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# Table Of Contents

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro To Volume 4</td>
<td>4</td>
</tr>
<tr>
<td>Blogs</td>
<td>5</td>
</tr>
<tr>
<td>Blogger</td>
<td>7</td>
</tr>
<tr>
<td>WordPress</td>
<td>51</td>
</tr>
<tr>
<td>End Of Volume 4</td>
<td>106</td>
</tr>
</tbody>
</table>
Introduction

Blogs. Because of how important they are to marketing, not only because of their versatility and their low cost of entry, but because of how effective they are, we’re going to cover this subject in some depth on both a technical and a practical level. In other words, I’m going to show you how to suck every last drop out of your blog, especially if you use WordPress, which has really become the industry standard today.

I want to point out that for every affiliate promotion and contest that I have ever entered, I have used blogs to post my product reviews to. The platform lends itself well to this tactic and as a result, I end up close to the top of every contest I enter. Sure, the marketing is the biggest part, but the platform helps a great deal.

How you setup and layout your blog is going to be critical to the success that you have. A messy blog, WordPress or otherwise, isn’t going to do you much good at all. There are certain plugins that you’re going to need in order to get the most out of your blog. I’m going to cover them too.

By the time you are done reading this volume, you’ll know all the main things that you’ll need to know to put together a top notch blog for any purpose.
Blogs

So what’s a blog?

Here are some formal definitions and where they came from.

- read, write, or edit a shared on-line journal
- web log: a shared on-line journal where people can post diary entries about their personal experiences and hobbies; "postings on a blog are ... wordnet.princeton.edu/perl/webwn
- A blog (a contraction of the term "Web log") is a Web site, usually maintained by an individual with regular entries of commentary, descriptions ... en.wikipedia.org/wiki/Blog
- A personal or corporate website in the form of an online journal, with new entries appearing in sequence as they are written, especially as ... en.wiktionary.org/wiki/blog

As you can see, the term “blog” is actually a contraction of the term “Web log”. As for the uses, and this goes back to when I first got online, blogs were simply meant to post your daily thoughts, journals and other trivial musings.

We’ve come a long way baby.

Today, blogs are big business...from plain old marketing through them to actually creating and flipping them for profit. With the advent of WordPress, blogs have become sophisticated to the point where you need a college degree in order to understand them...especially with all the plugins that you have to work with these days.

For the purpose of this whole product, we’re going to limit our discussion on blogs to just what you need in order to make money from them. I’m not going to go into history or any of that “fun” stuff. This is going to be a nuts and bolts tutorial to get you up and running with the blog of your choice. We’re also going to limit this discussion to two blog platforms or we’ll be here all year.

Blogger

WordPress

That’s it. These are the top 2, in no special order. We’re going to cover the pros and cons of each and what you can do with them.

Let’s begin with the pros and cons so you can then decide what platform you’re going to go with. For the record, I use both depending on the situation.

Blogger
Pros – Version hosted on Blogger’s servers allows affiliate promotions. Has slight advantage over WordPress in SE placement because it’s owned by Google.

Cons – Not nearly as versatile as WordPress.

**WordPress**

Pros – Most versatile platform. More features, more plugins and more support.

Cons – Version hosted on WordPress servers does NOT allow any kind of marketing.

Most people don’t know that because they don’t read the Terms Of Service of WordPress blogs.

Well, you can read them here:


In a nutshell, any promotion of any kind, or essentially using a WordPress blog for financial gain, will have your account shut down. So many marketers have lost tons of money because they didn’t understand this. It’s not fun to have a top ranked WordPress blog get yanked out from under you. It happened to a very good friend of mine and it wasn’t pretty.

Okay, so forewarned is forearmed.

Anyway, there you have it...the pros and cons of each. So, if you’re going to use a WordPress blog to conduct business, you’ll need to go with hosting it on your own server. That means an extra expense that you won’t have with Blogger unless you choose to host Blogger blogs on your own server. It is not necessary as you can do all the promotion you want with them.

Now that we’ve got that out of the way, let’s go over the structure of each blog platform in detail so you can make an informed decision as far as which one you want to go with. For the purposes of this tutorial, I’m going to go with the Blogger blog hosted on their site and the WordPress blog hosted on my own site. We’ll cover everything from installation, or setup, to actually using the functionality of each.

Let’s begin.
Blogger

To create your Blogger blog, go to this URL:

https://www.blogger.com/start

You’ll see something that should look like this:

See where I have it circled? In order to use Blogger, you have to sign in using your Google account. If you don’t have one, here is where you go to get one:

https://www.google.com/accounts/NewAccount
You will then use this info for everything you sign up for that has to do with Google. It makes life very easy.

So do that and then let’s get back to our Blogger site so we can sign in.

After you sign in, you’ll be taken to your Blogger dashboard.

It will look like this:

Right now, my one account has 25 blogs. Your account won’t show any yet, unless you’ve already created a blog.

So let’s assume we haven’t yet created a blog. There is a link at the far right under where it says Language that says Create a Blog. Click on that.
You’ll be taken to the following page:

After creating your account, the next thing you’re doing to do is name your blog.

**Blog title** – This is going to be the title that will appear at the top of your blog. You want to make it something descriptive of what people are going to find there.

In the case of something like affiliate marketing, where you’re reviewing a product, you might title it Review Of *<Product Name>* or *<Product Name> Review*. This way, prospects have a good idea of what they’re going to find.

**Blog address (URL):** This is the actual URL of your blog. Once you create it, you can’t change it. Yes, you can delete your blog if you want, but you should only do that if absolutely necessary. I personally don’t know of too many reasons why you would, unless you were asked to take it down due to some trademark violation.

When choosing your blog URL, if it already exists, you’ll get this message when clicking on **Check Availability**.
I tried getting the blog URL makemoneyonline.blogspot.com and was given the message that the blog address is not available.

With some niches that are very saturated, you may have to try quite a few URLs before you find one that you can use.

You will also notice that they’ll give you some suggestions for blogs that you can use. These suggestions usually come from your account info and not from the actual keywords you typed in...one thing I don’t like about Blogger. Some better suggestions would be nice.

**Word Verification** – This is a captcha that they use to make sure that you’re a real person and not some automated script. Blogger captchas are pretty easy to read so you shouldn’t have too much trouble.

After filling in the title, URL and captcha, you have two advanced options.

**Host your blog** – This is where you can host your blog at another domain. We’re going to skip this part as I’ve concluded that if you’re going to host a blog yourself, go with WordPress. It’s a much better solution.
**Import a blog** – This gives you the option of importing another Blogger blog from another location. Again, we’re going to skip this part.

Click on where it says **Continue**.

You’ll be taken to a page where your next step is to choose a template. Choosing a template is a matter of taste. There is no right or wrong. However, what I would do is look at other Blogger blogs in your chosen niche and see what other people have chosen and how popular those blogs are. You probably won’t go wrong choosing a similar template to one that is already performing well.

Just click on the radial button for the template that you want (there are a few but not as many as for WordPress) and then click **Continue**.

---

⚠️ Your **blog** has been created!

We’ve just created a blog for you. You can now add your posts to it, create your personal profile, or customize how your blog looks.

START BLOGGING
You'll be taken to the page above with the message that your blog has been created and that you can now **Start Blogging** by clicking on the big red arrow.

As you can see, I created a blog for songwriting tips.

Okay, now we get into the real meat of the Blogger blog dashboard. There are a lot of things you can do here. I am only going to cover the items that I feel are most important. The rest, you can cover at your leisure.

You'll notice that upon clicking on **Start Blogging** you're taken to a page where you can immediately type in your first blog entry, starting with the title. Again, just like the actual title of the blog itself, you want the title of your entry to be descriptive of what you're writing about.

So, in the case of my songwriting tips blog, I might want my first entry to be something like **Intro To Songwriting** and possibly talk about what I'll be discussing on this blog so prospects can have a decent idea of whether or not they want to read additional articles. I find this the best way to start a blog.

