

James Todd Presents:

.....Special offer on page 5.....

How to Become A Wordpress Expert In 24 Hours!



BuildMySiteforFree.com

What is BuildMySiteforFree.com?

Build My Site for Free is our website that was created to help you build *your* website easily. We've created this Ebook to help you launch your blog or website within the next 24 hours.

At **BuildMySiteforFree.com** we provide you will lots of tools and information to build your website or blog. Check out our **BuildMySiteforFree.com/themes** where you will see lots of themes including those for **Restaurants, Photographers, Real Estate Agents** and more.

Not sure how to install a theme? Visit **BuildMySiteforFree.com/howtothemes**. If you don't like any of the free themes consider spending as little as \$25 to purchase a theme. When you purchase a theme you get support from the developer for any questions or problems with the themes use and implementation within your Wordpress website builder.

Choose from over 1,000 themes at **BuildMySiteforFree.com/themes**.

Visit **BuildMySiteforFree.com/plugins** to choose from hundreds of Wordpress Plugins and add features to your site.

Not sure how to install a plug in? Visit **BuildMySiteforFree.com/howtoplugins**.

Need a **domain name** and not sure how to choose one?

Visit **BuildMySiteforFree.com/domainname** to learn more.

Have other questions about how to use Wordpress?

Learn How to use Wordpress at: **BuildMySiteforFree.com/howtovideos**

Want to build an email list on your site? Would you like to connect your site to Twitter and Facebook?

For lots of articles about how to market your blog or website visit **BuildMySiteforFree.com/tips**, how to get traffic to your site and more.

We're here to provide the answers you need to build and maintain your website or blog. If you don't find what you need please contact us at **BuildMySiteforFree.com/contactus** and ask.

We appreciate your help in making this the ultimate destination for everything Wordpress.

James Todd

James Todd
Publisher/BuildMySiteforFree.com

Become A Wordpress Expert In 24 Hours

Blogging has become very popular within the world of Internet Marketing. It's an amazing way for people to share their views, thoughts and opinions with others.

What is the difference between a blog and a website? While they might use different graphic themes, *both use the same Wordpress software.*

Blogs are generally for individuals for personal diaries or news columns while websites typically represent a company or business. In this eBook please consider the use of blog or website to be interchangeable as all the information we present applies to both blog and website creation.

Many of us think of Blogging as a way to earn an income online or as a part of this. Others simply think of it as a way of chatting to others and would never consider money to be part of this.

The majority of popular Blogs online are about people sharing their thoughts about issues in today's society. It can be a very easy way to create a viral stream of viewers through to your website and at a very fast pace too!

When a Blog is done right it can be great way to put your foot on the ladder in the world of Internet Marketing.

You can access our main Blog at www.buildmysiteforfree.com/tips

I've have previously used free blogging websites such as Wordpress.com and Blogger.com but found that if these free administrators didn't like something they could simply remove it and there was nothing I could do about it. Basically I would be doomed!

When I started looking into my first hosted Blog I was very confused and any e-books or reports that I came across were simply out of date.

That's why I've written this for you. *I want to make it easier for you than it was for me. I figured out how easy it could be and I wanted to share that with anyone who needed help!*

Getting ready for your Hosted Blog:

Before you do anything you need to choose a domain name and your web hosting. If you already have a site that you don't want to change then you may want to use a sub domain. For example: if I was going to set up a sub domain from my main site I would simply use www.buildmysiteforfree.com/blog.

However if you are creating a new site or want to update an existing site then you want a fresh domain. I wanted a fresh domain for my Blog as I was going to be using more than one Blog from a domain.

Therefore I set up many of my websites and blogs through Hostgator. Hostgator is a company that has computers connected to the internet. They sell space on those computers and therefore they are what is called a **web host**.

I wanted to have multiple Blogs and Websites on one account so I purchased a "Baby" plan which provides unlimited domains on one account which was the perfect solution for me and my business.

You should always plan in advance and set up your Blog and hosting one or two days before you create your Blog. That's because it takes a little time for your new site to be registered and available throughout the Internet. It has taken up to three days for some of my sites to be accessible through my domain name.

