

# YOUR BRILLIANT WEBSITE

Canonbury Publishing Ltd

# Your Brilliant Website

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# Introduction

The Internet brings opportunities to all of us in a way no other tool ever has.

Perhaps the biggest way to take advantage of this tool is to create your own website. A website is almost always a good investment of your time when it comes to making money online. It can be the starting point and backbone of anything else you try...

It can also make you money right up-front.

And without you having to have any of your own products.

The beauty of this is that we're not about to walk through making a single page site, like several social sites permit you to do easily, but a whole website underneath your own domain name that you'll modify and boost whenever you want.

A website allows you to reach potential customers either locally or around the world without paying extortionate marketing costs.

Not only that but you can target the right customers for your product.

If you don't have a product, don't worry. I'll show you how to sell products from Amazon, and get a cut of the profits.

## **A quick introduction to Wordpress – your new best friend.**

Before we move on (I know you'll be desperate to get going so I'll keep this brief) I just wanted to write a small note about the software we'll be using to get your website set up.

You may have heard of Wordpress. It's massive right now. And it's great.

Wordpress makes having a website – and adding things to it - easy and convenient.

Using Wordpress will mean you have more time to focus on the content of your site instead of the techie side of setting it up and getting things on to it.

Wordpress is commonly known as blogging software, but it can do much much more than that. Used in the way I'm about to show you, it can produce an extremely professionally looking website.

And it has all been designed so that both complete novices and more advanced users can benefit from it equally. So, with the help of Wordpress, you'll be able to build a great website without doing anything too technical.

Follow this advice, and once you start the building process you could have the basics of your website online in a couple of hours.

Let's get started...

Continued over...



## Chapter 1:

# Choosing your domain name

The first thing you need to do is choose a web address, or 'domain name', to use the technical term.

This is a fairly important decision and one you certainly shouldn't rush into. Take the time to explore different options and jot down all your ideas.

You can find hundreds of long-winded articles about how to go about choosing the right domain, but here are the main points to consider:

- **Stay on-topic** – This is the most important tip. If your website is all about bananas, the domain name bananas.com would be far more appropriate than mybrilliantsite.com.

Not only is this common sense, but Google also use your domain name to determine what your website is about. So if you want your website to appear on Google when people type in fishing, then having that word in your domain is highly recommended.

Of course if you already have a business and you are setting up a website for it, you'll want to choose a domain that is as close as possible to your business name. So if you own a pub called The Packhorse, then 'packhorsepub.com' would be a good option.

- **Be brief** – Short domain names are always easier to remember than long ones.
- **Keep it simple** – If possible avoid using words that are difficult to spell. The simpler, the better.
- **Extend wisely** – The domain extension is the bit at the end. You know, the .com or .net bit.

To clarify, .com and .net are both suitable for any website and target a worldwide audience. Regional domains such as .co.uk are for websites that are intended for people in a specific country. Then you've got extensions like .org for educational sites and charities and .gov for government sites, as well as a few others.

My advice on this is always the same, if you're unsure, go for a .com.

If you've got a bit of extra cash to play with, buy .co.uk as well as .com. That way you avoid someone else having a similar domain to you, and your customers finding the wrong site.

Of course, because the Internet has been going for such a long time now, you might find that the domain you want has already been taken (I'll show you how to find out in a moment).

If that happens you can try adding a simple descriptive word to the end of your domain. Something like 'news', 'secrets', 'advice' or 'world' could work. So, if your site is about sewing, your domain would be 'sewingworld.com'.

If you follow each of these simple rules, you should end up with a concise, highly relevant domain name to be proud of and the perfect platform upon which to build your website.

Continued over...



## Chapter 2:

# Registering your domain name and getting it hosted

After coming up with a domain name you need to check it's available, and then register it, so that it becomes your property.

You also need to find somewhere to host the website you're planning to build on it.

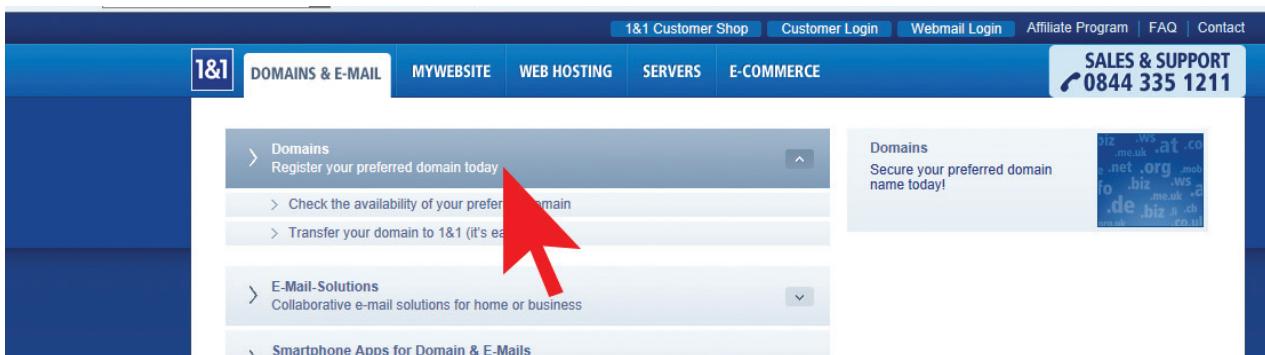
Fortunately, there are hundreds of companies that will provide the dual-service of registering your domain and hosting your website, which makes it incredibly quick and easy to do.

Personally, I always use 1and1.co.uk as I find their customer service to be really good. This is particularly helpful if you are new to making websites and find technical terms a bit daunting!

Of course you can choose from the many hosting providers out there. But if you plan to install Wordpress, make sure they offer an 'easy install' or 'one-click build' option for Wordpress. If you are unsure, stick with 1and1.co.uk and follow my example exactly...

So, go to [www.1and1.co.uk](http://www.1and1.co.uk) and you'll see the 'Domains and Email' button at the top left. Hover over this and click on 'Register your preferred domain today'.

The first thing you'll have to do is check whether the domain you want to buy is available.



Simply enter your preferred domain in the box on the left hand side of the screen, check the .co.uk and .com boxes, and click on the 'check' button:



Continued over...

## YOUR BRILLIANT WEBSITE

As I mentioned earlier, you may find that your domain is unavailable. You'll see a page like this:

WE HAVE CHECKED THE FOLLOWING DOMAIN NAMES FOR YOU:

	Status	Your Selection
<a href="#">www.sewingworld.co</a>	available	<input type="checkbox"/>

> Continue

	Status	Your Selection
<a href="#">www.sewingworld.co.uk</a>	already registered	<a href="#">Transfer Domain</a>
<a href="#">www.sewingworld.com</a>	already registered	<a href="#">Transfer Domain</a>

> Continue

### ALTERNATIVE SUGGESTIONS

Don't worry if this happens. You'll be offered a list of possible alternatives underneath. If none of these are suitable, scroll to the bottom of the page and enter another domain in the search box. Try changing the end of the domain slightly... in the above example 'sewingworld.com' is taken so I might try 'sewingsecrets.com' for example.

Once you've found an available domain, click the continue button and you'll be taken to the next page to choose your hosting package.

If you are planning a fairly small website you'll only need the starter package. You can always upgrade later if you find your website gets bigger.

The starter package currently costs £2.49 a month and you get 6 months free. Not bad huh?

Click 'Sign up'. The next page will ask you if you want to buy additional domain extenstions like .eu, .net, .org etc. Uncheck all the boxes if you don't wish to buy these. You may also be asked if you want additional services on the following page. Just click the 'No thanks' button until you reach the payment page and fill in your details. (Make a note of your password, you'll need it.)

Once you've made your purchase wait for the registrations email to come through before you move onto the next chapter. This can sometimes take a couple of hours.

Just register the domain(s)	Use as a personal or corporate e-mail address	A hosting package to get you started	An ideal solution for your professional website
<a href="#">1&amp;1 Instant Domain</a>	<a href="#">1&amp;1 Instant Mail</a>	<a href="#">1&amp;1 Starter</a>	<a href="#">1&amp;1 Standard</a>

FREE! 3 MONTHS. FREE! 6 MONTHS. FREE! 6 MONTHS. FREE!

then £ 0.69 /mo. then £ 2.49 /mo. then £ 4.99 /mo.

> Sign Up > Sign Up > Sign Up > Sign Up

Domains				
<a href="#">Web Address Features</a>				
<a href="#">FREE Included Domains</a>				
<a href="#">Subdomains</a> Like subdomain.yourwebsite.co.uk				
<a href="#">DNS Management</a> Manage your domains from 1&1 easy-to-use Control Panel				
<a href="#">Masked URL Forwarding</a> Forward your visitors to any				

And that's about it. Told you it was easy.

You're now ready to build your website.

## Chapter 3:

# Installing Wordpress

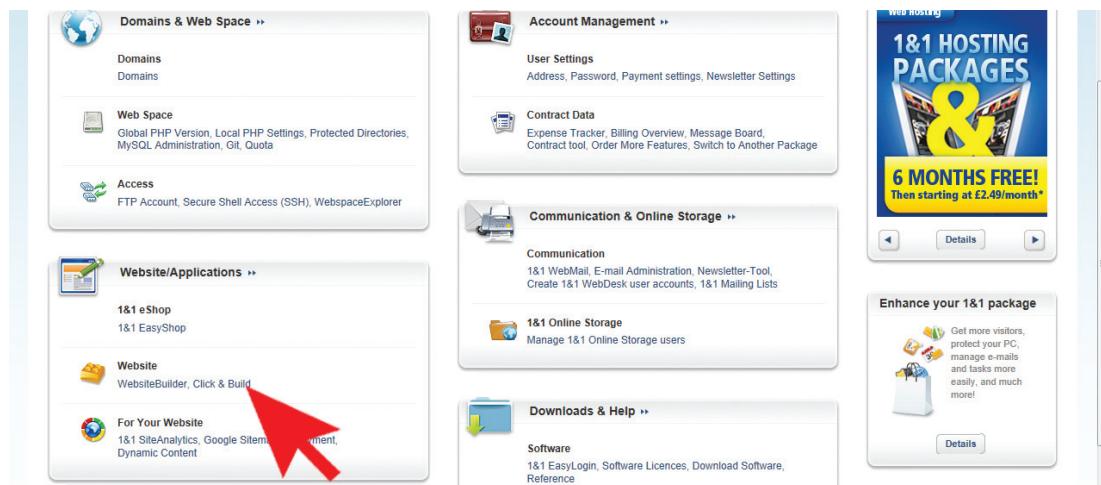
There are many ways to go about building a website, but I always, and I mean always, use Wordpress, which I believe to be the finest publishing platform available.

Not only is it startlingly simple to use, but you can also create beautiful, professional-looking websites in a matter of minutes.

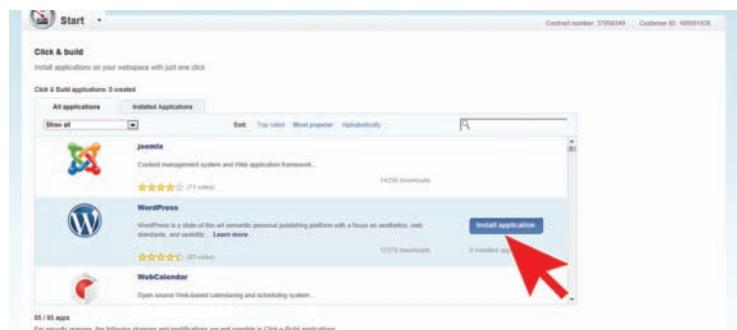
So, I'm first going to talk you through how to setup Wordpress and then how to use it to create your own super-duper website.

Start by logging into your Control Panel on the 1and1.co.uk website here: <https://admin.1and1.co.uk> (use the account number from your registrations email and the password you set up when ordering).

Once inside, you'll see all manner of buttons and various options to choose from. But what we're looking for is named 'click and build'. Sounds easy doesn't it? You'll find this in the 'Website / Applications' section here:



Now you'll see a list of applications. Wait a few seconds for the list to load, and then scroll down until you see the Wordpress logo (it will be fairly near the top):



Continued over...

Click on ‘install application’.

When you are taken to the next page check the box to accept the terms and conditions and click ‘next’.

You’ll then be transported to the Wordpress quick-installation page, which will create the basic framework of the site for you with a simple click (or two) of a button.

All you have to do now is fill in the form to complete the process:

**Installation settings**

Name \*: PackhorsePub

Domain \*: Existing domain / subdomain  
 packhorsepub.com  
 Create new subdomain

**Anwendung**

Administrator's login \*: admin

Password \*: \*\*\*\*\*

Repeat Password \*: \*\*\*\*\*

Administrator's email \*: myemail@example.com

Weblog title \*: The Packhorse Pub

Interface language \*: English

\* Mandatory fields

Cancel      Install

Firstly, give your site a name. This is just for identifying your site within your control panel, so choose anything relevant to your site.

Next, you have to decide which domain you’d like to install Wordpress onto. You’ll be given a few options (even though you only have one domain) but always select the address as you’d want people to see it. In the example above it is packhorsepub.com.

Create your Username and Password. Make sure you choose something you’ll remember or make a note, as you need this information to login to your Wordpress website once it has been created.

Lastly choose a ‘Weblog Title’ for your blog. This is the name that will appear at the top of people’s browsers when they are on your site, so choose something simple that gives your website a name. In this example above I have chosen ‘The Packhorse Pub’.

Click the blue ‘Install’ button.

This will now install Wordpress onto your domain.

## Chapter 4:

# Setting up your Wordpress website

Once you've completed the installation of Wordpress, you can visit your domain where there should now be a fully functional website in place.

A design or 'theme' is there by default, but don't worry if you hate how it looks because you can change the whole thing very easily.

So, we need to start by logging in.

You can always login to your Wordpress website by adding '/wp-admin' to your domain. So, if your domain is bananas.com, you can login by visiting 'www.bananas.com/wp-admin'.

Once you're on that page, this is what you should see:



Simply enter the username and password you chose in the installation process and click 'Log In'. You might also want to select the 'Remember Me' box, so that you don't have to enter your details every single time you want to gain access.

Continued over...

Once logged in, you'll see the dashboard of your site, which will look like this:

**Example Site**

**Dashboard**

**Right Now**

Content

- 0 Posts
- 8 Pages
- 1 Category
- 0 Tags

Theme Genesis with 2 Widgets

You are using WordPress 3.0.1.

**Recent Comments**

No comments yet.

