

# Revolutionary **Blogger**




Pamphleteering 2.0  
*A Revolutionary's Guide  
to Political Blogging*

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# Using This Guide:

This is an interactive guide that includes links to webpages and videos. Watch for the following icon to know when there is a link to an additional resource:  *Click the Link*

We are able to offer this guide for free, because many of these links are affiliate links. For example, if you click on our links to Bluehost, and purchase hosting we will make a commission. If you don't already have any of the services we recommend, we hope you will support this free guide by using our links to make your purchases. For more information on this practice see our compensation disclosure.

 *Click the Link*

Since this Guide is a PDF, Adobe will ask you to allow the links to open. You can allow Adobe to do this, they are all safe links to trusted sites.

# Why You Need a Political Blog

*Freedom of the press is guaranteed only to those who own one.*

~Abbott Joseph Liebling

Challenging the status quo of any political climate is never an easy task, and perhaps the greatest challenge of such an endeavor is the daunting likelihood that the project will never be complete. Nevertheless, history is filled with those who have taken their ideas, and with whatever medium available, have nailed them to the door of then existing power centers.

Alternately, power centers can and will attempt to consolidate and control the media of communication wherever possible. From the hegemonic influence of Catholicism to modern corporate conglomeration, history is filled with powerful entities seeking to censor disruptive ideas.

As blogging ascended as a popular form of expressing oneself on the web, many saw this as the apotheosis of political free expression in a democracy...that in many ways was killed by its own success. Finally, everyone had access to their own printing press. One of the challenges of so many ideas entering the marketplaces, is that all ideas run the risk of becoming irrelevant. It is easy to disrupt the status quo when you live in a German village and you nail your ideas on the door of those who would be most negatively impacted by them. It is likely for the average political blog to get lost in the infinite number of irrelevant corners in cyberspace. As modern mass media have enabled more people to participate in political discourse, perhaps one of the reasons that the presence of large social protests have grown along with the expanded reach of media is that modern mass media always contain the potential risk of irrelevance. Whereas, if you have a large enough group of people using technology that has been around since cave painting (painting a message on a sign) you can feel like you made a statement.

It is within this paradoxical relationship between the ability of technology to both empower everyone with a printing press while at the same time disenfranchising everyone with universal irrelevance that we find the challenge of becoming a successful political blogger.

This isn't to say that all political blogs are pointless, but the vast majority of them are. The path to becoming a successful political blogger has been established, and this path has been forged in American political discourse by a large group of well-funded, young, college-educated liberals who cut their teeth on the presidency of George W. Bush.

However, the fact that political blogging was largely developed by liberals is probably more of a historical accident than a result of some inherent ability or technical prowess of this first group of pioneers. In the short time that blogging has been a viable medium for expressing political discourse, George W. Bush was president for the vast majority of this time. Liberals were far more motivated during this time period to wield this new medium to their advantage.

After the election of Barack Obama a large number of frustrated conservatives have decided to express their outrage with whatever medium possible. Many of them have grown up learning that effective political protest equals storming the National Mall in large numbers and the technological equivalent of cavepainting - another form of political discourse pioneered by liberals. This same group of politically active conservatives is also flooding into the blogosphere and the social networks.

Where the motivation is there for conservatives and tea party activists to start blogging, there is no George Soros funding and orchestrating this activity with any sense of direction. I am not convinced that conservatives need a George Soros to launch them effectively into the blogosphere. In fact the presence of George Soros funded blogging projects probably indicates the liberal bloggers falling victim to their own success. It certainly didn't take long for them to censor their ideas according to the whims of a powerful

financial sponsor. I don't want to see conservative political bloggers fall into the same trap. It is for this reason that I have written this guide. It is entirely possible that if an army of conservative political bloggers understood how to use the technology in their favor they could influence the outcomes of elections, influence the content of the mainstream media, and become political authorities within their sphere of influence.

Aside from these main reasons, Conservatives need to be conquering the blogosphere for a few more simple reasons:

1. Blogging, if done correctly, can be an extremely effective way of getting your ideas into places where they will be influential.
2. An effective political blogger has to be networked to other successful political bloggers. A well-networked blogger doesn't need to orchestrate a march in Washington DC to be heard, and it is not hard to become well-networked.
3. You can use your blog to make money.
4. Money spent to promote your site will go a lot further and give you more control over your influence than simply donating to a candidate or party.
5. The more conservative political bloggers there are, the more likely it is to crowd liberals out of the search engines for important keyword phrases.
6. It is an effective medium for cross-generational communication.
7. A political blog is a potent platform for engaging in social networking.
8. Simply, blogging is going to be an important part of future of political discourse.

This guide teaches you how to actually set up a professional, effective political blog in less than a few hours. This is a step by step guide that starts with the project of keyword research. Learning how to do effective keyword research so we choose the right words in the title of our blog and for the rest of the content we will be writing is crucial. This is how we get our content placed in the search engines. Although we will explore search engine optimization in more depth, it is important to be thinking about it even before your set up your site. I then teach you how to set up a hosting account and set up a domain name. Once you have your hosting in place, you are ready to learn how to install and use Wordpress. Creating a blog does require a certain level of technical skill, and this guide is written to help those with practically no technical skills get started. I use a lot of picture based step by step instructions and video tutorials, so even the computer novice can get a site up and running in less than a few hours. Also, if you want help setting up your site, we offer a reasonably priced development package to help you get things going without delay.

[Click Here to Check Out Our Development Packages](#)

*Click the Link*

Once you have your site in place, you are ready to start creating content. I end the first section of this guide by teaching you how to create an editorial calendar, or, in other words a plan for what you are going to write.

After you have set up your site and started creating content, you are ready to start learning how to get traffic. Since the strategies I will be teaching you about how to get traffic can't be done effectively all at once, I will send a bi-weekly newsletter to everyone who purchases this guide that will teach you the basics of generating traffic and some of the cutting edge ways to build your traffic. Traffic is the life-blood of any website, and maintaining a steady stream of traffic will be the measure of your success.

Most importantly, the strategies I will reveal in the newsletter series are the same strategies I used to dramatically influence elections in my home state and build a huge network of avid followers and friends. I hope you enjoy the guide, and I look forward to helping you forge your way to success. I am also looking forward to networking with you all to take all of our sites to the next level.

# Keyword Research: The Ticket to Becoming Relevant

Keyword research is the process of determining which keywords people use to search for the kind of content you will be creating. Because of free tools made available by Google and myself, this will be a fun project where you will be able to determine the traffic potential of your site with less than an hour of research.

To get familiar with the basics of keyword research, I recommend that you watch the following video:



[Click Here to Watch the Keyword Research Video](#)

*↖ Click the Link*

Keyword research is an ongoing activity that is done in multiple phases. For example, the keyword research you perform for finding a domain name is different from the keyword research you perform for finding a content niche.

During the initial phases of starting a website, the keyword research you perform to help you narrow your idea to a niche with traffic potential is crucial. It is amazing how many powerful tools there are to help you develop your idea. Just 15 years ago, companies would pay tens of thousands of dollars to conduct marketing research that can be done in a few hours using free tools from Google.

I do my initial keyword research with the [Google Adwords Keyword Tool](#). I look for the following criteria:

*↖ Click the Link*

- Relevance – I look at this before any of the numbers. I am basically looking for phrases that are going to put me in front of potential readers for my chosen topic. For a political blog you will want to think about the phrases related to the main topics you want to focus on. If you are writing about global warming, try to find a handful of phrases related to this topic. If you are writing about a variety of topics, it is still a good idea to find about a dozen relevant phrases for each of your topics. I will ultimately consider any phrase that I think will put me in front of a future reader.
- Demand – You do want to focus on phrases with relatively high numbers of searches. However, the “right” demand number will largely be determined by the topic that is chosen or the product being promoted. A narrowly focused keyword phrase might get fewer searches per month, but many times the more narrow a phrase the higher the likelihood you are dealing with a more interested reader. Also, a narrowly focused keyword phrase is going to generally be less competitive.

- Competition – Once I have a list of relevant phrases with solid demand numbers, I will find the competition metrics using allintitle searches and then generate the ratio discussed in the video. I then filter my results in descending order in the ratio column, and I get to see my keywords ranked by level of opportunity. Generally, I focus on the ones on the top of the list.

While this covers the science of keyword research, there isn't a spreadsheet to help you learn the ART of keyword research.

Here is a method that I use:

## Focus on Who instead of What

The vast majority of new website owners become obsessively focused on “what” they are trying to write about. While we can't ignore “what” we are writing about, I suggest you become obsessively focused on “who” you are planning to write your content for. Don't just say I am writing for “conservatives,” you could say I am writing for conservatives who love Atlas Shrugs.

This is something that is best explained by showing you what I mean. The following video provides a pretty good example of what I am talking about:



[Click Here to Watch](#)

*Click the Link*

As you have seen from these videos, keeping track of your keywords in a spreadsheet is crucial. Here is a link to a downloadable excel file that is formatted to work like the spreadsheets in the videos. Simply fill in the columns with the appropriate phrases and numbers and you will be able to get started.

[Click Here to Get Your Spreadsheet](#)

*Click the Link*



## Location, Location, Location! - Finding a Domain Name

That is the common adage that real estate agents will provide when you are determining the value of a piece of real estate. If you were to set up a business that relies on customers walking in the door, then you would want a building near a major road or highway.

It is sometimes hard to visualize the virtual landscape of the internet, but choosing the right domain name is very much like choosing the right real estate location for your business.

There are some basic guidelines you want to follow when choosing your domain name:

- Make sure it is easy to spell
- Keep it to as few words as possible
- Avoid punctuation marks
- Try to get a domain that ends in .com

I also like to refer to the street test of your domain name. If you told someone the name of your website that you met on the street, would they remember the name of your site a few hours later. Imagine you might some day be promoting your site on Glenn Beck or Rush Limbaugh radio shows, will the audience remember your site's name that they heard while driving hours earlier?

Of course, these are some of the technical parameters of a good domain name, but in some ways this information is like saying a good building needs to have walls, and windows, and a roof. Because your domain name also tends to be one of the primary branding vehicles of your business we have to consider the branding value of our website.

Pause for a minute and think of the names of some of the biggest internet companies. Google, Yahoo, Ebay, Amazon, Hulu, Youtube all come to mind. What do these domain names have in common?

Answer: None of these domain names contain keywords that reflect the nature of their business. Google didn't choose to call themselves [www.searchengine.com](http://www.searchengine.com). They went with Google.

It would be worth our time to consider why they would have done this. This is what I call an abstract domain name. An abstract domain name has the luxury of meaning nothing. Imagine you had never heard of Yahoo before, and I asked you to guess what a company called Yahoo does for their business. I bet you could fill in that blank with whatever you want, and you could easily be right. All of these abstract names are memorable, creative, and fun.

This doesn't mean that your domain name has to be abstract. I like to imagine that there is a scale for domain names. On one side of the scale you have abstract domain names. On the other side of the scale you have keyword specific, literal keyword phrases.

Having a keyword friendly domain name has benefits as well. When search engines crawl your website, the words in your domain name play a significant role in your search engine rankings.

It is hard to know whether you should try to come up with an abstract domain name or a keyword-specific domain name. After all, this is a choice that is likely to be significantly influenced by the content niche you choose. My purpose here is to create a useful framework for making your domain name decision.



Watch the video below to see some examples of domain name research where the advantages and disadvantages of various domain names are discussed:



[Click Here to Watch the Video](#)

*↖ Click the Link*

Here are a few more guidelines to think about when it comes to choosing a domain name:

1. **Buy Your Domain Name for More than One Year:** this may be an urban legend, a wives tale, or it may be right on; I've heard that Google has a way of detecting how long you've registered your domain name. The longer you have the domain name registered, the more "credibility" they give your website. Again, this is all heresy, but it seems logical to me. Besides, if you're truly committed to running a successful political blog why wouldn't you get the domain name for 10 years?
2. **Make a big list and run your options by friends, family, etc.:** This is an important step for me when I choose my domain names. I'd researched the availability of hundreds of domain names and found a few I really liked. Once I'd narrowed it down to about 5 or 10, I invited my wife, my parents, and some close friends (who I knew wouldn't steal the idea ) to pick their favorite(s). Getting the opinion of others doesn't need to be the determining factor, but many times a spouse or person of the opposite sex thinks about things a bit differently – go figure! I have also helped friends find domain names who asked for ideas on facebook. The other benefit of this strategy is you start to develop a core audience that will be waiting to see your site when it is ready.

