WordPress
Access Pass

A Step-by-Step Blog Blueprint

By: Anthony Tran

Hi Access Member!

First off, I would like to THANK YOU for giving me the opportunity to share with you some of the tips and strategies that I have learned over my past 5 years as an Online Marketer.

If you're looking to build your own website then this WordPress Guide is for you.

I will walk you through the process of building a new blog website for your business even if you have no technical expference. The information you find in this book will also give you the educational foundation that you need to get started with online marketing.

Although there are a variety of ways to build a website, I will be focusing on using the WordPress platform. Through effective blog marketing tactics, you can start writing content and publishing it on the web almost immediately..

Before I dive into my first lesson, I will explain what a WordPress blog is. Afterwards, I will show you step by step how to create a WordPress blog. I will also cover some of the most common blog marketing terms and give you some simple tips that you can take action on to start getting results. This knowledge will help set the stage for everything that follows.

To Your Success,

Anthony Tran

WordPress Guide

WordPress is a content management software. It's a program that allows you to set up a website on the internet. **Best part it's completely FREE!**

It works like this: You register a domain name, sign up for a hosting account and install WordPress with an easy-install through the host. This process literally takes minutes and then you can customize your brand new site!

The only thing you need to pay for is a domain name, web hosting account and you can buy both at a very affordable rate. In this report I'll make the domain name research and hosting component real easy on you and recommend the websites I've personally used to build **MarketingAccessPass.com**

Just to clarify the difference in this report we are talking about using **"WordPress.org"** and NOT WordPress.com.

WordPress.org is for blog and websites that you host on your own domain.
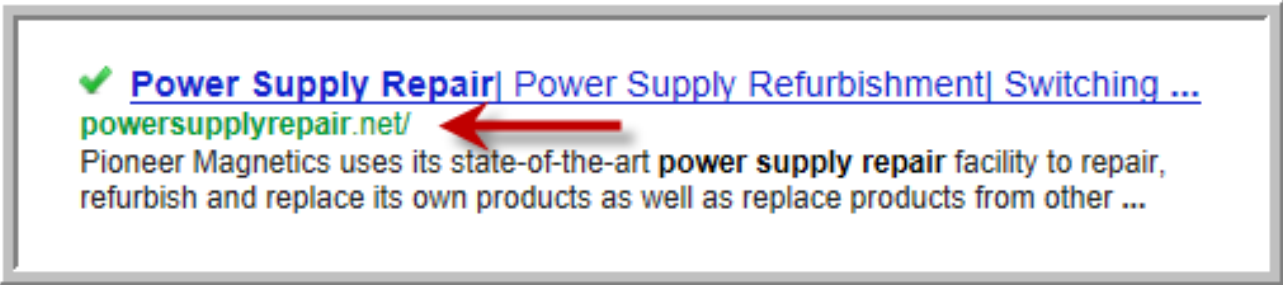
Very important distinction there.

If you want more information on WordPress go to the main site WordPress.org. There you will find all kinds of documentation on how the software works as well as many add-ons that we'll get into as we go through this report.

Next I will show you the simple steps to creating a SEO WordPress blog starting with how to create and register a domain name.

Naming your website is an essential step to your success. This name should be unique and related to your niche. In order to help people clearly identify your topic of expertise you should have your main niche keyword in the name of your blog. My blog's main niche is Online Marketing, hence the name "Marketing Access Pass"

As mentioned before, if you were targeting the niche, "power supply" for example, you might create a domain to be http://powersupplyrepair.net

✔ **Power Supply Repair**| Power Supply Refurbishment| Switching ...
powersupplyrepair.net/
Pioneer Magnetics uses its state-of-the-art **power supply repair** facility to repair, refurbish and replace its own products as well as replace products from other ...

You can create your own unique web address. Domain names are great because it looks more professional and provides credibility to visitors of your blog or website. Original domain names can be easier to remember. You can build your Brand to your market.

Domain Name Tips:

▪ Keep it simple

▪ Think of words that are easy to spell

▪ Easy to Say

▪ I suggest avoiding numbers

▪ Avoid Trademark names

▪ Use your Niche in your Domain Name

STEP 1: Research Domain Name

➡️ CLICK HERE FOR GODADDY (Use Affiliate Link to get 25% off)

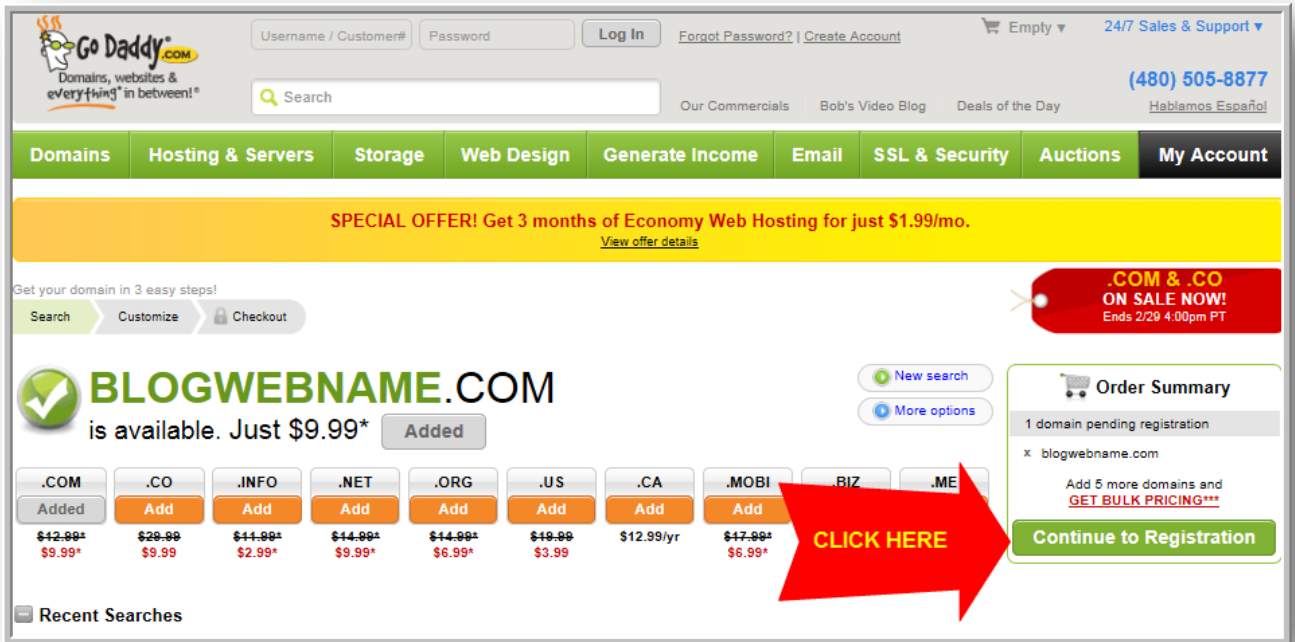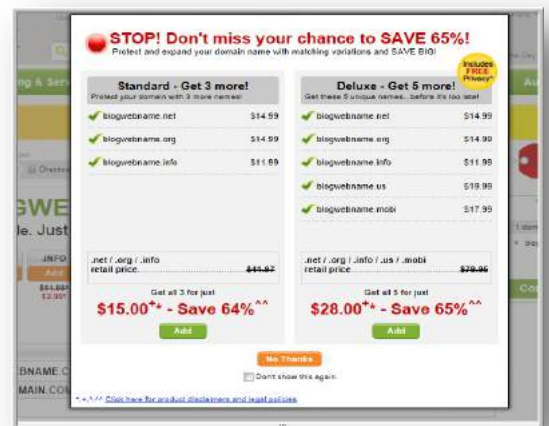## STEP 2: Buy Domain Name

STEP 3: Register Domain Name

STEP 4: Monopolize Domain Name

You can protect your brand name by purchasing more combinations of your domain name.

If your website becomes popular others might try to piggyback off your success by creating a ".net" or ".org" similar to your domain name.
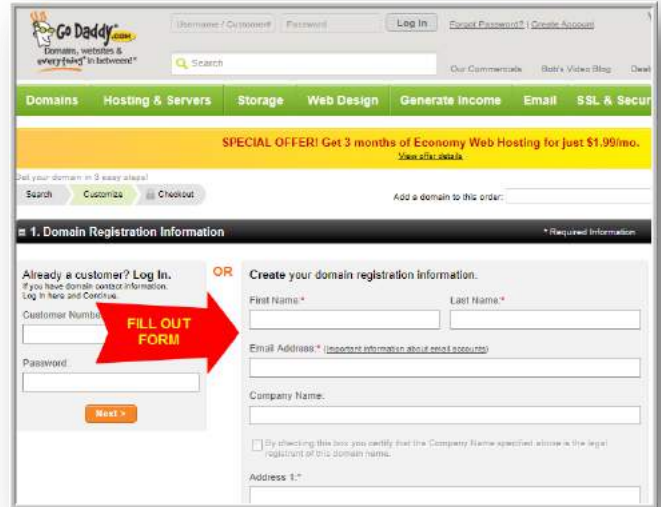

This is a great opportunity to purchase these additional names at a discounted price.

