Welcome To

Virtual Marketing Blueprint

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Experts

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

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.

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Objectives:

1) **Website Optimization Overview**
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to Website Optimization

Website Optimization

What Is It?

Website Optimization is many things, but for this module we are focusing on tracking your website traffic, assisting Google in indexing, speeding up your sites load time and being proactive about penalties like crawl errors, being tagged as a ping spammer and more.

Why Is It Important?

Website optimization will give you an overall edge and boost to your websites performance, conversion and ranking.

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to Website Optimization

Website Optimization Factors

- **Tracking web traffic**
- **Sitemaps for Google indexing**
- **Google bot crawl errors (broken links, etc)**
- **Ping Spamming**
- **Load Speed of Website**
- **Keyword Sourcing**
- **Google Search Conversion**

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

1) Website Optimization Overview
2) **Setting Up Google Analytics**
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Objectives:

1) Website Optimization Overview
2) **Setting Up Google Analytics**
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to Google Analytics

Google Analytics

What Is It?

Google Analytics is a free service that provides you with detailed insights about visitors to your website.

Why Is It Important?

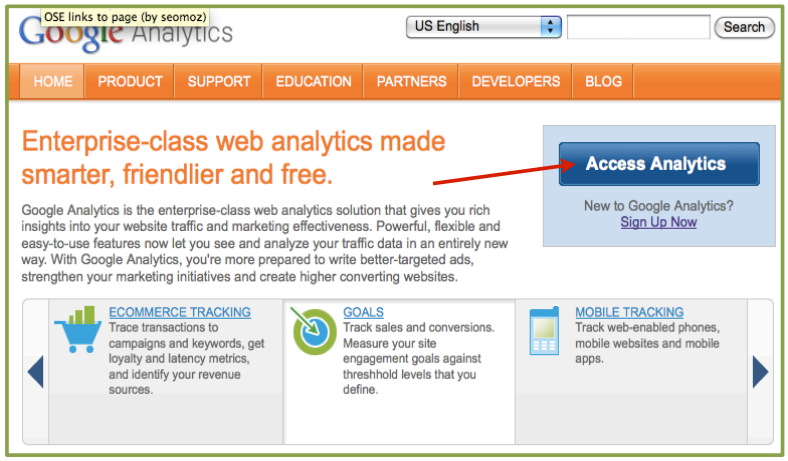
It tracks the visitors to your site, how long they stay on the site, where they came from and what web pages they are visiting so you can continually evaluate the effectiveness of your marketing.

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 1

Go to google.com/analytics and click on "Access Analytics".

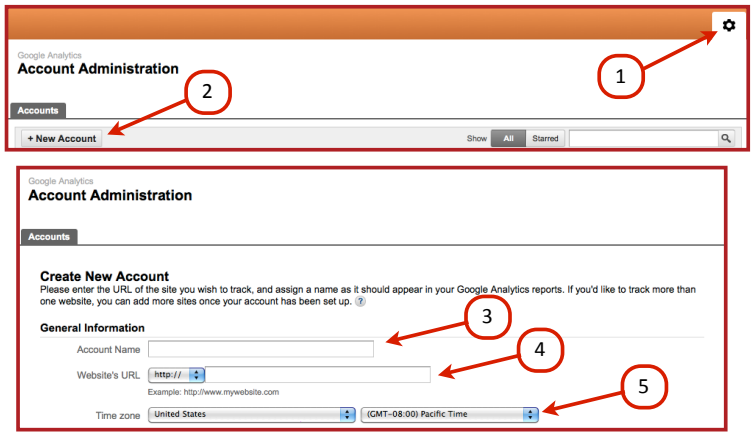


Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 2

Click on the wheel and then click "+ New Account". Next, type in your account name and url. Then adjust your time zone.

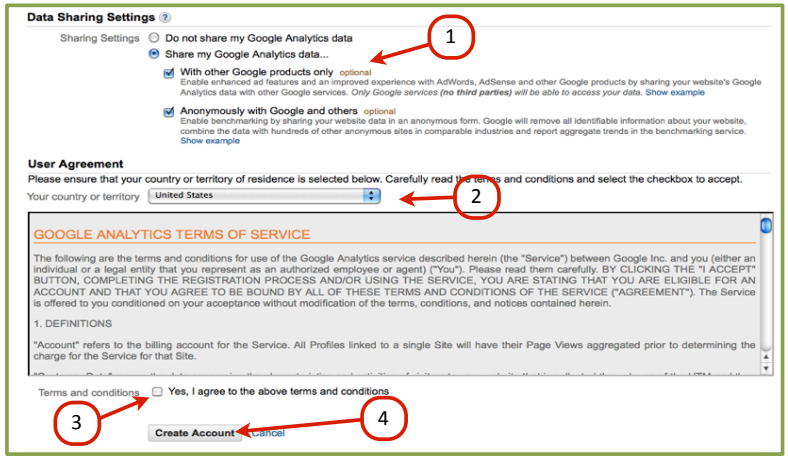


Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 3

Choose your data sharing settings. Choose your county or territory for the user agreement, review and agree to terms of service. Then click “Create Account”.

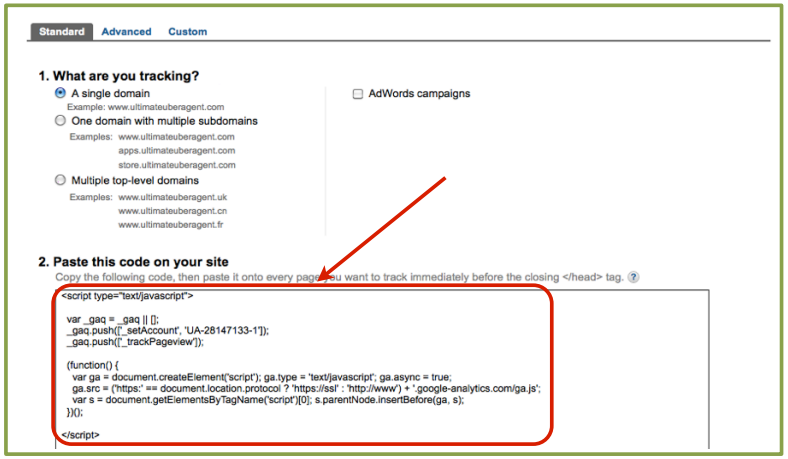


Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 4

There are 2 ways to set up Google Analytics using the Graphene theme. Option 1 is to scroll down and copy the code under section 2.

