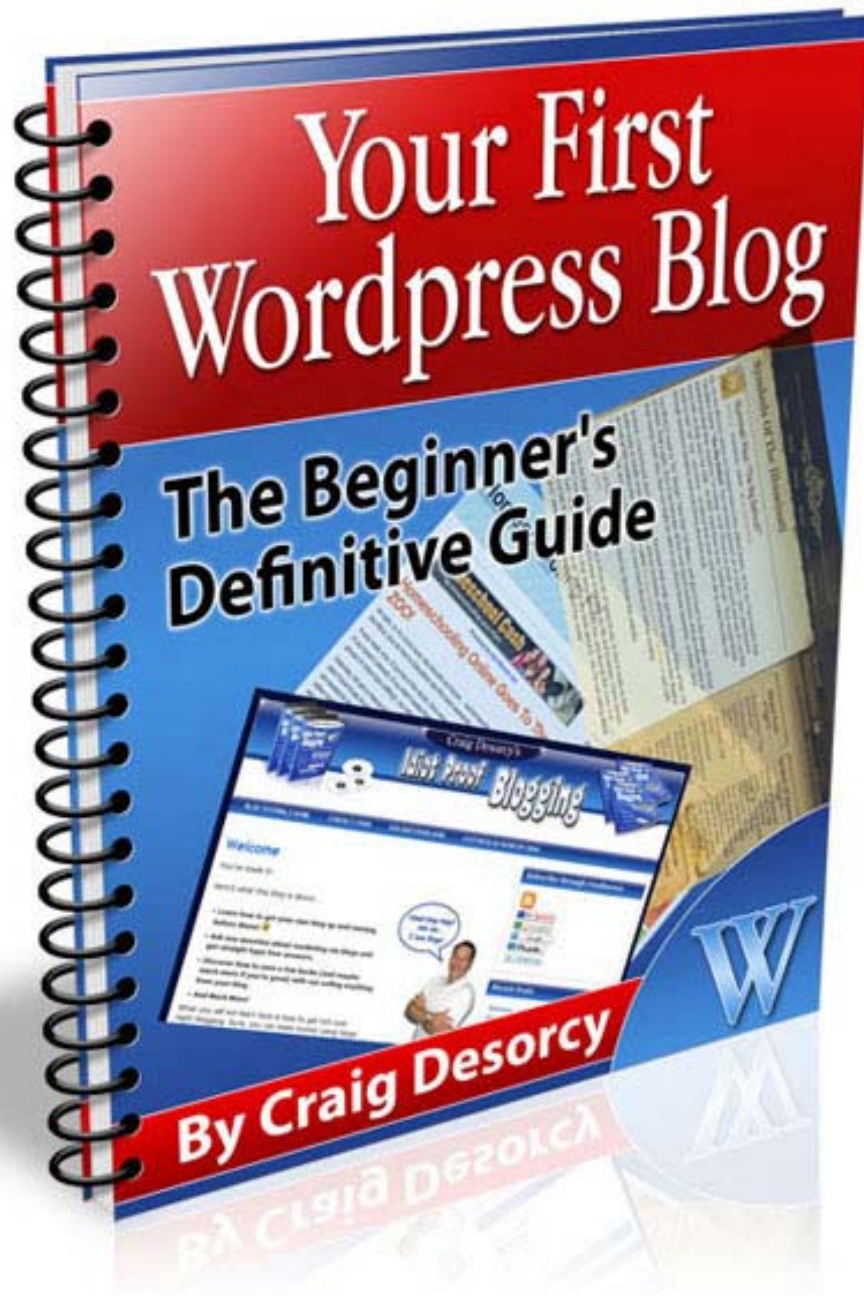


YOUR FIRST WORDPRESS BLOG

The Beginner's Definitive Guide



By Craig Desorcy

www.idiotproofblogging.com

Protect Your Wordpress Blog With >>> www.BlogLockDown.com

YOUR FIRST WORDPRESS BLOG

The Beginner's Definitive Guide

Published by:
Craig Desorcy
3-9-22-323 Utase
Mihama-ku, Chiba-shi
JAPAN 261-0013

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Disclaimer

This guide has been written to provide information to help you create a wordpress blog. Every effort has been made to make this guide as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this guide contains information on the ever-changing Internet only up to the publishing date. Therefore, this guide should be used as a guide.

The purpose of this guide is to educate. The author and publisher does not warrant that the information contained in this guide is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this guide.

If you do not wish to be bound by the above, please do not use this guide.

This guide is in no affiliation with <http://www.Wordpress.com>

**Once you've installed your first Wordpress Blog
you must protect it from hackers**
[Click Here To Learn How](#)

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Note: Each item is clickable

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Buying Your First Domain Name

Before hosting our very own Wordpress blog, you'll need a domain name. I like to use Omnis.com as my domain register because of its clean interface and a minimum of up-selling.

With other sites, it's confusing because they try hard to sell you all kinds of services and more domains than you need. This reminds me of a member from www.wehelpnewbies.com who only wanted a \$7.95 domain and ended up spending \$700.00 for all the up-sells. Avoid the up-sells unless you want them.

Go ahead now and go to <http://www.omnis.com/> and create an account. Your domain name should only be \$7.95 a year.

Now type in the domain you want (1) and click "search".



You should now be looking at the following.

If the name you picked is available, it'll say "domain name available for registration". If the name you picked is not available it'll say that too in section (1). If you need to pick again, do so in section (2) as seen in the screen shot. Always go for a dot com over .net .org or .biz.

If your domain is available go ahead and click "Add to cart" (3).

1

Search Features Payment Receipt

contentcashcoaching.com

Domain name available for registration.

3 → Add to Cart

Search all available extensions

Enter Domain Name (Have a lot of domains?)

www. [] Search

Enter the domain name for which you would like to order service. This domain may already exist, be a new domain to register. We'll show you the availability of the domain name on the next page.

Select domain registration length (1). Google likes domains that are registered for longer than a year by the way.

Search Features Payment Receipt

contentcashcoaching.com

Choose Domain Registration Options

Select domain name registration length: 1 year(s)

Registration for a .com is \$7.95 per year.

All web hosting account orders qualify for the FREE Domain Name promotion!

Choose Hosting Options

A Unix account will work correctly on all Windows computers. A Windows account is only required if you use Microsoft's ASP, .NET, or Access database.

Unix Hosting Plus 24 months - \$5.95 per month

Windows Hosting Plus 24 months - \$7.95 per month

No web site hosting for this domain name

2

3

Cancel Add and Search for more domains Add and proceed with order

Fill out your billing info (1) and click complete order (2).

The screenshot shows the Omnis Network checkout page. At the top, the Omnis Network logo is on the left, and 'Serving over 200,000 Accounts since 1999.' is in the center. On the right, it says '24 Hour Support 877.393.HOST'. Below the header is a navigation bar with 'Search', 'Features', 'Payment', and 'Receipts' buttons. A table lists items in the cart, including 'contentcashcoaching.com' and 'Domain Name Registration'. Below the table is a section for 'Do you have a Promotion/Coupon Code?' with an 'Apply' button. The 'Billing Method' section is highlighted with a red arrow labeled '1'. It contains four options: 'Use most recently added credit card on file (Visa)', 'Add a Credit Card', 'PayPal', and 'Check/Money Order'. Below this is a 'Referrals' section and a 'Terms and Conditions' section. At the bottom, there are 'View Cart' and 'Empty Cart' buttons, and a large red 'COMPLETE ORDER' button with a green checkmark, which is pointed to by a red arrow labeled '2'. The footer contains various security logos and a copyright notice for 2008 Omnis Network, LLC.

Omnis NETWORK

Serving over 200,000 Accounts since 1999.

24 Hour Support 877.393.HOST

Search Features Payment Receipts

	Length	Price
contentcashcoaching.com	1 Year	\$7.95
Domain Name Registration		

Do you have a Promotion/Coupon Code? [Enter code Here](#)

Only one promotion/coupon per item.

Total: \$7.95

Billing Method 1

Please select the most convenient billing option for this order:

☒ Use most recently added credit card on file (Visa)    

Orig. Descrty:
6/2014

☐ Add a Credit Card    

☐ PayPal 

☐ Check/Money Order

Referrals

If you were referred to us by an existing customer, please let us know by entering their domain name or referral code in the box below. We would like to reward them for referring you to us.



Referred by someone? Enter their Domain Name or Code:

Terms and Conditions

Clicking "Complete Order" indicates you have read and agree to the policies listed below:

☒ Domain name registration agreement

2

[Manage Account](#) | [Register a Domain](#) | [Domain Transfer](#) | [Domain Renewal](#) | [Hosting Plans](#) | [Promote your Site](#) | [Partner Programs](#) | [Support Center](#)
[Policies](#) | [About Us](#) | [Contact Us](#)

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Now go to your account "home" (1) and click on "lock domain" (2) so no one can take over your domain.



Tick off the box (1) and click "Update" (2).
Locking is needed to protect your domain from being moved.



Go ahead now and logout of your domain account now. We'll be returning to it after we setup your hosting account on the next page of this guide.

Side Note: Somewhere on your computer you'll want to make a new folder and call it the name of your new domain. Why is because this will be the folder that holds everything and anything related to your domain/new blog. We'll be adding stuff to it a little later.

Any documentation from your domain registry (OMNIS) should be stored in this folder as well.

Your First Hosting Account

For years I've been using [Host Gator](#) and it's the hosting company I recommend.

Your new hosting account is going to cost \$8.95 a month.

[Click here to go to Host Gator](#) and click on the order now button (1). The \$4.95/mo price you see is if you buy three years of hosting. You'll have that choice later.



Select the radio button (1), type in the domain name you just bought (2), type in the extension (3) and click next (4).



Select "Hatchling" (1) for \$8.95 a month. This is only for hosting one domain.

Inside the drop down window there's an option called "Baby" for \$9.95 a month and with this account you can host unlimited domain names. This is good if you plan to have more than one website or blog later on.

I suggest going with the Hatchling option for now because you can upgrade to Baby at any time if you decide to host more domains.

Go ahead now and click "Continue" (2).

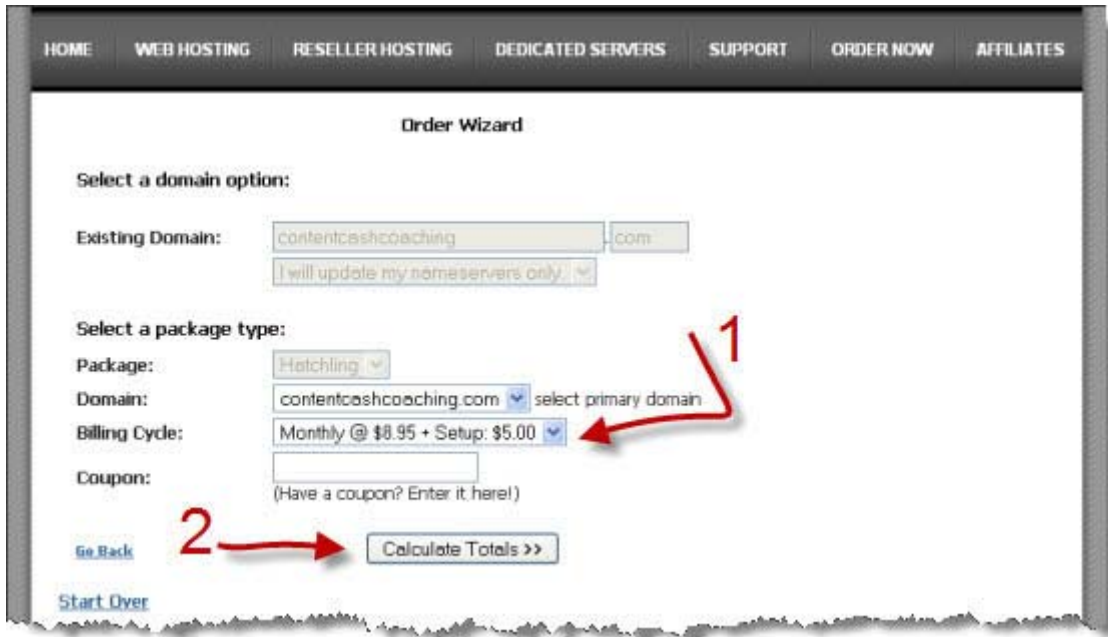


The screenshot shows the 'Order Wizard' interface. At the top is a navigation bar with links: HOME, WEB HOSTING, RESELLER HOSTING, DEDICATED SERVERS, SUPPORT, ORDER NOW, and AFFILIATES. The main section is titled 'Order Wizard' and contains the following elements:

- Select a domain option:**
 - Existing Domain:** A text input field containing 'contentcashcoaching' and a dropdown menu showing '.com'.
 - A dropdown menu below it with the option 'I will update my nameservers only.' selected.
- Select a package type:**
 - Package:** A dropdown menu with 'Hatchling' selected. A red arrow labeled '1' points to this dropdown.
 - Domain:** A dropdown menu with 'contentcashcoaching.com' selected and the text 'select primary domain' to its right.
- At the bottom left are links for 'Go Back' and 'Start Over'.
- At the bottom right is a 'Continue >>' button. A red arrow labeled '2' points to this button.

