

## American Writers & Artists Inc.

### Wealthy Web Writer

#### *How to Create Your First Wordpress Blog*

**Speaker:** Sid Smith

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Denise Ford: Welcome to the Wealthy Web Writer webinar series. My name is Denise Ford; I'm happy to welcome you back to this ongoing series of programs designed to make you wealthy web writers.

Our special guest speaker today is Sid Smith. Hello Sid.

Sid Smith: Hi Denise.

Denise Ford: Thank you for being here today.

Sid Smith: You're very welcome.

Denise Ford: I want to say a few brief words about you, and then let you take us down this road towards...

Sid Smith: Down the rabbit hole, yeah.

Denise Ford: Sid Smith is a member of the Wealthy Web Writer community. He has written articles and interviews for the forum, he's hosted some of our webinars. He is a web copywriter with expertise in SEO and Internet marketing strategy.

His clients range from solo entrepreneurs to multinationals, as he likes to call them, but his primary love is helping small businesses make money by using the Internet more effectively.

Sid's interest in all things web-related brought him to the Wealthy Web Writer, and we're delighted to have him with us on the call today.

Take it away, Mr. Smith.

Sid Smith: All right, thanks Denise. Well, we're going to have some fun here. Feel free to use the Q&A tab on your screen if you have any questions along the way.

I'm first going to start out with some PowerPoint slides, but this is not going to be a PowerPoint presentation. I'll do a few PowerPoint slides, and then like I said, we're going to get down and dirty. I'm going to go in and I'm going to show you how to create a WordPress blog. We'll talk about it in a little bit; we'll talk about the different parts of it: how it works, what it does, what different things do, themes, and all kinds of wonderful fun things.

So, what we're going to do today is try to make what seems like a pretty daunting task and hopefully make it into more of a fun adventure, and show you enough so that you can then go back and have some fun creating your WordPress blog, whether it's for your business, or for a money making website, or for whatever purpose you're going to be using it.

So, I'll talk a little bit about WordPress. I just found this online. This is a WordPress history; it started in 2003 and they wanted to basically make it easier for people to do blogging, and so a group of programmers got together and created this system, and it has really grown since then, and it's what's called open source system which means that it's free in terms of the source code.

There's all these programmers all over the world who are contributing to the code every day, so they're constantly updating the software to make it more robust. So, it's a pretty amazing system, and the development of it has come a long way, and what they say it's used for is it started as blogging systems but it has evolved into what's called full content management system with thousands of plug-ins, widgets and themes, and we're going to be talking about what some of those things are--but first this concept of a content management system, because this is an important concept.

You might hear some of your clients -- if you start working in B2B field on online systems -- they might talk about a CMS or content management system. They're usually talking about something that's more of a commercial base system but they're essentially the same thing; unlike a standard website where you have a group of separate pages all with HTML code, hyper text markup language code. this is all of the primary information-the content itself, so the articles are all stored in database.

And they've developed these WYSIWYG, what you see is what you get interfaces to make it really easy to add, change or delete the content on the fly, and then when someone clicks on a link to go to a particular page -- say a blog post -- the system actually goes out, the programming code on the system will go out to the database, pull that content out and then dynamically display it on

the screen. So, it's pretty cool stuff, and it allows a lot of maintenance.

And then these content management systems like WordPress use, some content management systems call them templates, some call them themes, and that's the look and feel. So, we're going to look at some different themes, and I'll show you the vast difference in how you can get your blog to look based on the theme that you choose to use to display it, and it's all written in this background code, I'm not going to go into that. So, it's just that in case you're interested.

Now, I'm going to say something that, some people may disagree with me, but I'm going to say buy a theme for crying out loud. You can get free themes; there are thousands of free WordPress themes online, and you could find them, but in my mind they look cheap; they're not kept up to date or current.

Remember, I said that there's programmers all over the world who are constantly updating the system, and as they are updates to WordPress, often that might make a particular theme not work anymore, and so essentially, I think they require more work, and some of the themes that I'm going to show you range in price from about \$70 to \$127, so it's not a lot of money. It's a one-time fee, and then it's really worth it to get a theme. So, enough of that on my little soap box.

Well, let's get to work. I'm going to switch controls here and share my desktop. Hopefully, it will go to my desktop here. So, I am at right now -- hopefully you can see this -- I am at my control panel of my hosting website. So, I use *Host Gator*. There are different places where you can host your blog. I actually recommend not using *GoDaddy* because *GoDaddy* uses a lot of proprietary, non-standard

stuff, and it's caused a lot of problems not only for me but other bloggers, and so I like to use somebody like *Host Gator* who keeps up with the standard they use. This is a standard that's called Control Panel Interface. So, this is what I'm using.

And as I scroll down, you'll see a lot of different options here: databases, software services and so on. I'm going to scroll down until we see this thing called *Fantastico Deluxe*.

Now, this is how you create a blog on your site. You set up a hosting package with somebody like *Host Gator*, and so they'll give you a link to your control panel, or called C panel. It's usually your domain name/C panel. And there's usually a utility like *Fantastico Deluxe*. You click on that -- and I'm just going to show you how easy this is. So hopefully, I'll get a decent response out of their system here, and we'll show you that if we don't have to wait too long... okay.

