

Disclaimer:

While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

The Purchaser or Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the Purchaser or Reader.

The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any Purchaser or Reader of these materials.

Any perceived slights of specific people or organizations are unintentional.

The author makes no guarantee to the amount of monies or search engine rankings you will make or achieve by using the information contained within this publication.

Results will vary depending on individual's effort and research.

WordPress® and its related trademarks are registered trademarks of Automatic, Inc.

BlogSetupTutorials.com is not affiliated with or sponsored by Automatic Inc.

Contents

Choosing a Niche & Keyword Research	4
Choosing your Domain Name	8
Registering your Domain Name	10
Setting up your Webhosting Account	12
Updating your Domain Nameservers	16
Creating Domain Name Email Addresses	18
Installing WordPress Blog using Fantastico	22
Installing WordPress Blog Manually	29
Installing WordPress Themes to your Blog	37
Installing WordPress Plugins to your Blog	42
Search Engine Optimization for your Blog	49
Creating Categories for your Blog	52
Creating Additional Pages for your Blog	54
Writing your first post for your Blog	56
Adding Pictures & Video to your Blog	59
Monetizing your WordPress Blog	63
Adding AdSense, Aweber & Affiliate Banners	68
Adding Google Analytics to your Blog	80
Traffic Generation techniques for your blog	84
Acknowledgments & Conclusion	91

Choosing a Niche & Keyword Research

Before we get started with installing and setting up your WordPress Blog, you will need to firstly decide what you want to blog about, now it may be that you already know what it is that you want to write about.

If not, then I would suggest that you get a blank piece of paper and think about what you want to blog about and write down your ideas....

Write around 5 -10 different ideas, for example it could be:

Affiliate Marketing?

EBay Marketing?

Making Money Online?

Weight Loss?

Dating?

Self Branding Yourself?

You have your ideas jotted down, now to check and see which of your ideas are popular niches and actually receiving searches in the Search Engines.

It is important to some niche and keyword research, this will help you narrow down your choice of topic/niche, the reason being that if your niche is not receiving any searches then the likelihood of people finding your blog or being interested in what you have to say will be almost zero.

See below for some tools to help you decide on popular niches:

[Google Zeitgeist](#)

[Yahoo Buzz](#)

[Lycos](#)

[EBay Pulse](#)

Great! You will have decided on your niche and now the second part of the research will be your **Keywords**.

See below for tools you can use for keyword research.

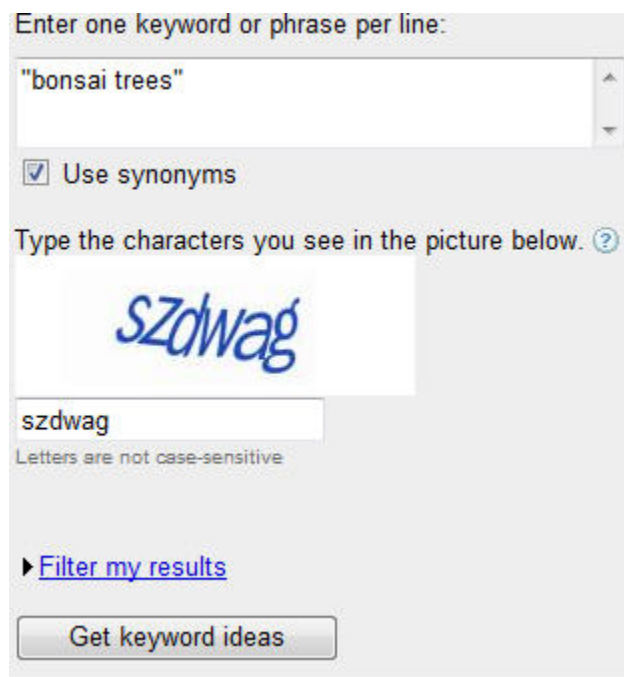
[Google Keyword External Tool](#)

[Free Word Tracker](#)

[Free Keyword Discovery](#)

[Good Keywords \(Software\)](#)

Let's assume the niche that interests you is "**Bonsai Trees**", we will use the Google Keyword External Tool to check how many searches there are for this niche.



Enter one keyword or phrase per line:

"bonsai trees"

Use synonyms

Type the characters you see in the picture below. ?

szdwag


















Letters are not case-sensitive

[Filter my results](#)

Get keyword ideas

Type "bonsai tress" into the Keyword box, Google will ask you enter the 'catchpa' characters in blue font.

Click on 'Get keyword ideas'

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance ?			
bonsai trees		27,100	90,500
bonsai tree		49,500	165,000
buy bonsai trees		210	1,300
growing bonsai trees		390	880
indoor bonsai trees		590	2,400
bonsai trees		480	2,900
pruning bonsai trees		110	320
how to grow bonsai trees		140	880
caring for bonsai trees		170	590
artificial bonsai trees		260	1,600
bonsai tree information		16	320
bonsai tree kit		480	1,600
buy bonsai tree		480	1,900
bonsai tree seeds		720	1,600
care of bonsai trees		170	880
bonsai tree pictures		110	880
bonsai trees care		480	1,600

Google will then show results of active searches, for the keyword that you search for, as we can see there were **90,500 searches** for **'bonsai trees'** so it would be safe to assume that this could be a profitable niche if it was something that interested you.

It could be you may wish to narrow down your niche and keywords; you would want to find a **'Keyword Phrase'** that is receiving lots of searches a month.

I have used **bonsai trees** as an example in this brief overview, you would follow the same steps above for all the niche and keyword ideas you have written down. You will need to do a bit of research on all keywords.

If you are still unsure of what keywords or niches to choose, I would suggest you spend some time researching on Google, write down the website addresses of websites or blogs that you like or seem popular.

I will continue to use **'Bonsai Trees'** to show how you can find out what keywords are being used for popular websites on Google Page 1.

It is important when researching for your niche and keywords as I mentioned earlier that you ensure to include "" quotation marks, this will ensure that the results Google return will be of **competing websites** for the keyword, otherwise the results returned will be a **broad match**.



"bonsai trees"

Google Search I'm Feeling Lucky

Search: the web pages from the UK

Enter your "keyword or keyword phrase"

Bonsai Trees Southampton Hampshire. UK Bonsai Nursery

Indoor bonsai, outdoor bonsai, bonsai pots and bonsai tools for sale at reasonable prices, along with pictures of bonsai, show listings and downloadable ...

www.bonsaitreesouthampton.co.uk/ - [Cached](#) - [Similar pages](#)

Bonsai | Bonsai Trees | Information

"Rob thanks for all your help and guidance i now feel confident to display my **Bonsai trees** with your help through your tutorials they are the best..." ...

www.bonsaitreetutorials.com/ - [Cached](#) - [Similar pages](#)

Write down the web addresses that interest you.

You will see the relevant keywords will be in **bold font**, I will explain more about this when we talk about **Search Engine Optimization** later in the book.

However the research you do now will help you when it is time to get your new WordPress Blog listed in the major search engines.

The research you do now will help you when it is time to get your new WordPress Blog listed in the major search engines.

Once you have done this, go back to the [Google Keyword External Tool](#)

How would you like to generate keyword ideas?	Enter a web page URL to find keywords related to the co
<input type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="http://www.bonsaitreetutorials.com"/>
<input checked="" type="radio"/> Website content (e.g. www.example.co.uk/product?id=74893)	<input type="checkbox"/> Include other pages on my site linked from this URL
<input type="text"/>	Or, enter your own text in the box below. (optional)
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Select Website content, enter the website address (URL) and click Get Keyword ideas.

Ideally when you are compiling your keywords list it is important to ensure that there are less than **100,000** competing sites for the keyword to ensure profitability, you will see this information in the right of the Google Results Page.

For example, if I was to search for say **"Bonsai Tree Kit"**. I know from checking out the Keywords earlier, that there was around **1600** searches for this keyword, this phrase would tell me that the person may be looking to spend money to buy a kit, and would require more information about Bonsai Trees.

Results 1 - 10 of about 5,310 for "[bonsai tree kit](#)". (0.18 seconds)

As you can see that there is only **5,310** competing websites for this keyword.

You would look to have a list of around **30-40** keywords.

Well done, you have now hopefully chosen the niche or topic you want to blog about and narrowed down the keywords you may wish to use, the next thing is to think about a domain name.

Choosing your Domain Name

Having chosen your niche, we now have to think about choosing a Domain Name for your Blog, there are a couple of options open to you.

Self-Branding

Self-Branding quite simple is you, for example, johnsmith.com or as I have done on my blog <http://www.tommy-mclaughlin.com> this would allow you to talk or blog about anything you want, would also let you cover multiple niches if you wished.

Niche Domain

Niche Domain would relate to a certain niche or topic that you wanted to blog about.

For example, as we spoke about in the last chapter, let us assume it is a weight loss niche then you want to try.

It is important to have a '**keyword rich**' or otherwise known as '**long tailed Keywords**' domain name, the keywords that we covered in the previous chapter being '**Bonsai**' '**Tree**' and '**Tutorials**'

An example of a keyword rich domain name in the previous example was

Bonsaitreetutorials.com or similar.

You could do some research by typing the keywords into www.google.com and checking results, once you have completed this exercise then the next step to think about is registering your Domain Name for your blog.

Registering your Domain Name

There are many Domain registrars to choose when registering your Domain Name.

You may however wish to check and see what existing Domain Names are expiring or expired.

Some of the benefits of buying an existing Domain Name is that there may well be '**existing backlinks**' and the Domain Name may already have a '**Page Ranking**' in Google.

This gives you an instant boost as your new WordPress Blog would receive instant traffic.

It could also be used to give you ideas for a new Domain Name if nothing catches your eye during your search.

A Domain Name service I have used in the past is:



Home Login

Register Compass

Domain Search Domains Names Domain Values Features Quick Tour Webmaster-Tools FAQ News Wiki Mem

Search and Find Domain Names with Traffic & Google PageRank

Expiring Domains

- Names that will be available again in the next days

Expired Domains / Deleted Domains

- Names that are already available - free to register

Auctions Domains

- Names available on pool.com & snapnames.com

Find & Register Domain Names with:

- Real Traffic & Visitors
- High Google PageRanks
- Thousands of Strong Backlinks
- DMOZ / Yahoo Directory listing
- Short 3 Letter Domains e.g. LLL.com
- Indexed pages in major Search Engines
- Dictionary Entry

Professional Domain Trading:

www.registercompass.com

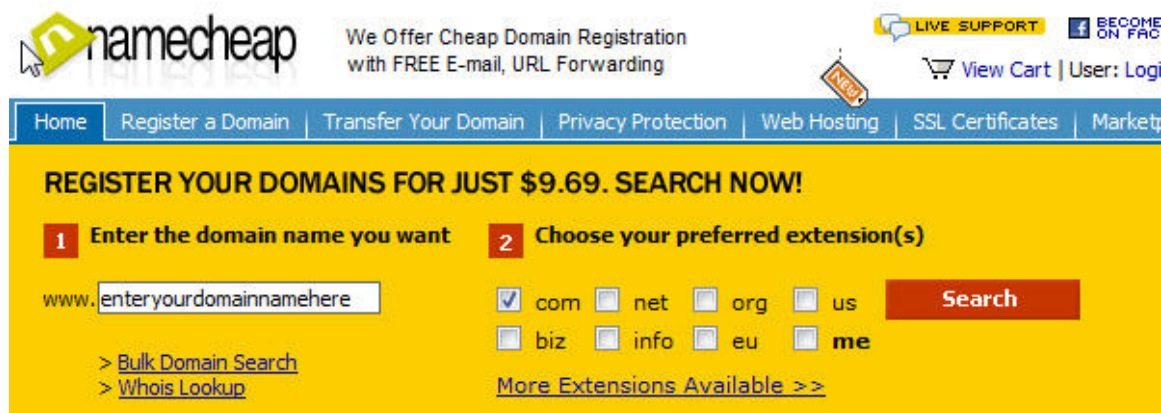
If you wish to check that the Google PageRank is genuine then you can check using a site such as www.checkpagerank.net

If the **Google PR Ranking** is fake, then do not register it.

You could if you wished register your Domain Name with your Web host (**we will cover this in the next chapter**), the advantages to this would be everything is centralised and there is no need to change **Domain Name Servers (DNS)**, some people prefer to this as it is less hassle.