I suggest that you use Hostgator for your hosting as well as they are very reliable and are also very cheap. I couldn't believe how much I was getting ripped off before I started using them.

You can open a Hostgator account by going to:

<http://buildmysiteforfree.com/hg-sign-up/> Here is what you will see:

The screenshot displays the HostGator website's homepage. At the top, the HostGator logo features a cartoon alligator and the tagline "we eat up the competition". Contact information includes a toll-free number (1.866.96.GATOR) and a local number (1.713.574.5287), along with a "LIVE CHAT" button. A navigation bar lists services: HOME, WEB HOSTING, RESELLER HOSTING, VPS HOSTING, DEDICATED SERVERS, SUPPORT, and AFFILIATES. The main banner promotes "Unlimited Web Hosting" with the slogan "Web Hosting made EASY and AFFORDABLE!". It lists benefits: unlimited disk space and bandwidth, free site building tools and templates, and 24/7/365 award-winning technical support. A price tag indicates "STARTING AT \$4.95/mo". Below the banner, a section titled "Get Started with HostGator Web Hosting Today!" features a "POWERED BY 100% WIND ENERGY" logo. It describes HostGator as one of the world's top 10 largest web hosting companies with over 400 employees and a 45-day money-back guarantee. Three hosting plans are presented: Hatchling Plan (starting at \$4.95/mo), Baby Plan (starting at \$7.95/mo), and Business Plan (starting at \$12.95/mo). Each plan lists features like unlimited domains, disk space, and bandwidth. Links for "Compare All Hosting Plans" and "ORDER NOW" are provided for each plan.

Plan	Starting Price	Key Features
Hatchling Plan	\$4.95/mo	Single Domain, Unlimited Disk Space, Unlimited Bandwidth, Shared SSL Certificate
Baby Plan	\$7.95/mo	Unlimited Domains, Unlimited Disk Space, Unlimited Bandwidth, Shared SSL Certificate
Business Plan	\$12.95/mo	Unlimited Domains, Unlimited Disk Space, Unlimited Bandwidth, Free Dedicated SSL & IP, Free Toll-Free Number

What you want to do is explore the different hosting packages and decide which one best suits you. I prefer the Baby hosting as you can have unlimited domains on one hosting which can save you an absolute fortune. I should know!

The cost of the hosting is as little as \$4.95 per month depending on the package you choose and the time commitment.

SPECIAL OFFER: Get your first month for .01:

If you're not sure which package to choose just take any package for \$9.95 or less per month and ***use our coupon to get your first month for .01.***

You will then be taken to a page to confirm which domain you would like to purchase. Either input the domain you would like to buy or, if you have already have your domain, then enter it in the appropriate box and click on existing domain.

IMPORTANT: in the "Enter a Coupon Code" box **MAKE SURE** you enter the code **"wp24hrbook"** so that you will get your first month for .01.

HostGator
we eat up the competition

Toll Free: **1.866.96.GATOR**
Local: **1.713.574.5287**
Now hosting over 5,000,000 domains!

LIVE CHAT

Step 1: Choose a Domain Step 1 >> Step 2

Register a New Domain

Help me **register** a new domain name.

Enter Domain Name: .com

CONTINUE TO STEP 2

or

I Currently Have a Domain Name

Use an existing domain name.

Enter Domain Name:

CONTINUE TO STEP 2

Enter a Coupon Code

Coupon Code: You have chosen our most valuable coupon!

If you don't have a **domain name** yet, choose one that is as short as possible and one that either has your brand name in it (if you're well known) or, if you're not well known, choose one that reflects the keywords your customers will be searching for.

For more information on choosing domain names go to:

<http://buildmysiteforfree.com/how-to-choose-a-domain-name/>

Once you have ordered your domain and hosting you will receive an email from Hostgator with all your sign in and account information.

