Welcome To

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts

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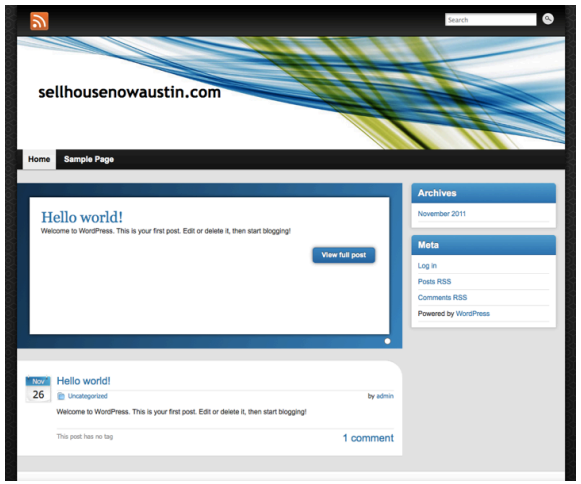
WordPress...
Easy To Use
Easy To Install
It's Flexible
Many Themes
Many Plugins
Many Widgets
Easy to Customize
Great Feel
Great Aesthetics
Advanced Users: HTML

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

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Introduction to Wordpress Settings

Wordpress Settings

Why Are They So Important?

Search Engine Optimization!

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Step 1

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

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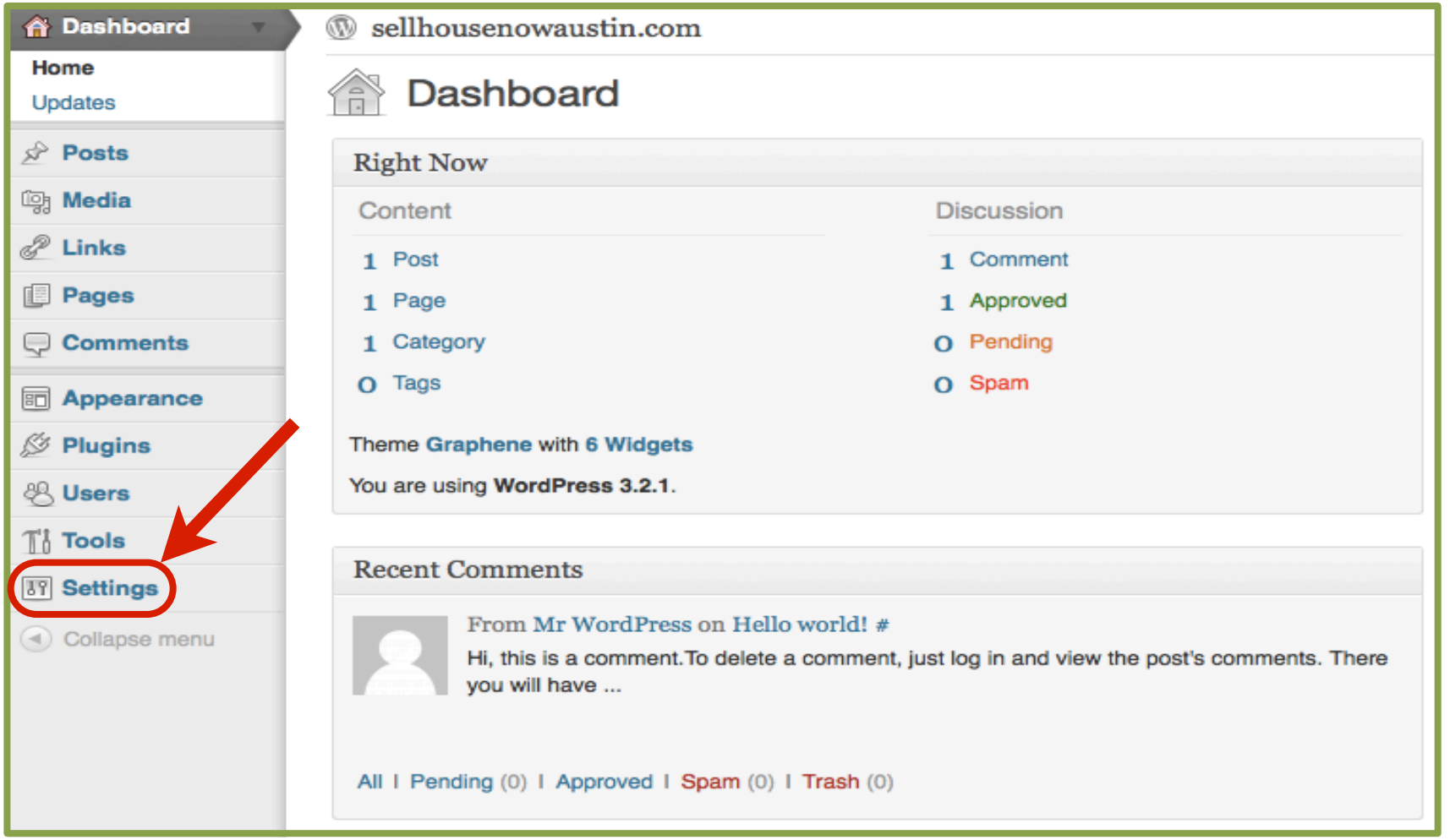
Step 2

