



## Thirty Day Challenge 2009 – Training – Day 13

### 2009TDC13b: Wordpress

Running Time: 8mins



### Intro

Hey Thirty Day Challengers. Michelle MacPhearson here once again to help you **build the link popularity** of your site by getting links from other sites that point to your site.

The site that we're going to be getting a link from today is <http://www.wordpress.com> - not to be confused with your own **WordpressDirect blog** - they're **different** [wordpress.com is a free Blogging platform that uses the Wordpress Blog Engine, but they host the site for you – so they get to set the rules].

Now **Wordpress.com** is a little **picky** sometimes in the kinds of things that they allow you to post on their site. In particular **they really don't like any kind of commercial postings**, and by that they don't want something that is super-salesy or that is just screaming "Click me, click me - go to my site!". So instead, with your 300 word (or more) article that you're going to post on Wordpress.com I want you to pay special attention to creating an article that is **truly informative** to the reader and that they can walk away from, having **learned something**. Hopefully, when they walk away from Wordpress.com they'll **click through to your site**.

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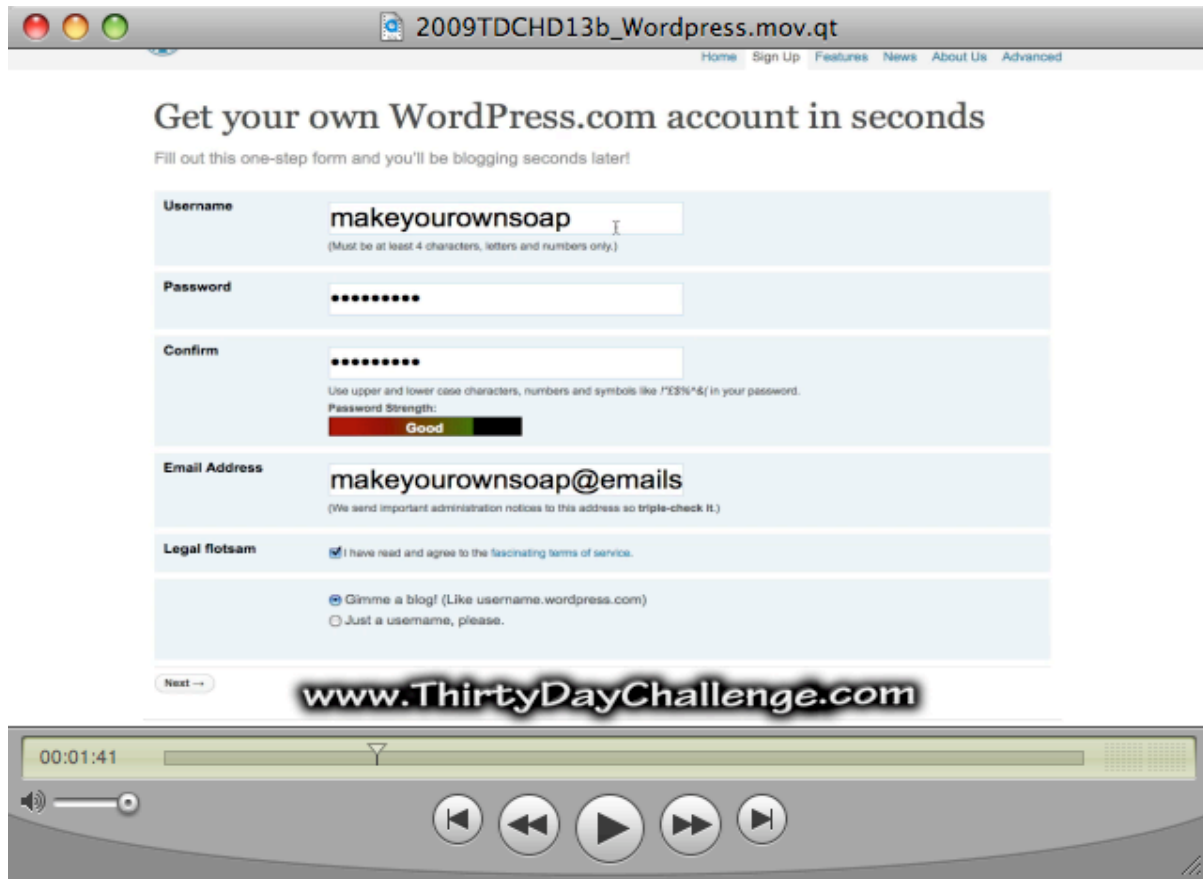


Now **your article**, just like always, **needs to have your main Theme Keyword phrase in the article** and that main Theme Keyword **phrase** should be **linked to your site**, so let's go over to Wordpress.com and I'll show you how it's done.



