

WordPress And Blogger Installation And Optimization Guide

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Introduction

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

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

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

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

Blogs

So what's a blog?

Here are some formal definitions and where they came from.

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

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

We've come a long way baby.

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

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

Blogger
WordPress

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

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

Blogger

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

Cons – Not nearly as versatile as WordPress.

WordPress

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

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

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

Well, you can read them here:

<http://en.WordPress.com/tos/>

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

Okay, so forewarned is forearmed.

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

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

Let’s begin.

Blogger

To create your Blogger blog, go to this URL:

<https://www.blogger.com/start>

You'll see something that should look like this:



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

<https://www.google.com/accounts/NewAccount>



Create an Account

If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength:](#)
Minimum of 8 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

You will then use this info for everything you sign up for that has to do with Google. It makes life very easy.

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

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

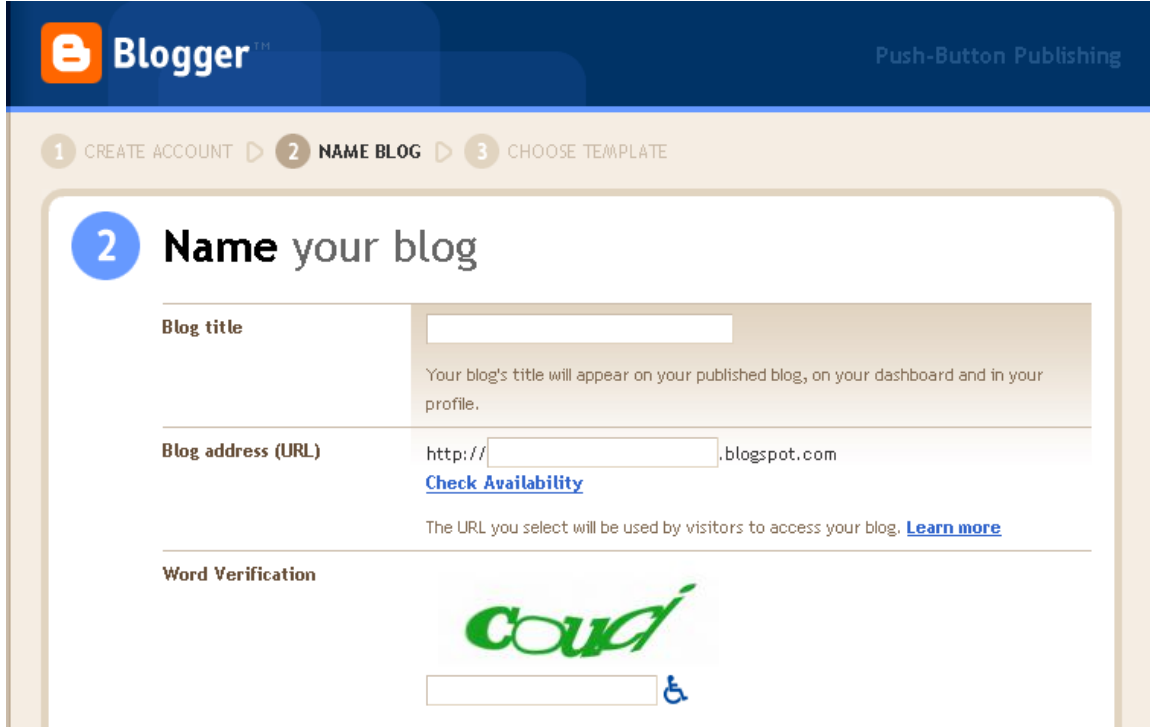
It will look like this:



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

So let's assume we haven't yet created a blog. There is a link at the far right under where it says **Language** that says **Create a Blog**. Click on that.

You'll be taken to the following page:



The screenshot shows the Blogger 'Name your blog' setup page. At the top, the Blogger logo is on the left and 'Push-Button Publishing' is on the right. Below the logo, a progress bar shows three steps: 1. CREATE ACCOUNT, 2. NAME BLOG (highlighted), and 3. CHOOSE TEMPLATE. The main heading is '2 Name your blog'. There are three sections: 'Blog title' with a text input field and a note that the title will appear on the blog, dashboard, and profile; 'Blog address (URL)' with a text input field containing 'http://', a '.blogspot.com' suffix, and a 'Check Availability' link; and 'Word Verification' with a green 'could' image and a text input field with a blue accessibility icon.

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

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

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

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

When choosing your blog URL, if it already exists, you'll get this message when clicking on **Check Availability**.

2 Name your blog

Blog title	<input type="text"/>
	Your blog's title will appear on your published blog, on your dashboard and in your profile.
Blog address (URL)	http://makemoneyonline.blogspot.com Check Availability ⚠ Sorry, this blog address is not available Please consider one of the following: <ul style="list-style-type: none"> • steven-wagenheim • swagenheim
	The URL you select will be used by visitors to access your blog. Learn more

I tried getting the blog URL makemoneyonline.blogspot.com and was given the message that the blog address is not available.

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


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

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

type the characters you see in the picture.

Advanced Options (you can always set up advanced options later)

Host your blog	Want to host your blog somewhere else? Try Advanced Blog Setup . This will allow you to host your blog somewhere other than Blogspot.
Import a blog	Use our Import Blog Tool to import an existing Blogger blog.

CONTINUE 

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

Host your blog – This is where you can host your blog at another domain. We're going to skip this part as I've concluded that if you're going to host a blog yourself, go with WordPress. It's a much better solution.

Import a blog – This gives you the option of importing another Blogger blog from another location. Again, we're going to skip this part.

Click on where it says **Continue**.

2 Choose a template

Choose a custom look for your blog. You can easily **change the template later**, or even create your own custom template design once your blog is set up.

CONTINUE

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

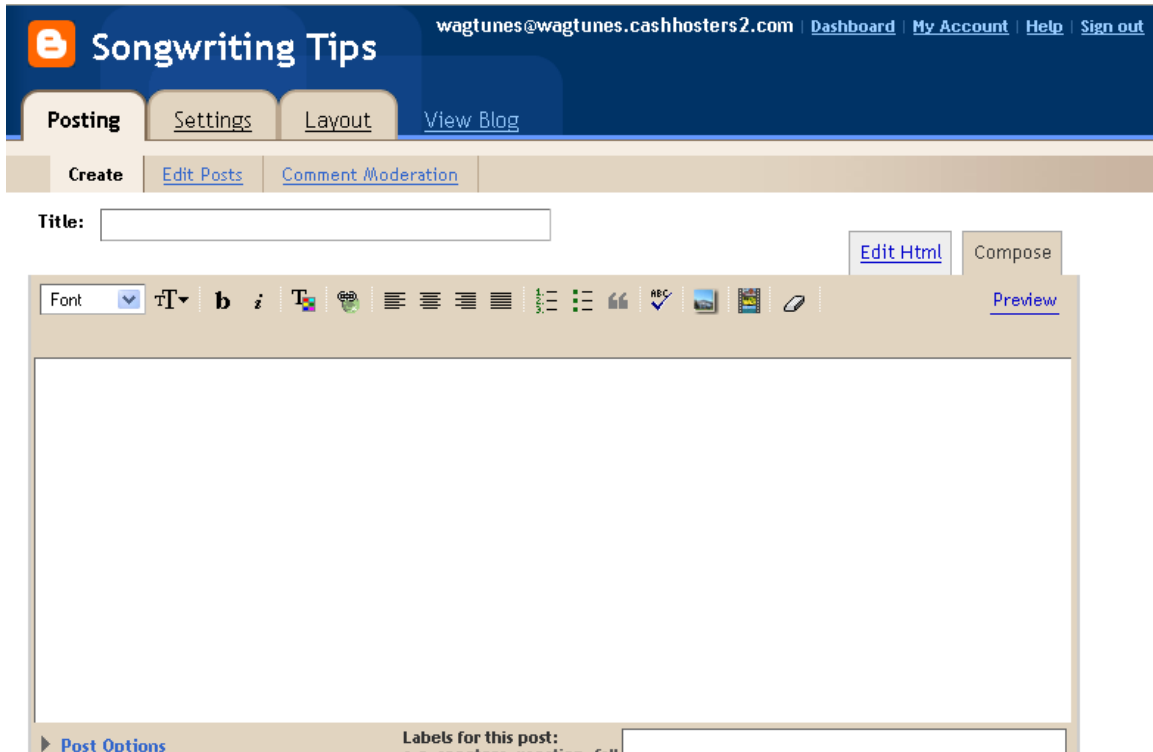
Just click on the radial button for the template that you want (there are a few but not as many as for WordPress) and then click **Continue**.

! **Your blog has been created!**

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

START BLOGGING

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



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

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

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

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

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

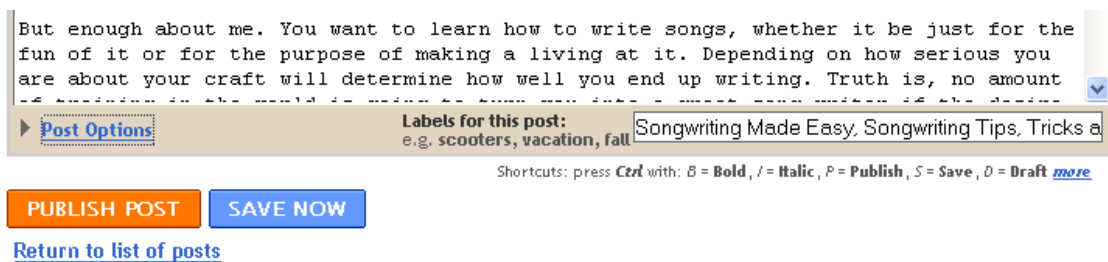
If you want to use HTML instead, just click on where it says **Edit HTML**. To go back to plain text, just click on where it says **Compose**. You can always go back and forth between the two if you want.

One common problem you may run into, if you're copying and pasting an article from another application, such as Word, is that if you paste it into the regular text editor, you may end up with one long paragraph instead of multiple paragraphs. When this happens, you need to go into the HTML editor and fix the HTML so that you have line breaks. Either that, or manually go through the text and insert them by hand.

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

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

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



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

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



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

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

Labels For This Post – These are your relevant keywords to the article. You want to include as many relevant ones as you can for SEO purposes. We'll go over SEO in detail in another volume.

Publish Post or Save Now – You can either have your post published right away, or you can save it to publish at a later time. I usually have my posts published immediately.

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



Your blog post published successfully!

[View Blog](#) (in a new window)

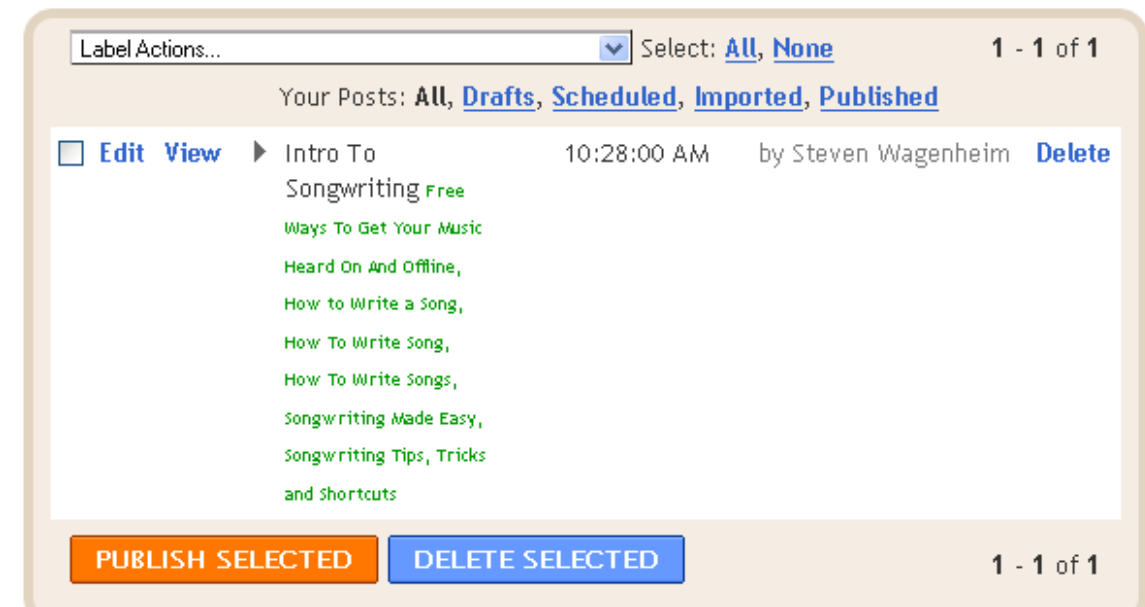
Need to change it? [Edit post](#) | [Create a new post](#)

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

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

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

Click on **Edit Posts**.



You'll see a list of all your blog posts for this blog. In my case, there is only one.

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

Let's start with Label Actions.

Suppose you forgot one of your keywords.

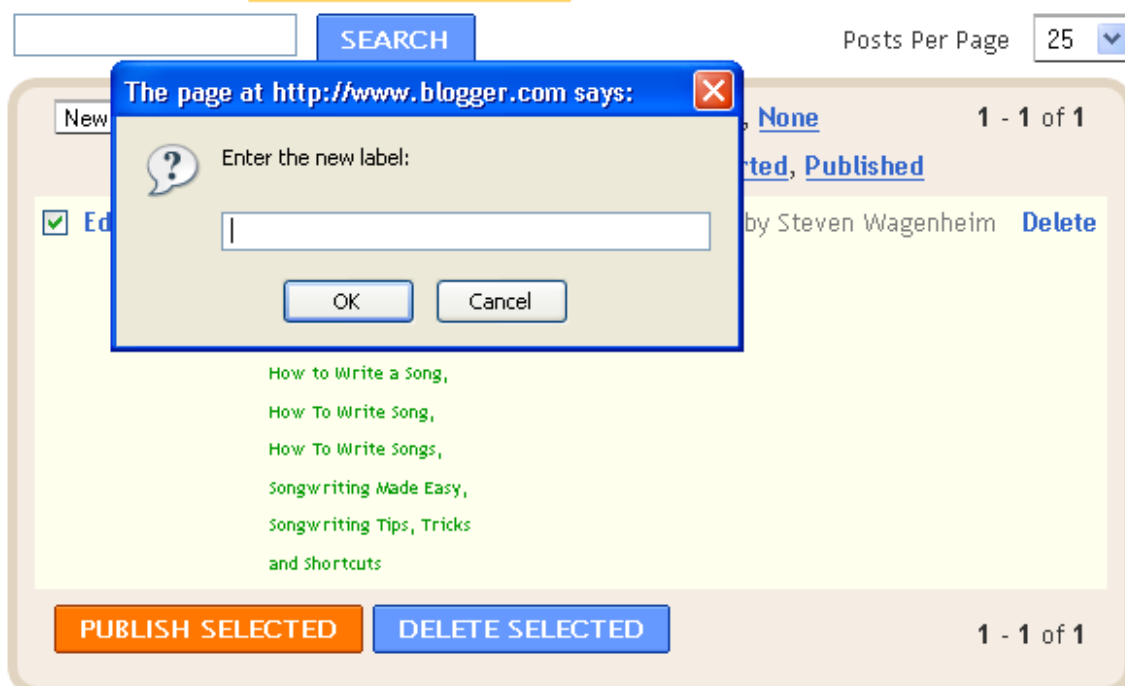
First, click on the box next to where it says **Edit** for the post you want to edit.

Then, click on the dropdown box that says **Label Actions**.



At the bottom of **Apply label** you'll see **New Label**. You'll also notice that you can **Remove label** in case you added one that doesn't belong.

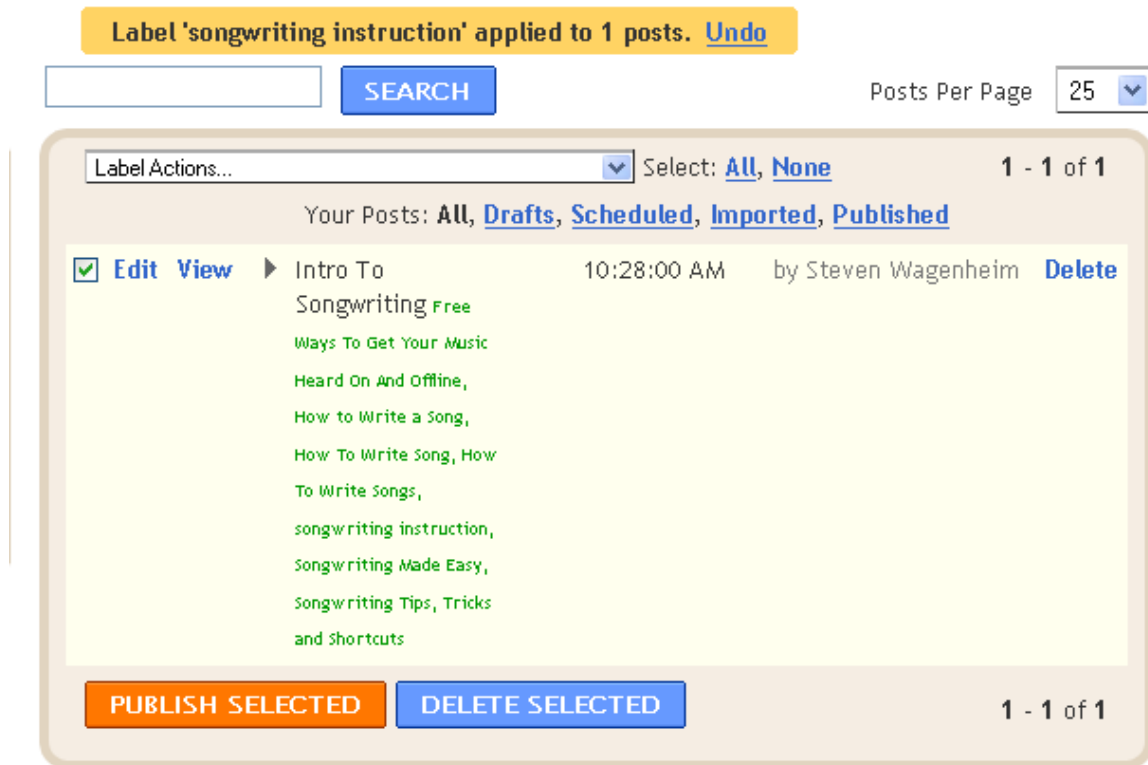
Click on **New label** and you'll see the following:



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

I'm going to enter in **songwriting instruction**.

You'll see the following message:



The screenshot shows a confirmation message at the top: "Label 'songwriting instruction' applied to 1 posts. [Undo](#)". Below this is a search bar and a "Posts Per Page" dropdown set to 25. The main content area is titled "Label Actions..." and shows "Select: [All](#), [None](#)" and "1 - 1 of 1". Underneath, it says "Your Posts: [All](#), [Drafts](#), [Scheduled](#), [Imported](#), [Published](#)". A list of posts is shown with a checked checkbox, "Edit View" link, and a right arrow. The first post is "Intro To Songwriting Free" by Steven Wagenheim, dated 10:28:00 AM, with a "Delete" link. The post content includes: "Ways To Get Your Music Heard On And Offline, How to Write a Song, How To Write Song, How To Write Songs, songwriting instruction, Songwriting Made Easy, Songwriting Tips, Tricks and Shortcuts". At the bottom of the list are two buttons: "PUBLISH SELECTED" and "DELETE SELECTED", and a "1 - 1 of 1" indicator.

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

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

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

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

Let's move on.

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

All – This is the default and will show you every post you've made.

