

WORDBRESS 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 expferience. 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



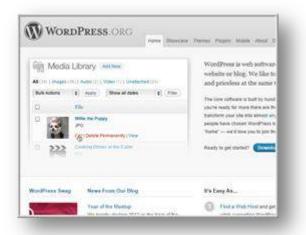
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WordPress is a content management software. It's a program that allows you to set up a website on the internet. **Best part it's completely FREE!**

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 <u>MarketingAccessPass.com</u>



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 <u>WordPress.org</u>. 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 <u>http://powersupplyrepair.net</u>

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

<u>CLICK HERE FOR GODADDY</u> (Use Affiliate Link to get 25% off)



STEP 2: Buy Domain Name

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COM Add S9 95 ⁴	store available .co Add \$29.69 \$9.99	JUST S	.NET Add	Add .ORG Add	CLIC BI IUS Add \$19.98	Add	Add \$17.00*	.BIZ Add	More options .ME .Add \$19.99
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STEP 3: Register Domain Name

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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

Completethedomainregistrationby filling in yourname,address,informationetc.

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Domains Hosting & Servers	Storage Web Design	Generate Income Email SSL & Secu
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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.

Domains	Hosting & Servers	Storage	Web Design	Generate Income	Email	SSL & Secur
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3. Your Pr	lvacy and Domain Protec	tion				
	Your Domain					



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.

3. Your Privacy and Domain Protection		_	
Keep your information private Select a registration type	Standard Registration Includes	Erivary with Business Registration Solved	HEST VALUE! Frotected Registration \$24.66yr Soled
Personal information is unprotected in Public WHOIS database	4		
Private Registration‡ Helps protect yourself from spam, scams, prying eyes and more by shielding your personal information from public view.	PROTECT	1	*
Boximess Registration Provides what details of your bosiness to millions of deily WHOI searchers:	PUBLIC	1	1
Expiration Protection Protects your domain against loss due to credit card expiration or failure, outdated contact information and more.			4
Deadbolt Transfer Protection Protects your domain against any accidental or malicious transfer.			*
te: You will set up your Whois Advertising Listing information by log		r purchase.	
Dick here for product disclaimers and legal policies	Next>		
4. Activate Your Domain			

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.

Add Email rou@bloowebneme.com Status: ¥ instatio Choose from the options below	Get your domain for <u>only \$1.891</u> with any purchase below!
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Semail addresses & 2008 storage <u>Definits</u> 32.497 me 10 email addresses & unterned storage ²² <u>Defaults</u> 52.997 me	
The Complete Email Package1: 10 email addresses & unimited storage**, Online Calendar, 1008 online 54 09 rmc SAVE 245.	stanage for mobile files, back up & more <u>Details</u>
Add Website and Hosting Stetus: Kinadow Choose from the options being	Get your domain for <u>ONLY \$5.007</u> with any purchase below!
choose Hosting:	
Web Hosting Economy 10 08 space, unlimited bandwidth** <u>Details</u> \$5.69 / mo	
Web Hosting Delexe 150 OB space, unlimited bandwidth** Estable 55.54/mm 36.64/mm SALE	
⁽¹⁾ 5-page Website Builder with built-in Photo Album (hoxing included) \$5.68 / mo	elaite



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.

ep 1: Choose a Domain	Step 1 » Step 2
tegister a New Domain	I Currently Have a Domain Name
Help me register a new domain name	Use an existing domain name Enter Domain Name:
ENTER YOUR	Enter Domain Name:
DOMAIN	
CONTINUE TO STEP 2	CONTINUE TO STEP 2
CONTINUE TO STELL P	CONTINUE TO STEP 2.P
inter a Coupon Code	



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 <u>GoDaddy</u> account with your Username and Password





STEP 6: Login to My Account

Domains, we everything" i	ebsites &	Welcome, Hu Log Out Q Search	y 🚺 3 Domai	ns Expiring	Our Commerc	cials Bob's Vid	eo Deck of the Day	24/7 Sales & Support ¥ (480) 505-8877 Hablamos Español
Domains	Hosting &	& Servers	Storage	Web Design	Generate Income	Email		My Account
			SPECIAL OFI	ER! Get 3 month	is of Economy Web H View offer details	osting for jus	t <mark>S</mark>	
Domain		Bulk Search					2012 Super Bowl® Con	mercials Watch now
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STEP 7: Launch Domain Manager