**Incoming Links**

This dashboard widget queries Google Blog Search so that when you visit your site, it will show you any incoming links to your site. It's a great way to see what other sites are linking to yours.

**Plugins**

**Most Popular**

Recent video players, attachments and photo galleries, and much more.

As you can see by the menu on the left, there's plenty to explore.

First things first you need to make sure the domain and tag line are set correctly for your website (don't worry if you're not sure what these are... all will become clear!)

If you run your mouse over the 'Settings' button on the left hand menu, an arrow will appear. If you click on that arrow, a dropdown menu will appear:

**Users**

**Tools**

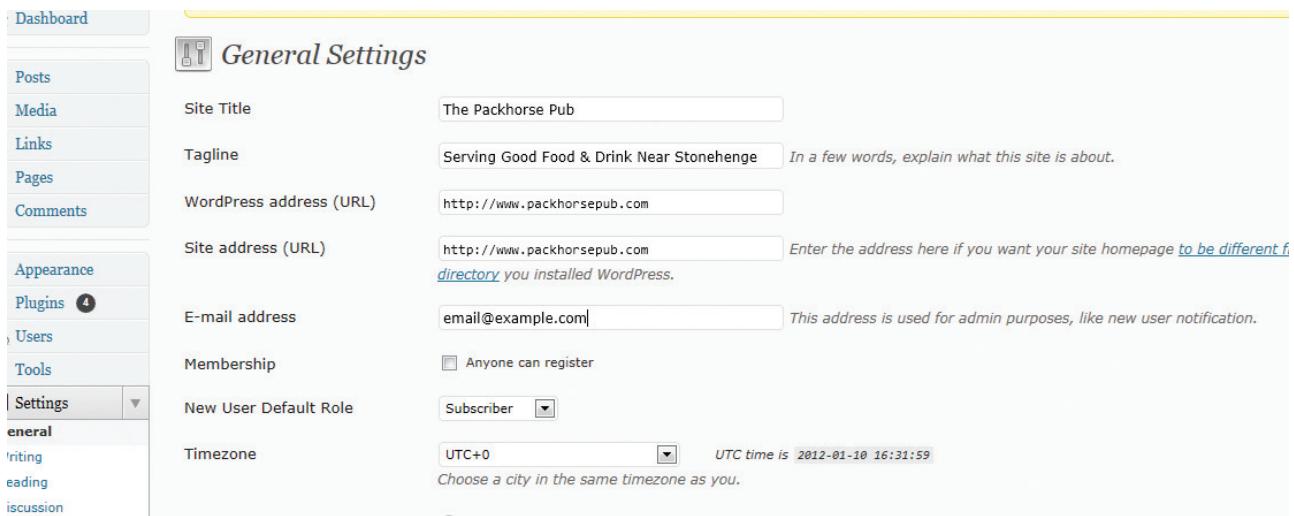
**Settings**

- General
- Writing
- Reading
- Discussion
- Media
- Privacy
- Permalinks

**Gallery**

Now click on the 'General' button.

You will be taken to this page:



General Settings

Site Title: The Packhorse Pub

Tagline: Serving Good Food & Drink Near Stonehenge In a few words, explain what this site is about.

WordPress address (URL): <http://www.packhorsepub.com>

Site address (URL): <http://www.packhorsepub.com> Enter the address here if you want your site homepage to be different from the directory you installed WordPress.

E-mail address: email@example.com This address is used for admin purposes, like new user notification.

Membership: Anyone can register

New User Default Role: Subscriber

Timezone: UTC+0 UTC time is 2012-01-10 16:31:59

First, change your tagline to something appropriate. It may be set to 'Just Another Wordpress Site' by default so change it to something relevant to your site. This will show up when people search for your site on Google and also at the top of their browser when they are looking at your site.

Choose something which sums up what your website or business does in a succinct way. In the above example for a Pub close to Stonehenge, I have used 'Serving Good Food and Drink Near Stonehedge'.

Next, check your 'Wordpress address' and 'Site Address' are correct. So, if your domain is bananas.com, make sure that <http://www.bananas.com> is written in the boxes next to 'Wordpress address' and 'Site Address'. Sometimes it is set as <http://bananas.com> without the 'www' part, so just add that in.

Click 'save changes' at the bottom of the page.

It's worth taking the time to look at all of the settings pages to gain a better understanding of how Wordpress works and the different functions you can quickly alter with the click of a button:



But we won't dwell on that right now as there are more pressing issues at hand.

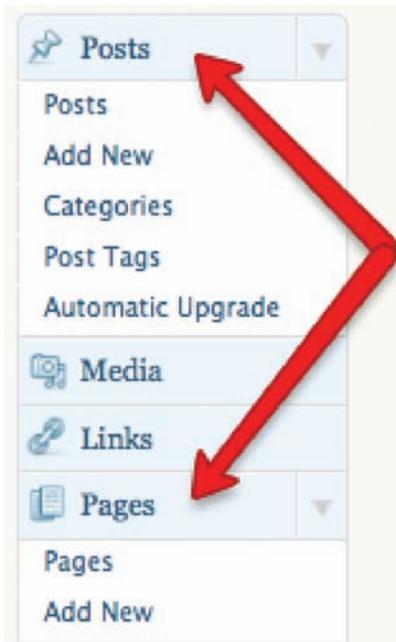
Continued over...

## Creating and editing pages on Wordpress

The whole point of Wordpress is that it makes adding and editing pages on your website incredibly simple. That's why it is known as a 'content management system' or CMS.

And once you get to grips with some basic concepts, you'll find it easy to accomplish both of these tasks.

The first thing you need to understand is the difference between the two types of content you can create using Wordpress - **posts** and **pages**.



This can be complicated to explain as they are both effectively the same thing – a page on your website.

The only differences between the two are that **posts live inside categories and are ordered by date**, whereas **pages standalone** and remain completely static.

They generally form the information pages on the menu bar of your site like 'About Us' or 'How to Find Us'.

When setting up a website you need to determine how best to use these two distinct content types. But don't be daunted; it's actually remarkably simple.

Here are some examples for both:

### Posts

If you were writing a blog or an online journal, you'd use a post. This is because you want the content to be kept in order and filed under categories so people can find it based on its subject or the date it was written.

## Pages

If you were creating an 'About Us' or 'Contact Us' section, you'd use a **page**. This is because these parts of your site are not time specific and they stand completely alone from all other content on your site.

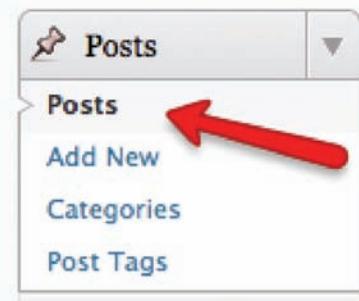
Don't worry if you still aren't completely sure about the difference between posts and pages, as I'm now going to walk you through how to add content to your Wordpress website to help you gain a better understanding.

## Using posts, categories and pages to create a website structure in Wordpress

By default, Wordpress websites are setup as a blog, with your latest posts displayed on the homepage.

So the first thing we're going to do is delete the default post Wordpress automatically creates titled 'Hello world!'

On the dashboard, move the mouse over the 'Posts' menu and click the arrow to enable the drop-down. Then select the 'Posts' button:



You'll then see your one default post listed. Move your mouse over the title 'Hello world!'. That will reveal options. Select 'Trash' to get rid of the post:



Now you've deleted the default post, you can create your own first post by selecting the 'Add New' option from the menu:



Continued over...

Start by giving your post a title in the box at the very top of the page:

 *Edit Post* ↗

**Bananas are awesome!**

Permalink: <http://www.ben10uk.com/bananas-are-awesome> Edit Get Shortlink

The box directly below is where you create the main content of your post:

You can use the formatting options at the top of the box to edit your content. You can also insert pictures and videos easily by clicking the Wordpress upload tool buttons:

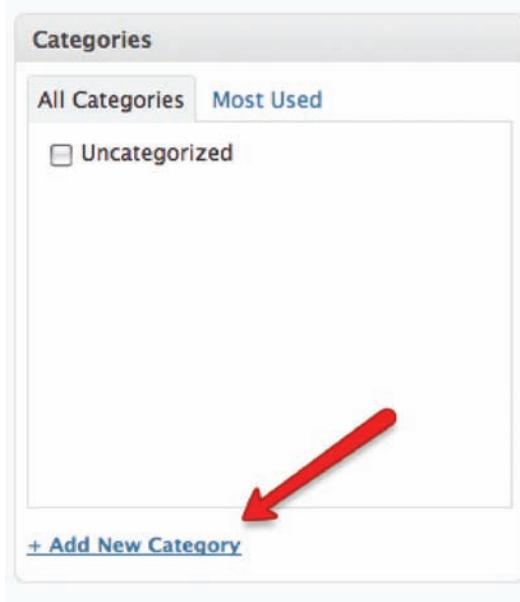
The image shows the CKEditor toolbar. The 'Upload/Insert' tab is active, indicated by a red arrow pointing to the 'Image' icon (a picture frame). Other icons in this tab include a file, a table, a music note, and a gear. Below the toolbar are two rows of buttons for text and paragraph formatting, including bold, italic, and underline.

If you're curious about how your post will look when it's uploaded to your website, you can click the 'Preview' button on the right hand side of the screen. This is a really useful tool and one that I use regularly when adding/editing content:

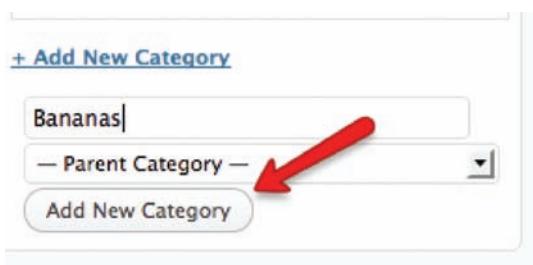


Once you've finished working on your post and you're happy with how it looks, you need to create a category to put it in. By default, it will go into the 'Uncategorised' category (confusing I know).

Click on the 'Add New Category' button on the right hand side of the screen:



Type the name of your new category and click the 'Add New Category' button:



It should now appear as a category in the list:



Continued over...

That category can now be used to store any other posts to do with that particular subject in the future. So if I write ten more posts about Bananas, they can all go into the bananas category.

There's no limit to the number of categories you can create and you can put a post into as many categories as you like.

So now you've given your post a title, written out the content and put it into a category. You're now ready to publish, so hit the 'Publish' button on the right of the screen:

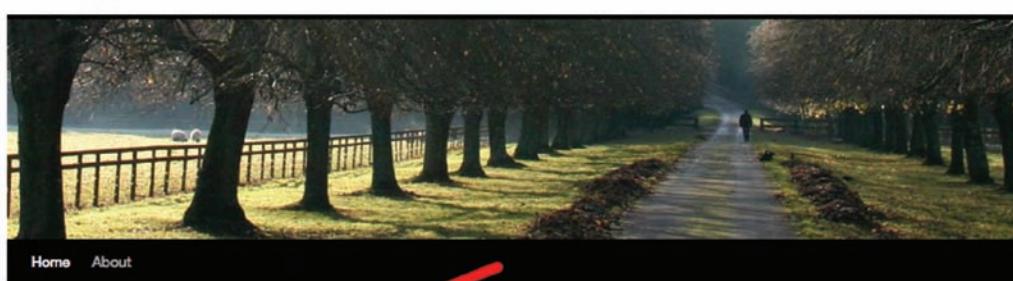


Once you've published, you'll be given the option to 'View Post' and it's a good idea to do so straight-away to check for any possible mistakes.

And don't forget, because the homepage is configured to show your latest posts, the post you've just created will be displayed right at the top:

## Example Site

Just another *WordPress* site



**Bananas are awesome!**

Posted on September 6, 2010 by kingtom

Posted in [Bananas](#) | [Leave a comment](#) | [Edit](#)



Notice also how the new category has appeared on the menu on the right:



If I were to now create another post, this time about Apples, it would appear at the top of the homepage with the Bananas post moving down below it.

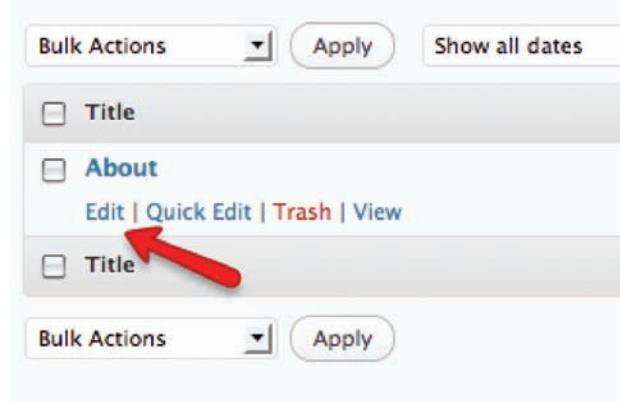
So without doing hardly anything, we already have the perfect structure for a blog and can start adding content using posts and categories.

But now I want to create an 'About' page to tell people all about my website. So I go back into the Dashboard and move the mouse over the 'Pages' menu, click the arrow to reveal the dropdown and click the 'Pages' button:



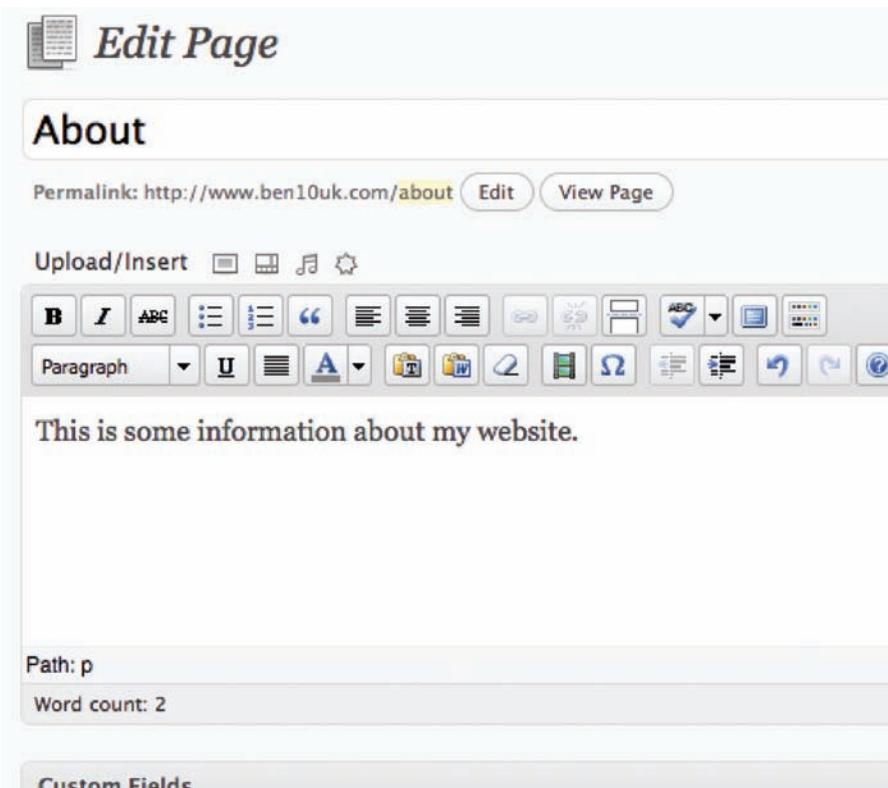
This reveals the list of pages already created. And again, Wordpress has given us a page by default and as luck would have it, it's an 'About' page, just like I wanted.