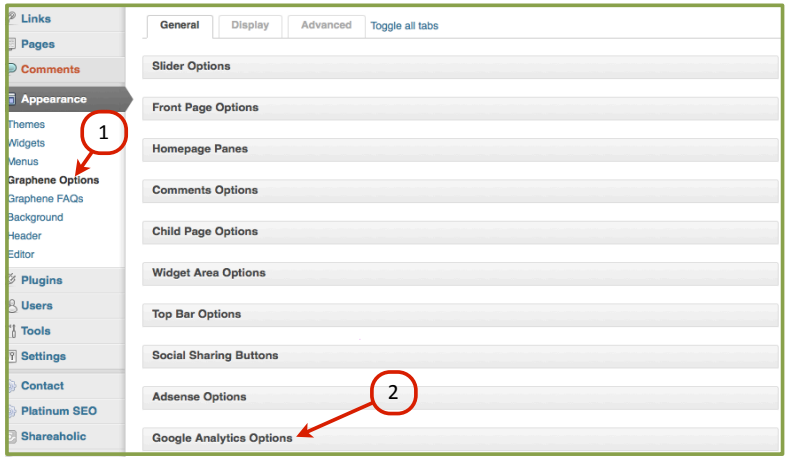


Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 5

Open up a new tab in your web browser and go to your wordpress website dashboard. Next, go to “Graphene Options” under the “Appearance” tab and then click on “Google Analytics Options”.

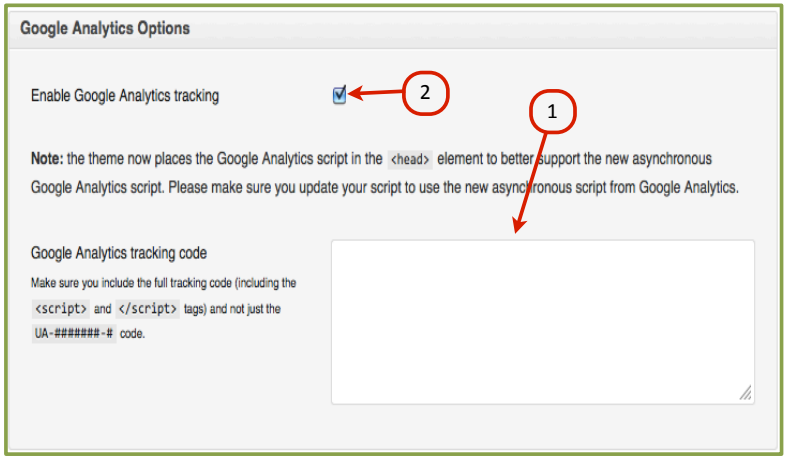


Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 6

Paste your google analytics code into the box. Make sure “Enable Google Analytics Tracking” box is checked and then scroll down to click “Save Options”.

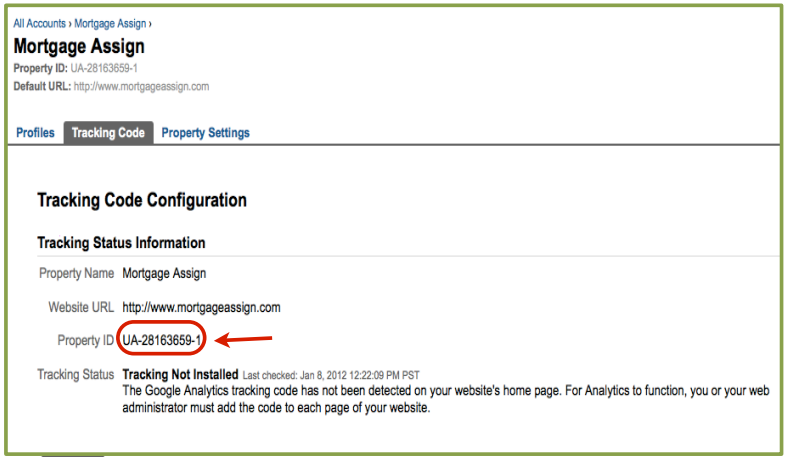


Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 7

Option 2 is as follows: Go back to your Google Analytics tab in your web browser and scroll up to the top of the page and copy the "Property ID" or "UA" code.



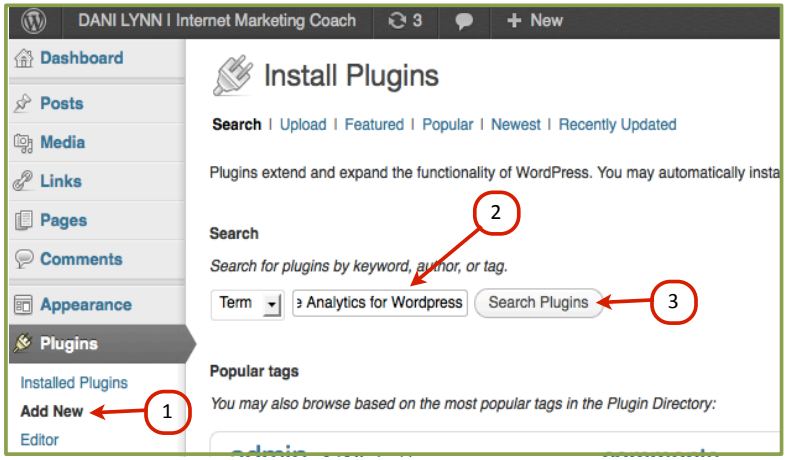
Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 8

Then go back to your website dashboard and go to "Add New" under the "Plugins" tab and type in "Google Analytics for Wordpress" in the search field and click "Search Plugins".



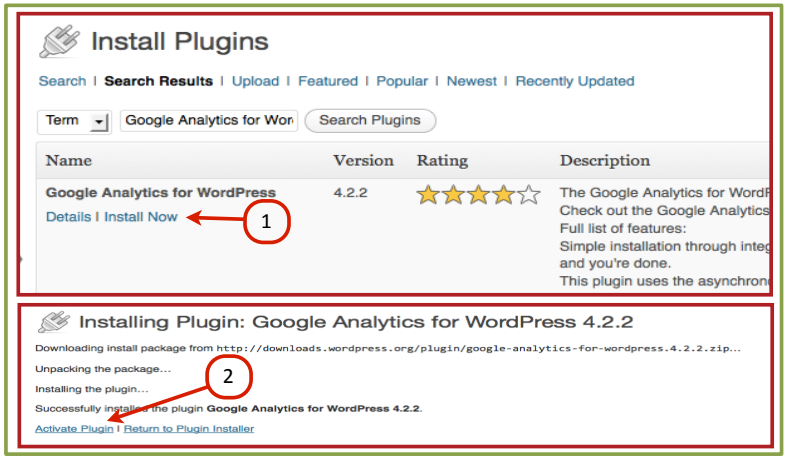
Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 9

Click on "Install Now". Click "Okay" when the pop up window appears asking if you are sure you want to install this plugin. On the next screen, click on "Activate Plugin".



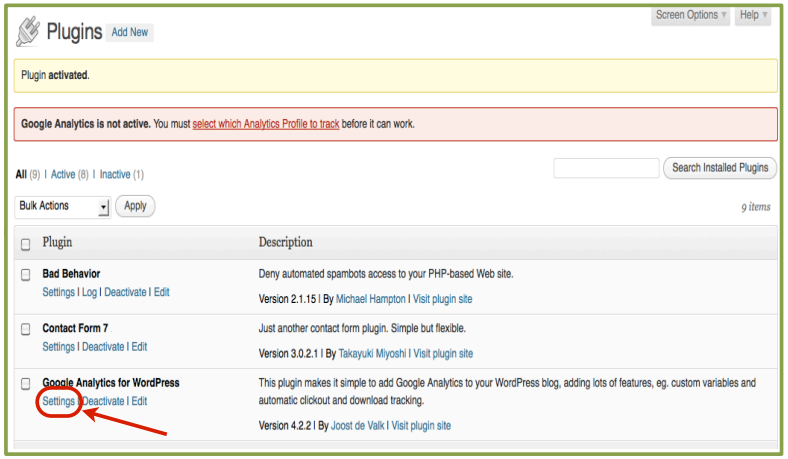
Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 10

Scroll down to the newly installed plugin and click on "Settings".