The actual area for typing in the article has two formats, text and HTML. It defaults to plain text.

If you want to use HTML instead, just click on where it says **Edit HTML**. To go back to plain text, just click on where it says **Compose**. You can always go back and forth between the two if you want.
One common problem you may run into, if you’re copying and pasting an article from another application, such as Word, is that if you paste it into the regular text editor, you may end up with one long paragraph instead of multiple paragraphs. When this happens, you need to go into the HTML editor and fix the HTML so that you have line breaks. Either that, or manually go through the text and insert them by hand.

This is one of the things I like about WordPress. What you see in the editor, either typed or copied and pasted, is what you get. No need to worry about how it’s going to look unless your WordPress theme itself gets screwed up.

Time to start getting into some of the features of Blogger. I’ve entered in one article, “Intro To Songwriting” so we have something to work with for some of the editing features.

Before we move on, let me go over the actual posting process after you’ve typed in or pasted in your article.

At the bottom of the post, you’ll see a few things. Let’s take them one at a time.

**Post Options** – If you click on this, you’ll see the following:

You can either allow or not allow reader comments. The default is allow.

You can also change the default post date and time if you want. Normally, you’d leave this as is, unless you wanted your post to actually post sometime in the future.

**Labels For This Post** – These are your relevant keywords to the article. You want to include as many relevant ones as you can for SEO purposes. We’ll go over SEO in detail in another volume.
Publish Post or Save Now – You can either have your post published right away, or you can save it to publish at a later time. I usually have my posts published immediately.

After you click on Publish Post you'll be taken to the following page:

Your blog post published successfully! View Blog (in a new window)

Need to change it? Edit post | Create a new post

You can then view your blog either in the current browser window or in a new window, which is what I usually do if I want to continue working on my blog.

Let's now move on to some of the menu options.

Since we just created our blog post, let's go and edit it.

Click on Edit Posts.
You’ll see a list of all your blog posts for this blog. In my case, there is only one.

You have quite a few options here. I’m going to go over the ones that you’ll be commonly using.

Let’s start with Label Actions.

Suppose you forgot one of your keywords.

First, click on the box next to where it says Edit for the post you want to edit.

Then, click on the dropdown box that says Label Actions.
At the bottom of **Apply label** you’ll see **New Label**. You’ll also notice that you can **Remove label** in case you added one that doesn’t belong.

Click on **New label** and you’ll see the following:

Enter your new keyword in the popup box and click on **OK**.

I’m going to enter in **songwriting instruction**.
You’ll see the following message:

That’s how you know it’s been added correctly. It will also appear in the list of keywords below.

Next to your label options you’ll see **All** and **None**.

If you click on **All** it will select all of your blog posts. If you click on **None**, any that have been selected will be unselected.

This is useful if you want to do a mass edit or delete of all your posts. I rarely use this feature however.

Let’s move on.

Under **Label Options** you’ll see **Your Posts**. There several options here for viewing your list.

- **All** – This is the default and will show you every post you’ve made.
- **Drafts** – Shows you posts made but not published yet.
- **Scheduled** – Shows posts made that are scheduled to be posted in the future.
- **Imported** – Shows posts imported from another blog.
- **Published** – Shows only posts that have been published.
So, if I were to click on **Drafts**, I would get the following page:

![Drafts page](image)

This is because my one and only post has been published.

Finally, we get to your actual list of blog posts. For each one, you'll get a check box to check off where you can either edit, view or delete that post.

![Blog post page](image)

Let's check off the box and click on **Edit**.
This will take us to the edit screen where we can make any changes and then either republish the post or save as a draft. We can also make changes to our labels this way as well.

If we click back on **Edit Posts** we’ll be taken back to the screen prior.

If we then check off the check box and click on **View**, it will take us to the actual blog post itself. Actually to view, you don’t even need to check the box. Just click on view.

Finally, if we check the box and click on **Delete**, our post will be deleted.

No, I’m not going to do this, though I could enter the post again.

We’re going to skip **Comment Moderation** because we have no comments to moderate. Plus, unless you go into **Settings** and make it so that comments need to be moderated, you won’t ever have to use this.

So let’s go to **Settings** because there is a lot to cover.
As you can see, there are a lot of options. I’m not going to go over all of them because some just aren’t that important.

Let’s start with Basic because some of these are important.

**Blog Tools**

You can import posts and comments from a previously exported Blogger blog, export this blog, or permanently delete it.

**Title**

Songwriting Tips

**Description**

500 Characters Max.

**Add your blog to our listings?**

Yes

A Listed blog may be linked to from Blogger.com, such as the Blogger homepage, Blogger Play, and Next Blog. If you select “No” your blog will not appear in these places, but it will still be available on the Internet. This blog will still be displayed on your profile unless you hide it.

**Blog Tools** – You have the option to **Import**, **Export** or **Delete** a blog.

If you click on **Import**, you’ll get the following screen.
This allows you to import blog posts and comments from your hard drive that you saved from a Blogger Export file. How do we get these? You got it...from the export function.

Simply click on **Browse**, find the file on your hard drive, click **OK** and then enter in the captcha below. When you’re done, click on **IMPORT BLOG** and the blog post will actually be imported into your blog. Blogger takes care of this very nicely.

If we then click on **Export** we’ll get the following screen:

**Export your blog**

Simply click on **DOWNLOAD BLOG** and depending on what browser you’re using, you’ll get something that looks like this:
You'll be downloading an XML file to your computer. Just make sure you click on **Save to Disk** and remember where you put it for importing later.

Okay, moving on to **Delete Blog**, if you click on that link, you'll get the following warning message:

**Delete your blog**

This will permanently delete your blog including all posts. You can create another blog at this address using the Google Account you're currently logged in with; however, we can't restore your blog posts once you choose to delete your blog.

⚠️ Before you delete your blog, do you want to export it?

DELETE THIS BLOG CANCEL

Okay, so make sure this is what you want to do before you do it. You can always export it to your hard drive before you do delete the blog.

Continuing with the Basic settings, and skipping over the obvious Title and Description, which you can change at any time, let's move on down to the next 4 items.
Add your blog to our listings – This is a no brainer. Of course you want your blog added so that people can find it. Now, if you want to keep the blog private, there are ways to do this, this option being one of them. We’re not going to go into that here though. For our purposes, the more eyes the better.

Let search engines find your blog – Another way to keep your blog private if you want. For our purposes, we want to leave this marked as yes.

Show Quick Editing on your blog – It’s not a feature I use much but there is no reason to change this from the default of yes.

Show Email Post links – This allows visitors to email posts to their friends. This is defaulted to No. I would change this to Yes. Like I said, the more eyes the better.

Moving on...
Adult Content?  
If Yes is selected, viewers of your blog will see a warning message and will be asked to confirm that they want to proceed to your blog.

Global Settings  
(Appplies to all your blogs.)

Show Compose Mode for all your blogs?  
Yes
Adds a Compose mode to your Post Editor. (Also sometimes known as a wysiwyg editor.)

Enable transliteration?  
Disable  
Hindi-हिन्दी  
Kannada-ಕನ್ನಡ  
Malayalam-മലയാളം  
Tamil-தமிழ்  
Telugu-తెలుగు  
Learn more
Adds a button to the toolbar for converting words from English to the selected language. (You may later change the language in the Post Editor.) Your transliteration corrections will be saved to help Google improve this tool. See Privacy Policy for details.

SAVE SETTINGS

Adult Content – If you have adult content, change this to yes so that people will be warned before viewing your blog. Do this as a courtesy to them.

Show Compose Mode for all your blogs – Leave this at the default Yes. This will make your life a lot easier.

Enable transliteration – If you are planning to have your blog being read by people speaking a foreign language, you want to enable this and then designate which language you want the blog translated to. Below are currently the only options.

