

Winning the online war the WordPress way

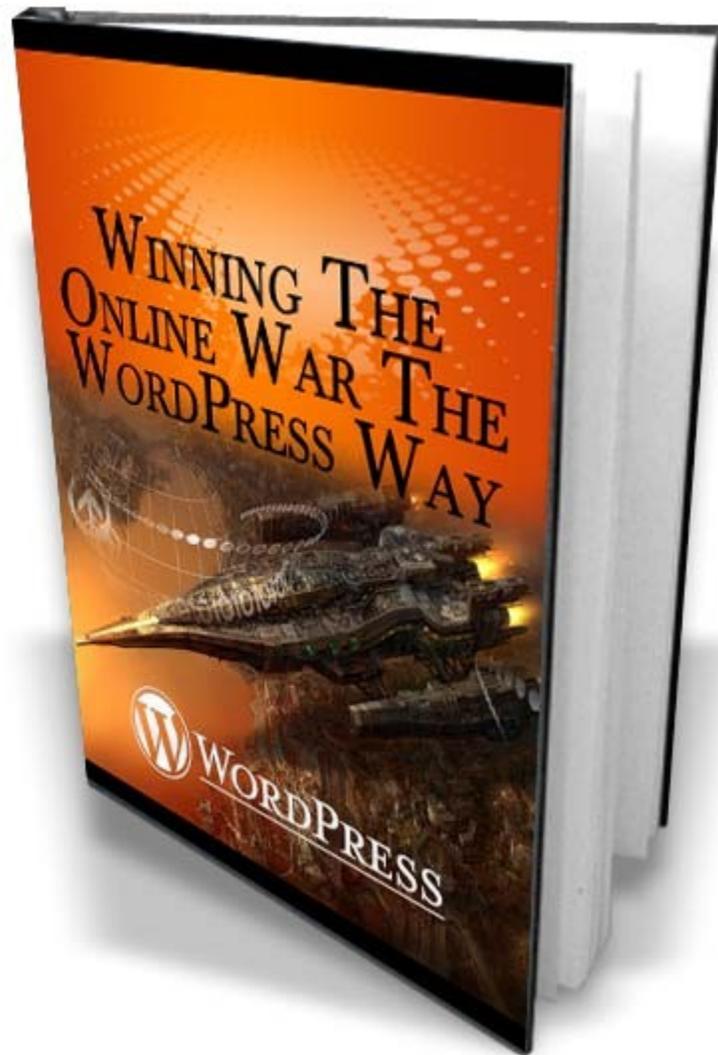


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Introduction

Nowadays there are many different ways of building a website. Whilst experienced webmasters will still build their websites in HTML, the truth is that now it is not necessary any more to know a website scripting language in order to be able to build an effective website.

Over the past few years, the internet has seen the growth of many content management systems through which it is possible to build a highly effective website in a very short period of time. However, perhaps the most successful website creation resource is WordPress. Whilst true content management systems like Joomla and Drupal have many attractions, the fact is that WordPress has become the 'de facto' website building system of choice for the majority of online marketers.

Because of this, thousands of people have created add-ons or plug-ins for WordPress that have significantly enhanced its usability and flexibility. In addition, there are hundreds of free site templates (or themes as they are known in the WordPress world) that enable you to make your site look almost any way you want it to as well.

Consequently, there is almost nothing that you cannot do using WordPress as the basis of your website. For this reason, an increasingly large number of people are using WordPress as their site building tool of choice.

WordPress is not perfect – no site building system ever is – but as a shortcut to creating an incredibly effective website in a matter of a few moments, it would be difficult to find anything that is more effective than WordPress.

This book is going to show you exactly how you can manipulate WordPress to create a superbly effective website quickly and simply.

Let us therefore start to look at how you set up WordPress in the first place.

The basic set up...

The first thing to understand is that there are two different versions of WordPress.

At WordPress.com, you will find a free blogging platform that is hosted by WordPress themselves. Whilst using this site will enable you to create a blog very quickly and easily, this is not the version of WordPress that you are going to use because it does not have the adaptability of creating a site hosted on your own servers.

The version of WordPress that you want to focus your efforts on is available from WordPress.org. This is the version that you download and install on your own site, which obviously gives you a far greater degree of control and flexibility than you would ever have if you are using a hosted system to build your site.

Downloading the software to install WordPress is completely free, and there are detailed instructions on the site to install WordPress using what the site homepage calls the 'famous 5-minute installation':

It's Easy As...

- 1 Find a Web Host** and get great hosting while supporting WordPress at the same time.
- 2 Download & Install WordPress** with our famous 5-minute installation.
- 3 Consult the Documentation** and become a WordPress expert yourself.

However, depending upon the web host that you are using, it may be possible to install WordPress on your site even more quickly than this.

Before starting any installation, you will need to register a domain name and set up an appropriate web hosting account. Consequently, even before doing that, you need to decide what the topic or subject matter of your site is going to be.

Finding your niche and creating your product...

In order for any website to make sense, it must have a point of focus, a topic around which the whole of the site is built.

It may well be that you already have a topic or subject around which you plan to build your site, but if not, it should not be particularly difficult to find a suitable subject.

For example, if you pick up a newspaper or watch the TV news, there are things happening in the real world every day that could be suitable site topics. Look around you – almost everything you see could provide the basis of a website, from your computer to different kinds of speakers, headphones, books, cameras etc.

Visit a website like [Yahoo Answers](#) or [43Things](#) to see what kind of questions people are asking, or what they are interested in achieving.

Look for questions or goals that suggest that people have a problem that they need to solve or a pain in their life that needs to be dealt with. People who have significant problems or a 'pain' of some description are always willing to spend money in order to deal with their situation.

For example, it is very common to see people listing 'losing weight' as being a personal objective on their 43Things list of things to achieve. Similarly, you often see people who want to be happier, more satisfied with their life and less depressed or anxious. These are all people who have a problem in their life for which they are seeking a solution. If you are in a position to provide that solution, you have the basis of a successful online business.

Consequently, in this report, I am going to use the example of depression as the market niche which you are going to attack.

Once you have chosen a market in which you want to operate, the next thing that you need is a product or service to promote. In this respect, you have several different options.

The first option is to promote a product or service as an affiliate through a site like [Clickbank.com](#) or [Commission Junction](#). Both of these network sites have thousands of products available which you can promote as an affiliate, earning an appropriate commission for every successful sale that you manage to generate.

Hence, if you decide to promote as an affiliate using either of these sites, you have the significant advantage that you do not need to create your own product, and you can start your business straight away.

However, if you are promoting as an affiliate, the product or service that you are offering to your site visitors is obviously not unique. There

are dozens (or perhaps even hundreds) of other affiliates in the same market who are promoting exactly the same product as you are.

The situation is of course completely different if you have your own product. In this scenario, the product is obviously unique to you and there is therefore no direct competition selling exactly the same thing. It is therefore easier to carve out a small area of the market that is uniquely yours.

Once again, even in this situation, there are several options available to you.

The first possibility is that you do all of the research that needs to be done for yourself, and then write your own digital information product (i.e. an e-book) based on the results of your research. The obvious downside of this approach is that it represents a good degree of work, and it is going to take some time to complete.

As an alternative, you can use sites like [PLR Wholesaler](#) or [Resell Rights Weekly](#) to see whether there are any suitable Private Label Rights Products in your marketplace. If there are, you can take these PLR materials and modify them in any way you want, thereby creating your own unique product.

The only significant downside to this particular approach is that because these two sites offer PLR materials for free, it is likely that many hundreds of other online marketers have already downloaded and used the materials that you intend to base your product on. This means that you would have to do a significant amount of work to sufficiently modify the original materials to ensure that your book is indeed unique.

The third option is to get someone else to do all the work for you. Using a site like [Elance.com](#), it will be possible to find someone who can do all of the necessary research and then create the product on your behalf. Whilst doing things in this way is certainly not going to be the cheapest option, it is definitely the easiest and probably the quickest as well.

One way or another, if you are not going to market someone else's product as an affiliate, you need to create your own.

For the purposes of continuing the illustration, I am going to assume that you create an information product that deals with depression and how to overcome it.

The product is to be called the 'Complete Depression Cure'.

Registering a domain name and setting up hosting...

In order to register your new domain name, you need to use the services of a domain name registration company and there are literally dozens of such companies. However, my favorite domain name

registration organization is [The Internet Company](#) because they offer extremely reasonable prices and are a very professional outfit.

Draw up a list of possible domain names that you might register, starting with the most obvious one which is the name of the product. Domain names have to be unique, so someone else might have registered it already, hence having the short list. Take the first name from your list and check it by typing it into the 'name check' box on the homepage:



Click the 'Search' button, and you see that this particular name is still available, so you would go ahead and register it:

**COMPLETEDEPRESSIONCURE.COM is available!**

Check the domain names that you would like to register below. [▶ Why you need multi](#)

If you do not already have an account with The Internet Company, then you will need to open one before you can register your new domain.