If you did not register your domain at Hostgator you will need to “point” your domain at your new host. The email Hostgator sends you will contain the name server information you will need for your domain registrar. Once you complete your hosting registration you will need to sign into your domain registrar and change the name servers for your domain name to the new Hostgator servers.

Once you have done this you will have to wait for the DNS servers to be transferred over. This can take from 5 minutes to 72 hours.

I did it in the middle of thanksgiving and it was done in about 36 hours. Once you have sorted this out your ready for the next step.

Congrats on completing your web hosting set up!

Installing Wordpress:

It's very simple and easy to install Wordpress onto Hostgator. The one thing that is vital though is to make sure that your hosting provider has Fantastico included in the Control Panel. If you can't see it double check with your hosting provider before purchase. With Hostgator you're all set!

If you are wondering what Fantastico is all about it simply makes setting up a variety of products on your website or Blog so much easier. When it's included it really a few button clicks and your there. It can be used for adding scripts, forums, internet chat and Blogs.

Once you have your site up and running you will want to review how to find and install Themes (website designs) and plugins (website feature add ins). You can visit **BuildMySiteforFree.com/howtoplugins** and **BuildMySiteforFree.com/howtothemes** for that information.

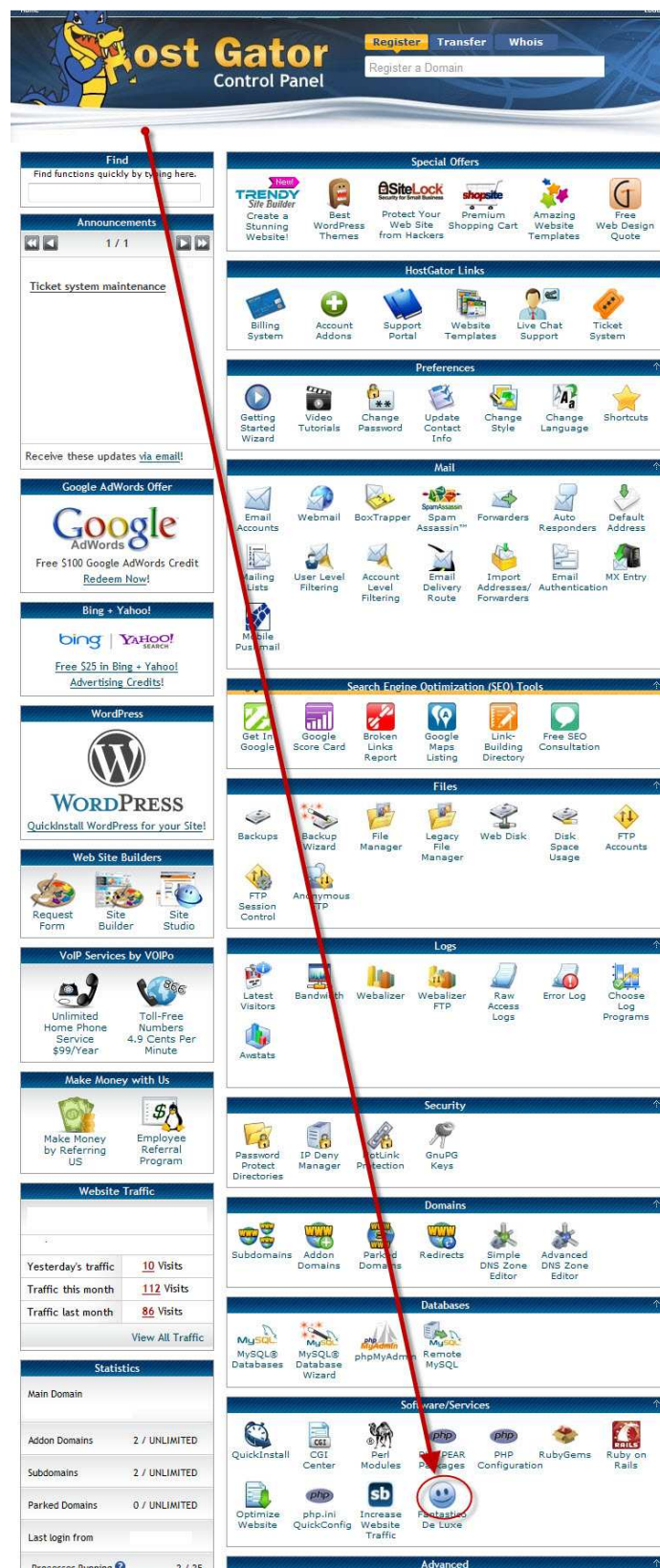
Step 1: Sign into your Hostgator Account

You will automatically be sent to your control panel.

