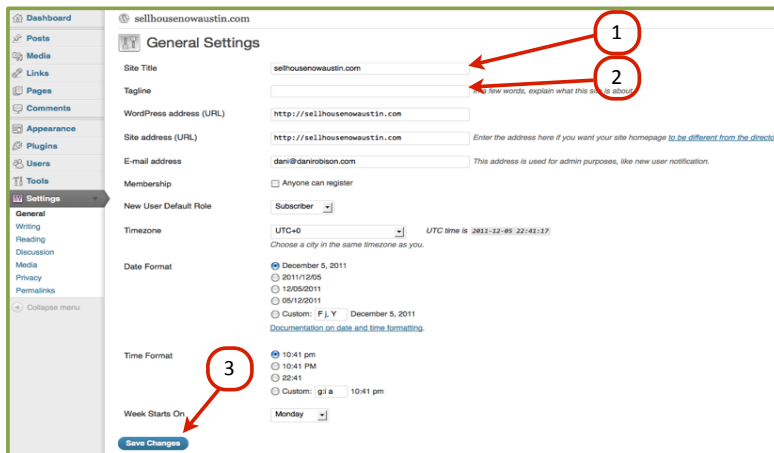
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Step 3

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)



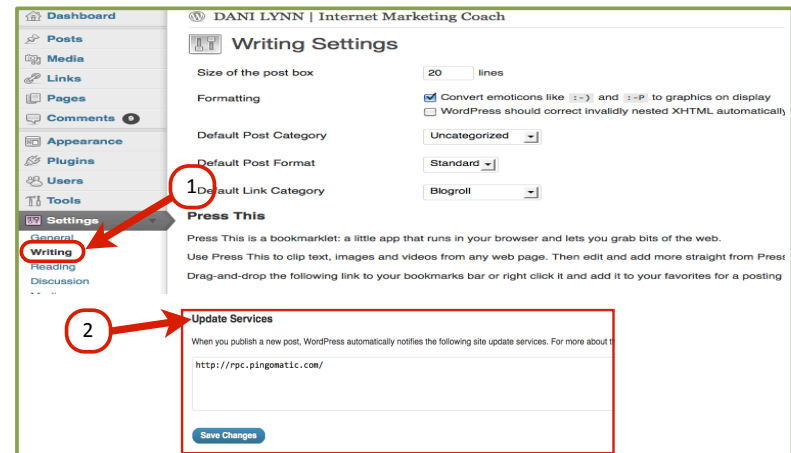
Objective 1 Customizing Wordpress Settings

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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.



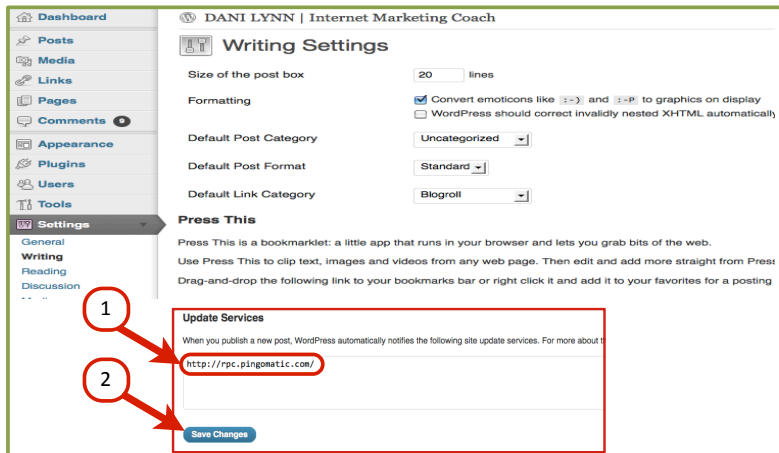
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Step 5

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".



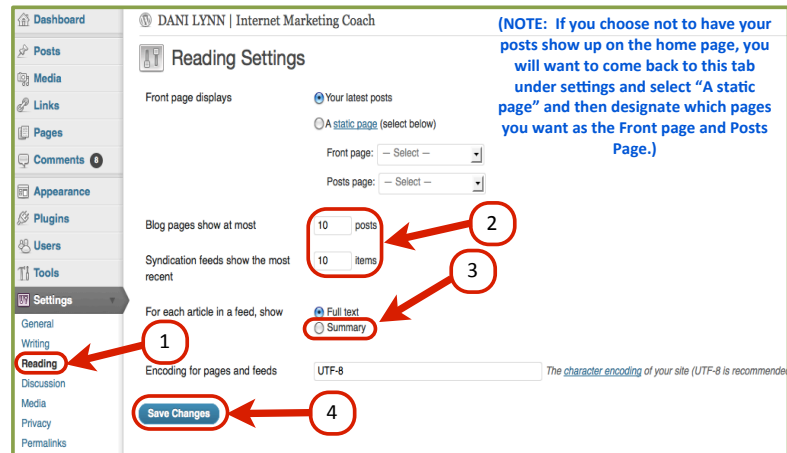
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Step 6

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".



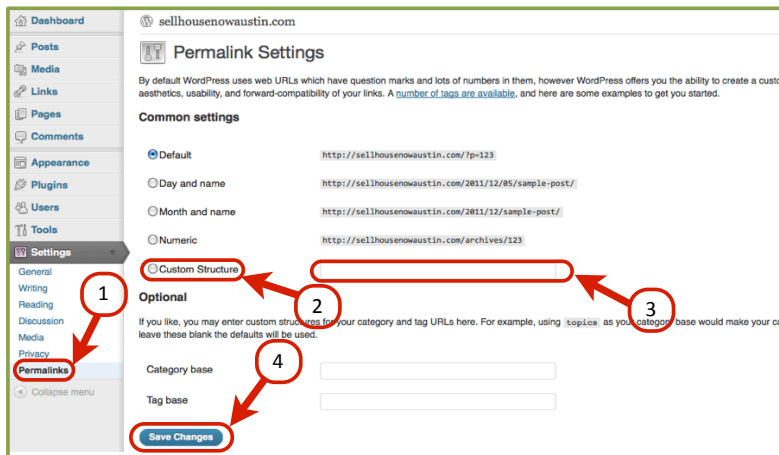
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Step 7