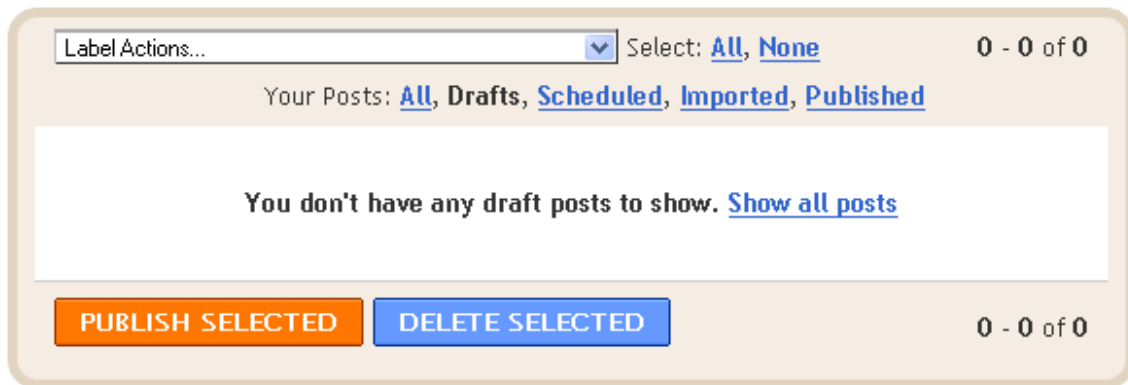
Drafts – Shows you posts made but not published yet.

Scheduled – Shows posts made that are scheduled to be posted in the future.

Imported – Shows posts imported from another blog.

Published – Shows only posts that have been published.

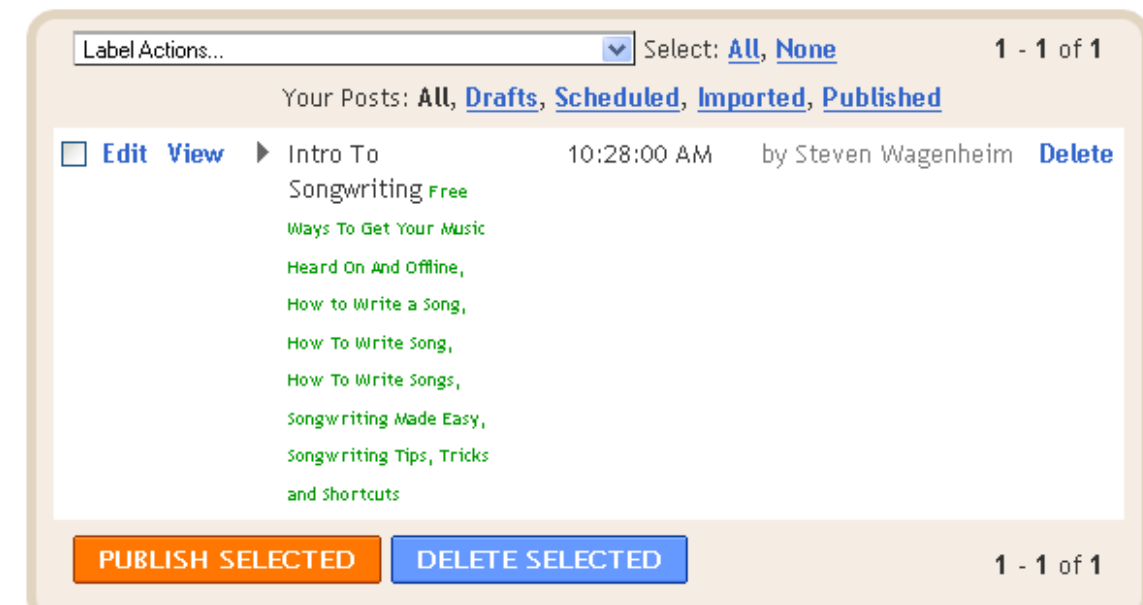
So, if I were to click on **Drafts**, I would get the following page:



This screenshot shows a WordPress interface for the 'Drafts' category. At the top, there is a 'Label Actions...' dropdown menu and a 'Select: All, None' option. Below this, it says 'Your Posts: All, Drafts, Scheduled, Imported, Published'. The main content area is empty, displaying the message: 'You don't have any draft posts to show. [Show all posts](#)'. At the bottom, there are two buttons: 'PUBLISH SELECTED' (orange) and 'DELETE SELECTED' (blue). The status '0 - 0 of 0' is shown in the top right and bottom right corners.

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

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



This screenshot shows a WordPress interface for the 'Drafts' category with one post listed. At the top, there is a 'Label Actions...' dropdown menu and a 'Select: All, None' option. Below this, it says 'Your Posts: All, Drafts, Scheduled, Imported, Published'. The post list contains one entry: 'Intro To Songwriting Free' with a green checkmark, a right-pointing arrow, the time '10:28:00 AM', the author 'by Steven Wagenheim', and a 'Delete' link. The post title is followed by a list of sub-headers: 'Ways To Get Your Music Heard On And Offline, How to Write a Song, How To Write Song, How To Write Songs, Songwriting Made Easy, Songwriting Tips, Tricks and shortcuts'. At the bottom, there are two buttons: 'PUBLISH SELECTED' (orange) and 'DELETE SELECTED' (blue). The status '1 - 1 of 1' is shown in the top right and bottom right corners.

Let's check off the box and click on **Edit**.

Title:

[Edit HTML](#) [Compose](#)

b *i* [Preview](#)

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, "And The Angels Sing" and "Hell I'm In Hell"...two very different tunes. From 2003 through most of 2008, I took a break from writing to work on my Internet business...which is doing nicely. In October of 2008, I began writing again. I got myself a brand new recording studio (I do all my own recording) and got right back into it. It was wonderful.

I've written over 700 songs in my 30 plus years, which comes out to over 20 songs a year. I am now working on my 2nd CD since October...each one with 16 songs, so I'm really picking up the pace.

But enough about me. You want to learn how to write songs, whether it be just for the fun of it or for the purpose of making a living at it. Depending on how serious you are about your craft will determine how well you end up writing. Truth is, no amount

[Post Options](#) Labels for this post: e.g. scooters, vacation, fall Free Ways To Get Your Music Heard On And Offlin [Show all](#)

Shortcuts: press **Ctrl** with: **B** = Bold, **I** = Italic, **P** = Publish, **D** = Draft [more](#)

[PUBLISH POST](#) [SAVE AS DRAFT](#)

This will take us to the edit screen where we can make any changes and then either republish the post or save as a draft. We can also make changes to our labels this way as well.

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

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

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

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

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

So let's go to **Settings** because there is a lot to cover.

Songwriting Tips wagtunes@wagtunes.cashhosters2.com [Dashboard](#) [My Account](#) [Help](#)

[Posting](#) **[Settings](#)** [Layout](#) [View Blog](#)

Basic [Publishing](#) [Formatting](#) [Comments](#) [Archiving](#) [Site Feed](#) [Email](#) [OpenID](#) [Permissions](#)

As you can see, there are a lot of options. I'm not going to go over all of them because some just aren't that important.

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

Blog Tools [Import blog](#) - [Export blog](#) - [Delete blog](#)

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

Title

Description

500 Characters Max.

Add your blog to our listings?

A Listed blog may be linked to from Blogger.com, such as the Blogger home page, Blogger Play, and Next Blog. If you select "No" your blog will not appear in these places, but it will still be available on the Internet. This blog will still be displayed on your profile unless you hide it. [Edit displayed blogs](#).

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


If you click on **Import**, you'll get the following screen.


Import a blog

Import posts and comments from a Blogger export file. Imported posts will be merged with any current posts, sorted by date. [Learn more.](#)

Select an exported blog file (.xml)

Enter the characters you see in the picture below:





Automatically publish all imported posts

This allows you to import blog posts and comments from your hard drive that you saved from a Blogger Export file. How do we get these? You got it...from the export function.

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

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

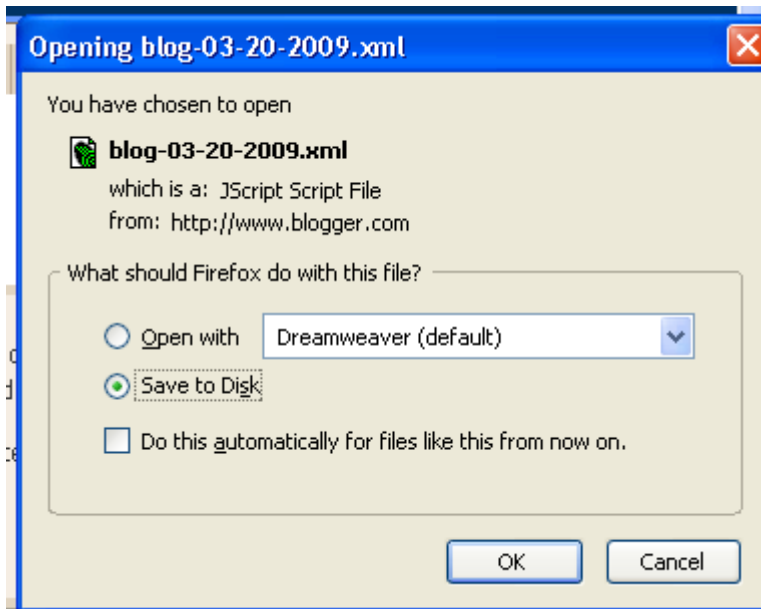
Export your blog

Export your blog into the Blogger Atom export format. You can do this to move your blog to another blogging service or simply to store your blog on your own hard drive. [Learn more](#)

Don't worry, your blog will still remain on Blogger until you delete it.

[Back to Basic Settings](#)

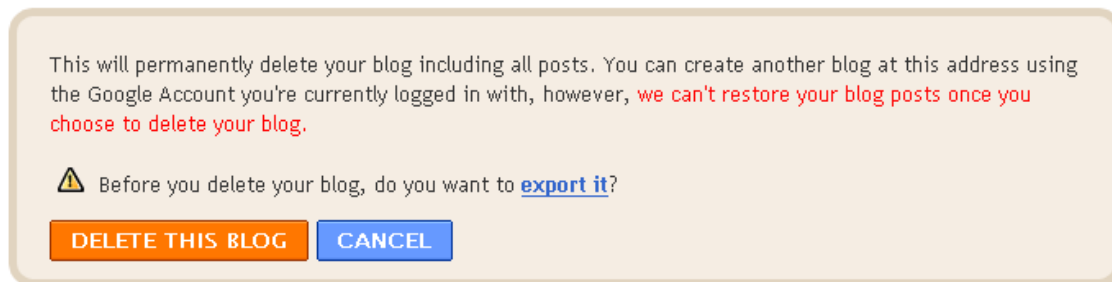
Simply click on **DOWNLOAD BLOG** and depending on what browser you're using, you'll get something that looks like this:



You'll be downloading an XML file to your computer. Just make sure you click on **Save to Disk** and remember where you put it for importing later.

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

Delete your blog



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

Continuing with the Basic settings, and skipping over the obvious Title and Description, which you can change at any time, let's move on down to the next 4 items.

Add your blog to our listings?

Yes ▾

A Listed blog may be linked to from Blogger.com, such as the Blogger home page, Blogger Play, and Next Blog. If you select "No" your blog will not appear in these places, but it will still be available on the Internet. This blog will still be displayed on your profile unless you hide it. [Edit displayed blogs.](#)

Let search engines find your blog?

Yes ▾

If you select "Yes" we will include your blog in Google Blog Search and ping [Weblogs.com](#). If you select "No", everyone can still view your blog but search engines will be instructed not to crawl it.

Show Quick Editing on your Blog?

Yes ▾

When you're logged in to Blogger, edit your posts from your blog with one click.

Show Email Post links?

No ▾

Email Post links let your visitors easily email posts from your blog to their friends.

Add your blog to our listings – This is a no brainer. Of course you want your blog added so that people can find it. Now, if you want to keep the blog private, there are ways to do this, this option being one of them. We're not going to go into that here though. For our purposes, the more eyes the better.

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

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

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

Moving on...

Adult Content?

No

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

Global Settings (Applies to all of your blogs.)

Show Compose Mode for all your blogs?

Yes

Adds a Compose mode to your Post Editor. (Also sometimes known as a [wysiwyg](#) editor.)

Enable transliteration?

Disable

in

Hindi - हिन्दी

[Learn more](#)

Adds a button to the toolbar for converting words from English to the selected language. (You may later change the language in the Post Editor). Your transliteration corrections will be saved to help Google improve this tool. See [Privacy Policy](#) for details.

SAVE SETTINGS

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

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

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

Enable

in

Hindi - हिन्दी

[Learn more](#)

Adds a button to
selected language
Your transliterati
tool. See [Privacy](#)

Hindi - हिन्दी
Kannada - ಕನ್ನಡ
Malayalam - മലയാളം
Tamil - தமிழ்
Telugu - తెలుగు

words from English to the
e language in the Post Editor
d to help Google improve this

SAVE SETTINGS

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

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



Publishing – These settings control where your blog is published.

You're publishing on **blogspot.com**

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

Hint: If you want to publish to an external FTP server, you will need to [Set 'Blog Readers' to 'Anybody'](#) and use a [Classic Template](#).

Blog*Spot Address

http:// .blogspot.com

Subject to availability.

Word Verification

You'll see a message that you're currently publishing on Blogspot. If you want to change that, click on where it says **Custom Domain**.

Publish on a custom domain

Switch to: • [blogspot.com](#) (Blogger's free hosting service)

Hint: If you want to publish to an external FTP server, you will need to [Set 'Blog Readers' to 'Anybody'](#) and use a [Classic Template](#).

Buy a domain for your blog

Already own a domain? [Switch to adv](#)

What address would you like your blog to have?

http://www. .com



Domains are registered through a Google partner and cost \$10 (USD) for one year. As part of registration, you will also get a [Google Apps](#) account for your new domain.

You can either buy a domain through Google (will cost you \$10) or if you already own a domain, **Switch to advanced settings.**

Advanced Settings

Need

Your Domain

http:// (Ex: [blog.example.com](#))

Your domain must be properly registered first. ([setup instructions](#))

We won't leave your readers behind!

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

Use a missing files host?

Yes No

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

Word Verification

Type the characters you see in the picture.

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

Use a missing files host – I would change this to **yes**.

Let's move on to **Formatting**.



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

Show posts on the main page.
If Days is selected, a limit of up to 500 posts will be enforced.

Date Header Format
This is how the date will appear above your posts.

Archive Index Date Format
This is how the archive links in your sidebar will display.

Timestamp Format

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

Date Header Format – Below are all your options.

Date Header Format	<input type="text" value="Saturday, March 21, 2009"/> <ul style="list-style-type: none"> Mar 21, 2009 March 21, 2009 Saturday, March 21, 2009 3/21/09 	above your posts.
Archive Index Date Format	<input type="text" value="Saturday, March 21, 2009"/> <ul style="list-style-type: none"> 3/21/2009 3.21.2009 20090321 2009/03/21 2009-03-21 21.3.09 Saturday Saturday, March 21 March 21, 2009 21 March 2009 21 March, 2009 	our sidebar will display.
Timestamp Format		
Time Zone		

I like to keep it easily readable by viewers, much like if they're reading a newspaper article, so I keep the default. Choose what's best for your purposes.

Archive Index Date Format – Below are the options.

Archive Index Date Format	<input type="text" value="March 2009"/> <ul style="list-style-type: none"> 3/1/09 - 4/1/09 03/01/2009 - 04/01/2009 03/2009 - 04/2009 2009/03 - 2009/04 	your sidebar will display.
Timestamp Format	<input type="text" value="3/1/09"/> <ul style="list-style-type: none"> 03/2009 03.2009 200903 03.09 2009-03 2009.03 March 2009 2009/03 	
Time Zone		
Language	<input type="text" value="03/09"/> <ul style="list-style-type: none"> 09_03 03_09 	

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

Timestamp Format – Below are the options.

Timestamp Format	<input type="text" value="7:58 AM"/>
Time Zone	<input type="text" value="3/21/2009 07:58:50 AM"/>
Language	<input type="text" value="21.3.09"/>

7:58 AM

7:58 AM

7:58:50 AM

3/21/2009 07:58:50 AM

Saturday, March 21, 2009

3/21/2009

7:58:50 AM

07:58

21.3.09

7:58 AM

I tend to stick to the default, but you could also go with day and date if you only update once a day. Blogs that you update often, you probably want to go with a time stamp so visitors can know exactly when you made your last post.

Let's move on...

Time Zone	<input type="text" value="(GMT-08:00) Pacific Time"/>
Language	<input type="text" value="English"/>
Convert line breaks	<input type="text" value="Yes"/>
<small>If Yes is selected, single hard-returns entered in the Post Editor will be replaced with single <code>
</code> tags in your blog, and two hard-returns will be replaced with two tags (<code>

</code>).</small>	
Show Title field	<input type="text" value="Yes"/>

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

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

Convert Line Breaks – Remember the problem I told you about when copying and pasting? This should take care of it, usually. Sometimes, depending on the editor you're copying and pasting from, it doesn't work. But leave this to **Yes**.

Show Title field – I would also leave this at the default **Yes**. I don't see any reason why you wouldn't want to show the title field.

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

Let's move on...



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

Comments

Show Hide

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

Who Can Comment?

- Anyone - *includes Anonymous Users*
- Registered Users - *includes OpenID*
- Users with Google Accounts
- Only members of this blog

Comment Form Placement

- Full page
- Pop-up window
- Embedded below post

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

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

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

Comments Default for Posts

New Posts Have Comments

Backlinks

Show Hide

Backlinks enable you to keep track of other pages on the web that link to your posts. [Learn more](#)

Note: Selecting "Hide" does not delete backlinks - You can show them at any time by re-selecting "Show".

Backlinks Default for Posts

New Posts Have Backlinks

Comments Default for Posts – Leave this as it is.

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

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

I'm skipping the next two.

Comment moderation

Always
 Only on posts older than days
 Never

Review comments before they are published. A link will appear on your dashboard when there are comments to review. [Learn more](#)

Email address

We will email you at this address when a non-member leaves a comment on your blog. Leave blank if you don't want to receive these emails.

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

Comment moderation is a double edged sword. It all comes down to how much of your day you want to devote to this. With very popular blogs, this can turn into a

royal nightmare. Trust me, I know. On one of my blogs I finally had to disable comments. This was for my WordPress main blog.

Show word verification for comments?

Yes No

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

Blog authors will not see word verification for comments.

Show profile images on comments?

Yes No

Comment Notification Email

[Choose from contacts](#)

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

SAVE SETTINGS

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

The last 2 aren't important.

Let's move on...

The screenshot shows the WordPress dashboard for a site named "Songwriting Tips". The top navigation bar includes the site logo, the email address "wagtunes@wagtunes.cashhosters2.com", and links for "Dashboard", "My Account", and "Help". Below this, there are two rows of menu items. The first row contains "Posting", "Settings" (which is highlighted), and "Layout", with a "View Blog" link to the right. The second row contains "Basic", "Publishing", "Formatting", "Comments", "Archiving" (circled in red), "Site Feed", "Email", "OpenID", and "Permissions".

Archive Frequency

Enable Post Pages?

Post Pages give each of your posts their own unique web page, in addition to appearing on your blog's front page.

SAVE SETTINGS

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

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

Let's move on...



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

Allow Blog Feeds

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

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

Here is why.

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

Let's move on...



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

BlogSend Address

[Choose from contacts](#)

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

Email Posting Address

(Also known as Mail2Blogger)

wagtunes.@blogger.com

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

- Publish emails immediately
- Save emails as draft posts
- Disabled

SAVE SETTINGS

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

Let's move on...