I use www.namecheap.com for registering my Domain Names I have used other registers in the past, but have found Namecheap to be very user friendly.

If you prefer this option, then don't register your Domain Name until you check out this link for a coupon code to save money [Coupon Codes for Namecheap.com](http://CouponCodesforNamecheap.com)



The screenshot shows the Namecheap website's domain registration interface. At the top, the Namecheap logo is on the left, and navigation links for 'LIVE SUPPORT', 'BECOME AN AFFILIATE', 'View Cart', and 'User: Logi' are on the right. Below the logo, a tagline reads 'We Offer Cheap Domain Registration with FREE E-mail, URL Forwarding'. A blue navigation bar contains links for 'Home', 'Register a Domain', 'Transfer Your Domain', 'Privacy Protection', 'Web Hosting', 'SSL Certificates', and 'Marketplace'. The main content area has a yellow background with the heading 'REGISTER YOUR DOMAINS FOR JUST \$9.69. SEARCH NOW!'. It features two numbered steps: '1 Enter the domain name you want' and '2 Choose your preferred extension(s)'. Step 1 includes a text input field with the placeholder 'www. enteryourdomainnamehere' and links for '> Bulk Domain Search' and '> Whois Lookup'. Step 2 includes radio buttons for domain extensions: 'com' (checked), 'net', 'org', 'us', 'biz', 'info', 'eu', and 'me'. A red 'Search' button is positioned to the right of the extension options. A link for 'More Extensions Available >>' is located below the extension options.

I would also suggest that you try and obtain a **.com** or **.net** extension, the reason being that the Search Engines normally '**default**' to the **.com extensions** of Domain Names first...

I would suggest you avoid the **.info extension**; there is a reason why they are cheaper than **Top Level Domains (TLD)**. Spammers use them for **SPAM** Websites.

Ok, you now have your Domain Name sorted; let's get your Webhosting Account set up.

Setting Up your Webhosting Account

There are many web host providers out there on the world wide web, some are better than others, I have used a few web hosts in the past, and have suffered due to either poor service, or worst still the Hosting Provider disappearing and before I knew it so had all my files.

While you have the choice of who you wish to host your blog with, I recommend **Hostgator**, the reason being that they have **24/7 Helpdesk with good customer service**, an established web host provider, very affordable with a month cost of under **\$10** a month and they allow you to host **'unlimited'** blogs on your webspace, if you follow my instructions below, you can try it out for only **1 cent** in the first month.

Ok, so let's get started.



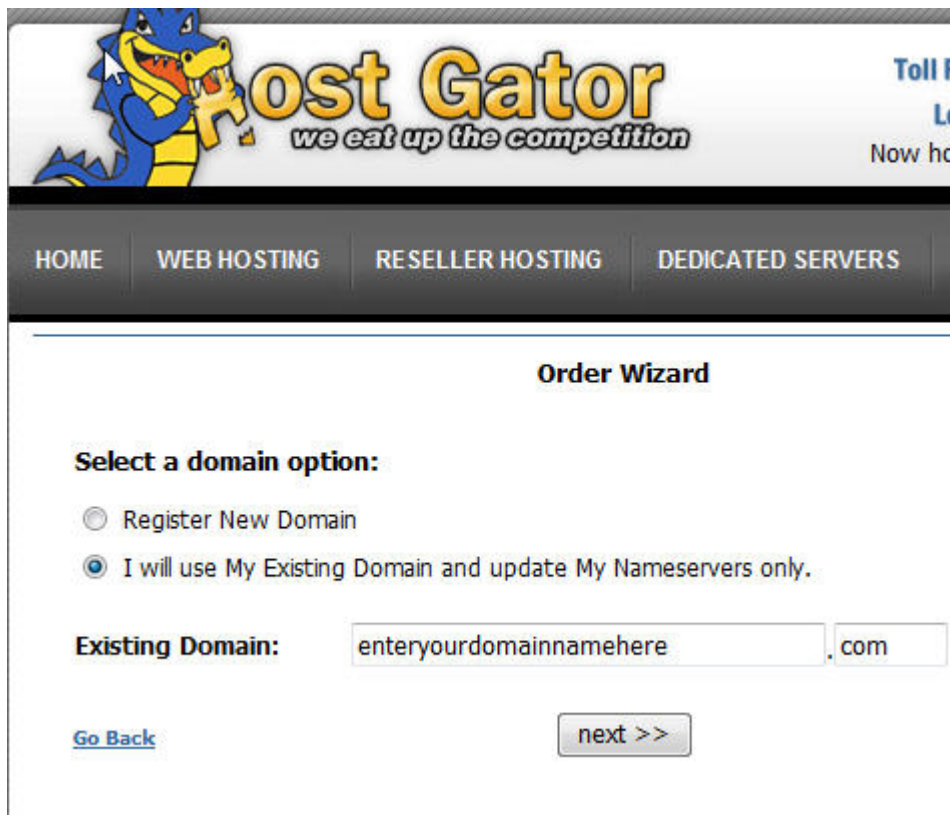
The image shows a screenshot of the Hostgator website. At the top left is the Hostgator logo, a blue and yellow cartoon gator, with the text "Host Gator" in large yellow letters and "we eat up the competition" in smaller black letters below it. To the right of the logo, there is text for "Toll Free:" and "Local:" followed by "Now hosting". Below the logo is a dark navigation bar with white text for "HOME", "WEB HOSTING", "RESELLER HOSTING", "DEDICATED SERVERS", and "SUP". The main content area has a blue background and features two promotional boxes. The left box is titled "Hosting \$4.95/mo" and lists "» Web Hosting" and "» Unlimited Sites" with a "» Learn More ..." link and a blue "ORDER NOW!" button. The right box is titled "Reseller \$24.95/mo" and lists "» Reseller Hosting" and "» Unlimited Sites" with a "» Learn More ..." link and a blue "ORDER NOW!" button. Both boxes include images of server racks.

Firstly go to <http://www.hostgator.com>.

Click on **'sign up now'** this will take you to the screen and you will be given two options, either to register your domain name with Hostgator or use your **'existing domain and update my nameservers only'**

The first option is simple to follow, I will show you how to complete the second option, and in the next chapter how to **'update your nameservers'**.

Click on the second option and enter your domain name, as shown below:



The screenshot shows the HostGator website header with the logo and navigation menu. Below the navigation menu is the 'Order Wizard' section. It features a 'Select a domain option:' heading with two radio button options: 'Register New Domain' and 'I will use My Existing Domain and update My Nameservers only.' The second option is selected. Below this is an 'Existing Domain:' label followed by a text input field containing 'enteryourdomainnamehere' and a dropdown menu showing '.com'. At the bottom left is a 'Go Back' link, and at the bottom right is a 'next >>' button.

Click the **'next'** button; this will take you onto the next screen showing you the **'baby'** package.

It is this point I would ask that you enter the following into the 'coupon' box.

wordpress

Order Wizard

Select a domain option:

Existing Domain:
 ▾

Select a package type:

Package: ▾
Domain: ▾ select primary domain
Billing Cycle: ▾
Coupon:
(Have a coupon? Enter it here!)

[Go Back](#)

Click '**Calculate Totals**'

You should now see a summary detailing a total for first month of only **1 cent!**

Order Wizard

Order Details

enteryourdomainnamehere.com (Primary)	Domain: I will update my nameservers only.
Main Package	Baby: Monthly @ \$9.95 + Setup: FREE

Package(s) Total	\$9.95
-------------------------	---------------

Sub Total	\$9.95
Coupon	(wordpress) -\$9.94
Total Due	\$0.01*

* \$9.95 will be due on the next renewal date: 2009/03/01
(Domain renewals billed separately.)

Tell us who you are:

I am a new customer.

[Go Back](#)

[Continue >>](#)

Click '**Continue**'

This will take you the last page, where you will enter your details, choose a username and password and enter payment details.

To finish you will click '**verify my order**'

Congratulations, you have set up your own webhosting account; you will receive a confirmation email and details of your '**nameservers**'.

Changing your Domain Nameservers

You may be wondering what your nameservers are?

Let me explain, you have successfully registered your Domain Name for your new blog.

You have your webhosting set up, the nameservers simply put point your Domain name to your webspace, so when someone types in your domain name in their browser ...

The nameservers tell your Domain Name where your blog is located.

You will have received a confirmation email from Hostgator with all your information and details of your nameservers.

Your nameservers will look something like this:

ns555.hostgator.com

ns556.hostgator.com

If you have registered your domain name with Hostgator, your nameservers are automatically set for you.

For the following example, I will assume that you have registered your domain name with Namecheap.com (please note the steps will be very similar regardless of your register.)


Log into your Namecheap account, click on '**your domains**' you will see your registered domain name.

Click on your domain name, you will see on the left hand side of your screen different options on how to '**manage**' your domain name.

'Click Transfer DNS to Webhost'

You will see a screen as shown below; enter the nameserver details provided by Hostgator.

▶ ENTER YOUR CUSTOM DOMAIN NAME SERVER INFORMATION

 **You are currently using our domain nameservers.**

You can change it and start using your own nameservers or those of another host like your webhost. This step is sometimes referred to as 'transferring domain' by some webhosts. Please note that some of our free features like e-mail may be disabled as these functionalities depend on our nameservers.

Please enter DNS name only (ex: ns1.mydomain.com). You can enter up to five nameservers for a domain. Please note that changes will take effect after 24 hours.

1. *
2. *
3.
4.
5.

[Add More Nameservers](#)

Save Changes

'Click Save Changes'

Well done, you have successfully updated your Domain name servers, in the next chapter we will look at setting up your WordPress Blog email addresses.

Creating your own Domain Name Email Addresses

Ok, you are now one small step away from creating your WordPress Blog.

I know, I know at last I hear you say!

However, once we get down to setting up your Wordpress Blog, it will be come clear, why all these steps are important to complete first.

Let me ask you a question

Which of these email addresses looks better or more professional?

tommy@hotmail.com or tommy@blogsetuptutorials.com

Would you agree the second email address?

You would be surprised how many blogs there are out there online that have the first option as contact/support email addresses.

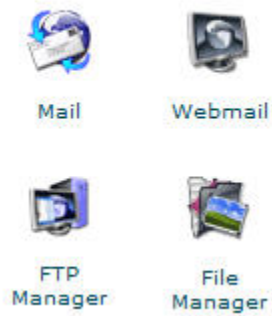
Now, while I guess it is not a crime to have the first option, I personally feel if you are trying to create an online presence, then option 2 is cosmetically better.

It will also help create a sense of professionalism, if you are trying to establish yourself as an authority within a certain niche.

Here is how we create your own domain name email address:

Firstly, you need to go to the **'Mail'** icon,

update your contact informatio



'Click on Mail'

You will then be taken to a screen as shown below:

Mail Manager Main Menu

- » Web Mail
- » Email Domain Forwarding
- » Add/Remove/Manage Accounts
- » Default Address
- » Auto-responders
- » Email Filtering
- » Forwarders
- » Mailing Lists
- » SpamAssassin
- » BoxTrapper Spam Trap
- » Trace an E-mail Address
- » Modify Mail Exchanger (MX Entry)

[Go Back]

'Click on Forwarders'

Forwarding Maintenance

Current Forwarders

If you wish to set your default address or "catch-all", please [click here to page](#).

[\[Add Forwarder \]](#) | [\[Go Back \]](#)

'Click Add Forwarder'

Add a new Forwarder

<input type="text" value="support"/>	@	<input type="text" value="blogsetuptutorials.com"/>	▼	»»	<input type="text" value="you@hotmail.com"/>
<input type="button" value="Add Forwarder"/>					

You can then enter admin, support, you @ your domain name.com in the second box, enters your own email address, for example, tommy@hotmail.com or tommy@gmail.com

'Click Add Forwarder'

You will then get a message as shown below, confirming that you have successfully created an email forwarder:

You will then get a message as shown below, confirming that you have successfully created an email forwarder:

Add a new Forwarder

All email sent to **whatever@blogsetuptutorials.com** will now be redirected to **you@hotmail.com**

[\[Go Back \]](#)

To recap, if someone emails you @ **support@yourdomain.com** then the email is forwarded to **you@hotmail.com**

You can add as many email forwarders that you require, and to any email address of your choice.

For example, you could have a separate forwarder for your Paypal Account; you will see lots of Internet Marketers providing screenshots of multiple **“Notification of Payment Received”** payments.

