

DSM Recommended Read

# ***Become a Wordpress***

## ***Expert in 24hrs***

*Increase your internet sales!*



By DSM Publishing Limited  
[www.dsm-publishing.co.uk](http://www.dsm-publishing.co.uk)

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## **Become a Wordpress expert in 24hrs**

Blogging has become very popular within the world of Internet Marketing. It's an amazing way for people to share their views, thoughts and opinions with others.

Many of us think of Blogging as a way to earn an income online or as a part of this. Others simply think of it as a way of chatting to others and would never consider money to be part of this.

The majority of popular Blogs online are about people sharing their thoughts about issues in today's society.

It can be a very easy way to create a viral stream of viewers through to your website and at a very fast pace too!

When a Blog is done right it can be great way to put your foot on the ladder in the world of Internet Marketing.

You can access our main Blog at [www.myeasyonlinepay.com](http://www.myeasyonlinepay.com)

I've have previously used free Bloggers via Wordpress and Blogger but found that if these free administrators didn't like they could simply remove it and there was nothing I could do about it. Basically I would be doomed!

When I started looking into my first hosted Blog I was very confused and any e-books or reports that I came across were simply out of date.

### **What could I do?**

I'm not what you would call the best when it comes to being technically minded in fact it scares me half to death if I'm honest. This is why I've written this for you. I'm writing this five days after creating my Blog so that it is fresh in the mind and full of information for you so lets get started.

### **Getting ready for your Hosted Blog:**

Before you do anything you need to sort out a domain name and your hosting. If you already have your own domain that people know you for you might as well set up a subdomain from this site. I.e. if I was going to

set up a subdomain from my main site I would simply use [www.dsm-publishing.co.uk/blog](http://www.dsm-publishing.co.uk/blog) although I decided I wanted a fresh domain for my Blog as I was going to be using more than one Blog from a domain.

Therefore I set up [www.myeasyonlinepay.com](http://www.myeasyonlinepay.com) through Hostgator. I wanted to use three Blogs on this one Domain and it was the perfect solution for me and my business.

You should always plan in advance and set up your Blog and hosting three days before you create your Blog. This way you won't be waiting forever as you often have to wait for it all to be registered and this can easily take up to three days.

It did for me so be warned!

I suggest that you use Hostgator for your hosting as well as they are very reliable and are also very cheap. I couldn't believe how much I was getting ripped off before I started using them. I'm actually rather ashamed telling you this.

You can read my thoughts and reviews on Hostgator at [www.myeasyonlinepay.com/reviews](http://www.myeasyonlinepay.com/reviews)

Alternatively you can open a Hostgator account [Click Here](#)

### **This is what you will see:**

The screenshot shows the Hostgator website homepage. At the top, there is a navigation bar with links for HOME, WEB HOSTING, RESELLER HOSTING, DEDICATED SERVERS, SUPPORT, ORDER NOW, and AFFILIATES. The main content area features three primary hosting plans: **Hosting \$4.95/mo** (Web Hosting, Unlimited Sites), **Reseller \$24.95/mo** (Reseller Hosting, Unlimited Sites), and **Dedicated \$174.00/mo** (Dedicated Hosting, Unlimited Sites). A prominent banner in the center reads "HOSTGATOR HAS GONE GREEN!" with a "20% OFF" coupon code "GREEN". Below this, a "Sign Up Now!" button is visible. The bottom section includes "New to Web Hosting?" (highlighting a "Site Builder Demo") and "Coming from another host?" (listing benefits like Free Domain, File, Database, and Script Transfers). The footer contains the copyright notice: ©2008 DSM Publishing Limited. All rights Reserved. www.dsm-publishing.co.uk

What you want to do is explore the different hosting packages and decide which one best suits you. I prefer the Baby hosting as you can have unlimited domains on one hosting which can save you an absolute fortune. I should know!

You will then be taken to a page to confirm your which domain you would like to purchase. If you have already got your domain then click on existing domain.



Once you have ordered your domain and hosting you will receive an email from Hostgator asking to contact them by telephone to confirm your details once you have done this you will have to wait for the DNS Servers to be transferred over. This will take anything from 5 minutes to 72 hours.

I did it in the middle of thanksgiving and it was done in about 36 hours.

Once you have sorted this out your ready for the next step.

