Welcome To

Virtual Marketing Blueprint

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Rei Rockstars

Virtual Marketing Experts

Dani Lynn

Flip

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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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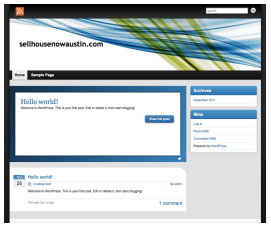
Virtual Marketing Blueprint

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

Objective 1 Customizing 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

Objective 1 Customizing 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)*

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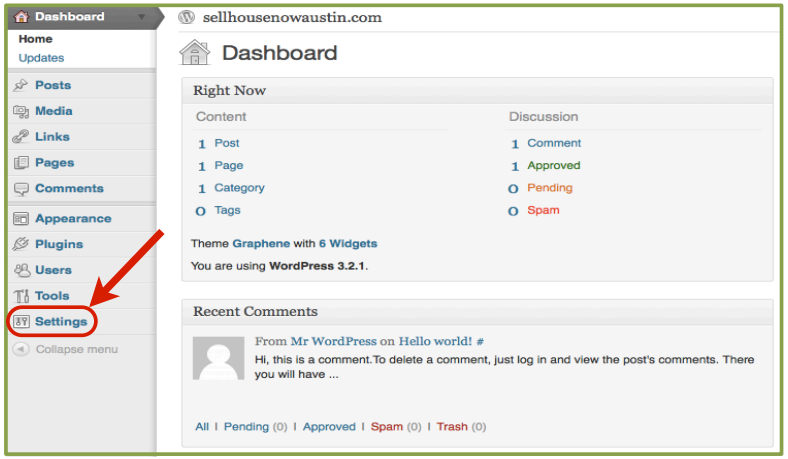
Step 2

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



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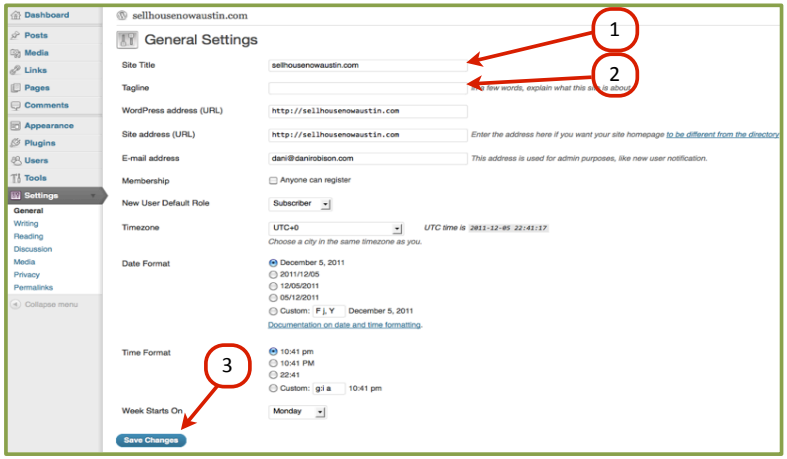
Step 3

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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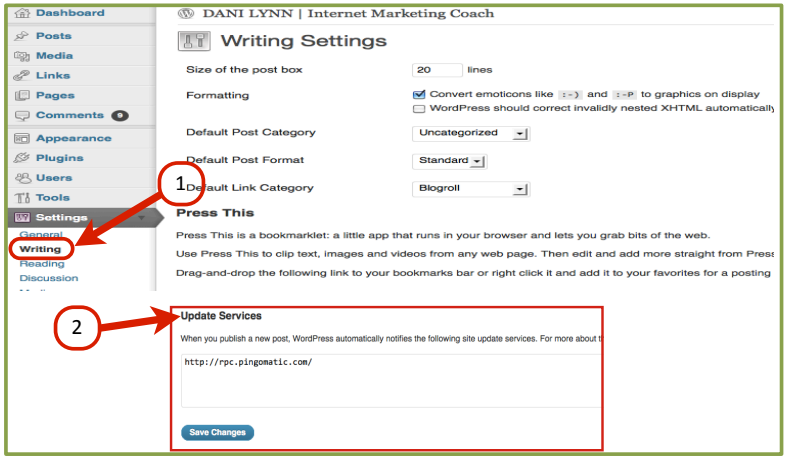
Step 4

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



Objective 1 Customizing Wordpress Settings

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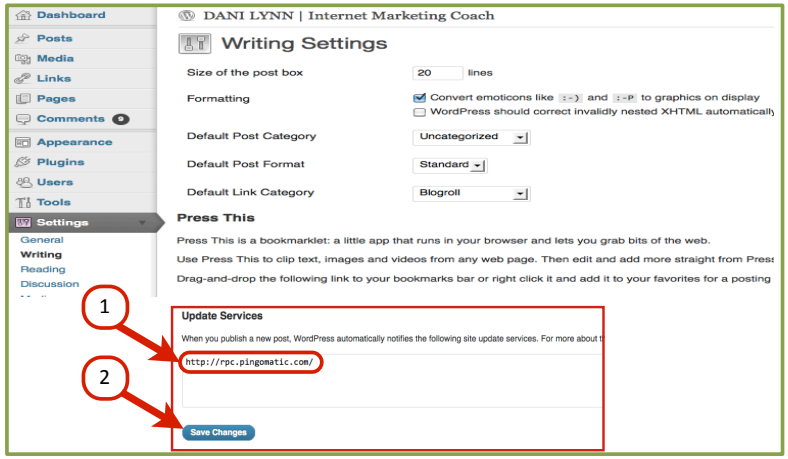
Step 5

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".



Objective 1 Customizing Wordpress Settings

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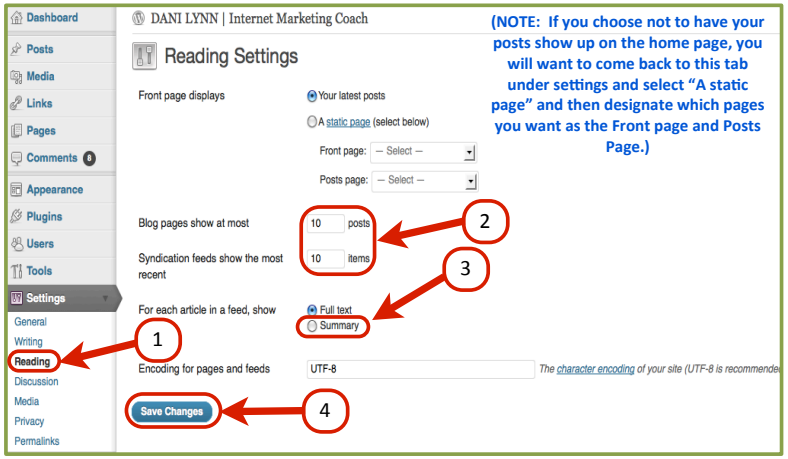
Step 6

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".



(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.)

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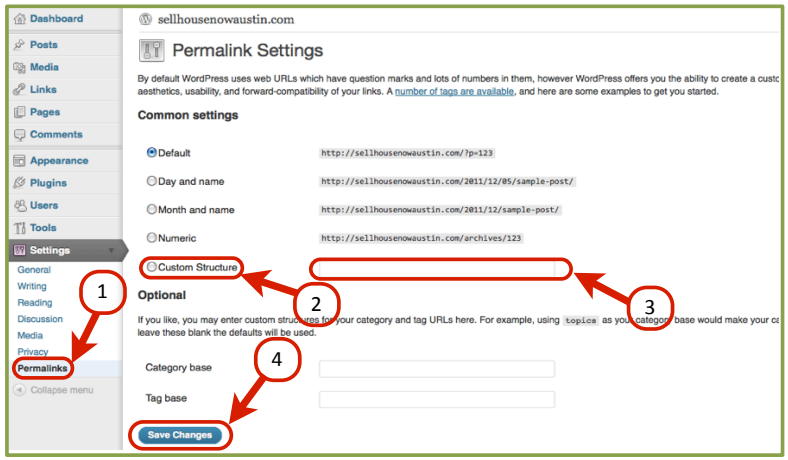
Step 7