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



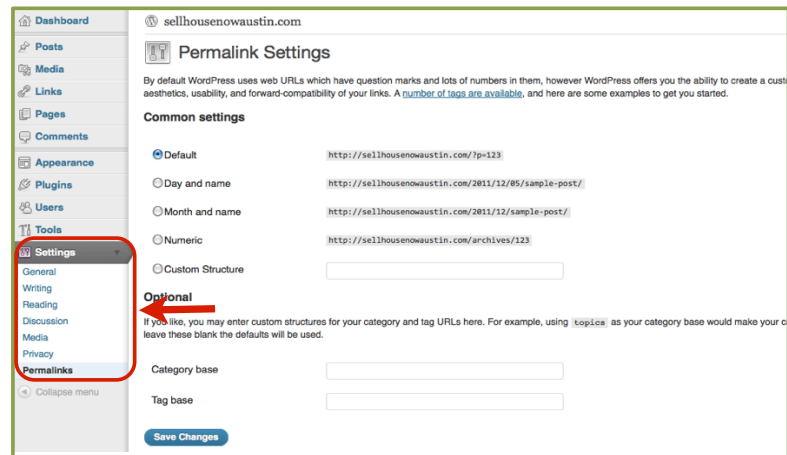
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Step 8

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



Objective 1 Customizing Wordpress Settings

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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 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.

Objective 2 Customizing Header & Theme Options



Step 1

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

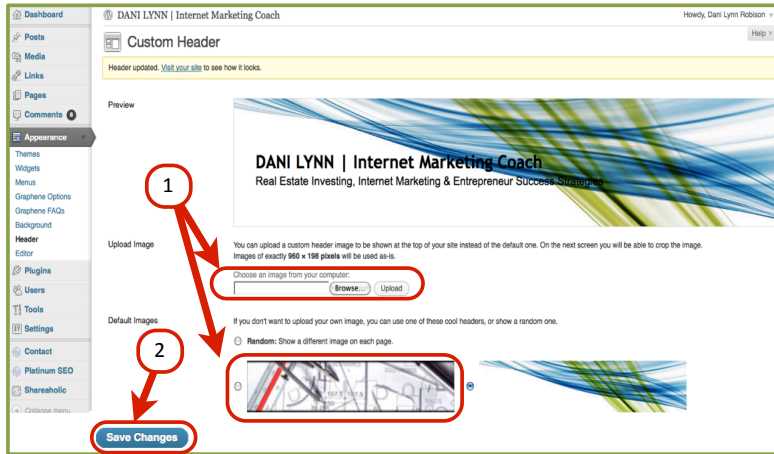
The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. On the left sidebar, the 'Appearance' menu item is highlighted with a red circle and labeled '1'. An arrow points from this circle to the 'Header' sub-menu item, which is also highlighted with a red circle and labeled '2'. The main content area shows the 'Current Theme' section for 'Graphene 1.5.4 by Syahir Hakim'.

Objective 2 Customizing Header & Theme Options



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.



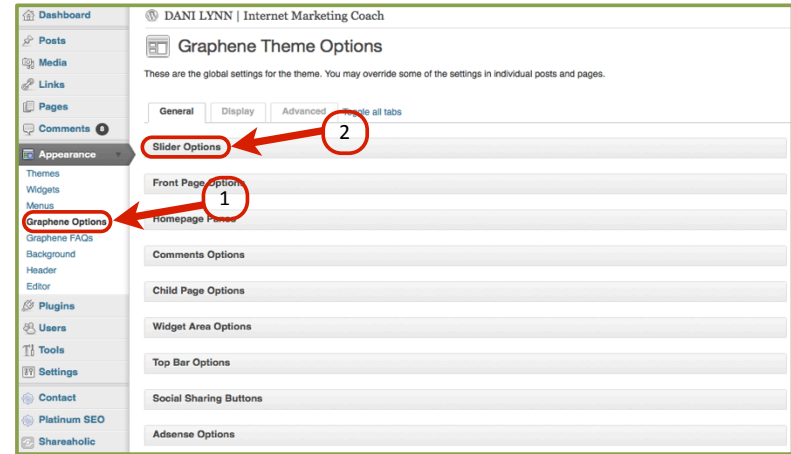
Objective 2 Customizing Header & Theme Options

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Step 3

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



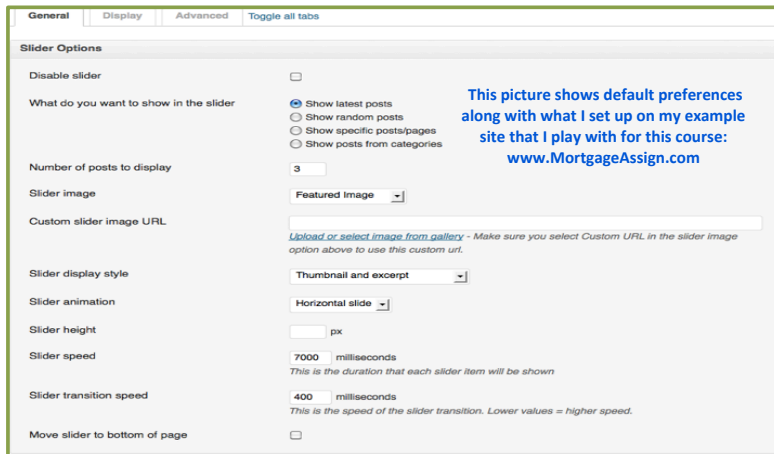
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Step 4

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.



