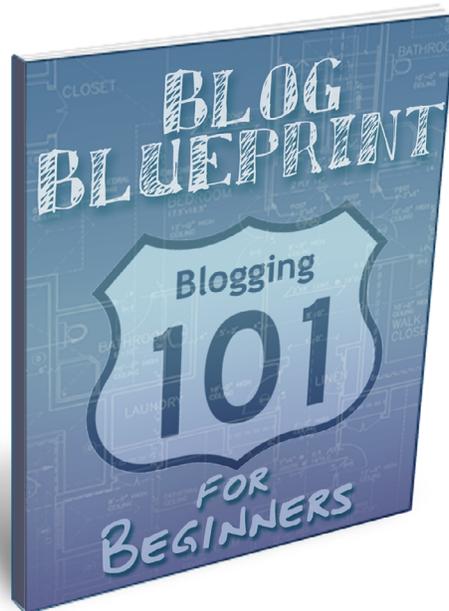


Blog Blueprint for Beginners

by [Travis Sago](#)

Please feel free to distribute or share this report as long as you do NOT change the content.

Because the web changes FAST, if you haven't already [GET UPDATES](#) and Blogging News [HERE](#)



We were very fortunate to get most of our high quality service providers to sponsor our report. Every service provider in this report is someone that we have either used for our own business or have interviewed personally. Throughout Blog Blueprint for Beginners we will take you through step by step instructions on how to create your own blog from start to finish...but we thought since these are some of the service providers that make our online business possible it would be very beneficial to give you the same kind of professional support that we have.

This report was brought to you at NO charge because of the support of our sponsors:

Brad Callen with <http://iwriter.com>



BUM Marketing
Travis's Pick Of The Month

Cheapest Articles On The Planet - Guaranteed!
Have articles written for you for pennies

Click here to get your articles for cheap

Konstantin with <http://loudcreatives.com>

Make Your Site Sell With A Trustworthy **Layout and Design!** [FREE Estimate!](#)

Martijn with a **VERY SPECIAL OFFER**

Are Your Websites Ranked High Enough in the Search Engines? **Our Clients are!** [See Proof HERE!](#)

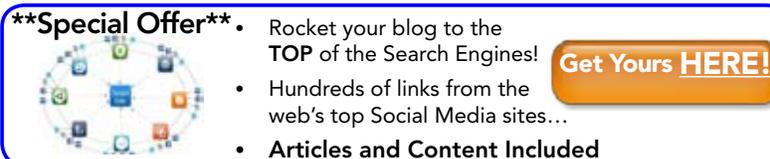
Metodi with <http://wpsalesengine.com>

At Last, a Super Easy Tool That **Builds (and Pre-Writes) Sales Letters, Squeeze Pages, and MORE for You Automatically...** [WATCH VIDEO To See How](#)

Lisa Hayslett and Vicky Kolender with <http://www.actionattractioncoaching.com>

Free 1-on-1 Strategy Call with Experienced Marketing Coach Gets You Unstuck and Finally Ready to **Make Serious Money Online!** [Get FREE Consultation](#)

Ken Leatherman with <http://www.makebacklinks.com>



****Special Offer****

- Rocket your blog to the **TOP** of the Search Engines! [Get Yours HERE!](#)
- Hundreds of links from the web's top Social Media sites...
- **Articles and Content Included**

Ed Pudol with <http://lexorsoft.net>

Get Backlinks to Your Blog for as Little as **\$0.015 Cents a Link!** [THIS VIDEO Shows You How](#)

Please feel free to distribute or share this report as long as you do NOT change the content.

The Blogging Blueprint you're about to read was initially going to be given as a free bonus to all those who decided to try out our updated [InstaCash Keywords](#) membership.

In addition to teaching you a step-by-step, no sweat process on how you can build your first website, we wanted to show you a real-life example of one the many ways you can use the articles and keyword lists found in our InstaCash membership.

But as we continued working on this blueprint, we found that **anyone** could benefit from the information provided here, not just our members. So we're making it available to you for **FREE** (thanks to our generous sponsors) in order to give anyone and everyone a better opportunity to succeed with your online business.

[Let us know](#) if you've enjoyed what you've read here. We'd love to hear from you!

Travis, Ben, and the entire ICKY team

Table of Contents

- 6 [Blogging Blueprint Introduction](#)
- 6 [Choosing Which Keywords to Target](#)
- 8 [Choosing and Registering Your Domain Name](#)
- 13 [Purchasing a Hosting Plan](#)
- 16 [One Overlooked Secret to Making Your Blog Sell More...
\(and get more traffic too\)](#)
- 19 [Setting the Name Servers of Your Domain](#)
- 20 [Setting up Wordpress on Your Website](#)
- 21 [Adding on Additional Domains](#)
- 23 [Setting Up Wordpress \(Part II\)](#)
- 26 [Building Your Website \(The First Steps\)](#)
- 28 [Changing Your Permalinks](#)
- 29 [Changing Your Settings](#)
- 30 [Adding Plugins](#)
- 32 [Recommended Plugin List](#)
- 33 [How to Covert Your Traffic into Buyers with a Button](#)
- 34 [A Brief Overview on Wordpress Themes](#)
- 35 [How How to Grab TOP Rankings on Google
and STAY THERE...in 3.5 Steps!](#)
- 36 [Introduction to Wordpress Pages](#)
- 38 [Creating Disclaimer Pages](#)
- 40 [Creating a Contact Page](#)
- 42 [Creating Posts](#)
- 45 [Using Your ICKY Articles to Create Unique Content](#)
- 45 [Customizing Tags and Categories](#)

- 49 [How to Get Quality Articles Written Dirt Cheap WITHOUT Getting Ripped Off and Avoiding the Hassle of Finding and Hiring Article Writers](#)
- 51 [Introduction into Affiliate Marketing](#)
- 53 [Promoting a Clickbank Product](#)
- 55 [Cloaking Your Affiliate Links](#)
- 57 [Information Overload? In Need of Some One-on-One Help?](#)
- 58 [Updating Your Blogroll](#)
- 61 [Google Plays Favorites...Learn How to Get the Type of Links They Love the Most!](#)
- 63 [Managing Your Widgets](#)
- 65 [Adding Links to Your Footer](#)
- 68 [Using Banner Ads](#)
- 73 [Creating Custom Menus](#)
- 77 [Building Contextual Links](#)
- 78 [Introduction to Search Engine Optimization](#)
- 79 [Using the Platinum SEO Pack Plugin](#)
- 81 [Using the Akismet Plugin](#)
- 85 [Are You Making This Mistake With Your Backlinks?](#)
- 86 [Changing Your Header Image](#)
- 87 [Adding Google Analytics](#)
- 91 [Submitting Your Site for Indexing](#)
- 92 [Resource Glossary](#)

Blogging Blueprint Introduction

There are many factors to consider when building successful affiliate websites – choosing the right niche, choosing the right product(s) to promote, the technical aspects of building that website, and driving traffic to your website, and converting that traffic into sales. You can excel in every other area, but if you are not able to find the right niche (one filled with hungry buyers who are ready to take action and spend money), you will fail. Every. Single. Time.

That's why I created the [InstaCash Keywords](#) membership – we wanted to give you a head start on finding great niches, a skill that takes a lot of time and experience to learn. The niche ideas we give to our ICKY members are easy to market with SEO (because the keywords we use have low levels of competition), and convert well because the target audience of all our niches are HUNGRY and ready to BUY. We even recommend great affiliate offers related to each niche. This allows you to spend time focusing on the one remaining aspect of affiliate marketing – building websites.

So to help you out with that area as well, I'm offering you the opportunity to look right over my shoulder as I create a website from scratch right in front of your eyes. We'll start off by using one of our InstaCash Keywords packets for our niche idea, product to promote, and articles for content. So let's begin the step-by-step process to building a successful affiliate blog.

Choosing Which Keywords to Target

My first step is to download both my keyword list and zip file of articles from my email inbox.



TIME SAVING SHORTCUTS

BUM Marketing
Travis's Pick Of The Month

Cheapest Articles On The Planet - Guaranteed!
Have articles written for you for pennies

[Click here to get your articles for cheap](#)

Once we download and save these files, I'm going to open up my keyword list (which in this case, is the file "FLIGHT_SIMULATOR.pdf").

Search Term	Search	SOC
aerosoft flight simulator 2012	720	0
build flight simulator cockpit	880	0
buy flight simulator 2004	590	0
combat flight simulator 4	5400	0
build your own flight simulator cockpit	110	1
flight simulator x service pack 1	14,800	1
combat flight simulator 2	18100	3

SOC (Strength of Competition) is the level of difficulty that is between you and easy money! We have done the research for you and put together a list of easy ranking keywords in a hungry niche.

A Number Range of:

1-100: Extremely Low Competition (Perfect for any NEWBIE)

101-200: Low Competition (Still a cake for all beginners)

Before going further, we need to understand what the data found next to each keyword stands for.

SOC stands for **Strength of Competition**. The lower the number, the easier it should be for you to "rank" highly in Google. Ranking in Google (as well as Yahoo and Bing) is commonly known as **SEO**, or **search engine optimization**. When a site ranks well for a specific keyword, search engines like Google will list the site higher in its results. Higher rankings typically result in more traffic, and more traffic typically results in more sales.

The other number is entitled **Search**, which informs you how many times (on average) that particular keyword phrase has been searched for in the period of a month. Generally, higher numbers are better here.

Nearly every phrase found in your [InstaCash Keywords](#) list has both a **HIGH number of searches** and a **LOW level of competition**, but let's narrow things down further still to make our optimization process even more successful.

Tip: There are a number of different ways you can do this next step, so you can choose which way works best for you (there is no right or wrong method). You may want to find one specific keyword phrase to target and work on the rest later. You may want to instead try a bunch of different phrases and build a number of sites at once (which is possible, though I don't recommend it). Personally, I try to find one or two phrases I like a LOT and then maybe two or three more that I like a little. That doesn't mean I will try to target them all at once, but it will give me a great place to start. If my site does well, I may want to start targeting additional keywords in the future, but I've found simplicity is the best way to start when building a new website from scratch.

When looking at this list, I found these two phrases that I liked a LOT:

Combat flight simulator 3

Combat flight simulator 4

I also really liked the potential in these two phrases as well:

Airplane simulator games

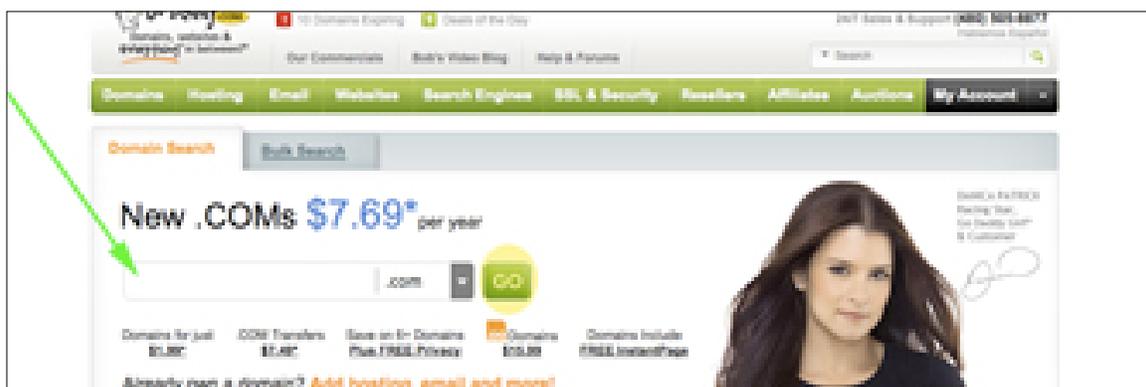
Best flight simulator for pc

Let's keep all of these in mind as we go ahead and register a domain name for our website.

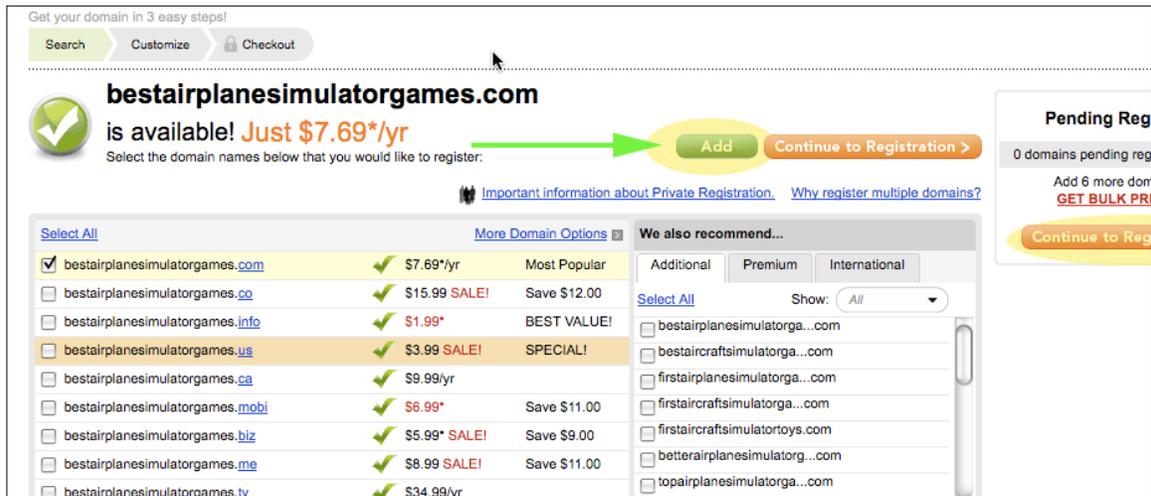
Choosing and Registering Your Domain Name

When choosing a domain name, it's important to try to avoid any trademarked names of companies or specific brands. Since many companies have legally trademarked their name and the names of their products, they have the right to sue you over using their trademark at any time. Not all companies will do this, but it's one of those things where it's better to be safe than sorry.

Tip: When choosing a domain, you should try to look for either a specific "exact match" domain name, or one consisting of a generic keyword phrase with an additional word or two. Although exact match domains (domains that consist of your exact keyword and nothing else) may help you with ranking for that one keyword fairly quickly, I suggest looking at more generic names instead. There are multiple reasons why I do this, with one being that I'll often get more traffic because my visitors know that I'm discussing a NICHE rather than a specific PRODUCT. This small detail could have a large effect on improving your conversion rate (number of sales).

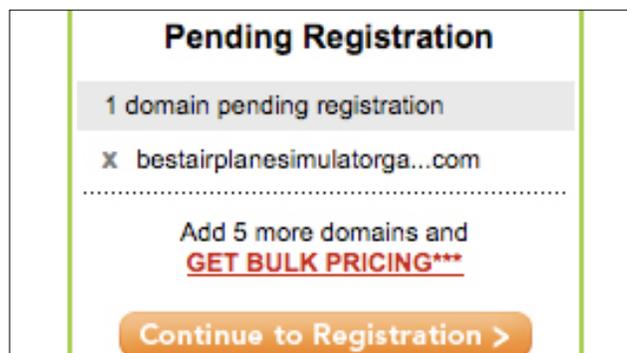


When registering a domain name, I always use [GoDaddy](#). From their homepage, enter your desired domain name to see if it's available.



I found one I like pretty quickly – **Best Airplane Simulator Games.com**. It's generic enough to keep my visitors happy, but it does include one of my chosen keywords (airplane simulator games). It's also has a .com domain extension, which is most trusted and easily remembered domain extension available. While it's a common belief that .com, .net, and .org extensions are the only ones that rank well in terms of SEO, I've found that to be false. However, that being said, if you ever want to flip your site or domain name, it will be much easier to do so if you own a .com, .net, or .org extension.

Once I see that my desired domain is available, I'm going to add it to my list of domains pending registration and to start the registration process.





Are Your Websites Ranked High Enough in the Search Engines?
Our Clients are!

[See Proof HERE!](#)

One reason that I use [GoDaddy](#) for all of my domain purchases is that I've always gotten exceptional help from their customer support team. The downside the company has, however, is that their registration process can be a bit confusing at first. GoDaddy will offer you a number of different options to choose from, but I make it a point to never add on anything extra to my domain purchases.

1. Domain Registration Information * Required Information

Already a customer? **Log In.**
If you have domain contact information, Log In here and Continue.

Customer Number or Login Name:
[Text Field]

Password:
[Text Field]

Next >

OR Create your domain registration information.

First Name:* [Text Field] Last Name:* [Text Field]

Email Address:* (Important information about email accounts)
[Text Field]

Company Name:
[Text Field]

By checking this box you certify that the Company Name specified above is the legal registrant of this domain name.

Address 1:*
[Text Field]

Order: 1 domain pending x bestairplanesim

The first step of the registration process is to enter your contact information. A [GoDaddy](#) account will be set up after your first purchase, so you'll login to the box on the left going forward.

Tip: The information entered here will be legally associated with the ownership of your domains. What this means is that unless you purchase the domain privacy option seen later, there is slim chance that your name, address, and phone number could be revealed if someone decides to search for information on you or your domain. Generally, this will most likely never affect you, as finding this information can be difficult. However, it is something you should be aware of for privacy concerns. One solution worth consideration is to use a business or company name if you have one, or enter an address or phone number associated only with business-related tasks.

2. Your Domain Settings

Your Domain Names (1)
bestairplanesimulatorgames.com
[View and Edit All Domains](#)

Registration Length
5 yrs

Registration Contact

Certified Domain ⓘ
 Certified Just \$4.99/yr
 Uncertified

Hosting these domains elsewhere? [Set nameservers](#) ⓘ

Includes FREE Auto-Renew Protection. [Click here to change to Manual renewal](#) ⓘ

Next >

Step 2 of the registration process allows you to choose the length of domain registration as well as whether you want your domain certified. Choose your registration length (one to five years), pass over the unneeded certification, and go on to the next step.

Tip: Registration length is completely up to you. There is a theory that if you register a domain name to a longer amount of time, it will effect your Google rankings positively. This has proven itself to be no more than a myth. I typically register my domain names for one year – if the site goes well, I'll register it a bit longer when it comes up for renewal.

Keep your information private Select a registration type	 Standard Registration Included In Cart	 Privacy with Business Registration \$11.99/yr Select	BEST VALUE!  Protected Registration \$24.99/yr Select
Personal information is unprotected in Public WHOIS database	✓		
Private Registration Helps protect yourself from spam, scams, prying eyes and more by shielding your personal information from public view.		✓	✓
Business Registration Provides vital details of your business to millions of daily WHOIS searchers.		✓	✓
Expiration Protection Go Daddy EXCLUSIVE! Protects your domain against loss due to credit card expiration or failure, outdated contact information and more.			✓
Deadbolt Transfer Protection Protects your domain against any accidental or malicious transfer.			✓

Note: You will set up your Whois Advertising Listing information by logging into My Account after purchase.

Next >

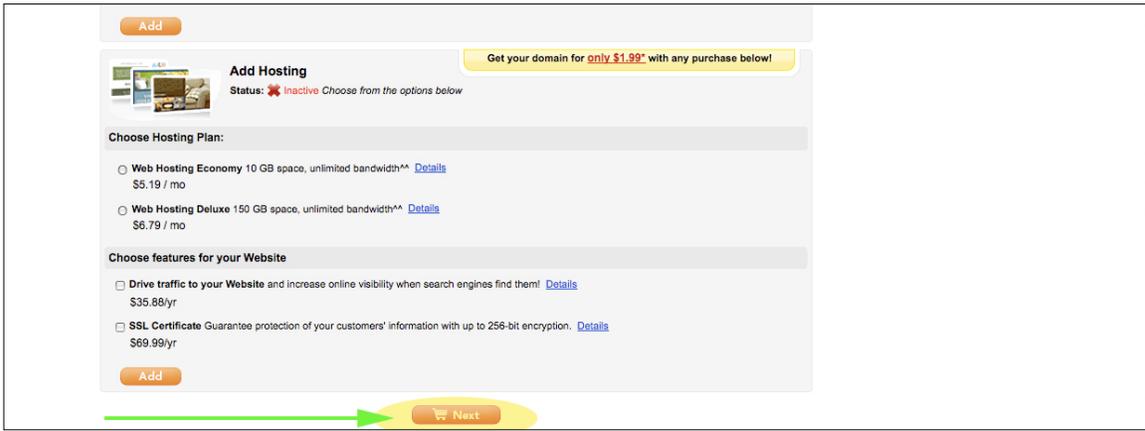
Step 3 shows you the different privacy options available. Stick with the default offerings and continue on.

Tip: You will often see specials for “private” domain registration with the WHOIS database. This is referring for the contact information you entered when you created your GoDaddy account. With a private WHOIS registration, if someone took the trouble of searching for the ownership details of your website, they would not see your personal information. While this added level of privacy is nice, it’s not free and it’s often unneeded since only a few people understand how to find the ownership information anyway. If your site starts bringing in a substantial income, you may want to revisit the idea of adding privacy at that time. Until then, I don’t personally recommend it.

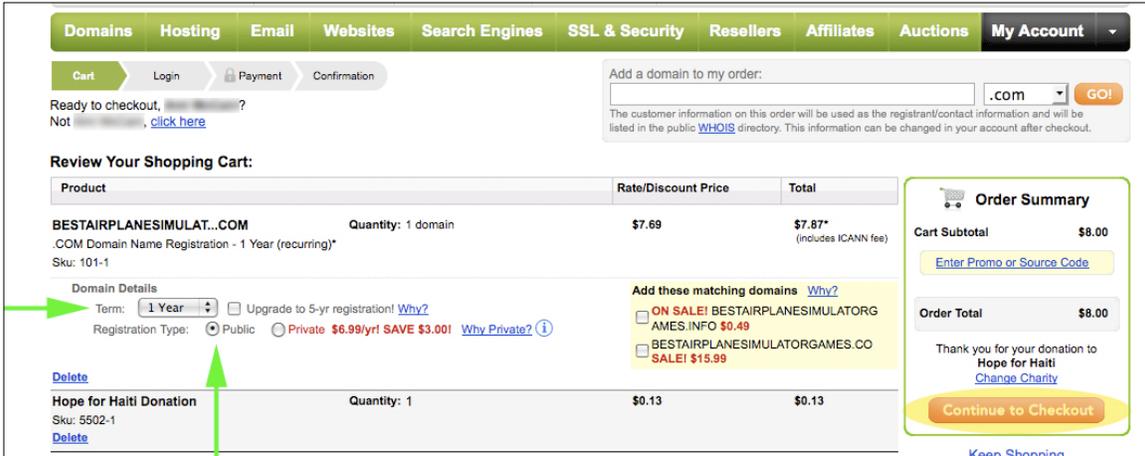


Make Your Site Sell With A Trustworthy Sales Video!

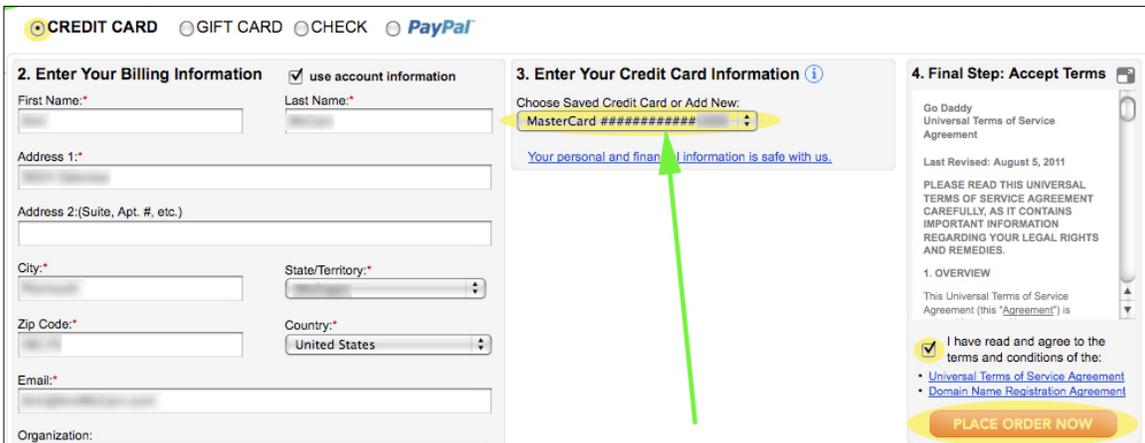
FREE Estimate!



Step 4 offers a ton of unneeded options. GoDaddy will present add-ons like email accounts, hosting, and more. You do not need ANYTHING from them other than your domain, so ensure that nothing here is checked and then click “Next”.



You’ve finally landed in your [GoDaddy](#) shopping cart. Before checking out, double check to ensure you’re not buying anything additional that you don’t really need.



Choose the payment method of your choice, check the Terms of Service box, and go ahead and complete your order.

After your purchase is completed, you'll receive a few emails from GoDaddy over the next couple of hours. You will want to make certain to save the one that contains your login information, as you'll need it when you change the name servers on your domain (more on that in a bit).

Purchasing a Hosting Plan

Your next step is to sign up for a hosting account. Hosting accounts could be compared to digital filing cabinets – they hold all your files and website data online. My preferred hosting company is [HostGator](#). What I love the most about HostGator is that the dashboard in their members' area, which they call their cPanel, is fantastic. While it gives you a number of different options, it's still easy to use and understand. They also offer excellent customer support as well.



Unlimited Web Hosting
Web Hosting made *EASY* and *AFFORDABLE!*

- ✓ **UNLIMITED** Disk Space
- ✓ **UNLIMITED** Bandwidth
- ✓ **FREE** SiteBuilder ([Try Demo](#))
- ✓ **EASY** Control Panel ([Try Demo](#))
- ✓ **1-CLICK** Script Installs
- ✓ **4,500** Free Website Templates
- ✓ **99.9%** Uptime Guarantee
- ✓ **45** Day Money Back Guarantee
- ✓ **24/7/365** Technical Support
- ✓ **\$100** Google AdWords Credit

Now **20% OFF!**

STARTING AT \$3.96* /mo

POWERED BY 100% WIND ENERGY

[VIEW WEB HOSTING PLANS](#)

From the [HostGator homepage](#), click "View Web Hosting Plans".



Get Started with HostGator Web Hosting Today!

Hatchling Plan	Baby Plan	Business Plan
<ul style="list-style-type: none">• Single Domain• UNLIMITED Disk Space• UNLIMITED Bandwidth• Shared SSL Certificate	<ul style="list-style-type: none">• UNLIMITED Domains• UNLIMITED Disk Space• UNLIMITED Bandwidth• Shared SSL Certificate	<ul style="list-style-type: none">• UNLIMITED Domains• UNLIMITED Disk Space• UNLIMITED Bandwidth• FREE Private SSL & IP• FREE Toll Free Number
Starting at \$3.96/mo*	Starting at \$6.36/mo*	Starting at \$10.36/mo*
Compare All Hosting Plans	Compare All Hosting Plans	Compare All Hosting Plans
ORDER NOW	ORDER NOW	ORDER NOW



TIME SAVING SHORTCUTS

****Special Offer****

- Rocket your blog to the **TOP** of the Search Engines!
- Hundreds of links from the web's top Social Media sites...
- **Articles and Content Included**

[Get Yours **HERE!**](#)

The **Hatchling Plan** has everything you need to get started, but it only allows one domain for your entire account. While that might be fine at first, you'll need to upgrade to the Baby Plan eventually if you ever want to build more than one website. For this example, we'll going to go ahead and choose the [Baby Plan](#).

Tip: In regards to the price of hosting – Your exact cost will vary based on the payment terms you've selected. If you pay month by month, the Baby Plan averages out to \$9.95/month. If you want to pay more up front (like a year in advance), HostGator will offer you a discount. However, when advertising that discount, they break down the amount and apply it to your monthly payments (This is the \$6.36 /month price you see). If you want to invest as little as possible to start up your business, I'd recommend choosing the basic month-by-month payment terms.

The screenshot shows the HostGator account creation process, divided into four main sections:

- Please confirm your hosting package information:** Includes dropdowns for Package Type (set to 'Baby') and Billing Cycle (set to '1 Month @ 7.96/mo 20.00 Percent OFF!').
- Please choose your account information:** Includes fields for Username and Security Pin, with validation rules for each.
- Please enter your billing information:** Divided into Billing Information (First Name, Last Name, Email, Company, Home Phone, Cell Phone, Address, Address 2, City, State, Zip Code, Country) and Payment Information (Credit Card or PayPal, Name on Card, Credit Card Number, Expiration Date, CVV Code).
- Please review the order details below:** A summary table of the order.

Item	Price
24/7/365 Phone, Live Chat, Email Support	FREE!
Instant Account Activation	FREE!
Money Back Guarantee!	45 Days
Hosting	Baby
Package (1 Month Cycle)	\$ 9.95
Coupon Credit (SUMMER 20.00 Percent OFF!)	\$ 1.99
Existing Domain (bestairplanesimulatorgames.com)	\$ 0.00
Setup Price	\$ 0.00
Total Due:	\$ 7.96

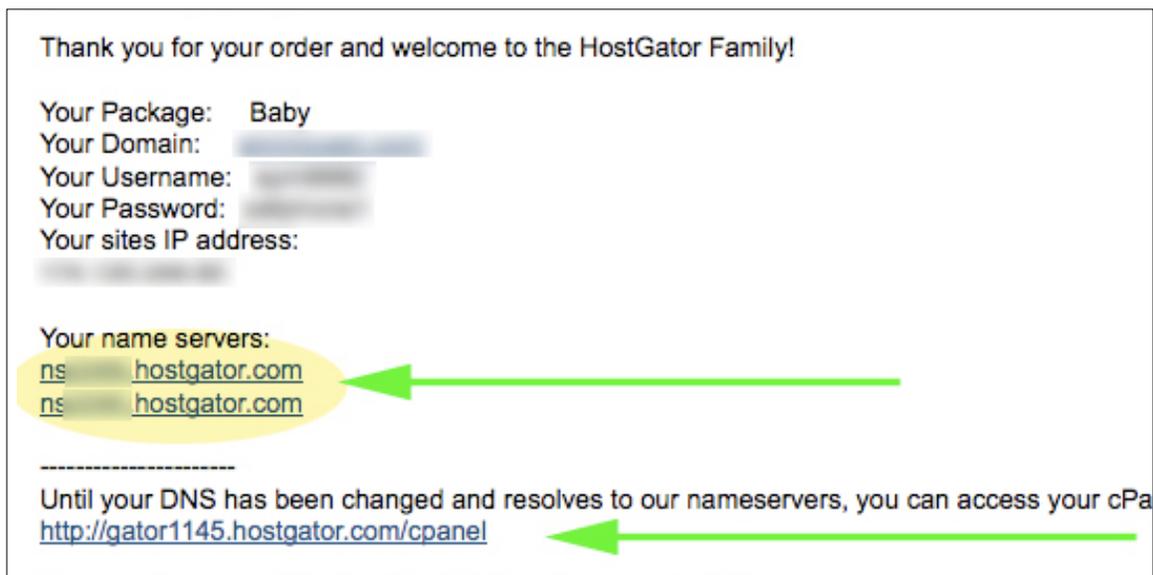
At the bottom, there is a checkbox for 'I have read and agree to the terms and conditions of use.' and a 'CREATE ACCOUNT' button.