So instead of deleting the page, I'm going to move the mouse over the 'About' title and click the edit option:



Continued over...

You'll immediately notice that adding a page is exactly the same as adding a post, except that you don't have to put your page into any categories as it stands alone from the rest of your content.



**Edit Page**

## About

Permalink: <http://www.ben10uk.com/about> [Edit](#) [View Page](#)

Upload/Insert

This is some information about my website.

Path: p

Word count: 2

Custom Fields

Once you've given your page a title you're happy with and added the main content, hit the 'Update' button on the right hand side of the screen.



**Publish**

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: Sep 6, 2010 @ 11:36 [Edit](#)

[Move to Trash](#) [Update](#)

Once you've updated your edited page, you get the option to view it:

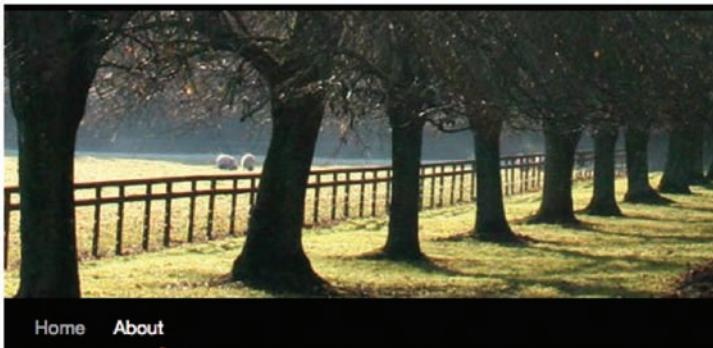


**Edit Page**

Page updated. [View page](#)

Notice how pages are listed in the menu at the top of the page in this theme:

## Example Site



### About

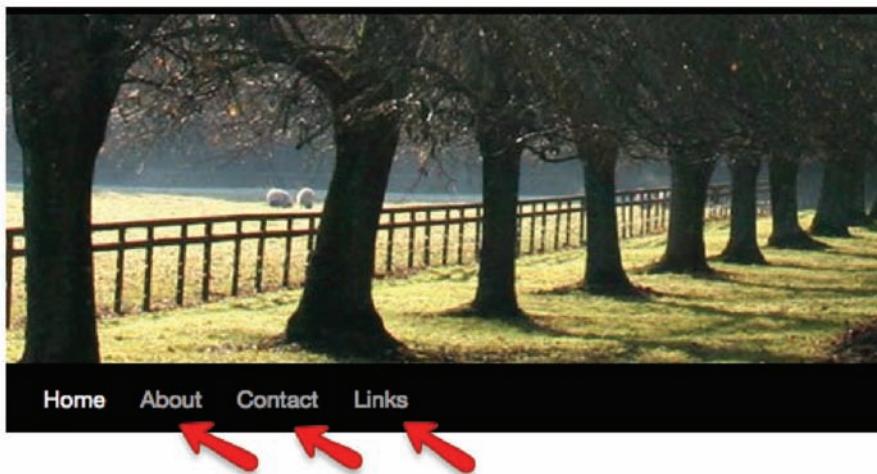
This is some information about my website.

[Edit](#)

And every time I add a page to my Wordpress site, it will be listed on that top menu.

If I go back into my dashboard and create two more pages titled 'Contact' and 'Links' the menu will look like this:

## Example Site



If you want to customise your menu bar further, you can. I will go into more detail on that later.

So we now have the basic setup of a website, with pages used for basic information about the site and posts and categories used for the main content about the subject of the blog.

Hopefully that run-through will help you grasp the basic concepts of Wordpress content.

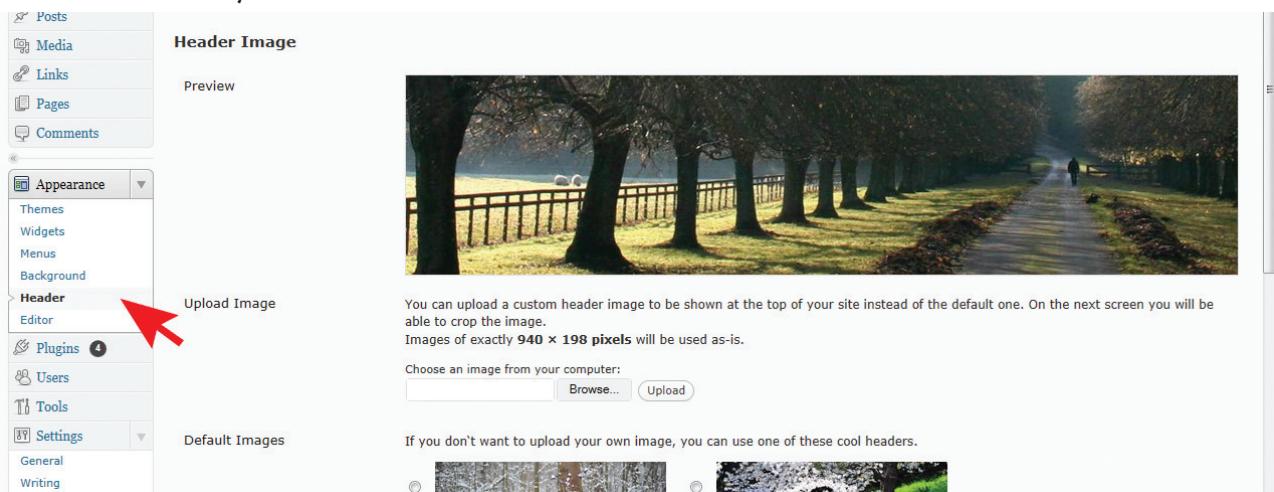
Continued over...

## Changing the theme of your Wordpress website

Next, let's talk about picking out a theme for your website. This is important because you'll no doubt want it to look and function a certain way and picking the right theme helps you achieve both of those things.

But before I start, let me say that the default theme Wordpress now supply you with, called Twenty Ten 1.1, is actually a quite brilliant theme with lots of simple options to help you customise its appearance. For a beginner, it's not a bad theme to be starting off with.

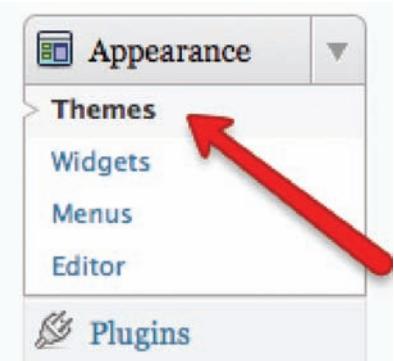
To easily update this theme to something that could work for your site, dropdown the 'Appearance' menu to the left of your dashboard and select 'header':



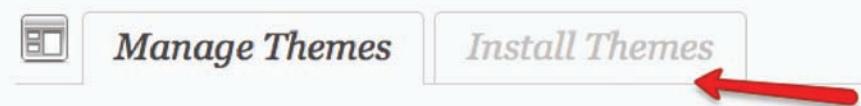
Here, you can upload an image from your computer that is relevant to your website or business, or choose one of the default ones provided.

But if you feel inclined to try a different theme, this is how you do it:

Move the mouse over the 'Appearance' button on the left hand menu and click the arrow to reveal the dropdown. Now click on 'Themes':



You'll then be taken to the page which shows you the themes you already have installed and available to choose from. Ignore this and instead, click on the link at the top of the page that says 'Install Themes':



Now, on this page you can browse the thousands of free Wordpress themes available and you don't even have to leave your own website. Pretty cool huh?

Simply select the criteria for the kind of theme you're looking for and click the 'Find Themes' button at the bottom of the page.

**Feature Filter**  
Find a theme based on specific features

Colors	<input type="checkbox"/> Black	<input checked="" type="checkbox"/> Blue	<input type="checkbox"/> Brown	<input type="checkbox"/> Green
	<input type="checkbox"/> Orange	<input type="checkbox"/> Pink	<input type="checkbox"/> Purple	<input type="checkbox"/> Red
	<input type="checkbox"/> Silver	<input type="checkbox"/> Tan	<input type="checkbox"/> White	<input type="checkbox"/> Yellow
	<input type="checkbox"/> Dark	<input type="checkbox"/> Light		
Columns	<input type="checkbox"/> One Column	<input type="checkbox"/> Two Columns	<input type="checkbox"/> Three Columns	<input type="checkbox"/> Four Columns
	<input type="checkbox"/> Left Sidebar	<input type="checkbox"/> Right Sidebar		
Width	<input type="checkbox"/> Fixed Width	<input type="checkbox"/> Flexible Width		
Features	<input type="checkbox"/> Custom Colors	<input type="checkbox"/> Custom Header	<input type="checkbox"/> custom-background	<input type="checkbox"/> custom-menu
	<input type="checkbox"/> editor-style	<input type="checkbox"/> Theme Options	<input type="checkbox"/> Threaded Comments	<input type="checkbox"/> Sticky Post
	<input type="checkbox"/> Microformats	<input type="checkbox"/> rtl-language-support	<input type="checkbox"/> translation-ready	<input type="checkbox"/> front-page-post-form
	<input type="checkbox"/> buddypress			
Subject	<input type="checkbox"/> Holiday	<input type="checkbox"/> Photoblogging	<input type="checkbox"/> Seasonal	

**Find Themes** 

You can also find a theme by typing in words in the search bar:

Search for themes by keyword, author, or tag.

Term  <input type="text" value="iblog"/>	<b>Search</b>
---	---------------

Even though there are thousands of themes to choose from, it can actually be quite difficult to find one that matches all of your criteria.

When going through the various themes, make good use of the 'Preview' function to get a clear idea about how that theme looks.



**iBlog**

[Install](#) | [Preview](#) 

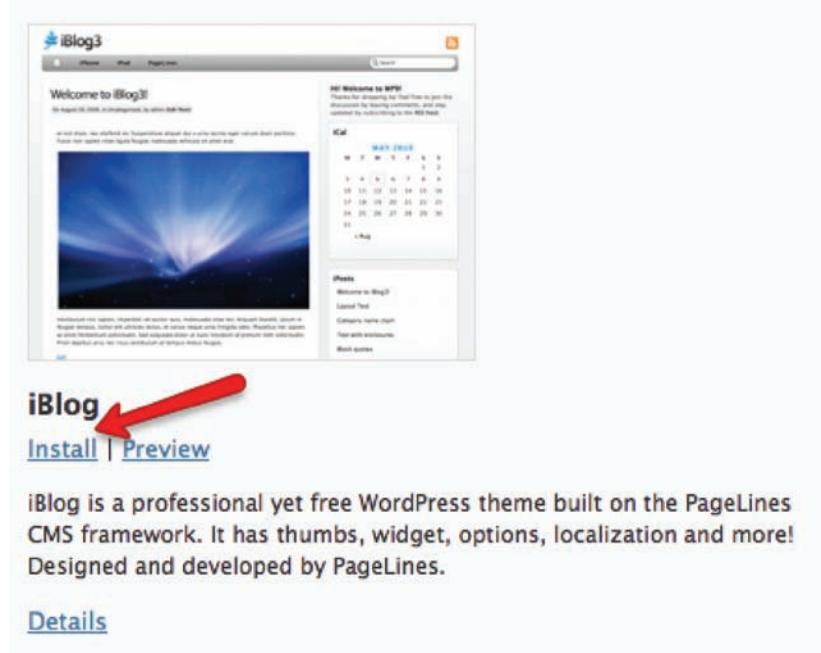
iBlog is a professional yet free WordPress theme built on the PageLines CMS framework. It has thumbs, widget, options, localization and more! Designed and developed by PageLines.

[Details](#)

Continued over...

You will of course have your own ideas about how you want your website to look, but I advise picking a simple theme to start off with as this will make things far easier for you as a beginner. But feel free to try different things. You can switch between themes in a matter of seconds and completely alter the look of your site, which is one of the great benefits of Wordpress.

Anyway, once you've found a theme you're happy with, hit the 'Install' button.



A popup window should then appear where you'll be asked to confirm that you want to install the theme, so click 'Install Now' to confirm.

You'll then see this screen:

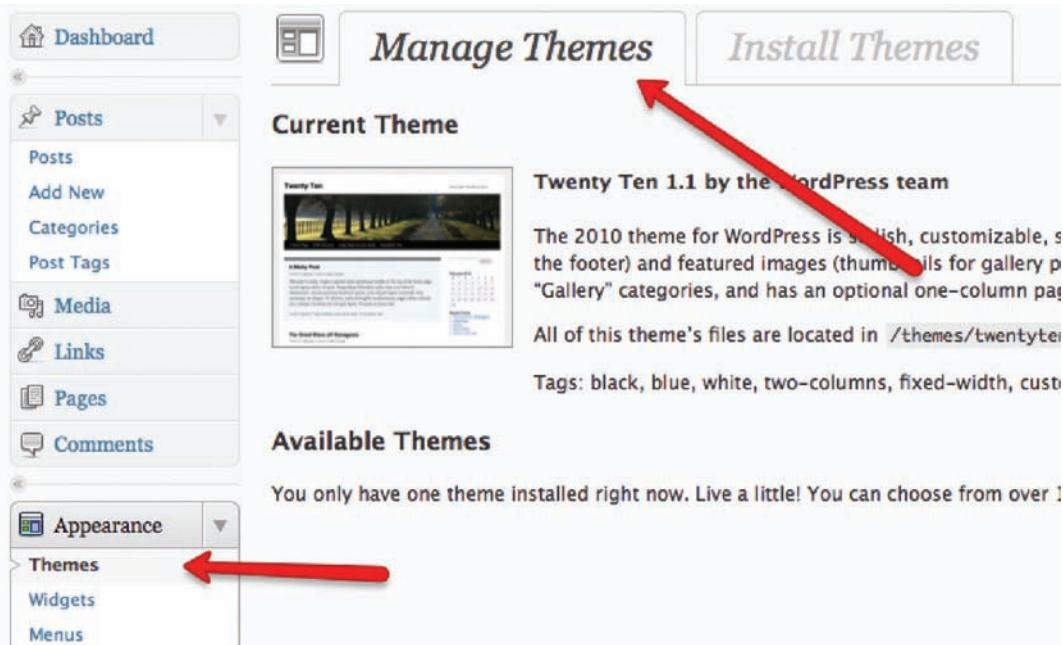


This confirms the theme has been installed.