SAVE SETTINGS
When you’re all done making your changes, just click on **SAVE SETTINGS**.

Let’s move on to the next area of our settings.

**Publishing** – These settings control where your blog is published.

**You’re publishing on blogspot.com**

Switch to: • [Custom Domain](#) (Point your own registered domain name to your blog)

*Hint: If you want to publish to an external FTP server, you will need to set Blog Readers to ‘Anyone’ and use a Classic Template.*

**BlogSpot Address**

http://songwriting-tips.blogspot.com

Subject to availability.

**Word Verification**

![Image of word verification](#)

You’ll see a message that you’re currently publishing on Blogspot. If you want to change that, click on where it says **Custom Domain**.
You can either buy a domain through Google (will cost you $10) or if you already own a domain, **Switch to advanced settings.**

**Advanced Settings**

You won’t leave your readers behind!

http://songwriting-tips-online.blogspot.com will redirect to your custom domain.

**Use a missing files host?**  
- Yes  
- No

If you specify a missing files host, Blogger will look there if it cannot find a specified file on your regular domain. [Learn more]

**Word Verification**

Type the characters you see in the picture.

Simply enter in the URL of where you want your blog to be pointed to. Blogger will make sure they point your readers to your new domain.

**Use a missing files host** – I would change this to **yes.**
Let's move on to **Formatting**.

**Formatting** – Controls how your blog is going to look. There are quite a few things you can do here.

**Show**

Show $7$ posts on the main page.

If Days is selected, a limit of up to 500 posts will be enforced.

**Date Header Format**

Saturday, March 21, 2009

This is how the date will appear above your posts.

**Archive Index Date Format**

March 2009

This is how the archive links in your sidebar will display.

**Timestamp Format**

7:58 AM

**Show** – How many posts per page are displayed. You can either choose number of posts or number of days back. I wouldn’t set this too high or your blog could take forever to load once the posts start to build. I leave it at the default but wouldn’t go much beyond 10 to 20 posts per page or 10 to 20 days back depending on how often you update.

**Date Header Format** – Below are all your options.
I like to keep it easily readable by viewers, much like if they’re reading a newspaper article, so I keep the default. Choose what’s best for your purposes.

**Archive Index Date Format** – Below are the options.

<table>
<thead>
<tr>
<th>Archive Index Date Format</th>
<th>03/01/2009 - 04/01/2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>03/2009 - 04/2009</td>
</tr>
<tr>
<td></td>
<td>09/03 - 09/04</td>
</tr>
</tbody>
</table>

Again, I keep the default as it’s the most descriptive and most to the point. Plus, it’s the easiest to read. Use what you feel is best for you.

**Timestamp Format** – Below are the options.

<table>
<thead>
<tr>
<th>Timestamp Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/2009</td>
</tr>
<tr>
<td>03.2009</td>
</tr>
<tr>
<td>09/03</td>
</tr>
</tbody>
</table>

**Time Zone**

<table>
<thead>
<tr>
<th>Time Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/09</td>
</tr>
<tr>
<td>03.09</td>
</tr>
</tbody>
</table>

**Language**

<table>
<thead>
<tr>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/09</td>
</tr>
<tr>
<td>09_03</td>
</tr>
<tr>
<td>03_09</td>
</tr>
</tbody>
</table>
I tend to stick to the default, but you could also go with day and date if you only update once a day. Blogs that you update often, you probably want to go with a time stamp so visitors can know exactly when you made your last post.

Let’s move on…

**Time Zone** – This is very important depending on where you live. The default is Pacific time. If you want to accurately reflect when all posts are made, change this to your time zone. There are literally dozens of them. Go through the long list to find yours.

**Language** – Most likely you’ll want to leave this as English, but if not, there are dozens of languages to choose from.

**Convert Line Breaks** – Remember the problem I told you about when copying and pasting? This should take care of it, usually. Sometimes, depending on the editor you’re copying and pasting from, it doesn’t work. But leave this to Yes.
**Show Title field** – I would also leave this at the default **Yes**. I don’t see any reason why you wouldn’t want to show the title field.

I’m going to skip the rest of this page as it’s way too advanced for our purposes. Trust me, you’ll never use them.

Let’s move on...

---

**Comments** – Probably one of the more important features if you want a lot of interaction on your blog in order to increase the popularity.

- **Comments**
  - **Show** □ Hide
  - *Note: Selecting 'Hide' does not delete existing comments - You can show them at any time by re-selecting 'Show'.*

- **Who Can Comment?**
  - **Anyone** - Includes Anonymous Users
  - **Registered Users** - Includes OpenID
  - **Users with Google Accounts**
  - **Only members of this blog**

- **Comment Form Placement**
  - **Full page**
  - **Popup window**
  - **Embedded below post**

**Comments** - You want this set to show. You want as many people reading comments and staying on your blog as you can get for as long as you can get.

**Who Can Comment** – Leave this to anyone unless you’re making a blog just for members of your site. Then you’ll want to change to either **Registered Users** or **Only members of this blog**.

**Comment Form Placement** – It defaults to **Embedded below post**. I would not change this to **full page** (looks horrible) or **Pop-up window** (some blockers will block this)
Comments Default for Posts – Leave this as it is.

Backlinks – Honestly, it doesn’t matter if you show or hide them. If you show them though, it does clutter things a bit, so I would leave it at hide. This does not delete the backlinks. It just hides them.

Backlinks Default for Posts – Also leave this at the default.

I’m skipping the next two.

Comment moderation – This is very important. Honestly, a chapter could be written on this subject. Ultimately, it comes down to whether or not you want your visitors to have total reign over posting whatever you want or if you want to spend countless hours (depending on how popular your blog gets) moderating comments. If you don’t feel that there is much chance you could get a lot of bad comments, you can change this to never. If you think that’s looking for trouble but don’t want to be moderating for 700 posts back, change to Only on posts older than and designate how many days.

Comment moderation is a double edged sword. It all comes down to how much of your day you want to devote to this. With very popular blogs, this can turn into a
royal nightmare. Trust me, I know. On one of my blogs I finally had to disable comments. This was for my WordPress main blog.

### Show word verification for comments?
- [ ] Yes
- [ ] No

This will require people leaving comments on your blog to complete a word verification step, which will help reduce comment spam. [Learn more](#).

Blog authors will not see word verification for comments.

### Show profile images on comments?
- [ ] Yes
- [ ] No

### Comment Notification Email

You can enter up to ten email addresses, separated by commas. We will email these addresses when someone leaves a comment on your blog.

#### Choose from contacts

The last 2 aren’t important.

Let’s move on...

---

### Show word verification for comments

– Yes, yes, yes. Otherwise you are going to end up with more spam comments made by those autobots than you’ll know what to do with.

The last 2 aren’t important.

Let’s move on...
Archive Frequency – If you are going to post often, I’d archive often. If not, monthly is fine. I usually only do a post a day in most cases, which would be all of 30 for a month.

Enable Post Pages? – Leave at yes. You want each of your posts to have their own page, especially if you’re submitting articles to a place like Ezine Articles and want your resource box link to point to a specific review. By giving them the main blog URL, they may never find it. Using a unique page, they will go right to it.

Let’s move on...

Site Feed – Okay, I am not a big fan of RSS feeds. Yeah, they do help a bit but it’s not something that’s going to bring you a ton of traffic. You might get little bits here and there. I don’t mess with this much. My advice is to tinker with it and see what kind of results you get.

Allow Blog Feeds – Select Full to syndicate the full content of your post. Select Short if you only wish to syndicate the first paragraph, or approximately 255 characters, whichever is shorter. This setting will be applied to each type of feed (Post, comment and per-post comment feed).

I will go over this because it is important as far as getting traffic to your site. The default is full but I would change it to short.
Here is why.