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



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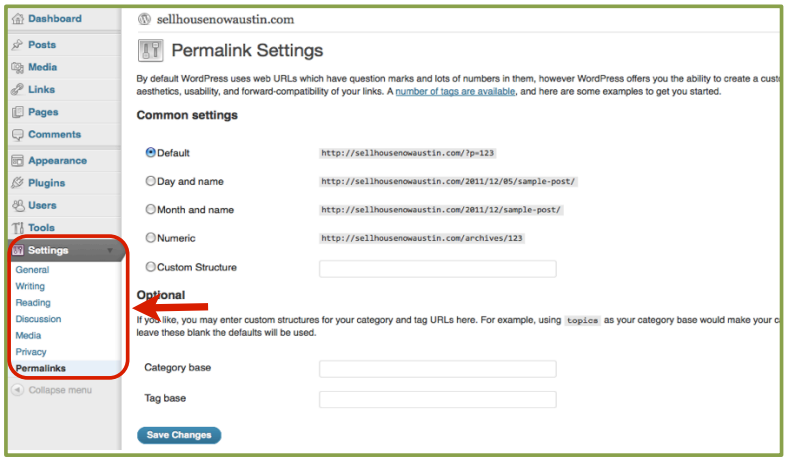
Step 8

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



Objective 1 Customizing Wordpress Settings

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Virtual Marketing Blueprint

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

Objective 2 Customizing Header & 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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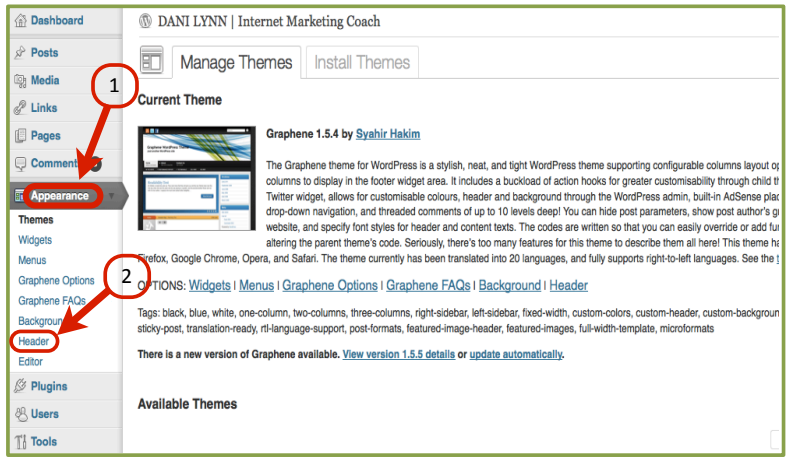
Step 1

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

Objective 2 Customizing Header & Theme Options



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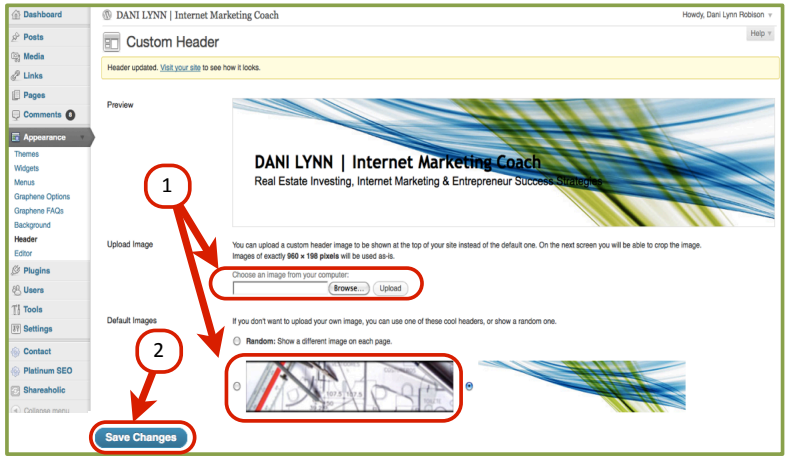
Step 2

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.



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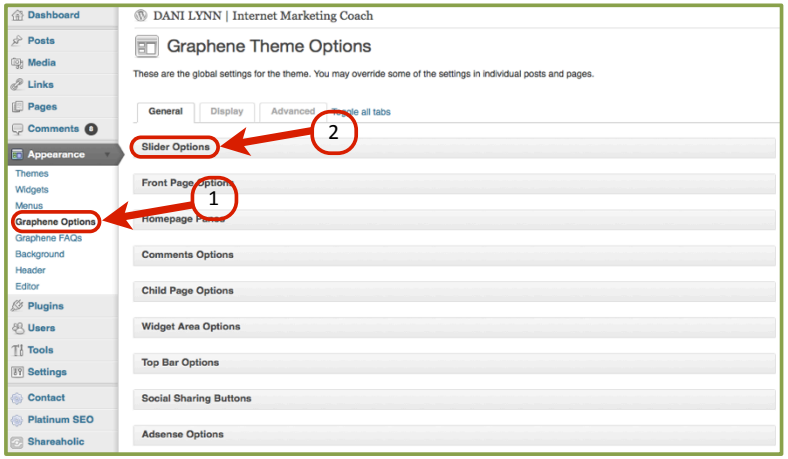
Step 3

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



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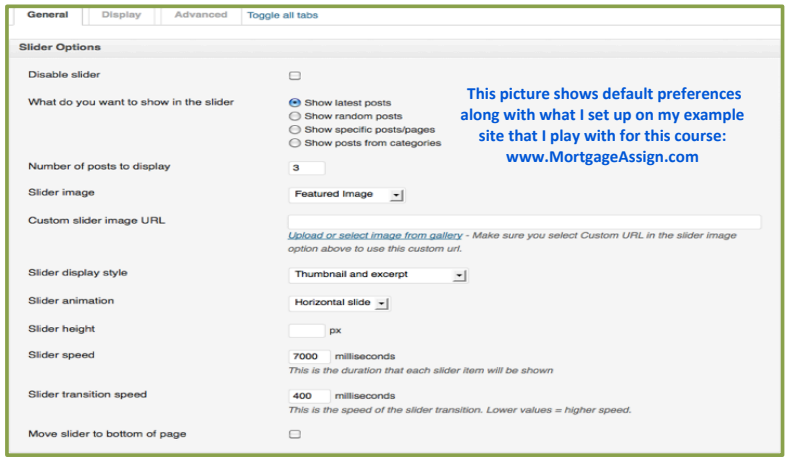
Step 4

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.



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

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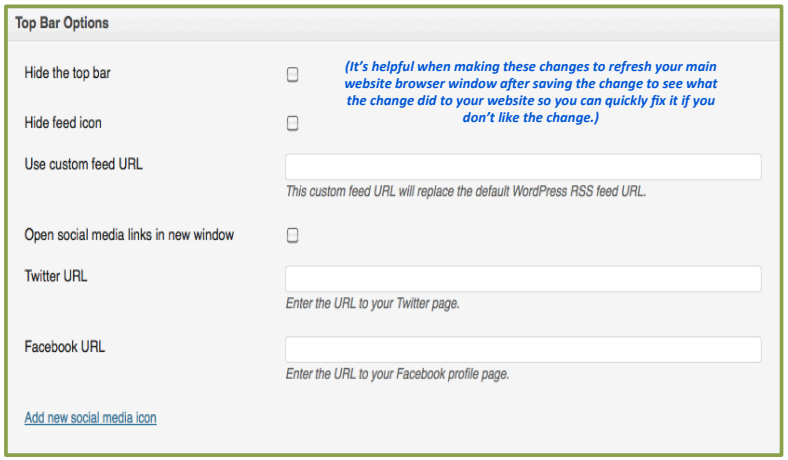
Step 5

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.



(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.)

