

# Virtual Marketing Blueprint

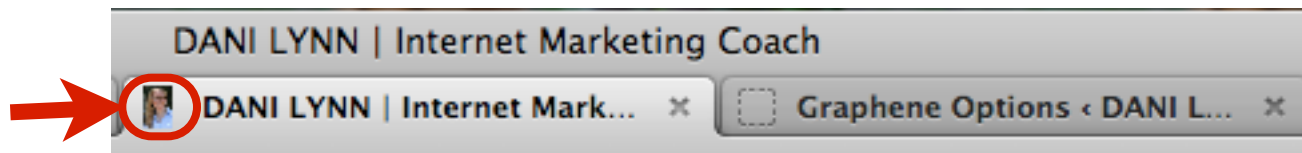
## Website Customization

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”

Addendum: Creating Your Favicon

The screenshot shows the 'Favicon from Pics' website. At the top, there are social media sharing buttons for Facebook (Send), Twitter (Tweet), and a '+1' button, along with a 'Share' button. The main heading is 'Favicon from Pics' with the subtext 'Brand your page with a custom icon in the address bar.' Below this is a yellow box containing the text 'Create a Favicon from any picture'. Underneath, it says 'Image to Use: Choose File' (with 'No file selected' next to it) and a blue button labeled 'Generate Favicon.ico'. Below the yellow box are two buttons: 'favicon from Picture' and 'favicon from Twitter Username'. To the right of the main content is an advertisement for 'amazon.com' featuring images of laptops and tablets, with the text 'Top Laptops, Tablets and Desktops' and 'privacy'. Below the Amazon ad is another ad for '35% off Yahoo! Merchant Solutions packages + no setup fee (save \$50)'. At the bottom of the main content area, there are four small boxes with text: 'Create a favicon in seconds!', 'See how it works (short video)', 'Now available as a Chrome app', and 'Also check out our HTML-Kit'. Below these is an 'Image Picker' section showing a grid of images, with one image of a dog selected. At the bottom right of the page, it says 'Developed by HTML-Kit | Advertise here | 12 million favicons generated'. Two red circles with arrows point to the 'Choose File' button (labeled '1') and the 'Generate Favicon.ico' button (labeled '2').

Step  
2

## Confirm Image and Click On “Download”.

The screenshot shows the 'Favcon from Pics' website interface. At the top, there are social media icons and a '155' notification. Navigation buttons include 'Start Over', 'Help', '?', and 'Donate'. The main section is titled 'Image to Use:' and features a 'Choose File' button (disabled) and an 'Add another image' button. A preview area shows a selected image of a woman's face, which is circled in red with a '1' in a red circle. Below this, the 'Your favicon preview:' section shows two browser address bars, one for 'Still' and one for 'Animated', both with 'http://yoursite/' and 'All sizes' options. A red circle with a '2' points to the 'Download Favicon Package' link. To the right, there is a section titled 'To add this favicon to your site:' with instructions and a code block containing HTML tags for 'shortcut icon' and 'icon'. At the bottom, there is a 'What else you can do:' section with a list of options. A Google AdWords banner is visible at the bottom right of the page.

**Favcon from Pics** f t e + 155 Start Over Help ? Donate

**Image to Use:**  no file selected

**Your favicon preview:**  
Address http://yoursite/  All sizes  
Address http://yoursite/    [X]

[Download Favicon Package](#) OR [Customize](#)

**To add this favicon to your site:**   
Download and open favicon package. See ReadMe.txt for a copy of the following steps and more information.  
Upload favicon.ico and animated\_favicon1.gif to your web site. These files are in the favicon package you've downloaded.  
Add following HTML tags to your web page after the <head> tag but before the </head> tag:  

```
<link rel="shortcut icon" href="favicon.ico">  
<link rel="icon" type="image/gif" href="animated_favicon1.gif">
```

  
You can also validate the favicon after installing.