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



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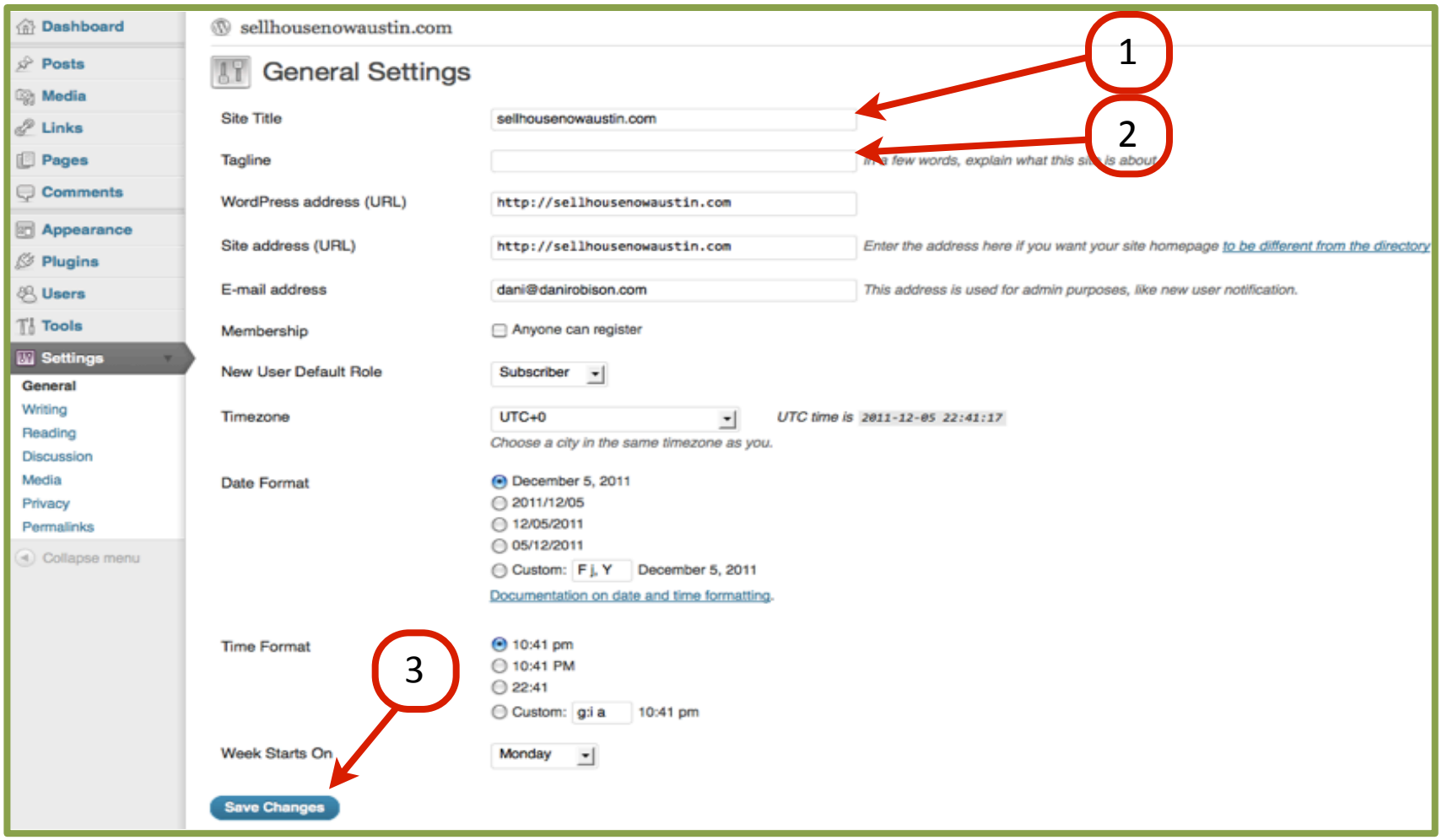
Step 3