Some bloggers have used these other domain names to create community websites or product websites.

STEP 5: Complete Information

Complete the domain registration by filling in your name, address, information etc.

STEP 6: Select Term

When you register your domain for an extended period of time like 5 years search engines like Google will see your website as a long-term legitimate business.

When you register for a short period search engines see these websites as potential spammers and will not take your website seriously.
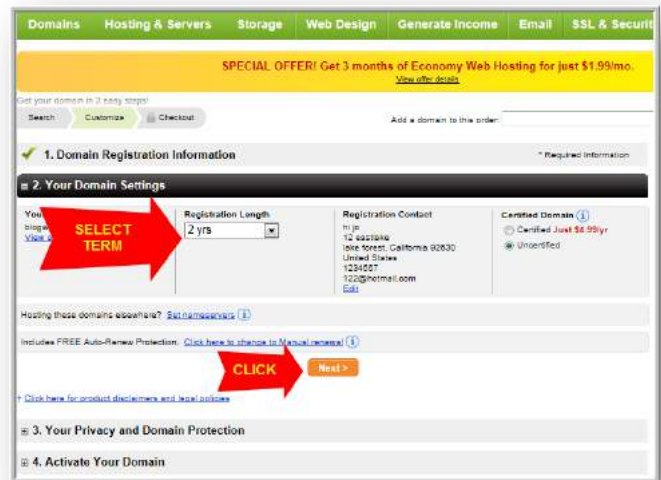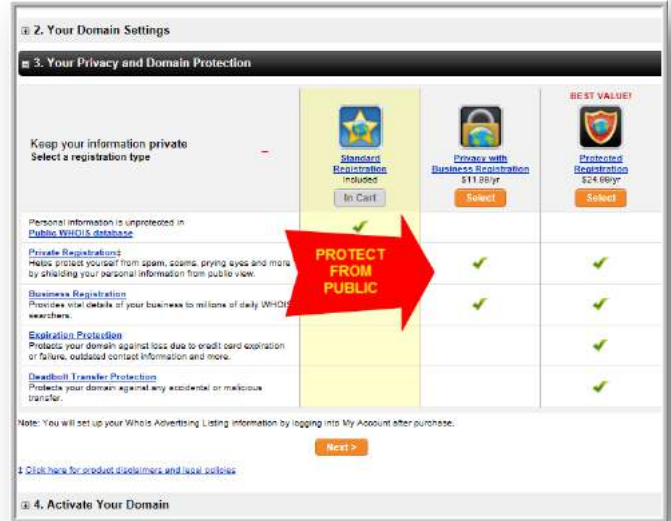
STEP 7: Privacy Protection

I suggest selecting some kind of privacy registration. If you don't want your information will be available to the public: Name, Address, Phone Number, and Email Address.

The few extra bucks will protect your identity.

STEP 8: Skip Email and Webhosting

Click NEXT at the bottom of this page. You will not need an email and webhost from GoDaddy. I will show you another web hosting provider later in this book.
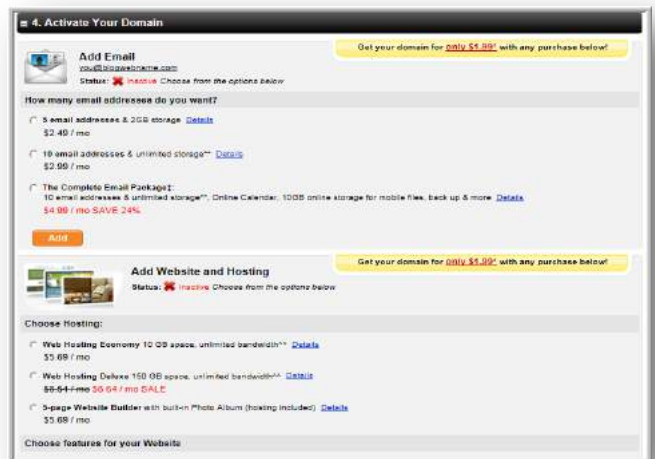
STEP 9: Continue to Checkout & Pay

CONGRATULATIONS! You are one step closer to owning your own website or blog.

Picking domain names is actually really fun. I could spend hours brainstorming domain names.

Next I will teach you how to create a hosting account and show you how to attach your domain to your website later in this book.

I'm going to recommend only ONE host to you. There are hundreds out there but this is the one I have used for years and their hosting and **customer service is excellent**. Of course feel free to look around or if you're ready to just get going you can take my recommendation below.

STEP 1: Select a Webhost

CLICK HERE HOSTGATOR
(25% off Promo code "myaccesspass")

- Its inexpensive
- Reputable and Reliable
- You own the site = you can sell it
- Easy to use cPanel
- WordPress One-click install "Quick Install"

STEP 2: Select Plan

I recommend "Baby Plan" because you can create *unlimited webpages*. Trust me buy the Baby Plan because once you see how easy it is to create Blogs you will want to make more.

STEP 3: Enter Your Domain Name

Type in the domain name that you purchased from GoDaddy.

STEP 4: Fill in Billing Information

You can elect to pay per month or pre-pay for a couple months ahead. It's up to you. You get a better price when you pay for longer terms up front. **Complete the registration process** and pay for the service.