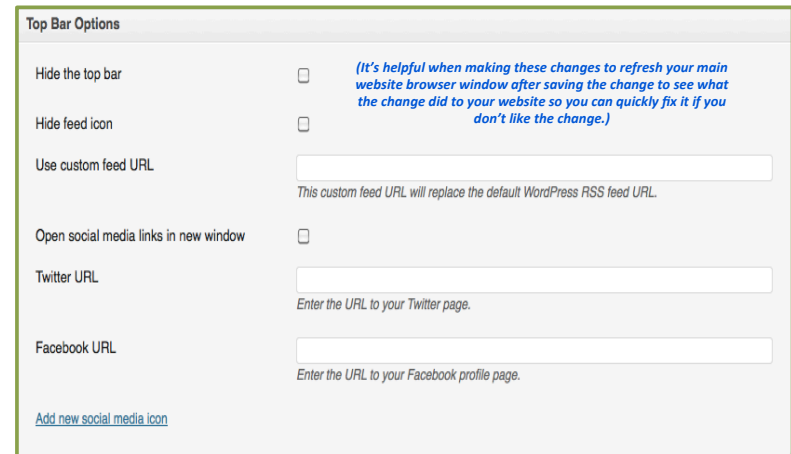
Objective 2 Customizing Header & Theme Options

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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.



Objective 2 Customizing Header & Theme Options

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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 License](#).

Copyright ©2011 MortgageAssign.com All Rights Reserved.

Do not show copyright info

Do not show the "Return to top" link



Objective 2 Customizing Header & Theme Options



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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



Objective 2 Customizing Header & Theme 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

Objective 2 Customizing Header & Theme Options



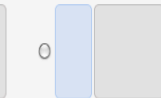
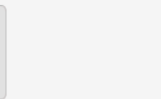
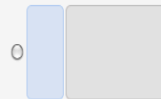
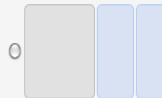
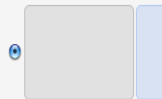
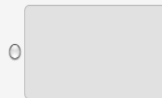
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Step 9

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!

Objective 2 Customizing Header & Theme Options



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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.

Objective 2 Customizing Header & Theme 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 be 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><u> to retain <p>, <u>, and 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.

Objective 2 Customizing Header & Theme 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
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.

Objective 2 Customizing Header & Theme Options

General Display **Advanced** toggle all tabs

Preview

enable preview of your site on the Graphene Theme Options page

Action Hooks Widget Areas

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".

Objective 2 Customizing Header & Theme Options

Dashboard DAN I 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

Appearance

- Themes
- Widgets
- Menus
- Graphene Options**
 - Graphene FAQs
 - Background
 - Header
 - Editor
- Plugins
- Users
- Tools
- Settings
- Contact
- Platinum SEO
- Shareaholic

Slider Options

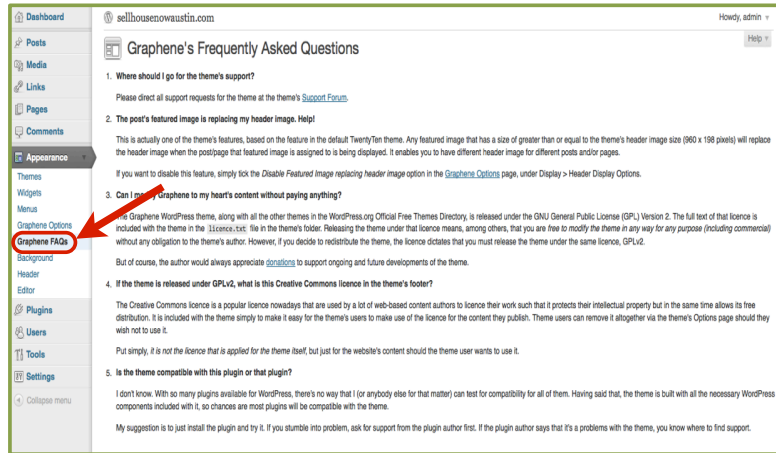
- Front Page Options
- Homepage Panes
- Comments Options
- Child Page Options
- Widget Area Options
- Top Bar Options
- Social Sharing Buttons
- Adsense Options

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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.



Objective 2 Customizing Header & Theme Options

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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

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Introduction to Website Menu's

Website Menu's

What Is It?



Why Is It Important?

It Walks Prospects Through The Sales Process
Info Seeker --> Researcher --> Buyer

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

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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.

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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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.

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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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.

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

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

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

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

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

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Step 5

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

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



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Step 6

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

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



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Step 7

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

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Step 8

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

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

Website Menu Do's & Don'ts

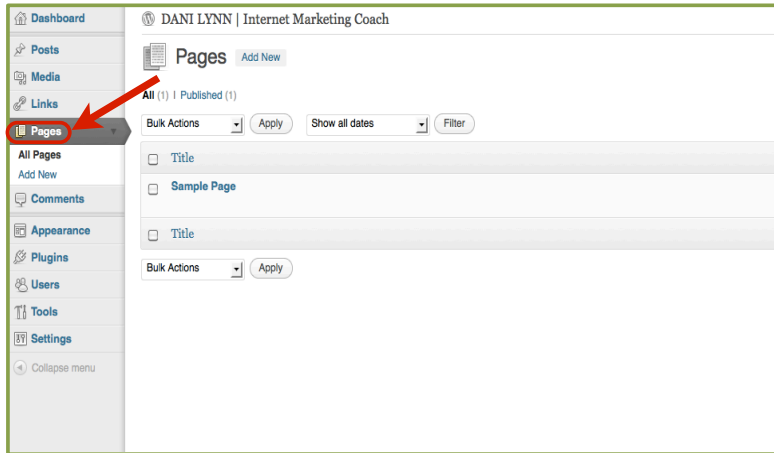
- DO Have: One Menu Line Only
- DON'T Have More Than One Menu Line
- DO Address One Niche Only
- DON'T Address More Than One Niche (For Example: Buyers & Sellers Is Two Separate Niche's)
- DO Make Your Menu Clean With Large Font & Proper Spacing
- DON'T Make Your Menu Cluttered, Too Small or Too Close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