[Click Here to Watch a Video About Finding the Right Domain Name](#)

*↖ Click the Link*

[Click Here to Sign up for Bluehost and a Free Domain Name](#)

*↖ Click the Link*

# Wordpress and Bluehost: A Match Made in Heaven

I own a custom software development business that provides online ordering for school lunches. When I was building my first version of my school lunch software, I ended up with a product that worked. However, the problem was every time I needed to change anything, I had to track down my developer to make the change. This became a very tedious process, since most websites need to be updated constantly.

The next time around, I was obsessively focused on having the ability to control everything. However, even after building a robust, dynamic piece of software, I still go back to my developer.

Mine is a unique case. Most websites don't rely on custom software. Instead, they rely on out-of-the box builders. I have explored dozens of these builders in depth, and generally tend to leave dissatisfied. Even the best of these builders suffer from the weakness of being built by a small team of developers. Even worse than these are those who try to learn to build a website on their own using complex user manuals and complicated products. These websites never even make it online.

The more I learn about the internet and the more I spend on custom development for my own site, the more I like Wordpress. If you aren't familiar with Wordpress, it is simply a content management/website building system. The best part about Wordpress is that it is open source software. This means that an army of thousands of developers are developing Wordpress – mostly for free. These are some of the best developers in the world who do it more for boosting ego than for money. The best part of this effort is that Wordpress is free for everyone to use. Chances are, you have already viewed hundreds of Wordpress sites and didn't know it.

While the Wordpress software is free, in order to properly run Wordpress, you do need to sign up for a hosting account. I have used Wordpress with a variety of different hosting accounts. Of all the accounts I have used, Bluehost is the one I like the most and the one I use for my internet businesses and WordPress installations.

Setting up Wordpress on Bluehost only takes five minutes and anyone can do it, and we'll teach you how in subsequent emails.

Bluehost also includes a free domain, free ad credits, and it is easy and affordable to run multiple sites on one hosting account. As a host it was recently ranked 3rd in Website Magazine's Top 50 Domain Name and Hosting Providers behind 1and1.com and godaddy.com. Having used the first two extensively, I find that they are far more expensive and far less flexible, so this is an easy recommendation to make.



[Click Here to Watch the Video](#)

*↖ Click the Link*

[Click Here to Sign up for Bluehost](#)

*↖ Click the Link*

## Why Not Use a Free Blog Service Like Blogger or Wordpress.com?

As an active political blogger, I spend a lot of time reading other people's blogs. I also work as a professional internet marketing consultant during the week, so I am pretty familiar with dozens of hosting companies and web builders. One thing I notice as I read political blogs, is that political bloggers seem to be split pretty evenly between those who have a deep knowledge of how blogging works and those who don't seem to care and settle for using what are the inexpensive/free platforms.

I can easily say that what platform you are using doesn't seem to affect the quality of the content. I follow a decent number of blogs, and whenever I find blogs that are published on programs like Blogger or wordpress.com or any of the other free platforms I usually conclude that it is too bad that the managers (I can't say owners, because if you are running a blogger blog or wordpress.com blog you don't actually own your site or your content) of these free blogs are really missing out on what their blogs can become.

I have come up with a good list of why you should seriously consider switching your political blog to a self-hosted WordPress blog if you are currently using one of the free blogging platforms.

1. Ownership. Let me repeat this one, OWNERSHIP. With a self hosted blog, you own your site. With free blogs like blogger, Google actually owns your blog. You have a lot of control over it, but at the end of the day, Google owns it. Like many political bloggers, I started on blogger, and I didn't care much that I didn't own my blog. However, after putting more and more time and effort into the site, I became more possessive of my intellectual property, and I decided it was worth the small cost of paying for hosting each year to own my site.

2. Custom domain name. You can get a custom domain name for some free blogging platforms , like Blogger. However most bloggers don't ever go through the process and they stick with domains like www.mysite.blogspot.com or www.mysite.wordpress.com. To not own your domain name is a really bad idea that will cut you off from potential traffic, diminish your brand, and diminish marketing/monetization opportunities.

3. Search Engine Optimization or SEO. Most free blogging platforms only let you search engine optimize your site if you hack into the code. This is something most users won't do, which means you are leaving traffic on the table. If you ever want your readership to grow beyond your friends and family, you will want your content found on the search engines. You can do this far more effectively with a self-hosted wordpress site.

4. Design options. Even though blogger and wordpress.com have a lot of theme templates to choose from, the themes they offer are pretty limited. If you want a good magazine-style theme that will take your blog to the next level professionally, you need to be working with a self-hosted wordpress blog.

5. Cost. Where there is a cost to hosting your own wordpress blog, it is affordable. For less than \$100 a year, I get hosting, a free domain name, and a bunch of other freebies and tools with Bluehost. Like I said, I have used dozens of different hosts, and I haven't found any that I like better than Bluehost for managing an information website.

6. Easy to transfer to a hosted blog. All free blogging platforms have simple functions to export all of your content. And, it is easy to import your content into your new self-hosted blog. Nothing will be lost, and you can switch anytime.

7. More ways to monetize a self-hosted wordpress blog. If you learn a little about contextual advertising and affiliate marketing, you can easily cover the cost of hosting your site and possibly a lot more.

8. You could lose your site. There are many horror stories where Google has shut down Blogger blogs for no apparent reason. Good luck trying to get your content back.

# Setting Up a Bluehost Account in 5 Minutes or Less

Step 1: Go to [Bluehost.com](http://Bluehost.com)

↖ *Click the Link*



Click on Sign Up Now

Step 2: Decide on a domain name that is available.

Type it in the box labeled “I Need a Domain Name”

## Sign Up Now

↔ Step 1 Step 2

Thank you for choosing BlueHost.Com. You have made the right choice in selecting us as your web hosting and eBusiness provider. We provide excellent customer service, reliable hardware and affordable prices.

We appreciate your business and look forward to a great relationship.

**I NEED A DOMAIN**  
Help me get my Free Domain

**Enter Domain Name:**

.com

(domainname.com)

[Next](#)

**I HAVE A DOMAIN**  
I want to use an existing domain

**Enter Domain Name:**

(domainname.com)

BlueHost will provide you the information you'll need for transferring your domain.

[Next](#)

Step 3: Fill out the appropriate information.

## Enter Billing Information

Step 1 → Step 2

The domain you have requested, **calebmoller.com**, is available.

### ACCOUNT INFORMATION

Business Name:   
(Optional)

\*First Name:

\*Last Name:

\*Country:  ▼

\*Street Address:

\*City:

\*State:  ▼

\*Zip-Code:

\*Phone Number:   
Use +1 . 888 555 1234 format.

Mobile Number:

\*Email Address:   
This is where your receipt will be sent.

\*Account Password:

\*Confirm Password:

All fields marked with a \* are required.

### Domain Name Privacy

Domain privacy has potential to be either positive or negative. In many cases it's a good idea for people to know who owns the site in case they want to purchase it from you in the future or network with you in some other way. However, if the nature of your political opinions is such that you want to remain anonymous, then domain privacy wouldn't be a bad idea and you should sign up for it.

### DOMAIN PRIVACY

Use Domain Whois Privacy - ~~\$4.95 per year~~ **FREE**

[More information](#)

Just be prepared if you choose to not use it – you may get an occasional random call from a telemarketer trying to sell you something you probably don't need.

## Package Information

I recommend the 24 month plan which ends up being \$166.80 total upfront (that includes the domain name as part of the deal).

### PACKAGE INFORMATION

\*Account Plan:  ▼

Setup Fee: **FREE**

Domain Registration: **FREE**

## Billing Information

### BILLING INFORMATION

Pay by Credit Card

Card Type:  ▼

Credit Card Number:

Expiration Date:  ▼ /  ▼

Signature/CVV2 Code:  Provide code for instant verification. [Example](#).

Pay with PayPal

I confirm I have read and agree to the [Terms of Service](#).

**Next**

Finalize the order by paying with a Credit Card or PayPal account:

YOU DID IT! Congratulations on setting up your hosting and domain name!

## Setting Up a Professional Email Address

During my first year of running a website, I answered many emails from customers and readers. Because, I started from the position of having no idea what I was doing, I responded to all these emails with my personal email at yahoo. Needless to say, it wasn't a very professional email address, but once I had a history of thousands of emails saved in that account, it didn't make much sense to switch.

I wish I had started off on the right foot.

Now, whenever I help a client set up a new hosting account and website, one of the first things I do is help them create an email address with their domain name in the suffix. This only takes about two minutes, so you might as well get it done and do things right from the beginning.

The following video demonstrates how easy it is to set this up:

How to Set Up a Professional Email in Bluehost



[Click Here to Watch Video](#)

*↖ Click the Link*



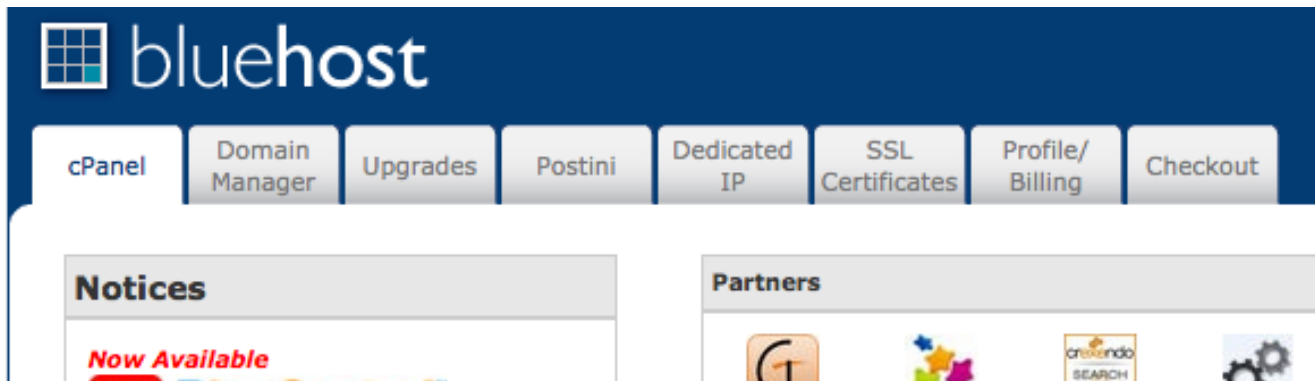
## Installing Wordpress With Simple Scripts

We hope you've learned a lot so far!

Now that you know all about keyword research, finding a niche, and setting up a Bluehost account, let's start building your new website!

(Note, this information will only be helpful if you've set up an account with Bluehost...)

Welcome to the Bluehost Control Panel (Cpanel)

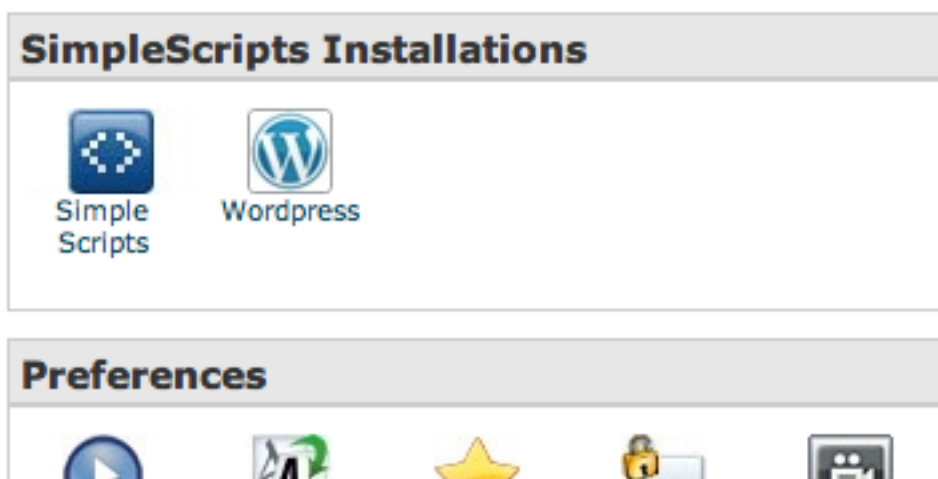


The CPanel can be a bit confusing, especially for a first time visitor.

To be honest, you won't need to know about the vast majority of this stuff in detail, so I'm going to cut to the chase.

To set up your new website, go down the page until you find the section titled "Software / Services"

Click on the Wordpress icon in the SimpleScripts Installations box:



Click the Green Install Button

Once you click on WordPress, go down the page and click on Install:

Support Forums >

Free and Premium Themes >

Like 171 people like this. Be the first to like this.

### Installation Options

By clicking Install/Import below, you accept...