I'm skipping OpenID. It's not important enough for our purposes to go over and it's pretty involved. You will probably not be using this until it becomes popular to the point of being the "norm".

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

Blog Authors Your blog can have up to 100 authors.

1 Author can post to this blog

	Steven Wagenheim	wagtunes@wagtunes.cashhosters2.com admin
---	----------------------------------	---

[ADD AUTHORS](#)

Blog Readers Your blog can have up to 100 readers.

Who can view this blog?

Anybody Only people I choose Only blog authors


Your blog is open to all readers by default.

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

Authors – This is the list of authors who can post to your blog. If you want to add any click on **ADD AUTHORS**.

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

1 Author can post to this blog

	Steven Wagenheim	wagtunes@wagtunes.cashhosters2.com admin
---	----------------------------------	---


Invite more people to write to your blog

[Choose from contacts](#)
Enter the email addresses of people you want to write to your blog (separated by commas)

After clicking on **ADD AUTHORS** the above box will appear. If you enter in an email address of the person you want to have as an author on your blog, you'll get the following message:

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

1 Author can post to this blog

	Steven Wagenheim	wagtunes@wagtunes.cashhosters2.com admin
---	----------------------------------	---

1 Open invitation

swagen2167@aol.com	<i>sent</i> 3/21/09	invite again remove
--	------------------------	---

That email address is one of my other emails.

This is the email that I then got:

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

To contribute to this blog, visit:

<http://www.blogger.com/i.g?inviteID=5671394375410004421&blogID=3605374132323394030>

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

To learn more about Blogger and starting your own free blog visit <http://www.blogger.com>.

Simply click on the link in the email and you'll get the invite.

Steven Wagenheim has invited you to contribute to the blog

Songwriting Tips
<http://songwriting-tips-online.blogspot.com/>

To join this blog as an author, accept the invitation by signing in with your **Google** Account below.

Don't have a Google Account? [Create your account now](#)

Username (Email)	wagtunes@wagtunes.cashhosters2.com	Use a different account
Password	<input type="password"/>	Forgot your password?

[ACCEPT INVITATION](#)


Enter in your password, if this is your account, or use a different account or create an account if you don't have one.

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

Going back to settings, I see the following:

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

2 Authors can post to this blog

Steve Wagner	stevewagner@natures-healing-remedies.com author - grant admin privileges	remove
 Steven Wagenheim	wagtunes@wagtunes.cashhosters2.com admin	

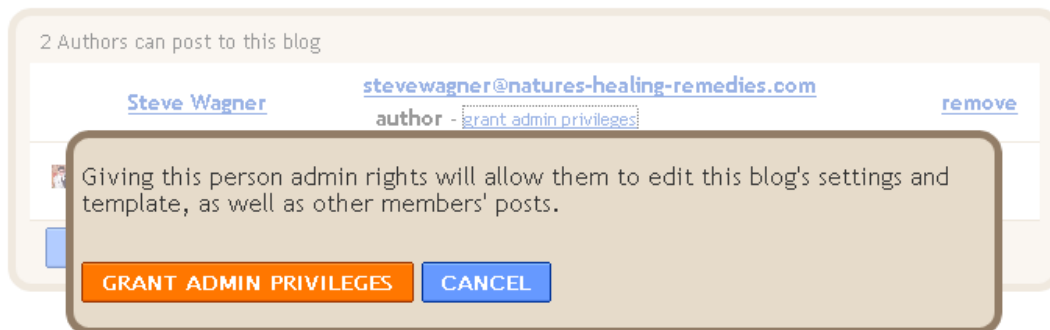
[ADD AUTHORS](#)

I used a different name to avoid confusion.

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

Let's click on that.

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



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

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



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

That takes care of **Settings**.



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

Page Elements – Just take a look at this below:

Add and Arrange Page Elements

Click and drag to rearrange page elements on your blog.

PREVIEW

CLEAR EDITS

SAVE

The screenshot shows a web editor interface for a blog. At the top is a blue 'Navbar' bar with an 'Edit' link on the right. Below the navbar is a 'Songwriting Tips (Header)' section with an 'Edit' link. The main content area is divided into two columns. The left column contains a 'Blog Posts' section with an 'Edit' link. The right column contains three gadget sections: 'Followers' with an 'Edit' link, 'Blog Archive' with an 'Edit' link, and 'Contributors' with an 'Edit' link. There are two 'Add a Gadget' links: one at the top right of the main content area and one at the bottom center of the main content area.

What you're looking at above is the actual graphical layout of my blog template by default. The header is at the top, blog posts go underneath at the left, and followers, archive and contributors are at the right hand side.

See where it says **Add a Gadget**? If we click on one of these links (right or bottom) we'll see the following:

Basics

Featured

Most Popular

Newest

Categories

News

Tools

Communication

Fun & Games

Finance


Sports

Lifestyle

Technology

Basics

1 - 19 of 19




Followers

Displays a list of users who follow your blog

By **Blogger**

Already added



HTML/JavaScript

Add third-party functionality or other code to your blog.

By **Blogger**

+




Text

Add some words to your blog - like a welcome message - with our rich text editor.

By **Blogger**

+

Now, there are a TON of these that you can add. I am not going to cover them all because we'll be here until a week from next Tuesday. I will go over the ones that you will be probably using the most.



AdSense

Earn revenue by displaying relevant ads on your blog.

By **Blogger**

+

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

If you click on the + sign, you'll see the following:

Format

160 x 600 Vertical Wide Banner

Text And Image Text Only

Colors

Blend Template

Customize Colors

Border	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="text" value="#ffffff"/>
Background	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="text" value="#ffffff"/>
Text	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="text" value="#666666"/>
Title	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="text" value="#999999"/>
Url	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="text" value="#5588aa"/>

Tip: [What color combinations are best for my site?](#)

Preview

Ads by Goooooogle

Free Telescope Catalog
 Low prices on dozens of telescopes at Orion's web site.
[zimplify.com](#)

Apartments for rent

Blogger will ask you what kind of format you want your AdSense blocks to be in. Personally, I use blocks of 3 ads for each block. You can have up to 3 AdSense blocks on a page.

If you're not an AdSense user, you'll be asked to create an account. This is beyond the scope of this part of the tutorial. Please refer to the AdSense section for how to do this.

Advanced

Your ads are currently serving with publisher ID *ca-pub-4025562143158908* .
[Switch to a different publisher ID.](#)

When you're done, just click on **SAVE**.


When you come back...

Page element added. [View Blog](#)

Add and Arrange Page Elements

Click and drag to rearrange page elements on your blog.

[PREVIEW](#) [CLEAR EDITS](#) [SAVE](#)



Navbar [Edit](#)

Songwriting Tips (Header) [Edit](#)

Blog Posts [Edit](#)

[Add a Gadget](#)

AdSense [Edit](#)

Followers [Edit](#)

Blog Archive [Edit](#)

Contributors [Edit](#)

[Add a Gadget](#)

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

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

Simply take your mouse, left click and drag the element to where you want it.

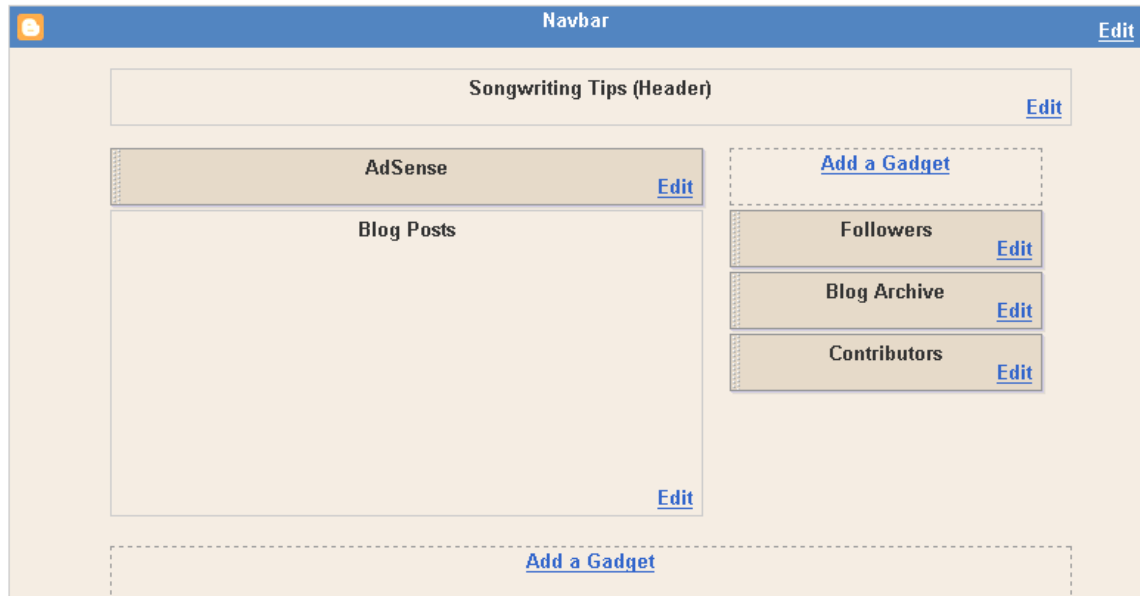
Add and Arrange Page Elements

Click and drag to rearrange page elements on your blog.

PREVIEW

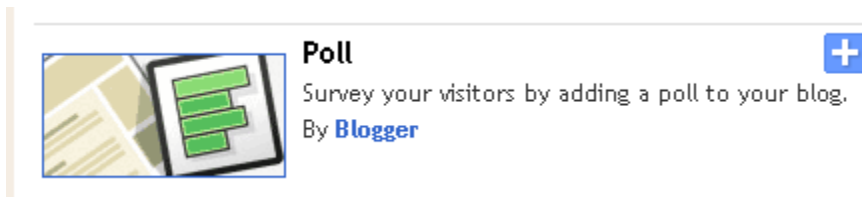
CLEAR EDITS

SAVE



As you can see, I moved it to right above my blog post.

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



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

If you click on the + sign...

Question

Answers [remove](#)
 [remove](#)
 [remove](#)
 [remove](#)

[Add another answer](#)

Allow visitors to select multiple answers

Poll closing date and time

[BACK](#) [CANCEL](#) [SAVE](#)

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

Enter the date that you want the poll to close.



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

Here is what it actually looks like on the blog itself.

SONGWRITING TIPS

FRIDAY, MARCH 20, 2009

Intro To Songwriting

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, "And The Angels Sing" and "Hell I'm In Hell"...two very different tunes. From 2003 through most of 2008, I took a break from writing to work on my Internet business...which is doing nicely. In October of


WHAT WOULD YOU LIKE TO LEARN MOST ABOUT SONGWRITING?

- lyric writing
- melody writing
- chord progressions
- song style

[Vote](#) [Show results](#)

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

This is a very useful feature.



Link List

Add a collection of your favorite sites, blogs, or web pages.

By [Blogger](#)

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

If you click on the + sign...

BACK CANCEL SAVE

Title

Number of links to show in list *Leave blank to show all links*

Sorting

New Site URL

New Site Name

ADD LINK

BACK CANCEL SAVE

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

Here is what it looks like:

Do You Write Songs?
Get help record your music without leaving your home studio
www.StudioPros.com

Your song on the Radio
Get played to 6M listeners who want to discover new music
Airplay.Jango.com

chord progressions
 song style

[Show results](#)

Votes so far: 0
Days left to vote: 6

FRIDAY, MARCH 20, 2009

Intro To Songwriting

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, "And The

MY FAVORITE LINKS
Superior Songwriting

I moved the gadget to under my poll.



Subscription Links



Let your readers easily subscribe to your blog with popular feed readers
By **Blogger**

Subscription Links – This gadget allows readers to subscribe to your blog with popular feed readers. For those who use these feeds, you want to give them to option to do it. It won't bring you a ton of traffic, but it will bring you visitors on a more regular basis if you update often.

If you click on the + sign...

Configure Subscription Links Help

Title:

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

Here is what it looks like on the blog itself.

Music Recording Studio
IADT Offers Recording Arts Degrees & More. Sharpen your Creative Edge!
GoForAcademyTampa.com

Songwriting Wanted
\$100,000.00 Recording/Publishing Contract Possible, Free Appraisal
www.majesticrecords1.com

Writing songs?
We can help you get your songs recorded with live studio musicians
www.StudioPros.com

Ads by Google

SUBSCRIBE TO SONGWRITING TIPS

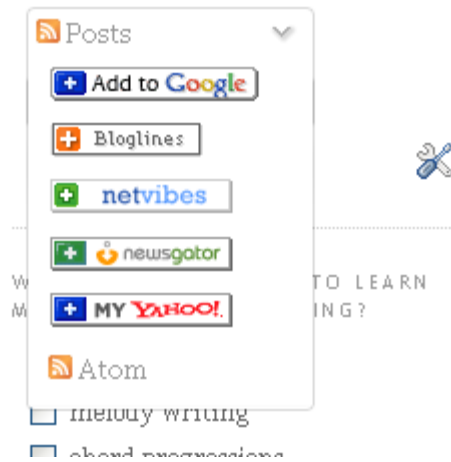
WHAT WOULD YOU LIKE TO LEARN MOST ABOUT SONGWRITING?

lyric writing

melody writing

If you click on where it says **Post** you'll see the following:

SUBSCRIBE TO SONGWRITING TIPS



The reader can then choose whatever subscription service they want.

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

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

Let's move on...



Fonts and Colors – Honestly, I never touch this. But I do know a lot of people who love to change the look of their blog, so here goes.

Page Elements **Fonts and Colors** Edit HTML Pick New Template Monetize

Page Background Color
Text Color
Link Color
Blog Title Color

Choose a color for Page Background Color

Colors from your blog

Colors that match your blog

More colors

Edit color hex code
#ffffff

Revert to template default
Shuffle blog colors

SAVE CHANGES CLEAR EDITS [Pop-Out](#)

You have a number of options here for your fonts and colors.

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

Yeah, it's that easy.

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

Page Elements **Fonts and Colors** Edit HTML Pick New Template Monetize

Text Font
Sidebar Title Font
Blog Title Font
Blog Description Font

Choose a font for Text Font

Font Family

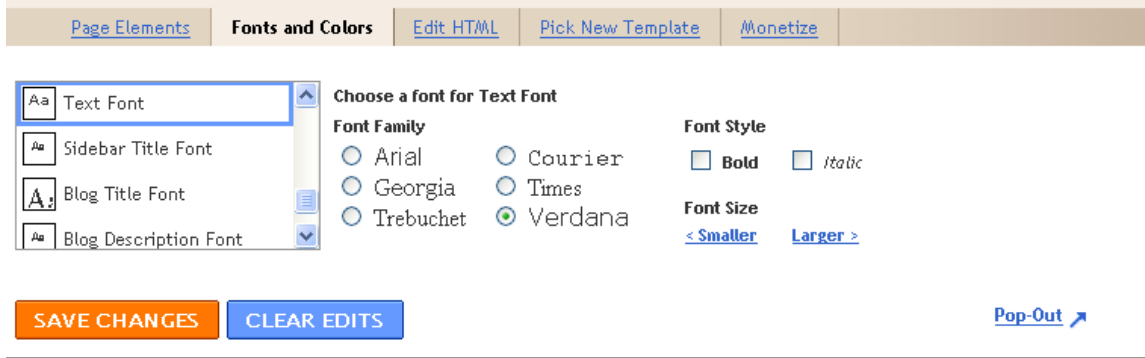
Font Style

Font Size

SAVE CHANGES CLEAR EDITS

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

When you're done making your changes, click on **SAVE CHANGES**.



FRIDAY, MARCH 20, 2009

[Vote](#) [Show results](#)

Intro To Songwriting

Welcome. My name is Steven Wagenheim. I know I'm not exactly a household name in the world of music, but I've been writing songs since 1977...over 30 years. I've had 2 songs published, "And The Angels Sing" and "Hell I'm In Hell"...two very different tunes. From 2003 through most of

Votes so far: 0
Days left to vote: 6

MY FAVORITE LINKS

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

Cool feature.

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



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

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

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

WordPress

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

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

How to install a WordPress blog both via Cpanel and manually

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

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

Let's begin.

Cpanel Installation

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

So why bother doing it manually through FTP?

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

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

If you log into your Cpanel, you should see something that looks like this:



If you click on it, you should get a new page open up that looks like this.

- Navigation
 - Fantastico Home**
 - Control Panel Home**
- Blogs
 - b2evolution**
 - Nucleus**
 - WordPress**

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

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 (2.7.1)
Disk space required: 7.26 MB
Disk space available: 9342.5 MB

You'll see the following page come up.

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

The following page will open:

WordPress

Install WordPress (1/3)

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

I'm going to cover each field so there's no confusion of what has to be filled in.

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

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

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

Base Configuration

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

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

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

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

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

You'll get the following:

WordPress

Install WordPress (2/3)

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

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

Click on **Finish installation** to continue.

The message will tell you:

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

All you need to do now is click on **Finish Installation**.

WordPress

Install WordPress (3/3)

`/home/swagen/public_html/wordpress/test/wp-config.php`
configured
`/home/swagen/public_html/wordpress/test/data.sql` configured

Please notice:

We only offer auto-installation and auto-configuration of **WordPress** but do not offer any kind of support.

You need a username and a password to enter the admin area. Your username is **swagen**. Your password is **[REDACTED]**. The full URL to the admin area (**Bookmark this!**):
<http://stevewagenheim.com/wordpress/test/wp-admin/>

Email the details of this installation to:

You'll be given all the details of your installation. Oh, and in case you're wondering, I deleted this install right after I finished this tutorial.

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

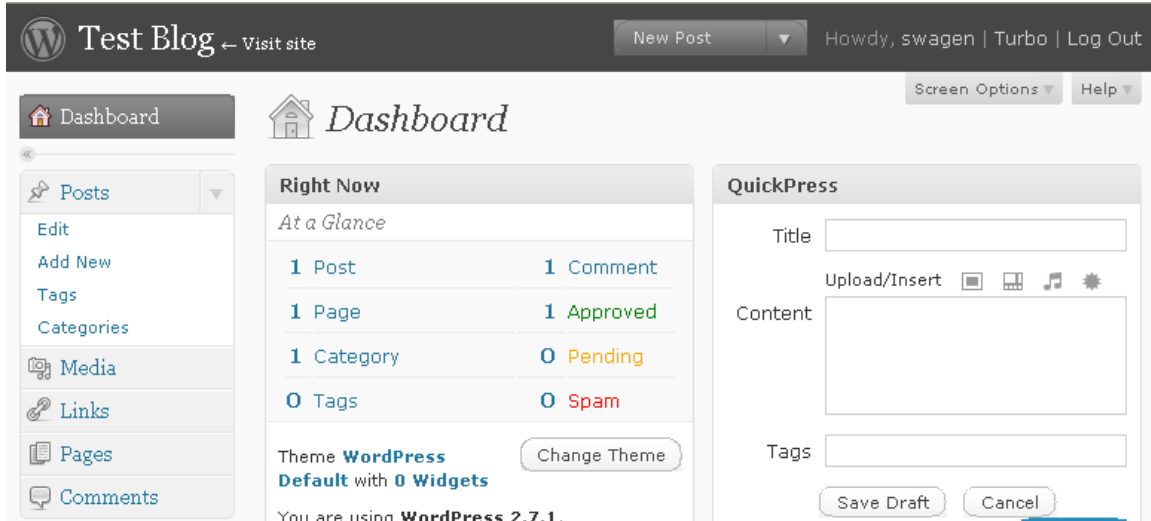
Okay, now that we have our blog installed, let's access our admin area. I'm going to do this through the blog I just installed so that we can start from scratch and show you how to install all the plugins that we're going to need.

