

# **“Ultimate Blogging Foundation”**

## **What Online Business Owners Should Know About Blogging**

**Brought To You By Stuart Stirling  
Proud Member Of [Wordpress Private Tutorial](#)**

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## About The Author



**Fidens Felix** is born in Indonesia. He holds a master degree in Information Engineering from Osaka University, Japan.

Scholarship from Japanese government brought him to Japan in 1998. This was a turning point of his life.

He has been online since 1997 and started looking Internet as a business medium at the late of 2005. This was another turning point of his life. This is the year where he made his first money online by selling resell right product.

Believing that the right information can change people's life, he created a publishing company, Visiac LLC with a vision to become a company that delivers information to every corner of the world.

The company now owns several profitable websites, including **Wordpress tutorial** website and **Resell Right Business** website:

**[Wordpress Private Tutorial](#)**  
**[The Profit Samurai](#)**

He is now working on his business part-time and enjoying life with his lovely wife Evi. When not working, he writes business related articles for his blog:

**<http://www.FidensFelix.com>**

**Join his newsletter “Online Business Breakthrough” at <http://www.FidensFelix.com> and get the latest information and updates.**

## How To Use This Guide

The best advice I can give you is to print it and put it in a folder so that you can easily refer to it anytime you want.

There are website links in this report so it probably is best to read this book while you are online so you can see exactly what I'm talking about through out the book.

### **What This Guide Is About And Who It's For**

This report is part of study material provided for BASIC membership at [Wordpress Private Tutorial](#). Currently, the membership cost \$27 to join, but the price will increase in the future. I suggest you join [Wordpress Private Tutorial](#) before the price increase.

## **More traffic more money!**

In this report I'm going to briefly explain about blog and how you can setup one as easy as one click of your mouse. Therefore you can start blogging to drive traffic to your websites or simply to increase your existence on the Internet.

So let's get started!

*Fidens Felix*

## What Is A Blog

A blog is basically a website. It is a website where you can put content (post) chronologically. It will show your post starting from the latest one down to the oldest one.

Blog is rising up as a tool of internet marketing since 2004. The easiness to create content using a blog and the functionality of two-ways communication, are responsible for its popularity.

Many big companies have a blog placed on their website. Some companies even have multiple blogs which are maintained by their employees. This allows companies to bring closer themselves to their customers.

Blog is usually powered with 'comments' function. It is a function that allows visitors to write comments about certain post of the blog. Utilizing this comment function, you can make a post that ask your customers about something. Hopefully, your customer would give you answers using comments function. Sometimes those answers are coming almost in real time manner.

There is nothing more valuable in marketing than be able to communicate with your customers in such a direct way.

## Blogging Platforms

In order to do blogging you will need a blogging platform. Blogging platform is a place on internet where you can put your blog content. Thus, a place where you put your post/article you want to publish outside.

You can find blogging platform comes in two types:

1. Owned by someone else
2. Owned by you

### Blogging Platform Owned By Someone Else

A perfect and most popular example of this type of blogging platform is '[www.blogger.com](http://www.blogger.com)'. This platform is owned by Google. Everything is run and maintained by Google.

All you need to do is to create your account and start making posts.

The benefit of this type of blogging platform is that you don't have to put any effort on most technical problems. Google is taking care of it.

The downside is that you have less control of your content. You must follow Google's term in blogging. If you want more freedom, it is better to have your own blogging platform.

Moreover, some blogging platform companies state in their terms of service that they also own the copyright of your blog contents.

Make sure you read the terms of those company.

### Blogging Platform Owned By You

This is where Wordpress comes to play.

Wordpress is a blogging platform that you can install into your server. You can then broadcast your posts into the internet using Wordpress.

There are many benefits of using Wordpress. You can read about them at another section of this report.

About the downside if having your own blog platform, since you have to run and maintain it yourself, you will probably get obstacle in technical part. However, it's easy to tackle with little effort. You can have someone to do it for you or you can learn to do it yourself.

[Wordpress Private Tutorial](#) is a source that can help your learning effort. It is also another great source to help transform your Wordpress into a marketing tool that brings you more targeted traffic. More targeted traffic means more profit for your side.