**Install** → Location & Options

a brand new version

Article: [Creating a Website using SimpleSite](#)

You'll now see this:

### Step 1: Installation Preferences

**Which version of Wordpress would you like to install?**  
It is highly recommended to choose the latest version to ensure your website's security.

2.9.2 (Stable)

**Where would you like Wordpress installed?**

http://www.nathanmoller.com/

Access URL: http://www.nathanmoller.com/  
Server Path: /home2/nathanm4/public\_html/

### Step 2: Advanced Options

These options include administrative privileges, database configuration, and more. [Click here to display >](#)

### Step 3: Legal Information

I have read the terms and conditions of the [GPLv2 license agreement >](#)

Complete

Important TIP:


You can create your own UN and PW by clicking on Step 2: Advanced Options

It will look like this:

## Step 2: Advanced Options

---

Please give your new site a name.

My Blog 

ie. My Site, etc.

This field is optional.

Generate a random Administrator username and password

If this box is checked, we will create a random administrator use

Username

admin 

Password



Automatically create a new database.

If this box is checked, we will attempt to create a new database

I recommend changing 3 things:

The “My Blog” Section. This can be the name of your site.

The Username (UN). Keeping the UN as admin is an invitation for computer “hackers” to attempt to get in to your website. I had my blog hacked by Chinese hackers once, so take my word for it, it is better to be safe than sorry. I recommend changing the UN to your first name or something you’ll remember easily.

The Password (PW). This one is obvious too. It’s best to use a password that has a capital letter, a number and a symbol – something like this NewYorkYanees#1 – Make sure to write your UN and PW down somewhere (I know, I know, DUH...but I’ve had far too many clients forget their UN and PW.)

Step 4: You’re almost there!

Once you’ve changed the Name of the site, UN and PW, you can click the little box in Step 3 and Complete!

These are the reasons I like wordpress, and so should you:

1. Easy set up
  2. Easy updating
  3. Free Plugins
  4. Free Themes
  5. Works great for political sites, and a lot of other prominent political bloggers use it.
  6. Paid Plugins that won’t break the bank
  7. Paid Themes that won’t break the bank
  8. Constantly being updated to fix bugs and be secure
  9. Easier to monetize.
  10. Tons of Tutorials (like this one J )
- ...and more

## Important Information to Login

After clicking Complete, you'll be directed to this page:

### In Progress

You do not need to stay on this page for this process to complete.

- **Installing Wordpress 2.9.2 (Stable) to <http://www.nathanmoller.com>**
  - Process Complete. Wasn't that simple? Refresh the page to remove this information.
- CANCEL Installation sponsored by [WooThemes](#): Free and Premium Wordpress themes for Everyone!

You can access your new website using the following information.

This information has been e-mailed to [nathandmoller@gmail.com](mailto:nathandmoller@gmail.com) for your convenience.

**Site URL:** <http://www.nathanmoller.com>

**Login URL:** <http://www.nathanmoller.com/wp-admin>

**Username:** Nate

**Password:** XXXXXXXXXX



The Red Arrow is pointing to the Login URL – the link you can click on to Log In to your new website.

You'll also be sent an email that looks something like this:

★ **SimpleScripts** to [nathandmoller](#)

[show det](#)

Congratulations on the installation of your new Wordpress site!

This email contains information on accessing your new installation and support options.

Access URL: [www.nathanmoller.com](http://www.nathanmoller.com)

You can use the following information to administer your new site.

Admin Panel: <http://www.nathanmoller.com/wp-admin>

Admin Username: Nate

Admin Password: XXXXXXXXXX

Please note that Bluehost can only support the installation, upgrade, and removal processes: Wordpress can be found at [http://www2.simplescripts.com/script\\_details/script:Wordpress](http://www2.simplescripts.com/script_details/script:Wordpress).

Thanks again for using SimpleScripts, compliments of Bluehost!

In the email, the Login URL is called the Admin Panel – SAME THING!

When you click the Login URL or Admin Panel link, you'll be taken to a screen that looks like this:

The image shows the WordPress login interface. At the top left is the WordPress logo, a circular 'W' icon, followed by the word 'WORDPRESS' in a blue, serif font. Below this is a white rounded rectangle containing the login form. The form has two input fields: 'Username' and 'Password'. Below the password field is a checkbox labeled 'Remember Me' and a blue 'Log In' button. At the bottom left of the form area is a blue link that says 'Lost your password?'.

Enter your UN and PW and click Log In!

Congratulations. YOU DID IT! And you don't even have to be a PROGRAMMER to set up multiple sites just like this!

You now know more about web development than I did after spending over \$10,000 on a website.

Go find a friend or family member you can share this information with.

Teach them how to set up their OWN website. By teaching others, this information will stick and they will think you are the best thing since sliced bread

# The Start of Search Engine Optimization: Managing Link Structure

Search engine optimization (SEO) is defined as “the art and science of publishing information and marketing it in a manner that helps search engines understand your information is relevant to relevant search queries.” (SEO Glossary)

So what is “On-site Search Engine Optimization”?

Simply stated, it’s anything you do ON your website to make it search engine friendly.

Here is a simple list of things you can do for on-site SEO, some of which we’ll walk you through either in this tutorial, or as part of our newsletter series:

- Permalink Structure or Friendly URLs
- Title Tags, Meta Description, Meta Keywords
- Internal Linking Structure
- Page Name Structure
- Header Tags
- Content and Keyword Repetition

The main purpose of this tutorial today is to walk you through the first item on the list – Permalink Structure or Friendly URLs.

Before I show you HOW to set them up, I want to show you examples of two different websites. One of the sites will have a Friendly URL structure, the other will not – your job will be to tell me which is which...

Example 1:

<http://www.ksl.com/index.php?nid=143&sid=11146344>

Example 2:

<http://www.etreps.com/how-to-set-up-a-bluehost-account-in-5-minutes-or-less/>

So, which is more “friendly” and why?

...

My non-biased answer is Example 2. Here’s why:

By looking at the content after the / in example 2, I can tell what the page is about. It includes keyword phrases that are also useful for search engine purposes.

With Example 1, I have NO IDEA what I’m going to get when I arrive at that page. Having numbers, characters, etc. in a website URL is not friendly to the reader or a search engine.

Are you more clear now on what a “Friendly URL” or an effective Permalink Structure means now?

Good!

Now the How

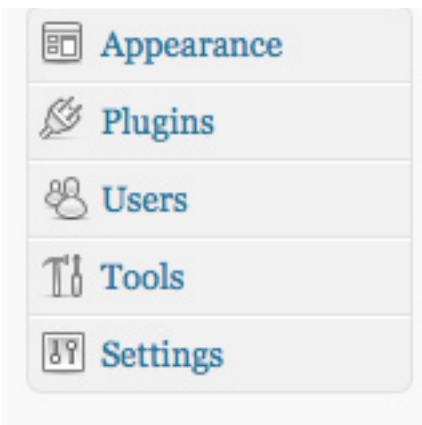
## How to Set Up Effective Permalink Structure in WordPress

Step 1: Login to your new account

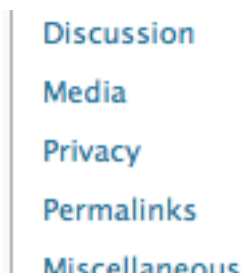
[http://www.\[yournewdomainname.com\]/wp-admin](http://www.[yournewdomainname.com]/wp-admin)



Step 2: Click on “Settings” on the left side of the Screen

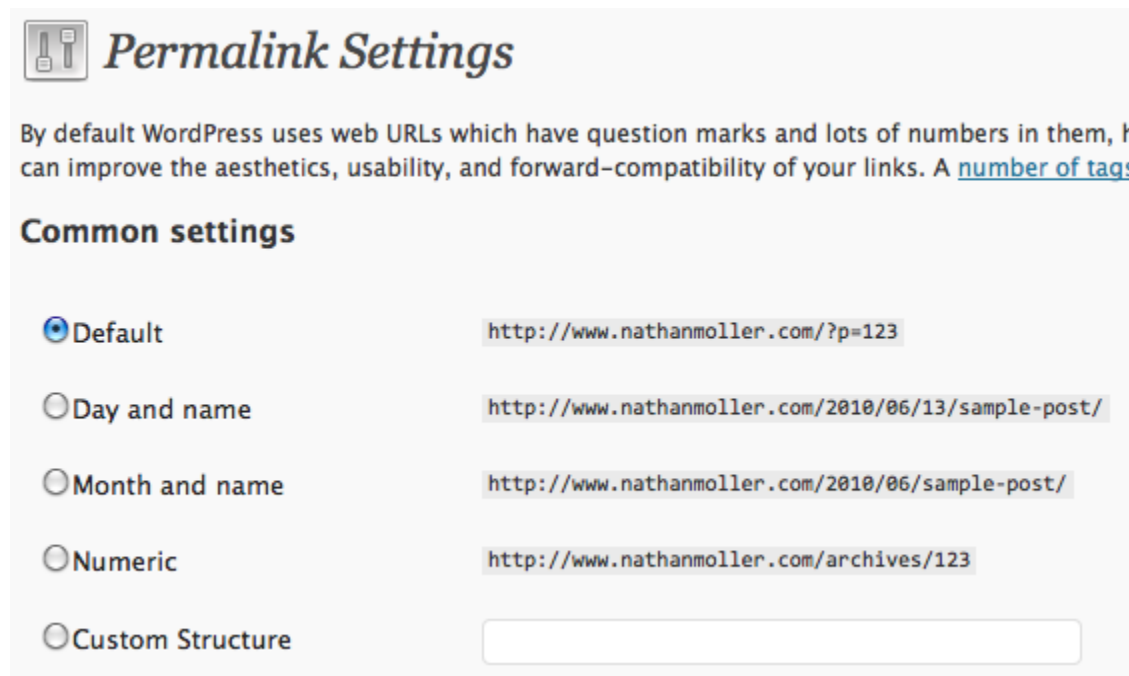


When you click on Settings, you'll be directed to the General Settings page. The side navigation will now look like this:





Step 3: Click on Permalinks



**Permalink Settings**

By default WordPress uses web URLs which have question marks and lots of numbers in them, but you can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags](#) can be used to make links more descriptive.


**Common settings**

<input checked="" type="radio"/> Default	<code>http://www.nathanmoller.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://www.nathanmoller.com/2010/06/13/sample-post/</code>
<input type="radio"/> Month and name	<code>http://www.nathanmoller.com/2010/06/sample-post/</code>
<input type="radio"/> Numeric	<code>http://www.nathanmoller.com/archives/123</code>
<input type="radio"/> Custom Structure	<input type="text"/>

You'll now see that by default your website is set up as a "non-friendly URL" – numbers, a question mark, etc.

Step 4: Change the Permalink to a Custom Structure

I recommend adding this text in the Custom Structure box: `/%postname%/`



**Common settings**

<input type="radio"/> Default	<code>http://www.nathanmoller.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://www.nathanmoller.com/2010/06/13/sample-post/</code>
<input type="radio"/> Month and name	<code>http://www.nathanmoller.com/2010/06/sample-post/</code>
<input type="radio"/> Numeric	<code>http://www.nathanmoller.com/archives/123</code>
<input checked="" type="radio"/> Custom Structure	<code>/%postname%/</code>

Step 5: Click Save Changes at the Bottom of the Page

Your site is now on it's way to being at the top of Search Engine Results Pages (SERPs)

# WordPress General Settings & a Bit More

How to Adjust the General Settings of Your WordPress Website

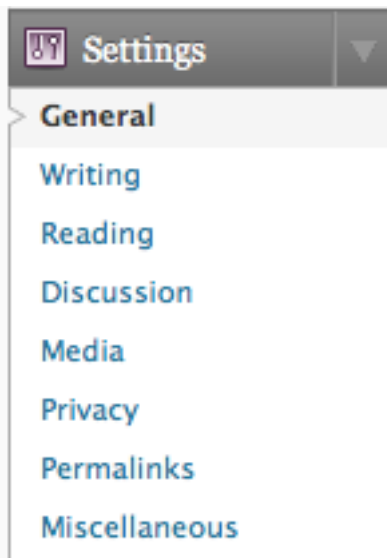
Step 1: Login again!