You can also if you wish set up **‘email accounts’** if you are using Microsoft Outlook. Your email provider will have tutorials on how to set this up if required.

The next chapter will show you how to install your WordPress Blog in three easy steps

Installing your WordPress Blog with Fantastico

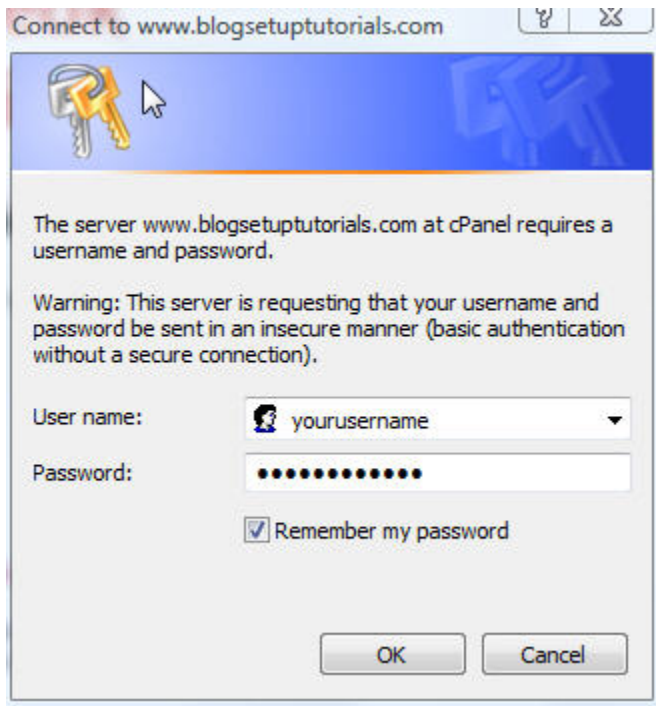
We are now getting to the fun part, installing your WordPress Blog, there are a few ways to do this, however with all good webhosts, and you should have a feature within your Cpanel

'Fantastico De Luxe'

First things first, you will need to log into your Cpanel, this can be done by typing the following into your web browser:

www.yourdomainname.com/cpanel

You will see the following:



'Enter the Username and Password you created when you created your webhosting account'

You will have the option to **'remember password'** you can check this if you wish to use this feature (**not recommended if you use a shared computer**)

'Click OK'

There are different themes you can choose for your cpanel account, so do not panic if your cpanel theme looks slightly different from mine.

Within your cpanel user panel, you need to locate 'Fantastico De Luxe' (best way to remember it is **'the blue smiley face'**)

Just like this one below:



'Double Click the smiley face'

Fantastico De Luxe is packed with lots of different features that you can utilise; however the feature that you require is **'WordPress'**

'Double Click WordPress'

You will see a screen as detailed below:

 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/>

WordPress support forum

(We are not associated with the support forum)

New Installation (2.7)

Disk space required: 7.27 MB

Disk space available: Unlimited MB

Current installations:

None

The screen shows that the current version of WordPress is 2.7, as you can see that there is not a WordPress Blog installed as yet.

'Click New Installation'

This will start the process of installing your WordPress Blog automatically and will be done in 3 steps..

This will take you to step 1 of the installation process as shown below:



The screenshot shows the WordPress installation interface. At the top is the WordPress logo. Below it is the heading "Install WordPress (1/3)". The form is divided into three sections: "Installation location", "Admin access data", and "Base configuration".

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: http://domain/).
Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

There will be some information you will be required to enter as you create your Admin access details.

Install on domain – this is will show your domain name

Install in Directory- this can be completed if you want your blog, to be installed into its own folder, for example, yourdomainname.com/blog.

If you leave it blank it will automatically install into the **'root'** folder, for example, www.tommy-mclaughlin.com

Admin Access Area – In this section, you will enter your Admin username that you wish to log in to your Wordpress Admin area.

You will also choose a password for logging into the admin area –

NB – It is advisable to have a mixture of letters and numbers and Capitalisation if possible, for example MyFavouritePlace012009, do not use tommy123 or something similar.

The reason being as with everything, there are spammers and hackers out there, so keep safe.

Base configuration – In this section you will create your admin email address (i.e. - admin@yourdomain.com), site name, and brief blog site description (**now don't worry if you get description wrong, I will show you later how to change it if necessary.**)

'Click Install WordPress'

This is where Fantastico De Luxe does all the work and automatically creates your MySQL Database.

You will then see a screen as shown below:

WordPress

Install WordPress (2/3)

The MySQL database and MySQL user **blog9002_wrdp1** will be created and used for this installation.

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

Click on **Finish installation** to continue.

Finish installation

As you can see I have installed my WordPress blog in a subfolder called **'blog'** (you can call the subfolder whatever you want).

'Click Finish Installation'

The Last screen will show you all your admin details passwords, and gives you the option to email all the details to yourself.

You can also go back to the **'overview'** screen, this will show you that the wordpress installation has been successful and the current version of WordPress, you can also visit your blog.

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/>

WordPress support forum

(We are not associated with the support forum)

New Installation (2.7)

Disk space required: 7.27 MB

Disk space available: Unlimited MB

Current installations:

[/blog \(2.7\)](#)

[Visit site](#)

[Remove](#)

If you click '**visit site**' this will show you your **new** blog and if you remember the '**brief site description**' that you entered earlier, this will show as your '**tagline**' an example of which is shown below:



If you have managed to follow everything so far, then well done, you have successfully installed your WordPress Blog.

The next chapter will show how to manually install your WordPress blog if required.

Installing your WordPress Blog manually

There may be on occasion where you may need to install your Wordpress Blog manually.

This could be that your webhost may not have '**Fantastico De Luxe**' or possibly you prefer a certain version of WordPress.

You could maybe just look at this chapter for informational purposes, those that do know me, will appreciate I try to cover '**all bases**' as someone will no doubt ask "How do I manually install WordPress?"

So, here you go:

Firstly, you need to find and create your MySQL database information.

You can locate your MySQL Databases, within your CPanel interface:



'Click on MySQL Databases'

This will take you to the screen below, where you will **'create a new database'**

Current Databases:

New Database:

Current Users:

Username:


Password:

'Click Create Database'

After you get the database created message, then click **'go back'**

The next step is to create a **'user and password'** for your database.

Current Users:

 Username:

Password:

Click **'Create User'**

After you get the user and password created and then click **'go back'**

The next step is to add the user to the database you have created:

Add Users To Your Databases:

User: Database:

Privileges:

<input checked="" type="checkbox"/> ALL	or	<input type="checkbox"/> SELECT	<input type="checkbox"/> CREATE
		<input type="checkbox"/> INSERT	<input type="checkbox"/> ALTER
		<input type="checkbox"/> UPDATE	<input type="checkbox"/> DROP
		<input type="checkbox"/> DELETE	<input type="checkbox"/> LOCK TABLES
		<input type="checkbox"/> INDEX	<input type="checkbox"/> REFERENCES
		<input type="checkbox"/> CREATE TEMPORARY TABLES	

You need to ensure you grant **'all'** privileges to your **'user'**

Click **'Add User to Database'**

After you have added your user to the database, then click **'go back'**

You will have a screen as shown below that will show that you have created your database:



Current Databases:

digitalz_blog001 **Delete** **Check** **Repair**

Users in blog001

digitalz_tommyma (Privileges: ALL PRIVILEGES) **Delete**

Connection Strings

Perl `$dbh = DBI->connect("DBI:mysql:digitalz_blog001:localhost",
"digitalz_tommyma", "<PASSWORD HERE>");`
`$dbh=mysql_connect ("localhost", "digitalz_tommyma",
"<PASSWORD HERE>") or die('Cannot connect to the database
because: ' . mysql_error());`
PHP `mysql_select_db ("digitalz_blog001");`

You will need the database name, the username and password of the database you have created.

Make sure you write them down because you'll need them shortly.

Now that your database is created, we will need to visit WordPress to download your WordPress Blog.

You can download the latest version of WordPress from:

www.wordpress.org

WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.

More simply, WordPress is what you use when you want to work with your blogging software, not fight it.

New to blogging? [Learn more about WordPress](#), then follow the three easy steps below to start blogging in minutes. Or, for the ultimate in ease of use, [get a free blog on WordPress.com](#).













Ready to get started?

[Download WordPress 2.8](#)

Click **'Download WordPress 2.8'**

Once, you have downloaded your file, and then you need to unzip the file, with a program such as www.winzip.com

Now, you have unzipped your files, you will need to look for the file called **"wp-config-sample"**

 wp-admin	02/02/2009 23:37	File Folder
 wp-content	02/02/2009 23:37	File Folder
 wp-includes	02/02/2009 23:37	File Folder
 index	02/02/2009 23:37	PHP File
 license	02/02/2009 23:37	Text Document
 readme	02/02/2009 23:37	HTML Document
 wp-app	02/02/2009 23:37	PHP File
 wp-atom	02/02/2009 23:37	PHP File
 wp-blog-header	02/02/2009 23:37	PHP File
 wp-comments-post	02/02/2009 23:37	PHP File
 wp-commentsrss2	02/02/2009 23:37	PHP File
 wp-config-sample	02/02/2009 23:37	PHP File

You will need to open the **“wp-config-sample”** using **‘notepad’**

The text that you need to update with your details from the database you created a moment ago looks like this:

```
// MySQL settings - You can get this info from your web host ** //  
/** The name of the database for WordPress */  
define('DB_NAME', 'putyourdbnamehere');  
  
/** MySQL database username */  
define('DB_USER', 'usernamehere');  
  
/** MySQL database password */  
define('DB_PASSWORD', 'yourpasswordhere');  
  
/** MySQL hostname */  
define('DB_HOST', 'localhost');  
  
/** Database Charset to use in creating database tables. */  
define('DB_CHARSET', 'utf8');  
  
/** The Database Collate type. Don't change this if in doubt. */  
define('DB_COLLATE', '');
```

You will need to edit the following with the information you created earlier:

‘putyourdbnamehere’ enter **‘your database details’**

‘usernamehere’ enter **‘your database username’**

‘yourpasswordhere’ enter **‘ your database password’**

NB- It is important that you enter everything case sensitive, and enter it within the single quotations.

You need to now save the file as **“wp-config.php”**

NB- It is important that you use the quotation marks; if you do not then the file will save as **wp-config.php.txt**. This will cause an error with configuring your WordPress Database.

You are now ready to upload your Wordpress files to your webspace.

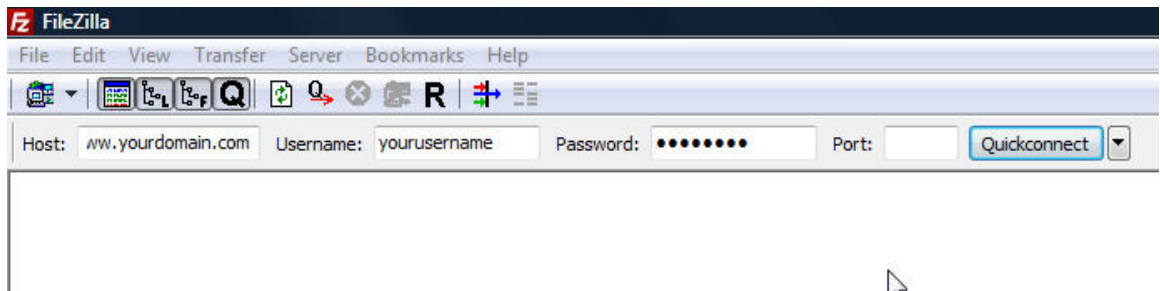
You have two options, it can be done by FTP client or uploading via your Cpanel.

I use Filezilla as my FTP Client; there are other FTP Clients out there, so you can use any one you wish.



You can decide if you want the blog installed to a subfolder such as **yourdomain.com/blog** or just your **domain.com**

Once you open the FTP Software, you will need to enter the following information:



Host: enter www.yourdomain.com

Username: enter your cpanel username

Password: enter your cpanel password

Click **'Quickconnect'**

You are now ready to copy the WordPress files over to your web space.

