

Lesson #2

**The Quick And Easy
Affiliate Setup – Blog
- SUPPLEMENT -**

By

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Introduction

Just a few days ago you received your second lesson. It was all about "setting up your blog" (website). If you recall, I promised you a "supplement" lesson to help you through that second part...

CUSTOMIZE Your Blog

We're going to do some minor tweaks to your Blog today. Just so you know, this **won't be the last time** we customize your blog. There will be a lot of changes to it over the coming months as we use some handy "plug-ins", but I just want to make some **slight changes** this week to get everything setup.

We'll do this in three customizations...

1. **CHOOSE a theme.** This first customization is optional, but I know a lot of people will want to change the "theme" of their blog. A "theme" is the overall appearance of your blog and includes things like the header, the format of your posts, the navigational windows, etc.

If you've looked at your blog, you will see that the overall appearance is very "*plain*" straight out of the box. In its original installation, you'll find it can be quite bare. It's certainly "*okay*" to leave it this way if you choose, but most people would rather add graphics and other cosmetic touches to allow the blog to be more **reflective** of their own personalities and of the content being posted to the site.

Wordpress offers a lot of free themes on their website. You can find these themes at..

- <http://worldpress.org/extend/themes/>

The most important thing to decide when you're choosing a theme is the layout – whether it's 2 or 3 column, and where the navigation is. Most of the other variables can be **updated at any time**, but the main layout of the page will be somewhat permanent.

In other words, you can change "*themes*" relatively easily and seamlessly within the same columnar layout. (Ex. Virtually all 2-column themes can replace existing an existing 2-column theme.)

Let me walk you through the steps for changing themes.

-- Word Press Theme Install --

Part One: Choose a Theme and Download It To Your Computer

- 1) Go to <http://wordpress.org/extend/themes/> or search Google.com for wordpress.org themes. (It's best for beginners to simply stick with what's at Wordpress.org)
- 2) Look through and find the theme you like here based upon the layout (2 column versus 3, where the pieces are, etc). The main layout can not be easily changed, but colors and graphics can. For instance, you can not easily change a theme with the side nav on the left over to move it to the right, but you can change the colors of links, page background, and all other elements.
- 3) Download the theme to your computer. Simply click on the provided download link from the page and choose to SAVE it on your computer in a spot you can easily locate.
- 4) Unzip it using your regular unzip program. (Most computers come with an unzip program installed.) Unzip all of the files in the them into a folder on your computer with nothing else in the folder.

Part Two: Get the Theme Onto Your Hosting*

- 1) Login to your site with your FTP program. This is done with a program such as WS_FTP or CUTE FTP. (Don't know how to upload files, don't worry - a video is coming your way in 24 hours)
- 2) Upload the unzipped folder and its contents via ftp to the folder named wp-content/themes.

Part Three: Tell WordPress which Theme You Want to Display

- 1) Log into your Wordpress admin panel on your site which will be located at www.yoururl.com/wp-admin (Login info will be provided to you when you install your blog. It may be inside a folder like this www.yoururl.com/folder/wp-admin, depending on where you installed the blog.)

2) Click on "Design" or "Appearance" and then click on "Themes".

3) Select the new theme. (In newer versions of WordPress a new window with a preview of the theme will open and you'll have to click "ok".)

That's all there is to it.

---- End ----

It's actually very easy. There really didn't need to be as much explanation as I've included in this lesson, but I wanted to cover all the little details so even beginners can figure it out.

NOTE: There is a member "on-demand" resource coming your way in about 24 hours or so. This will be a video tutorial set walking you through these steps.

2. CREATE pages. There are a few "pages" at your blog that you'll need at the startup. While these pages for the most part will remain unchanged, you can make edits to them anytime you choose.

There are three recommended pages. I'll first explain each of these pages and then give you some simple instructions for adding these pages to your blog..