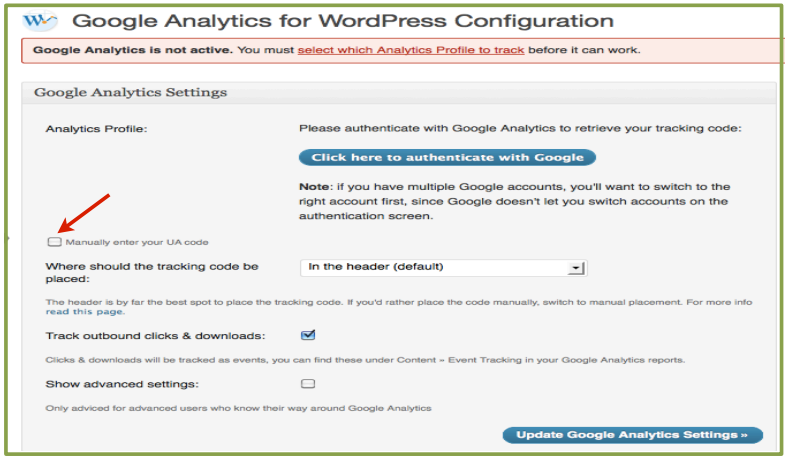
Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 11

Click the box for “Manually enter your UA code”.



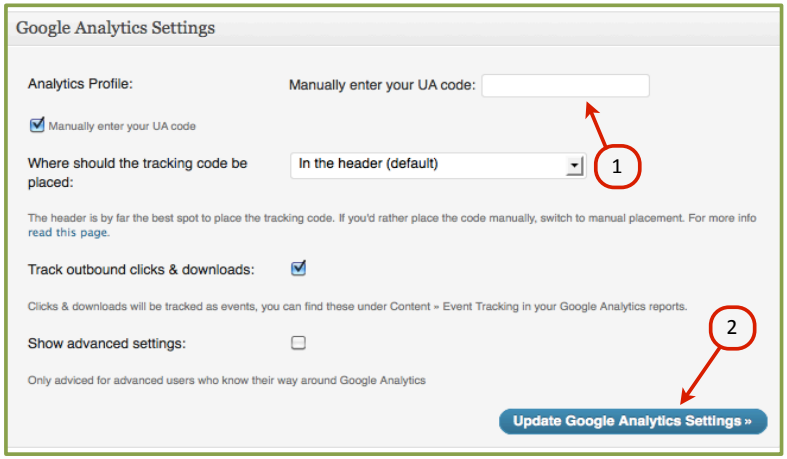
Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 12

Paste your UA code in the field provided and then click “Update Google Analytics Settings”.



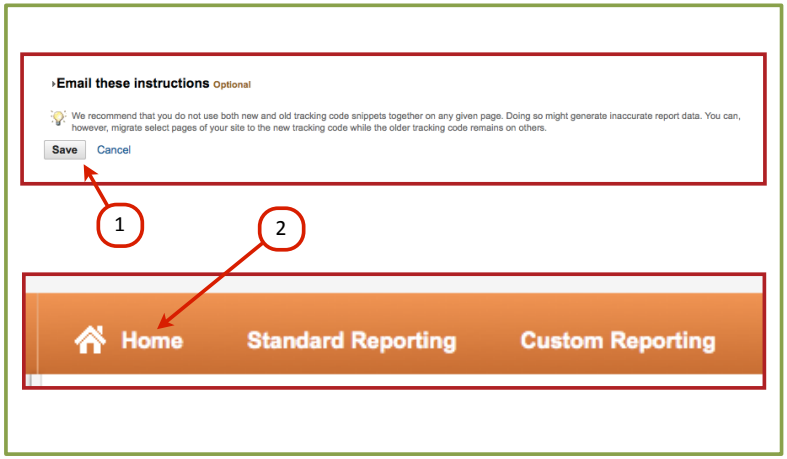
Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 13

Go back to the google analytics tab in your web browser and scroll down to click “Save”. Once saved, scroll back up to the top of the page and click on “Home”.



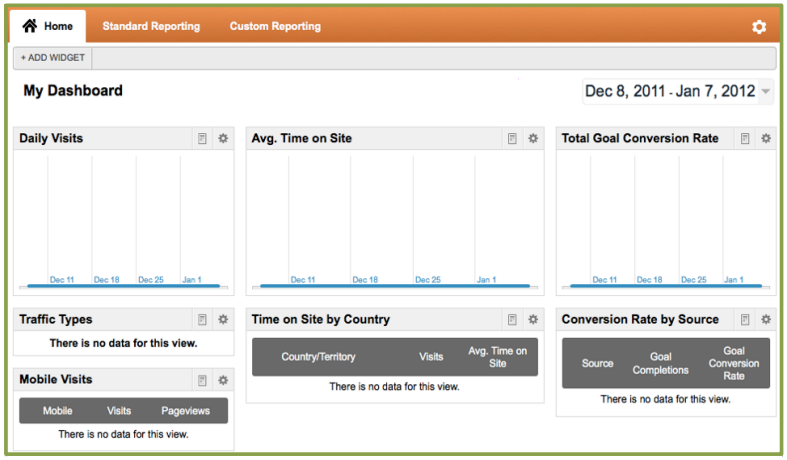
Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

FYI

In the future, this is the dashboard where you’ll be able to check your website stats. When you have down time, it would be beneficial to go through tutorials to learn more about google analytics.



Objective 2 Setting Up Google Analytics

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) **Building Google XML Sitemaps**
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) **Building Google XML Sitemaps**
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to Sitemaps

Objective 3 Building Google XML Sitemaps

Sitemaps

What Is It?

A map of your website that provides a way for website owners to inform google of all the url's that are available on a website to crawl.

Why Is It Important?

If search engines don't know a web page exists, that page won't show up in search results.

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 1

Log into your wordpress dashboard and click on "Add New" under your "Plugins" tab. Then type in "Google xml sitemap" into the search field and click on "Search Plugins".

Objective 3 Building Google XML Sitemaps

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 2

Find the "Google XML Sitemaps" plugin by Arne Brachhold and click "Install Now". Then click "Okay" on the next pop up window that asks if you're sure you want to install this plugin.