Products \$ Payments 9 Renewals 0 Upgrades 1	Account Summary Settings
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DOMAINS BY PROXY®	Launch
🗈 🧮 РНОТО АLBUM	
FOR SALE AND STARTER WEB PAGES	Launch



STEP 8: Click on Your Domain Name

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Domains	Save on the world's most popular domain!
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Stear news: the new Dito M	lanayer is live.
Organize History Search	Organize Looking Cash in Upgrade Renew Forward Contact Nameservers Recount Ch
	3 Domains (0 Selected)
C Martine	
CLICK ON	✓ Domain Name ✓ > Expires > Status
CLICK ON VOUR	Domain Name Expires Status NETWORKCAPTAIN.COM 3/6/2012 Active
CLICK ON	✓ Domain Name ✓ > Expires > Status

STEP 9: Click on Nameservers

Click on Nameservers and select "SET NAMESERVERS"

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Great news! The new DNS Manager is live.	
All Domains NETWORKCAPTAIN.COM	60 < >
	Nameservers Account Change
Organize Looking Cash in Upgrade Renew	Hameserbers Hocount Change
	Domai
Domain Information Registered: 3/6/2011	
Domain Information	Domai



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.









How to Install WordPress

Login to your cPanel <u>www.websiteaddress/cpanel</u>



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



Click on "WordPress" on Left hand side

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Billing Software	Manage Installa O applications are current	
Blog Software	Enable Global Automat	ic Upgrades: S isable Automatic Upgrades for th
V LifeType		



Click "continue"

0	WordPress
	software you can use to create a beautiful website or blog. We rdPress is both free and priceless at the same time.
Version: 3.7 Install Size: 31.09 Official Site: http:/	

Select your Domain, Enter email, Blog Title, Admin User, First Name, Last Name, Click Install Now

0	WordPress						
		n use to create a beauti ree and priceless at the	iful website or blog. We same time.				
Version: 3.7							
Install Size: 31.09 M							
Official Site: http://w	vordpress.org/						
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Admin User:			Click				
First Name:			Install Now				
Last Name:			In Istail NOW				



Congrats! You've got yourself a WordPress installation.

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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.

Home			
Updates	Right Now		
P Posts	Content	D	iscussion
🕸 Media	1 Post	1	Comment
a Links	6 Pages	1	Approved
D Pages	1 Category	0	Pending
Comments	O Tags	0	Spam
🥑 Profits Theme	Theme Profits Theme with	6 Widgets	
Appearance	Search Engines Blocked		
Ø Plugins	You are using WordPress	3.3.1	
48 Users			
Ti Tools	Recent Comments		
ET Settings		dPress on Hello w	
(Collacse menu		iment To delete a c is. There you will ha	omment, just log in and view the we
	All Pending (0) Approv	/ed Spam (0) Ti	rach (D)



If you click on any of the words you see in the image you'll get a dropdown 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: <u>Hostgator</u>

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?

WordPress

Guide

- 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

WordPress

Guide

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.

We deliver top and superior as powered websit running in no to MEMBER	of web pu quality, cutting ed ustomer support to a professional r		S A quiek	video overvlev of Carras NEXT	
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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 :)



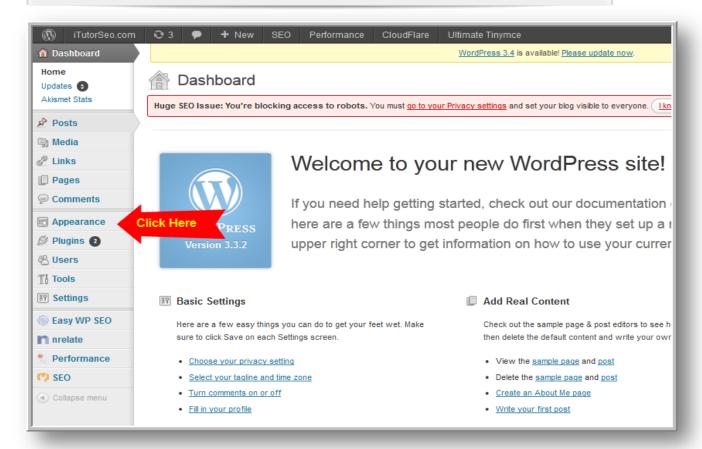
STEP 2: Login to WordPress Dashboard

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

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

You are now logged out.	
Username	
Password	
Remember Ne	Log In
Register Lost your passwo	rd?