If possible, I would also recommend that you register your new domain name for a period of at least two years, because it is generally believed that the major search engines like Google look more favorably on websites that are built under a domain name that is registered for at least two years.

Another thing that you should try to do if at all possible is to register a .com domain name. Despite a plethora of new domain name suffixes over the past couple of years, most people who use the internet on a regular basis still tend to think of the World Wide Web as being a '.com sort of place'. This is important, because over the next few months, you are going to do a great deal of promotion to send visitors to your web site and you are also going to build your 'brand name' at the same time.

It is therefore completely feasible that people will get to recognize the 'Complete Depression Cure' name. However, if they forget the exact URL of your site, you can absolutely guarantee that their first attempt to find it by typing a domain name into their internet browser window will be by typing in the .com 'version'.

Whilst a few of the newer domain name suffixes do offer some interesting possibilities, (e.g. if you could register something like del.icio.us or love.me, that would be very cool), most of the best domain names have already been taken. Consequently, it is almost always going to be most effective to register a.com domain name that is directly related to the name of the product you are ultimately going to create.

With your domain name registered, you are ready to move on to the next step in the setup process, which is to establish a web hosting account. This is an account with a company who are going to 'rent' you some space on their 'servers', which is the name given to computers that house and present websites over the internet.

Incidentally, although most domain name registration companies also offer web hosting facilities, online marketers usually recommend that you keep your domain name registration company and web hosting separate. In this way, you are not entrusting the whole of your business to one third party operation because it is clear that there may be some dangers in doing this. Moreover, whilst it is generally accepted that there are many web hosting companies that are internet business friendly, it is also widely understood that there are many web hosts who are the opposite.

One other cogent fact about web hosting companies is that there are many of them who sell their products or services by offering dirt cheap web hosting. Whilst it is understandable that because you pay web hosting fee every month, you would want to look for a reasonable deal, you should not make the mistake of choosing a web hosting company simply because they offer the cheapest hosting rates.

Where web hosting companies are concerned, it is my experience that you get what you pay for. Hence, if you go for the cheapest package you can find, you are likely to suffer in terms of service.

For instance, you are 100% reliant on your web host to make sure that your site is 'live' and visible when anyone tries to visit.

If you use a really cheap host, it is more than likely that they are reseller (effectively, an 'agent' for the host owner), and that they do not own or control their own servers. Consequently, if your site goes down for some reason, they are not in a position to ensure that they get your site back online as quickly as you would definitely like them to.

But if your site is down, you are effectively out of business, so 'uptime' is a critical factor to consider when choosing a web host.

Moreover, as it is likely that because of the fees they are charging, they are very probably renting dirt cheap server space themselves, the

likelihood of your site being down for extended periods of time is significantly increased by using the cheapest web hosting account you can find.

For a web hosting company that is extremely internet business friendly, one that also offers extremely competitive prices and guaranteed 99.9% uptime, you need look no further than Hostgator.com. Their 'Baby' account would cost you \$7.95 a month and for that, you can host as many individual web sites on the same account as you like, and you also have unlimited disk space and bandwidth as well:

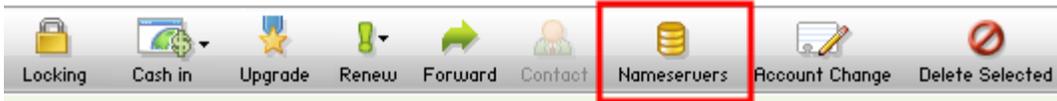
» Linux Web Hosting Packages				
?	Plans	Hatchling	Baby	Business
?	Disk Space	UNLIMITED	UNLIMITED	UNLIMITED
?	Bandwidth	UNLIMITED	UNLIMITED	UNLIMITED
?	Domains Allowed	1	UNLIMITED	UNLIMITED
?	Free Dedicated IP	✗	✗	✓
?	Free Private SSL	✗	✗	✓
?	Pricing	\$4.95	\$7.95	\$12.95
?	Proceed to Checkout	Order Now	Order Now	Order Now

As a simple shared hosting account of this nature is perfectly adequate for the time being, this is the one I would recommend you go for.

After you have completed the account signup process, you will receive an e-mail from Hostgator that gives you information about your new account.

You need this information to finalize the initial setup process, because the third and last job is to 'tie' your domain name and web hosting account together. This is technically known as 'changing the DNS' (Domain Name Server), and whilst there are instructional videos about 2/3 of the way down [this Hostgator support page](#), here is a quick run through of how you do this job.

Go back to your domain name registration account and click on the domain that you just registered to open it up. What you are looking for is a 'Nameserver' icon that will look a little something like this:



By clicking on the icon, you are presented with the screen from which you change the Nameserver information. You will be offered a choice of Nameserver options from which you need to choose 'Custom Nameservers'.

After this, access the e-mail that Hostgator sent when you opened your hosting account with them. You will find the Hostgator Nameserver information in this e-mail. It should look something like this (although the addresses will be different):

Nameserver Information

Primary: NS1.UNSELFISHMARKETERS.COM
Secondary: NS2. UNSELFISHMARKETERS.COM

Copy the information from the e-mail into the 'Custom Nameservers' boxes as shown:

Set Nameservers

Parked nameservers (Park my domains here.)

Hosting nameservers (Host my domains here.)

Custom nameservers (I host my domains elsewhere.)

Nameserver 1: * **Nameserver 2: *** **Nameserver 3:**

[Add more](#)

And finally clicked the 'OK' or 'Go' button. You should see a confirmation that the changes are being made, and you will probably also receive a confirmation e-mail from your domain name register.

It is then simply a matter of waiting 24-48 hours at the outside for the changes to take place, although if you are using Hostgator, the changes are generally actioned considerably more quickly.

Once the changes have been made, if you visit the CompleteDepressionCure.com homepage, you should see something like this:

Index of /

<u>Name</u>	<u>Last modified</u>	<u>Size</u>	<u>Description</u>
 cgi-bin/	02-Dec-2008 04:03	-	

This indicates that the changes have been made because otherwise, what you would see would be a 'Parked' page served by your original domain registry company.

What now?

The final initial set up step is to create the website that you are going to use to build your online business.

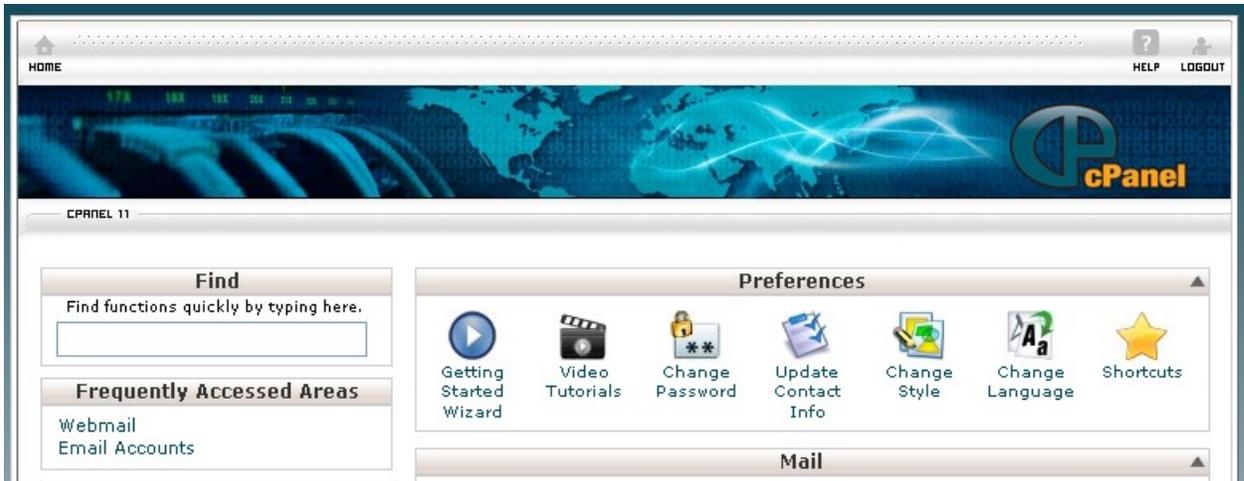
Nowadays, almost every online business entrepreneur or marketer has their own blog, and as a consequence of the immense popularity of blog sites, blogging platforms like WordPress have developed to a point where they are almost the complete site building tool.

Moreover, because many web hosts (including Hostgator) empower you to manage the construction of your site using what is known as a 'cpanel', installing your site is a matter of no more than five minutes work.