If the full content of your post is syndicated, the reader has no reason to come to your blog. By using the short option, they have to come to your blog to read the whole article. This is why you want to change this option to short. It will make a difference.

Let’s move on…

Email – The only reason I’m going over this is because I know most people are going to ask about this worthless option. Why worthless? You’ll see.

BlogSend Address

Choose from contacts

Enter a comma separated list of up to 10 email addresses to have your blog mailed to whenever you publish.

Email Posting Address

(Also known as Mail2Blogger)

wagtunes@wagtunes.cashosters2.com

secretWords@blogger.com

Use this address to post text and images (up to 10MB in size) directly to your blog.

 Publish emails immediately
 Save emails as draft posts
 Disabled

BlogSend Address – You will notice that you can enter a list of up to 10 email addresses to have your blog emailed to whenever you publish. If 10 people is all you have on your list, you’re in serious trouble. This option would have been useful if you could at least email to a hundred. At 10, don’t even waste your time.

Let’s move on…
I’m skipping OpenID. It’s not important enough for our purposes to go over and it’s pretty involved. You will probably not be using this until it becomes popular to the point of being the “norm”.

**Permissions** – Essentially this says who can do what on your blog.

---

**Blog Authors** Your blog can have up to 100 authors.

1 Author can post to this blog

- Steven Wagenheim
- *wagtunes@wagtunes.cashosters2.com*
- admin

- [ADD AUTHORS](#)

**Blog Readers** Your blog can have up to 100 readers.

- [Who can view this blog?](#)
  - [ ] Anybody
  - [ ] Only people I choose
  - [ ] Only blog authors

Your blog is open to all readers by default.

You can restrict your blog to only readers you choose. However, these readers will need to log in before reading your blog, adding an extra step.

---

**Authors** – This is the list of authors who can post to your blog. If you want to add any click on [ADD AUTHORS](#).
After clicking on **ADD AUTHORS** the above box will appear. If you enter in an email address of the person you want to have as an author on your blog, you’ll get the following message:

That email address is one of my other emails.

**The Blogger user Steven Wagenheim has invited you to contribute to the blog: Songwriting Tips.**

To contribute to this blog, visit: [http://www.blogger.com/i.g?inviteID=5671394375410004421&blogID=3605374132323394030](http://www.blogger.com/i.g?inviteID=5671394375410004421&blogID=3605374132323394030)

You’ll need to sign in with a Google Account to confirm the invitation and start posting to this blog. If you don’t have a Google Account yet, we’ll show you how to get one in minutes.

To learn more about Blogger and starting your own free blog visit [http://www.blogger.com](http://www.blogger.com).

Simply click on the link in the email and you’ll get the invite.
Enter in your password, if this is your account, or use a different account or create an account if you don’t have one.

After you are done, you’ll be given access to post to the blog.

Going back to settings, I see the following:

Blog Authors Your blog can have up to 100 authors.

I used a different name to avoid confusion.

Now, see where it says remove next to my author status? If I want, I can remove this author at any time. Also, see where it says grant admin privileges?

Let’s click on that.
You'll get the above message. This essentially gives the person the same rights that you have. So be careful when doing this.

As for **Blog Readers**, as I said previously, unless this is a private membership blog, there is no reason to restrict viewing. If you do, granting access begins to become a major chore, especially if your membership grows at a fast pace.

That takes care of **Settings**.

**Layout** – This is actually one of the things about Blogger that I really love...its graphical interface for the layout.

**Page Elements** – Just take a look at this below:
What you’re looking at above is the actual graphical layout of my blog template by default. The header is at the top, blog posts go underneath at the left, and followers, archive and contributors are at the right hand side.

See where it says **Add a Gadget**? If we click on one of these links (right or bottom) we’ll see the following:
Now, there are a TON of these that you can add. I am not going to cover them all because we'll be here until a week from next Tuesday. I will go over the ones that you will be probably using the most.

AdSense – This is the Google revenue sharing program. The money comes from Adwords advertisers.

If you click on the + sign, you’ll see the following:
Blogger will ask you what kind of format you want your Adsense blocks to be in. Personally, I use blocks of 3 ads for each block. You can have up to 3 Adsense blocks on a page.

If you're not an Adsense user, you'll be asked to create an account. This is beyond the scope of this part of the tutorial. Please refer to the Adsense section for how to do this.
When you're done, just click on **SAVE**.

When you come back...

You will see the message **Page element added**.

Now, notice where it put the Adsense block. You **don’t** have to leave it there. Let’s say you want to move it right above the blog post.

Simply take your mouse, left click and drag the element to where you want it.
As you can see, I moved it to right above my blog post.

You can then repeat this process for 2 other Adsense blocks that you can create per post according to Adsense TOS.

Poll – This is great for getting feedback on your blog. The more you get, the more ideas you’ll come up with for content.

If you click on the + sign...
You'll get the box above. Simply fill in your poll question and as many answers as you want to give. You can add more than the 4 default spots by clicking on Add another answer. You can also allow readers to select multiple answers by checking the box next to Allow visitors to select multiple answers.

Enter the date that you want the poll to close.

I added a poll question, What would you like to learn about songwriting?

Here is what it actually looks like on the blog itself.
**Intro To Songwriting**

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had a song published, 'And The Angels Sing' and 'Hell I'm In Hell'...two very different tunes. From 2003 through most of 2008, I took a break from writing to work on my Internet business...which is doing nicely. In October of 2008, I took another break from writing. Now I'm back and writing again.

By checking your results, you can see what topics readers most want to read about.

This is a very useful feature.

This is very useful if you're doing affiliate marketing and want to display links to some affiliate products that you're promoting.

If you click on the + sign...
You'll get what you see above. Simply fill in the Title, number of links you want to show in the list (leave blank to show all links) choose a sorting option, enter the site URL and finally the site name. When you're done, click on ADD LINK. When you're all done adding, click on SAVE.

Here is what it looks like:

---

**Intro To Songwriting**

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, 'And The...
Subscription Links – This gadget allows readers to subscribe to your blog with popular feed readers. For those who use these feeds, you want to give them the option to do it. It won’t bring you a ton of traffic, but it will bring you visitors on a more regular basis if you update often.

If you click on the + sign...

That’s what you get. The default it subscribe to. You might want to change it to something like, Subscribe To <Blog Name>.

Here is what it looks like on the blog itself.

If you click on where it says Post you’ll see the following:
The reader can then choose whatever subscription service they want.

Those are the only gadgets I’m going to cover as I feel they are the ones that are most important. But feel free to go over the rest of them. The interface is simple and you shouldn’t have any trouble adding and moving your gadgets around.

That also pretty much covers **Page Elements**. As I said, this is one of my favorite things about Blogger.

Let’s move on...

**Fonts and Colors** – Honestly, I never touch this. But I do know a lot of people who love to change the look of their blog, so here goes.
You have a number of options here for your fonts and colors.

Simply choose the option at the left, such as **Page Background Color**, which is now white, and change it to any color you like by choosing the color from the color charts at the right hand side.

Yeah, it's that easy.

When you get down to **fonts** you’ll see this:

There aren’t a lot of options, but you can make a few changes including font family, style and size.

When you’re done making your changes, click on **SAVE CHANGES**.
You will notice that at the bottom of the screen, you will see what your blog will look like in real time. As you make the changes, they will appear below even before saving. This way, you can tell if you want to keep them or not.

Cool feature.

I’m skipping **Edit HTML** because that’s for very advanced users who better know what they’re doing or you can screw up your whole template.

**Pick New Template** – If you don’t like the template you chose, you can pick a new one. This is the same feature as when you first created your blog. Simply check off the template you want to change it to and you’re done.

**Monetize** – This is for Adsense users. If you’ve already added an Adsense gadget, this is done. If not, by clicking on it, Blogger will ask you for your Adsense account. If you don’t have one, you’ll have to sign up.