## Setting up a Wordpress.com account

[Starts at 00:01:11]



This is:

<http://www.wordpress.com>

On the front page, we're going to click on the **Sign Up Now** button [top right] to take us to this sign-up page so we can create an account at Wordpress.com.

The **Username** that we're going to use is going to be our main Theme Keyword phrase, because **this is also going to be used in the URL of your blog**. So go ahead and enter in your main Theme Keyword phrase and fill out the rest of the information with your desired **password**, your **email address** and **agree to the terms of service**.

If the Username that you want isn't available, then you can go ahead and add something to the end. For me, I might add "now" or I might add "blog" or "info" or something like that. And once you've done that you make sure that you select **Gimme a blog!** so that you get a blog - that's where we're going to be posting our article. Then go ahead and click the **Next** button [at the bottom of the page].

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Now Wordpress will check with you to make sure that it has the URL that you want. You want your main Theme Keyword to be your URL and if that is not available, then again, like I said add a suffix to the end of it.

[Clicks **Next** button and screen refreshes to show Blog Options]



The **Title** is going to be your main **Theme Keyword**. Select the language that you'll be blogging in and yes, of course we want our blog to appear in the Search Engines and then go ahead and click **Sign Up**.

You'll be brought to a page where you are told to **check your email to complete your registration**.

Next, **you need to go to your email address that you gave them and find the email from Wordpress.com**, so let's go there now.

When you get your email from Wordpress.com and they want you to activate your account by clicking the link [in the email], so I'm going to **click the link and activate my blog**.

Once you've clicked that confirmation link your blog is active, so we can **log in** now and create our post.



## Posting on Wordpress.com

[Starts at 00:02:55]



Click the **link to your Blog** on the **Account Confirmation Page** to go to your blog [you will then see the Home page of your Blog]

### [MAJOR TIP: The Wordpress Two-Tabs Method

To work best when changing things on Wordpress.com, you will need to use the Admin interface of Wordpress.com and be able to quickly see changes on your Wordpress.com Blog Home page too.

The easiest way to do this, if you are using **Firefox**, is as follows:

- Visit your Wordpress.com Blog in **Firefox**
- **Copy** the **address** of your Blog Home Page from the browser address bar
- Select the **Menu** item **File>New Tab** (a new tab will open in the current window)
- Paste the **address** into the empty **Address Bar** of the new tab and press **Enter**

This gives you **two tabs** with the Blog home page on. You can now go ahead and **use one to Log In** and **leave one showing the Blog Home Page**]

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On your Blog Home Page, there will be a **Log In** link [on the bottom-right, under meta-data] and I want you to **click that** [you will be taken to a login screen].

Then you're going to log into your blog with the **Username** and **Password** that you created when you signed up for your account. Then click **Log In**.

