



Welcome everybody to the Wizard Weekly. My name is Cathy Perkins, and I'm the WordPress Wizard. I'm going to be your guide into this *wonderful* world of blogging and WordPress – the best blogging platform ever! You'll hear me say that every week because I really, really believe it.

Today's topic is: *WordPress Essentials* – what you need to get started blogging with WordPress. The action guide is available at [thewizardtoday.com](http://thewizardtoday.com). Don't just put in "thewizardtoday," or you'll get an error page. [thewizardtoday.com](http://thewizardtoday.com) – find the big red button that says, "Get the Action Guide," and click on that. You can print it, or follow along on the screen. Although, I really recommend that you print it, because there are going to be a lot of things today, and you'll probably want to take a lot of notes.

On The Wizard Today, you'll also see a link to "Bridging Heart and Marketing." The reason that is there is because I really don't think that I'd be wrong if I said that at least 90% or *more* of you are in the soft sell market. My most excellent friends – Judith and Jim – are hosting the first ever soft-sell marketing conference in Los Angeles on February 22<sup>nd</sup> through the 24<sup>th</sup>. I'm going to be there, and I already know *some* of you who are going to be there too.

Now, if you haven't signed up for this and you even *think* you want to go, do it quickly because the last thing, (well the second to the last thing) that I heard was that it was 80% sold out, and then just today I heard that it's 84% sold out. So seats are going quickly. The room block is gone, but Judith and Jim's event coordinator is helping people find the best room rate at the Weston.

So, what is soft sell marketing? Well, it's not screaming at people, for one thing. It's getting your message across loud and clear, but in a friendly, more compassionate way. Judith and Jim have just devised an entirely new approach to Internet marketing and I really think that you're going to like it. They put together an excellent slate of speakers and there'll be breakout sessions on Saturday morning, plus a lot of fun stuff too. Many of you know Jeff Herring, the Article Guy, and I'm going to tell you a funny story about him later. He's going to be doing one of the breakout sessions, so this will be a *great* opportunity for you to get to meet him too. So, if you're already signed up to attend, send me an email because I want to look you up and get to meet you and know all of you who are there. I'd love to meet you in person.

Speaking of Jeff Herring, the next link on the screen is to his article writing and marketing secrets preview call. If you don't know Jeff, you really do need to get acquainted. It's many programs about article writing and marketing and not just article

marketing, but how you can use his techniques to create a massive presence on the web. He's my friend, and my mentor, and I really urge to go and look at all he has to offer.

So let's just dive right in now to WordPress Essentials. To get the most out of this call:

- Print the Action Guide.
- Takes notes.
- Use these tips to develop your blog, and by all means, take action. Now!

The first thing that we're going to talk about is picking your domain name. You need to pick your domain name and buy it. As of recently, there were more than a hundred million domain names registered. That's a lot, and most of the good ones are gone. So start at [domaintools.com](http://domaintools.com), and start searching for your perfect domain name.

Whatever you do, get ".com", unless you have reason to get something else. Customers and people on the Internet just automatically default to dot com; they think that everything is dot com. So what if you got a dot net, because your dot com wasn't available, and it was one of your competitors? Well, a web browser might just type in that name plus dot com and go right to your competitor. So, that's not very cool. I just really think that you need to get the dot com domain name. You can go to One and One or GoDaddy to register it. You'll see some resources at the end of the Action Guide, so you can just go right to these various places that I'm going to mention.

When you get your domain name, be creative. The one-word domains are gone. They're just gone. If you think that you are going to get the domain name "paradigm," or "paradox," you are wrong. These were gone, probably within fifteen minutes after Al Gore invented the Internet. So, if you absolutely have to have a one-word domain name, think about something that you can put on the end like:

- Group
- Agency
- Systems

Many of those will be gone too, but it's worth looking into. If you're an Industry specific business, you can try adding words like:

- Media
- Medical
- Tech

Just try to come up with something creative to go with your one-word domain name.

Also, you can think of some *evergreen* words. *Evergreen* words are words like:

- Star
- Mark
- Point
- First

Try your one-word domain name with one of these on the end and see how it sounds. It'll really probably start to sound good. There was one person who wanted "boss.com." So, Bruce Springsteen probably got that a long time ago, so he actually tried some of these evergreen words on the end, and found out that "mark," sounded good, and got

“bossmark.com.” That just became a brand; Bossmark became a brand. Some other brands are:

- CoreOne
- TeamLogic
- BrightHire (that’s one with the evergreen word – bright – on the front end)

I’d like the evergreen word to be on the *back* end, but if you can brand yourself, if you see some branding possibilities, by all means try an evergreen word on the front.