Name	Date modified	Type	Size
wp-admin	02/02/2009 23:37	File Folder	
wp-content	02/02/2009 23:37	File Folder	
wp-includes	02/02/2009 23:37	File Folder	
index	02/02/2009 23:37	PHP File	1
license	02/02/2009 23:37	Text Document	16
readme	02/02/2009 23:37	HTML Document	8
wp-app	02/02/2009 23:37	PHP File	40
wp-atom	02/02/2009 23:37	PHP File	1
wp-blog-header	02/02/2009 23:37	PHP File	1
wp-comments-post	02/02/2009 23:37	PHP File	4
wp-commentsrss2	02/02/2009 23:37	PHP File	1
wp-config-sample	02/02/2009 23:37	PHP File	3

Select all of the WordPress files, and drag them into the bottom left screen of the FTP Client and release.

All the files will automatically upload to your web space, after which, you will need to type the following into your browser:

`www.yourdomain/wp-admin/install.php`

This will take you to the following screen to enter your blog details and email address, then finish installation.

If you wish to upload your WordPress files via your cpanel, simply upload the wordpress .zip file then extract files, and follow steps as above with creating a Database.

Ok, so we now have your WordPress blog installed, now we will look at installing a different WordPress theme ...

Installing a WordPress Theme using Cpanel

In this chapter, we will look at how to install a WordPress Theme via your Cpanel interface and change it in your Admin Area.

The first thing to do is to find a theme that you like, the easiest way to get started is to download free themes.

There are quite a few sites that offer free themes that you can download. In some cases they may require you to keep a link in the footer back to their site, but besides that one requirement the theme is free to download.

Check out the links below of some websites that allow you to download WordPress Themes for free:

DoshDosh.com

FreeWpThemes.net

TopWPThemes.com

WPSkins.org

SkinPress.com

FreshEezy.com

If you're interested in some premium paid themes then you can check these websites listed below.

WooThemes.com

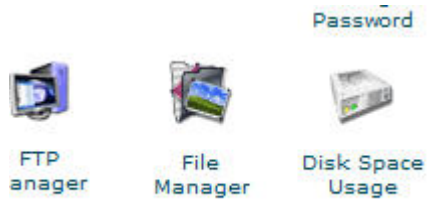
StudioPress.com

WordpressPremium.com

ThemeSpinner.com

You will have now chosen your WordPress Theme, now we need to upload it and install it.

Firstly, log into your Cpanel interface.



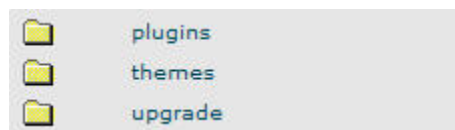
Click **'File Manager'**



Click **'public_html or www folder'**



Click **'wp-content'**



Click **'themes'**



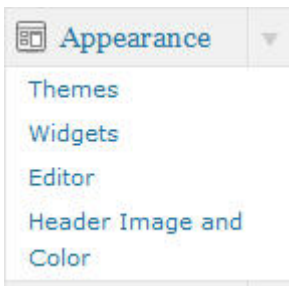
Click **'Upload file(s)'**

Locate your WordPress Theme .zip File and upload, once you have completed the upload, simply click file and **'extract contents'**

That's it, job done!

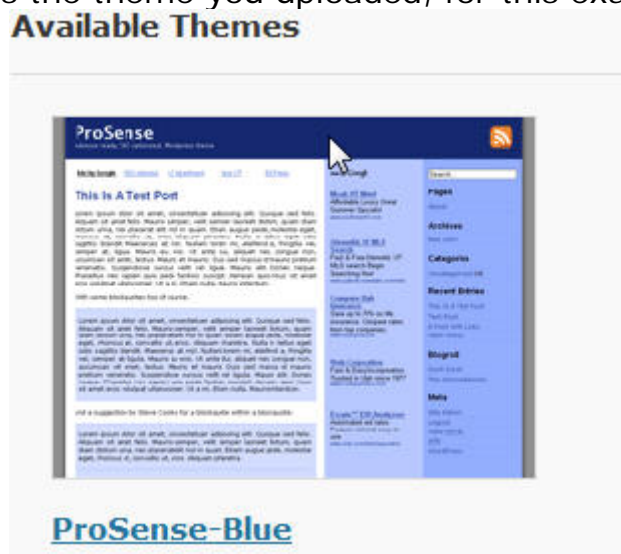
Go to Admin Dashboard of your Blog:

On the left hand side look for the Appearance Themes:



Click **'Themes'**

You will see the theme is set at **'Kubrick Classic'** you should also see below this the theme you uploaded, for this example, it is



Click your **'Theme Link'** a new screen will open and at the top right hand side click activate "Your Theme Name"

Activate "ProSense-Blue"

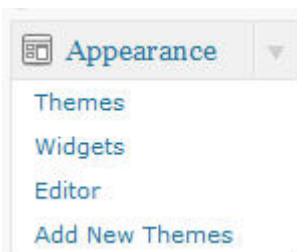
You can click 'visit site' in your Dashboard to check that your theme has been activated, as you can see below, my theme has been successfully installed:



Hello world!

In May 2009, WordPress released version 2.8, this now includes a Themes Directory, which will allow you to install certain themes via the Admin Dashboard.

On the taskbar on the left, you will need to find **'Add New Themes'**



Click **'Add New Themes'**

This will take you to the themes directory screen:

Feature Filter
Find a theme based on specific features

Colors	<input type="checkbox"/> Black	<input type="checkbox"/> Blue
	<input type="checkbox"/> Orange	<input type="checkbox"/> Pink
	<input type="checkbox"/> Silver	<input type="checkbox"/> Tan
	<input type="checkbox"/> Dark	<input type="checkbox"/> Light
Columns	<input type="checkbox"/> One Column	<input type="checkbox"/> Two Columns
	<input type="checkbox"/> Left Sidebar	<input type="checkbox"/> Right Sidebar
Width	<input type="checkbox"/> Fixed Width	<input type="checkbox"/> Flexible Width
Features	<input type="checkbox"/> Custom Colors	<input type="checkbox"/> Custom Header
	<input type="checkbox"/> Sticky Post	<input type="checkbox"/> Microformats
Subject	<input type="checkbox"/> Holiday	<input type="checkbox"/> Photoblogging

You can click on your preferences, such as colour, columns. Width features and subject. Click 'Find Themes'

Search | [Upload](#) | [Featured](#) | [Newest](#) | [Recently Updated](#)

Search for themes by keyword, author, or tag.

Term ▼

You can use a search and upload feature if required.

Congratulations, you have successfully installed your WordPress Theme; in the next chapter we will cover WordPress Plug-ins ...

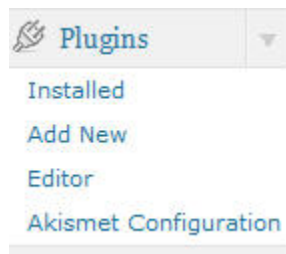
Installing WordPress Plugins to your Blog

In December 2008, WordPress 2.7 was released; this version had taken on board the views of the users and as you will have seen in the video tutorials the different features available.

One of the improved features was the installation of WordPress Plugins, before version 2.7 you had to follow the steps as shown above when installing a WordPress Theme.

You will be glad to hear that this is no longer the case for WordPress Plugins, not only can you 'search' for WordPress Plugins and install, you can also browse your computer and upload via Admin Dashboard.

First step is to locate the 'plugins' taskbar on the left of the Admin Dashboard:



Click **'Add New'**

You can now search or browse your computer for WordPress Plugins you have already downloaded.

Search

Term

Install a plugin in .zip format

If you have a plugin in a .zip format, You may install it by uploading it here.

Another good feature within version 2.7 has a Popular Tags Database, so if you were unsure of what the WordPress Plug-in was you needed, you could click a tag, for example **'adsense'**

Popular tags

You may also browse based on the most popular tags in the Plugin Directory:

[admin](#) [administration](#) [ads](#) [adsense](#) [AJAX](#) [archive](#) [atom](#) [authentication](#) [automatic](#) [bl](#)
[delicious](#) [Digg](#) [editor](#) [email](#) [embed](#) [Facebook](#) [feed](#) [feeds](#) [flash](#) [flickr](#) [Formatting](#) [galler](#)
[page](#) [pages](#) [permalink](#) [photo](#) [photos](#) [picture](#) [pictures](#) [plugin](#) [plugins](#) [Post](#) [p](#)
[template](#) [theme](#) [themes](#) [thumbnail](#) [twitter](#) [upload](#) [url](#) [user](#) [users](#) [video](#) [widget](#)

This would bring up a list of all the **'adsense'** plugins, it also gives a rating and description, locate the one you want and click **'Install'** at the right of the screen.

Name	Version	Rating
OmniAds	0.51	☆☆☆☆
Ads Adder	0.1	☆☆☆☆
Simple AdSense Insert	1.0	★★★★★
Chitika Premium	1.3.2	★★★★★

It would be very easy to get carried away with all the WordPress Plug-ins available.

While there is no right or wrong plug-in to install, depending on your preferences, I would suggest you do not overload your Blog with too many Plug-ins.

I have compiled a list of some plug-ins that I would recommend you install.

All In One SEO Plug-in

This plug-in allows you to optimize the title and meta descriptions for your WordPress blog.

It also ensures that you avoid the duplicate content penalty that occurs sometimes with WordPress blogs.

With this plug-in you can override any title and meta description; therefore you can have each blog post or page with its own unique title that you set.

Download: <http://wordpress.org/extend/plugins/all-in-one-seo-pack>

Google Sitemap Generator

I love this plug-in for its ability to create an xml sitemap. It's perfect for submitting to Google Webmaster Tools, Live Webmaster, and Yahoo Sitexplorer.

Those three sites are where you can submit your sitemap feeds to the three major search engines.

By submitting your sitemap you are informing Google, Live, and Yahoo of the pages within your site that you would like them to index. The bots quickly follow these pages and your WordPress blog is usually indexed quickly.

Every new post or page you create, the sitemap is automatically updated along with Google, MSN and Yahoo being notified.

Download: <http://www.arnebrachhold.de/redirect/sitemap-dl/>

Sociable Zyblog Edition

This Plug-in automatically adds links on your posts to popular social bookmarking sites. It is an updated version of Sociable Plug-in and now includes around 130+ social bookmarking sites.

Download: <http://wordpress.org/extend/plugins/sociable-zyblog-edition/>

What would Seth Godin Do

This Plug-in will hopefully increase subscribers/readers to your WordPress Blog, as it will display a small box at the top of your posts – **'If you are new here, you may want to subscribe to my RSS Feed – thanks for visiting'**

You have the option to choose text and visits before the text disappears.

Download: <http://wordpress.org/extend/plugins/what-would-seth-godin-do/>

Subscribe to Comments

This plug-in places a small **'tick'** box at the bottom of the **'submit comments'** box when your subscriber/reader can be notified of all replies to that post.

The subscriber/reader can unsubscribe at their leisure.

Download: <http://wordpress.org/extend/plugins/subscribe-to-comments/>

No follow Links

This plug-in allows you to manage your blogrolls and other links, thus ensuring that you do not get **'Google Slapped'** with your blog or site ranking being affected.

Download: <http://wordpress.org/extend/plugins/nofollow-links/>

WordPress Automatic Upgrade

WordPress Automatic Upgrade, will automatically upgrade your WordPress Blog to the latest released version by Wordpress.org.

It will automatically back-up your existing version, deactivate all your WordPress Plug-ins, puts your Blog in maintenance mode, installs updated version and then reactivate your WordPress Plug-ins.

It will take all the worry out of upgrading and any errors you might make.

Download: <http://wordpress.org/extend/plugins/wordpress-automatic-upgrade/>

WordPress Privacy Policy Plugin

WordPress Privacy Policy Plugin will automatically generate a Privacy Policy page on your WordPress Blog.

On the 8th April 2009, Google AdSense changed the rules for displaying AdSense Ads on WordPress Blogs and Websites, they stipulated that a Privacy Policy must be displayed, this plugin more than fits the bill.

Download: <http://www.synclastic.com/plugins/privacy-policy>

Comment Luv Plugin

The Comment Luv Plugin is a lovely plugin and gives your reader the opportunity to display their latest Blog Post at the end of their comment on your WordPress Blog, it encourages people to participate and communicate on your Blog and return again.

Download: <http://wordpress.org/extend/plugins/commentluv>

WordPress Related Posts Plugin

The WordPress Related Posts plugin will via WordPress tags generate related posts and add them to your Feed. It will also allow your reader to find the related content on your WordPress Blog easily.