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)



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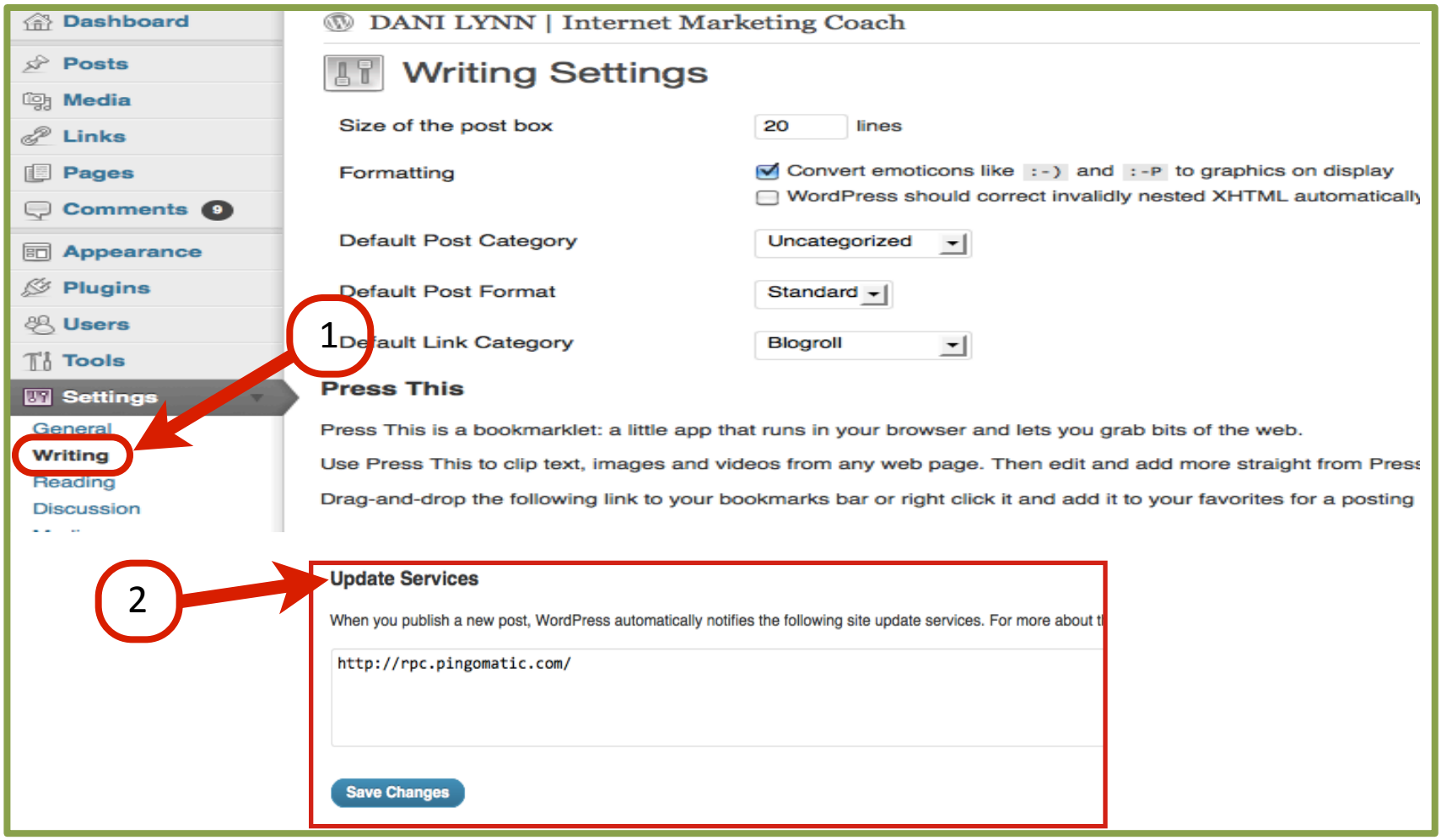
Step 4