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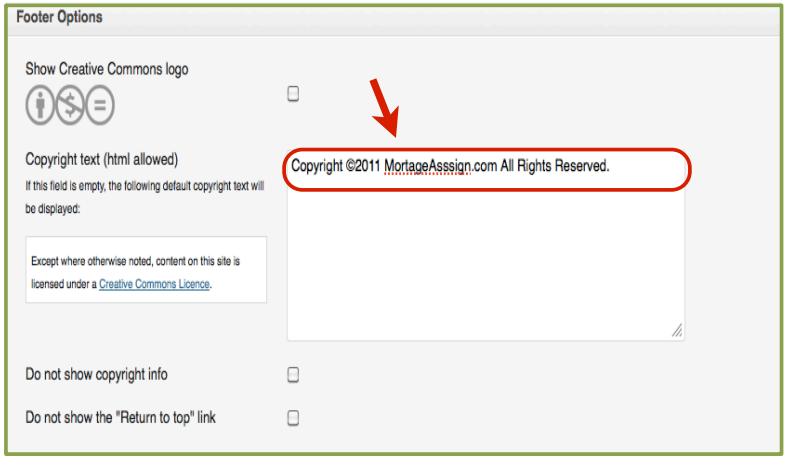
Step 6

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.



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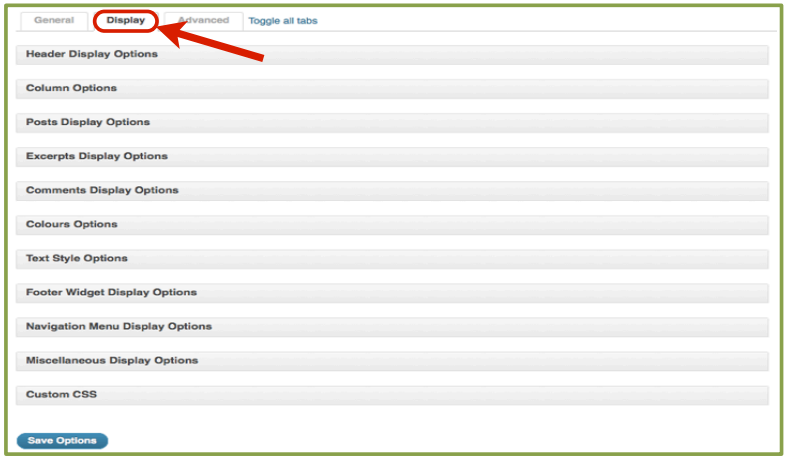
Step 7

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



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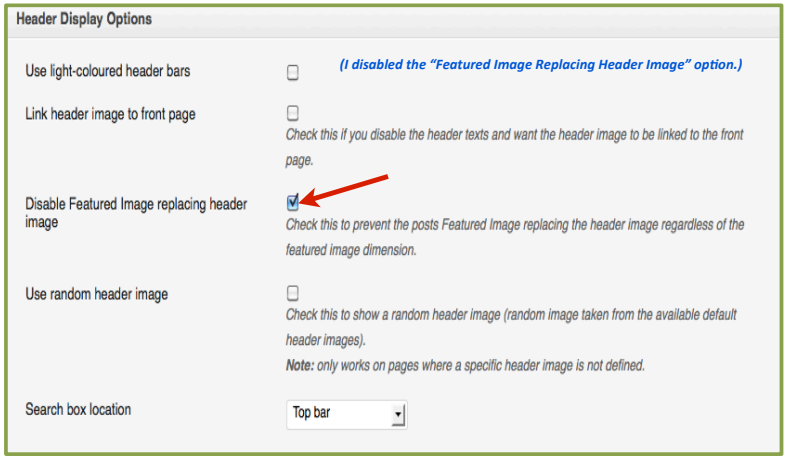
Step 8

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.



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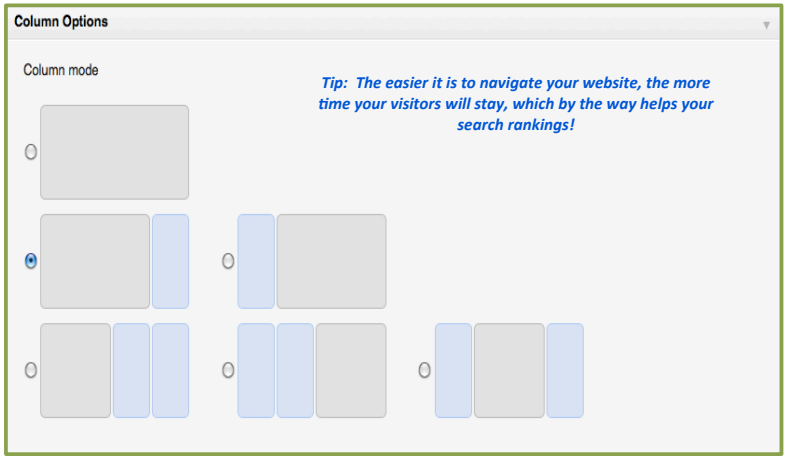
Step 9

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



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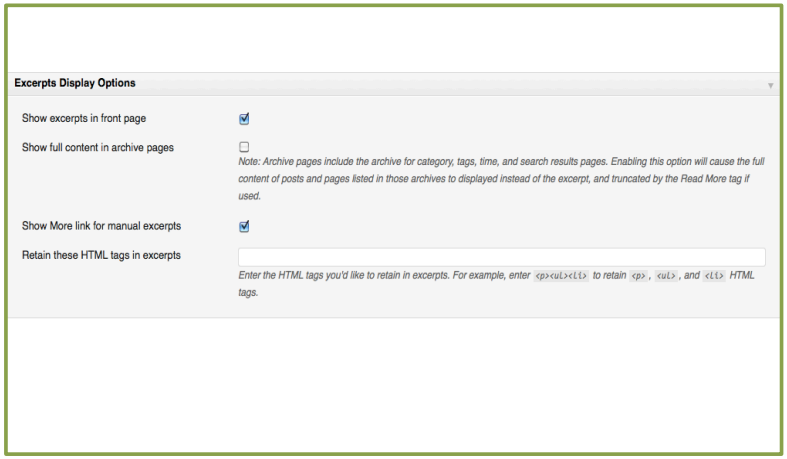
Step 10

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



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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.

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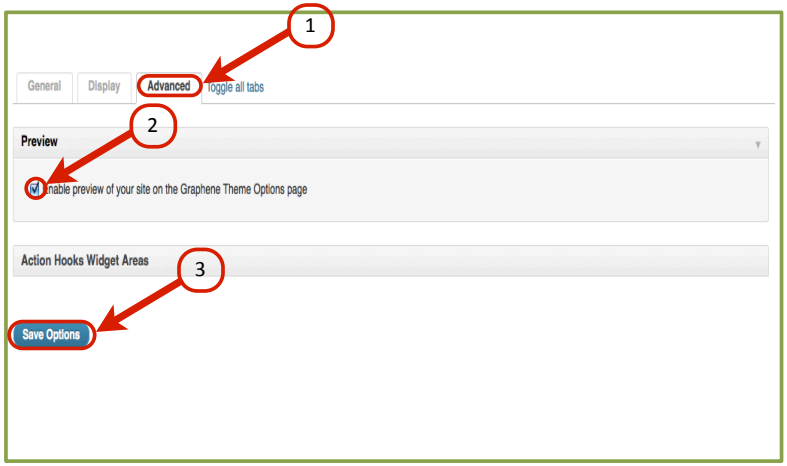
Step 12

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



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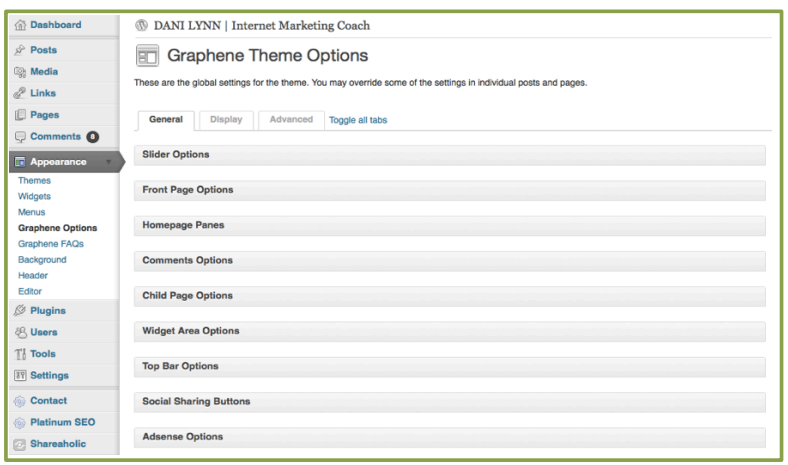
Step 13