Going to the URL for your admin area, you should see something like this:



Just enter in your username and password.

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



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

If this wasn't the current version, at the top of the dashboard would be a message to upgrade. The process is a simple 2 mouse click process and WordPress takes care of all of it for you. So don't worry that it's going to be something you can't handle.

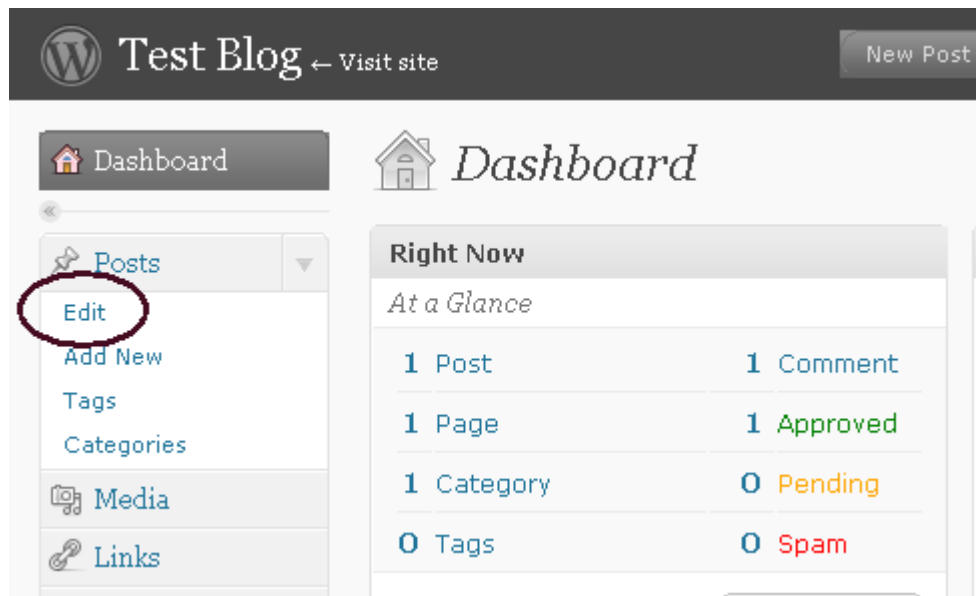
Okay, at this point most people are like, “Where do I start?” I know, it can be a bit overwhelming looking at a WordPress admin area. But if you take it one step at a time, it’s really not hard at all.

But...where to start?

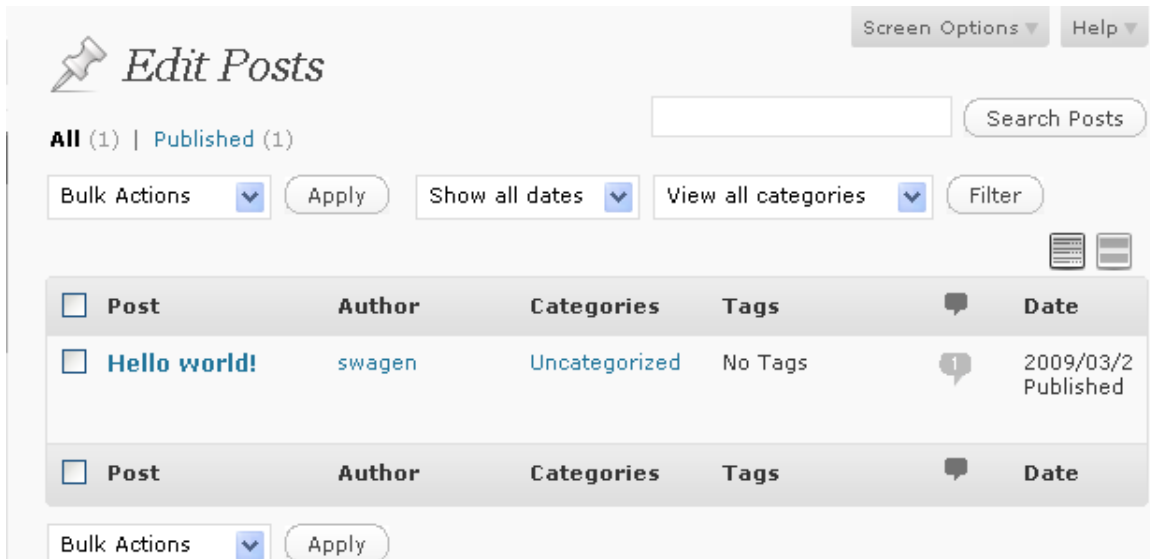
Since it all has to get done, it really doesn’t matter where we begin. However, I have my personal favorite routine for getting my WordPress blog into shape so that’s the one I’m going to share with you. Please feel free to adjust this to taste.

Step 1 – Kill Hello World

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



So what we’re going to do is click on **Edit** to get rid of our first post.



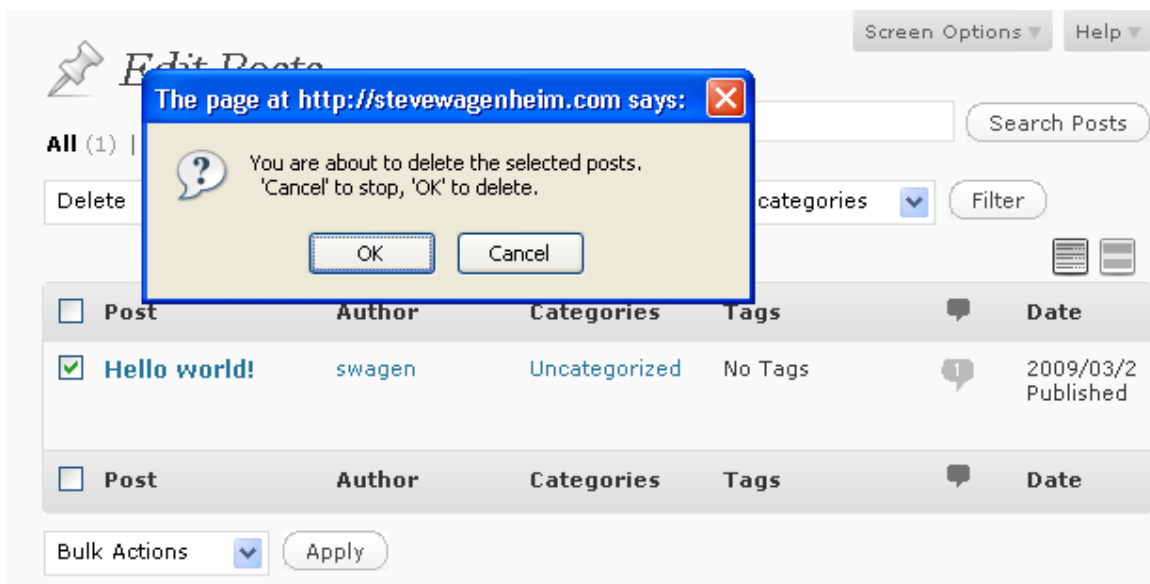
We arrive at the following page. What you need to do when you get here is simple.

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

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

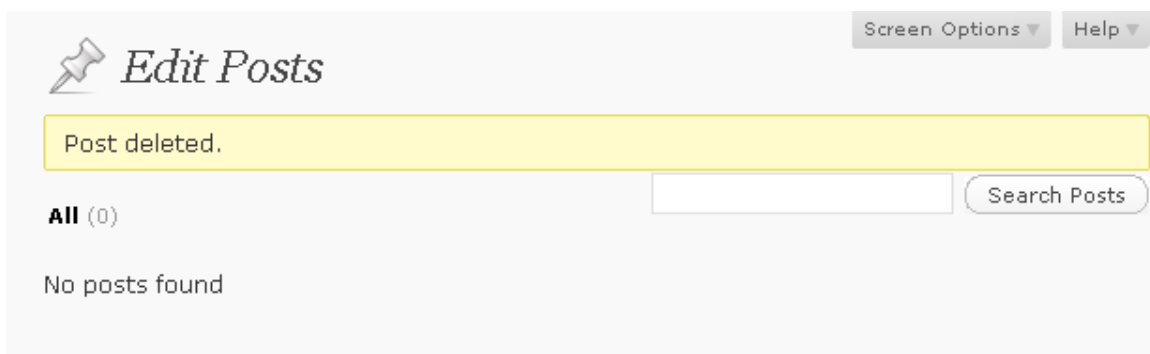
Click on **Apply**.

You'll get the following message:



Just click on **OK** and you're done.

You'll then see...

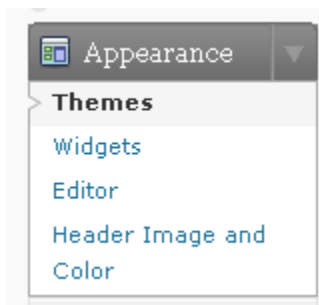


And you're done.

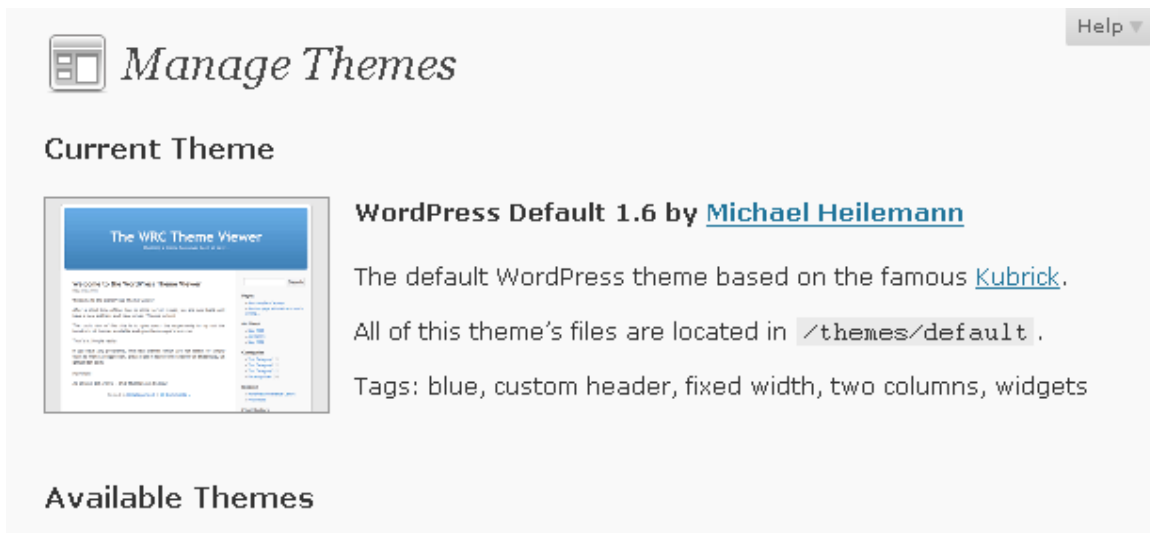
Step 2 – Get A New Theme

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

Click on where it says **Appearance**.



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



You'll see what your current themes are and what other themes you have available that are already part of your installation. There are 3 altogether. If you want to activate any of them, just click on the theme graphic and that will activate it.

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

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

Get More Themes

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

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

Theme Directory

Username Password

[Extend Home](#)
[Plugins](#)
[Themes](#)


- [More Info](#)
- [Contact Us](#)

[Ideas](#)
[Kvetch!](#)

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

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

Featured Themes



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

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

You'll be presented with a few of the more popular themes. If none of them appeal to you, you can do a search.

Now, let me tell you a little something about the search feature. It's very hit and miss. You might type in a phrase thinking you're going to get something related and end up with themes that don't match at all.

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

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

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

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

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

Search for "sports"

sports

1. Olympic Blue



... of the World, Colors of the Olympics. 3 Cols, Very Sleek and Simple, Best for **sports** and Personal Blogs by Saumendra. ...

Posted September 29, 2008, 08:59 PM

You may also try your [search at Google](#)

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

Okay, so how do we go about getting it?

Click on the link **Olympic Blue**.

Olympic Blue

Description Stats

Author: [saumendra](#)

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



Tags: [fixed width](#), [three columns](#)

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

[Download](#)

[Preview](#)

FYI

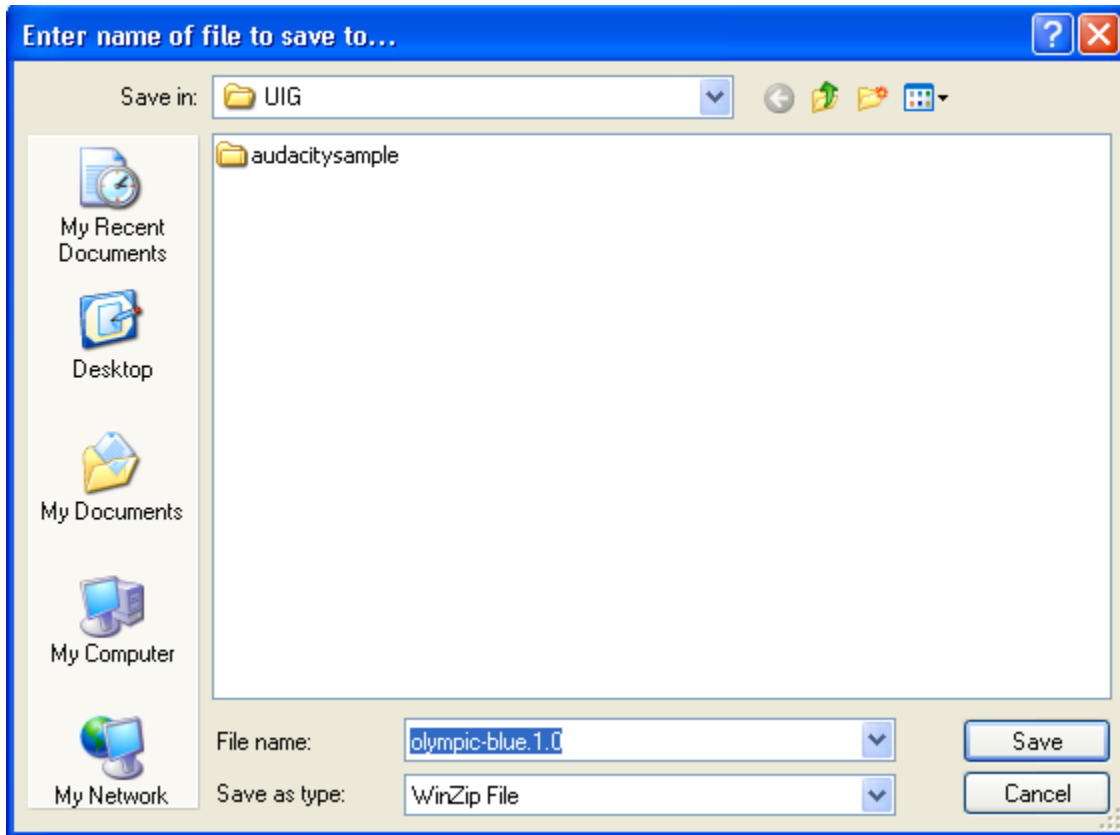
Version: 1.0

Last Updated: 2008-09-27

[Author Homepage](#) »

[Theme Homepage](#) »

Click on where it says **Download**.



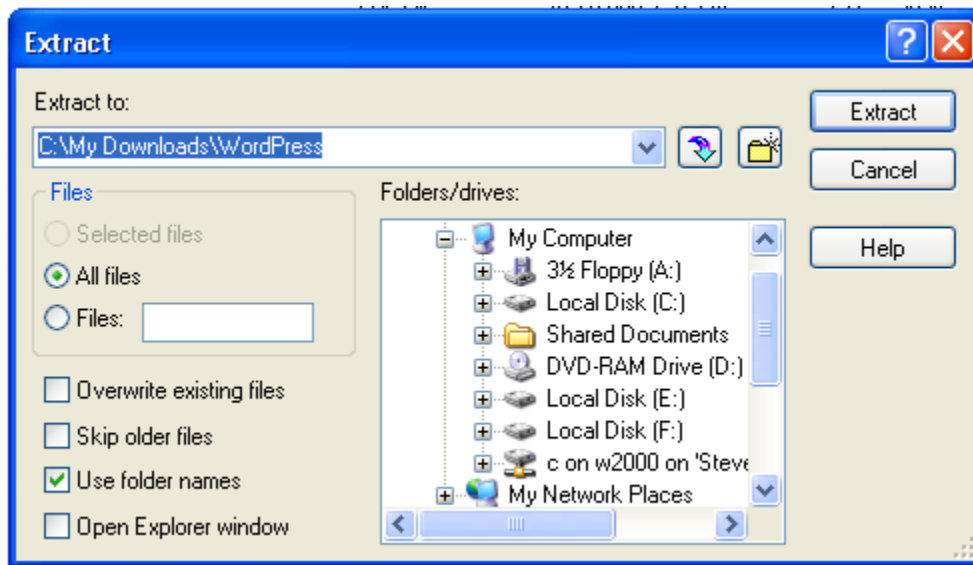
The above file save box should pop up. Just find a place on your hard drive to save it to. Please make sure you remember where you saved the file. You will notice, this is a zip file, which means that you will need a file extraction utility to open it. If you don't have one, go to Google and look up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

After you download the zip file, open it up with your file extraction utility. I use WinZip.

Name	Type	Modified	Size	Ratio	Packed	Path
page-archives.php	PHP File	9/27/2008 4:42 PM	754	58%	315	olympic-blue\
style.css	Cascading Sty...	9/27/2008 4:42 PM	9,074	70%	2,740	olympic-blue\
page.php	PHP File	9/27/2008 4:42 PM	1,651	59%	673	olympic-blue\
search.php	PHP File	9/27/2008 4:42 PM	1,317	58%	557	olympic-blue\
page-links.php	PHP File	9/27/2008 4:42 PM	409	46%	221	olympic-blue\
functions.php	PHP File	9/27/2008 4:42 PM	1,032	58%	431	olympic-blue\
screenshot.png	PNG File	9/27/2008 4:42 PM	7,232	0%	7,232	olympic-blue\
header.jpg	JPG File	9/27/2008 4:42 PM	26,137	1%	25,880	olympic-blue\img\
icon_comments.gif	GIF File	9/27/2008 4:42 PM	70	4%	67	olympic-blue\img\
date-img.gif	GIF File	9/27/2008 4:42 PM	2,441	0%	2,441	olympic-blue\img\
bullet.gif	GIF File	9/27/2008 4:42 PM	65	3%	63	olympic-blue\img\
icon_feed.gif	GIF File	9/27/2008 4:42 PM	1,050	26%	781	olympic-blue\img\
oly.gif	GIF File	9/27/2008 4:42 PM	573	0%	573	olympic-blue\img\
Thumbs.db	Data Base File	9/27/2008 4:42 PM	44,032	47%	23,365	olympic-blue\img\
quote.gif	GIF File	9/27/2008 4:42 PM	188	0%	188	olympic-blue\img\
comments.php	PHP File	9/27/2008 4:42 PM	4,515	61%	1,756	olympic-blue\
single.php	PHP File	9/27/2008 4:42 PM	1,714	59%	705	olympic-blue\
sidebar.php	PHP File	9/27/2008 4:42 PM	1,560	55%	708	olympic-blue\
author.php	PHP File	9/27/2008 4:42 PM	1,087	54%	504	olympic-blue\
header.php	PHP File	9/27/2008 4:42 PM	1,588	56%	706	olympic-blue\
404.php	PHP File	9/27/2008 4:42 PM	801	56%	352	olympic-blue\
footer.php	PHP File	9/27/2008 4:42 PM	484	38%	301	olympic-blue\
contact.php	PHP File	9/27/2008 4:42 PM	4,499	64%	1,622	olympic-blue\

You'll notice that there is a file path that these files will extract to. This is so you'll have no trouble finding the folder.

