WordPress! It's About Time

You Can Build a Custom Website Easily

Session 1   Paul B. Taubman, II – http://INeedHelpWithWordPress.com   [1]

Presenters

Paul Taubman, II

Pat Iyer

Session 1   [2]

Schedule

- Classes
  - October 9, 2012 8:00 PM - 10:00 PM
  - October 16, 2012 8:00 PM - 10:00 PM
  - October 23, 2012 8:00 PM - 10:00 PM
  - October 30, 2012 8:00 PM - 10:00 PM
- Q&A
  - October 11, 2012 9:00 PM-10:00
  - October 25, 2012 9:00 PM-10:00
  - November 1, 2012 9:00 PM-10:00

Session 1   [3]

Class 1 – Oct 9th

- What to expect! – To start things off, we will cover the step-by-step process and give you a chance to understand what is coming up.
- Keyword selecting and selecting a domain – Select a keyword rich domain so that you can actually build your site as you follow along.
- Register your new Website Name
- Secure hosting for your website
- How to hook these last 2 pieces together
- Lastly we will talk about laying the foundation for list building and the importance of doing so

Session 1   [4]

Class 2 – Oct 16th

- Install WORDPRESS!!!
- We'll talk about changing themes and what to look for
- We will cover plugins and getting your site to do what you want it to do
- No site is safe so we will cover the first level security on your site
- Of course, we will tweak your site for performance
- During all of this, you will get familiar with the interface of WordPress

Session 1   [5]

Class 3 – Oct 23rd

- You will learn how to blog and why this is so essential
- We will start with Blogging Basics and move ahead into Content Generation, Core Content, and using Multi-Media on your site
- You will need to promote your blog as well as monetize it – so that will be covered!
- Finally, we will conclude with the Barriers to Blogging and how to combat them

Session 1   [6]

Class 4 – Oct 30th

- On this last day, you will learn how to drive traffic to your site
- And of course, we will discuss how to promote your site (which goes hand in hand with driving traffic)
- Wrap up

Session 1 [7]

What is a Market?

- A segment of the population that have a common need or desire
- … That have the wherewithal to purchase
- … Are motivated to acquire a commodity or service that meets their need or desire.

Session 1 [8]

What is a Niche?

- A niche is effectively a segment of a market
- For example
  - Market - Cars
  - Mega Niche - American Made Cars
  - Niche - Muscle Cars
  - Micro Niche - 79 Monte Carlo SS

Session 1 [9]

They are the same!

On the Internet,
Market & Keyword Research are
Synonymous!

Keywords have a Hierarchy

- 1,000,000+ = Market
- 100,000 - 1,000,000 = mega-niche
- 30,000 - 100,000 - niche
- < 30,000 = micro niche

Why Do Keyword Research

- If you want to be ranked on the first page of the search engines and drive free traffic to your site, you need to find the most popular keywords people are using to find the particular product you are trying to promote on your site.

Google Keywords

- Head over to:

*https://adwords.**google**.com/select/**KeywordTo
ol**External*

- - or –

- Just search for "Google Keyword Tool"

Session 1   [13]

Google Keyword Tips

- ☑ Only show ideas closely related to my search terms ⑦ Make sure this is checked; if not you will get many keywords that may not actually apply to your business.

- The numbers underneath *Global* are the amount of searches all around the globe averaged out over 12 months. Searches in the Local column are referring to the location that you specified in the beginning. In our case, they're showing the number of searches in the Unites States averaged out over 12 months.

Session 1   [14]

Google KeyWords

Broad Match

Phrase Match

Exact match
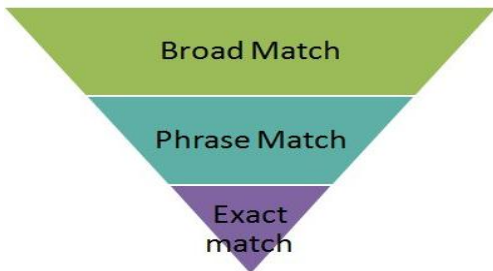
Session 1   [15]

Match Types

- **Make sure you select that you think you are selecting!**
- **Match Types** -The traffic volume that appears in the statistics table for a specific match type is an approximation of the traffic that a keyword gets in a month on Google with that match type.
- **Broad match**: The sum of the search volumes for the keyword idea, related grammatical forms, synonyms and related words
- **Phrase match**: The sum of the search volumes for all terms that include that whole phrase
- **Exact match**: The search volume for that keyword idea

Session 1 [16]

Good Names vs. Not so Good Names

What to look for in a good domain name (Website Name):

- A good domain name is relatively short
- A good domain name is memorable
- A good domain name isn't easily confused with others
- A good domain name is hard to misspell

Session 1 [17]

Good Names vs. Not so Good Names (Cont.)