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Step 9

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



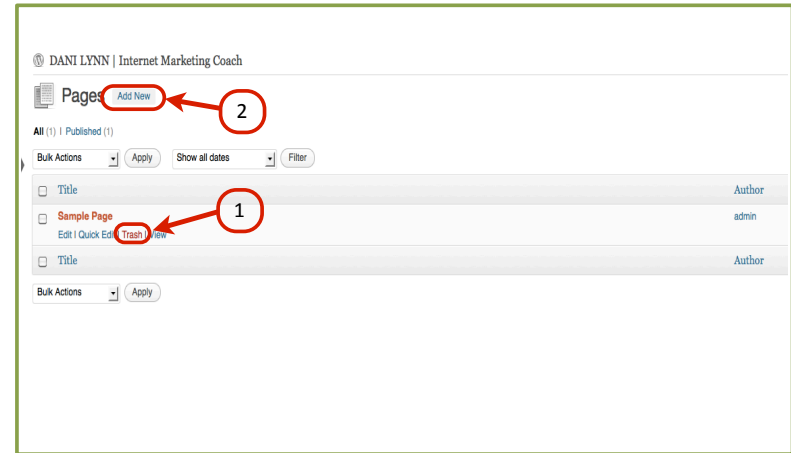
Objective 3 The Do's & Dont's Of Your Website Menu

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Step 10

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



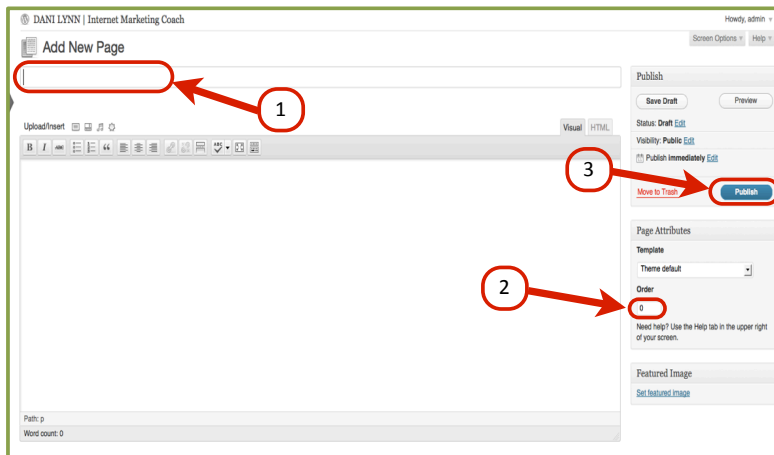
Objective 3 The Do's & Dont's Of Your Website Menu

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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.



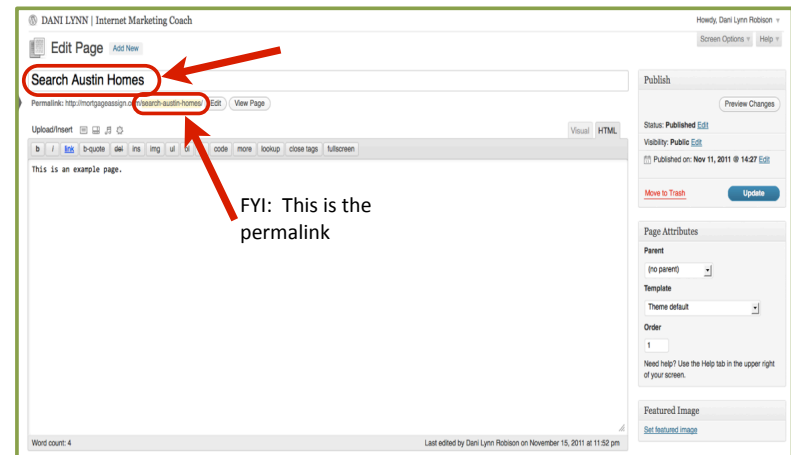
Objective 3 The Do's & Dont's Of Your Website Menu

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Sample of Step 11

Here Is An Example Of What A Buyer Website Might Have As Menu Item #1:



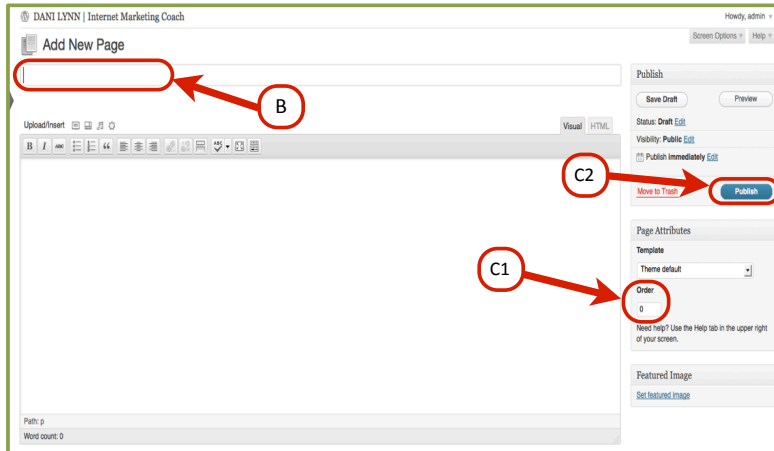
Objective 3 The Do's & Dont's Of Your Website Menu

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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.



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

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- 6) Addendum: Creating Your Favicon

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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.

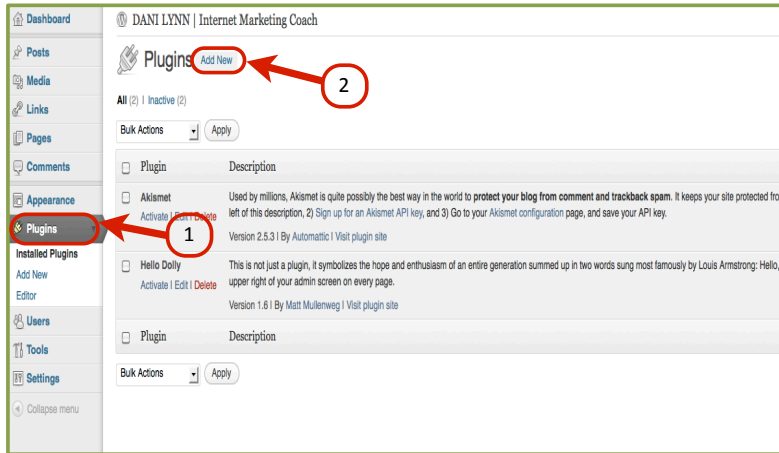
Objective 4 Installing Smart Plugins & Widgets