STEP 5: Change (DNS) Domain Name Server

Login to your GoDaddy account with your Username and Password
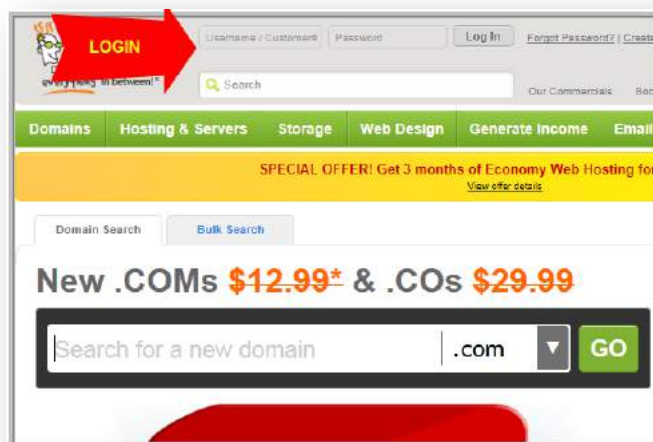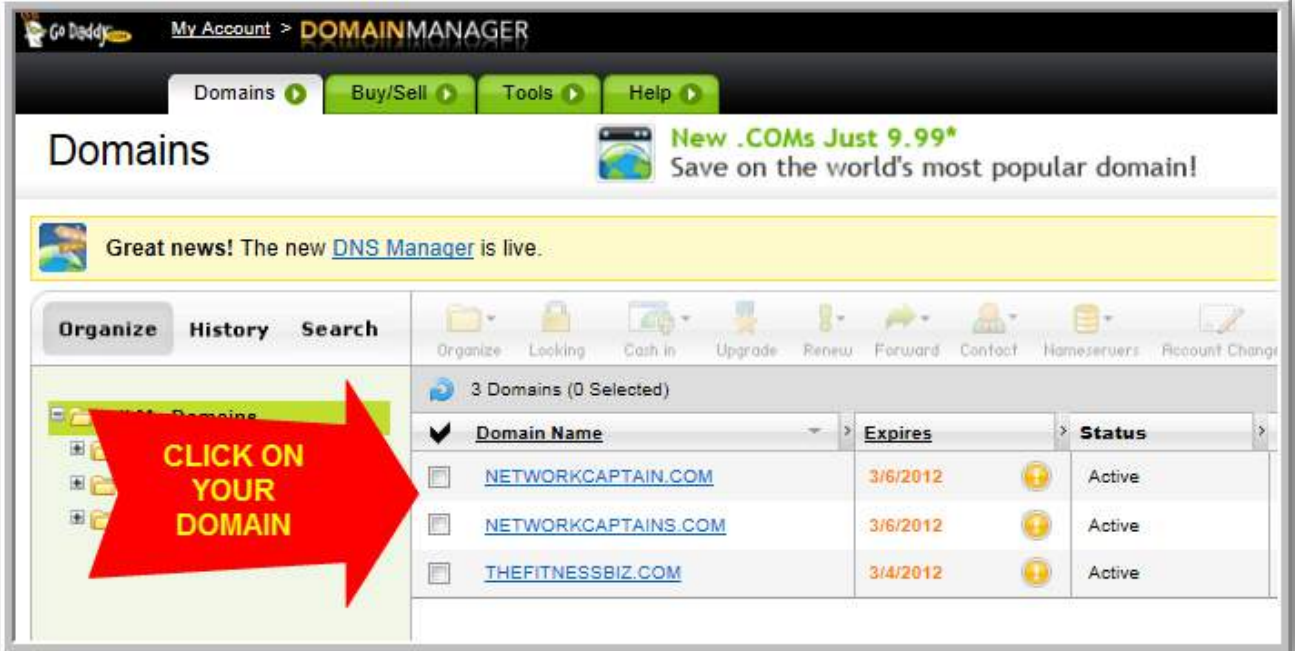
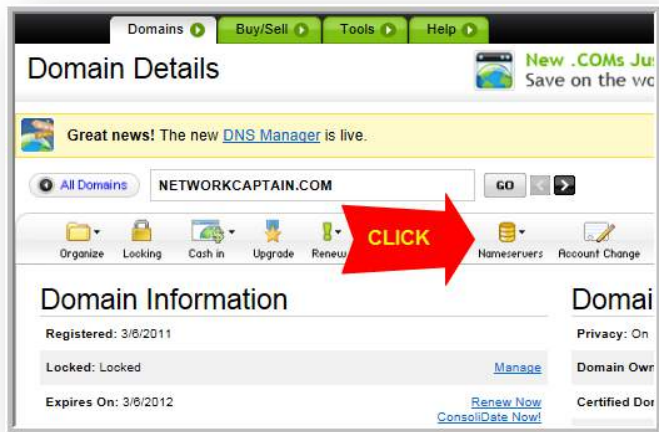## STEP 6: Login to My Account
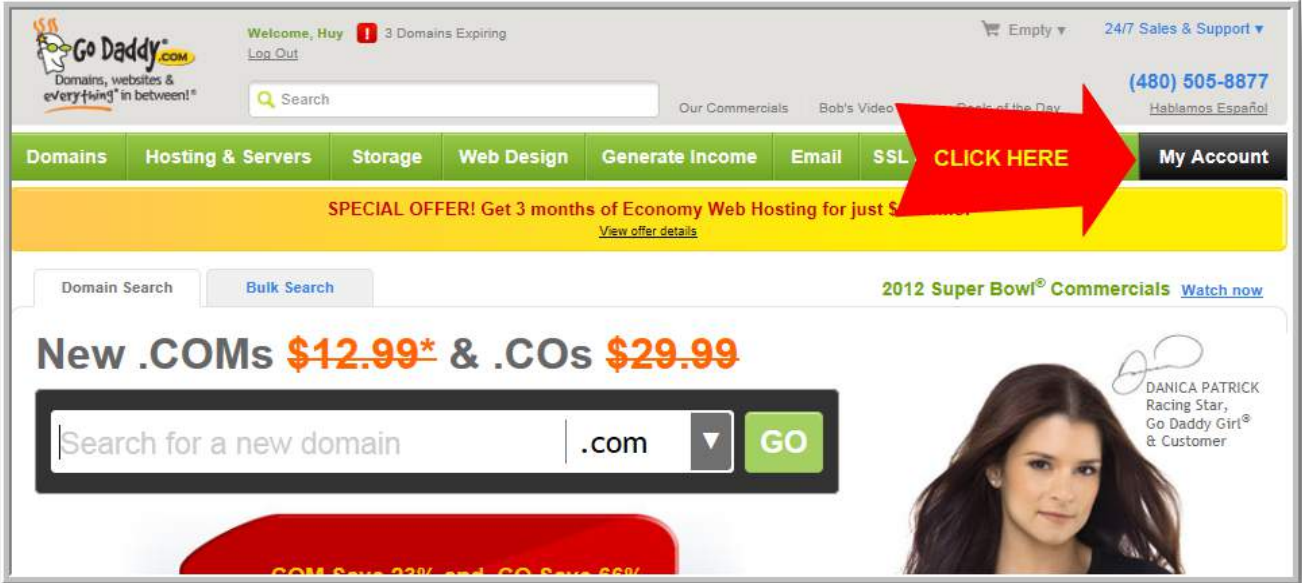
STEP 7: Launch Domain Manager
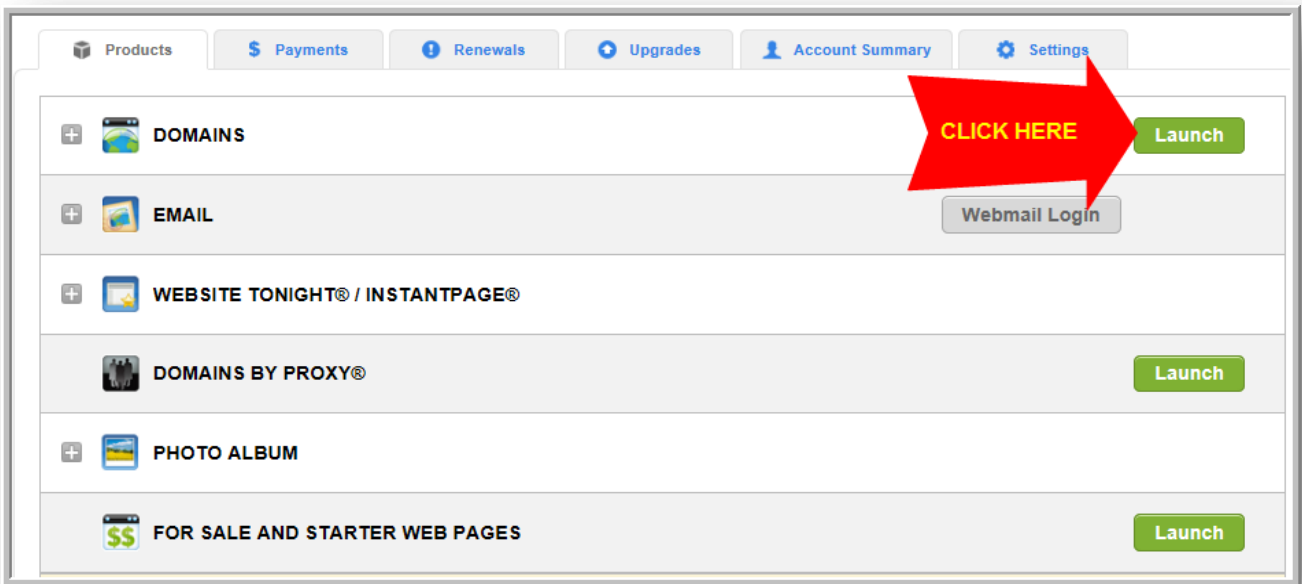
STEP 8: Click on Your Domain Name

STEP 9: Click on Nameservers

Click on Nameservers and select *"SET NAMESERVERS"*

## STEP 10: Login to Hostgator cPanel

You will need to **REPLACE nameserver1 and nameserver2** with your hostgator account.

STEP 11: Copy and Paste Nameservers

When you log into your cPanel. **SCROLL all the way down** to the bottom of the page. I blacked-out my nameserver address.

Your nameserver address should have some numbers and letters in front of the ".hostgator.com" You will see the highlighted two nameserver addresses.
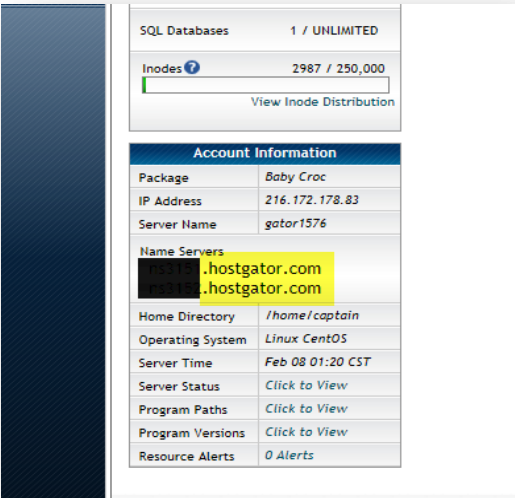
Copy them and paste them to your GoDaddy domain name server. This could take to up to 8-24 hours to see your Domain Name to be updated on Host site.
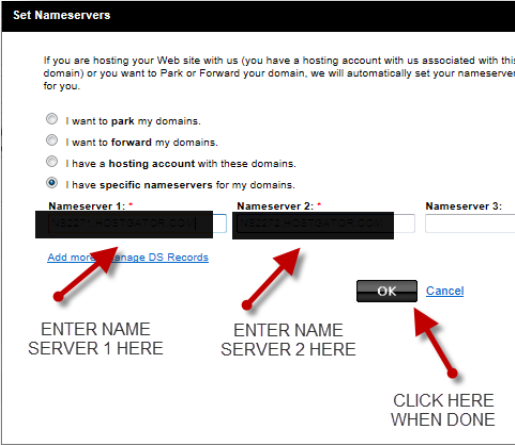
STEP 12: Setup Email Account

Log into your cPanel at:
http://www.domain.com/cpanel

Scroll to the Mail area and **click on "Email Accounts"**
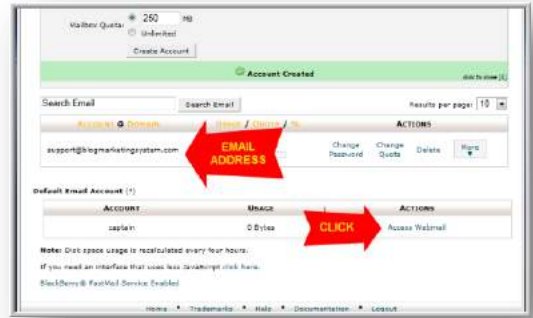
Enter email name you want to use. Enter Password twice. **Click Create Account**

Scroll down you can see your new email address name. **Click on "Access Webmail"**

Click on Go To Webmail Login

Click on any one of the 3 available email platforms. Try them all and select the one that you like. I personally like "roundcube." I suggest to ==bookmark this page== so you can access it again quickly.