Now is where you select the billing Cycle (1). It's preselected for monthly however you can pay yearly for a cheaper rate. That's totally up to you.

When you've selected your billing cycle (1), click on "Calculate Totals" (2).

A screenshot of a web form titled "Order Wizard". The form has a dark header with navigation links: HOME, WEB HOSTING, RESELLER HOSTING, DEDICATED SERVERS, SUPPORT, ORDER NOW, and AFFILIATES. The form itself is white with a light gray border. It contains several sections: "Select a domain option:" with an "Existing Domain:" field containing "contentcashcoaching" and a ".com" dropdown, and a dropdown menu below it that says "I will update my nameservers only.". Below this is "Select a package type:" with a "Package:" dropdown set to "Hatchling". The "Domain:" field shows "contentcashcoaching.com" with a dropdown arrow and the text "select primary domain". The "Billing Cycle:" dropdown is set to "Monthly @ \$8.95 + Setup: \$5.00". There is a "Coupon:" field with the placeholder text "(Have a coupon? Enter it here!)". At the bottom left are links for "Go Back" and "Start Over". At the bottom right is a "Calculate Totals >>" button. Two red arrows with numbers are overlaid on the image: arrow "1" points to the "Billing Cycle:" dropdown, and arrow "2" points to the "Calculate Totals >>" button.

From here you'll just need to add your payment information.

Once your payment is accepted you'll receive your account documentation.

Please save all hosting account documentation in the folder that holds all domain information you created earlier.

Let's move on now to pointing your new domain to your hosting account because as of now, if we were to type your domain into our internet browser, it would lead to OMNIS.COM where it's parked.

Pointing Your Domain

Before anyone can see what you've built on your hosting account, we need to point your domain to your hosting.

Go ahead and log into your <http://www.omnis.com> account.

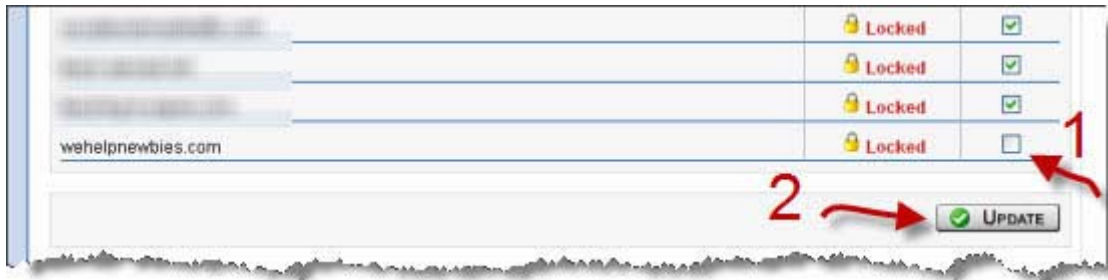
Click on "home" (1).



Click on "Lock Domain" (1).



Unlock your domain name by un-checking the box (1) then click "update" (2).

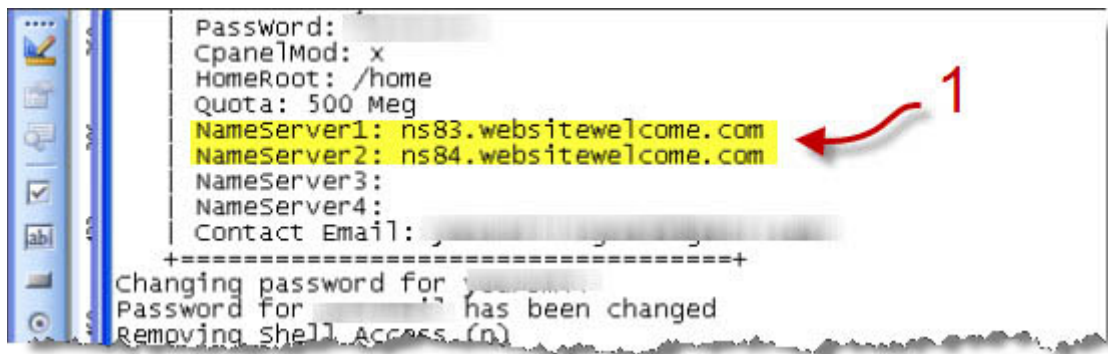


Once you've clicked update, your domain will be shown as unlocked. Now scroll to the top of the page and click on "Home".

From the home window click on "Modify name Servers" (1).



Open up your host gator hosting documentation and find two addresses called "Name Servers" (1).



Type NameServer1 (1) and NameServer2 (2) then click "Update" (3). **Make sure these two addresses are correct.** I'd just cut and paste to make sure.



At the top of the window click on "Home" and go to the "lock domain option". Lock your domain making sure to click update when finished.

Go ahead now and log out of OMNIS.COM.

It should take a few minutes for the domain to point to your hosting account. OMNIS says 24 to 48 hours but I've always seen it happen in a few minutes. To test it, type your domain name in your internet browser. If it does not go to OMNIS.COM, it's fully pointing to your hosting account.

Now we are ready to install wordpress (your first blog) and that's what we're going to do in the next section.

Installing Your First Wordpress Blog

Go to <http://www.yourdomain.com/cpanel/> (replace "yourdomain" with the one you bought from OMNIS.COM)

A user name and password window will appear when trying to access the address above (1), type in your user name (2) and password (3) found in your hostgator documentation then click "OK" (4).



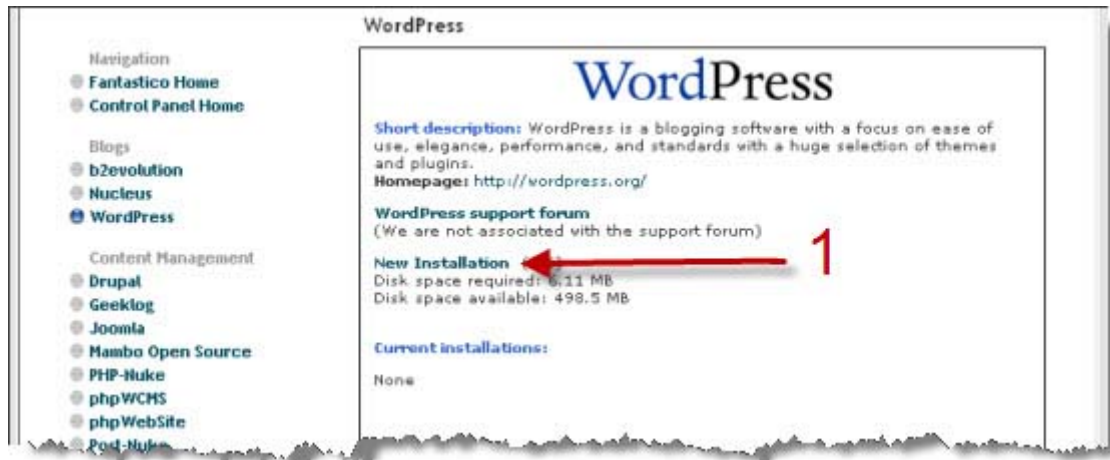
Now you're in Cpanel. Scroll to the bottom and Click on the icon called "Fantastico" (1).



Click on "Wordpress" (1).

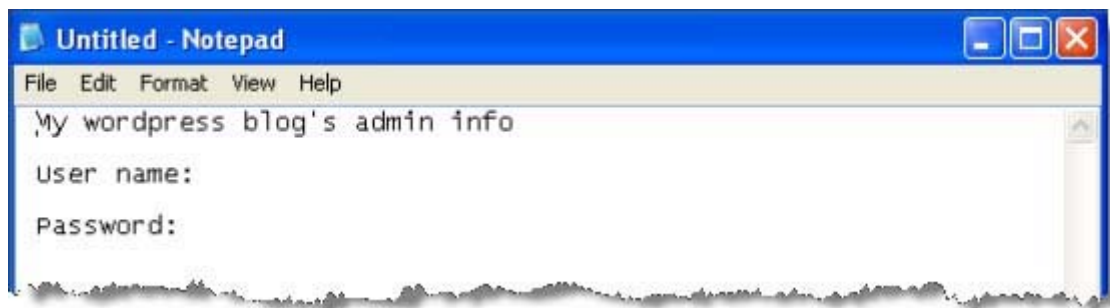


Click on "New Installation" (1).



From here you will be asked to come up with some user information.

TIMEOUT: Please create a new notepad document to store your blog's user name and password information you'll be adding in the next step. Make sure you save the document in your website folder we created earlier on your computer.



Type in a unique administrator username (1).

Type in a unique password (2).

Give yourself a nick name (3), this will be seen by people reading your blog.

Add an email address (4). I suggest a [Gmail](mailto:) address because it's good for cleaning spam.

Give your blog a name (5). Keep in mind this is the same name/title that the search engines list in their directories. This can be changed later.

Give your blog a description (6). This too can be changed later.

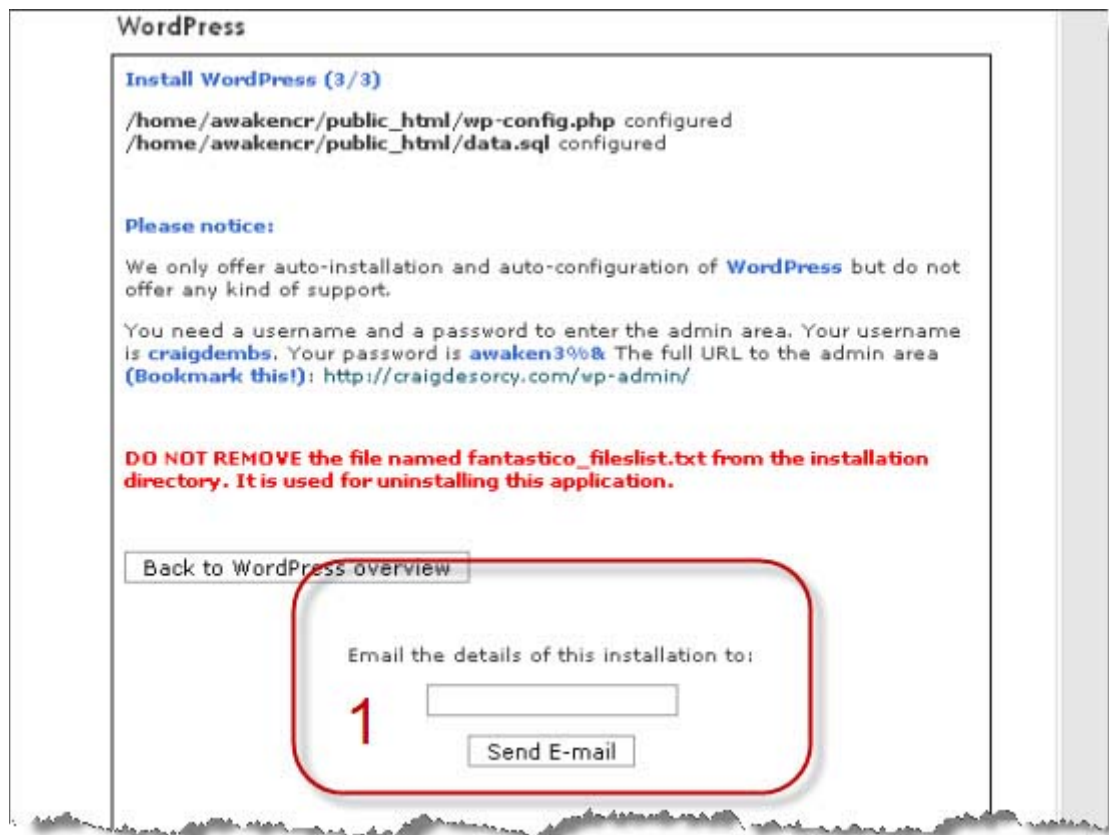
Go ahead now and click "Install Wordpress" (7).