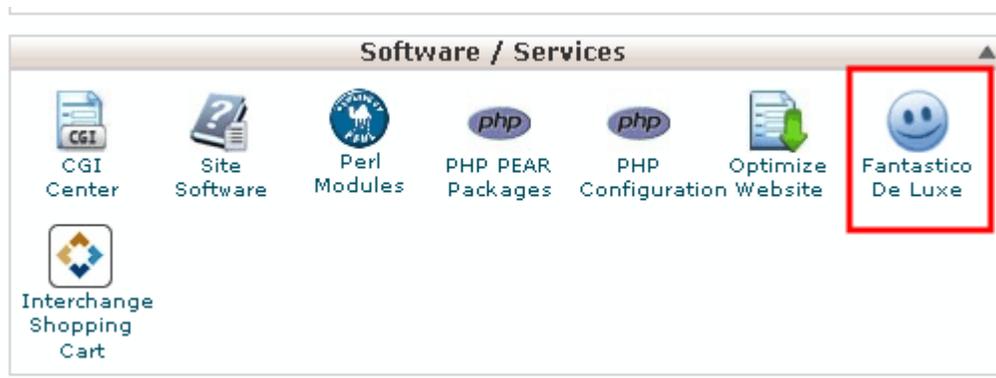
The first thing that you therefore need to do is to log in to your 'cpanel'. To do this, you would type in the URL of your site to your browser window, and then add /cpanel at the end (e.g. [completedepressioncure.com/cpanel](#)). This opens up the log-in area, so you log-in.

Once you have done so, the specific look of the cpanel that you are presented with will be dictated by the 'theme' or 'skin' that you are using.

This is the way the page looks if you are using the X3 skin:



Near to the bottom of the page, you will find various 'Software and services' options. The one that you are looking for is 'Fantastico De Luxe' (it is sometimes called 'Fantastico' only, depending on which web host you use, but it is the same thing):



What you have with 'Fantastico' is a suite of software programs that are already installed on your site, so that all you need to do is to activate the program that you want to use. By clicking on the icon, you will be presented with a list of the software programs available:



Relatively near to the top, under 'Blogs', you will find WordPress.

Click on the WordPress link, and you can install the program on your site with almost no effort whatsoever.

On the next page, click 'New Installation' and then complete the required details on the page after that.

Moving down from the top of the page, as you have just installed your new domain on this web hosting account, it is going to show your main domain name at the top of the page (1):

WordPress

Install WordPress (1/3)

Installation location

Install on domain 1

Install in directory 2

Leave empty to install in the root directory of the domain (access example: http://domain/).
Enter only the directory name to install in a directory (for **http://domain/name/** enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area) 3

Password (you need this to enter the protected admin area) 4

Base configuration

Admin nickname 5

Admin e-mail (your email address) 6

Site name 7

Description 8

9

Under this (2), if you want to install WordPress on a sub-directory of your site, then you would type in a new directory name here.

In this case, however, the WordPress installation is to be on the main site, and not in any subdirectory. Consequently, this box would be left empty, meaning that the URL of the main WordPress homepage will be `CompleteDepressionCures.com`.

Next, create an admin access user name and password (3 & 4). These can be anything you want, but you must keep them both safe as you will be using these to log in to WordPress to start building your site a little further down the line.

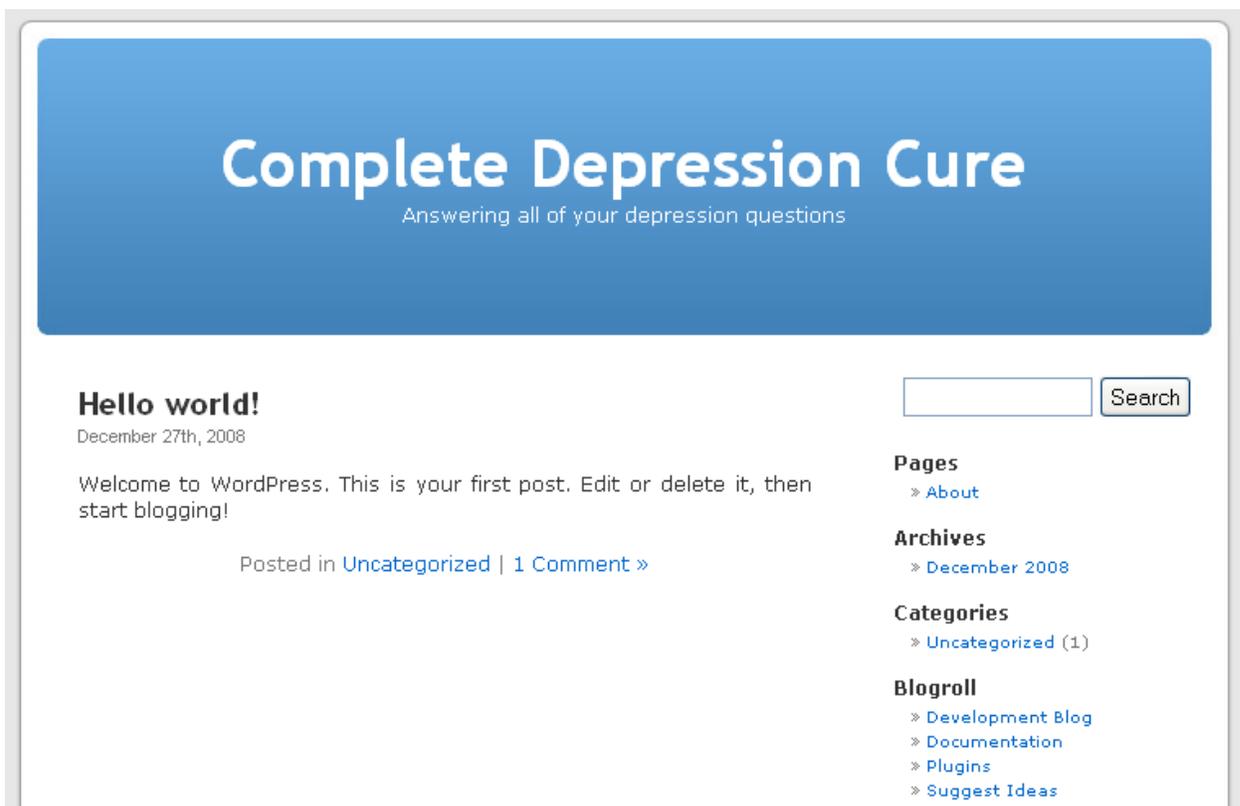
Your admin nickname (5) will be used whenever you post new information to your site, so try to use a name that suggests some kind

of connection with or expertise about the subject matter around which your site is going to be based.

Under that, you add a contact e-mail (6) and finally, you have to give your site a name (7) and a description (8). Because these will be used by the search engines, you should make sure that this information ties in with the central purpose of your site. Click on 'Install WordPress' (9) and then 'Finish installation' on the next page, and that it is the job done.

Incidentally, the program will ask you whether you want the information about the installation sending by e-mail, and I would always recommend that you do so because that ensures that you do not lose the details of what you have just done.

And, with the installation complete, if you open the CompleteDepressionCure.com/depressionfacts page, what you are going to see if something like this:



It's certainly nothing too exciting at this moment, but it is live and online, meaning that you can now start building your website based business from this moment on.

Understanding Google and developing your site...

One page is not good enough...

You now have the shell of your website set up, but it is obviously necessary to do a considerable degree of further development in order for your site to become fully functional.

It is also extremely important to understand that your site has to be built with a certain structure if your long-term plans are to succeed. This is where it becomes important to understand how Google work, and what they are looking for in a website.

For example, the homepage of your site will ultimately be the promotional page for the affiliate product that you are promoting or the unique product that you create yourself. The information on this page is therefore critical, something that you must have visible to your visitors at all times.

However, if you are going to use WordPress in the normal way (i.e. as a blog), the information that you post to your site would appear on this front page chronologically. If you posted information to your site today, it would appear at the top of this page, but if you posted additional information tomorrow, then that new posting would push the older posting further down the page.

Clearly this is not what you want, because once the promotional information for the infoproduct you are working with is published, you want that information to stay prominently visible.

There is another consideration as well. If you use WordPress as a 'standard' blog platform, you would probably publish everything on the same page by default. What you therefore have is a one-page website. Although Google are familiar with the concept of WordPress and blogs, it is nevertheless a fact that they tend to view one-page websites in a distinctly unfavorable light.

This is a direct result of Google's own view of what their search engine is supposed to do and their position in the marketplace.

It is a fact that Google command just short of 70% of the global search market and this position of dominance is not one that they intend to relinquish any time soon. Consequently, the basic ethos of Google is that they believe that the search results they provide to anyone who uses their search engine should provide the highest quality experience possible.

This high quality requirement can be further broken down into two specific aspects. Firstly, Google wants to make sure that the websites that it presents to anyone who uses their search engine contain information that is as directly relevant to the search term that they use as possible.

As an example, if someone is searching for a 'dog grooming salon in Manchester', then Google want to provide this searcher with information that is related to dog grooming salons in this particular location and nowhere else.

So, extremely specific targeting is the first Google requirement.

The second requirement is that any websites they present to people using their search engine should features plenty of content materials because that is how they define the high quality experience that they are determined to provide. Rightly or wrongly, Google tends to assume that a one page website is not going to provide a high quality experience, and they would therefore rank it lower than they might otherwise do.