Login to your
cPanel www.websiteaddress/cpanel

Scroll Down to Software/Services section and **click on "Quick Install"**

Click on "WordPress" on Left hand side

Click "continue"

Select your Domain, Enter email, Blog Title, Admin User, First Name, Last Name, Click Install Now
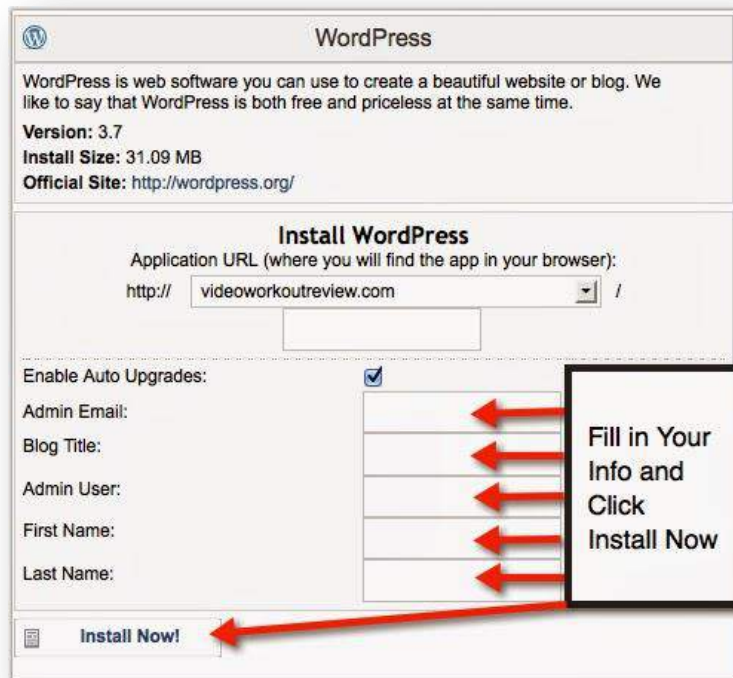
Congrats! You've got yourself a WordPress installation.

After you install your WordPress site you'll need to log in to go any further. Your login will be given to you upon installation – make sure you save it for later.

Then, whenever you want to edit your website you will need to basically log into it and start working in WordPress.

Now, before you go too much further I recommend you take at least an hour or two to PLAY with your new software. Click around, look around, create a post, make a page, see if you can make a link or upload an image.

All these things are possible and so much more. In fact, there are so many things you can do I won't talk about them all in this guide as I don't want to overwhelm you. But – I also don't want to underwhelm you! I want you to understand how powerful and fantastic the program you just installed really is!

To help you along, let's do a quick overview of the different sections of WordPress. The image you see to the bottom is on the left side of every page inside your WordPress dashboard.
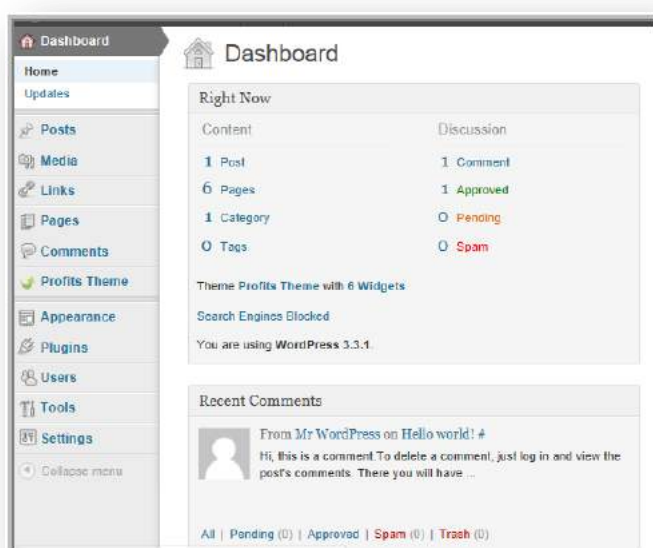
If you click on any of the words you see in the image you'll get a drop-down menu with more options. Let's go over what each general section does.

Dashboard – Click this to bring you to the main page of your WordPress. Here you will see various items relating to your WordPress site. It will give you a summary of your posts and pages, comments, etc.

Posts – If you're going to set up a blog on your site this is where you create, view and edit your posts.

Media – You can use the media section to upload images, videos and documents.

Links – If you want to use the links 'widget' so you can link out to other people this is where you would fill in the links.

Pages – This is where you create, view and edit your pages.

Comments – Here you can view all the comments you've received, check your spam comments, edit or delete comments.

Appearance – This is where you upload a new theme, you customize your widgets and you can also set up a custom menu. You can also work in the css and php files if you have some advanced coding knowledge.

Plugins – We've yet to talk plugins but here is where you can upload and activate them.

Users – Lets you set users to your site or update current users.

Tools – Import or export WordPress files.

Settings – You can set options about how people read your blog, how many posts they see, how the permalinks are set, etc.

We've covered how to choose a host and we've installed WordPress.

Did you get your hosting squared away? If not, here's the link to the hosting company I use for all my own sites and highly recommend: Hostgator

Now we are going to talk about choosing and installing a theme for your new site!

What is a WordPress theme or template?

WordPress comes with a default 'theme'. A theme is what sets the layout of your website. It is a bunch of advanced php and css coding that allows you to have a more customized look.

Here's what I recommend you do before you take ANY time looking for a theme: --> **Decide what you need it for.**

Get a very good idea in your mind what you want from a theme and your search will be much, much easier!

Here are some questions you should ask yourself, copy these to a notepad file on your computer then print and answer them before you start your search:

- Do I want a blog only?
- Do I want a blog + website?
- Do I want a professional or relaxed look?
- Do I want to customize the header?
- What colors do I want my theme to be?
- Do I want two columns or three?

Now that you have all those questions answered (and maybe a few more that you think of on your own), you're ready to go searching for your theme!

