

Power
Blogging
With
WordPress
&
Hostgator

A Message from the Author

Welcome to **Power Blogging**. The reasons to have a blog are numerous but I will assume one of two things: you have a message burning deep within you that you want to share with the world, or you want to earn money.

I am author of a book that is available on Amazon and most bookstores. One of my blogs is to continually generate interest in my book and, thus, sales. Each blog post has the potential to sell a book.

I have two support websites that go along with the theme of my book. I blog to continually generate interest in those two websites – each of which have Google AdSense and affiliate links for products mentioned in the book and/or on the websites.

I have another blog about travel and another one about politics and several other topics. Each blog post has the potential to earn income.

Is that what you want? Each blog post having the potential to earn income? Each blog post having the potential to influence the way someone thinks? Either of those worthy desires is known throughout the world as **power**.

Just look around you. You know that money most certainly brings power. How often have you heard that “he who has the money has the power”? And, what about influence? Isn’t that pretty much the definition of power? Why have power if it’s not used to influence the world around you?

I’m not talking about evil, selfish power that we see so much of today. You can certainly use the information in this book for that purpose...but I hope you have far loftier goals for your life than that.

Niccolo Machiavelli, back in 1513, wrote about maintaining power above all else. A person possessing power would live life according to what was necessary to maintain that power. We certainly see a lot of that in today’s political process, but I dare say that is not the kind of influence you and I want to wield. I like the power that comes with money. How about you?

I want you to succeed. I want you to make the truths of this book part of your daily work habit. Let’s get on with it.

Larry Jameson

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This eBook contains PHP links to help you find other sources of information explained in the text that follows. The reason for the php links is simple: it keeps the information fresh and current. When a website changes the page location, the PHP link can be changed to reflect the correct URL and, thus, keep the links in this book accurate.

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Keys to Power Blogging

The keys to power blogging are like the keys to being a good carpenter or a good accountant or a good writer. You need the right tools. Of course, no successful carpenter got up one morning and said, "I'm a carpenter; hand me a hammer. I'm off to earn a living."

As one who has dabbled in home remodeling, I have learned that a good carpenter has far more knowledge about building things from scratch than I do. Whether you're hanging sheetrock or making two pieces of molding fit together, it takes a skill – a skill I haven't mastered.

I've decided my hands are better suited to a keyboard than a key saw. And my wife would be quite happy to tell you about the time I was cutting out a rectangle in a piece of plywood so it would fit over an electrical outlet – and cut the electrical wiring in half complete with a loud popping noise and a fireworks display of sparks. Yes, it's a wonder I'm alive today.

Don't dabble. Get the right tools. Learn how to use them. Practice using them. And, before you know it, you'll have a blog that influences people and earns money.

Tool Number One is a webhost and, in my opinion, there is none better than Hostgator. I'll explain why later. For now, you need to know that a good webhost is a key to power blogging. Sure you can build a blog for free and that's what you'll have: a free blog. We're talking power blogging. Power blogging requires professional tools.

Tool Number Two is a software program that does most of the hard work for you. In this case, there is a free program called WordPress that fits the bill of being a professional tool.

Tool Number Three are plug-ins that automate most, if not all, of the work "behind the scenes" that help turn your blog into a power blog.

Tool Number Four is a theme that allows you to personalize your blog so it doesn't look like everyone else's blog.

Tool Number Five is the knowledge you need to bring all these elements together to create a powerful, influential, money-making blog.

Tool Number Six is learning how to use social media to broadcast your blog to the world and how to use the viral capabilities of your visitors to help promote your blog.

What Are WordPress and Hostgator?

WordPress is a free web based software program that allows anyone to easily establish a web presence. You must sign up with WordPress in order to use their program. There is no cost to doing so and even though there are some limitations, they are minor. WordPress allows you to build a website or a blog. The original intent of the software developers was to create a way to make it easy to set up a blog.

Open source contributors helped make WordPress much more powerful by extending its capabilities. Some designed powerful plug-ins while others created themes to make WordPress sites more attractive and, much more importantly, more personalized.

WordPress is like any other tool you use for anything in life. The key is to learn how to use it. The more you learn about it, the better you will be in creating the power blog you want. The greatest benefit of WordPress is that you do not need to know a lot about building websites in order to build a proficient and professional power blog.

Hostgator is a website hosting service that is extremely reasonably priced and allows you to host numerous domains in one account. Fantastico is available. What that means is that Fantastico can load and configure WordPress for you on your Hostgator server.