So then you get to the end of the screen, you can see, "Oh, I can do different kinds of blogs." So, I'm going to create a WordPress blog; click on that, and you can see I've already got a couple blogs set up here, and I would just click on New Installation, and I'm not going to do it here because we're going to go to a blog that I just created specifically for this class.

And then you'll see here -- you just fill in the blank... install on domain... install in a sub-directory. Now, I have installed a couple blogs in a sub-directory. What you can do -- you saw one of the blogs there is actually a site that I'm working on for one of my clients.

And we're building the blog in a sub-domain on my server, in a directory on my system, and then once we've got it done -- so we'll be able to look at it and do

everything with it -- once it's complete, then I'll just be able to copy the whole thing over to their server and replace what they've got. So, it's really handy in that way.

So, you just fill in the blanks, install in a sub-directory Admin Access Data so that as the administrator, you give it a user administrator name. It used to default to Admin but now they're recommending that you use some other name for Admin name, and then a password which you'll obviously need to keep.

You can specify nickname for the Admin, and that's the name that's going to show up as the author of many of the posts on your site, and you add Admin email, the site name -- which in this case is [sidsmith.com](http://sidsmith.com) -- and I mean you can change that, and then a description, and I'll show you currently where those show up.

But I'll just leave this alone here. So, I'm not going to install WordPress at this point. But you just click Install WordPress and then it's done, and it gives you the link to your Admin area on your WordPress blog, and then you just go to your Admin area and you're set. So, that's all it takes to create a WordPress blog today. It's very, very straightforward, very simple to go through that.

What we're going to do now is switch to the Admin area. So, I set up a site called [catsmeow.com](http://catsmeow.com) and this is going to be your URL, so if it were Cat's Meow it will be [catsmeow.com/wp-admin](http://catsmeow.com/wp-admin). And that's how I would access that, so, it's simple. I mean there's really not a whole lot to it to setting it up.

Now, we're at the Dashboard here. I mean you look at this, I mean the first time I saw it, it looked challenging; there's a lot here, but I'm going to go through this just in little bits and pieces so you can

understand a little bit about what some of the areas are, and I'll go into some in a little more detail.

So, right now you could see that there are eight posts, one page -- and I'll talk about the difference between those and a category -- and zero tags.

So, let me explain the difference between a post and a page first because I think that's an important piece. So I'm going to switch over to the actual blog now, and what you'll see here is the default theme. So, this is the default theme that you come with. It's okay, like I said, it looks cheap; there's not a lot to it. So, I'm going to point out a couple of things on this page here just so when we go back you can see.

Now, what I've got here, on the default, is I've got - it lists all the different posts. So, I'm going to scroll down. It lists the full post, and then another full post, and then the next post, and so on. So, a post is like an article. It's assigned to a category. You'll see where it says, "Posted in funny cat stories." That's the category.

So, a post is your dynamic content that keeps changing, where you're adding new articles, you're adding them to specific categories; these are the blog posts.

A page is something that generally doesn't change, and is only linked to by these special little links where it says, Pages. I've got an About page here. So, if I clicked on the About page, that would be it.

So, a page would be something like About page, maybe you've got a page that just lists your services if it's your own site. You can get a page that has maybe a disclaimer or a terms of use, so pages are these things that are more static, they don't really change, versus your blog posts which are the things that you keep adding over time. So, continuing on now--and I actually have my

questions up here, so I don't know if people are asking questions along, but here we go. So, then feel free to ask questions as we're going along here too.

So, a couple other things that I want to point out, and you notice that it shows the entire post here; it's going to do that by default. Now, you've seen blogs where it just shows like a little snippet or a piece of the post with maybe a little image. How that's done is dependent on the theme that you choose to use. So, in a second I'm going to go back to the Admin area and I'll show you how that's done--where you can find a snippet. But like I said, it's dependent on the theme that you choose, so I'll show you that.

And the other thing that I wanted to point out was over here on the side where it shows pages. So, I've got listed pages, archives--that's by default, it will show archives--and then I've got two different categories: funny cat stories, true cat tails and uncategorized, and if I click on say, funny cat stories it will show me the blog post in the same format for that category, so, this is all pretty standard WordPress stuff, nothing unusual here.

And also, the other thing I want to point out--and hopefully you can see it on my display here--I'm going to point up here with my little tool here.

So, up here we see the URL and it's [catsmeow/?cat=3](#), or if I click on the actual article, I get [catsmeow/?p=11](#). That's not a very friendly search engine URL. So, now I'm going to go back to the dashboard and show you a couple of things here, and take a little tour of the dashboard. I wanted to point those things out because we're going to fix those as we go through here.

So, first looking at the dashboard you can see on the left hand side that I've got an area for posts, and I've

talked about posts. I can edit, I can add new post tags, define categories -- so that's pretty straightforward --an area for media where I can look at my library, add new media, and a media is generally images, it could be video, audio files, different things like that, but I'm going to show you how to add an image to your post and I'm not going to do it through this little tab here. Links, quite honestly, I've never used that so I pretty much ignore that every time I come in.

