



## Thirty Day Challenge 2009 – Training – Day 25

### 2009TDC25e: Manage Your Blog

Running Time: 15mins



## Intro

Hi everybody, this is Marty Rozmanith from WordpressDirect and today's Day 25.

This is my last video for the Thirty Day Challenge and I'm going to show you how you use WordpressDirect once you've made the decision to either wrap-up or keep your blog, based on the video Ed did earlier today about evaluating where you are: what your commercial outcome for your blog is.

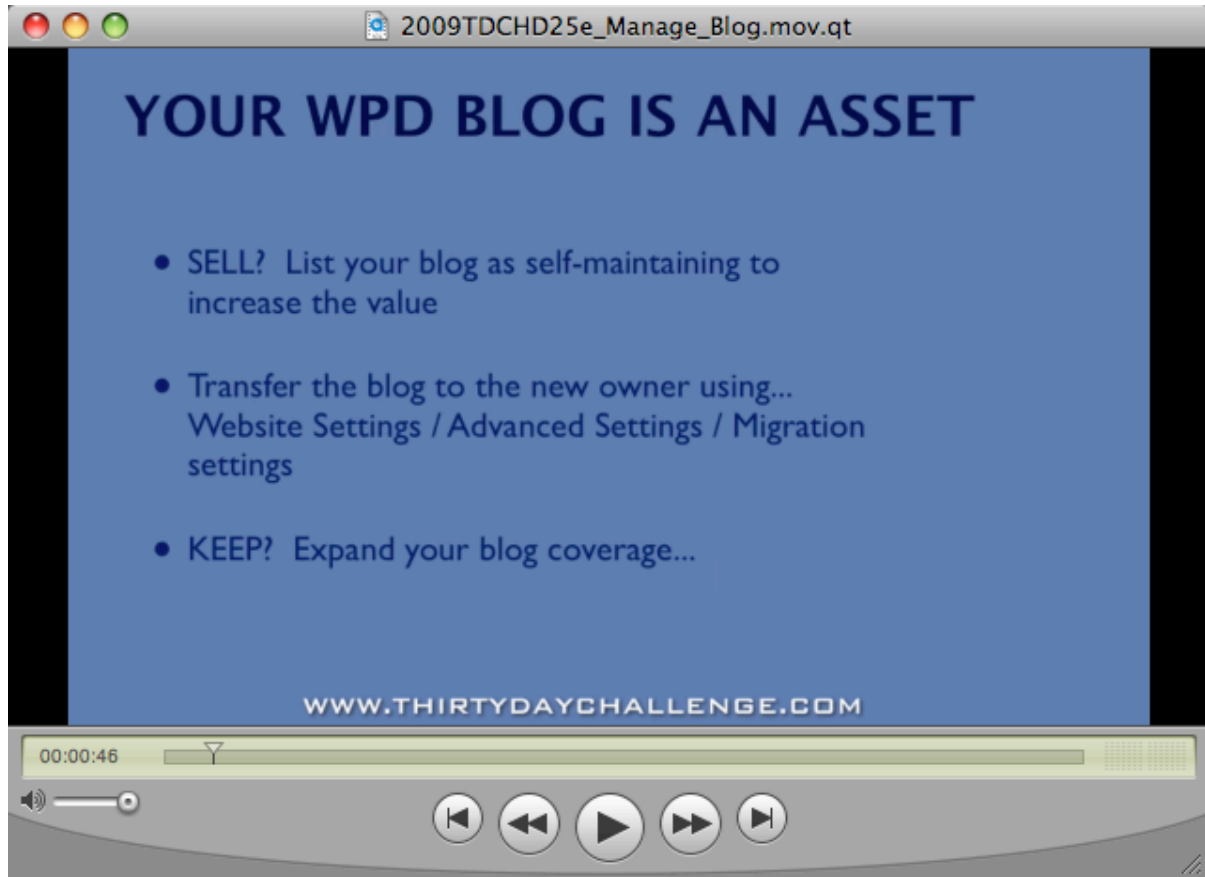
I'm going to show you **how WordpressDirect will help you** to either **transfer that blog**, if you decide to sell it, for instance, **or** if you decide you want to stay in the market and you're going to **populate with multiple blogs**, how you would use WordpressDirect to help you with both of those tasks. So, with that, let's get going.

