

# Blogging Beginner's Video Course!

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Everything you need to get started with your own powerful blogging campaign!

The following videos will walk you from wherever you are now to the point of having a shiny new blog that's ready for action. Plus you'll be able to use this exact process again and again to **create new blogs in as little as 20 minutes!**

Let's get started! Below this line you'll find your video tutorials along with a brief excerpt to set the stage for each new step.

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## Getting A Host And Setting Up Your Domain Name

As promised we'll be starting with the very basics. And the first thing any blog owner will need to do is register a domain name, find a Web host, and then synchronize this domain name and Web host.

In simplest terms here is an overview of how all this technical stuff works:

### Domain Name

Your domain is of course your Web address. You may already have one of these, but for readers who don't I wanted to point out the essentials of how domains and hosting work.

In addition to being a catchy Web address like [www.yourcoolsite.com](http://www.yourcoolsite.com) a domain is also a unique IP address that redirects Internet users to the server machine where your actual Website files reside. You see, a Website (including a blog) is a digital collection of files and data that are stored on a Web server.

### Web Hosting Service

A server is just a powerful computer that runs 24 hours a day and is managed by a professional team of technicians. Your hosting company will provide you with space on one of their servers and that's where your blog/site will live.

It's not critical that you understand how all this works. You only need to grasp the fact that **you must have a domain name and hosting account** for your blog to work.

You can register a great domain for \$10 or less per year. And quality hosting is also very affordable, starting at \$5 or so per month.

I use and recommend [Lots More Hosting](#). This top quality company provides excellent support for all your domain name and hosting needs, and they offer some of the most reasonable rates anywhere on the Web.

You may choose or already have another Web host and that's perfectly fine. All that matters is that you **have a domain name and a Web host that uses Cpanel administrative software**.

It is critical that you use a Cpanel host so you can take advantage of the info in this course! Cpanel was designed to make Website and blog management super easy, even for non-technical individuals.

As long as you know how to use a shopping cart to place an online order you will have no trouble registering your domain name and signing up for your hosting account. Once this is done, however, you'll need to point your domain to the Name Servers provided by your host, and this can be a little tricky if you've never done it before.

This brings us to video tutorial #1.



**VIDEO TUTORIAL AVAILABLE:**

Please [watch this brief video](#) to see how easy it is to point your domain to the name servers provided by your hosting company. You must execute this step before moving on to the other lessons so please don't try to skip it.

**[Installing Your Word Press Software In Two Minutes Or Less!](#)**

Once you have your domain and hosting account set up, your next step will be to login to your Cpanel command center and follow my instructions for setting your new blog software up. I'll show you how to complete this process in 2 to 5 minutes with ease.

I recommend Word Press software for your blogging needs. In the first installation video below you'll see how to use your Cpanel to install blog software without ever downloading the script from Word Press.



**VIDEO TUTORIAL AVAILABLE:**

The [first blog installation option](#) will take advantage of your Cpanel interface's ready-made script software.

If your Cpanel version does not include Fantastico as shown in the video above, I urge you to contact your host and tell them you'd very much like them to give you access to this cool benefit. If they refuse for any reason I frankly suggest you switch to a new host; and I've included a tutorial below that covers how you can install Word Press without Fantastico.

Before watching the next video be sure to download the [latest version of Word Press here](#). You'll of course need a [free zip tool](#) (already on most computers) to decompress this script once it's on your hard drive.



**VIDEO TUTORIAL AVAILABLE:**

[This tutorial will show you how](#) to install a blog without using Fantastico. This is a handy skill to have and with my instructions you can knock this out in five minutes or less.

For your convenience here is a summary checklist of all the steps included in the manual blog install:

1. Download your script from [WordPress.org](#).
2. Unzip the contents of this download onto your hard drive.
3. Open wp-config-sample.php with your preferred HTML editor.
4. Login to your Cpanel admin and find the MySQL manager button.
5. Create a new database (enter name and click 'Create').
6. Create a new database user and password.
7. Use drop menus to add new user to new database.
8. Check box for ALL privileges if your version of Cpanel requires this.
9. Return to wp-config-sample.php and enter data for DB Name, DB User, and DB Password, including your Cpanel prefix for name and username.
10. Save this file back into your word press directory as wp-config.php.
11. Upload everything in the word press download folder onto your server. Be sure to choose the correct directory for this purpose.