Pages very similar, I can edit-add a new page. Because it's a blog, you'll have comments, you can manage your comments with this one, and appearance, we're going to get to that. That's where we're going to define our theme, and then plugins, we'll talk about that a little bit later, and then users, tools and settings, I'll go through those. I'll show you some specific things on each one of those, things that you really need to pay attention. So, I'll just focus on the ones that really- you probably need to pay attention to.

So, one of the things that we're going to do first is-- let's see, I'm going to look at the general settings here. Here it is, and here we've got a tag line, I've got the blog title, and I might want to change that, and then a tag line, URL and so on, and I've got an email address, a bunch of other things--you can change the date. So, just general settings--you might want to play around with that a little bit.

And then probably the most important one that we're going to change first is in what's called permalinks. Now, we've got the default structure here. So, what we're going to do is we're going to create a custom structure so that we can change how our URLs are displayed.

So, I'm going to change this and I'm going to add `/%postname%/`. That's going to change the URL so that the URL would be `catsmeow/` and then the name of the post, separated by dashes. So, you'll see that happen here. I'll save those changes. So, that's a very important change that you want to make.

And then some of the other things that you might kind of just want to look at are some of the -- and I'll show you these -- on the writing tab, some of the things you might want to look at here is just size of the post box.

When you're creating a post, it's ten lines, if you feel like you want something that's a little bit larger to work with, you can change that, and the default post category, I'm going to generally change that to something else, but that's okay, but you always generally -- and I'll show you that -- you generally want to have, specify some post category, other than uncategorized. So, that's the main thing there. Some of these other things I don't really need to talk about now; they're just additional ones. I will mention this update services briefly.

If you do a search on *Google* and find out more about update services or ping. So, what happens with that is whenever you post a new blog post, it will send a notice to this site: [rpc.pingomatic.com](http://rpc.pingomatic.com).

Now, there are probably a couple hundred different sites that you can send to. Now, you don't want to send to all of them, and you'll see if you do a search online you'll see that there are like maybe a dozen or so that people recommend that you want to be pinged, in other words, you want them to be notified that you've made a new blog post, and that just helps the search engines know that you got a new blog post out there, and so they'll send their little spider out to look at it and see what you've

got and then categorize your blog post according to the keywords that you've used.

So, that, you can just leave it alone at first and then go back to it later. It's not a big deal, but it's something you might want to pay attention to at some point.

And then one of the things that I wanted to show you is -- I'll talk about it just in a little bit -- is on the reading here, you'll see that the front page displays either your latest post, that's by default, or a static page. So, if you're creating-- oh, I got a question here, I'll get back to it in a second.

So, the static page, let's say you want to create a website that is like more of a professional looking website where you've got your homepage, doesn't have your blog post but it's got maybe something about your services or you, or it's a sales letter, or something like that, but you want to have a link to the blog post, you would click here, you would say the homepage is going to display a static page, and you would have created the page before that, remember pages are static. Now, which page do you want to be the front page, and then you will create a separate page that has nothing on it, and that will be your blog post page. So, we won't worry about that for now because the theme that I'm going to be playing with here is I assume the latest post is going to be on the page.

So, back to the question that was posted - what does post tag mean? So, you see that option over here called Post Tag, so this is a good time to actually bring up a post So I'll click on Edit Post and I'm going to bring up a post and show you a couple things about that.

So, here's some posts, which by the way I didn't write any of these articles, I just copied them off the internet just for our purposes here.

Okay, you'll see on the right hand side something called Post Tag. I can put in there, any words that I want that are tags or markers, and it could be keywords associated with this post. So, I could put one called "cats swimming" might be a post tag. I might do another post tag: fluff balls, and I would click Add.

Now, what that's used for— a lot of people might think that that's something that's going to really help you a lot in the search engines but it doesn't really. What that can be used for is that there are ways in WordPress to be able display content by the tag, so I would be able to display all articles which have the tag Fluff Ball in it. So, it's a way to display your content, and it also does help a little bit with search engine optimization, so you don't want to stuff it with keywords but you want to put relevant tags in there so that it does make some difference. So hopefully, that answered your question.

All right, okay, I'm moving on, a couple other things here on this particular page. So, I mentioned before that there were two ways to display that little snippet on the page. One way is theme-based, so I'll show you how that is done with the particular theme that we're going to use which is called a thesis theme.

But another way to do it is what's called a more tag. So, you'll see down here, something called an excerpt. Now, that is something that your theme will know what to do with, so if you have a theme that knows about post excerpts, it will display the post excerpts in that little area, but if you don't have a theme that knows about post excerpts, then you would insert what's called a more tag.

So that is this little thing right here. It says insert more tag. And I've now inserted a more tag. So, I'm going to update this post, and as soon as that's done

updating, I'm going to go back to the site -- let's see -- go back to the homepage, and you'll see that only that first paragraph is displayed and it has: "read the rest of this entry here," and so it will link to the rest of the entry, so that's one way to display just a snippet of your post, is to use that more tag, and the other way I'll show you in a little bit, which is to use the excerpt.