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



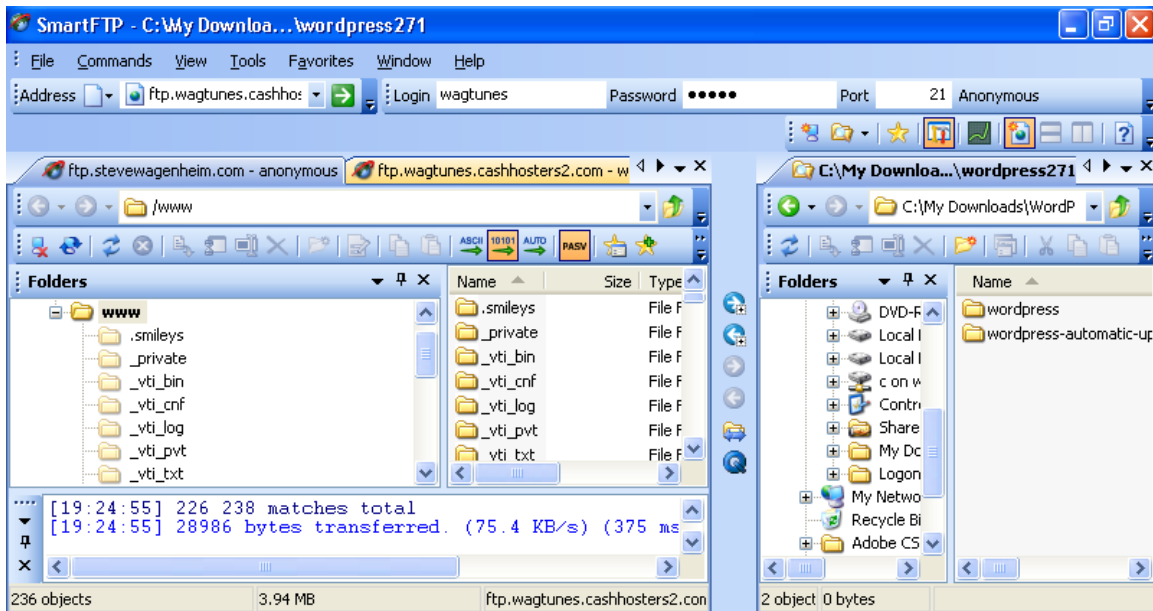
I extract to my WordPress folder in My Downloads that I created for all my themes and plugins.

Okay, so that this doesn't become a tutorial on FTP (beyond the scope of this section) I'm going to have to make some assumptions at this point that you have a basic understanding of FTP. If not, this next step may be a little hard to follow.

At the end of this section, I will direct you to a great FTP tutorial that will make FTP a piece of cake, so don't worry.

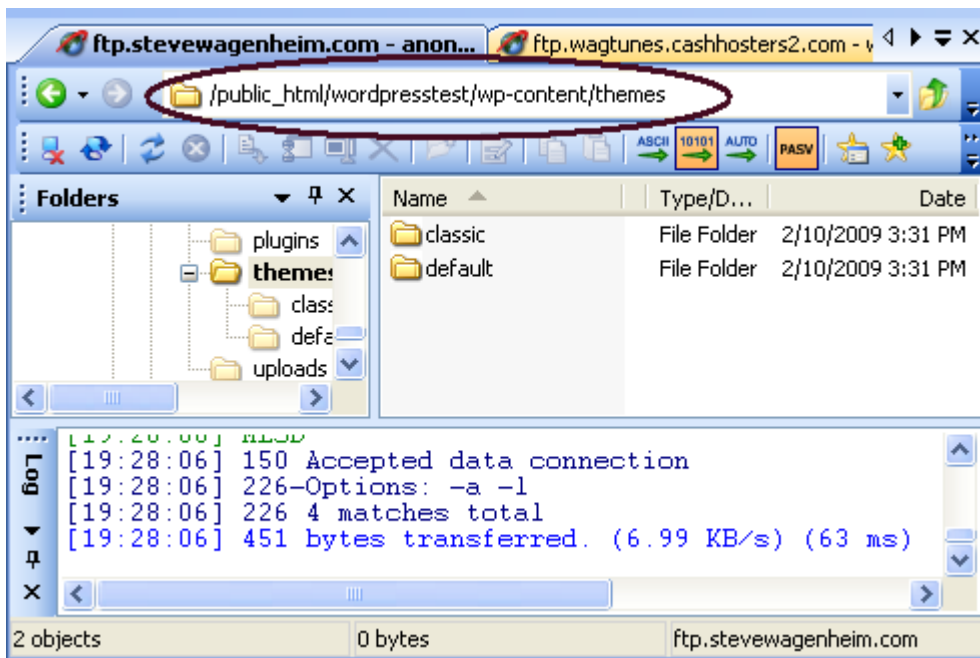
Next step is to open your FTP program. I use Smart FTP.

Here is what the screen looks like:



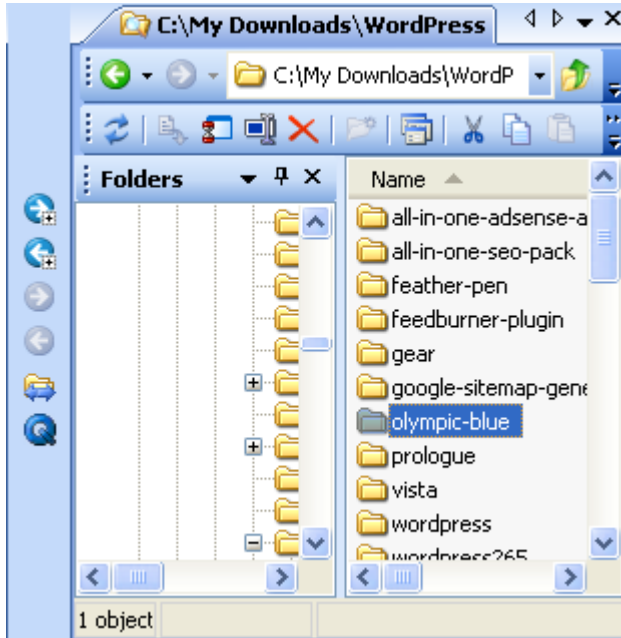
On the left side is your server info. On the right side is your local PC info.

What we're going to do now is find the area where your blog is installed first.



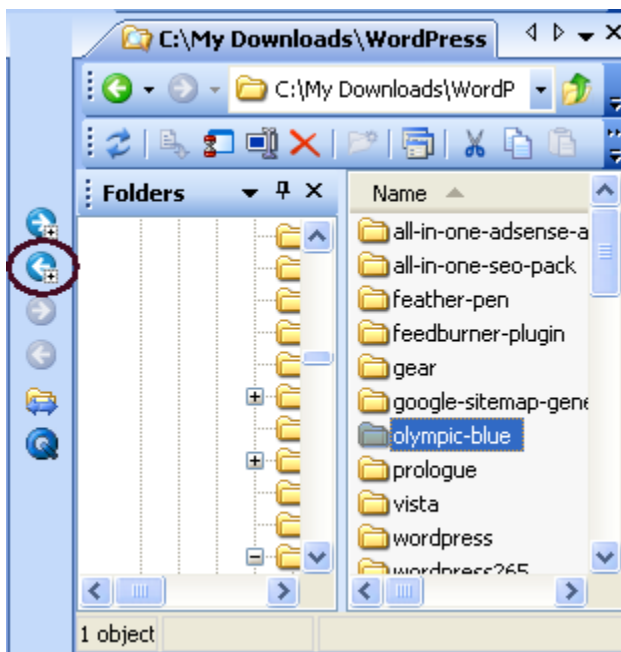
Above is the path where the WordPress themes are kept. Notice that the only 2 installed so far are **Classic** and **Default**.

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

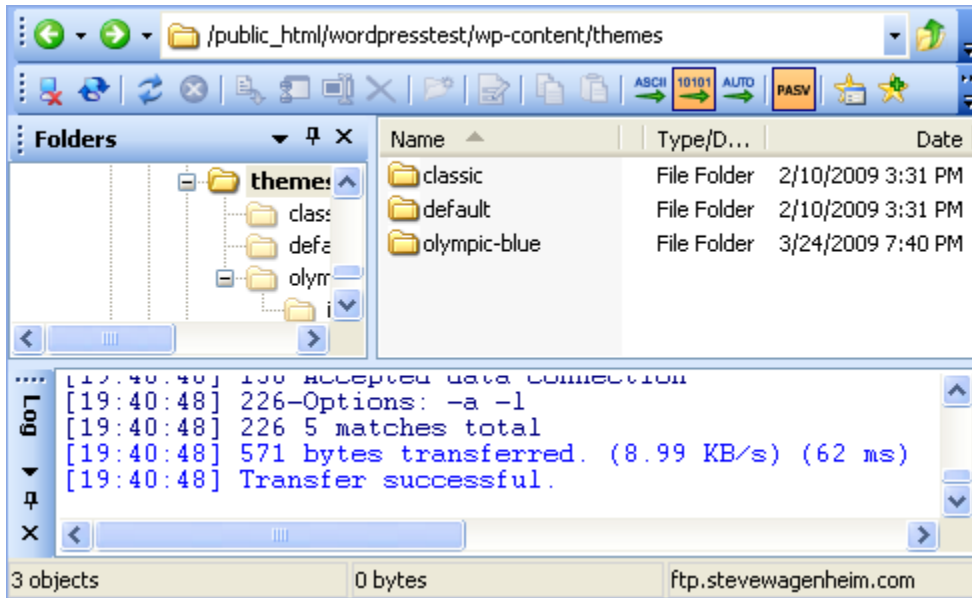


There it is in our My Downloads/WordPress folder. You want to highlight the whole folder because we need to upload the whole folder to WordPress.

To do this, depending on how your FTP program is laid out...



Click on the upload graphic. Mine is an arrow pointing to the left. This will transfer whatever is highlighted on the right hand side over to the folder selected on the left hand side.



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

And you're done.

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

Let's now go back to WordPress to see what our available themes look like.

Available Themes



Olympic Blue

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

Tags: clean, blue color, fixed width, three columns, widgets



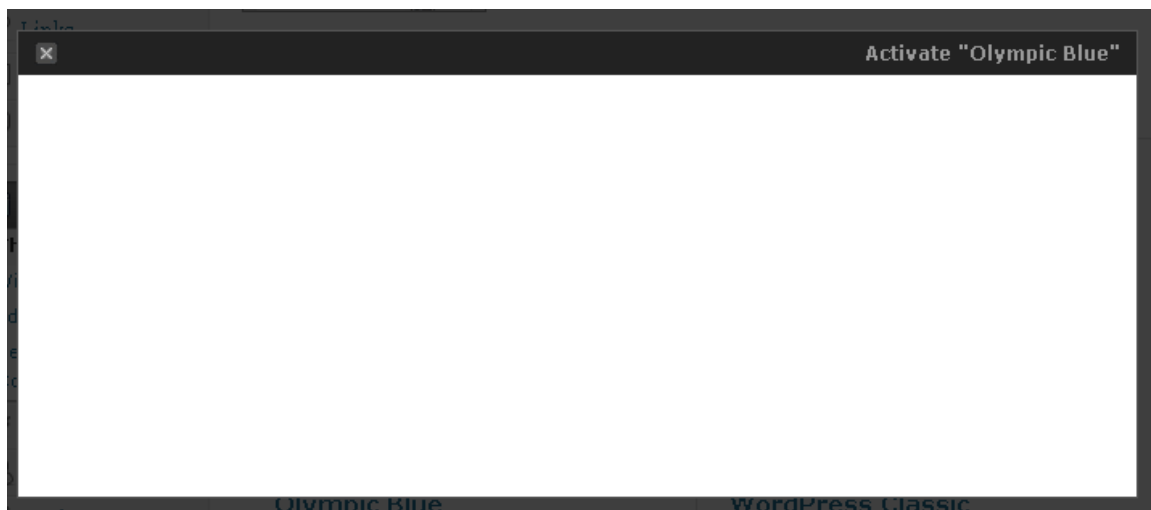
WordPress Classic

The original WordPress theme that graced versions 1.2.x and prior.

Tags: mantle color, variable width, two columns, widgets

You'll notice that **Olympic Blue** has been added to the installed themes list.

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



Click where it says **Activate "Olympic Blue"**.


You'll see the following message:

Help ▾

Manage Themes

New theme activated. [Visit site](#)

Current Theme



Olympic Blue 1.0 by [Saumendra Swain, Orissa, India](#)

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

All of this theme's files are located in `/themes/olympic-blue`.

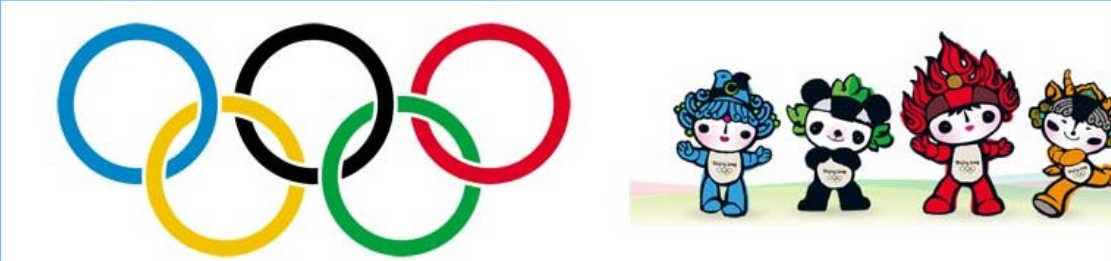
Tags: clean, blue color, fixed width, three columns, widgets

To see what the new theme looks like, just click on where it says **Visit site**.

TEST BLOG

Test Blog For WordPress Tutorial

HOME
ABOUT



Sorry, no posts matched your criteria.

Tags

Search

MONTHLY

BLOGROLL

LATEST P

CATEGORI

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

And there you have it...our new theme is installed.

Step 3 – Install Plugins

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

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

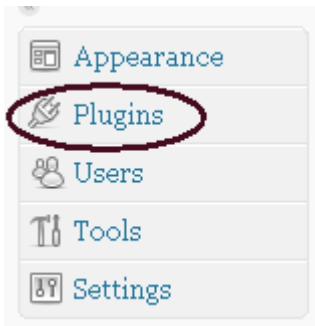
Let’s begin.

All In One SEO Pack

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

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

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



Click on it!

Inactive Plugins

Bulk Actions ▼ Apply

<input type="checkbox"/>	Plugin	Version	Description	Action
<input type="checkbox"/>	Akismet	2.2.3	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it. You can review the spam it catches under "Comments." To show off your Akismet stats just put <code><?php akismet_counter(); ?></code> in your template. See also: WP Stats plugin . By Matt Mullenweg .	Activate Edit
<input type="checkbox"/>	Hello Dolly	1.5	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. By Matt Mullenweg .	Activate Edit
<input type="checkbox"/>	Plugin	Version	Description	Action

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

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

Get More Plugins

You can find additional plugins for your site by using the new [Plugin Browser/Installer](#) functionality, Or by browsing the [WordPress Plugin Directory](#) directly and installing manually.


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

Once a plugin has been installed, you may activate it [here](#).

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

Let's look at the installer.

Click on the link to get there.



Start Page | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format via this page.

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.

Popular tags

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

Let's type in All In One SEO Pack



Start Page | **Search Results** | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Term

Name	Version	Rating	Description
All in One SEO Pack	1.4.9	★★★★☆	Optimizes your Wordpress blog for Search Engines (Search
Platinum SEO Pack	1.2.3	★★★★☆	Optimizes your Wordpress blog for Search Engines (Search <ul style="list-style-type: none"> * Automatic 301 redirects for any permalink * Optimized Post and Page Titles for search e * Generates all SEO relevant META tags automa * Helps you avoid duplicate content * Lets you override any title and set any MET * Compatible with most other plugins, like Au * You don't have to fear changing permalinks * Add index, noindex, follow or nofollow, noc By Rajesh - Techblisonline Dot Com .

You'll see it's the first one listed with a rating of 4 stars. Yes, every plugin will have a rating given by the people who actually use it. You'll also see the version and a description of what the plugin does.

Okay, you can't see it in the above screen print, but at the far right hand side, you'll see a link that says **Install**.

Click on it!



The screenshot shows a window titled "Plugin Information: All in One SEO Pack 1.4.9". It has three tabs: "Description" (selected), "Installation", and "FAQ". The "Description" tab contains the following text:

Description

Optimizes your Wordpress blog for Search Engines (**Search Engine Optimization**).

[Download now!](#)

[Support](#) | [Version History](#) | [FAQ](#) | [Translations](#)

Some features:

Be sure to check out: [WP Security Scan](#) and [SMS Text Message](#)

On the right side, there is a red "Install Now" button. Below it is a section titled "FYI" with the following details:

- Version:** 1.4.9
- Author:** [Michael Torbert](#)
- Last Updated:** 6 days ago
- Requires WordPress Version:** 1.5 or higher
- Compatible up to:** 2.7.1
- Downloaded:** 1,347,575 times

At the bottom of the "FYI" section are two links: [WordPress.org Plugin Page »](#) and [Plugin Homepage »](#).

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

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



The screenshot shows the "Install Plugins" page in WordPress. It features a plug icon and the heading "Install Plugins". Below the heading are navigation links: [Start Page](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#).

The main heading is "Installing Plugin: All in One SEO Pack 1.4.9".

The installation progress is shown as follows:

- Downloading plugin package from <http://downloads.wordpress.org/plugin/all-in-one-seo-pack.zip>
- Unpacking the plugin package
- Installing the plugin
- Successfully installed the plugin **All in One SEO Pack 1.4.9**.

At the bottom, there are two action links: **Actions:** [Activate Plugin](#) | [Return to Plugins page](#)

You should be taken to the above page.

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



The screenshot shows the 'Manage Plugins' interface. At the top, there is a yellow notification box that says 'Plugin activated.' Below this, a text block explains that plugins extend WordPress functionality and can be managed here. The main section is titled 'Currently Active Plugins' and includes a 'Bulk Actions' dropdown menu set to 'Apply'. Below the menu is a table with the following data:

<input type="checkbox"/>	Plugin	Version	Description	Action
<input type="checkbox"/>	All in One SEO Pack	1.4.9	Out-of-the-box SEO for your Wordpress blog. Options configuration panel Donate Support By Michael Torbert .	Deactivate Edit
<input type="checkbox"/>	Plugin	Version	Description	Action

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

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

Why would you want to deactivate a plugin?

2 reasons.

1. The plugin stops functioning correctly because of a bug in a new WordPress release.
2. To install a new version of WordPress manually, all plugins must first be deactivated.

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

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

Here they are:

Google XML Sitemap Generator for Wordpress

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

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

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

Google Analytics for WordPress

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

In short...this is one killer plugin.

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

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

All in One AdSense and YPN

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

I use this on my own personal blog.

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

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

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

Duplicate Content Cure

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

Duplicate content cure is a very simple, yet effective SEO plugin that prevents search engines from indexing wordpress pages that contain duplicate content, like archives and category pages.

Ultimately, this makes it so that the value of your blog is not diluted by all the duplicate pages that WordPress generates.

Here is the URL where you can download the plugin.