**Choose your platform wisely before making your first post.** You don't want to have hundreds of post before considering what kind of platform you should use. Changing platform is not something you want to do when you already have a load of contents.

## Why Use Wordpress?

There are 5 reasons for you to choose Wordpress as your blogging platform, in the order of their importance:

### 1. Search Engine Optimization Built-in Feature

Wordpress is programmed with Search Engine Optimization(SEO) feature.

What I am talking about is the function of converting your blog article to URLs pointing to your blog article. For example if you have a blog like [www.YourBlog.com](#), you can find URLs in a format like this:

[www.YourBlog.com/Article-Title-Here/](http://www.YourBlog.com/Article-Title-Here/)

Just imagine when search engine listed those URLs to their system. When people search something about "Article Title" or about "Title Here", there are big possibilities that URL above shows up at the search results.

Then, they would end up clicking those URLs above and that is traffic to your blog from search engines.

This SEO feature can be activated with only a few simple steps. Most people who use Wordpress do not activate this feature after installing their Wordpress blog. Or even worse, they even do not know that this feature is exist in Wordpress.

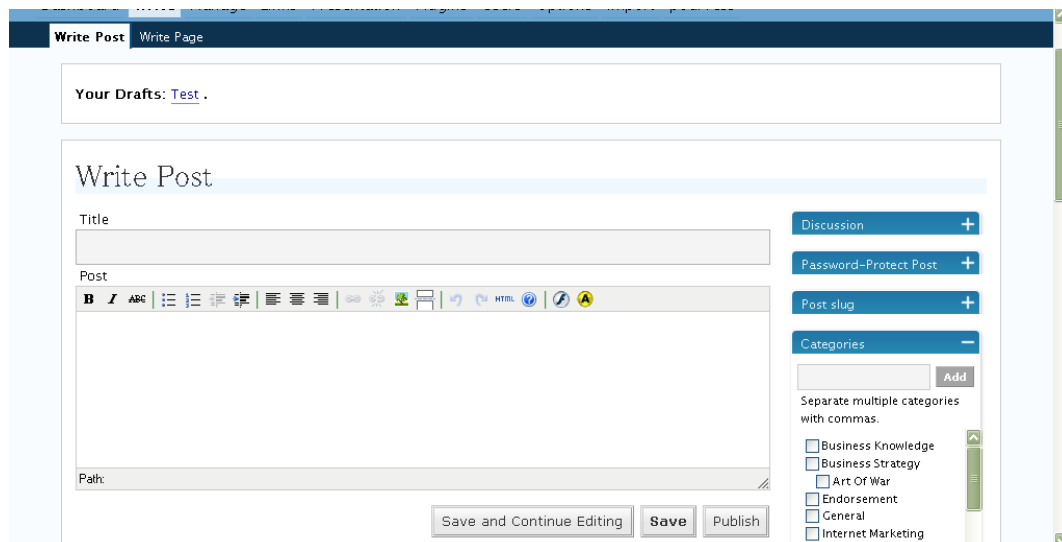
Find out how to do it at [Wordpress Private Tutorial](#).

## 2. Ease Of Use

I am sure you do not want to get headache thinking about technical part of your blogging platform, and concentrate on the writing part.

Wordpress has a control panel's user interface that is beautifully built. Even if you are new to internet and blogging world, Wordpress user interface can be used by you intuitively.

Wordpress also included with an editor that mimic Microsoft Word, so it just the right system to use for non-techie writer.



## 3. Rich Arsenal Of Plug-Ins

Wordpress enthusiast programmers are plenty.

They are making a lot of great plug-ins you can use with your Wordpress. Most of them are free.

There are so many plug-ins that there are more than one plug-in available to serve a single purpose.

Searching and trying which plug-in works and which doesn't, can be a risky, tedious and time-consuming task.

Here's a tip: ask the person whose blog you found an interesting function/widgets about what plug-in s/he use for that function/widgets.

[Wordpress Private Tutorial](#) also provides a monthly service that gives information about newest plug-ins for SILVER members.

#### 4. Rich Arsenal Of Themes

Besides programmers, there are also many Wordpress enthusiast web designers. They created plenty Wordpress theme you can use for free.