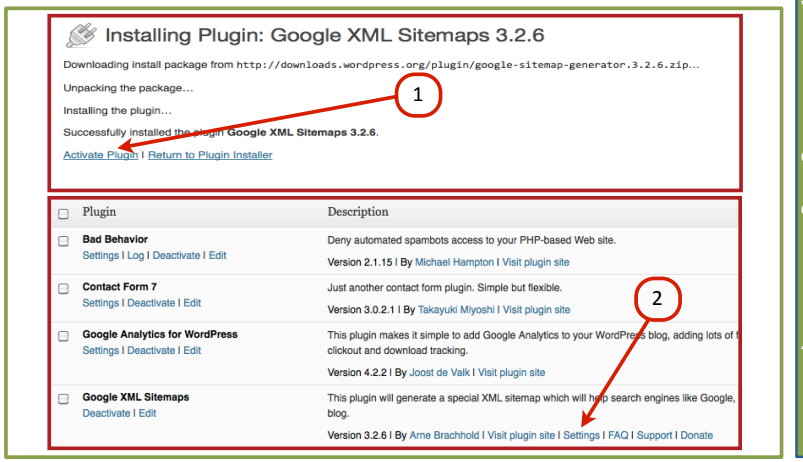
Objective 3 Building Google XML Sitemaps

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 3

Click "Activate Plugin" and then scroll down to the newly installed plugin and click on "Settings".



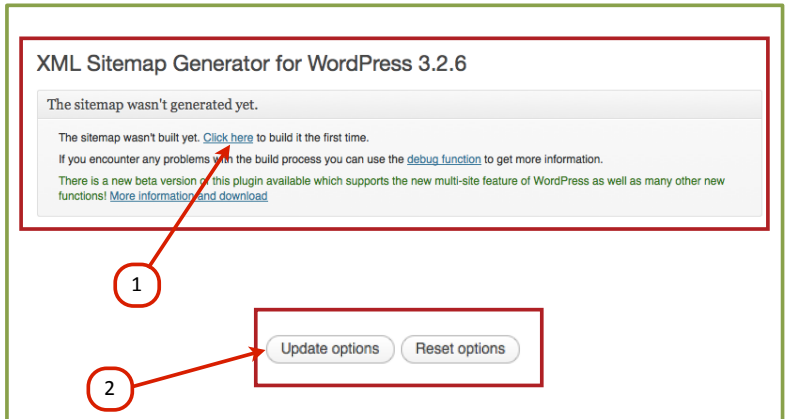
Objective 3 Building Google XML Sitemaps

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 4

Click on "Click here" to build the sitemap for the first time. Then scroll down to adjust any other settings you desire and when done, click "Update Options".



Objective 3 Building Google XML Sitemaps

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) **Introduction To Google Webmasters**
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) **Introduction To Google Webmasters**
5) How To Speed Up Your Wordpress Website
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to Google Webmaster

Google Webmaster

What Is It?

An analytics site that helps you understand the "health" of your website.

Why Is It Important?

This site provides a lot of data about your website but most importantly, it helps detect website errors, malware, Google bot crawl rate and more. You can also submit your sitemap here.

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to FTP

FTP: File Transfer Protocol

What Is It?

File Transfer Protocol is a platform where we can remotely connect to our hosting accounts and upload themes, videos, etc..

Why Is It Important?

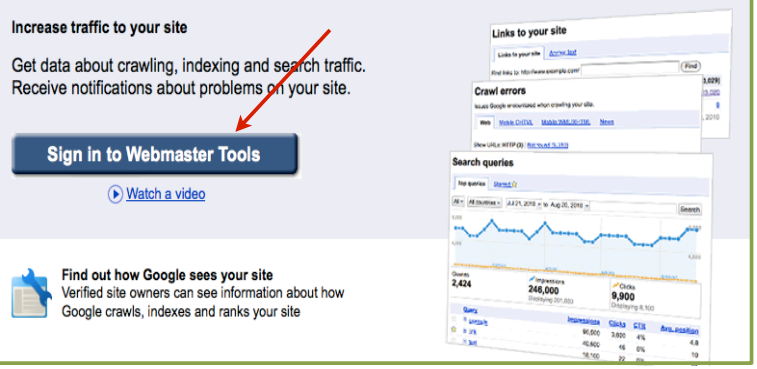
You will need to use this method of file transfer anytime you need to upload large files to your site and you'll also need it to verify your site on Google Webmasters.

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 1

Go to google.com/webmasters and click on "Sign in to Webmaster Tools".

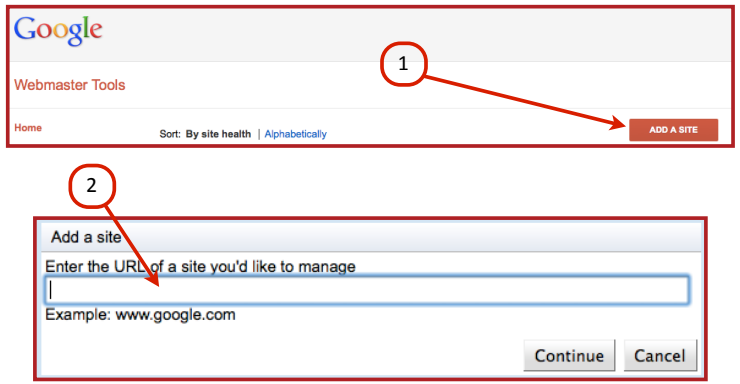


Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 2

Click on “Add a Site” and add the URL of the site you’d like to manage.



Objective 4 Introduction To Google Webmasters

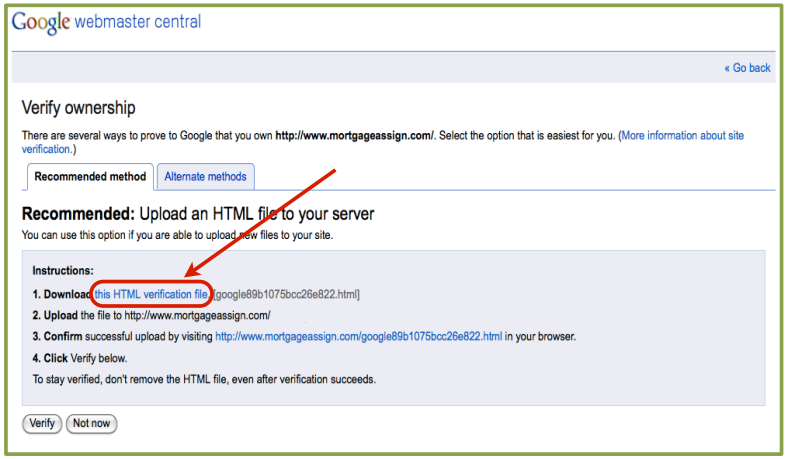
Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 3

Download the HTML Verification file by clicking on the “this HTML verification file” link.

NOTE: Only download this file one time and use it for every site.



Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 4

Open a new tab or window in your web browser and go to www.filezilla-project.org. Then click on “Download FileZilla Client”. Watch secondary FTP Video for live video tutorial.

Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 5

Select your platform and follow the instructions to install the program on your computer.