Download: <http://wordpress.org/extend/plugins/wordpress-23-related-posts-plugin>

Simple Tags WordPress Plugin

The Simple Tags Plugin is very powerful and makes the functionality and helps you with tagging your WordPress Posts. This is very important if you want to maximise your Search Engine visibility and make an impact on your Search Engine Ranking.

Download: <http://wordpress.org/extend/plugins/simple-tags>

These are just a few plug-ins, I would recommend, the list is not exhaustive, if you would like to search for plug-ins that may suit you then you can at the link below:

Link: <http://wordpress.org/extend/plugins/>

Alternatively, if you have WordPress Version 2.8 you can search for plugins via your Admin Dashboard.

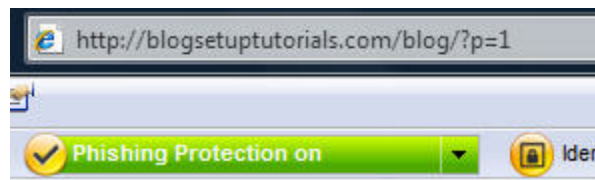
In the next chapter we will look at some basic Search Engine Optimization of your WordPress Blog ...

Search Engine Optimization for your WordPress Blog.

Search Engine Optimization for your WordPress Blog is very important, as you will have seen in the last chapter; two of the plugins I recommended will help with your Search Engine Optimization (SEO).

When you install your WordPress Blog, the permalink structure is set at **'default'**

So when you access your posts, initially they will look like this:



Now, this is not very Search Engine Friendly, what we will need to do is to change this to include your category & postname or just the postname if you prefer.

To change the permalinks, is relatively easy, here is how it is done:

Firstly, look for the 'settings' task bar on the left of your Admin Dashboard:



Click **'Permalinks'**

Common settings

<input checked="" type="radio"/> Default	<code>http://blogsetuptutorials.com/blog/?p=123</code>
<input type="radio"/> Day and name	<code>http://blogsetuptutorials.com/blog/2009/02/04/sample-post/</code>
<input type="radio"/> Month and name	<code>http://blogsetuptutorials.com/blog/2009/02/sample-post/</code>
<input type="radio"/> Numeric	<code>http://blogsetuptutorials.com/blog/archives/123</code>
<input type="radio"/> Custom Structure	<input type="text"/>

You will need to select '**Custom Structure**' and enter **`/%postname%.html`** then '**save changes**'

<input checked="" type="radio"/> Default	<code>http://blogsetuptutorials.com/blog/?p=123</code>
<input type="radio"/> Day and name	<code>http://blogsetuptutorials.com/blog/2009/06/07/sample-post/</code>
<input type="radio"/> Month and name	<code>http://blogsetuptutorials.com/blog/2009/06/sample-post/</code>
<input type="radio"/> Numeric	<code>http://blogsetuptutorials.com/blog/archives/123</code>
<input checked="" type="radio"/> Custom Structure	<input type="text" value="/%postname%.html"/>

If you wanted to have your permalink structure to be shown as category and post.

Then you would enter **`/%category%//%postname%.html`** in the Custom Structure Field.

The reason for adding **.html** is that it will help your pages and blog get indexed faster by the Search Engines.

If you remember back in the first chapter, you would have researched your niche and compiled a list of around **30-40** Keywords, well you will now put your hard work to good use.

One of the first recommended WordPress Plugins I mentioned was:

[All in One SEO Pack](#)

We will now look at optimizing your WordPress Blog using this plugin.

Home Title:	WordPress Video Tutorials for Beginners
Home Description:	WordPress Video Tutorials showing how to setup, monetize and maintain your WordPress Blog
Keywords (comma separated):	WordPress Tutorials, WordPress 2.7 Tutorials,

The first box is for your **'Home Title'** you should ensure that the title is **'Keyword Rich'** as this is the first port of call by the Search Engines to ensure your WordPress Blog is relevant.

For example, if your WordPress Blog is about **'Bonsai Trees'** ensure that is included in the **'Home Title'**.

The second box is for your **'Description'** you would also include **Keywords** within description and make as interesting as possible to have visitor clickthrough to your WordPress Blog. **(For Search Engines, you should limit description to a max of 160 characters.)**

The third box is for your **'Keywords'**, you will have compiled a list of these when researching your Niche. **(The Max amount of Keywords should be about 25.)**

I have included a quick example above showing fields completed, you may wish to take a bit of time completing and ensuring you are happy.

In the next Chapter, we will look at how you create categories for your WordPress Blog....

Creating Categories for your WordPress Blog

The default category for your WordPress blog is '**uncategorized**', I see a lot of blogs that post every post they make within this category.

Hello world!

Welcome to WordPress. This is your first post. Edit or delete this post to start blogging!

February 4th, 2009 | Posted in [Uncategorized](#)

While I guess this is ok depending what it is you are blogging about, if you think about new visitors that find your blog

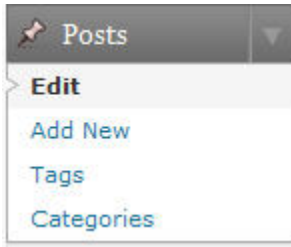
How will they find anything? For example, let's say you have written a tutorial post or a product review, if this is buried in among 100 other posts, the reader may lose interest, and never find the post they were looking for.

Here are some of the categories I have on my blog at present:



So if a new visit or wants to view my posts about '**blogging**' then they can click the link and it will display all my posts that I have categorized within 'blogging'.

Firstly look for the **'posts'** taskbar on the left of your Admin Dashboard, and click the link:



From the above options, click **'categories'** you will see the screen shown below:

A screenshot of the 'Add Category' form in the WordPress Admin Dashboard. The form is titled 'Add Category' and contains several input fields and a dropdown menu. The 'Category Name' field has the placeholder text 'Enter your category here for example Blogging' and a note below it: 'The name is used to identify the category almost everywhere, in the category widget.' The 'Category Slug' field has the placeholder text 'enter category slug if you want' and a note below it: 'The "slug" is the URL-friendly version of the name. It is usually only letters, numbers, and hyphens.' The 'Category Parent' field is a dropdown menu with 'None' selected. Below it is a note: 'Categories, unlike tags, can have a hierarchy. You might have that have children categories for Bebop and Big Band. Totally c'. The 'Description' field has the placeholder text 'description here if you wish' and a note below it: 'The description is not prominent by default, however some the'. At the bottom of the form is an 'Add Category' button.

You can enter as many or as few categories as you wish, these will display within your sidebar of your WordPress Blog.

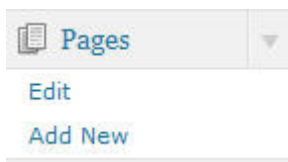
The next chapter will show you how to create additional pages for your WordPress Blog....

Creating additional pages within your WordPress Blog

Most Wordpress Themes will normally have an **'about'** page that you can enter your bio for people to get an idea who you are.





It could be that you might want to add additional pages, whether it is to contact you, resources page or whatever meets your needs.














This is a simple process, firstly locate the 'pages' taskbar on the left of your Admin Dashboard:



Click **'Add New'**

Contact Page

Upload/Insert    

B *I* ABC             

Enter your contact details here, if you wish you can click the HTML tab and enter your HTML code, you can also add pictures, video or audio.

Over on the right you can 'save draft' or 'preview' before you publish page. You can also disable comments and pings if you wish.

Path: p


Word count: 51

You can complete the details of all the additional pages, you want to add, you can **'save draft'** and **'preview'** your pages before **'publishing'** them for all to see.

Publish

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

 Publish **immediately** [Edit](#)

So, well done that is your pages created, I think you will want to write your first blog post now?

I hear you ;-) so in the next chapter we will look at writing a blog post...

Writing your first WordPress Blog Post

Writing a Blog post can prove difficult in the beginning.

There may be lots of things going through your mind just now.

Where do I start?

What will I talk about?

How long should my post be?

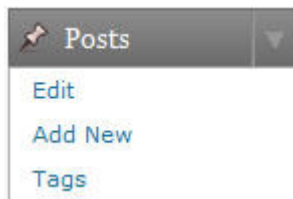
There is no definitive answer to this, it is your blog so be yourself.

You can talk about anything and everything, and if it is a niche blog, still lots to talk about.

There is no rule about how long or short a post should be, I would suggest a minimum of 200 words.

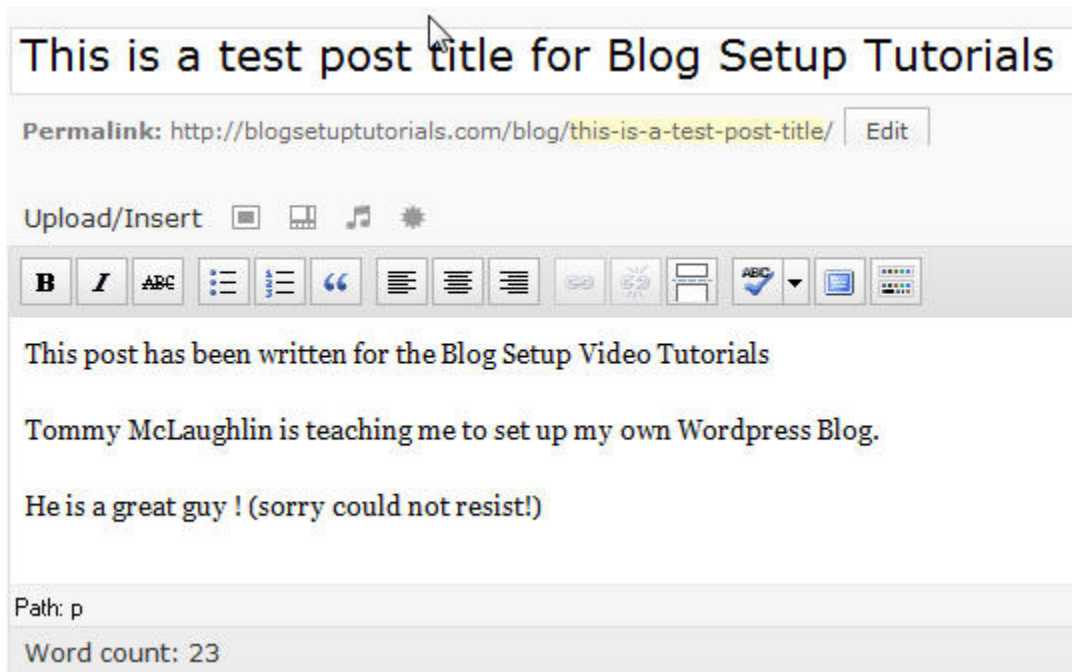
I find my posts range from 300 – 700 words, dependant on what you want to say.

So here we go then, firstly look for 'posts' on left hand taskbar, click link, this will display the following:



You will see the above options; we will cover '**Tags**' shortly, however you will need to click '**Add New**'

You will see the following screen shown below:



You can enter the title of the post; remember to include any **'keywords'** you may want to include, for example if you are talking about dogs, then include dogs in your title.

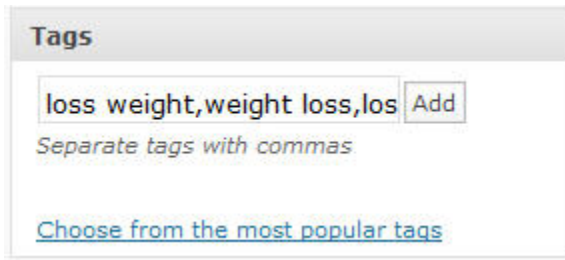
The body of screenshot is where you can enter your blog post text.

You can also see shown the **'Permalink'** this shows exactly what will appear in the web browser, you can edit this if you wish.

Click **'Save Now'** you can also **'Preview'** your post (I always do this as it allows me to read it as my reader would and spot typos or bad grammar.

Now we are almost ready to **'publish'** our first post, I want to first show you how to create **'tags'** and simple **'backlinks'**.

Creating '**Tags**' is very easy to do, depending what the topic of your post is that you have written about, list the '**keywords**', for example, if your post is about weight loss, some keywords could be '**Loss Weight**', '**Weight Loss**' '**Lose Weight Fast**' and so on



You would look to do this every time you create a post.

Creating '**backlinks**' allows you to let other blogs know you have written a new post with a link to your post.

This will appear in the other person's Admin Dashboard.

First things first, to create a '**backlink**' to the blog you wish to communicate, simply type in the blog address (**URL**)



Now, when you publish your post, a link is sent to the other blogs Admin Dashboard.