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

Objective 2 Customizing Header & Theme Options



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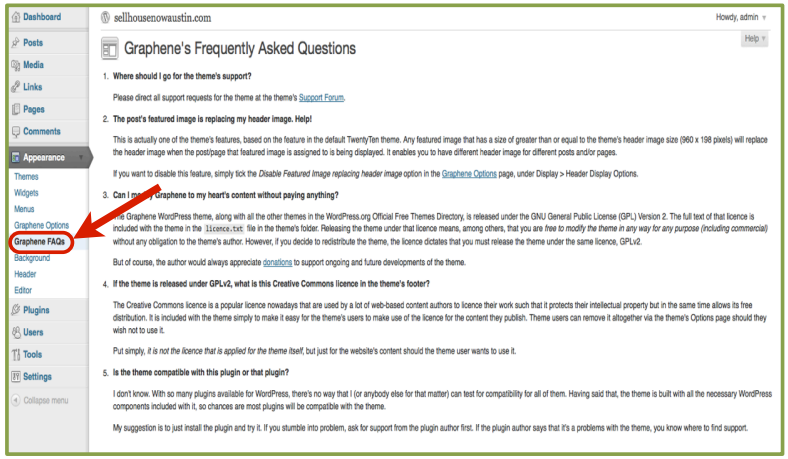
FYI

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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Virtual Marketing Blueprint

Next Video…

1) Customizing Wordpress Settings
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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.

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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.

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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.

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Step 4

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

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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.

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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.

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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":

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)

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

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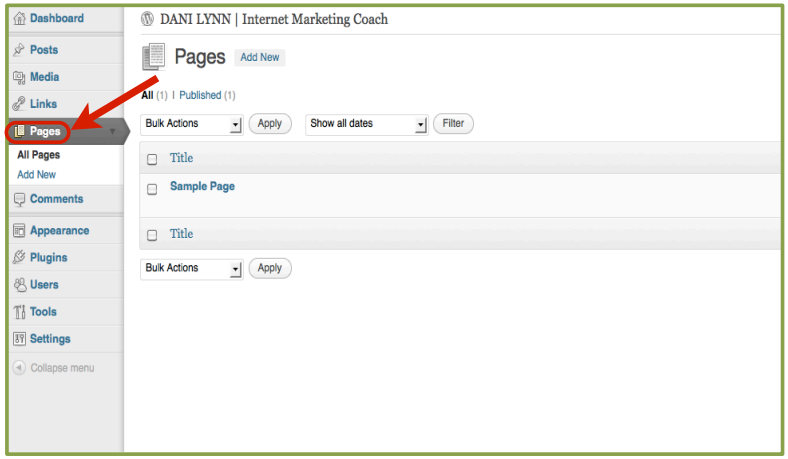
Step 9

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



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

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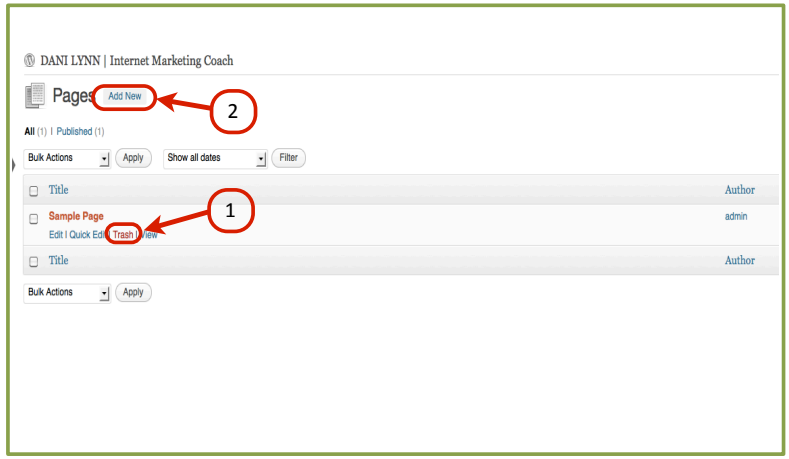
Step 10

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 & Don'ts Of Your Website Menu

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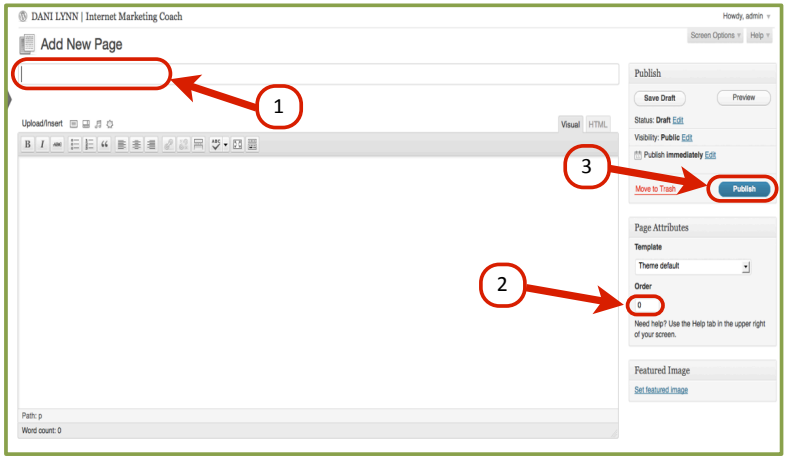
Step 11

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 & Don'ts Of Your Website Menu

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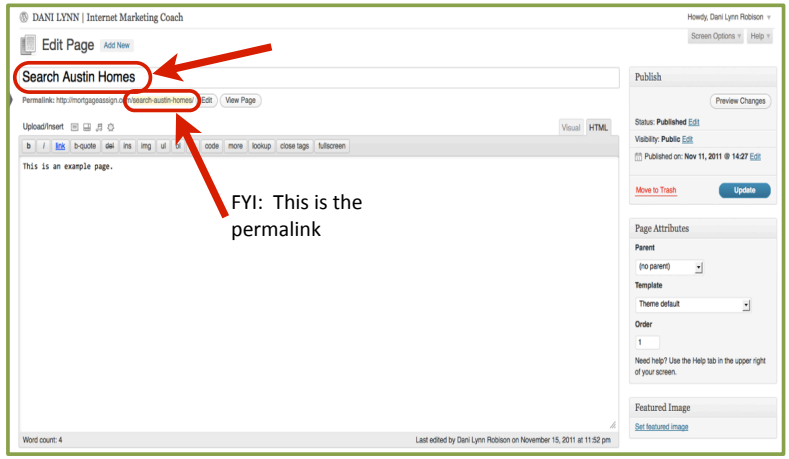
Sample of Step 11

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



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

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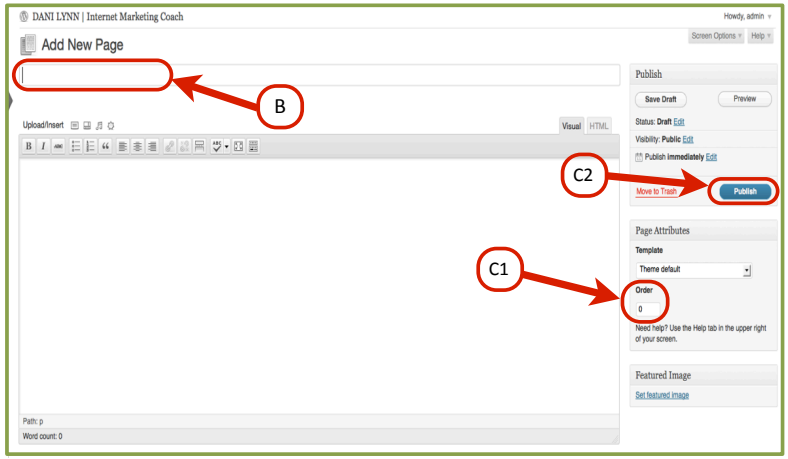
Step 12

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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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 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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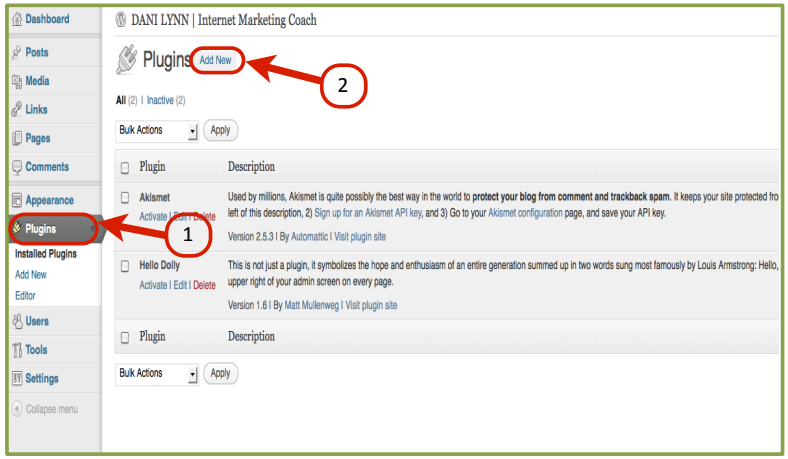
Step 1

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”.