1. Click this arrow  
(to show "Posts" options)

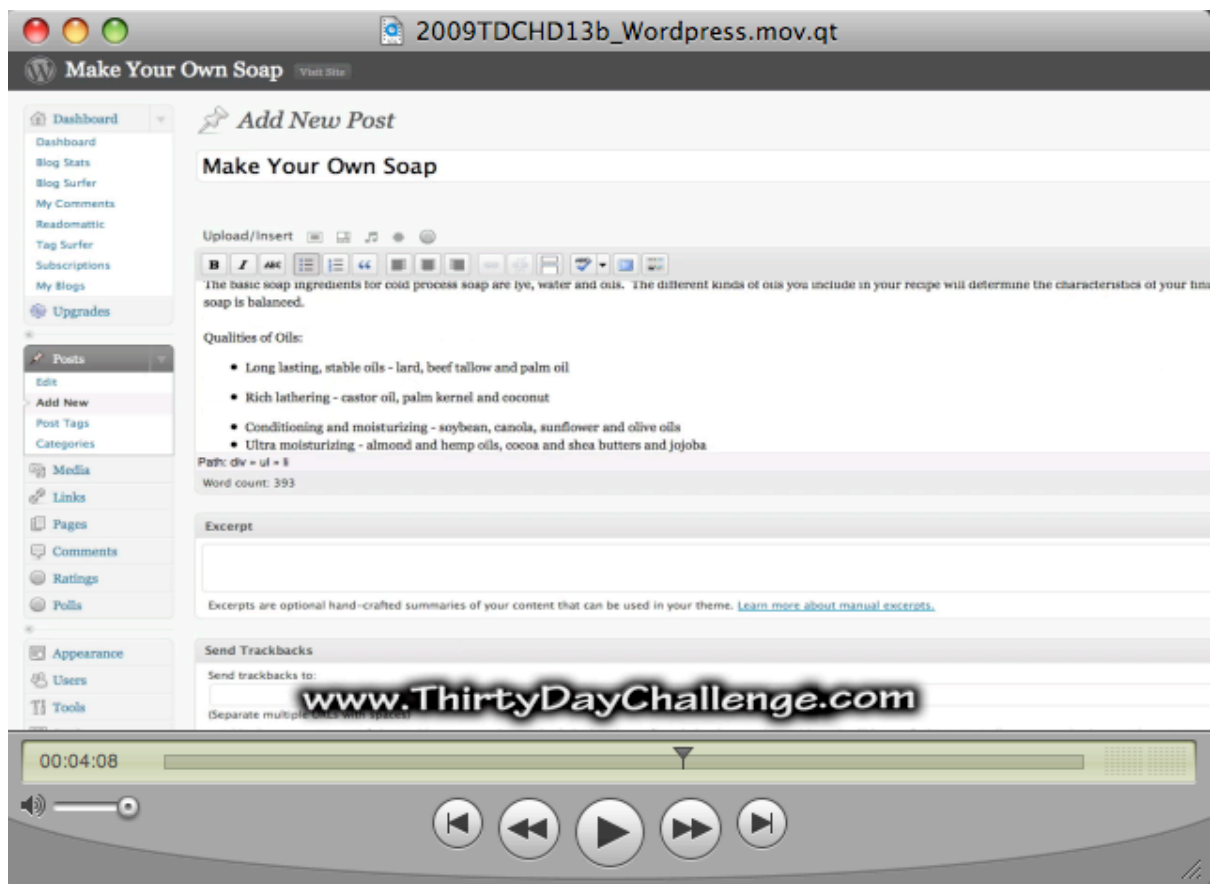
2. Click "Add New"

The first thing that we want to do in our new blog, is go over [to the left of the screen], to **Posts** and click **Add New**.

[Screen changes to show **Add New Post** editing tool]

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We're going to **take our article and paste it in.**

[Switches to Google Docs] Here's my article over in **Google Docs** and I already have my **link** pointing back to my blog, using my **main Theme Keyword as the link**. I'm going to **copy** that post and **paste** it into my Wordpress blog. [copies body text from article, switches back to Wordpress.com and pastes body text into main box]

There is goes!

We just want to **make sure that our link came through** and it looks like it did.

I used some **bullet points** in here and **sometimes bullet points don't go through** the way that they should when we're copying and pasting, so I'm going to **correct any errors with bullets or with extra paragraph breaks**

Once your article looks good, you need to give it a **Title** and of course your title is going to be your **Main Theme Keywords**. [Inserts Main Theme Keywords into Title box, at top]

[On the right of the screen] We also need to give it **Tags**, and our tag is going to be our **Main Theme Keywords**. [types Main Theme Keywords into Tag box – click **Add** when you have done this]

Our **Category** should also be our **Main Theme Keywords**, [scrolls down, clicks **Add New Category**, enters Main Theme Keywords into box] and then add that category [clicks **Add** and new category is listed].

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Check it off [clicks box next to Category].

Everything looks good there so we can go ahead and **Publish** our post now [clicks **Publish** button at top-right] and then we can take a look at it on our actual site [switches to Blog home Page].

[If you are using the **two-tabs method** I mentioned above, click the other tab, and click the Menu item **View>Reload**. If not, there is a **Visit Site** link at the top of the page, but that opens the Blog in the current window and we want to come back to the Admin Interface in a minute.