There are a couple more important considerations as far as Google are concerned as well.

Firstly, you need to build your site in a way that is Google friendly. Fortunately, when you are using WordPress, this is remarkably easy to do, because there are lots of free software programs called plug-ins that you can download and install on your site in order to make it more search engine friendly.

In addition, because Google use a system called Latent Semantic Indexing (LSI) to ensure that it knows exactly what your website is about, it is essential that your site is consistent. In other words, you cannot have a promotional front page for a depression related information product that is attached to a website which is focused on football (although some people undoubtedly get depressed by football from time to time!).

Secondly, Google loves links, that is, links from one web site to another. Now, if you go back to the previous screenshot of your 'shell' site, you will note that down the right-hand side of the page is the 'Blogroll'. This is a list of links that are automatically installed on your site by WordPress when you first install it, and if anyone clicks on one of these links, they will be taken to the appropriate website to which that link is 'pointing'.

Because these links 'point away' from your site, these are outgoing links which have little value to your business. However, incoming links, those

that are pointed from someone else's website at yours are extremely valuable, especially when those links only go in one direction.

These are known as a one-way incoming links (as opposed to outgoing or reciprocal links, where you link to someone else, and they link to you), and Google uses one-way incoming links as a measure of the quality of your site. They do this on the basis that if other website owners voluntarily choose to link to your site and do not expect a reciprocal link in return, it indicates that your site is one that carries authority and demonstrates expertise.

Consequently, if you can generate one way incoming links to your site, this will provide a big boost as far as your Google search ranking is concerned.

If you only have one page on your site, that makes it considerably harder to generate links whereas if there are many pages, it becomes considerably easier. Thus, the way you are going to build your site is by creating many separate pages all of which feature the kind of content that people might be looking for when they are searching for information about your site topic (in our example, depression).

However, it is an essential of your link network building efforts that everything you do should appear to be natural, because if Google suspect that you have been 'manipulating' your link numbers artificially, they will ignore many of those links and thus their power will be lost. Therefore, even though one-way incoming links are undoubtedly the most valuable, you need to have some outgoing links as well.

Fortunately, this is relatively easy to do, because one of the ways that you can populate your site with content is to use other peoples content materials, and this naturally creates outgoing links.

For example, if your site is promoting 'Complete Depression Cure', then it should carry depression related content. Visit an article directory site like EzineArticles and search the site for depression related articles:



A search bar with the word "depression" entered and a "Google Search" button.

[Ads by Google](#) [List of Ezines](#) [Romance Story](#) [Email Lists](#) [Photo Sharing](#)

Open the articles that you like, read through them and if you feel that they would add value to your site, download them from the 'Ezine Publisher' link at the top right hand corner next to the title:

Depression and Natural Cures - 5 Keys to Treating Depression

By [Shannon E Cook](#) ★

Article Word Count: 386 [\[View Summary\]](#) [Comments \(0\)](#)

Ads by Google

[Anti-Anxiety Remedy](#)

Proven natural remedy for immediate relief. Safe and non-addictive.
[Seredyn.com](#)

[Produk Kecantikan Online](#)

Beli/Jual Produk & Aksesori Kecantikan. Cepat, Murah & Mudah!
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 [Post A Comment](#)

 [Suggest Topic](#)

 [Report Article](#)

Now you can paste that article onto your site as long as you leave the original author details attached. In those details, there will be a link to the original authors web page, hence you have just created an outgoing link from your site to theirs.

Thus, by using other people's content materials, you can both populate your site with valuable and relevant content and you can also make your linking structure appear far more natural to Google.

However, using other people's content materials on your site is only a part of the story. You also need to create your own content materials, because those materials will be unique, and Google rates unique content more highly than it rates content it deems to be duplicate content (i.e. other people's content materials).

Every piece of content on your site is going to be on a separate page, because this will enable you to generate incoming links for every individual page, and this will naturally increase the number of links that you have. This is extremely easy to do once again – check 'Page' at the top left hand corner of the WordPress Dashboard every time you add new content, rather than 'Posts' (more about the Dashboard a little later):

[Write](#) [Manage](#) [Design](#) [Comments](#)

[Post](#) [Page](#) [Link](#)

Write Post

It's a question of simple mathematics. If you have one page on your site, then the number of links you can generate is by definition limited, whereas if you have 20 pages, the number of potential links is instantly multiplied by 20. If you have 200 pages, then again the number of potential one-way incoming links is exponentially expanded and this would be even more true if you had 2000 pages on your site.

Okay, having got this far, let me summarize how we are going to build your website.

1. The next thing that we are going to do is find a suitable theme (template) for your site.
2. After that, we are going to install suitable plug-ins to maximize the search engine friendliness of your site, and also to make monetization of the internal (content) pages of your site easier.
3. The main page of your site will be your promotional page. This page therefore needs creating and designing. However, as it is the homepage of your site, you must also have links from this page to the internal pages of your site as well. This enables both your visitors and the search engine robots to find their way around your site quickly and simply.
4. You need to present your visitors with the opportunity of signing up for your newsletter by using a special offer that you specifically 'bribe' your visitors with to encourage them to join your mailing list. Ideally, you will have a stand-alone page on your site the sole purpose of which is to add people to your mailing list, and you should also include a subscription form on every internal page of your site too (but *not* on the front page).
5. Each of the content pages will be monetized, and every one will be used to maximize the number of one-way links coming into your site. Each of these pages will also be linked to your main index page, so that the most important page of your site has lots of links pointing towards it.
6. Some of the content pages will feature your own unique content materials, whilst others will be created using content materials that were originally created by other individuals in your market or niche.
7. After the site is ready, you will then start using additional traffic generation strategies based on keywords that you discovered earlier so that you can start generating the visitors and incoming links that you need in order for your site to be successful.

Find a suitable theme...

As we saw previously, the default theme or template that is initially installed on your site by WordPress is not particularly inspiring nor is it especially relevant to anything to do with depression. And of course, because it is the standard default theme and because many online marketers are extremely lazy, this is a theme that is being used by thousands of WordPress blog owners.

Google would recognize this template for the default theme that it is, understand that the fact you are using it suggests you have done little work on your site which would probably mean that they would immediately 'downgrade' your site value. After all, if you can't be bothered installing a theme that is relevant or appropriate to your subject matter, it does not suggest that you put a great deal of time and effort into making sure your site represents a high quality experience for your visitors.

There are literally dozens of sites where you can download high quality WordPress themes for free. Try any of the following to see what is available in your own market or niche:

<http://wordpress.org/extend/themes/>

<http://topwpthemes.com/>

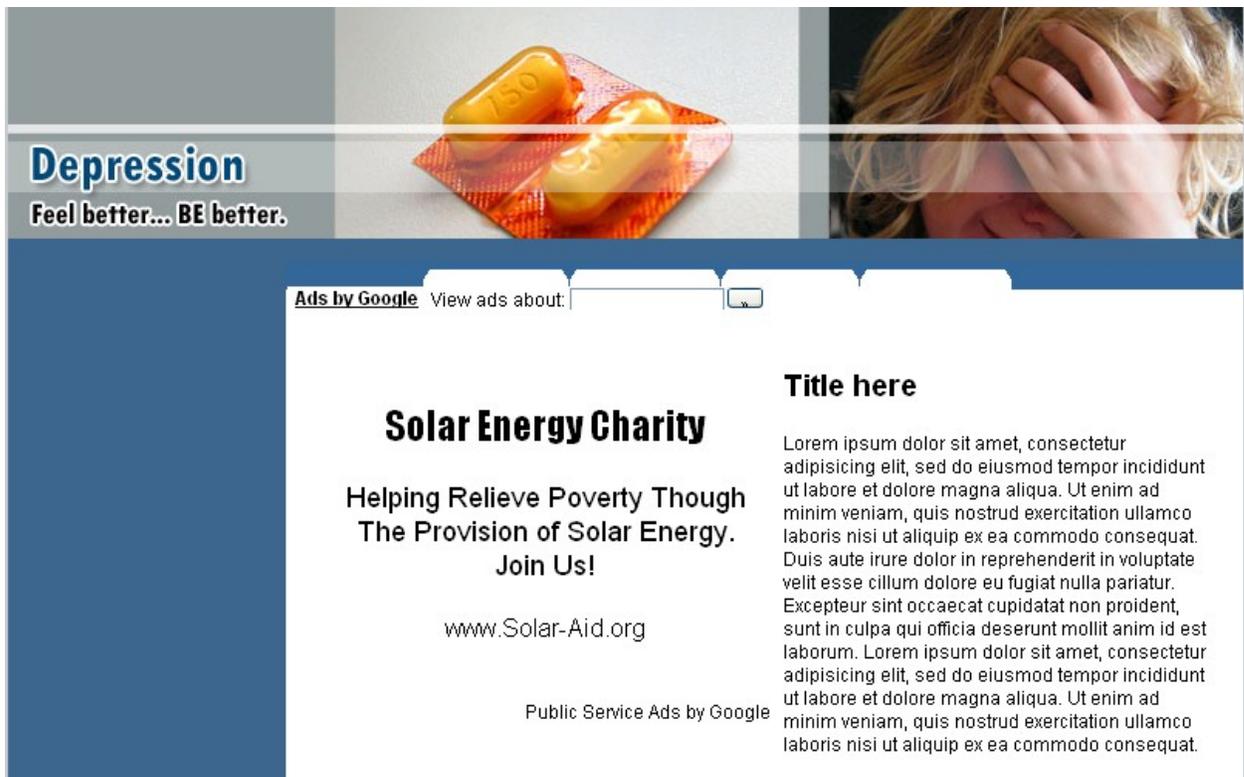
<http://www.wptmp.com/>

<http://www.freewpthemes.net/>

<http://www.wpthemes360.com/>

<http://www.elegantwpthemes.com/>

For my purposes, this would seem to do the trick:



Depression
Feel better... BE better.

