

Alvin Phang's

# Traffic Mastery

The Art of Online Persuasion

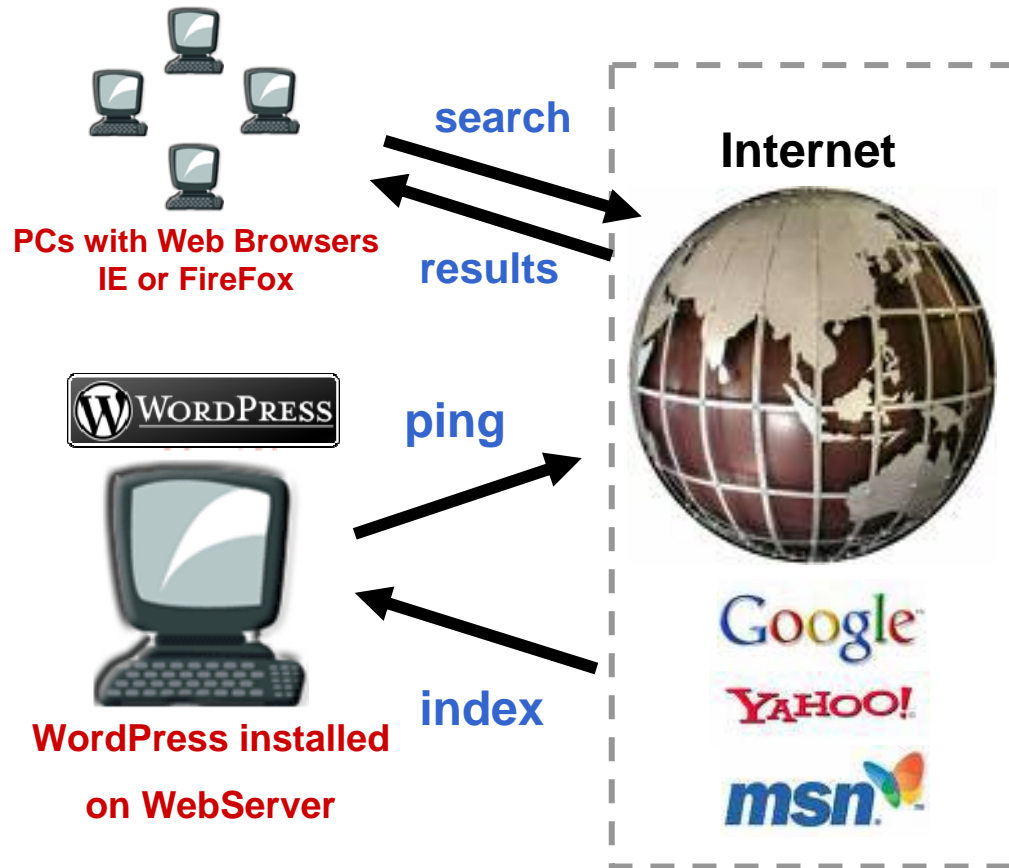
***“Part 2 – Wordpress Setup”***

**By Alvin Phang**

# Overview

- Quick Recap
- Setting Up Your Blog
- Optimizing Your Blog
- Getting Your Product
- Finding Products
- Outsourcing

# How Blogging Works



1. Writes article entry into blog
2. Blogs pings the Search Engines
3. Search Engines index your entry
4. User search for related content
5. Search Engine replies related content
6. Users will be shown with related entries from blog.