[http://www.\[yourdomainname\].com/wp-admin](http://www.[yourdomainname].com/wp-admin)

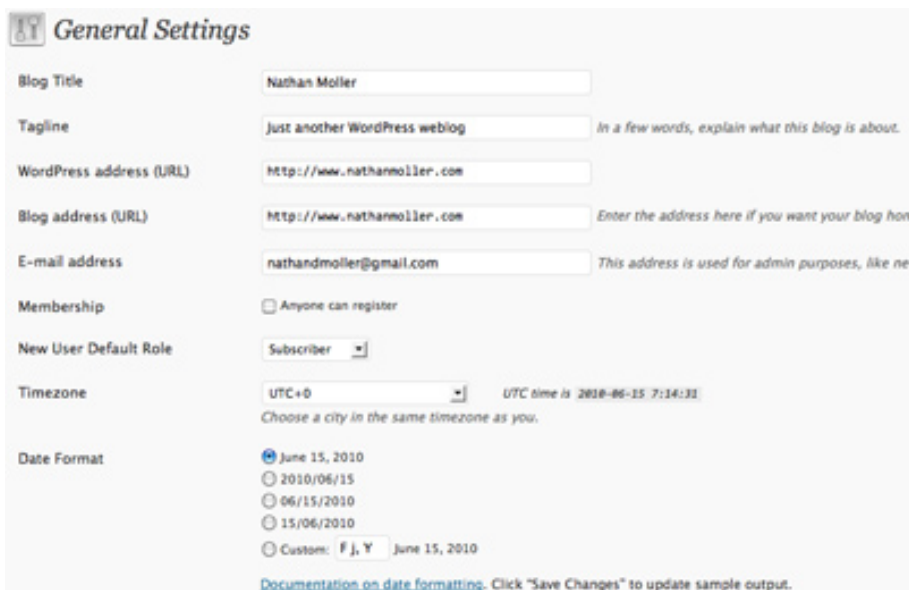
UN:

PW:

Step 2: Click on Settings on the left side of the screen:



After clicking on Settings, you'll see the General Settings page:



In this section, I only change a few things:

Tagline: Usually I just delete this section

Email address: Since you've learned how to create a professional email address for your website, I'd recommend using that one.

Timezone: By default it will be set to UTC+0. It will show the current time in that area. In most cases you'll end up with a UTC- some number.

After you change these things, make sure to click Save Changes at the bottom of the page.

Step 3: Click on Reading on the side navigation

**Reading Settings**

Front page displays

Your latest posts

A [static page](#) (select below)

Front page:

Posts page:

Blog pages show at most  posts

Syndication feeds show the most recent  posts

For each article in a feed, show

Full text

Summary

Encoding for pages and feeds

[Save Changes](#)

I don't change any of the settings on the Reading Settings at this point, but to give you some ideas ahead of time, a "Post" is referring to a Blog Post. A "static page" is like a Home page or About Us page that doesn't change much.

I will cover more about this concept in a future section. Stay Tuned!

Step 4: Click on Discussion Settings

**Discussion Settings**

**Default article settings**

- Attempt to notify any blogs linked to from the article (slows down)
- Allow link notifications from other blogs (pingbacks and trackback)
- Allow people to post comments on new articles

*(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  day
- Enable threaded (nested) comments  levels deep
- Break comments into pages with  top level comments per
- Comments should be displayed with the  comments at the

**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

**Comment Moderation**

Hold a comment in the queue if it contains  or more lin

I do change a few things on the Discussion Settings:

I make sure the “Enable threaded (nested) comments box is checked

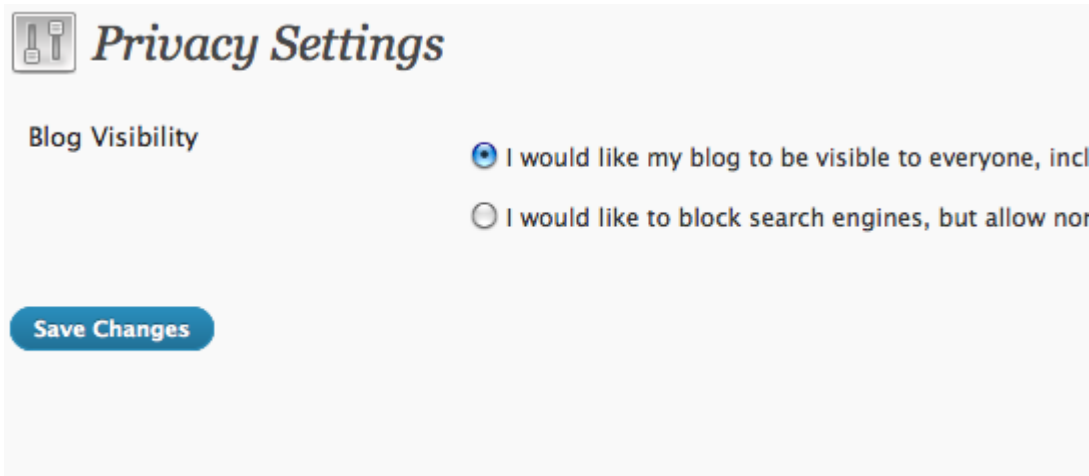
Sometimes I’ll un-check the 1st box too: “Attempt to notify any blogs linked to from the article...” but this can actually help your site as you reference other articles within your industry

You’ll see other things on the Discussion Settings page like “Comment Moderation”, “Comment Blacklist” and “Avatars”. Don’t worry about those at this point.

Click Save Settings!

## Step 5: Click Privacy Settings

Be sure to make your blog visible to everyone. After all, we want to be found.



The screenshot shows the Blogger Privacy Settings interface. At the top left is a gear icon. The title "Privacy Settings" is displayed in a large, bold, serif font. Below the title, the section "Blog Visibility" is shown. There are two radio button options: the first is selected and reads "I would like my blog to be visible to everyone, incl", and the second is unselected and reads "I would like to block search engines, but allow nor". At the bottom left of the settings area is a blue button with the text "Save Changes".

## Step 6: You're Done!

# A Website Home Page – The Cover of Your Magazine

Have you ever looked at a magazine that had a boring, dull, wordy cover?

Did it entice you to pick it up and read it?

Did you get excited to share it with friends?

NO!

A professional website is the same way: if you don't have an appealing home page, nothing else really matters because most people will arrive at the home page first and, if they don't like it, they'll leave right away (this is called a "Bounce").

**Note: Not all websites will need the following step to be completed.**

Since WordPress is programmed as a Blog Platform, this tutorial is going to teach you how to make your new WordPress Blog in to a professional website with a static home page. Whether you decide to use this feature depends on the site you are promoting, and **most political blogs don't complete this step**. One of our partner sites, [www.etreps.com](http://www.etreps.com), has a static home page, because they are trying to feature their services. My political blogs, tend to use a magazine style theme that features dozens of their most recent posts. In this sense, magazine style blogs have dynamic home pages.

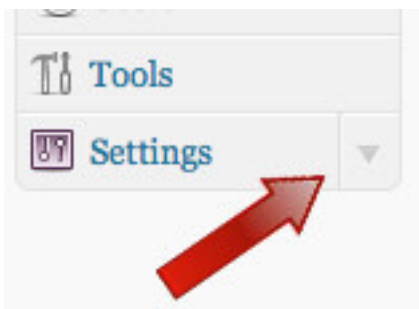
According to Wikipedia, a static web page is "...a web page that is delivered to the user exactly as stored, in contrast to dynamic web pages which are generated by a web application."

## How to Create a Static Home Page for Your Website

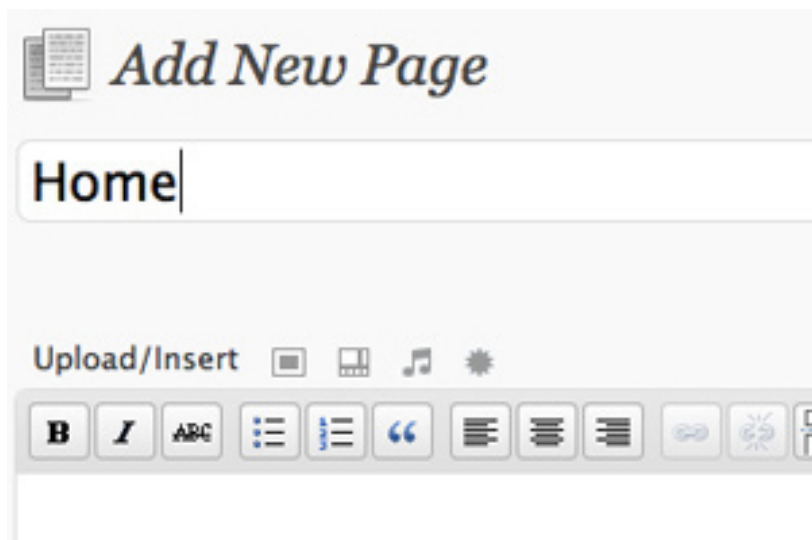
Step 1: Once you've logged in to your website, click on Pages > Add New.



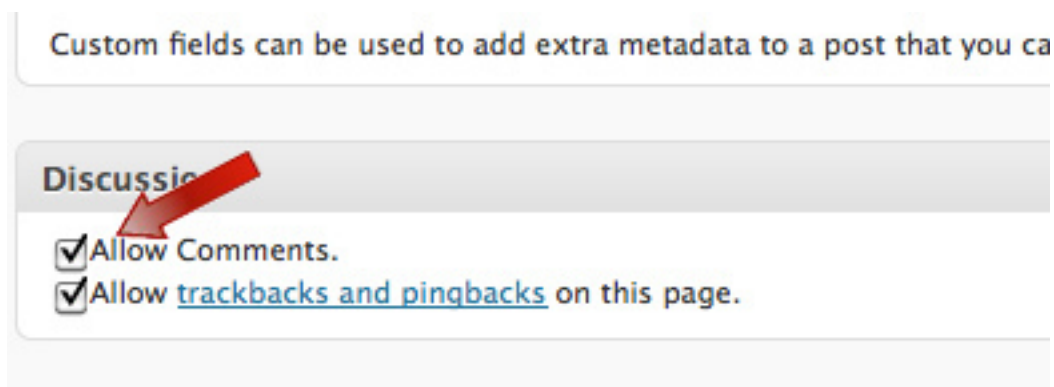
Friendly WordPress Editing Tip: Instead of clicking on Pages (or Settings) directly, there is a little arrow to the right of the Category. Click on the arrow and a drop down menu will appear. This will save you an extra step.



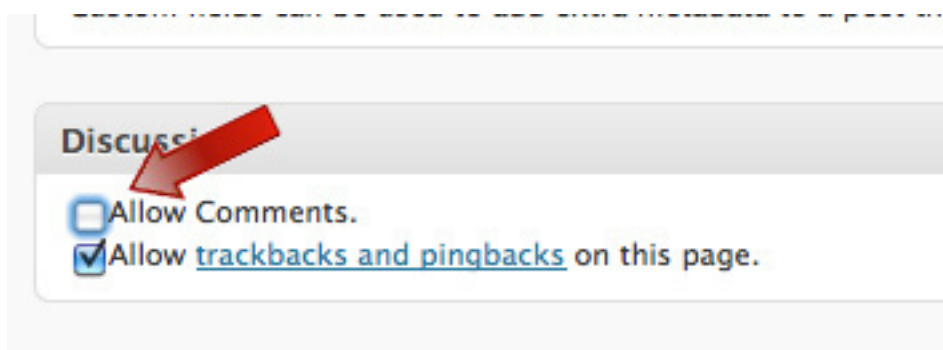
Step 2: Name the new page Home



Step 3: Un-select the Allow Comments box near the bottom of the page.



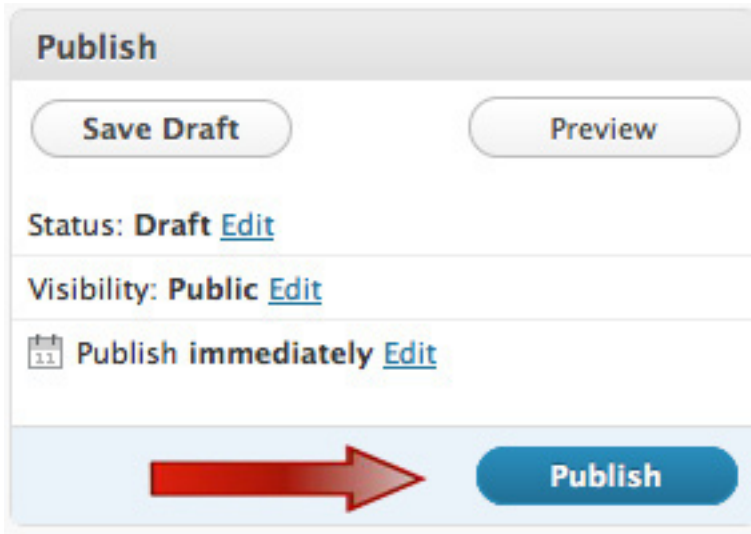
vs.