You can use a php click tracking redirect program to see which of your affiliate links are performing best while "cloaking" those links in php. If you sell eBooks and want to protect them with Download Guard, Hostgator is a recommended host for using DL Guard.

But let's not get the cart before the horse. The horse, of course, is your purpose for having a power blog. What will you promote? What will be the overall theme (niche) of your site? What domain name will you use? What search engine keywords will be best for your power blog?

Choosing Your Domain Name

Your domain name, as much as possible, should reflect your niche. Let's say you will be promoting **red widgets**. If at all possible, red widgets should be in your domain name. Widget Colors, Colored Widgets, Widgets to Die For could be potential names as well. You see, "widgets" is a niche. "Red widgets" would be a niche within a niche.

The good thing about a Power Blog is that you can focus on one but include the other. You **will** be writing every day. You **will** be writing **Keyword Focused Content** every day. KFC should be easy to remember; the Colonel has restaurants all over America, each one a reminder of what you should be doing.

Remember this: in the beginning, **the mass of people searching the Internet are not looking for you; they are looking for information.** You then, need to know what they are looking for, how often they look for it, how badly they want it, the type of competition you will have and how your competition uses their site. It will not be in your best interest to promote **red** widgets if the masses want to buy **black** ones.

Let's revisit our carpenter. Building a house requires a blueprint. You can't just walk out onto the property and start putting up walls in random places. Where will the plumbing go? Will you use copper or PVC? Where will you run electrical lines? What gauge wiring will you use? Quite a few decisions must be made before putting two pieces of molding together.

A strong house requires a strong foundation. The foundation for your blog will be the keywords (information) people are searching for the most. The top 200 or so should be a good guide. I have a list of 800 for one of our sites and we have an ongoing program to build pages using every one of them. We also have a search feature on the site, and we get a weekly report of what search terms people used while actually on our site. Should we run across a search term (keyword) not used on the site, that goes to the top of the page-building list.

Your blueprint is your **Site Concept**. You will develop your site concept based on whatever it is that captures your interest and is supported by profitable keywords. Now, the purpose of this book is not to give you a primer in keyword research. You can find all the information you need at [Keyword Country](#), and they have an affiliate program you can join.

So, let's assume you have decided on possible domain names. Over the years I have become a firm believer in Go Daddy because you can manage all your domain names in one place. Let me tell you why that became an issue for me. Several years ago I registered a domain as part of a hosting package with iPower, you know, free domain name registration when you purchase hosting.

Then, as far as I'm concerned, iPower's customer service went in the tank and I decided to move all my hosting elsewhere. Before you can do that, you need to manage your domain name which iPower had registered with

TUCOWS using an email address I no longer used, nor which I could access. The codes I needed were emailed to the old, invalid email address because it was the "official" email for my account even though I had long ago changed it with iPower. You see, changing my email with hosting did not change it with domain administration, supposedly tied together in a package.

Yes, there is a way you can jump through hoops three or four times and get it straightened out. I don't need that kind of administrative junk taking up my time. I need to be writing. So, having all your domain registrations in one place, like Go Daddy, brings peace of mind, and peace of mind is big in the Internet marketing business.

Here are our tools:

Keyword Country for research

Go Daddy Domain Registration

Hostgator Site Hosting

WordPress software for Blog Creation

Installing WordPress on Hostgator

Log in to your Hostgator Control Panel. Toward the bottom of the page is a section entitled Software/Services. In that section you will see Fantastico Deluxe. Open that section with a simple click. In the left column are listed the many, many services Fantastico can perform. Under the Blogs section, click on WordPress.

This will be a **New Installation**. The next page you see is the configuration page. The main thing to remember about this page is setting the location for your WordPress installation. Leave the "directory" blank so WordPress will be installed in the root directory. The reason for this is that visitors will be taken directly to your blog when they type in `http://www.xyz.com` (with xyz being your domain name).

You will enter an admin name and password. This will be used to access your blog's control panel (dashboard). Once you have added your administrative information, click on Install WordPress. Fantastico will do its thing and report back to you. Click on Finish Installation, and you're done with the major installation.

There are other things you will want to do in order to turn WordPress into a Power Blog. Think plug-in. Just think of plug-ins being like spark plugs in your car. Six are better than four and eight are better than six because each spark plug represents a cylinder of **p-o-w-e-r**. In this case, however, it's not how many you have but what kind you have.