# Blogger VS Wordpress

(free)

~~(free)~~ (server based)



- By Google ([www.blogger.com](http://www.blogger.com))
  - no categories support
  - Links got to be hard coded in
  - No File Upload feature
  - Cant password protect a post
  - **Adsense Enabled**
  - **Allows Video Post (YouTube)**
  - **Auto Index To Google Only**
  - **Customizable Templates (HTML)**
- **Limited Free Templates**
  - **No plug-ins**



- Open Source ([www.wordpress.com](http://www.wordpress.com))
  - supports categories
  - Easy creation of links
  - File Upload feature
  - password protect a post
  - ~~**No Adsense**~~
  - **Allows Video Post (YouTube)**
  - **Auto Index To Multiple Search Engines**
  - ~~**Customizable Templates (Widget)**~~
- **3,000 Free Templates Online**
  - **600 over plug-ins**
  - **Adsense Enabled**
  - **Enhanced Customizable Templates (HTML)**

# Setting Up Your WordPress



- Go to :  
[http://www.\(yourdomain\).com/cpanel/](http://www.(yourdomain).com/cpanel/)

# Setting Up Your WordPress Blog

- Build an extensive keyword list
- What to write in your blog
- Adding Plug-ins to your blog (<http://wp-plugins.net/>)
- Adding AdSense to your blog
- Installing templates (<http://themes.wordpress.net/>)
- Adding Links in your blog
- Adding Affiliate Links
- Setup Auto Pinging System
- Blog URL renaming index
- Bookmarking your blog
- Set up a opt-in form on your site (<http://www.getresponse.com>)
- Converting your blog to look like a website (Adding Pages)
- Understand your sidebar
- Adding Feedburner (<http://www.feedburner.com>)
- Registering with Technorati (<http://www.technorati.com/> )



# Build an extensive keyword list

- An important step 99% of Marketers miss out before doing a site
- Helps to determine the main focus of the site
- Find the right target audience

# Writing in your Blog

- Be personal
- Talk about your interest, your hobbies and your area of expertise
- Write a self introduction about yourself on your first post
- Generate articles through your list of keywords

# FeedBurner

- Feedburner is best known for its Atom-to-RSS conversion
- You give it an Atom feed URL (e.g. the one you have in a Blogger site)
- You get a URL that contains the up-to-date RSS version of it.
- FeedBurner actually can convert from and to any version of RSS or Atom.
- <http://www.feedburner.com>



# Technorati Blog Search

- Technorati is an internet search engine focused on the world of weblogs. As of June 2005, Technorati indexes over 11 million weblogs.
- Technorati was founded by Dave Sifry and is headquartered in San Francisco, California, USA.
- <http://www.technorati.com/>

# 10 minutes break

<http://www.youtube.com/watch?v=0Xxl-hvPRRA>

# WordPress Blog Plug-ins

- Plug-ins are enhancement tools that you can install on top of your WordPress Blog
- 1102 Plug-in Available
- See testimonial of plug-in before trying
- <http://wp-plugins.net/>

# Register MyBlogLog

- A Free Blogging Tool
- Socialized Network of Bloggers
- <http://www.mybloglog.com>

# WordPress Google AdSense

- Contextual advertising by Google.
- Website publishers earn a portion of the advertising revenue for placing Google sponsored links on their site

Large Rectangle (336 x 280) - [View sample placements](#)

Ads by Google

**[Meade, Celestron, & More](#)**  
Premier US Meade & Celestron Dealer 25 years of friendly expert service  
[www.astronomics.com](http://www.astronomics.com)

**[GPS-Mate scope upgrade](#)**  
LX200 Classic, Autostar, Gemini No software - just plug & play  
[www.astro-engineering.com](http://www.astro-engineering.com)

**[GPS for Meade Telescopes](#)**  
Add GPS to your ETX or LXDS5 Scope Fully Integrated Unit - Only \$169!  
[www.scopetronix.com](http://www.scopetronix.com)

**[Free Telescope Catalog](#)**  
Special low prices on telescopes at Orion's authoritative website  
[www.telescope.com](http://www.telescope.com)

Leaderboard (728 x 90) - [View sample placements](#)