There are downsides if you use these free themes:

- You cannot modify them as you like
- You probably cannot find a theme that suits your need
- Your blog looks unprofessional since you are using a free theme

Consider these risks when you are considering a free theme to use for your blog.

If you need a custom made blog theme, you can go to freelance sites like [www.RentACoder.com](#), [www.GetAFreelancer.com](#) or [www.Guru.com](#)

#### 5. Well Programmed

Wordpress code is clean and easy to read. If you need to customize your blog, you can have your programmer easily tweak Wordpress, even if it would be the first time s/he touches Wordpress.

You can find reliable programmers at freelance sites I mentioned above.

## How To Own Your First Wordpress Blog

I **assume** that you don't have any domain name nor any website yet, so I'm going to start from the very basic stuff.

### Domain Name

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To install your Wordpress blog, you will need a domain name. Domain name is something like street address in real world. Domain name is an address that is pointing to a web server (equivalent to "land" in real world).

It is an address that human can easily understand and remember.

Domain names can be ended with **.com**, **.org**, **.net**, **.info** and many more.

I suggest you choose a **.com** domain name because it is a type of domain name that almost everybody in the world knows.

Choose a domain name that reflects your blog content or theme. This will make your visitor easier to remember your web address. So, if you want to talk about cat in your blog then [www.allaboutcat.com](http://www.allaboutcat.com) is better than [www.yourname.com](http://www.yourname.com)

### Web Server

The second thing you need is a web server. You can have two types of web server:

1. Web server that your share with anyone else.
2. Web server that used only by you.

The first one is commonly called **shared** hosting, while the latter is commonly called **dedicated** hosting.

Obviously, dedicated hosting is a lot more expensive than shared hosting. If you just started out, I suggest you to use shared hosting.

When choosing a web hosting service, you want to check out these factors:

1. How big is the backbone connection?

Backbone connection is the main connection between the servers of your service provider and the internet. The bigger the connection, the faster people are able to access the servers.

Find web hosting provider with big backbone connection.

2. How many web space you get?

Web space size will determine how much data you can put in your server. If you have plenty data (music, video, software, etc) to put on the internet, then you will need BIG web space size. Hundreds of megabytes is not enough. You will need at least One gigabytes of space.

### 3. How many bandwidth you get?

While **space size** will determine how much data you can put in your server, **bandwidth** is the size of data that can be sent from your server to people how are viewing or are downloading data from your website.

If you have plenty data (music, video, software, etc) to put on the internet, then you will need BIG web space size. Hundreds of megabytes is not enough. You will need at least One gigabytes of space.

### 4. How is the support?

Great support is essential for your business. You don't want to have your question answered after a week pass by. It will cost you time and eventually money.

There are two kind of support your providers should provide:

#### 1. Knowledge Base (KB) Support

Excellent providers have KB or mostly known as FAQ list. Some problems, can be solved by just looking for the answer in the KB.

The KB can be a support forum (answers provided by other members) or an online database.

#### 2. Live Staff Support

Human live support is important when you can't find answers to your question at KB support.

The support can be given via email, telephone or live chat.

### 5. Can you upgrade your plan easily?

As your business grows, you will need more powerful server. Eventually, you'd probably need a dedicated server. Your own server.

If you started out from shared server, you want to make sure that your hosting service provider can upgrade your plan and provide service to transfer your data to new server.

I have been looking for the best hosting service providers for quite sometime. Currently, the best provider (the one I'm using now) that fits all the criteria above is [DreamHost](#).

The best feature of all is that they give you **web space and bandwidth increase every week for FREE.**

[Viewing 2007-09-15 to 2007-10-14:](#)

[View Previous Month](#)

Today is day 22 of 30 of the [current billing cycle](#) which began 2007-09-15 and ends 2007-10-14.

**Total Disk Space Provided:** 259512.000 MB (\$0.10 / MB over)  
**3 Day Average:** 3.2 GB  
**Currently Using:** 3.2 GB  
**Estimated Average Usage:** 3.2 GB (at end of billing period)  
**Estimated Overage Charges:** \$0.00

**Brown** values for a **disk limit** (quota) just means you haven't explicitly set it, and so are just being constrained by overall plan limits.