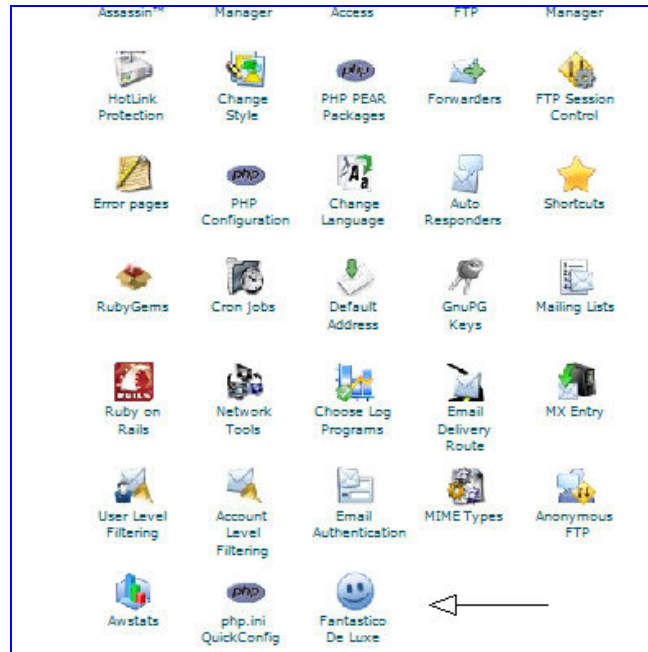
### **Installing Wordpress:**

It's very simple and easy to install Wordpress onto Hostgator. The one thing that is vital though is to make sure that your hosting provider has Fantastico included in the Control Panel. If you cant see it double check with your hosting provider before purchase.

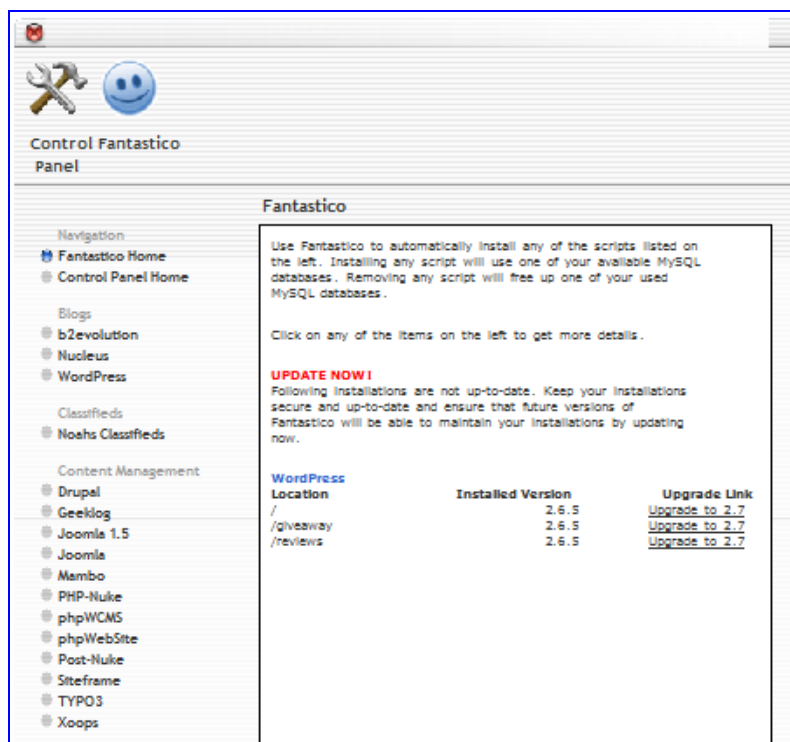
If you are wondering what Fantastico is all about it simply makes setting up a variety of products on your website or Blog so much easier. When

it's included it really a few button clicks and your there. It can be used for adding scripts, forums, internet chat and Blogs.

**Here you can see it on Hostgator:**



Click on the Fantastico Link and you will now be taken to the next page:



Now you will need to click on the Wordpress link in the Blogs section and you will be taken to the installation page.

