

Launch your Blog Checklist

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Buy Your First Domain Name

1. Go to GoDaddy.com to purchase a domain name
2. Brainstorm some domain names
3. Search for your favorite domain name on GoDaddy and see if it's available. If not, try another domain name on your list.
4. Be sure to purchase a ".com" domain name so that it's easy for people to find.
5. Scroll down page and avoid the other options. Click "Continue" at the bottom of the page.
6. On the next page, scroll down to the bottom of the page and click, "No thanks, continue to checkout."
7. Complete your domain registration information, if this is your first time purchasing a domain name or log-in to your existing account. (If creating a new account, the appropriate button is already checked for you.)
8. On the next screen, verify that the information you entered is correct. Then, click "Continue."
9. Select the number of years you want to buy the domain name for, from 1 to 10 years. (If you purchase 2 years, the search engines feel that you'll be sticking around and aren't a fly-by-night business. This isn't an issue after your site has been around a while.)
10. Decide whether you want GoDaddy to debit your PayPal account or credit card and renew your domain automatically or if you'd like to do it yourself when the time comes. You should probably auto-renew, and the domain name is protected from ever expiring.
11. Click on "Quick Checkout."
12. Review your shopping cart and verify all the information.
13. Select your payment option.

14. Read the Registration Agreement and the Terms of Service. Click those boxes, showing that you have read them, and then, click "Checkout Now."
15. Fill in your payment details (PayPal password or credit card information)
16. Click to go back to GoDaddy.
17. Verify your payment information and then, click on "Continue with Check Out."
18. Fill in your personal information (Name, address, etc.)
19. Fill in box 2 with a new account password, if you've created a new account. Boxes 3 and 4 are self-explanatory. Click "Continue with Checkout."
20. Verify the information and click "Checkout Now."
21. Type in the code at the Secure Checkout page and enter it by clicking "Next."
22. Print your thank you page or copy your customer number, log-in, and password. You'll also receive this information in email.

How To Purchase Your First Hosting Account

1. Go to Host Gator at www.hostgator.com
2. Click on "Web Hosting," just below the company's logo
3. Choose your plan. (We recommend the Baby Plan.)
4. Scroll down to the very bottom of the page and click on "Order Now."
5. Type in the domain name that you already own. Then, click next.
6. Choose how you want to pay.
7. Review the details of your new account.
8. Click on "I am a new customer," and fill in your name, address, etc.
9. Create a username and password, and don't forget to write it down!
10. Click on the button that indicates that you've read the terms of service. (Click the link to the terms, and do that first.)

11. Verify your order.
12. If everything is correct, click on "Process My Order."
13. Congratulations! You have just purchased a hosting account.

Linking Your Domain to Your Web Hosting Account

1. Look for the email you received from Host Gator
2. Write down your name server addresses.
3. Find email from GoDaddy with your customer number and gather the username and password you chose when setting up your domain.
4. Open your browser and go to GoDaddy.com
5. Log in to your account at right-hand side of screen.
6. Click on "My Account" in the same right-hand side panel.
7. Click on "Domains"
8. Scroll down to "My Domains" and click.
9. Click in the box for the domain name you want to set.
10. Click on the icon above that says "Name Servers."
11. Click on button that says "Custom Name Servers."
12. Highlight the old name server addresses, and delete them.
13. Enter the Host Gator name servers that you wrote down from the Host Gator email.
14. Scroll over and click on "OK."
15. Scroll over again and click "OK."
16. Log out of GoDaddy and close window.
17. It takes up to 48 hours for your DNS servers to move over.

Setting Up AWeber as Your Autoresponder

[AWeber](#) is the autoresponder of choice for online marketers. You will be able to create your main list and your business opportunity list within AWeber. Please follow the checklist and create both lists before moving forward.

Setting Up AWeber as Your Autoresponder

1. Go to <http://budurl.com/2aweber> .
2. Click on the “Order” tab.
3. Choose the plan you want.
4. Fill in your information to set up your account.
5. Check your email for username and password.
6. Go to the login page at <http://www.aweber.com/login.htm>.
7. Log into your account.
8. Click on “add new” button and then, “create list.”
9. Name your list.
10. Describe it.
11. Complete any branding information that you choose.
12. Use email address where you want to show emails are coming from.
13. If you’d like to be notified when someone subscribes or unsubscribes, you should fill in the notification email address.
14. Save.