Click 'Activate' to set the theme.



You have now successfully installed a new theme and completely changed the appearance of your website. But as stated above, if you're not happy with the theme you can change to a new one or switch back to your old one in a matter of seconds by revisiting the 'Themes' page:



The next thing we need to go through is plugins.

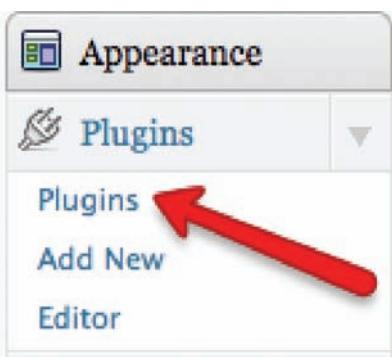
## Plugins

Plugins allow you to quickly and easily add new functionality to your Wordpress website.

So if you want to add something like a picture gallery, a contact form or, in this case, an Email capture box, there will be plugins that do just that.

I'm going to take you through the installation and setup of an Email capture plugin, so you know the complete process, but be aware that all plugins are slightly different and as such, require different settings to be applied. However, the process of installing a plugin remains the same, so this is useful information to get you started.

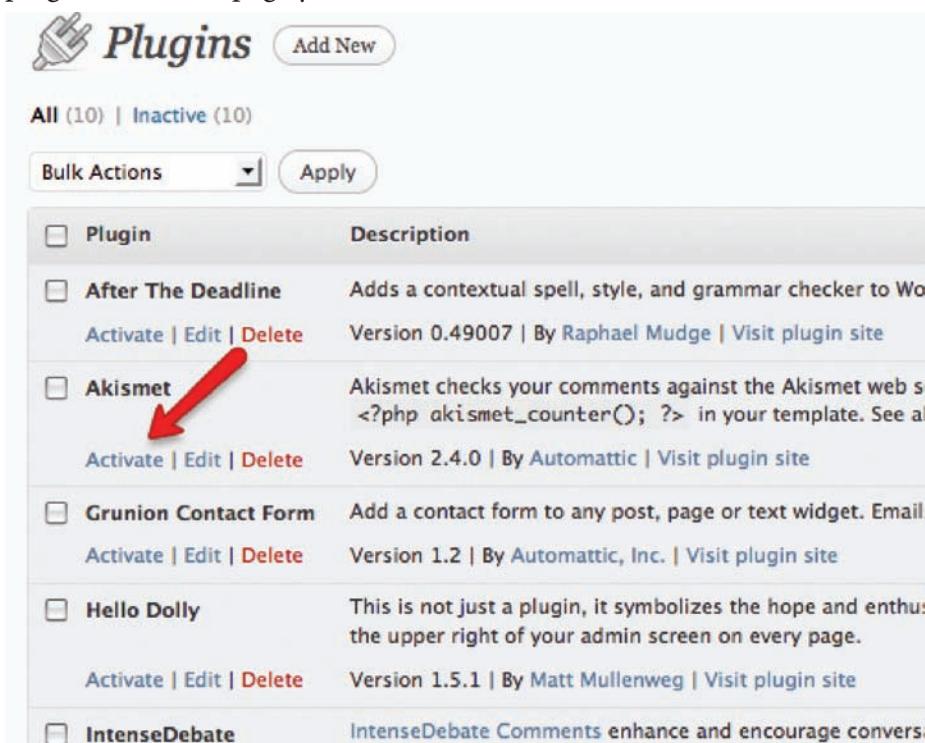
On the dashboard, move the mouse over the 'Plugins' menu on the left hand side of the screen and click the arrow to reveal the dropdown menu. Then click the 'Plugins' button:



You'll now be presented with a list of all the plugins you currently have installed.

Continued over...

When you download plugins, they will appear on this page, so if you want to activate or deactivate a plugin, this is the page you come to:



**Plugins** [Add New](#)

All (10) | Inactive (10)

**Bulk Actions** [Apply](#)

<input type="checkbox"/> Plugin	Description
<input type="checkbox"/> <a href="#">After The Deadline</a>	Adds a contextual spell, style, and grammar checker to WordPress.
<input type="checkbox"/> <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Version 0.49007   By Raphael Mudge   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <a href="#">Akismet</a>	Akismet checks your comments against the Akismet web service. <?php akismet_counter(); ?> in your template. See also <a href="#">Akismet API</a> .
<input type="checkbox"/> <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Version 2.4.0   By Automattic   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <a href="#">Grunion Contact Form</a>	Add a contact form to any post, page or text widget. Email notifications.
<input type="checkbox"/> <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Version 1.2   By Automattic, Inc.   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <a href="#">Hello Dolly</a>	This is not just a plugin, it symbolizes the hope and enthusiasm of the upper right of your admin screen on every page.
<input type="checkbox"/> <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Version 1.5.1   By Matt Mullenweg   <a href="#">Visit plugin site</a>
<input type="checkbox"/> <a href="#">IntenseDebate</a>	IntenseDebate Comments enhance and encourage conversational comments.

Now, let's install a new plugin.

On the Plugins menu on the left hand side of the screen, click the 'Add New' button:



You can search for the plugin you're looking for either by picking one of the options at the top or typing it into the search box:



**Install Plugins**

[Search](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Plugins extend and expand the functionality of WordPress. You may also search for a plugin by keyword.

**Search**

Search for plugins by keyword, author, or tag.

Term [Search Plugins](#)

We're going to try and find an 'Email capture' plugin, so because we know exactly what we want, we'll just type that into the search box:



Now you'll be presented with a list of plugins relating to your search. Read the descriptions to see which one, if any, is appropriate.

This WP Email Capture plugin looks like exactly what we're after, so let's install it:

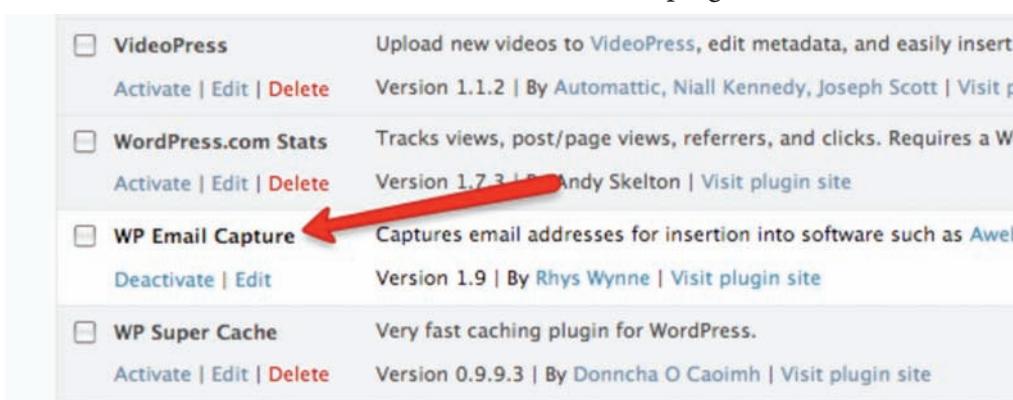


Click the 'Install Now' button.

You'll then be given confirmation that your plugin has been installed and be asked if you'd like to activate it immediately:

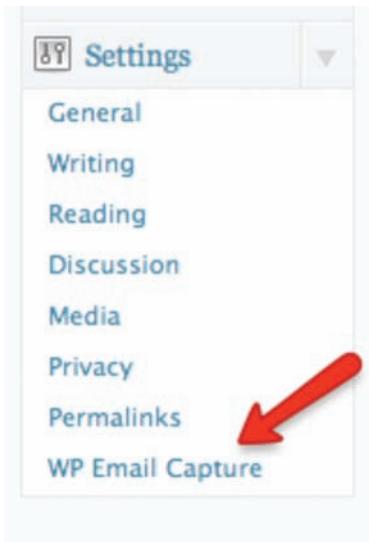


When you activate the plugin, it will appear in your list of installed plugins and shaded a different colour to differentiate itself from all the deactivated plugins:



Continued over...

Now you need to setup the plugin, so dropdown the Settings menu, where you'll find the button for your new plugin:



Note: When you install certain plugins, their settings will be in a different location, but fear not, they will normally be somewhere on the left hand side. If not, it is because their settings are in the widgets section - more on that in a moment...

As stated above, all plugins are different, so different settings will normally need to be applied in order to get them to work.

If you get stuck, don't worry as every plugin has it's own page on the Wordpress.org website, with instructions and tips about how to get it working.

For our Email capture plugin, we have to complete a form:

**Recommendations**  
We recommend [Aweber](#) to run your email campaigns. We have tested this plugin with it.

**Email Marketing \$19/Month**  
**Try 30 Days Risk-Free**

**Options**

Page to redirect to on sign up (full web address ie: <http://www.domain.com/this-page/>)

Page to redirect to on confirmation of email address (full web address ie: <http://www.domain.com/this-other-page/>)

From Which Email Address

From Which Name

Subject of Email

Body of Email  
(use %NAME% to use the form's "Name" field in their welcome email)

For this you can set up a simple "thanks for signing up" post on your site and put the address here. (Make sure it's a **post** NOT a **page** or it may show on the menu bar of your site – *see page 12*)

If you are going to email people after they sign-up to your website you will probably want a new email address to send from...

Your name

Once completed, click 'Save changes'.

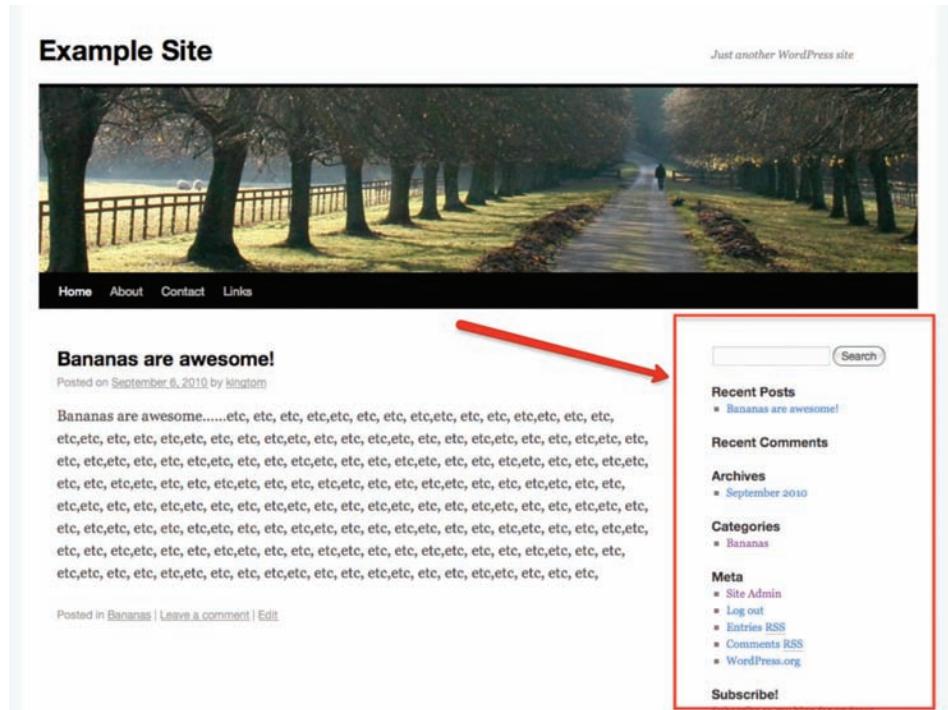
So that's how you install and configure the Email capture plugin.

However, in order to display this Email capture on our website, we also need to add what's known as a widget to our menu. So let's talk a little about widgets.

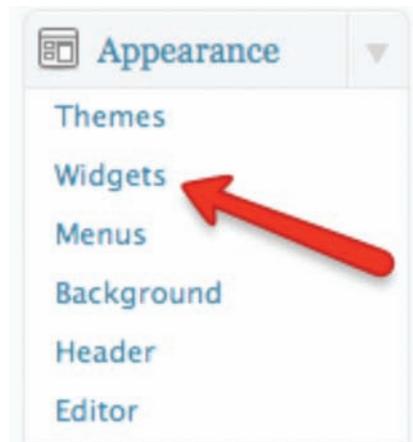
## Widgets

WordPress Widgets are designed to provide a simple way to arrange the content in your sidebar without having to fiddle with any code.

To be clear, the sidebar of your blog is this area:



So, to configure the widgets in your sidebar, dropdown the 'Appearance' menu on the dashboard and click the widgets button:

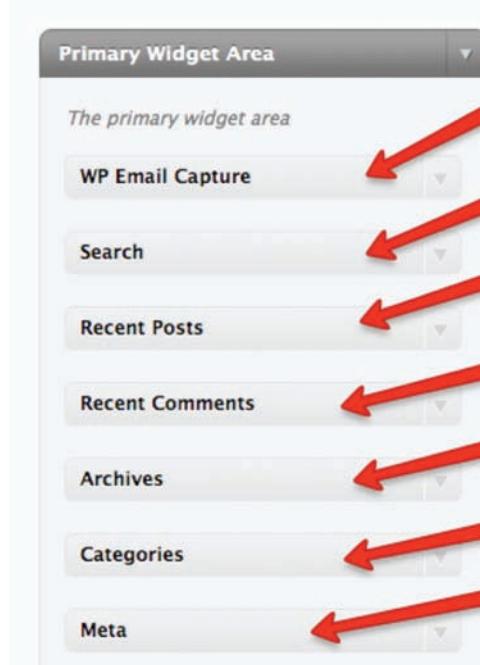


Continued over...