You will now be on a page where all your Wordpress installations will be. As I suspect this is your first time there will be nothing here yet. This is what it will look like once you've installed some Wordpress themes and what ours looks like with our main three Blogs on here:

You will need to click on "New Installation" and you will then need to enter your details on the following page. I have labelled this to help you with the process:

Control Fantastico Panel

WordPress

Navigation

- Fantastico Home
- Control Panel Home

Blogs

- b2evolution
- Nucleus
- WordPress

Classifieds

- Noahs Classifieds

Content Management

- Drupal
- Geeklog
- Joomla 1.5
- Joomla
- Mambo
- PHP-Nuke
- phpWCMS
- phpWebSite
- Post-Nuke
- Siteframe
- TYPO3
- Xoops

Customer Relationship

- Crafty Syntax Live Help
- Help Center Live
- osTicket
- PeriDesk
- PHP Support Tickets
- Support Logic Helpdesk
- Support Services Manager

Discussion Boards

- phpBB
- SMF

E-Commerce

- CubeCart
- OS Commerce
- Zen Cart

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

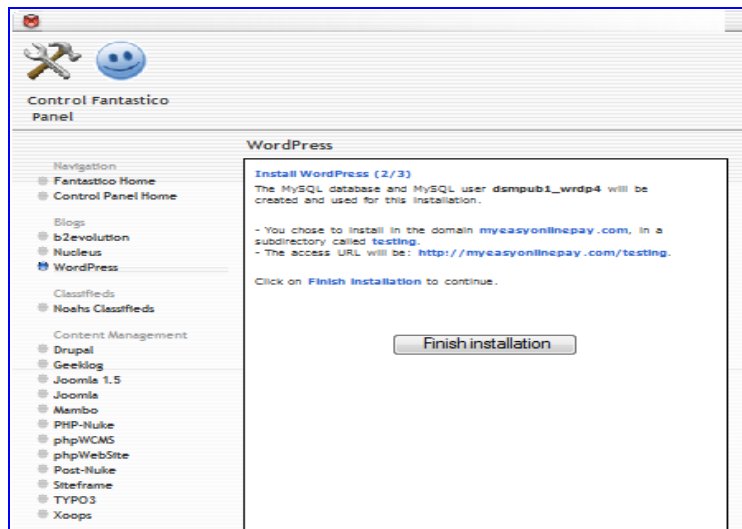
Admin e-mail (your email address):  6

Site name:  7

Description:  8

Heres what you need to fill in:

1. Here you need to enter the name of the domain where you will have your Blog. You would only need to alter this if you have more than one domain. If this is your first registration you would only have one listed here to choose from.
2. You leave this completely black unless you are hosting this Blog on a subdomain. If you are using a subdomain you simply enter the sub i.e. if I was doing it for [www.myeasyonlinepay.com/giveaway](http://www.myeasyonlinepay.com/giveaway) I would simply enter giveaway in here.
3. Here you need to enter the username that you want to use to access the WordPress Control Panel. Please do not use Admin as this makes it very easy for others to hack into and is a serious security risk.
4. Here is where you enter your password that you want to use to access the Wordpress Control Panel. Please use one that you would remember and make sure its one that is hard for others to guess and then hack into.
5. This is where you enter your admin nickname that people will see when you post on your Blog. I advice using your company name or your name rather than using admin.
6. Here is where you enter the email address that Wordpress will use to contact you. This will include informing you when someone leaves a comment on your Blog so make sure it is an email address that you use regularly.
7. Here is where you put your site name. This is usually the name of your domain but you can choose something different if you wish.
8. Here is where you add your site description this tends to go directly under the site name so choose something short and informative.



You have now installed Wordpress successfully and are ready to start with all the fun stuff. Even though when you installed Wordpress the first time it may have seemed complicated when you do a few times it will be a real breeze for you.

## **Deleting Settings**

Before I take you back to your Hostgator settings I'd like to help you sort out the current Wordpress settings that you have in place.

Firstly log on to your Wordpress Blog via your domain name.

For Example mine is [www.myeasyonlinepay.com/wp-admin](http://www.myeasyonlinepay.com/wp-admin) if you are using a subdomain like my giveaway it would be [www.myeasyonlinepay.com/giveaway/wp-admin](http://www.myeasyonlinepay.com/giveaway/wp-admin) and so on.

When you log on you will come across a screen like this:



Once you have logged in you need to delete all the default settings including:

- ✓ Default Page
- ✓ Default Post
- ✓ Default Blogroll
- ✓ Categories
- ✓ Links
- ✓ Widgets
- ✓ Plugins

You can do all this from the dashboard and a few clicks later and you have deleted it all and you are ready for the next step. Firstly you need to create a new category and link name that suits your Blog. This is where you would place future Blog posts and links to other websites so make sure it fits in with the image of your Blog.

You now need to look into the Permalink Settings of your Blog. This is a very important part when it comes to the SEO of your Blog. Wordpress will have automatically created default settings here so make sure you change them.

