

Setting Up A WordPress Marketing Hub – Nerve Center



Welcome to the set up of your Online Marketing Universe! Your WordPress Blog is considered your home base, or marketing hub!

Your Blog will allow you to deliver quality content through articles, videos and other items you share on your blog. Great content is what begins to establish you as an expert and even a trusted advisor. This goes a long way to increase your

following and expand your reach.

And, it is quite easy to drive traffic to your blog by using the power of Social Media sites such as Facebook, Twitter, YouTube and others!

Through this Marketing Hub, you'll capture your visitor lead information by giving away something spectacular (free report; mp3 download; video; or some great content) in exchange for your reader opting into your list. This is done through your **AutoResponder**.

So, let's get started with the technical stuff. Relax, I did it, so can you! And, I do assure you, I am *not* a technical person. What I am, however, is persistent and committed to mastering this amazing way of running a business from home. I hope you are, too!

Step by Step – Let's "WordPress!"

1. **Domain Name**. Register a domain name. I use <http://www.GoDaddy.com> for registering my sites. I do recommend registering your name, if it's available. For example: <http://www.JackieUlmer.com> If it's not, that's okay, pick something catchy with good keywords.

2. **Hosting**. Next step is hosting. I recommend **Gator**. They have some great packages, depending on how many sites you want; they are extremely affordable and I *love* their support staff. Highly responsive! Details - <http://www.jackieulmer.com/gator>

3. **Nameservers.** Be watching for an email from Gator that contains information on your "Nameservers". Nameservers is just a technical name for how Gator will know that your domain name is pointed at them so that they can host your site at that address. The Gator Nameserver information will look something like – ns2029.hostgator.com and ns2030.hostgator.com. Don't worry, it looks techie, but as long as you can cut and paste, or copy it, you'll be fine!

Log back into your GoDaddy account and set your Nameservers to point at Gator.

- Log in to GoDaddy
- Click on "My Account"
- Click "View All Domains"
- Click on your domain name.
- Select Nameservers, Click "I Host My Domain With Another Provider" and update with the information from Gator

4. **Upload Your WordPress Blog To Gator.** You are now ready to get your account set up.

- Log in to your Gator account and from your cPanel find the Fantastico DeLuxe Smiley face Icon under "Software/Services" If you get stuck - <http://support.hostgator.com/articles/cpanel/how-to-log-into-cpanel>
- Install a brand new version of WordPress on your domain. You can install it on the main domain (recommended) or you can install with a /blog.
- I highly recommend you invest in the book **WordPress For Dummies** It is complete, simple to use and will save your hair! You can find a lot of info on the WordPress Support Forums, but I found the book extremely helpful. Details - <http://www.jackieulmer.com/wpummies>
- Watch this 6 minute tutorial on how to Install/Upload Wordpress to Gator Hosting. You'll see how really simple it actually is!

<http://www.screencast.com/t/pxnuSEbble>

5. **Theme.** This is what determines what your site “looks like” or the layout platform.

- Be watching for your log in info to your new WordPress Marketing Hub, log in and browse around.
- WordPress always starts you with a (boring) default theme. To change your theme, click on Appearance and add a new theme. (this is a lot easier than it used to be). I highly recommend investing a little and getting a custom theme. This offers you a clean, professional look, and *support* from the group you purchase from (yippee, love support!) I recommend the **Lifestyle Theme**. **Details - <http://www.jackieulmer.com/studiopress>**
- If you want to start with a free theme, many of my friends and colleagues have recommended starting with iBlog2 to start with. It is a simple, free theme that will get you up and running. You can just type it into the Google Search box and find it!

Now, you can have some fun and there is plenty more to do with adding “widgets and plugins” and integrating social media, posting content, etc., to your site, and the book **WordPress For Dummies** will be extremely helpful in teaching you a lot of this. This tutorial gets you started.

<http://www.jackieulmer.com/wpdummies>

Plug Ins I Recommend

Plugins are cool tools that do great things for getting your blog out there and creating traffic. They allow you to customize your blog; and this is a huge benefit of using WordPress over any other blog out there.