On the left hand side of this page you'll see widgets you have available to use and on the right, you'll see the widgets you're currently using in your sidebar:



Let's look at the widgets I currently have in the sidebar:

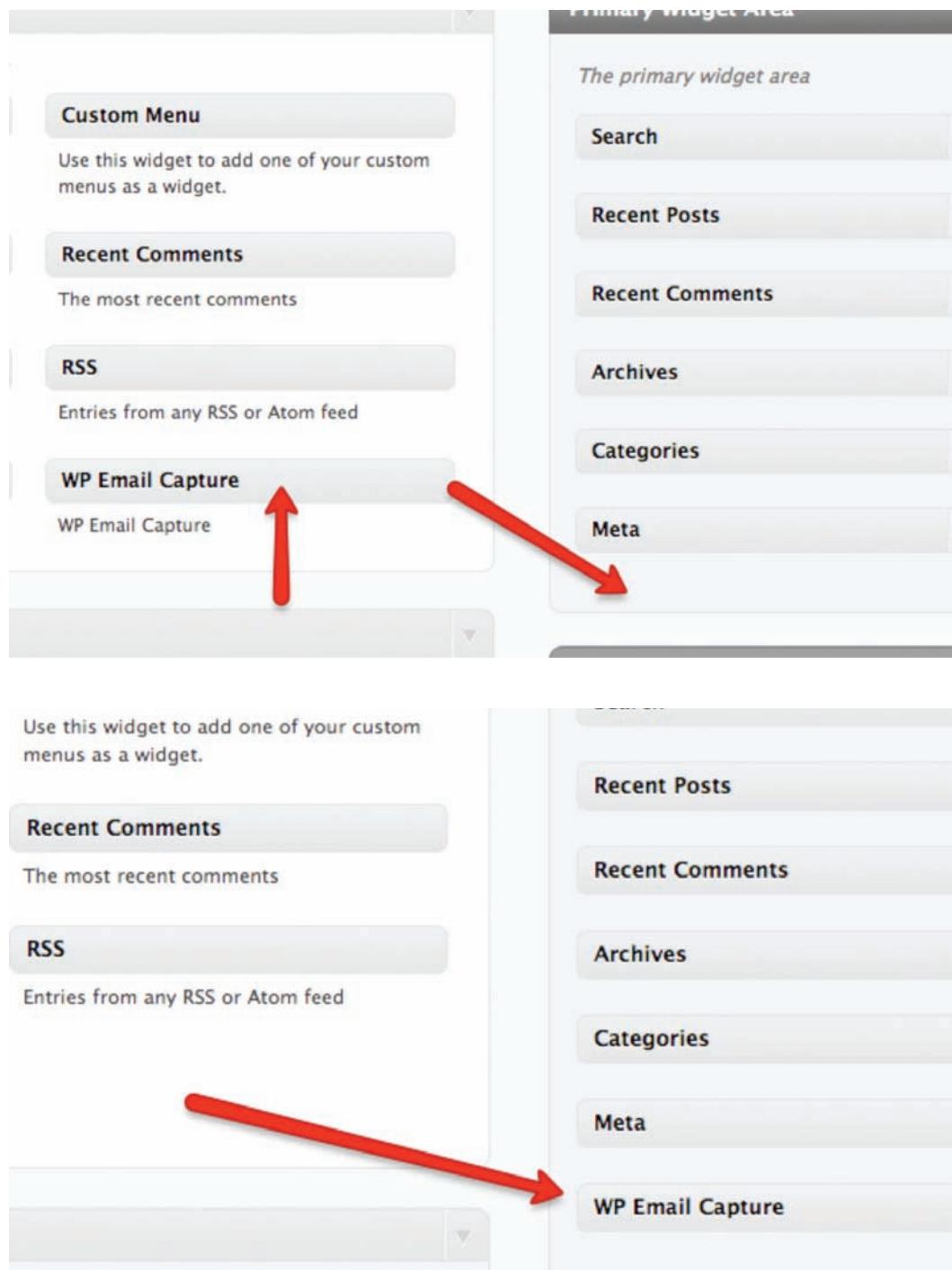


And here's how they look in the actual sidebar of the site:



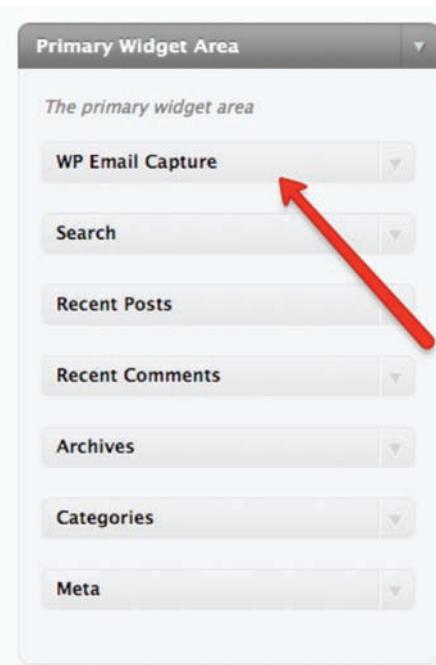
If I want to add a widget to the sidebar, all I do is drag it from the left hand area of the screen to the menu on the right.

To achieve this I move the mouse over the widget, then just click, hold and drag it to the right:

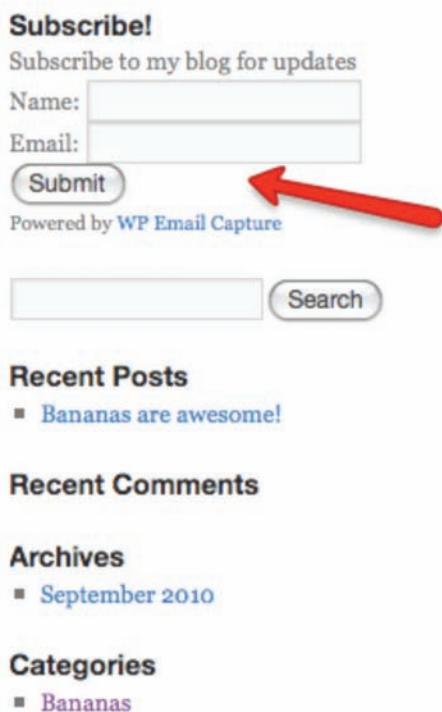


Continued over...

You can also change the order of widgets in the sidebar by clicking and dragging them up or down:



So now my Email capture widget is right at the top of the menu. Here's how it looks on the site:



Now I have run through WP Email Capture as an example of how to install plugins and activate widgets on your website. But it can actually be a very powerful tool for keeping in touch with anyone that visits your site.

Once you have their email address you can let them know that you have a new post, or that you have something to sell.

To find out more about this see my section on email newsletters in Chapter 6.

## Menus

The last thing that you need to know to get your website looking super and easy to use is how to create your own menu.

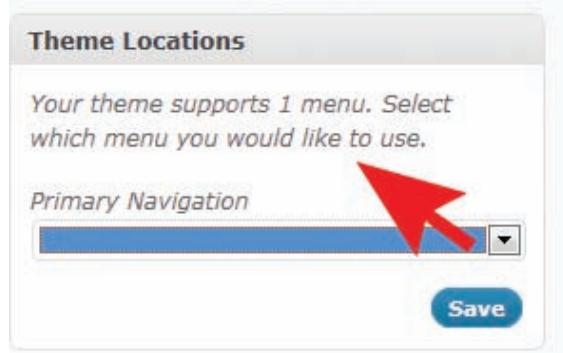
Wordpress call it a menu, but what they mean is how people navigate around your site. For example this top navigation bar is a menu in Wordpress terms:



If you want to change what appears on your menu, you can do this by going to the menu on the left of your dashboard, dropdown the 'appearance' menu and select 'menus':



Not all themes support changing and updating menus. If yours does you will see a box like this in the right hand corner:



Some themes will support more than one menu so that you can have a menu elsewhere on the site.

If you do not see this box then your theme does not support menus. If you want to personalise your navigation bar, you will need to choose another theme.

So, to build your menu, you have a choice of pages (those that you have created for your site), cat-

Continued over...

egories, or custom. Custom simply means that you can add any web address that you like. You could add a link to one of your posts or to another site. As long as it starts with 'http://' it should work.

In this example I have chosen to add my 'How to find us' page to my menu. Check the box next to the page name, and then click 'Add to Menu'. If you cannot see all your pages or categories, click 'view all'. A red arrow points this out:

Custom Links

URL: http://

Label: Menu Item

Add to Menu

Food menu

What's on

How to find us

Categories

Most Recent View All Search

How to find us

About Us

Select All Add to Menu

Most Used View All Search

What's on

Uncategorized

Food menu

Select All Add to Menu

If you want to add a 'Home' button to your menu, you can create this in the 'Custom Links' section shown above.

Enter your website address in the 'URL' box – for example 'http://www.bananas.com', and enter 'Home' as the label. Click 'Add to menu'.

You should now see your menu taking shape in this box:

Top menu

+

Menu Name: Top menu

Automatically add new top-level pages

Delete Menu

Save Menu

About Us

Food menu

What's on

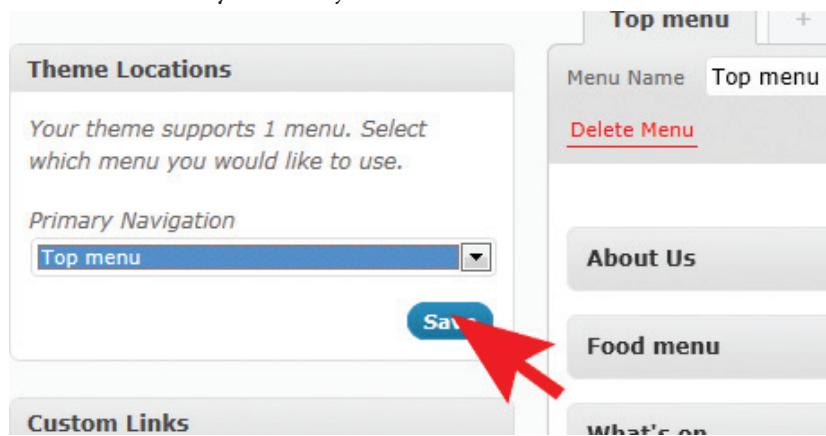
How to find us

Save Menu

To change the order of the links in your menu, just click on them and drag and drop them into the correct place.

Once you are happy with your menu, type a name for it – just use something that makes sense to you, no-one will see it. Then click the ‘Save Menu’ button.

Finally to select your menu and ensure it displays, return to this box to the right of your page and select the menu you have just named, then click ‘Save’:



## Getting to grips with Wordpress

We've now covered the basics of Wordpress, from tweaking different settings to creating a site structure using posts, pages and categories, as well as understanding themes, plugins and widgets.

The best way to get to grips with all of this and learn even more is by trial and error. Wordpress is remarkably simple to use and even when you make mistakes, it's not hard to retrace your steps and undo errors.

So play around and explore the dashboard to understand all the inner workings of your Wordpress website.

Continued over...



## Chapter 5:

# Installing Google Analytics on your Wordpress website

I can't say strongly enough how much I recommend doing this.

Google Analytics tracks the visitors to your website, tells you exactly how they got there and offers hundreds of other interesting reports and statistics.

When you start to build traffic to your site, through the methods I will start to talk you through in the next chapter, you will want to be able to access and look in to the results of your efforts.

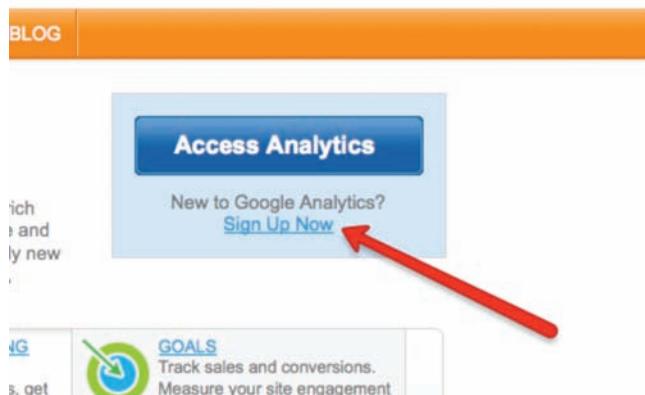
Say, for example, you follow a technique for getting people to your website from Facebook, and then another for getting people to your website directly from search engines like Google, Google Analytics will show you, by any date range you specify, how much of your traffic has come from each source.

It will also show you where people click on your site, what people were searching for on Google or any other Search Engine when they came across your site... in fact, there is very little to know about a website that Google Analytics is not able to tell you.

But perhaps best of all, it's completely free!

I'm going to run you through how to install Google Analytics on your Wordpress website.

First of all, visit the Google Analytics website and sign up for an account: [www.google.com/analytics](http://www.google.com/analytics)



You'll be asked to fill in some basic information such as the address of your website and an account name. You can call your account whatever you like.

Continued over...

etting Started

## Analytics: New Account Signup

General Information > Contact Information > Accept User Agreement > Add Tracking

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you

Website's URL:	<input type="text" value="http://"/> (e.g. www.mywebsite.com)
Account Name:	<input type="text"/>
Time zone country or territory:	<input type="text" value="United States"/>
Time zone:	<input type="text" value="(GMT-07:00) Pacific Time"/>

[Cancel](#) [Continue »](#)

© 2010 Google | [Analytics Home](#)

When you've finished filling out the various forms, you'll eventually be given your tracking code:

### 2 Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. [Learn more](#)

```
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-18411416-1']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();
</script>
```

However, you only need to select one small part of this code, so highlight the piece of code that starts 'UA-' and is followed by a combination of dashes and numbers. Here's an example:

```
', 'UA-18411416-1']);
new');
```

This is your unique Google Analytics ID.

Copy this code to your clipboard and click 'Save and Finish' at the bottom of the page:

### ► Optional: Email these instructions

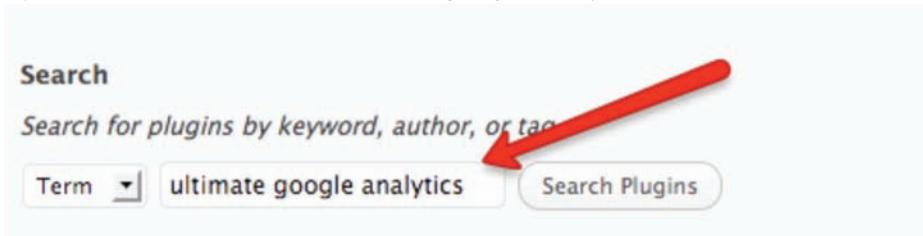
 We recommend that you do not copy and paste the tracking code remains on other pages.