The most important thing to remember is to have these settings updated before you inform people about your Blog. You can access the Permalink by going to dashboard, clicking on settings and then clicking on Permalink.

Once you are on this page please change the name from default to custom settings and copy and paste this: `/%postname%/`

Once you have done this your domain will not have any rubbish following it either. You will then simply have the name of the post after it and no more useless numbers.

### **Creating your Ping List**

You now need to sort out your Ping List. When you create a new post it is important to Ping it in order for the search engines to take note. Once you create your list it is then done and you won't have to keep updating it every time you do a post.

Here are my favourite Pings and if you like you can simply copy and paste them into your settings. You can find the area to add your pings by going to settings like you did for your Permalinks and going to writing and when you scroll down to the bottom you will find where to place your Pings.

Here are the pings for you to add:

<http://rpc.pingomatic.com>  
<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://www.blogdigger.com/RPC2>  
<http://www.blogshares.com/rpc.php>  
<http://www.blogsnow.com/ping>  
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>  
<http://bulkfeeds.net/rpc>  
<http://www.newsisfree.com/xmlrpctest.php>  
<http://ping.blo.gs/>  
<http://ping.feedburner.com>  
<http://ping.syndic8.com/xmlrpc.php>  
<http://ping.weblogalot.com/rpc.php>  
<http://rpc.blogrolling.com/pinger/>  
<http://rpc.technorati.com/rpc/ping>  
<http://rpc.weblogs.com/RPC2>  
<http://www.azfeeds.com>  
<http://www.blogsearchengine.com>  
<http://www.blogtopsites.com>  
<http://www.feedbase.net>  
<http://www.feedssubmitter.com>  
<http://www.fybersearch.com>  
<http://www.plazoo.com>  
<http://www.readablog.com>  
<http://www.rssfeeds.com>  
<http://www.rssmad.com>  
<http://www.rss-spider.com>  
<http://blo.gs/ping.php>  
<http://www.pingerati.net>  
<http://feedshark.brainbliss.com>  
<http://www.pingmyblog.com>

<http://geourl.org/ping>  
<http://ipings.com>  
<http://www.icerocket.com>  
<http://www.weblogalot.com/ping>

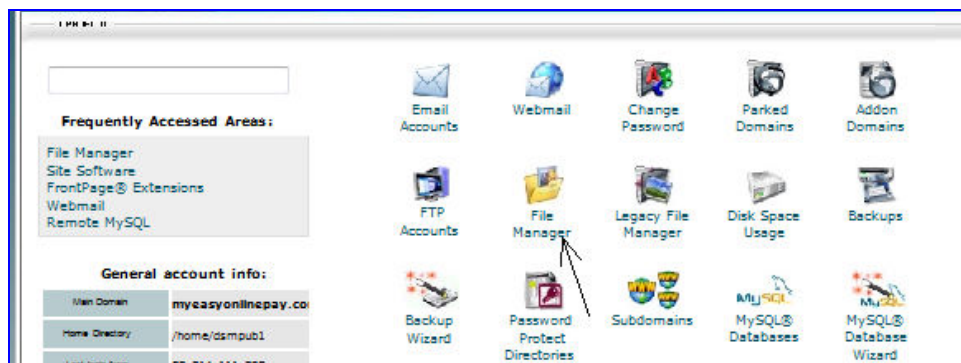
## **Blog Theme**

I'm sure you will be aware that the default theme is pretty bad and that you will be embarrassed to refer people to your Blog with that theme. This is why it is important to change the theme. Most people when they start out have little cash so the best idea is the free themes that are available on the internet. The theme that I am using at the moment is a free theme that I am very happy with. I actually had it suggested to me you can find out more about it and get the direct link at [www.myeasyonlinepay.com/reviews](http://www.myeasyonlinepay.com/reviews)