Consider using a phrase like a jeweler using “seaofdiamonds.com.” How innovative, and creative, is that? I really like that. Sea of Diamonds. That became their brand. You don’t even know, or really care, what the real company name is. You know you can go to “seaofdiamonds.com,” and it’s catchy, and it’s easy to remember. There’s crab restaurant, who found the phrase, “ilovecrabs.com,” was available and bought it. So, now Harbor House Crabs is known by “ilovecrabs.com.”

Tom Antion did it. He has a Bichon Frise. Everyone mistakes that dog for a Poodle, so he bought the domain “iamnotapoodle.com”. I love that. That’s just great. So, you know, invent new names, pick a phrase, but definitely get .com.

When you get your domain, keep track of it; know when it’s going to expire. This is the story that I said that I would tell you about Jeff. Many of you have heard this story, but many of you haven’t. The ones who’ve heard it, it really bears repeating, because it’s a good lesson to keep in mind. Jeff bought the domain name, “thearticleguy.com,” and that’s how he built his brand, and his business was really building. All of the sudden, his domain name expired, and he didn’t renew it.

Now, GoDaddy sends a lot of reminders, the trouble is that most domain registrars start sending their reminders two or three months in advance and as human nature goes, you say, “Oh, I have time. I don’t need to do that today.” Well pretty soon, your domain will be gone, and that happened to Jeff, and he couldn’t get it back because someone bought it – right away. So there he was, with a zillion E-Zine articles pointing to the Article Guy, and he didn’t really know what he was going to do. He just was in despair. So, he called his mentor, Tom Antion at ten o’clock on a Saturday night and they figured out that they could get “theinternetarticleguy.com.”

Chris Knight of E-Zine Articles helped him, I think probably on Monday by changing every one of his articles from “The Article Guy,” to “The Internet Article Guy.” He finally got “The Article Guy” back, but he had to pay a lot for it, and “The Internet Article Guy,” is not his brand. He’s known as “The Internet Article Guy,” so that was something that worked out well, but that’s because he was diligent (not in letting the domain name expire), but in figuring out what to do when it did expire.

I know another person who let his domain name expire and his business fell apart because he just couldn’t get anything close to it. I won’t mention that person, because that’s *not* a success story.

Okay, now you have your domain name and you're going to keep track of it, and you're *going to know when it expires!* You're going to renew it in *plenty* of time!

Wait a minute, Donna Marie has a question – “where can we find the list of more evergreen words or phrases?” Well, I don't know exactly where there's a list. I thought of four (star, mark, point, and first). I really don't know where there is a list of them, but just, kind of put on your thinking cap and come up with some evergreen words. These should get you started (star, mark, point, and first).

Okay, now, let's go on to pick your hosting. Please, please, *please* find a host (now, I'm not including GoDaddy, I'm going to talk about GoDaddy because they're a separate case). Pick a host that has Cpanel with Fantastico. Even if you don't know what “Fantastico” means right now, that's fine. Make sure that your host has it *unless* it's GoDaddy.

GoDaddy has something called “The Hosting Connection,” which works the same as Cpanel, so you really don't have to worry about GoDaddy. The reason I'm saying this is because if you get Fantastico, or The Hosting Connection with GoDaddy, there's practically a one-click install. That's what they call it. It's really an automatic install, you just have to go click on WordPress, and it will start installing. You answer some questions (it's very easy), and before you know it you have WordPress on your site. It's very, very cool. You don't have to have that, but if you don't have it then you have to upload WordPress (I'm going to talk about that in a minute too, but right now we're just talking about hosting, and I don't want to get ahead of myself).

A very, very excellent host and the one I use is HostGator and I just cannot recommend them highly enough:

- They have Fantastico.
- It's very simple to install WordPress.
- The FTP client inside is good (and we're going to talk about FTP in a minute).

GoDaddy also has an excellent FTP client inside that you can use, as most hosts will. The Cpanel with Fantastico or GoDaddy's Hosting Connection are just really, really good.

When you set up your hosting, choose Linux over Windows servers. You don't really need to know why (and I really don't even know why), except that I know that WordPress does not play well on a Windows server. So you'll be presented with a choice, if they offer both. Now many hosts offer only one and that is Linux, so if you don't have a choice then it's probably Linux. Choose Linux, and it must have PHP and MySQL support. I really don't know, off the top of my head, of a host that does not have that anymore. So that probably is *not* a consideration, but if you don't see it listed in their list of included items, you might want to check. PHP and MySQL. That's the database that WordPress uses and it must be present in order for you to host WordPress. So now:

- You've purchased your hosting account.
- You have your domain name.

It's time to point your name servers. "Yikes! That seems like a lot of stuff to do," but really it's not bad because most domain registrars, and this is where you're going to go to actually point the name servers, you're going to put point them from your registrar, to your hosting company.