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Step 1

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



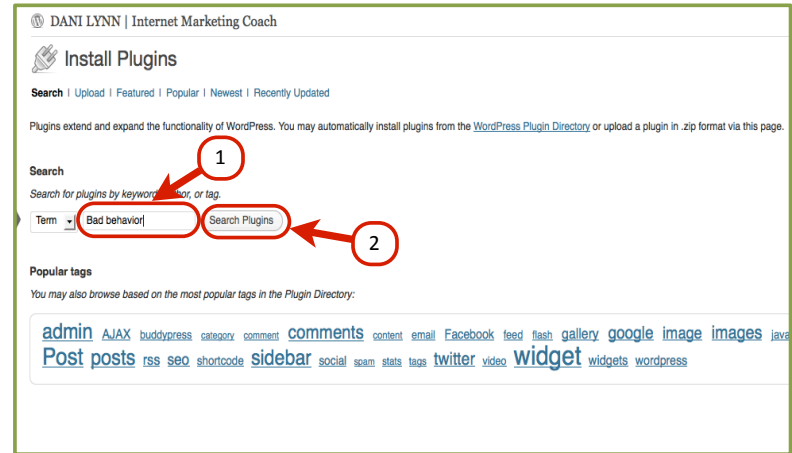
Objective 4 Installing Smart Plugins & Widgets

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Step 2

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



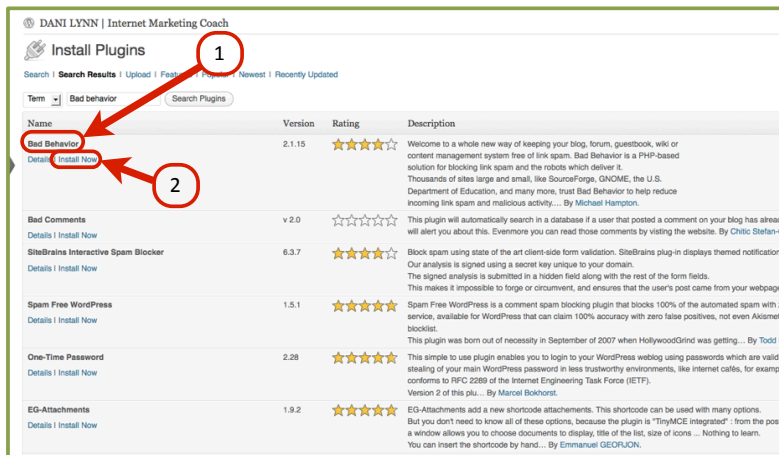
Objective 4 Installing Smart Plugins & Widgets

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Step 3

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



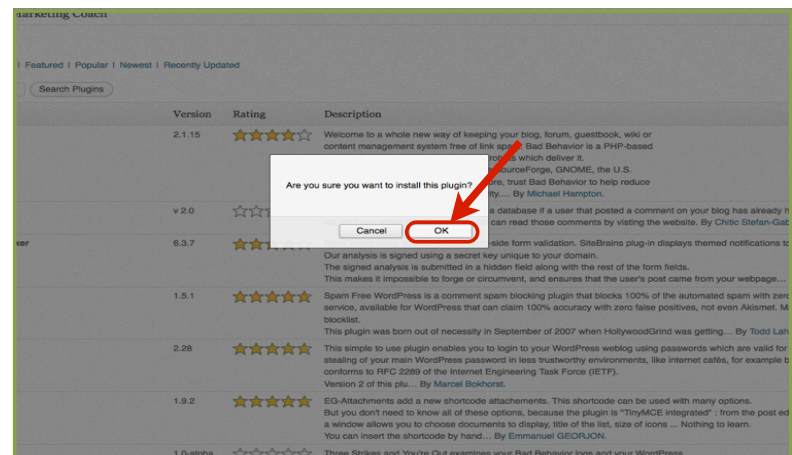
Objective 4 Installing Smart Plugins & Widgets

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Step 4

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



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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](#)

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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".

Objective 4 Installing Smart Plugins & Widgets

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Plugins

[Add New](#)

Plugin activated

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

Bulk Actions

Plugin	Description
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> 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
<input type="checkbox"/> Plugin	Description

Bulk Actions

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Step 7

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

Objective 4 Installing Smart Plugins & Widgets

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Install Plugins

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

Term

Name	Version	Rating	Description
Ultimate Follow Me Details Install Now	1.3.3	★★★★★	Ultimate Follow Me is a Simple yet Very Easy link to your Facebook, Twitter, As an added bonus, include your RSS page on your site). This plugin includes 3 different style...
Ultimate Post Type Manager Details Install Now	1.6.9	★★★★☆	This plugin is an Easy to use Custom Download now!. [Plugin URL] Some Features Create Custom Post Types. Customize every detail of Post Type. Create Rewrites for Permalink. Manage Supported Feature such as Very Easy to use interface. Automatically adds the Post type Cou...
Ultimate TinyMCE Details Install Now	1.5.7	★★★★★	Are you a visual person? Do the four plugin for you! Ultimate TinyMCE will expand the default mucking about in HTML and CSS. Here are just a few feat... By Josh Lo...

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Step 8

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

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Install Plugins

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

Term

Name	Version	Rating	Description
YouTube widget Details Install Now	1.1	★★★★☆	Requirements WordPress 2.2+ or 2.0.x/2.1.x with WordPress
My Recent YouTube Widget Details Install Now	0.4	★★★★☆	Embed the most recent YouTube videos for a l...
YouTube Channel Details Install Now	1.2	★★★★☆	When you need to display sidebar widget with Simply insert widget to sidebar, set channel na embedded in sidebar widget, with link to chann...
Youtube Videos Details Install Now	1.2.1	★★★★☆	Youtube Videos Widget lets you add the latest [youtube_videos], or to a sidebar with the inclu...
YouTube SimpleGallery Details Install Now	1.6	★★★★☆	This plugin let's you add a gallery of YouTube- Thickbox installed you can chose to open videt To add a YouTube SimpleGallery to a Post or E...

