

"The Robert Plank Show"



Episode #010

How to Setup a WordPress Blog, Write Your Content and Become an Instant Internet Celebrity

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I really quickly want to give a shout out to Mr. Tom Chang, Amy Banks, Joseph Simpson, Dave Newton, Josh Fulfer, Eddie Laing and many others who went to RobertPlankShow.com and clicked to that "like" button to like us on Facebook.

You need to have a blog, you need to be a content producer, you need to basically build your own following. You might have heard it called something like a tribe, basically your own little community, your own group of followers all around the Internet. I don't know how far long in Internet marketing you are, but you need to be an Internet marketer.

Many people hear a bad name about that and if you tell someone you're an Internet marketer that must mean, "Oh, you're a spammer" or "You sell porn sites." But the fact is that every business, everyone who wants to make money needs to use the Internet or get passed over. So whether you have a small local business or you want to get paid for your services, if you're a web designer or you have an important

message and you have a book or you want to write a book or you want to create training programs, information products, become a coach, whatever the heck weird niche you're in, you need to have a blog.

That way when someone wants to know what you're all about, they can find you. They can see that you've been around on the Internet for longer than a week. When they search your name they find all of these articles about cartooning, about knitting, about street fighting, about computer security, about eating healthy, losing weight, gaining muscle, living longer, whatever your niche is you need to have a blog even if it only has a couple of posts on it right now. You need to do it for that authority, for that social proof and so that you have a home on the Internet.

I've told you before that if yourname.com is available then first of all you need to grab it before someone else gets it for you and sets up a porn site or worse. So grab that. It's really easy to grab it and hang on to it, but you know what, spend the 10 minutes setting something up. It's actually really easy these days because in the past you got to figure out, "Do I have to hire a web designer or figure out this thing called HTML or Java Script or programming?" Luckily, it's very easy. Let me walk you through it.

First of all, go to a site called NameCheap.com and on the front page there you can try and type in a few .com names. I know that some people they go to their address bar and they try to type in theirname.com. They keep trying and they'll say, "Darn, the website's there. Darn the website's there." They'll try theirnameblog.com, theirnamemarketing.com, whatever it is, like RobertPlankBlog.com or things like that, they'll keep trying until a website doesn't load.

But the thing is that even if you type in a web address and a website does not exist there, it does not necessarily mean that that name is available. You might have to search a little bit especially if you have even a remotely common name, but once you found yourname.com, register that at namecheap.com. They charge about \$10 a year and now anyone can type in whateverthisis.com from anywhere in the world and find you, completely worth it.

Then you go to a site called HostGator.com and you get a web presence because that domain name needs to actually go somewhere. I think you go with what's called the baby plan. It might be about \$8 a month. Once again, cost of doing business on the Internet.

Once you're online, you might have to tell them what your domain name is. They might give you instructions for your login to Namecheap and set what's called your DNS settings. They'll say "Go here, paste this in," and I think they might even help you with that. But either way, it might take you a little bit to figure it out. But now when someone goes to yourname.com, they end up on a blank website. Now we have to put something there and for that we install something called WordPress.

What you can do is go into whateveryourwebsiteiscalled.com/cpanel. There's an area called Fantastico Delux and in one click you can install this blogging platform called WordPress. If you search on YouTube, this is all shown for you. I even have videos on YouTube showing that.

If you want a complete start to finish system on how to choose a domain name, how to register it, how to get web hosting and how to setup your blog and much more such as an opt-in page, an autoresponder, a membership site, a download page, and even get traffic then you should go right now to a site called NewbieCrusher.com. They're actually the sponsor of today's Robert Plank Show. What a coinkidink.

You install WordPress and this is what's called a blog. A blog is an online journal and you make what are called blog posts on the blog. I'm sure you've seen a blog somewhere. In the past this was something where someone would say, "Monday 9:00 a.m., I went to Burger King. Monday 12:00 p.m., went to the bathroom." In the past this was something for people to talk about nonsense. But people discovered that it's a very convenient way to add information.