Note: We only do this if we are creating a static homepage.



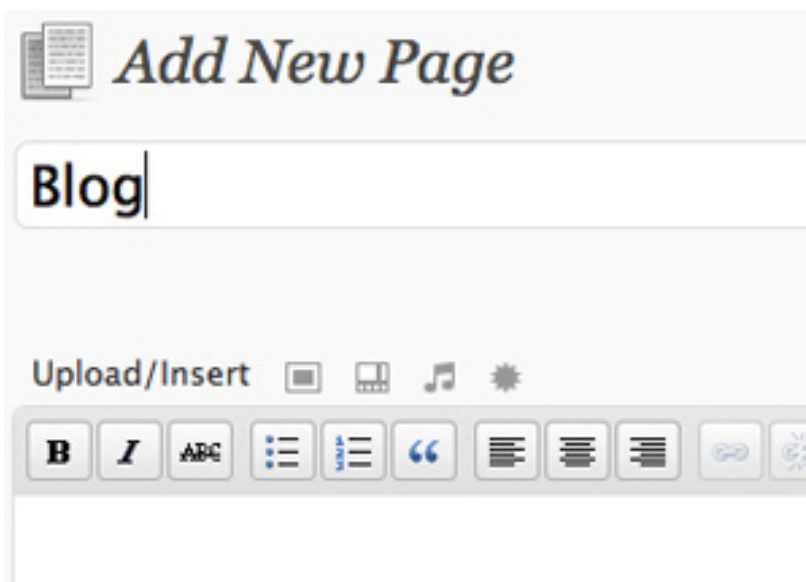
Click Publish in the top right corner of the screen!



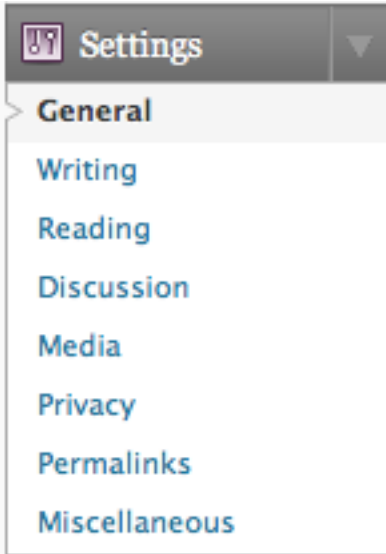
Step 4: Click on Pages > Add New.



Step 5: Name the new page Blog

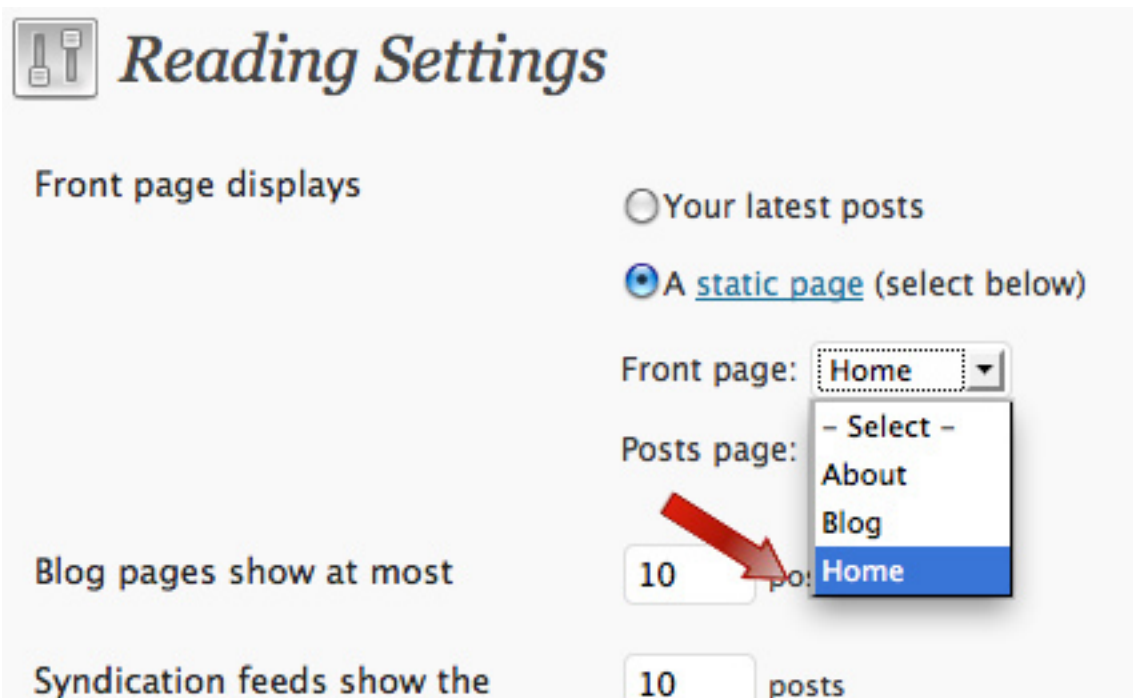


Step 6: Click on Settings > Reading



Step 7: Make necessary changes

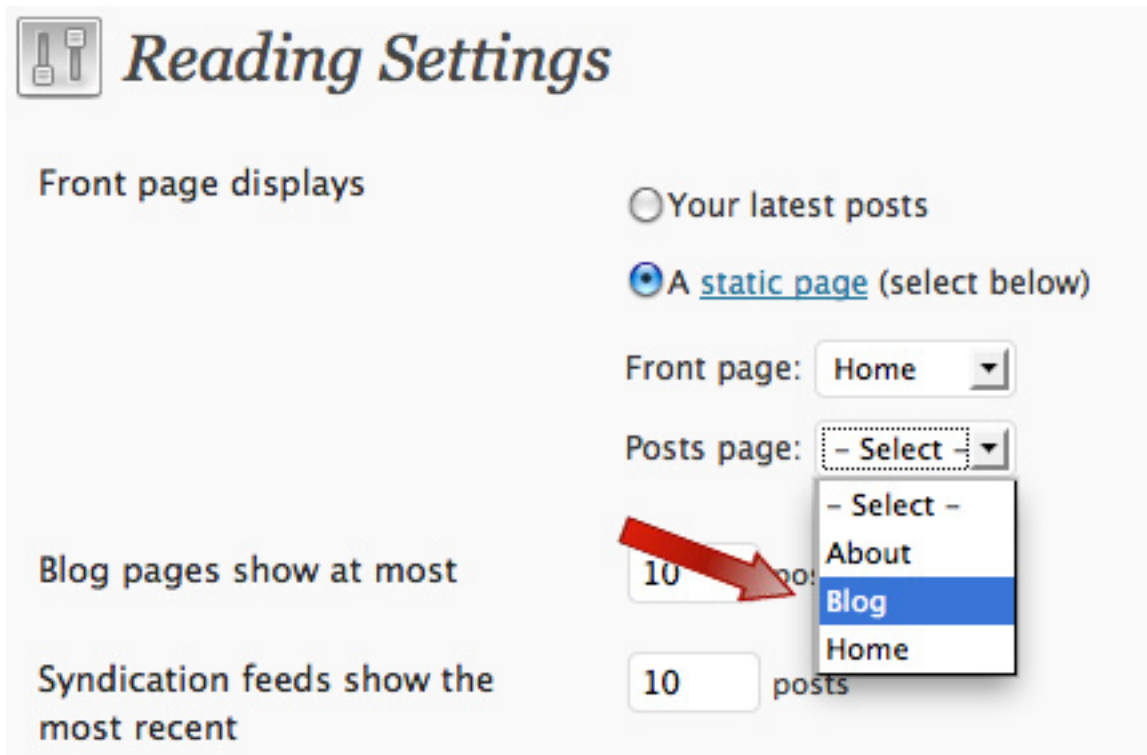
a. Change the Front page displays from “Your latest posts” to “A static page”



b. Select Home for the Front Page

The Home page will become the “static page” that won’t change too much.

c. Select Blog of the Posts Page



The image shows the 'Reading Settings' interface in Blogger. The title 'Reading Settings' is at the top left. Under 'Front page displays', there are two radio buttons: 'Your latest posts' (unselected) and 'A static page (select below)' (selected). Below this, 'Front page:' is set to 'Home'. 'Posts page:' is set to '- Select -', and a dropdown menu is open showing options: '- Select -', 'About', 'Blog' (highlighted in blue), and 'Home'. A red arrow points to the 'Blog' option. Below the dropdown, there are two input fields for 'posts' with the value '10'.

You did it!

Note: Once again, we would like to remind you that the previous information only applies to some types of websites. It won't hurt anything to play around with this, but if you want more direction with your site, you can explore some website development options with our partner company eTreds.

[Click here to learn more about Web Development](#)

↖ *Click the Link*

# The Bar is High: Why You Need a Top-notch Website Design

How much traffic are you losing because of your site design? I bet it is more than you think.

Perhaps among all of the decisions that you will make for your site, the theme you choose will be one of the most important. I used to be an owner of restaurants, and as a restaurant owner, you have to obsess over the importance of appearances. If a customer walks in and the floor is dirty, several tables are covered in food, and the bathrooms aren't clean, then you will lose business. Having a clean, professional site design is just as important when conducting business online. There are certain websites that I would never give my credit card number to simply because of how they look. Additionally, the standard for a good site design is always raising.

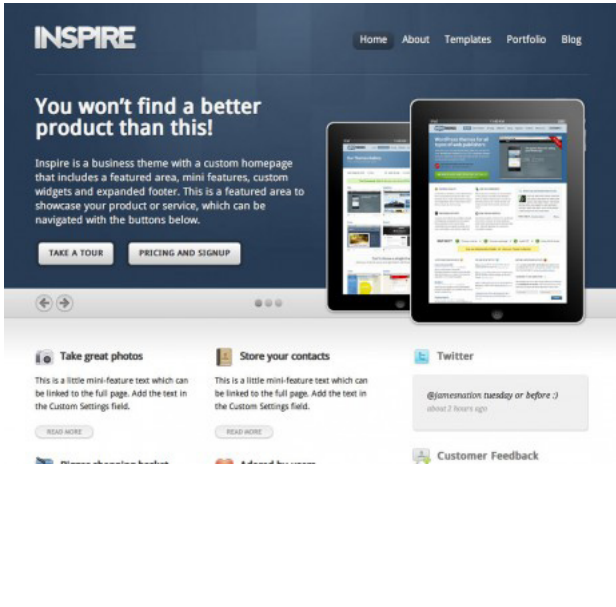

When working with WordPress, there are over 1,000 free themes that you can choose from. I believe that this selection is in some ways a bad thing. Most of the free themes on wordpress aren't themes that can be effectively used for a professional political blog. Many of them aren't kept current with WordPress updates. Many of them have features that limit their functionality rather than increase it. And, many are poorly designed.

If you are serious about your wordpress site, it is to your advantage to investigate some of the paid wordpress themes, and I believe that Woothemes has some of the best themes for WordPress.

Here are the 10 things that I look for in a theme. Of course these same criteria apply to whether you are using WordPress or any other builder. The simple fact of any website is that if the design of your site is below average, you are losing traffic, period:

1. Does the theme have advanced navigation options, most free themes don't?
2. Does the theme match your business model? e.g. magazine style, website style, photo gallery, blog style, or shopping cart style.
3. Does the theme allow easy uploading of your custom logo?
4. Does the theme have a variety of customization options; enhanced customization means fewer sites on the internet will look like yours?
5. Does it look like other websites in the same industry; you don't want your readers to feel like they are taking a step down in quality when they come from other political sites to yours?
6. Is the design very professional but not too boring or "corporate?"
7. Is there support for the theme and regular updates?
8. Does the theme have seamless integration to social networking sites, especially Facebook, Twitter, and Youtube.
9. Is the theme SEO friendly?
10. Does the theme work well in all major internet browsers e.g. Explorer, Firefox, Chrome, and Safari?

