

# 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...

2 FREE REPORTS & MARKETING PIECE

**\*Free!**  
Juicy Secrets Most Investors Will Never Know About The Assignment Of Mortgage Payments System™ Revealed In My All New "Assignment Of Mortgage Manifesto"

↓ ↓

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**Featured Articles**

- ▲ #1 Secret To Success
- ▲ AMPS™/MAPS Success Stories
- ▲ Cold Hard Facts on AMPS™
- ▲ How Does AMPS™ Work?
- ▲ How To Make Money With AMPS™
- ▲ How To Succeed
- ▲ Is AMPS™ a Scam?

**Categories**

- ▲ Assignment of Mortgage Payments System™ Review
- ▲ Mortgage Assignment Case Studies
- ▲ Q & A

**Blogroll**

- ▲ AMPS™ / MAPS Articles on Ezines
- ▲ AMPS™ / MAPS Articles on Squidoo
- ▲ AMPS™ Articles on Hubpages
- ▲ AMPS™ Launch Videos
- ▲ BUY AMPS™ NOW
- ▲ ...

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Step  
1

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

The screenshot shows the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is visible, with 'Appearance' and 'Widgets' highlighted by red circles and arrows. A red circle with the number '1' is placed over the 'Widgets' tab in the main content area. Another red circle with the number '2' is placed over the 'Appearance' menu item in the sidebar. The main content area displays the 'Widgets' settings page, including an 'Available Widgets' list and several widget areas on the right side.

| Available Widgets   |  |  |  |
|---|--|--|--|
| <b>Archives</b><br>A monthly archive of your site's posts             | <b>Calendar</b><br>A calendar of your site's posts | <b>Categories</b><br>A list or dropdown of categories      | <b>Custom Menu</b><br>Use this widget to add one of your custom menus as a widget. |
| <b>Graphene Twitter</b><br>Display the latest Twitter status updates. | <b>Links</b><br>Your blogroll                      | <b>Meta</b><br>Log in/out, admin, feed and WordPress links | <b>Pages</b><br>Your site's WordPress Pages  |
| <b>Recent Posts</b><br>The most recent posts on your site             | <b>RSS</b><br>Entries from any RSS or Atom feed    | <b>Search</b><br>A search form for your site               | <b>Tag Cloud</b><br>Your most used tags in cloud format                            |
| <b>Text</b><br>Arbitrary text or HTML                                 | <b>Ultimate Follow Me</b><br>Ultimate Follow Me    | <b>YouTube</b><br>YouTube                                  |  |

Widget Areas on the right:

- Sidebar Widget Area
- Footer Widget Area

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

The screenshot displays the WordPress dashboard's 'Widgets' page for the user 'DANI LYNN | Internet Marketing Coach'. The left sidebar contains navigation links for Dashboard, Posts, Media, Links, Pages, Comments, Appearance, Themes, Widgets, Menus, Graphene Options, Graphene FAQs, Background, Header, Editor, Plugins, Users, Tools, and Settings. The main content area is titled 'Widgets' and shows a grid of 'Available Widgets' including Archives, Calendar, Categories, Custom Menu, Graphene Twitter, Links, Meta, Pages, Recent Posts, RSS, Search, Tag Cloud, Text, Ultimate Follow Me, and YouTube. The 'Text' widget is circled in red with a red arrow pointing to it, labeled with the number '1'. A dashed red arrow points from the 'Text' widget to the 'Sidebar Widget Area' on the right, which is also circled in red with a red arrow and labeled with the number '2'. The 'Sidebar Widget Area' is described as 'The first sidebar widget area (available in two and three column layouts)'. Other sidebar areas include 'Sidebar Two Widget Area' and 'Footer Widget Area'. The top right of the dashboard shows 'Howdy, admin' and 'Screen Options' and 'Help' buttons.

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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

The screenshot shows the WordPress widget configuration interface. A 'Text' widget editor is open, displaying a 'Title:' input field and a large text area. Three red annotations are present: a circle with the number '1' pointing to the 'Text' widget title, a circle with the number '2' pointing to the 'Save' button at the bottom right of the editor, and a circle with the number '3' pointing to the right-pointing arrow at the top right of the editor. The background shows various other widgets like 'Categories', 'Meta', 'Search', and 'YouTube' in the sidebar area.

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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

1

2

3

Categories  
A list or dropdown of categories

Meta  
Log in/out, admin, feed and WordPress links

Search  
A search form for your site

YouTube  
YouTube

Links

Custom Menu

Custom Menu  
Use this widget to add one of your custom menus as a widget.