There are thousands of plugins that add a lot of cool stuff to your site/blog. If you look at my site, you can easily pick some of them out – www.JackieUlmer.com

Another thing you'll see are "Widgets!" These are what creates boxes on the side where you can add content; opt in boxes; videos, etc. One of the Widgets, the text widget is what contains my video and “opt in” box on the right side, top.

First Start Plugins:

Akismet – catches spam and saves you time.

Google Analyticator – Outstanding way to track your blog traffic and where your traffic is coming from and how many visitors you are getting. Get the one by Ronald Heft.

Google XML Sitemaps – By Arne Brachhold. Helps Google, Yahoo, Bing & Ask index your blog in a better way.

All In One SEO Pack – Absolutely necessary for great Search Engine Optimization (This is how you will be found on the internet)

Sociable – This is the Share Buttons you see at the bottom of each post so readers who love your content can share it more easily.

Tweetmeme – Special twitter plugin which encourages readers to easily tweet your post.

Contextual Related Posts – by Ajay D'Souza; this adds other posts/pages from your site at the bottom and creates powerful links and SEO.

Pretty Link – This PlugIn is what can create shortened links for affiliate links and links you give out frequently, but might be long. It has a great tracking feature.

WordPress Database Backup - Austin Madzko; make sure you back up the content of your site.

Others you want to consider are: Facebook Fan Page; Google Friends; Follow Me and Top Commenter's, to name some visible ones. I also have some “behind the scenes”

ones such as a Status Updater that updates my status feeds at Facebook, Twitter, Ping, etc, every time I post a new blog entry.

Have some fun and see what you want to add to your site!

Content

Your next step is to get your message out to the world, and you do that by creating content. This can be articles; a YouTube video that educates and informs; etc. Here are some ideas to get you started –

1. **Share an Experience** – we all have experiences in business, both good and bad that others can benefit from. What are some experience you can write or create a video about?
2. **Create a Top 10 List** – create a list on the Top 10 Mistakes People Make on Facebook; or the Top 10 Steps to Developing Your Presence Online; Top 5 Things to Look For in a Sponsor – you get the idea!
3. **How to...** - Teach something to your audience! You could teach how to create your WordPress Blog, since you know how, now (Wink!) Or, perhaps how to do a simple home party to put cash in your pocket.
4. **Do a Q and A** – poll your audience on what their biggest questions are and then do an article answering them, or a video!
5. **Have a Guest Author** – You can also use the articles or videos of someone else. Only use someone who you respect, admire; and don't do this too often. Your goal is to create your own following!

Now, if you are feeling overwhelmed by any of this, outsource it! My company offers packages designed to fit you and your unique needs for your site. And, we know what we are doing. We've taken over 15 sites to the top of Google! We'll set your site up for optimized Search Engine exposure. And, we'll teach you how to keep it moving up!

Details – <http://JackieUlmer.com/obs>

About Jackie Ulmer:



Jackie Ulmer is a Direct Sales and Network Marketing veteran, industry coach and MLM author. She stuck one toe in the profession of Network Marketing in January, 1994 and soon found she was addicted to the fun, personal growth, income and advantages that being one's own boss offers. Six years into her business, she began exploring the possibilities that the Internet offered as a tool in her business.

Today, she's built a solid six figure income using the Internet to build her Network Marketing business while maintaining the roles of wife, mom, cab driver, and social coordinator. Social Media marketing is the platform she enjoys using, learning and coaching on. When used correctly, this method of business building is extremely powerful and far reaching. Her passion is empowering women and young entrepreneurs to believe in themselves and reach for the stars. Contact her through her website at: <http://www.JackieUlmer.com>

If you'd like to learn more about how Jackie has personally sponsored over 1000 people into her primary company using Social Media Marketing, get her e-book – "MLM; the Internet and YOU!"

<http://www.StreetSmartCoach.com/online.html>

or, her CD Series –

<http://www.StreetSmartCoach.com/Social-Networking-Online.html>

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