The screenshot shows the WordPress installation interface. At the top is the WordPress logo. Below it is the heading "Install WordPress (1/3)". The "Installation location" section includes a dropdown menu for "Install on domain" (set to "craigdesorcy.com") and a text box for "Install in directory". Below this is explanatory text about directory installation. The "Admin access data" section has two text boxes: "Administrator-username" (labeled 1) and "Password" (labeled 2). The "Base configuration" section has four text boxes: "Admin nickname" (labeled 3), "Admin e-mail (your email address)" (labeled 4), "Site name" (labeled 5), and "Description" (labeled 6). At the bottom is an "Install WordPress" button (labeled 7). Red arrows point from the numbers to their respective fields.

Click "Finish installation (1)".



Never add your email here (1) because this is one way hackers get your sensitive information. Just take a note of your user name and password making sure they match your backup.



Congratulations!
You've just installed your first Wordpress blog.

Configuring Your Wordpress Blog

Go to your blog's administration panel by typing <http://www.yourdomain.com/wp-login.php> and make a note of this because it's the address you'll be going to often. You can always bookmark the address in your internet browser for easy future access.

Open up your text document that contains your blog's admin user name and password.

Type your Username (1), Password (2), and click "Log in" (3).



Titles and Descriptions

In general settings, you want to give your blog a good title because it's what gets listed in the search engines.

Here's one of my sites listed in Google. The Title (1) is the same as what's in the blog settings.



Example: if you'd like to get ranked in the search engines for "**cheap golf clubs**" then you'd use a title tag like this: Cheap Golf Clubs That Are Not Knock Off's." The cheap golf clubs part is for the search engines and the "knock off" part is attractive to the human readers. Hopefully, they'll click. The object of a good title is to get the click and it tells the search engines exactly what your blog is about.

Go ahead now and login to your blog's admin panel if you're not already logged in.


In the left hand navigation sidebar there is a menu called "Settings". Click on the arrow to the right (1) and a drop down window will open. Now click on "General" (2).



In general settings give your blog a good title but try to keep it short and to the point (1). Then give it a good description (2) which is called your "Tagline"

As you can see (3) there is no "www" and it's better to add that now. NOTE: having www before your domain name is better for search engine optimization.

Once you've done step 1, 2 and 3 scroll to the bottom of the window and click "Save Changes". Doing this will automatically log you out of your blog and it's because we added "www" in (3). Just log back in.



The screenshot shows the 'General Settings' page in WordPress. It has a title bar with a gear icon and the text 'General Settings'. The page contains several input fields and a checkbox. Red arrows with numbers 1, 2, and 3 point to specific fields: arrow 1 points to the 'Blog Title' field containing 'Craig Desorcy's Blog'; arrow 2 points to the 'Tagline' field containing 'Thoughts on Business and Life'; arrow 3 points to the 'WordPress address (URL)' field containing 'http://www.craigdesorcy.com'. The 'Blog address (URL)' field also contains 'http://www.craigdesorcy.com'. The 'E-mail address' field contains 'craigdesorcy@gmail.com'. The 'Membership' section has a checkbox labeled 'Anyone can register' which is currently unchecked. At the bottom, there is a 'Save Changes' button.

Field	Value	Annotation
Blog Title	Craig Desorcy's Blog	1
Tagline	Thoughts on Business and Life	2
WordPress address (URL)	http://www.craigdesorcy.com	3
Blog address (URL)	http://www.craigdesorcy.com	
E-mail address	craigdesorcy@gmail.com	
Membership	<input type="checkbox"/> Anyone can register	

Making Permalinks Pretty

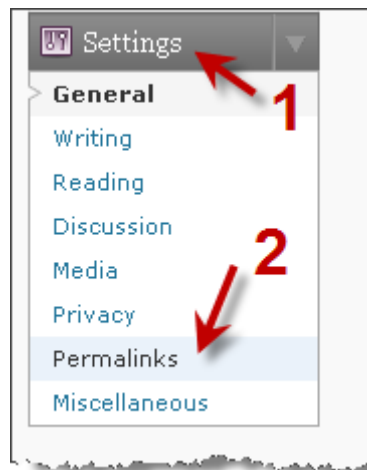
By default when someone goes to one of your blog's posts, the web address is going to look like this,



`?p=1` represents the first post in your blog. The name of the first post that comes preinstalled is called "Hello world!" but for search engine purposes and user experience we want the URL to look like this:
`http://www.yoursite.com/hello-world.php`

Let's change that now.

Make sure you're logged into your blog's admin dashboard and click on "settings" (1) which is in the left menu bar and then click on "Permalinks" (2).



Click on the "Custom Structure" button (1) and add `"/%category%/%postname%.php"` (2) without the quotations.

In category base add `"/."` With out the quotations (3). Doing this removes the word "Category" from your URL's which makes them shorter. Go ahead now and click "Save Changes" (4).

☐ Default `http://www.craigdesorcy.com/?p=123`

☐ Day and name `http://www.craigdesorcy.com/2008/09/10/sample-post/`

☐ Month and name `http://www.craigdesorcy.com/2008/09/sample-post/`

☐ Numeric `http://www.craigdesorcy.com/archives/123`

☒ Custom Structure `/%category%/%postname%.php`

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, you would make your category links like `http://example.org/topics/uncategorized/` used.

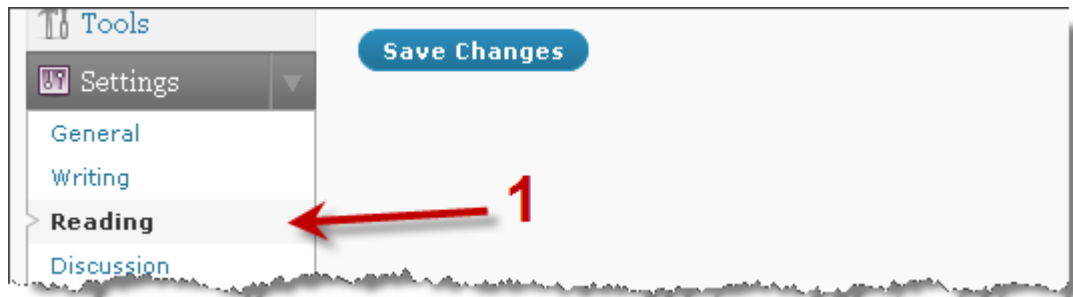
Category base `/.`

Tag base

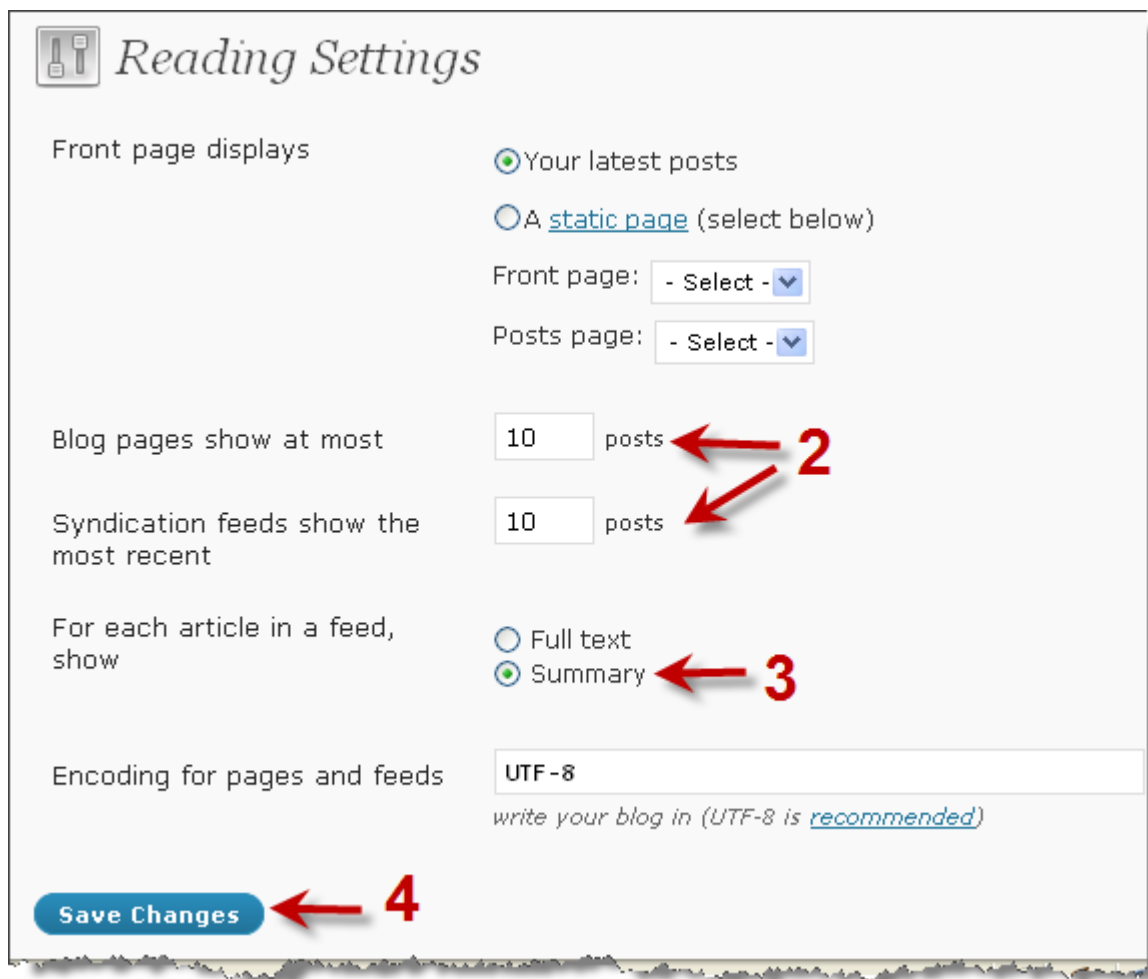
Save Changes

Reading Settings

Click on "Reading" (1)



Choose how many posts to show on the main page (2) 15 to 20 are good for the reader. Same goes for your syndication feeds (2) Any more may slow down your blogs loading time. Select "Summary" (3). Then scroll to the bottom and click "Save Changes" (4).

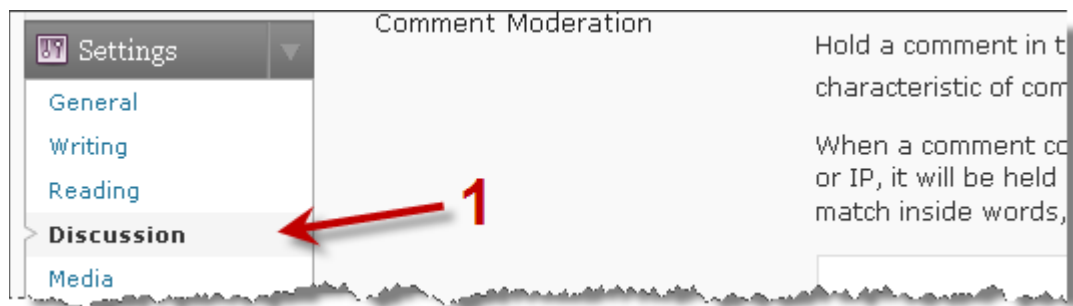


In the above image it says, "For each article in a feed, show" then you have two options, full text or Summary. If you choose full text people will be able to read all your content without visiting your blog via your feed.

Think of your RSS "feed" as a little paper boy that delivers your blogs text content to whoever asks for it. More on feeds later but for now, just know it's better to only let people grab a summary of your content. This way, they will have to visit your blog for the rest of the story.