There you have it...everything you need to know about putting together your Blogger blog. There isn’t as much you can do with it as with WordPress, but it does have some cool features.
WordPress

If you think there is a lot to Blogger, you ain’t seen nothing yet.

WordPress is the king of blogging platforms. Having said that, this is not going to be a full blown tutorial on WordPress as that would be a couple of hundred pages. What I am going to do is show you...

How to install a WordPress blog both via Cpanel and manually

How to get the most out of WordPress in terms of using it to generate an income online.

To those ends, there are a few bells and whistles (such as SEO plugins) that we’re going to need to go over. But don’t worry...I’m going to make this as simple as I possibly can.

Let’s begin.

Cpanel Installation

Installing WordPress through Cpanel is a piece of cake. It’s literally a few clicks.

So why bother doing it manually through FTP?

The reason is simple. Most web hosts that have Fantastico (where you install WordPress from) don’t always have the latest version of WordPress. Why does that matter? Because WordPress, being so popular, gets a lot of attention from hackers. Therefore, it is CRITICAL that you have the latest version. I myself have had my blogs hacked. So I am speaking from experience.

However, with the latest versions of WordPress, which are the easiest to use yet, you can still install through Cpanel, as long as the version they have isn’t too outdated, and then upgrade to the latest version with just a couple of mouse clicks. Therefore, we’re going to cover the Cpanel install for those who don’t want to bother with FTP.

If you log into your Cpanel, you should see something that looks like this:
If you click on it, you should get a new page open up that looks like this.

Click on the link that says **WordPress**.

**WordPress**

*Short description:* WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.

**Homepage:** [http://wordpress.org/](http://wordpress.org/)

**WordPress support forum**
(We are not associated with the support forum)

**New Installation** *(2.7.1)*
- Disk space required: 7.26 MB
- Disk space available: 9342.5 MB

You'll see the following page come up.

To install WordPress, all you need to do is click on the link that says **New Installation**.

The following page will open:
I’m going to cover each field so there’s no confusion of what has to be filled in.

**Install On Domain** – This is actually pretty simple. A dropdown box will appear with a list of all your domains. Just pick the one you want to install the blog on. If you only have one domain, that will be your only option.

**Install In Directory** – This field is to designate what directory you want to install the blog into. So for example, let’s say your domain is [www.mysite.com](http://www.mysite.com) and you want to install the blog into [www.mysite.com/blog](http://www.mysite.com/blog). You would type blog into this field. It is important that the blog directory does not exist at the time of install. WordPress will create it for you. If you want to install in the root of the domain, just leave this field blank.

**Admin Access Data** – This is where you designate the username and the password to be able to enter the WordPress admin area. It is important that you remember this info.
**Base Configuration**

**Admin Nickname** – To keep things really simple, make this the same as the administrator username.

**Admin email** – This is the email where any info is going to be mailed to. Make sure this is a working email address. If you forget your login and password, this is where the info will be sent to.

**Site Name** – This is what you want to call your blog. It is not the URL of your blog, but the name of it. So using my same Blogger blog in the last example, I’d call this Songwriting Tips.

**Description** – A short description of what the blog is about. This will appear on your WordPress blog under the blog title...sort of like a subtitle.

After you’re done filling all that in, just click on **Install WordPress**

You’ll get the following:

**WordPress**

![Install WordPress (2/3)](image)

The MySQL database and MySQL user **swagen_wrdp5** will be created and used for this installation.

- You chose to install in the domain **stevewagenheim.com**, in a subdirectory called **wordpress**.
- The access URL will be: **http://stevewagenheim.com/wordpress**.

Click on **Finish installation** to continue.

![Finish installation](image)

The message will tell you:

What database will be created
What domain the blog will be installed on
What subdirectory it will be installed in
The Access URL

All you need to do now is click on **Finish Installation**.
You'll be given all the details of your installation. Oh, and in case you're wondering, I deleted this install right after I finished this tutorial.

Enter in an email address at the bottom and click **Send E-mail** and details of the installation will be sent to you.

Okay, now that we have our blog installed, let's access our admin area. I'm going to do this through the blog I just installed so that we can start from scratch and show you how to install all the plugins that we're going to need.

Going to the URL for your admin area, you should see something like this:
Just enter in your username and password.

Upon logging in, you’ll be taken to your dashboard.

Notice at the bottom of the screen it says **You are using WordPress 2.7.1**

If this wasn’t the current version, at the top of the dashboard would be a message to upgrade. The process is a simple 2 mouse click process and WordPress takes care of all of it for you. So don’t worry that it’s going to be something you can’t handle.
Okay, at this point most people are like, “Where do I start?” I know, it can be a bit overwhelming looking at a WordPress admin area. But if you take it one step at a time, it’s really not hard at all.

But...where to start?

Since it all has to get done, it really doesn’t matter where we begin. However, I have my personal favorite routine for getting my WordPress blog into shape so that’s the one I’m going to share with you. Please feel free to adjust this to taste.

**Step 1 – Kill Hello World**

WordPress gives you a first post, the infamous “Hello World”. For the life of me, I can’t figure out why they do this. Anyway, that’s the first thing I do...kill this post. So right off the bat, we’re into post editing.

So what we’re going to do is click on **Edit** to get rid of our first post.
We arrive at the following page. What you need to do when you get here is simple.

Check the box next to **Hello world!**

The dropdown box where it says **Bulk Actions**, click on that and choose **Delete**.

Click on **Apply**.

You’ll get the following message:

![MessageBox](image)

Just click on **OK** and you’re done.

You’ll then see...
And you’re done.

**Step 2 – Get A New Theme**

Now that I’ve killed that first post, the next thing I want to do is get a better theme for my blog. The default theme is, quite honestly, ugly as sin. Whoever created it should be ashamed.

Click on where it says **Appearance**.

You should be taken directly to the **Themes** page.

**Current Theme**

*WordPress Default 1.6 by [Michael Heilemann](http://michael-heilemann.de)*

The default WordPress theme based on the famous *Kubrick*.

All of this theme’s files are located in `/themes/default`.

Tags: blue, custom header, fixed width, two columns, widgets
You’ll see what your current themes are and what other themes you have available that are already part of your installation. There are 3 altogether. If you want to activate any of them, just click on the theme graphic and that will activate it.

However, if you don’t like either of the other available themes (they’re not so hot looking either) then you have the option of downloading a theme to your computer and uploading it to your web server. This is where FTP is going to come in very handy. Doing this through Cpanel is a royal pain in the backside.

At the bottom of the page, you’ll see the following:

Get More Themes

You can find additional themes for your site in the WordPress theme directory. To install a theme you generally just need to upload the theme folder into your wp-content/themes directory. Once a theme is uploaded, you should see it on this page.

Just click on WordPress theme directory and you’ll be taken to the following page.

Theme Directory

Looking for the awesome WordPress themes? Here’s the place to find them!

668 THEMES, 3,739,017 DOWNLOADS, AND COUNTING

Search Themes

Featured Themes

Gear

High quality WordPress theme named “Gear”. Includes a very customizable banner. Change visibility, banner’s image (includes 6 variations: gear, bird, bulb, user, user2, binoculars), text through an options page. You may also change theme’s background with available 14 patterns.

Compatible with WordPress 2.7. Valid CSS & HTML. Theme is ready for localization. Please contact us, if you like to contribute your own language. Supported languages: Lithuanian, Italian, Danish, Spanish, Portuguese, German, Russian,

You’ll be presented with a few of the more popular themes. If none of them appeal to you, you can do a search.
Now, let me tell you a little something about the search feature. It’s very hit and miss. You might type in a phrase thinking you’re going to get something related and end up with themes that don’t match at all.

The problem is, most themes are categorized more by look than by “niche” for lack of a better term. So for example, if you type in acne, you may end up finding nothing at all unless somebody created a theme specifically for the acne niche.