**Red** current usage values mean that user is exceeding their quota.

*I have 25 GB web space and only "able" to use 3.2 GB using it. And they say they are increasing it every week!*

Current DreamHost Time: 23:49 PDT

Disk Usage

[HELP IS ON](#)

[Account Status](#)

#### Disk Usage

We give you quite a bit of room to play on our servers, but that disk space isn't infinite!

All DreamHost hosting packages include a fixed amount of disk space when you sign up, and that amount then grows on a weekly basis!

Always keep an eye on your disk usage to avoid overage charges!

*Take a look on my bandwidth. 5048GB per month and it is increasing +40GB every week!*

#### Bandwidth usage by Plan:

Plan	Starting	Growth Rate	Growth So Far	Currently Provided
My Crazy Domain Insane	4096 GB	40 GB/week	+952 GB	5048 GB
<b>Total Account Bandwidth Provided:</b>	<b>4096 GB</b>	<b>40 GB/week</b>	<b>+952 GB</b>	<b>5048 GB</b>

All of these features is only for \$5.95/month. I think it's a bargain, don't you?

Use this reader's only **coupon** code **HOSTYOURDREAM** to get \$10 discount, When you register with DreamHost.

If your current hosting service provider is not as powerful as DreamHost then I suggest you change your provider, right now!

### Get Wordpress And Install It Yourself

If you have your own domain name and web hosting service provider then you're ready for the next step.

If you don't prepare them yet, read the previous section and get your domain and web hosting right now! Just in case you find any trouble, I'm happy to help you. Just post your questions at my Online Business Forum and I'll get back to you as fast as humanly possible.

You can get Wordpress system at <http://www.wordpress.org> .



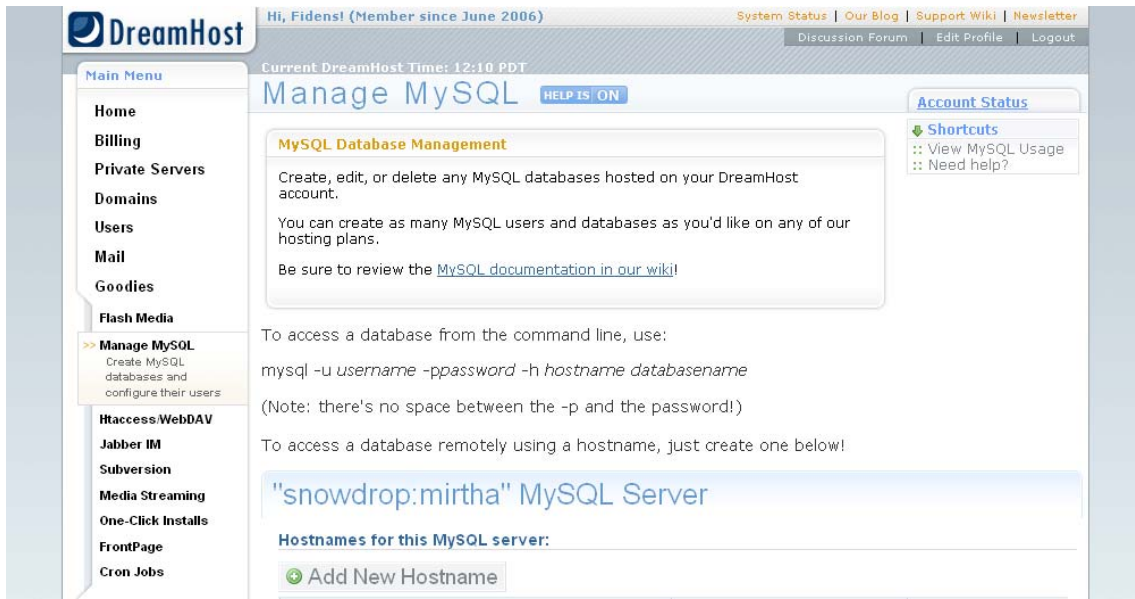
*You can locate download link at Wordpress homepage easily.*

Install Wordpress by following the instruction inside the file you downloaded.

