

Internet Marketing System, Marketing Machine Guide & Resource Guide

Consistency and content is the key to your success!

Step by step guide to maintaining a web site for *your* product, service, organization or business. With the included screen shots, descriptions you will be able to maintain your web site with fresh content.

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Overview of Your Web Site

Consider the objective of the Complete Magnetic Web & Social Media Marketing Machine – to increase your presence on the internet. The ultimate goal for a business is to make more money, but you may have a social, civic, non-profit or just plain fun site. Much thought should be given to how to funnel your web site visitors to take the action you desire. More on that later, right now let's get the mechanics of building your Internet presence.

The Internet is an interconnected and ever growing collection of content. The search engine's job is to find content relevant to what is being entered in their search field. *Your job* is to produce the content about your products, services or mission that positions you to be found easily. The Marketing Machine will make that easy to produce content. Let's saddle up and get started!

Content

Your content is what the search engines are looking for. They have special algorithms to figure out which site is most relevant and has updated information, as well as which is most popular. Organize your story into sections. You want an introduction to tell people enough about you to draw them in. If you are selling, give them an irresistible offer to engage with you. A typical site will have a home page that draws people in, an about, contact, perhaps location and specific pages to what you are offering.

Build your keywords into your posts as you write. Make an effort to include the terms you have selected, but be careful not to overdue their inclusion. You will be penalized and not see results if you include your keywords too often within a post. Generally, write as you normally would, but provide a title with a keyword in it and include the keyword in the first two sentences of your post. Then add the keywords as tags to your posts. As you build your tags list (which you will learn more about later) it becomes quite easy to click on the tags you want to insert into the post.

Images

It is true that a picture tells a thousand words. The colors and images on your site reflect your image. If you need pictures, there are a number of sites to purchase royalty free photos from. I tend to use iStock Photo, but there are many other sites as well. Be careful about "borrowing" pictures from another site. You should expect to pay from \$10 to \$20 per image and need a minimum of five images to place around your site to get you started. The size of the images is important. For the web you need the smallest file size possible so that it loads quickly. Depending on the position, you may want a wide image for a header and a square image for a sidebar. The images in the "web" world are measured in pixels.

Browser

Mozilla Firefox is the browser of choice for developers. Tools are included that you will find indispensable if you spend much time working on your site. Besides, it is fast. Go to <http://mozilla.org> to download – free.

Support

You are not alone. You have access to one on one consulting, remote support and workshops. Even to the extent that we will do the work for you by scheduling some routine phone interviews or you can fax a worksheet to us. We understand working with busy Entrepreneurs as that is what we are all about. Together we can tame the Wild Wild West and find some GOLD!

Adding A Post



The first step to make changes and updates is to access the back end of your web site. You can do that from any computer connected to the Internet, from anywhere in the world. In fact, we encourage it.

To log into the Administrative area of your web site:

Connect to the Internet and open a web browser and type in the address line

<http://yourdomain.com/wp-admin> insert "your domain name"

log in with your Username and Password provided below

Username:

Password:

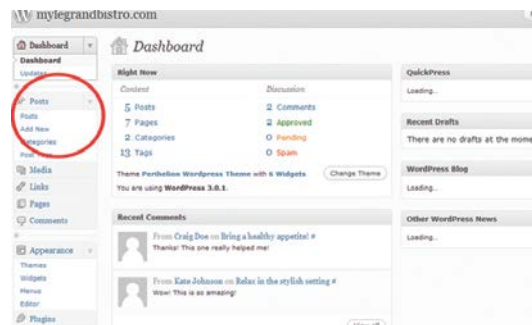
Create a New Post:

Click - POSTS (top left side menu)

Click add new

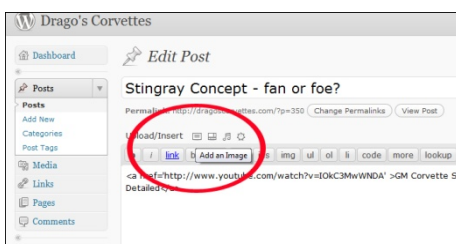
Enter title (use a keyword)

Enter content & pictures

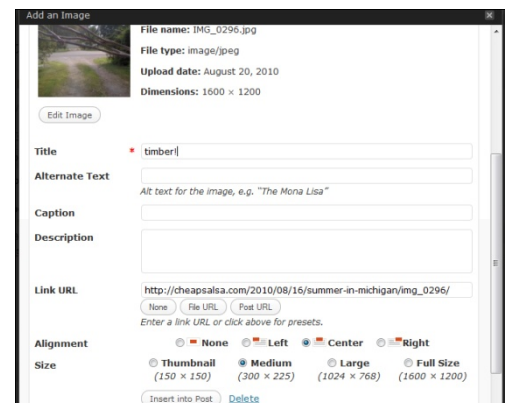


To insert image/picture click image icon right of Upload Image and browse to image.