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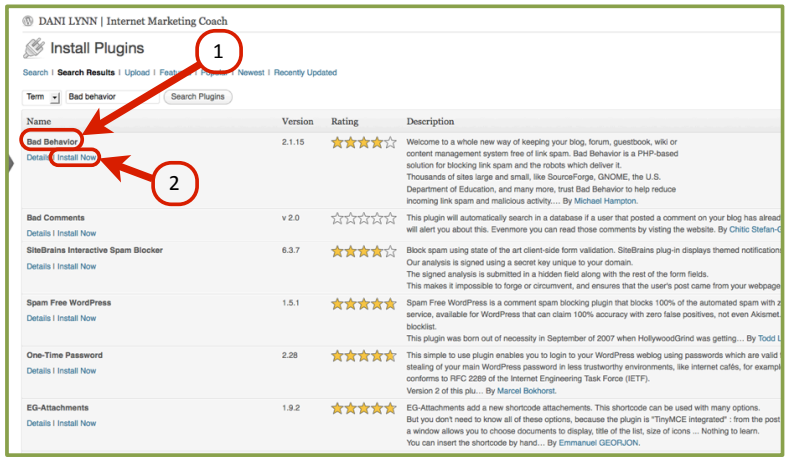
Step 3

Locate “Bad Behavior” Plugin And Click “Install Now”.



Objective 4 Installing Smart Plugins & Widgets

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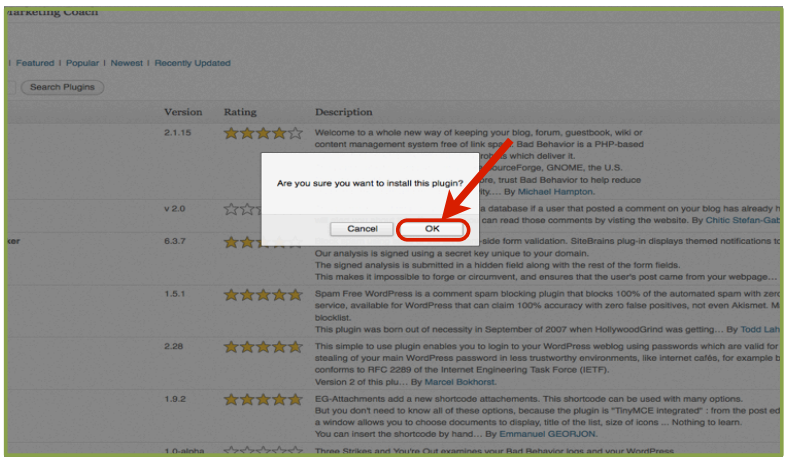
Step 4

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



Objective 4 Installing Smart Plugins & Widgets

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Step 5

On The Installation Plugin Screen, Click “Activate Plugin”.

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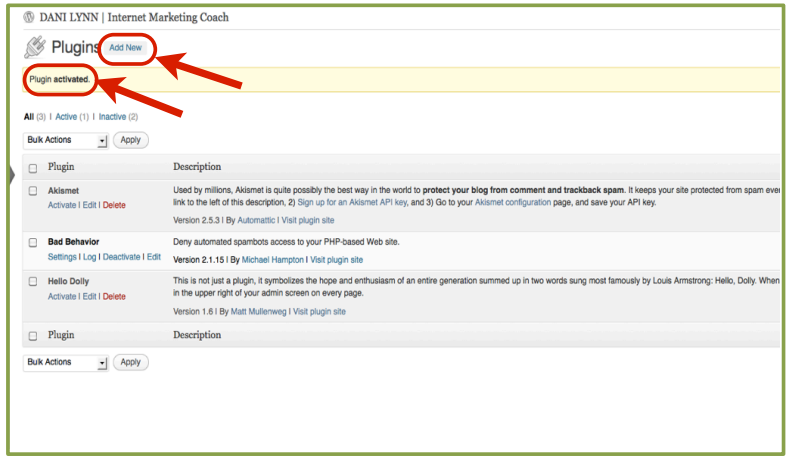
Step 6

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”.



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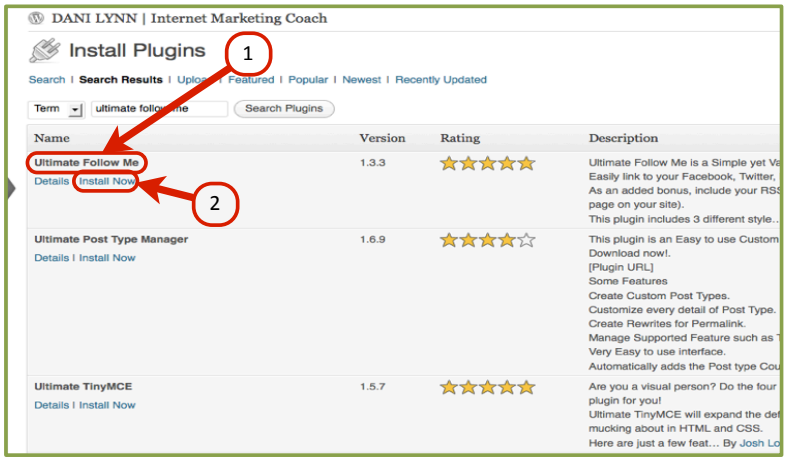
Step 7

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



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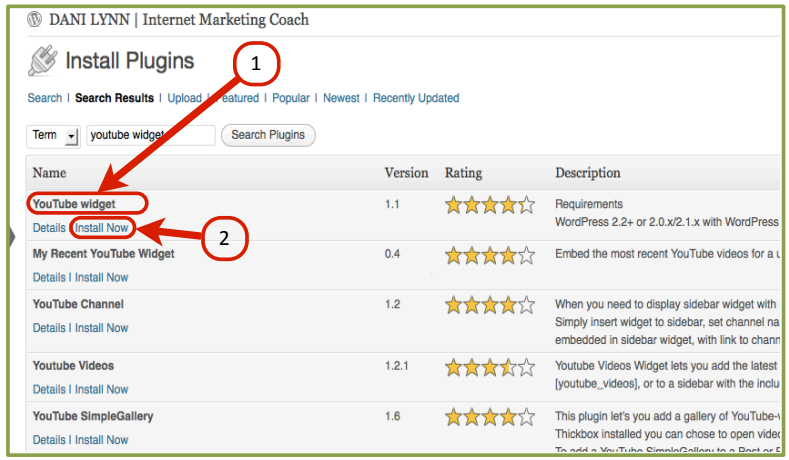
Step 8