On top of your [HostGator](#) order form, choose your hosting plan type (Hatchling, Baby, etc.) and billing cycle. Next, choose your username and pin – it will only be used when logging in to your cPanel and will not be seen by anyone.

As a side note: HostGator offers you a free domain when you sign up for a hosting plan. Skip this option by letting HostGator know that you want to associate your new hosting account with an existing domain (the one you just purchased with [GoDaddy](#)).

Tip: You may be asking, "If HostGator gives me a free domain, why did I just pay for one over at GoDaddy?" Having your domains and hosting associated with two separate companies gives you a needed level of extra security. This way, if you ever run into any access problems, you won't lose both your domain names AND your website files at the same time.

Shortly after finishing your purchase, you'll receive a **VERY** important email from HostGator.



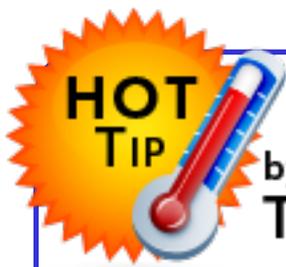
You'll want to save this email, as it lists both your **name servers** and **cPanel URL**. You will find yourself referring back to this email any time you want to build a new website, purchase a domain, or make any changes within the options of your cPanel.

TIME SAVING SHORTCUTS

At Last, a Super Easy Tool That Builds (and Pre-Writes) Sales Letters, Squeeze Pages, and MORE for You Automatically...

WATCH VIDEO To See How

The advertisement features a graphic of a clock, several stacks of gold coins, and a US dollar bill.



by
Travis Sago

One Overlooked Secret to Making Your Blog Sell More... (and get more traffic too)

Everytime you visit a site you make a subconscious decision ...

Either you decide to trust the site and potentially give them your business...

Or you decide the site is untrustworthy and you run for the hills. It's a decision you'll make in a split second.

You've seen it before, the loud headlines, the confusing fonts and the inconsistent barrage of over hyped promises which leave you confused, irritated and hitting the Back button as fast as you can.

Well ... think about this:

Your visitors make this same EXACT decision! Whether it's your affiliate blog, sales page, squeeze page sales video or any part of your marketing funnel the visitor has to be able to TRUST YOU.

And trust is about more than getting them to sign up for your opt in list, or click on an affiliate link ... it's about giving them the feeling of reliability, comfort and togetherness which comes with finding the solution to their problem.

And if your site can't do this ... well it's as simple as this -

NO Trust...No Money...

Now... EVEN GOOGLE is deciding how much you can be trusted by using manual reviewers AND if the reviewer visits your site and doesn't feel it can be trusted they'll flag your site and you'll disappear from the search results. POOF... you can kiss your traffic good bye.

That's how important site trust is ... not even objectively but subjectively! Think and reflect – do your site effectively convey trust?

Because remember - **No Trust...No Traffic from Google...**

So what're of the easiest ways you can inspire trust?

- Sport a crisp, clean and trustworthy layout and design.
- Write strong emotional copy to influence your visitors
- Repeat a consistent marketing message throughout
- Don't crowd your page with ugly ads and banners
- Keep the fonts similar and not too crazy (easy to read)
- Cater your page to your demographics (what do they want/expect to see?)

Those are just a few of the points you have to take into consideration when making a site.

With that being said though, if you're not an experience seasoned marketer with a few projects under your belt creating a sales funnel through design and site content can be hard.

Even if you are a vet it simply may not be where your skills lie.

That's why I'd like to introduce you to [Konstantin](#) from [LoudCreatives.com](#).

You too can have a trustworthy, sales getting blog, site or page without spending a fortune and without having to invest hundreds of hours learning [web design](#) and marketing fundamentals.

Not only is Konstantin a [sales writer](#) who improves conversions, but he has on hand [designers](#), [coders](#) and [video animators](#) to [brand your site](#) properly.

Not only has his team worked in dozens of verticals, but they're the only team I know that back everything with an included sales consultation, unlimited revisions and a 100% money back guarantee.

Whatever marketing materials you might need he's (probably) got you covered.

And he told me that if you mention my name that you're eligible for the same service but with up to **20% off** ... ([check out his video down below](#)– if it sounds like something you'd be interested in)

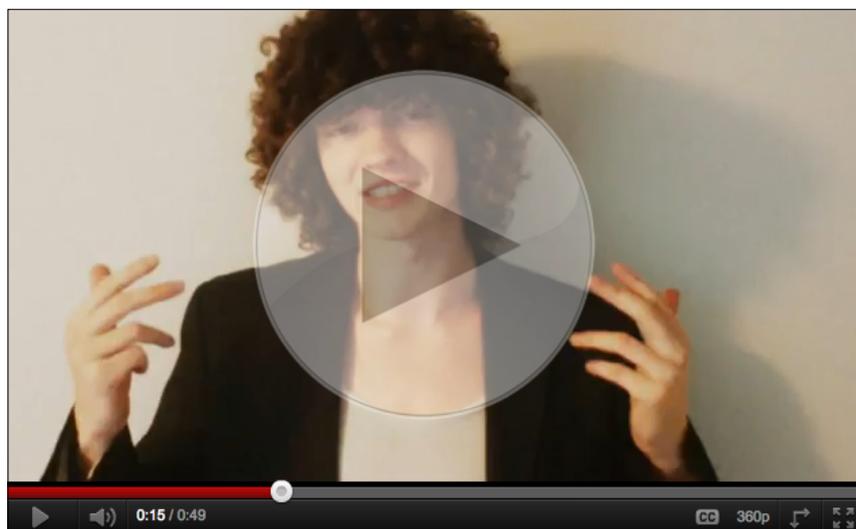
But The Bottom line is simple ...

If you want to both to [convert better](#) AND pass the Google sniff test. Set up a site which converts traffic by hitting all the emotional cues necessary for trust :)

This is a skill that you constantly want to be developing yourself as an internet marketer. As it will help you not only with making better sites, but also picking better niches and understanding your audience.

And if you don't feel like getting too technical about it – don't! Give [Konstantin](#) a shout and he'll hook you up (just make sure you mention I sent you).

(TIP: A well designed header can make all the difference in the world, [Konstantin](#) does these dirt cheap as a way of demonstrating his talent and earning YOUR TRUST...check)



Make Your Site Sell
With A Trustworthy
Layout and Design!

FREE Estimate!

Setting the Name Servers of Your Domain

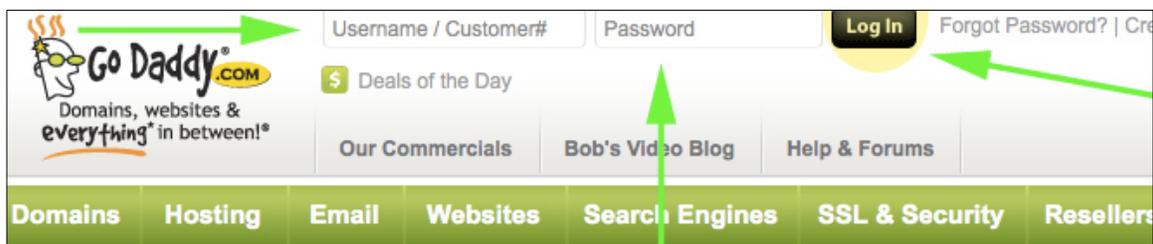
Name servers for a hosting account are used as the account's exact identifying location. In practical terms, they are needed to tell your domain name where to locate the online files needed to build your website. Your name servers from HostGator will look something like this:

ns1234.hostgator.com

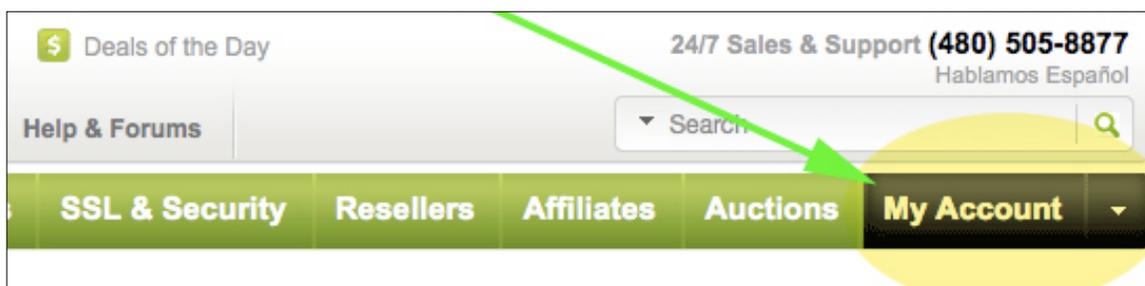
ns1235.hostgator.com

with the number combinations appearing differently for each account. You will be given two different name servers and will be using both of them.

After your hosting account is set up and your name servers are available, head back to [GoDaddy](#).



If you're not signed in, go ahead and log back into your account.



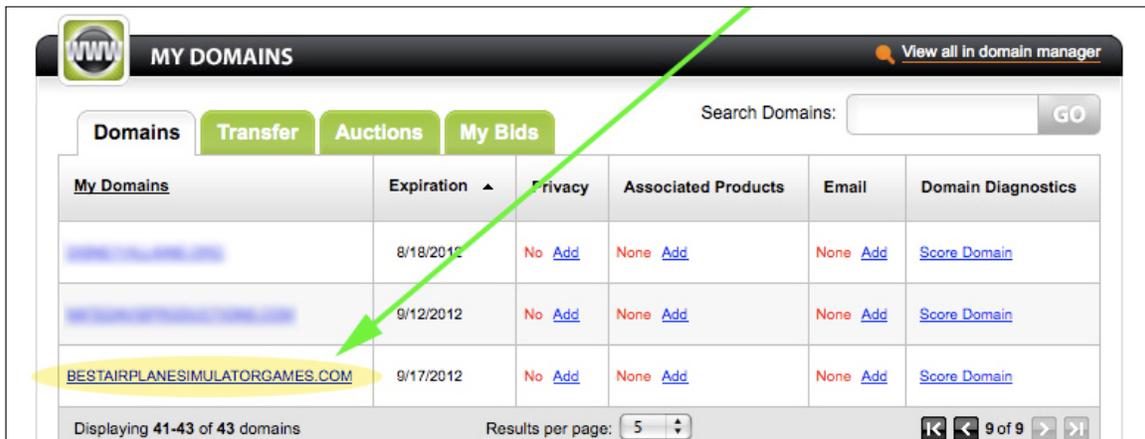
After logging in, head over to the "My Account" tab on the navigation bar.



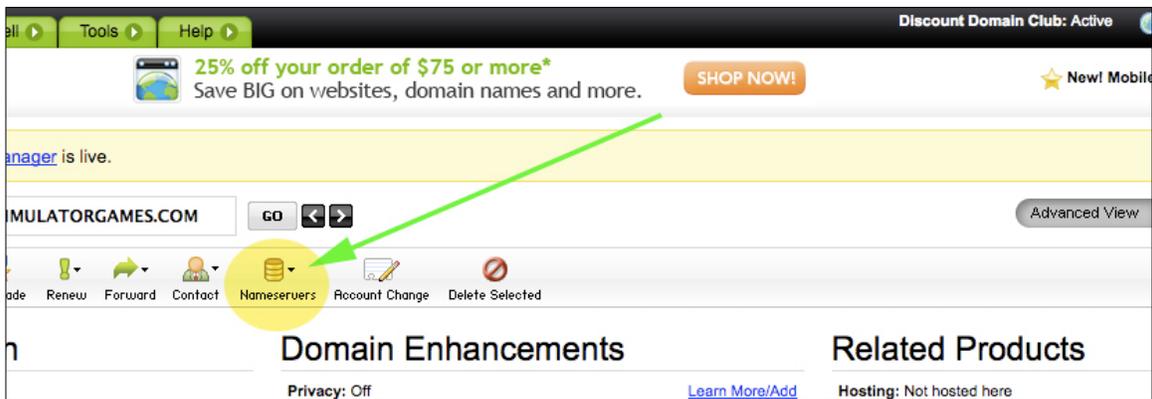
TIME SAVING SHORTCUTS

Free 1-on-1 Strategy Call with Experienced Marketing Coach Gets You Unstuck and Finally Ready to **Make Serious Money Online!**

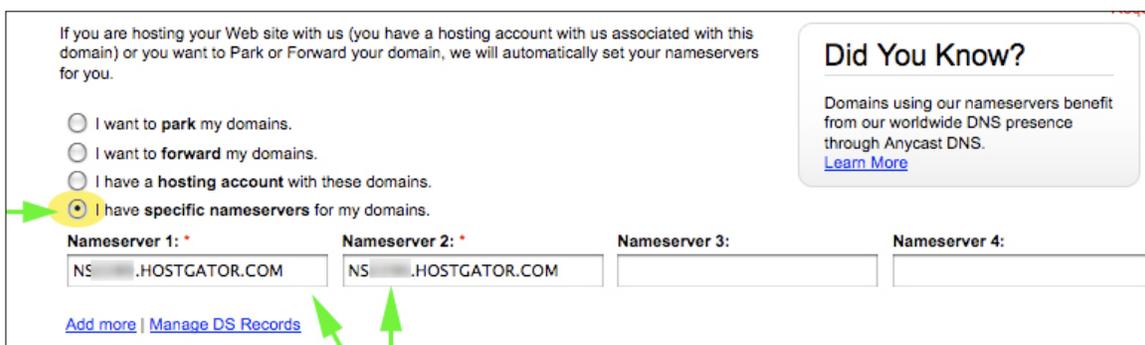
Get FREE Consultation



In your account, you will see your domain listed. Click on its name and it will take you to its domain details.



Chose the Name Servers icon.



From the multiple-choice option, change the default setting to the bottom option **“I have specific name servers for my domain”**. Directly below that option, you will find the fields where you’ll enter your name servers. Enter each name server separately into the first two fields before clicking the OK button.

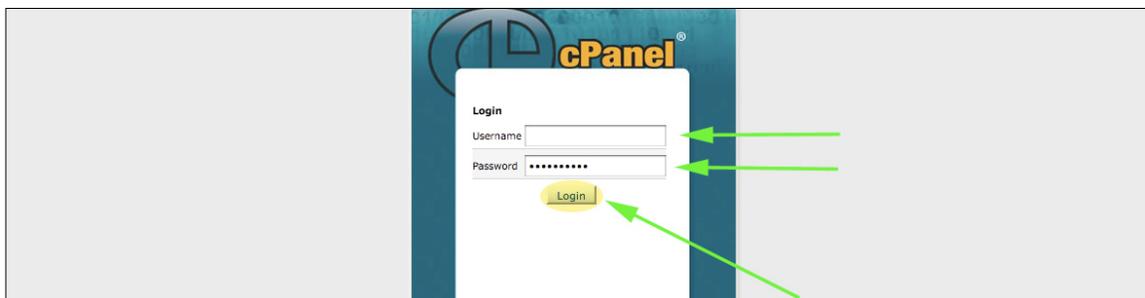
You’re now finished with GoDaddy (until you are looking to buy additional domains, that is).

Setting up Wordpress on Your Website

In the email you received earlier from HostGator, you were given not only your name servers, but the URL of your **cPanel login** as well.



You will actually see two different cPanel links. The top one will be your permanent URL and is the one you should bookmark. However, those logging into cPanel shortly after their initial signup with HostGator may need to use the bottom URL temporarily.



When logging into cPanel, use the username and password you were supplied initially when purchasing your hosting account.



Inside the cPanel dashboard, you will see a number of options.

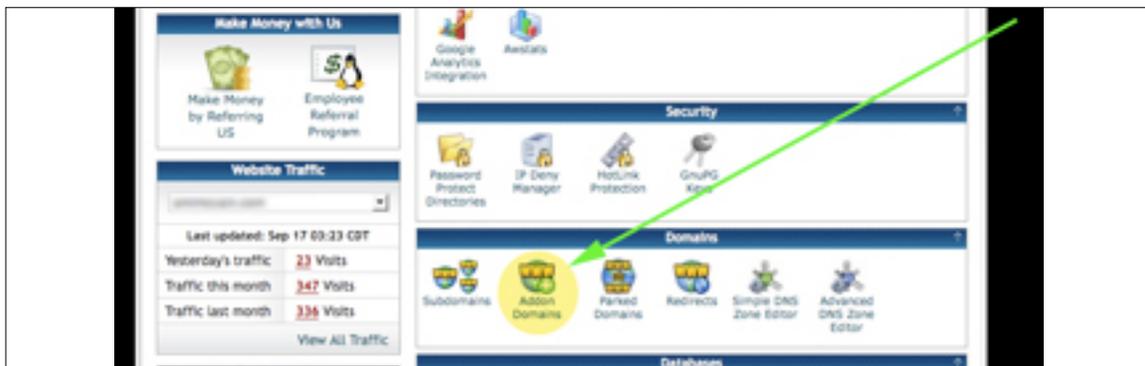


Get Backlinks to Your Blog for as Little as **\$0.015 Cents a Link!**

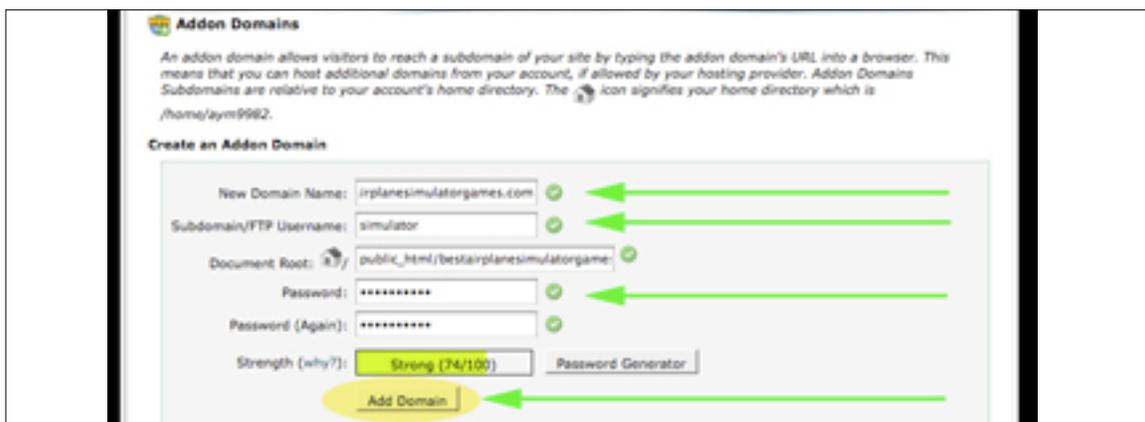
THIS VIDEO Shows You How

If you signed up for a Hatchling account, or if this is a new Baby account with only one domain, you can skip the next few steps and go directly to [“Setting Up Wordpress \(Part II\)”](#). However, if you have the Baby plan and you’re adding an additional domain to your hosting account, you’ll need to follow the directions below.

Adding on Additional Domains



Scroll down in your cPanel and choose **“Addon Domains”**.

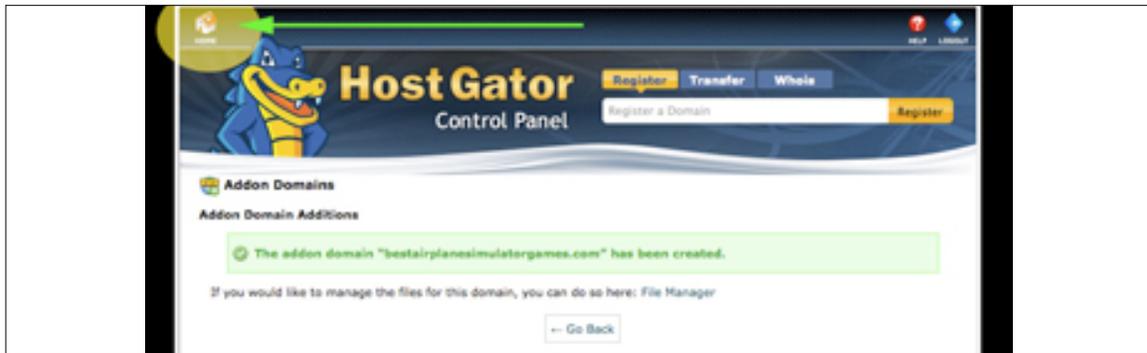


Enter your new domain name in the top field. Pass two fields below it to enter a password for your domain. (You will only need this password if you plan on uploading a number of files at once with FileZilla or another different FTP program).

Tip: Notice the second option called **“Subdomain/FTP Username”**.

HostGator will automatically generate this for you, but if your domain name is long, you may end up with an error message. If this happens, manually change the FTP username to anything you want (just make sure it’s short and easy to remember).

Once all your information is correct, click **"Add Domain"**.

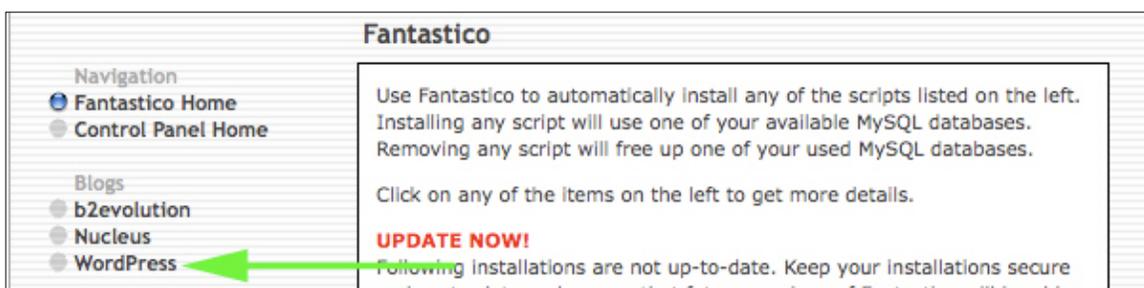


After your new domain has been added on, click the home icon found on the upper left to go back to your cPanel dashboard.

Setting Up Wordpress (Part II)



From cPanel, scroll down to select the Fantastico De Luxe icon.

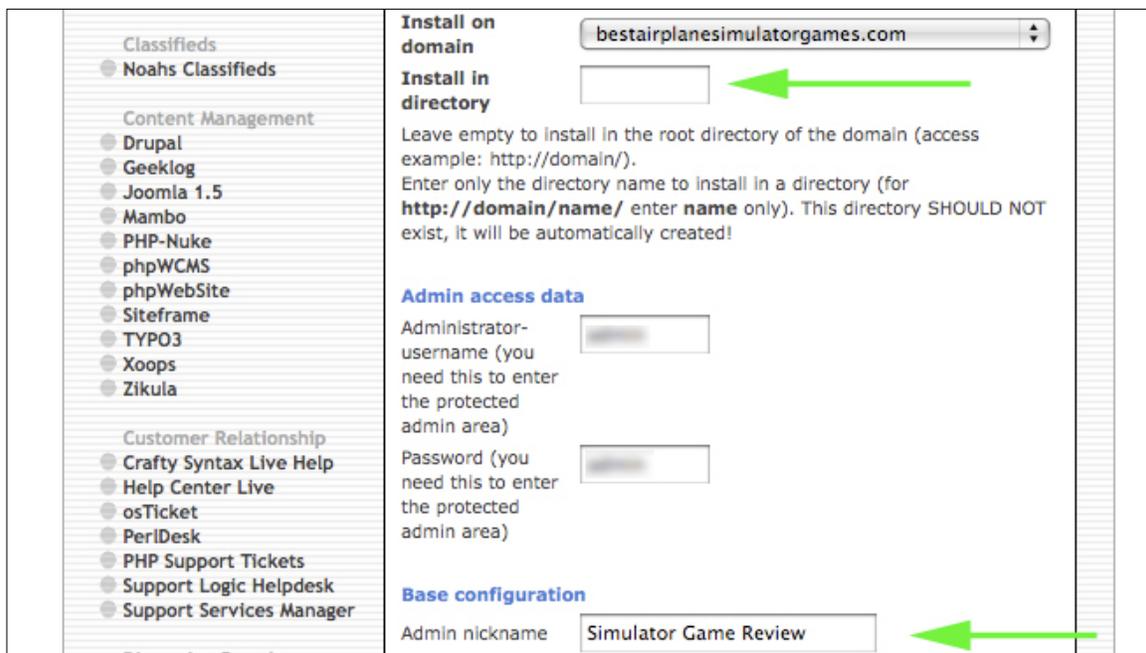


Inside the Fantastico panel, click **"Wordpress"** under the Blogs option.

An advertisement for 'BUM Marketing'. On the left, there's a graphic with a clock and stacks of gold coins, with the text 'TIME SAVING SHORTCUTS'. In the center, a red banner says 'BUM Marketing' and 'Travis's Pick Of The Month'. To the right, a yellow banner says 'Cheapest Articles On The Planet - Guaranteed! Have articles written for you for pennies' and includes a button that says 'Click here to get your articles for cheap'. On the far right, there's a cartoon illustration of a man in a suit holding a laptop.



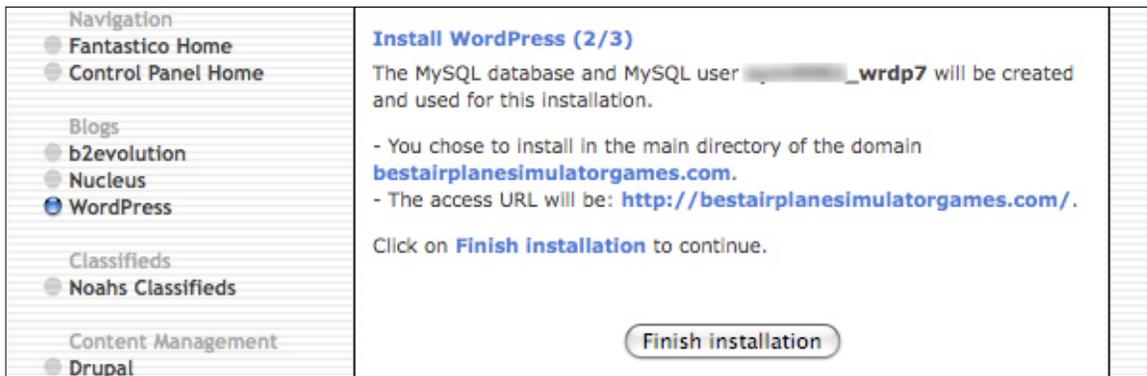
Choose “New Installation”.



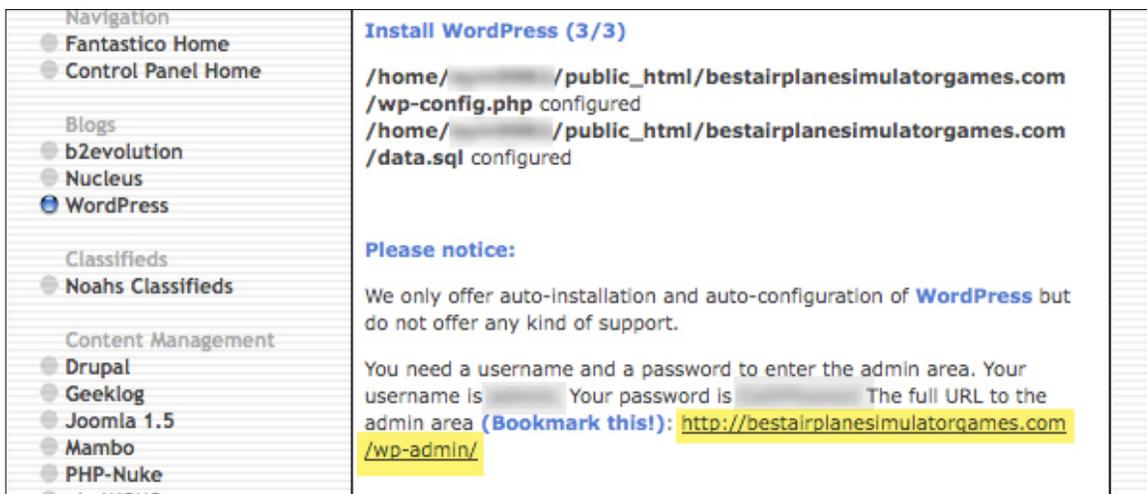
Leave the “Install in Directory” field blank – this will insure that Wordpress installs itself directly on the root (the main part) or your domain. If you add anything here, Wordpress will end up being installed on **yourdomain.com/whatever-you-entered**.

The username you create under Admin Access Data is what will be used to sign into Wordpress and will not be seen by anyone. However, the “Admin Nickname” entered under Base Configuration will be seen as by others as the author’s name.

Tip: For improved SEO Google rankings, you may want to consider using a keyword-based admin nickname.



After clicking “Install Wordpress”, Fantastico will confirm where you want that Wordpress blog located, but you will still need to click “Finish Installation” to complete the actual installation.



Once the installation is finished, a final confirmation screen will appear. The information highlighted above in yellow is **VERY** important. It is the URL to the Wordpress sign in for your website. HostGator recommends bookmarking it in your browser, though you also have the option of sending the details to yourself in the form of an email notification.

Let’s stop for a moment and congratulate yourself. You just choose a domain name, purchased that domain name, purchased hosting for that domain, and set up your first Wordpress blog. That wasn’t so hard, was it?

Now we can get on with building our site...

Are Your Websites Ranked High Enough in the Search Engines? Our Clients are!

See Proof HERE!