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



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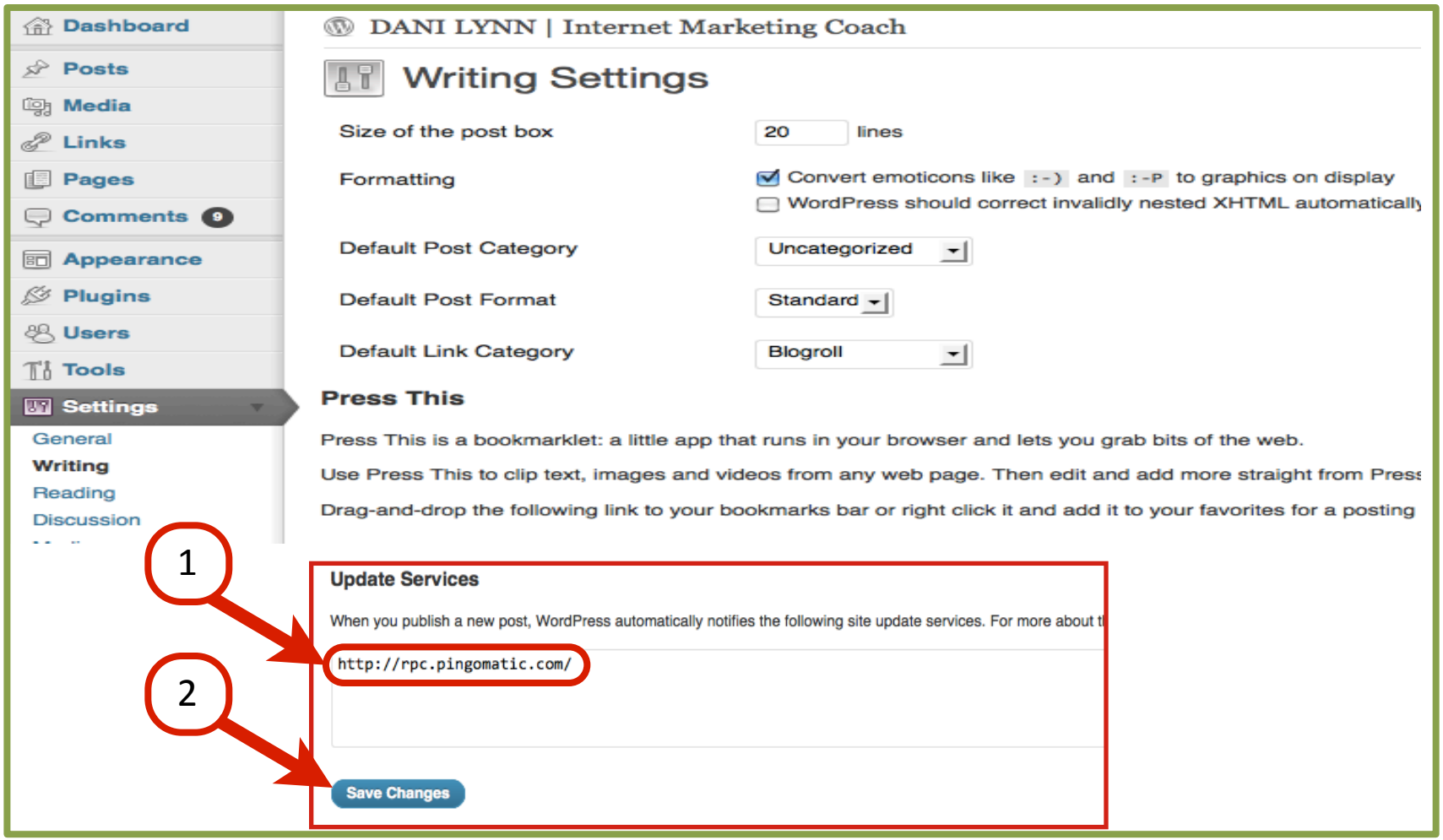
Step 5