Alternatively, you can **open a new window** in Firefox and type your **Wordpress.com Blog Address** into the **Address Bar** and press **Enter**.

If you're not sure, wait until the end of Michelle's instructions and then click the **Visit Site** Link last, after you have made all the changes.]



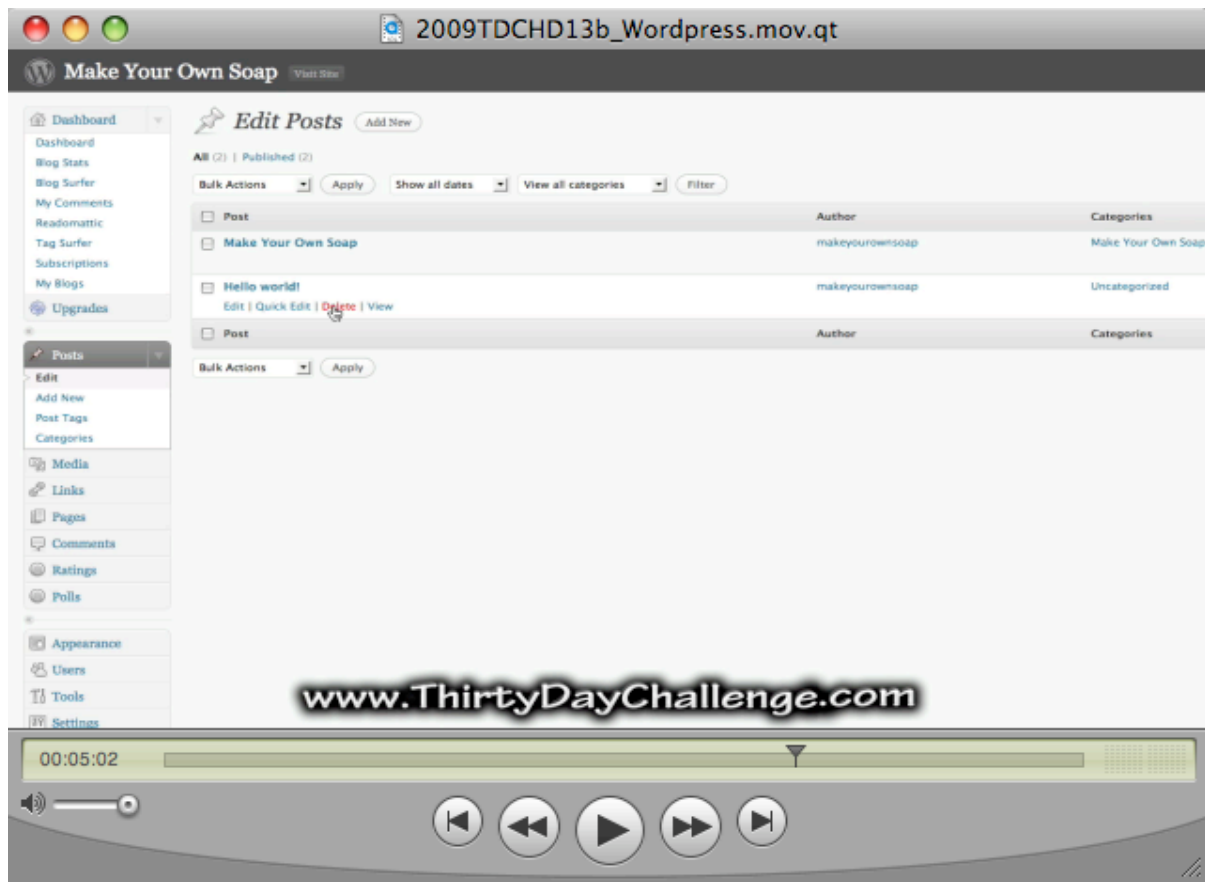
My post looks good. The only problem here is that we've got a **Hello World** post which they put in there automatically. We want to **take that out**.

The other thing that we want to do is get rid of these links [in the **Blogroll**] and get rid of the **Uncategorized** Category, since we're not using that. So let's go over to our blog and change those things.