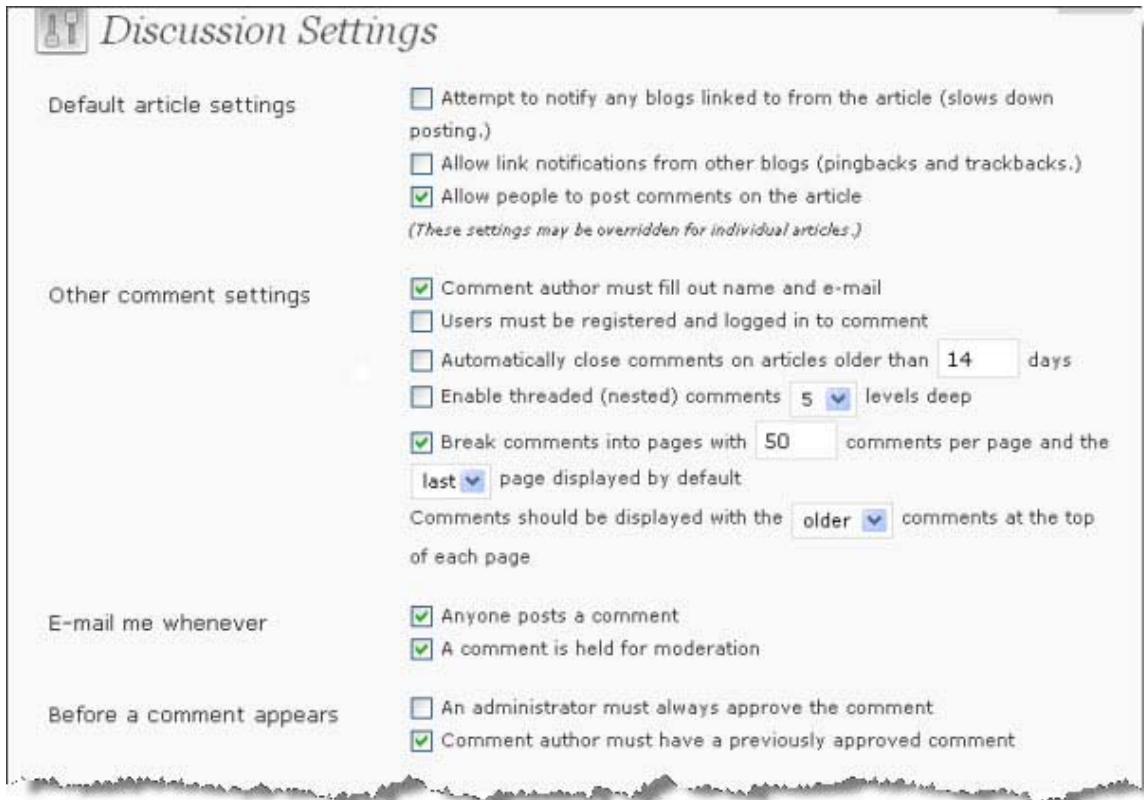
Discussion Settings

Go ahead now and click on "Discussion" (1)



This is the place you allow people to comment on your posts. Comments can be very important to your blog's success. Just a couple reasons are: It gives your readers a voice and a way to interact with you and the search engines like comments because it's a sign that your blog is active.

To save time, just check off the same setting I use. Then scroll to the bottom and save changes. If you'd like to spend more time on this page, help yourself because each setting is self explanatory.



Discussion Settings

Default article settings

- ☐ Attempt to notify any blogs linked to from the article (slows down posting.)
- ☐ Allow link notifications from other blogs (pingbacks and trackbacks.)
- ☒ Allow people to post comments on the article

(These settings may be overridden for individual articles.)

Other comment settings

- ☒ Comment author must fill out name and e-mail
- ☐ Users must be registered and logged in to comment
- ☐ Automatically close comments on articles older than days
- ☐ Enable threaded (nested) comments levels deep
- ☒ Break comments into pages with comments per page and the page displayed by default
- Comments should be displayed with the comments at the top of each page

E-mail me whenever

- ☒ Anyone posts a comment
- ☒ A comment is held for moderation

Before a comment appears

- ☐ An administrator must always approve the comment
- ☒ Comment author must have a previously approved comment

Let's move on to "Plugins" on the next page.

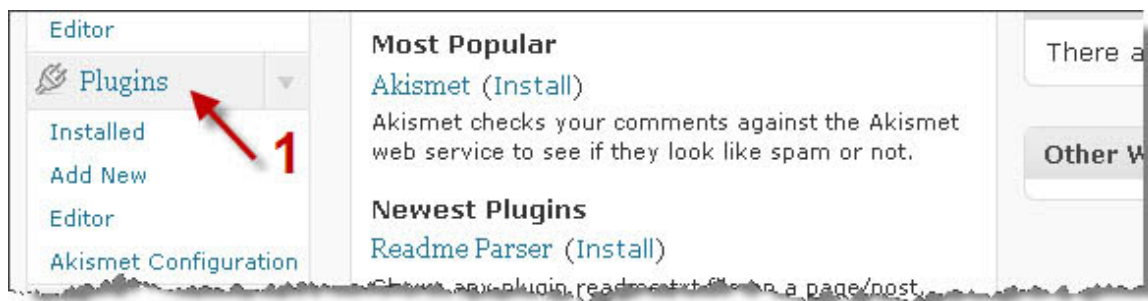
Wordpress Plugins

If you can think of a feature you'd like your blog to have there is a good chance a "Plugin" can handle it. It's one of the biggest reasons so many love Wordpress blogs.

A **very important** plugin that comes preinstalled in wordpress is called "Akismet". Let's get that working first. This will prevent [blog comment spam](#) which is a real pain in the butt to deal with.

Go-ahead now and login to your blog's admin panel, here is the address again, <http://www.yourdomain.com/wp-login.php>

Now navigate to the "Plugins" link located in your left hand side sidebar (1). Go ahead and click on it.



Click on "Activate" (1).



Keep your browser window open to your admin panel. Open up a new one and go to <http://wordpress.com/api-keys/> and follow the directions to get your own API KEY. You'll need this to fully use all Akismet has to offer for preventing blog commenting spam.

Once you receive your API KEY, click on "enter your WordPress.com API key" (1).



Add your API KEY (1), Check the box (2) and click "Update options" (3).

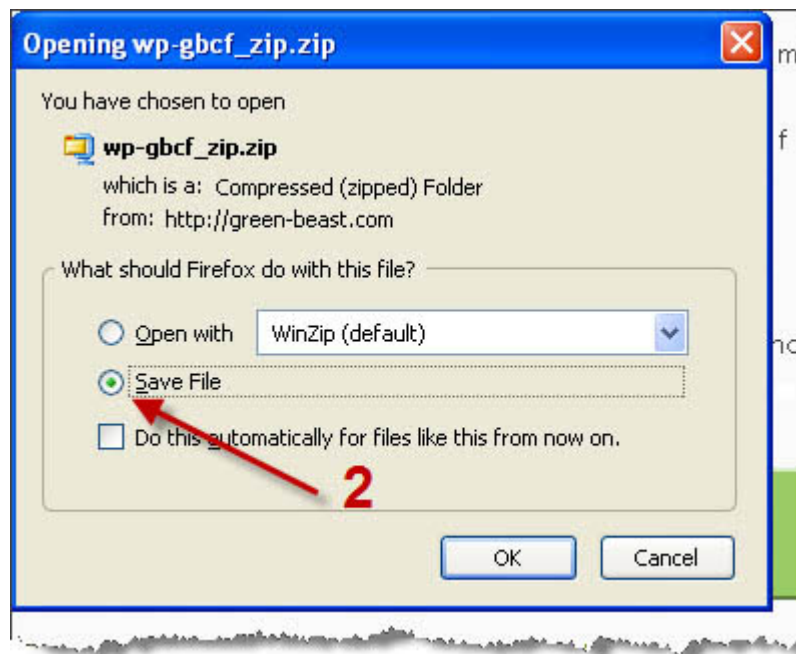


Now you should see the following message (1) and you're done with this.

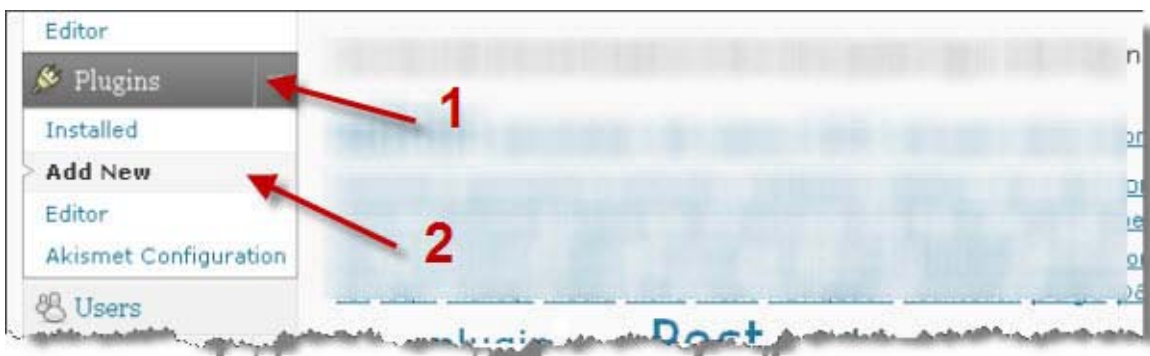


Contact Form plugin

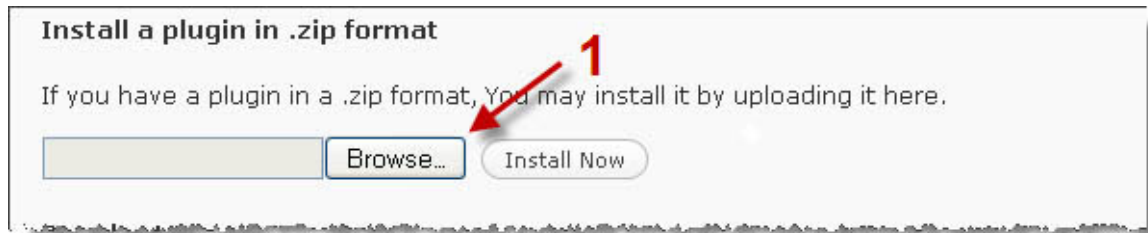
Go to http://green-beast.com/blog/?page_id=136#df and scroll to the bottom then click on "Download the Plugin" (1) making sure you save it in your website folder by selecting "save File" (2).



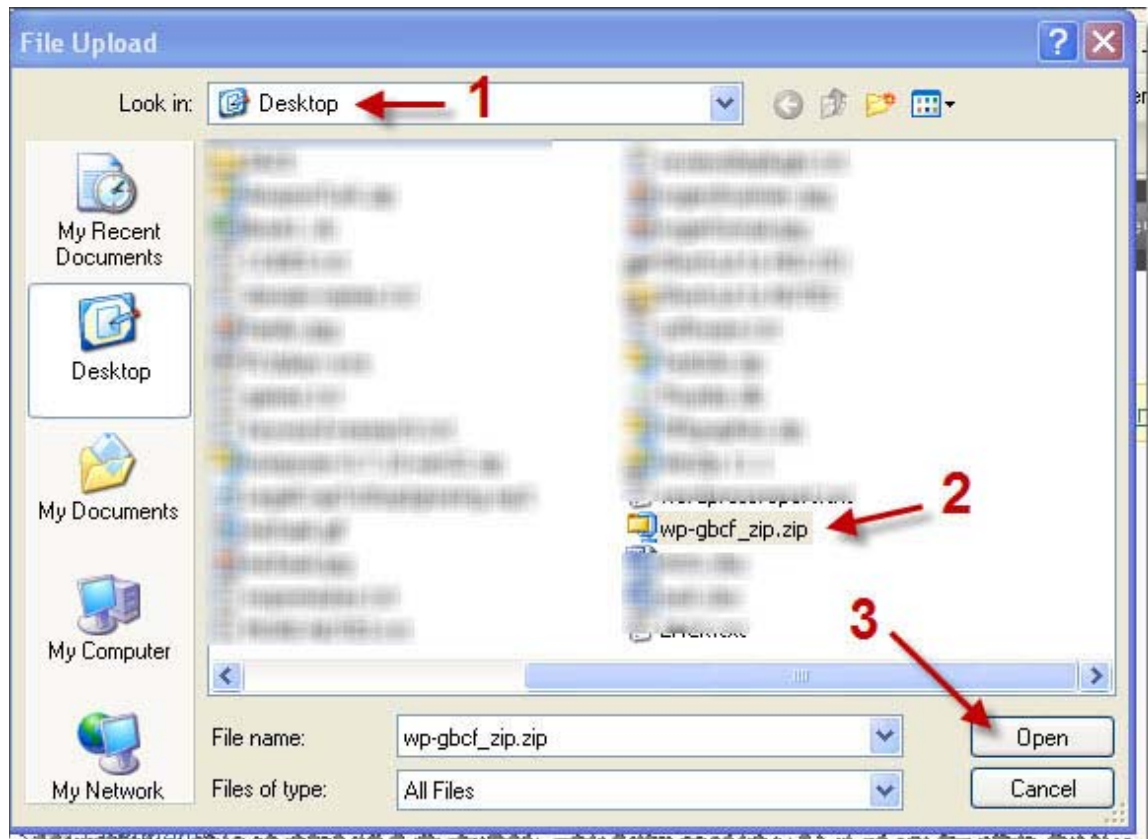
Login to your blog's admin panel "<http://www.yoursite.com/wp-login.php>" and click on "Plugins" (1) Then click on "Add New" (2).