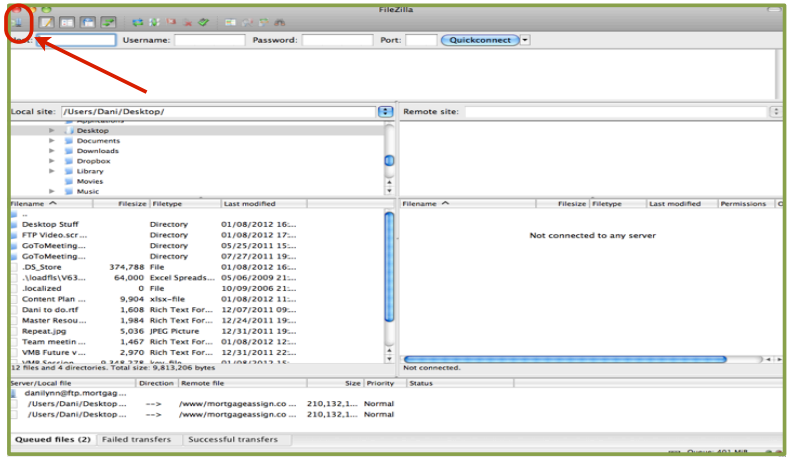
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 6

Once installed, open up Filezilla and click on the "Site Manager" icon in the top left corner.



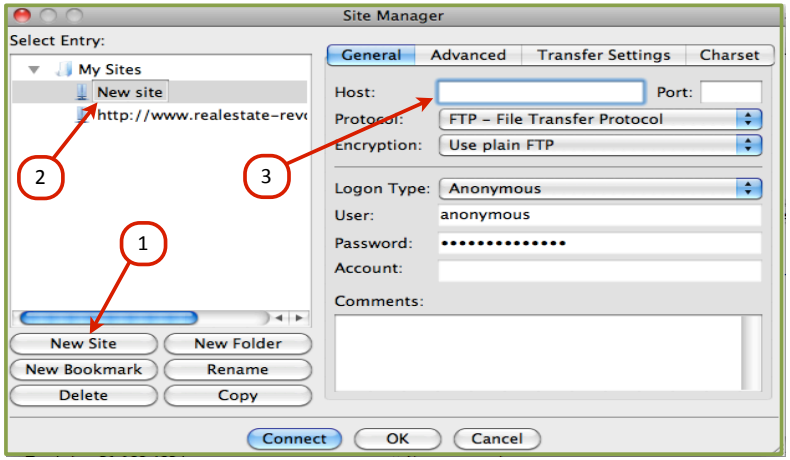
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 7

When the site manager opens up, click on "New Site" and type in the name of your site on the left. Then on the right go to the "Host" field and type in the name of your site again with the prefix of "ftp." (Example: "ftp.yoursite.com")



Objective 4 Introduction To Google Webmasters

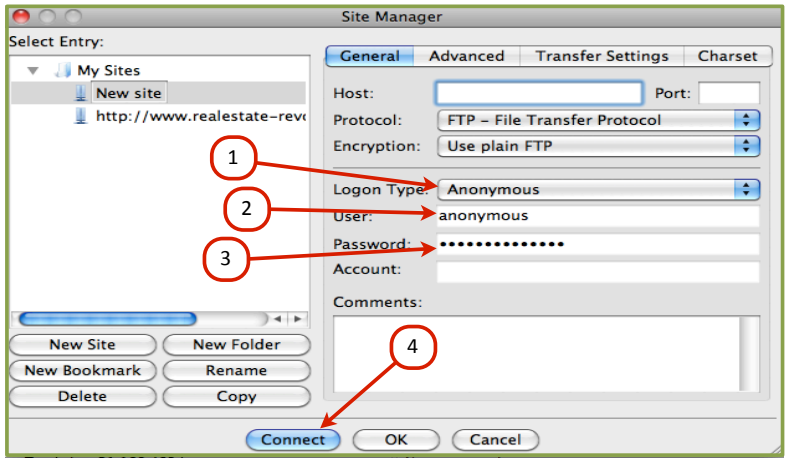
Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 8

Under "Logon Type", select "Normal" and then type in the username and password that you use for your hostgator cpanel and click "Connect".

(If you have problems with this, call your host server for help).



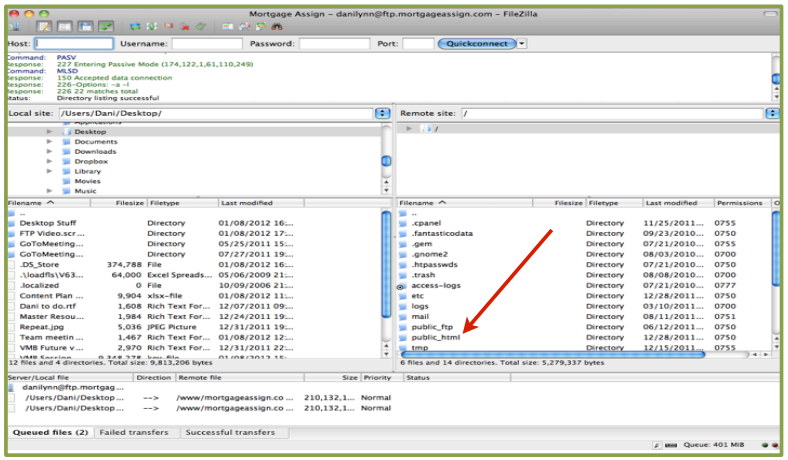
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 9

If this is a secondary website, do this: Once connected, open the "public_html" folder on the right side of your ftp screen and double click on that file.



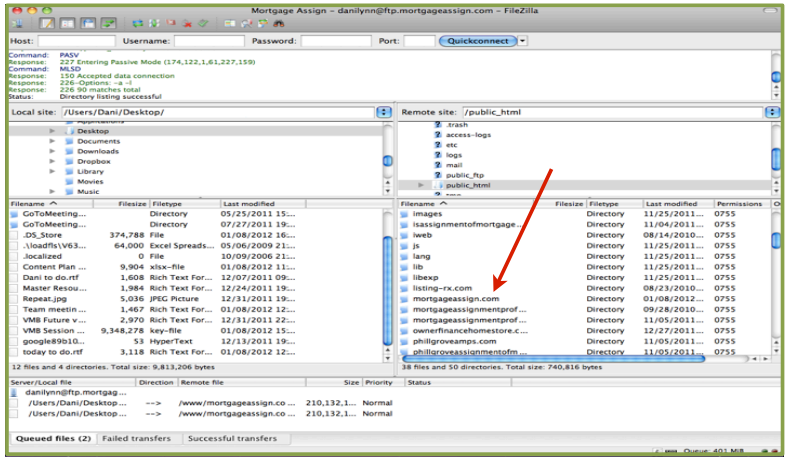
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 10

Once the public_html file is opened, stay on the right hand side bottom screen and find the website that you are working on currently. (Don't do anything yet, just find it so it's viewable)



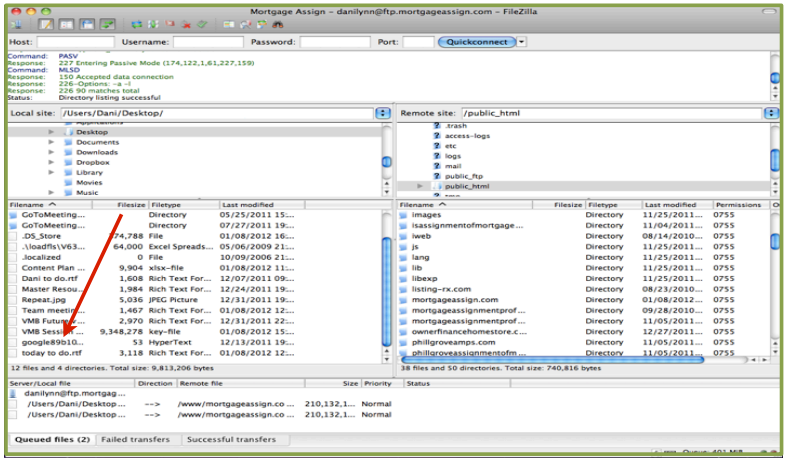
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 11

Now go back to the left hand side of the ftp screen and find the google verification file. (This file is probably in your download folder unless you moved it somewhere else after download.)