Setting Up a Word Press Blog

1. Log into the back office of your domain account.
 - a. Type in <http://www.yourdomainname.com/cpanel>.

- b. Hit enter.
2. Enter the username and your password that you entered into Host Gator for your web hosting account.
3. Scroll down to the bottom of the page, where you'll see a Smiley Face button that's labeled "Fantastico."
4. Scroll down and find "Blogs" in the left hand panel.
5. Click on "Word Press."
6. Click on "New Installation."
7. Choose the domain you want to install the blog on. (If you only have one domain, it should already be appearing in the drop-down box.)
8. Leave "Install in directory" blank and continue down the page to place blog on your root domain.
9. Create a user name and password for your blog. Write the information down, so you don't forget it.
10. Complete the other information according to your personal preferences. (All can be changed from inside your blog later.)
 - a. Admin Nickname: Will be the name appearing at the end of each post you write.
 - b. Fill in the site name with the name you want people to see when they come to your blog.
 - c. Complete password for your blog email and write it down.
11. Click on "Install Word Press."
12. Verify your information.
13. Click on "Finish Installation."
14. Information on next screen shows you how the blog was completed. Be sure to notice the URL for your admin area. Click on it and save it to your favorites or write it down. Information will be emailed to you, as well, if you choose to do that.
15. Go to your domain and see your new blog!

Optimize Your Blog Title and Tag Line for the Search Engines

Log in to your blog at www.yourdomainname.com/wp-admin with the user name and password you created. Along the top, you will see several links. First, click on "options." Change the default Weblog title, making sure that your title includes your main keyword phrase. In other words, make sure the title of your Weblog is relevant, so that when people search for those words on Google, your blog can be listed in the search results. For example, this could be your company's name, a particular product you are promoting, or the focus of your company's product line. Make sure your Weblog title includes relevant keywords. The content of your blog will work to reinforce your blog's relevancy to the keywords in the Weblog title.

Optimizing Your Blog Title and Tag Line for the Search Engines

1. Go to your blog and log into your administration dashboard: <http://yourblog.com/wp-login.php>.
2. Click on Options.
3. Change Your Weblog title. Be sure that your main keyword phrase is the first words of your title.
4. Be sure that the description of your site includes your keyword phrase and that it appears 1st.
5. Click "Update Options."

Adding Your Links in the Default Blogroll

Your blog has default links that you want to delete and replace with your own. Add your links to your opportunity capture page, your funded proposal links, and any other relevant links you choose.

Adding/Deleting Blog Links, Writing Posts

1. Click on the "Blogroll" tab in your admin panel.
2. Highlight all blogs in the blogroll and delete. (You can add blogs of other bloggers that are relevant to your site, your own sites, or other sites of interest in their places, if you wish.)
3. To add links: Click on "add links" on the blogroll screen.

4. Fill in the information and click "Add Link."
5. Click on the "Manage" tab in your admin panel.
6. Click "Delete" for "Hello World" post and click OK.
7. Delete sample comment the same way.
8. Click on the "Write" tab in your admin panel.
9. Enter the title of your post. Be sure that you use a keyword that is specific to that post, and if possible, use it first.
10. Enter the post in the blank below. You can write in the message blank or in a word processor and then cut & paste your entry into the blank. Try to optimize for one of your main keywords in every post. Be sure that the keyword applies to that particular post.
11. Hyperlink from one of your keywords to another site, e.g. If your keyword is "list building," you would link this way: `list building`.
12. You may want to edit your "About" page.
13. Click on "Manage," in the admin panel.
14. Click on "Pages."
15. Click on "About." Type in something about yourself or about your business. Remember to use your keywords.

How to Protect Your Blog from Spam

1. Log in to your Word Press blog at <http://yoursite.com/wp-login.php>.
2. Click on "Plug-Ins" in your admin panel.
3. Next to Akismet plug-in, click on "Activate."
4. Notice the warning message above, which says, "Akismet is not active."
5. Even if you don't have a Word Press API key, click "enter your Word Press API key."
6. Click on "WordPress.com" link.

7. Click "sign up for a Word Press Account" link.
8. Fill in the blanks, agree to the terms, and fill in the radio button that says, "Just a username, please," and click "Next."
9. Go to your email Inbox to find the message sent by WordPress, and click on the link to activate your account.
10. Go back to your blog and click on "Get my WordPress API key."
11. Log-in to Word Press with username and password that was sent to you.
12. Click on "profile" in the Global Dashboard, and find your API key on the upper right-hand side of the screen that says "Your Profile and Personal Options."
13. Go back to your blog and enter the API key. Akismet is then active.

Add Google Analytics to Your Blog for Tracking Statistics

1. Set up a free account at <http://www.google.com/analytics/>
2. Add your domain name as the website to track.
3. Go through the setup until you get to the page that gives you the tracking code. Leave that page open.
4. Go to your blog dashboard and locate 'Plugins' on the left. Click on 'add new'.
5. Type "Analyticator" into the search form. Choose Google analyticator to install.
6. Install the plugin by clicking on 'install' and continue installation.
7. Go back to the "Plugins" section on the left sidebar. Click on "installed."
8. Scroll down to "inactive plugins" and locate Google Analyticator. Look to the right of it for the word "Activate," and click on that.
9. The very last link on your left sidebar is for "settings," click on it, and then look for the Google Analytics below it.
10. Enable Analytics.

