



Setting Up A WordPress Marketing Hub and 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**.

I have built almost my entire foundation online through my own Blog (it was called a website when I started!!) It worked then, it still works today and it is your "**prime piece of real estate**" online. You OWN it and so you own your business. You don't own your Facebook page, profile or content; same with YouTube, Twitter or any other free social site.

They are GREAT and serve a purpose, but never let go of your own space online!

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!

Let's Launch Your Blog

First step - relax, take a deep breath and know that if you just follow along, step by step, you will get this done, and mastered! It's a process. I did it, you can, too!

Video tutorials are at - JackieUlmer.com/wpvideos

Step by Step – Let's "WordPress!"

1. Domain Name and Hosting. Decide on and register a domain name and get your hosting. You are going to get great support and pricing with this service. You'll find a 20% discount code on the page, too, so that's a bonus!

<http://JackieUlmer.com/hosting>

I do recommend registering your name, if it's available. For example:

<http://www.JackieUlmer.com>

2. Upload the WordPress Software (free) To Your Site Through the Hosting Company. This is a breeze if you just follow these instructions. You are now ready to get your account set up.

Log in to your Hosting account and from your cPanel (default landing when you login!) find the QuickInstall Icon under "Software/Services"

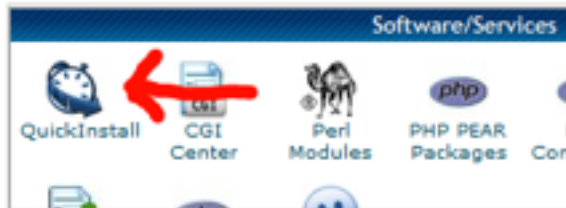
If you get stuck -

<http://support.hostgator.com/articles/cpanel/how-to-log-into-cpanel>

3. Follow the photo instructions, pay attention to red arrows with directions

Install WordPress via QuickInstall

1. [Login to cPanel](#).
2. Scroll down to the *Software/Services* section and click on the **QuickInstall** icon/link.



3. On the left, under *Blog Software*, click on **WordPress**



4. Click on **Continue**.



4. Ignore the Applications URL area. You just want to install Wordpress on your main domain, not a subdomain like - blog

5. Fill out the Application URL, if needed.

Note: This is the path where you want to install WordPress. If you leave this field blank, WordPress will be installed to your main domain. If you use *blog* in this field, WordPress will be installed to *http://yourdomain.com/blog*. Don't leave this blank if you don't want WordPress to be your main website or if you already have content on the root of your account.

6. Fill in the rest of the fields and options (the email, blog title, first and last name can be changed later through the WordPress Dashboard)

7. Click **Install Now!**

Your Domain Name

Install WordPress

Application URL (where you will find the app in your browser):
http:// demogator.hostgator.com / blog

Admin email: mail@yourdomain.com

App version: 3.1.3

Manual install: No

Blog title: Your Blog Title

First Name: Your

Last Name: Name

Install Now!

8. After WordPress is finished installing, you should see a "Congratulations!" message like the one below with a link to click **here**. Click that link, and it will bring you to your newly installed WordPress blog!

Congratulations!

Your installation is ready. You can access it now by going **here**. If there is any login information, it will have been sent to the email address you provided.

Your admin password will be emailed to you at the email address you provided in step 7. Retrieve your password and then visit the URL to which you installed WordPress, adding **/wp-admin**

Visit our login tutorial for more information on [how to log into WordPress](#).

Ignore This!

Leave Blank

Click to access after install

Video Tutorials - JackieUlmer.com/wpvideos

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 Pro Theme or Eleven40 Pro Theme**. This theme is used by many top marketers online and already has a great SEO format/platform included.

I have used both and still use them on many of my sites.

And, it has a private forum for unlimited questions and support while setting it up!

- **Details** - <http://www.jackieulmer.com/studiopress>

Video Tutorials - [JackieUlmer.com/wpvideos](http://www.jackieulmer.com/wpvideos)

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. You can find a lot of info on the WordPress Support Forums, but I found the book extremely helpful.

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

And, don’t forget to just google the keyword phrase of what you need help with, and use YouTube! Lots of videos on setting up WordPress!

Video Tutorials - [JackieUlmer.com/wpvideos](http://www.jackieulmer.com/wpvideos)

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.

DiggDigg – This is the Share Button Icons you see at the side on my site so readers who love your content can share it more easily.

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.

All In One SEO Pack - If you use the Lifestyle Pro Theme or Eleven40 Pro, it already comes with a great SEO package for adding SEO to your site. If you don't use it, consider this plugin for SEO.

Over time, you'll find other things you want to do and add, and you'll just ask around the StudioPress forums if you have Lifestyle Child Theme or Eleven40Pro Theme Google it for answers.

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

So, there you have the complete details for setting up your blog and getting it launched. There are other tutorials and more advanced training in my [Direct Sales Online Coaching Program!](#)

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 –

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?

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!

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.

Do a Q and A – poll your audience on what their biggest questions are and then do an article answering them, or a video!

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!

Strategy to Get Things Started

First, follow the steps above and get it "out there."

Second, draw out on paper how you want the layout of your site/blog to look. What pages do you want to have?

There are PAGES and there are POSTS. Posts are your blog content, things you add ongoing. Pages are more "static" and would include things like - About Me, Work With Jackie, Resources, and more.

You can set Posts up in Categories, and an example would be - Network Marketing, Social Media, Podcasts, Self Development.

Or, if you want to lead with health information, for instance, if that is what you are promoting, here are some ideas - Anti Aging, Weight Loss, Energy, and so on.

That gives you some ideas!

Finally, have fun with this. You now own the most important piece of online real estate possible for your business. Get out there and let others know!

Also, I offer a 52 week, pre-written blog content program. Have a new blog post delivered to your inbox once a week for a year and keep that fresh content out there!

<http://JackieUlmer.com/blogbits>

About Jackie Ulmer:

Jackie Ulmer is a Direct Sales and Network Marketing veteran, industry trainer 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 and family 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>