[NOTE: This video is an overview of what's possible – visit the WordpressDirect site for detailed help]



## Your WordpressDirect is an Asset

[Starts at 00:00:44]



OK, first let's talk about picking up where Ed's video left off, talking about the value of your blog. I would imagine - I haven't seen Ed's video while I'm shooting this one - I would imagine that Ed has talked about places where you can **list your blog for sale** and what the value of the blog might be.

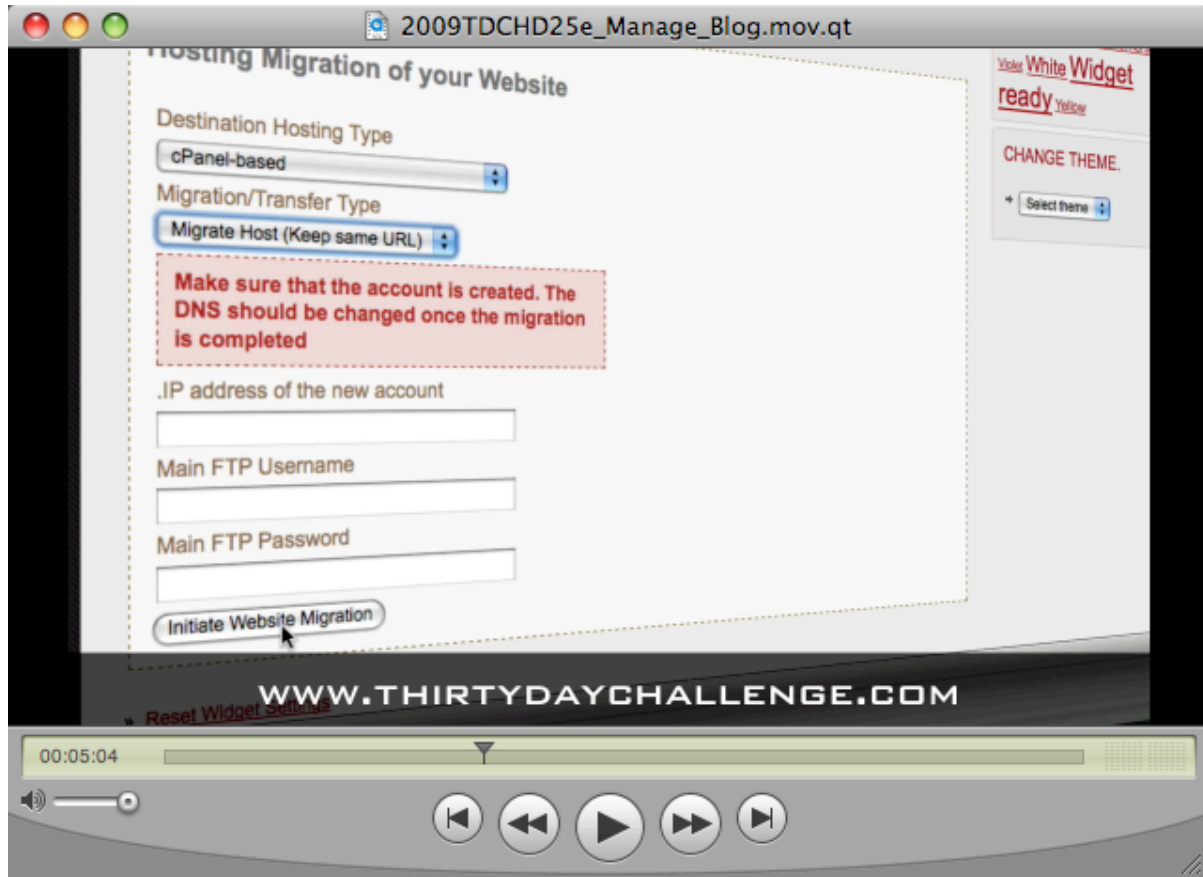
Now, if you decide to sell your blog, **we suggest that you list your blog as self-maintaining, to increase the value.** You can do this if you have one of the **paid WordpressDirect accounts.**

What this means is, in your blog you can set up the content posting software, which we have not talked about yet, and use that to tell the new owner that the blog can update itself with relevant content. The reason this increases the value of the blog for a new owner is, somebody buying a website wants to do as little as possible to keep the website going and by using the content publishing portion of WordpressDirect, you can essentially put the blog on auto-pilot so that it will post relevant content and, typically, keep it's ranking in Google, with a minimum of intervention from whoever is the owner of the blog.