Well, there we go, your first post, in the next chapter we will look at how to add pictures, video and audio to your Blog Posts.

Adding pictures and video to your WordPress Blog

This chapter will look at adding pictures, video & audio within your WordPress Blog posts, this is known as Web 2.0 Marketing.


Firstly, we will look at adding pictures to your blog, within the post screen.

Click **'the picture icon'**



A pop up screen will appear, you will need to enter the following information:

Your Picture URL address (if uploaded to your

	dock.jpg
	image/jpeg
	2009-02-09 14:04:32
Title	* dock
Caption	picture of dock
Description	enter your discription here
Link URL	enter a url link if required
	<input type="button" value="None"/> <input type="button" value="File URL"/> <input type="button" value="Post URL"/>
	<i>Enter a link URL or click above for presets.</i>

server)

Image Description

Alignment of Picture (i.e.- left, center, right etc)

Dimensions (change the dimensions of picture, add a border ..)

Enter a link URL or click above for presets

Alignment	<input checked="" type="radio"/> None	<input type="radio"/> Left	<input type="radio"/> Center	<input type="radio"/> Right
Size	<input type="radio"/> Thumbnail (150 × 150)	<input checked="" type="radio"/> Medium (300 × 225)	<input type="radio"/> Large	<input type="radio"/> Full size (1024 × 768)

[Delete](#)

Click '**Save all changes**'

You can view image, and make any changes you wish, for example if image is too large, you can resize.



picture of dock

he Blog Setup Video Tutorials

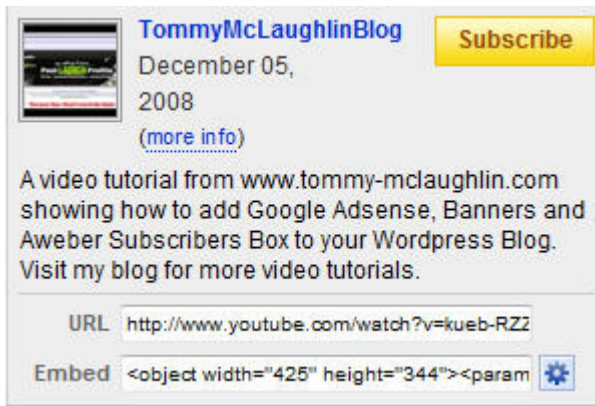
You can preview post and publish when you are happy

Adding Video to your WordPress Blog

Adding video to your WordPress Blog posts can prove very powerful, whether it is your own video, or someone else's video from Youtube or Viddler.

Now you can install a WordPress Plug-in to do this, but I prefer just to **'embed'** the video to my posts.

This is not as difficult as you may think, once you have your video uploaded, look for the **'Embed Code'**



The screenshot shows a YouTube video player interface. At the top left is a small video thumbnail. To its right, the channel name "TommyMcLaughlinBlog" is displayed in blue, followed by the date "December 05, 2008" and a "(more info)" link. A yellow "Subscribe" button is located to the right of the channel name. Below this information is a text description: "A video tutorial from www.tommy-mclaughlin.com showing how to add Google AdSense, Banners and Aweber Subscribers Box to your Wordpress Blog. Visit my blog for more video tutorials." Underneath the description is a "URL" field containing the video link: "http://www.youtube.com/watch?v=kueb-RZ2". At the bottom, there is an "Embed" field containing the code: "<object width='425' height='344'><param". A gear icon for settings is visible to the right of the embed code.

Copy the **'Embed'** code and paste it within your blog post:

'Save' Post and **'Preview'**

You can view the post and to ensure video has embedded properly

How to add Google AdSense. Banners and ...

LIBRINO CURLOS

★★★★★

Select theme to edit: PoSense-blue

adsense_sidebar.php



```
google_ad_type = "text_image";
google_ad_channel = "";
google_color_border = "0000FF";
google_color_bg = "0000FF";
google_color_link = "2E488B";
google_color_text = "000000";
google_color_url = "2E488B";
//-->
</script>
<script type="text/javascript">
  <!--
  <script src="http://pagead2.googlesyndication.com/pagead/as/pt.js" type="text/javascript">
  </script>
  <script src="http://www.tommy-mclaughlin.com/google/adsense/adsense.js" type="text/javascript">
  </script>
  <script src="http://www.tommy-mclaughlin.com/google/adsense/adsense.js" type="text/javascript">
  </script>
  <script src="http://www.resourceexportprofits.com/adsense/images/banners/tp125.gif" alt="Click HERE For ResourceExportProfits.com" width="125" height="125" border="0" />
  </script>
  <script src="http://www.tommy-mclaughlin.com/google/adsense/adsense.js" type="text/javascript">
  </script>
  <script src="http://www.resourceexportprofits.com/adsense/images/3.jpg" border="0" />
  </script>
  </script>
```

Update File


Theme Files

Templates

- Archives (arch)
- Search Form
- adsense_singl
- adsense_sing
- Main Index Te
- index.php
- Popup Comm
- Comments - pr
- adsense_home
- adsense_hum
- 404 Template
- Sidebar (sideb
- Page Template
- page.php
- adsense_sidel
- adsense_side
- archives.php
- archives.php
- Single Post (si
- Header (head
- adsense_singl



Share and Enjoy:



This is the video now embedded into your post

Monetizing your WordPress Blog

You have now set up your Blog and decided which plugins you want to install. You will now have to decide how you want you make money or where you want your money to come from to be more precise.

There are a lot of ways to make money online but I've listed the most popular ways and hopefully you'll be able to use all of them eventually but I'd advise starting with one and once you've got the hang of that you can move up and add another income stream and go from there.

Google AdSense

By far the most popular way to make money online is by using Google AdSense ads on your blog.

Google AdSense is a free program which you can sign up for through Google. You place targeted ads on your blog and when people click these ads you get paid a percentage.

The price per click varies from niche to niche but there are some pretty good ones out there which sometimes get up to \$10 per click which is pretty incredible really. I would stress this is top end earnings and would be dependant on the niche.

Depending on the niche you're targeting you can make a hell of a lot of money using Google AdSense and I'd highly recommend it to newbies because it's easy and fast to set up and has the most likely chance of success.

If you're going to use Google AdSense for making money with your blog, then I recommend that you install the following plug-in within WordPress to make your job a lot easier.

More details on Google AdSense: <http://adsense.google.com>

All In One AdSense Plug-in

This plug-in will automatically insert Google AdSense ads into your blog posts. It's very easy to setup, you can read more about it and decide if you would like to use it by visiting the author's page below.

The plug-in is free to use and download.

Author's page: <http://www.linewbie.com/wordpress-plugins/all-in-one-adsense-and-ypn>

Download: <http://www.linewbie.com/attach-diy/files/all-in-one-adsense-and-ypn.zip>

Yahoo Publisher

A program similar to Google AdSense is Yahoo Publisher Network. If you've not applied with Yahoo Publisher as yet, I would recommend setting up an account.

They have been in BETA stage for the past few years, but they are still accepting new applications. Your site must have original and unique content to be accepted into Yahoo Publisher.

Keep in mind that if you apply for an YPN account, that you cannot place YPN and Google AdSense ads on the same page, you have to choose between one of the two advertising options.

More details on YPN: <http://publisher.yahoo.com/>

Clickbank Ad Rotator

Clickbank Ad Rotator is very similar to Google AdSense and Yahoo Publisher.

It can also be used in conjunction with your Google AdSense and Yahoo Publisher Ads.

This software pulls ads advertising products from the Clickbank Marketplace; you can decide which keywords you wish to use and size, text etc for your ads.

The beauty of the Clickbank Ad Rotator is that you can earn the full affiliate sale, so can earn anything up to **\$75 a sale** from your clickthroughs, rather than just earning a small percentage per click that Google AdSense and Yahoo Publish offer.

More details on Clickbank Ad Rotator:

<http://www.cbadrotator.com>

BidVertiser

If you've not been accepted into Google AdSense or Yahoo Publisher, then another option is to register for an account with BidVertiser.

They also offer a pay per click formula for making money with your website. Usually you are paid less than Google and YPN, but it's a decent opportunity to make money if for some reason you were not accepted into the big two listed above.

More details on Bidvertiser:

http://www.bidvertiser.com/bdv/BidVertiser/bdv_publisher.dbm

AdBrite

If you're now starting out this may not be the best option, but it's a solid option for those who have a well established blog.

By using AdBrite users are paying to display text ads on your website. There are other advertising options available as well, but the most popular option is the text based ads.

More details on Adbrite: <http://www.adbrite.com/mb/how-publishers-splash.php>

Chitika

This is another solid option for making money with your blog. Chitika is another CPC option that can actually be placed on your website along with Google AdSense.

Unlike YPN which cannot be displayed on the same page as AdSense, you can indeed have Chitika ads along with Google AdSense.

They have recently launched a new program called Premium Ads.

More details on Chitika: <http://chitika.com/premiumads.php>

CPM Networks

If your blog has started to receive a steady flow of traffic, and then you can consider displaying ads where you are paid for every impression. The ads displayed are banner ads.

For example you can be paid \$1 for every 1000 impressions for a banner ad placement.

For a site that generates quite a bit of page views, it can generate considerable income. On the other hand, if you have a low traffic site, then this is not the best option.

You'll find a listing of some of the better CPM networks below:

Casale Media: <http://casalemedia.com/>

Value Click: <http://www.valueclickmedia.com/>

Tribal Fusion: <http://www.tribalfusion.com/SmartPublishers/>

Right Media: <http://www.rightmedia.com/>

Advertising.com: <http://www.advertising.com/index.php>

Affiliate Programs

Everyone has heard of affiliate programs on the web and one way to promote affiliate programs through your blog is by using banners and links to send people to your sign up page so you can earn a commission per sign up.

Or, if you're selling a product, then you can also use text links to send people to your affiliate sites or through your affiliate links in order to receive a commission.

Affiliate programs are similar to adsense only it requires a lot more from the user so you may have to work a bit harder.

Overall, making money from your blog is easy but the most important part of earning a decent wage from your websites and blogs is to get traffic. Without traffic you're never going to get customers and without customers you won't get sales.

It works the same for adsense and affiliate programs, without the traffic you won't get people clicking on your ads or signing up or buying your affiliate products.

Getting traffic to your blog is easier said than done but if you persevere you should be able to make a lot of money from blogging.

Remember, you can set up more than one blog and it is always a good idea to have niche targeted blogs that you can concentrate on separately.

You'll find some of the better affiliate marketing companies below:

Click Bank: <http://www.clickbank.com>

Pay Dot Com: <http://www.paydotcom.com>

Commission Junction: <http://cj.com/publishers/>

These are just a few options for monetizing your blog; in the next chapter I will show you how to add Google AdSense and some advertising banners.

Adding Google AdSense, Aweber and Affiliate Banners to your Blog

Hopefully, in the last chapter you will have decided how you may want to monetize your blog.

The most common requests I receive via email or my blog is how to add Google AdSense, Aweber and Affiliate Banners to a blog.

I will break this down and look at each one individually.

Google AdSense

As I explained in the previous chapter, Google AdSense is the easiest way to generate a residual income from the traffic visiting your blog.

If you have not registered for a Google AdSense account you can get more information here:

<http://adsense.google.com>

I won't go through all the steps of registering an adsense account or generating your adsense ad code, you will have step by step instructions in your own account.

Once you have generated your adsense code, it will look something like this:

```
<script type="text/javascript"><!--  
google_ad_client = "YOUR ADSENSE PUB NO IN HERE";  
google_ad_width = 160;  
google_ad_height = 600;  
google_ad_format = "160x600_as";  
google_ad_type = "text_image";  
google_ad_channel = "";  
google_color_border = "BDCEFF";  
google_color_bg = "BDCEFF";  
google_color_link = "2B489B";  
google_color_text = "000000";  
google_color_url = "2B489B";  
//-->  
</script>
```

You now have your Google adsense code; it will now be a simple step of copying and pasting it into your sidebar.

What to remember is that everyone's wordpress theme will be different so it maybe that the file name may be slightly different.


Don't panic too much as you will see the file name, if you are having any problems, then drop me a line in the members area forum.

The first thing is to look for the **'Appearance'** taskbar on the left hand side of your Admin Dashboard:



Then click **'Editor'**

This will take you to the Theme Files and Templates.

