

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 Website Menu's

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

Website Menu's

What Is It?



Why Is It Important?

It Walks Prospects Through The Sales Process

Info Seeker --> Researcher --> Buyer

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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.

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

Assignment of Mortgage Payments Review
Get The Facts On AMPS™

What is AMPS™? Is It Legal? Success Stories Coaching Buy AMPS™ Here Blog About Us/Phill Grove

DOUBLE YOUR DATING | *ATTRACTION IS NOT A CHOICE*

ATTRACTION MEETING WOMEN DATING TIPS CONFIDENCE GET A GIRLFRIEND PROGRAM CATALOG ABOUT DAVID DEANGELO

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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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TIP: Use words like "Success Stories", "Raving Fans", "Customer Feedback" or "Customer Reviews" instead of "Testimonials".

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ATTRACTION MEETING WOMEN DATING TIPS **CONFIDENCE** GET A GIRLFRIEND PROGRAM CATALOG ABOUT DAVID DEANGELO

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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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DOUBLE YOUR DATING | *ATTRACTION IS NOT A CHOICE*

ATTRACTION MEETING WOMEN DATING TIPS CONFIDENCE GET A GIRLFRIEND PROGRAM CATALOG **ABOUT DAVID DEANGELO**

Review Your Menu & Check For These “Do’s” & “Don’ts”:

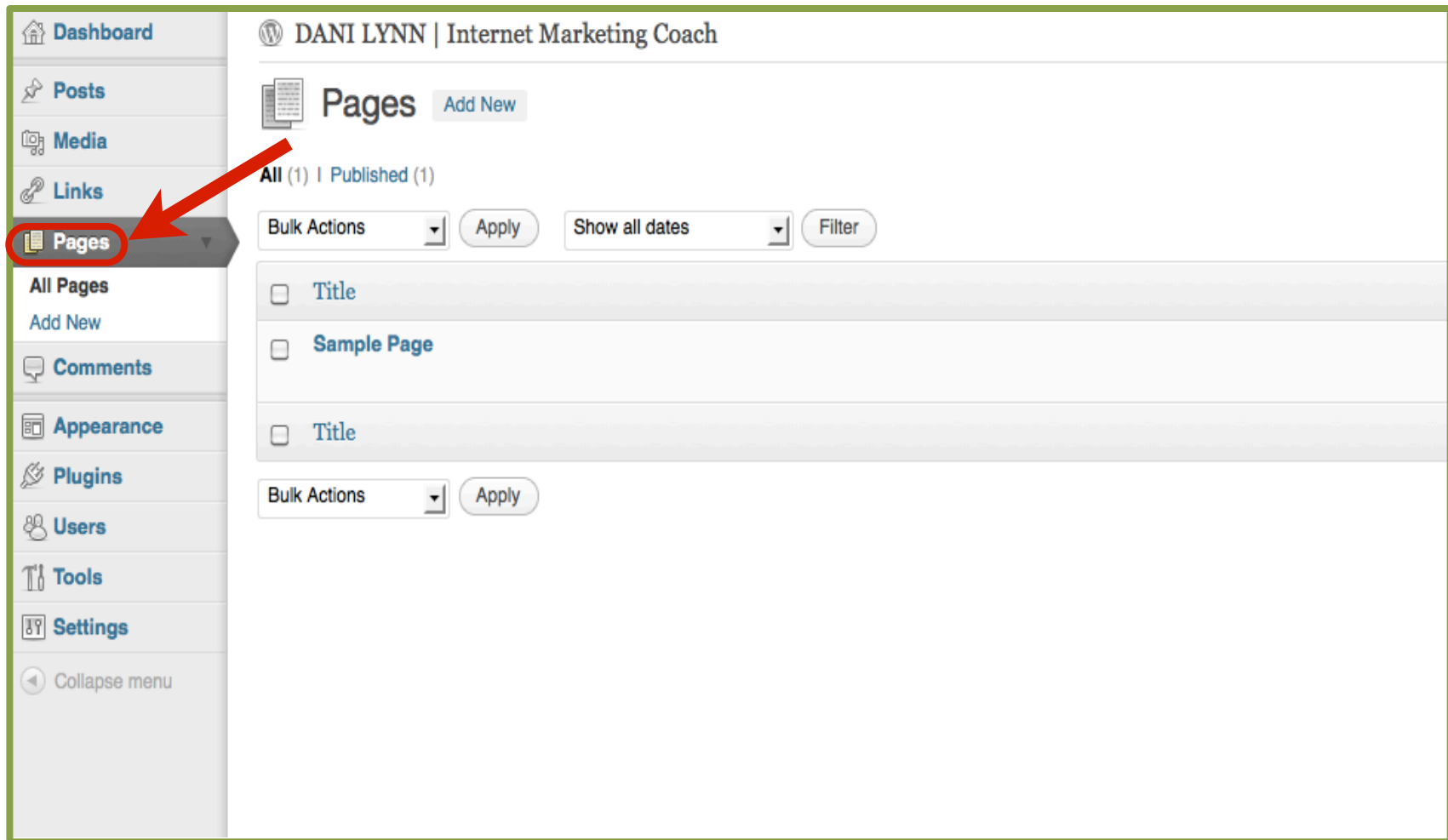
Website Menu Do’s & Don’ts

- **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)**

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



The screenshot displays the WordPress dashboard for 'DANI LYNN | Internet Marketing Coach'. The left sidebar menu is visible, with the 'Pages' item highlighted in a red circle and a red arrow pointing to it. The main content area shows the 'Pages' management screen, including an 'Add New' button, a table of pages, and bulk action controls. The table contains the following entries:

<input type="checkbox"/>	Title
<input type="checkbox"/>	Sample Page
<input type="checkbox"/>	Title

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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

WordPress interface showing the Pages management screen. The page title is "DANI LYNN | Internet Marketing Coach". The main heading is "Pages" with an "Add New" button circled in red and labeled "2". Below the heading, there are filters for "All (1) | Published (1)". A table of pages is shown with columns for checkboxes, titles, and authors. The first row is "Sample Page" by "admin", with a "Trash" link circled in red and labeled "1". The second row is "Title" by "Author". At the bottom, there are "Bulk Actions" and "Apply" buttons.

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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

The screenshot shows the WordPress 'Add New Page' editor for 'DANI LYNN | Internet Marketing Coach'. The interface includes a title field, a rich text editor, and a right-hand sidebar with 'Publish' and 'Page Attributes' sections. Three red annotations are present: a circle with the number '1' pointing to the title input field; a circle with the number '2' pointing to the 'Order' field in the 'Page Attributes' section, which contains the value '0'; and a circle with the number '3' pointing to the 'Publish' button in the 'Publish' section.

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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

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Search Austin Homes'. The page title is circled in red, and a red arrow points to it from the right. Below the title, the permalink is shown as 'http://mortgageassign.com/search-austin-homes/' and is also circled in red, with a red arrow pointing to it from the right. The main content area contains the text 'This is an example page.' and a word count of 4. The right sidebar shows the 'Publish' section with 'Status: Published' and 'Visibility: Public', and the 'Page Attributes' section with 'Parent: (no parent)' and 'Template: Theme default'. The footer of the page indicates it was last edited by Dani Lynn Robison on November 15, 2011 at 11:52 pm.

Search Austin Homes

Permalink: <http://mortgageassign.com/search-austin-homes/> Edit View Page

Upload/Insert Visual HTML

b / [link](#) b-quote del ins img ul ol code more lookup close tags fullscreen

This is an example page.

Word count: 4

Last edited by Dani Lynn Robison on November 15, 2011 at 11:52 pm

Publish

Preview Changes

Status: **Published** Edit

Visibility: **Public** Edit

Published on: Nov 11, 2011 @ 14:27 Edit

[Move to Trash](#) [Update](#)

Page Attributes

Parent

(no parent) ▾

Template

Theme default ▾

Order

1

Need help? Use the Help tab in the upper right of your screen.

Featured Image

[Set featured image](#)

FYI: This is the
permalink

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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

The screenshot shows the WordPress 'Add New Page' editor for 'DANI LYNN | Internet Marketing Coach'. The interface includes a title field, a rich text editor, and a right-hand sidebar with 'Publish' and 'Page Attributes' sections. Annotations are as follows:

- B**: A red circle around the letter 'B' with an arrow pointing to the empty title input field.
- C1**: A red circle around the letter 'C1' with an arrow pointing to the 'Order' input field in the 'Page Attributes' section, which currently contains the number '0'.
- C2**: A red circle around the letter 'C2' with an arrow pointing to the 'Publish' button in the 'Publish' section.

Other visible elements include the 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', 'Publish Immediately', 'Move to Trash', 'Template: Theme default', and 'Featured Image' options.

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Next Video...

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- 2) Customizing Header & Theme Options
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- 4) Installing Smart Plugins & Widgets**
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