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

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

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

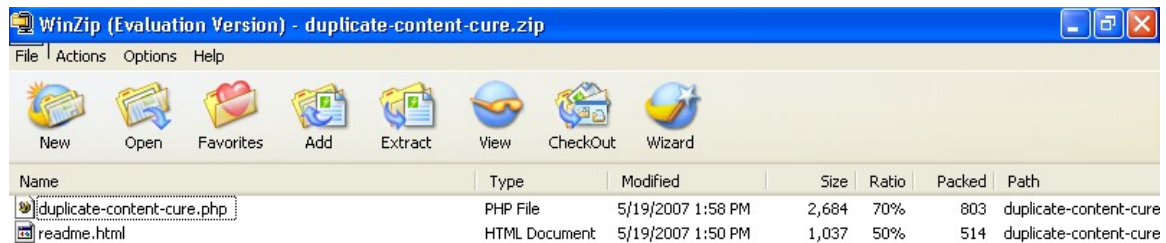
Here are the steps for this particular plugin.

1. Go to the URL above.
2. Download the plugin. Remember where you stored it on your PC.

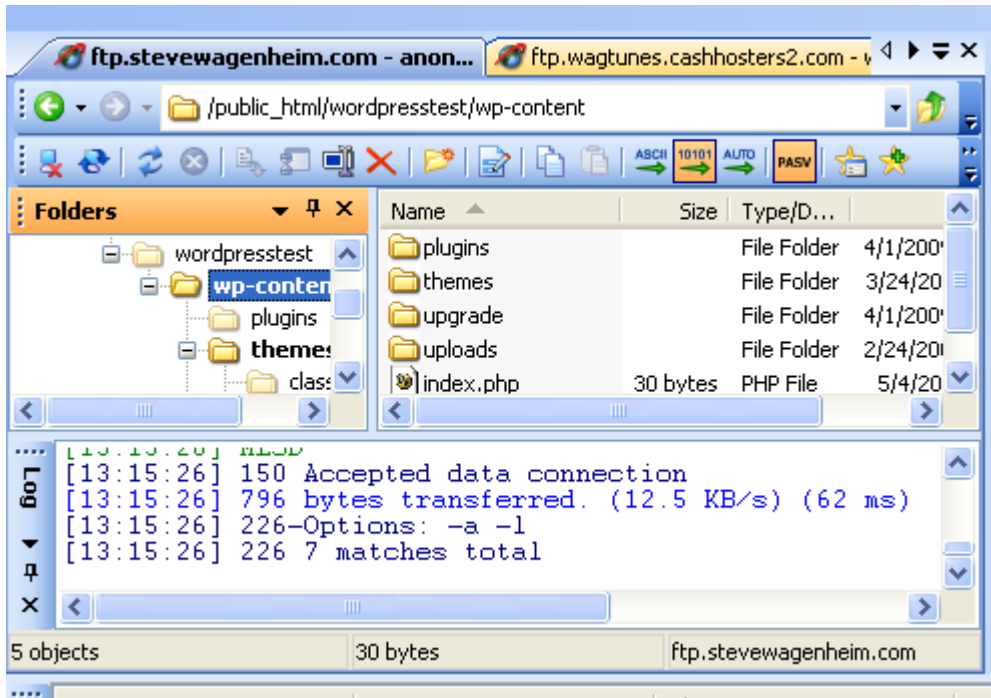
Installing Wordpress Duplicate Content Cure

1. [download the plugin](#)
2. place the file *duplicate-content-cure.php* in your **plugins** directory
3. By default, category pages will have the noindex tag added. If you wish to allow your category pages to be indexed, just change the `$index_category_pages` variable in the *duplicate-content-cure.php* file. See the example below:

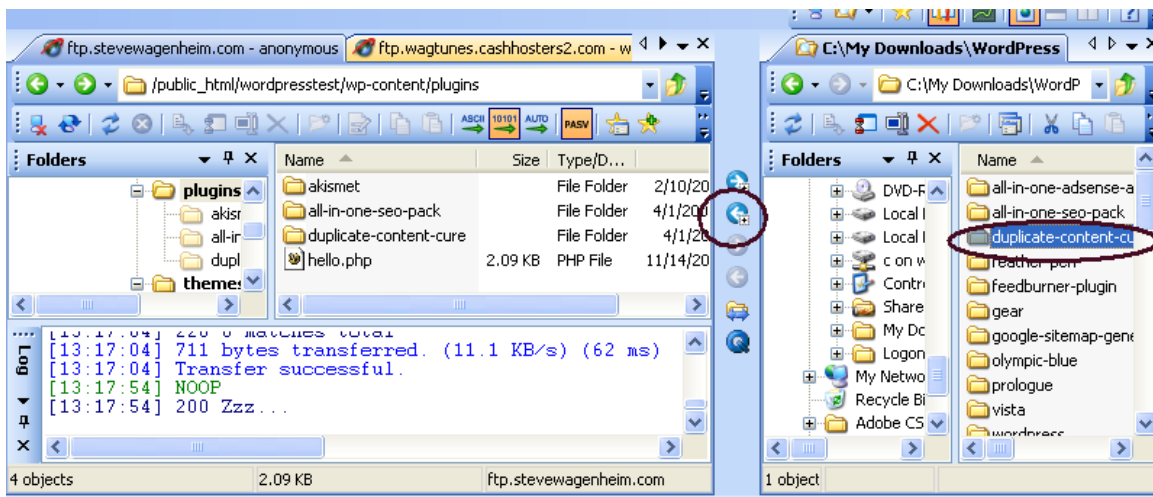
3. Open up the zip file.



4. Extract the php file.
5. Open up your FTP program.



6. Navigate to your **wp-content** folder and you will see a folder that says **plugins**. Open that folder.
7. Upload the entire **duplicate-content-cure** folder to your **plugins** folder.




8. Go back to your **plugins** page at your WordPress Admin area.

Inactive Plugins

Bulk Actions ▼ Apply

<input type="checkbox"/>	Plugin	Version	Description	Action
<input type="checkbox"/>	Akismet	2.2.3	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it. You can review the spam it catches under "Comments." To show off your Akismet stats just put <code><?php akismet_counter(); ?></code> in your template. See also: WP Stats plugin . By Matt Mullenweg .	Activate Edit
<input type="checkbox"/>	Hello Dolly	1.5	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. By Matt Mullenweg .	Activate Edit
<input type="checkbox"/>	Wordpress Duplicate Content Cure	1.0	Duplicate content cure is a very simple, yet effective SEO plugin that prevents search engines from indexing wordpress pages that contain duplicate content, like archives and category pages. By Badi Jones .	Activate Edit

9. You'll see your inactive plugins, of which this will now be one of them. Simply click on **Activate**.

 *Manage Plugins* Help ▼

Plugin **activated**.

Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here.

Currently Active Plugins

Bulk Actions ▼ Apply

<input type="checkbox"/>	Plugin	Version	Description	Action
<input type="checkbox"/>	All in One SEO Pack	1.4.9	Out-of-the-box SEO for your Wordpress blog. Options configuration panel Donate Support By Michael Torbert .	Deactivate Edit
<input type="checkbox"/>	Wordpress Duplicate Content Cure	1.0	Duplicate content cure is a very simple, yet effective SEO plugin that prevents search engines from indexing wordpress pages that	Deactivate Edit

You'll see the following message.

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

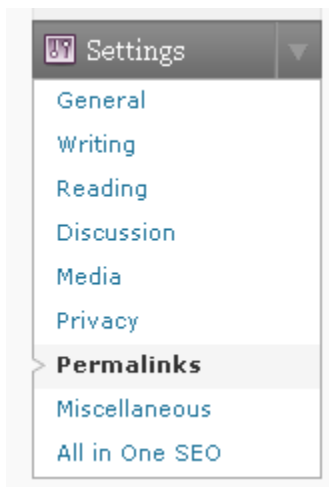
Obviously, there are a lot more plugins than these and some of them are quite cool. But I have limited my recommendations to what I feel are the meat and potatoes. These are the ones that will ultimately make your blog more profitable.

Step 4 – Edit Settings

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

Permalinks

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



If you click on **Settings**, you'll see **Permalinks**. Please click on that.



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common settings

<input checked="" type="radio"/> Default	<code>http://stevewagenheim.com/wordpressstest/?p=123</code>
<input type="radio"/> Day and name	<code>http://stevewagenheim.com/wordpressstest/2009/04/01/sample-post/</code>
<input type="radio"/> Month and name	<code>http://stevewagenheim.com/wordpressstest/2009/04/sample-post/</code>
<input type="radio"/> Numeric	<code>http://stevewagenheim.com/wordpressstest/archives/123</code>
<input type="radio"/> Custom Structure	<input type="text"/>

You will notice it uses the default structure which is not pretty. Okay, I guess I should explain what this is.

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

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

For my personal blog, I use the custom structure.

```
/%category%/postname.html
```

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

I have used this structure and the date structure with the post name and quite honestly, I don't see a big enough difference to worry about it. But whatever you

do, please don't use the default. Using post numbers does nothing for SEO and does nothing for your readers. I don't even understand why WordPress has this as an option.

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

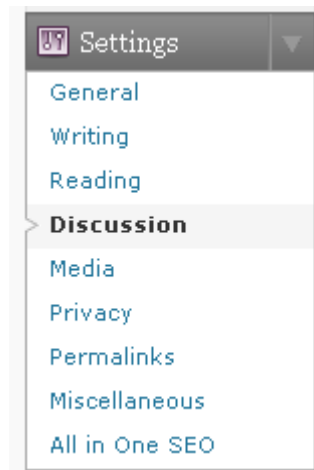
```
/%category%/%postname%.html
```

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

Discussion

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

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



Under **Settings**, you will see it says **Discussion**. Click on that link.

[Help](#) ▾

Discussion Settings

Default article settings

- Attempt to notify any blogs linked to from the article (slows down posting.)
- Allow link notifications from other blogs (pingbacks and trackbacks.)
- Allow people to post comments on the article
(These settings may be overridden for individual articles.)

Other comment settings

- Comment author must fill out name and e-mail
- Users must be registered and logged in to comment
- Automatically close comments on articles older than days
- Enable threaded (nested) comments levels deep
- Break comments into pages with comments per page and the page displayed by default
- Comments should be displayed with the comments at the top of each page

The top 2 sections are the main ones you need to concern yourself with.

Default Article Settings

You will notice there is a box that says:

Allow people to post comments on the article.

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

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

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

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

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

The rest you can leave as it is.

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

Before a comment appears	<input type="checkbox"/> An administrator must always approve the comment <input checked="" type="checkbox"/> Comment author must have a previously approved comment
Comment Moderation	Hold a comment in the queue if it contains <input type="text" value="2"/> or more links. (A common characteristic of comment spam is a large number of hyperlinks.) When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be held in the moderation queue . One word or IP per line. It will match inside words, so "press" will match "WordPress".

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

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

Eventually, I will disable comments to my main blog.

Comment Blacklist

Comment Blacklist	When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be marked as spam. One word or IP per line. It will match inside words, so "press" will match "WordPress". <input type="text"/>
-------------------	---

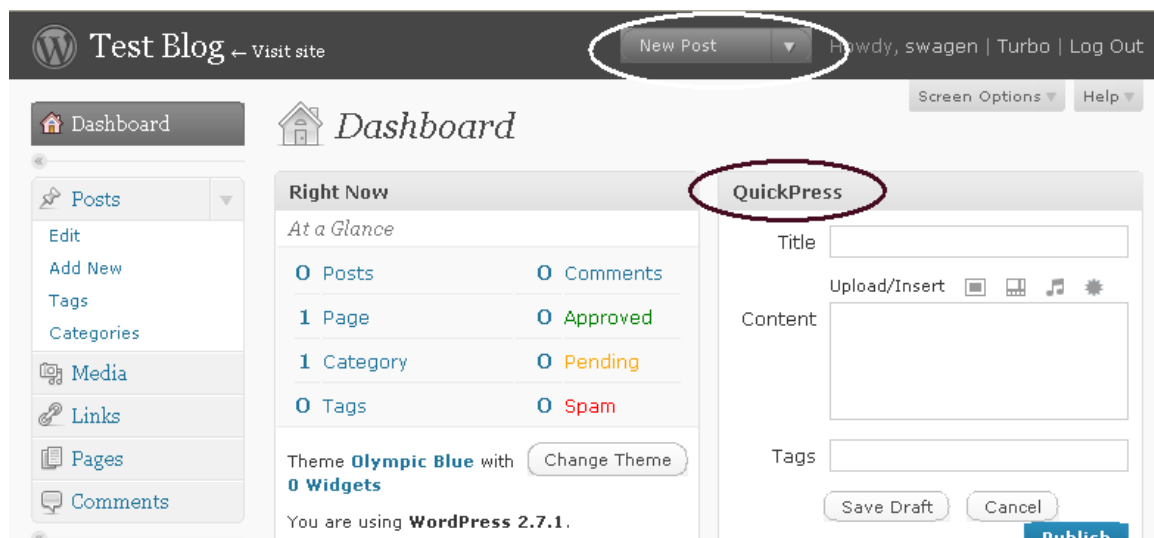
The thing I like about this is I can edit it as I go. In other words, as you begin to see spam comments for certain things, like Viagra, sex, or whatever, you can include these words in your blacklist. Eventually, you'll begin to see very few comments getting through that are true spam. The problem with this method, unless you have a list handy, is it takes time to build. But it allows you to accept comments with the least amount of wear and tear on your legitimate readers.

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

Step 5 – Make Your First Post

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

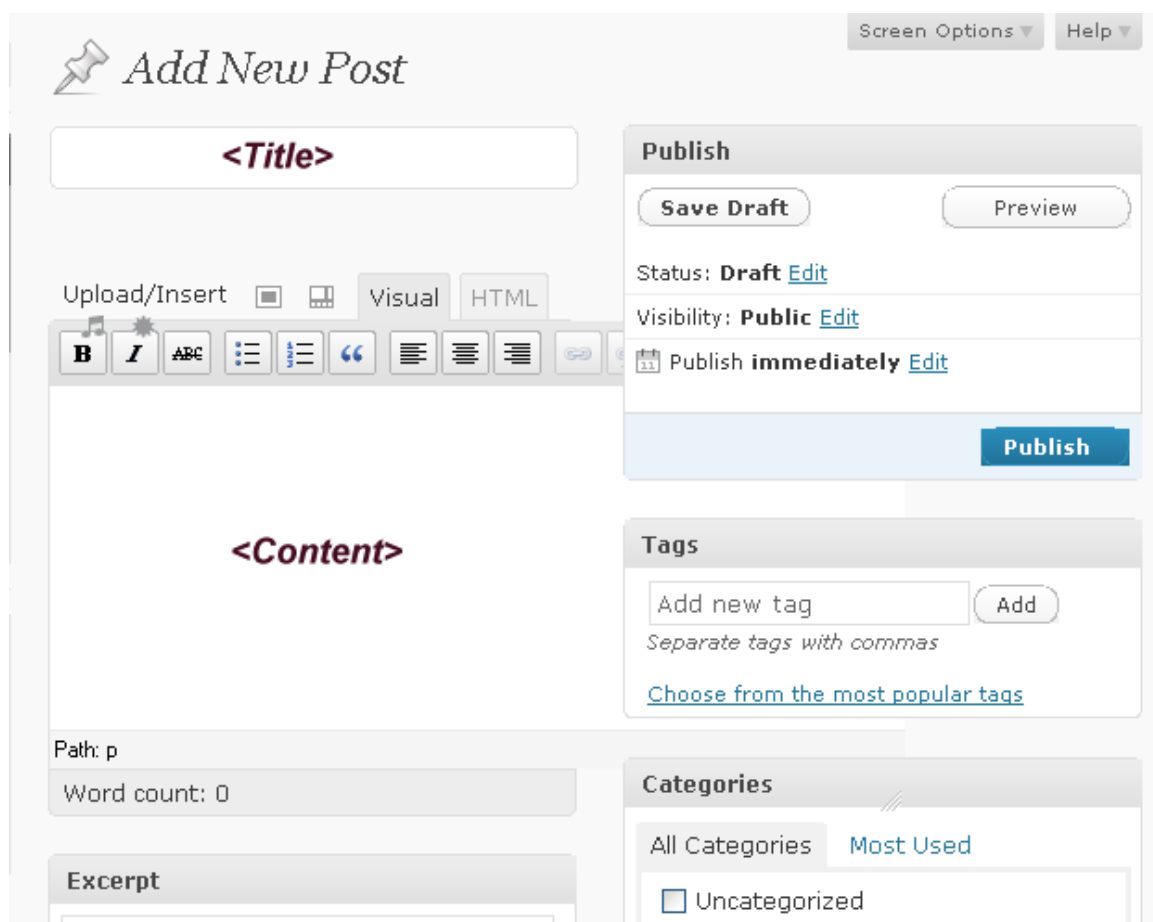
Go back to your dashboard.



You will see 2 options.

1. New Post
2. QuickPress

I use the New Post because it allows more options.



If you click on **New Post** you'll be taken to the above screen.

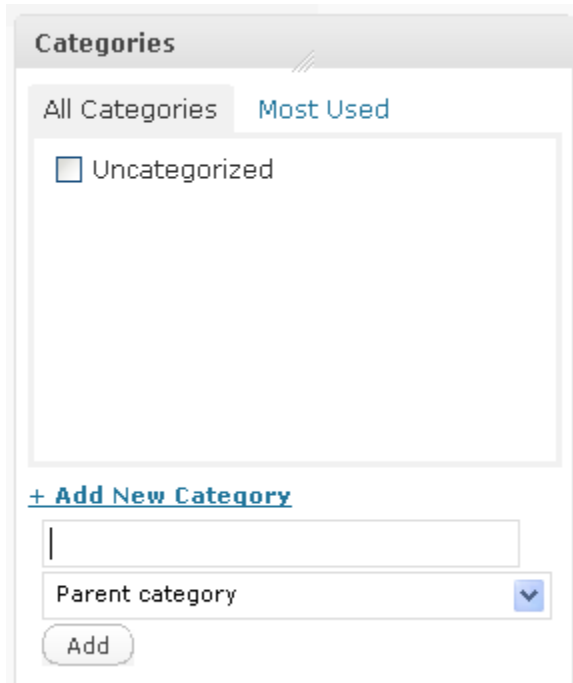
Right under where it says **New Post** is where you type in the title of your post.

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

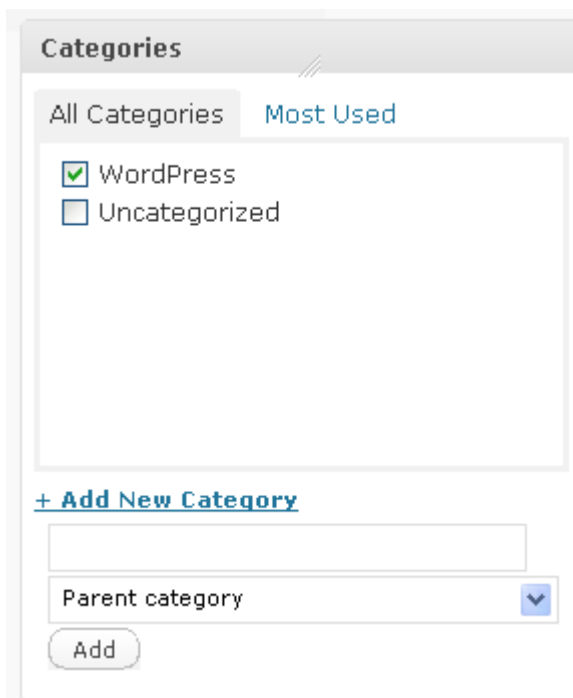
At the right hand side you'll notice a box that says **Add new tag**. These are the keywords that are relevant to your post. Type in as many as you want. Make sure you separate each one with a comma.