Solar Energy Charity
Helping Relieve Poverty Through
The Provision of Solar Energy.
Join Us!
www.Solar-Aid.org

Public Service Ads by Google

Title here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

You can see that this theme is already [AdSense enabled](#) (note the 'Public Service Ads by Google'). This would be fine for the internal pages of my site but not for the front page, so this would be something that I would remove from the template, because one of the plug-ins that I am going to install allows me to place AdSense on individual pages as I go along, which in this case would be far more convenient.

Once you find a theme that you want to use, download it and unzip it on your computer. Once this is done, the next thing to do is to upload this new theme to your site.

To do this, you are going to have to use FTP Client Server software program, and if you do not have one of these already, you can download a completely free version of [Core FTP by clicking on this link](#).

After you have downloaded and installed the FTP Client Server, you need to upload the theme folder to your site for which you can find full instructions on [the WordPress.org website](#) (although you may find that the theme you are using comes with its own uploading instructions).

After the theme is uploaded to your site, you need to log in to your WordPress dashboard in order to activate the new theme.

To be able to do this, you would log in by adding wp-admin to the URL of your blog, something like CompleteDepressionCure.com/depressionfacts/wp-admin. You would then enter the username and password that you added to your account when you first installed WordPress.

The dashboard area should look something like this and you want the 'Design' link from beneath the main title of your site at the top left-hand corner of the page:



Dashboard

All being well, you should now be able to see the 'Current (default) theme' at the top of the page, with the new theme that you just uploaded shown below (this does not look like the theme that I am actually using, because as indicated, this is just a 'Sample' screenshot).

Click the blue link underneath the theme that you want to install, and that begins the installation process:

Current Theme



WordPress Default 1.6 by [Michael Heilemann](#)

The default WordPress theme based on the famous [Kubrick](#).

All of this theme's files are located in `/themes/default`.

Tags: blue, custom header, fixed width, two columns, widgets

Available Themes



[IAT4](#)



[WordPress Classic](#)

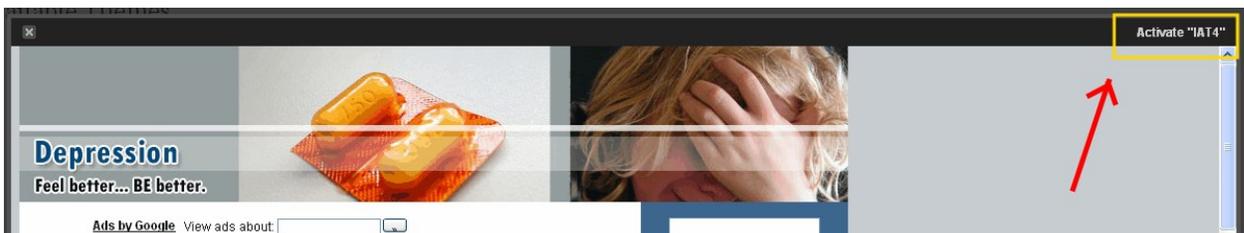


[WordPress Default](#)

However, this action will 'black screen' your computer (with the 'loading bar' showing to indicate that the change is taking place):



Once the 'black screen' disappears, you can see your new theme is being loaded, but there is one final step to action. This is to activate the new theme by clicking on the link at the top right hand corner of the page. Otherwise, your theme will not be loaded and you will still be left with the 'Default' one that you were using before:



Upload and install the plug-ins...

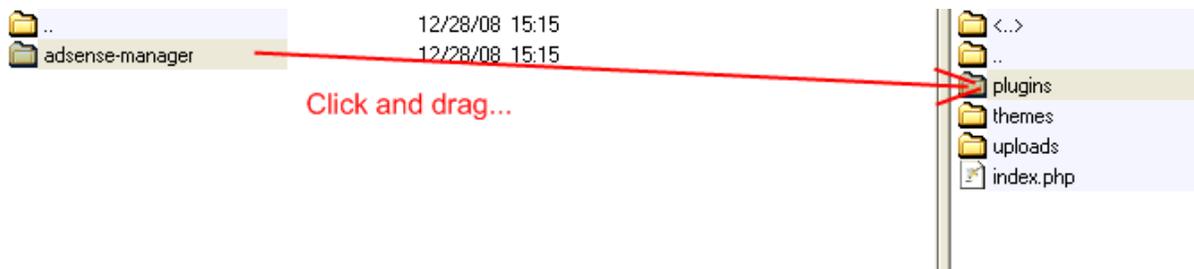
Plug-ins are small software programs that improve the usability and effectiveness of WordPress sites. Whilst there are some plug-ins that you have to buy, the vast majority of them are completely free to use. That does not however mean that they have no value, as it is by adding plug-ins to your site that you will achieve many of the things you need to do.

For example, I have already suggested that you want to monetize the internal pages of your site by using AdSense. It is far easier and more flexible to incorporate AdSense on individual pages if you have the AdSense Manager plug-in that is highlighted in the recommended plug-in list featured in 'Appendix A' at the end of this report.

In a similar manner, in order for the search engines to get the maximum information from your site, you need to make your site search engine friendly. Once again, you could do this manually but it is far easier to use the 'All-In-One-SEO' plug-in which will semi-automate a large degree of the Search Engine Optimization (hence, SEO) process for you.

Click on the download links in 'Appendix A' to get the recommended plug-ins, unzip them and create a plug-ins folder on your desktop into which these plug-ins will be loaded. Once again, there are detailed instructions for installing plug-ins on the WordPress.org site.

However, it really requires no more than clicking and dragging the plug-in folders from your desktop to the plug-ins folder of the WP-Content folder on your site using your FTP server:



Once the plug-ins are uploaded, the final thing that you needed to do is to activate each of them in turn, and in order to do this, you need to log back into your WordPress Dashboard.

Now you need to find the 'Plug-ins' link at the top *right* hand corner of the Dashboard page:



This action should bring you to the 'Plug-in Management' page. All you need to do once you arrive here is to activate the plug-ins that you have installed by clicking on the appropriate link on the right-hand side:

Plugin Management

Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here.

Inactive Plugins

Activate Delete				
<input type="checkbox"/>	Plugin	Version	Description	Action
<input type="checkbox"/>	AdSense Manager	3.2.13	Control and arrange your AdSense & Referral blocks on your Wordpress blog. With Widget and inline post support, configurable colours. <i>By Martin Fitzpatrick.</i>	Activate

[Activate this plugin](#)

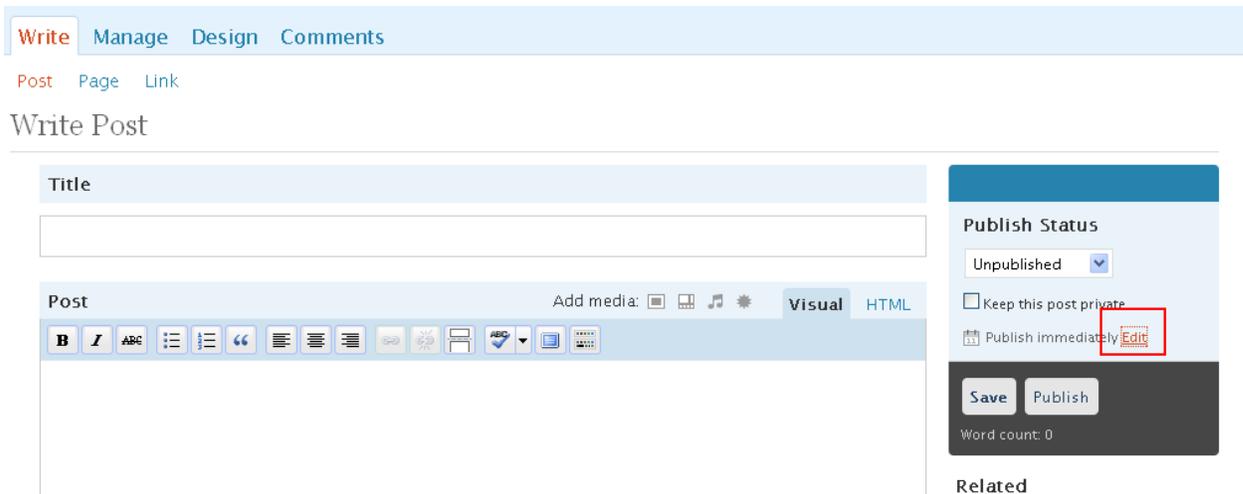
Do this with each plug-in and your site is now ready to be populated with appropriate content.