- Keep image file sizes small. For example 400 pixels x 400 pixels and 25 – 100 kb is a good size. 1200 pixels x 1200 pixels and 1mb is too big.
- Justify right, left or center depending on your preference.



Click Insert Into Post and now you have pictures and text!

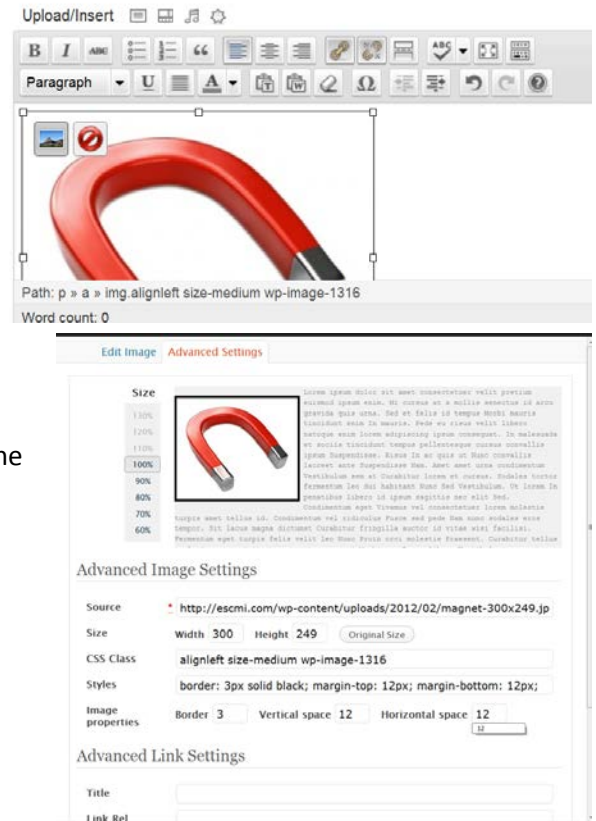


Advanced Image Editing:

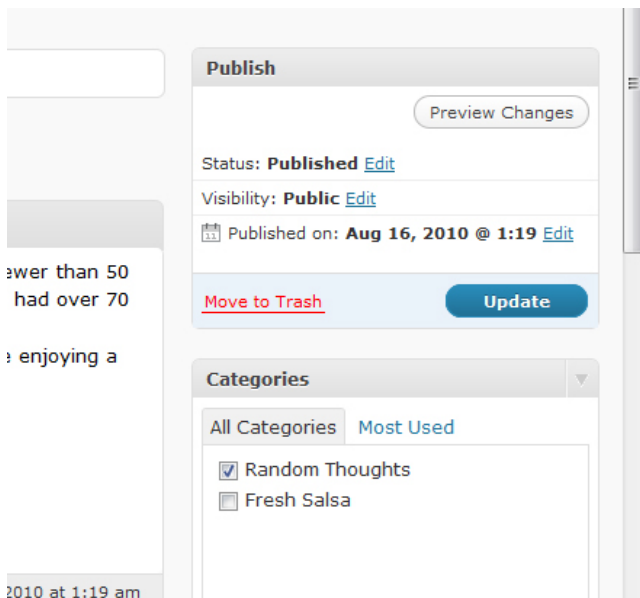
Once you have the image placed in your post or page, you may want to add a border and or provide some spacing around the image so the text isn't tight to the image.

Click on the image in your editor screen and you will notice two buttons at the top left on the image. Click the Edit Image button as shown here:

You will then see the image editing screen with the General Tab displayed. Click the Advanced Tab as shown here and you can insert a number for the border – in pixels – 3 is a nice thin line. Next to that is the Horizontal and Vertical spacing. I typically use 8 – 12 pixels. You simply enter the value in the form and hit the Update button below.



Where should your post show up? Select a Category



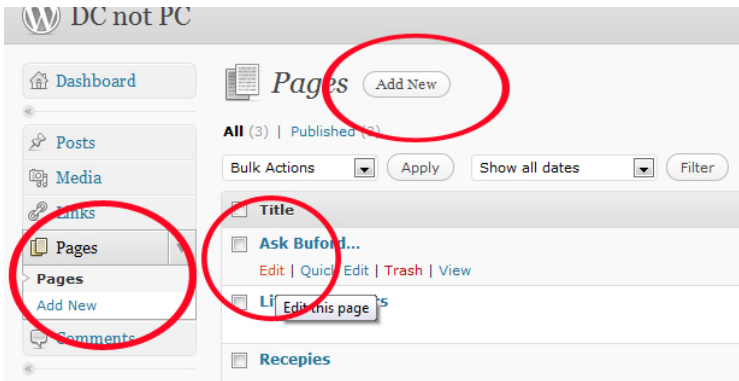
Select what Category your post belongs to with the drop down menu. Categories can be used to organize your content in unique ways.