## [Your Blog Dashboard Overview](#)

Your Word Press admin area is called the Dashboard. This user-friendly interface gives you access to loads of powerful features and is highly customizable.

Much of the key dashboard functions are covered in this course but the following video will provide a brief overview of the entire platform.



### **VIDEO TUTORIAL AVAILABLE:**

Watch [this video to get a basic idea](#) of what your admin dashboard is and how this control panel works. We'll go into greater detail about key areas in some of the following tutorials.

## [Adding A New Theme Or Template To Your Blog Script](#)

Once your new blog is installed you'll probably want to change from the default template to something a bit sharper. You may also want to add a new custom graphic or two at some point but for now let's keep this simple and just get you a shiny new template theme to play with.

You can check out the two theme directories below or just do a Google search for "Word Press themes". Once you find a theme template you like you will download the entire theme in a zip file and open this on your hard drive.

[Word Press Official Theme Directory](#)

[Romow Theme Directory For Word Press Blogs](#)

When you have your new theme unzipped follow the instructions in the video below to add this template to your Word Press blog.



### **VIDEO TUTORIAL AVAILABLE:**

You'll [change to a new template](#) in a matter of seconds using the steps in this short video tutorial. A slick theme design will give your blog a real edge over the competition so be sure to complete this step.

## Modifying Your Permalinks And Default Blogroll Settings

When you add new articles and pages to your blog, the database creates unique pages for this content. By default the database will spit out page URLs like domain.com/?p=2 and so forth; this is not at all search engine friendly so you'll want to change the process to include relevant keywords.

Copy this line of code:

```
!%category%/!%postname%/
```

You'll paste this formula into the correct place as shown in the following video. What the above snippet tells your blog and database is to build new page links using the category name and post name you enter.

Because you'll enter keyword rich categories and post titles for your new blog, this modified permalink structure will make your site more search-engine-friendly.



### VIDEO TUTORIAL AVAILABLE:

Watch [this video to discover how](#) you can easily make your page and post structure very search friendly. While I'm at it I'll also show you how to get rid of all those default blogroll links your software came with.

## Setting Up Relevant Categories For Your Content

You'll want to set up a variety of relevant categories for your new blog. This will of course help your human readers have an ideal experience because they can easily navigate to the content that interests them, and it will allow you to keyword optimize your blog template for enhanced search-engine rankings.



### VIDEO TUTORIAL AVAILABLE:

[In this video](#) I'll walk you through the simple but crucial process of setting up your keyword rich categories.

## Configuring Your Ping List For Massive Traffic And Backlinks

Your Word Press blog has been designed to ping – or notify – selected search engines, RSS services, and blog directories **every time you update your content with a new post**. This pinging action literally sends out an excerpt of your new content that is hyperlinked back to your blog; resulting **in hundreds or thousands of backlinks from keyword targeted search and directory sites!**

All you need to do is plug in your initial ping list of selected update services. Once this information is saved into your Writing Settings your blog will automatically ping your chosen list of services every time you make a new post.

**This is the heart of your blog's traffic-generation engine** so be absolutely sure to complete this step in your setup process. Copy the suggested ping list below and watch the next video tutorial to see how you'll use this list.

<http://rpc.pingomatic.com>  
<http://blogsearch.google.com/ping/RPC2>  
<http://api.moreover.com/RPC2>  
<http://api.my.yahoo.com/RPC2>  
<http://blogbot.dk/io/xml-rpc.php>  
<http://www.blogdigger.com/RPC2>  
<http://ping.bloggers.jp/rpc/>  
<http://ping.feedburner.com>  
<http://rpc.technorati.com/rpc/ping>  
<http://xping.pubsub.com/ping/>  
<http://services.newsgator.com/ngws/xmlrpcping.aspx>  
<http://rpc.weblogs.com/RPC2>  
<http://bblog.com/ping.php>



### VIDEO TUTORIAL AVAILABLE:

Watch [this video to see how](#) you'll set up a strong ping list that drives massive links and long-term, organic traffic back to your blog.