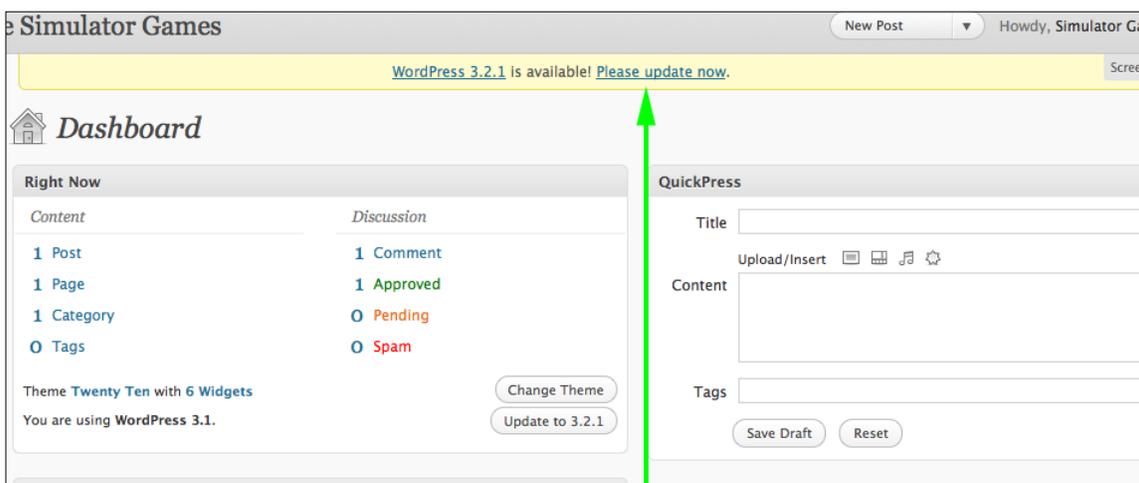
Building Your Website (The First Steps)

To start building your site, visit the URL given to you when you installed Wordpress. It will look something like this:

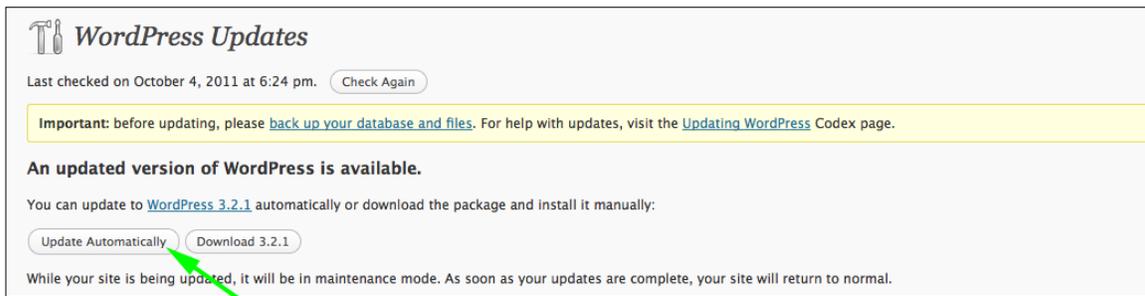
yourdomain.com/wp-admin



From the admin login page, enter the username and password you created in the “Admin Access” field in during your Wordpress installation in Fantastico (the **unseen one**, not the author name seen by your visitors).



One of Wordpress’ best (and worst) traits is that it’s constantly being evaluated and updated. While this means you won’t find many technical bugs, it also means that the look of your dashboard can (and will) change often. Don’t allow it to throw you off if your screen looks a little different from what you see above – the basic functions of Wordpress never change.

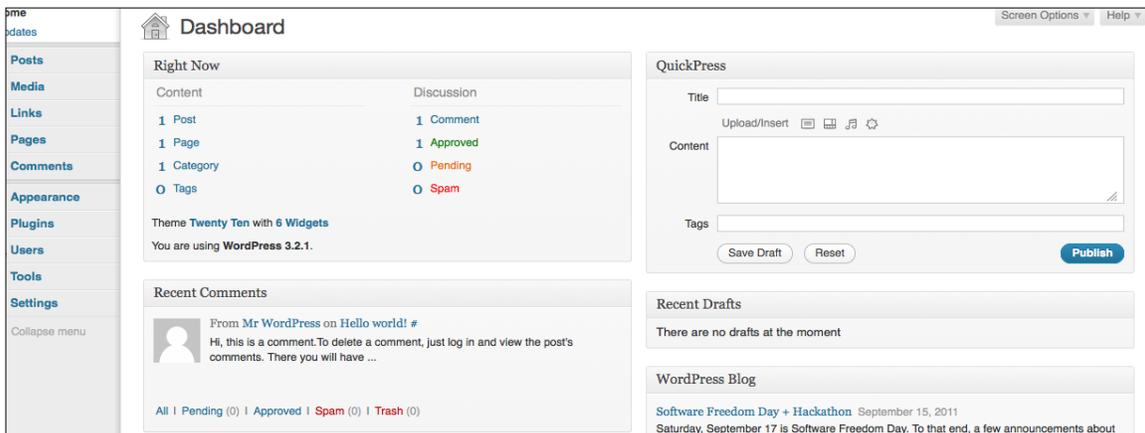


As you'll see above, there is a highlighted area on the top of my dashboard letting me know that an updated version of Wordpress is available. To update your Wordpress software, click the **"Please Update Now"** link.



On this page, choose to **"Update Automatically"**.

Clicking that link will update everything automatically without my needing to do anything else. Once that finishes, go back to your Wordpress dashboard so we can get started building our website.



Welcome to your "current" Wordpress dashboard!

TIME SAVING SHORTCUTS

Make Your Site Sell With Trustworthy **Sales Copy!**

FREE Estimate!

If you choose to actively add content and monitor your site, the dashboard panel will offer some handy information in the **“Right Now”** tab on the left. The quick stats it provides are particularly useful for tracking and/or approving any comments made to your posts.

The next steps we’re going to go through are the nuts and bolts of building a website. They don’t have to be done in any specific order, and it’s easy to correct mistakes, make changes, or redo your work if needed. Let’s start at the bottom of the vertical navigation on the left and work our way up from there.

Changing Your Permalinks

I’m going to start off by clicking the **“Settings”** tab.

After clicking the Settings tab, a submenu of additional options appears. I’m going to click the option at the very bottom, **“Permalinks”**.



Permalinks control what the URL of your pages and posts will look like. For search engine optimization purposes, I try to keep my URL short and as keyword focused as possible.

Under the Permalinks submenu option, select **“Custom Structure”** and then add the following code:

```
/%postname%/
```

This will Wordpress to make all of your URLs look like this:

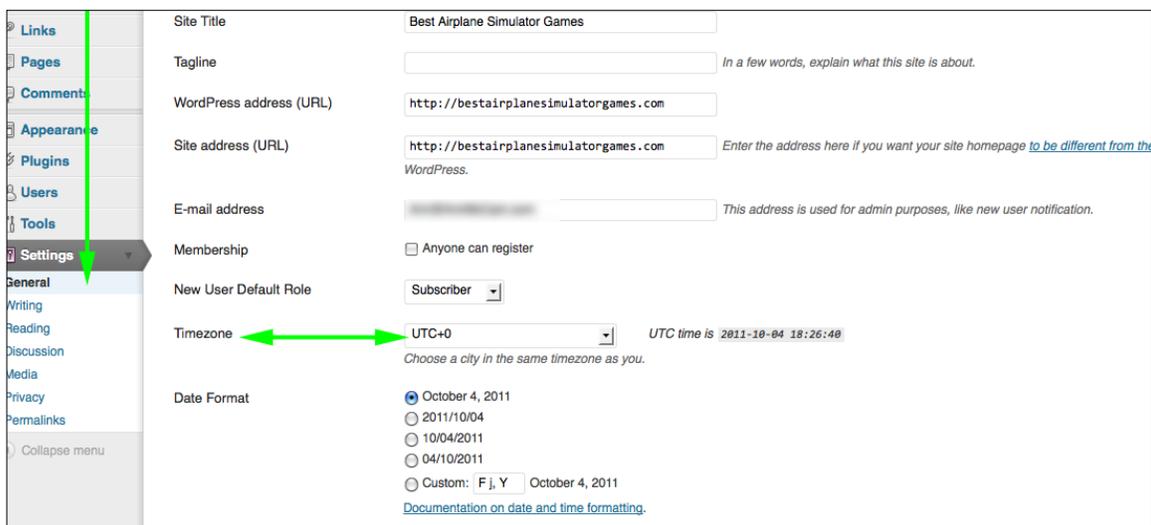
yourdomain.com/whatever-you-title-your-post-or-page

Save this setting and move on.

Tip: As mentioned above, you don't need to follow a specific order of steps to creating your website. That being said, I would recommend that you set your permalinks before anything else. Why? When you create a page or post, the URL will default to the current permalink setting. In other words, creating pages or posts before changing your permalinks could result in weird looking URLs on a few pages. URLs are not difficult to change after the fact, but it will be less time consuming to change your permalink settings up front.

Changing Your Settings

Moving up the Settings submenu, click the "**General**" settings option next. Here you can edit the title of your site, add the www characters if you so choose, and make changes to the time zone option.



Links	Site Title	Best Airplane Simulator Games
Pages	Tagline	<input type="text"/> <small>In a few words, explain what this site is about.</small>
Comments	WordPress address (URL)	<input type="text"/> http://bestairplanesimulatorgames.com
Appearance	Site address (URL)	<input type="text"/> http://bestairplanesimulatorgames.com <small>Enter the address here if you want your site homepage to be different from the WordPress.</small>
Plugins	E-mail address	<input type="text"/> <small>This address is used for admin purposes, like new user notification.</small>
Users	Membership	<input type="checkbox"/> Anyone can register
Tools	New User Default Role	Subscriber
Settings	Timezone	UTC+0 <small>UTC time is 2011-10-04 18:26:40</small> <small>Choose a city in the same timezone as you.</small>
General	Date Format	<input checked="" type="radio"/> October 4, 2011 <input type="radio"/> 2011/10/04 <input type="radio"/> 10/04/2011 <input type="radio"/> 04/10/2011 <input type="radio"/> Custom: F j, Y <input type="text"/> October 4, 2011 Documentation on date and time formatting.
Writing		
Reading		
Discussion		
Media		
Privacy		
Permalinks		
Collapse menu		

There are no changes here that are 100% necessary, but I do like to change my time zone setting. I do this because I may want to post date or schedule posts for future publishing on my blog. If I'm looking to schedule a specific time for publishing, it's a bit easier to do so if the time zone of my website is the same as my location. If you choose to make any changes here, remember to save them before moving on.



****Special Offer****

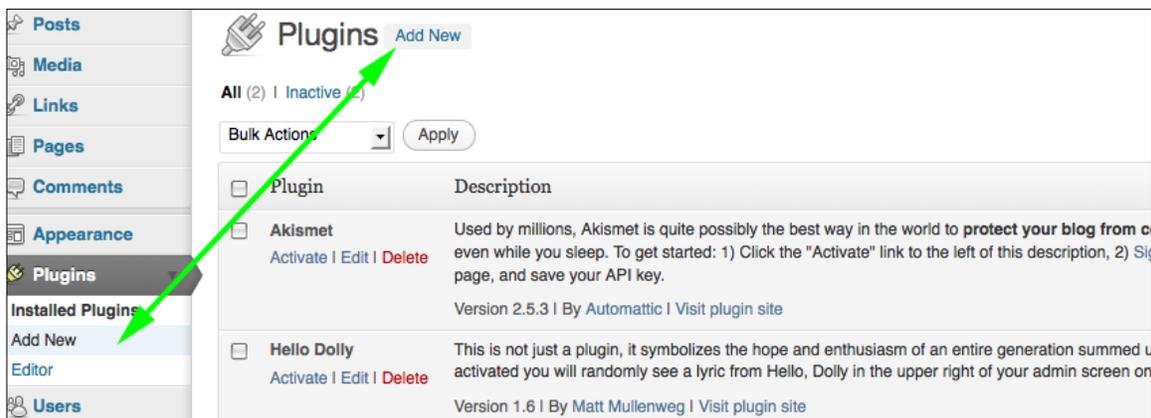
- Rocket your blog to the **TOP** of the Search Engines!
- Hundreds of links from the web's top Social Media sites...
- **Articles and Content Included**

Get Yours HERE!

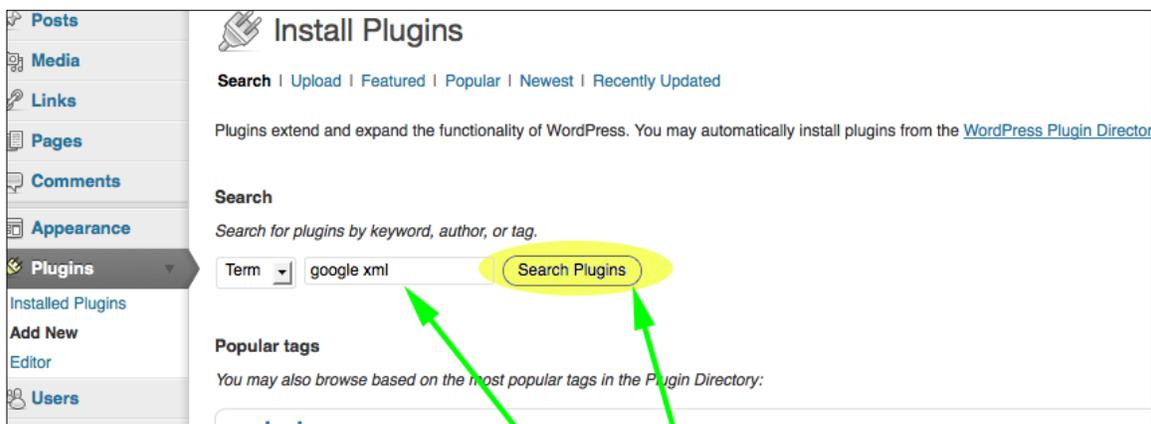
Tip: If you decide to add the www characters to your domain, once you save, you'll find yourself at the wordpress admin sign in screen again. Don't worry – just enter your information again and everything will go through like normal.

Adding Plugins

Next we'll add our plugins. There are two plugins added to your blog by default, though both of them are installed in their inactive mode. We will delete the "Hello Dolly" plugin and then activate the "Akismet" plugin. But before we do so, we will add additional plugins to our Wordpress site.

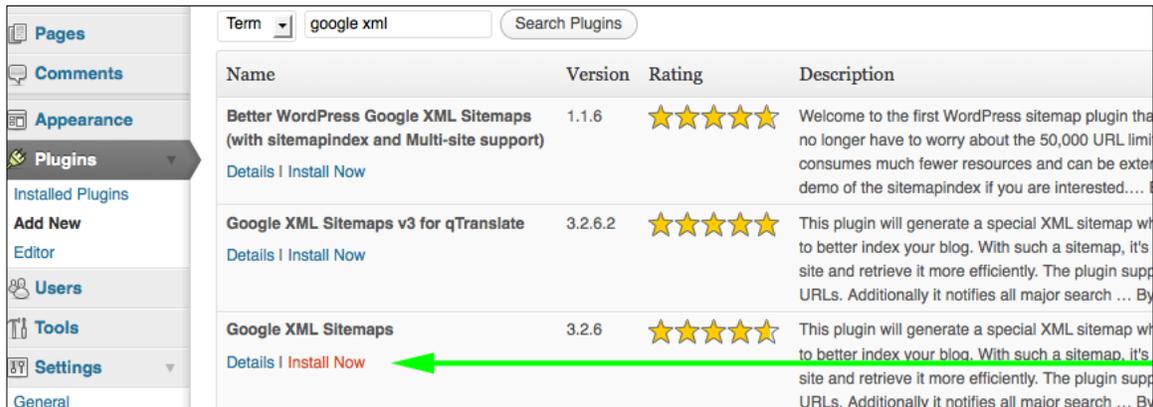


In the Plugins submenu (or the title on the Plugins page), click the words "Add New" to be taken to the Wordpress database of free plugins.

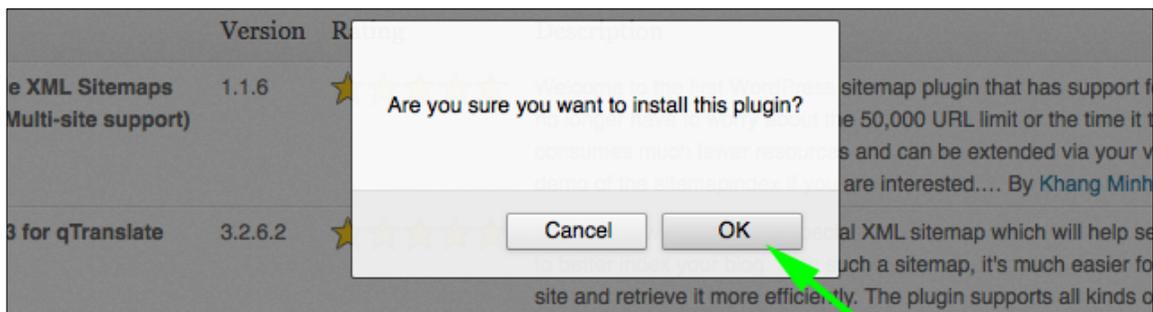


In the search field, enter the name of the plugin you would like to add to your site. If you're unsure of the name, try entering a few words that describing what your plugin does (such as video player, contact form, etc).

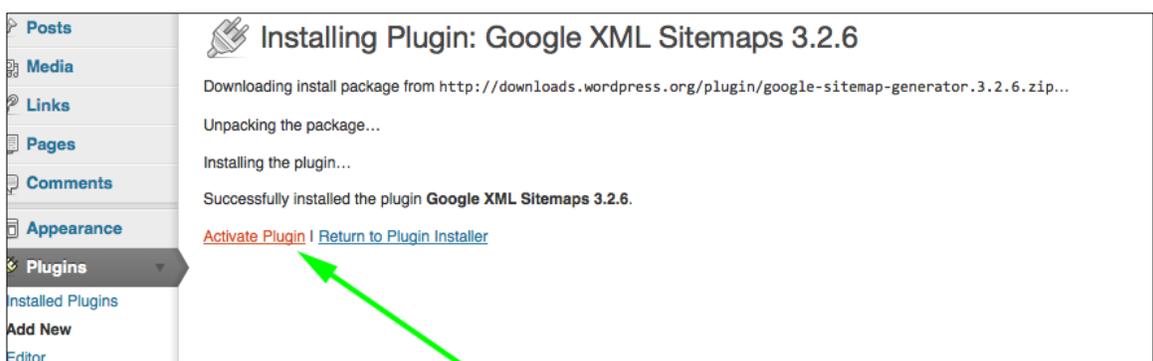
At the end of this section, you'll find a list of the specific plugins I use, so we can start by searching for those by name. For this example, I'll use the **Google XML Sitemaps** plugin.



After locating the plugin we want, click "Install Now".



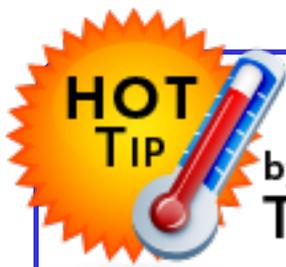
That generates a pop up confirmation box. Clicking the OK button allows Wordpress to automatically install the plugin for us.





At Last, a Super Easy Tool That Builds (and Pre-Writes) Sales Letters, Squeeze Pages, and MORE for You Autmoatically...

WATCH VIDEO To See How



by
Travis Sago

How to Covert Your Traffic into Buyers with a Button

It can be so frustrating after you've spent all that time building your blog and putting up your content and then not being able to [convert your traffic into buyers!](#)

Truth is sometimes it can be as easy as making a few tweaks to what you already have...

The problem is trying to figure out which tweaks need to be made...

If you're one of those people who loves testing, understands coding, or already has an offer that is clearly working then you probably won't need to read the rest of this page.

But what if everything was as easy as [Point-and-Click?](#)

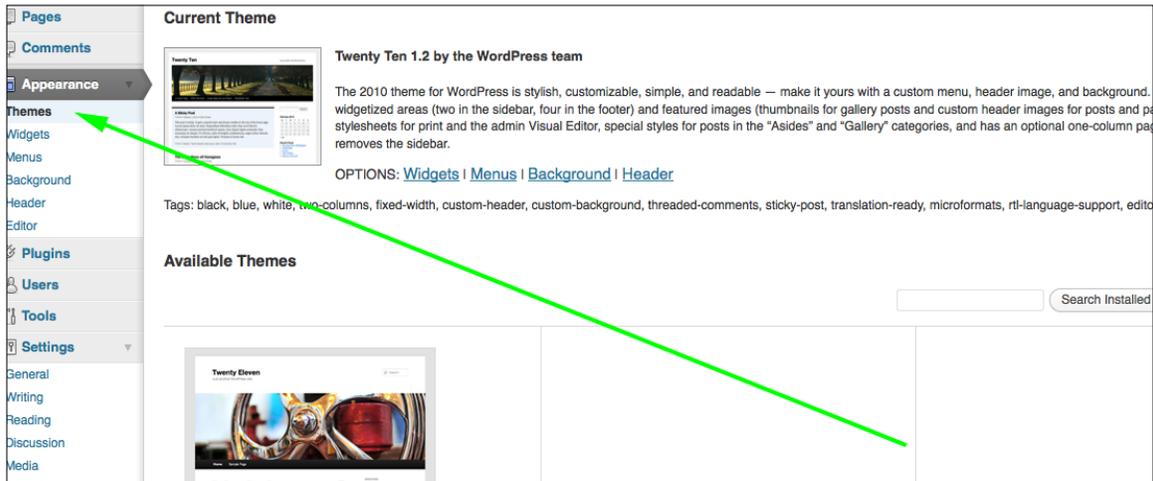
If you could have [Pre-Written proven sales pages](#) where you could just push a button to load it up and start converting your traffic would that help you?

We'd like to introduce you to an amazing tool that we use in our own business with so many features that we wanted to let our friend and creator of [WP Sales Engine Metodi](#) show you how for himself in the video below...



A Brief Overview on Wordpress Themes

Above the Plugins tab, you'll see the "**Appearance**" tab. Within the different options of its submenu, you can control virtually every design aspect of your website to improve it's overall look and appearance. This includes the very important "**Themes**" submenu option.



A wordpress theme is a template that can be installed on your website to make it look more attractive. You have your choice between thousands of different free or premium themes in a number of different styles, and now we're beginning to see a number of framework and child themes enter the marketplace.

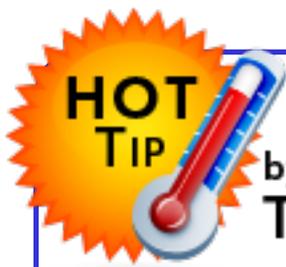
Some themes are straightforward and easy to use, but others can be more challenging because of the number of additional features they offer. Although choosing a theme and customizing its appearance can be fun, it is also time consuming. It's very possible to get so caught up in personalizing the look of your site, you forget that it's the content of your website (as well as your marketing efforts) that actually lead to sales.

Once your site is built and it's starting to get traffic, then you can take the time to explore changing the look and feel of your site. For the site used in this Blogging Blueprint, I'm going to stick with the default Wordpress theme and move on.



Free 1-on-1 Strategy Call with Experienced Marketing Coach Gets You Unstuck and Finally Ready to **Make Serious Money Online!**

Get FREE Consultation



by
Travis Sago

How How to Grab TOP Rankings on Google and STAY THERE... in 3.5 Steps!

So you've got a new blog and you want Google to find you and put you on page one so you can grab thousands of visitors for free.

Right?

Here's how you do it...

- 1 - Find roughly 100 to 500 sites that are 1 year to 5 years old that Google ALREADY trusts.
- 2 - Strike up a deal with EACH of those sites to allow you to post content in exchange for them leaving in a backlink to your site.
- 3 - Write the content and submit one by one to each of the sites on your list.
- 3.5 - Repeat until you are nuts.

It's a **SIMPLE PLAN**, but certainly **NOT** easy.

Is there an easier way?

That's just as effective?

There is!

But you gotta know somebody... that...knows somebody.

So let me introduce you to [Martijn](#).

[Martijn](#) knows a guy that runs a NETWORK of sites that Google already LIKES and trusts. Many of these sites are 1 to 5 years old.

The guy [Martijn](#) knows...ALREADY has deals with ALL of these site owners to allow him to post content on their sites...with BACKLINKS.

There are over 8,000 sites in this network.

So if you're following along...that is STEP 1 and STEP 2 already crossed off the list from above. Here's where it gets really GOOD FOR YOU.

Martijn will WRITE and SUBMIT to 15 of the sites in the network ON A DAILY BASIS for YOU. (Step 3)

[Here you can read more about this crazy effective service, and check out all the raving reviews it got over the past few months.](#)

(Do't buy through there, though... I managed to get you a juicy discount!)

What that means for you is your blog will have links coming in from HUNDREDS of sites that are 1 to 5 years old that Google and other search engines already trust. (This happens DAILY...which Google also likes.)

Which means you'll enjoy potentially IMMEDIATE trust, rankings and traffic to your blog. How much work will you have to do?

Just send Martijn your website address and the keywords you'd like to rank for and that's it!

[Start Ranking My Blog Now! \(Secret passowrd protected discount link\)](#)

The PASSWORD is: TrAvIsDiScOuNt (cast censitive)

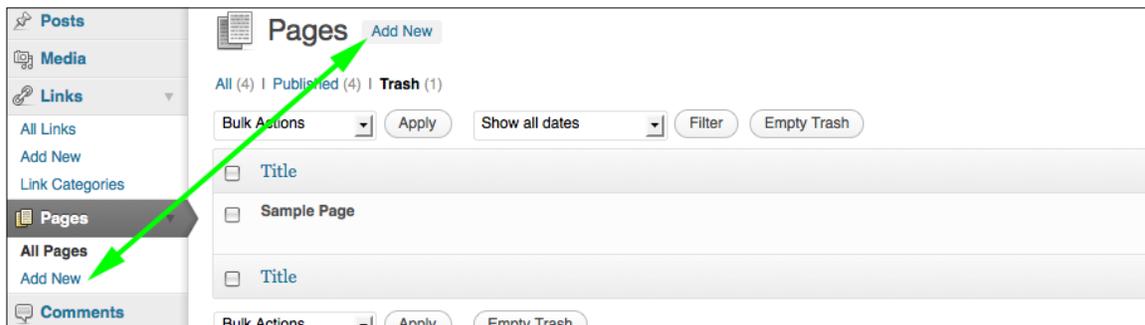


Are Your Websites
Ranked High Enough
in the Search Engines?
Our Clients are!

[See Proof HERE!](#)

Introduction to Wordpress Pages

Heading up, we will click on the “Pages” tab next.



Wordpress automatically creates a sample page for you, which we’ll go ahead and delete. To add your own page, click the “**Add New**” link (which is similar to the link clicked when adding a new plugin).

One question that is commonly asked is “**What is the difference between a page and a post**”. At first glance, they look very similar since both are methods in which you can add content/articles to your website.

A page, however, is static. This means the content is set and the page will not “move” from wherever it is built. Also, pages do not have tag or category options like posts do. A third difference is that pages often give you an option to choose a different “page templates”. This option is most often seen in advanced premium themes, which provide separate layout designs for specialty pages, like a photo gallery.

Posts, on the other hand, are typically used for shorter content and “move” in a blog format. To give you an example of this, if your blog is set to show five posts at a time and you have seven articles, you will only see your five most recent posts. The other two posts still exist and have the same URL, but they have “moved” to a second page and you would need to click “view previous posts” (or something similar) to see them again. Posts are often used for targeting secondary or long-tail keywords, as they can be placed in keyword-targeted categories or have additional keyword-related tags added to them.

Tip: Choosing whether to create a post or a page is often a matter of preference. When I need to publish content, I follow this rule of thumb:

- **Information that my visitor will find valuable read** (articles, updates, and other forms of premium content) will be published with a **post**.
- **Necessary information** (disclaimers, contact forms), pages I use to **generate action** (sales pages, opt-in pages, etc), as well as pages that require a **specific template** (photo galleries, anything needing to be posted on a full-width page without a side bar) will be published with a **page**.

This does not hold true 100% of the time, but it's a good guide to remember if you're ever unsure as to where to post your information.

Creating Disclaimer Pages

We're going to create three new pages for our website – an [earnings disclaimer](#) page, a [privacy policy](#) page, and a **contact** page. Due to new legalities within the United States, these pages are needed if you plan on earning any kind of income from your website. (Note: I'm not clear on how the changes to US laws have affected those in other countries. Either way, I would recommend building disclaimer pages and changing any of the verbiage within those pages if needed).

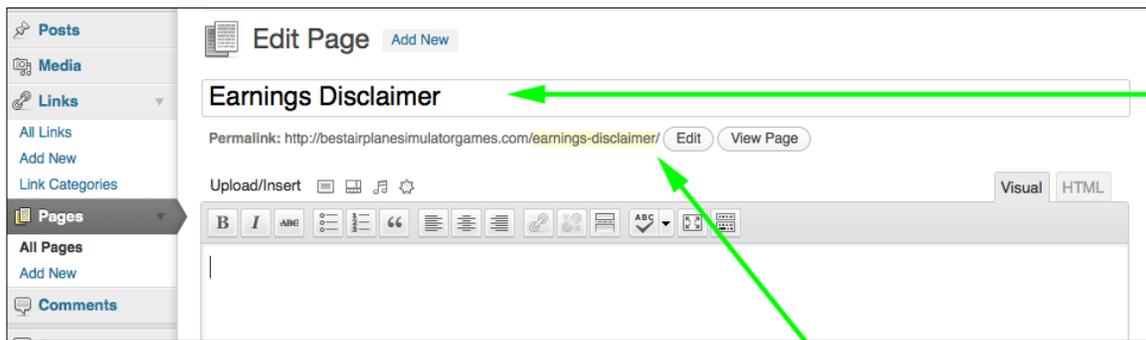
In [Resource Glossary](#) at the end of this guide, you will have a reference list with not only the names of recommended service providers, but with content examples of text that you can use for your disclaimer pages. Feel free to reword them if you'd like.

From the Pages tab, click **"Add a New Page"**.



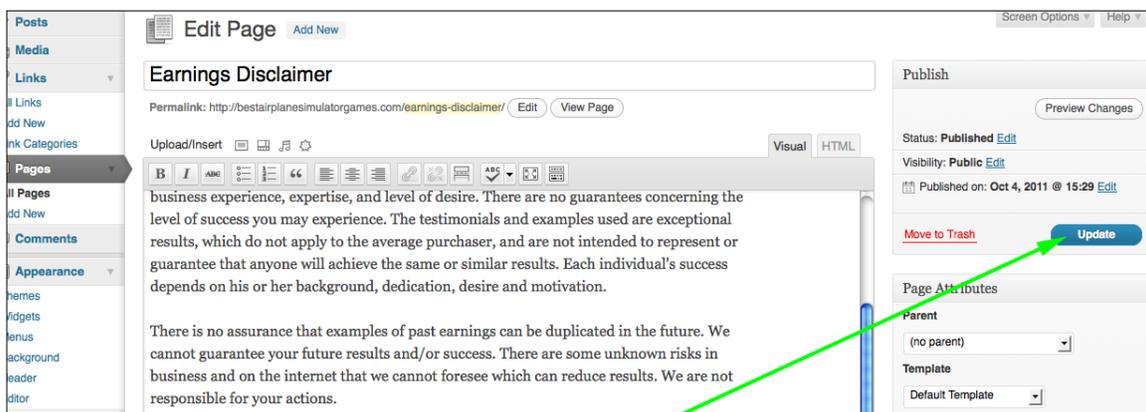
Get Backlinks to Your
Blog for as Little as
\$0.015 Cents a Link!

THIS VIDEO
Shows You How



Place your title (in this case, it's "**Earning Disclaimer**") in the field on this page. Whatever text is entered in the title field will be prominently displayed as a headline over the content below.