STEP 3: Click on Appearance Tab and then Themes

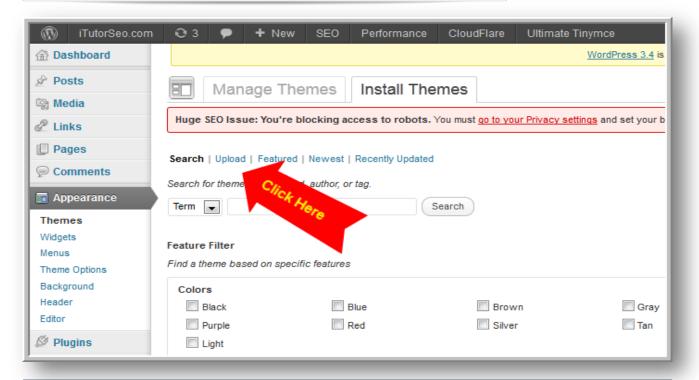




STEP 4: Click on Install Themes

iTutorSeo.com	O 3 ♥ + New SEO Performance CloudFlare Ultimate Tinymce
🗟 Dashboard	WordPress 3.4 is available! Please up
	Manage Themes Install Themes Click Here
Links	Huge SEO Issue: You're blocking access to robots. You must go to your Privacy settings and set your blog visible to every
Pages	Current Theme
Comments Comments Comments Chemes Widgets Menus Theme Options Background Header Editor	fourtunedesign itutorseo 1.3 by the fourtunedesign team fourtunedesign te
Plugins 2	Available Themes

STEP 5: Upload Your Downloaded Theme

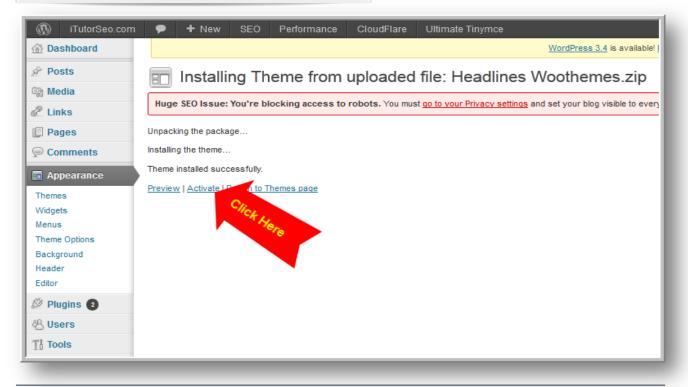




STEP 6: Click Install Now

iTutorSeo.com	O 3	•	+ New	SEO	Performance	CloudFlare	Ultimate Tinymce
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Menus							
Theme Options							
Background							
Header							
Editor							
🖉 Plugins							
AR HOOTO							

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

Deebbeerd) Performance Clo	udFlare			
Dashboard		Pages Add	New Click Here				
Posts		-					
) Media	Hug	e SEO Issue: You're	e blocking access to robot	s. You must <u>go to your Privac</u>	cy settings and set you	r blog visible to every	/one. (]
Links		3) Published (13)	Trash (2)				
Pages			Apply Show all dates	All SEO Scores	Filter		
All Pages	Duik	Actions	Apply Sliow all dates	All SEO Scores	Filter		
Add New		Title	Author	On-Page SEO Score	Primary Keyword	Keyword Densit	y 🗭
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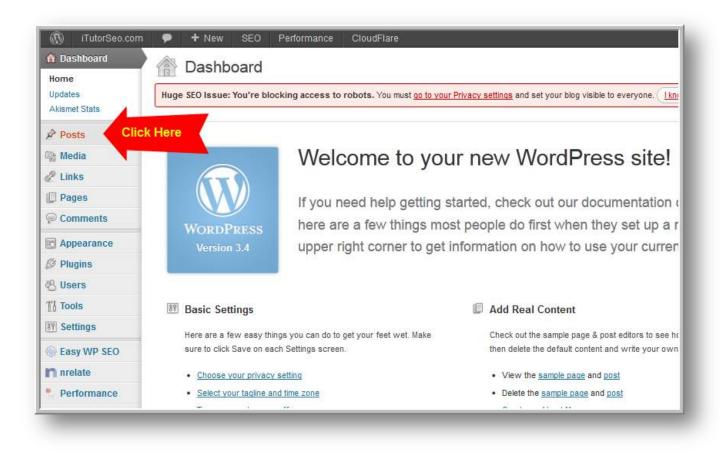
Now you can simply add content and click publish when you are finished.