## **Adding The Essential Plugin Enhancements To Your Blog**

Plugins are software enhancements that enable you to do a variety of things with your blog. You can find hundreds of useful plugins online, and you could even hire a coder to develop new plugins for you.

But we'll only focus on four primary plugins for this course.

### **Akismet**

(Already included in your blog software package.)

This handy device is the best anti-spam tool for catching and weeding out nonsensical and blatantly commercial comments left on your blog. You'll save yourself loads of time with this tool as Akismet will automatically file junk comments into a spam folder and delete them after a period of time.

To activate this plugin you'll need your Word Press API key. Open a free user account at [www.WordPress.com](http://www.WordPress.com) and then login to find your unique API key; copy and paste this code into the box provided by Akismet in your blog admin dashboard.

### **DoFollow**

([Download Dofollow](#) Plugin)

This plugin will override the default setting that prevents search engines from following links placed in your blog's comments. As a marketer I like extending the courtesy of enhanced SEO to people who leave valuable feedback on my posts and articles. This is optional software but I recommend using it; you may also want to place the statement "I use the dofollow plugin for my comments!" in your sidebar to encourage other people to leave their comments.

### **Smart Update Pinger**

([Download Smart Update Pinger](#) Plugin)

This software does two important things:

1. Prevents your blog from sending new pings to your update list when you edit old posts. This will keep you from being banned by RSS engines.
2. Allows you to monitor and track the pinging process of your update service. This is great for keeping an eye on which services are working.

This plugin is great for keeping an eye on your blog's pinging process. I wouldn't think of running a business blog without it.

## All In One SEO Pack

([Download AIO SEO](#) Plugin)

If you only use one plugin from this list it should be the AIO SEO device. This amazing software allows you to add custom HTML title tags to all your posts and pages, plus add META description and keyword tags to every piece of content on your blog. You **will see improved search position with this software!**

In fact I've dedicated a whole video tutorial to this plugin alone. Be sure to pay close attention to the next section so you'll know how to use this awesome tool.



### VIDEO TUTORIAL AVAILABLE:

Watch [this video to see how](#) you'll add and activate your primary plugins. I'll also briefly cover how the individual plugins help your blog marketing.

## Configuring The Ultimate SEO Plugin

As stated above All In One SEO is the ultimate search-engine-optimization device for your blog. This software utility will enable you to make your entire blog tremendously keyword rich and thus more likely to get rank and traffic from the search engine sites.



### VIDEO TUTORIAL AVAILABLE:

This video will [show you everything](#) you need to know about using the AIO SEO Plugin. Be sure to view this tutorial and put the info to use with all your blogs.

## Posting New Content To Your Blog

Finally of course you need to know how to post new content to your blog. In truth this process is about as complicated as sending an email message.

You just login, navigate to the posting page, enter your title and content, plus a few tags and SEO parameters, and finally opt to publish your post right away or save it for later. **I recommend posting at least three times each week for your first 90 days**, after which you can relax into a once every 7 – 10 days schedule.



### **VIDEO TUTORIAL AVAILABLE:**

This [final video tutorial](#) will show you how to tackle the posting process. Pay attention to the finer points of this very simple procedure and you'll create a torrent of traffic with your blog.

Now that you know how to set up and use your blog all that remains is to get out there and start posting! Be sure to add plenty of fresh, quality content to your blog on a regular basis for best results.

## **Onward And Upward!**

It is my sincere hope that you are able to create more business leads and new profits using this simple little system. It works for me and I know it can work for you as well if you put forth a sincere effort.

**For even more great information on blogging please be sure to download your [free audio seminar](#).** In addition to this hour-long audio on how to get real results with blogging you'll also get insider access to a load of info on SEO, Web 2.0, list building, and many other aspects of profitable Internet marketing!

To your ultimate success,

*Timothy Whiston*

Timothy Aaron Whiston