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

To add a category, click on where it says **Add New Category**.



A box will pop up for you to type in the new category. After you're finished typing it in, click the **Add** button.

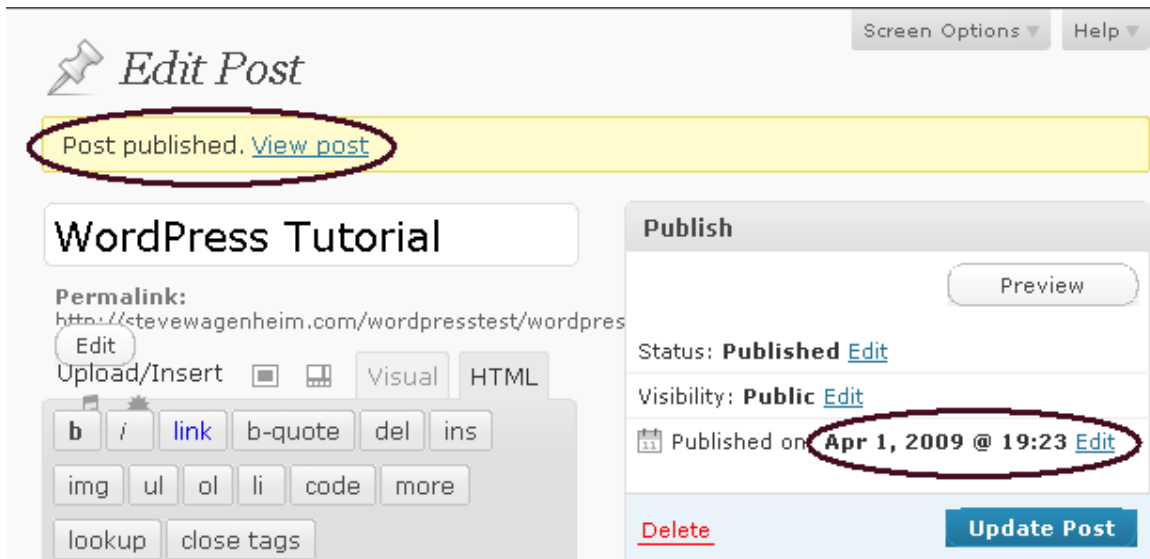


You will notice that the category you added will automatically be chosen for the post you're about to make.

****Note**** You can choose more than one category. For example, many of the posts on my Home business Blog fit into **Internet Marketing, Home Business** and **Make Money Online**.

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

You'll then see the following:



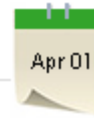
You'll see when the post was published on the right hand side.

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

Click on that!

WordPress Tutorial

Published by [swagen](#) at 7:23 pm under [WordPress](#) [Edit This](#)



The purpose of this blog is to serve as a tutorial for those who are looking to use WordPress and get the most out of it.

Over the coming weeks, I'll be posting my tips that I hope you'll find helpful.

Sincerely,

Steven Wagenheim

Tags: [WordPress](#), [wordpress tutorial](#)

You'll be taken to the blog post itself.

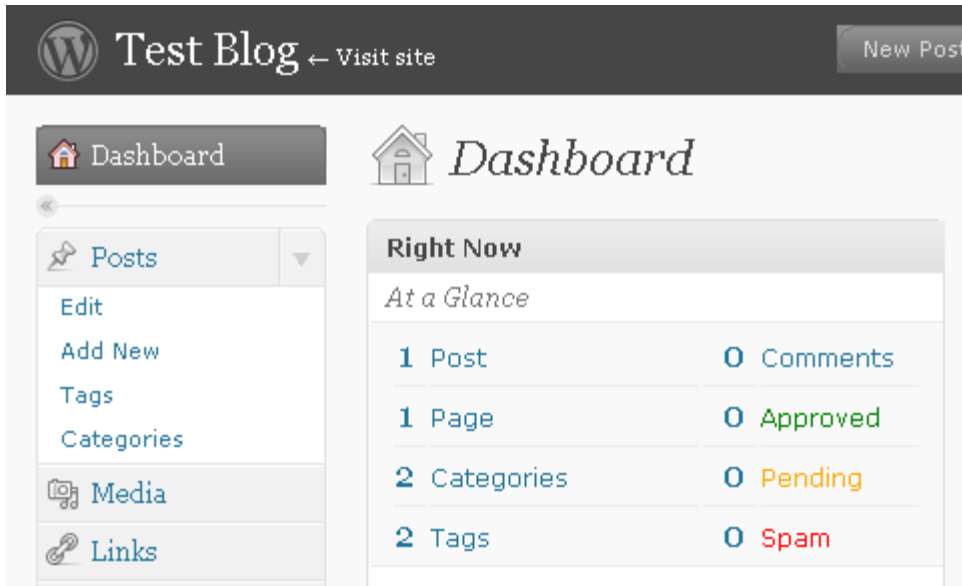
Now, each time you make a post, the post prior to it will be pushed down. In other words, the newer posts will appear at the top and the older posts will appear at the bottom.

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

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

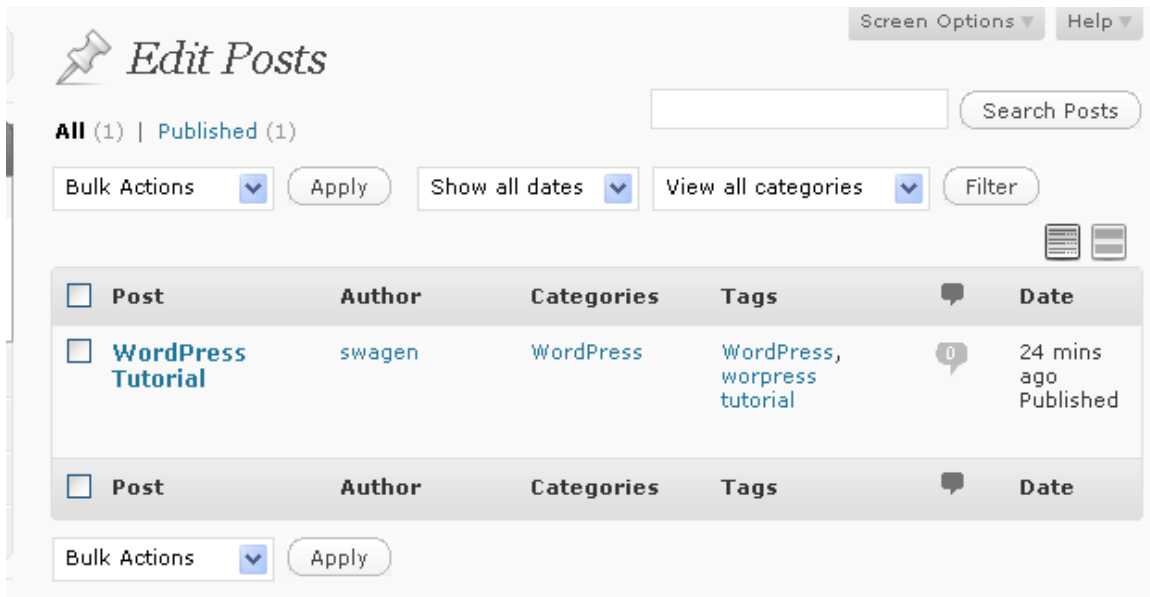
But what do you do if you make a mistake?

No problem...we have some great editing features.



Going back to our Dashboard, we now see we have 1 post.

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



From here, we can do a number of things.

If we click on the post title itself...

Edit Post

WordPress Tutorial

Permalink: <http://stevewagenheim.com/wordpress/test/wordpress-tutorial/> [Edit](#)

Upload/Insert Visual HTML

b *i* [link](#) b-quote del ins

img ul ol li code more

lookup close tags

The purpose of this blog is to serve as a tutorial for those who are looking to use [WordPress](#) and get the most out of it.

Over the coming weeks, I'll be posting my tips that I hope you'll find helpful.

Sincerely,

Publish

[Preview](#)

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

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

Published on: **Apr 1, 2009 @ 19:23** [Edit](#)

[Delete](#) [Update Post](#)

Tags

[Add](#)

Separate tags with commas

Tags used on this post:

WordPress wordpress tutorial

[Choose from the most popular tags](#)

We'll be taken to the **Edit Post** screen.

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

We'll then see the following message.

Edit Post

Post updated. Continue editing below or [go back](#).

WordPress Tutorial

Permalink: <http://stevewagenheim.com/wordpress/test/wordpress-tutorial/> [Edit](#)

Upload/Insert Visual HTML

b *i* [link](#) b-quote del ins

img ul ol li code more

lookup close tags

Publish

[Preview](#)

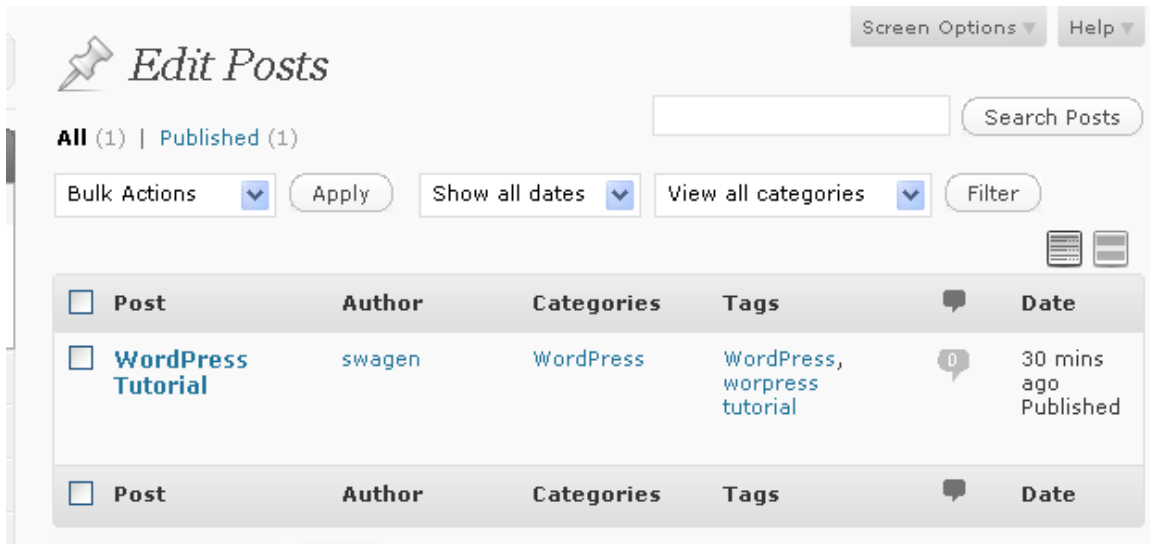
Status: **Published** [Edit](#)

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

Published on: **Apr 1, 2009 @ 19:23** [Edit](#)

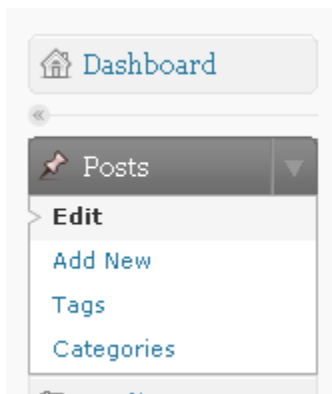
[Delete](#) [Update Post](#)

If you click on **go back** you'll be taken back to the screen prior to this one.



You can also choose **Delete** from **Bulk Actions**, check off the post and click **Apply**. This will delete the post completely.

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

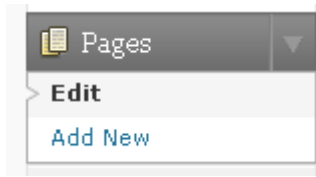


Pages

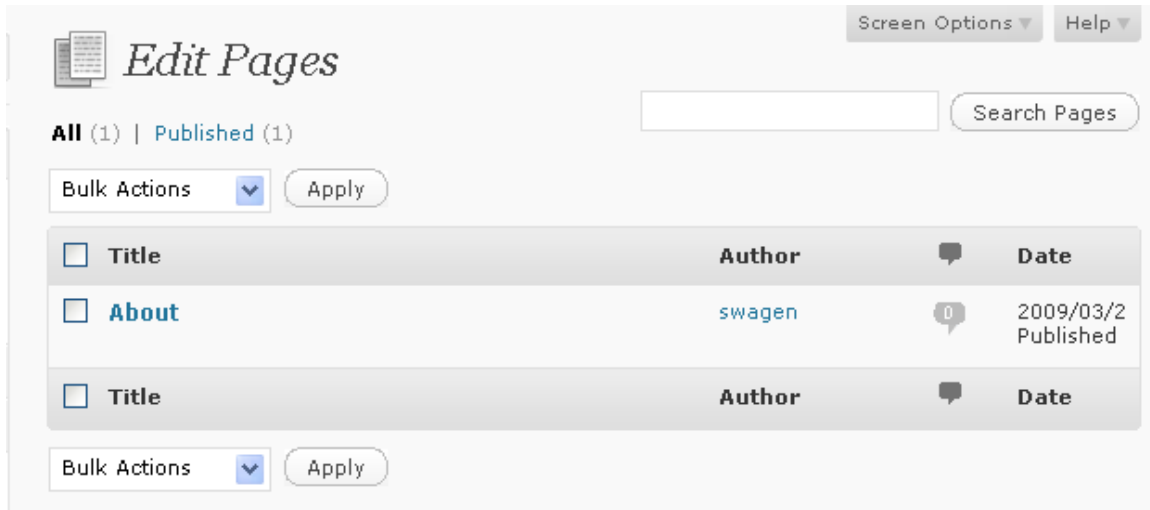
Let's move on to pages.

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

To add, edit or delete a page, click on the **Pages** link on your dashboard.



You should see the following page come up.



The **About** page, is another one of those WordPress defaults that we can do without. So you can either delete it or edit it to actually have it mean something to your blog.

If we look at the main blog page...



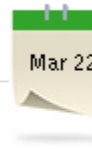
It says **HOME** and **ABOUT**.

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

If we click on **ABOUT** we see the following page come up.

About

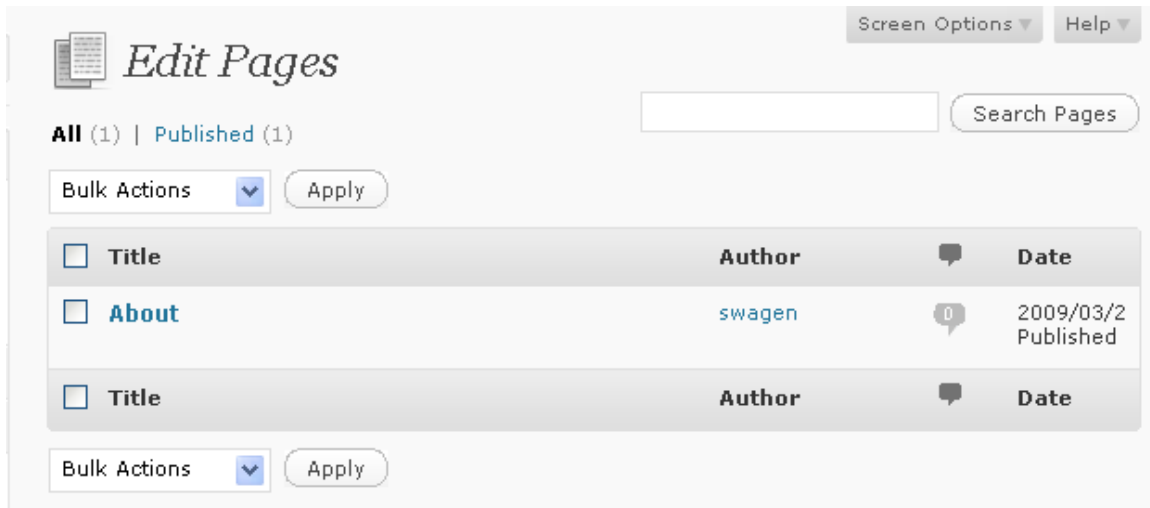
Published by [swagen](#) [Edit This](#)






This is an example of a WordPress page, you could edit this to put information about yourself or your site so readers know where you are coming from. You can create as many pages like this one or sub-pages as you like and manage all of your content inside of WordPress.

[Trackback URI](#) | [Comments RSS](#)

If we want to edit this page, we need to go back to the **Pages** section of our Dashboard.

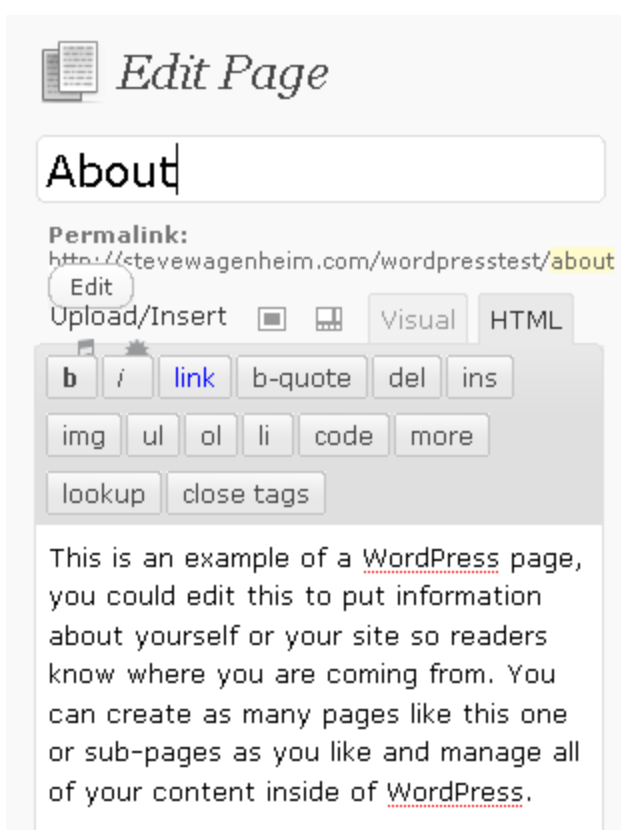


The screenshot shows the 'Edit Pages' section of the WordPress dashboard. At the top right, there are 'Screen Options' and 'Help' buttons. The main heading is 'Edit Pages' with a document icon. Below the heading, there is a search bar labeled 'Search Pages' and a filter for 'All (1) | Published (1)'. A 'Bulk Actions' dropdown menu is set to 'Apply'. The main content area contains a table with the following data:

<input type="checkbox"/>	Title	Author		Date
<input type="checkbox"/>	About	swagen		2009/03/2 Published
<input type="checkbox"/>	Title	Author		Date

At the bottom, there is another 'Bulk Actions' dropdown menu set to 'Apply'.

If we click on **About** we'll see an edit box similar to the one we get for editing a regular post.



Edit Page

About

Permalink:
<http://stevewagenheim.com/wordpress/test/about>

Upload/Insert Visual HTML

b *i* link b-quote del ins

img ul ol li code more

lookup close tags

This is an example of a [WordPress](#) page, you could edit this to put information about yourself or your site so readers know where you are coming from. You can create as many pages like this one or sub-pages as you like and manage all of your content inside of [WordPress](#).

All we need to do now is edit this information to something more appropriate to what our blog is about.