When you set up your hosting account, you probably (I hope!) got a welcome email that had your name servers in it. Like NS1.HostGator.com, and NS2.HostGator.com. It'll be in that format, but it won't be those exact words, but it'll look like that. All you have to do is go back to your domain registrar and when you get into your domain account, you'll find (it varies from host registrar to registrar, but they're all *basically* the same) the place where you can change your nameservers. It's probably going to be a clickable link called "name servers." Do not choose:

- Forward
- Redirect

Do not do either of those things because we're pointing this domain name to your hosting account. So all you have to do is click on "name servers," and say "custom name servers." Replace their name servers with the name servers that you got from your hosting account. Like I said "NS1.HostGator.com," and look at these and make sure that they're spelled right because if you make a typographical error, your name servers will never come over to your hosting account. They'll be out there internet limbo somewhere, and you won't be able to find them unless you go back to your registrar account and then say "Oh my gosh, I pointed them to the wrong place!" So, it's picky and it's a couple of steps, but it's not really *hard*, hard to do.

So now that we've pointed our name servers, we're going to set up the domain on your hosting account. See, pointing is not enough; you have to actually set up your domain on your hosting account. So, with HostGator, you choose an add-on account. For example with ThirdSphere you chose "park a domain." So, hosts are different. If you don't know how to set up your account, send them a support ticket. Many of them have pretty good help sections (or send me an email, and I'll help you do it). This is one of the most difficult things that you're going to do, so just ask your host or send me an email and I'll be glad to help you do that.

I'm singling out GoDaddy because so many, many people host with them (and I *did* host with them) and they have really become a really good hosting company. With GoDaddy, the best way to set up your domain is with a separate economy hosting account. Each domain that you have should have it's own economy Linux hosting account.

- They're very inexpensive.
- They keep things nice and separate.
- You don't have to worry about trying to map a domain here, or map a domain there.

It's just really easy to set up these separate accounts on GoDaddy. So, that's what I suggest with them.

Now you're going to install WordPress. We kind of talked about this (a *little* bit). With Fantastico, it's *almost* a one-click install - you click on WordPress and answer their questions. If your host does not have an auto-install, you can find excellent instructions at [codex.wordpress.org/installing-wordpress](http://codex.wordpress.org/installing-wordpress). I'll send that link to you in the email when I tell you about things that are available when the recording is up, because that's kind of a long one. They have what they call their "Famous Five Minute Install." So, I think it's going to take you a *little* bit more than five minutes, but I don't think it's going to take as much as ten. The instructions there are very clear, the only thing that I'll caution you about is that you need to skip the part that says "Install for Free." Don't let them do it, do it yourself because it's not that hard. I don't want anybody in my hosting account, and I don't think you want anybody in your hosting account unless it's someone you know and trust, and someone who's going to be in there helping you. I just don't want strangers in my hosting account; plus, what a sense of empowerment that you'll feel once you get it installed. It's really not that difficult - with those instructions you can really do it.

So, the next thing that you're going to want to do is find a theme - [themes.wordpress.net](http://themes.wordpress.net). I can't stress enough to go to: [themes.wordpress.net](http://themes.wordpress.net). Here you will find a hundred and ten pages - with about fifteen themes on each page. According to my math that's about 1,600 themes you'll find at: [themes.wordpress.net](http://themes.wordpress.net). You can sort them according to how many columns you want, what color that you might think that you want. You can check on many things on the side and start narrowing it down, because 1,600 themes is a lot to look through. This is the best place to find themes - 1,600+ themes. Also, if you don't find anything there that just strikes you (and you might not), you can Google "free WordPress themes." Please, don't pay for a theme! There are so many *wonderful* free themes out there, that it just isn't necessary to buy a theme. Unless you're GM or something and you have custom theme designed for you, don't buy a theme. There are too many good, good free ones.

When you find your theme at [themes.wordpress.net](http://themes.wordpress.net), when you find a theme that you like you have two options: You can say "test run," - this allows you to look at the theme on a full page and see what it looks like (actually on your screen, because all the themes that you'll see are thumbnails, and are very difficult to see, so you just have to pick one that you think, "Oh, I might like that!"). Click on "test run," and you can go right back to the theme index from the test run if you don't like that theme. You can look at many of them and say "test run," and they'll show right up there on your screen.

Now, when you find one that you like, you click on "download," and it'll come down to your desktop. It will come down zipped. You will want to unzip it, and I have heard some people who are now using Vista are having some unzipping problems. I don't use Vista and hopefully I will not use Vista for a long time, but if you're having trouble unzipping in Vista - Gosh, I don't know what to tell you. Try asking Microsoft a question on a Microsoft forum, or a Microsoft page, I don't mean call them and ask them a question, because I don't think anybody really is there. I don't think that there are real people there to answer your questions, but you could Google "unzip in Vista." In fact, that's something that I didn't do. I'm sure that many people are having this problem, and I'm

sure that someone has come up with a solution to that. So now we have it unzipped, and hopefully (if you're in Vista) you have yours unzipped too.