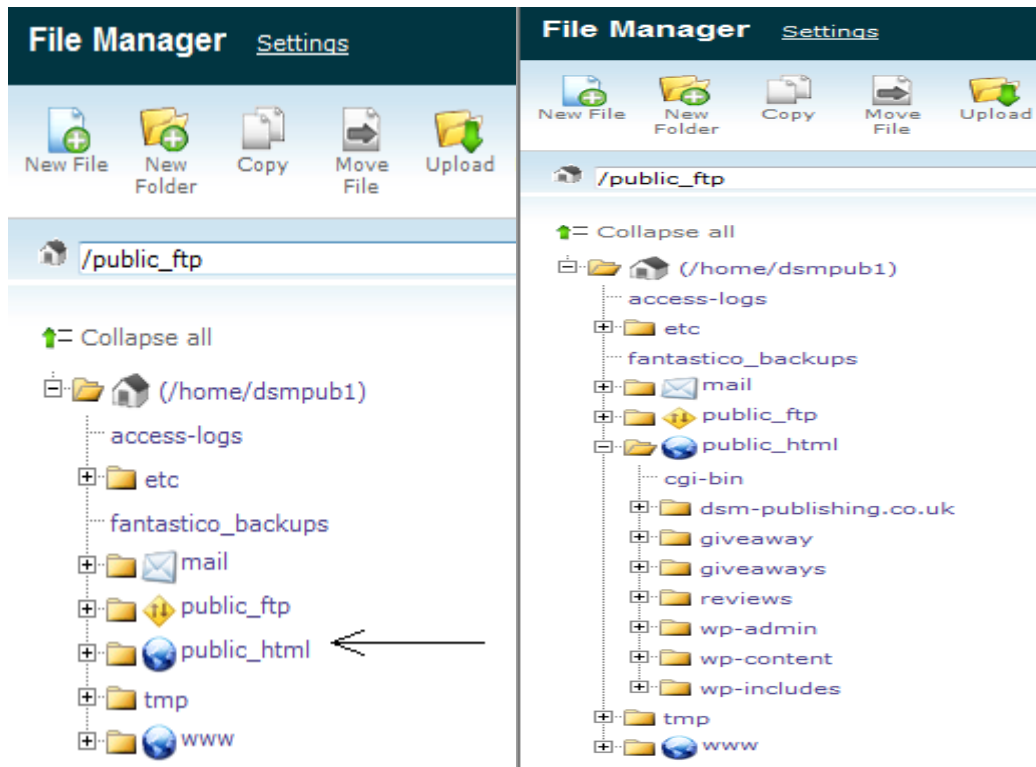
There are many, many themes available and I have included a great list of my favourite at [www.myeasyonlinepay.com](http://www.myeasyonlinepay.com) simply click on the page called themes and you can choose one that suits you best.

Once you have chosen your theme make sure it is in a compressed file (zipped) and follow these instructions:

Firstly log on to your control panel as you did before you installed Wordpress but instead of logging onto Fantastico open File Manager instead.



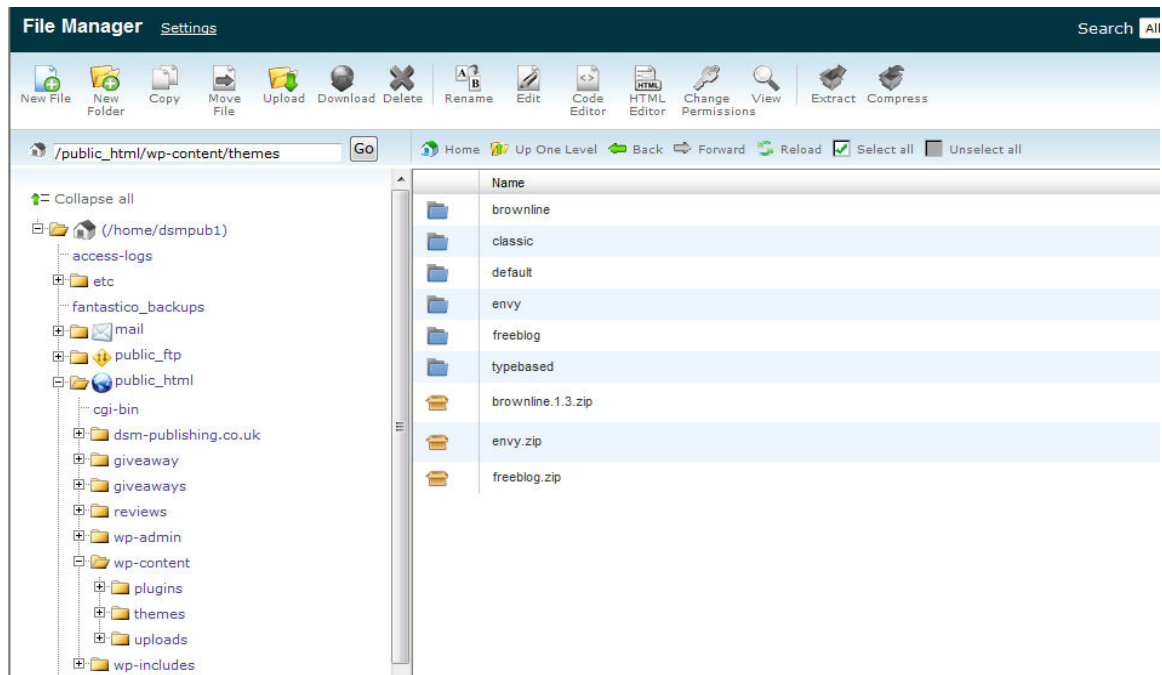
Once you are in your file manager you will be given a range on different files to choose from. You need to go into the public html from the left hand choice. Then you will need to press then plus to show the contents of that file.