Click the UPDATE or PUBLISH blue button on right side of the page.

You have now created a post and are pushing content onto the Internet!

Create or Edit a Page

To work with Pages, click on Pages in the left menu. You can edit a page, delete a page or add a new page.



To edit a page, just move your mouse over the page name and the edit button appears.

Working on and creating pages is the same as posts. The difference is that they are linked into a menu system and act as web pages instead of a list of posts.

Use pages for key elements like directions, forms, catalogues, and photo albums. Stuff that always

has to be there and accessible quickly by your visitors.

When you have mastered creating posts and updating your pages, you are now your own Webmaster! Congratulations on taking control of your “web” presence.

Advanced Options:

WordPress is an open source program that is being upgraded and developed at a rapid pace. The popularity of WordPress as website platform has attracted number developers to create enhancements called “Plugins.” You can search WordPress.org for specific plugins and ideas to accomplish specific tasks with your site. Generally, the commercially available Plugins are more compatible with other Plugins and provide support in case things go wrong. There are a number of FREE Plugins that are surprisingly good as well.

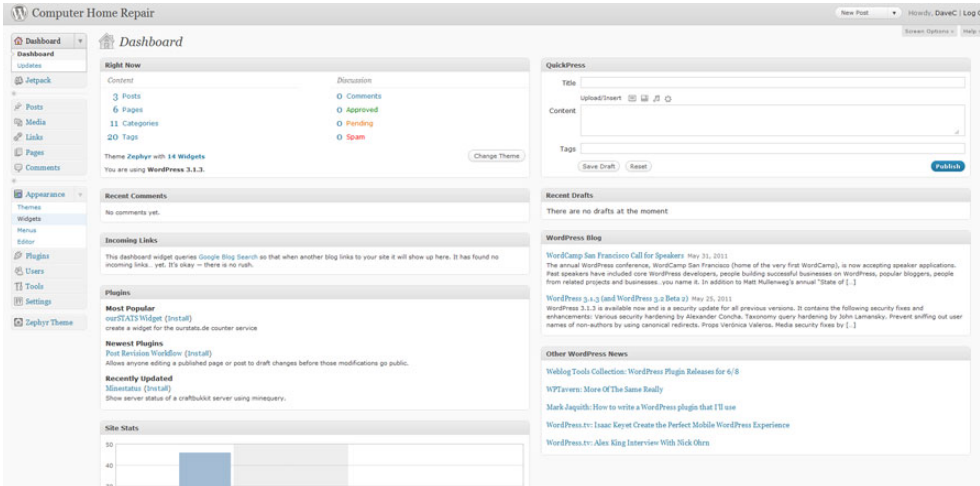
When I find a Plugin that meets a critical need for the websites, I purchase the distribution rights and make the Plugin available to my clients. For example the Traffic Player Plugin that I use to embed YouTube videos into a site very cleanly, with nice skins around the video.

Many Plugins create a Widget to use on the back end of the site. Widgets are placed in various positions on the site, depending on the Theme used and the number of columns and Sidebars / Footers set up.

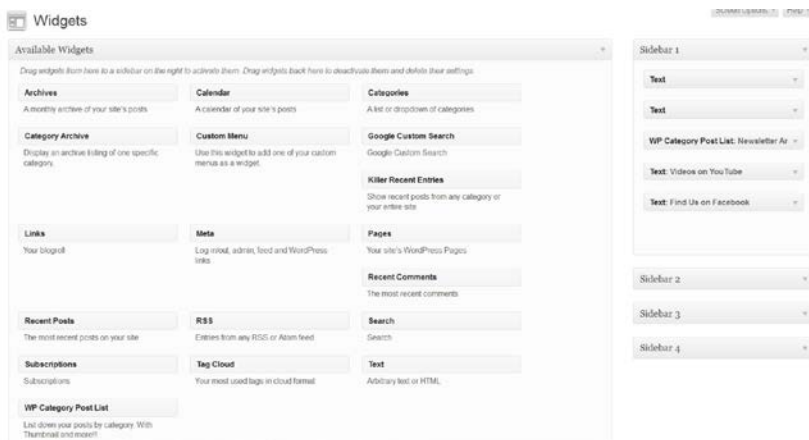
Managing Widgets

Log into the back end of your Word Press site. Under the Appearance menu on the left side is Widgets.

Click on Widgets.



On the Widget page the available Widgets are in the middle of the page, to the right are the locations available to place widgets.



With the correct section open, simply drag in your Widget. Text Widgets are available to add simple text or HTML code, including embedding video.

A simple trick to format text and images for a Widget is to create a Post in the style you want and copy the HTML code and paste the code into a Text Widget.

To remove a Widget, simply drag out of the location. You can drag to the Inactive Widget section to save the settings for future use, or simply drag to the left to remove it.

If you have questions or need help, simply call Dave Crabill at 810-471-7767.

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