Step 2: Installing WordPress:

You will now see the control panel screen. Look down the control panel sections until you find the section that says “Software and Services”, the second one from the bottom of the page.

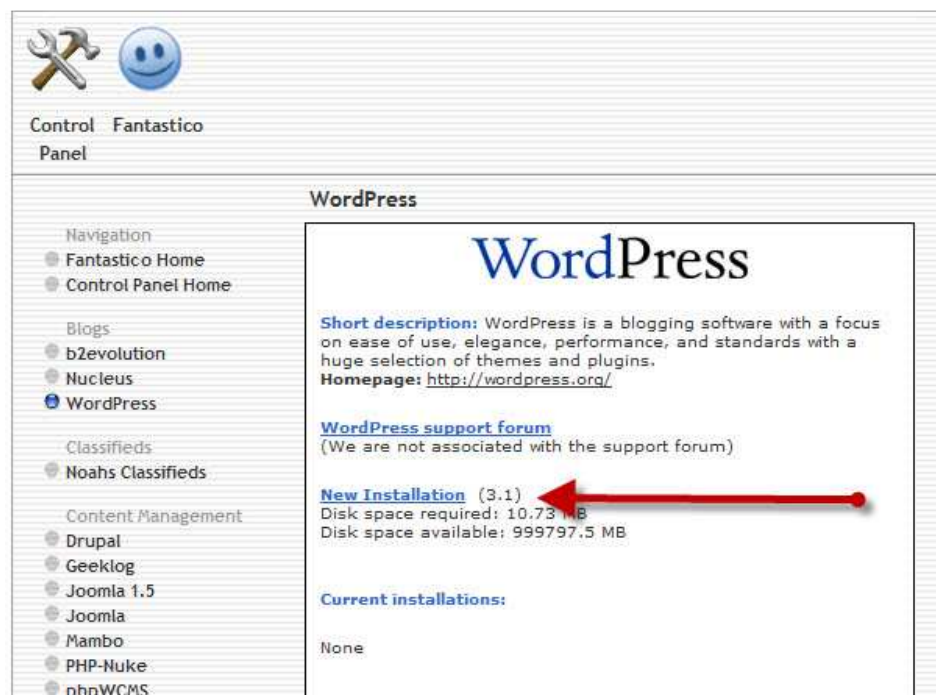
Look in that section for the “Fantastico Deluxe” name and logo. Now click on the Fantastico Deluxe icon to start the installation process.





Click on the Wordpress Link and you will now be taken to the next page:



Now you will need to click on the Wordpress link in the Blogs section and you will be taken to the next page, shown below, where you should click on "new installation":



Control Panel
Fantastico

Navigation
Fantastico Home
Control Panel Home

Blogs
b2evolution
Nucleus
WordPress

Classifieds
Noahs Classifieds

Content Management
Drupal
Geeklog
Joomla 1.5
Joomla
Mambo
PHP-Nuke
phpWCMS
phpWebSite
Siteframe
TYPO3
Xoops
Zikula

Customer Relationship
Crafty Syntax Live Help
Help Center Live
osTicket
PerlDesk
PHP Support Tickets
Support Logic Helpdesk
Support Services Manager

Discussion Boards
phpBB

WordPress

Install WordPress (1/3)

Installation location

Install on domain
speedyeti.com
1

Install in directory
2

Leave empty to install in the root directory of the domain (access example: http://domain/).
Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)
3