So again, if you got any questions as we're going along here, feel free to ask them. Okay, so moving on. This is kind of pretty basic stuff but this will get the site, at least kind of up. You can play around with it a little bit.

Now, let's start looking at some of the more detailed things like changing the theme, because this is where you really start to get some of the real look and feel of the site, so I'm going to click on Appearance, and I've already uploaded several themes to this site so we can kind of look at different ones, and I can show you what it takes to change from one theme to another.

So what you're looking at now is the Manage Themes page. If you purchase a theme from somebody, they will send you a zip file, so, it's a file that ends in .zip, so they'll send you the zip file, and adding a new theme is just this easy. So I'll click on Add New, and I will just click on Upload, and here it says, *install a Theme in Zip Format*.

So, all I would do is click on browse, navigate to wherever I have my zip file on my hard drive, click on install now and that's it. That's all I have to do. Now, my theme is installed. So, let's take a look at a couple of other themes, and then I'll show you how easy it is to activate a theme and what that does to the look and feel.

So I've got several different themes here and I'll show you there's varying different styles. There's one that's called Affinity and it's from Rocket Theme, and I'll do a little preview of this. So, once that comes up, you'll see how different this makes the site look.

So, here is the same blog--the same content, and all I have to do to have it look like this, is activate this theme, and you can see the difference in the styling. I mean there's so much about it that is just, in my mind, superior.

So here, instead of the little, *read the rest of this document*, it's got this really nice button that says, *learn more*. Here's a document with an image that it displays. So, it just gives me a lot more information; it's got a menu bar up here; home and about; it's got a little search thing up here, so a lot of different things on this particular theme.

So, I'll close this one out, and that again uses more of a standard blog format where it shows the blog posts on that page.

Now, here's one I'm going to show you that uses more of a static homepage, so this is not showing your blog post on the page, it shows a little area over on the right. And this is what's called a widget area and I'll talk about that in a little bit. So, a widget area where it shows the latest blog posts.

Now, I could put anything in this featured section number 1, featured section number 2, anything I want over here. And in here I could put an image, a set of rotating images, I could put a video. So, I could put a lot of different things over in here--nice, slick-looking theme, but if I actually go to one of these blog posts in this

theme, it's going to be in a very nice formatted blog post, so that's another type of theme.

And then finally, here's another one called Flex Theme. Now, these are all by a company called iThemes which is one of my favorite. So, you could see--here's this nice little header image in here, and you could see the different formatting of the posts. So, it's got a really nice date in there. So, you see how different the themes look? I mean you could really find a lot of different themes depending on the look and feel that you want.

So, we're going to look at now the Thesis theme, and I'm actually going to activate this theme, and one reason I like the Thesis theme is that it is highly customizable, so you'll see that right here. I activated it and it brings me to an options page where I've got designs options, page options.

I can really edit to my own liking how this theme looks to the end-user, and it's pretty comprehensive in terms of the things that I can do.

Now, if you do use a Thesis theme, you're going to come up with this little thing here that says, *"nicely done, yada yada; attention, in order to take advantage of all the controls that Thesis offers, you need to change the name of your custom sample folder to custom."* It's like, oh man! I mean you read that but they don't really tell you like what that means.

So, if I go back to the control panel--remember the C panel?--so, URL/C panel, and go back here, you'll see that there's something called a file manager. I would click on the file manager, navigate to-- and this is where it gets tricky because you don't necessarily know what this stuff is but I do, so I'm going to tell you.

So, it's in a folder called WP content, within that folder you see a folder called themes--so far so good, and then you see I've got a bunch of--oops! I'm going to back up here because I need to... I'm in my own root, so I'm going to go here. I need to go to my Cats Meow area. So, Cats Meow themes, and this should go there. Okay, there we go.

So, here I've got my Thesis theme. Double click on that. There's my custom sample folder. Click on that. Click on rename. Change it to--oops!--cancel. I must have clicked on the wrong button here. I'm going to go back out of here in a second, double check that.

So, let's see... excuse me while I do this for just a second. So, let's go back here and rename that. There we go. So, I'm going to change it and rename it to custom... okay... rename file... okay. And it's not doing it for some reason.

Well, we'll go back to that. I'm not sure why that didn't work. So, we would change that and that would give us some display options here, so I'm going to show you just a few of these options on here--and I'm sorry that that didn't work, sometimes flaky things happen with computers as you know.

So, what we're looking at here is the different options and I'm just going to show you a few because there's a lot that you can do with this, and I'll just go through some of these here on the left hand side, not in a lot of detail, but this is what is called the document head. This is the part that the user doesn't see. It's the stuff in the background that helps for search engine optimization purposes, so it gives you different options in terms of how you want to find the title of your pages, and it says, "This is the single most important element of your site for all pages except the homepage. Thesis will

construct your title tags automatically according to the settings below." So you want to kind of pay attention to that.

And here you can click on Append site name to page titles. I never do that and most people don't today, so you're generally not going to do that, you're generally just going to have the page title.