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



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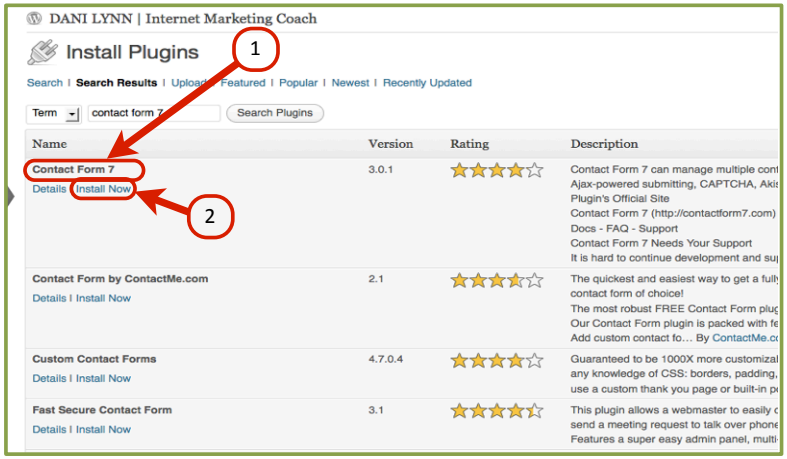
Step 9

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



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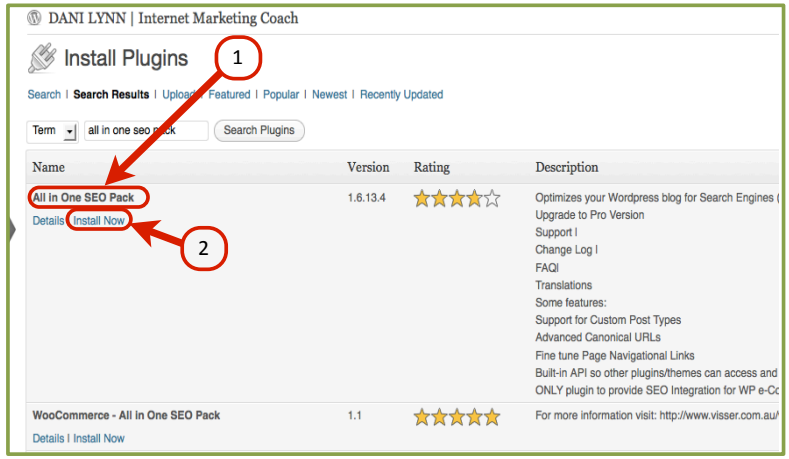
Step 10

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



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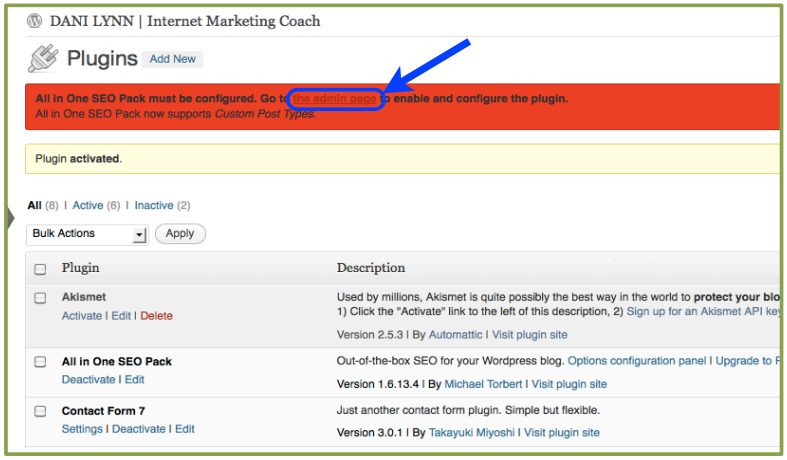
Step 11

Click On “the admin page” In Top Red Bar.



Objective 4 Installing Smart Plugins & Widgets

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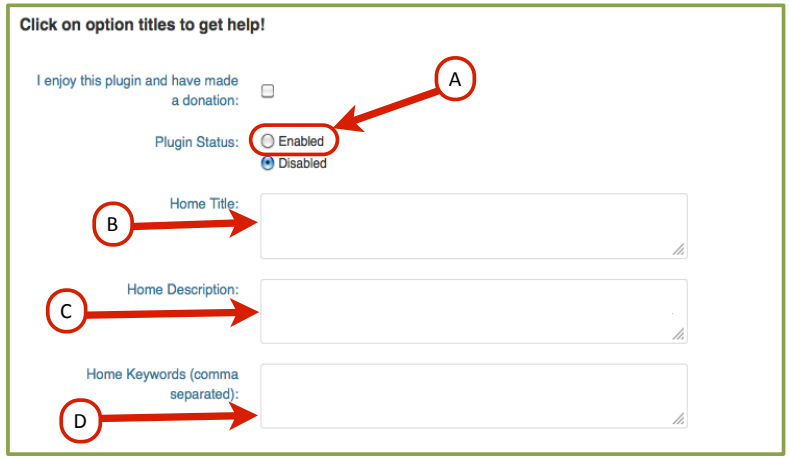
Step 12

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.



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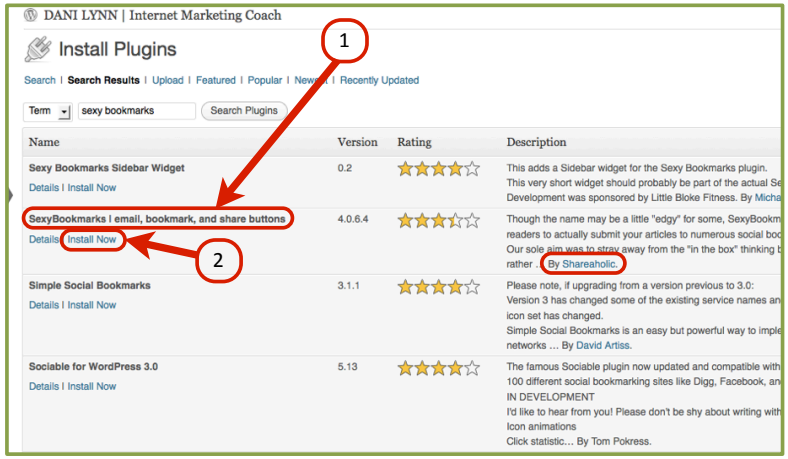
Step 13

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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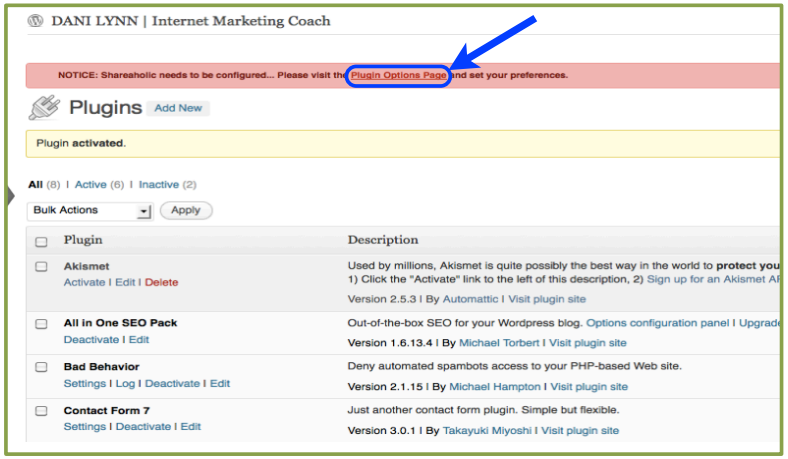
Step 14

Click On "Plugin Options Page".