This will now bring up what files you have set up like above. You now need to go into the wp-content files. When you go on here you will see the themes folder and will find that there is already two installed default and classic. This is where your new theme will be.

Firstly double click on themes and click on the menu above upload and you now need to upload your theme onto the system. As soon as you have done this you will then have to extract the files.

Once you have done this you will see that the theme will appear twice. This is perfectly fine this is the extracted and unextracted versions.



Now you need to go back to your control panel on Wordpress and in the themes section you will now find your new theme. Simply change this as your new theme and you've done it!

**Well done**

## **Widgets**

Don't just add all the widgets that are available it is better to just use the ones that you need.

I recommend using the following:

- Calendar
- Tag Cloud
- Pages
- Categories
- Links
- RSS
- Search

And once you have some good content:

- Recent Posts
- Recent Comments

- Archives

## Plugins

You will find that the internet is a wash with different types of Plugins and that you will be overwhelmed with choice and people arguing over which works best.

To save on the arguments these are the Plugins that you should use:

All in one SEO Pack  
 Chicklet Creator  
 Google SiteMap  
 Optimal Title  
 Simple Tags  
 Sociable

You can read more about these plugins and can also download them direct from our Blog [www.myeasyonlinepay.com](http://www.myeasyonlinepay.com) and head to the Plugins page.

To install a plug-in simply follow the theme instructions except put it in the plug-in folder instead and again make sure that you extract them and they will then appear on your plug-in lists.

When you have done this go into the plug-in section on Wordpress and activate them. After you have done this you will see a screen like this:

### Plugin Management

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

#### Currently Active Plugins

Deactivate			
Plugin	Version	Description	Action
<input type="checkbox"/> All in One SEO Pack	1.4.6.15	Out-of-the-box SEO for your Wordpress blog. <i>By Michael Torbert.</i>	Deactivate   Edit
<input type="checkbox"/> Chicklet Creator	0.5.1	Add feed subscription buttons to your blog. Config Instructions <i>By Thomas McMahon.</i>	Deactivate   Edit
<input type="checkbox"/> Google XML Sitemaps	3.1.0.1	This plugin will generate a sitemaps.org compatible sitemap of your WordPress blog which is supported by Ask.com, Google, MSN Search and YAHOO. <i>Configuration Page By Arne Brachhold.</i>	Deactivate   Edit
<input type="checkbox"/> Optimal Title	3.0	Mirrors the function of wp_title() exactly, but moves the position of the 'separator' to after the title rather than before. <i>By Aaron Schaefer.</i>	Deactivate   Edit
<input type="checkbox"/> Simple Tags	1.5.7	Simple Tags : Extended Tagging for WordPress 2.3 and 2.5 ! Autocompletion, Suggested Tags, Tag Cloud Widgets, Related Posts, Mass edit tags ! <i>By Amaury BALMER.</i>	Deactivate   Edit

Once you have completed these steps and added a post you will be wondering about promotion. Well these steps will promote the Blog on its own but there are other steps that you could take to help with your Blog.

Following these steps each time you Blog is a brilliant way to bring in extra traffic:

[www.stumbleupon.com](http://www.stumbleupon.com)

[www.reddit.com](http://www.reddit.com)

[www.digg.com](http://www.digg.com)

[www.pingoat.com](http://www.pingoat.com)

[www.twitter.com](http://www.twitter.com)

You can follow us on twitter at [www.twitter.com/dsmpublishing](http://www.twitter.com/dsmpublishing)

I hope this helps you in creating your first Blog and I wish you luck and hope it is a great success for you.

This report is an extract from our famous Blogging e-Book called Blogging with Pride. You can collect your very own copy with lots of bonuses at [www.bloggingwithpride.com](http://www.bloggingwithpride.com)

Check out our blog at <http://www.myeasyonlinepay.com/>

To your online success

Samantha

X

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