Below are some sample themes from Woothemes that meet all of the criteria above. You can click on any of the images to learn more:

<h2 style="color: #0056b3;">Homepage Layout</h2> 	<p>This is an example of a homepage layout theme. Notice the great visual presentation area where you can feature your products. The mini-features area on the lower half of the site will make it easy to encourage navigation deeper into the site. Homepage layout themes also work great for internet businesses that are following the dropshipping/retail model. With a simple shopping cart plugin, the sub-pages of a homepage layout theme will make great product pages. Since all WordPress sites will have blogging functionality built into them, a simple modification of your reading settings will enable the site to come with all the advantages of blogging as well. Woothemes has a variety of homepage option themes, and all of them meet the ten criteria I outlined above.</p>
<h2 style="color: #0056b3;">Magazine Layout</h2> 	<p>This is an example of a magazine style theme. I highly recommend magazine style themes for political blogs. Magazine style blogs are also effective for making money on your site through affiliate marketing. The affiliate marketing business model is borrowed from the business model of the magazine industry, so it is fitting that we use a magazine style theme for affiliate marketing. You will notice that a magazine style theme has a strong emphasis on displaying information. You will also notice the prominent featuring of banner ad space in some of the important hotspots in the layout. A good magazine style theme will also enable you to use images to enhance the professional look and feel of the site.</p>

You can go find more great themes at [Woothemes](http://Woothemes.com)

*Click the Link*

## Blogging Style



A blog layout tends to have dynamically updated content on the left side of the page, a branded header, and a sidebar that is used for a variety of blogging activities such as link-building, social networking, and affiliate marketing. Many will say you can just use free themes for a simple blog. I would say it is worth your time to take your blog a little more seriously, and invest in a paid blogging theme that can be branded with a logo and expanded navigation management.

All of the professional themes above are highly customizable and are available from [Woothemes](#).

[Click the Link](#)

You can watch the video below to learn how to install Wordpress themes on your site:



[Click Here to Watch the Video](#)



# The All-in-One SEO Pack: One Ticket to the Top of Google

When you perform a Google search, you will easily recognize that the search results listings contain 3 main parts. First of all, there is a blue link that you click on to go to the site. Below the link you find two lines of black text, and below the text, you see the green hyperlink. Most of the time, you will see the keywords you searched for in the results listings highlighted in bold.

## [Chinese Collapse | The Independent Bloghorn](#) ☆

Apr 16, 2010 ... I recently read an article about an impending **Chinese Collapse** by Peter Zeihan of Stratfor. It seems like for the last ten years I have been ...  
[independentbloghorn.com/2010/04/chinese-collapse/](http://independentbloghorn.com/2010/04/chinese-collapse/) - Cached

## [Hedge-funder Chanos predicts China's collapse | Business | The ...](#) ☆

Jan 10, 2010 ... Huge credit excess suggests **Chinese** are heading for a fall, says the 'Sage of Enron'  
[www.thefirstpost.co.uk/58114,business,hedge-funder-chanos-predicts-chinas-collapse](http://www.thefirstpost.co.uk/58114,business,hedge-funder-chanos-predicts-chinas-collapse) - Cached - Similar

## [The Coming Collapse of China](#) ☆

If you think that property is theft, The Coming **Collapse** of China will disabuse you. Theft is theft, and the lack of secure property laws just means that ...  
[www.johnreilly.info/tccc.htm](http://www.johnreilly.info/tccc.htm) - Cached - Similar

## [Amazon.com: The Coming Collapse of China \(9780375504778\): Gordon G ...](#) ☆

Chang's prognosis that China will **collapse** after 5 years because the country ... "The Coming **Collapse** of China" is an angry book written by the son of a man ...  
[www.amazon.com](http://www.amazon.com) > ... > Economic Conditions - 7 hours ago - Cached - Similar

## [The Inevitable Collapse of China's Banks -- Seeking Alpha](#) ☆

Feb 5, 2007 ... This makes the coming **collapse** of **Chinese** banks inevitable. And it won't be the first time it will have happened. In the Asian crisis of ...  
[seekingalpha.com](http://seekingalpha.com) > China Stocks - Cached - Similar

### Searches related to **chinese collapse**

[chinese tetris](#)

[chinese games](#)

[chinese mahjong](#)

[chinese economic collapse](#)



In this example you can see how I am targeting the phrase “Chinese Collapse” with my site, <http://independentbloghorn.com>. After performing keyword research for the phrase, “Chinese Collapse” I decided it would be an easy one to get traffic for. I have been on the front page of Google for months now with this phrase.

Do you want to know how I did it?

The good news is that it is very easy if you use the all-in-one SEO pack plugin.

Let me explain how it works.



First, you must install the plugin.



## Watch Video to Learn How to Install Plugins

[Click the Link](#)

Second, you should perform keyword research to find 1-2 phrases from which you would like to receive traffic.

Third, after installing the plugin you will now find an All-in-one SEO Pack module showing up at the bottom of administration pages where you create and edit both pages and posts in wordpress. Here is a picture of the module I filled out for the post I wrote targeting the phrase, “Chinese Collapse:”

**All in One SEO Pack**

[Click here for Support](#)

**Title:**   
16 characters. Most search engines use a maximum of 60 chars for the title.

**Description:**   
211 characters. Most search engines use a maximum of 160 chars for the description.

**Keywords (comma separated):**

**Disable on this page/post:**

When you fill out the SEO pack you fill in three fields. The first is the title. This is the most important thing that the search engines look for when they index a site for keyword relevance. In this case you will notice that my title contains my keyword phrase. This is what will show up as the blue link in the search engine, so in many cases just using a keyword phrase won't be enough. Keep in mind that more than anything else, your page title will be what encourages a searcher to click on your site. After all, just showing up in the search engine is only the first step. I recommend using a title and a subtitle in your title to make sure you can fit your most relevant keyword phrase in your title while still writing a title that will engage your readers to click to your site.

The second content field that you will fill out in the SEO pack is the description. This is the black text that shows up in the search engine results page. Once again, it is important that we write something here that will entice readers to click to our site. However, this is also an important location for our keywords to show up. It is important that the keywords show up towards the beginning, because search engines will cut off anything over 160 characters – about enough space for one sentence.

Finally we fill out the keyword content field by listing any phrases we want to be found for separated by a comma. See my example above for an example. When we are optimizing just one page or post on our site, I usually recommend focusing on just a few phrases. These keywords show up only in the code of your site where they are indexed by search engines. Your page will rank higher in the search engine if the phrases contained in this area also show up in your content with sufficient density.

Learning to use the SEO pack takes practice, but as you can see from the picture I showed you above, using this tool effectively placed my site in the top page of Google for a phrase that gets over 1,000 searches per month.

I have worked with many website builders that make it rather difficult to perform this basic keyword optimization. If you are not able to modify this content (note: some builders refer to this as meta tag optimization), then you could easily be wasting your time if part of your business plan is to get traffic on the search engines. In fact free blog platforms like Blogger don't let you do this at all, which turns your blogging efforts into a waste of time if you want to develop a readership.

Also if you feel like you could use some help finding effective keyword phrases to target, the best keyword tool out there that I have found is Market Samurai. I recommend that everyone try out the [free trial of Market Samurai](#) to see how it can help you find effective keywords. You get free access to the software for 12 days, and you get a bunch of great ebooks that teach you advanced keyword research skills for free.



# How to Enable Akismet Spam Protection for Your Site

Got Spam?

Akismet prevents SPAM!

Spam can be SO annoying!

Automatic Kismet (Akismet for short) is a collaborative effort to make comment and trackback spam a non-issue and restore innocence to blogging, so you never have to worry about spam again. Akismet

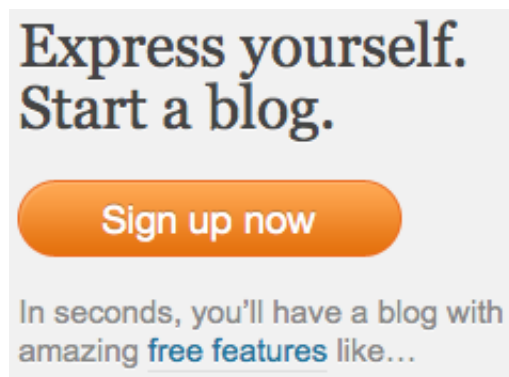
In order to keep you sane in your online journey, we've mapped out the step by steps of setting up and activating the Akismet plugin for your new WordPress website.

How To Set Up Akismet in WordPress

Step 1: Go to [WordPress.com](http://WordPress.com) for to sign up for a free account

↖ *Click the Link*

Step 2: Click on the "Sign Up Now" Button:



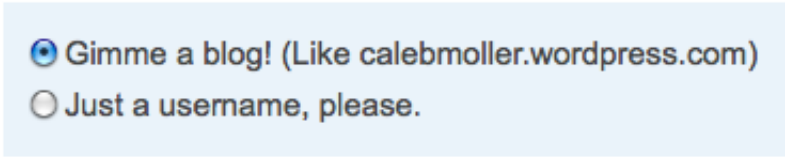
Step 3: Create your Username/Sub-domain name & password

A sub-domain means [http://\\_\\_\\_\\_\\_.wordpress.com](http://_____.wordpress.com) – where you're in control of the name at the beginning.

Fill out this one-step form and you'll be blogging seconds later!

<b>Username</b>	<input type="text" value="calebmoller"/> <small>(Must be at least 4 characters, lowercase letters and numbers only.)</small>
<b>Password</b>	<input type="password" value="••••••••"/>
<b>Confirm</b>	<input type="password" value="••••••••"/> <small>Use upper and lower case characters, numbers and symbols like !"£\$%^&amp;( in your password.</small> <b>Password Strength:</b> <div style="background-color: #4F81BD; color: white; padding: 2px; display: inline-block;"><b>Strong</b></div>

Step 4: Check the “Gimme a blog!” radio button



Gimme a blog! (Like calebmoller.wordpress.com)  
 Just a username, please.

Step 5: Login to your account

The address to login will be emailed to you. It will be [http://\\_\\_\\_\\_\\_.wordpress.com/wp-admin](http://_____.wordpress.com/wp-admin)



WordPress.COM

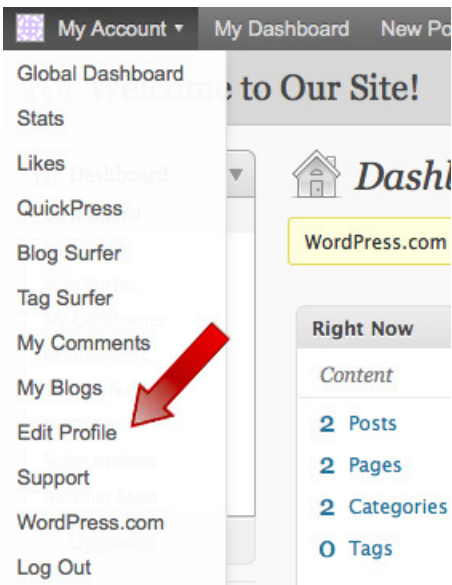
Username

Password


Remember Me

[Register](#) | [Lost your password?](#)

Step 6: Put your cursor on the My Account drop down menu > select “Edit Profile”




Step 7: Click on the “API Key and other...” link



This information will be displayed **publicly** on [your profile](#). You may want to review your profile information.

Were you looking for your [API Key and other Personal Settings](#)?

Step 8: Copy the new API Key




Were you looking for your [profile details](#)?

Your WordPress.com API key is: ●●●●●●●● Don't share your API key, it's like a password.

Step 9: Go to your new website

Apply this key to your hosted website.

Click on the “enter your Akismet API key” link:



**Akismet is almost ready.** You must [enter your Akismet API key](#) for it to work.

Step 10: Paste the new API key

### Akismet API Key

Please enter an API key. ([Get your key.](#))

[\(What is this?\)](#)

Automatically discard spam comments on posts older than a month.

[Update options »](#)

Check the “Automatically discard spam...” box

Automatically discard spam comments on posts older than a month.

Step 11: YOU DID IT!

Spam be GONE!

### Akismet API Key

Your key has been verified. Happy blogging!

# The Wide World of Wordpress Plugins

We have already introduced you to two essential WordPress plugins: The All in One SEO Pack and Akismet. If you haven't explored the WordPress plugin directory already, then you ought to go check it out. Meanwhile, we have collected a list of our favorite plugins. We recommend you ease yourself into using additional plugins. However, once you get the hang of using plugins, you will quickly learn that accessing the wide world of WordPress plugins can add almost unlimited functionality and features to your website. The following list is a good place to start. I have classified each of these plugins as a **must have**, **cool tool**, or **advanced**.

