

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 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

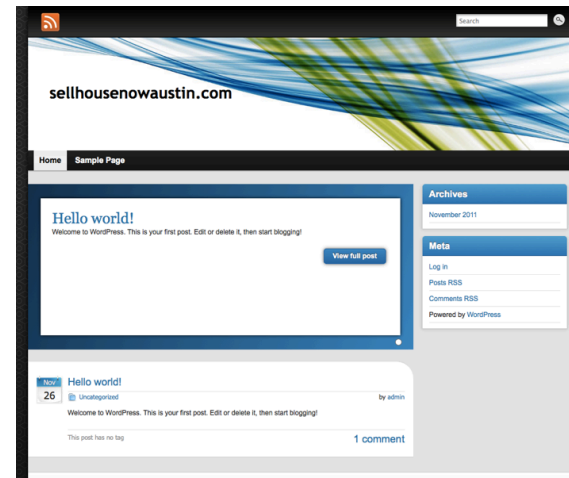
Easy to Customize

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

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)

Objective 1 Customizing Wordpress Settings

The image shows two screenshots. The top screenshot is the WordPress login page, featuring the WordPress logo and the text "WORDPRESS". A yellow box indicates "You are now logged out." Below this is a login form with fields for "Username" (containing "admin") and "Password" (represented by dots). There is a "Remember Me" checkbox and a "Log In" button. The bottom screenshot shows a website page for "sellhousenowaustin.com". The page has a dark header with a search bar and a navigation menu with "Home" and "Sample Page". The main content area displays "Hello world!" with a subtext "Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!" and a "View full post" button. The right sidebar contains "Archives" (November 2011), "Meta" (Log in, Posts RSS, Comments RSS), and "Powered by WordPress".

Step
2

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

Objective 1 Customizing Wordpress Settings

The screenshot displays the WordPress dashboard for the website sellhousenowaustin.com. The left-hand sidebar menu is expanded, showing various management options. The 'Settings' option, represented by a gear icon, is circled in red, and a red arrow points to it from the right. The main dashboard area features a 'Right Now' summary box with the following data:

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

Below this, it states 'Theme Graphene with 6 Widgets' and 'You are using WordPress 3.2.1.' The 'Recent Comments' section shows a comment from 'Mr WordPress' with the text 'Hello world! #'. At the bottom of the dashboard, there are links for 'All', 'Pending (0)', 'Approved', 'Spam (0)', and 'Trash (0)'.

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

The screenshot shows the WordPress 'General Settings' page for the site 'sellhousenowaustin.com'. The left sidebar contains a menu with 'Settings' highlighted. The main content area includes fields for Site Title, Tagline, WordPress address (URL), Site address (URL), E-mail address, Membership, New User Default Role, Timezone, Date Format, Time Format, and Week Starts On. A 'Save Changes' button is at the bottom. Three red circles with arrows point to the Site Title field (labeled '1'), the Tagline field (labeled '2'), and the 'Save Changes' button (labeled '3').

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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

The screenshot shows the WordPress admin interface for 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains a menu with 'Settings' expanded and 'Writing' selected. A red circle with the number '1' is around 'Writing', with an arrow pointing to it. The main content area is titled 'Writing Settings' and includes sections for 'Size of the post box' (20 lines), 'Formatting' (with checkboxes for emoticons and XHTML), 'Default Post Category' (Uncategorized), 'Default Post Format' (Standard), and 'Default Link Category' (Blogroll). Below these is the 'Press This' section. At the bottom, the 'Update Services' section is highlighted with a red box and a red circle with the number '2' pointing to it. This section contains a text input field with the URL 'http://rpc.pingomatic.com/' and a 'Save Changes' button.

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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

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The 'Settings' menu is expanded to 'Writing Settings'. The 'Update Services' section is highlighted with a red box. Two red circles with arrows point to the 'Update Services' section and the 'Save Changes' button. The 'Update Services' section contains a text input field with the URL 'http://rpc.pingomatic.com/' and a 'Save Changes' button.

1

2

Update Services

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

<http://rpc.pingomatic.com/>

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”.

Objective 1 Customizing Wordpress Settings

The screenshot shows the WordPress 'Reading Settings' page for 'DANI LYNN | Internet Marketing Coach'. The left sidebar has 'Settings' expanded, with 'Reading' highlighted. The main content area shows the following settings:

- Front page displays: Your latest posts, A static page (select below). Front page: -- Select --, Posts page: -- Select --.
- Blog pages show at most: 10 posts (circled 2).
- Syndication feeds show the most recent: 10 items (circled 3).
- For each article in a feed, show: Full text, Summary (circled 3).
- Encoding for pages and feeds: UTF-8.
- Save Changes button (circled 4).

(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”.