STEP 1: Find a Theme

Click Here for <u>WooThemes</u> - Beginner to advanced themes, great style.
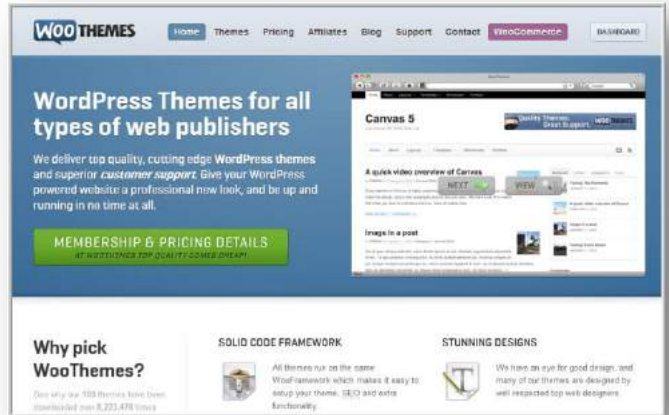
Click Here for <u>WordPress</u> – You can search this database of free themes.
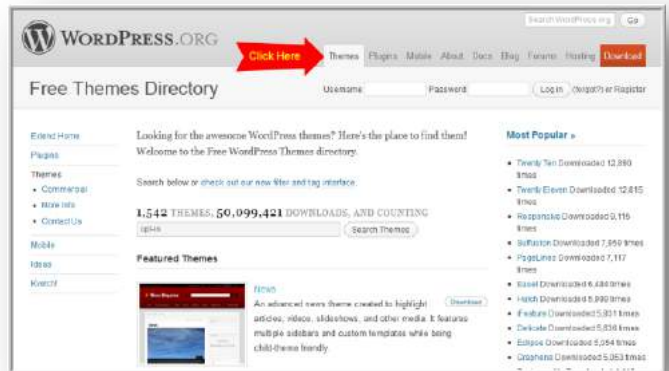
Ok that will get you started. Just make sure you don't spend forever choosing a great theme! You can always switch later, the main thing for now is to get moving :)
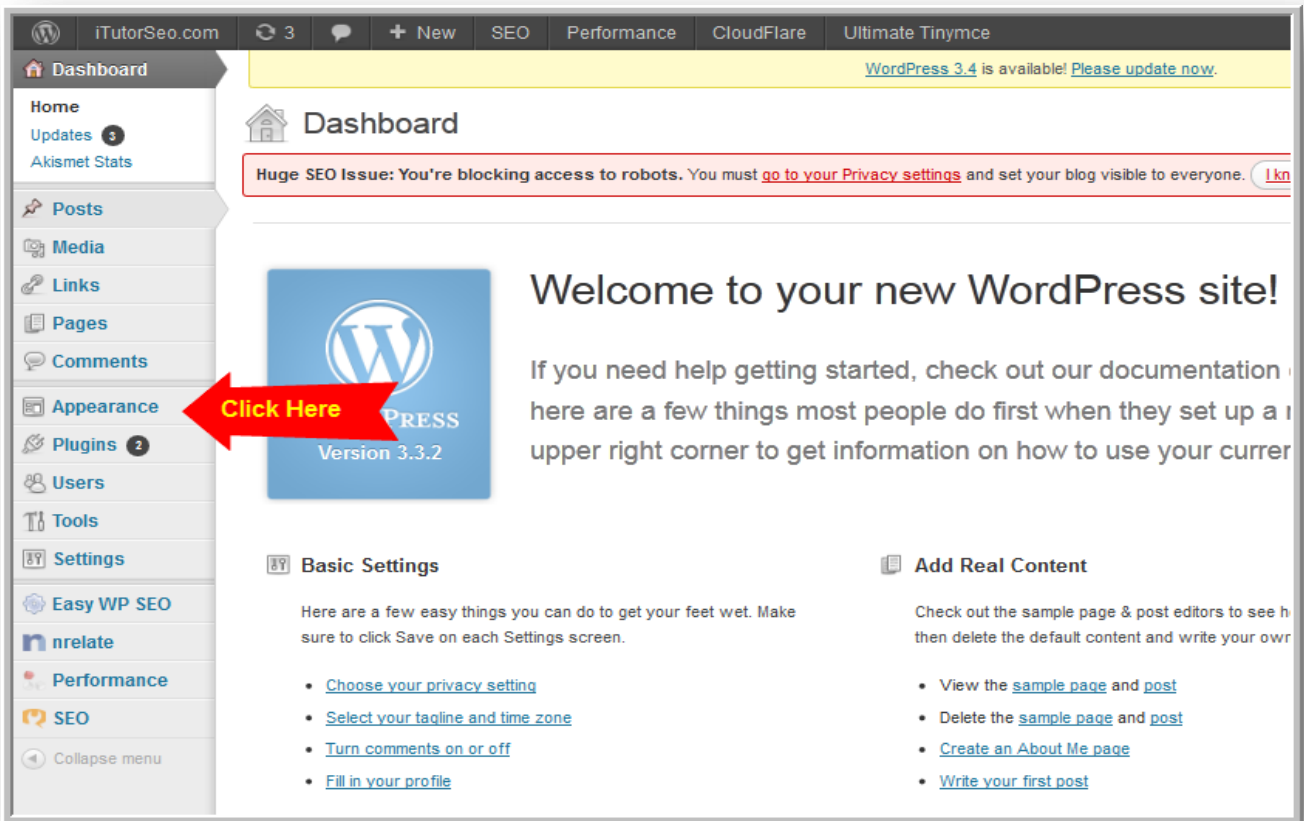
STEP 2: Login to WordPress Dashboard

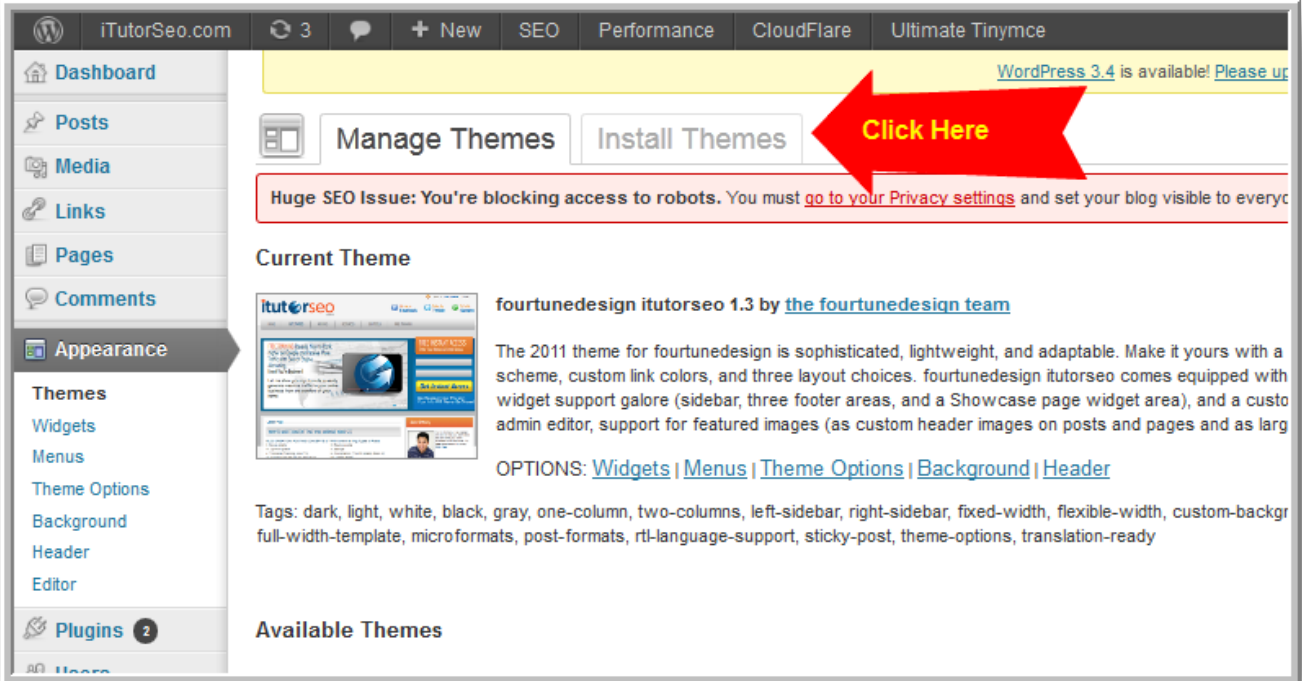Once you've chosen you're theme you'll need to install it.

To do this you need to log into your WordPress dashboard.