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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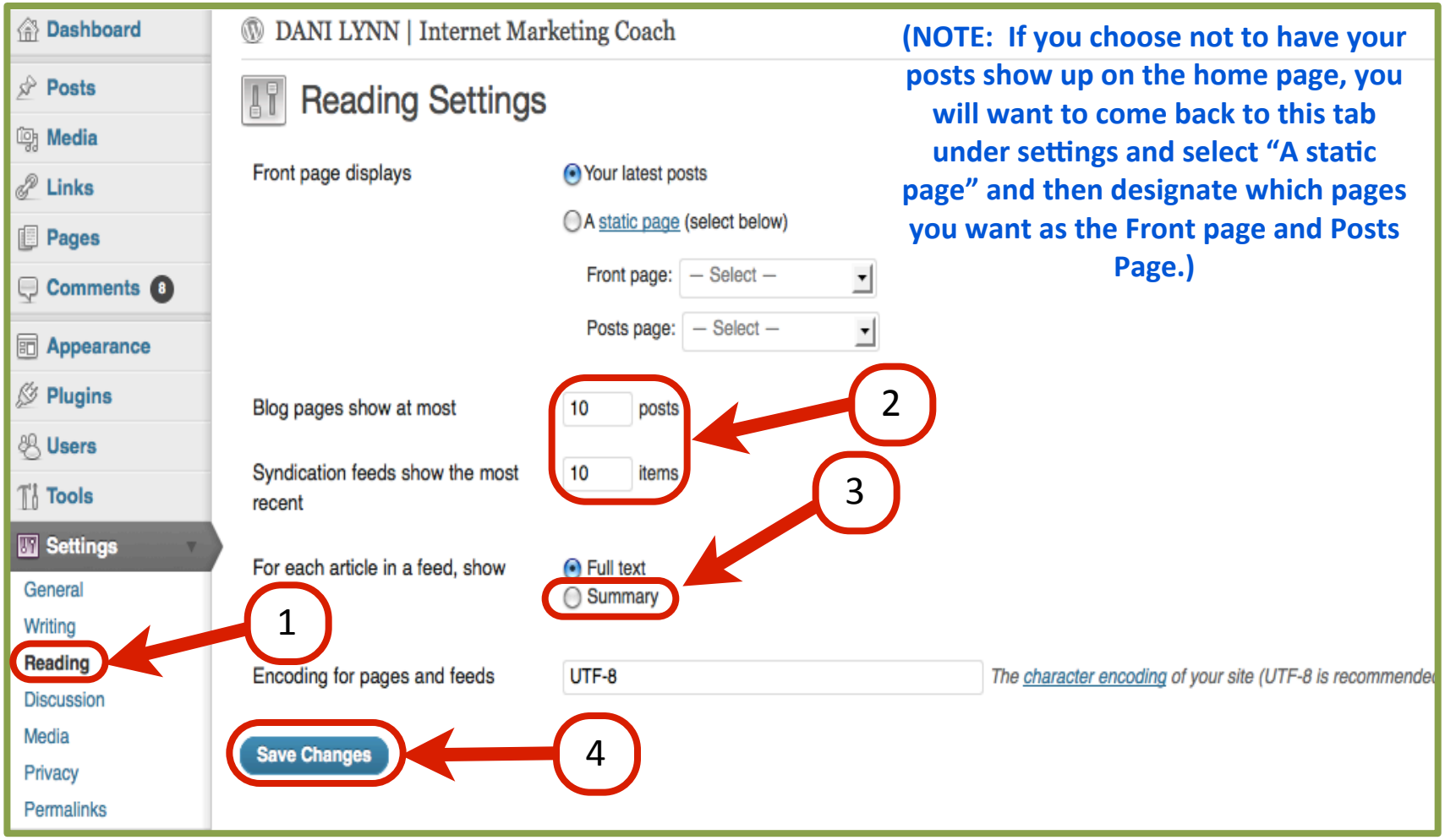
Step 6

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".