Take Twitter. There is actually a theme that somebody created specifically for a Twitter look. It’s actually pretty cool looking.

Point is, don’t expect exact results when doing a theme search.

Okay, for the purpose of this tutorial, I’m going to look up “sports” because I want a sports theme.

I typed **sports** in the search box and came up with one theme.

**Search for “sports”**

<table>
<thead>
<tr>
<th>1. Olympic Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Theme Screenshot" /></td>
</tr>
<tr>
<td>... of the World, Colors of the Olympics, 3 Columns, Very Sleek and Simple, Best for sports and Personal Blogs by SauMoecra. ...</td>
</tr>
<tr>
<td>Posted September 28, 2008, 08:59 PM</td>
</tr>
</tbody>
</table>

I really liked the Olympic look. Notice that **sports** is bolded in the description. If you had typed in Olympics, looking for an Olympic theme, then Olympics would have been bolded. And, if you were looking for an Olympic theme, this might be the perfect choice.

Okay, so how do we go about getting it?

Click on the link **Olympic Blue**.
Olympic Blue

Author: saumendra

The Olympic Blue theme based on the Colors of the World, Colors of the Olympics. 3 Columns, Very Sleek and Simple, Best for Sports and Personal Blogs by Saumendra.

You’ll be taken to the page above. On the right hand side of the page, you’ll see this.

Click on where it says Download.
The above file save box should pop up. Just find a place on your hard drive to save it to. Please make sure you remember where you saved the file. You will notice, this is a zip file, which means that you will need a file extraction utility to open it. If you don’t have one, go to Google and look up “zip file extraction software” and you’ll find plenty of options, including free ones.

After you download the zip file, open it up with your file extraction utility. I use WinZip.
You'll notice that there is a file path that these files will extract to. This is so you'll have no trouble finding the folder.

Extract the files and make note of where the folder is.

I extract to my WordPress folder in My Downloads that I created for all my themes and plugins.

Okay, so that this doesn’t become a tutorial on FTP (beyond the scope of this section) I’m going to have to make some assumptions at this point that you have a basic understanding of FTP. If not, this next step may be a little hard to follow.
At the end of this section, I will direct you to a great FTP tutorial that will make FTP a piece of cake, so don’t worry.

Next step is to open your FTP program. I use Smart FTP.

Here is what the screen looks like:

On the left side is your server info. On the right side is your local PC info.

What we’re going to do now is find the area where you’re blog is installed first.
Above is the path where the WordPress themes are kept. Notice that the only 2 installed so far are **Classic** and **Default**.

Next we have to locate the files on our hard drive.

There it is in our My Downloads/WordPress folder. You want to highlight the whole folder because we need to upload the whole folder to WordPress.

To do this, depending on how your FTP program is laid out...
Click on the upload graphic. Mine is an arrow pointing to the left. This will transfer whatever is highlighted on the right hand side over to the folder selected on the left hand side.

After the upload is completed, you’ll see the theme folder now included with the default and classic themes that were already there.

And you’re done.

FTP really isn’t hard. The hardest part, believe it or not, is simply setting up your login and password. This you get from your Cpanel info under FTP. If you need any help doing this, simply contact your web host and they’ll show you how to get it.

Let’s now go back to WordPress to see what our available themes look like.
You'll notice that **Olympic Blue** has been added to the installed themes list.

To activate it, click on the photo of the theme and you'll get the following page:

Click where it says **Activate “Olympic Blue”**.

You'll see the following message:
To see what the new theme looks like, just click on where it says **Visit site**.

I noticed that this theme is larger than 800 x 600. I normally try to keep my themes within those bounds because of personal preferences. However, since most people are on 1024 screen resolution now, this shouldn’t be a problem.

And there you have it...our new theme is installed.
Step 3 – Install Plugins

Everybody is going to have their own idea of what an “essential” plugin is. I'm going to offer my suggestions based on results and also on what some of the finest minds in this business recommend.

These plugins will greatly help your blog in how it performs, ranks and some other cool stuff.

Let’s begin.

All In One SEO Pack

This may be the greatest plugin ever created for SEO (search engine optimization) This will insure that your blog gets the highest possible ranking, on page wise, in the search engines.

So how do we install a plugin? For that matter, how do we find plugins?

Going back to your Dashboard, you’ll see a link that says Plugins.

Click on it!
The first thing you'll see is a list of plugins currently installed that are inactive. If you want to activate any of them, just click on where it says Activate next to the plugin description.

At the bottom of the page, you'll see the following:

**Get More Plugins**

You can find additional plugins for your site by using the new Plugin Browser/Installer functionality, or by browsing the WordPress Plugin Directory directly and installing manually.

To manually install a plugin, you generally just need to upload the plugin file into your `/home/swagen/public_html/wordpress/test/wp-content/plugins` directory.

Once a plugin has been installed, you may activate it here.

There are now two ways to install plugins. One is manually and the other is through the new Plugin Browser/Installer which makes using FTP no longer necessary.

Let's look at the installer.

Click on the link to get there.
There are quite a few ways to search for plugins such looking through **Featured, Popular, Newest, Recently Updated** and manually typing in a search term.

Let's type in **All In One SEO Pack**

You'll see it's the first one listed with a rating of 4 stars. Yes, every plugin will have a rating given by the people who actually use it. You'll also see the version and a description of what the plugin does.
Okay, you can’t see it in the above screen print, but at the far right hand side, you’ll see a link that says **Install**.

Click on it!

You’ll be taken to the page above. You’ll see a description of the plugin and all info including version, author, last updated, what version of WordPress you need at minimum and what version it is compatible up to.

To install, click on **Install now**.

**Installing Plugin: All in One SEO Pack 1.4.9**

Downloading plugin package from
http://downloads.wordpress.org/plugin/all-in-one-seo-pack.zip

Unpacking the plugin package

Installing the plugin

Successfully installed the plugin **All in One SEO Pack 1.4.9**.

**Actions:** [Activate Plugin] | [Return to Plugins page]
You should be taken to the above page.

To activate the plugin, at the bottom where it says **Activate Plugin**, click on that link.

You'll be taken to the page where you will now see your active plugins at the top of the page. Your inactive ones will still be listed at the bottom of the page.

You will notice next to the All in One SEO Pack plugin that under **Action** it says **Deactivate/Edit**. If at any time you want to deactivate this plugin, just click on **Deactivate** and that will do it.

Why would you want to deactivate a plugin?

2 reasons.

1. The plugin stops functioning correctly because of a bug in a new WordPress release.

2. To install a new version of WordPress manually, all plugins must first be deactivated.

Other than that, there should be no reason for you to have to deactivate a plugin unless you simply don’t want to use it any longer.

The procedure for installing the other plugins that I recommend is exactly the same. The only thing you will now need is the plugin descriptions to look up.

Here they are:
**Google XML Sitemap Generator for Wordpress**

This will create a sitemap for your blog. Sitemaps are highly recommended by Google to get your sites indexed quickly.

If you want to download and install manually, here is the URL:

http://www.arnebrachhold.de/projects/wordpress-plugins/google-xml-sitemaps-generator/

**Google Analytics for WordPress**

This plugin automatically tracks and segments all outbound links from within posts, comment author links, links within comments, blogroll links and downloads. It also allows you to track AdSense clicks, add extra search engines, track image search queries and it will even work together with Urchin.

In short...this is one killer plugin.

If you want to download it manually, here is the URL:

http://yoast.com/wordpress/google-analytics/

**All in One Adsense and YPN**

This plugin automatically inserts google adsense ads or yahoo publisher network (YPN) ads in to your posts on the fly. It doesn't matter if you have 1 post or 100,000 posts, it will insert your ad code into all of them automatically.

I use this on my own personal blog.

If you want to download this manually, here is the URL:


There is one plugin that I feel is a must to have that you won’t find listed in the WordPress plugins directory. This one you’ll have to install manually.