Password (you need this to enter the protected admin area)
4

Base configuration

Admin nickname
admin nick name
5

Admin e-mail (your email address)
myemail@speedyeti.com
6

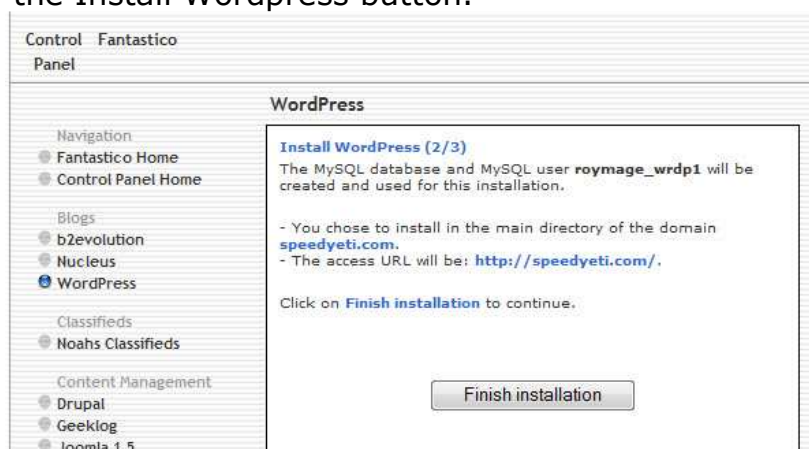
Site name
speedyeti.com
7

Description
8

Install WordPress

On this screen you will specify the settings for your WordPress website.

1. Here you need to enter the name of the domain where you will have your Blog. You would only need to alter this if you have more than one domain. If this is your first registration you would only have one listed here to choose from. Your domain name is your url and is similar to www.buildmysiteforfree.com
2. You will leave this completely blank unless you are hosting it on a sub-domain. If you are using a sub domain you simply enter the sub i.e. if I was doing it for speedyeti.com/fastest I would simply enter "fastest" in here.
3. Here you need to enter the username that you want to use to access the WordPress Control Panel. Please do not use Admin as this makes it very easy for others to hack into and is a serious security risk.
4. Here is where you enter your password that you want to use to access the Wordpress Control Panel. Please use one that you would remember and make sure it's one that is hard for others to guess and then hack into.
5. This is where you enter your admin nickname that people will see when you post on your Blog. I advise using your company name or your name rather than using admin.
6. Here is where you enter the email address that Wordpress will use to contact you. This will include informing you when someone leaves a comment on your Blog so make sure it is an email address that you use regularly.
7. Here is where you put your site name. This is usually the name of your domain but you can choose something different if you wish.
8. Here is where you add your site description this tends to go directly under the site name so choose something short and informative.
9. Now click on the Install Wordpress button.



You have now installed Wordpress successfully and are ready to start with all the fun stuff. Your first installation of Wordpress may have seemed complicated but it will become a real breeze for you once you do it a few more times.

Deleting Settings

Before I take you back to your Hostgator settings I'd like to help you sort out the current Wordpress settings that you have in place.

First log on to your Wordpress Blog Admin panel via your domain name.

The url for this is: www.yourdomainname.com/wp-admin if your domain name was cnn.com it would be www.cnn.com/wp-admin

On this page you will come across a screen like this:



Once you have logged in you will want to delete all the default settings including:

- Default Page
- Default Post
- Default Blogroll
- Categories
- Links

You can do all this from the dashboard and a few clicks later and you will have deleted it all and you are ready for the next step. Initially you will want to create a new category and link name that suits your Blog. This is where you would place future Blog posts and links to other websites so make sure it fits in with the image of your Blog.

Next you will need to look into the Permalink Settings of your Blog. This is a very important part when it comes to the SEO of your Blog. Wordpress will have automatically created default settings here so make sure you change them.

The most important thing to remember is to have these settings updated before you inform people about your Blog. ***You can access the Permalink settings by going to the dashboard, clicking on settings and then clicking on Permalink.***

Once you are on this page please change the name from default to custom settings and copy and paste this: `/%postname%/`

Once you have done this the page urls will not have any irrelevant characters following it. You will then simply have the name of the post after your domain name and no more useless numbers.