There are sites - one that comes to mind is called TechCrunch and they report many, many times per day about the latest news. Huffington Post is a blog as well and they report about everything happening throughout the day.

Blogs are really cool because you click a button and you say, "Add new post," you say, "Here's the title of my new entry and here's the content." Then you might say, "Here's time and date the post went live." You might choose a category. People might leave comments later on. You can put in video, pictures, links, list stories that can be as long or as short as you want, links to PDF documents, anything else but you publish that and now a couple of things happen.

First of all, someone can now go to that post on your site. Someone can read that one new entry and it appears on the front page of your site as well. Someone can go to yourname.com and read all the latest happenings in your life.

When I need to talk about whether it's talking about marketing online or about programming or anything in between, I go to my WordPress dashboard, I type up a new post, I hit "Publish" and now it appears on my front page and I can hand out a link to that post and ask people to read it, maybe click on whatever links I have there and leave comments. This is a thing called WordPress and you should install it right away.

The problem that we all come across when it comes to technology is there are so many freaking choices, aren't there? Hopefully I've removed quite a few choices for you. Get a domain name, a .com name at Namecheap, get web hosting at HostGator with the baby plan, don't worry about "Should I use Joomla? Should I use Drupal?" No. Just use WordPress and start posting away.

Before you do anything else, you should start making some posts. There are lots of really easy ways to make posts and the number one way I would tell you is go to YouTube.com and search for what your niche is.

If your niche is law of attraction, personal development, if your niche is personal fitness, whatever your niche is, do a search. For me, I might search WordPress plugins. I might look for some cool videos about

what's a good WordPress plugin for social media, what's a good WordPress plugin for running back ups. Hint - it's BackUpCreator.com.

What you can do is find an interesting YouTube video and copy the link because YouTube that's what it's all about. People post videos and they want those videos to spread, go viral and so you post a link to the YouTube video on your site and the video still hosting on YouTube but you are getting those videos extra plays because you're helping spread it around. Find a good YouTube video, go to that blog, add a new post, and call the title of that post the name of the YouTube video or even the name of it in your own words.

There's a workout called P90X. Maybe your niche or maybe like the product you sell or your book or what you want to be known for is physical fitness - not just weight loss but getting in really good shape. You find someone's personal video partway through into this P90X challenge. Then maybe they talk about during that day their exercise routine and you might say, "Exercise routine for getting in shape." That's the name of your blog post. In the content of that post, you put in the link to that YouTube video, click "Publish" and now that video will show up directly on your blog.

I know many people and I even have blog posts where it's spreading YouTube videos around. I have a blog post that's something like Top 9 iPhone apps. After I got an iPhone several years ago, I tried out a bunch of different apps. There some I like more than others and I listed my "can't live without" type of apps like the Twitter app, Facebook app, Evernote app, 100 push-ups, sleep cycle and things like that. I listed them and wrote about a sentence or two about each app.

Then I went on YouTube and looked and found people who had already made videos about these apps. So it saved me hours of time trying to record all these demo videos on my own. It helped the video creators because it gave them more views for their videos and they helped my website visitors because now they got all these apps reviews all in one place.

Now here's where it gets really cool because I signed up for a site called LinkShare.com and that's a site where basically if you want to promote something, they have millions of products there, and so if you want to promote an iPhone app or a product for sale, whether it's digital or physical, you can go there and you can basically link to one of these products and get a commission. I went on [LinkShare](#) and looked up each of these iPhone apps - some were free, some were paid - and basically got a commission.

I don't have the exact number. I should probably look it up but in the first year that that one blog post was live, I made about \$4,285. Actually, one second. Let me look up the exact number for you. I'm glad I looked it up because I actually overshot. The number is \$3,617.35 and that's just my income claim for that blog post. I'm not guaranteeing or promising anything similar for you. But I'm saying that from making a blog post, listing nine things, grabbing nine videos, putting in nine links, I was able to get \$3,600 from that blog post.