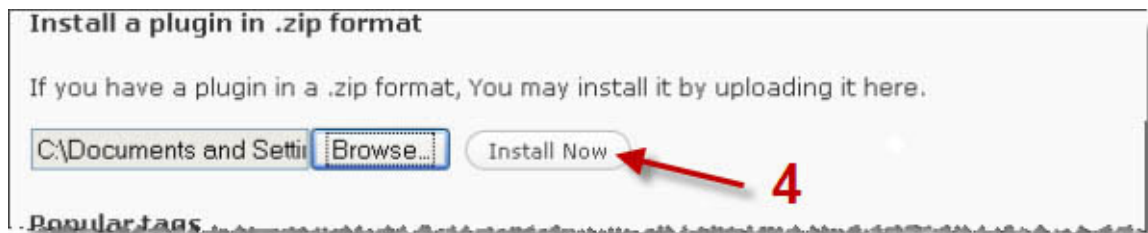
Click on "Browse" (1)



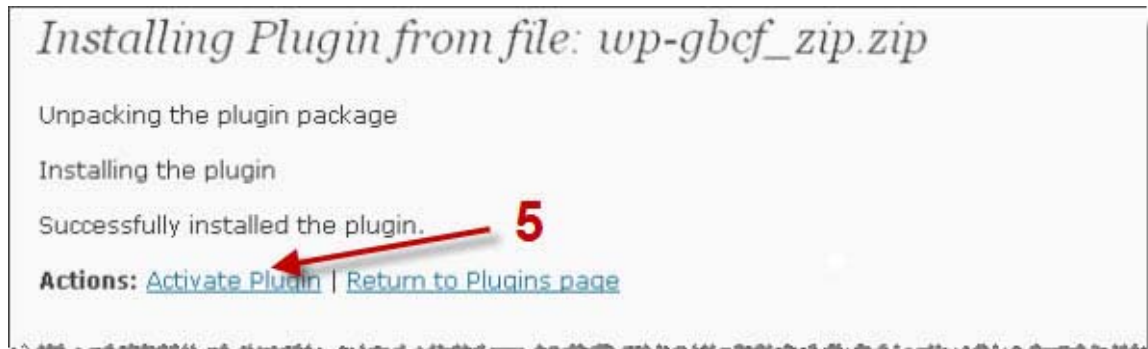
Navigate to where you downloaded the contact form file (1), click on "wp-gbcf_zip.zip" (2) and then click "Open" (3).



Click "Install Now" (4).



You should now see the following message if all goes well. Now click on "Activate Plugin" (5).

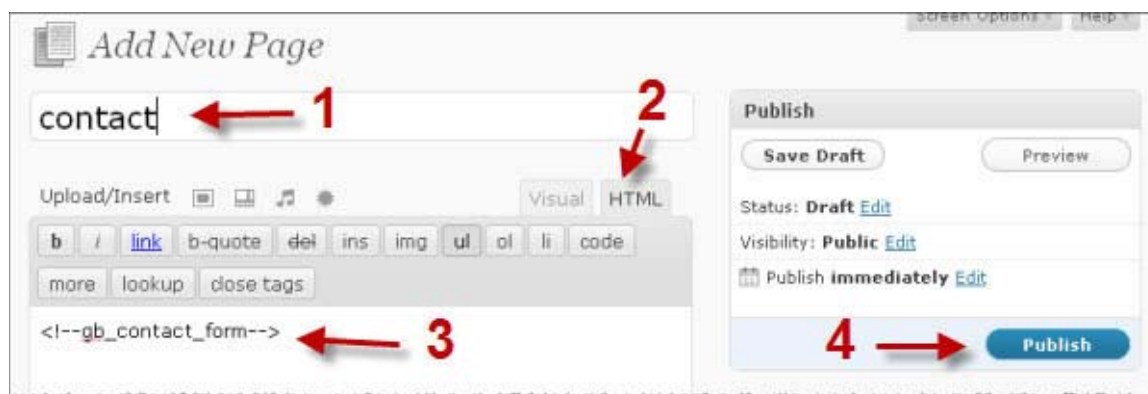


Before we configure your contact form we need to create a **page** on your blog called "contact". Wordpress pages are for static information such as a contact form, an about page, privacy policies, etc.

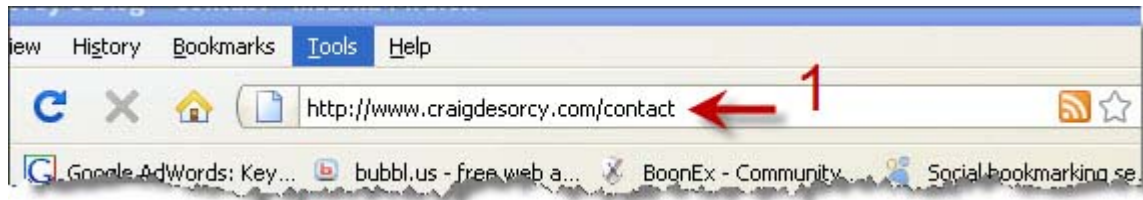
Make sure you're logged into your blog's admin panel. Click on the drop down tab called "Pages" (1) and then click on "add New" (2).



Type "contact" (1), click on "HTML" (2), and add the following in there "<!--gb_contact_form-->" minus the quotations (3). Then click "Publish" (4).



Go to your blog and view the page you've just created called "contact". The address should look like this <http://www.yoursite.com/contact> (1) Make a note of the address because we need that in the following section.



Log back into your blog's admin panel. Lower left hand side sidebar click on "Contact Form" (1) then click on "Configuration" (2).



All the settings here are self-explanatory however one important point is to get "Your form page URL" right. You've made a note of it in the last page above, now is the time to past it into the box (1).



Once done configuring, scroll to the bottom of the page and click on "Save Form Configuration" and then go to your blog's contact form's address to see how it looks.

You may have to log back into the contact form's configuration panel and change settings to get it the way you want however once it's done you'll never have to go in there again.

Tracking

Everyone talks about how importance of tracking where your traffic is coming from, how long they're staying on your blog, what they are reading, etc... It's true, you should be tracking.

The less guessing you do online, the better. With tracking, you'll be able to say good bye to guessing.

Let's get some tracking setup so you know what's going on when people visit your blog.

Open up a new tab or window using your internet browser and go to <http://www.google.com/analytics/> to get your traffic code.

If you have a Google account for Gmail click on Access Analytics (1) if not, click on "Sign Up Now" (2).



Once logged in, click on "Add Website Profile"



Add your domain name (1) and click "Finish" (2)

☒ Add a Profile for a **new** domain OR ☐ Add a Profile for an **existing** domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.
http:// 1 ←

Examples: www.mywebsite.com
Note: You can add more profiles after you add this profile

Time zone country or territory: 2 ←

Time zone:

Click on "Legacy Tracking Code (urchin.js)" (1) and select all code (2), copy and paste it into a notepad document saving it as tracking code in your website folder. Scroll to the end and click "Finish".

[New Tracking Code \(ga.js\)](#) **Legacy Tracking Code (urchin.js)**

1 ←

Copy the following code block into every webpage you want to track immediately before the `</body>` tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Refer to this tracking code if your site already has urchin.js installed. Please note that urchin.js **will** and is not compatible with new features.

```
<script src="http://www.google-analytics.com/urchin.js" type="text/
</script>
<script type="text/javascript">
  uacct = "UA-442053-9";
  urchinTracker();
</script>
```

2 ←

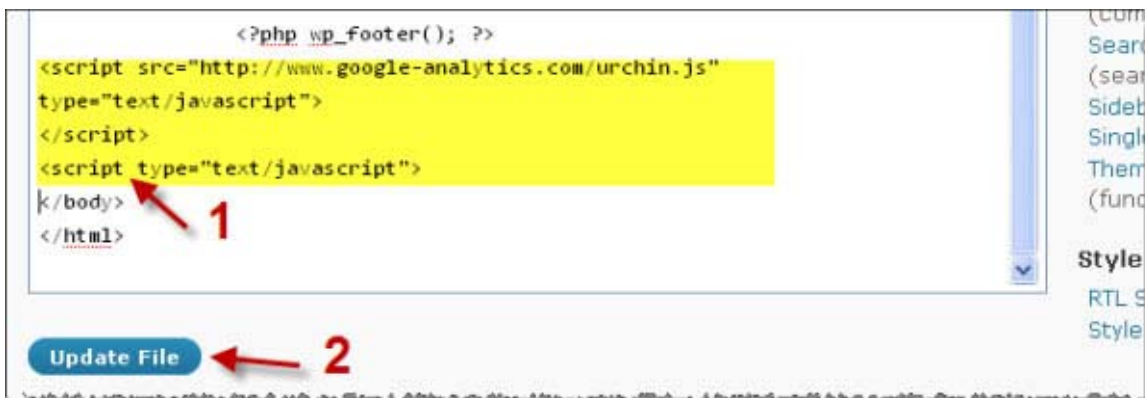
Login to your blog's admin panel, in the left hand sidebar click on "Appearance" drop down tab (1) then click on "Editor" (2).



In the right hand sidebar, click on "Footer" (1).



Scroll to the bottom of the page. Right before the closing body tag which looks like this `</body>` add your Google tracking code (1). Then click on "Update File" (2).



PLEASE NOTE: if you change your blog's theme/template, you'll need to repeat this step within the new theme. Just repeat the above steps and you'll be fine.

Adding A Theme

Some pay hundreds of dollars for a nice theme however when just starting out, go with a free one. Themes can be changed at anytime.

A theme is basically your blog's design template.

Changing your theme can give your blog a whole new look in only minutes.

There are loads of wordpress theme sites to choose a theme from but before you pick one, the following is the most important criteria:

The theme must be widget ready. Don't worry about what this means, we are going to get into widgets soon.

Also keep in mind, black text on white is easy to read. Going for white text on black may look cool but from a reader's standpoint the content is not easily consumable. Everything you do should be run through a "user experience filter" first.

This entire filter means; ask yourself consistently, what others will feel about what you're doing. Are your colors hard on the eyes? Is the font size too small?

Check out some themes by visiting the following website.

<http://wordpress.org/extend/themes/>

Look in the left side bar and click on "widget ready" (1) go through the themes to find one you like then click on "Download" (2).

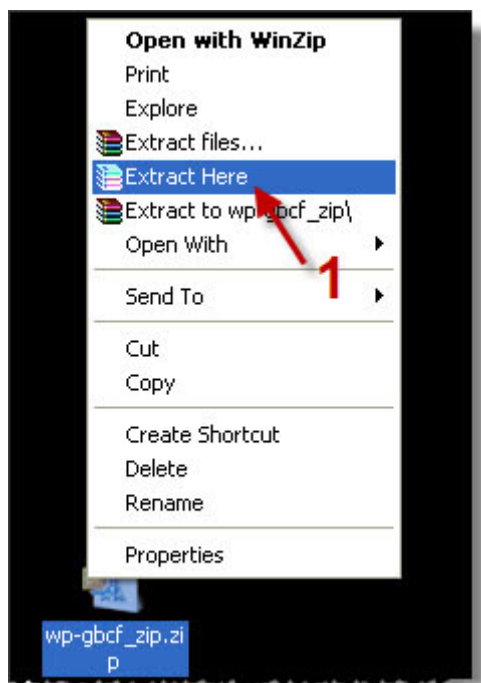


Make sure you save the theme in your website folder on your computer and unzip it.

If you do not know how to unzip a zip file, go to <http://www.rarlab.com/download.htm> and download this free program (1). Make sure to install it on your computer first before moving on.