If you're then going to do that, you're going to transfer the blog to the new owner using the Website Settings under **Advanced Settings/Migration** and I'm going to show you how to do that.

## Migrating Your WordpressDirect Blog to Another Host

[Starts at 00:02:20]



First, let's show you how to transfer the blog, and to do that you're going to go into your **WordpressDirect account**, you're going to click **Website Settings** and then in the Website Settings, you're going to **scroll all the way down to the bottom** and you will see these **Advanced Settings**. When you open that up, the last option is **Hosting Migration** and the Hosting Migration allows you to do **two things**. First, you can **move your website** to a different hosting account, for instance if you sell your blog to somebody else you can move it to one of their hosting accounts: all they have to do is give you the details of the hosting account and you can transfer it for them. That's a nice feature when you're offering to sell somebody your blog.

**The other thing** you could do is, you could decide to keep your blog - let's talk about that option for a second. If you keep your blog, you could expand your blog coverage by putting multiple blogs in the market and putting different keywords on each. Now you can either use Install New Website in WordpressDirect to make multiple blogs. If you have one that's fairly close and you want to just start with a couple of keywords from the existing blog and add a few, **you can use the Clone Website option in the Migration Transfer tool** to clone your blog to a different domain name. Right, that's one use. The use we're talking about here is if you're going to transfer to a new owner, you would pick Migrate Host, meaning Keep Same URL, that's the same domain name, we're going to transfer the domain to somebody else and we're going to transfer the blog to them too.

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Now, they have to have created the account on their host and you have to point the domain name servers to their account and that propagation has to take place before you use this tool. If you don't remember what domain name servers and propagation and all that stuff is, please refer back to Day 5 of the challenge, when everyone covers the hosting portion of the lessons.

Once you choose the Migrate Host option you'll have to enter the IP Address of their hosting account and the FTP details, and then you click this Initiate Website Migration and that will move your blog, that you've sold, or for whatever reason want to transfer to a different host, from your hosting account to the new hosting account. OK? So, that's how you accomplish that.

## Making Your WordpressDirect Blog Self-Maintaining

[Starts at 00:05:07]



Let's also talk about now, when you list the blog for sale, talking about **making it self-maintaining**. The way that you do that is in your WordpressDirect account, you go to Manage Content Software and what you'll find is that you have a number of different tools that allow you to hook your blog up to different content sources. The top one hooks your blog up to **Yahoo Answers** and you can find questions and answers that relate to your keywords and have them automatically posted to your blog. The other is **YouTube 2 Wordpress**, this finds related YouTube videos and will post them to your blog. And then there's other ones that allow you to **submit RSS feeds**, find related products on **Yahoo Shopping**. There is **Veoh**, which is an alternate **video** source, besides YouTube and then **PLR poster**, which is for **Private Label Rights** content.

**Now some of these are only available in Silver, Gold and Platinum accounts.** The first three are available in all the paid accounts and all of this content software is only available in the paid accounts - if you only have a free account then you don't have access to this content software. But what this is really good for is making the new owner or whoever you are listing the blog with aware that they will not have to maintain the blog if they choose to buy it from you, if they don't want to. They can simply have these content posters post some related content to the blog, intermittently, at intervals determined by you or the new owner. This will generally increase the value of the blog, so you'll get a higher sales price.