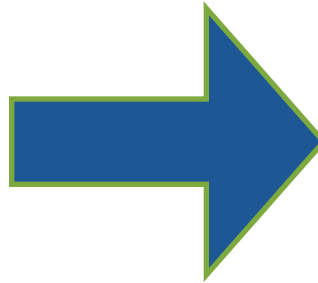
**What else you can do:**

- > Customize colors, text, animation, iPod icons, ...
- > View what's in this favicon
- > Instantly preview your favicon in this browser
- > Validate your favicon, after installing
- > Add your site to the Favicon Gallery
- > Send your feedback...
- > Download only favicon.ico (5.55 K)
- > Download only animated\_favicon1.gif (3.66 K)

Google AdWords  
[Get a free \\$75 credit](#)

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

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”.

The screenshot shows the WordPress admin dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is visible, with 'Media' highlighted and circled in red, with a red arrow pointing to it from a red circle containing the number '1'. The main content area shows the 'Media Library' page, with the 'Add New' button circled in red and a red arrow pointing to it from a red circle containing the number '2'. The page displays 'All (0) | Unattached (0)' and a table with two rows, each containing a checkbox and the word 'File'. Below the table, there are 'Bulk Actions' and 'Apply' buttons.

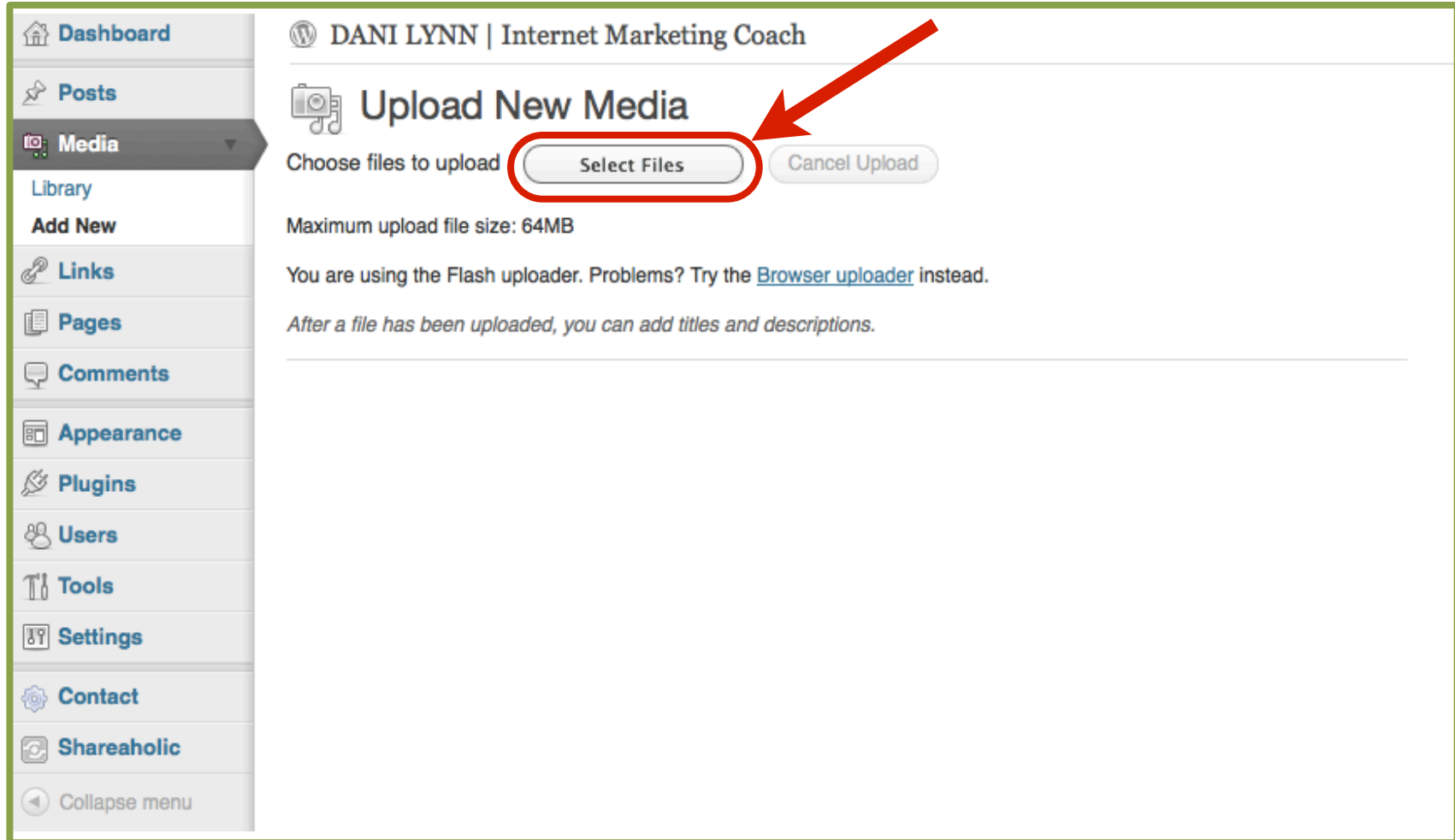
Addendum: Creating Your Favicon

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Step  
5

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

Addendum: Creating Your Favicon



The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains navigation links: Dashboard, Posts, Media (highlighted), Library, Add New, Links, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, Contact, Shareaholic, and Collapse menu. The main content area is titled 'Upload New Media' and features a camera icon. Below the title, there are two buttons: 'Select Files' (circled in red with a red arrow pointing to it) and 'Cancel Upload'. The text 'Choose files to upload' is positioned to the left of the 'Select Files' button. Below the buttons, it states 'Maximum upload file size: 64MB' and provides a link to 'Browser uploader' for alternative upload methods. A note at the bottom indicates that titles and descriptions can be added after the file is uploaded.

Step  
6

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

Addendum: Creating Your Favicon