Making sure your site is set up right

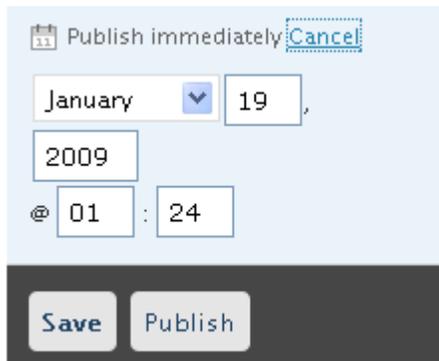
As suggested previously, under normal circumstances, the front page of a WordPress site will present the information that you add to that site in a chronological order. Obviously, if you are promoting or selling a product or service from that front page, you do not want your sales pitch to be pushed further and further down the page.

There are a couple of different ways that you can ensure that this does not happen.

The first option is to alter the posting date when you publish the promotional 'spiel' for your product. You do this by clicking on the small 'Edit' link that you can see to the far right of the 'Write Post' box in the next screenshot:



Clicking on this link opens a drop-down box into which you can manually insert a date:



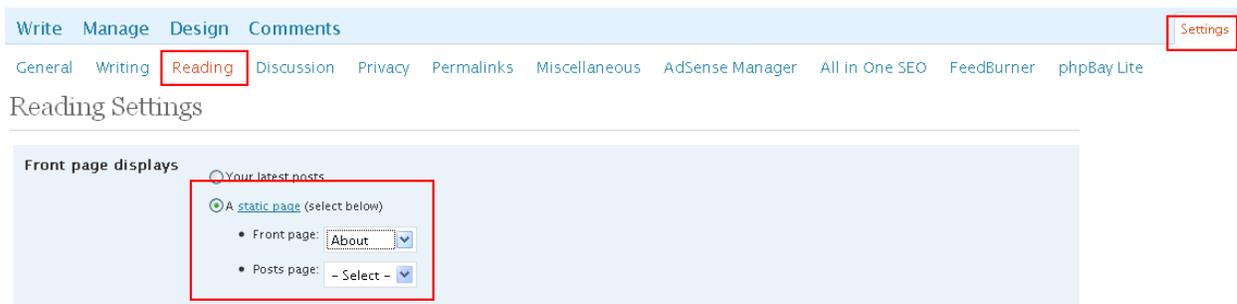
If you use a date that is a year or two in the future, this post is always going to remain at the top of the front page of your site until that date arrives. And of course, when that happens, you can simply change the date again if it is your intention that the sales post is to remain at the top of the front page.

The disadvantage of making sure that your sales message stays at the top of page by changing the date in this way is that all of the additional information postings to your site will appear beneath it. This presents your site visitor with a potential distraction, because it is completely feasible that they will read your sales pitch, and then continue to read the additional information featured further down the page.

Consequently, this will distract their attention from the action that you want them to take, which is buying whatever it is that you are promoting fro that page.

The alternative is to fix the front page by making it a static page, one that will not change irrespective of what you do in terms of posting additional information to your site.

You do this by clicking on the 'Settings' link at the top right hand side of the dashboard page, and then 'Reading':



The important thing with this front page, include as little as possible that might distract your visitor from the action that you want them to take. On the other hand, you must feature various internal links for your site here in order to keep Google happy.

For example, you should have a link to your site map so that visitors and such and robots can find their way around, and this should be a link that is reasonably visible.

In addition, you should also have links to pages that you do not necessarily want your visitors to stray away to, such as your terms of service page, earnings disclaimer and so on. Make sure that these links are far less obvious by using smaller text and changing the color of the hyperlinks so that they are far less visible.

Additional 'Settings' changes

Also from your 'Settings' link, you should make sure that the permalinks (the specific post URLs) that will be attached to each of your individual article pages are search engine friendly. If you leave the permalinks on their default settings, each individual article post will have a relatively meaningless title because they will be shown as `completedepressioncure.com/?p=16`.

This obviously provides no guidance whatsoever to the search engine robots about what your article is all about, nor is it going to be any help to visitors to your site either. Consequently, you should change the permalinks setting to show the date and the post name:

Permalink structure updated.

Customize Permalink Structure

By default WordPress uses web URLs which have question marks and lots of numbers URL structure for your permalinks and archives. This can improve the aesthetics, use [available](#), and here are some examples to get you started.

Common settings

<input type="radio"/> Default	<code>http://webbiz99.com/test/?p=123</code>
<input checked="" type="radio"/> Day and name	<code>http://webbiz99.com/test/2009/01/18/sample-post/</code>
<input type="radio"/> Month and name	<code>http://webbiz99.com/test/2009/01/sample-post/</code>
<input type="radio"/> Numeric	<code>http://webbiz99.com/test/archives/123</code>

For this change to be effective, you will however have to make your .htaccess file writable, which you do by making the necessary changes using your FTP server. There are full instructions about how to do this [on this page](#) of the WordPress site.

The final internal administration task is to make sure that every time you post new information to your site, details of that information is sent to all of the major search resource sites and directories by 'pinging' that information to them automatically.

From the 'Settings' once again, look for the 'Writing' page:

Write Manage Design

General Writing Reading

Writing Settings

Scroll to the bottom of the page and you will see the 'Update Services' box that will by default contain just the one update service:

Update Services

When you publish a new post, WordPress automatically pings the update services you have specified. Separate multiple service URLs with line breaks.

```
http://rpc.pingomatic.com/
```

Save Changes

Take the list of update services that you can find in 'Appendix B' at the end of this book, copy and paste every URL into this box (overwriting the default entry as this is included in the Appendix list).

Now, every time you post additional information or a new article to your site, WordPress will automatically ping the information about that update to every service on this list. This ensures that the widest possible range of sites is aware that there is new information available.

As far as the internal pages of the site are concerned, each and every one of them should be linked to your index page. This not only indicates to Google that this is the most important page of your site but it also makes this index page more powerful, because all of these incoming links elevate its importance (even though they are internal links).

Your articles should also have a link to one another as well, so that the Google robot that indexes and ranks your site will find all of your content materials when it visits.

Moreover, each of these links should be created using what is known as anchor text. As an example of anchor text, if you were pointing a link at your main index page, then your primary keyword term is 'Complete Depression Cure'.

Consequently, you would include this phrase in articles on your site, and then insert an HTML link from that page to your index page from that particular text. In other words, this text would be the link in and of itself, so that it would appear as [Complete Depression Cure](#).

However, avoid the temptation to use exactly the same anchor text every time. Vary the anchor text that you use to link your pages to one another, and sometimes, you should use generic phrases like 'link here' or 'follow this link' to make the whole thing appear more natural.

The key thing is, everything has to be linked together, and there has to be links all over your site that point at your main (static) front page.

Creating your front page

To a large extent, the way that you design the front page of your site will depend upon what you are using it for.

As an example, if you are promoting a product or service as an affiliate from the front page of your site, then the most effective way of doing so is to publish a review of that product or service. Offer your visitor what appears to be an unbiased and reasonably objective report about the product, and do not be scared of pointing out one or two weaknesses. This emphasizes that your review is honest and objective.

Include a product scoring system whereby you rate the product for usability, effectiveness and so on. Try to create three or four categories and aim to give the product overall score of 8.5 or 9 out of 10.

At the end of the day, you must of course recommend the product. Moreover, you should do whatever is necessary to encourage your visitor to buy the product from you, with the most effective strategy being to offer them a high-value free gift if they buy through your affiliate link. To do this most effectively, tell the visitor that in order to get their free gift, they have to send you a copy of the receipt proving that they bought the appropriate product through your link.

This of course has the additional advantage of getting that customers e-mail details which you would not have been able to grab if your marketing materials had sent that prospect directly to the product creators sales page.

If on the other hand you are promoting your own product from this front page, then you will have to adopt a slightly different approach depending upon exactly how you want to do this.

For example, if you wanted to create a 'traditional' product sales page of the type which you will see if you visit any Clickbank product 'pitch page', it is possible to do so because there are free [sales page WordPress themes](#) available (scroll to the bottom of the page, and download the three free templates available).

However, if you want to use this particular sales page theme for your site, then every page on your site is going to look like your sales page, which might not make your content pages look particularly attractive (although you should test this). In this case, you might choose to install WordPress twice, once on the main site so that you can use the sales page theme, and once in a subdirectory so that you can use a

theme that is more appropriate to the subject matter of your content materials.