STEP 3: Click on Appearance Tab and then Themes

STEP 4: Click on Install Themes

STEP 5: Upload Your Downloaded Theme
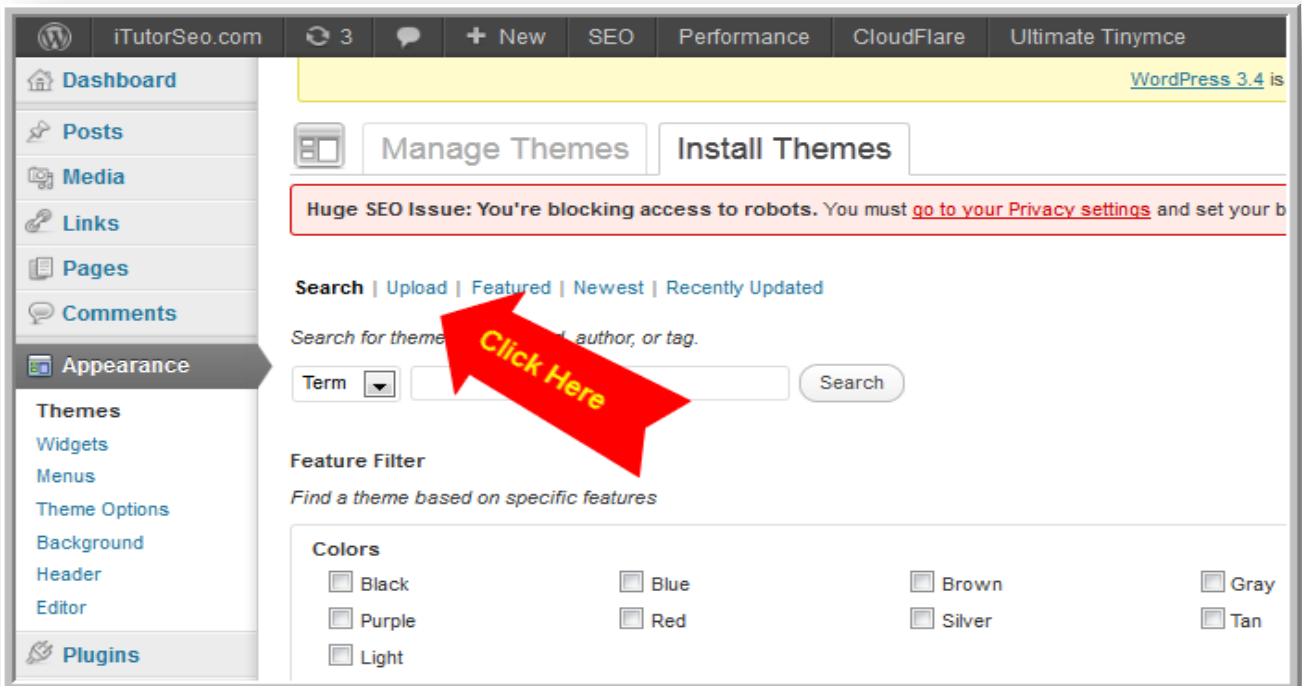
STEP 6: Click Install Now
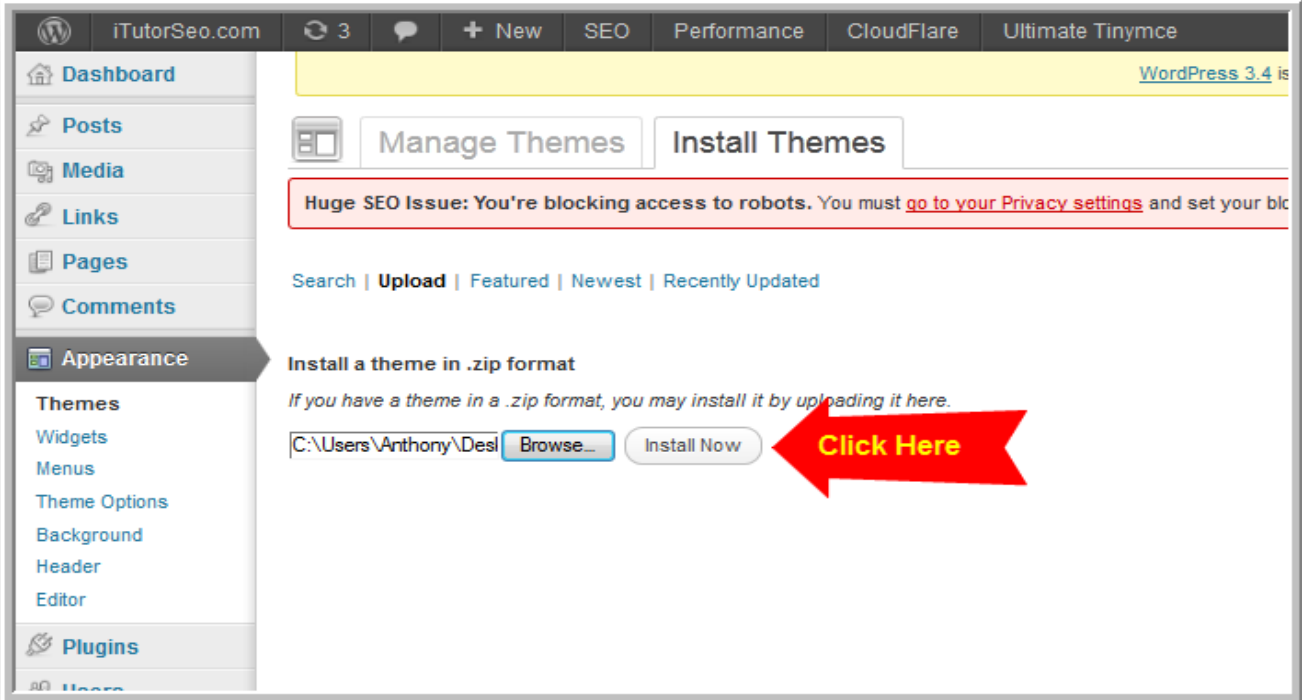
STEP 7: Activate Your Theme
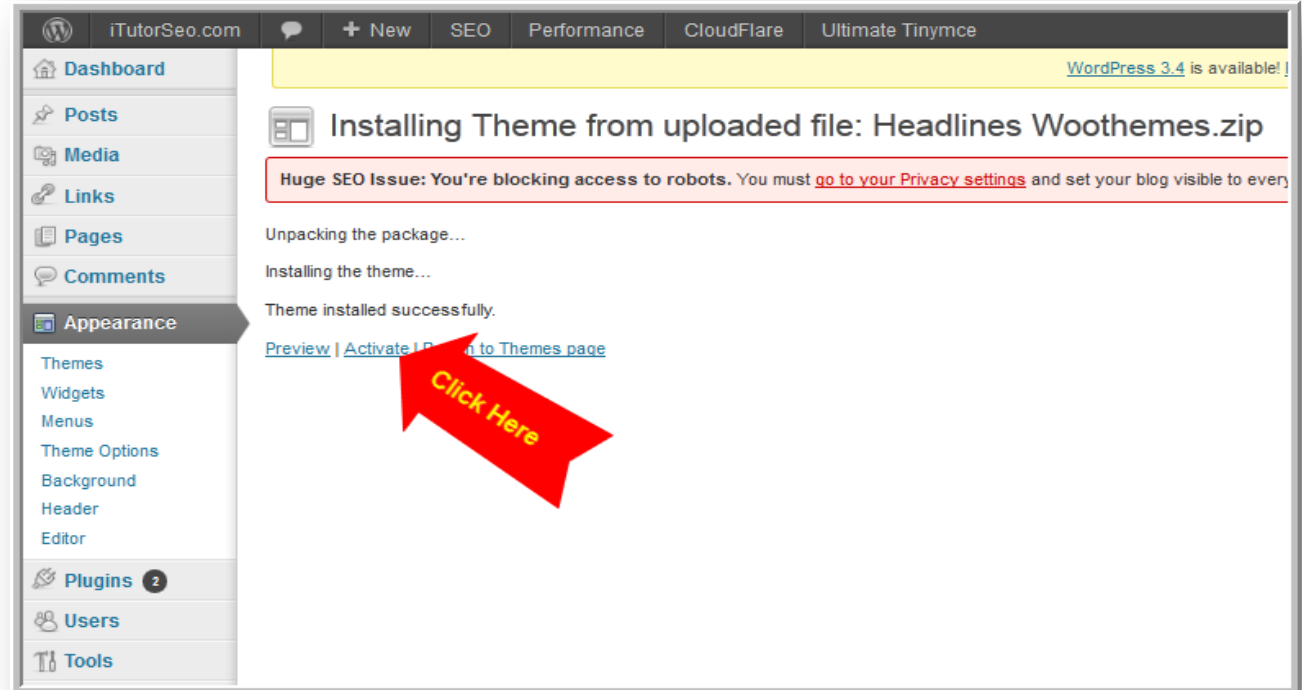
There you have it! That's all you need to do to add a new theme. I can't tell you what a simple process this is compared to the 'olden days' of website design. Before websites were built with all HTML and I can tell you it was a long, long process to get the simplest of websites going.

Step 8: Customizing Your Theme

Next we are going to talk about customizing your WordPress Website. Almost everyone who installs their own WordPress theme will at least want to customize the header. How you do this will be dependent on the theme in question. Then you may want to customize other parts of your theme like the sidebar, the footer and the colors.

Many themes will come with settings that allow you to customize the entire site making it completely unnecessary for you to have any previous coding or design experience. I highly recommend these if you are a beginner.

My favorite theme for total customization is the Woothemes.

The best thing about buying premium themes is that they almost always come with user support as well as forums and files to make installation and customization easy for you.

Other Items to Customize:

Sidebar - Many people will want to remove the 'Meta' information that is added to some WordPress themes by default. You may also want to add other elements such as an email opt-in and RSS Feed info to your sidebar. The easiest way to make changes to the sidebars is to use widgets. Almost all new themes are 'widget-friendly'.

You simply click on 'Widget' under 'Appearance' in the left menu of your WordPress software to see what options you have for customizing with widgets.

Background Color – Again, some free and premium themes let you change the background color within the theme settings. Others may require some custom coding. I recommend you go with the ones that don't require coding. I know how to custom code but I'll always choose the easier path if you let me. There are also many themes out there that now offer various color options.

This would mean that you don't need to make any color changes yourself and can use the theme 'as is'. WooThemes is a great choice if you are looking for themes with different colors.