[Save and Finish](#)

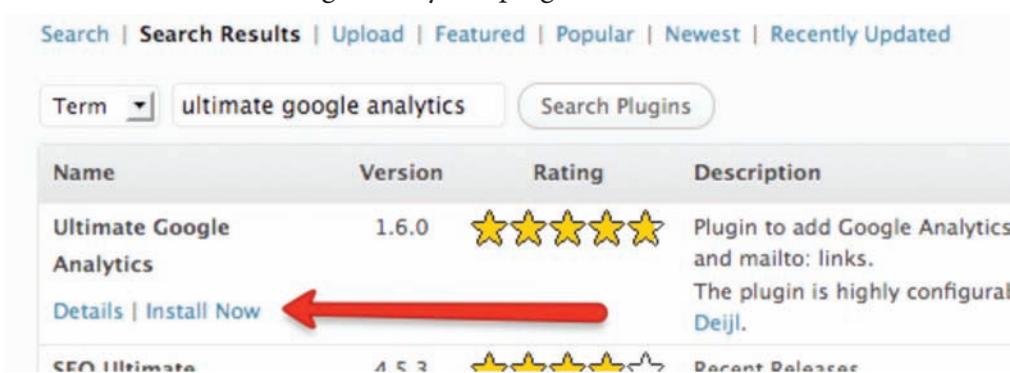
Now, go back to your Wordpress dashboard and select the 'Add new' option from the Plugin menu:



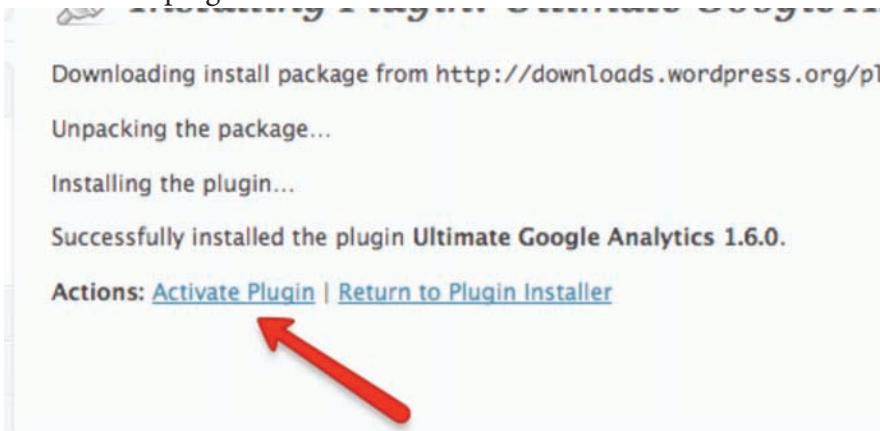
Type into the search box 'ultimate google analytics':



Install the 'Ultimate Google Analytics' plugin:

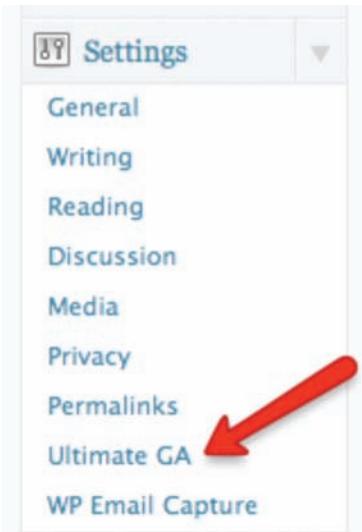


Activate the plugin:

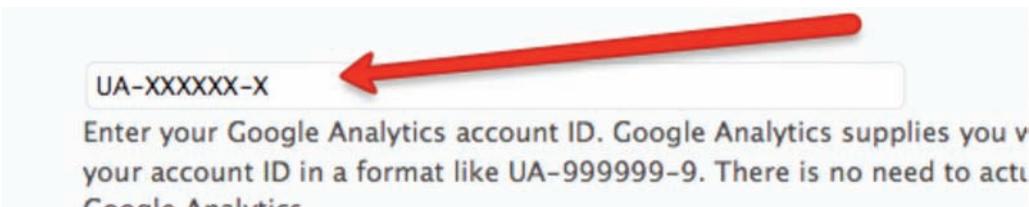


Continued over...

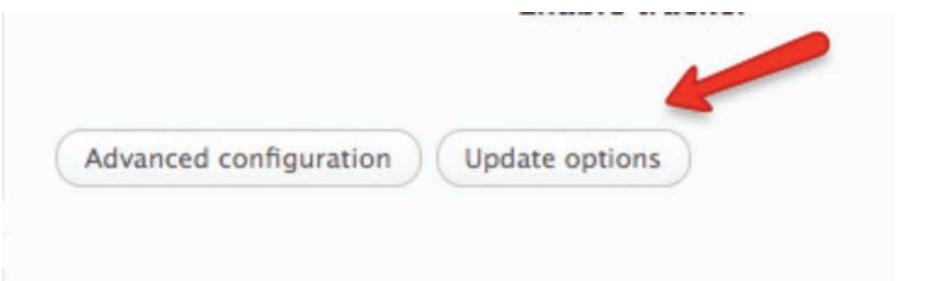
Now dropdown the 'Settings' menu on the left hand menu and select the 'Ultimate GA' button:



Now finally, on the Ultimate GA settings page, paste your Google Analytics ID into the box:



...and click 'Update Options':



You've now installed Google Analytics on your Wordpress website.

The next day, when Google has had the chance to gather sufficient data, you'll be able to login to Google Analytics and see how many visitors your site has received and access lots of other useful reports.

It really is a fundamental tool for developing a successful website, so it's worth taking the time to learn as much as you can and use the data it provides.

## Chapter 6:

# Getting readers for your website

If you search on the Internet about ways to build a readership for a blog or website you will see that most advice on the subject is centered around having great content, attracting links from other sites, posting regularly etc, this is all great advice. And, in part, that's because all of those things will help with SEO...

SEO stands for Search Engine Optimisation. It means doing all you can to make your web pages as attractive as possible to the search engines.

The reason to do that is traffic.

If a search engine likes your web page it will rank it higher in the search results for a given keyword (a keyword is the term used for the phrase a person using a search engine, like Google, types in when trying to find something online.)

Simply put, the higher your page 'ranks' for a keyword, the more traffic your page will receive.

Best of all, the traffic you receive from the search engines (when people click your entry in the search results) is free. You don't pay a penny for it. The more free traffic you can get, the more money you can ultimately make. That's why SEO is so important.

Although many people are happy to appear anywhere in the results when someone searches for something related to their site on Google, the real objective of SEO is to get into the top five listings when people search for phrases relevant to your site, because that is where the bulk of people searching will click.

Of course, the ultimate objective is to grab the coveted top spot for your keyword because that will get you around 70% of all the traffic Google can send. A valuable prize indeed!

## Keywords are the key

A website overall doesn't get given a set position for certain searches in the search engines – each page on a website does.

That page may be the homepage page or it may be one of the pages inside your site.

Which websites search engines like Google feature for any given search depends on how relevant they consider it to be to the specific keyword that someone has typed in to their search box. And how much more authoritative they consider your page to be compared with all the other pages on the Internet that feature the same keyword.

It is surprising how often a page that you think is clearly written about one thing is actually seen by

Continued over...

the search engines to be about something else entirely.

To ensure you get your page appearing for the right searches you need to make sure that phrases you want your site to appear on the search result pages for are appearing in the titles of your posts and pages. They should also be in the opening paragraphs of content on your pages and posts too. Think back to the banana example earlier when we were talking about domain names!

But Search Engine Optimisation isn't just about making your pages full of the right keywords. There is a lot more to it than that.

So how do we maximise our chances of getting to the top of the results on a search engine for the keywords we have chosen?

### Secret formula

The problem is that the search engines don't tell us much about what they like.

Their formula (called the algorithm), for ranking one site above another, is a closely guarded secret. It makes sense that they keep it secret because if everybody knew exactly what it takes to get a page #1 ranking on Google, everyone would do it! And then how would Google decide which site was best?

But don't worry. Google do give us some guidelines and we can infer quite a lot from looking at the sites that do currently enjoy high rankings.

More importantly, the vast majority of websites are thrown up onto the Internet with little or no regard for all this SEO stuff, so beating them is a piece of cake.

As they say, "In the land of the blind, the one-eyed man is king."

When you look at the scale of your competition, remember that the only real competition comes from the websites created by people who know what they are doing – and that narrows the field considerably.

You really don't need to be a hardcore SEO expert to make a few sensible changes to your website and the way you promote it for your search engine rankings to improve quite quickly.

### Search Engine Optimisation

In some ways SEO should probably really stand for Search Engine Optimism, because ultimately we are doing all we can logically do and hoping for the best. But in the end, there are some things that make perfect sense to do and which have been proven time and again to have a positive effect.

SEO boils down to three areas:

1. Things you do *before* you even start building your website – and we've already done that!
2. Things you do *on* your web page: ON Page SEO.
3. Things you do *outside* of your web page: OFF Page SEO.

All are important, but the degree to which each part of the equation dominates is a moving target as Google and their friends keep changing their algorithms to keep one or two steps ahead of us.

Let's take a look at some of the simple measures you can take, to put your website ahead of the pack.

Depending on how competitive your niche is, these few ideas could be enough to get you to page #1 in the search listings all on their own. And might even grab you the top spot and all the free traffic that could bring your way.

## **Paying for SEO**

Before we do that though, let me talk for a minute about the many companies that sell a search engine optimisation service. Many of them are perfectly sound and offer an honest, ethical service, but beware of the sharks that are just out to part you from your cash.

If a company tries to 'guarantee' you top Google rankings - for a steep monthly fee, of course, read the small print very carefully.

The biggest con is the 'guarantee' that you'll get a page #1 listing. What does that really mean? Any-one can get a page #1 ranking for a keyword that nobody ever searches on and that there is no competition for.

For example, if I lived in the east of England and had a website on noodle knitting (yes, there are people who like to knit noodles!) it might be hard to rank in Google for the keyword 'noodles' because there are currently 1.3 million competing pages.

However, if I went for a really precise keyword, such as 'noodle knitting in norwich' I could be at the #1 spot in Google overnight because right now there are no other pages targeting that exact phrase.

Nobody is targeting it because nobody is searching on it. Yes, I could be at #1 on Google, but it would do me absolutely no good at all and bring me zero traffic.

That's an extreme example, but it is how some unscrupulous SEO companies are able to fulfil their worthless guarantee.

The answer, if you want to outsource your SEO is to be sure which keywords they are optimising for, and to check that those keywords are worthwhile before you part with your money.

## **Words or Phrases?**

What we call a keyword can actually be a word or a phrase. Generally, the longer the phrase, the fewer searches it gets, but the more targeted those searches are.

## **Getting down to it...**

Google loves to see the keyword someone is searching for in the domain name of a site and gives a lot of weight to such relevant domains. They see it as a mark of authority. So if you followed the advice at the start of this manual, you've already scored some big SEO points!

You can't always get the perfect domain though, and sometimes your site may not lend itself to having such a specific domain name.

For example, if you plan to build a review site for a whole range of products, you might not want to name it after just one of the products you'll end up including.

Continued over...

It may be better to call it something like Technology-Reviews.com. You can then put the keyword you've selected for each reviewed item into its individual page or post name.

So, for example, if you want to promote a Sony A200 Camera and you've decided that 'Sony Camera Review' is the keyword you want to be displaying highly on Google for, you could build a review page with the title 'sony-a200-camera-review.htm' so its individual URL would be, for example.

**<http://technology-reviews.com/Sony Camera Review>**

As far as the search engine is concerned, the keyword isn't in the domain, but it is in the URL, which in their eyes is almost as good.

## On-Page SEO

Keywords are the critical thing here. Your page should be focused on one specific keyword and not try to jam in as many different ones as possible.

The search engine 'spiders' (yes, that's what they call it!) that initially assess your pages are simple programmes that are seeking to place your site in an index. If it concludes that your page is equally 'about' four different keywords, it won't consider it to be an authority on any of them.

There are lots of things you can do on your web page to make it as attractive as possible to the search engines. The most important thing is to ensure that your keyword is in all the right places, the right number of times. And to ensure that the keyword you have selected is really what your page is primarily focused on.

Way too many people create web pages that don't have a clear primary keyword and then wonder why they don't rank for it!

Here are some of the most important things to consider for effective on-page SEO:

1. First, check that your keyword actually gets search action - there is no point optimising a web page for a keyword that nobody is interested in! You can check this using Google's keyword tool here:  
<http://tinyurl.com/2fu9n5o>
2. Make sure your keyword is in the page's title tag.
3. Make sure the text on the page is clearly focused on the primary keyword.
4. Put the keyword in the page's first paragraph.
5. Check that the keyword appears between 1 and 2 times per 100 words on the page.

To get ahead of the other 25% of websites out there you have to focus on Off-Page SEO too.

## Off-Page SEO

Depending on how competitive your primary keyword is, off-page SEO may be even more important than on page. It boils down to one word: backlinks.

Every time a link to your web page appears on another site, the search engines consider it to be a vote of confidence.

The more votes you get, the more they start to see you as an authority page and the higher up the search results rankings your page will float.

At the moment it is believed that off-page SEO is a disproportionately big part of the ranking algorithms so it is vital that we pay a lot of attention to getting as many good quality backlinks as we can.

There are probably hundreds of ways you can get backlinks, but here are my personal favourites.

## **RSS directories**

One of the reasons I love building websites using WordPress, is because whenever you make a post (the blog equivalent of building a web page) WordPress automatically pings it to the leading RSS directories.

'Pinging' means sending an electronic message to inform the RSS directory that your page is newly created. What that means to you is that links to your post are effectively created for you automatically.

It isn't important to know what RSS Directories are right now, but it is important to know that the major search engines constantly monitor them to find new pages to send their spiders to check out.

I have many times had a new blog post appear on page #1 of Google within fifteen minutes of my posting it – with no other backlinks at all – simply because the spider monitored the RSS directories.

WordPress builds pages that automatically have good on-page SEO, but adding a free plugin in such as 'All-in-One-SEO' can make it even better.

All-in-One-SEO can be found by searching plugins as covered earlier in this manual. Pg 25.

## **Writing Articles**

A very effective strategy to build a lot of backlinks to a specific page on your site is to write short (350-500 word) articles that are focused on your topic. They don't have to be about the exact keyword, but they do need to be on topic. You then upload those articles to as many online article directories as you can.

EzineArticles.com is the leading directory, and you should open an account there right away. After that, Google 'article directories list' and you'll find hundreds to choose from.

Where possible, within the article include a link to your page, using its primary keyword in the anchor text. Some article directories don't allow links inside the article though and so you'll have to add a 'resource box' at the end.