Edit Page

About WordPress Tutorial

Permalink:
<http://stevewagenheim.com/wordpress/test/about>

Upload/Insert Visual HTML

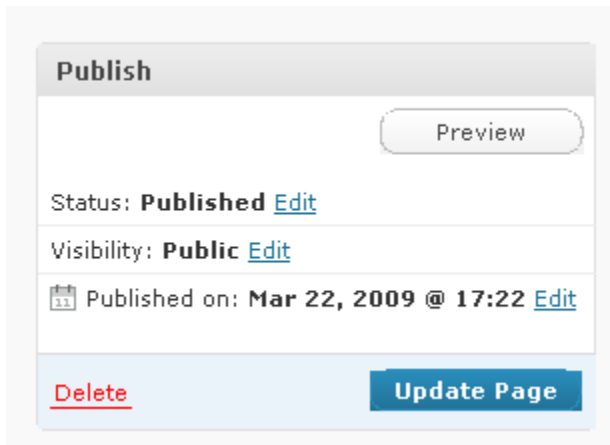
b *i* link b-quote del ins

img ul ol li code more

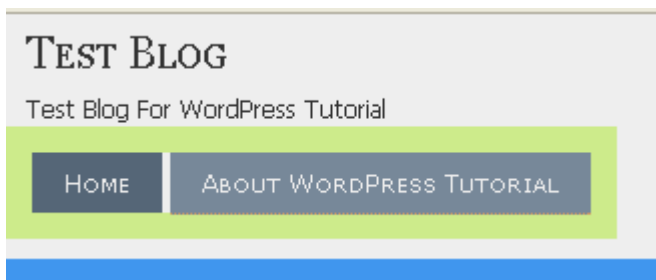
lookup close tags

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

I made my changes and saved them as I would a regular post...this time clicking on the option **Update Page**.



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



It now says **ABOUT WORDPRESS TUTORIAL**

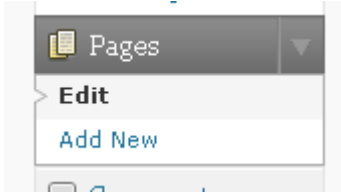
And, if I click on that...I now see the following:



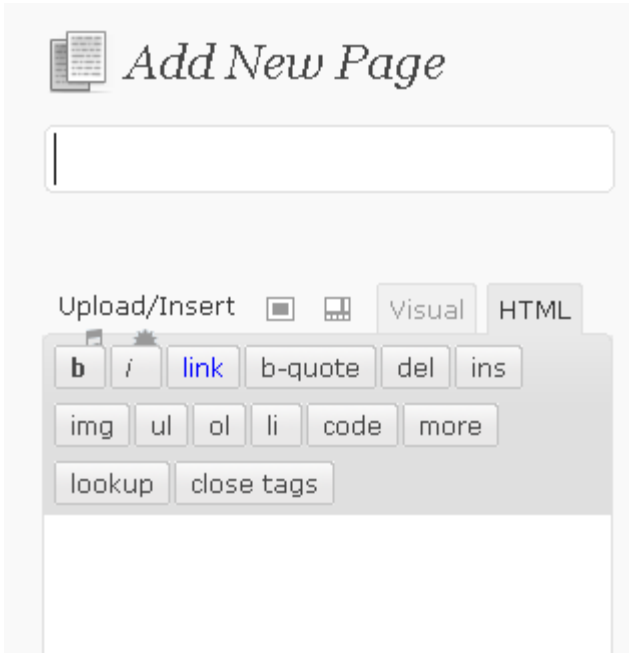
It's that simple to edit a page.

But what if we want to add a new page?

Let's go back to our **Pages** option at our dashboard.



Click on **Add New**.



Now all we have to do is give our page a title and fill in the info below it.

The screenshot shows the WordPress 'Add New Page' editor. At the top left, there's a document icon and the text 'Add New Page'. Below that, the page title 'About The Author' is entered in a text box. To the right, there are 'Screen Options' and 'Help' dropdown menus. Below the title, there's a rich text editor toolbar with options for 'Upload/Insert', 'Visual', and 'HTML'. The text editor contains the text: 'Steven [Wagenheim](#) is an Internet marketer with over 6 years of Internet marketing experience.' To the right of the editor is a 'Publish' panel with buttons for 'Save Draft' and 'Preview'. Below these buttons, it shows 'Status: Draft [Edit](#)', 'Visibility: Public [Edit](#)', and 'Publish immediately [Edit](#)'. At the bottom of the panel is a blue 'Publish' button. Below the 'Publish' panel is an 'Attributes' section with a 'Parent' dropdown menu.

I made an **About The Author** page. After filling in the info, just click on **Publish**.

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

The screenshot shows the main blog page. At the top, it says 'TEST BLOG' and 'Test Blog For WordPress Tutorial'. Below that is a navigation menu with three items: 'HOME', 'ABOUT THE AUTHOR', and 'ABOUT WORDPRESS TUTORIAL'. The 'ABOUT THE AUTHOR' item is highlighted with a green background. Below the navigation menu is a blue horizontal bar.

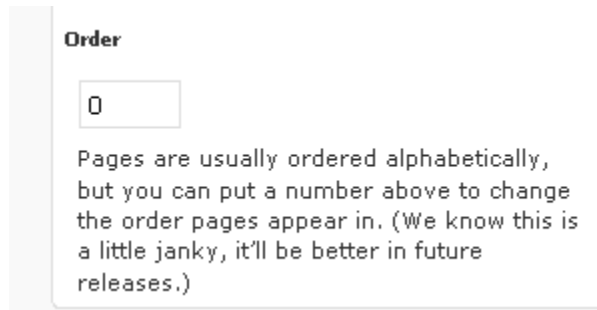
The **About The Author** page has been added.

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

The screenshot shows the 'About The Author' page as it appears on the main blog. It has a title 'About The Author' with a small icon to the left. Below the title, it says 'Published by [swagen](#) [Edit This](#)'. To the right of the title is a calendar icon showing 'Apr 04'. Below the title and publication info is the text: 'Steven Wagenheim is an Internet marketer with over 6 years of Internet marketing experience.' Below the text is a horizontal dotted line.

That's all there is to it. You can add as many pages as you like to WordPress.

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



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

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



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

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

So, how does the **Pages** function make us money?

How about a **Products** page?

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

Are you beginning to see the power of WordPress?

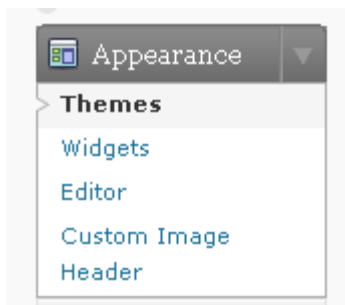
The last thing I am going to cover, something that will definitely make us money, is **widgets**. More specifically...how to add an Aweber opt in form to your blog.

There are actually two ways to do this.

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

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

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



See where it says **Widgets**?

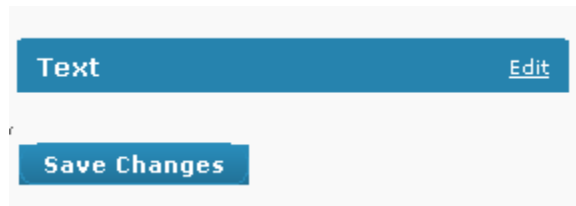
Click on that!



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

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

If you scroll back up...

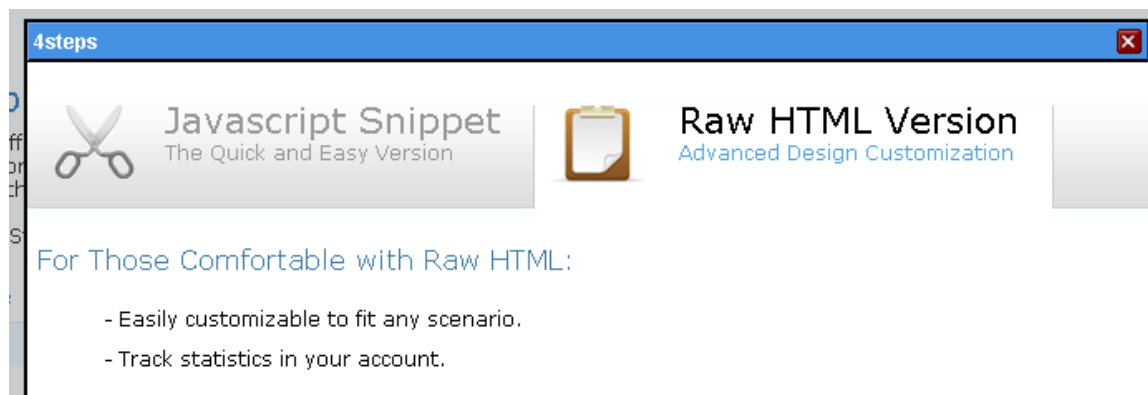


You'll see a **Text** widget has been added.

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

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

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

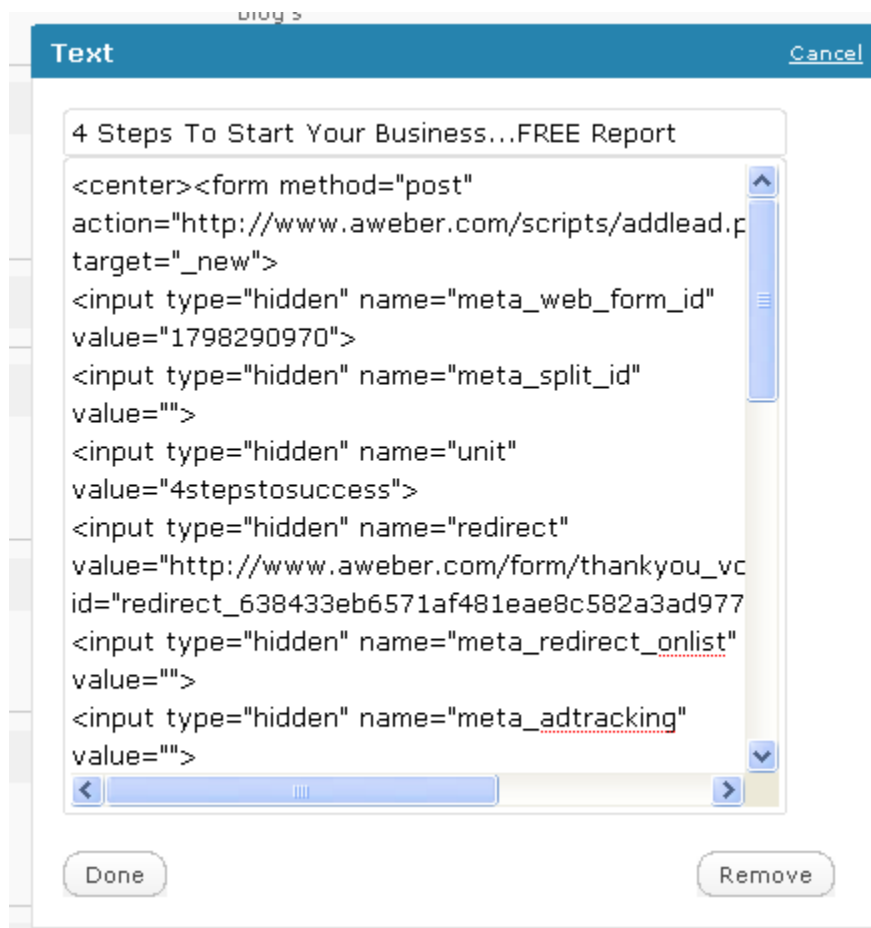


If you click on **Raw HTML Version**, you'll see the following code pop up.

- Easily customizable to fit any scenario.
- Track statistics in your account.

```
<center><form method="post" action="http://www.aweber.com/scripts/addlead.pl"
target="_new">
<input type="hidden" name="meta_web_form_id" value="1798290970">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="unit" value="4stepstosuccess">
<input type="hidden" name="redirect"
value="http://www.aweber.com/form/thankyou_vc.html"
id="redirect_638433eb6571af481eae8c582a3ad977">
<input type="hidden" name="meta_redirect_onlist" value="">
<input type="hidden" name="meta_adtracking" value="">
```

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



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

If we go back to the main page of our blog, we'll see something like the following on the right hand side.

4 STEPS TO START YOUR BUSINESS...FREE REPORT

Email:

Name:

LATEST POSTS

▷ [WordPress Tutorial](#)

CATEGORIES

▷ [WordPress \(1\)](#)

Again, the appearance will vary depending on your theme.

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

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

Manual WordPress Install

Step 1

Go to this URL:

<http://wordpress.org/>

Step 2



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

Download WordPress 2.7.1

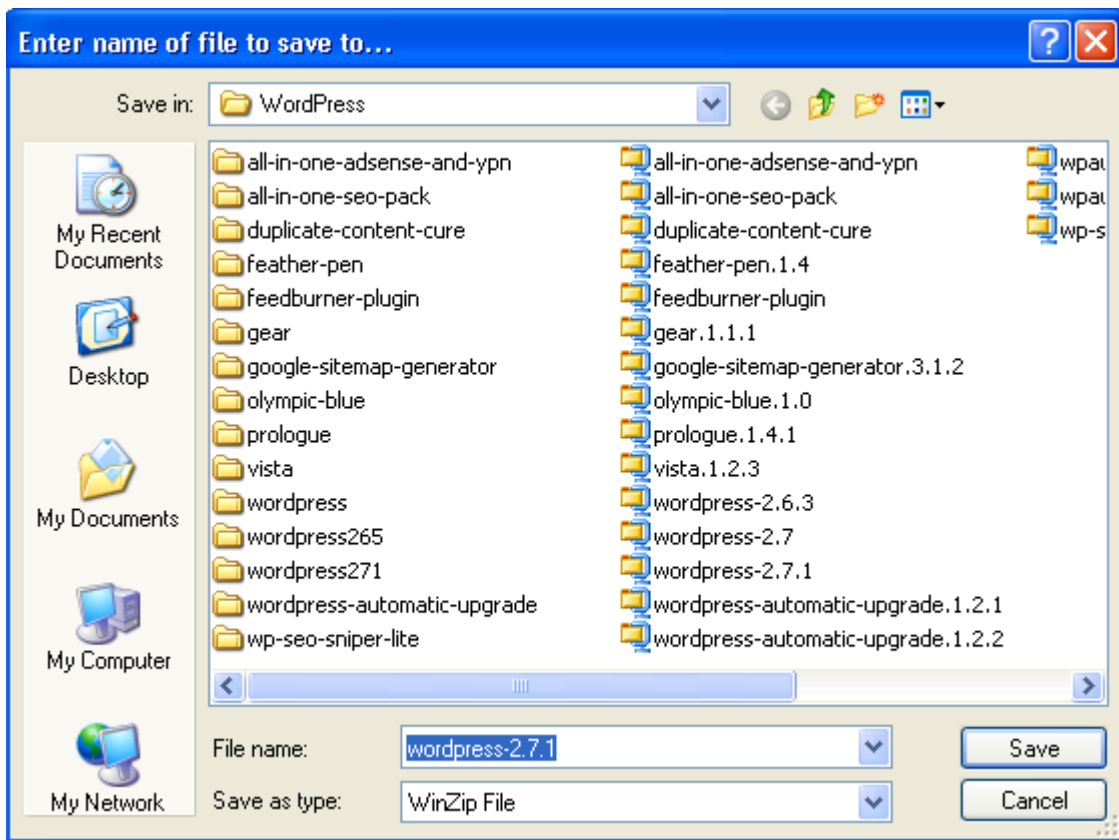
.zip — 1.8 MB

Download .tar.gz — 1.5 MB

Release Notification

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

Click on that link.



You'll be downloading a zip file just like with the themes and plugins.

Make sure you remember where you saved it to.

Step 3

Name	Type	Modified	Size	Ratio	Packed	Path
wp-trackback.php	PHP File	5/25/2008 3:50 PM	3,434	59%	1,394	wordpress\
wp-config-sample.php	PHP File	12/16/2008 8:33 ...	2,497	56%	1,102	wordpress\
wp-settings.php	PHP File	1/24/2009 1:21 PM	18,695	70%	5,696	wordpress\
wp-rss2.php	PHP File	10/14/2008 6:22 ...	220	21%	174	wordpress\
readme.html	HTML Document	10/29/2008 7:10 PM	7,638	57%	3,260	wordpress\
index.php	PHP File	5/25/2008 8:33 PM	397	40%	237	wordpress\
formatting.php	PHP File	1/29/2009 5:46 PM	73,910	71%	21,178	wordpress\wp-incl
plugin.php	PHP File	11/15/2008 6:10 PM	23,603	76%	5,745	wordpress\wp-incl
vars.php	PHP File	12/2/2008 12:32 PM	2,772	66%	942	wordpress\wp-incl
script-loader.php	PHP File	1/24/2009 11:57 ...	21,157	76%	5,140	wordpress\wp-incl
link-template.php	PHP File	1/24/2009 9:33 AM	42,113	79%	8,857	wordpress\wp-incl
bookmark-template.php	PHP File	12/16/2008 7:54 ...	9,485	70%	2,889	wordpress\wp-incl
http.php	PHP File	1/6/2009 5:30 PM	40,020	79%	8,396	wordpress\wp-incl
class-pop3.php	PHP File	11/3/2008 11:25 PM	20,622	78%	4,554	wordpress\wp-incl
feed-atom-comments.php	PHP File	1/20/2009 8:56 PM	4,270	68%	1,383	wordpress\wp-incl
cache.php	PHP File	11/17/2008 9:01 PM	12,072	76%	2,891	wordpress\wp-incl
kses.php	PHP File	1/21/2009 6:51 PM	32,229	75%	8,074	wordpress\wp-incl
comment.php	PHP File	1/28/2009 9:13 PM	53,771	74%	14,004	wordpress\wp-incl
taxonomy.php	PHP File	1/22/2009 10:59 PM	75,320	77%	17,636	wordpress\wp-incl
general-template.php	PHP File	12/30/2008 6:35 PM	62,830	74%	16,421	wordpress\wp-incl
comment-reply.js	JScript Script ...	12/10/2008 11:4...	1,222	60%	488	wordpress\wp-incl
wp-lists.js	JScript Script ...	12/5/2008 8:01 AM	11,785	72%	3,324	wordpress\wp-incl
quicktags.js	JScript Script ...	12/9/2008 6:03 PM	16,907	78%	3,645	wordpress\wp-incl

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

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

Below is right off the WordPress site itself.

1. Download and unzip the WordPress package, if you haven't already.
2. Create a database for WordPress on your web server, as well as a [MySQL](#) user who has all privileges for accessing and modifying it.
3. Rename the wp-config-sample.php file to wp-config.php.
4. Open wp-config.php in your favorite [text editor](#) and [fill in your database details](#) as explained in [Editing wp-config.php](#) to generate and use your secret key password.
5. Place the WordPress files in the desired location on your web server:
 - o If you want to integrate WordPress into the root of your domain (e.g. http://example.com/), move or upload all contents of the unzipped WordPress directory (but excluding the directory itself) into the root directory of your web server.

- If you want to have your WordPress installation in its own subdirectory on your web site (e.g. `http://example.com/blog/`), rename the directory `wordpress` to the name you'd like the subdirectory to have and move or upload it to your web server. For example if you want the WordPress installation in a subdirectory called "blog", you should rename the directory called "wordpress" to "blog" and upload it to the root directory of your web server.

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

6. Run the WordPress installation script by accessing `wp-admin/install.php` in your favorite web browser.
 - If you installed WordPress in the root directory, you should visit: `http://example.com/wp-admin/install.php`
 - If you installed WordPress in its own subdirectory called `blog`, for example, you should visit: `http://example.com/blog/wp-admin/install.php`

That's it! WordPress should now be installed.

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

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

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

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

Some Final Words

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

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

Good Luck :)

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