Did I get paid all that money? No, because that was the total sales. I got a commission off of that. But that is how easy it is and what's really awesome is I don't rank anymore because search engines like

Google, they change day to day, but for about a year I ranked on the first page for the phrase "Top iPhone apps." I outranked Time Magazine for it, I outranked PC World or PC Magazine. You'd see all these really mainstream popular sites listed under me, below me on the first page of Google for this phrase.

The big advantage to using a blog, to using WordPress is not just the ease of use but these are optimized for search engine rankings. They're coded - I don't want to get too geeky but very cleanly in a way that the search engines can read them very easily. They do this thing called a blog in Ping, which means that as soon as you make a new post on your blog it goes out and tells all the search engines. That way you're instantly listed.

I don't know how long you've been on the Internet, but back in the dark ages it used to take months. It would actually take months for anything you put on the Internet to actually get picked up. Now you'll post something and in minutes your content is now available and syndicated all around the world. Pretty freaking awesome and that's because you used WordPress.

So use WordPress and most important thing is to first start publishing content on a regular basis. Get about 10 posts on there. Don't put them all up at once but gradually because the search engines love sites that are maintained, that have up-to-date information and are added too slowly over time and you slowly build a following.

What you end up doing is creating content and then you can look back and see what key phrases people use to get back to your site. For this, I go into my website control panel and there's an area at least for me, at least when you use HostGator called AWStats, you can see on the sidebar what search key phrases brought people to your site this month, last month, the month before, etc.

You can see when someone typed in "Top iPhone apps," they ended up back on my site and then I can run that search in sites like Google and see where I rank. Over time, as you create more and more posts, you can figure out what is more popular than other things and then keep creating that kind of content so you are helping the people on the Internet. Then search engine will reward you because if someone is searching for top iPhone apps and my post is more helpful than say Time Magazine's post about it - maybe Time Magazine's post is a couple of years out of date - they will rank me higher than Time Magazine because I will help people out.

The most important thing is putting out quality content, consistent content. So many people unfortunately get caught up in how their site looks. They try different themes every day. With WordPress there are literally thousands and thousands of free and paid themes or designs for your site. That's good but also bad because it's easy to get distracted about how your site looks.

You know what, you can do what you want, but I prefer a plain-looking theme, something that doesn't really distract. If you think about sites like Facebook, YouTube, eBay, Craigslist - they have really basic, really barren even website designs because the focus is on the content.

What I would tell you is setup your blog, don't even think about changing the theme until you have 10 posts. Once you have those 10 posts then maybe setup a theme. But spend 60 seconds or less deciding on what it will look like because you don't want to spend all day long beautifying your website if it's not going to make you that much more money. I don't want you to spend thousands of dollars getting a custom theme made with your picture on it if something else will do just fine.

Don't worry too much about how it looks. Most of the themes are pretty good looking. Don't make your site look ugly, but it's more important that people focus on the content and aren't distracted by a good looking website design.

Once your blog is installed, you have content, you've chosen your theme, the next thing is you can spruce it up with these things called plugins. You can search for something, you can install different things and make your site have extra functionalities.

The first thing I want to tell you is install a plugin called [Action PopUp](#). If you have a special offer, if you have a video, if you have a newsletter, this is a great way to popup your message right there on your very own blog.

The next thing that's really cool is use a plugin called All in One SEO. This is free. Go to "Plugins," add new in your dashboard. Type in "All in One SEO." It's actually All in One SEO Pack. This will help your search engine listings look really good.

The next plugin I want to tell you to get is called Robots Meta. This will help your rankings because it will reduce duplicate content. Don't worry about how it works. That's just how it works.