Search Results
(search.php)
Sidebar (sidebar.php)
Single Post (single.php)
Theme Functions (functions.php) 
adsense_homepage_banner.php
(adsense_homepage_banner.php)
adsense_homepage_linkunit.php
(adsense_homepage_linkunit.php)
adsense_sidebar.php
(adsense_sidebar.php)
adsense_singlepost_bottom_banner.php
(adsense_singlepost_bottom_banner.php)
adsense_singlepost_bottom_square.php

This is a selection of the theme templates, as you can see there is a **'Sidebar'** page.

I know that the file I require is **'adsense_sidebar'** page due to being a Prosense Wordpress Theme.

For this example, I click **'adsense_sidebar.php'** page.

This will enable you to paste your Google Adsense code into the above page:

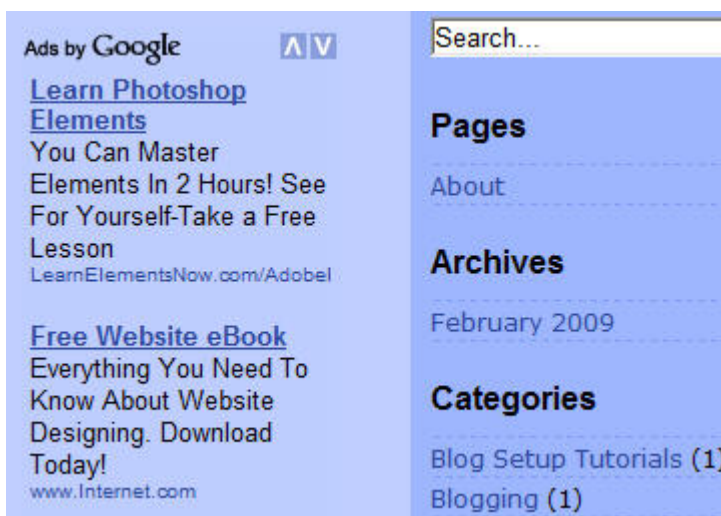
adsense_sidebar.php

```
<script type="text/javascript"><!--  
google_ad_client = "pub-3313154232477969";  
google_ad_width = 160;  
google_ad_height = 600;  
google_ad_format = "160x600_as";  
google_ad_type = "text_image";  
google_ad_channel = "";  
google_color_border = "BDCEFF";  
google_color_bg = "BDCEFF";  
google_color_link = "2B489B";  
google_color_text = "000000";  
google_color_url = "2B489B";  
//-->  
</script>  
<script type="text/javascript"  
  src="http://pagead2.googlesyndication.com/pagead/show_ads.js">  
</script>
```

Update File

Click **'Update File'**

You can see the newly inserted Google Adsense Ad on the Blog below:



The screenshot shows a blue sidebar with a search bar at the top. Below the search bar are three sections: 'Pages' with a link to 'About', 'Archives' with a link to 'February 2009', and 'Categories' with links to 'Blog Setup Tutorials (1)' and 'Blogging (1)'. On the left side of the sidebar, there are two Google Adsense advertisements. The first is titled 'Learn Photoshop Elements' and describes a 2-hour course. The second is titled 'Free Website eBook' and offers a download for website designing.

Aweber

There are a few autoresponder services available, the autoresponder I use is [Aweber](#), and it may be that you are using an autoresponder to build your list giving away a free product using your blog.

You may possibly use your autoresponder to build subscribers to your blog.

If you want to find out more about Aweber you can find out more here:

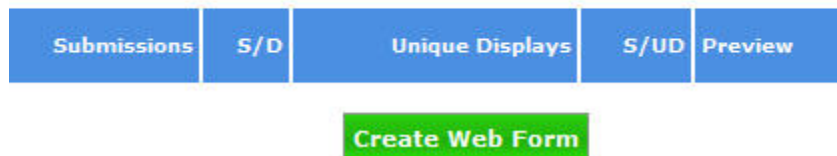
<http://www.aweber.com>

Firstly log in to your Aweber Account:



Click '**List Name**' then click '**Web Forms**'

using this page. The web form wizard allows you to create hover pops that target web forms placed within your webpage. If you create more than 1 form, we will automatically decide which form is the best to use. 0 minutes.



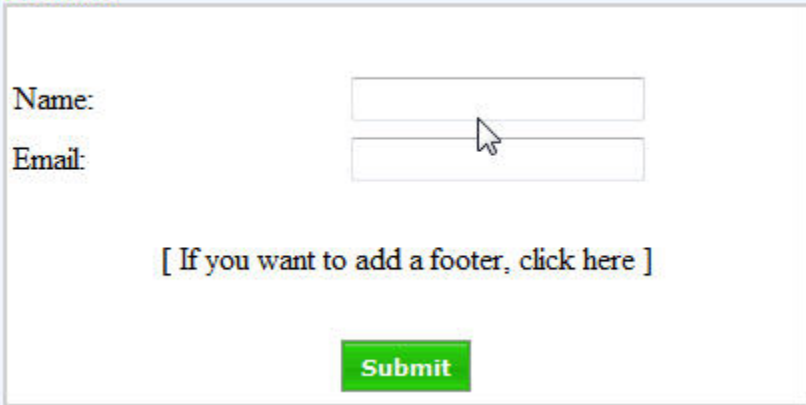
This will take you to another screen where you can create pop-ups and other forms for your blog, however for this example we are going to create a web form to enter into your sidebar, so people can subscribe to your blog.

Enter a name for your list, then click '**next**'

Form Name:	<input type="text" value="Your Listname here"/>	Appears only to you.
-------------------	---	----------------------

This will bring up a form that you can edit to say anything you want:

Preview:



Name:

Email:

[If you want to add a footer, click here]

Submit

You can add headlines, footer, edit the Name & Email and change text of the **'submit'** button; all you need to do is click where you wish to place text.

I have completed this basic web form as an example:

Preview:



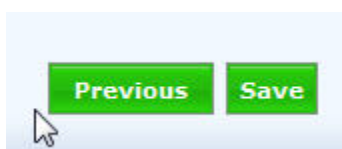
Subscribe to my Blog

Name:

Email:

Please, keep me posted

Click **'save'** on right hand side of screen:



Previous **Save**

You will receive a success message and your web form will be displayed below:

Web Forms:

Turn off any pop-up blockers before ups, exit pop-ups, pop-unders and split test different forms on your site
Note: Statistics are delayed up to 1

Name	Type
Blog Setup Tutorials	inline

You can preview your web form, make any changes you want, but for this example, we need **'Get HTML'**:

Preview	Get HTML	Copy
Preview	Get HTML	Copy

You will get a choice of JavaScript code or Raw HTML Version, the decision is yours as to which you prefer:



Highlight the text and press **'copy'**

Now, before we cover the steps to insert your Aweber subscriber's box into your blog, I want to digress slightly and show you a quick feature Aweber provides that can help you add value to your subscriber and possibly upsell if you wish.

Firstly, you need to go to **'My Lists'**:



You will see a drop down list appear with a few options, you need to click **'Confirmed Opt-in'**

You will be able to customize your message and tailor it to your needs; however the feature I want to show you is **'Confirmation Success Page'**

Confirmation Success Page

What page of your website do you want to send people to when they confirm?

As you will see above, this allows you to send your subscriber to anywhere you want after they confirm their **Opt-in**.

Whether it is a free listbuilding eBook or a special offer as thanks for subscribing? It is entirely up to you, but I would always suggest you use this feature if you can.

Enter the web address you want to use and press **'save'**

Confirmation Success Page (optional)

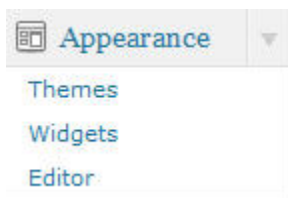
Enter Web Address Here

Save

Anyone that subscribes to your Blog will automatically be sent to the website/offer you entered above.

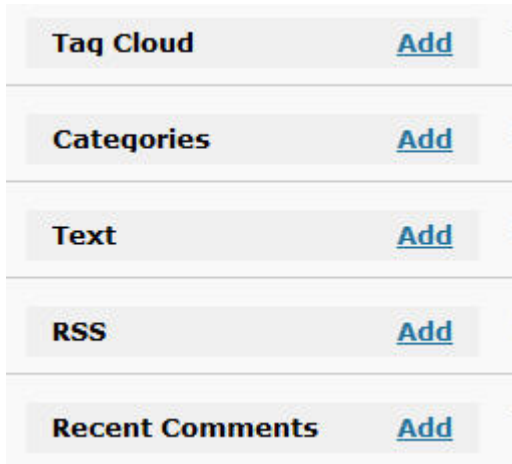
Ok, let's continue with inserting your Aweber Box into your Blog.

You now have your Aweber html code, as before you need to locate, the **'Appearance'** taskbar on the left hand side of Admin Dashboard:



Then click **'Widgets'**

This will take you to all the available widgets you can add to your blog:



The widget we are looking for is **'Text'**

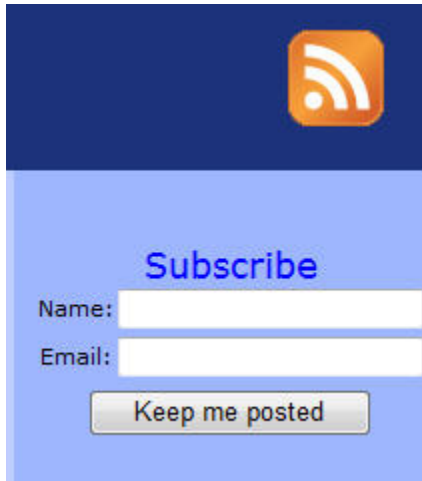
Click **'Add'** then **'Save Changes'**:

We will now need to **'edit'** the widget and paste the Aweber Code into it:



Click **'done'** then **'save changes'**

You can see the Aweber Subscriber Box in the blog below:

A screenshot of an Aweber subscriber box. It features a dark blue header with a white RSS icon. Below the header is a light blue section containing the word "Subscribe" in blue text. Underneath "Subscribe" are two white input fields labeled "Name:" and "Email:". At the bottom of the form is a grey button with the text "Keep me posted".

This is just a basic subscribe box, with a bit of time and effort you can customize it with graphics, colors etc.

Next we will look at adding affiliate banners to your blog...

Affiliate Banners

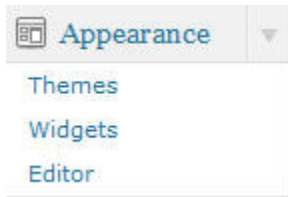
In the last chapter we spoke about affiliate programs, such as [Clickbank](#) and [Paydotcom](#), you could then search for affiliate programs that you may want to promote.

Affiliate Banners can be a productive way to monetize your blog.

NB: Do not overload your blog with flash banners or have lots of large banners, this will distract your readers or first visitors from your content. Most people find it off putting and will click away from your blog.