What Is a WordPress Plug-in?

WordPress plug-ins are common resources that can perform magical stuff for your blog. Basically a plug-in performs like additional software. By having your blog hosted on your own domain you have much more control over which plug-ins you will use and how you will use them. Some plug-ins are free while others are not.

Plug-ins are options that help you customize your blog and are an important part of WordPress. There are dozens to choose from and many of them are very similar. You will want to choose those that provide a substantial benefit for what you want to do with your blog.

To get the plug-ins you will want to visit the WordPress Plug-ins. When you log into your blog's administration panel, you will find some plug-ins listed. This is not all of them but it is some of the most popular choices. To install them, you just need to click on "activate" and follow some basic instructions.

Here are some popular plug-ins:

Akismet Plug-in

Akismet is an anti-spam plug-in and, as far as I'm concerned, is one of the best administrative tools you can add to your blog. There is no need for you to maintain a blacklist of spammers. Akismet runs hundreds of tests on any comment, pingback or trackback you receive. If it identifies it as spam, Akismet puts it in a special database where it will stay for fifteen days. When you log into your blog's dashboard you will see the number of messages identified as spam.

You can leave them for automatic deletion after fifteen days, delete them or, if you determine one is not spam, you can post it to your blog. It's that simple.

All-in-One-SEO Plug-in

This plug-in adds meta data to your blog pages just like you would if you were building pages for a "regular" website. You will add your Page Title, meta description and meta keywords. The plug-in puts that information in the correct position in the html of your page and optimizes it for search engines.

In addition to providing advanced canonical URLs to help with search engine optimization, it has a built in API (Application Programming

Interface). That means that any plug-in or theme that you use will be able to work All-in-One-SEO.

There is no need to really mess with it once you have it activated. You simply fill in the boxes and it does virtually all of the other work for you in the process.

WP Super Cache Plug-in

WP Super Cache makes a copy of your web page on the server to make your pages load faster. Please note that this is not needed by smallish or insignificant blogs that get very little traffic. However, you are building a Power Blog. No, it may not be all that powerful in the beginning, but it will be because you are going to spread the word about it. You are going to build a traffic-getting program. The more people coming to your blog over and over again, fast loading pages will be a godsend. So, let's go ahead and set it up now.

WP Database Backup Plug-in

WP Database Backup helps to protect anything that you place on your blog. If you have been around computers very long, you know how easily "stuff" can get lost: power failure, crashes, etc. The same thing can happen to your blog's database. Now, you need to know that the MySQL database running in the background of your blog is what tells the blog when, why, how, where and what to do. You don't want to lose it. Of course, this may never happen and hopefully it will not do so. However, you can avoid the dire consequence of starting over by having a few resources to help you.

The WP Database Backup protects your loss of data by making regular backups of your blog. It will even send a copy of the backup to your email address so that you can download it to your computer. And, it does it automatically. It's almost like "set it and forget it" except for those emails you get each week.

WordPress Themes

Think of WordPress as a Content Management System (CMS). Think of plug-ins as part of an administrative management system. Now let's present that content to our visitors. A WordPress Theme lets you decide how you want to make that presentation.

You can use the Basic theme which is very, very basic in appearance. Now, if you are new to blogging, this might be the way to go...for awhile at least. A

basic theme pretty much says, "I am not a web professional." And that's perfectly okay, as long as you're not trying to convince your visitors that you are an expert in an Internet marketing field.

Yes, there are a lot of free WordPress themes available. When I checked on March 19, 2010, there were 1,151 free themes. Virtually all of them require that you give credit (and a link) to the designer, and you should. After all, they did a lot of work for you.

Each theme will have a learning curve as to what goes where. The designer was the content manager as far as telling the content where to go and how to go there. Each page will probably have numerous "php includes" called templates: header, footer, sidebar, etc. That makes everything a lot easier on you until you want to change something. It's not that difficult to learn what goes where.

Of course there are professionally designed WordPress Themes available for you to purchase. Blogs are big business. Theme designers are profiting off that business. And they produce some really good stuff. There is a good part to this. Most of these themes are very inexpensive.