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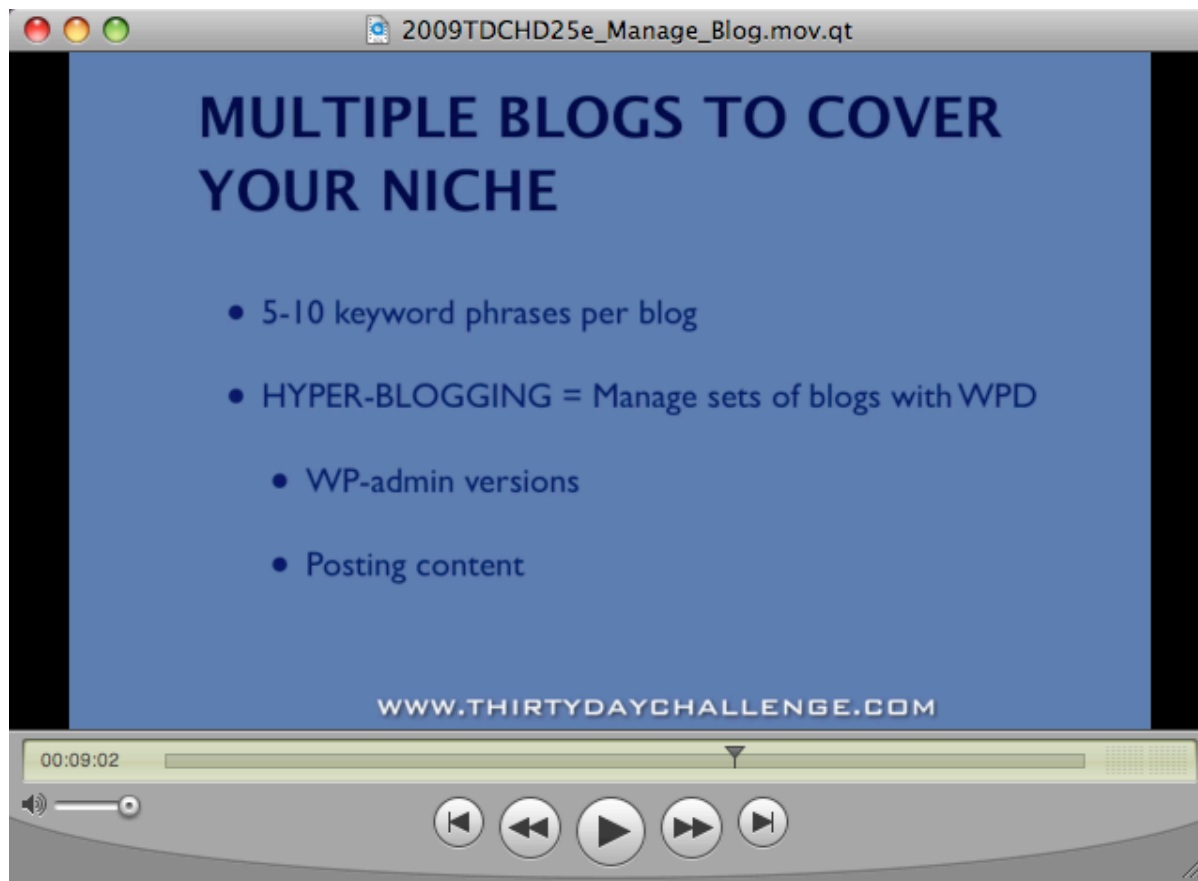
What you would do **to install this software** is **click the Install Software link**. You will have to set a password that you use to interact with the Administration Panel for this software in the future - I'm just going to use the word demo, and then we're going to install this software.

**Now I'm not actually going to show you how to use the posting software in this video.** If you are a WordPressDirect member then you will receive a separate video from me that shows you something about this content posting software, but at least you know where to find it and how to install it. You never have to enter any licence details - it will figure it out for you automatically, and once you install the software it's not going to do anything yet until you tell it to do something. So, enabling the software will have no effect on your blog unless you go through setting up some settings to actually post some content to your blog, and I, again, will show you that in a separate video coming directly from me at WordpressDirect, not through the Thirty Day Challenge.



## Expanding your Blog Coverage

[Starts at 00:08:06]



So now let's talk about yet another piece here, which is, if you decide to keep your blog, **expanding your blog coverage to multiple blogs in a market**. Why would you want to do this? Well, people, once they get a blog up with 3, 4 or 5 keywords say, why don't I put 50 keywords on the blog? And **one of the things you want to do for maintaining a focus on traffic in an account is not to have too many keywords on your blog** - you want to keep the keyword focus as tight as possible **so that Google will rank it for a small number of keywords** so that you don't make your keyword base for the blog too diffuse, at which point a blog that's more highly focussed could displace you in the rankings.