**Duplicate Content Cure**

What this plugin does, according to the author ...

Duplicate content cure is a very simple, yet effective SEO plugin that prevents search engines from indexing wordpress pages that contain duplicate content, like archives and category pages.
Ultimately, this makes it so that the value of your blog is not diluted by all the duplicate pages that WordPress generates.

Here is the URL where you can download the plugin.

http://www.seologs.com/wordpress/wordpress-duplicate-content-cure/

Okay, now I will have to show you how to manually install a plugin.

Essentially, it is the same procedure as installing a theme except instead of uploading the plugin to your Themes folder, you upload it to your Plugins folder.

Here are the steps for this particular plugin.

1. Go to the URL above.
2. Download the plugin. Remember where you stored it on your PC.
3. Open up the zip file.
4. Extract the php file.
5. Open up your FTP program.

Installing Wordpress Duplicate Content Cure
1. download the plugin
2. place the file duplicate-content-cure.php in your plugins directory
3. By default, category pages will have the noindex tag added. If you wish to allow your category pages to be indexed, just change the $index_category_pages variable in the duplicate-content-cure.php file. See the example below:

3. Open up the zip file.
6. Navigate to your `wp-content` folder and you will see a folder that says `plugins`. Open that folder.

7. Upload the entire `duplicate-content-cure` folder to your `plugins` folder.

8. Go back to your `plugins` page at your WordPress Admin area.
9. You’ll see your inactive plugins, of which this will now be one of them. Simply click on **Activate**.

You’ll see the following message.
And that’s it. Installing plugins manually is easy. Most should be able to be found through WordPress itself. If not, just go to the site, download the zip, extract the plugin, upload it to the plugins folder and then go back to WordPress to activate it.

Obviously, there are a lot more plugins than these and some of them are quite cool. But I have limited my recommendations to what I feel are the meat and potatoes. These are the ones that will ultimately make your blog more profitable.

**Step 4 – Edit Settings**

This is an area where everybody is going to have their own theories. I am again sharing what has worked for me and what has been recommended by experts in this area.

**Permalinks**

If you do **nothing** else, PLEASE change this setting.

If you click on **Settings**, you’ll see **Permalinks**. Please click on that.
You will notice it uses the default structure which is not pretty. Okay, I guess I should explain what this is.

It’s how your links are displayed in your browser window and how they’re listed on the search engines. The default numbers each post. This is not SEO friendly at all. You want your post to have the title of the post in the URL.

There are different schools of thought on what’s the best format to have. One says that you want the URL to be as short as possible for SEO purposes, meaning you should leave out all that date garbage and just have the title of the post show along with the main domain. Another says to leave the date so people can see how relevant the post is. This is more people friendly than SEO friendly.

For my personal blog, I use the custom structure.

/%category%/%postname%.html

This shows the category of the post (good for SEO) and the post name. I leave out the date stuff.

I have used this structure and the date structure with the post name and quite honestly, I don’t see a big enough difference to worry about it. But whatever you
do, please don’t use the default. Using post numbers does nothing for SEO and does nothing for your readers. I don’t even understand why WordPress has this as an option.

Anyway, to use this structure, check the Custom Structure radial box and type in:

/%category%/%postname%.html

And then click on Save Changes at the bottom of the page.

**Discussion**

This is the part of Settings that has to do with comments.

Spam is a big problem with blogs. This section will help cut down on the spam comments. Therefore I feel it is critical that you attend to this immediately before you start making posts.

Under Settings, you will see it says Discussion. Click on that link.
The top 2 sections are the main ones you need to concern yourself with.

**Default Article Settings**

You will notice there is a box that says:

**Allow people to post comments on the article.**

If you’re really concerned about getting hit with spam, uncheck this. Honestly, I moderate all comments anyway (can be a royal pain) and most are so bad I have to delete them, so not allowing comments isn’t going to kill your blog **if** you’re getting a steady following. If you’re first starting out, you might want to keep this checked in order to build interest. It’s a double edged sword, unfortunately.

However, certain settings here can make it more difficult for bots and other folks to post their garbage.

That’s where we come to **Other Comments Settings**.

Notice the default makes it so that the author has to fill out name and email. Most bots can do this so it does very little good.

The next option is **users must be registered and logged in to comment.** This makes things harder. Also makes things harder for your legit visitors.
The rest you can leave as it is.

Okay, moving down the page a bit we have...

<table>
<thead>
<tr>
<th>Before a comment appears</th>
<th>□ An administrator must always approve the comment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✔ Comment author must have a previously approved</td>
</tr>
<tr>
<td></td>
<td>comment</td>
</tr>
</tbody>
</table>

**Comment Moderation**

Hold a comment in the queue if it contains 2 or more links. (A common characteristic of comment spam is a large number of hyperlinks.)

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be held in the moderation queue. One word or IP per line. It will match inside words, so "press" will match "WordPress".

See where it says **An administrator must always approve the comment**.

I have this checked off on my personal blog. This essentially turns on moderation. The downside to this is, if you get a lot of traffic and have a lot of comments, you also have a lot of work ahead of you.

Eventually, I will disable comments to my main blog.

**Comment Blacklist**

When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be marked as spam. One word or IP per line. It will match inside words, so "press" will match "WordPress".
The thing I like about this is I can edit it as I go. In other words, as you begin to see spam comments for certain things, like Viagra, sex, or whatever, you can include these words in your blacklist. Eventually, you’ll begin to see very few comments getting through that are true spam. The problem with this method, unless you have a list handy, is it takes time to build. But it allows you to accept comments with the least amount of wear and tear on your legitimate readers.

All other settings, in my opinion, are not critical enough to tinker with or go over in this section. By leaving everything as the default, you should not run into any problems that are worth worrying about.

**Step 5 – Make Your First Post**

Now that we have all the preliminary busy work out of the way, now we can actually get down to the process of creating content and making some money with our blog.

Go back to your dashboard.

You will see 2 options.

1. New Post
2. QuickPress

I use the New Post because it allows more options.
If you click on **New Post** you’ll be taken to the above screen.

Right under where it says **New Post** is where you type in the title of your post.

Right under that is a larger box where you type in the actual content.

At the right hand side you’ll notice a box that says **Add new tag**. These are the keywords that are relevant to your post. Type in as many as you want. Make sure you separate each one with a comma.

Under that, you’ll see it says **Categories**. By default, WordPress only comes with one category... **Uncategorized**. **Do not** use this one. You want each of your posts to fall into some category. That way, readers who are only interested in certain subjects can find them easily through the category listing on your main blog page.

To add a category, click on where it says **Add New Category**.
A box will pop up for you to type in the new category. After you're finished typing it in, click the *Add* button.

You will notice that the category you added will automatically be chosen for the post you're about to make.
**Note** You can choose more than one category. For example, many of the posts on my Home business Blog fit into Internet Marketing, Home Business and Make Money Online.

After you have finished entering your title, content, tags and choosing your category, click on Publish to have your post saved and put on the blog itself.

You’ll then see the following:

You’ll see when the post was published on the right hand side.

At the top, you’ll see a link that says View post.

Click on that!
You’ll be taken to the blog post itself.

Now, each time you make a post, the post prior to it will be pushed down. In other words, the newer posts will appear at the top and the older posts will appear at the bottom.

There is a way to change this but it is beyond the scope of this tutorial.

Those are the basics of creating a post in WordPress and publishing it.

But what do you do if you make a mistake?

No problem...we have some great editing features.
Going back to our Dashboard, we now see we have 1 post.

If we click in the word **Post** under **At a Glance** we'll be taken to the following page.

From here, we can do a number of things.

If we click on the post title itself...
We'll be taken to the **Edit Post** screen.

Here, we can change the title, content, add or delete tags and even change the category. When we're done, just click on **Update Post**.

We'll then see the following message.