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Step 9

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

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Install Plugins

Search | Search Results | Uploads | Featured | Popular | Newest | Recently Updated

Term: contact form 7 Search Plugins

Name	Version	Rating	Description
Contact Form 7 Details Install Now	3.0.1	★★★★☆	Contact Form 7 can manage multiple cont Ajax-powered submitting, CAPTCHA, Akismet's Official Site Contact Form 7 (http://contactform7.com) Docs - FAQ - Support Contact Form 7 Needs Your Support It is hard to continue development and su
Contact Form by ContactMe.com Details Install Now	2.1	★★★★☆	The quickest and easiest way to get a full contact form of choice! The most robust FREE Contact Form plug Our Contact Form plugin is packed with fe Add custom contact fo... By ContactMe.c
Custom Contact Forms Details Install Now	4.7.0.4	★★★★☆	Guaranteed to be 1000X more customizal any knowledge of CSS: borders, padding, use a custom thank you page or built-in p
Fast Secure Contact Form Details Install Now	3.1	★★★★☆	This plugin allows a webmaster to easily c send a meeting request to talk over phone Features a super easy admin panel, multi

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Step 10

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

Objective 4 Installing Smart Plugins & Widgets

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Install Plugins

Search | Search Results | Uploads | Featured | Popular | Newest | Recently Updated

Term: all in one seo pack Search Plugins

Name	Version	Rating	Description
All in One SEO Pack Details Install Now	1.6.13.4	★★★★☆	Optimizes your Wordpress blog for Search Engines Upgrade to Pro Version Support Change Log FAQ Translations Some features: Support for Custom Post Types Advanced Canonical URLs Fine tune Page Navigational Links Built-in API so other plugins/themes can access and ONLY plugin to provide SEO Integration for WP e-C
WooCommerce - All in One SEO Pack Details Install Now	1.1	★★★★☆	For more information visit: http://www.visser.com.au/

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Step 11

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

Objective 4 Installing Smart Plugins & Widgets

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Plugins

All in One SEO Pack must be configured. Go to [this 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
<input type="checkbox"/> Akismet Activate Edit Delete	Used by millions, Akismet is quite possibly the best way in the world to protect your blog 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
<input type="checkbox"/> 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
<input type="checkbox"/> Contact Form 7 Settings Deactivate Edit	Just another contact form plugin. Simple but flexible. Version 3.0.1 By Takayuki Miyoshi Visit plugin site

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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.

Objective 4 Installing Smart Plugins & Widgets

Click on option titles to get help!

I enjoy this plugin and have made a donation:

Plugin Status: Enabled Disabled

Home Title:

Home Description:

Home Keywords (comma separated):

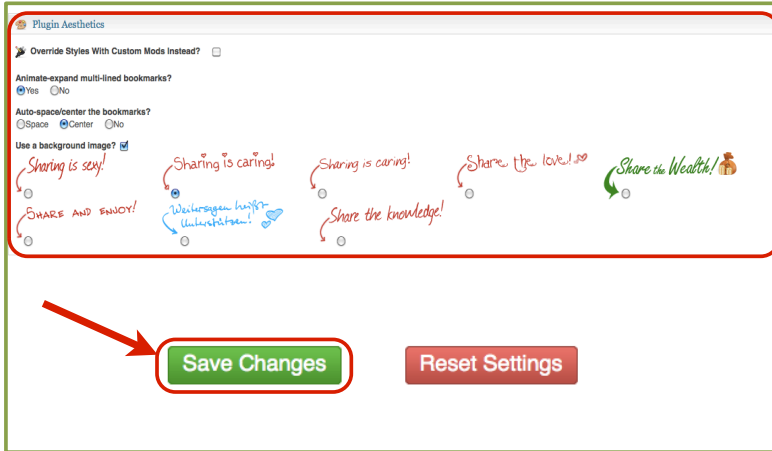
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Step 17

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

Objective 4 Installing Smart Plugins & Widgets



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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

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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

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Introduction to Side Navigation

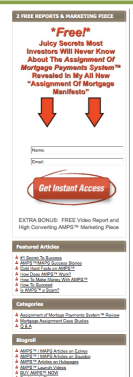
Side Navigation

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...



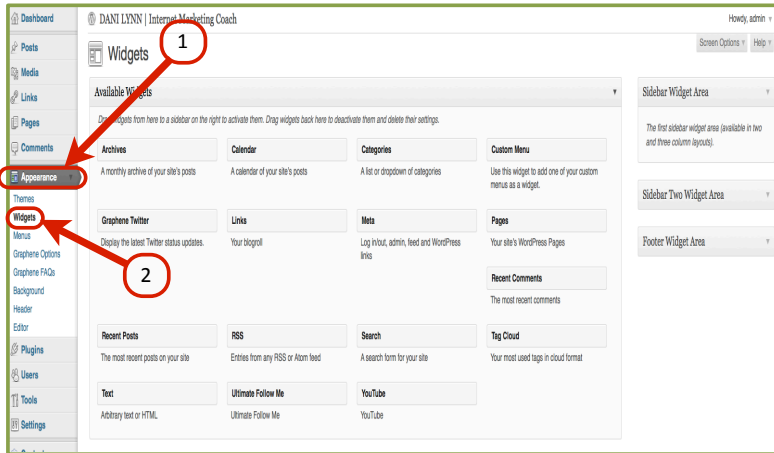
Objective 5 Designing A Strategic Side Navigation Bar

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Step 1

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



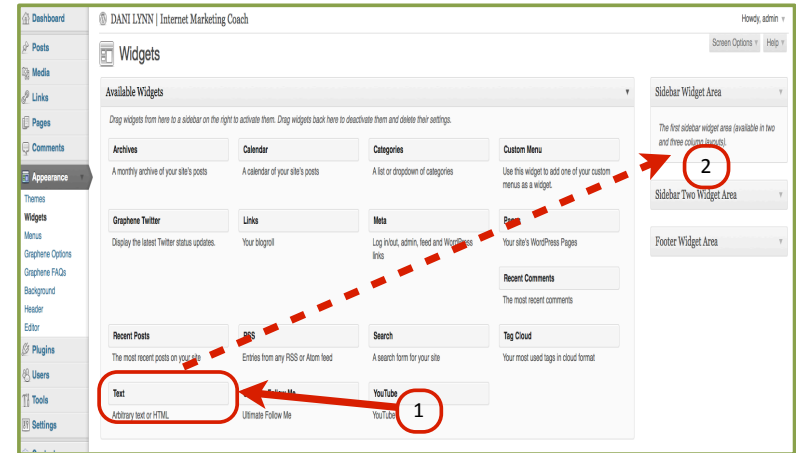
Objective 5 Designing A Strategic Side Navigation Bar

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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.