If you want to use a 'traditional' style sales page, you need to be able to write the sales copy for that page. Fortunately, this is not particularly difficult to do because all you need to do is go back to Clickbank to look at the sales pages for some of the best selling products on the site.

When you open the Clickbank 'Marketplace' page, the default setting is to show you products ranked by popularity, so you immediately know that the products at the top of the page are those that are selling the best. This tells you that these are the products with the most persuasive sales letters, and all you need to do is copy their style and rewrite the copy in your own words and as appropriate for your own product.

Choose a popular product category like weight loss, and you will have plenty of sites from which you can pick up everything you need to know about creating persuasive sales copy:

Search the ClickBank Marketplace

Category: All Categories Subcat: All Sub-Categories
Keywords: weight loss Sort by: Popularity
Product Type: All Products Language: All
Show: 10 results per page Go Reset

1) [Top Secret Fat Loss Secret :: 75% Commission:: Best Affiliate Toolkit](#). We Tested Just 1 Promo & Made \$3,580/24hrs | You Same Promo Free!|Cash In Big For New Year's Fat Loss Resolutions| *Huge \$1000-\$3000 Affiliate Monthly Bonuses*|H Conversions/ Low Refund Rate| [Http://TopSecretFatLossSecret.com/affiliates.php](http://TopSecretFatLossSecret.com/affiliates.php).

[\\$/sale: \\$32.39 | Future \\$: - | Total \\$/sale: \\$32.39 | %/sale: 75.0% | %refd: 89.0% | grav: 138.27](#)
[view pitch page](#) | [create hoplink](#)

2) [High Paying Fat Loss Program With Low Refunds - TurbulenceTraining.com](#). 75% Commissions = Big Paycheck For You. T Affiliates Making \$300+ Per Day With Big Money CB Upsell And World-famous Turbulence Training Workout. Affiliate Page [Http://www.turbulencetraining.com/affiliates/index.shtml](http://www.turbulencetraining.com/affiliates/index.shtml).

[\\$/sale: \\$29.03 | Future \\$: \\$22.45 | Total \\$/sale: \\$34.88 | %/sale: 75.0% | %refd: 59.0% | grav: 104.33](#)
[view pitch page](#) | [create hoplink](#)

3) [Strip That Fat - \\$39/Sale](#). Brand New Hot Selling Diet/Weight Loss Program. \$1000 / Day Earning Potential In A Multi-Bil Per Year Market. Free Keyword Lists, Audiences, Sample Ads, Selling Angles, Website Templates @

Alternatively, if you do not want to approach promoting your own product in such a blatant 'sales pitch' way, you might choose to use the original topic related theme even for the front page of the site with promotional information that is far less 'salesy' and 'hyped'.

There are plenty of different options as you can see, so you should test the different options to see what works best in your marketplace or niche.

Getting visitors to subscribe to your list...

No matter what kind of online business you are running, it is an absolute imperative of running a successful business website that you do everything possible to encourage people to subscribe to your prospect mailing list through your site.

Once a visitor makes the decision to subscribe to your mailing list, they are thereby giving you specific permission and authority to send them information about your market or niche on a regular basis.

Of course, this also enables you to send the information about recommended products or services in your marketplace as well. And whilst you should not allow yourself to fall into the trap of sending nothing but recommendations, building your prospect mailing list nevertheless presents you with an opportunity of marketing to your list members on a regular basis.

The beauty of permission marketing using e-mail is that by subscribing to your mailing list, your site visitor has already indicated exactly where their interests lie.

For example, if someone signs up to a mailing list which you are building through CompleteDepressionCure.com, you can be completely certain that that individual is interested in receiving depression related information. Whether they have a problem themselves is almost irrelevant, because it is unlikely that anyone would request information about depression and what to do about it if they did not have some kind of personal interest. In other words, if they don't have a depression problem themselves, you can be confident that someone else in their life does.

Consequently, this individual is a highly targeted prospect for products and services that are related to depression and anxiety.

Every individual e-mail message that you send to your prospects should be made up of two separate elements.

Firstly, you must always include valuable free information of the kind that is going to encourage that prospect to open your e-mail.

Nowadays, it is a fact that almost every website you see offers you the opportunity of subscribing to the webmasters mailing list, and the chances are therefore quite high that yours will not be the only mailing list to which your prospect has subscribed.

On top of that, if their e-mail account has been set up for any reasonable period of time, the chances are that they will also receive copious amounts of spam e-mail as well.

Thus, every time they open their inbox, they are probably faced with a mass of e-mail, so you have your work cut out to make sure that your e-mail is one of the few that gets opened. It is for this reason that you must ensure that you always include information of value and quality in every outgoing message you send for free.

However, each outgoing message should also contain a product recommendation, and this is something that you must start doing from the very first e-mail that you send to every new prospect.

Some marketers make the mistake of being 'scared' of frightening new subscribers into unsubscribing by including a product recommendation in every message. Consequently, they start sending e-mails that contain only free information in the misguided belief that they can start adding product recommendations a little further down the line.

In reality however, this does not work. If your prospect receives your first five or six e-mails none of which mentions a product you are recommending, they will subconsciously assume that e-mails of this type is what you will always send. If you then start including product recommendations a little later, they will either completely ignore them or unsubscribe from your list because you are somehow 'not playing fair'.

When your new prospect subscribes to your mailing list for the first time, they have to understand how you run your business from the very beginning. It is therefore essential that you recommend niche targeted products and/or services from the start.

Avoid the mistake of jumping from one product to another, however. Before you start trying to build a prospect mailing list, find two or three suitable products from Clickbank or Commission Junction, and write down a list of six or seven of the major benefits that the prospect would enjoy if they purchased this particular product.

In order to create your benefit list, it should not be necessary for you to buy the product yourself because you will usually find that there is a benefits bullet point list on the product sales page. Use the most powerful of these benefits, and then create your e-mail recommendation by focusing on one major benefit in each outgoing e-mail message that you write.

In this way, you should be to create a series of e-mail messages that promote the same product in a slightly different way.

By sticking with the same product but recommending it in a slightly different way, you present a consistent and professional image to your prospect. By the fact that you are not changing your product

recommendation in every e-mail message that you send, you are also indicating that you believe in the product you are promoting.

If on the other hand you change the product that you recommend in every e-mail, the image that you present is one of a marketer who is only interested in making sales. However true that they be, it is not the image that is going to appeal most to your prospect.

If the products or services which you are promoting to your prospect list members are sufficiently well targeted, some of those prospects will become a customer by buying the product you recommend.

In this case, the prospect who has now become a customer by purchasing based on your recommendation should be switched to your customer mailing list, from where you begin the process of sending valuable free information and product recommendations all over again.

When recommending products to customers it is essential that you do so in a way that qualifies those customers.

For example, if they have bought a \$47 product which you recommended, you next need to establish whether the customer in question has reached their acceptable price ceiling. Thus, rather than offering them another \$47 product, you would recommend something that costs \$67 or \$77.

In this way, you refine the validity and value of the names on your customer mailing list by continually qualifying and categorizing your customers. You do this because of the 80/20 rule or the Pasreto principle as it is more correctly known. This suggests that 80% of the profits in your business will come from 20% of your customers, which in broad terms is generally true.

Hence, the idea of qualifying the customers on your list is to whittle your list down until you know whether any individual customer should be included in this 'elite 20% group' or not. These are the people who stick with you and your business through thick and thin, tend to buy the majority of the products that you recommend and do not seem to be too concerned about product prices as long as you are over-delivering value.

These are your customers who will be willing and able to buy a \$2000 training course, and these are therefore the customers that you want to focus most of your time and attention on. Hence, qualifying your list in this way is extremely important and ultimately extremely profitable as well

Capturing the details

Under normal circumstances, you would include a mailing list subscription form on every page of your site.

However, if you are using a WordPress site to promote an affiliate product or one of your own, you should present as few distractions as possible to anyone who is viewing your 'sales pitch'.

Assuming that the front page of your site is a static page, all that should be featured on that page is your promotional message and the necessary internal links highlighted earlier.

On the other pages of your site however, you should certainly feature your mailing list subscription form, ideally at the top left-hand corner of your page. In addition, you also need to create an individual landing page, a page which is designed to do nothing other than collect e-mail details from anyone who visits that page.

In either situation, it is unlikely to be sufficient to offer people a free subscription to your newsletter as a way of encouraging them to subscribe to your list. Nowadays, everyone and anyone who is trying to make money online is offering a free subscription to their newsletter, but it is extremely rare to find a newsletter that is actually worth subscribing to.

For this reason, it is necessary to offer more than a free newsletter subscription if you really want to convince a significant number of your visitors to subscribe to your list. The bottom line is, you have to bribe them to do so.

It is best and most effective if the free gift that you are giving away as a 'bribe' is unique to your site. Fortunately, this is not necessarily as difficult as it might at first sound.

For instance, if your main product is an e-book of 10-20000 words, create a short 'taster' report of 2000-3000 words that you can give away for free. This serves a dual purpose.