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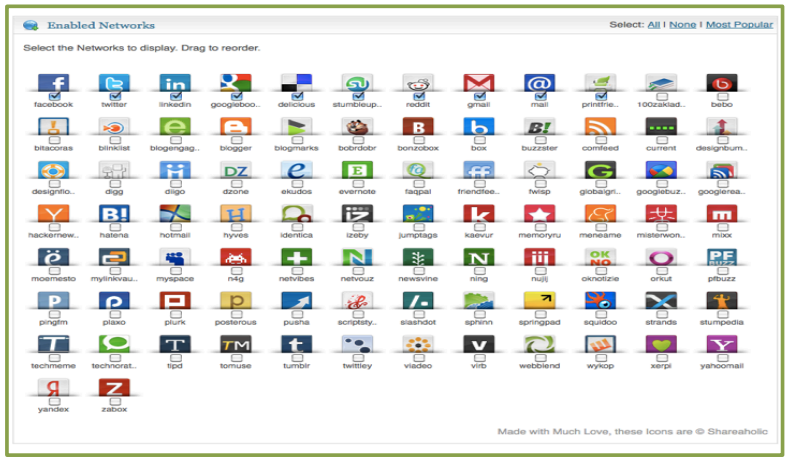
Step 15

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



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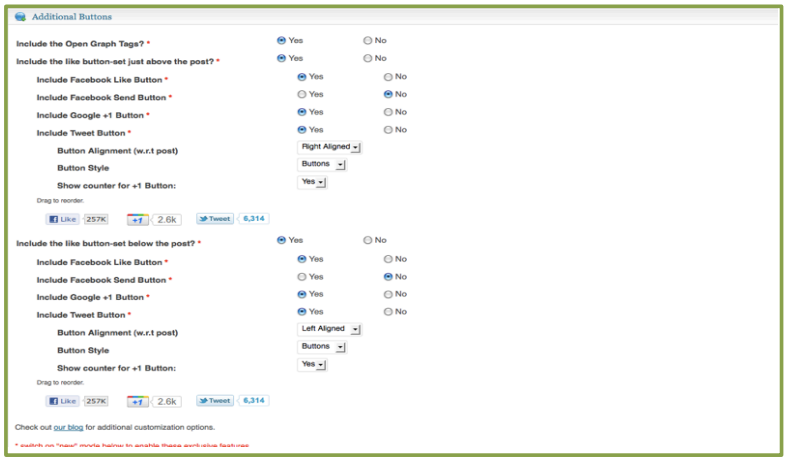
Step 16

Configure "Additional Buttons" As You Wish.



Objective 4 Installing Smart Plugins & Widgets

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Step 17

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

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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
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5) **Designing a Strategic Side Navigation Bar**
6) Addendum: Creating Your Favicon

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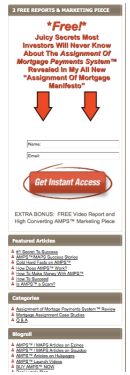
Introduction to Side Navigation

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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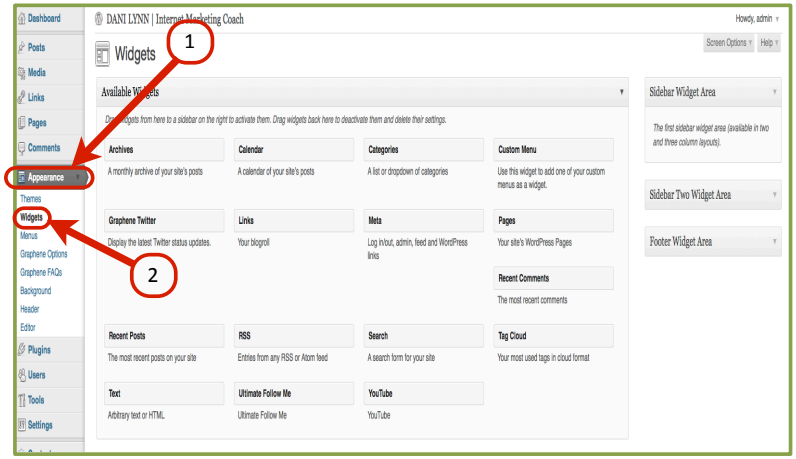
Step 1

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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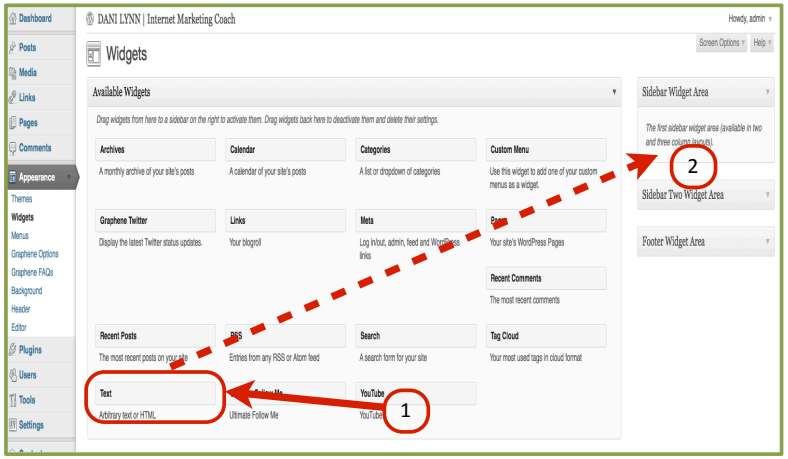
Step 2

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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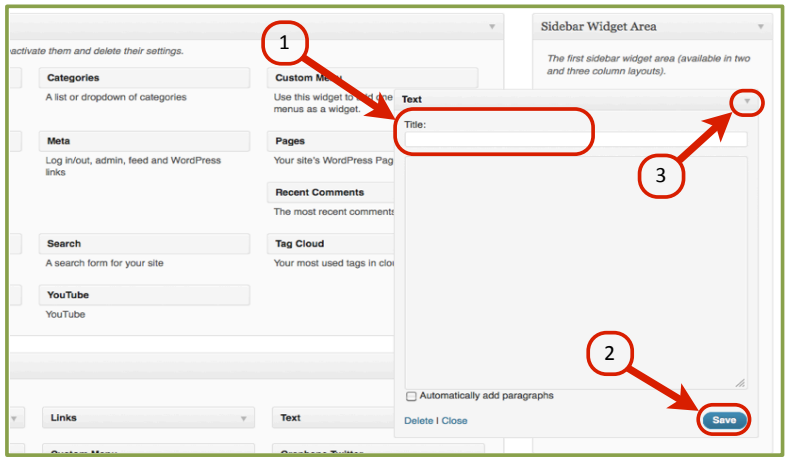
Step 3

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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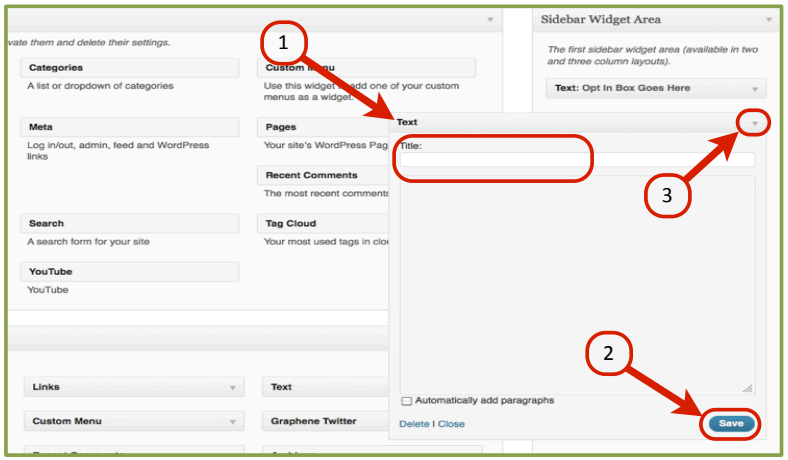
Step 4

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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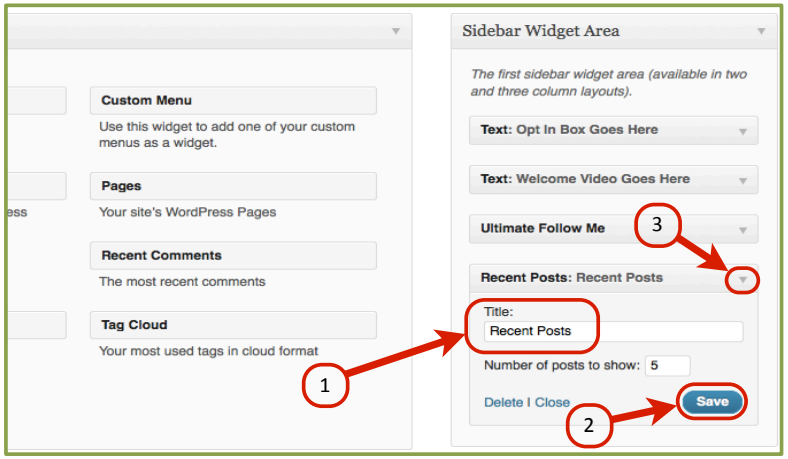
Step 6