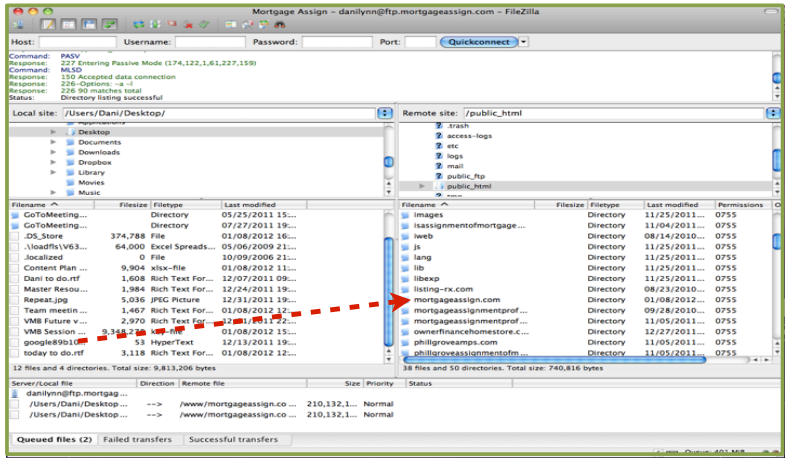
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 12

Once you find the file on the left side, drag that file over to the right side into the domain folder that you are currently working on.



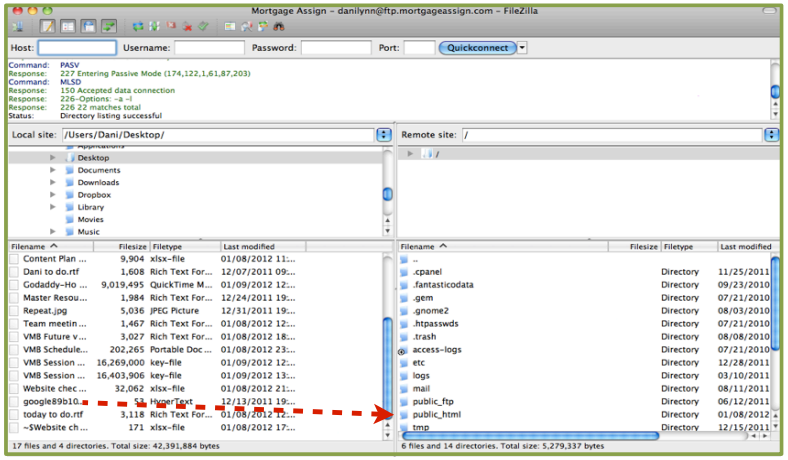
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 13

If this is your primary website, do this:
Drag that google verification file over to the right side into the "public_html" folder.



Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 14

Now that the file is transferred, go back to your Google Webmasters window in your web browser and click on the link in #3. If a new window opens with the verification link like below, you can click verify.

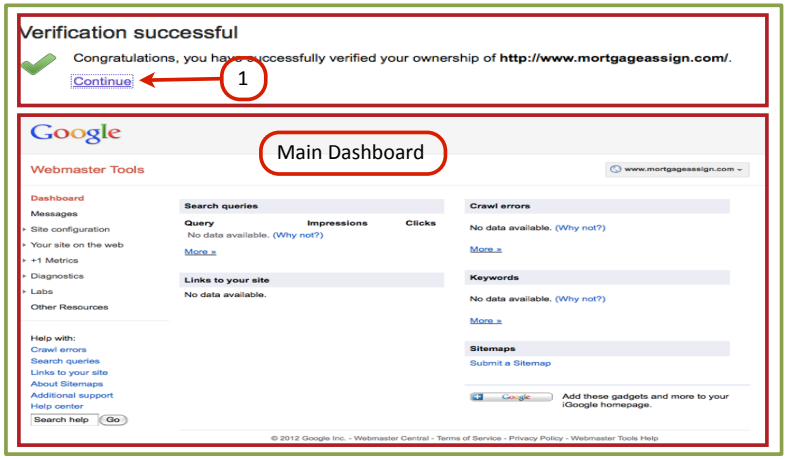
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 15

Once verified, you can click continue to get to the main dashboard of Google Webmasters.



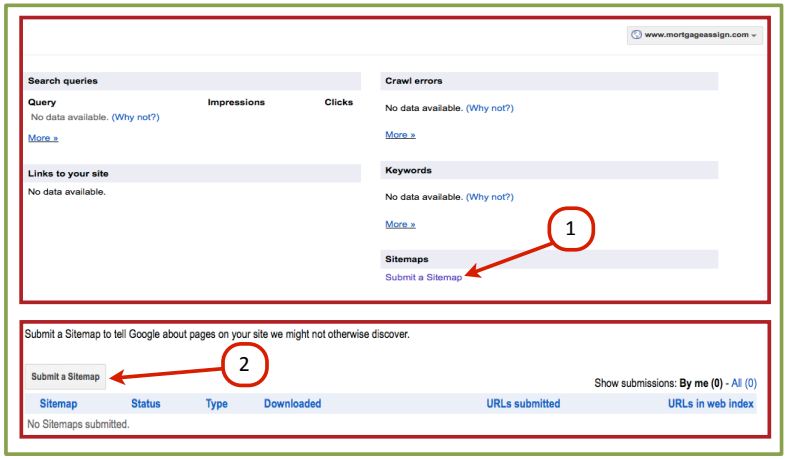
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 16

Click on "Submit a Sitemap" on the dashboard screen and then again in the new window.



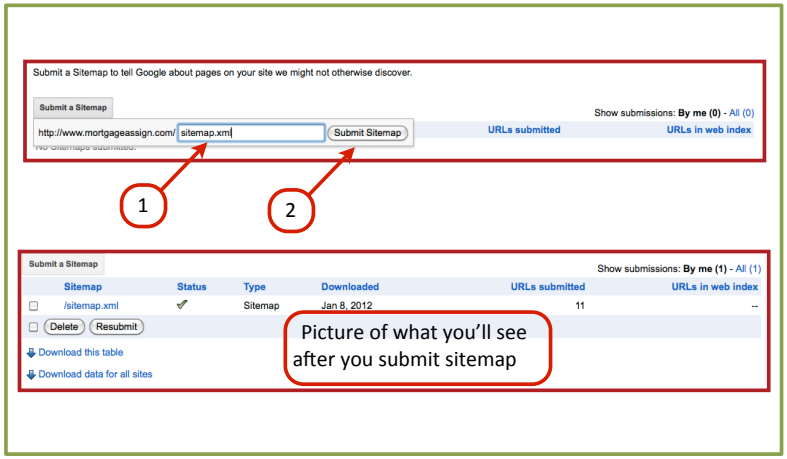
Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 17

Type in "sitemap.xml" into the open field and click "Submit Sitemap".