Tip: Underneath the title field, you will see the exact URL of this page once it's published. The highlighted area at the end of the URL is your automatically generated permalink. To change that text at all, simply click the word "**Edit**" on the right and type in your new URL. I recommend doing this if the title of your page or post is extremely long. If you chose to do this, however, all words chosen for your new URL must be without capitalization and multiple words must be separated by a dash.

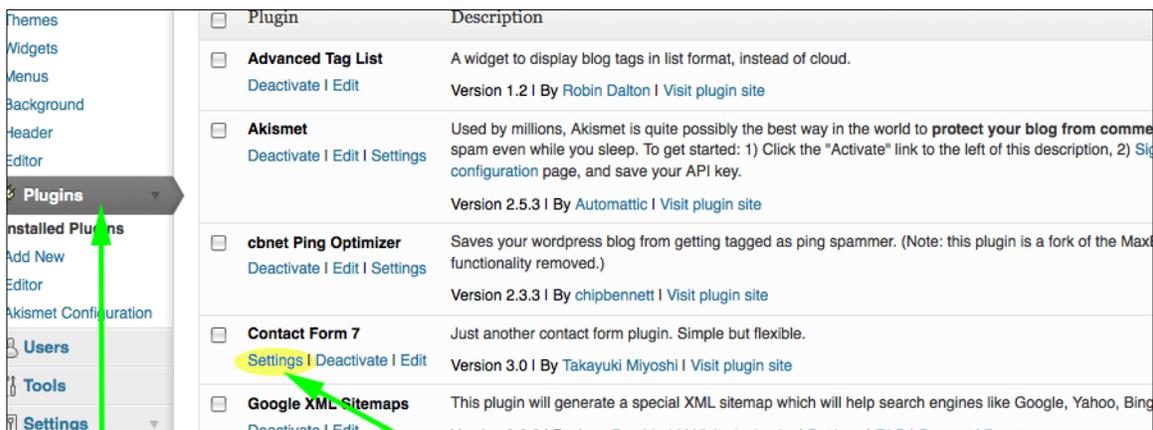


After cutting and pasting my content into the text box on the page, click the large blue button on the right that will read either "**Publish**" or "**Update**". This page is now live on your site.

Repeat this process to create your Privacy Policy page. However, creating the Contact page will be a little different.

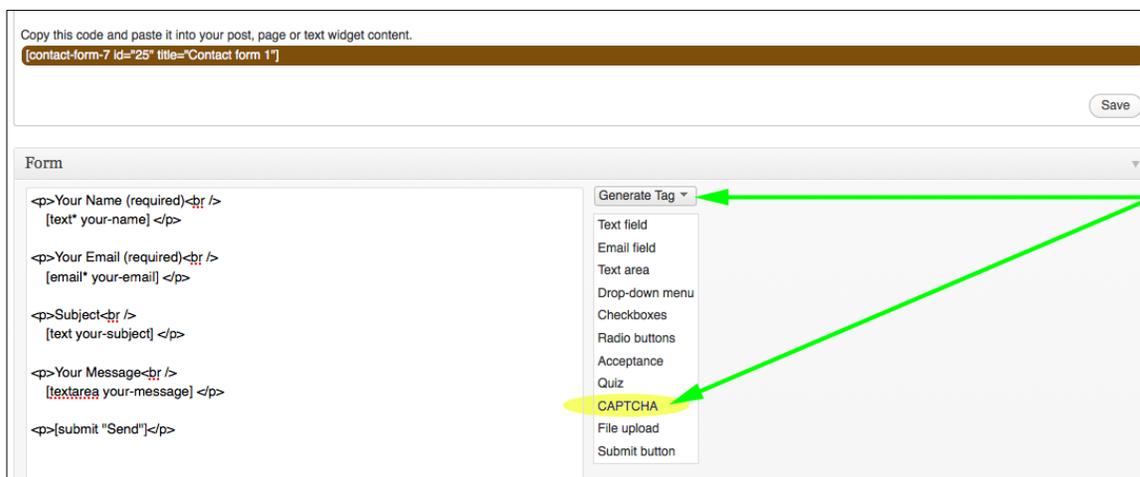
Creating a Contact Page

To create the contact form to use on my page, switch over to the Plugins tab.



Under that tab, locate the “**Contact Form 7**” plugin, and click the “**Settings**” option.

Contact Form 7 compiles all the coding needed to create a function contact form into one line of text. The default settings of this plugin will work fine, but I would recommend making a simple customization.



To reduce email spam from contact forms, you may want require your visitors to fill out a captcha. To add this element to your form, ensure that the “**Really Simple**

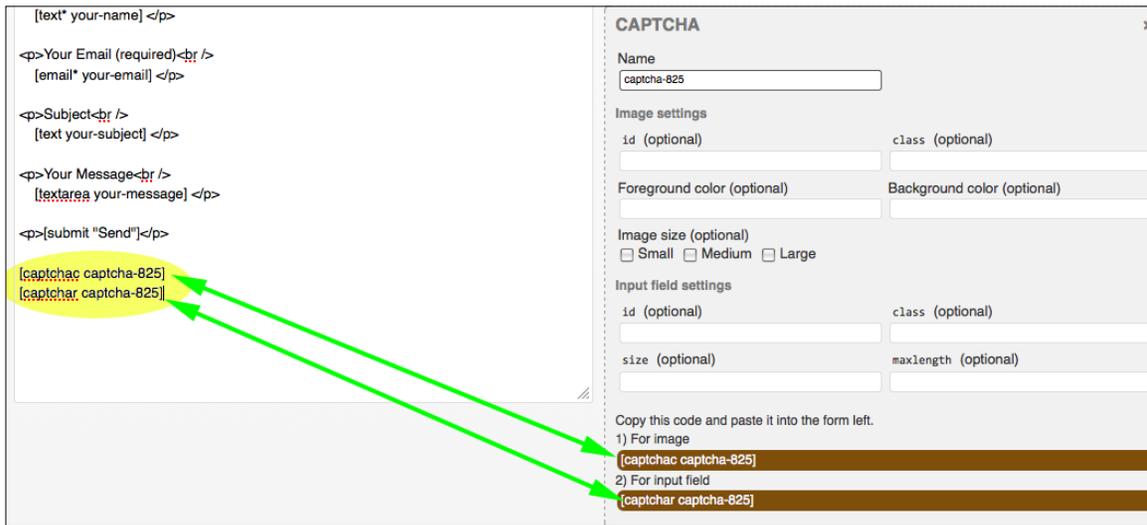
TIME SAVING SHORTCUTS

BUM Marketing
Travis's Pick Of The Month

Cheapest Articles On The Planet - Guaranteed!
Have articles written for you for pennies

Click here to get your articles for cheap

Captcha plugin is installed and activated on your site. After doing that, click the "Generate Tab" option under the Contact Form 7 settings and follow it up by clicking the "CAPTCHA" option under the dropdown list that appears.



Doing this will generate a number of options on the right, but I'm only going to pay attention to the lines of code highlighted in brown. Copy and paste both lines of text into the very bottom of the text field on the left.



To keep the look of your site consistent, you will need to repeat two pieces of HTML code already found in the text box. First, I will add a **<p>** tag to the beginning of the first line, then a **
** tag at the end of the first line, followed by a **</p>** on the end of the second line. It will look like this when completed:

```
<p>[captchac captcha-825]<br />
[captchar captcha-825]</p>
```



Scrolling down a bit further, you can change the email address where your form submissions will be sent if you'd like. Typically, I will leave everything seen here in their default settings.



Scroll back up to the top and save your changes to the contact form. Following that, copy the link of code highlighted in brown at the top of the screen. Switch pack to the "Pages" tab and click "Add New" under the submenu.



Title your page "Contact Us" (or something similar) and paste the line of code you copied into the content box. Once you click "Publish", your contact page will be complete.

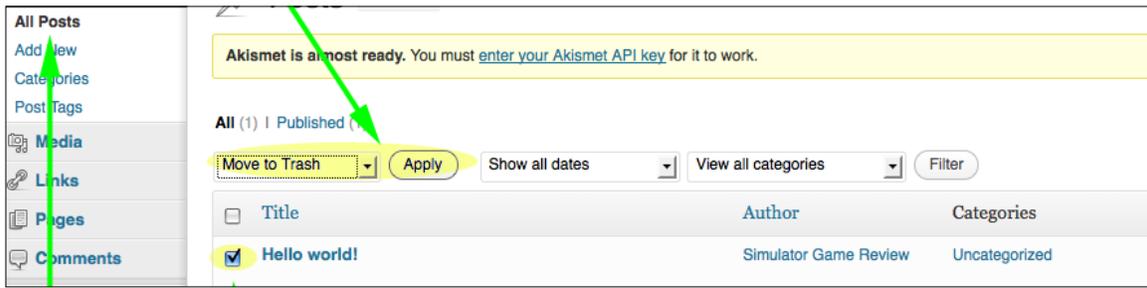
Creating Posts

Next, let's begin adding your ICKY articles to your site. You can choose to publish these articles as either pages or posts, but for this example, we will use posts (I explain why I do this [here](#)).

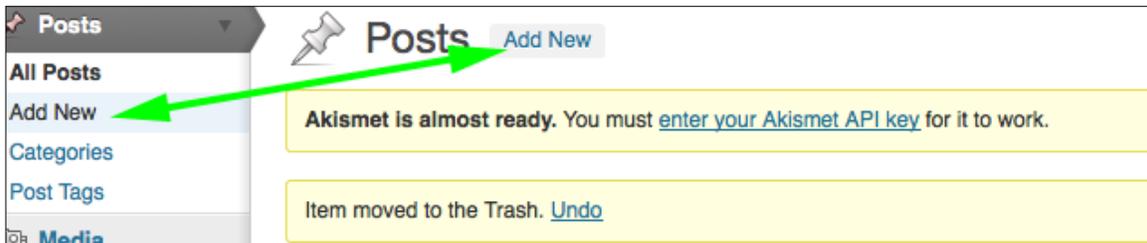
HERE!'."/>

Are Your Websites Ranked High Enough in the Search Engines? Our Clients are!

See Proof [HERE!](#)



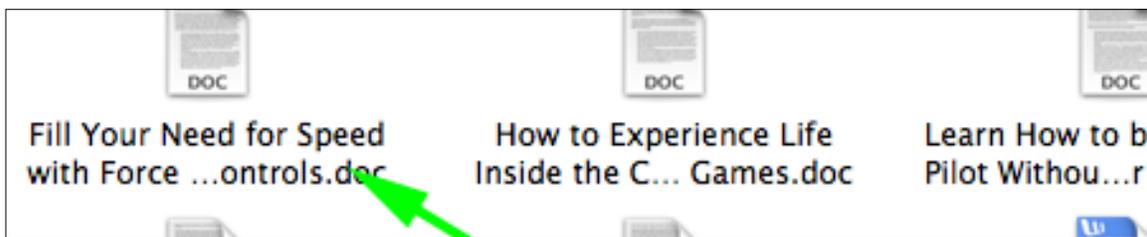
Click the **“Posts”** tab then go ahead and delete the **“Hello World”** post seen above.



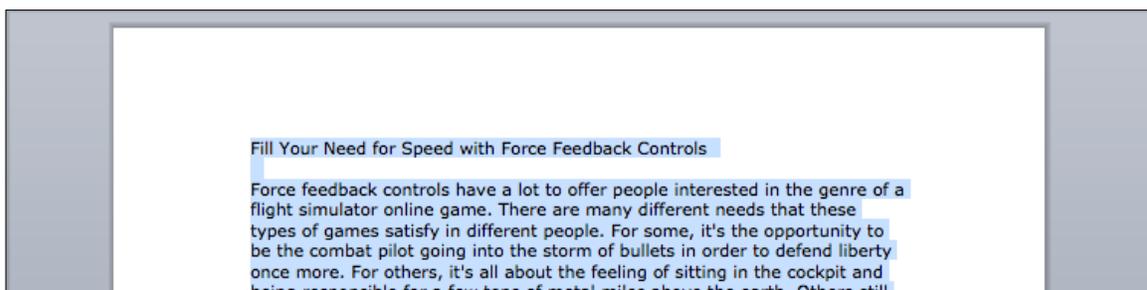
After that, click **“Add New”** to add a new post.

Tip: You can choose between a myriad of different processes when it comes to adding ICKY articles to your site. I’m about to show you my personal method, but that doesn’t mean you have to follow this exact formula yourself. Use whichever way works best for you.

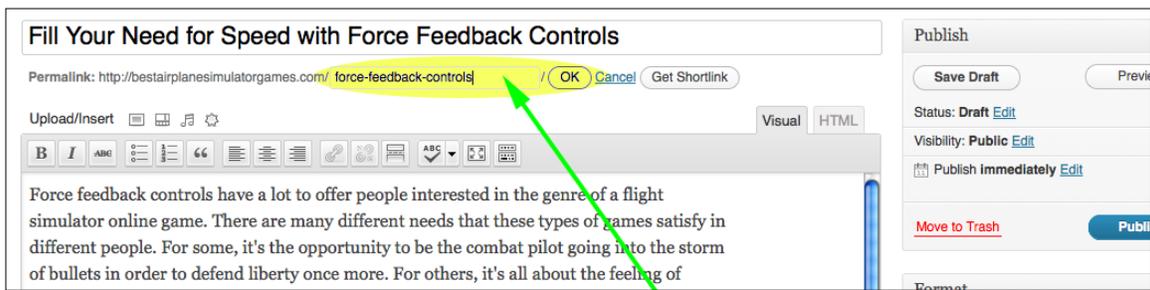
I am going to post three of my five ICKY articles directly on my website.



Opening up any three articles, I’ll copy the content out of MS Word...



...and paste it into my new post.

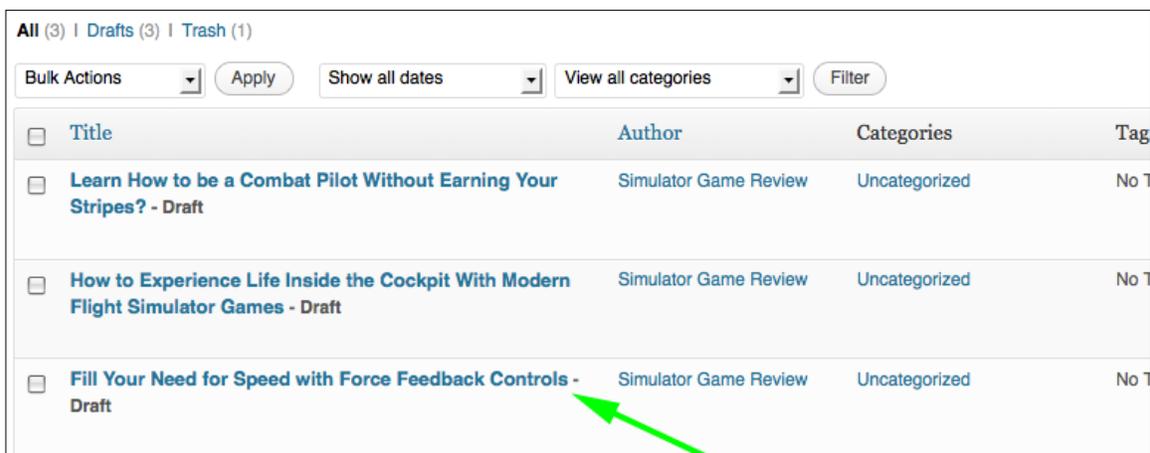


The first thing I'm going to do is move the article's title from the body into the title field.

Underneath the title, you will see the automatically generated permalink of your URL. Titles of articles and posts can often be long, and I like to simplify my URLs to be as keyword-focused as possible.

Click the "Edit" button and type in the new permalink for your URL. As mentioned earlier, permalinks must consist of only lowercase letters and each separate word needs to be separated by a dash.

After erasing any extra spaces between the paragraphs, I will save my post as a draft and repeat this process again with two other ICKY articles.



After we save each post as a draft, click the "Posts" tab to be brought back to the posts dashboard. From there, click on the title of any post (which will be bolded in blue) to open it start editing your article's content.



Make Your Site Sell
With A Trustworthy
Header Image!

FREE Estimate!

Using Your ICKY Articles to Create Unique Content

Within the past few months, the search engines (Google in particular) have been cracking down on duplicate content across different websites. Since we will be depending on high rankings in Google to get FREE traffic to our website, we don't want to give Google any reason to penalize our ICKY websites whatsoever. Keeping that in mind, here are a few different ways to edit your articles to avoid a Google-slap.

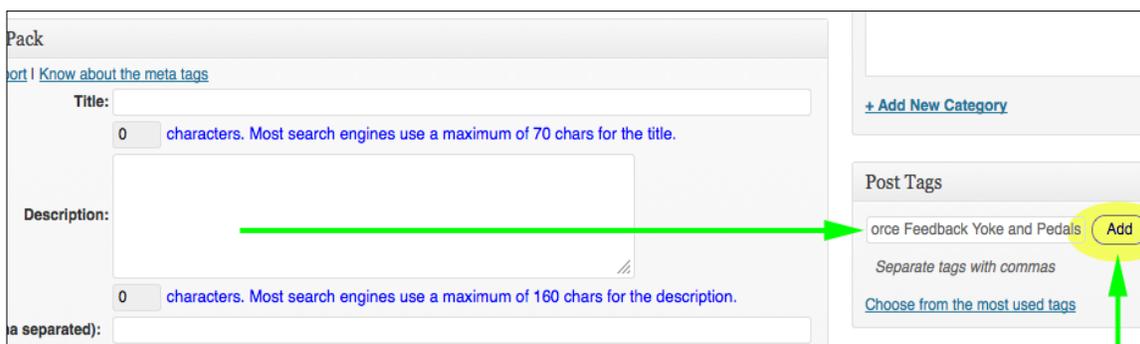
Rewriting each article – While this isn't as hard as it sounds, it can be very time consuming. To do this, look at each individual sentence and try to say the same thing by rewording it a different way. It may be a tedious process now, but it is one of the few ways to guarantee completely original content.

Editorial Reviews – I love this method. It requires the least amount of the three options seen here, and it can be very effective. When creating an editorial review, I'll write one or two paragraphs in the beginning of my post to offer a short summary of the article. I also use those two paragraphs to offer my opinion on the idea shared in the article.

For example, if the article recommends a specific product, I might add a few pros and cons about the product, followed by suggesting a solution or additional product that could counteract the "cons" of the reviewed product.

While both these methods work, it is extremely important to read over any article you are about to publish. Doing this will not only grow your knowledge of the niche you are in, but you'll find related keywords that you may want to try targeting as well.

Customizing Tags and Categories



I'm now going to scroll down and add a few tags to my post. I'll enter my chosen tags in the **"Post Tags"** field. I listed each word or phrase and separated each with a comma before pressing the **"Add"** button. On subsequent posts, if I need a reminder of phrases and words I've already used as tags, I will click on the **"Choose from the most used tags"** link below the tags field to show the tags used previously.

Tip: When it comes to choosing which words to list as tags, I'm going to include not only the ICKY keywords the original article targeted, but a few related keywords as well. These could be additional ICKY keywords not listed in the article but are in the same keyword list, or they could be words or phrases relating to the keywords already tagged. You could take, for example, the ICKY keywords flight simulator joystick and best joystick for flight simulator. I may use not only both of those as tags, but I may also use the related words airplane simulator joystick and forced feedback joystick as tags as well. The point of doing this is not only to target ICKY keywords, but to make everything on our site look as natural as possible to Google.



I'm also going to add a new keyword-targeted category in which to post my article in, and name it after my primary keyword, airplane flight simulators. At the bottom of the **"Categories"** box, I'm going to click the **"Add new category"** link. Below it, a box will appear where I'll enter the name of my new category. Below



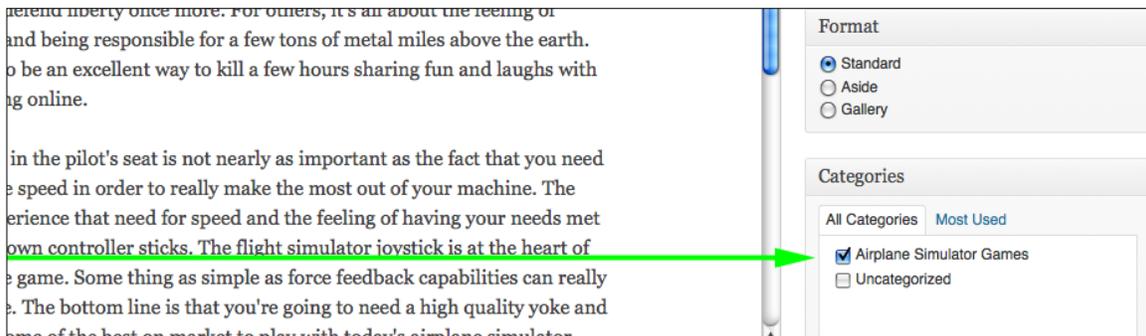
TIME SAVING SHORTCUTS

****Special Offer****

- Rocket your blog to the **TOP** of the Search Engines!
- Hundreds of links from the web's top Social Media sites...
- **Articles and Content Included**

Get Yours HERE!

the box, you can see a drop down menu. This allows me to choose whether I want the new category to be a sub-category under one that is already published, or if I want it to be a new stand-alone parent category. I'm going to leave it alone and just click the **"Add New Category"** button.

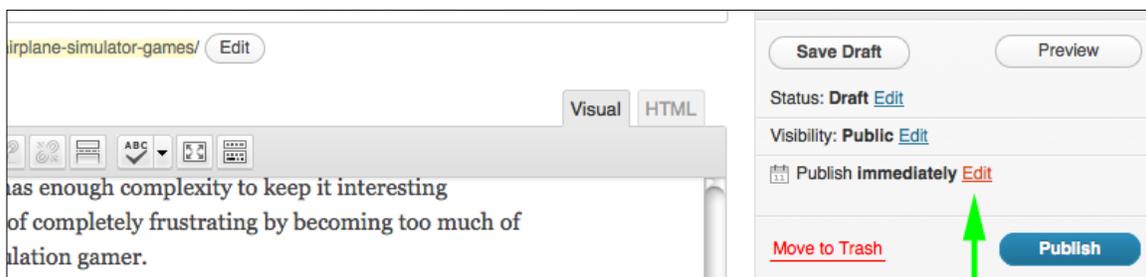


Once the new category is created, I'm going to remove the checkmark from the Uncategorized box and add it to my new Airplane Simulator Games category.

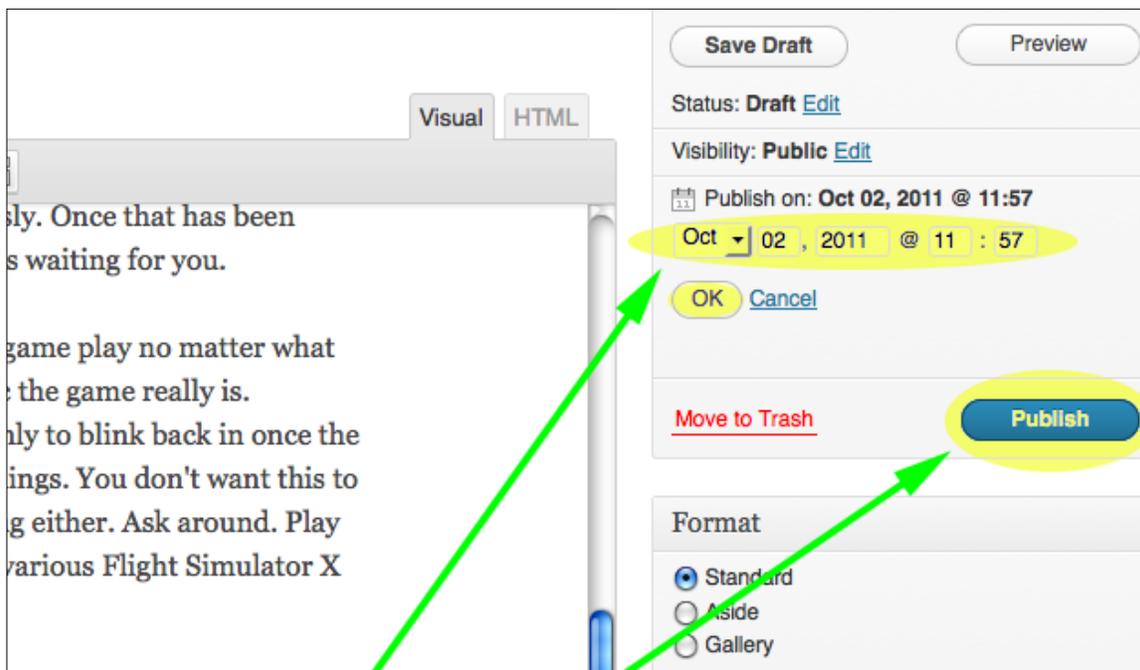
Tip: Categories are very useful when you need to organize posts on a large site. They improve the navigation of your website for your visitors while giving you the opportunity to target additional keywords. A list of your categories can be added to your website's navigation bar, your sidebar, your footer, or anywhere you choose. It should also be noted that while you can place a post in more than one category, if you don't choose any, your post will be moved to the "Uncategorized" category by default.

Once I've completed all the necessary changes to my ICKY article and my post, I'm going to scroll up and click the blue button (which will read either "Publish" or "Update") to save it.

I'm going to go about repeating this process for my next two posts, but will make one additional change.



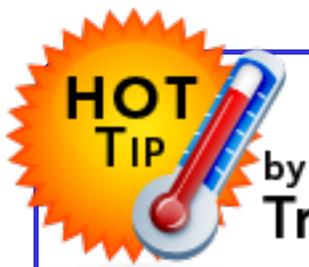
If you look above the “**Publish**” or “**Update**” blue button, you will see the words “**Publish Immediately**” followed by an “**Edit**” link. When you click that link, a calendar-like feature will appear below. This feature allows you to schedule posts to be published in the future or allows you to back date the time stamp on a post before it goes live.



When I publish multiple posts at a time, I like to vary their date stamp a bit in order to create a more natural posting pattern in the eyes of Google. Since I’m going to publish three posts at once, I will back date one, schedule one for the future, and leave the date stamp of one as is. Once you change the date stamp of your post, make sure to click the “Ok” button before publishing, otherwise your changes will not take effect.

All right! Your site is more than half way done.

An advertisement for a time-saving tool. On the left, there is a graphic featuring a clock face, several stacks of gold coins, and a US dollar bill. A sign above the clock reads 'TIME SAVING SHORTCUTS'. To the right of the graphic, the text reads: 'At Last, a Super Easy Tool That Builds (and Pre-Writes) Sales Letters, Squeeze Pages, and MORE for You Autmoatically...'. On the far right, there is a yellow rounded rectangular button with the text 'WATCH VIDEO To See How'.



How to Get Quality Articles Written Dirt Cheap

WITHOUT Getting Ripped Off and Avoiding the Hassle of Finding and Hiring Article Writers

If you need more content, but don't have enough hours in your day to write it all yourself, you've most likely tried to outsource.

After all, you hear about all the people in the Phillipines and India willing to write dirt cheap. Sounds good right?

What you discover is sifting through, finding, testing and hiring an article writer seems to take you more time than just writing the articles yourself.

It's a huge headache too.

Maybe in the past you did find one article writer who wrote you a few \$2 articles, but the quality was so poor that if you printed them out...you'd be embarrassed to use them even to line your cat's litter box?

What's worse, is the feeling of being totally ripped off, either because the quality of the articles is so poor you just can't use them or the writer just never delivers at all.

How will you ever generate enough income from your internet marketing to even cover living expenses if you can't get more content?...Faster? Cheaper?

This is one of common problems that bottle necks our productivity and chokes our dream of financial freedom.

BUT...there may be sunny days ahead.

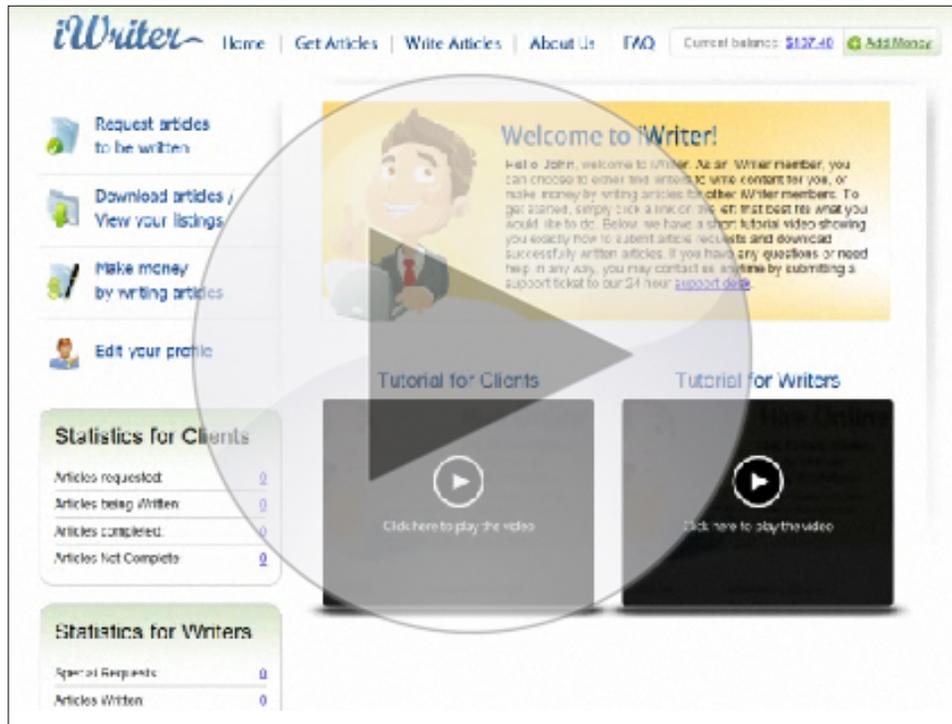
What if you could order articles as easy as you can order a book from Amazon?

And what if you'd never again have to worry about getting ripped off because you'd get to see the finished work **BEFORE** you paid?

Thanks to [Brad Callen](#) and his ingenious service called [iwriter.com](#) you can punch a few buttons...input how much per article you'd like to pay (as little as \$2)...hit submit...then sit back as your job gets AUTOMATICALLY fulfilled by [iwriter.com](#)'s team of professionally managed writers.

What makes this so much better than other outsource services is that you get your articles delivered BEFORE payment is finalized. If you are not satisfied you just do not approve the articles and your job goes back in the queue.

Here's a [short video presentation](#) that walks you through this simple process.



In the last 3 years I've hired out THOUSANDS of articles, never before have I found a service as easy to use and **INEXPENSIVE** as Brad's [iwriter.com](#).

- *NO hassle
- *NO getting ripped off
- *NO waiting weeks

While I like the push button ease and sleep better at night knowing I'm going to get quality articles what I love most is with iwriter.com I'll be able to build more sites that turn my content into cash whether I'm working, playing or sleeping.