Writing articles has a double benefit – not only do you get valuable backlinks to your site every time your articles are posted on an article directory or used by another website, but you also get some traffic to your site from the links in the article itself.

## **Forum Posting and Blog Commenting**

Getting backlinks by posting on forums and commenting on other peoples' blogs is very conten-

Continued over...

tious, but as with many things there is a good way and a bad way. The bad way will get you banned or branded a spammer, so it is best to learn the good way from the start!

The secret is to remember that forums are places that people go to socialise and to help each other. They are the equivalent of the local pub. The last thing anyone wants is to be sold to – and they will get very angry if they think that's all you have in mind.

So, to use a forum to get backlinks to your site, you must first become a valuable contributing member. Join in discussions, get your name known, and be seen to ask sensible questions and to help others whenever you can. And only when you've established a track record and have become part of the 'club' should you even think of adding a signature line to your posts that includes a link to your website.

Never draw attention to your signature box, or to your link. The search engines will see it and that's what you are really after.

Similarly, with commenting on other people's blogs you can often add your link, but if your comment looks like it was posted just to display the link, the chances are that it will be deleted in and you may well be banned from commenting again.

The trick is to read the original blog post and make a really relevant and useful comment that adds to the discussion. Comments like 'Nice post, I like your site.' Don't cut it!

## **Squidoo**

A few years ago top marketing expert and author Seth Godin launched a website called Squidoo.com. It is free to join and lets you build mini single-page 'authority' sites that are targeted on a single topic. Each page is called a Lens because it focuses on one thing only.

As there are all sorts of rules about what these pages can contain and how they can be built, the search engines tend to like them. And that means that for marketers who want to get some useful backlinks to other websites, building Squidoo Lenses is a great strategy that doesn't take up too much time.

If you build your Lens well enough it can start to get a steady flow of traffic itself, so as with article marketing, building Squidoo Lenses can be good for your SEO and for your traffic.

You can learn more about Squidoo at <http://www.squidoo.com/squidoo>

## **More ways to increase readers of your website...**

As well as introducing you to SEO, I'd also like to offer something different and share some actual features you can add to your site to help build a readership.

## **Email Your Readers**

Creating an email list, and sending them regular newsletters, updates or notifications of new stuff on your site can be a great way to remind people to keep coming back. If you're running a business it will also help you make sales through your website.

All you need to do is add an email capture plugin on your site like the 'WP Email Capture' one I showed you earlier. Once you've done that you'll need to use some broadcasting software to send out the email to your list.

This might sound complicated but it's actually really easy with software such as [www.Mailchimp.com](http://www.Mailchimp.com).

All you need to do is sign up (it's free!), and follow the instructions to create a list.

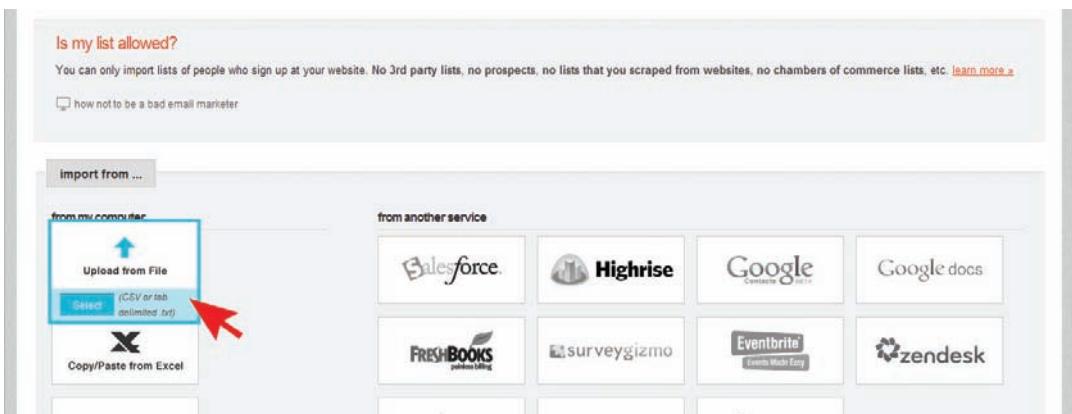
Once you've done that, you'll need to export the email addresses you have collected using your 'WP Email Capture' plugin. Just find your plugin on the left hand side of the dashboard, and once you're on the 'WP Email Capture Options' page, click the 'Export List' button:



Save the list as a CSV file to your computer.

Once in your mailchimp account, select 'Lists' from the menu at the top, and then locate the 'import' button.

Next choose 'import from file' and select the file on your computer to upload:



Remember to update your list every week so that it includes any new email addresses you may have captured.

Send a regular personal email (just like you were writing to a friend) to let keep in touch with readers. Let them know what is new on your site, about any promotions you might have and even give information about the subject area surrounding your site.

Be sure to include links to posts or pages on your site so that they keep visiting.

This is a great way to build up loyal followers who will keep returning to your website. If they buy

Continued over...

from you and turn into customers, all the better!

## Automated Twittering

Getting the word out about new content on your website is crucial, especially when you want to attract as many new readers as possible. Twitter is a great tool for doing just that.

But if you don't have the time to spend hours networking, you can simply configure your blog to send out a Twitter update automatically, every time you add a new article.

To do this just sign up for a Twitter account at <http://www.twitter.com> and download the WordTwit plugin here <http://wordpress.org/extend/plugins/wordtwit> and install it on to your site as you did with the email capture plugin a few chapters back.

## Bookmarks

When people visit your site, you want them to come back.

That's the key to building a readership; keeping the visitors you already have and constantly adding new readers over time.

If you can persuade people to bookmark your site, the chances of them returning increase significantly.

You can add fancy Javascript to your site (don't ask!), but I've found it's much simpler to just explain how to do it in words. This is the text I've used, which you're welcome to copy: *Add [Blog Name] to your list of bookmarked sites by pressing 'ctrl' and 'D' on your PC or by pressing 'cmd' and 'D' on a Mac.*

## Subscriptions

Much like bookmarks, if you can get people to subscribe by email to your blog's RSS feed, they're far likelier to become frequent readers.

Sign-up to a service like Feedburner at [www.feedburner.com](http://www.feedburner.com), which will give you everything you need to offer this functionality. Once you're setup, you don't have to do a thing, as it will automatically email your latest blog posts to the people that have signed up.

## Top Commentators

<http://wordpress.org/extend/plugins/top-commentators-widget> – This is a particularly nice feature. Add a list of the top commentators (i.e. the people who have left the most comments on your site) to your sidebar.

This gives your existing readers an incentive to comment frequently and new readers a reason to get involved. It also shows your biggest contributors that you value them, which is important.

In my experience, once someone gets to the number one spot, they don't like giving it up without a fight, so they comment more to defend their crown, which is healthy for creating a thriving community.

## How To

Don't take it for granted that every single person on the face of the earth knows how to get the most out of your site.

You'd probably be surprised at the number of people who don't know how to even leave a comment. It's worth taking the time to add a 'How To' page to your blog outlining how to perform various tasks such as commenting, getting in touch, etc.

## Contact

I visit a lot of sites and many don't have contact details listed for getting in touch with the author. I fully understand that some people are concerned about privacy issues, but you'll almost certainly miss out on some great opportunities for spreading the word about your site if people can't get in touch with you.

I highly advise setting up a dedicated 'Contact Us' page on your site.

Outline the kind of requests you're happy to receive and list your email (like this to avoid spam: firsthalfofemail [@]emailprovider.com) or use a dedicated contact form. And if you don't want to use your personal email address, setup a free one dedicated entirely to your blog (I recommend using Gmail).

## Threaded Comments

If you don't know what threaded comments are, it's very simple to explain. When people comment on a blog the oldest comment usually appears at the top of the list and the newest at the bottom, or vice-versa.

Threaded comments allow users to reply to a specific comment, so it appears just below it in the list. This facilitates multiple conversations taking place in response to an article, which is great for building a community and allowing commentators to branch off and start their own new, interesting discussions.

Most Wordpress themes support threaded comments, you can simply switch them on by going in to the 'Settings' menu and the 'Discussion' options. If your theme doesn't support threaded comments, I found this excellent post explaining how to implement them.

<http://www.niharsworld.com/2008/12/16/how-to-implement-threaded-comments-in-wordpress-themes>

## Comment Reply Notification

Following on from threaded comments, another useful tool for community-building is the 'Comment Reply Notification' plugin.

This does a very simple job. When someone replies to a comment, the person who posted the original message is sent an email to let them know that someone has responded.

They might then choose to come back and add another response, which triggers another email and

Continued over...

so on. It's easy to see why this is such a great piece of software. You can download the Comment Reply Notification plugin here.

<http://wordpress.org/extend/plugins/comment-reply-notification>

### Social Bookmarking/Social Media

There are many websites online where you can tell people about websites and pages that you've enjoyed. The idea being that you share your favourites with other users of those sites so everyone learns about the best places to visit online.

It's a compelling idea and one that has taken off in a big way. The whole Web 2.0 concept of using the Internet to share ideas has lead to the emergence of giants like FaceBook <http://www.facebook.com> and Twitter <http://www.twitter.com>.

If you build up a following on Twitter, it is then very easy to make a tweet to tell people about your new web pages – and similarly with Facebook. Whenever you create a new page on your site you can copy the link to that page from your browser and post it straight in to either a Facebook status update or a Tweet with a few words encouraging people to go and take a look at that new page, whatever that page may be. When you set up on Facebook and Twitter you can put in your web address, so you can also do updates and tweets about things related to your site too, even if you don't have a page about that subject. If people think you're somebody worth listening to, they will find the link (or click a link to your site next time you post one...)

But you don't always have to do all the hard work. There are ways to get your readers to do this for you!

You can make it really easy for people to Tweet your posts and post them on Facebook by including Facebook and Twitter plugins onto your site.

I use a plugin called 'Share and Follow' which automatically adds icons to the bottom of your post so that anyone reading can easily share it via several forms of social media. Doing this could mean that you increase the readership or visitors to your site.

To find the plugin simply follow the instructions in chapter 4, but search for the 'share and follow' plugin instead of 'wp email capture'.

Once you have set up the plugin options correctly, you'll have these symbols at the bottom of your posts:



This entry was posted in [Food menu](#), [Bookmarks](#), [Permalink](#). [Edit](#)



If people like what you've written, they'll hopefully share it and help you get more readers without lifting a finger!

For marketers, this trend towards sharing ideas is extremely useful and gives us many opportunities to get links to our websites in many high visibility places. Naturally, there are ways to do it right and ways to quickly get yourself banned, so you do have to read the terms and conditions that each site

displays to stay on the right side of the line.

## In Summary

Search Engine Optimisation is a big subject - particularly the off-page part. I hope that I have been able to give you an overview, and enough solid information to put you firmly ahead of the vast majority of other website builders.

It is well worth studying the subject in a little more depth to discover the finer points - like how to tell when a website is worth getting a backlink from and when it isn't - so that you can make the best use of your time and effort.

Also remember that if you spend too much time fine tuning the Optimisation of your pages you are sacrificing your ability to build more pages. Sometimes a half optimised page is good enough if the result is that you have more time to build extra pages to be out working for you.

Continued over...



## Chapter 7:

# Setting up an AStore for your Wordpress website

By now you should have a fully functioning website that you are able to post on to and create pages for, and you've learnt how to get people reading it. You're doing great!

Now, many of you will be hoping to turn your website in to something that you are able to make some money from...

There are lots of ways to do this, but I'm going to focus on one that I feel most of you will be able to use on your sites regardless of what your website is about.

That's because it's using Amazon. And they sell just about everything!

Amazon have a really great feature called 'AStores'. This allows you to create your own miniature version of the Amazon site, that you can add to your own website, with just a few minutes of your time. You can even hand pick the products you want on your store.

And it doesn't cost you a penny.

Amazon simply pay you whenever you make a sale through your site.

No need to even have stock or worry about delivery!

Sound good?

Let's walk through it...

### **First you need to create an Amazon Associates account.**

This is basically an affiliate programme which allows you to earn up to 10% (although you'll start off earning 5%) of any sales that you refer to the Amazon site from your own.

Being an Amazon Associate will give you the ability to make your own 'AStore' and the ability to create simple links and banners that you can put on your site.

Setting up

Go to: <https://affiliate-program.amazon.co.uk>

Continued over...

The screenshot shows the Amazon Associates landing page. At the top, it says 'Make Money Advertising Amazon Products' and 'Earn up to 10% in referrals by advertising Amazon products.' Below this are three sections: 'Advertise products on your web page', 'People follow the links to Amazon', and 'Earn up to 10% when they buy'. To the right is a sign-in form with a 'Join now for FREE!' button highlighted by a red arrow. Below the sign-in form are links for 'Stay Connected', 'Customer Support', and 'Special Programs'.

## Click on 'Join now for FREE!'

The screenshot shows a web browser with the URL <https://affiliate-program.amazon.co.uk/gp/flex/associates/apply-login.html>. The page title is 'Sign In To Your Account'. It has fields for 'My e-mail address is' and 'I am a new customer.' or 'I am a returning customer, and my password is'. A red arrow points to the 'My e-mail address is' field. Below the fields are buttons for 'Sign in using our secure server' and 'Need help?'. A note at the bottom states: 'By signing in you are agreeing to our [Conditions of Use and Sale](#) and our [Privacy Notice](#)'.

Now, if you've ever bought anything from Amazon before, you can sign in using your email and a password you'd have created for your 'buying' account on the site.

If not, you will have to select the radio button 'I am a new customer' and enter just your email address.

Then click on 'Sign in using our secure sever'.

If you didn't have an Amazon account already you should see a simple page that looks like this:

## Registration

**New to Amazon.co.uk? Register Below.**

**My name is:**

**My e-mail address:**

**Type it again:**

**Birthday:**   **(optional)**

Fill out the simple form and hit submit.

If you did already have an account, or if you have filled out the form to register, then the next step should be a form that looks like this:

**Your Account Information**

\* All fields required unless otherwise noted

**To whom should we issue payment?**

**Payee Name**

Enter the name exactly as it should appear on the cheque. If the cheque is to be mailed to an individual other than the Payee, enter the name of the recipient in "Address 1" below.

**Address Line 1**

**Address Line 2**

**Address Line 3**

**City**

**State, Province or Region**

**ZIP or Postal Code**

**Country**

**Phone Number**

**Who is the main contact for this account?**

The payee listed above  
 Someone else—I need to enter their information

**I am VAT registered**

no  
 Yes

**VAT Registration Number**  
Note: You only need to provide information on your VAT status (and VAT number) here if you are located in Luxembourg. If you are not a resident of Luxembourg, please see the "Tax Information" section of Help, after you have finished your application.