[Switches back to Wordpress.com Admin area]

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We need to go to **Posts** and then **Edit** [clicks on Edit, under Posts on the Left of the screen – a list of posts appears]

From there we're going to delete that **Hello World** post, so we can just **hover below the title** of it and click **Delete** and then click **OK** and then if we go back on over to our blog and refresh the page we'll be able to see that the Hello World post is gone

[Switches to Blog]

Because that Hello World post was in the Uncategorized Category, that category has gone as well.

[Switches back to Admin area]



## Changing Your Theme on Wordpress.com

[Starts at 00:02:55]



So now let's actually change the look of the site. We are currently using the default Wordpress Theme and it isn't very attractive and one of the things that kind of can flag a blog for being a **spam blog** is if it uses that default Wordpress Theme. If somebody doesn't even care enough to change the theme of their blog it may be thought that they don't really care too much about it.

[Clicks the arrow next to **Appearance**, on the left of the screen, then clicks **Themes** – screen changes to show a selection of Themes]

So I'm going to go ahead and activate this theme. [Clicks **Activate** link below a Theme]

You can pick any of them from the Appearance Themes section of your Dashboard and then let's refresh and we'll have a look at our new blog.

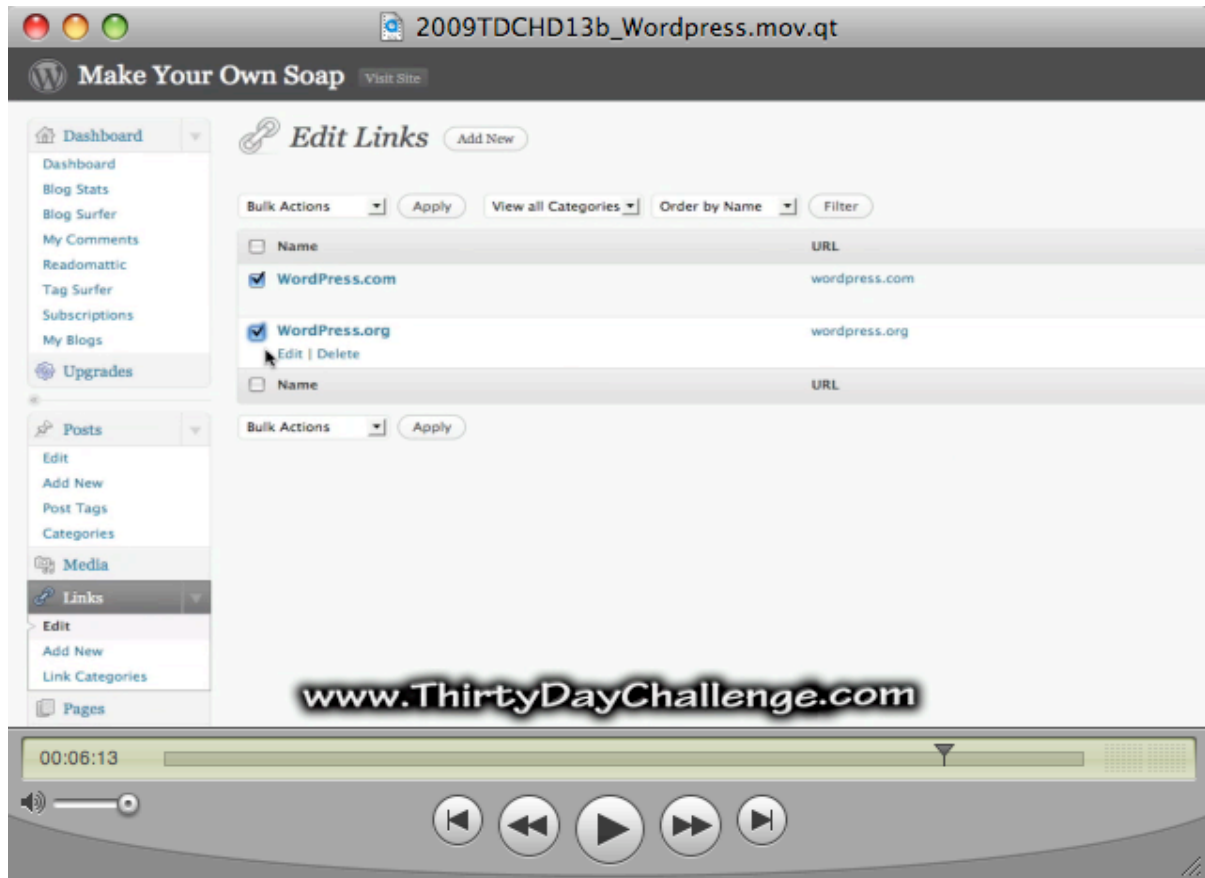
[Switches to Blog and Refreshes – **View>Reload**]

That looks very nice, I like it!