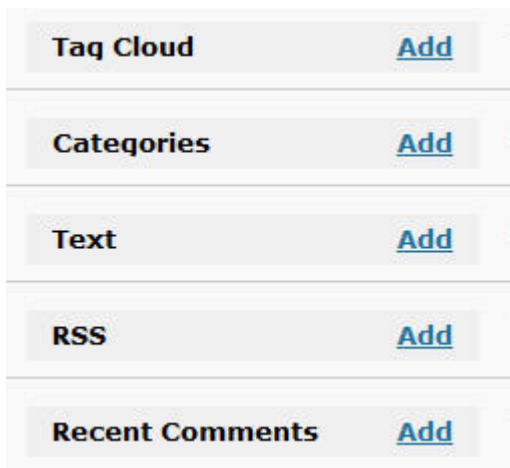
Once you have found the affiliate banner that you want to promote, you will follow the same steps as before:

You now have your Affiliate Banner html code, as before you need to locate, the **'Appearance'** taskbar on the left hand side of Admin Dashboard:



Then click **'Widgets'**

This will take you to the Widgets Files:



The widget we are looking for is again the **'Text'**

Click **'Add'** then **'Save Changes'**:

We will now need to **'edit'** the widget and paste the Banner Code into it:

```
Text
<center><a
href="http://www.bloggingtothebank.com"></a></center>
<p>
```

Click **'Done'** then **'Save Changes'**

You can see the Affiliate Banner in the blog below:



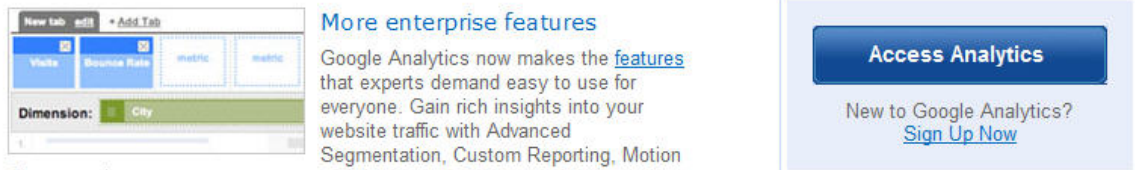
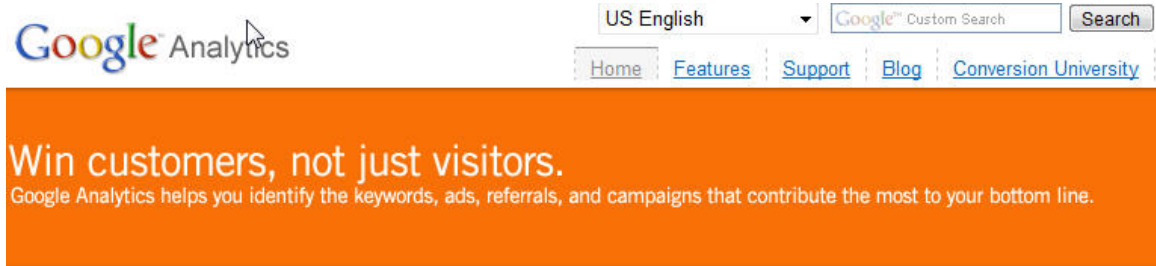
Ok, so just too quickly recap, in this chapter you will have learned how to install Google AdSense, Aweber Subscribe Box and Affiliate Banners.

We have covered monetizing your WordPress Blog, in the next chapter we will look at installing Google Analytics to your WordPress Blog ...

Adding Google Analytics to your WordPress Blog

Once the traffic to your blog starts to increase and you start to analyze where it is coming from, then I would recommend Google Analytics to do so.

Google Analytics is a free service and if you click the image below, you can sign up for a free account:



Once you have signed up, and completed your personal profile, you will need to take the steps to add your blogs details to generate your Analytics code.

Click **'Add Website Profile'**

[Add Website Profile»](#)

A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

The next step is to complete all the details of your blog and your local timezone.

Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or cre

Add a Profile for a **new** domain OR Add a Profile for an **existing** domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

Examples: www.mywebsite.com

Note: You can add more profiles after you add this profile


Time zone country or territory:

Time zone: (GMT+00:00) London

Click '**Finish**'

Google Analytics will now generate your JavaScript code, you will also see at the moment that Google knows that code has not been installed yet:

Tracking Code

Tracking Status Information	
Profile Name:	www.blogsetuptutorials.com
Website URL:	http://www.blogsetuptutorials.com
Web Property ID:	UA-6470217-2
Tracking Status:	 Tracking Not Installed (Last checked: Feb 11, 2009 3:38:12 AM) The Google Analytics tracking code has not been detected on your website's home page. F

Instructions for adding tracking

New Tracking Code (ga.js)

Legacy Tracking Code (urchin.js)

Copy the following code block into every webpage you want to track immediately before the `</body>` tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting **new features** as they become available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://w
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' t:
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-6470217-2");
pageTracker._trackPageview();
} catch(err) {}</script>
```

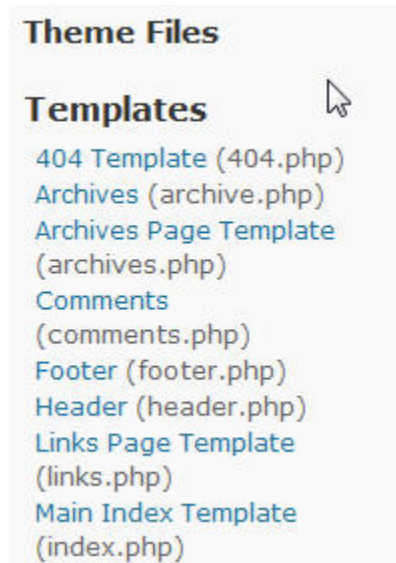
Copy the JavaScript code shown as above.

Access your WordPress Admin Dashboard; you will need to locate the **'appearance'** taskbar on the left of the Admin Dashboard:



Click **'Editor'**

This will take you to the WordPress Theme Templates:



The Theme Files Template that is required to insert the Google Analytic code will be '**footer.php**'

Click '**Footer (footer.php)**'

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol
document.write(unescape("%3Cscript src='" + gaJsHost
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-6470217-2");
pageTracker._trackPageview();
} catch(err) {}</script>
</body>
</html>
```

Copy and paste the Google Analytics, into the code, ensure that it is above the **< /body >** tag.

Click '**Update File**'

NB: Some WordPress Themes may have encrypted footer Template, so you might not be able to insert the code into the file.

Traffic generation techniques for your blog

Using a blog to promote a product or service or even just to add to the internet's vast quantity of information is a very popular hobby and a great way to make money online.

There are a lot of different ways to make money blogging but the most important factor you'll need to learn is how to get traffic to your blog because, of course, the more traffic you get the more profitable your blog site can become.

Blogging is a very easy way to make money online and if you can master ways to build traffic to your site then you'll definitely have some success online. There are several ways to generate traffic to a website or blog and below are a few of the best ways known on the internet.

If you've followed my instructions earlier with my recommended WordPress Plugins, you should have already submitted your sitemap to the following sites:

[Google Webmaster Tools](#)

[Live Webmaster](#)

[Yahoo Site Explorer](#)

that's the first step. This is to ensure your WordPress Blog is '**spidered**' by the search engines.

Submitting Feeds

It's very important that you submit your feeds for quick indexing by the search engines but also for possible syndication on other websites. You'll find that once your information is high quality that your blog post can be featured on many other websites who have picked up your feed. By default Wordpress creates your feed URL.

For example if your blog was located at <http://yourdomain.com>, then the feed URL in most cases would be <http://yourdomain.com/feed>

You should submit your blog feed to the top feed sites that I've listed below:

[RSS Network](#)

[Syndic8](#)

[Technorati](#)

[Postami](#)

[Finance Investing Feeds](#)

[Security Protection Feeds](#)

[Realty Feeds](#)

[Medical Feeds](#)

[Religious Podcasts](#)

[Sports Feeds](#)

[Political Feeds](#)

[Government Feeds](#)

[Educational Feeds](#)

[2RSS](#)

[NewsMob](#)

[Sourceforge.net](#)

[Feeds.com.br](#)

[Ping-O-Matic](#)

[Yenra](#)

[FeedFarm](#)

[RSS Feed](#)

[RSS Verzeichnis](#)

[4Guys from Rolla](#)

[DevASP](#)

[ASP Index](#)

[SourceForge](#)

[Feeds4All](#)

[Plazoo](#)

[FeedCat](#)

[JordoMedia](#)

[RSS Mad](#)

[Auto Feeds](#)

[FeedSee](#)

[Feedooyoo](#)

[Science Port](#)

[FeedAge](#)

[GoldenFeed](#)

[RSSMicro](#)

[Octora RSS Feeds](#)

[FeedFury](#)

[RSSMotron](#)

[FindRSS](#)

[FeedBase](#)

[RSSMotron](#)

[RSSBuffet](#)

[SolarWarp](#)

[FeedReader](#)

[RSS Mountain](#)

[FeedNuts](#)

Comment on blogs and involve yourself in other blog communities

Commenting on other blogs will allow you involve yourself in other blog communities and doing this can allow you to befriend other blog users.

Also, commenting on other blogs can gain you some reputation and readers because a lot of blog sites allow you to leave a link or have a link to your blog or email address in your post which means people will read your comments and then click through to your blog which gives you more traffic and visitors.

Blog Communities

Joining Social Networking sites such as Stumble Upon and Digg can greatly improve your traffic. However, a lot of people have reported that Social Networking as a source of traffic can be unreliable and a bit up and down.

Relying on it as your main source of traffic probably isn't a good idea but it can send you a truck load of traffic every now and again.

Blog communities are slightly more reliable as you can have your blog posts featured on pages of their sites and if you post a lot of content then you could end up with many featured posts which can really help your traffic.

You'll find a listing of sites you can submit your blog below:

[Blog Digger](#)

[ReadABlog](#)

[Blogarama](#)

[BlogStreet](#)

[Globe of Blogs](#)

[Kmax Blog Links](#)

[BlogSearchEngine](#)

[EatonWeb](#)

[Blo.gs](#)

[BlogCensus](#)

[BlogLines](#)

[BoingBoing](#)

[Blogz](#)

[BlogWatcher](#)

[BlogPulse](#)

[BlogCatalog](#)

[Blogdir](#)

[FeedMap](#)

[BlogSearch](#)

[BlogSweet](#)

[BlogFlux](#)

[Blogtastic](#)

[Blog Introduction](#)

[BlogTopSites](#)

[Blogion](#)

[BOTW Blog](#)

[BlogBusiness](#)

[BlogTopList](#)

[BlogBurst](#)

Overall, generating blog traffic isn't as hard as people say; it just requires a lot of patience and a bit of work to achieve a good amount of traffic.

Of course, all your posts and writing will help your search engine rankings in the long run, especially if you use SEO in your content and articles.

Forum Posting

By far the easiest and most fun way to gain Backlinks fast is by posting on forums and becoming an active forum user.

You can use your blog URL in your signature link which will give you a Backlink for every post you make. However, there is a little trick which is definitely worth doing because it'll ensure your back linking work isn't wasted.

Not all forums have **"do follow links"** which means that not all your links will be followed by the search engine spiders. Because of this you will need to make sure that you only post in **"do follow forums"**.

You can quite easily get a list of **"do follow forums"** from various places on the web but you may also be interested in getting the NoDoFollow extension for Firefox browser which will show you the do follow and no follow links so you can check your links after you've made posts in forums.

This technique can also be used when posting on other peoples' blogs which is another great way to gain Backlinks.

Social Media Websites

Millions of people have accounts at MySpace, Facebook, Bebo, Twitter, I am by no means an expert with Social Media, and you can however generate good traffic to your WordPress Blog by using these sites.

A good free resource for learning more about Social Media Websites is

<http://www.socialnetworkingsitesexplained.com/>

One Social Media Website I have started to use to drive traffic to my WordPress Blog is [Twitter](#), this site is exploding with millions of users and some very big names using it daily, Oprah, Demi Moore, Barak Obama, Arnold Schwarzenegger to name a few.

Here are some free resources I have used to learn about maximizing [Twitter](#).

<http://tweetingwithyou.com> (My Mentor Alex's Twitter Video Series)

<http://www.dominating-twitter.com> (This will show you how to use Twitter)

<http://www.twitter-muscle.com> (This will teach you Twitter Etiquette)

<http://www.tweetlater.com> (This will help you manage your Twitter Account.)

<http://www.tweetelitepro.com/> (Will help create a massive following on Twitter.)

This would not be used as your main source of traffic, but can be very powerful.

Link Exchanging

If you're set on getting a lot of back links for a long time in the future then you should look into exchanging links with other blogs and using your "**blog roll**" to post links to your link exchange partners.

I wouldn't recommend using link exchange software because Google has started to frown upon users who use software to exchange links with people. However, done right, this technique can be very effective and can allow you to build a relationship with other blog users.

Acknowledgements

There are a few people I would like to thank for all their help and support in making this eBook happen.

[Alex Jeffreys](#) my mentor for all your support and boundless energy in keeping me focused.

[John Thornhill](#) for all his help and advice with creating my own product.

[Garry Parkes](#), [Gary Simpson](#), [Dean Holland](#), [Paul Hamilton](#) [Nikki Stephens](#) and [Mark McWilliams](#) my good friends who helped with proof reading, video advice and reviewing, also providing encouragement when I needed it!

Not forgetting, you the reader thank you for taking the time to read this eBook and I hope to have provided solid information and value to you.

Conclusion

Congratulations, on getting this far, if you have followed all the information provided you will have just set up your own WordPress Blog.

I have tried to cover all the basics on getting your WordPress Blog with this step by step eBook.

If I can be anymore help or if you have any questions, drop me an email – ask@blogsetuptutorials.com

To your Blogging success,

*Tommy
McLaughlin*