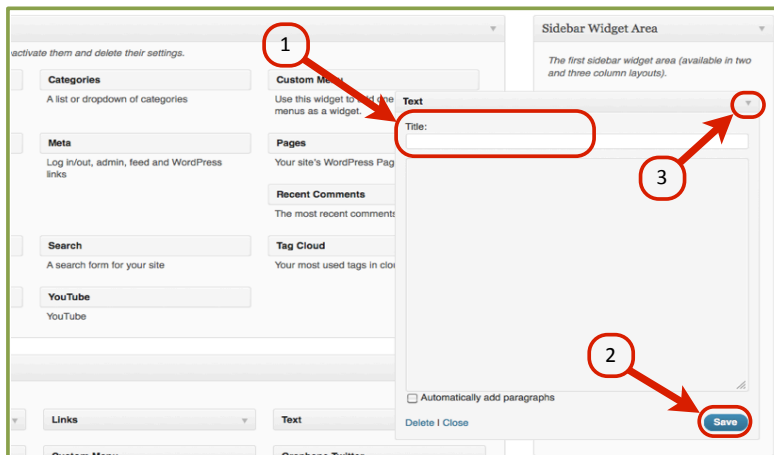
Objective 5 Designing A Strategic Side Navigation Bar

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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.



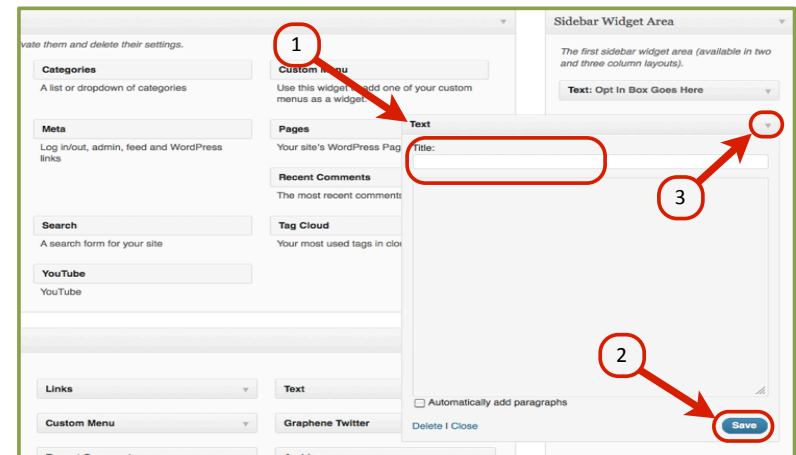
Objective 5 Designing A Strategic Side Navigation Bar

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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.



Objective 5 Designing A Strategic Side Navigation Bar

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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.

Objective 5 Designing A Strategic Side Navigation Bar

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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.

Objective 5 Designing A Strategic Side Navigation Bar

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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.

Objective 5 Designing A Strategic Side Navigation Bar

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Sample Widgets

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

Objective 5 Designing A Strategic Side Navigation Bar

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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**

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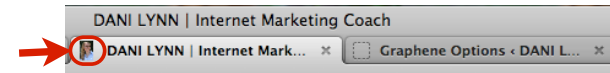
Virtual Marketing Blueprint

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*



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Step 1

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"

Addendum: Creating Your Favicon

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Step 2

Confirm Image and Click On "Download".

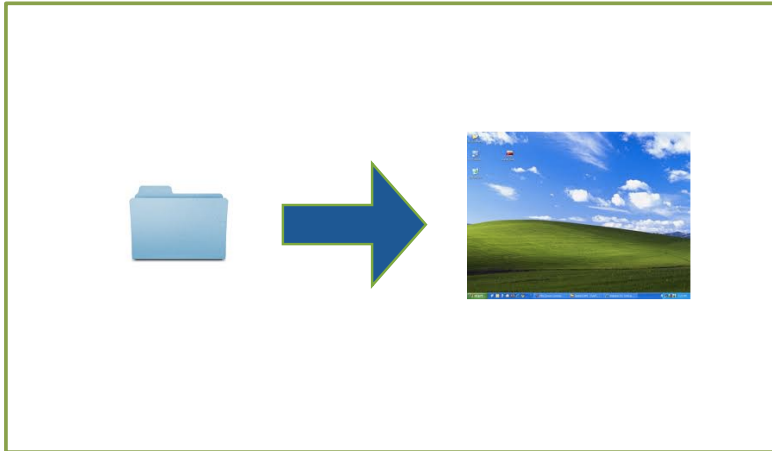
Addendum: Creating Your Favicon

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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.



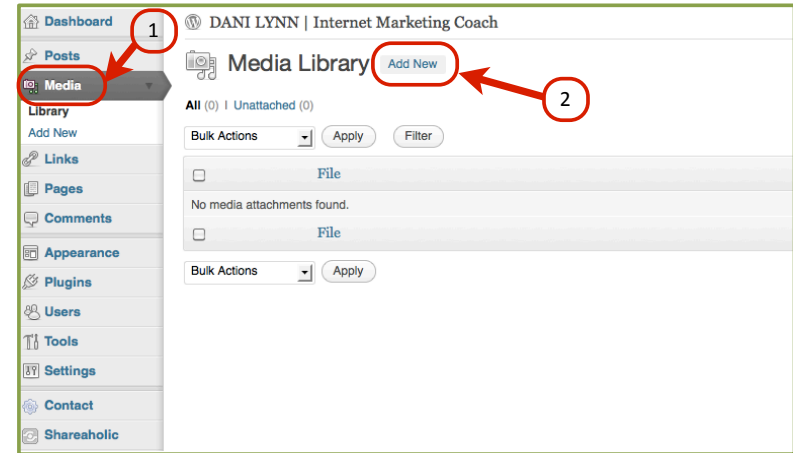
Addendum: Creating Your Favicon

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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".