Firstly, it will encourage targeted visitors to your site to subscribe to your mailing list to get the information you are offering. Secondly, if you write the short report in such a way that it suggests or hints at the quality of the information to be found in your main product, it can also act as a very effective promotional tool as well.

Use an autoresponder to build your business on autopilot...

Whilst I guess that it is not entirely impossible to build your mailing list manually, it is going to be extremely difficult to do so if you want to get the maximum in terms of response and profitability from your list. And if there is one area of your business that justifies spending money in

order to make sure that it works properly, it is when you are starting to build your mailing list.

This is because, whilst it is possible to find free autoresponder systems, these can never be as good as an autoresponder that you pay for. To get the best quality, you have to be willing to spend a little money, and as your mailing list building efforts are going to lie at the heart of the long-term future of your business, using a free autoresponder system is the worst example of a false economy.

Of course, if you use a free system, you will save money, but you will also lose money in terms of sales that you never make because your autoresponder is not doing its job properly, and your losses are likely to be considerably more substantial than the money you are saving.

In terms of autoresponder technology and reliability, the two companies who stand head and shoulders above the rest of the market are [Aweber](#) and [GetResponse](#), and whilst there isn't a great deal of significant difference between these two services, the majority of online marketers tend to use Aweber.

The most important thing, however, is that you must have an autoresponder system to handle your mailing list building activities, and I would strongly recommend you choose between these two companies if you are serious about your list building efforts.

Keep building your site

WordPress sites are extremely popular with the major search engines like Google because the nature of these sites means that most people will add a regular supply of fresh new content to their site.

This is significant, because sites where there is always something new are exactly the kind of sites that the search engines want to present to the people who use them to search for information online.

Consequently, once you have initially built your site, it is essential that you come back to add new content every few days at the very least. If at all possible, you should create the 'lions share' of content for your site yourself and make sure that every article that you publish is focused on niche appropriate keyword terms.

There are plenty of keyword research tools which you can use to find the terms or phrases around which you should be building your site. For example, using the [free WordTracker tool](#) (or even better, sign up for the [free 7-day trial](#) of the complete system) will enable you to build a list of suitable keyword terms, and you can find plenty more using the free [Google AdWords keyword research tool](#) as well.

What you are ideally looking for are the search terms that people use to seek information about your topic or subject matter when they use a major search engine like Google. This is exactly the information that the free WordTracker tool presents to you.

However, to do your keyword research more thoroughly, you need to dig a little deeper. What you are ideally looking for are search terms that a reasonable number of people are using to search for information where there is little competition in terms of other people's web pages providing that information.

For example, continuing with the depression theme, there are approximately 97 people searching Google every day using the term 'beck depression inventory scoring':

97	beck depression inventory scoring
97	treatments for depression

Type this exact term into Google enclosed in inverted commas to ensure that you only pull up web pages that match this particular term exactly and you can assess competition levels:

Results 1 - 10 of about 327 for "[beck depression inventory scoring](#)".

Any search phrase that shows less than 30,000 competing pages is one that you should be using on your site and in your promotional materials, because it is not going to be too difficult to achieve a high search engine ranking for that particular phrase.

This particular keyword phrase with only 327 competing pages is therefore a phrase around which you should definitely be creating articles on your site.

If you go through the 100 results that the free WordTracker tool presents you with the you should be to find plenty of phrases of this nature, and you can do the job even more quickly if you take advantage of the seven-day free trial.

Find as many appropriate, low competition keywords as you can and then keep adding additional pages to your site using these keyword phrases as the main focus.

Make sure that you create suitable keyword rich tags for every article that you add to your site, and use the 'All-in-one-SEO' plug-in to make sure that the search engine robots could not fail to register the keyword phrases on which that article is centered.

You should also consider adding other content materials such as videos and podcasts to your site as well. These not only enhance the appearance of your site and enrich the experience for your visitors, but they also present you with another way of including your keyword phrases on your site.

For example, if you create your own video and then post it to a network site like [YouTube](#), you should include some of the most important keyword phrases for your site in your description when you upload that video.

You should then embed your own video on your blog (by using the 'Embed' link at the right of the YouTube video, below the 'Description');

URL	<input type="text" value="http://www.youtube.com/watch?v=KgZSnAl"/>
Embed	<input ><param"="" 425"="" height="344" type="text" value="<object width="/> 

This video will be 'tagged' with the keyword phrases that you uploaded with your video and thus, they will be recognized and indexed by the search robots.

In this way, you further enhance the 'keyword stickiness' of the individual page to which you have posted that particular video.

Conclusion

As you have read over the preceding pages, if you want to create a killer website quickly, efficiently and at little cost, the best way of doing so is undoubtedly by using WordPress.

Because the software driving WordPress sites is being continually developed and very regularly updated, there is little that you can do with an HTML website that you cannot do using WordPress. Also, because there are literally [thousands of plug-ins](#) available, whatever you want your site to be able to do, it is almost certain that you will be to find a suitable plug-in that will enable you to achieve your objectives.

Of course, for many people, the major advantage of using a site building system like WordPress is that they do not possess the HTML skills to create a website in the 'old fashioned' way.

However, because of WordPress, it is no longer necessary to have those skills to be able to produce a stunning looking and highly effective website that does exactly what you want it to do.

In many ways therefore, it is not stretching credibility to suggest that WordPress has all but revolutionized the concept and reality of creating websites from nothing in a matter of hours, rather than days or weeks.

WordPress has extended the ability to create websites to a generation of people who otherwise would never have a chance of doing so.

Consequently, it is fair to say that WordPress has brought the ability to create an online business to everyone for whom it would have been extremely difficult in the past.

WordPress is presenting you with a new and exciting opportunity in other words. Now is the time to start taking advantage of that opportunity.

Appendix A – Essential Plug-ins

[AdSense Manager](#)

[Akismet](#)

[All-in-one SEO pack](#)

[Dagon Sitemap Generator](#)

[Do Follow](#)

[Exec PHP](#)

[FeedBurner](#)

[Google Sitemap Generator](#)

[MaxBlogPress](#)

[Navigation List](#)

[Share This](#)

[Smart RSS](#)

[Subscribe Me](#)

[Subscribe to comments](#)

[What would Seth Godin do?](#)

Appendix B – Ping list

<http://blogsearch.google.com/ping/RPC2>
<http://1470.net/api/ping>
<http://api.feedster.com/ping>
<http://api.moreover.com/RPC2>
<http://api.moreover.com/ping>
<http://api.my.yahoo.com/RPC2>
<http://api.my.yahoo.com/rss/ping>
<http://bblog.com/ping.php>
<http://bitacoras.net/ping>
<http://blog.goo.ne.jp/XMLRPC>
<http://blogdb.jp/xmlrpc>
<http://blogmatcher.com/u.php>
<http://bulkfeeds.net/rpc>
<http://coreblog.org/ping/>
http://mod-pubsub.org/kn_apps/blogchatt
<http://www.lasermemory.com/lsrc/>
<http://ping.amagle.com/>
<http://ping.bitacoras.com>
<http://ping.blo.gs/>
<http://ping.bloggers.jp/rpc/>
<http://ping.cocolog-nifty.com/xmlrpc>
<http://ping.blogmura.jp/rpc/>
<http://ping.exblog.jp/xmlrpc>
<http://ping.feedburner.com>
<http://ping.myblog.jp>
<http://ping.rootblog.com/rpc.php>
<http://ping.syndic8.com/xmlrpc.php>
<http://ping.weblogalot.com/rpc.php>
<http://ping.weblogs.se/>
<http://pingoat.com/goat/RPC2>
<http://rcs.datashed.net/RPC2/>
<http://rpc.blogbuzzmachine.com/RPC2>
<http://rpc.blogrolling.com/pinger/>
<http://rpc.icerocket.com:10080/>
<http://rpc.newsgator.com/>
<http://rpc.pingomatic.com>
<http://rpc.technorati.com/rpc/ping>
<http://rpc.weblogs.com/RPC2>
<http://topicexchange.com/RPC2>
<http://trackback.bakeinu.jp/bakeping.php>
<http://www.a2b.cc/setloc/bp.a2b>
<http://www.bitacoles.net/ping.php>

<http://www.blogdigger.com/RPC2>
<http://www.blogooole.com/ping/>
<http://www.blogoon.net/ping/>
<http://www.blogpeople.net/servlet/weblogUpdates>
http://www.blogroots.com/tb_populi.blog?id=1
<http://www.blogshares.com/rpc.php>
<http://www.blogsnow.com/ping>
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>
http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php
<http://www.newsisfree.com/RPCCloud>
<http://www.newsisfree.com/xmlrpctest.php>
<http://www.popdex.com/addsite.php>
<http://www.snipsnap.org/RPC2>
<http://www.weblogues.com/RPC/>
<http://xmlrpc.blogg.de>
<http://xping.pubsub.com/ping/>