## Google XML Sitemaps

[\*Click the Link\*](#)

This plugin helps Google and other search engines crawl your site more effectively. You will likely see your search engine ranking performance improve after installing this plugin. This plugin also creates a sitemap for your site that you can submit to Google's Webmaster Central. **must have**

## WordPress Simple Paypal Shopping Cart

[\*Click the Link\*](#)

This plugin enables you to add paypal "buy now" buttons into your site along with full shopping cart functionality. This is a great way to start selling products from your website. There is a paid version of this plugin that adds even more features. **must have for selling product from site**

## TinyMCE Advanced

[\*Click the Link\*](#)

This plugin allows you to add additional formatting buttons to your text editor for your posts and pages. This plugin is worth it just for the table feature. If you ever have difficulty formatting your content, a table could be the solution you are looking for. **cool tool**

## Sociable

[\*Click the Link\*](#)

This is one of the better plugins for connecting social networks, like Facebook, to your site. **cool tool**

## WordPress Automatic Upgrade

[\*Click the Link\*](#)

I once had one of my sites hacked by Chinese spammers. I sure was glad I had been consistently backing up my website with this plugin. I just called Bluehost, and they reinstalled my site to the latest backup and hardly anything was lost. **cool tool**

## Commentluv

[\*Click the Link\*](#)

This plugin makes it so when others comment on your site, it will create a link to their latest post. Likewise, when you comment on other sites that use this plugin, the same thing happens with your link. This helps you create backlinks to specific pages in your site, which increases your rankings with Google for those pages. We also recommend you use this plugin with the next plugin on our list: **cool tool**

## DoFollow

↖ *Click the Link*

I don't want to bore you with computer coding, but most sites have a code installed that tells Google not to look at their comment links. This drastically reduces the effectiveness of commenting as a link-building strategy for your site. Using this plugin will make your site friendly for others who are wanting to network. We also recommend that you publicize that you are using this plugin. The more people that use this plugin, the better it is for everyone. Once I teach you more about link building you will appreciate this plugin more, but for now, you should use it. **cool tool**

## NextGen Gallery

↖ *Click the Link*

The NextGen Gallery provides a variety of tools for including images into your site. If visual presentation is important to your site, then you should learn to use this plugin. **advanced**

## Yet Another Related Posts Plugin

↖ *Click the Link*

This plugin automatically adds links to related posts to the end of new posts. This is a great way to cross-link your site together. This will also drive traffic to older posts in your archive and create more loyal readers out of one time visitors. The only drawback is that it is a complicated plugin, and I have seen it interfere with the functionality of other plugins. **advanced**



## Logo Design Options for Your Site

You can have a logo without a brand...

...But you can't have a brand without a logo.

Having a designed logo is a crucial part of establishing the professionalism of your website and creating your brand. Of course you will want a logo on your website, however, you will also use your logo in your email marketing, your social networking, your off-site marketing (like business cards, fliers, and shirts), and anywhere else where branding can happen.

The good news is that you don't have to spend a fortune getting a logo designed. Especially if you are getting started. Remember, you can always pay more for a logo when your site is more established. It is normal for websites and businesses to update their logos from time to time. I can think of at least 3-4 different Pepsi logos that I have seen in my lifetime. Ultimately, it is more important that you get a decent logo that you can use to get started with your marketing activities.

In fact, our development package includes logo design services. Most logo designers will charge you several hundred dollars to build a logo for you. They will send you 3 or 4 mock ups, you decide which one you like the best and they offer 2-3 revisions. Because you are going back to them multiple times, they justify charging you several hundred dollars.

Since we mostly works with entry-level political bloggers, we know that most start-ups don't have hundreds of dollars to pay for a fully-customized logo design. Even if you do, it would probably be better to save that money for advertising solutions to grow your traffic and subscribers. Therefore, we have created a logo design service with the start-up budget in mind.

Included in the price of the development package, you can get a custom logo design for your political blog. The goal is to design a logo that you can get started with. Most of the logos we design are good to go after the first round. We cut out the lengthy revision process by scheduling a time where you can work with a designer to make live changes to your logo using a screen share program.

[Click Here to Check Out Our Development Packages](#)

*↖ Click the Link*


## The Difference Between Posts and Pages

We have spent a considerable amount of time discussing how to set up a WordPress website. We haven't even gotten to the fun part yet.

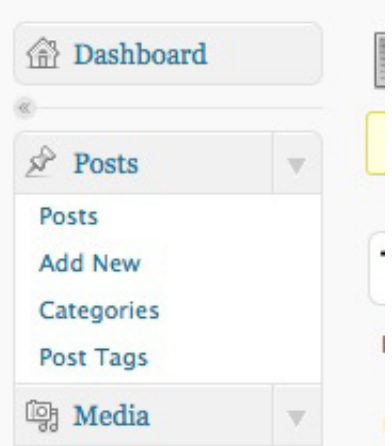
WordPress is first and foremost a content management system. If you think about it, most websites are just collections of words, images, multimedia, etc. Pictures, videos, logos, and designed themes are all there to appeal to humans. Search engines, on the other hand, see codes and words. Because of this it is hard to overstate the importance of words when it comes to building a website. We have already discussed the importance of keywords in previous sections of this guide. Because words are so important, we will be spending a decent amount of time writing content for our site.

With WordPress there are two forms of content that we write: Pages and Posts

### Pages

	<p>The word we use to describe pages is that they are static. Usually the links to pages show up on the top navigation bar of your site. Here is a list of the kinds of pages we might create:</p> <ul style="list-style-type: none"><li>• About Us</li><li>• Policies, Terms and Conditions, and other legal forms</li><li>• Sales pages and Product pages</li><li>• Bios</li><li>• Contact Us</li></ul> <p>Basically, these are visible to anyone who visits your site. It is likely the the number of pages you create will be limited compared to the number of posts you will create.</p>
---	--

### Posts

	<p>WordPress is primarily software for blogging. When we write an article on a blog, we call it a post. Therefore a post is typically just a short article about a topic relevant to your site. I like to think of posts as similar to magazine articles. They are primarily written to give away good, useful information to attract readers/traffic to your site. Of course, old magazines tend to get thrown away or boxed up after they are read. Similarly, posts get moved to your archives when you write new posts. They are still there as part of your site. They will still pull in traffic if you optimized them effectively. However, your site will only display the most recent posts. In this sense, posts are also pages on your site. You can click on the title of a post to go to the specific address for the page where the post is located.</p>
---	--

If you have set your WordPress site to have a static homepage, your posts will show on whatever page you assigned them to. If you left your WordPress reading settings at the default setting your posts will display on the homepage.

## Wordpress WYSIWYG Basics

WYSIWYG stands for the phrase “what you see is what you get.” This acronym is used to describe the text editor that we use to write content in Wordpress. This editor will seem very familiar to those who are familiar with other word processing programs, but there are some differences.

The following video explains how to use the text editor in WordPress to help you format your posts and pages effectively. Be sure to install the TinyMCE Advanced plugin to get additional formatting options.



[Click Here to Play Video](#)

*Click the Link*

# How to Add Images to Wordpress

How to Add Pictures to the Pages of Your Website

## Step 1

Click on the Button to add either a page or a post.

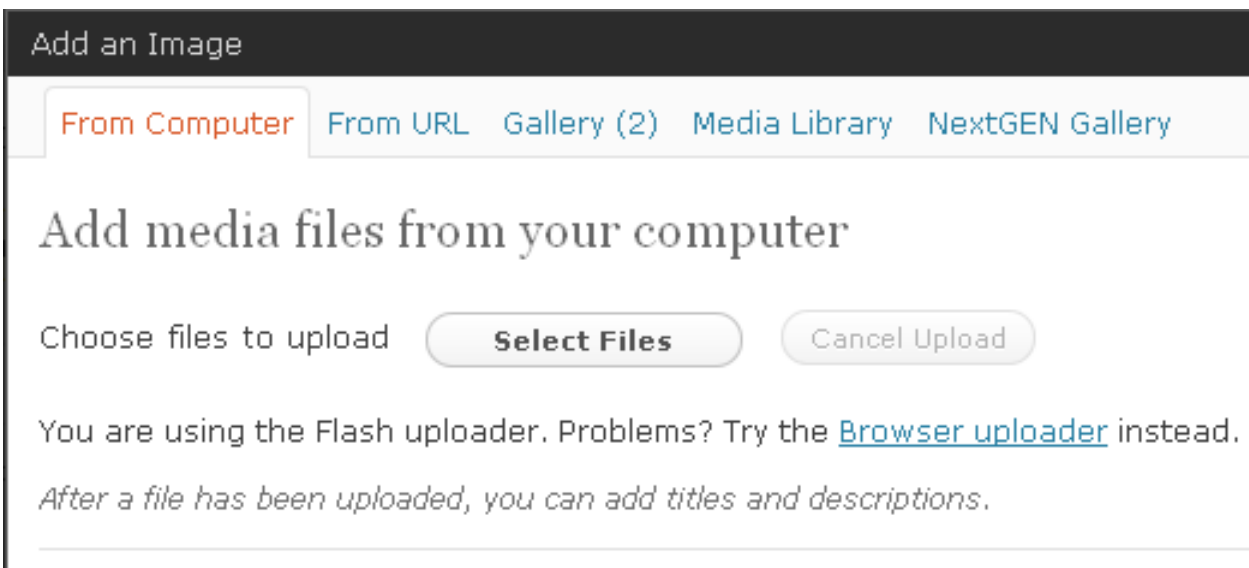
## Step 2

Click on the white and gray box next to Upload/Insert (it will say Add an Image when you hover your cursor over this box):



## Step 3

Select where you want to get your picture from:







If you want to get your picture from your computer, click on the Select Files button.

If you have already uploaded the picture to your site, it will probably be in the Media Library section. Click on that tab and you'll see this:

---

All Types | **Images** (5)  [Search Media](#)

Show all dates


	juniperbonsaitree	<a href="#">Show</a>
	juniperbonsaitree	<a href="#">Show</a>
	buddha ears	<a href="#">Show</a>
	Flowering Desert Rose Bonsai Tree	<a href="#">Shnw</a>

Click on Show next to the picture you want to add.

You'll see this:

Flowering Desert Rose Bonsai Tree [Hide](#)

---



**File name:** Flowering-Desert-Rose-Bonsai-Tree.jpg  
**File type:** image/jpeg  
**Upload date:** May 22, 2010  
**Dimensions:** 95 × 134

[Edit Image](#)

**Title** \*

**Alternate Text**   
*Alt text for the image, e.g. "The Mona Lisa"*

**Caption**

**Description**

**Link URL**   
    
*Enter a link URL or click above for presets.*

**Alignment**  None  Left  Center  Right

**Size**  Thumbnail  Medium  Large  Full Size  
(95 × 134)

[Insert into Post](#) [Delete](#)

Next to Link URL, click NONE.

If you want the picture aligned a certain way, click the Left or Right Alignment Button.

Click the Insert into Post button.

Congratulations, you've just added a new picture to the page of your website!

## Adding Links to Your Wordpress Content

The video below explains how to add links to your WordPress content. Adding links can bring a lot of benefits. First of all, your content will be better, because it will cover a lot more ground. Links also improve your Search Engine Optimization as you make relevant keyword phrases into links. Above all, links are used to reference articles that you want your readers to read in addition to your content.

We will be discussing the importance of linking and link-building strategies further on in this guide.



[Click Here to Watch The Video](#)

*↖ Click the Link*

# Create an Editorial Calendar

A Page one problem...

In the movie Spiderman, there is a scene where a staff member of the Daily Bugle tells J. Jonah Jameson, the notorious editor-in-chief of the paper, that they have a page six problem. Jameson replies, "We've got a page one problem, shut up." When we are running a political blog, we constantly have a page one problem. When I started my political blog, I didn't have a single reader. I figured if I could focus on writing interesting well-written articles that the traffic would come. Over time I have proven myself right, however, I have also learned that without a plan your site will become inconsistent and won't retain readers. Therefore it is crucial to have an editorial calendar. Anyone who has ever worked in the publishing industry knows that you live and die by following an editorial calendar. Magazines know months in advance what will be their cover story. We need to hear J. Jonah Jameson's voice ringing in our head when we start to consider how seriously we are going to follow deadlines we have set for ourselves.

Why have a plan?

Because search engines like dynamic sites that update regularly, it is crucial that we feed our site with a steady stream of new content. Most beginners assume that blogging is like a daily journal, and so you just kind of write about what happened to you whenever you feel like it. We can't think of a blog this way. Only the most prolific writers won't get writer's block without a plan. If you have created a plan for yourself you don't have to waste time thinking about what to write. Instead, you can focus on how you are going to find information to fulfill what you planned to write. Sitting down and winging it is a recipe for failure.

What do I write?