## Changing Links on Wordpress.com

[Starts at 00:06:00]



Finally we want to get rid of the **links** on the side, so we'll go over to [the left of the screen and click] Links, [then click] Edit [a list of links appears]

We can delete these two links [clicks checkboxes next to both links then selects **Delete** from the **Bulk Actions** drop-down] - go Bulk Actions, Delete and then click **Apply**. **Confirm** that.

Then we want to **add a new link** to **our own site** by clicking the **Add New** button [at the top of the screen].

The **name**, of course should be your **Main Theme Keywords** and the web address will be your **URL** [to your WordpressDirect Blog] and the **description** should be your **Main Theme Keywords**, as well.

For **Category**, go ahead and leave it in the **Blogroll** category and all this other stuff we don't need to worry about. Just click **Add Link** on the right hand side.

We'll go over [to the Blog] one more time, refresh it and there the link to our site is live.



## Don't Forget

You can pick any theme that you want that will fit within your Niche

Once you're done with this you can go ahead and **add this blog URL** to **TrafficBug** and **Rank Tracker** so you know where it ends up in the Search Engines.

Once you've added your new Wordpress blog URL to Rank Tracker and Traffic Bug, you're done with Wordpress.com for the day.

Visit <http://www.thirtydaychallenge.com> for the rest of the Thirty Day Challenge videos.

This is Michelle MacPhearson. Thank you so much. Bye bye.

## Summary:

### Setting up a Wordpress.com Account

- Visit <http://www.wordpress.com>
- Click Sign Up Now button to go to Signup Page
- Fill out Account Signup form
  - o **Username** = Theme Keyword Phrase (no spaces)
  - o Select **Gimme a Blog!**
  - o Click **Next** to go to **Blog Settings** Form
- Fill out Blog Settings Form
  - o **Blog Title** = Theme Keyword Phrase
  - o Click **Sign Up** button
- Check your email inbox for an email from Wordpress.com
  - o click the confirmation link in the email

### The "Two-Tabs" Method

This gives you **two tabs** in Firefox with the **Blog home page** on (**one to Log In** and **one for reviewing changes** to the Blog Home Page)

- Visit your Wordpress.com Blog in **Firefox**
- **Copy** the **address** of your Blog Home Page from the browser address bar
- Select the Menu item **File>New Tab** (a new tab will open in the current window)
- **Paste the address** into the empty Address Bar of the new tab and press **Enter**

### Posting on Wordpress.com

- Click **Posts** (on left of Screen)
- Click **Add New**
- **Paste** in Your Article
  - o **Check Links** and **formatting**
- **Paste** in your **Title** (Main Theme Keywords)
- Create **Tags** (Main Theme Keywords)
- Create a **Category** (Main Theme Keywords)
- Click **Publish** button

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## Changing Your Theme

- Click **Appearance** (on left of Screen)
- Click **Themes**
- Click **Activate** below the theme you are interested in
- Switch to your Blog an **refresh** to see the changes

## Changing Links

- Viewing Links
  - o Click **Links** (on left of Screen)
  - o Click **Edit**
- Deleting unwanted Links
  - o Click **checkboxes**
  - o Select **Delete** from **Bulk Actions** Drop-Down
- Adding a link back to your WordpressDirect Site
  - o Click **Add New** button (top of screen)
  - o **Name** should be Main Theme Keywords
  - o **Description** should be Main Theme Keywords
  - o **Category** can be left as Blogroll
  - o Click **Add Link**

## Don't Forget

- Add Wordpress.com Blog URL to **TrafficBug**
- Add Wordpress.com Blog URL to **Rank Tracker**

## Links:

Wordpress.com - <http://www.wordpress.com/>

Blogger - <http://www.blogger.com/>

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Traffic Bug - <http://www.traffic-bug.com/30dc>