The screenshot shows the WordPress 'Upload New Media' interface for a user named 'DANI LYNN | Internet Marketing Coach'. The page title is 'Upload New Media'. Below the title, there are buttons for 'Select Files' and 'Cancel Upload'. The maximum upload file size is 64MB. A note indicates that the Flash uploader is being used and suggests trying the 'Browser uploader' instead. Below this, a message states: 'After a file has been uploaded, you can add titles and descriptions.' The main content area shows a list of uploaded files. The first file is 'favicon.ico', which is selected. The file details are: File name: favicon.ico, File type: image/x-icon, and Upload date: December 7, 2011. The 'Title' field is highlighted with a red circle and labeled '1', containing the text 'Website Favicon'. The 'File URL' field is highlighted with a red circle and labeled '2', containing the URL 'http://sellhousenowaustin.com/wp-content/uploads/2011/12/favicon.ico'. The 'Save all changes' button at the bottom is highlighted with a red circle and labeled '3'. There are also two small thumbnail images of the favicon in the top left corner of the file list, each circled in red.

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Step  
7

Click On “Appearance” Under The Left Dashboard Menu.

Addendum: Creating Your Favicon

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left-hand navigation menu is visible, with the 'Appearance' option circled in red and a red arrow pointing to it. The main content area shows the 'Media Library' with a list of files, including 'Website Favicon' (ICO format). The 'Website Favicon' entry has links for 'Edit', 'Delete Permanently', and 'View'.

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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

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar is expanded to the 'Appearance' section, where 'Graphene Options' is highlighted with a red circle and labeled '1'. An arrow points from this circle to the 'Graphene Options' link. In the main content area, the 'Graphene Theme Options' page is displayed. The 'Display' tab is selected and highlighted with a red circle and labeled '2'. An arrow points from this circle to the 'Display' tab. Below the tabs, the 'Miscellaneous Display Options' section is highlighted with a red circle and labeled '3'. An arrow points from this circle to the 'Miscellaneous Display Options' section. Other sections visible include 'Header Display Options', 'Column Options', 'Posts Display Options', 'Excerpts Display Options', 'Comments Display Options', 'Colours Options', 'Text Style Options', and 'Footer Widget Display Options'.

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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.

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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