11. Go back to the Google Analytics site that you left open and get the “Web Property ID” code from the top box. Paste it into the box that asks for “Your Google Analytics UID.”

12. Scroll to the bottom of the page and hit “save settings.”

Done! Now, you’ll be able to track your blog traffic on Google.

Change Your Blog’s Theme

Choice #1 – Easiest

1. Find “Appearance” on your dashboard.
2. Click on “Add new theme”.
3. Choose a theme with 2 columns and a right sidebar.
4. Install and activate theme!

Choice #2 – Harder, but more choices of themes available

First : Set up Your FTP Software

1. Go to <http://filezilla-project.org/> and download it free.
2. Install Filezilla on your computer.
3. Open the program.
4. Go to file, then site manager.
5. Click on “new site”
6. In “host” type <ftp.yourdomain.com>.
7. Use the dropdown member to choose the Logontype as “Account.”
8. Enter your username, which you chose when setting up your web hosting account. (It will be the same username you use to log into cPanel)
9. Enter your password, also chosen when setting up your web hosting account. (It will be the same password you use to log into cPanel.)
10. Name your website yourdomain.com.

11. Click OK to create the new connection.
12. Log into your website. You should see your files appear in the bottom right panel.
13. The top left panel is your computer's files. Locate the "my computer" icon, and click on it to get to "my desktop." Open your desktop view.

Second: Get your Theme:

1. Choose a theme from <http://wordpress.org/extend/themes/>.
2. Download the theme to your desktop.
3. Look at the files in FileZilla, your FTP client.
4. Click on the folder labeled "public_html," then on "wp-content," then on "themes."
5. The theme that you chose is in a folder on your desktop in the bottom left panel. Locate it, and "drag and drop" the file into the bottom right panel. You should see the folder in your WP themes folder.
6. Login to your WP admin panel and locate the "Appearance" section, and click on "Themes."
7. Click on the picture of your theme, and then on the top right corner click "Activate."
8. Visit your site to see your new theme!

Add a Banner to Your Blog

1. Login to your WP admin panel.
2. Under "Appearance," click on "Widgets."
3. Determine which sidebar you are going to put your banner in and choose it from the pulldown menu.
4. From the "available Widgets" menu, click on text.
5. Choose where you want the banner to go by dragging it above or below widgets already installed.

6. Click on “edit” on the text widget.
7. Paste your banner html code into the text widget.
8. Click on “done.”
9. Click Save Changes.
10. View your blog to make sure the banner is where you want it to be.

Add an AWeber Form to the Blog

Creating an Opt In Form at AWeber

1. Log into your AWeber account.
2. Beside “Change List” at the upper right-hand corner of your homepage, select the list you want to create a form for.
3. Mouse over the “List Settings” tab at the top of the screen.
4. Choose “Web Form.”
5. Click on “Create New Web Form.”
6. Name your form.
7. Select “in-line” form.
8. Put the link to your blog in the “Thank You Page” section.
9. Set up your form to ask for “first name” and “email address” only because the more information you require, the fewer people are likely to opt in.
10. Add the name field by clicking on the green arrow to the right and it will appear on the right side of the table.
11. Drag name box above email box.
12. Change your “submit” button to something like “subscribe now” or “free instant access” or another more exciting call to action.
13. Save at the bottom.

Adding the AWeber Code to Your Blog

1. Log into AWeber.
2. Select the list you want to use.
3. Go to “List Settings” and “Web Form.”
4. Click on the “Get HTML” for the form you created .
5. Copy the HTML from the second box on the pop-up screen.
6. Paste the code into a text editor, such as NotePad. (Don't use MS Word)
7. Log into your blog admin area.
8. Click on “Presentation” in the title bar.
9. Click on “Widgets” in the sub-bar.
10. Drag “Text 1” box to the top of the sidebar area.
11. Move other widgets into the sidebar, as you see fit. The “Meta” widget is important because it has the link to your login.
12. Click on “Text 1” box's configure button.
13. Copy the opt-in box code from your text editor.
14. Paste the code into the “Text 1” text box at your blog.
15. Close box.
16. Save sidebar.
17. Opt in to your list to make sure everything is working properly.

Add a Welcome Message to Your Autoresponder

1. Log into your AWeber account.
2. Select the autoresponder that you want to work with at the top right of your screen.
3. Select “Messages” tab at the top of your screen.

4. Select "Follow Up" just below that.
5. Click "Add Message."
6. Choose Blank Template.
7. Write message in Plain Text message area.
8. To include first name, click on the drop down menu in "Personalization Fields," and choose {!firstname_fix}.
9. Save your message.