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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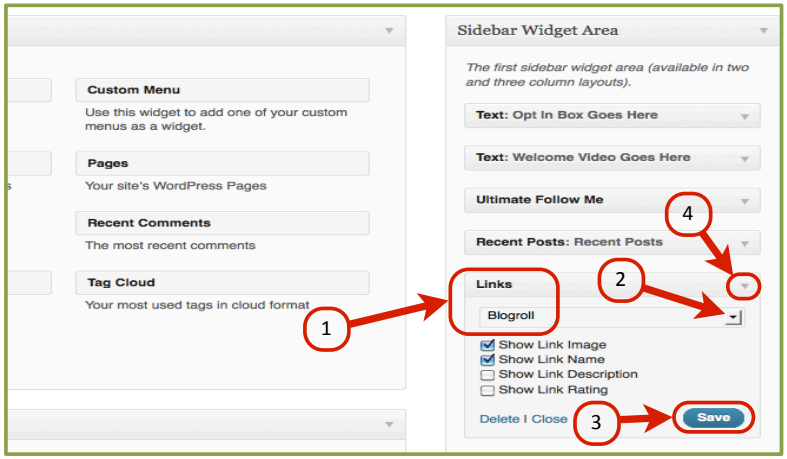
Step 7

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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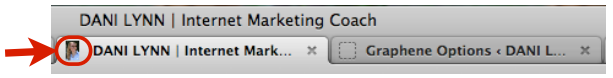
Virtual Marketing Blueprint

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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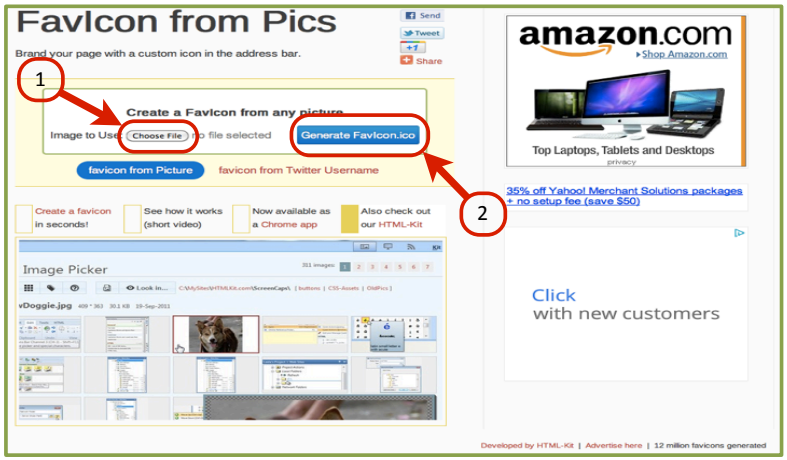
Step 1

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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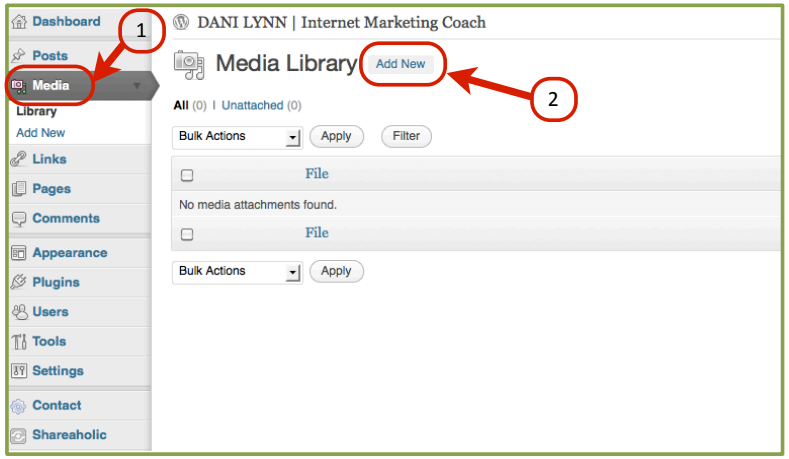
Step 4

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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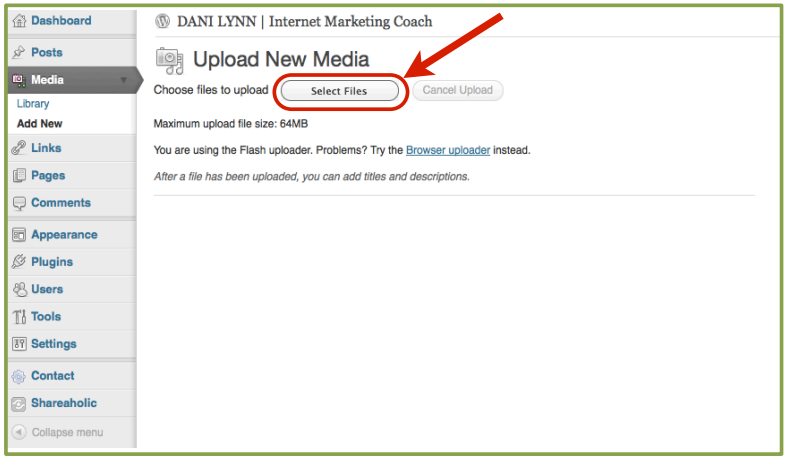
Step 5

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".

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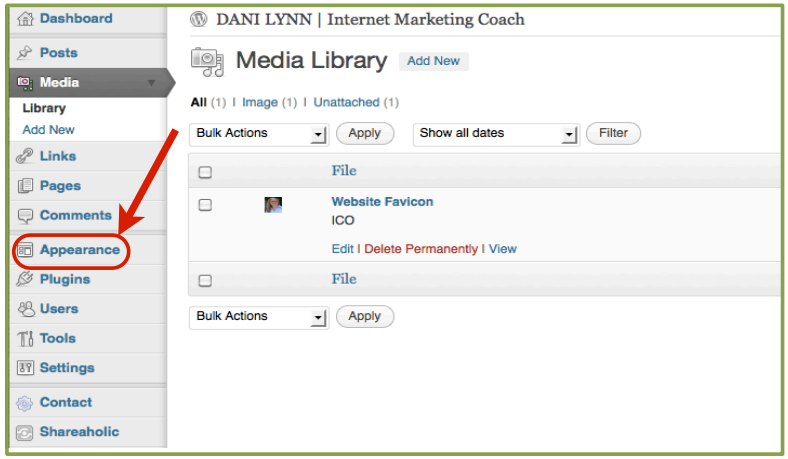
Step 7

Click On “Appearance” Under The Left Dashboard Menu.



Addendum: Creating Your Favicon

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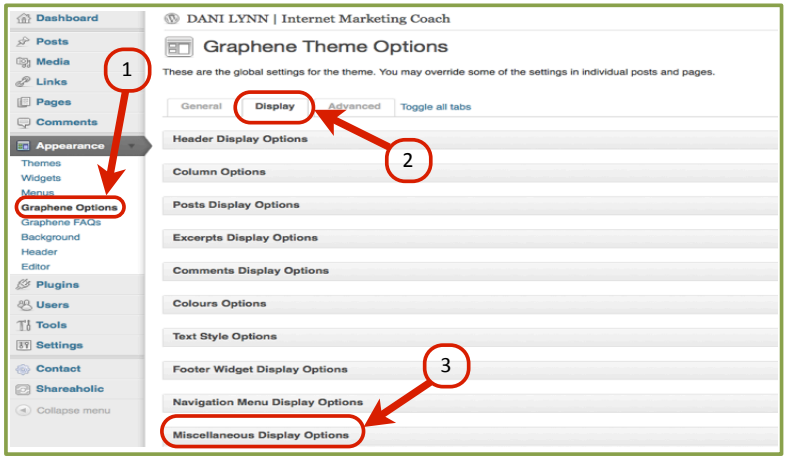
Step 8

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
- ☑ The Do’s & Don'ts Of Your Website Menu
- ☑ Installing Smart Plugins & Widgets
- ☑ Designing A Strategic Side Navigation Bar
- ☑ Addendum: Creating Your Favicon

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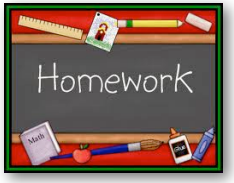
VMB: Website Customization Homework



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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