And then there's one called the robots meta tag. Just generally leave those at the default. Most of these you're going to leave at the default options, but they're good to pay attention to and it's a good way to learn a little bit about some of the things that you can do in search engine optimization.

Now, display options, this is where you really start to get into some more details, so here's where I can say I want to show the site tag line in the header. So, I'm going to go back to the website--and I'll do a refresh here. Uh-oh, that's not good. Sorry about that. I don't know what happened with that. It's probably because of that custom folder. So, we're going to have to fix that before I move on here, so in the meantime if you've got any other questions about what I'm doing, go ahead and ask them. I don't want to take too much time on this--actually, what I want to do is rather than show that-

Denise Ford: Ladies and gentlemen, if you have a question you can use the Q&A feature. Look for the little icon with the question mark, at the top right hand side of your column. Although you're viewing Sid's desktop right now, you can also see the question mark in the lower right hand side of your screen. Just click on that question mark, a dialog box will open up and you can pop in the question and Sid will answer.

Sid Smith: Yeah, yeah, so go ahead. So, rather than spend time trying to fix that right now--I think that had to do with that custom folder that got deleted and should have been renamed--so I think that had to do with that, so I don't need to fix that at this time just to kind of show you some of these things.

So question: would this be made available for replay? Yes. Denise, this is going to be available for replay, right?

Denise Ford: Correct. It's posted on the Wealthy Web Writer's site.

Sid Smith: And you're right. This is a lot of information. I'm trying to cram a lot of information in here in a short period of time, so I apologize for that. So, that's why I'm not going to spend a lot of time right now on the customization feature.

So, if you get Thesis they have some very good tutorials on how to change some of these options, as well as if you get themes from iThemes or- any of the other major theme manufacturers will have tutorials on how to customize your themes so it's not too hard. I mean you watch the themes--what I like about Thesis is that you're basically going through here and changing some of the things.

Now, I'm going to take a look at some of the..

Denise Ford: Sid?

Sid Smith: Yes.

Denise Ford: Sorry. While you're talking about themes, I don't know if you saw Martha's question?

Sid Smith: I did not.

Denise Ford: She wants to know where you can find these themes to look at them before using them, and what do you think of Frugal theme?

Sid Smith: I actually haven't used the Frugal theme so I don't know, so I'd be kind of curious about it too.

So, where do you find themes? The best way to find themes is to go to various blogging forum boards or areas where bloggers might happen to hang out. Copy Blogger is a great website; Pro Blogger is another great website. They talk a lot about blogging, and they'll pitch different themes, although they've got their favorite themes. So, that's how you find out.

You can also type in WordPress themes and you'll get a lot of different options that way, and what I've done is I've done that and I've looked at a lot of different themes and so I've just kind of latched on to the few iThemes, and [www.iThemes.com](http://www.iThemes.com) is one, and they've got a lot of great themes.

I've got another one that I've just started using called the Builder theme which allows me even more customization, so that's what I recommend, is to try those, and stay away from the free themes just because they can be abandoned very easily and then you're kind of stuck, but more the paid themes, these are companies that are- they're building themes all the time. Okay, so I'm going to...

Denise Ford: A related question is: once you have a theme, can you change it easily to another?

Sid Smith: Oh absolutely! You saw what I had to do to change from the default theme to the Thesis theme: I clicked on the Activate button. So, there's a little link that said, Activate Theme. I'll go back here under

Appearance, and what I'm going to do here is we're going to change this to the Flex theme.

So, I'll go here and I'll click on Activate. Okay, now we have the Flex theme. Now, I'm going to go to the website. Now, if I refresh it should come up with the theme: voila, new theme. So, great question. I mean it's a great question--because it's really easy to use it.

There's a question here about using Black Sun for template, and do I upload my theme in the same way you have shown? Generally yes, generally, you go into your WordPress admin area and you will upload--it's the easiest way to upload a theme. You just go into WordPress admin and then do it from there. You can also manually copy the theme files to the appropriate sub-folder, but it's just so much easier to do it via WordPress.

And here's another great question: how do we put up a WordPress blog but hold off so that it doesn't go live until ready? Well, you noticed that one of the blogs that I created in my main hosting account was for a client. Now, that's exactly what I'm doing. You create it into a sub-directory, so into a sub-directory on your site. You could call that sub-directory /blog if you want, so your domain name /blog. You could do everything in there, create everything in there, and then copy it over.

Now, to copy it over, unfortunately, there's only one good program that does the copy, the database copy and copies everything, and I think it sells for like \$39 or something, and I'll tell you about that in a second. Let me answer a couple more questions then I want to move on.

Is this blog on the WordPress server or is it on your own server? It is on your own server. It's very important that--it's your domain. So, [www.yourdomain.com](http://www.yourdomain.com) on your server as opposed to the WordPress server, so that makes a

huge difference in terms of the professionalism and everything else about your blog.

So, now that we've got a working theme there, I wanted to show you a couple of things that are very important, because these are important concepts that you'll need to know about as you're installing your blog, and one of those is you'll see there's an area here called plugins.