[iwriter.com](#) helps make my dream of living from passive income possible.

BUM Marketing
Travis's Pick Of The Month

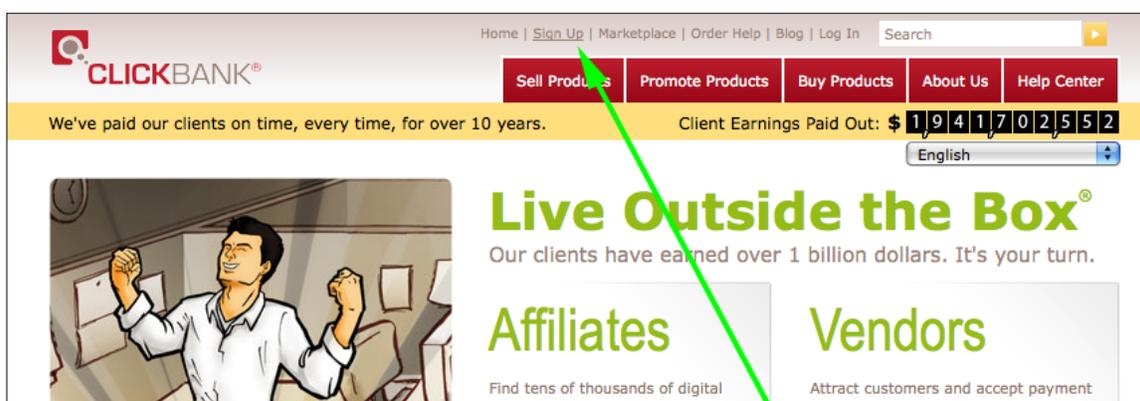
Cheapest Articles On The Planet - Guaranteed!
Have articles written for you for pennies

Click here to get your articles for cheap

Introduction into Affiliate Marketing

Your ICKY websites can be used in a number of ways to generate income, though the easiest way will most likely be with affiliate marketing. Affiliate marketing is a digital way to receive commissions for sales you generate of products owned or distributed by someone else. The amount of commission you receive varies between different products and different sellers. While each hungry niche could lend itself to a number of different products to promote as an affiliate, we're going to focus on the Clickbank marketplace for this tutorial.

[Clickbank](#) is an affiliate network that specializes in partnering owners of digital products with affiliates to promote them. They're known for being super reliable about sending payments and by offering a ton of different products that you can choose to promote within their database.



When visiting Clickbank's website, their signup option is located at the top of the page.

After clicking it, you will be taken to a basic sign up form. Clickbank offers service to those all over the world, so if English is not your primary language, you can check out the drop down box in the upper right to see if customer support is offered in your native tongue.

Client Contract - Please read the client contract below and accept the terms and conditions.

1. This CLICKBANK CLIENT CONTRACT (the "Agreement") constitutes a legally binding agreement between Click Sales Inc., a Delaware corporation ("ClickBank") and you ("You" or "Your"). BY CHECKING THE BOX STATING THAT YOU HAVE READ AND AGREE TO THE TERMS AND CONDITIONS OF THIS AGREEMENT AS PART OF YOUR REGISTRATION WITH CLICKBANK, YOU AGREE AND CONSENT TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS AGREEMENT FOR AS LONG AS YOU USE THE CLICKBANK SERVICES.

Subject to the terms and conditions of this Agreement, ClickBank hereby grants to You a non-exclusive, revocable, right and license, without right to sublicense, to use ClickBank's proprietary online platform, including without limitation the website made available at www.clickbank.com, and any servers, computers or networks used to provide such website (the "ClickBank Services") for the following limited purposes, if and as applicable, INCLUDING ANY CHANGES TO THIS AGREEMENT OR ADDITIONAL POLICIES INCORPORATED BY REFERENCE WHICH CLICKBANK MAY MAKE IN ITS SOLE DISCRETION IN THE FUTURE. In the event You transfer Your account or ownership of any product, any purchasers or assignees are bound by the terms of this Agreement.

In addition to any other rights or remedies afforded ClickBank under or otherwise in connection with this Contract, You agree and acknowledge that You have read and agree to comply with the following policies which are hereby incorporated by reference into, and made a part of, this Agreement:

- [Vendor and Products Requirements Policy](#)
- [Privacy Policy](#)

I have read and agree to the terms and conditions.

After filling out basic identifying information, you will choose a user name before agreeing to the terms of service.

Tip: Choose your username wisely. It is associated with every affiliate link you create and there is a small chance that others will possibly see it when they are completing their purchase. This is not necessarily a big deal, but is handy to know so you don't choose something embarrassing.

Home | Sign Up | Marketplace | Order Help | Blog | Log In

CLICKBANK® [Sell Products](#) [Promote Products](#) [Buy Products](#) [About Us](#) [Help Center](#)

Sell Products | Vendor Help

Signup Not Yet Complete

A signup completion link and 8 digit "confirmation code" have been emailed to you.

Please check your email and **click the link** to complete the process.

NOTE: If you do not receive our email within five minutes, it is because either your email program or your email provider has filtered it out as possible spam. You should take steps now to correct that problem.

After agreeing to the terms of service on the previous page, a confirmation email will be sent out to the email address you provided.

To: [REDACTED]
 Subject: **Confirmation Code**

Your email address was recently entered into an online form.

Your confirmation code is: [REDACTED]

Please copy or write down the confirmation code and click on the following link to complete your account signup:
https://www.clickbank.com/redirect.htm?id=cAyW9_pTmdAi

If this does not sound familiar to you, simply delete this message.

PRIVILEGED AND CONFIDENTIAL

You will want to highlight and copy the 8-digit confirmation code sent to you. After that, click the link provided below it.

English

Enter Your Confirmation Code

Enter or paste the eight digit confirmation code from the email into the box below. Then enter the text shown in the image and click finish.

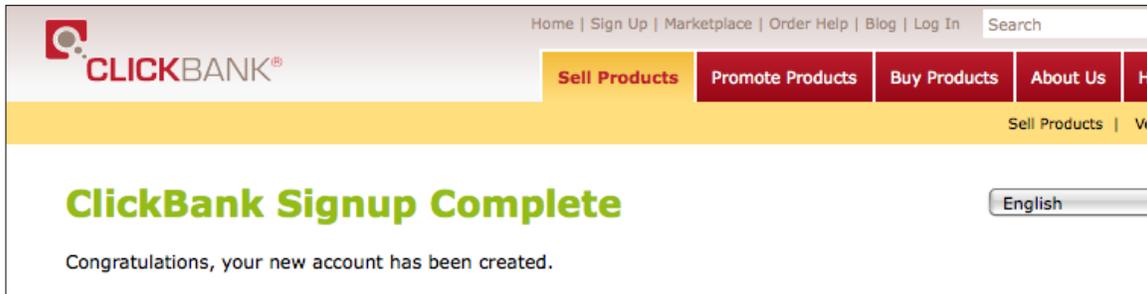
Confirmation Code from your email: *

Please enter the text from the image below: * 4FZ3PP

Finish

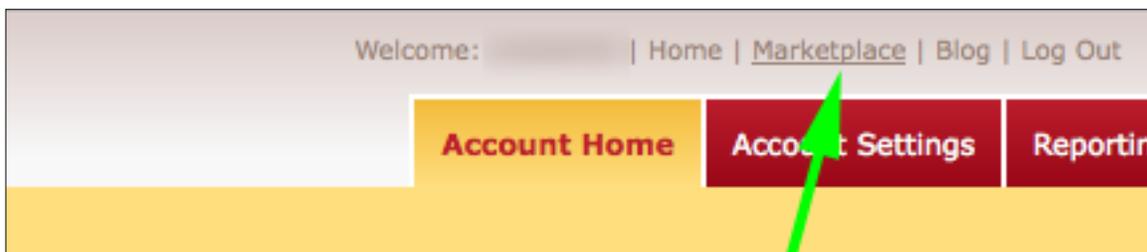
4F73PP

Paste in your confirmation code and enter the captcha.



Congratulations, you are now officially a Clickbank affiliate. Different networks will have different prerequisites for their affiliates, so some may be easier to join than others. To start off, I highly recommend signing up with not only Clickbank, but Amazon as well. Other networks you may want to look into down the line include the [Google Affiliate Network](#), [Commission Junction](#) (or CJ), [Linkshare](#), and [Share-A-Sale](#).

Promoting a Clickbank Product



To start promoting products within Clickbank, you're going to click on the "Marketplace" link at the top of the page.

TIME SAVING SHORTCUTS

Free 1-on-1 Strategy Call with Experienced Marketing Coach Gets You Unstuck and Finally Ready to Make Serious Money Online!

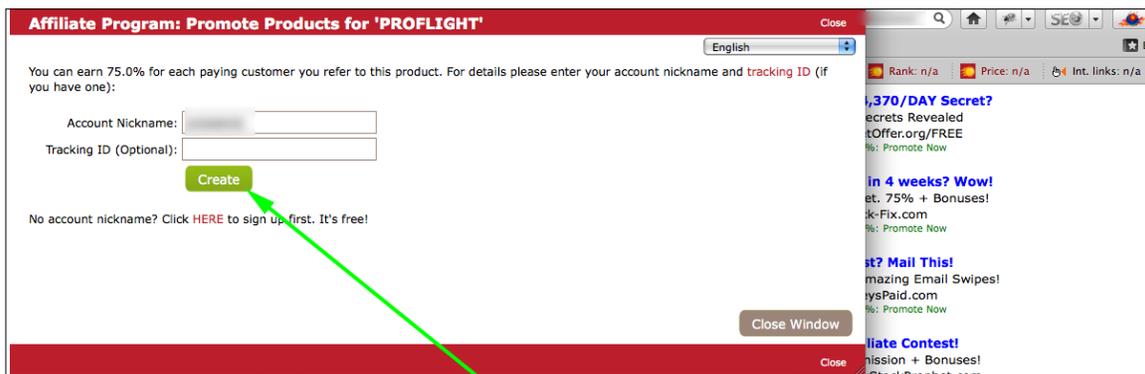
Get FREE Consultation



Once in the marketplace, you can search for products to promote by keywords in the search bar or by categories on the left. If I don't know what product I want to promote, I'll start looking through the categories. However, since ICKY has already suggested to me a great product to promote, I'm going to enter a few from my niche (flight simulator) into the search bar to find it.



The product I want to promote (ProFlightSimulator) came up first. To grab my affiliate link, I'll click the "Promote" button.



I'm going to make sure the username is correct, and then click the create button.

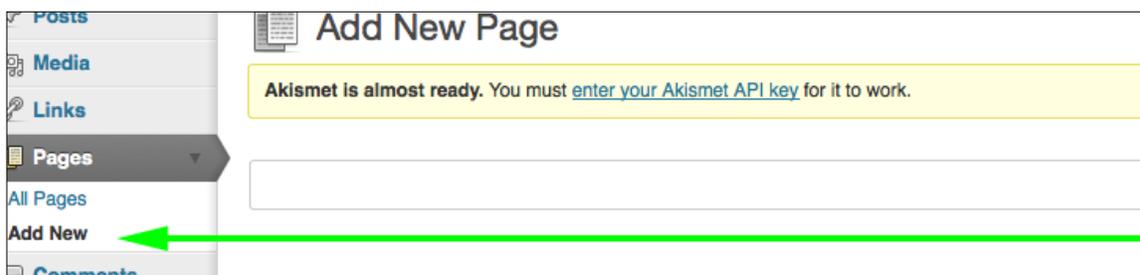


Clickbank then generates my own personal affiliate link. Yes, it looks crazy. We're going to do something about that in a minute. For now, I'm going to copy it and then close the window.

Cloaking Your Affiliate Links

While not everyone does it, I highly recommend cloaking your affiliate links. When visitors see crazy looking links like the one Clickbank generated for us, they're less likely to click it as they often think it's spam or could lead to a computer virus. Another reason is that there seems to be some truth to the rumor that Google may lessen your rankings if you have a ton of affiliate links on your page. One way to counteract this penalty is to make your affiliate links look like a natural extension of your website.

Tip: There are a few different methods for cloaking your links, but not all methods are created equal. A popular one in the past was to use the **JVPress GoPages** plug-in. While it was effective, it continued its cloaking activities even when your visitor reached their destination. In other words, your link of `mydomain.com/try-this` which directs your visitors to Amazon would still show up as `mydomain.com/try-this` in your visitor's browser instead of `amazon.com/product-information`. Cloaking like this is against the terms of Amazon's affiliate program, and if they witness your links looking like that, they will ban you from your program. I'm unsure if Clickbank's recent changes now ban this type of linking as well, but it's a good rule of thumb to make sure your links are cloaked on your site but nowhere else.



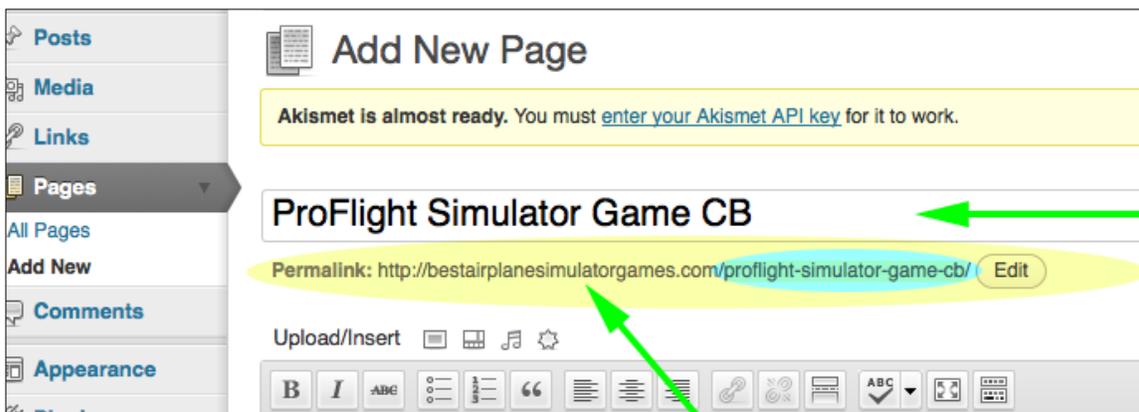
Get Backlinks to Your
Blog for as Little as
\$0.015 Cents a Link!

THIS VIDEO
Shows You How

To cloak my links, I like using the **Page Redirect** plug-in. Once it's activated, I'm going to create a new page.



When I scroll to the bottom of the page, I will see the **Page Redirect** options.

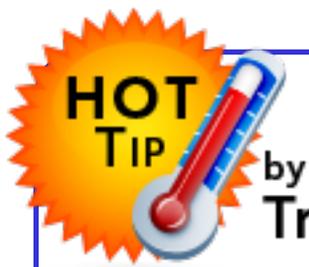


I'm going to enter my affiliate link where it says "**Destination URL**" and make sure it's selected to be a **permanent redirect**.

Next I'm going to scroll back to the title area and name my link. The title chosen here is very important, as it will actually create the name for the URL of your affiliate link.

As you can see, I entered my title, and the URL of the page was generated underneath it. I'm going to highlight it and copy it – this will be my affiliate link as soon as I click the blue "**Publish**".

An advertisement banner for 'BUM Marketing'. On the left, there is a graphic with a clock and the text 'TIME SAVING SHORTCUTS' above several stacks of gold coins and a Euro banknote. The main text in the center reads 'BUM Marketing' in large white letters on a red background, with 'Travis's Pick Of The Month' in smaller white text below it. To the right, on a yellow background, it says 'Cheapest Articles On The Planet - Guaranteed!' and 'Have articles written for you for pennies'. Below this is an orange button that says 'Click here to get your articles for cheap'. On the far right, there is a cartoon illustration of a man in a suit pointing upwards.



by

Travis Sago

Information Overload?

In Need of Some One-on-One Help?

Have you been trying to get some ONE on ONE attention from an EXPERIENCED Internet Marketer?

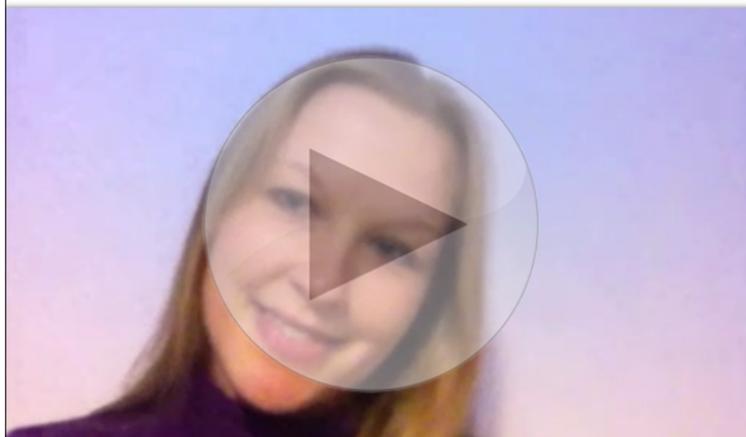
You may have flipped through all the guides, watched all the videos, and read enough emails to make your head spin...

Would it help you to get on the phone with someone to ask questions that are holding you back from meeting your online financial goals?

Maybe it would help you to have a real Internet Marketer design a personal strategy for you and give you a place to start making real money with your online business...

If you've struggled with information overload and would like to have a **FREE** Personal **ONE on ONE Strategy Session** with a couple very accomplished affiliate Marketers who have agreed to help some of our readers just [click here](#) to [make an appointment](#).

"Free 1-on-1 Strategy Call With Experienced Marketing Coach Gets You Unstuck And Finally Ready To Make Serious Money Online!"

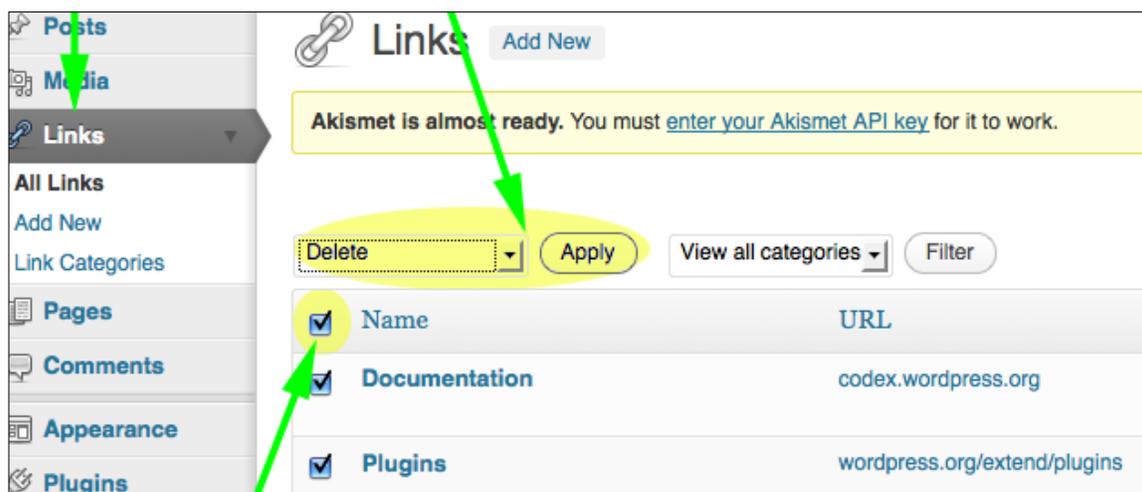


Current Availability: Open

Updating Your Blogroll

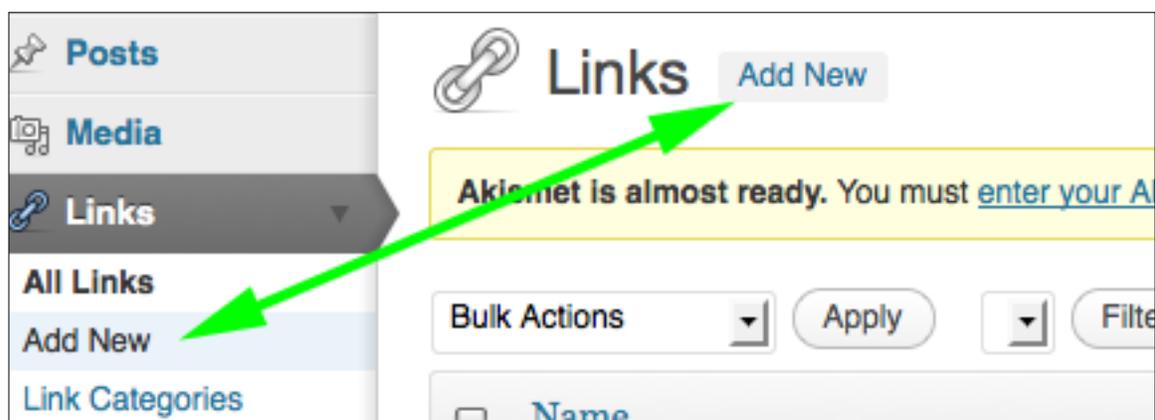
Right now, my website is only going to be promoting one product, but that is likely to change in the future. Here is how I organize my affiliate links.

I'm going to head over to the "Links" tab on the left navigation bar.



Once inside this tab, I'm going to delete all the default links.

Tip: To delete a number of things at once, I click the small box next to the word "Name". This selects all the links. Above the word Name, you will see a drop down menu entitled "Bulk Actions". I'm going to select delete and then hit apply to delete all seven links at once.



Once the default links are gone, I'm going to create a new link by clicking "Add New" under the submenu.

Add New Link [Add New](#)

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

Name
 ProFlightSimulator Game
 Example: Nifty blogging software

Web Address
 http://bestairplanesimulatorgames.com/proflight-simulator-game-cb/
 Example: http://wordpress.org/ — don't forget the http://

Description
 Realistic Airplane Simulator Game (works on both PC and Macs)
 This will be shown when someone hovers over the link in the blogroll, or optionally below the link.

Save
 Keep this link private
[Add Link](#)

I'm going to title this link with the name of the product I'm promoting as an affiliate. Then I will paste my affiliate link in the **"Web Address"** field. You can then choose if you'd like to add a description to your link – it's not necessary, but it offers another chance to add keyword(s).

Looking at the additional settings as I scroll down, I'm going to leave them all at their defaults with the exception of the **"Target"** option. There I will select **"blank"** (which means the link will open in a new window or tab in their browser when clicked, instead of causing my visitor leave my site). Once that is done, I'll save my link and move on.

Link Categories

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

Add New Link Category

Name
 The name is how it appears on your site.

Slug

Bulk Actions [Apply](#) 1 item

<input type="checkbox"/>	Name	Description	Slug	Links
<input type="checkbox"/>	Blogroll Edit Quick Edit View		blogroll	1
<input type="checkbox"/>	Name	Description	Slug	Links

There's one other thing I like to do with my collection of links. When my site is new (and still a bit small), I'll always look for opportunities to add content to it in order to make it appear more full. One of the ways I do this is to add my Blogroll collection of links to my sidebar. However, the word **"Blogroll"** will appear above these links, and it seems out of place since it's not at all related to my site. I'm going to choose to change the name of my Blogroll, and I do so by visiting the **"Link Categories"** option under the Links submenu.

While I could create a new category, I would then have to manually choose that category for all future links as well as going in and editing past links. It would be less time consuming to simply change the name of the Blogroll. To do so, I will click the **"Edit"** link found under the name Blogroll.

Edit Link Category

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

Name
The name is how it appears on your site.

Slug
The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and dashes.

Description
The description is not prominent by default, however some themes may show it.

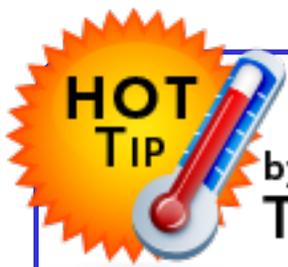
I can now choose whatever name I want for my collection of links. I want to choose something that relates to the theme of my site, and if possible, contains keywords. I've created a new name and then renamed the slug below it as well. I'll save these changes by clicking the blue **"Update"** button below.

Tip: You may be wondering what exactly a slug is. A title is the name or heading seen by visitors, but the slug is the code that is used by Wordpress and the search engines. When renaming slugs, your new name must consist of only lower case letters with each word separated by a dash. Typically, it is the exact same as the title, but that is not a requirement.

TIME SAVING SHORTCUTS

Are Your Websites Ranked High Enough in the Search Engines?
Our Clients are!

[See Proof HERE!](#)



Google Plays Favorites... Learn How to Get the Type of Links They Love the Most!

Not all backlinks are created equal.

Links from sites with a high **Page Rank** are nice, but links from sites with high PR that are **RELATED TO YOUR NICHE** are better.

What does Google love even more?

Links from sites with high PR that are related to your niche AND a link found in the **ARTICLE BODY!**

Mix in purely **UNIQUE CONTENT** and Google will see your blog as the Homecoming Queen at the prom.

One of the easiest ways to create these favored links is by building a network of web 2.0 and social media sites. But "easy" is not the same as "fast", and neither easy nor fast is the same thing as "quality".

After all, we first need to write a number of different unique articles to use as content.

Then we have to go about creating new accounts at each web 2.0 network and upload those articles.

And after all that, we still need to come up with a systematic yet natural-looking linking strategy of how we can spread the "link juice" from those high PR sites back to your blog.

Can you start to see what a tedious and long process this could end up being? Not my idea of fun, and not the best use of my time either.

Which is why I love the new service [Ken Leatherman](#) is offering.

His team builds [link wheels](#) consisting of [unique articles](#) to across and number of different social media and web 2.0 sites to channel tons of "Google Love" down to your blog.

It looks kind of like this:



Important point, the only thing Google is concerned with is the experience of their users, and sites with unique content that recommend other sites with MORE unique content provide tremendous value. (which is why links from well-built link wheels are favored so much).

Ken and his team offer a variety of powerful [link wheel packages](#) in order to fit everyone's budget. Their link wheels are crafted MANUALLY by professionals and only contain high-quality unique content. If that wasn't enough, Ken's team will even provide [BACKLINKS to your BACKLINKS](#), further confirming to Google that visitors find your content valuable.

Valuable sites = positive user experience = higher rankings and more sales for you.

Having worked with Ken for over 3 years now, and I've found him to be a businessman that I can always rely on to do quality work. I'm happy to recommend him and his services to you.

Visit [Ken](#) and his team at [MakingBacklinks.com](#) to start boosting your rankings now and Ken will throw in your unique content at no extra charge!

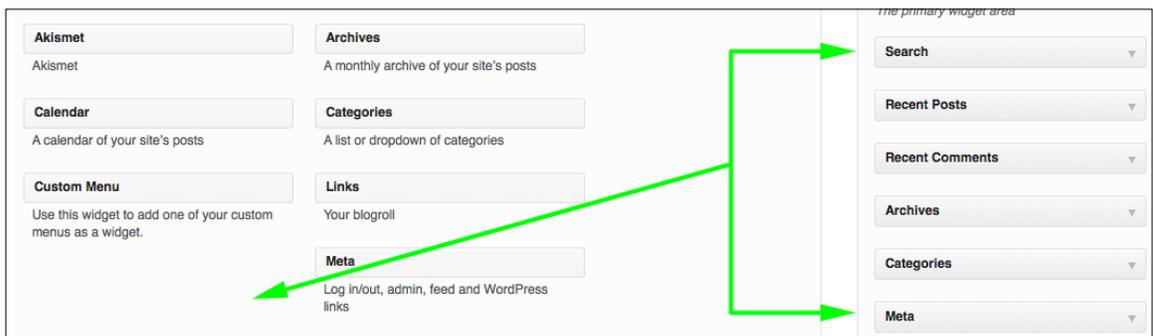
Managing Your Widgets

With all our content in place, we just need to clean up a few remaining areas, like our widgets. Widgets are used to add additional features or functions to Wordpress website. When designing and coding your Wordpress theme, your theme's designer will have designated certain areas within your website to be widget-ready. Most (but not all) themes have at least one widget-ready area – a side bar.

Tip: Depending on the theme you use, your widget options may look very different from what you see before, as our default theme has multiple sidebar options as well as four different areas within the footer available for widgets. Don't worry too much if everything does look different, the same principles taught below will work the same for you.

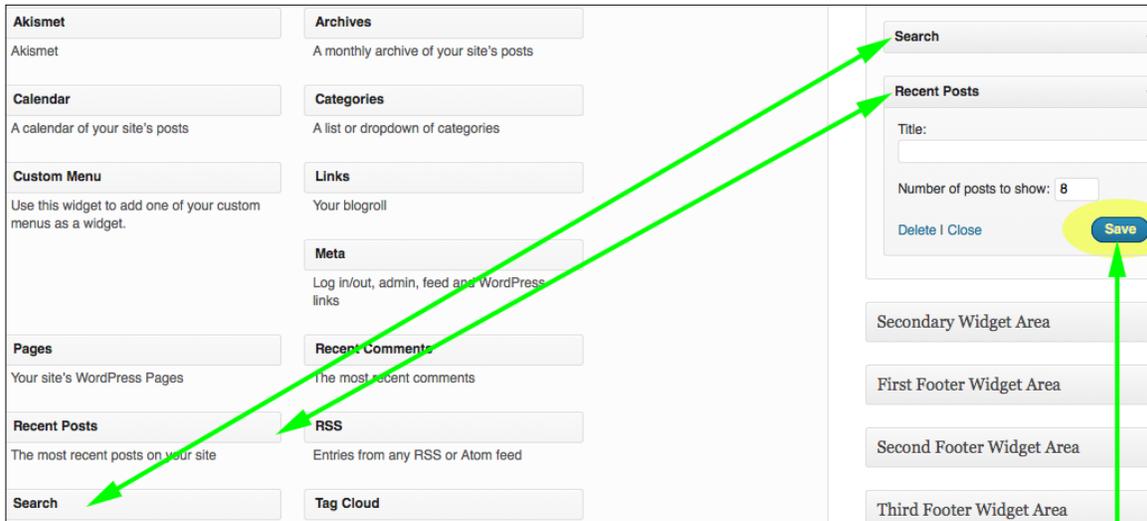


We find our **Widget** panel under the submenu of the **Appearance** tab.