The reason most bloggers give up after a few weeks, is that they exhaust their ideas of what they can write about. This is more likely an unfortunate result of a lack of poor planning rather than a result of a lack of creativity. I suggest developing an editorial calendar based on 12 monthly themes. Once you have your themes planned out, you can then explore your monthly theme through a structured plan of various forms of content. This planning will bring several benefits:

- You will never have writer's block
- You will get more mileage out of your keyword research
- You will be more focused with your social media marketing strategies
- You will be more successful with your affiliate marketing and advertising opportunities as you can match advertisers with your plan for content.
- You will increase the number of subscribers to your blog as you will be able to tell them what is coming next.
- Will help direct your other information marketing activities. E.g. writing articles.
- You will be more successful in your networking activities.
- It will be easier to farm content from other sites.



## Editorial Calendar Ideas for Content

*Personal Experiences* – Even though we want our blog to be more professional than a diary, the blog format did grow out of the personal diary. It is acceptable to write in the first person on a blog and give your opinion and experiences to your readers. This helps you use your blog to create a more personal connection with your readers. Also, your political opinions are going to carry a lot more weight when they are given the human dimension of your personal experience.

*Book Reviews* – It is easy to become an affiliate with Amazon.com and make money recommending books from your blog. Politically active people are also usually avid readers. Have you ever noticed that radio talk show hosts and television hosts always bring authors of books to discuss ideas and promote the book. We can follow this model as political bloggers. I would even say it would be worth your time to contact the authors of the books to get an interview. That would make some great content for several posts.

*Your Theme in the News* – Go to the homepage of Google and click on the blue news link in the top left side of the screen. Then put in your keywords or topics for the month and collect current event stories about your theme. This is where you can find controversy and cutting edge info. on your topic. You also show your readers that you are reliable source for them to get their information.

*Highlight Another Blog* – Go to BlogCatalog and find blogs that are also writing about your theme. Find one you like or don't like and either write a positive or negative review of their blog. Be sure to include a link to their site within the blogpost. Afterwards, you should go comment on that blog and start networking with the author. A lot of times, you will end up with a relationship where you will be building links, finding others to contribute content to your site, and you will attract new readers as you reach out to others who understand how blogging works.

*Youtube Video* – Blogging software makes it easy to put media in your blog – especially youtube videos. Post a youtube video on your blog with a few comments, and you can write a quick blog post about just about anything while making your blog more interactive and interesting. There are tons of youtube videos published by television shows and other sources of political commentary. You can also create your own videos with a screen cam and a program like Camtasia.

*Ask an Expert* – Our university system produces millions of experts a year in various fields. Many of these experts usually have tons of written information on a topic that is not publicly available. Use Amazon or Google to find authors of books about your monthly theme. Usually you can find and contact an author by googling their name. This would take some time, but if you planned for it, you could have one good expert interview on your blog every month. This is a great way to build your credibility.

*Just for fun* – Be on the lookout for humorous content, photos, cartoons, etc. that could be used for a quick post every now and then.

I also recommend going to a bookstore and purchasing several magazines that are already creating professional content in your areas of interest. These will give you lots of other ideas. Remember, that we aren't going to copy them, but we could borrow ideas or engage in a conversation with their content somehow.

Remember that your editorial calendar is mostly for you. You can publish it so your readers know what to expect. However, most importantly, you need to use it to discipline yourself to write content on your site.

## Creating a Category Structure for Your Site

Have you ever picked up a book that didn't have any chapters?

What about a catalog that was just one big blend of products all over the place and not put in to any order – ever seen that?

We didn't think so.

As you've learned about how to build a professional website, think about it in these terms:

A website, especially a political site, is very similar to a book or magazine. It is broken down into individual articles that can be grouped by topic.

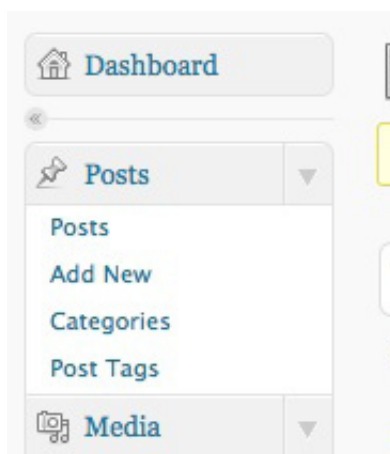
The benefit of a website over a book or magazine is, if it's set up effectively, visitors can get to any page they want in one or two clicks.

One of the most important ways to make this theory a reality is the tactical use of “Categories”.

Each post in WordPress is filed under a category. Thoughtful categorization allows posts to be grouped with others of similar content and aids in the navigation of a site. Please note, the post category should not be confused with the Link Categories used to classify and manage Links. – WordPress.org. If you have created an effective editorial calendar, then your category structure should flow naturally out of your plan.

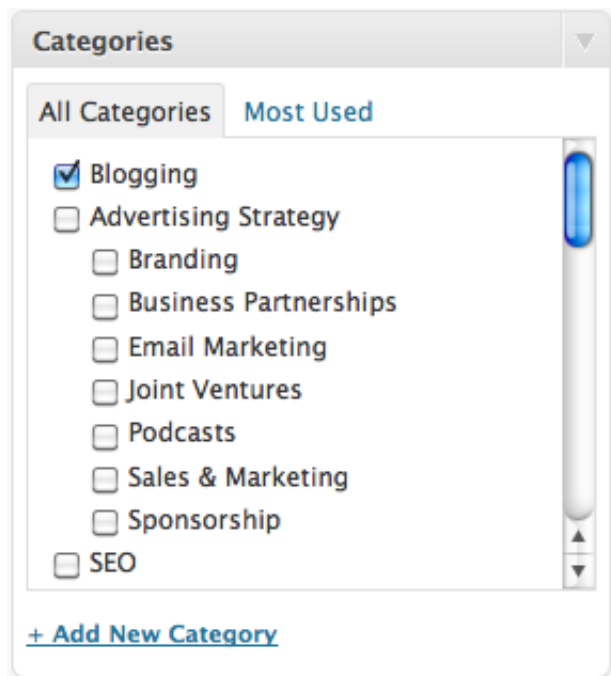
A Quick Review on How to Make Blog Posts

Step 1: Click on Add New under the Posts section on the left part of the screen.



- A blog post is where I put content!
- A blog post is where I educate, inform, and convince people they need what I have to offer.
- A blog post is where I tell my story.
- A blog post is where I get feedback from clients and readers.
- A blog post is where I create an “online voice”.

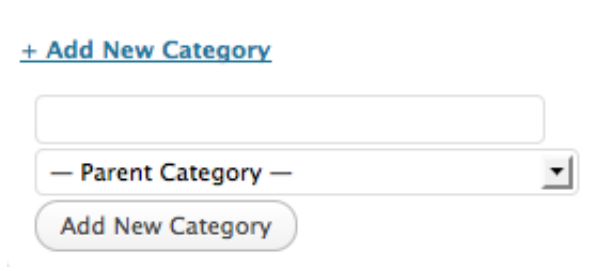
Next step – once you have the content you want on the post, you’ll need to categorize it on the right.



The Categories we create are like chapters of our book or catalog.

### Creating New Categories & Sub-Categories

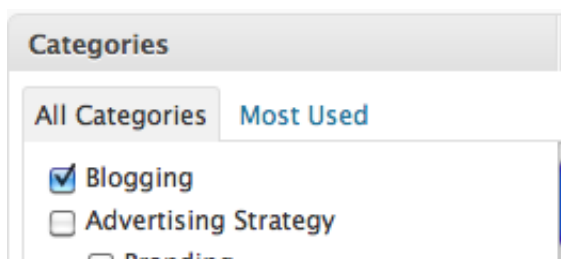
Step 1: Click on + Add New Category



Step 2: Name the Category a Keyword Phrase that you plan to use a lot

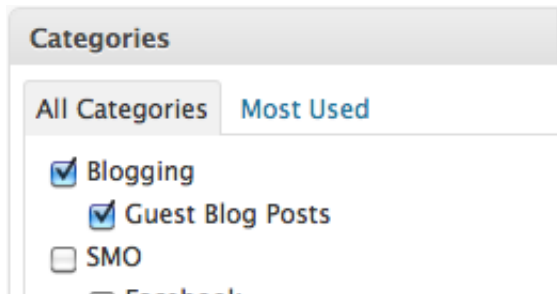
Step 3: Click Add New Category

The blog post you’re currently working on will automatically be categorized as the new category you just created.



Step 4: To Add a Sub-Category, follow the same process as above

The only difference is, when you want to create a sub-category, type in the name as if you're adding a new category and then select the main, or "Parent Category" below. It will then look like this:



Recommendation for Visitor Simplicity

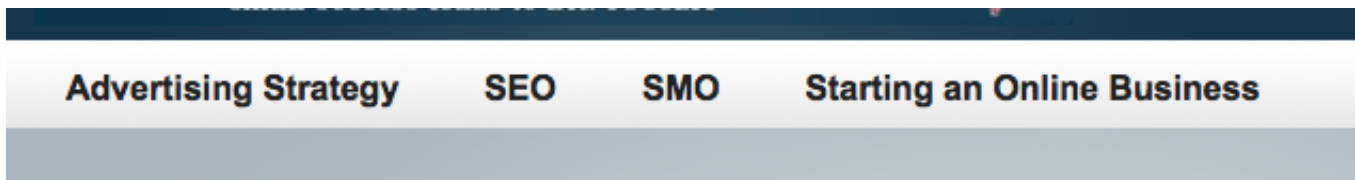
Categories are not advertisements – they are chapters or sections of our “Online Catalog”. For example, Sports Illustrated is all about Sports, but they break things down in to sections: Baseball, Soccer, Basketball, Football. Then they have sub-sections like Baseball Teams, Baseball Scores, Baseball News, etc.

Based on our experience, we recommend you create 4 to 5 main categories and then sub-categories that represent those main categories.

Here's an example:

<http://MollerMarketing.com>

The Main Categories are: Advertising Strategy | SEO | SMO | Starting an Online Business



The sub-categories are things like: Blogging, Twitter, Facebook, Video Marketing – these are sub-chapters of the main category, which, in this case, is SMO.



To help you determine which categories will be best for your new site, ask yourself a question like, “What do I plan to share with people that visit my website?”

We look forward to helping you take your new professional website to the next level!

Congratulations!

# Managing Your Sidebar

Another area of your Wordpress site that you will want to learn how to manage is your sidebar area. This is an area where we can add links to other sites, links to our other posts and pages, category navigation menus, advertising banners, social networking tools, and a whole lot more. Refer to the following screenshot to see what I mean when I refer to a sidebar:



Filling your sidebar with cool features and tools is pretty simple. Since it is a drag and drop function, I figured it would be best to use a video to show you a live example of how to manage your sidebar.



[Click Here to Watch the Video](#)

*Click the Link*

## Conclusion:

*The peculiar evil of silencing the expression of an opinion is, that it is robbing the human race; posterity as well as the existing generation; those who dissent from the opinion, still more than those who hold it. If the opinion is right, they are deprived of the opportunity of exchanging error for truth: if wrong, they lose, what is almost as great a benefit, the clearer perception and livelier impression of truth, produced by its collision with error. ~John Stuart Mill, On Liberty, 1859*

*“By far the most dangerous foe we have to fight is apathy - indifference from whatever cause, not from a lack of knowledge, but from carelessness, from absorption in other pursuits, from a contempt bred of self satisfaction” ~William Osler*

Perhaps the greatest tragedy in the world of political blogging will be the silence of those who through ignorance or apathy choose not to engage. I have written this guide to ensure that ignorance will not enforce its violent brand of censorship on those who want to engage but simply don't know how. I hope that this guide has enabled you to take full advantage of the amazing technologies at your fingertips. However, I have to admit that I have taken the easy road. To a willing learner allied with a capable educator, ignorance is not really a notable foe. If you have any questions about any of the topics discussed in this guide, I welcome you to contact me through the form on my website. I will gladly answer any questions. I also encourage you to follow our email newsletters, membership forums, and to join our membership site where we will teach you how to grow your political blog into a force to be reckoned with. This is a very dynamic world where new opportunities and challenges arise every day. I look forward to guiding you to success.

On the other hand, apathy is a much stronger foe to defeat, since it commonly disguises itself as ignorance. The only way I know that apathy can be defeated is for passionate and committed individuals to confront it unflinchingly. One thing you will soon learn about political blog, is that your blog is more than just a tool for publishing your opinions. It is a networking tool that you will use to connect yourself to like-minded individuals. In fact your blog's reputation and credibility will be dramatically influenced by your ability to connect with as many other writers as possible. As you fill your blog with your own opinion, I hope you will also use it as a tool to encourage others to participate. If you find that those you know aren't participating because of ignorance, send them my way. If apathy is the culprit, I'll leave it to you to throttle them to action.