Now, I want to just show you a little bit about plugins. Plugins are absolutely important. Plugins are what add additional functionality to your site, so for example, I happen to have this plugin that I'm going to tell you about. I'll go back to plugins and tell you a little bit about some of them. That's a backup plugin. So, it'll backup and restore your site to a different location if you want, and that one is called Backup Buddy and it's produced by the iThemes company. So, plugins you'll see on this page, here's one that says, "There's a new version of Contact Form 7 available. Upgrade automatically."

This is so slick, because you don't have to pay attention to whether or not there are new versions of plugins; WordPress does that for you and will tell you that there's a new version. All I have to do is click Upgrade Automatically and it will do the upgrade for me; just very slick, really nice little way to do it.

Now, in terms of managing plugins, if I want to add a new plugin, and I'm going to show you, this is my way of showing you some of the things that plugins do. I mean there are so many different plugins. Don't go wild with plugins, because every plugin you add adds a little bit of extra code, the programming code to the site which can slow down your site, so it'll make your site run slower.

And one of the parameters that *Google* uses to rank your site for the search engines is how quickly it loads,

so you don't want it to load slowly so you only load the plugins that you're really going to use and that you need.

So, here you can see I can click on a link called Featured--so they feature different plugins, and you'll see some of the different things that they do. There's ecommerce plugin; BuddyPress, this is pretty popular, it's actually very popular; there's a social networking plugin, it actually creates an entire social networking community within your blog. It's just pretty amazing.

But not all themes are what they call BuddyPress ready, so not all themes will work with BuddyPress. So, you have to be kind of careful to make sure that you get a theme that works with BuddyPress. I mean you can see there's recent comments--thousands and thousands of different themes. You can click on the Popular and there's a lot of different themes here as well. Or you can go to the [wordpress.org](http://wordpress.org) website.

So, if you go to [wordpress.org](http://wordpress.org), you can go to their plugin directory and search for plugins, list different plugins, look at different things, and I'm going to tell you in a second some of my favorite ones and some of the ones that I think you probably ought to consider.

One of them is Google XML Sitemaps; you see that right here, and another one is All in One SEO Pack. You want to install one of these plugins for search engine optimization. This one is the most popular, the All in One SEO Pack. It's very comprehensive, does everything that you would need to do to really optimize your site for the search engines, so that's one you can do. I happen to use another one called the Platinum SEO Pack, not as popular, but I find that it's got a few more features, so those are two plugins.

Now, to install a plugin from here, basically it's pretty simple. I'm going to click on the plugin. I'll click on the link, it takes me to the site and it takes you to the plugin page, and there I can just click on Download and so on. And you can just basically download it and then install it. So, you can download it onto your site and install it.

So, here I will click on Download. I would save the file--I'm not going to do it here--and then I will install it from there. So, that's one way. The easier way is to actually just click on this little button over here on the right, if you can see it, called Install. And it's like, then I click on Install Now. It's installed. I click on Activate, and my plugin is now activated, so very straightforward, very simple to install these different plugins.

I'm going to go back briefly to the PowerPoint slide and I'll talk about some of my favorite plugins: Google XML Sitemaps--and you'll get this list by the way, so don't worry about it, you'll get the list of some of my favorites--Platinum SEO Pack, I think I'll Backup Buddy from iThemes. Now, if you want to backup and restore your--so you create your blog in one place and now it's ready for production and you want to move it to another, Backup Buddy from [ithemes.com](http://ithemes.com) is the only plugin that does it well, actually that does it. You can do the copy but it's a very manual process, and I would never even attempt to do it on my own.

Askimet, which comes with your WordPress site which is a must-have; it's for comments spam. Something called Degradable HTML5 Audio and Video; there are a lot of video players out there, so plugins that will play videos on your site, this is a newer one. It is set up so that in the future--there's something called HTML5--there's higher

resolution videos, and it will display those, most of the players will not display those, most of them just display Flash, and this one will play those but it will degrade or it will play Flash if the higher precision video is not available.

Something called Easy Themes and Plugins Upgrades: that's a nice little plugin that makes it one-click upgrade to a theme if your theme gets upgraded; it's very simple. Contact Form 7: it's a really nice little contact plugin where you can do some really slick things with your contact page that you can't do with the standard WordPress.

Feedburner: I'm not going to talk about that, just take a look at it.

Something called Simple Sidebar Navigation: that's one that gives you some trick things that you can do with navigation on your sidebar.

Page Link Manager gives you some more options. If you look at the top navigation bar, if you show pages, by default, WordPress is just going to show those pages in alphabetical order on the links at the top, and this allows you to specify in what order you want those links to appear; pretty nice.

Something called Widget Logic which allows you to--and actually I'll talk about that in a second because it has to do with widgets.

The Simplepress Forum: the forum board that's on the Wealthy Web Writer website is the Simplepress Forum; that is a plugin, it's a free plugin, really nice.

Wishlist Member is a plugin that is also used on the Wealthy Web Writer website, and that is a paid system so you pay for it. I think it's like \$90 lifetime, just one time payment. That's the one that does all of the

membership-type stuff for the site. So, it says if you're this level of member then you can access this content and if you're this level of member then you can access this content and so on.