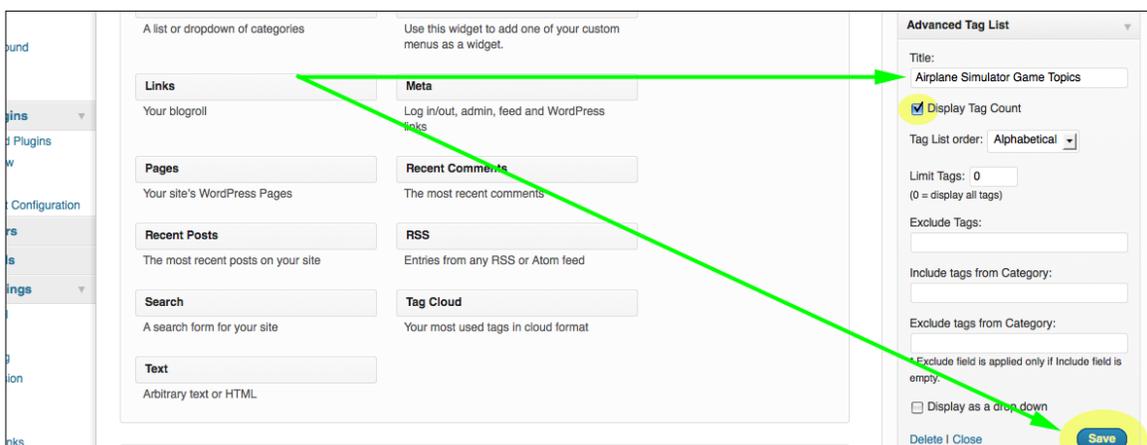
By default, there are a number of individual widgets placed in the sidebar of a theme. We'll want to get rid of all of those. To move a widget, click the rectangle bar containing the widget's name and drag it. To delete or remove any of them, click the widget, drag it off the predetermined widget area, and then let go. I'll clear my sidebar and then start adding my preferred widgets to my site.

Tip: Like plug-ins, different people prefer different widgets or widget arrangements. It is all a matter of preference. You should also take note that different themes may offer their own exclusive specialty widgets, or you could choose to download additional plug-ins in order to have more widgets to choose from.



I'm going to add a search bar followed by the **Recent Posts** plug-in. Since the majority of the content of this website will be with article posts, I'm going to change the number of posts to up to 8 and the save that change.

Next, I'm going to add my **Links** widget. I'm going to post both the link name and description.





TIME SAVING SHORTCUTS

Make Your Site Sell
With A Trustworthy
Layout and Design!

FREE Estimate!

Following the Links widget, I'm going to add the **Advanced Tag List** widget. This widget is only available when I active the Advanced Tag List plug-in I had previously installed. Tags not only help your visitors find related posts quickly, listing them offers another opportunity to add keywords to every area your tag widget is seen.

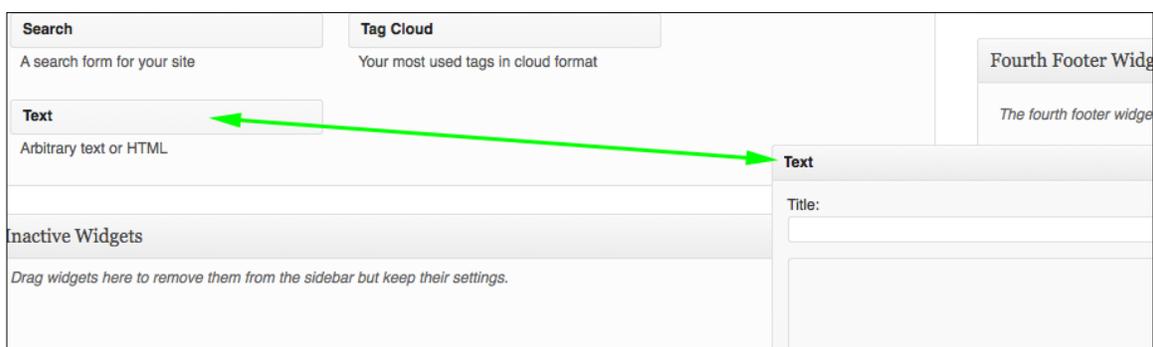
Tip: The default tags widget, **Tag Clouds**, works the exact same way as the Advanced Tag List. I use the Advanced Tag List widget purely for aesthetic purposes, as I personally find tag clouds to be difficult to read and very ugly. However, apart from their actual appearance, one widget is not an improvement over the other in any way.

In this widget, I will title it as well as select the option to display the tag count. After making these changes, I'll save the new settings and move on. That will complete my sidebar, but I'm not finished with the widgets panel yet.

Adding Links to Your Footer

The disclaimer pages we created earlier need to be displayed somewhere on our website, and I've found the best place to do so is in the **footer**.

Tip: Since this theme offers footer widgets, we will use one in our guide to show you the easiest way to adjust the content in your footer. However, depending on the theme you are using, you may need to edit your footer's by something other than a widget. You will need to determine how to adjust your footer on a theme-by-theme basis.



Any time you want to add something to your sidebar, footer, or other widget ready area where there isn't a specific widget available, you can use the text box widget. The text box widget allows you to add code to make your site do whatever you want it to.

To list our pages in the footer, I'm going to simply type in my links with HTML.



To do this, we'll start by entering:

`The Name of Your Page`

We'll copy and paste this for our other two pages, changing the URLs and the names of our pages.



After saving this, let's take a look at our site to see how it appears.

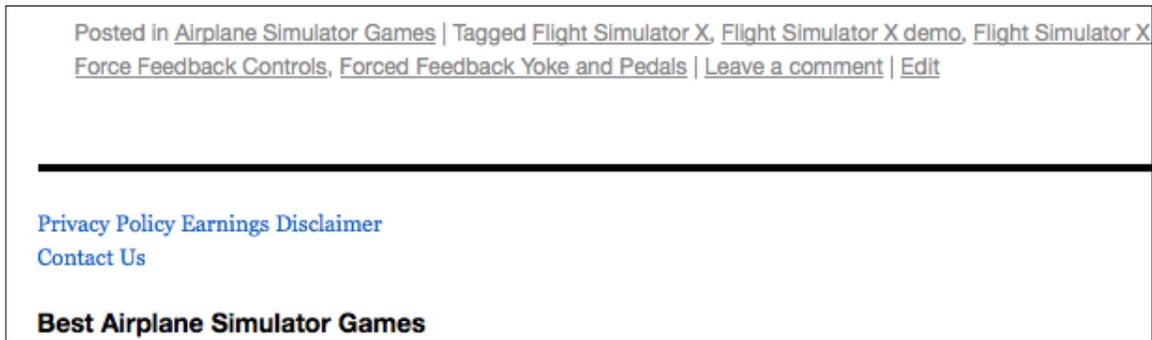


TIME SAVING SHORTCUTS

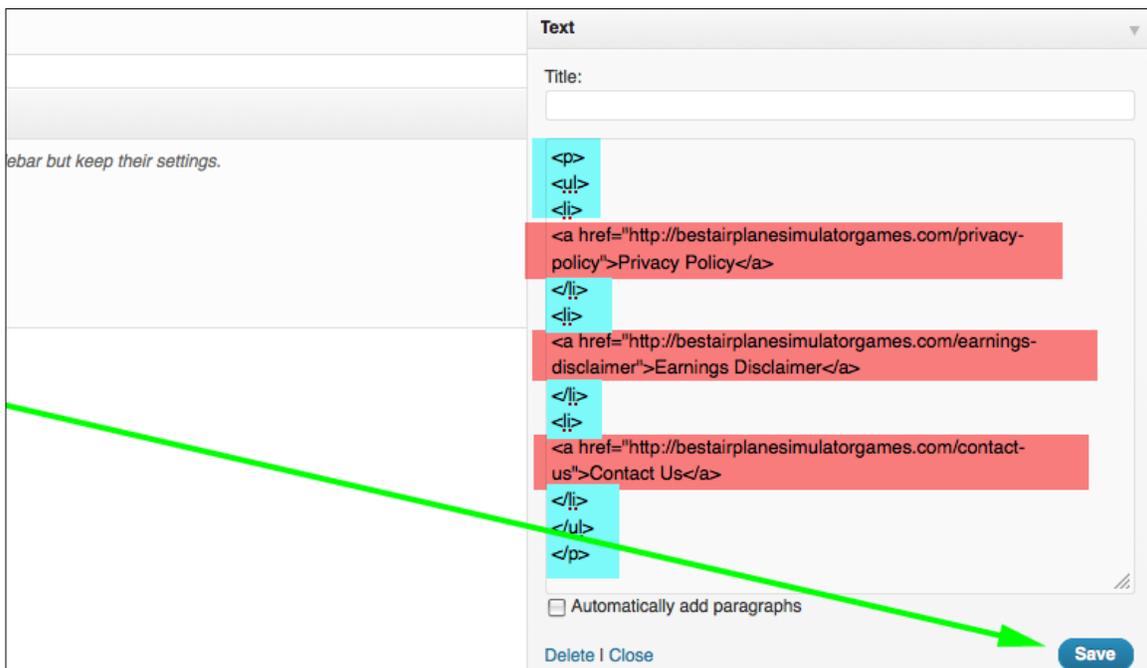
****Special Offer****

- Rocket your blog to the **TOP** of the Search Engines!
- Hundreds of links from the web's top Social Media sites...
- **Articles and Content Included**

Get Yours HERE!



This will work in a technical sense, but I'm not really crazy about how it looks, so I'm going to add a bit more of code.



To turn my three links into a bulleted list, I'm going to add the following:

```
<p>  
<ul>  
<li><a href="http://yourdomain.com/url-of-your-page">Name of your page</a></li>  
<li><a href="http://yourdomain.com/url-of-your-page">Name of your page</a></li>  
<li><a href="http://yourdomain.com/url-of-your-page">Name of your page</a></li>  
</ul>  
</p>
```

After taking a second look, I think that looks much better.

Using Banner Ads

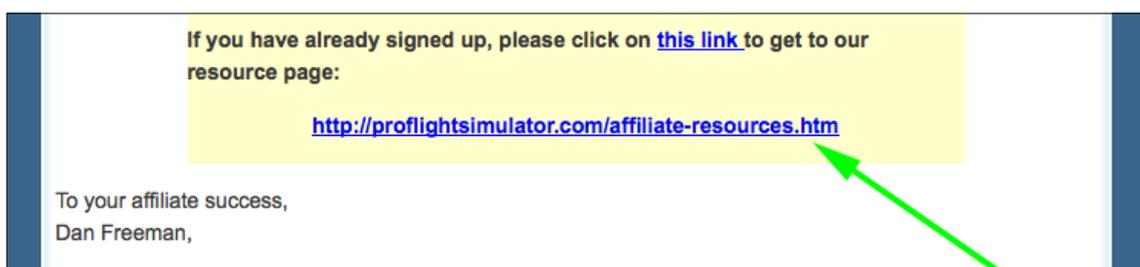
With our website nearly completed, and we've already chosen a product to promote, we can begin testing out different promotional methods.

One method to try is to promote your product with banner ads. These ads are graphics provided by the product's owner that can be added to your site and used to direct traffic to your affiliate link.

The product we've chosen to promote has a number of affiliate tools, including a number of different banner ads to choose from.



At the bottom of the sales page of our chosen product ([ProFlight Simulator](#)), you will see a tiny link named "[Affiliates](#)" in the footer.



Clicking that link will direct you to promoting the [affiliate program for this product](#). We're going to click the link in the center of the page to take us to the affiliate resource page.



At Last, a Super Easy Tool That Builds (and Pre-Writes) Sales Letters, Squeeze Pages, and MORE for You Automatically...

WATCH VIDEO
To See How

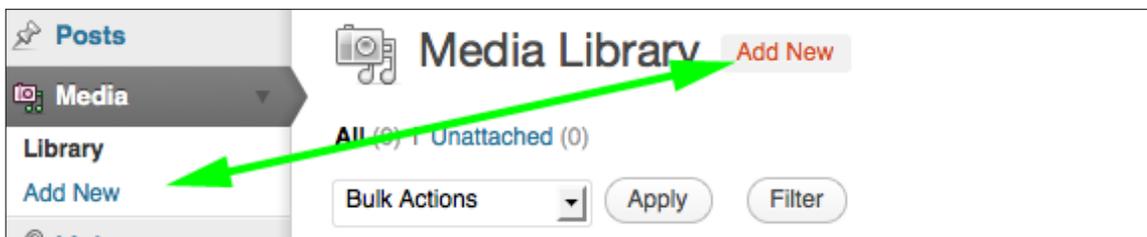


When you scroll down the resource page, you'll get about half way down the page when you run into a number of different banner graphics.

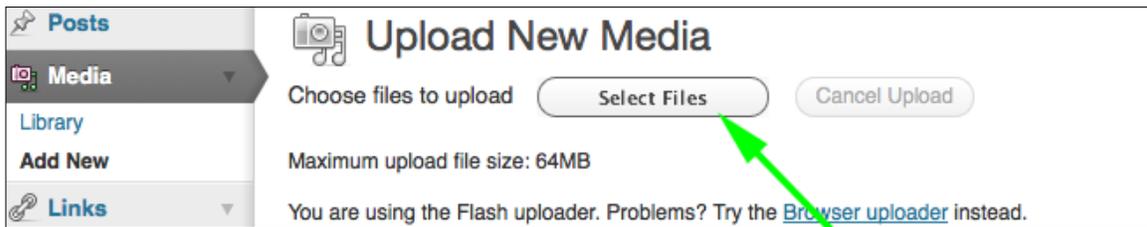


After choosing my banner, I want to add it to my site. The owners of ProFlightSimulator provide the HTML code needed to add you banner directly to your site, but most product owners do not offer that, so I want to show you a different method.

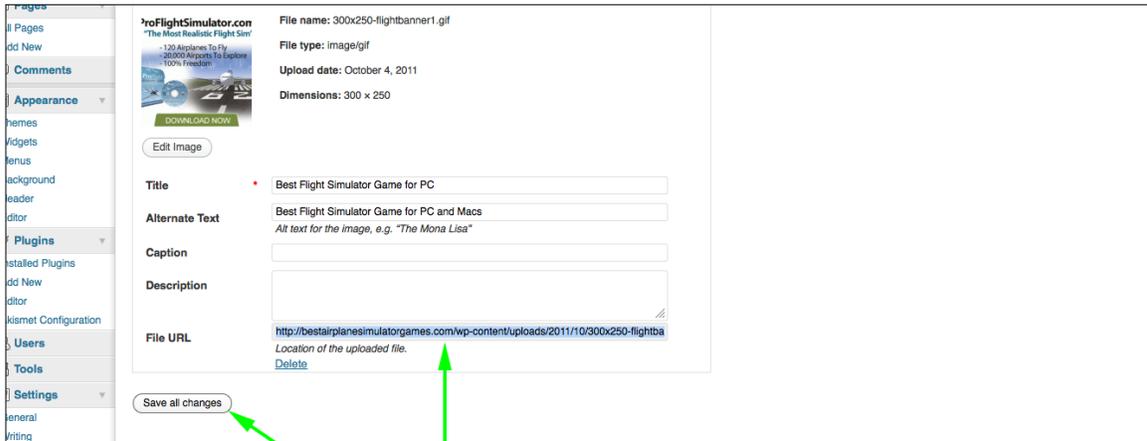
My first step is to save my banner image. To do so, I'm going to right click the image to then click "**Save Image As**". I'll save the image to a location I'll remember (like my desktop) and rename it if I want.



Once the graphic is saved, I'm going to go over to my "**Media**" tab on the left navigation bar of my Wordpress site. From the submenu, I will choose "**Add New**".



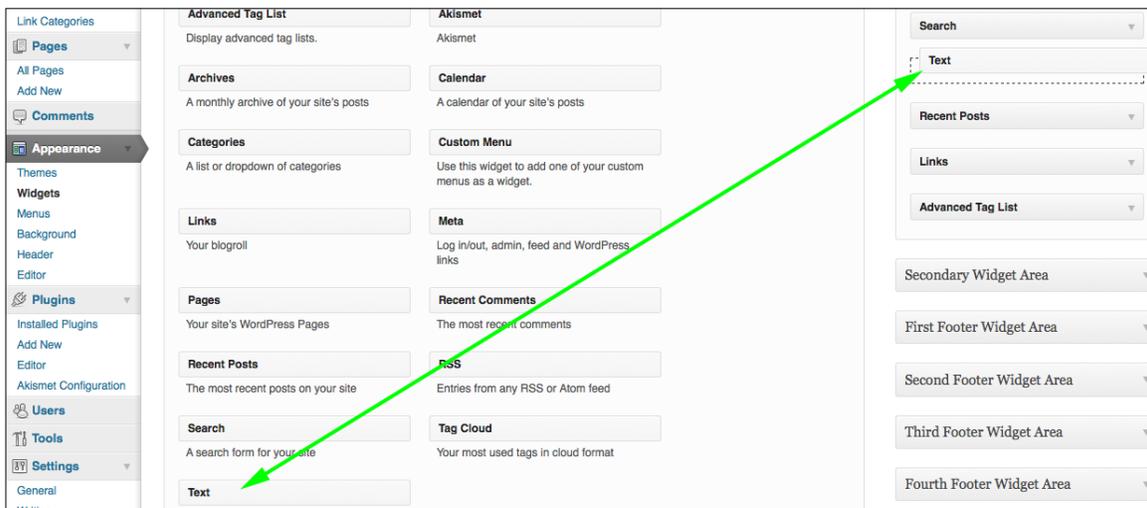
I'll click on the "Select File" button and choose my image to upload it directly to my domain.



When the graphic finishes uploading, a screen that looks something like this will appear.

Tip: Your uploaded image may appear cropped on this screen. Don't worry – its not.

I am going to add a title and alt text to my graphic, but the most important thing I want to do here is to highlight and copy the URL of the image's location.





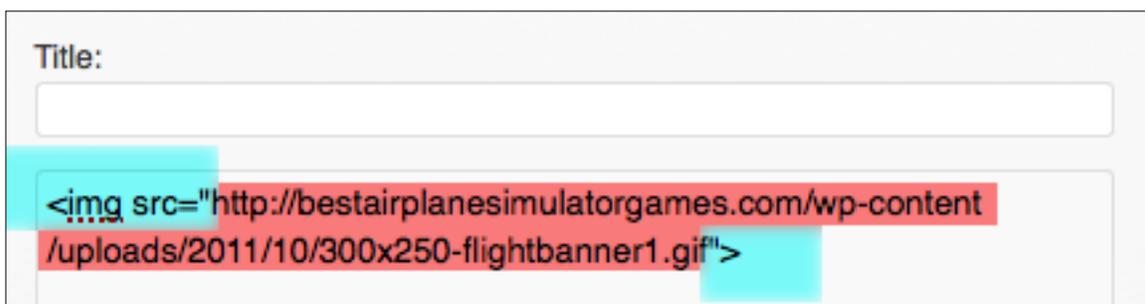
Free 1-on-1 Strategy Call with Experienced Marketing Coach Gets You Unstuck and Finally Ready to **Make Serious Money Online!**

Get FREE Consultation

With the image's URL copied, I'm going to jump back to the Widgets option under my Appearance tab. I want to add my banner to my sidebar, which is known as my Primary Widget area in this theme. To add the graphic and my affiliate link, I'm going to drop in a text box widget.



Inside the widget, I'm going to paste the URL of my banner's location.

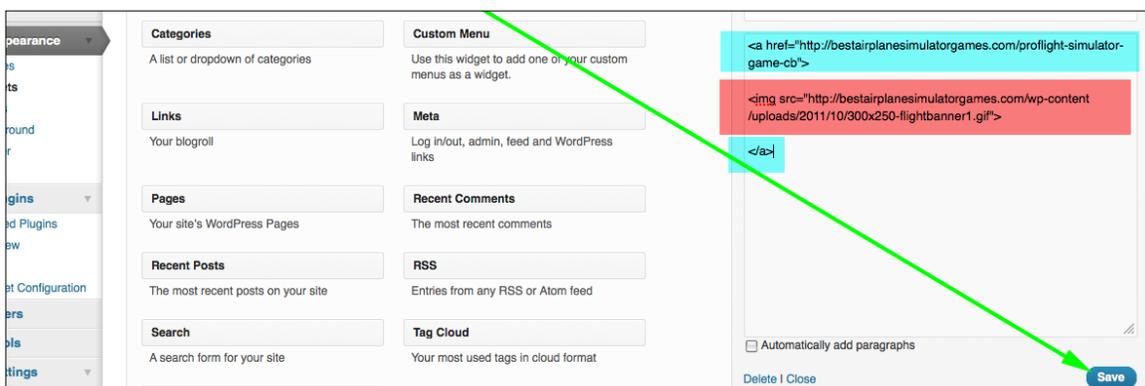


However, to make this URL appear as an image, I need to add a bit more code. I'm going to add the following:

```

```

That will make my image visible, but I also want to turn it into a link to direct visitors to my affiliate offer.

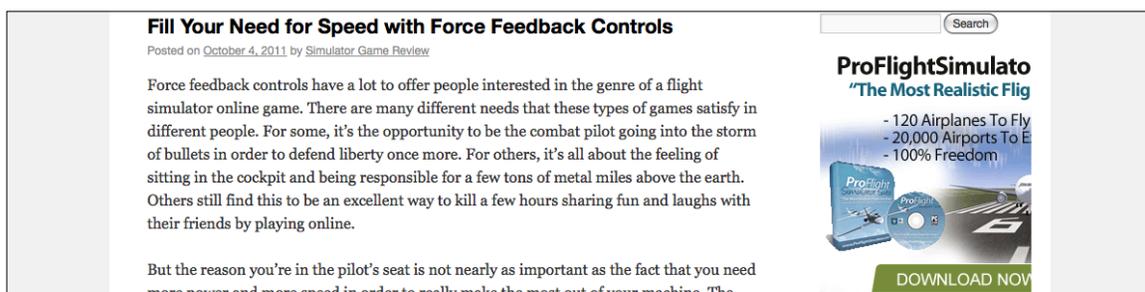


As you make remember seeing earlier, a link consists of two parts. The first part contains a bit of code followed by your URL, and the second includes a smaller amount of code to close the link. What sits between these two parts is what is seen as a link to your visitors. When you created links before, we used text (the names of our pages). This time, instead of text, we're going to use our banner graphic.

The code I added was as follows:

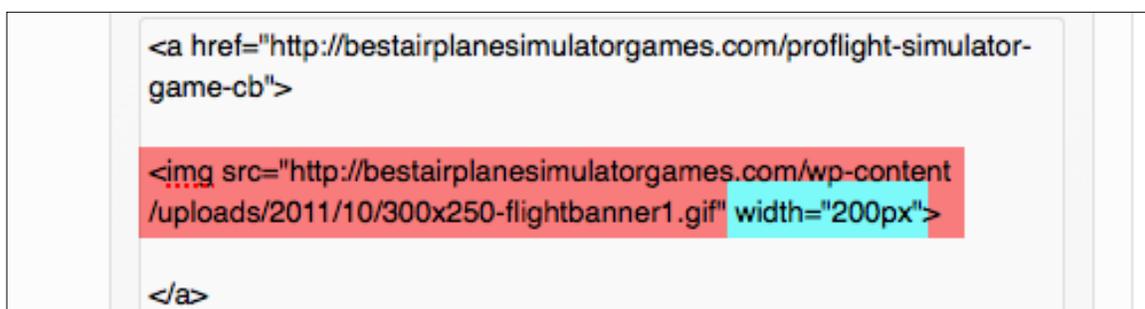
```
<a href="http://my-cloaked-affiliate-link">  
  
</a>
```

As soon as we save this, we will have a live banner link in our side bar. Let's take a look.



Uh oh, our image is cut off. What happened?

Most sidebars have a predetermined size, and anything larger than that size will be cut off automatically. The banner image we chose must have been larger than our side bar. Luckily, there is an easy fix for this.

An advertisement for backlinks. It features a clock with a sign that says "TIME SAVING SHORTCUTS", stacks of gold coins, and a button that says "THIS VIDEO Shows You How". The text reads: "Get Backlinks to Your Blog for as Little as \$0.015 Cents a Link!".

Get Backlinks to Your Blog for as Little as \$0.015 Cents a Link!

THIS VIDEO Shows You How

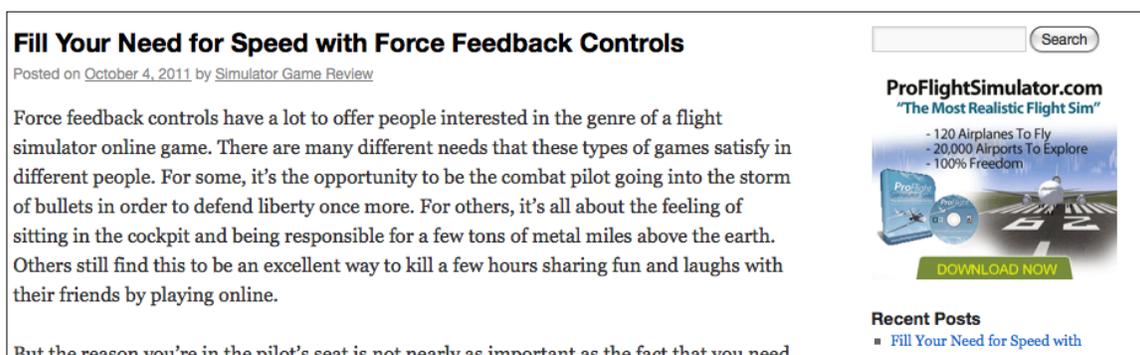
Looking at our code again, we're going to tell Wordpress exactly what size we wanted our image to be. We do this by adding a little bit of additional code as seen below:

```

```

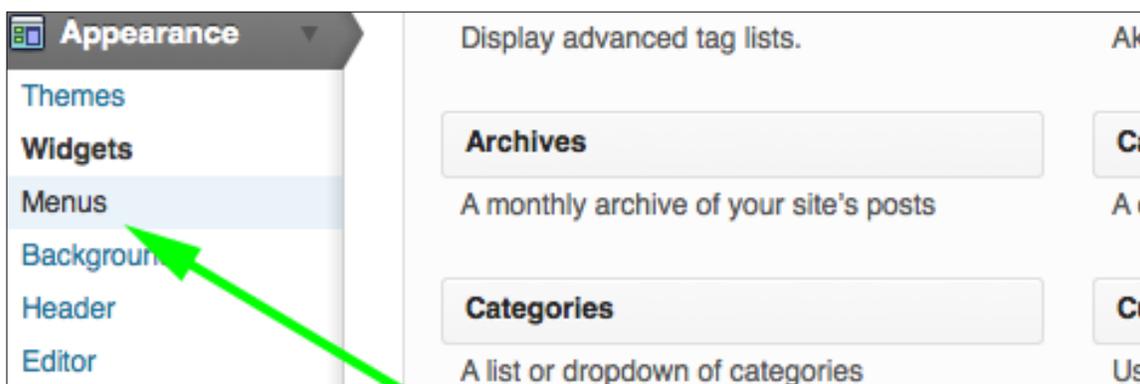
The way we change the size of an image is to list a specific width measurement or height measurement (Don't do both or it will resize your image out of proportion).

Tip: Sometimes you'll know exactly what size sidebar you're working with, other times you may have to guess. If you're unsure, enter a measurement, save your text widget box, and then refresh your homepage to see your changes. You can then adjust the width dimension as needed.

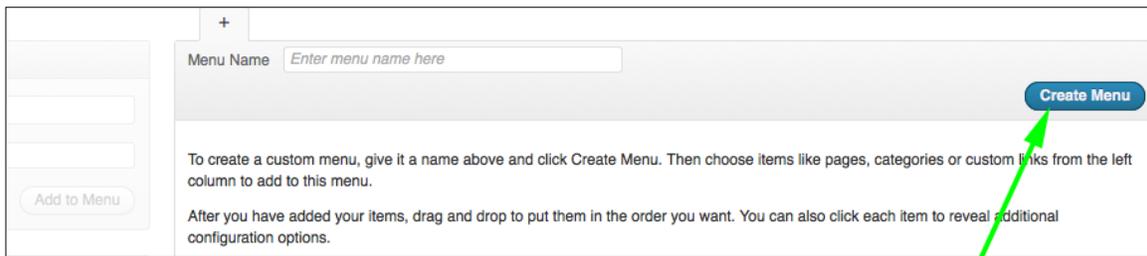


With the size adjusted, your banner now looks perfect.

Creating Custom Menus



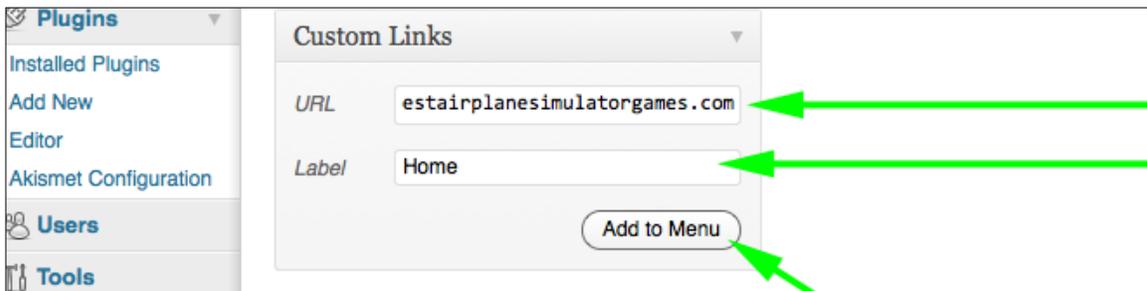
At one time, custom menus were only available as an option within a handful of premium themes, but now Wordpress has made them available to everyone. You will find your Menus option in the submenu under the **Appearance** tab.



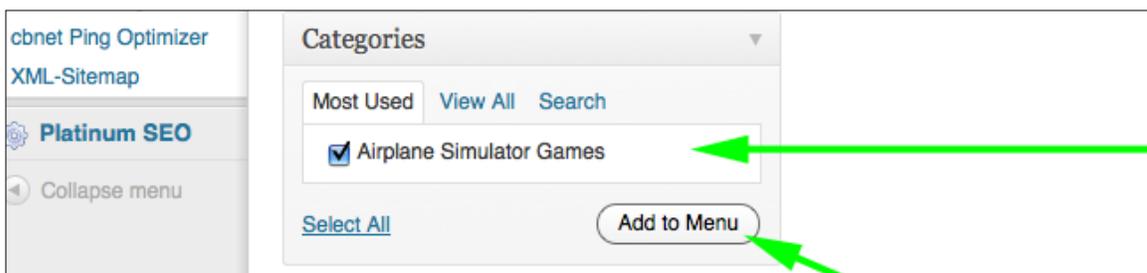
You will first need to name the new menu you're about to create. The name is only needed for organization purposes and will be seen only by you. Click the blue **"Create Menu"** button to save your new menu's name.



Once saved, you can begin to add links to your custom menu.



The first one I'm going to create is a link to my homepage. I will use the **"Custom Links"** option and enter the URL of my site as well as the word **"Home"** in the label field. I will then click the **"Add to Menu"** button.