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

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Dashboard	5	Post	S Add New	Click Here					
🖈 Posts				_					
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TI Tools		Edit Quick E							
37 Settings		dit Trash							
leasy WP SEO		View Purge							
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Se Performance		Page Cache							

STEP 2: Click Add New

iTutorSeo.com	+ New SEO Performance CloudFlare
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🖈 Posts	
All Posts	Huge SEO Issue: You're blocking access to robots. You must <u>ao to your Privacy settings</u> and set your blog visible to everyone. (<u>Iknow, don't bug me</u>)
Add New	
Categories	Enter title here
Tags	
ঞ্জ Media	
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STEP 3: Write Content and Publish

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C SEO	

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.



WordPress Guide

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



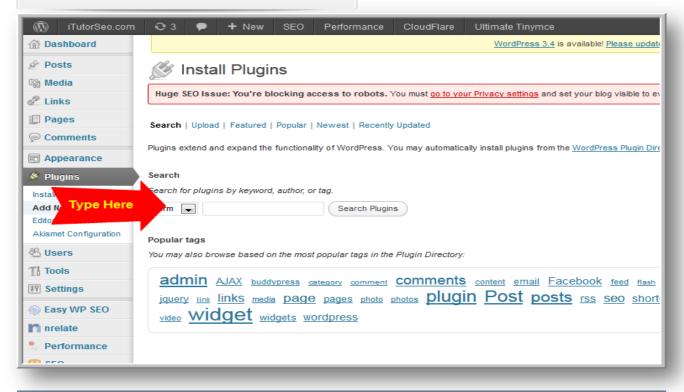


WordPress Guide

STEP 2: Click Add New

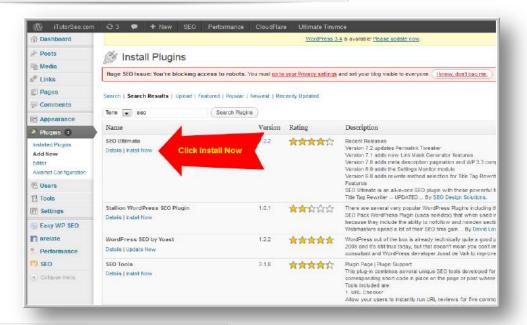
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🗟 Dashboard		WordPress 3.4 is available! Please update now.
🖉 Posts	Plugins Add New Click Here	
🕼 Media		
Z Links	Huge SEO Issue: You're blocking access to robots. You must go to your Privacy settings and set your blog visible to everyone	
Pages	All (10) Active (10) Update Available (2) Drop-ins (3)	
Comments		
E Appearance		
🔌 Plugins 💿	Plugin	Description
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Add New	Deactivate Edit Settings	Version 2.5.6 By Automattic Visit plugin site
Editor Akismet Configuration	Better WordPress Minify	Allows you to minify your CSS and JS files for faster page loading for visitors. Th
-	Deactivate Edit Settings	buffer (will not break your website in most cases). This plugin is very customizab
🖑 Users		Version 1.2.0 By Khang Minh Visit plugin site
TI Tools	Easy WP SEO	Just push a button, and Easy WP SEO analyzes your post, page, or custom post t
Settings	Deactivate Edit	your content is optimized for the search engines, and provides you with a detailer
leasy WP SEO		Version 1.6.2 By Chris Landrum Visit plugin site
n nrelate	Google XML Sitemaps	This plugin will generate a special XML sitemap which will help search engines lik
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STEP 3: Use the Search Box

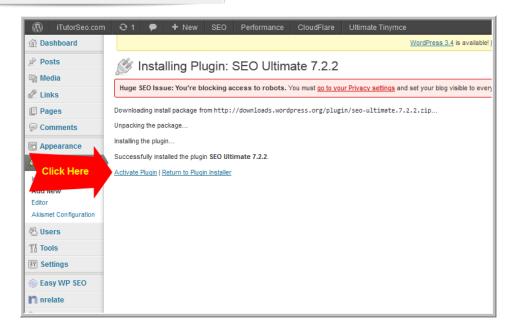




STEP 4: Find a Plugin and Install It



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/

WordPress

Guide

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

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. <u>http://wordpress.org/plugins/ultimate-tinymce/</u>

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

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

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. <u>http://wordpress.org/plugins/nrelate-related-content/</u>



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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I look forward to connecting and helping you increase your web exposure, get new business and outperform your competitors!



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