Objective 4 Introduction To Google Webmasters

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) **How To Speed Up Your Wordpress Website**
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) **How To Speed Up Your Wordpress Website**
6) Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to WP Super Cache

Objective 5 How To Speed Up Your Wordpress Website

WP Super Cache

What Is It?

A plugin that helps speeds up your wordpress site.

Why Is It Important?

Users & Google Bots both get BORED if they have to wait too long for your website to load. The longer your site takes, the more you risk not being indexed by search engines and losing potential prospects to the "one click away from your competition" rule.

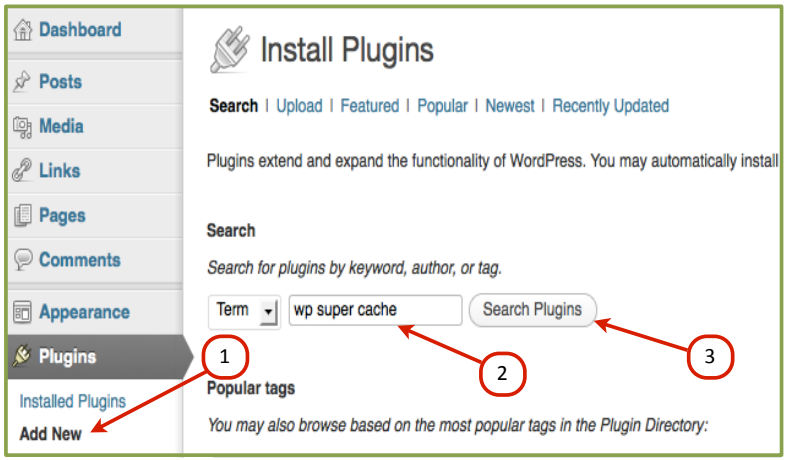
Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 1

Go to "Add New" under the "Plugins" tab and type in "wp super cache" in the search field and click "Search Plugins".

Objective 5 How To Speed Up Your Wordpress Website

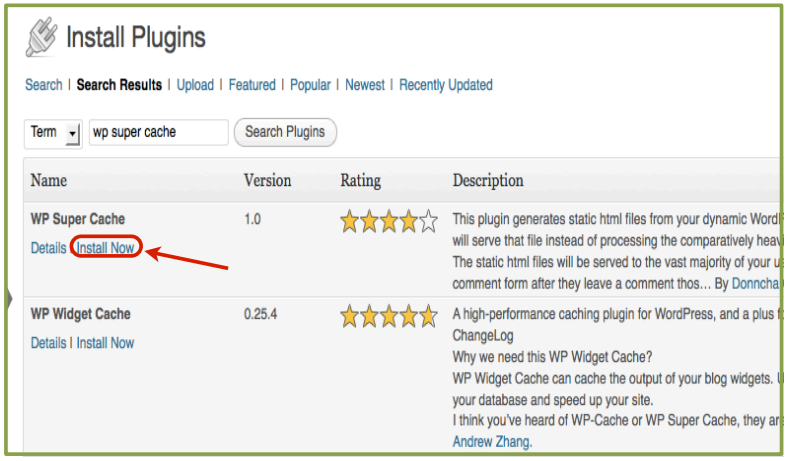


Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 2

Find the plugin and click on “Install Now” and then click “Okay” on the next window when it asks if you are sure you want to install the plugin.



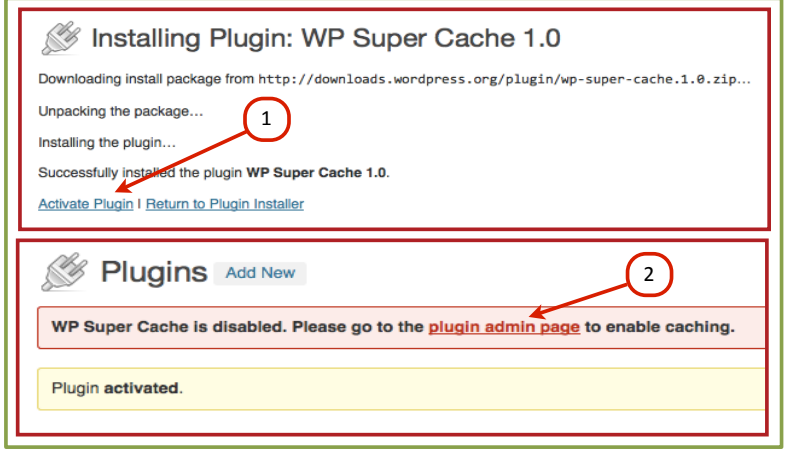
Objective 5 How To Speed Up Your Wordpress Website

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 3

Click on “Activate Plugin” and then click on “plugin admin page”on the next screen.



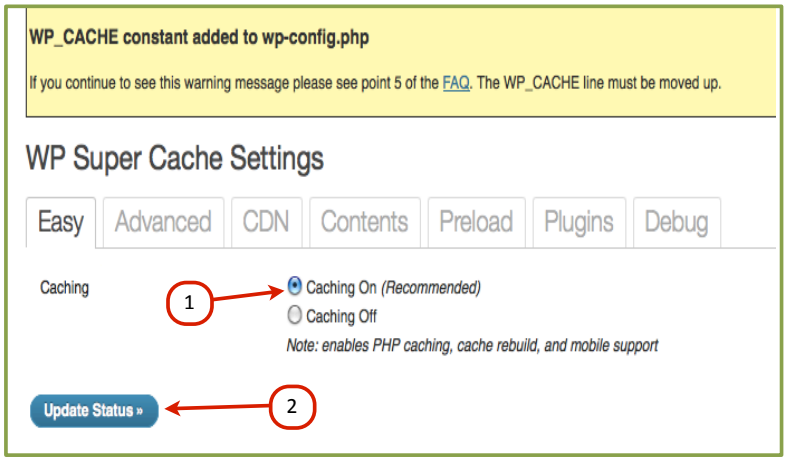
Objective 5 How To Speed Up Your Wordpress Website

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 4

Click on “Caching On” and then click “Update Status”.