Software name	User interface
WinRAR 3.80 beta 5	Graphic and command
RAR 3.80 beta 4 for Pocket PC	Graphic only
RAR 3.80 beta 4 for Linux	Command line only
RAR 3.80 beta 4 for Mac OS X	Graphic only
RAR 3.80 beta 4 for BSD	Command line only

On your computer navigate to your website folder (1) and unzip the theme you just downloaded by right clicking on it and select "Extract Here".



Now we need to upload your new theme folder to your server via FTP. If you've never used FTP before, the following short FTP guide will serve you well. If you know how to FTP, just skip the following FTP lesson.

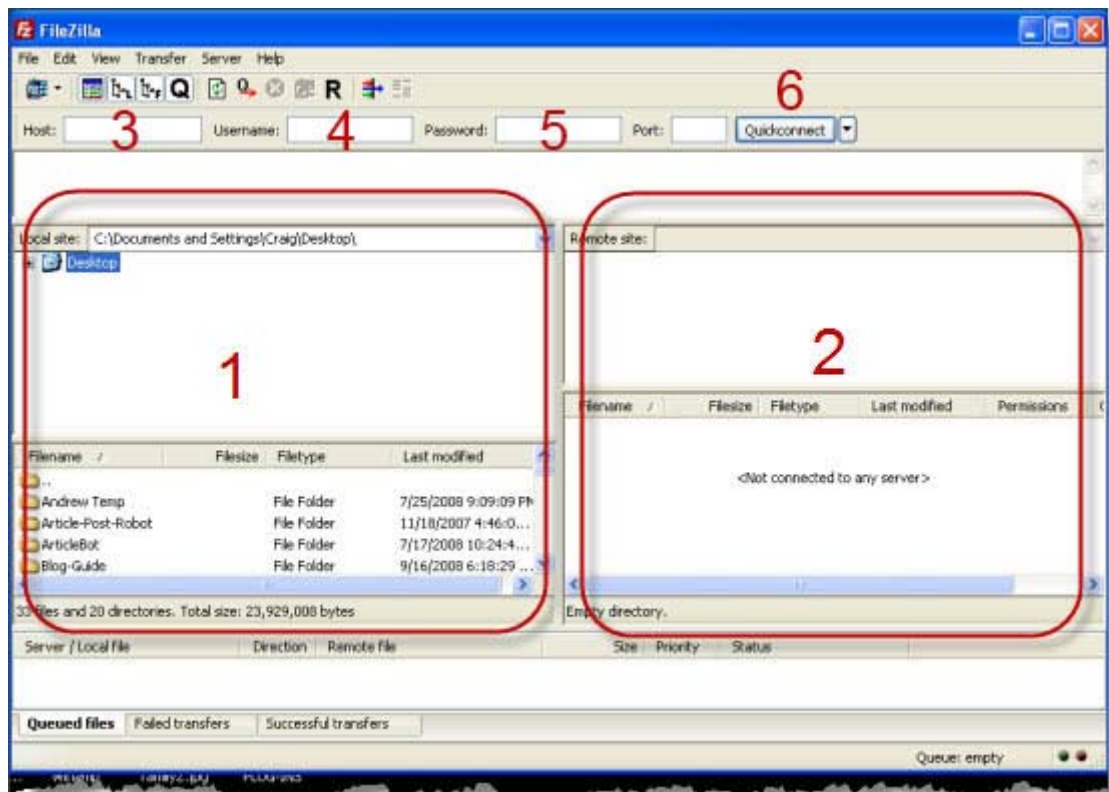
How to FTP

Go to <http://filezilla-project.org/> and download this free program. Once downloaded, install it on your computer then open the program.

The left side (1) represents all folders and files on your computer. The right side (2) represents all folders and files on your host Gator account. Uploading folders and files from your computer to your host account, is just a matter of dragging them from left to right.

Where it says host (3) type "yoursite.com" without the "http://www" your hosting accounts user name (4) and password (5) then click "Quickconnect" (6).

This is a real fast FTP guide for getting you going now. At some point, use your help function in FileZila to learn more about this program but there's really not much to it. That's it. We'll use this a little later.



Uploading Your Theme

Go ahead now and login to your hosting account using FileZilla.

In the left side box, navigate to your theme's folder; mine is called flexi-blue.

In the right side box double click on "www" folder, double click on "wp-content" folder, and then double click on "themes" folder so it's open.

Now drag your theme from the left window box (your computer) to the right window box (Your server) (1). Close FileZilla because you're done.



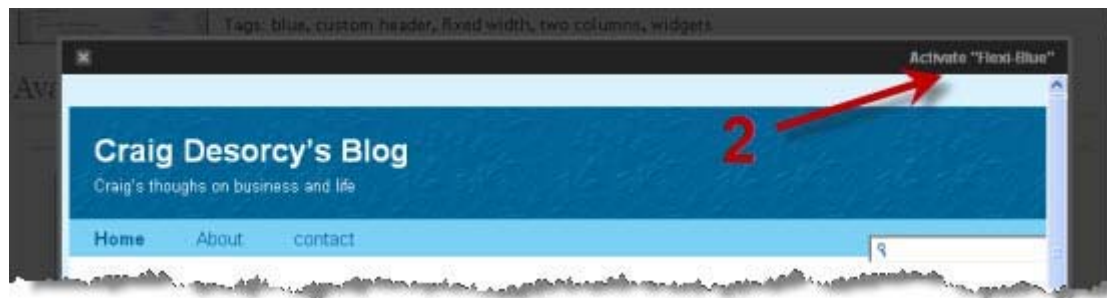
Login to your blog's admin panel and click on "Appearance" (1) then click on "themes" (2).



Click on the theme you've just uploaded (1). A preview of the theme will open up inside the admin window.



Go ahead and click on "Activate Theme" (2).



Test it by clicking on "Visit Site" in your admin panel (3).



Configuring widgets

Wordpress widgets are a way to effortlessly control what shows in your blog's sidebar (1).



Let's play with some widgets...

Make sure you're logged into your blog's admin panel. Click on "Appearance" (1) then click on "Widgets" (2).



Depending on what Wordpress theme you have, you may have more than one sidebar. Choose what sidebar you want to manage (1). Click on "Add" (2) to add a "Pages Widget" to your sidebar then click "Save Changes" (3). A Pages widget will show any pages you may have on your blog. One page for sure you have is a contact form.



Go ahead now and visit your blog's main URL to see what it looks like after adding your "Pages" widget.

To add more widgets just repeat the process above.

Each widget in the widget panel is self-explanatory and don't worry about messing anything up because you can't.

Common widgets to add are: Categories, Links, Recent posts, and Text widgets.

On the following page let's cover text widgets because it happens to be one of the most useful widgets.

Text Widget Magic

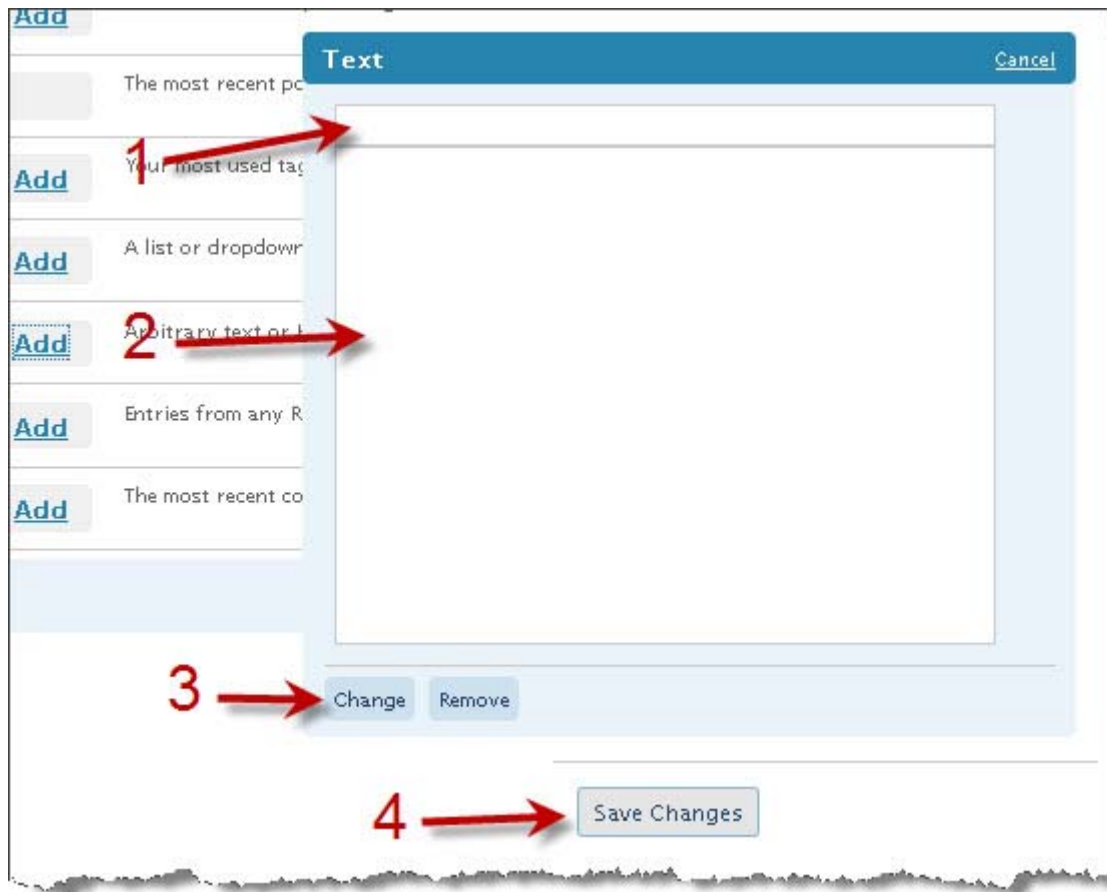
Text widgets are a great way to add an email subscription box to your sidebar or just about anything such as banners, Google AdSense ads, etc.

Sometimes you will find a website that gives you code to install on your blog. That code could be for you to join a blog network so you can receive more visitors. Whatever it is, you'll need to put that code on your blog. We use text widgets to do this.

To use a text widget, navigate to your widget panel like we did above and click on "Add" text widget (1) and then click on "Edit" (2).



Give your text widget a title (1) making sure your targeted keyword is in it. Mine will be "Related Blogging Ads". Paste in your AdSense code here (2). Click on "Change" (3) and then click on "Save Changes" (4).



Please follow the same procedure above every time you want to install code on your blog. You can have as many text widgets in your sidebar as you'd like.

Configuring Categories

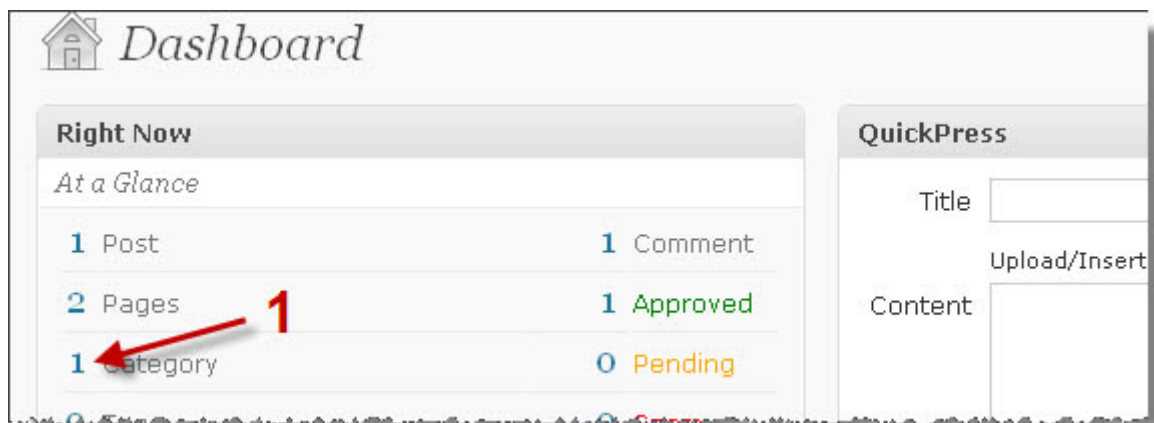
Structure: Let's say you have a blog about Internet Marketing. That would make your main category Internet marketing. Any category after that could be anything that falls under it such as email marketing, free traffic, paid traffic, etc. For blog marketing purposes this would be the best structure for your categories.

If your blog is on a wide range of topics, then just name your categories whatever you'd like.