Objective 1 Customizing Wordpress Settings

The screenshot shows the WordPress dashboard for 'sellhousenowaustin.com' with the 'Permalink Settings' page open. The left sidebar menu has 'Permalinks' highlighted under the 'Settings' category. The main content area shows the 'Permalink Settings' page with the following elements:

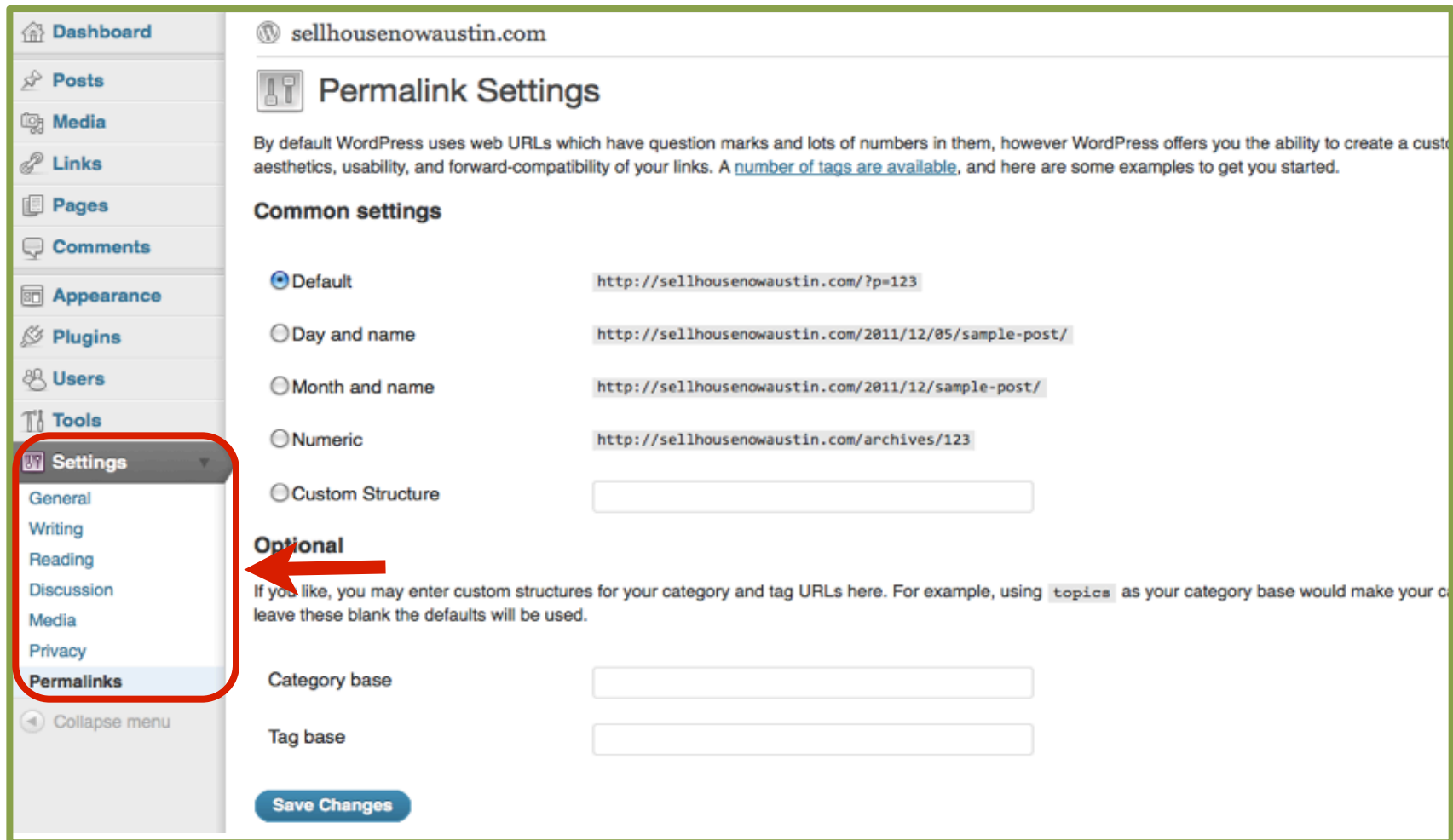
- Common settings:** Four radio button options are listed: 'Default' (selected), 'Day and name', 'Month and name', and 'Numeric'. Each option has a corresponding URL example.
- Custom Structure:** The 'Custom Structure' radio button is selected. A text input field next to it is empty and highlighted with a red box and arrow labeled '2'.
- Optional:** A section with a heading 'Optional' and a paragraph of text. Below it are two text input fields for 'Category base' and 'Tag base', both highlighted with red boxes and arrows labeled '4'.
- Save Changes:** A blue button at the bottom left is highlighted with a red box and arrow labeled '4'.
- Annotations:** Red circles with numbers 1, 2, 3, and 4 are placed around the interface. Arrows point from these circles to the 'Permalinks' menu item (1), the 'Custom Structure' radio button (2), the empty text input field (3), and the 'Save Changes' button (4).

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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



The screenshot shows the WordPress dashboard for 'sellhousenowaustin.com' with the 'Permalink Settings' page open. The left sidebar contains a menu with 'Settings' highlighted and its sub-items: General, Writing, Reading, Discussion, Media, Privacy, and Permalinks. A red box highlights the 'Settings' menu and its sub-items, with a red arrow pointing to the 'Optional' section of the main content area.

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 custom 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

<input checked="" type="radio"/> Default	<code>http://sellhousenowaustin.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://sellhousenowaustin.com/2011/12/05/sample-post/</code>
<input type="radio"/> Month and name	<code>http://sellhousenowaustin.com/2011/12/sample-post/</code>
<input type="radio"/> Numeric	<code>http://sellhousenowaustin.com/archives/123</code>
<input type="radio"/> Custom Structure	<input type="text"/>

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 category URLs look like `http://sellhousenowaustin.com/topics/sample-post/`. If you leave these blank the defaults will be used.

Category base	<input type="text"/>
Tag base	<input type="text"/>

Save Changes

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Next Video...

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