Creating your Ping List

You now need to sort out your Ping List. When you create a new post it is important to Ping it in order for the search engines to take note. Once you create your list it is then done and you won't have to keep updating it every time you do a post.

Here are my favorite Pings and if you like you can simply copy and paste them into your settings. You can find the area to add your pings by going to *Settings* like you did for your Permalinks and going to *Writing* and when you scroll down to the bottom you will find where to place your Pings.

Here are the pings for you to add:

<http://rpc.pingomatic.com>
<http://api.feedster.com/ping>
<http://api.moreover.com/RPC2>
<http://api.moreover.com/ping>
<http://api.my.yahoo.com/RPC2>
<http://api.my.yahoo.com/rss/ping>
<http://www.blogdigger.com/RPC2>
<http://www.blogshares.com/rpc.php>
<http://www.blogsnow.com/ping>
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>
<http://bulkfeeds.net/rpc>
<http://www.newsisfree.com/xmlrpctest.php>
<http://ping.blo.gs/>
<http://ping.feedburner.com>

http://ping.syndic8.com/xmlrpc.php
http://ping.webloglot.com/rpc.php
http://rpc.blogrolling.com/pinger/
http://rpc.technorati.com/rpc/ping
http://rpc.weblogs.com/RPC2
http://www.azfeeds.com
http://www.blogsearchengine.com
http://www.blogtopsites.com
http://www.feedbase.net
http://www.feedssubmitter.com
http://www.fybersearch.com
http://www.plazoo.com
http://www.readablog.com
http://www.rssfeeds.com
http://www.rssmad.com
http://www.rss-spider.com
http://blo.gs/ping.php
http://www.pingerati.net
http://feedshark.brainbliss.com
http://www.pingmyblog.com
http://geourl.org/ping
http://ipings.com
http://www.icerocket.com
<http://www.webloglot.com/ping>

Blog Theme

As you will see once you go to your new website or blog, www.yourdomain.com, that the default graphic look, called Themes, in Wordpress is pretty basic and you may want one that is a little more creative or unique design.

The beauty of Wordpress is how easy it is to change the theme. Most people when starting out have little cash so the best idea is to use the free themes that are available on our website and offered throughout the internet. I am using both free and paid themes on my blogs and websites.

There are many, many themes available and I have included a great list of my favorites at **www.BuildMySiteforFree.com/themes** and you can choose one that suits you best.

We have a directory of over 1,000 free and paid Wordpress themes to choose from. Once you have chosen your theme make sure it is in a compressed file(zipped) and save it to your desktop.

Once your zip file theme is saved to your desktop follow these instructions:

1. Sign into your Wordpress blog at www.yourdomain.com/wp-admin
2. Click on the link on the left toolbar that says "appearance"
3. Click on "themes"
4. Now look at the top of the page and click on the tab that says "Install Themes"
5. Now click on the little blue link that says "upload"
6. Now click on browse and find the theme zip file on your desktop.
7. Click "install now"
8. It's now installed but you must activate it first to use it.
9. Now you should get a message to either preview, activate or return to themes page.
10. You can activate your theme and then go to your home page to view it.
11. You can also preview it before activating it.

Need a little more help with theme installation then visit:

<http://buildmysiteforfree.com/how-to-install-wordpress-themes/>

Widgets

Don't just add all the widgets that are available it is better to just use the ones that you need.

I recommend using the following:

Calendar
Tag Cloud
Pages
Categories
Links
RSS
Search

And once you have some good content:

Recent Posts
Recent Comments
Archives

Plugins

You will find that the internet is filled with different types of Plugins (software feature add ins) and that you will be overwhelmed with choice and people arguing over which works best.

To save on the arguments these are the top 12 Plugins that you start with:

All in one SEO Pack
Akismet
Contact Form 7
Easy Privacy Policy
Google analytics
Google XML Sitemaps
Sexy Bookmarks
Simple Tags
Wp DB Backup
Wp to Twitter ReTweet
Wp Stats
Yet another related posts

You can read more about these plugins and can also download them direct from our website at **BuildMySiteforFree.com/top12**.