The next plugin I want to tell you to get is Jetpack. This is put out by people who make WordPress. It's really awesome because of a couple of things. It will allow you to view your website stats, see how many visitors coming in every day and things like that. You can also enable an area that will add what are called social sharing buttons. So people can click a button and share your blog post to Google Plus, share to Facebook, share to Twitter. It's really awesome.

Off the top of my head, speaking of plugins made by the WordPress people, there's one called Akismet. That will stop comment spam on your blog. That will keep people from spamming your comments with a bunch of crap. It catches them very, very well.

Since we're talking about comments, get a plugin called Subscribe to Comments Reloaded. Search for that whole thing. That will allow anyone who comments on your blog to get email updates if someone replies to them in other comments further down below.

We're talking about comments - another plugin I want to tell you to get and if you get Action PopUp this comes free with it, it's called Action Comments. This is cool because if you end up creating an email newsletter, which you should at MailChimp.com or at AWeber.com, this will add a checkbox to your comment form. So if someone adds a comment to your blog that are really interested prospects, this will get them onto your email newsletter in addition to leaving that comment.

Number eight, let's go with [WPIimport](#). This is another one of my plugins. This plugin is cool because if you want to add a lot of content quickly to your blog, if you want to add 20 posts or you want to upload a batch of articles, you can use WPIimport.

Number nine, Organize Series is another free plugin. This is cool because if you have a series of posts, you can create a list and say, "These are the best of posts in my blog." I use this actually. I have an area of my blog where I can say, "Here's the best of RobertPlank.com," and "Here are the 12 best posts." If you're a brand new visitor then you could read this and check all of these out.

The final plugin I want to share with you, number 10, last but certainly not the least is called Page Link Manager. This is cool because if you ended up doing any kind of blog, you'll notice that there are posts like journal entries and then pages that are website navigation like your About Me page or your Contact page. Page Link Manager actually allows you to control the navigation.

If you want to link to certain pages or not link to certain pages, you can control that. So if you want to make a private video or private post that only certain people should see then you can use that Page Link Manager.

You know what, I'm going to give you a bonus one, number 11, it's called Google XML Sitemaps. That will make sure that every post and page on your site that should be crawled is indexed by search engines like Google.

Those are my top 10 or I guess 11 plugins - Action Popup, All In One SEO Pack, Robots Meta, Jetpack, Akismet, Subscribe to Comments, Action Comments, WPIimport, Organize Series, Page Link Manager, and Google XML Sitemap.

So setup a site, put in some content, encourage comments, reward comments, put it on social media, use your email list or your Facebook fan page or your Facebook wall and promote the heck out of all those different posts so that that way if someone is searching for you and your home on the Internet they can find your post, your content. They can leave comments, they can subscribe to your email newsletter, they can see what links you have on your blog site sidebar or in your post themselves and maybe even buy something. Imagine that.

But you have to have a setup. Use Namecheap, use Host Gator and use WordPress to setup up your very own website. Once again, if you want to see all of these in action then check out [NewbieCrusher.com](#).

That's all from me today. Tune in to the Robert Plank Show episode 11 coming up next time, How to Create Physical Information Products. Go to [RobertPlankShow.com](#) right now while that's still fresh on your mind. Click that like button so that I can mention you on the next episode or maybe a future episode, maybe not for next one.

At some point just like Michael Erstad did, like Alyssa Cook did the right thing and clicked the like button, like Geoffrey Dotcodotnz, Fred Dirkse, Andy T Flemming, Tammy Montgomery, Albert F A Matthews, Colin Callahan, Umair Saeed, Quentin Pain, Eric Farnan, Ron Chamberlain, Timothy Yeung, Joseph Parton, Audrey Johnson, David Matthew Berger, Robert Billy, Robert Domerchie, and Elizabeth H.

Cottrell. I promise that if you like the page, I'll butcher your name so bad that you want to become a subscriber for life. I'm Robert Plank. Thanks once again for making the Robert Plank Show possible and I'll check in with you next time.