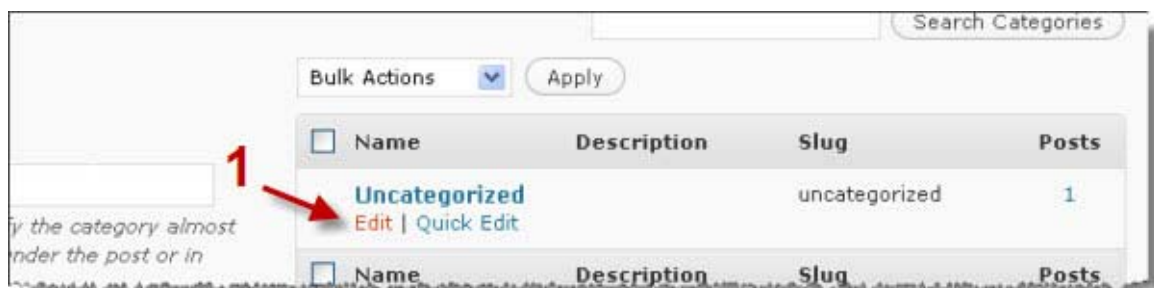
First, let's fix the pre-installed main category called Uncategorized.

Make sure you're logged into your blog's admin panel.

Click on the number "1" (1) to access your categories control panel.



Hover your mouse over "Uncategorized" and a submenu will show up (1), click on "Edit".



Type in the name of your main category (1) making it one word because one word is best. Make sure to read the instructions (2). Give the category a slug (3). With Category Parent, there is none for your main category (4). I never give categories a description but you can, if you'd like (5).

Go ahead and click "Update Category" (6).

The screenshot shows the 'Edit Category' form in WordPress. It has a title 'Edit Category' with a star icon. Below the title are four fields: 'Category Name' with the value 'Uncategorized', 'Category Slug' with the value 'uncategorized', 'Category Parent' with a dropdown menu set to 'None', and 'Description' which is empty. Each field has a red number and an arrow pointing to it: 1 for Category Name, 2 for the instruction text below it, 3 for Category Slug, 4 for Category Parent, 5 for Description, and 6 for the 'Update Category' button at the bottom left. The instructions for each field are: 'The name is used to identify the category almost everywhere, for example under the post or in the category widget.' for Category Name; 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.' for Category Slug; 'Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.' for Category Parent; and 'The description is not prominent by default, however some themes may show it.' for Description.

When you add posts to your blog, you'll have an opportunity to add more categories. I'll show you how in the next section when we talk about posting content to your blog.

Extra Note: Please note you will not see the categories on your blog until you add content to them via posts. I'll show you how in the next section.

Posting Content

Before we get to posting content, let's do some house cleaning by deleting the "Hello World!" post that came preinstalled on your blog.

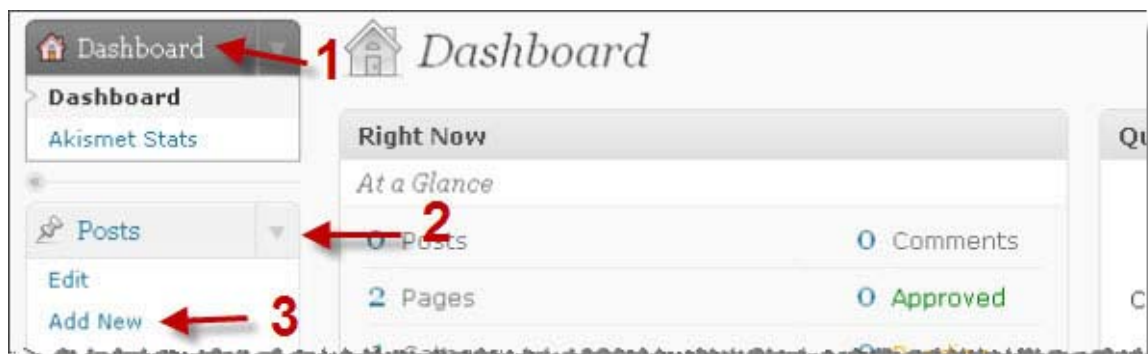
Login to your admin panel/dashboard and click on the number one post (1).



You'll be taken to the following page. Hover over "Hello world!" and a sub menu of links will appear. Go head and click on "delete" (1).



Navigate back to the dashboard by clicking on the dashboard icon over to the top left (1). Click on "Posts" (2) to get to the sub menu and then click on "Add New" (3).

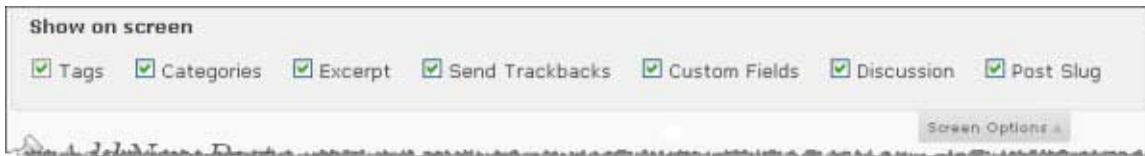


At first glance of the “Add New Post” page, it can be pretty intimidating. Not to worry, I’m going to walk you through each part.

For now, click on “Screen Options” in the upper right hand corner (1).



A sub menu will appear.



Go ahead and un-check all boxes (1).



Go ahead and give your first post a title (1).

Add some content (2).

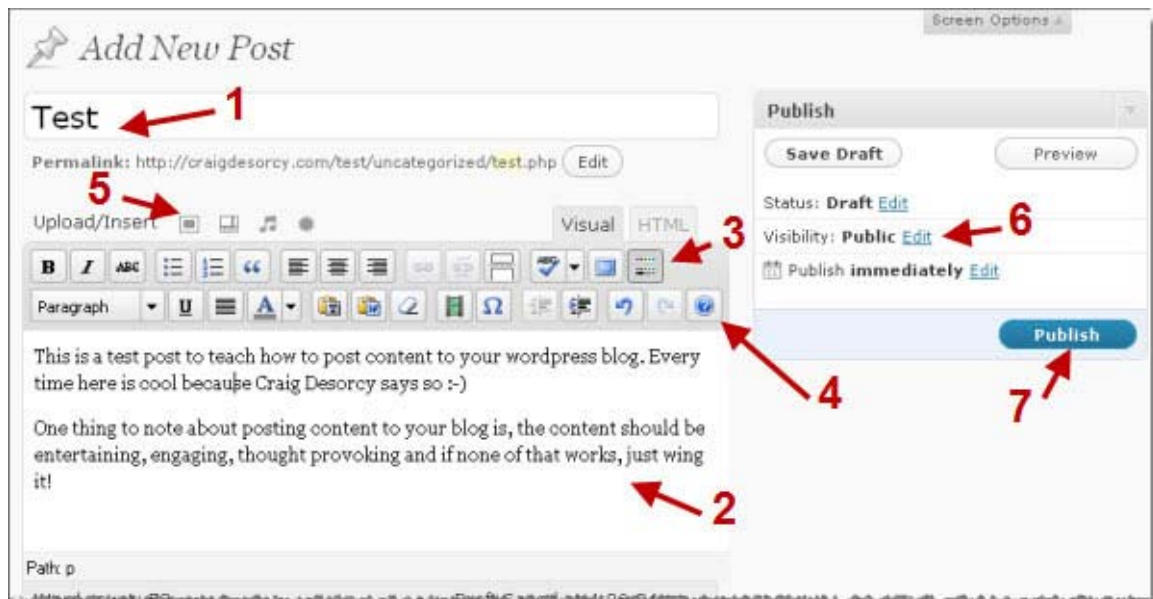
Clicking on (3) will extend your formatting icons and give you more choices.

Every icon you see (4) are the new formatting options.

If you'd like to add an image to your post, click on the "Add Image" icon (5) and what happens will be self explanatory.

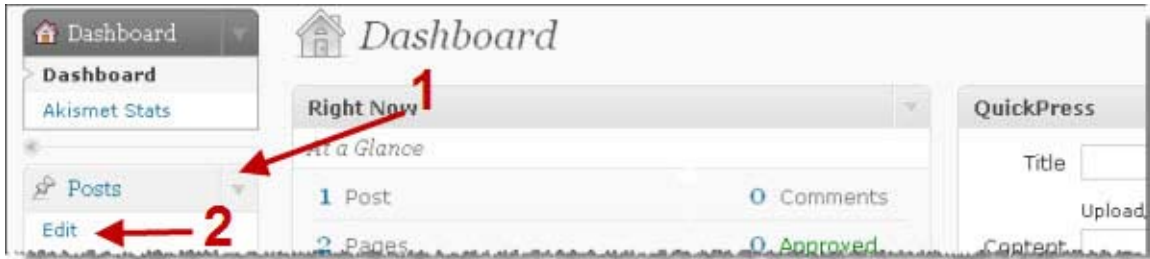
Clicking on "Edit" (6) will give you a few options and one of them is worth mentioning... it's called "Stick this post to the front page." Checking this box will make the post stay at the very top of any future posts. This is very useful if you'd like your readers to see a welcome post first before scrolling down to the rest of the content/posts.

Happy with your post, you can click publish now. Go ahead and visit your blog's URL to see what your post looks like.



Now let's edit this post so you can learn a few tips when posting to your blog.

Go to your blog's admin dashboard and click on "Posts" (1) once then click on "Edit" (2).



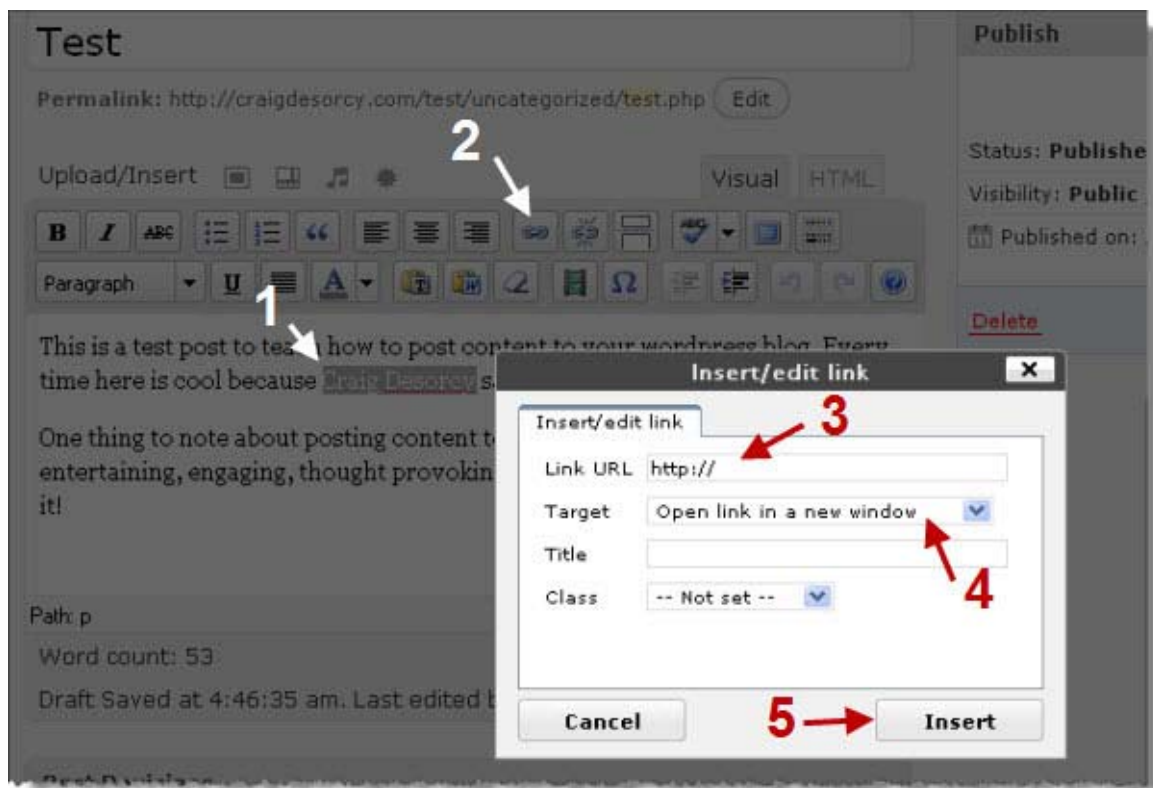
The following page will open. Click on "Edit" (1).



Hyper link

Let's set a hyper link within your text. This is useful for linking words to other websites or blogs.