STEP 1: Click Pages from your Dashboard
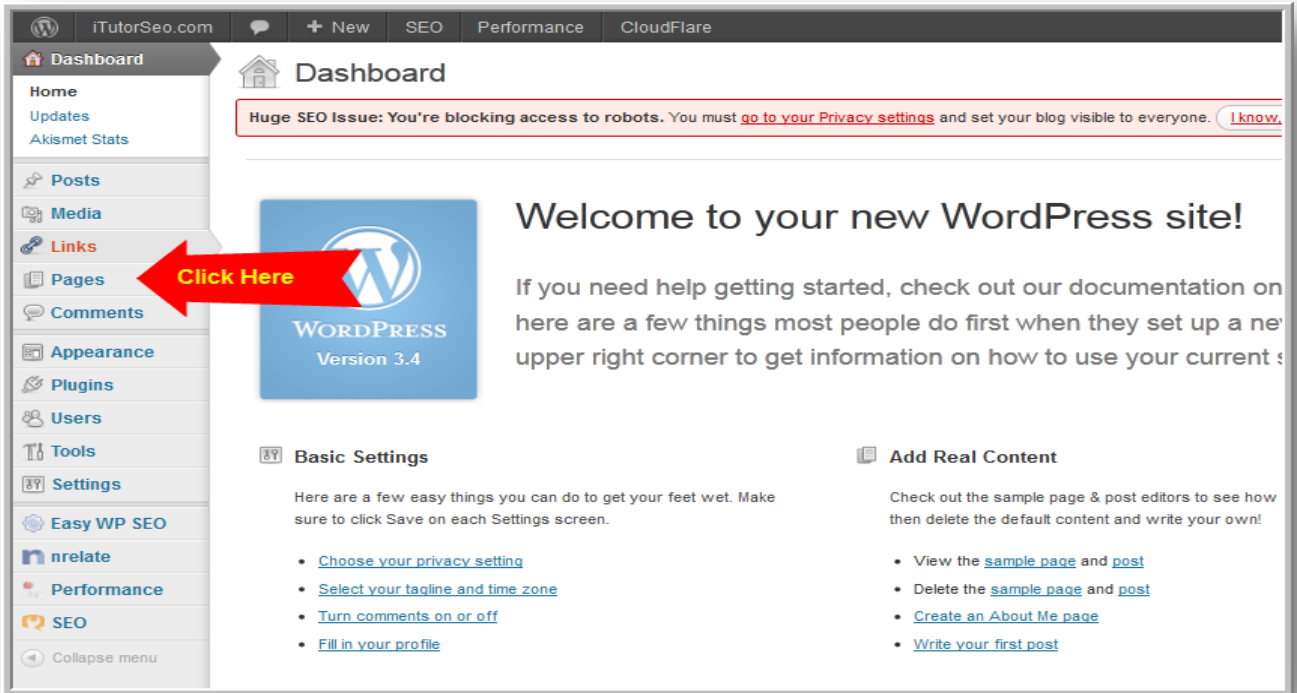
STEP 2: Click Add New
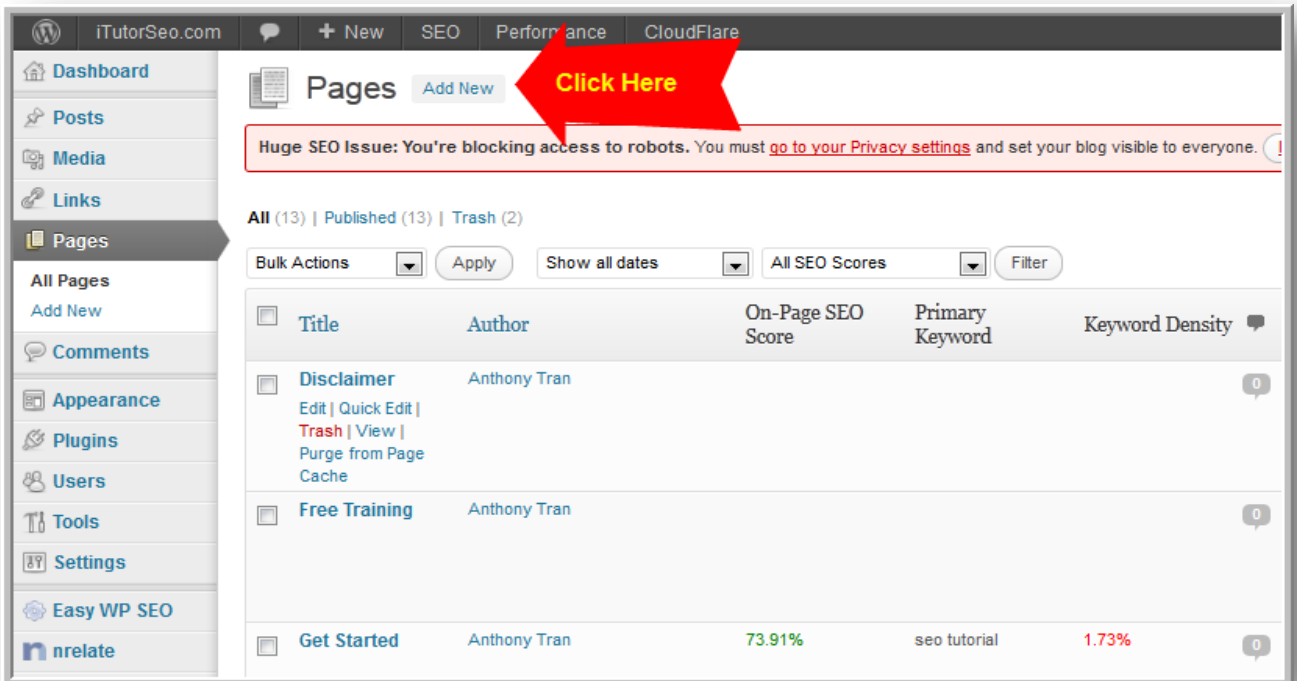
Now you can simply add content and click publish when you are finished.

Search Engines feed off of new unique content. If you want to rank well on the search engines you have to continually add new content to your webpages. This gives the search engines more webpages to index and increases your relevance to your subject or niche.

One of the best ways to continually add fresh content to your website is to add posts.

STEP 1: Click Add Posts from Dashboard

STEP 1: Click Add Posts from Dashboard

STEP 2: Click Add New
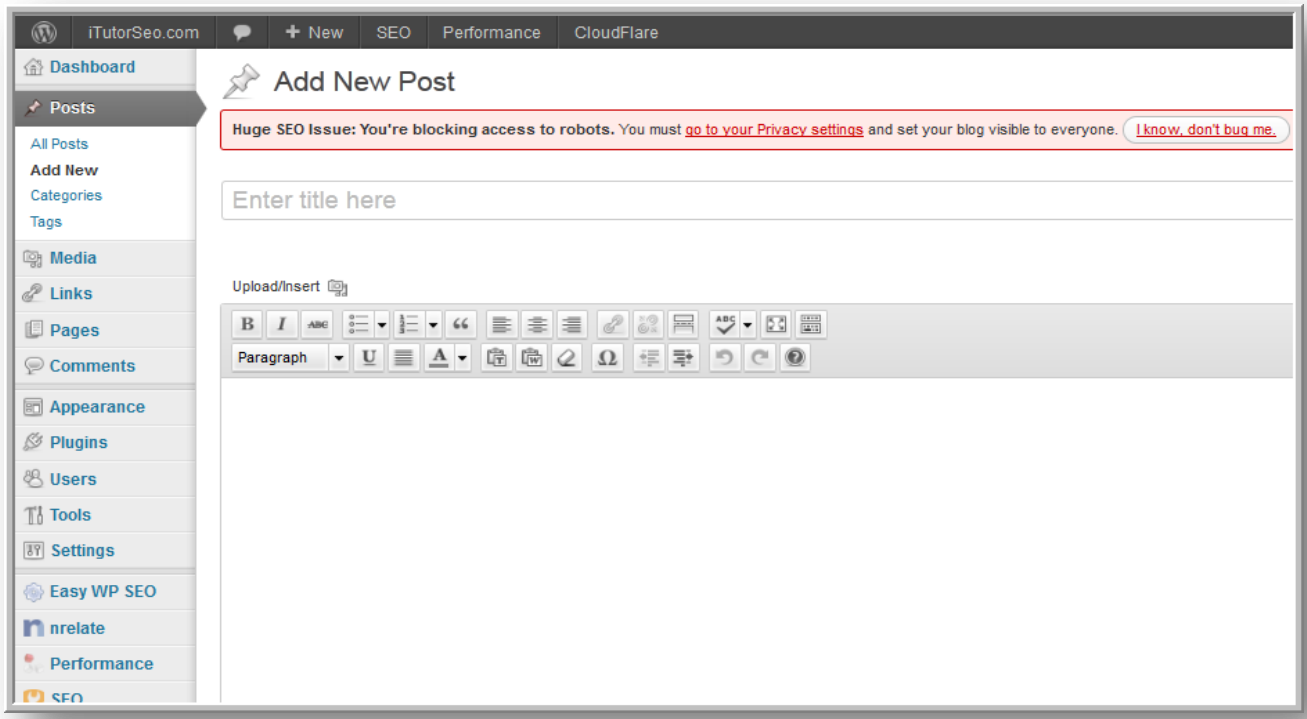
STEP 3: Write Content and Publish
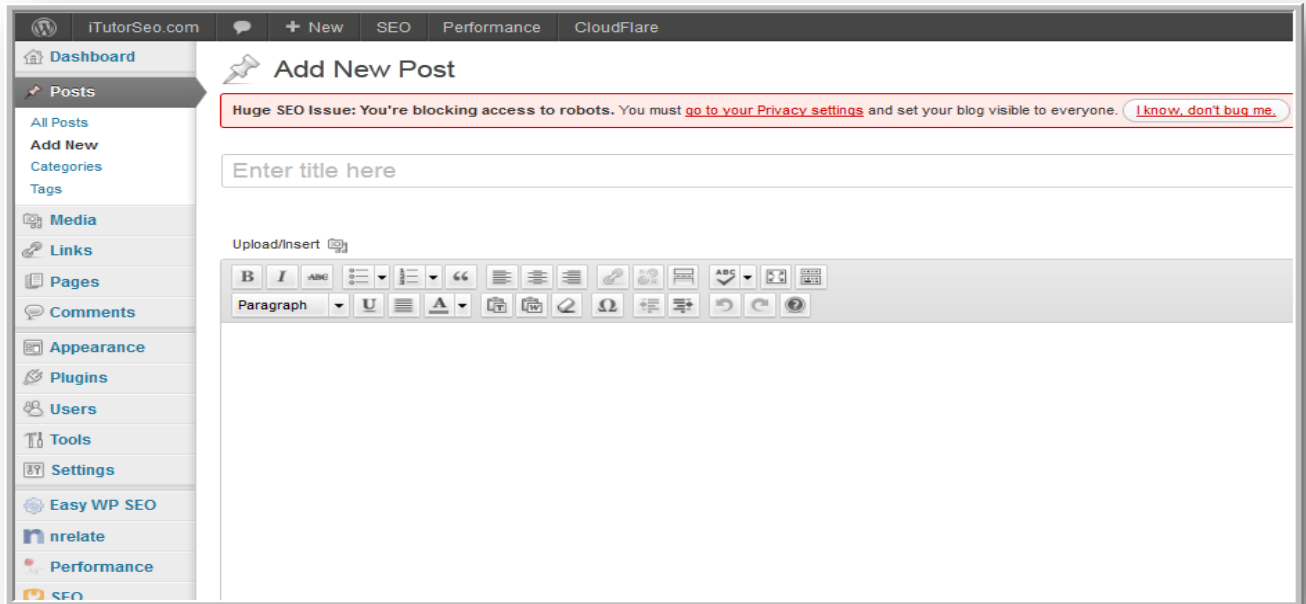
I have compiled some useful tips for creating content.