(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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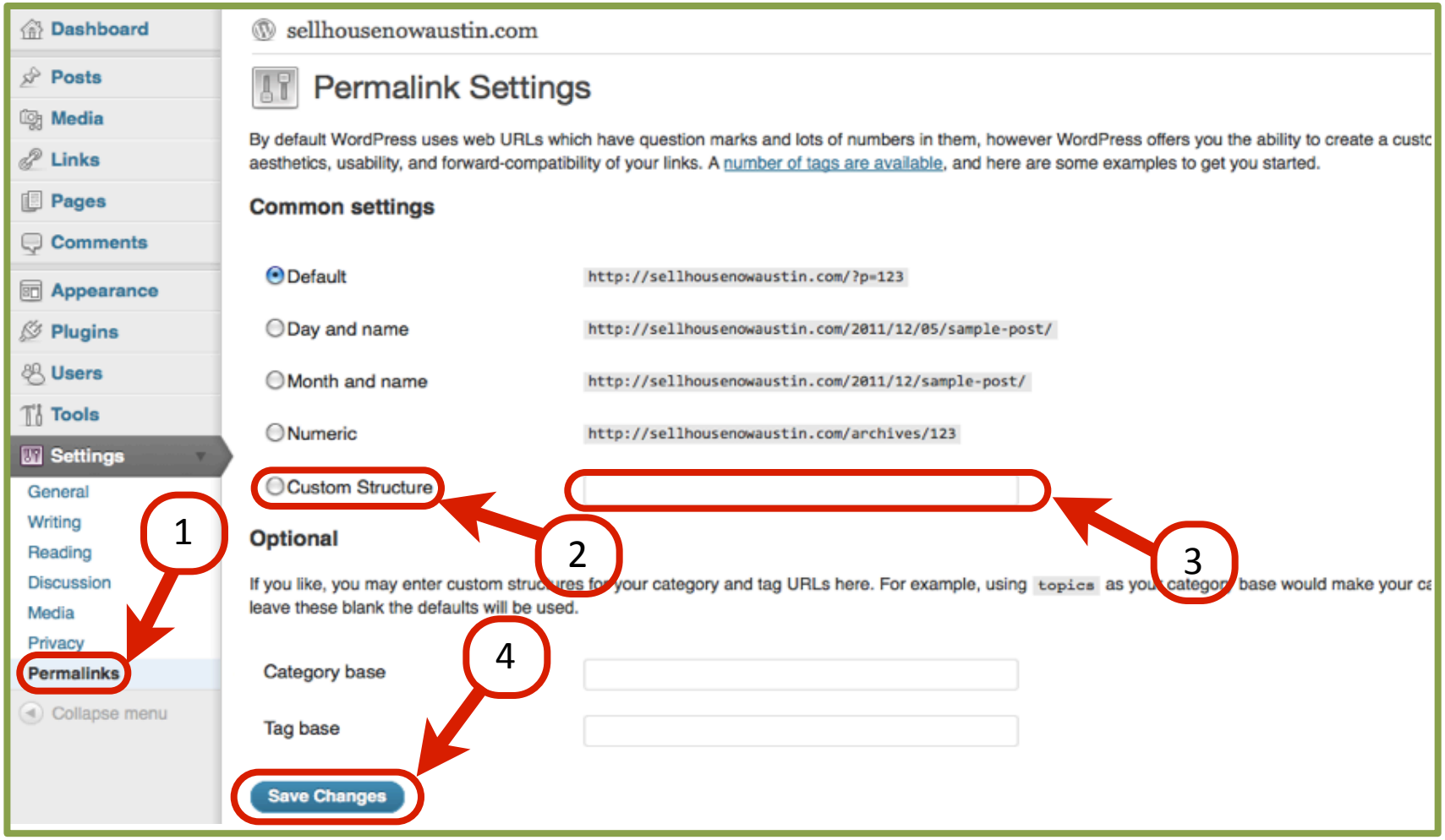
Step 7