If you click on **go back** you’ll be taken back to the screen prior to this one.
You can also choose Delete from Bulk Actions, check off the post and click Apply. This will delete the post completely.

To edit a post, you can also click on Edit under Posts at the far left hand side of your admin area.

Pages

Let's move on to pages.

Just like a regular static web site, Wordpress, in addition to being a collection of posts, can also have many pages dedicated to specific things. For example, you could have a page with nothing but contact information, another page to use for link exchanges and so on.

To add, edit or delete a page, click on the Pages link on your dashboard.
The About page, is another one of those WordPress defaults that we can do without. So you can either delete it or edit it to actually have it mean something to your blog.

If we look at the main blog page...

It says HOME and ABOUT.

If we were to add a page to this, we’d see that page listed as a link option as well.

If we click on ABOUT we see the following page come up.
If we want to edit this page, we need to go back to the **Pages** section of our Dashboard.

If we click on **About** we’ll see an edit box similar to the one we get for editing a regular post.
All we need to do now is edit this information to something more appropriate to what our blog is about.

The purpose of this tutorial is to give WordPress users some basic instruction on how to setup and maintain a WordPress blog.
I made my changes and saved them as I would a regular post...this time clicking on the option **Update Page**.

If I then go back to the main blog home page...

It now says **ABOUT WORDPRESS TUTORIAL**

And, if I click on that...I now see the following:

**About WordPress Tutorial**

The purpose of this tutorial is to give WordPress users some basic instruction on how to setup and maintain a WordPress blog.

Trackback URI | Comments RSS

It’s that simple to edit a page.

But what if we want to add a new page?
Let's go back to our **Pages** option at our dashboard.

Click on **Add New**.

Now all we have to do is give our page a title and fill in the info below it.
I made an **About The Author** page. After filling in the info, just click on **Publish**.

If we then go back to the main blog, we see the following:

**TEST BLOG**

Test Blog For WordPress Tutorial

The **About The Author** page has been added.

And, if we click on that link, we see the following page.

**About The Author**

Published by *swagen* Edit This

Steven Wagenheim is an Internet marketer with over 6 years of Internet marketing experience.
That’s all there is to it. You can add as many pages as you like to WordPress.

Now, the links to your pages appear in alphabetical order. If you want your pages to appear in a different order, WordPress has a rather clunky way to handle this for now. You simply go into the page you want to edit, as far as order of appearance and designate a number for the page.

That’s the number for our About The Author page. If we want to change the position between that page and our About WordPress Tutorial page, we simply need to change the 0 to a 1 and click on Update Page.

Then, if we go back to our main page...

We see About The Author is now listed last. All you need to do is assign a number to each page of your blog. The lower numbers will list first.

As I said, I want to keep this tutorial to things that will make you money.

So, how does the Pages function make us money?

How about a Products page?

You could put together a whole page of nothing but products that you recommend. They could be your own or other people’s that you can promote as an affiliate.

Are you beginning to see the power of WordPress?

The last thing I am going to cover, something that will definitely make us money, is widgets. More specifically...how to add an Aweber opt in form to your blog.
There are actually two ways to do this.

The easier way, though I don’t recommend it, is to simply add the form to one of your blog posts. The problem with that is eventually, as that blog post gets pushed off the front page, you’ll start losing opt ins, unless of course you put the opt in form at the bottom of every blog post. That can get a little tedious and also tick off your readers after a while as well.

The better way, which I am going to show you now, is to have the opt in form appear on the front page of your blog in the sidebar. Now, depending upon the theme you are using, this might look a little different. However, the procedure is the same regardless of your theme.

Let’s go back to our Dashboard and click on Appearance.

See where it says Widgets?

Click on that!
You’ll see the above page. If you scroll down towards the bottom, you’ll see an option that says **Text**.

Click on the word **Add** next to it.

If you scroll back up...

You’ll see a **Text** widget has been added.

The next step is to click on **Edit**.

You’ll see a box to place a title and another box to place your text.

What we’re going to do now is go to our Aweber account to get our code for our form. Instead of getting the JavaScript version this time, we’re going to get the HTML version.

If you click on **Raw HTML Version**, you’ll see the following code pop up.
- Easily customizable to fit any scenario.
- Track statistics in your account.

Simply copy that code. We’re then going to paste it into our text widget text box.

When you’re finished, click **Done** and then click on **Save Changes**.

If we go back to the main page of our blog, we’ll see something like the following on the right hand side.
Again, the appearance will vary depending on your theme.

This way, any time somebody goes to your blog, they will see this opt in. You’ll be surprised how many opt ins you’ll get doing this once you start generating a significant amount of traffic.

Finally, I said I’d show you how to install WordPress through FTP. As I said, you really should never have to do this, but just in case your web host doesn’t have Cpanel and this is your only option, here is how it’s done.

**Manual WordPress Install**

**Step 1**

Go to this URL:

[http://wordpress.org/](http://wordpress.org/)

**Step 2**

Scroll down and click on where it says to download. You’ll be taken to yet another page with a second download link...
Download WordPress 2.7.1

Download .zip — 1.6 MB
Download .tar.gz — 1.3 MB

Release Notification
We’ve got a handy mailing list that we send a friendly message to whenever there’s a new stable release for you to enjoy.

Enter name of file to save to...

You’ll be downloading a zip file just like with the themes and plugins.
Make sure you remember where you saved it to.

Step 3
Open up the zip file and extract the contents. Again, remember where you put everything.

Okay, here are the remainder of the instructions. Some of this you may need your web host to help you with if you’re not familiar with using MySQL. Unfortunately, this is beyond the scope of this tutorial.

Below is right off the WordPress site itself.

1. Download and unzip the WordPress package, if you haven't already.
2. Create a database for WordPress on your web server, as well as a MySQL user who has all privileges for accessing and modifying it.
4. Open wp-config.php in your favorite text editor and fill in your database details as explained in Editing wp-config.php to generate and use your secret key password.
5. Place the WordPress files in the desired location on your web server:
   o If you want to integrate WordPress into the root of your domain (e.g. http://example.com/), move or upload all contents of the unzipped WordPress directory (but excluding the directory itself) into the root directory of your web server.
If you want to have your WordPress installation in its own subdirectory on your web site (e.g. http://example.com/blog/), rename the directory wordpress to the name you'd like the subdirectory to have and move or upload it to your web server. For example if you want the WordPress installation in a subdirectory called "blog", you should rename the directory called "wordpress" to "blog" and upload it to the root directory of your web server.

**Hint:** If your FTP transfer is too slow read how to avoid FTPing at: [Step 1: Download and Extract](#).

   - If you installed WordPress in the root directory, you should visit: [http://example.com/wp-admin/install.php](http://example.com/wp-admin/install.php)
   - If you installed WordPress in its own subdirectory called `blog`, for example, you should visit: [http://example.com/blog/wp-admin/install.php](http://example.com/blog/wp-admin/install.php)

That's it! WordPress should now be installed.

As you can see, this is not something you really want to do unless you have to. I've done manual installations before and they're not fun. But, if you’re out of options, this is how it’s done.

Like I said, in most cases, your web host should have Fantastico and you should be able to do an auto install with no problem.

I’m going to stop here. Granted, we've only scratched the surface when it comes to WordPress, but what I have just gone over with you today is **everything** I use to help generate a 6 figure a year income.

In other words, this is all you **really** need.
Some Final Words

Blogging platforms make a great contribution to our bottom line. It is critical to understand the limitations of each platform. WordPress hosted with WordPress is a ticket to disaster as you're allowed to do no promotion. Conversely, Blogger, which is also free when hosted with them and allows you to promote, does not have the flexibility and the SEO power of WordPress when hosted on your own server.

There is no reason not to use both, as they both have their uses.

Good Luck :)

Watch Over My Shoulder As I Show You The Way To Blogging Riches, Even If You're An Absolute Newbie!

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