- **Write About Related Topics** – when you thinking of topics to write about you can think of topics that are related to your topic.

- **Tone of Voice** – Using CAPS or exclamation marks! can be mistaken that you are yelling or using an aggressive tone.

- **Create Content that is Unique** – try to provide information that is new and different from what is already out there.

- **Give Your Readers What They Want** – simply asking your audience what they want to read about can give you some great topics.

- **Work on Building Credibility** – the best way to build credibility is to share valuable content. In fact, give them your "best stuff" for free.

- **Keep Content Concise** – the rule of thumb is to create content with a minimum of 300 words and a maximum of 1,000 words.

- **One Link Every 50-100 Words Only** –Only include links if you feel it adds value to the reader.

One of the best things about using WordPress is the ability to add "plugins." Plugins allows you to enhance your blog and customize it in so many ways. The best part about all of this is most plugins are FREE.

I will first teach you how to search and install plugins.

STEP 1: Click on Plugins from the Dashboard

STEP 2: Click Add New

STEP 3: Use the Search Box

STEP 4: Find a Plugin and Install It
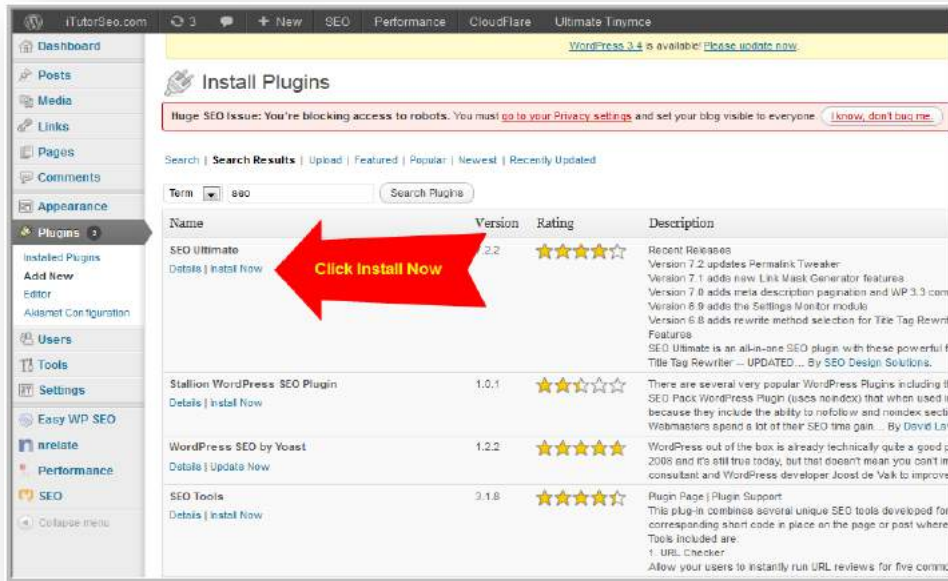
STEP 5: Activate Plugin
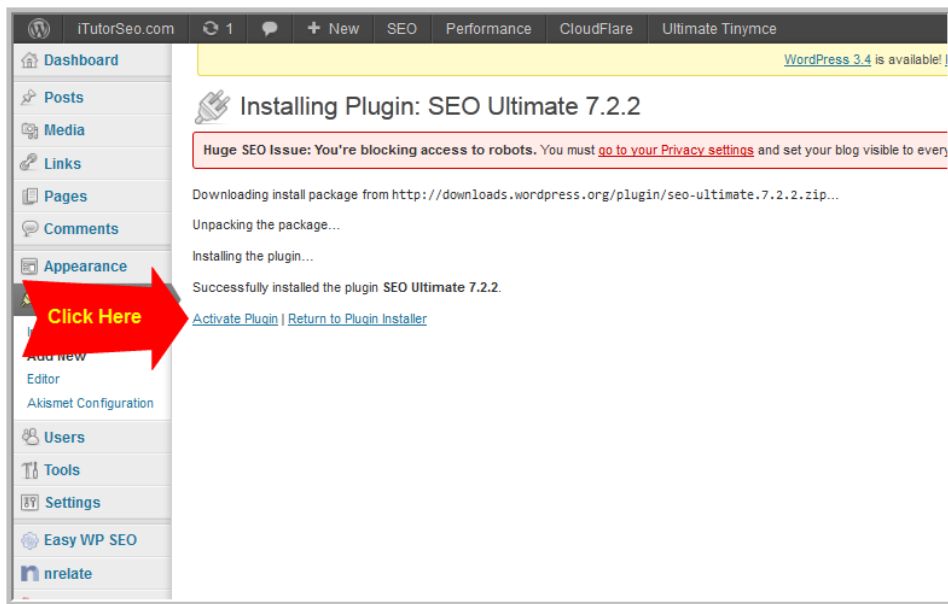
That's all there is to it. You can add as many plugins as you wish. However, don't get too many plugins as it may slow down your website performance. Play around with it and add plugins as needed.

The good news is if you don't like you can simply delete the plugin.

Akismet – Already comes installed on WordPress. Comment spam protection.
http://wordpress.org/extend/plugins/akismet/

Contact Form 7 – Create a contact form where people can email you for questions or support. http://wordpress.org/plugins/contact-form-7/

Ultimate Tiny MCE – This plugin will add 40 new buttons to the default visual tinymce editor, giving you the power to visually create your pages and posts. http://wordpress.org/plugins/ultimate-tinymce/

Sexy Bookmarks – This allows your readers to easily use social bookmarking or social media to promote your site. http://wordpress.org/extend/plugins/sexybookmarks/

Better WP Security – Better WP Security takes the best WordPress security features and techniques and combines them in a single plugin. http://wordpress.org/plugins/better-wp-security/

Facebook Like Box – Shows a box on your blog sidebar how many people like your fanpage. Can include Facebook updates and images too.
http://wordpress.org/extend/plugins/facebook-like-box-widget/

Nrelate Related Content – This plugin analyzes your website content and displays other related posts from your website.
http://wordpress.org/plugins/nrelate-related-content/

I hope you enjoyed this WordPress Guide and found the information valuable and useful.

If you follow these blog marketing best practices you will be able to start blogging like a pro in less time. When you follow these easy steps you can start creating content and showcasing your knowledge to the world-wide-web today.

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- Google+:   https://plus.google.com/u/0/+AnthonyTran1

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- Pinterest: http://www.pinterest.com/anthonytranmap

- LinkedIn: http://www.linkedin.com/in/anthonytranmba

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