What to look for in a good domain name (Website Name):

- A good domain name relates to your business name or core business
- A good domain name sounds solid to your target audience
- They have a .com extension
- They don't contain hyphens or numbers

Session 1 [18]

Good Names vs. Not so Good Names (Cont.)

- Don't worry if your domain doesn't have all these characteristics. These are just factors that you should consider when evaluating domain names.
- There are lots of examples of successful domain names that lack some of these points Try to make sure that your domain has most of the characteristics.
- Excel Spreadsheet - NicheSelectionWorksheet

Session 1   [19]

What Do You Need To Get Started?

- Time to build your 'Team'
    - Registrar
    - Hosting Company
    - It is best to keep these as 2 Separate companies

Session 1   [20]

A Registrar

- Registrar – this company will register the name you want as your website
    - Registration is usually for a minimum for 1 year
    - Upsells: WhoisGuard / Privacy Protection, multiple years

Session 1   [21]

A Hosting Company

- Hosting Company – this company will store your website content, files, WordPress will be installed here, etc.
  - Hosting is month to month or yearly
  - Upsells: SiteBuilder, Services, Email, SSL Certificate, Drive traffic to your Website, Shopping Carts, multiple years – ALL NOT NEEDED… yet!
  - **Make your life easier – make sure they have CPanel installed.**

Session 1   [22]

My Registrar Companies

- I use/have used the following:
  - GoDaddy
  - NameCheap- domain registration
  - $9.97 /year

Session 1   [23]

My Hosting Companies

- I use/have used the following:
- **GVO**, **HostGator**, FatCow, XO, 1&1, WPHost, GoDaddy, MyDomain, JustHost, DreamHost
- What to look for:
  - Reliable
  - Great customer support
  - Unlimited Domains
  - Unlimited Bandwidth

Session 1   [24]

My Hosting Companies

- I have a few HostGator accounts:
  - www.HostGator.com - use coupon code
    (WPCoachingSave994 = Free Month) or
    (WPCoaching25Off = Save 25% off *regular pricing*)
  - These codes provide a BETTER discount than what HG says is the most valuable coupon code.

Real Case Study

- Head over to NameCheap

Why You Need A List

- "The money is in the list"
- People who *know, like & trust* you will buy from you
- Build that relationship with your customers by emailing regularly
- Keeps your company name in your customers' mind

How to Use An Autoresponder

- Autoresponder
  - A service that organizes your email addresses
  - Allows you to schedule messages to be sent
  - Aweber or Get Response are among the best
- Avoid free accounts like Yahoo or Google
  - They do not allow hundreds of emails to be sent
  - You'll be labeled a "spammer"

Session 1   [28]

Collecting Emails

- Brick & mortar businesses or offices
  - Keep a list by the register & ask people to sign up
  - Manually add the emails each day to your autoresponder
- Website Owners
  - Place an opt-in form on your website
  - Emails automatically get added; no manual work

Session 1   [29]

The Freebie

- An extra enticement to sign up for your list
- Most often it's a special report, audio or video
- Make it valuable & useful
- It's a trade – they give their email, you give the information
- Include the download link in the 1st email message

Session 1   [30]

Sign Up

- There is no question, you need an autoresponder.
- Sign up at:
  - http://bestemailautoresponder.com/
  - http://Aweber.com
- Use my link (first one) for a $1 trial for the first month AND I will send you a Special Report on List Building and AutoResponders

Session 1 [31]

Success Steps for Next Class

- Register a domain name
- Get Hosting (coupon code WPCoaching25Off)
- Set your DNS servers
- Sign up for your AutoResponder at:
  - http://BestEmailAutoresponder.com

Session 1 [32]