- **About.** Virtually every blog has an "about" page. On this page you'll share some brief information about yourself as the author of the blog posts / owner of the site. Some people simply use this page to tell about their personal lives, but for our purposes it will be best if you tell "your story" as it pertains to internet business. Talk about the products that you've used to build your business – and link to them using your affiliate link. There's an example that you can model at my "example" blog at <http://paulbevans.com/about/>
- **Legal.** Since your blog will be a "business" site that promotes affiliate programs with the intention of generating revenue, it's important that you protect yourself legally by having disclaimers in place. I personally spent a lot of money having an attorney create my legal disclaimers several years ago. If you'd like to go this route, then I recommend Bob Silber who specializes in this area. You can visit his site for more details at <http://www.InternetMarketingLawProducts.com>. You can get your free copy of a disclosure at <http://disclosurepolicy.org/>

- **Contact.** (OPTIONAL) If you'd like visitors to your blog to contact you with questions, joint venture proposals, interview requests, etc. then you can create a "contact" page at your site with instructions on how to get in touch with you. An example contact page can be seen at

Now, let's talk about how to create these pages in Wordpress at your site. It's actually very, very simple. Here's a quick tutorial...

-- Creating Pages At Your Blog --

- 1) Log into your Wordpress admin panel on your site which will be located at www.yoururl.com/wp-admin (Login info will be provided to you when you install your blog. It may be inside a folder like this www.yoururl.com/folder/wp-admin, depending on where you installed the blog.)
- 2) Click on the PAGES tab on the left hand side of your screen in the side navigational panel. It's just below "links" and just above "comments".
- 3) The PAGES tab will now become highlighted and beneath it will appear the words "EDIT" and "ADD NEW". Click on "ADD NEW".
- 4) On this page you will see two major field boxes: A title box (thin box at the top of the page immediately below the words "ADD NEW PAGE") and a larger page details box below the words "Upload/insert" and the page editor tabs. Type or paste a title into the title box. Type or paste the entire contents of your page into the page details box. You may use the page editor tabs to add styles (bold, italics, etc.) and webpage links just like you would any other editor. (Video coming to SHOW you how to do this)
- 5) Scroll to the bottom and DESELECT "Allow comments" and "Allow pings". You do not want these two options for your about, legal and contact pages.
- 6) Towards the top of the page on your right hand side you'll see the tabs marked "SAVE DRAFT", "PREVIEW" and "PUBLISH". Click on the "SAVE DRAFT" button and then click on the "PREVIEW" button. If you like what you see, Click on the "PUBLISH" button. If you do NOT like what you see, make appropriate changes and then click on the "PUBLISH" button.

7) Repeat this process for each of the setup pages that you wish to create ... About, Legal, Contact.

That's it!

---- End ----

3. CHANGE links. One of the most important things you can do in your blog setup prior to posting messages is to change the appearance of the links of all of your pages / posts. The default format for your pages at your blog appears like this...

→ <http://www.yoururl.com/p=123>

That's not as professional looking as you'd like it to be. Plus, there are some minor search engine disadvantages that I'm not going to go into. The important thing is, you'd rather have your links appear like this...

→ <http://www.yoururl.com/post-title>

That's a much more professional looking link and it can also help in certain search scenarios.

So, you want to make a quick adjustment to your settings in order to make this happen. This is a ONE-TIME adjustment that will allow your links to automatically appear in the "title" format from this point on.

Here are your walk-thru instructions...

-- Creating Pages At Your Blog --

1) Log into your Wordpress admin panel on your site which will be located at www.yoururl.com/wp-admin (Login info will be provided to you when you install your blog. It may be inside a folder like this www.yoururl.com/folder/wp-admin, depending on where you installed the blog.)

2) Click on the SETTINGS tab on the left hand side of your screen in the side navigational panel. It's the last tab in the panel.

3) The SETTINGS tab will now be highlighted and will have several sub-entries below it. Click on the PERMALINKS tab.

4) You will see several options on that page beginning with DEFAULT and ending with CUSTOM STRUCTURE. Select the CUSTOM STRUCTURE option. Paste the following information into the blank space to the immediate right: /`%postname%`/

5) Scroll down and click on the SAVE CHANGES button.

That's it!

---- End ----

And speaking of the "end", that's all you need to do in order to customize your blog at this point. Throughout our year long training there will be many minor "tweaks", but for now that's all you need to do in getting the blog setup to use.