Okay, so I'm kind of moving on to see if there's any questions here because I know I'm covering a lot of information here, so let's see. Okay, so just kind of moving on because I want to talk a little bit about widgets. So, now we talked about plugins, and if I look at my site, go back to my site here, and I look at a page for example... Okay, there's not a whole lot here on this page but some of the themes--and actually I'm going to go back here and change it.

So on this particular theme there's a lot of options in terms of specifying the layout for example. Now here, I've got different layouts and I can say how I want to do it. I don't have any sidebars right now with widget areas, so I want to create some. So, I'm going to go to that and I'm going to put some widgets at the bottom, and this is what my preview is going to look like. I'll save the layout.

So, you could see how on some of these themes they make it very easy to customize the site. So, there we go. There's a widget section, widget section, widget section, widget section. So, what's a widget? Well, I'll show you that and what do you put in there. So, I'm going to go to the widgets, it's under Appearance. Here we go. So, you could see on this particular theme--now depending on the theme that you have, the theme has to be defined or created with these--what's called widgetized areas. So, places on the page where you can put widgets.

Now, you can see with this particular theme I had a lot of different options: whether I wanted one sidebar, two

sidebars...the same with the Thesis theme, and most of these themes allow you to specify whether you want one sidebar on the left or the right; two sidebars left/right. So, they give you a lot of options.

And now, here I've got the page wide sidebar top; page wide sidebar bottom; skinny left sidebar; skinny right sidebar and so on, so you can have these different areas on the page where I could put a widget or information, and on the left here you could see I've got several different available widgets, and what I can do here is let's say over here on the wide sidebar top I want to put recent posts. Drag that over, stick it in there, give it a title; number of posts that show: five; save; close that.

And as you add different plugins, different plugins will give you more widgets. So, if you add plugins to display, there'll be plugins that will allow you to display different types of content, or like I said, display your content based on certain tags, so there are plugins- you install a plugin which is an additional piece of code onto the site, install the plugin, that will add widget that you can drag to a sidebar that will allow you to do things like display a calendar or display the latest comments or display the most popular comments, so a lot of different functionality here that you can do.

One of the other widgets I want to mention is what's called a text widget. So, it says arbitrary text or HTML. So, if I drag this over here, I can type in a title. Now, what goes in here is HTML code. So, you might wonder, "Well, how do I create HTML code to put in there, like if I want to display an image or a picture or a picture with text, how I do that without knowing HTML?"

Well, here's the trick: is it--and I won't do it now but I'll just tell you about it. You would go over and

click on Add a New Post here--and it will just be a dummy post. You would go in and do everything that you wanted to do with the post and then snatch the HTML--and I'll actually show you how to do that in a second--snatch the HTML, copy that HTML code, and paste it in here.

Let's save that; close that; go back to the site, refresh it, and directly we should have that show up, but we don't. I probably put it in the wrong place. Yeah, because it didn't go in the right sidebar top.

I'm just going to go on one of these other ones, probably in here. Let's see; drag, drop. I'll try refreshing and see if that did it. Sometimes it takes a little playing around. There you go. There's our recent post and there's my text widget, and I would just put my HTML code in there.

One more thing--because I know we're kind of running tight here on time--but I wanted to show you one more thing here that I think is pretty important and that's creating and editing a post, so I'm going to go back here for posts and I'm going to add in a post, and I've actually got something here in text.

Now, what I recommend is if you create a post in Microsoft Word, do not copy and paste directly from Word into this area because Word is going to put a whole lot of other HTML garbage in there that's just going to muck up the water. So, what I do is I use something called Note Tab Pro--you can just use Note Pad--and it just creates direct copy from Word and put into here and it just puts it in; just really basic unformatted stuff. So, I'm going to copy the title, put it in here, copy this stuff, put it here.

What I might do is I will write a separate--if my theme will display the excerpt, I will put a theme in here--I might just copy something like this, put it in there, and

then there will be more information on this page if you add for example additional plugins such as the SEO plugins, there'll be more stuff there. I might add a couple tags to it. I'll click on a particular category. I will do that or I will add a new category if I'm creating a new category, and I can change the formatting of this.

So, I can take something and I can make this bold. I can put something in here, and I can highlight those and make those bulleted. So, I can change different formatting, and I can go up here and I can add an image. So, I click this little thing here called Add and Image; it's going to bring up a little display. I will browse for images...go to my cat images, pick this one, upload it, it gives me some options here. I can type in alternate text here. That's going to show up--if their web browser doesn't actually show an image, it would show the words "cat with fish."

Here, I can say whether I wanted to display it on the right, centered, left or just in line with the text, full size, insert in the post, and you can see that's inserted. Now, I mentioned before that if you wanted to do a text widget that you can copy and paste the HTML code. You'll see up here, it says visual or HTML. If I click on the HTML tab, here's my HTML code complete with the code for the image. I would just create my text widget in here, copy all this HTML code, paste it into my text widget and it would show up exactly the way that I want it to show up.