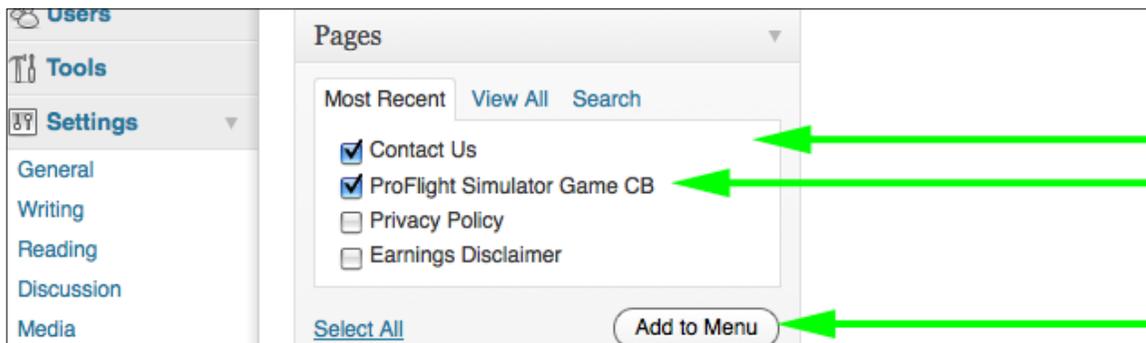
TIME SAVING SHORTCUTS

BUM Marketing
Travis's Pick Of The Month

Cheapest Articles On The Planet - Guaranteed!
Have articles written for you for pennies

Click here to get your articles for cheap

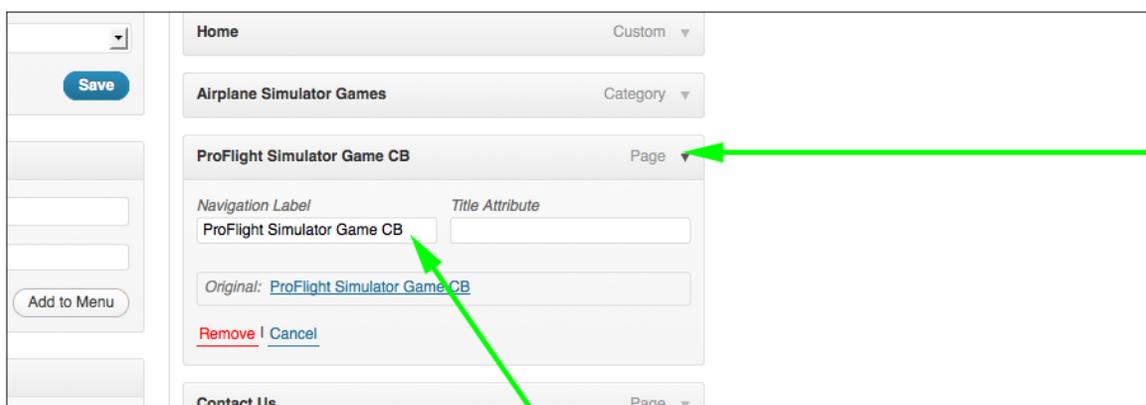
Since all my content is currently made up by posts, I'm going to add a link for my primary **category** (which will be helpful if I choose to add more content with additional categories). To do this, I am going to click the box next to my chosen category before clicking the **"Add to Menu"** button.



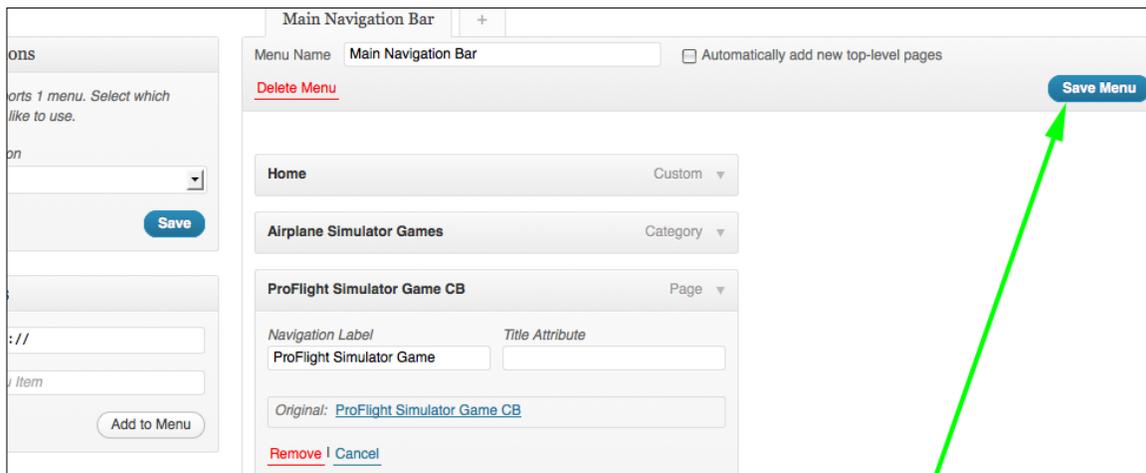
I'd also like to add a couple of my pages to my menu. I don't necessarily need my Privacy Policy or Earnings Disclaimer in my header, but I think my Contact page should be. And for the time being, I'm also going to add my direct affiliate link (which, as you remember, is being cloaked as a page). I will select the boxes next to those two links and click **"Add to Menu"**.



With all my links added, I'm going to go ahead and sort them into my preferred order. Moving these menu links is very similar to moving widgets, so I will click and drag the rectangle belonging to my affiliate link to move it ahead of my Contact page.

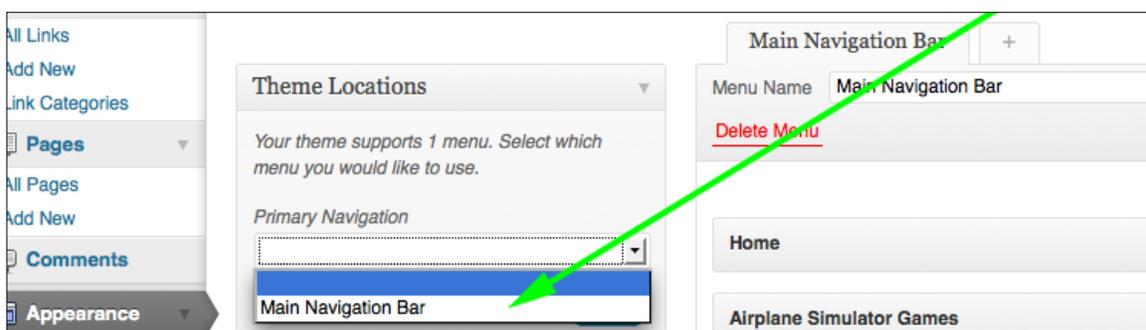


I would also like to change the text of the label of my affiliate link to something that looks better in my menu. I'll only be changing the label – the link is still named the same and has the same URL. To do so, I will click the small arrow seen in the upper right hand corner of my link's rectangle. This will open up additional options below allowing me to rename the Navigation Label anything I want it to be. Once everything is perfect, I'll need to click the blue **"Save Menu"**.



Our custom menu has been created, but we can't forget the last important step – we need to tell Wordpress where to place this new menu.

Tip: Different themes may have different menu locations to choose from. Our default theme only offers one, entitled **"Primary Navigation"**. When there is only one location available for the insertion of our custom menu, it typically refers to the main navigation bar found directly below our header.





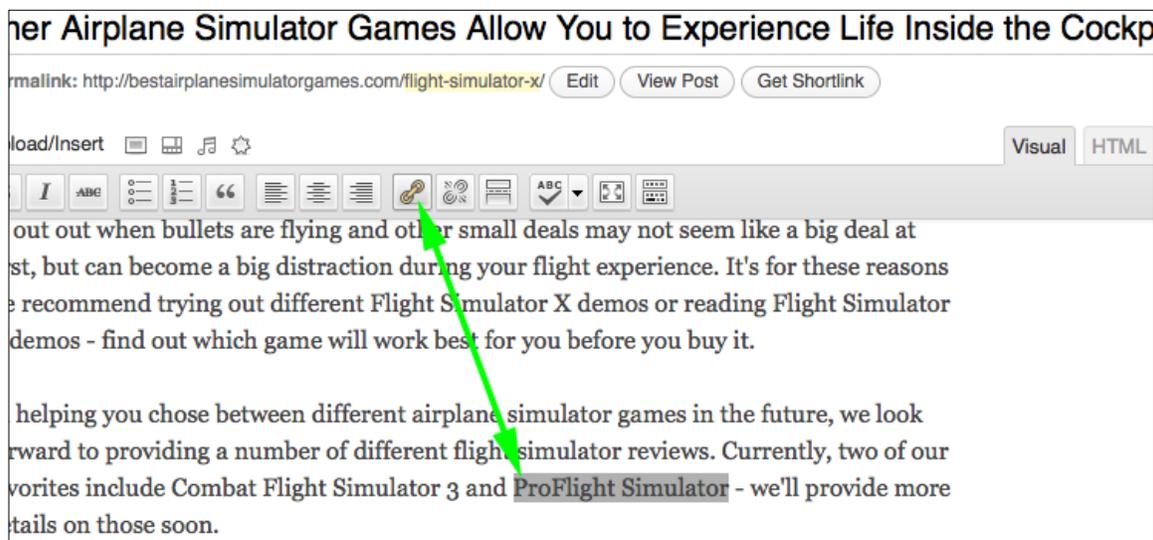
Are Your Websites Ranked High Enough in the Search Engines?
Our Clients are!

[See Proof HERE!](#)

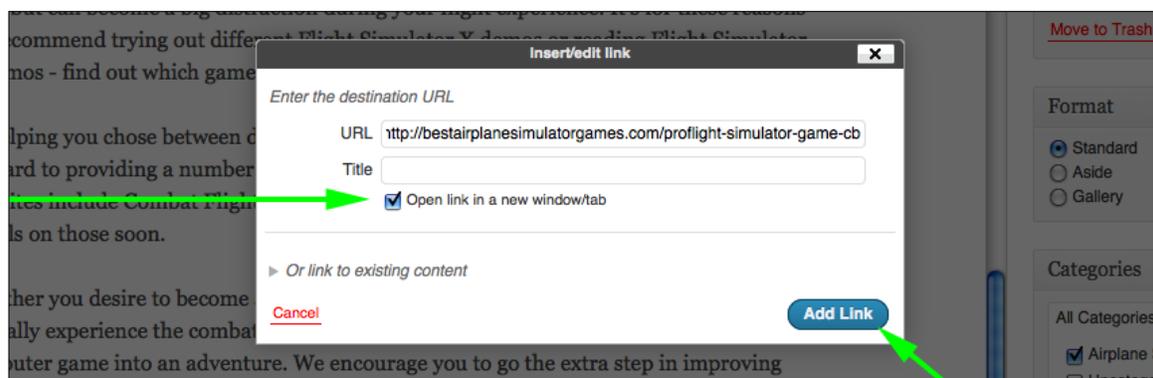
From the drop down box found in the “**Theme Locations**” area, I’m going to choose my newly created menu and save this setting by clicking the blue button. We are now all set with our menus.

Building Contextual Links

While we’ve covered building links within our site, it’s also good to know how to create contextual links as well. Contextual links are created from text found within your content, typically found right in the middle of a sentence and containing a keyword phrase. Wordpress offers an easy way to create these.



I’m going to jump back into a post via the Posts tab and click on a specific title within the posts panel. Once inside your post, simply highlight the word(s) you want to turn into a link. Then click the small button with an icon that looks like a chain (approximately 6th button from the right).



After doing so, a new window will pop up. In it, you will list the URL you want to direct your link to. You can also choose to set the target of this link to blank for it to open in a new tab or window when clicked. Click the “**Add Link**” blue button, and you are set.

Introduction to Search Engine Optimization

Throughout this guide, you’ve heard my mention **SEO** and **Google rankings** a lot. Let me explain a little more what I’m referring to.

To make money with your website, you’re going to need visitors. This process and methods used to get those visitors to your site is known as traffic generation.

There are a number of different ways to generate traffic, but when you’re just starting out, I recommend sticking with SEO for a little while. SEO stands for search engine optimization. When methods are applied to properly optimize your site for search engines like Google, they will associate your website with specific keywords entered by people searching Google for information. If Google “likes” your site, they will list it as one of the first ones within their results, and the higher you are listed, the greater your potential will be to receive more traffic.

How to do you make Google like your site? Since Google’s ranking algorithm is top secret, no one can give you an exact answer. However, there are many people who study Google closely, so we are aware of many techniques that are consistently rewarded by Google as well as others that seem to be harmful. Following many of the basic SEO techniques described here will place you inline to achieve highly rankings within Google.

The simplest way to start is to ensure that you inform Google what your site is about and subtly state which keywords you initially want to rank for. One way you can do this is by adding title and meta tags. The simplest way to do this is by using the Platinum SEO Pack plug-in.



Make Your Site Sell
With A Trustworthy
Sales Video!

FREE Estimate!

Using the Platinum SEO Pack Plugin

Once the Platinum SEO Pack plug-in is activated, you will see a number of additional fields at the bottom of every post and page (the image above is of one of our posts). I am going to enter a title in the Title field, a one or two sentence summary in the Description field, and a short list of related keywords in the Keywords field.

Path: p
Word count: 483 Draft saved at 2:38:27 pm. Last edited by Simulator Game Review on October 4, 2011 at 2:34 pm

Platinum SEO Pack

[Click here for Support!](#) [Know about the meta tags](#)

Title: Force Feedback Controls for Airplane Simulator Games|
52 characters. Most search engines use a maximum of 70 chars for the title.

Description: Learn about what we believe to be the best force feedback joystick and yoke and pedals for these games - perfect for those who love airplane simulator games.
157 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated): oystick, yoke and pedals, Logitech Flight System G940, CH Products, Flight Sim Yoke USB LE, Pro Pedals

PSP Meta Index and Nofollow Tags:
NOARCHIVE this page/post:
NOSNIPPET of this page/post:
Disable title rewrite on this page/post:
Disable PSP title format on this page/post:
Disable PSP on this page/post:

index, follow index, nofollow noindex, follow noindex, nofollow

Tip: As you'll note by the sentences in blue, there is a recommended length for both Titles and Descriptions. While these recommendations are there for a reason, you don't necessarily have to hold to them. When forming my title and descriptions, I want to make sure my primary keyword is in the title as well as trying to fit it in the description, too. If I can't make it work in the description, I will make certain that at least one other keyword phrase is in there.

The other important option you'll see about is the four options for indexing and following. Nearly everything on your site should be "**Index, Follow**" as seen above. However, you may choose different options on pages like your disclaimers. For those, I chose the second option, "**Index, NoFollow**".

Tip: What is the difference between Index and NoIndex as well as Follow and NoFollow? Index options tell Google whether you want them to crawl that specific page at all. You will want all your posts and pages providing content to be indexed, and it is also helpful for things like our disclaimer pages to be indexed as well (There is a popular rumor that Google may look favorably on sites offering such things).

Follow refers to whether Google will spread your sites “ranking juice” from the home page to each additional page. Each site only has so much authority, or ranking juice. The more you spread to additional pages, the less you have for your website’s primary home page. Because of this, I typically add “**NoFollow**” options to all links that leave my site, all affiliate links, and pages like our disclaimers and Contact page.

In addition to adding meta tags to your posts and pages, you will also want to do so for your home page. To complete this, you need to visit the Plug-Ins tab again and go to the Settings link under the Platinum SEO Pack plug-in.

Automatically do 301 redirects for permalink changes:

Home Title:

Home Description:

Home Keywords (comma separated):

Canonical URLs:

Rewrite Titles:

Once inside, you’ll see a number of different options. Here are the ones you want to pay attention to:

- **Home Title** – Enter your site’s name, keeping it as simple and as keyword-focused as possible
- **Home Description** – A two to three sentence summary of the type of information your site is planning on providing
- **Home Keywords** – Your primary keyword, as well as additional targeted keywords.

Your choices as to which of the next options your want to select is completely up to you. I leave most of them in their default settings, but if you’d like to learn more, just look at the images below.

TIME SAVING SHORTCUTS

****Special Offer****

- Rocket your blog to the **TOP** of the Search Engines!
- Hundreds of links from the web’s top Social Media sites...
- **Articles and Content Included**

Get Yours HERE!

Collapse menu

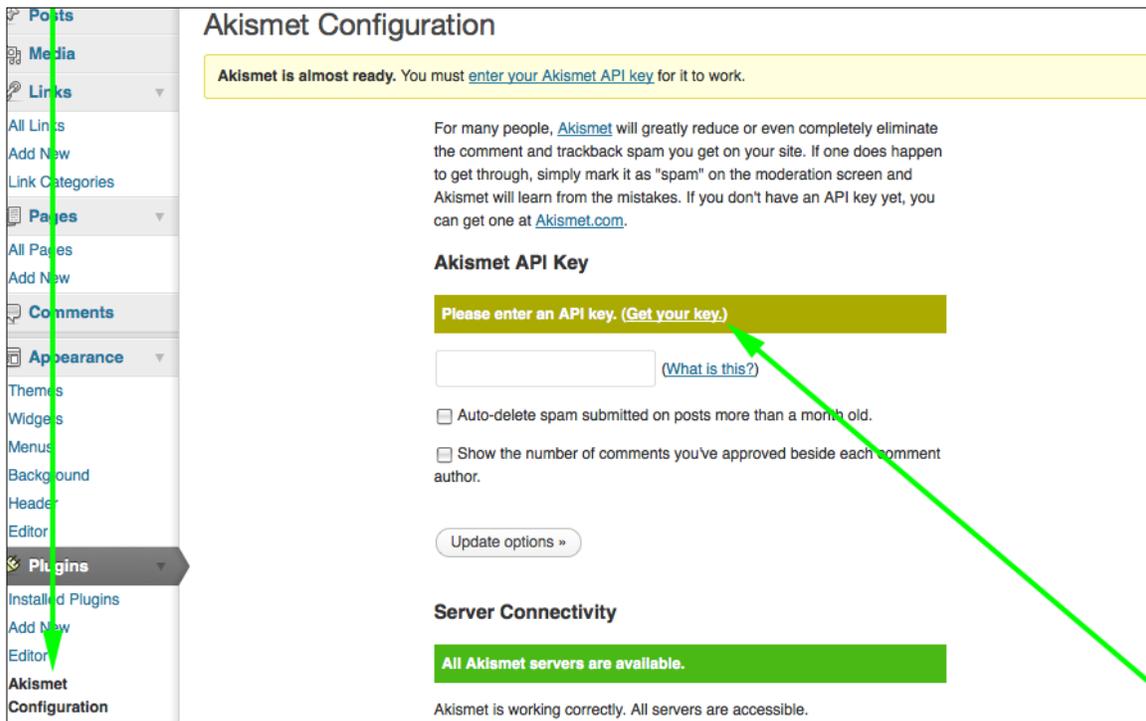
- Use Categories for META keywords:
- Use noindex for Categories:
- Use noindex for Date based Archives:
- Use Tags for META keywords:
- Use noindex for Tag Archives:
- Use noindex for comment pages of posts(Introduced in wordpress 2.7):
- Use noindex for comments RSS feeds:
- Use noindex for all RSS feeds:
- Use noindex for Search result pages on the site:
- Use noindex for sub pages:
- Use noindex for author archives:
- Add noodp meta tag:
- Add noydir meta tag:

- nofollow category listings on pages:
- nofollow category listings on posts:
- nofollow archive listings on pages:
- nofollow archive listings on posts:
- nofollow external links on front page:
- nofollow login and registration links:
- nofollow links to tag pages:
- Autogenerate Descriptions:
- Additional Post Headers:
- Additional Page Headers:
- Additional Home Headers:

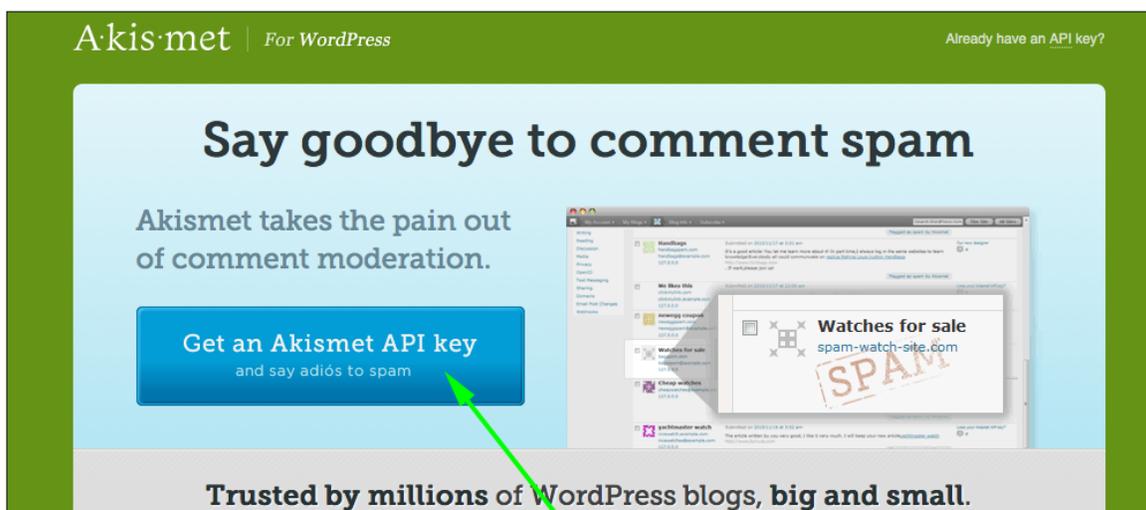
After all your customizations are made, make sure to save these new options.

Using the Akismet Plugin

Throughout our guide, you may have noticed the highlighted line of text that appears near the top of each of my pages. It relates to the Akismet plug-in. Akismet helps in reducing spam blog comments, and I've found it very useful. To use it, you will need to create an account with their service.



Under the **Plugins** tab, you will see the **Akismet Configuratin** option under the submenu. When you click on it, you will see the panel shown in the image above. You will need an 8-digit code to activate the Akismet services. To sign up, click the link in the highlighted area instructing you to **“Enter your Akismet API key”**.

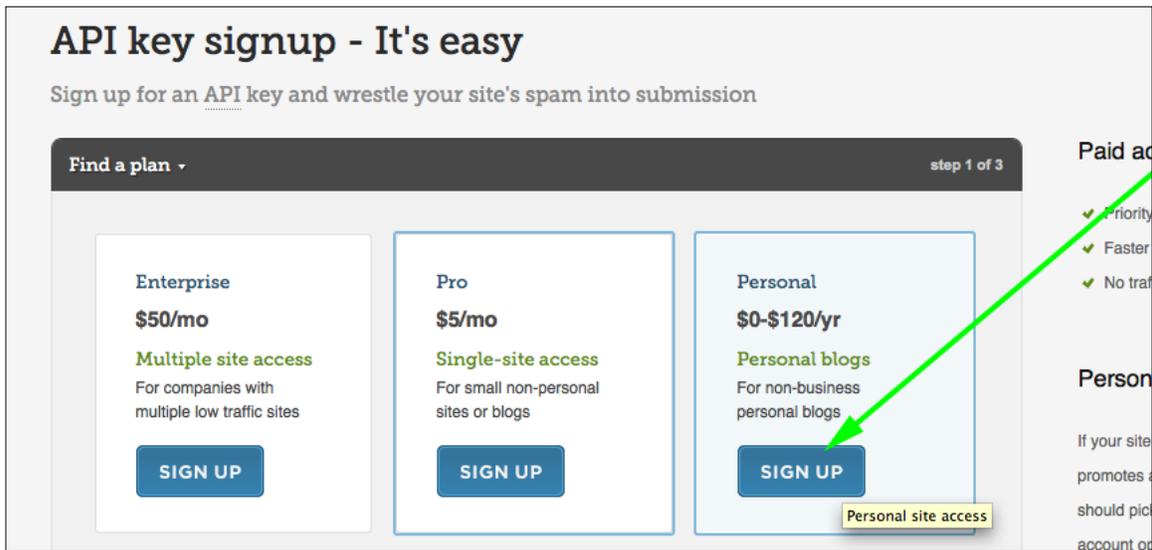


This will take you to the Akismet home page. I'm going to click the large blue button found in the middle of the page.

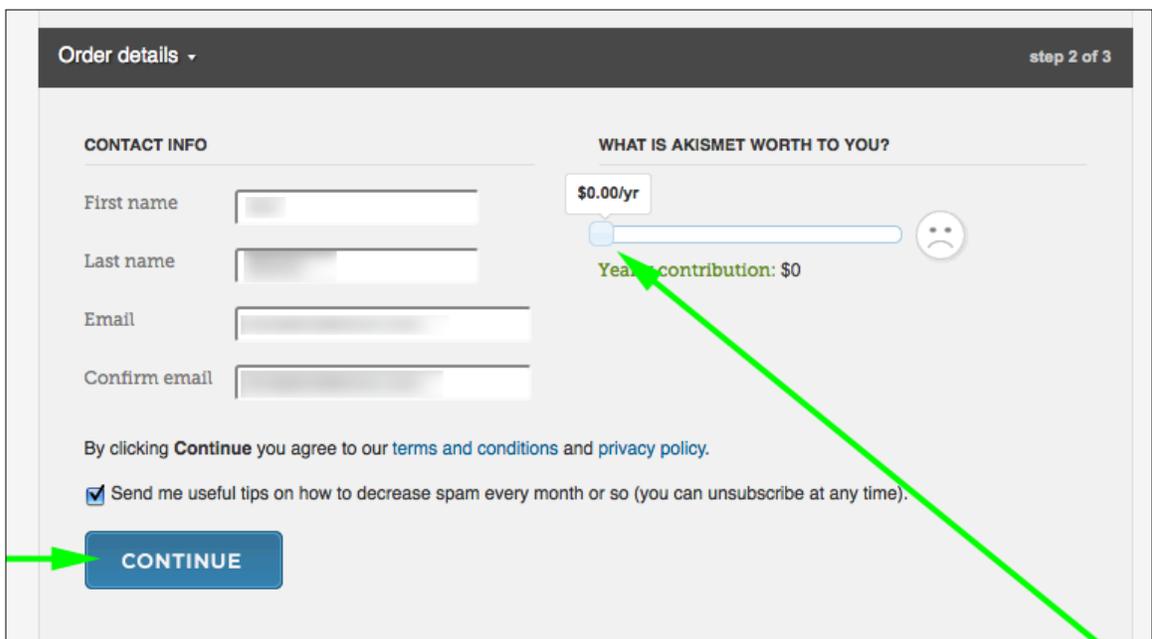
TIME SAVING SHORTCUTS

At Last, a Super Easy Tool That Builds (and Pre-Writes) Sales Letters, Squeeze Pages, and MORE for You Autmoatically...

WATCH VIDEO To See How



The next page gives you the option of different kinds of API keys you can sign up for. Don't worry about the prices listed – you're going to chose the "Personal" option on the right.



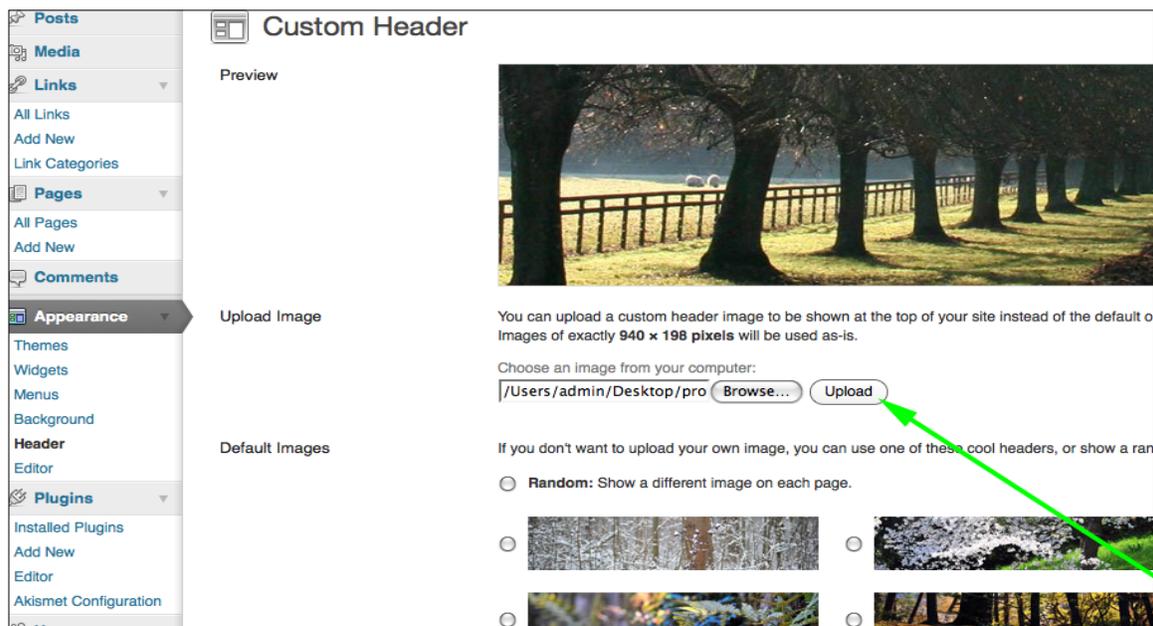
I'll fill out my contact information here, but I'm also going to make sure I adjust the fee slider found to the right of contact form fields. Its default is at \$120, but I'm going to click and drag it all the way down to \$0 to receive my key for free. Once I'm done on this page, I'm going to click the large blue "Continue" button.

And with that, my **Akismet key** will be sent to my email address.

Here is my email and you can see where my key is located. I'm going to highlight and copy it before heading back to my website's Wordpress dashboard.

Entering the Akismet Configuration option again, I'm going to paste my key in the first field and then click the "Update Options" button. Now my Akismet plug-in is finally set up.

Changing Your Header Image



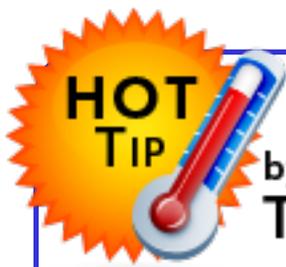
We covered theme choices earlier, but even if you do decide to stick with a simple theme, it would be nice to make it look a little better. Under the **Appearance** tab, you will see a **Header** option in the sub menu. Wordpress provides a lot of default images to choose for a header, but none of them fit with the theme of our site. Luckily, you will notice an upload option above the default header images. This allows you to update your own image for a custom header.

Note: It is imperative that you note the dimensions given. Following these are the only way to ensure that your header will upload properly.



Get Backlinks to Your
Blog for as Little as
\$0.015 Cents a Link!

THIS VIDEO
Shows You How



by
Travis Sago

Are You Making This Mistake With Your Backlinks?

How many types of [backlinks](#) do you have coming into your blog?

If you are only doing one type of backlinking, like [profile links](#), or [forum links](#), or [directory links](#)...you may be killing your chances of ranking higher in Google and other search engines.

Don't get me wrong...It's healthy to get a bunch of backlinks from one source, but the BIG SECRET to fast and consistent ranking's is you want to **VARY your sources** so that everything appears natural to the search engines.