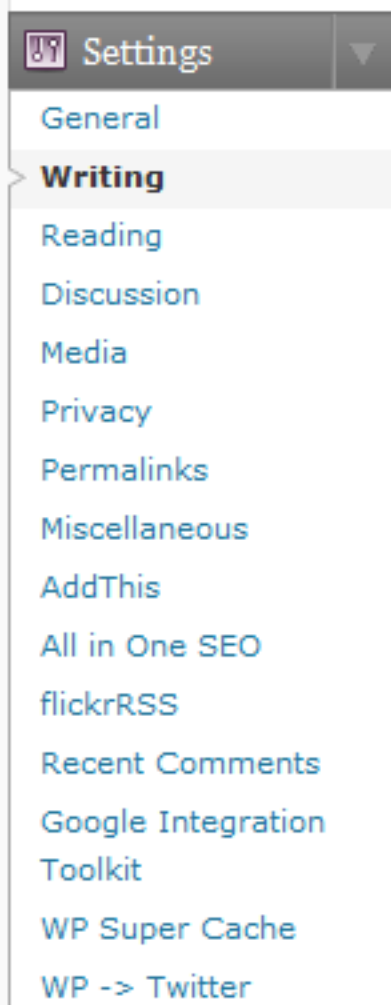
Perhaps the most common method of uploading a new theme to your web host is by using an ftp program. If your host is Hostgator and you used Fantastico to set up WordPress, there is a folder in your files section called wp-content. Inside that folder is another one called themes. This folder has all the themes available for your use. Simply follow the guidelines of your theme author and upload the new theme.

Okay, you can pause here and rest a bit. Building a Power Blog is the easy part. The blog is your product. You must promote it and sell it.

Marketing Your Power Blog

I want to repeat something I said a just minute ago. **Your blog is your product.** You should treat it as though each visitor wants to spend money on your blog. Let's just say each visitor is worth a dime. Ten visitors, then, would be worth a dollar, 100 visitors would equal \$10.00 and 1,000 people visiting your site would put \$100 in your pocket.

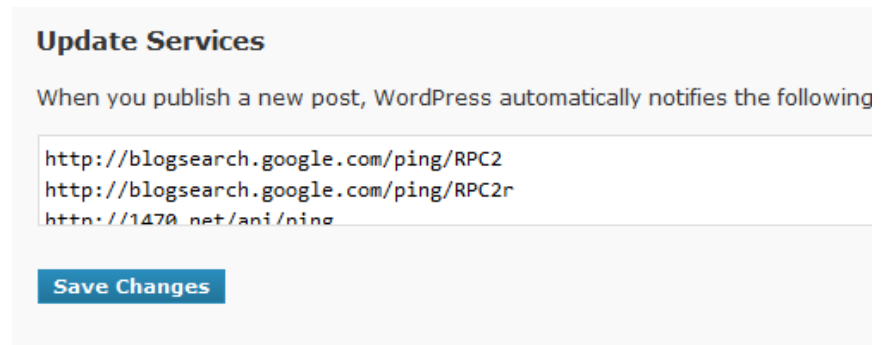
So, how do you get that many people to your blog? Some of the plug-ins we talked about earlier will help. Let's look at your WordPress Blog Dashboard for a moment. In particular let's look at your **Settings**.



For right now you and I want to change the settings in the **Writing** tab. Click on that tab to open a new screen where you can change your settings.

We want to add **Ping Notifications** that will alert blog directories automatically each time a new post is entered on the blog. This is a great time-saver because you can notify dozens of directories all at once without any effort on your part.

WordPress does it for you. Scroll down the page and you'll see:



Let's put a list of places to ping. Of course we want to add the Granddaddy: Google. But there are a lot of others to be added.

<http://blogsearch.google.com/ping/RPC2>
<http://blogsearch.google.com/ping/RPC2r>
<http://1470.net/api/ping>
<http://api.feedster.com/ping>
<http://api.moreover.com/RPC2>
<http://api.moreover.com/ping>
<http://api.my.yahoo.com/RPC2>
<http://api.my.yahoo.com/rss/ping>
<http://bblog.com/ping.php>
<http://bitacoras.net/ping>
<http://blog.goo.ne.jp/XMLRPC>
<http://blogdb.jp/xmlrpc>
<http://blogmatcher.com/u.php>
<http://bulkfeeds.net/rpc>
<http://coreblog.org/ping/>
http://mod-pubsub.org/kn_apps/blogchatt