<b><a href="#">Free Telescope Catalog</a></b> Low prices on dozens of telescopes at Orion's web site.	<b><a href="#">Celestron Telescope</a></b> Minimum prices for Auth. USA Dealer BizRate "Best of the Best" Shop Now	<b><a href="#">SkyOptics.com</a></b> Binoculars, night vision, tripods, rangefinders and telescopes.	<b><a href="#">Telescope Eyepieces</a></b> A large variety including eyepieces for astrophotography! MaxView
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Ads by Google



# WordPress Theme Templates

- Use to redesign the outlook of your WordPress Blog
- 1200 Over Theme Templates
- <http://themes.wordpress.net/>

# Customizing Your Blog

- Adding Links in your blog
- Adding Affiliate Links
- Setup Auto Pinging System
- Blog URL renaming index
- Bookmarking your blog
- Set up a opt-in form on your site (<http://www.getresponse.com>)
- Converting your blog to look like a website (Adding Pages)
- Understand your sidebar

# Tracking Your Hits

## Google Analytics

- Free Tracking System by Google
- <http://www.google.com/analytics/>

# Lunch

# Understand Search Engine Optimization

- Creating websites that are friendly to search engines.
- 4 pointers to a optimize your site
  - Title
  - Meta Tag
  - Url Tagging
  - Backlinks



12 MAY | **Golf Swing** ← Article Title Optimized With Keyword  
Posted by Alvin as [Golf Swing](#) Article Title Optimized With Keyword

**"Golf Swing"** Article Scattered With Keywords

Do you have problems with your golf swing?

Here are a few good ways you can perfect your golf swing.

Tip no.1 to a better golf swing

Before you play golf is it good to have a good position before you have golf swing.

This article on [Golf Swing](#) is brought to you by [www.atomicblogging.com](http://www.atomicblogging.com)

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Spam Blocked

0  
spam comments

Categories

> Golf Swing

> News

> Uncategorized

Archive:

> May 20

> April 20

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# Check Page Optimization

## Check Level of Optimization

- <http://www.seoworkers.com/tools/analyzer.html> - overall
- <http://www.smartpagerank.com> - overall

## Check Keywords

- <http://www.mcdar.net/dance/index.php> - check position
- <http://www.seodigger.com> – check ranking