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



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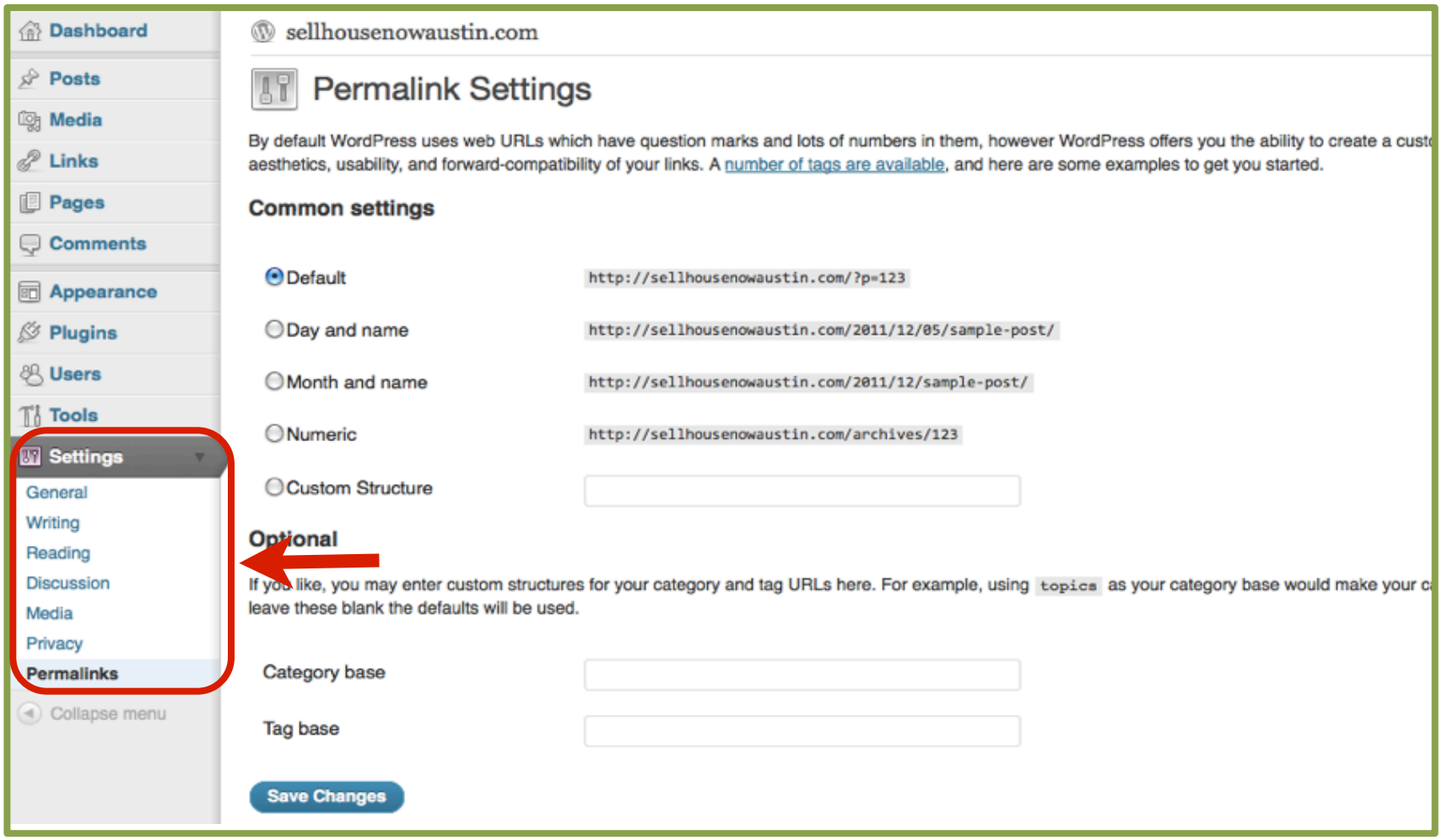
Step 8

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



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Next Video...

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