We have a directory of hundreds of Wordpress plugins to choose from. You will find both paid and free plugins at **BuildMySiteforFree.com/plugins**

Once you have chosen your plugin make sure it is in a compressed file (zipped) and save it to your desktop.

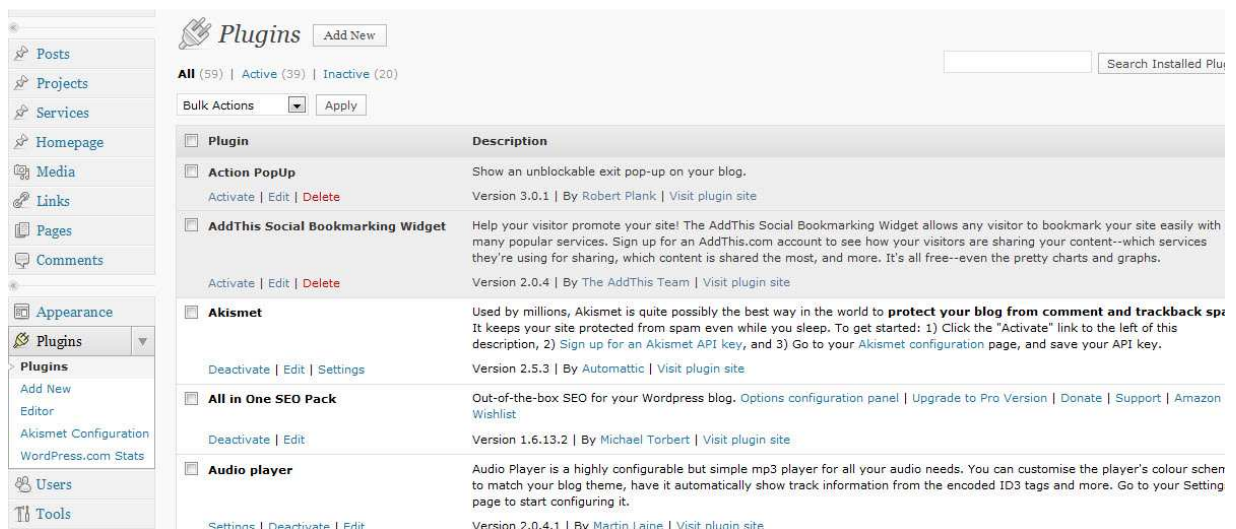
Once your zip file plugin is saved to your desktop follow these instructions:

1. Sign into your Wordpress blog at www.yourdomain.com/wp-admin
2. Click on the link on the left toolbar that says "Plugins"
3. Click on the link on the left toolbar that says "add new"
4. Now click on the little blue link that says "upload"
5. Now click on browse and find the plugin zip file on your desktop.
6. Click "install now"
7. It's now installed but you must activate it first to use it.
8. Some plugins have settings and instructions-go to your plugins page and to where that plugin is listed to see if there are any settings.

Need a little more help with plugin installation then visit:

http://buildmysiteforfree.com/how-to-install-wordpress_plugins/

This is what your plugin section looks like-it lists both your active and inactive plugins:



Getting Traffic and Promotion:

Once you have completed these steps and added a post you will be wondering about promotion. Utilizing these social media sites will help promote your Blog and let everyone know what you have to offer:

There are plugins you can install which will automatically connect your blog to these sites and post your content there also.

www.facebook.com
www.stumbleupon.com
www.reddit.com
www.digg.com
www.pingoat.com
www.twitter.com

To find social media plugins for your blog visit:
<http://buildmysiteforfree.com/tag/social-plugins/>

For some great books on using social media for your website visit us at:
BuildMySiteforFree.com/books

You can also follow us on twitter at www.twitter.com/buildmysitefree

I hope this helps you in creating your first Blog and I wish you luck and hope it is a great success for you.

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