## Explanation of Page Rank

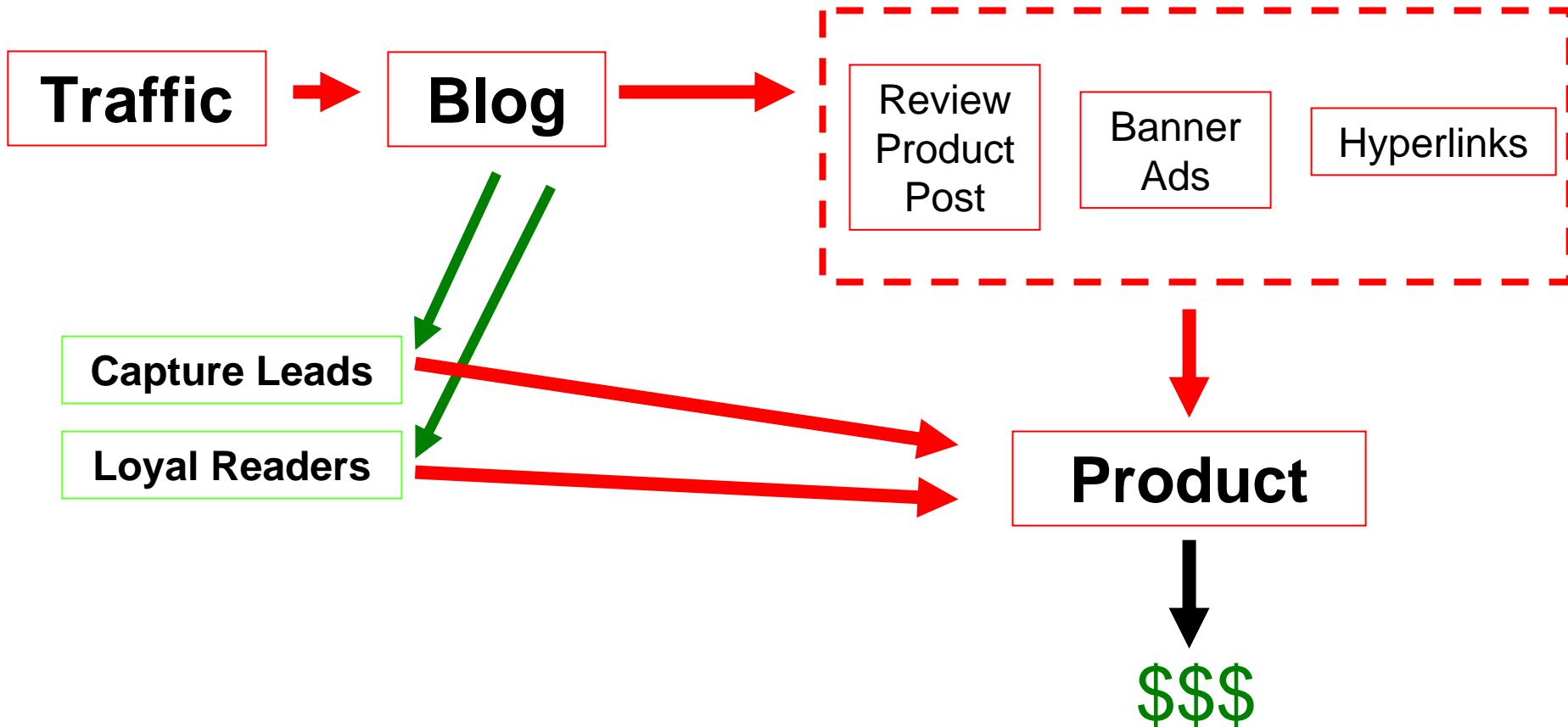
- <http://www.iprcom.com/papers/pagerank/>

## More Details About Search Engine

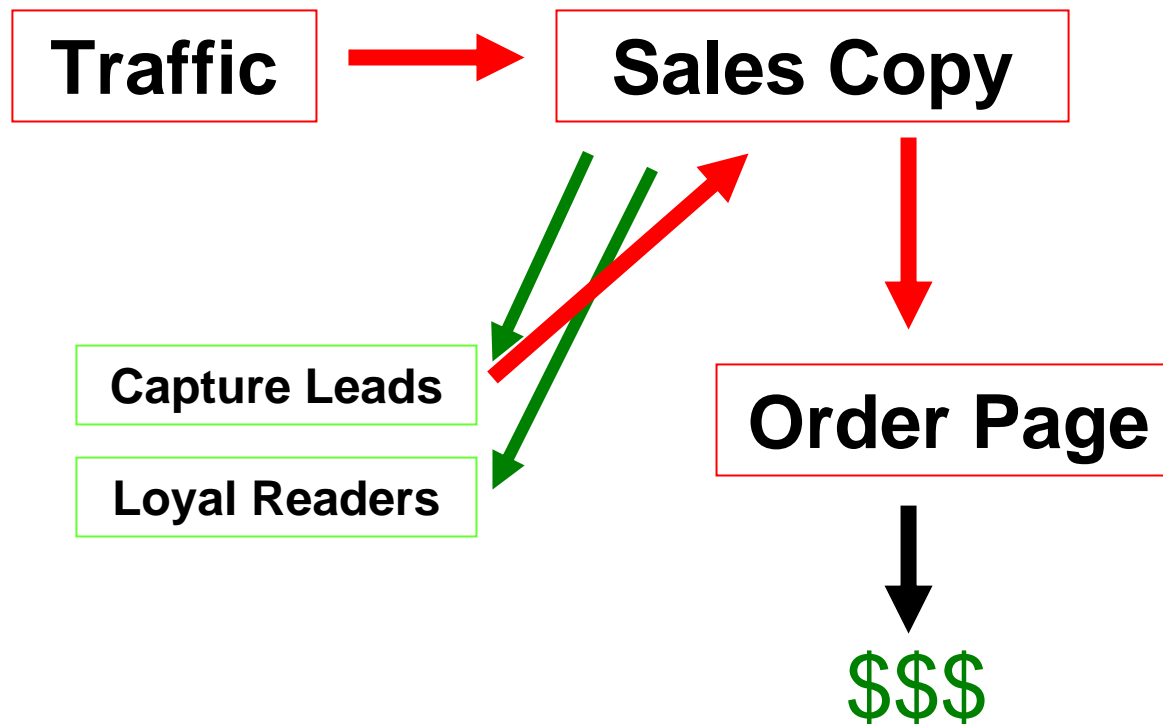
- <http://www.payperclicksearchengines.com/>