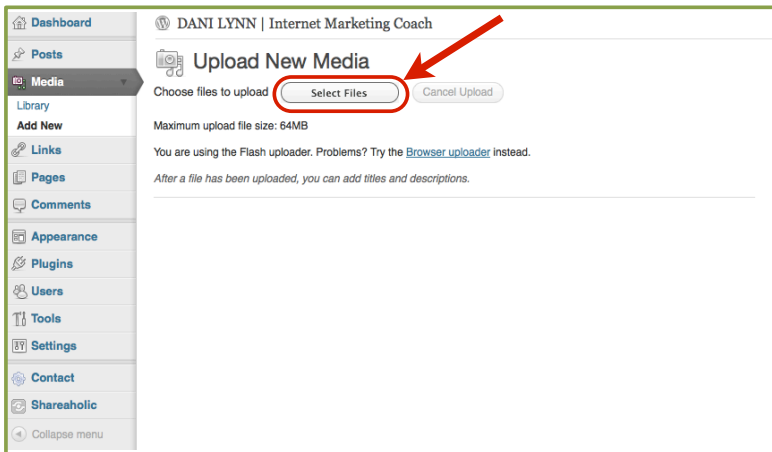
Addendum: Creating Your Favicon

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Step 5

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



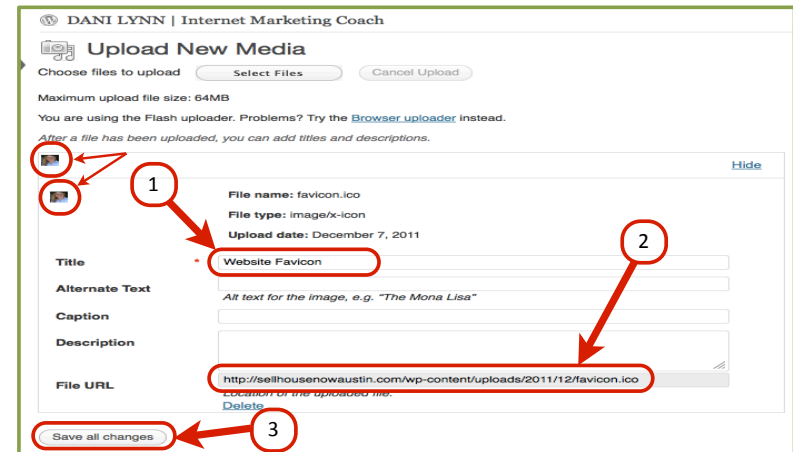
Addendum: Creating Your Favicon

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Step 6

1) Change "Title" If You Choose And 2) Copy The File URL.
3) Then Click "Save All Changes".



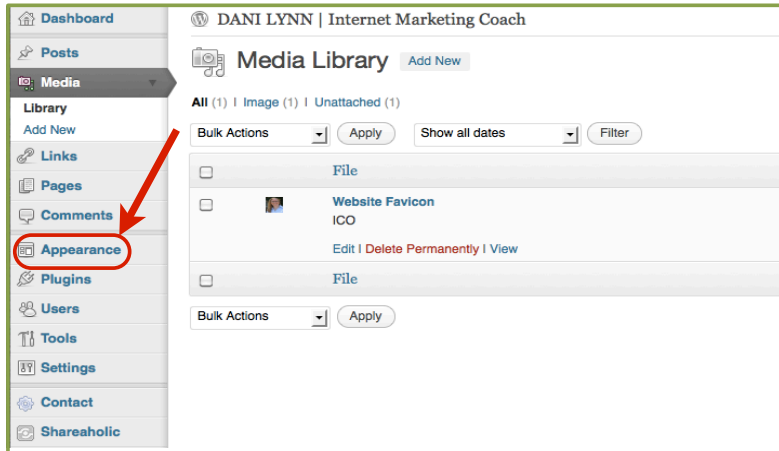
Addendum: Creating Your Favicon

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Step 7

Click On "Appearance" Under The Left Dashboard Menu.



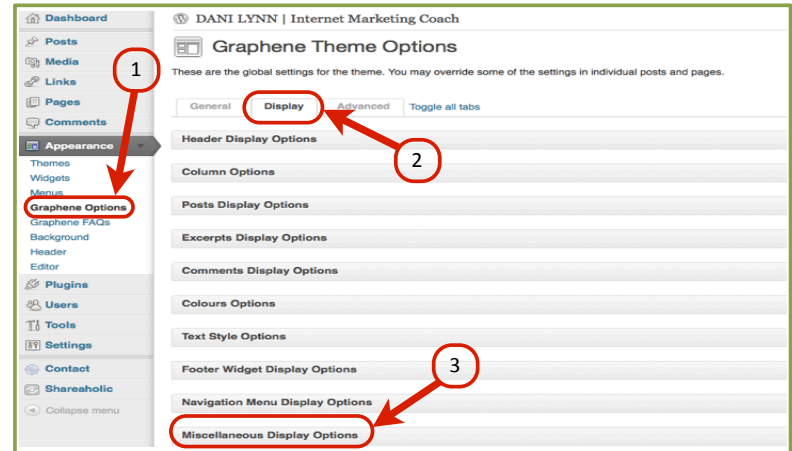
Addendum: Creating Your Favicon

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Step 8

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".



Addendum: Creating Your Favicon

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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)



Addendum: Creating Your Favicon

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Virtual Marketing Blueprint

Website Customization

Objectives:

- Customizing Wordpress Settings
- Customizing Your Header & Theme Options
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- Installing Smart Plugins & Widgets
- Designing A Strategic Side Navigation Bar
- Addendum: Creating Your Favicon

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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*

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