**Next: Your Website Profile**

If you have any questions about the application, please [contact us](#).

This form is pretty straightforward asking for your address information so that they know who to send payment to when you refer a sale.

Note: Unless you are already self employed and earning a fair bit, it's unlikely that you will be VAT registered. You will know if you are.

Continued over...

When you have filled this form out click on the yellow button at the bottom of the page and will be redirected to another form that needs to be filled out.

**Your Website Profile**

\* All fields required unless otherwise noted

**Website Subject & Content**

What is the name of your website?

We will use this name to generate your unique Associates ID.

What is the URL of the website(s) you will use to send traffic to Amazon?  
 (Add additional URLs\*)  
 Your website, your blog, your Twitter feed, etc.

What is your website(s) about?

What can users do on your website, who is it for, and what kind of products do you intend to promote?

Which of the following topics best describes the topic of your main Web site?  
 Primary Topic:   
 Secondary Topic:  (Add additional topics\*)

What type of Amazon items do you intend to list on your website(s)?  
 Books,  Grocery, Health & Baby  
 Movies, Music & Games,  Toys, Kids & Baby  
 Computers & Office,  Clothing, Shoes & Jewelry  
 Electronics,  Sports & Outdoors  
 Home & Garden,  DIY, Tools & Car

What type of site is your website(s)?  
 Primary Site Type:

**Website Traffic & Monetization**

How do you drive traffic to your website(s)?  
 Paid Search,  Shopping Portal  
 Display Advertising,  Forums  
 SEO,  Lead Generation  
 Email,  Offline  
 Social Networks,  Rebate  
 Blogs,  Other

How else do you monetize your web site(s)?  
 Primary:   
 Secondary:  (Add additional monetization methods\*)

How do you usually build links?  
 Choose One:

How many unique visitors does your website(s) get per month?  
 Choose One:

Again, most of the information on this form is quite straightforward, but a few of the questions can look daunting so here are a few tips.

- You don't need to go in too much detail on what your website is about. You will need to be approved as an affiliate, but it's important to know that they are only checking that you haven't got some illegal, inappropriate or spam website.

A simple line or two introducing the subject of your website is all that is needed.

- The questions about how you drive traffic to your site are, as far as I can tell, simply for their own internal stats. Following the advice in this book you should probably select SEO. But don't worry too much about your selections.
- For the question about how you monetise your site, add anything else you plan to do, but feel free to select 'Amazon Associates is the Only Way'.
- For the question about how you usually build links select 'Blog Editor'.
- You will get approval if you select 'Less than 500' for the number of unique visitors per month.

When you have completed the form click on 'Finish'.

You have now completed your application and should see a page that looks like this:

The screenshot shows a confirmation page for applying to the Amazon.co.uk Associates Program. At the top, it says 'Thank you for applying to the Amazon.co.uk Associates Programme'. It displays the EU Locale & Website as 'Amazon.co.uk Associates' and the Associates ID as 'sarsia-21'. Below this, a message encourages users to sign up for other EU Associates Programmes. It includes links for 'Amazon.de PartnerNet' and 'Club Partenaires Amazon'. A note about viewing the EU operating agreement is also present. The 'Important Notes' section lists several key points about account management and approval. At the bottom, there are buttons for 'Specify Payment Method Now' and 'Specify Payment Method Later', and a link to 'Start Making Money'.

At this point, you are able to specify how you would like to be paid when you start earning money, or you can do that later, it's up to you. You can be paid by cheque or by direct deposits in to your bank.

You will have to wait for Amazon to review your application, in my experience this will only take a day or two.

In the meantime, you can start to get going and understand your Amazon Associates account and how you will be able to use it.

I would recommend taking the 'Get Started' tour which you will find here:

<https://affiliate-program.amazon.co.uk/gp/associates/join/getstarted>

This will give you an introduction to the basics.

Once you receive your email to confirm that you've been accepted on to the Amazon Associates programme you can get going with setting up your store.

### First: sign in to your Amazon Associates Account.

Go to:

<https://affiliate-program.amazon.co.uk/gp/associates/network/store/manage-your-stores.html>

Continued over...

Manage your aStores

You can have up to 100 aStores per Associate account. Click the "Add an aStore" button to create a new aStore or click the "Edit" button to update an existing aStore.

[Add an aStore](#)

**What do you think?**  
Do you have a suggestion or comment about Associates Central website? [Let us know.](#)

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Click on 'Add an AStore'

You will then be asked to create a Tracking ID for your AStore. This is to help with reporting and may be included in the URL of your shop if you don't integrate the shop with your site (more on that later).

Home > aStore > Create a Tracking ID for your new aStore

Enter the tracking ID you would like to use for your new aStore. Your tracking ID can include alphanumeric characters, dashes, and underscores and can be up to 64 characters long. Please do not include any spaces. If the tracking ID you request is not available, we'll show you some alternatives. Remember, the Tracking ID will also appear in your aStore's URL. [Learn more about tracking ID](#) ...

**Add a new Tracking ID**

Find a tracking ID

-21 (Why does my tracking ID end with '-21')?

[Search](#)

Call it something simple and related to your website. It's not all that important. But don't use anything silly – people will be able to see it.

If what you request isn't available Amazon will offer you alternatives.

Once you're happy with your Tracking Id click 'search' or 'use selected' if you've tried one and then have decided to go with one of Amazon's alternatives.

Then click on 'Continue'.

At this stage you can decide how many categories your shop is going to have.

It could be that you only want one.

You have to create at least one, so let's walk through that.

Click on 'Add Category Page'.

You will be asked to give it a title.

Name it something related to the Amazon products you will want to promote on your site.

E.g. if your site was about cameras, you may want a category called 'Camera Accessories'.

Once you have created and named a category you simply need to decide which products you want to put in to that category to sell.

## Add products

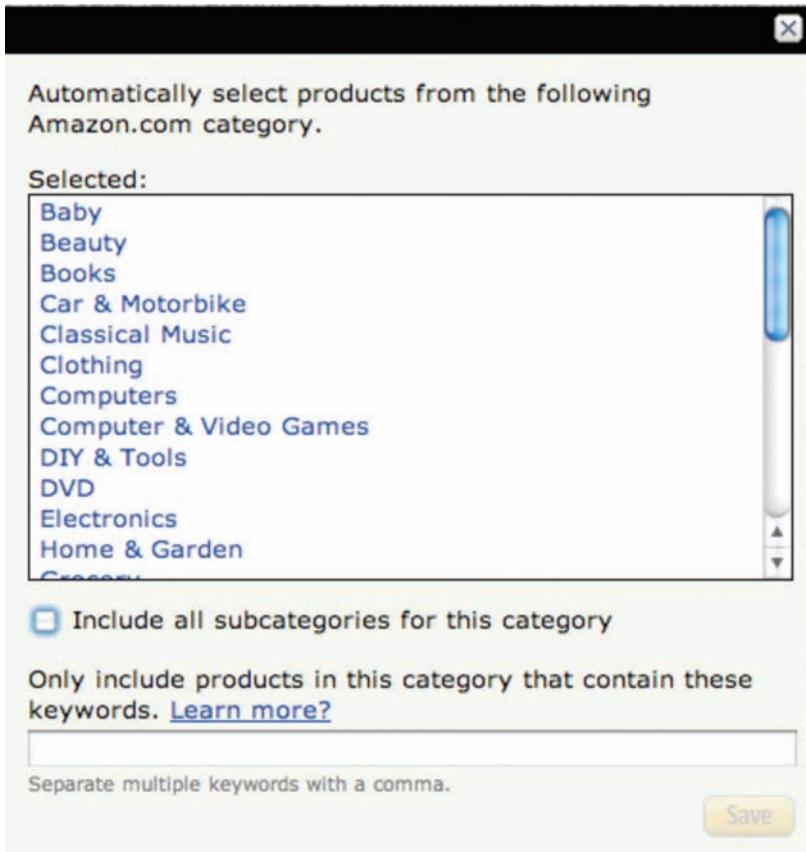
You can add individual products one by one to your AStore, or you can add entire categories.

e.g. above I have selected to add products by Amazon category, they're pretty good at categorising the products on the main site, so this is a good starting point.

Click on 'Select an Amazon Category'

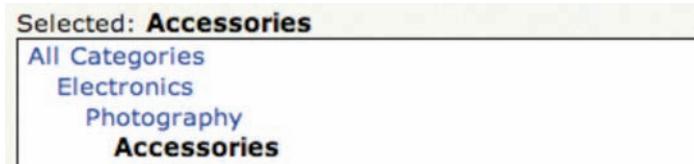
Continued over...

A box should appear that looks like this:



You need to find the category that your website is most closely related to, and then go in to that category to find the ultra-relevant sub category from which you want the products to appear on your store...

E.g. I might pick 'Electronics' and then 'Photography' and then 'Accessories'.



In this instance, all of the products listed on Amazon in that category will be added to your store.

When you've added all of the subcategories you'd like to you can click on 'Continue'.



## Your next job is to design how your site looks.

You will be directed to a page that looks something like this:

**Edit Color & Design**

Customize the look and feel of your store by selecting the color theme, specifying the store title and including a link to your logo. The logo will appear next to the store title. [Learn more?](#)

**Select and customize theme**

**Theme**  
- Select theme 

[Edit CSS](#) | [Shared Themes](#)

**A Page background color**  FFFFFF

**B Headers**  
Text color:  FFFFFF  
Font: Verdana  
Background:  A43907

**C Content background color**  EFECC

**D Body text**  
Text color:  000000  
Font: Verdana

**E Link color**  A43907

Enable rounded corners?

**My Associates Store**

**Featured Products**  Shopping Cart

 Microsoft Office 2010 Home and Student, 3 User (PC/DVD)	 Kaspersky Internet Security 2011, 3 PC, 1 Year Subscription (PC)	 Adobe Photoshop Elements 9 (PC/Mac)
£85.65	£22.97	£58.56

You can use the themes given – you should try to find one closest to the template you've decided to use on your site.

If you want to change colours and fonts you can do so on the left where a menu appears looking like this:

**Theme**  
- Brick 

[Edit CSS](#) | [Shared Themes](#)

**A Page background color**  E7E4D0

**B Headers**  
Text color:  FFFFFF  
Font: Verdana   
Background:  206BA2

**C Content background color**  FFFFFF

**D Body text**  
Text color:  000000  
Font: Verdana 

**E Link color**  206BA2

Enable rounded corners?

Continued over...

Uncheck 'show Store header' as it will interfere with the header on your website.



Configure Store Header

Show store header

Include store name and specify font size:

You can include a custom logo in the header by providing a URL to an image that is hosted on another server. We recommend that the logo image is not any larger than 200 pixels wide and 75 pixels tall. [Learn more?](#)

Example: <http://www.my-site.com/images/logo.jpg>

Then click 'Continue'.



That's it. Simple. Your store is created.

You now have a choice to make.

The simplest is that you chose 'Simple link to my store as a standalone site'. This will give you a link you can use anywhere you like from your site to your shop. If anyone buys anything from the store, you get a commission, it's as simple as that.



Get Store Link

Specify how you would like to embed your store into your Web site.

Simple link to my store as a standalone site. [Learn more](#)

Embed my store using an inline frame. [Learn more](#)

Embed my store using a frameset. [Learn more](#)

http://astore.amazon.co.uk/photeditsoft-21

Note: Your Associates ID, photeditsoft-21, is already embedded in the code.

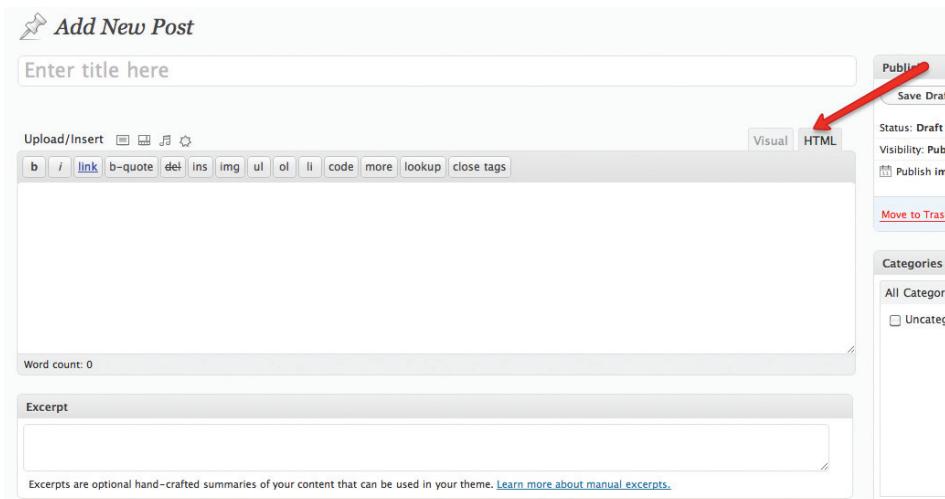
The downside to this simple method is that it will appear to your users as if they are leaving your website when visiting your store.

That's why I would recommend the second option:

### Embed your AStore using an inline frame

An 'inline frame' is a way to embed your AStore into any existing or new page on your website. This method of embedding your AStore will appear to your visitors as if the AStore is part of your site and enable them to shop without leaving your site.

- Create a new page or select the existing page on your site into which you would like to embed your AStore.
- Select **Embed your AStore using an inline frame** in the above Get Link form.
- Click the Highlight HTML button and copy the selected code.
- Then paste the code into the HTML of the page you selected in step 2. Note: to do this you will need to switch the method of writing your post to HTML/Code rather than the visual editor.



- Add a “Store” link to your site’s main navigation that links to the page containing your AStore.

You can then link to that store from anything at all that you post on to your website... and start making some real money from your brand new site.

Continued over...



## AFTERWORD

And that's it. If you've followed the advice set out in this manual you should have your site up and see traffic start to arrive very soon.

Remember, you can use this advice to set up any sort of site you like, be it one to help boost an existing business, start a new online money-making venture or a personal site to capture your thoughts on a holiday or hobby.

This manual should give you the freedom to choose.

You won't ever have to worry about hiring expensive web developers and you'll have the control to make any changes to your site whenever you want to.

I do look forward to seeing some of your websites.

The best of luck, not that you'll need it.

A handwritten signature in blue ink that reads "Sam".

Sam Goodall

Continued over...