# Making Money Selling Product

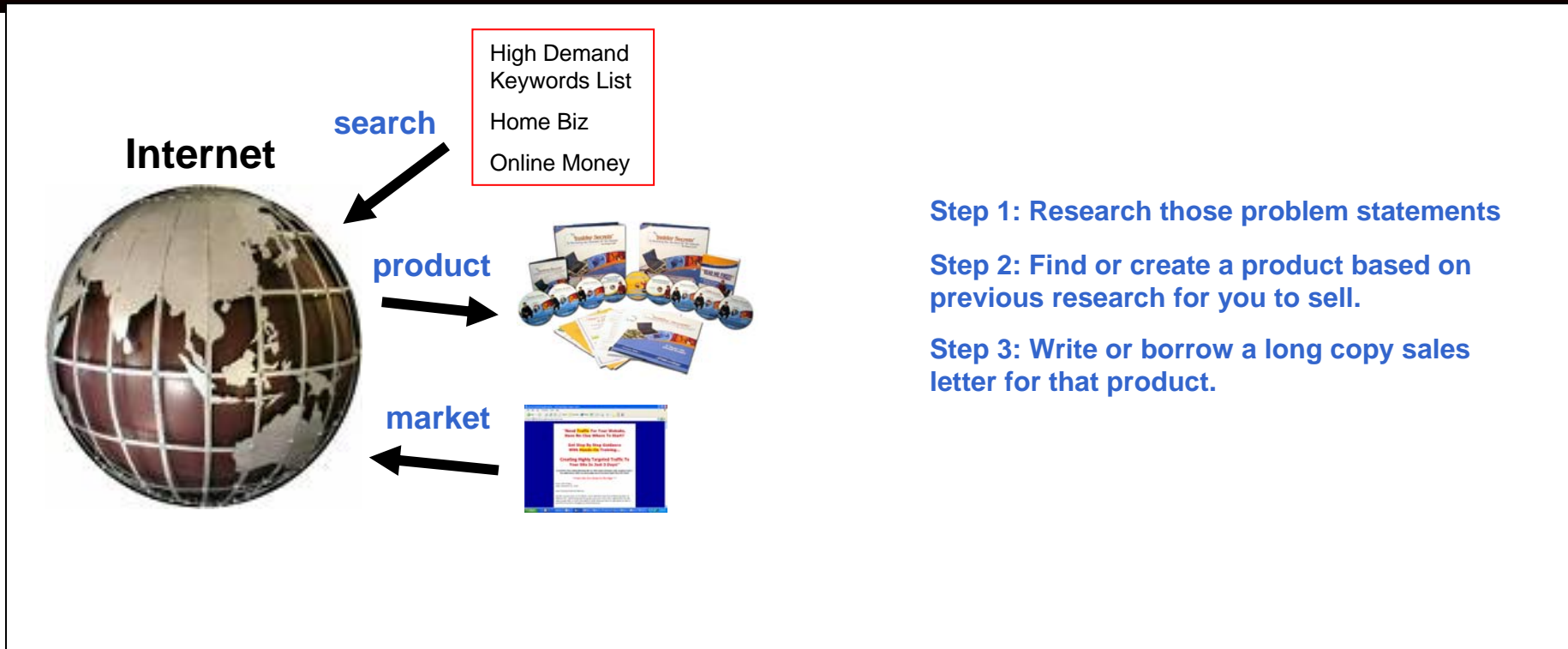
# Selling Products Through Blogs



# Selling Products Directly



# Find a Product or Service the market wants.



- <http://answers.yahoo.com/> - Shows you what people are asking for
- <http://www.big-boards.com/> - Shows you the biggest forums on the internet

# Finding Products To Sell

## Affiliate Program Directories

- [www.affiliateprograms.com](http://www.affiliateprograms.com)
- [www.assoicateprograms.com](http://www.assoicateprograms.com)
- [www.affiliatefirst.com](http://www.affiliatefirst.com)

## Physical Products Programs

- [www.cj.com](http://www.cj.com)
- [www.shareasale.com](http://www.shareasale.com)
- [www.linkshare.com](http://www.linkshare.com)
- [www.joebucks.com](http://www.joebucks.com) (important)

## Digital Product Programs

- [www.clickbank.com](http://www.clickbank.com)
- [www.paydotcom.com](http://www.paydotcom.com)
- [Onenetwork.digitalriver.com](http://Onenetwork.digitalriver.com)

## Residual Income Programs

- [www.lifetimecommissions.com](http://www.lifetimecommissions.com)
- [www.affiliateguide.com/residual.html](http://www.affiliateguide.com/residual.html)

# Sales Page Guideline

- Write as if you are talking to your customers
- Be short and simple
- Focus only on one action
- Use simple words

# Format of Sales Copy

- Headline
- Introduction
- Problems
- Solution with your product
- Features of your product
- Testimonials
- Bonuses
- Guarantee
- Order Button
- PS

# Creating Products

## Creating Videos

- Creating Your Own Video Products