<http://www.lasermemory.com/lsrc/>
<http://ping.amagle.com/>
<http://ping.bitacoras.com>
<http://ping.blo.gs/>
<http://ping.bloggers.jp/rpc/>
<http://ping.cocolog-nifty.com/xmlrpc>
<http://ping.blogmura.jp/rpc/>
<http://ping.exblog.jp/xmlrpc>
<http://ping.feedburner.com>
<http://ping.myblog.jp>
<http://ping.rootblog.com/rpc.php>
<http://ping.syndic8.com/xmlrpc.php>
<http://ping.weblogalot.com/rpc.php>
<http://ping.weblogs.se/>
<http://rcs.datashed.net/RPC2/>
<http://rpc.blogbuzzmachine.com/RPC2>
<http://rpc.blogrolling.com/pinger/>
<http://rpc.newsgator.com/>
<http://rpc.pingomatic.com>
<http://rpc.technorati.com/rpc/ping>
<http://rpc.weblogs.com/RPC2>
<http://topicexchange.com/RPC2>
<http://www.a2b.cc/setloc/bp.a2b>
<http://www.bitacoles.net/ping.php>
<http://www.blogdigger.com/RPC2>
<http://www.blogoole.com/ping/>
<http://www.blogoon.net/ping/>
<http://www.blogpeople.net/servlet/weblogUpdates>
http://www.blogroots.com/tb_populi.blog?id=1
<http://www.blogshares.com/rpc.php>
<http://www.blogsnow.com/ping>
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>
http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php
<http://www.newsisfree.com/RPCCloud>
<http://www.newsisfree.com/xmlrpcctest.php>
<http://www.popdex.com/addsite.php>
<http://www.snipsnap.org/RPC2>
<http://www.weblogues.com/RPC/>
<http://xmlrpc.blogg.de>
<http://xping.pubsub.com/ping/>

There is an alternative you might wish to use if you use Feedburner from Google. Feedburner has PingShot which is a service blog directories and feed

aggregators subscribed to for up-to-date blog changes. Then you would simply want to change your Update Services to include:
<http://feedburner.google.com/fb/a/ping>.

Social Marketing

Get involved in the social community. You should have an account with Twitter, Facebook, Digg, YouTube and StumbleUpon for starters.

2007 wasn't long ago, was it? Folks were tweeting on Twitter about 5,000 times a day. Today that figure has grown to 600 tweets per second. That's 50 million per day.

Facebook had 20 million users in 2007 in the United States. Today there are over 103 million U. S. users, a 145% increase from 2009. The big growth demographics are for ages 35 and up with a 328% growth in people aged 35 – 54 and a 923% growth for those 55+. These two groups make up about 40% of all Facebook users in the U. S.

Find and join Facebook groups related to your niche. But don't stop there.

Become active in forums related to your niche. This helps put and keep your name in front of people who are interested in the same things you are.

Remember to be a citizen of the online communities you join. Participate in non-business discussions. Share your favorite recipe, your favorite music, your favorite movies, etc. Be a real person. Real people don't talk about business ALL the time.

Perhaps you know someone who talks about his business or personal accomplishments virtually every time you see him. What do you do? You try to limit the number of times you see that person, don't you? You know obnoxious people in your "offline" life. What makes them obnoxious to you? Well, don't be that kind of person **online**.

Attraction Marketing works best in the social media world. People who are interested in you and what you have to say are much more likely to visit your website with an open and curious mind.

YouTube Marketing can play a huge part in Attraction Marketing. Plus, you can have a lot of fun with this. I'd put movie-making on the back burner since it does have a learning curve if you haven't done it before. And, there are so many other things you can do first. Just don't forget about it.

Updating Your Power Blog

Power Bloggers blog consistently. Think for a moment about the big political blogs. They employ a number of people who write articles every day. They add blog content several times a day. Now, you don't need to do that in the beginning, but you do need to develop a habit – a consistent habit of updating your blog. The more interesting and the more regular your posts are, the more readers you will develop.

Consider this:

1. You provide value for your readers on a regular basis.
2. You provide new content for the search engines on a regular basis.
3. Knowledge is power. The more knowledge (information) you give your readers **free of charge** helps develop your reputation as a “good guy”.
4. You provide SEO content. Let's spend a little time on how providing good, consistent SEO content can benefit you.

Benefits of SEO Content

You might have thought about skipping this section. I mean, after all, who doesn't know how important SEO content is to **anything** on the Internet. I am definitely not talking black hat here. Black hat marketing, for those of you who don't know, is Machiavellian in nature. The end justifies the means. Don't care about your visitors. Don't care about playing the Internet game open and above board. Do everything you can to separate visitors from their money. That's black hat marketing, and it's wrong.