And then when I'd done--now notice that the URL up here--this is the URL; it's not that funny looking URL anymore, it's something that makes a little bit more sense. I would publish it- I can publish it immediately which is by default or I can publish it in the future, or even in the past. Publish it, and there you go, and now you've got a new post published.

So, let me take a little deep breath here and see if there's any more questions that have come up.

Denise Ford: Yes, there are. Shall I give them to you or...?

Sid Smith: Yeah, go ahead.

Denise Ford: Dawn wants to know in terms of SEO plugins, what does Nonce security mean?

Sid Smith: Nonce security?

Denise Ford: Nonce-N O N C E. It's a sub-head under SEO plugin.

Sid Smith: It was a sub-head under SEO plugin.

Denise Ford: Yes.

Sid Smith: I'm not sure what that means, Dawn.

Denise Ford: Dawn, you're going to have to find out...

Sid Smith: Yeah, I actually don't know.

Denise Ford: Martha wants to know what is a feed burner?

Sid Smith: Okay. Good question, important question, and I know I didn't get to that. One of the things that's become very popular today is what's called RSS feeds. RSS stands for Real Simple Syndication, and I don't know why they call it that because it's anything but simple.

There are a number of feed readers available. *Google* has a very nice feed reader available. And there are other feed readers. What these do is they can do anything from--you have a little program that's called a feed reader--and you could go out to different blogs and subscribe to those blogs.

So, instead of getting emails from them, every time they post a new article, your feed reader will read that post, and as many different blogs as you want, will read that post and display it for you, so you only see the content that you want to see; as opposed to getting emails from these folks with ads, you get to see when they've updated their blog. So, there are all these different feed readers out there. There are feed readers that will convert the feed into--if you want--an email message. So, this is what feeds are.

Now, your blog automatically creates an RSS feed. In other words, it takes every post that you make, it automatically puts that into a file or posts that into a place. Generally, the name of it is your URL.com/feeds. So, it creates a feed.

Now, what happens to that feed is up to you. One of the things that you can do with that feed is you can automatically send that feed to your *Twitter* account for *Twitter* updates. There are plugins that will automatically post your new post to your *Twitter* account or your *Facebook* account. So, there are plugins that will do that as well.

Feed Burner is a system that was developed, and then *Google* bought them so now *Google* owns it, and it is a system that manages feeds, So you can take your feed and go to Feed Burner--I think it's [feedburner.google.com](http://feedburner.google.com) or just type in Feed Burner and you'll find it--and it will take your feed and it will be managed by Feed Burner.

Now, what that means is it gives you a lot of other options on how your feed is displayed and what happens to it. So, that's why I recommend using Feed Burner, is it gives you a lot of options on how people will view your feed or how it's displayed or where it's displayed or what

happens to it. So, hopefully that answered your question, Martha? Any other questions?

Denise Ford: The final question is from Heather. And she says, she owns the .com and .ca for her domain, but how can she coordinate it so that if somebody enters the .ca, it will redirect them to the .com?

Sid Smith: That is generally done in your control panel. So, in your hosting company you'll go to the C panel for the .ca--and let's see if I can actually find it here in the control panel. Okay, so let me see if I can find the right place here.

There is a place on here in the C panel, and I haven't done it in a long time actually. Oh, here we go: redirects. So basically, you would go down here to the C panel, click on redirects and it gives you an option to--if I wanted to, I could redirect [sidsmith.com](http://sidsmith.com) to whatever I wanted to. So that way, if it's a .ca you would do that for the .ca.

And if anybody wants to- types in [www.yourdomain.ca](http://www.yourdomain.ca) the system will automatically redirect it to where you want it to go. So, it's all transparent to them. I think that should answer the question.

Denise Ford: It does, Sid. What an extensive, amazing amount of information you've covered for us.

Sid Smith: And I just scratched the surface, but hopefully that will give people enough information, so that they're not scared to go out and create a blog, but can go out and at least do it, find a theme that works for them and start customizing the theme and start to play around with it a little bit. So, hopefully that's enough information to get started.

Denise Ford: Well, I really do appreciate your doing this; I'm sure everyone else does. I'm sure this will be

one of those webinars people will go back to time and time again.

Sid Smith: Well, good, and if anybody has any questions--once a webinar is posted there's a replay. You can go back and if you've got any other questions, I mean just feel free to ask. I mean, I'll be going back there and seeing if there are any other questions, and I know there's a lot that I didn't cover, so feel free to ask follow-up questions if you need them.

I can't necessarily answer questions about every particular theme, and if you buy a theme I've never used I wouldn't be able to answer questions about it, but I might be able to answer some more general questions about it.

Denise Ford: And we appreciate that. That's one of the great advantages of having you in the Wealthy Web Writer community.

So, thank you again. Thank you all for joining us. We look forward to seeing you in our next webinar; Jackie will let you know when that is. And in the meantime Sid, have a great trip climbing those mountains.

Sid Smith: Okay, thanks Denise.

Denise Ford: Thank you very much.

Sid Smith: Bye.