- <http://www.camstudio.org/> (freeware)

## Creating Audio Book

- <http://audacity.sourceforge.net/> (freeware)

# Creating A Product

## Create Your Own Sales Copy

- <http://www.nvu.com>

## Affiliate Products or Programs

- [www.clickbank.com](http://www.clickbank.com)
- Google search affiliate (product name)

# Outsourcing

- [www.warriorforum.com/forum](http://www.warriorforum.com/forum)
- [www.handwrittenebooks.com](http://www.handwrittenebooks.com) – write books
- [www.need-an-article.com](http://www.need-an-article.com) – get articles
- [www.rentaghostwriter.com](http://www.rentaghostwriter.com) – get articles
- [www.getafreelancer.com](http://www.getafreelancer.com) – get articles
- [www.handwrittenebooks.com](http://www.handwrittenebooks.com) – write books for you
- [www.48hrbooks.com](http://www.48hrbooks.com) - print books and publish
- [www.lulu.com](http://www.lulu.com) – print books
- [www.cafepress.com](http://www.cafepress.com) – create physical gifts
- <http://enablr.com/transcribr.php> - transibe service

## Graphics

- [www.blingcovers.com](http://www.blingcovers.com)
- [www.gimp.org](http://www.gimp.org)
- [www.webgraphicscreator.com](http://www.webgraphicscreator.com)
- [www.covergraphic.com](http://www.covergraphic.com)
- [www.ecoverguru.com](http://www.ecoverguru.com)
- [www.minisitegraphics.com](http://www.minisitegraphics.com) – our source graphics

# Any Questions?



# Next Session

- Writing Articles
- Submitting to Article Directories
- Forum Posting
- Social Bookmarking
- Exchange of Links
- SEO on your Blog
- Setup Email Campaign