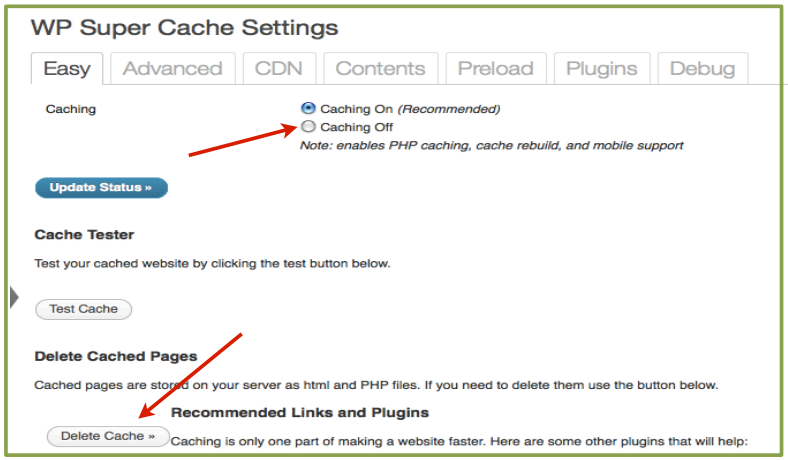
Objective 5 How To Speed Up Your Wordpress Website

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

TIP

If you are making major edits to your site, turn caching off during that process or you’ll have a hard time viewing your site changes. For minor edits you can just delete the cache to view your changes.



Objective 5 How To Speed Up Your Wordpress Website

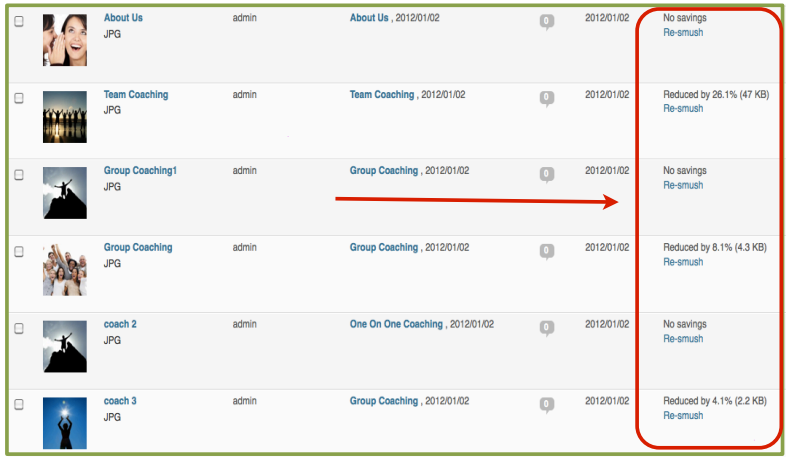
Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

TIP

Upload small files when possible and always have your site accessing your site for files as opposed to outside sites.

Objective 5 How To Speed Up Your Wordpress Website



Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Next Video...

Objectives:

1) Website Optimization Overview
2) Setting Up Google Analytics
3) Building Google XML Sitemaps
4) Introduction To Google Webmasters
5) How To Speed Up Your Wordpress Website
6) **Addendum: New Plugin- Ping Optimizer**

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Virtual Marketing Blueprint

Website Optimization

Addendum:

Addendum: New Plugin- Ping Optimizer

Unnecessary Pings ?

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Introduction to Ping Optimizer

Addendum: New Plugin- Ping Optimizer

Ping Optimizer

What Is It?

A plugin that helps control your website pinging so it doesn't ping every time you edit or save a post.

Why Is It Important?

It saves your website from being tagged as a ping spammer.

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Step 1

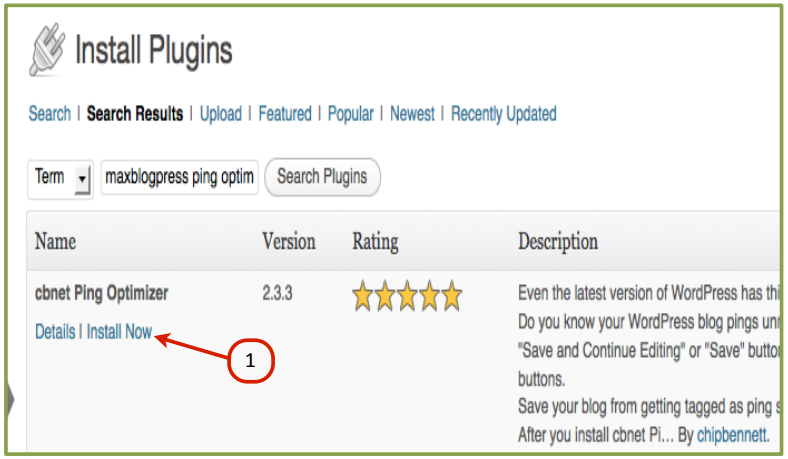
Go to your wordpress dashboard and click on "Add New" under your "Plugins" tab. Then type in "maxblogpress ping optimizer" into the search field and click on "Search Plugins".

Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 2

Find the "cbnet Ping Optimizer" and click "Install Now" and then click "Okay" on the next window that asks if you're sure if you want to install this plugin.

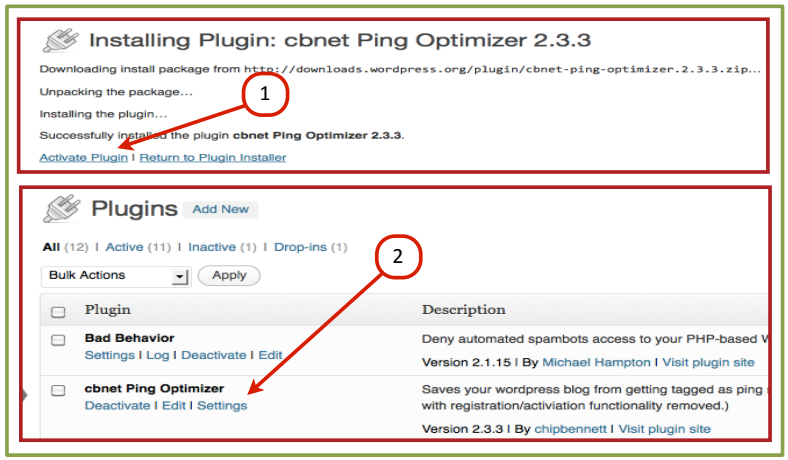


Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Step 3

Click "Activate Plugin" and go to "Settings" to see if you want to change any of the configuration.



Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Virtual Marketing Blueprint

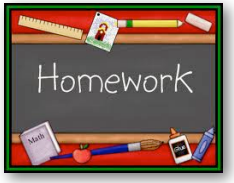
Website Optimization

Objectives:

- ☑ Website Optimization Overview
- ☑ Setting Up Google Analytics
- ☑ Building Google XML Sitemaps
- ☑ Introduction To Google Webmasters
- ☑ How To Speed Up Your Wordpress Website
- ☑ Addendum: New Plugin- Ping Optimizer

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

VMB: Website Optimization Homework



Prior to the start of the next session, you should complete the following tasks:

1) **Review Website Optimization Overview**
2) **Set Up Your Google Analytics**
3) **Build Your Google XML Sitemap(s)**
4) **Set Up Google Webmasters & Submit Sitemap**
5) **Install & Configure WP Super Cache Plugin**
6) **Install & Configure Ping Optimization Plugin**

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars

Thank You!

We look forward to seeing you on the next Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha

Copyright © 2011 by REI Rockstars, DBA, A division of Creative Entrepreneurs LLC, All Rights Reserved.

Rei Rockstars