Select a piece of text you'd like to hyper link (1), click on the link icon (2), and a window will pop up. Add the URL you'd like to link to in the "Link URL" field (3). You can set the link to open up in a new window (4) which is good if you'd like the visitor to stay on your blog. Last would be to click "Insert" (5).

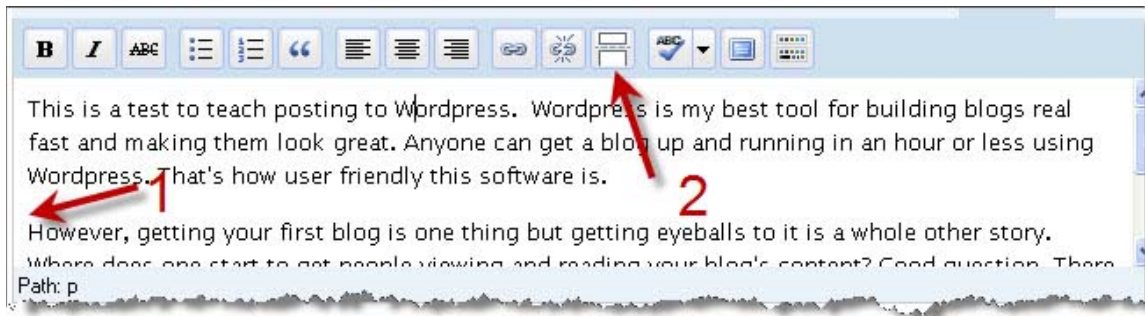


You can click "Update Post" (1) or do it later because we're not done yet. It's also worth noting that Wordpress auto saves your changes to posts as you go however, I don't trust it so you may want to click that "Update Post" (1).



Have you ever read a blog post and it's cut off with a line that says, "Click here to continue reading"? This is a great function that allows you to have loads of snippets of articles on your blog instead of 20 full articles on the front page. Let's do a "Read More" include.

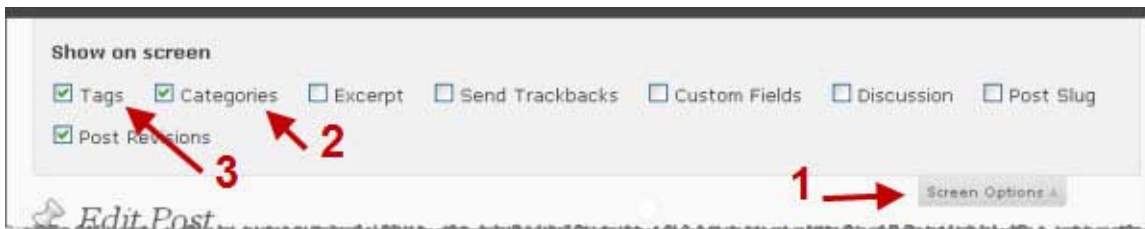
Click one time in front of any word you'd like the article to be cut off at (1) and click the icon above (2). When you publish, there will only be the first paragraph as the snippet.



You can click "Update Post" (1) now.



Now click on "Screen Options" (1) and check "Categories" (2) and "Tags" (3).

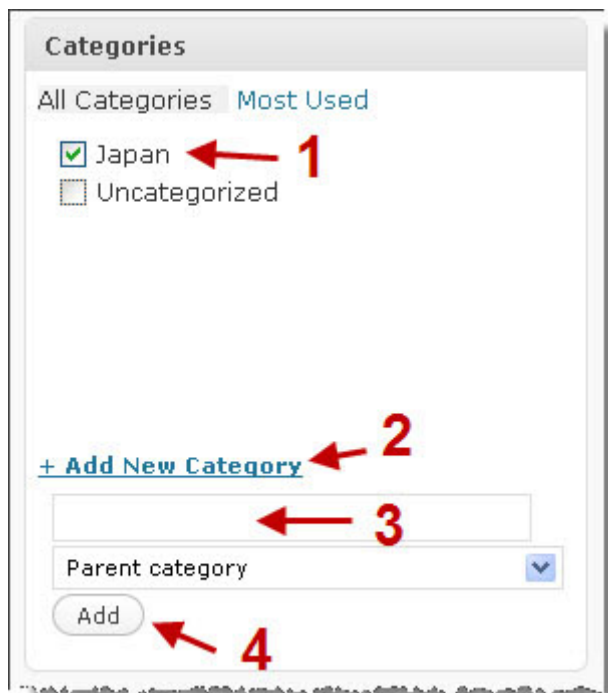


Now scroll a little bit down and look to the right. You'll see a tags section and a category section. Let's deal with the tags first.

Here is where you'll type the most relevant words that represent your post's content (1) and click on "Add" (2).



The next box is the category box. Go ahead and select the category for your post (1) or click on " + Add New Category " link (2), add your new category (3) then click "Add" (4).



You can click "Update Post" (1) now.



Link Management

At times you'll want to add links to your blog that link to other sites.

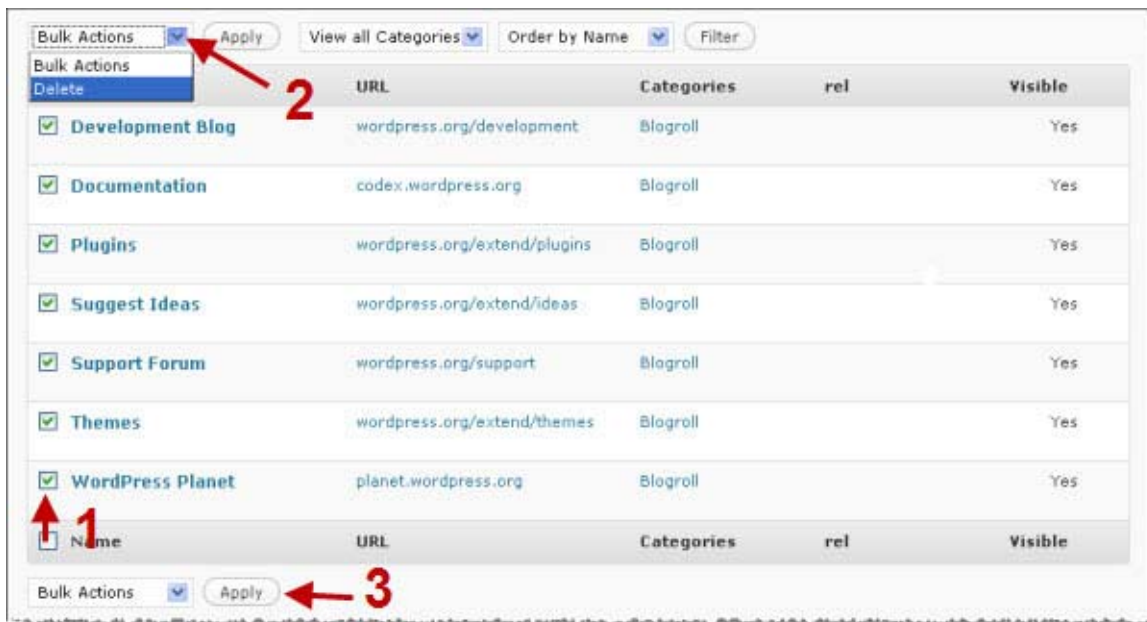
No matter what you change when it comes to out-going links, one that should stay is the one that goes to wordpress.org... It's a small price to pay for the free wordpress software.

Let's delete all the links that come preinstalled and add a new.

Login to your blog's admin dashboard now. Look in the left hand sidebar navigation menu and find "Links". Click on it (1).



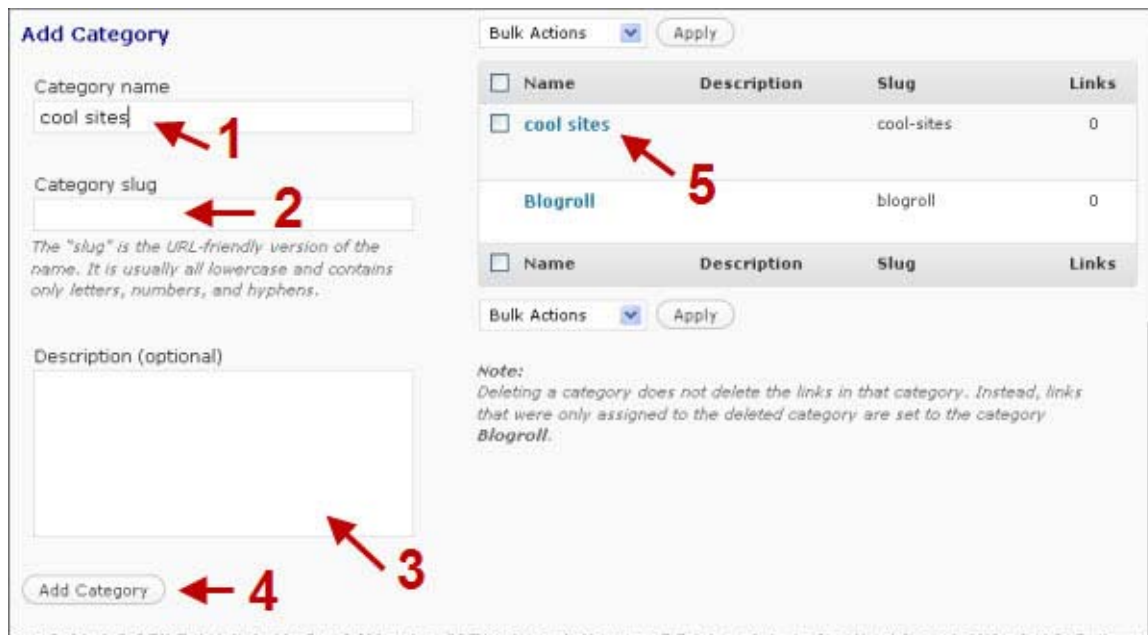
Check all boxes (1), from the drop down menu select "Delete" (2) then click apply (3).



Look over to the left and click on the little arrow pointing down to open Link's submenu (1) and click it, now click on "link Categories" (2).



Give your link category a name (1) which can be anything and you can have as many categories as you like. I don't use slugs (2) but if you do, follow the instructions under (2). I don't bother giving categories a description but you can (3). Once done, click on "Add Category" (4) and you'll instantly see your new category show up (5).



Let's add a link to your new category. Click on the "Links" dropdown menu (1) then click on "Add New" (2)



Give your new link a title (1). Type in the link's URL (2). Give it a description (3). Put the link into a category (4). Click on "Add Link" (5). NOTE: below categories there are some advanced functions. I do not use these but you may want to. Before hitting Add Link you may want to add some advanced functions first.

The screenshot shows the 'Add New Link' form in WordPress. It has five main sections with numbered red arrows pointing to specific elements:

- Name:** Arrow 1 points to the text input field containing 'Wordpress'.
- Web Address:** Arrow 2 points to the text input field containing 'http://wordpress.org'.
- Description:** Arrow 3 points to the text input field containing 'Best Blogging software in the world!'.
- Categories:** Arrow 4 points to the 'cool sites' checkbox under the 'All Categories' section.
- Save:** Arrow 5 points to the 'Add Link' button.

Other visible elements include an 'Example' text for the Name field ('Nifty blogging software'), an 'Example' text for the Web Address field ('http://wordpress.org/ -- don't forget the http://'), a 'Keep this link private' checkbox, and a '+ Add New Category' link.

Let's see how it looks on your blog in the next page but first, we need to add a links widget to your blog's sidebar so the links show up.

Over to the left in your sidebar navigation click on the "Appearance" arrow pointing down (1) which makes a submenu appears. Then click on "Widgets" (2).



If your theme has more than one sidebar select what sidebar you want your links to show in (1) then click "Show" (2). Click on "Add" pages (3) if you did not do that before so your contact form link shows up in your sidebar. Click on "Add" Links (4) and you'll see it instantly appear (5). Click on "Save Changes" (6) and you're done.



Go to your blog's URL (Website address) and see how things look.

Now go to your blog's URL and you should see the following. Your "Pages" widget with your contact page (1) and your "Links" widget listing your link (2).



Congratulations! Your blog should now be up and running!

If you've not signed up for free blogging help over at <http://www.idiotproofblogging.com> please do and don't forget to ask your question (1) if you need something covered that's not in this guide.



Once you've signed up and realize you have more questions, click on this link (1) and ask more.



If you liked this report, you're going to love
Blog Lock Down.



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