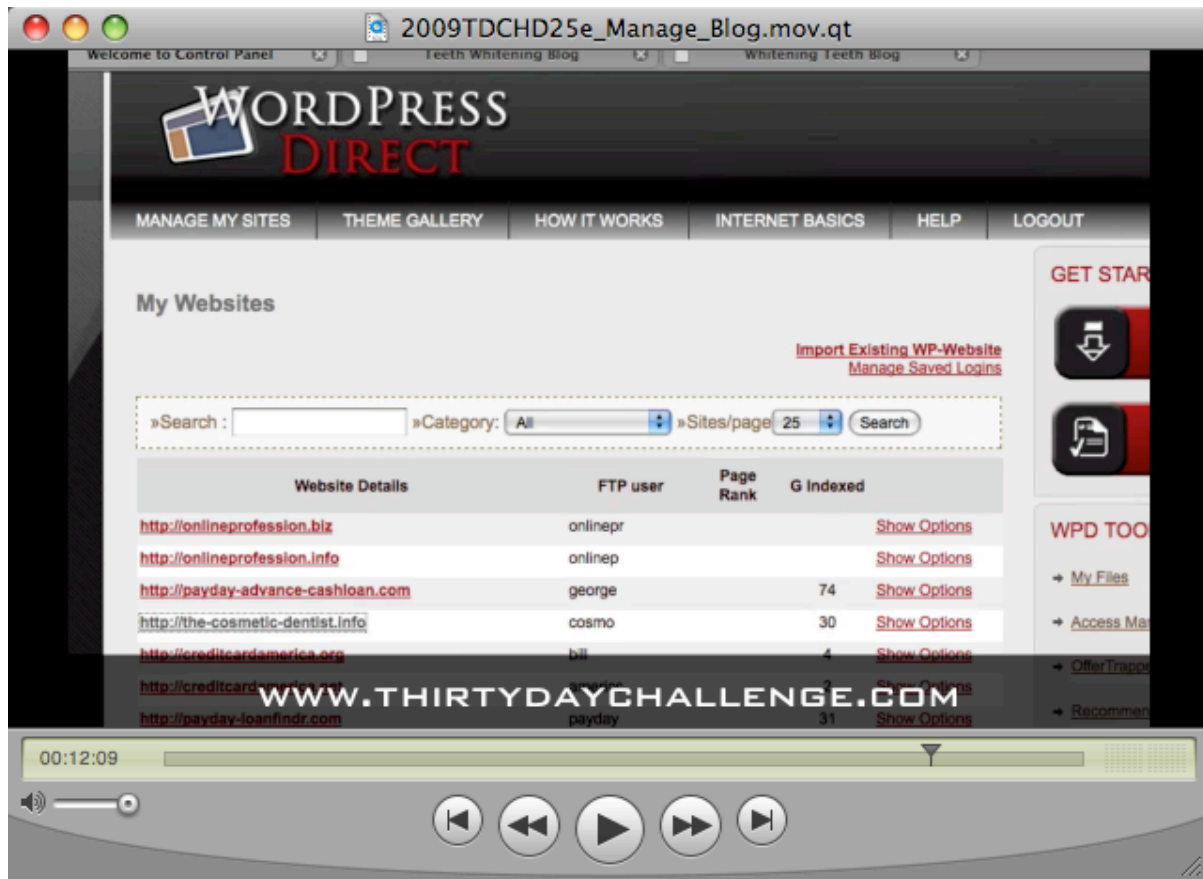
So let's talk about what you do to manage multiple blogs in a market. **We recommend you want to put 5-10 keyword phrases per blog**, so if you're going to have 50 you would probably want **5 blogs with 10 keywords each**, or **maybe 6 blogs with 8 or 9 keywords each** - there's really no hard and fast rule, but you want to **keep the keywords in a low number** so that you don't diffuse the focus of the blog.

Now, once you use WordpressDirect this way, this is what I'm calling **hyper-blogging** - this means managing sets of blogs with WordpressDirect, in a market. I'm going to show you why this saves you a whole bunch of headaches.