## Install Wordpress With One Click Using DreamHost Control Panel

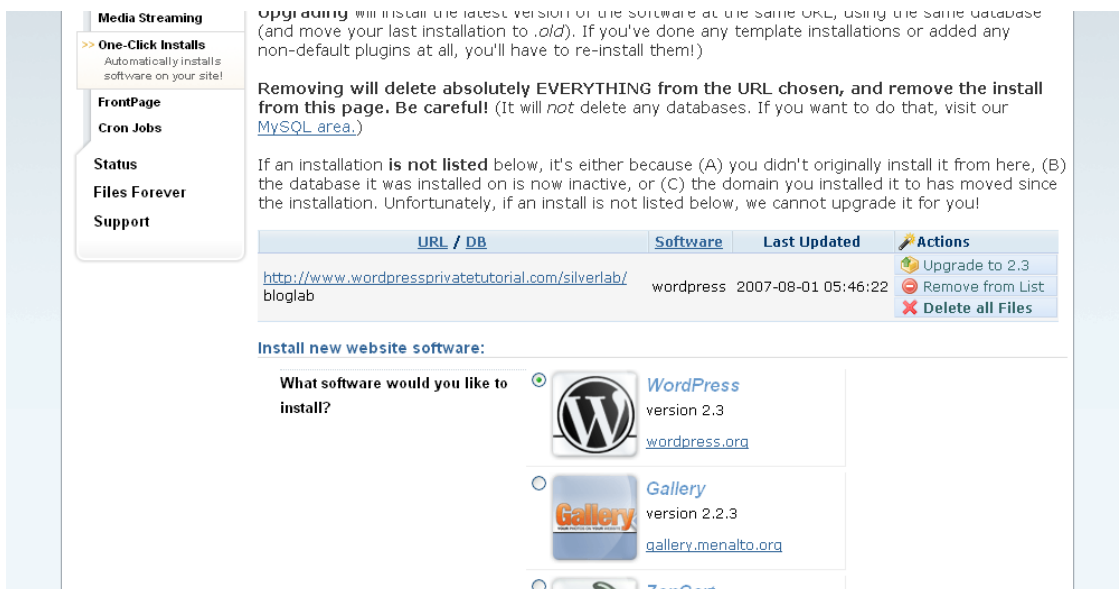
There are two basic steps you need to follow:

**STEP 1:** Create your MySQL database (MySQL is a database management system (DBMS). It is a popular DBMS for web system. You can make unlimited MySQL database at DreamHost. Some provider only provide you with a limited number of database.)



You can locate create MySQL database easily using DreamHost control panel. All you need to do is to type information like database name , username and password..

**STEP 2:** Install your Wordpress Blog with only one click. Just provide information like, where (which domain name) you want to install your blog and your MySQL database information.

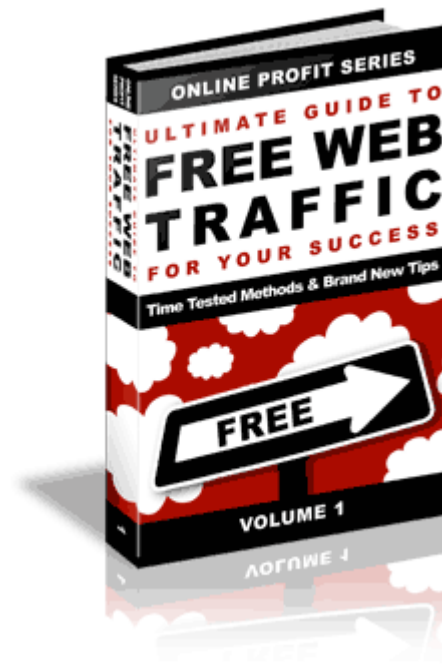


**WATCH INSTALLATION VIDEO:** I have made one click installation video. You can watch the video by [clicking here](#).

***This Is The End Of This Report. Read Your Special Offer Below.***

## Special Offer!

**“Stealth Method To Bring Massive Traffic To Your Blog For FREE”**



This product is selling at \$27 on the [original website](#), but you can have it at a **discounted** price of **\$17** as my way to say thank you for being a loyal reader.

[CLICK HERE TO DOWNLOAD INSTANTLY](#)