Let me tell you about an email I received on March 23, 2010 that truly made my day. It said, “You have restored my faith in objective journalism.” The day before I had received an email from that person stating I had published a fact wrong (in her opinion) and that I must be promoting some sort of agenda. While the fact was not wrong according to the source of it, I could see where it could easily be misconstrued, so I deleted it and sent an email to the lady thanking her for helping me provide correct information.

That is the kind of visitor you want coming to your site. Will she tell others? I have no way of knowing. I also have no way of knowing what the future holds for my online relationship with that person. She could very easily end

up referring thousands of people to my site. She might be the beginning of a viral message that spreads hither and yon. No, I don't believe in black hat or, even, gray hat marketing. Okay, enough about that. Let's get back to SEO content.

Let's assume your blog has post after post after post of a keyword-sensitive title, keyword-sensitive headings and a first paragraph with the primary keyword leading the discussion. Internet marketers will notice.

Of course the search engines will love your Power Blog, but let's talk about how SEO content can open an additional revenue stream for you.

Sell PLR Articles

What if you could package ten articles and sell the package for \$5 to 30 or 40 people? There are a lot of people doing it, and a lot of that stuff is downright pitiful. You, on the other hand, can point to your blog. Let prospective buyers read the way you write. Let them see the value of your writing. Let them see what a bargain it would be to purchase a package from you.

Would they be interested in a second package, or a third?

Everyone with a website or a blog needs good content articles. You can supply that need simply by building a Power Blog and letting people know about it.

The Magic of RSS

RSS stands for Rich Site Summary or Really Simple Syndication. Take your choice. What it stands for is not relative. Think for a moment about the word "syndication" and where you have seen it before. Many newspaper columns are syndicated, meaning the same article appears in several papers, maybe even hundreds.

You can syndicate your Power Blog. RSS is built into your WordPress blog. But I recommend you go one or two steps further. You should have a Webmaster account with Google. You should have a Google Analytics account and, perhaps, a Google AdSense account. Now you need to add a Google Feedburner account.

Add your blog to Feedburner and it will create a feed URL you can use so your site visitors can subscribe to your blog just like subscribing to a newspaper, except this is a free subscription.

If you also have an iGoogle account, you can subscribe to your own feed just to make sure it's working correctly. If you have a MyYahoo account, you can subscribe there, as well.

Getting Traffic

Up till now we have performed a lot of tasks to build a Power Blog. We have worked to optimize the site for search engines. We are sending notifications (pings) to blog aggregators every time we add a new post. We're well on the way to building a useful and informative site.

Now we need people to see our wonderful blog. There are many strategies you can use to build traffic. For instance, on one of my sites I added a poll a few days ago. It was an election poll that I promoted on Twitter and Facebook. Over 2,000 people visited the poll the first three days and the candidate sites listed in Google AdSense got click after click after click...and I giggled. The \$15 I paid for the poll was recovered in less than three days.

There have been a lot of books written about getting traffic to your website. In fact, I wrote [How to Generate Free Traffic](#) that lists hundreds of free resources. The web address is:

<http://www.homebusinessop.com/how-to-generate-free-traffic.html>

You probably know by now that I don't overprice my products. After all, you paid nothing for this. The Traffic eBook normally sells for only \$18.00. That last sentence sounds like I'm getting ready to offer you a special deal. Sorry to disappoint you. My wife insists that we eat at least one hot meal a week so I've got to earn a few bucks every once in a while.

Tying it Together & Resources

There is quite a bit of information here for you to digest. The Table of Contents allows you to jump to specific sections for guidance or to refresh your memory.

Your goal is to create a **Power Blog**, and you can do it by knowing a few things that others don't know. You can do it by performing a few things that others don't perform.

I have discovered over the years that too much information is almost like having no information. People with brain injuries call this the “mall effect” because it’s like you have so much information coming at you, you don’t know what needs to be processed first. While you’re thinking about that, other bits of information simply careen off into space never to be seen or heard from again.

Yes, this is a short book. It’s short enough for you to read through quickly, and it’s short enough that you can find information fast when you need it.

Here’s a recap of resources mentioned with links:

[WordPress](#)

[Hostgator](#)

[Keyword Country](#)

[WordPress Templates](#)

[Website Tools \(Polls\)](#)

[How to Generate Free Traffic eBook](#)

[PLR Articles](#)

Other:

[Free eBook from Marlon Sanders](#)

[Home Business Opportunities for 2010 & Beyond Website](#)