Pages  
Your site's WordPress Pages

Recent Comments  
The most recent comments

Tag Cloud  
Your most used tags in cloud

Graphene Twitter

Sidebar Widget Area  
The first sidebar widget area (available in two and three column layouts).

Text: Opt In Box Goes Here

Text  
Title:

Automatically add paragraphs

Delete | Close

Save

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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

**Ultimate Follow Me**

Title:

Facebook username or profile ID (<http://facebook.com/username> or [http://facebook.com/profile.php?id=profile\\_id](http://facebook.com/profile.php?id=profile_id)):

Twitter username (<http://www.twitter.com/username>):

Linkedin username (<http://www.linkedin.com/in/username>):

Google Plus user ID ([https://plus.google.com/u/1/user\\_ID](https://plus.google.com/u/1/user_ID)):

Youtube username (<http://www.youtube.com/username>):

Email address or URL to contact us page:

Display rss feed?

Display style

Row 1:

Row 2:

Row 3:

Delete | Close

Save

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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.

The screenshot displays the WordPress widget configuration interface. On the left, a list of available widgets includes 'Custom Menu', 'Pages', 'Recent Comments', and 'Tag Cloud'. A red circle with the number '1' is positioned next to the 'Recent Posts' widget, with an arrow pointing to the 'Recent Posts' widget in the 'Sidebar Widget Area' on the right. The 'Sidebar Widget Area' contains several widgets: 'Text: Opt In Box Goes Here', 'Text: Welcome Video Goes Here', 'Ultimate Follow Me', and 'Recent Posts: Recent Posts'. The 'Recent Posts' widget is highlighted with a red box, and its title field contains the text 'Recent Posts'. A red circle with the number '2' is positioned next to the 'Save' button, with an arrow pointing to it. Another red circle with the number '3' is positioned next to the right-hand arrow at the top of the 'Recent Posts' widget, with an arrow pointing to it.

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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

The screenshot shows the WordPress widget configuration interface. On the left, a list of available widgets includes Custom Menu, Pages, Recent Comments, and Tag Cloud. On the right, the 'Sidebar Widget Area' is active, showing a list of installed widgets: Text (Opt In Box Goes Here), Text (Welcome Video Goes Here), Ultimate Follow Me, Recent Posts (Recent Posts), and Links. The 'Links' widget is selected and expanded, showing a dropdown menu with 'Blogroll' selected. Below the dropdown are checkboxes for 'Show Link Image', 'Show Link Name', 'Show Link Description', and 'Show Link Rating'. At the bottom of the widget configuration box, there are 'Delete | Close' and 'Save' buttons. Red annotations with numbers 1 through 4 indicate the steps: 1 points to the 'Links' widget in the sidebar area; 2 points to the dropdown menu; 3 points to the 'Save' button; and 4 points to the right-hand arrow at the top of the widget configuration box.

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

**Featured Articles**

- ▲ #1 Secret To Success
- ▲ AMPS™/MAPS Success Stories
- ▲ Cold Hard Facts on AMPS™
- ▲ How Does AMPS™ Work?
- ▲ How To Make Money With AMPS™
- ▲ How To Succeed
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- ▲ AMPS™ Articles on Hubpages
- ▲ AMPS™ Launch Videos
- ▲ BUY AMPS™ NOW
- ▲ Dani Lynn's Blog
- ▲ Phill Grove Webinar
- ▲ Real Estate RE-Volution
- ▲ Watch Recent Webinar Replays

**AMPS™ / MAPS Buyer Feedback**

- ▲ Meet Lannae
- ▲ Meet Philip Frallicciardi
- ▲ Meet Real Buyers and Sellers
- ▲ Meet Tracee Richards
- ▲ Meet Vincent Farrelli
- ▲ More Buyer Feedback...

**Recommended Articles**

-  [Create Attraction With Women](#)
-  [Mistakes with Women That Screw Up First Dates](#)
-  [3 Things Women Hate About Men](#)
-  [How To Boost Your Confidence With Women](#)
-  [How To Meet Younger Women And Keep Them Coming Back For More](#)
-  [Meeting Beautiful Women: Guide to Meeting a Total-10 Online](#)
-  [How To Create Sexual Tension](#)

**Customer Feedback**

“ How's it going man? I'm reading your book and it's absolutely awesome!! You're one cool guy, a 'courageous genius'... here's what I think about your book basically... Once you read this book and put it to use, women lose their power and you gain everything!! Brave and brilliant... blows away all mysteries and finally answers the question (for me anyways)... what women really want... That's really it, summed up for me. David, well done... you should be crowned as an admirable prince amongst men...”

N.B.,  
Ireland

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## Next Video...

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