We've made you a video below that walks you through a service that makes ordering DIFFERENT [backlinks](#) as easy as ordering off a menu at a restaurant.

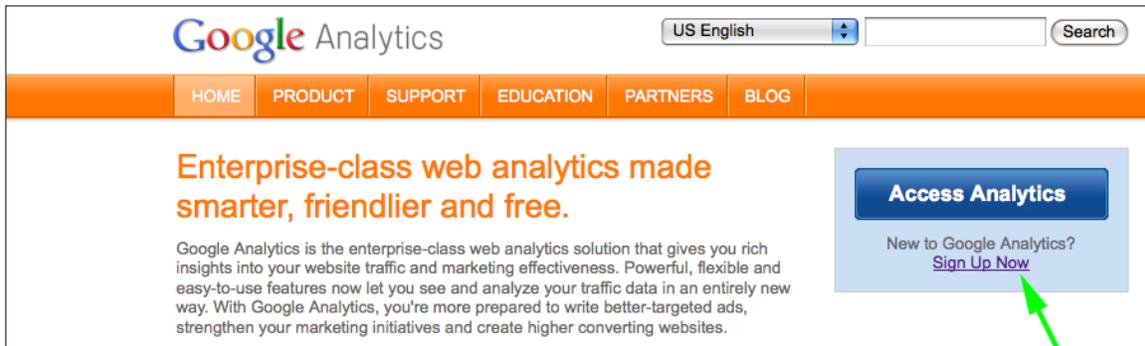
...and without varied [backlinks](#) it's impossible to get those high rankings and traffic you need from the search engines...

Here's the video I did explaining the service I use...I get first page rankings too!

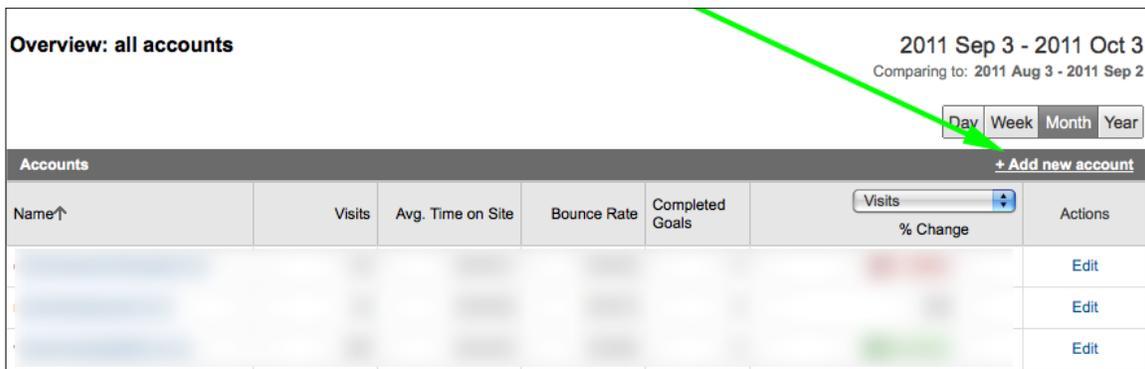


Adding Google Analytics

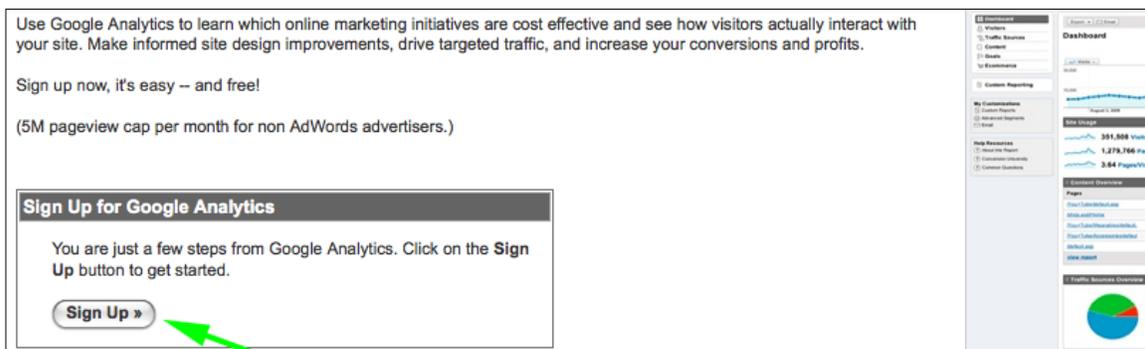
We're now on the last step of building our website, which is to add Google Analytics for tracking.



To find the Analytics homepage, I simply did a search for **"Google Analytics"** get the URL. Once you reach their homepage, you can sign in via your current Google account (which is the same information as your Gmail address or Google+ login). If you don't have one of these, go ahead and create an Analytics account using your primary email address.



Once inside the Analytics dashboard, I'm going to click the **"Add New Account"** link found on the right side of the dark grey border.



This will take you to a page allowing you to create a campaign specifically for your new website. To do this, we'll click the "Sign Up" button.

The screenshot shows the 'Analytics: New Account Signup' page in the 'Getting Started' section. The breadcrumb trail is 'General Information > Contact Information > Accept User Agreement > Add Tracking'. The 'Contact Information' step is active. The form includes fields for 'Last Name', 'First Name', and 'Country or territory' (set to 'United States'). A 'Continue »' button is highlighted with a green arrow. At the bottom, there are links for '© 2011 Google | Analytics Home | Terms of Service | Privacy Policy'.

Add in basic contact information for your new Analytics account.

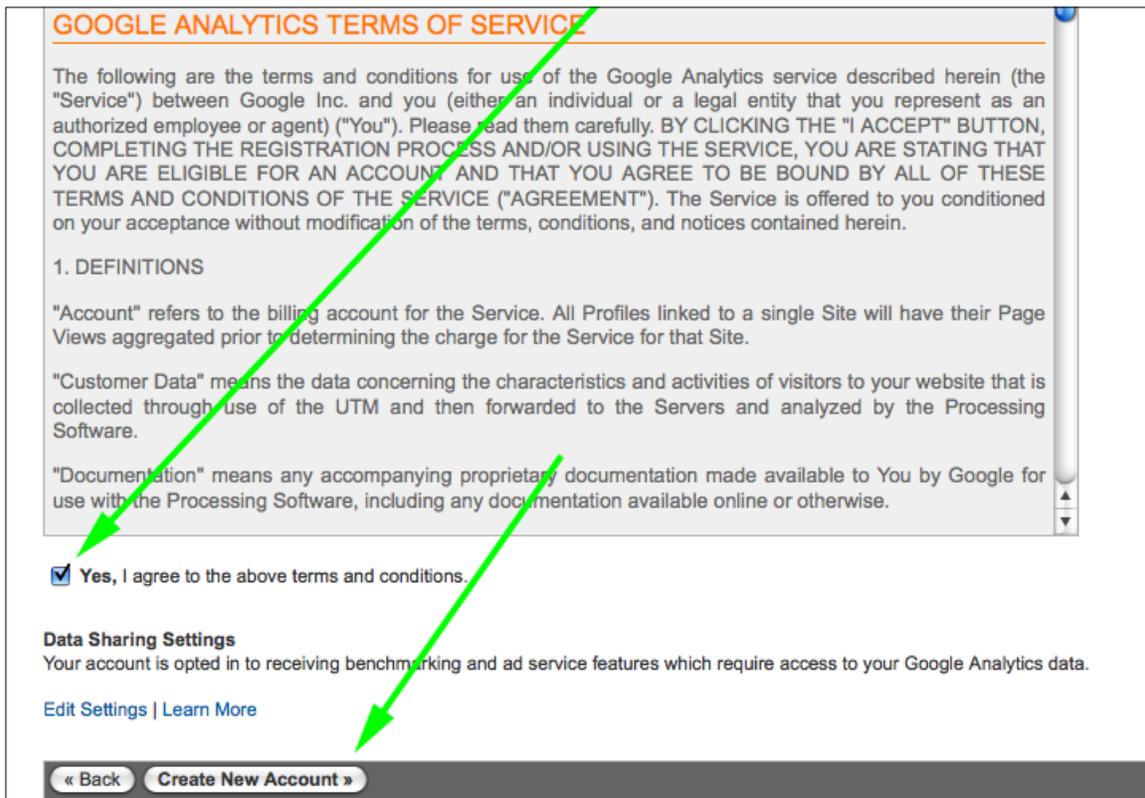
The screenshot shows the 'Analytics: New Account Signup' page in the 'Getting Started' section. The breadcrumb trail is 'General Information > Contact Information > Accept User Agreement > Add Tracking'. The 'Add Tracking' step is active. The form includes fields for 'Website's URL' (http://bestairplanesimulatorgames.com), 'Account Name' (Best Airplane Simulator Games), 'Time zone country or territory' (United States), and 'Time zone' ((GMT-05:00) Central Time). A 'Continue »' button is highlighted with a green arrow. At the bottom, there are links for '© 2011 Google | Analytics Home | Terms of Service | Privacy Policy | Contact'.

Here is where we will enter all our site data. If you didn't add the www to the beginning of your domain, just add in the Website's URL like normal. If you did add the www however, you will want to make sure to include it in the URL field.

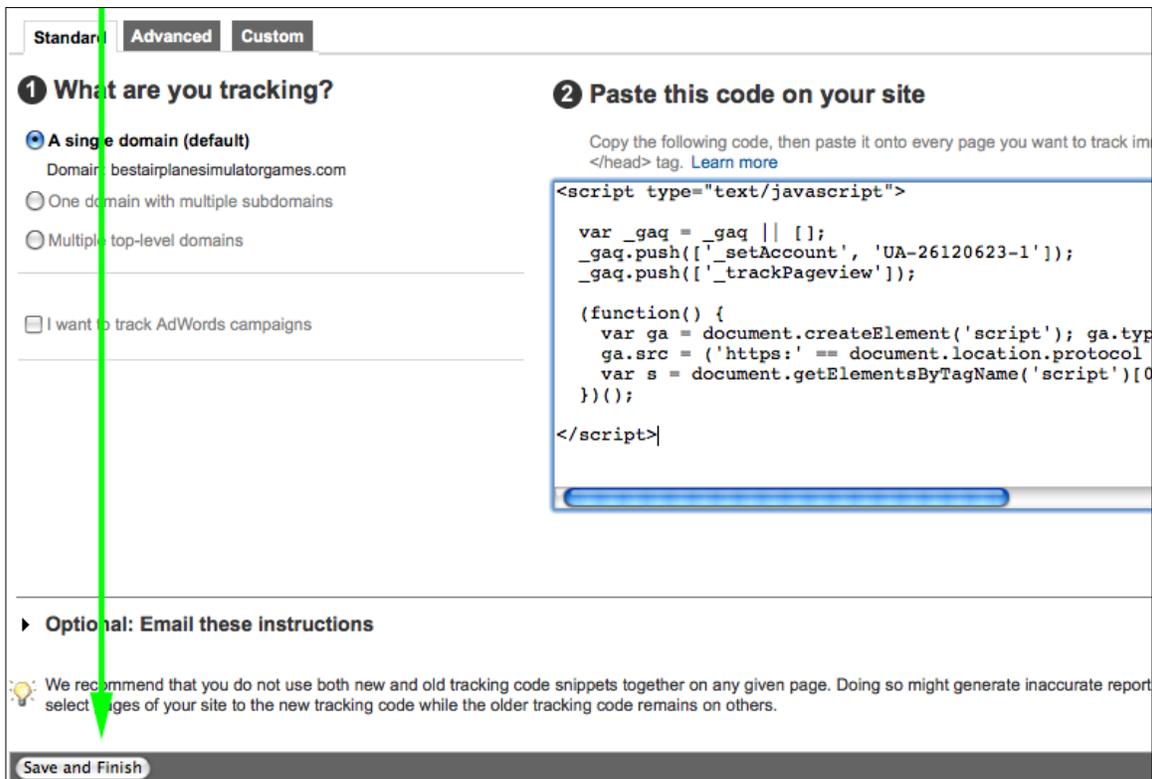
TIME SAVING SHORTCUTS
BUM Marketing
Travis's Pick Of The Month

Cheapest Articles On The Planet - Guaranteed!
Have articles written for you for pennies

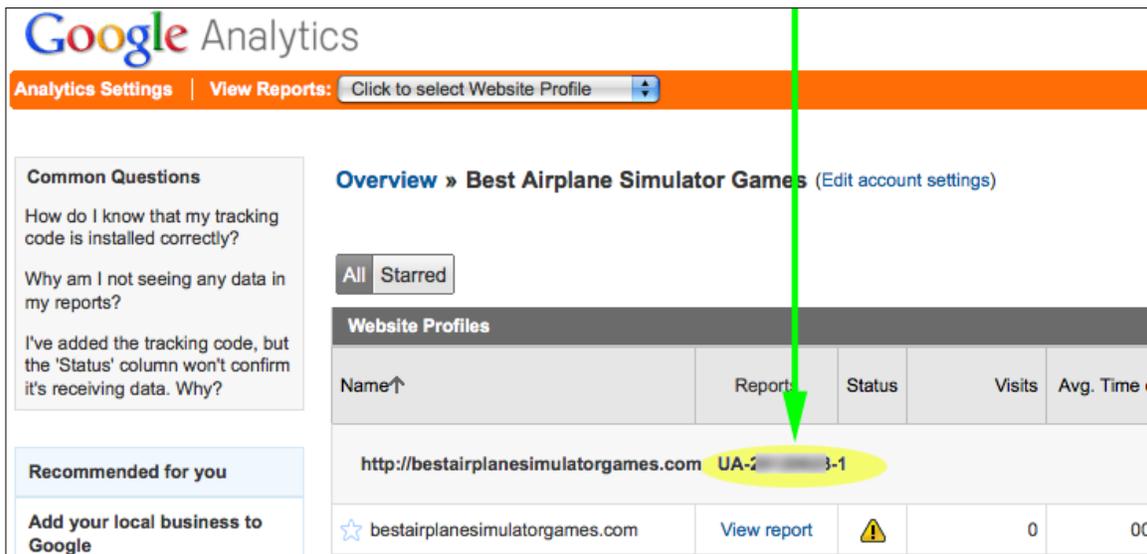
Click here to get your articles for cheap



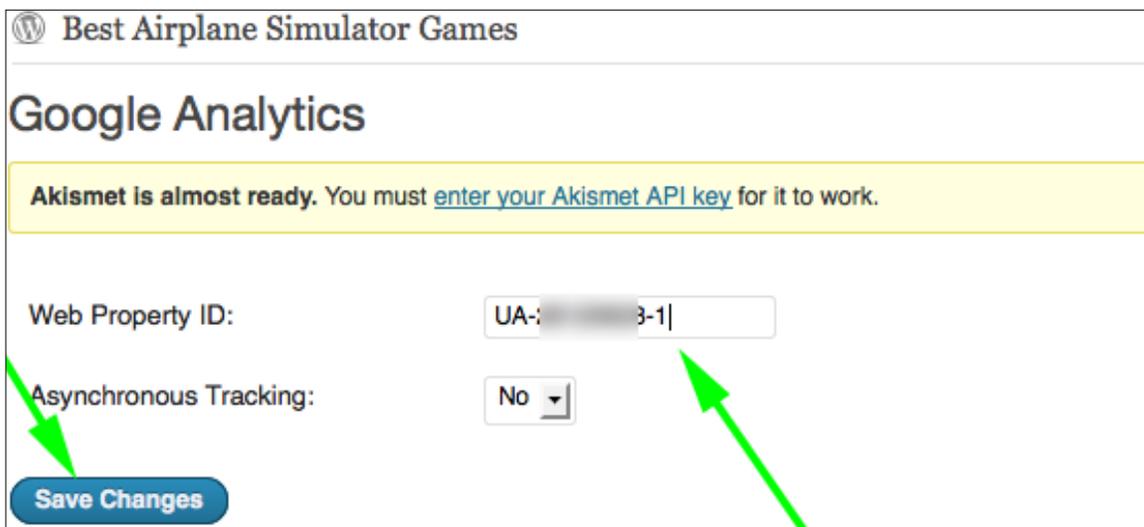
Click the Terms of Service option and then click the **“Create New Account”** button.



My new campaign is created and I’m given a bulk of code to insert into my site. However, I’ve found an easier way to add Analytics. To follow this method, you will need to click the **“Save and Finish”** button on the left.



Once you're taken back to your primary campaign dashboard, I'm going to highlight and select the Analytics account number associated with my site. It will start with the initials UA and end with a dash followed by one number.



Having copied my **Web Property ID**, I'm going to visit the **Plugins** tab once again, and head to the **Installed Plugins** option in the submenu. Under the Google Analytics plug in, I will click its **Settings** link, which will take me to the panel you see above. I'm going to paste in my ID number and then click the blue "**Save Changes**" button.

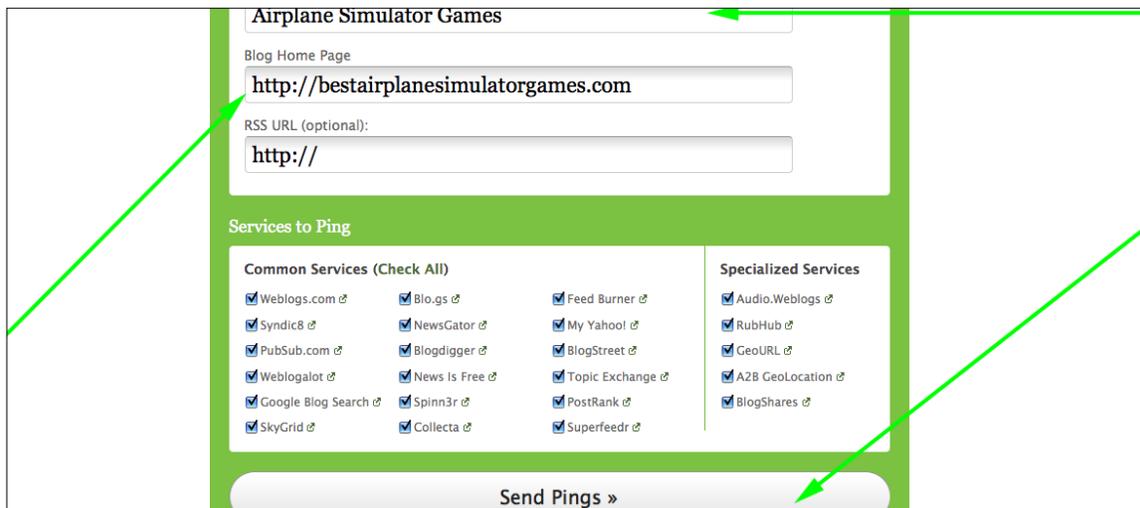
TIME SAVING SHORTCUTS

Are Your Websites Ranked High Enough in the Search Engines?
Our Clients are!

See Proof [HERE!](#)

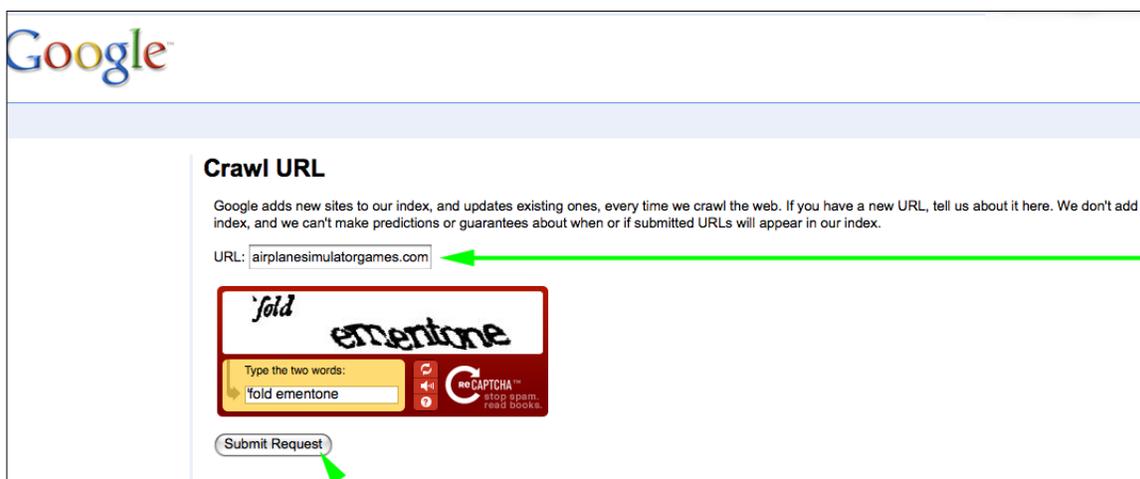
Submitting Your Site for Indexing

Congrats, our site is complete! We can now go about marketing it, but there is one last important step to complete. We need to make sure our site gets indexed into the search engines as quickly as possible.



A screenshot of a 'Send Pings' form. At the top, the title 'Airplane Simulator Games' is in a text box. Below it, 'Blog Home Page' is 'http://bestairplanesimulatorgames.com'. The 'RSS URL (optional):' is 'http://'. A section titled 'Services to Ping' contains two columns of services with checkboxes. The 'Common Services (Check All)' column includes Weblogs.com, Syndic8, PubSub.com, Weblogalot, Google Blog Search, SkyGrid, Blo.gs, NewsGator, Blogdigger, News Is Free, Spinn3r, and Collecta. The 'Specialized Services' column includes Audio.Weblogs, RubHub, GeoURL, A2B GeoLocation, and BlogShares. A 'Send Pings »' button is at the bottom right. Green arrows point to the title, the home page URL, and the 'Send Pings' button.

To help with this, I'm going to visit pingomatic.com. I will enter my primary keyword as in the Blog Title field, fill in my website address below, and then send pings to all the sites listed.



A screenshot of the Google 'Crawl URL' form. The title 'Crawl URL' is at the top. Below it, a paragraph explains that Google adds new sites to its index. The 'URL:' field contains 'airplanesimulatorgames.com'. A CAPTCHA image shows the words 'fold' and 'ementone'. The CAPTCHA input field contains 'fold ementone'. A 'Submit Request' button is at the bottom. Green arrows point to the URL field, the CAPTCHA input field, and the 'Submit Request' button.

I'm also going to individually submit my site to Google, Yahoo, Bing. You can search Google with the phrase "**Submit site to Google**", and you will be directed to a page allowing you to submit new URLs to be crawled. Add in your website address and enter your captcha before clicking the "**Submit Request**" button. After repeating these final steps with both Yahoo and Bing, sit back and pat yourself on the back.

Great Job! You just completed your first website!!

Resource Glossary

[InstaCash Keywords Membership](#)

[GoDaddy Domain Registrar](#)

[HostGator Hosting](#)

[Google XML Sitemaps Plugin](#)

[Contact Form 7 Plugin](#)

[cBnet Ping Optimizer Plugin](#)

[Google Analytics Plugin](#)

[Platinum SEO Pack Plugin](#)

[Really Simple CAPTCHA Plugin](#)

[Speedy Page Redirect Plugin](#)

[Advanced Tag List Plugin](#)

[Akismet Plugin](#)

[Clickbank Affiliate Network](#)

[Amazon Affiliate Program](#)

[Commission Junction Affiliate Network](#)

[Linkshare Affiliate Network](#)

[Share-A-Sale Affiliate Network](#)

[Google Affiliate Network](#)

[ProFlightSimulator Game Affiliate Program](#)

[Google Analytics](#)

[Pingomatic](#)

[Submit URL to Google](#)

[Submit URL to Yahoo](#)

[Submit URL to Bing](#)

This report was brought to you at NO charge because of the support of our sponsors:

Brad Callen with <http://iwriter.com>



BUM Marketing
Travis's Pick Of The Month

Cheapest Articles On The Planet - Guaranteed!
Have articles written for you for pennies

Click here to get your articles for cheap

Konstantin with <http://loudcreatives.com>

Make Your Site Sell With A Trustworthy **Layout and Design!** **FREE Estimate!**

Martijn with a **VERY SPECIAL OFFER**

Are Your Websites Ranked High Enough in the Search Engines? **Our Clients are!** **See Proof HERE!**

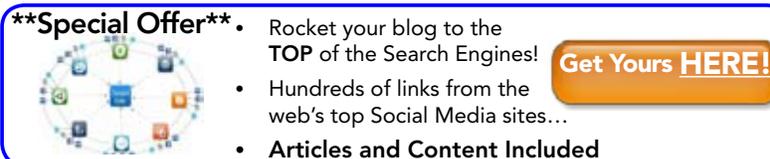
Metodi with <http://wpsalesengine.com>

At Last, a Super Easy Tool That **Builds** (and Pre-Writes) **Sales Letters, Squeeze Pages, and MORE** for You **Automatically...** **WATCH VIDEO To See How**

Lisa Hayslett and Vicky Kolender with <http://www.actionattractioncoaching.com>

Free 1-on-1 Strategy Call with Experienced Marketing Coach Gets You Unstuck and Finally Ready to **Make Serious Money Online!** **Get FREE Consultation**

Ken Leatherman with <http://www.makebacklinks.com>



****Special Offer****

- Rocket your blog to the **TOP** of the Search Engines! **Get Yours HERE!**
- Hundreds of links from the web's top Social Media sites...
- **Articles and Content Included**

Ed Pudol with <http://lexorsoft.net>

Get Backlinks to Your Blog for as Little as **\$0.015 Cents a Link!** **THIS VIDEO Shows You How**

Please feel free to distribute or share this report as long as you do NOT change the content.

Sample Earnings Disclaimer Text

We make every effort to ensure that we accurately represent these products and services and their potential for income. Earning and Income statements made by our company and its customers are estimates of what we think you can possibly earn. There is no guarantee that you will make these levels of income and you accept the risk that the earnings and income statements differ by individual.

As with any business, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience. The testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation.

There is no assurance that examples of past earnings can be duplicated in the future. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the internet that we cannot foresee which can reduce results. We are not responsible for your actions.

The use of our information, products and services should be based on your own due diligence and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services.

Sample Privacy Policy Text

We have created this privacy statement in order to demonstrate our firm and continuing commitment to the privacy of personal information provided by those visiting and interacting with this web site. We hold the privacy of your personal information in the highest regard. The following discloses our information gathering and dissemination practices for this website.

We recognize the importance of protecting your privacy and our policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site. This policy will be continuously assessed against new technologies, business practices and our customers' needs.

What Information Do We Collect?

When you visit this web site you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and Web site use information collected on an aggregate basis as you and others browse our Web site.

1. Personal Information You Choose to Provide:

Registration Information

When you register for any of our products, services or newsletters you will provide us information about yourself.

Credit Card Information

If you choose to avail of our services, you may need to give personal information and authorization to obtain information from various credit services. For example, you may need to provide the following information:

- Name
- Mailing address
- Email address
- Credit card number
- Name on credit card
- Credit card billing address
- Business and home phone number

Email Information

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

2. Web Site Use Information

Similar to other commercial Web sites, our Web site utilizes a standard technology called "cookies" (see explanation below, "What Are Cookies?") and web server log files to collect information about how our Web site is used. Information gathered through cookies and Web server logs may include the date and time of visits, the pages viewed, time spent at our Web site, and the Web sites visited just before and just after our Web site.

How Do We Use the Information That You Provide to Us?

Broadly speaking, we use personal information for purposes of administering our business activities, providing the products and services you requested, to process your payment, , to monitor the use of the service, our marketing and promotional efforts and improve our content and service offerings, and customize our site's content, layout, services and for other lawful purposes. These uses improve our site and better tailor it to meet your needs.

Furthermore, such information may be shared with others on an aggregate basis. Personally identifiable information or business information will not be shared with parties except as required by law.

Occasionally, we may also use the information we collect to notify you about important changes to our Website, new services, and special offers we think you will find valuable. You may notify us at any time if you do not wish to receive these offers by emailing us at the link provided on the newsletter.

What Are Cookies?

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a Web site, that site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each Web site can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a Web site to access the cookies it has already sent to you, not the cookies sent to you by other

sites. Browsers are usually set to accept cookies. However, if you would prefer not to receive cookies, you may alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our site will not function as effectively when viewed by the users. A cookie cannot retrieve any other data from your hard drive or pass on computer viruses.

How Do We Use Information We Collect from Cookies?

As you visit and browse our Web site, the site uses cookies to differentiate you from other users. In some cases, we also use cookies to prevent you from having to log in more than is necessary for security. Cookies, in conjunction with our Web server's log files, allow us to calculate the aggregate number of people visiting our Web site and which parts of the site are most popular. This helps us gather feedback to constantly improve our Web site and better serve our clients. Cookies do not allow us to gather any personal information about you and we do not intentionally store any personal information that your browser provided to us in your cookies.

IP Addresses

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as traffic data so that data (such as the Web pages you request) can be sent to you.

Sharing and Selling Information

We do not share, sell, lend or lease any of the information that uniquely identify a subscriber (such as email addresses or personal details) with anyone except to the extent it is necessary to process transactions or provide services that you have requested.

How Can You Access and Correct Your Information?

You may request access to all your personally identifiable information that we collect online and maintain in our database by emailing us at the usual address.

What About Legally Compelled Disclosure of Information?

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights. We

may also disclose account information when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Terms of Service or to protect the safety of our users and the Public.

What About Other Web Sites Linked to Our Web Site?

We are not responsible for the practices employed by Web sites linked to or from our Web site or the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our Website to another web site, our Privacy Policy is no longer in effect. Your browsing and interaction on any other web site, including web sites, which have a link on our Website, is subject to that Web site's own rules and policies. Please read over those rules and policies before proceeding.

Your Consent

By using our Web site you consent to our collection and use of your personal information as described in this Privacy Policy. We reserve the right to amend this privacy policy at any time with or without notice.

Our Commitment To Data Security:

Please note that your information will be stored and processed on our computers in the United States. The laws on holding personal data in the United States may be less stringent than the laws of your Country of residence or citizenship. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Choice/Opt-In/Opt-Out

This site allows visitors to unsubscribe so that they will not receive future messages. After unsubscribing we will discontinue sending the particular messages as soon as technically feasible.

Surveys & Contests

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

A Special Note About Children

Children are not eligible to use our services unsupervised and we ask that children (under the age of 14) do not submit any personal information to us. If you are a minor, you can use this service only in conjunction with permission and guidance from your parents or guardians.

Acquisition or Changes in Ownership

In the event that the web site (or a substantial portion of its assets) is acquired, your information would be considered part of those assets, and may be part of those assets that are transferred.

Policy Modifications

We may change this Privacy Policy from time to time. If/when changes are made to this privacy policy, we will email users who have given us permission to do so. We will post any changes here, so be sure to check back periodically. However, please be assured that if the Privacy Policy changes in the future, we will not use the personal information you have submitted to us under this Privacy Policy in a manner that is materially inconsistent with this Privacy Policy, without your prior consent.