## Managing Multiple Blogs with WordpressDirect

[Starts at 00:12:05]



Now those of you who were in the Thirty Day Challenge last year might have set up some blogs in a market and you realise that last year we were installing Wordpress 2.5.1. And if you went through my last video on Day 6 of the Thirty Day Challenge, I walked you through how to upgrade your blogs from old versions of Wordpress to newer versions of Wordpress. During that video you might have seen that Version 2.5 of WP-admin, the Wordpress interface, looks quite a bit different than version 2.7 of the WP-admin interface. Wordpress, as we speak now, is on 2.8.4 and they've been releasing once every week or two weeks, **so there is quite a frequent number of upgrades with Wordpress**. If you have been installing blogs in a market over the past year, you will find that if you're having to go into WP-admin for every blog in a market that you've set up over the course of say, six months or a year is going to drive you nuts. And the reason is, **your WP-admins on all those blogs are going to look different** and you have to make sure that all of the plug-ins are the same across all of those blogs, and all of the versions of the plug-ins are correct and that you don't have any interactions because you have the wrong version of plug-in on the blog.

This is what I mean by hyper-blogging. The whole point with **WPD** is that it **saves you a whole lot of headache when you start having lots and lots of blogs to cover one, or more, markets**. Now, of course, when you've got one blog, doing it in Wordpress or doing it in WordpressDirect doesn't look that different. It's when you have many blogs, really, that this really saves you a whole lot of headache by getting rid of all those technical issues and giving you one common interface

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across a whole lot of different blogs, so that you only have to interface one way with all of the different blogs that you have. And, of course, the posting content feature that I just talked to you about also applies when you're trying to keep many, many different blogs up to date and you have a limited number of your own content that you've written, and so, in between your champagne content you're going to put some videos or answers or other things that are coming from the content posting software of WordpressDirect, so that it stretches your uniquely written content a lot further across all of the different blogs that you might have in one market. Let me show you what that looks like, real quick, just in a second.

So, one of the things that you'll see is one of the niches we're in is cosmetic dentistry and this also encompasses stuff like teeth-whitening, and we can go in here and check our stats across multiple blogs, all the same way; managed content, all the same way; deal with our ads and banners, all the same way, we don't have to think about what version of Wordpress we used and when we did it. You can go and very easily look at all the different blogs we have in a market and keep these up to date with content or change our offers or change tracking links - things like that, and look at our stats and really manage our blog empire by using one account that has the ability to hyper-blog across multiple blogs in this market so that we don't go nuts trying to deal with the different versioning issues of Wordpress. The other thing, too, that we don't really get into in the Thirty Day Challenge, is that on some of these higher level accounts, these have multi-user access, **so once you get to the point where you really start making a business out of this and you might have 20, 30, 40 blogs and you're actually making enough income to possibly outsource some things or hire people, that allows people to access your WordpressDirect account** and not necessarily be able to do everything: some people might only be able to post or add a banner or do things like that, just to allow you to divide up the work in managing all of the different blogs that you have that are marketing within a set of niches within whatever it is you're trying to promote.

## Wrap Up

**[Starts at 00:13:56]**

So, hopefully, that gives you an idea of what the Go, No Go decision for you means – whether you decide to keep your Blog and expand your coverage in a niche, or you decide to sell your Blog and how you might advertise it and sell it to gain the most from the work that you've put in to your Blog on WordpressDirect.

Thanks so much. I hope you've had great luck with the Thirty Day Challenge, and I look forward to seeing you on the forums.



## Summary:

### Your Blog is an Asset

- If you want to sell your Blog
  - o Set up Automatic Content as a selling point
  - o WordpressDirect can Move the Blog once you've sold it
- If you decide to keep the Blog
  - o You can use WordpressDirect to clone your Site
  - o You can use WordpressDirect to manage multiple sites

### Managing Multiple Sites

- You can use WordpressDirect to manage multiple sites
- You can have multiple site admins in WordpressDirect
- Using WordpressDirect minimises setup
- Using WordpressDirect minimises maintenance
- Using WordpressDirect Standardises the admin interface

## Links:

Google AdSense - <http://www.google.com/adsense>  
Click here to create your Google AdSense account.

Market Samurai - <http://www.marketsamurai.com/thirtydc>  
Click here to get your 40 day free trial of Market Samurai.

Flippa - <http://www.flippa.com/>  
Click here to create your Flippa.com account.

Wordpress Direct - <http://30dc.wpdirect.com/>  
Click here to sign up for your free Wordpress Direct account.