So, depending on your host, you might have to use an external FTP program. FTP means File Transfer Protocol. There are many, many good, free, free, free FTP programs. Just Google "free FTP," and you'll get page after page of them. Some of the ones that I know that people have used are:

- FileZilla (which is a good one)
- SmartFTP
- CoffeeCup

The list just goes on and on, and I know that those are good, because I know people who have used them. So, Commander also is another one. Commander FTP. Find a good free FTP program.

Now, if you host with GoDaddy the one really excellent thing about them is that you don't need an FTP program. You can FTP folders in GoDaddy. What you cannot do in many other hosts like:

- HostGator
- ThirdSphere
- BlueHost (but I'm not positive)

So if your hosting company allows you to upload folders (and the only one I know of, for sure, is GoDaddy), then you'll have to have your own FTP program, like FileZilla or SmartFTP.

Now you're going to upload the theme to your host account. The way that you're going to do that is, on the remote side of the FTP, either in GoDaddy or your own that you've downloaded that's free (like SmartFTP), you're going to have a local on the left side and a remote on the right side. Local is your computer; remote is your hosting account. It's very important that you get your theme in the right folder. You want to find `public_html`, then your domain folder, then `wp-content`, and then `themes`. If you click until you get into `themes`, and you have the `themes` folder on the remote side, your theme will go to the right place. So then you just have to find where you saved it, the unzipped version, and upload it.

That sounds like it's difficult, but it's really not. Many people freak out over the little acronym "FTP," but it's nothing more than File Transfer Protocol. It's the way that you get files from your computer up to your host account. So, it's not all that difficult, and don't be intimidated.

Now that your theme is up on your hosting account, you have to activate it in WordPress. So, the way that you're going to do that is: log in to your WordPress administration area. The way that you do that is: you type in `http://www.yourdomainname.com/wp-admin` (I hope it's a dot com!). Depending on how you answered the questions when you did your WordPress install about username and password, you'll enter the username and password

that you gave it when you installed it. I generally let it default for the first time to “admin,” for the username, and “admin” for the password. Don’t leave it there, that’s awful, because everybody knows that “admin,” “admin,” can get you into some WordPress installations, and so hackers can get in that way. So, definitely change it before you start putting content up there, but for me it’s just really easy to do “admin,” “admin,” and I can get in there and do what I need to, to get it set up very easily. Then I change the password.

Now, when you get logged in, there’ll be a dark blue bar with a whole bunch of options in it. Down towards the right side of that bar, you’ll see “Presentation.” So click on that, you’ll be in themes as a default and you’ll see the WordPress default theme (that ugly blue theme) is marked as current. So all you’ll need to do is find your theme, and there will probably be a total of three: WordPress default, WordPress classic, and your theme (whatever you’ve uploaded). Just go down and click on your theme and *poof!* It becomes the current theme. Your theme will just be there automatically. It’s great.

So, now the last thing that we’re going to talk about today is “activating Akismet.” Akismet is going to be your best friend. It’s a strange little name, but what it does is it catches spam comments. Let me tell you, spam comments are everywhere. So, WordPress came up with this plug-in that comes with every single WordPress install, you don’t have to go find it and install it yourself, it’s there.

In order to activate it from your dashboard, find plug-ins. It’ll be farther to the right than presentation. Find “Akismet, click on “activate,” (that’ll be towards the right side of the little box that Akismet is in). Click on “activate,” and you’ll need an API key. Well, what’s an API key? You have to go to WordPress to get that API key, but you’ll be able to click to WordPress from within the Akismet plug-in. It won’t work without a WordPress API key and I think that this is one way that WordPress gets you to register with them. You have to go set up a WordPress.com account, and as soon as you do that, your API key will be emailed to you.

- You can go into your email.
- Copy that API key (which is just a big, long series of letters and numbers).
- Go back to Akismet.
- Paste it into the box where it says “What’s your API key?”
- Update that, and Akismet will be activated.

Akismet is going to catch almost all of your spam comments. It’s a plug-in that really knows what it’s doing and it’ll catch comment spam right and left. Now, a few will get through, so if you have a comment awaiting moderation, and you know it’s spam, all you have to do is go to the bottom of that little comment box (where you see “Comments Awaiting Moderation”), click on “Spam It,” and when you click on that, that goes to Akismet and Akismet learns and doesn’t let anything through from that comment person again. It’s just wonderful; it’ll save you so much time and frustration of having to look at spam. Like when insurance companies do comment spam, there are a hundred links in the comment. When pharmaceutical companies do comment spam, you’ll see many drug names that you don’t even want to know about. You just don’t even care about them. So,

Akismet really is good at keeping these comment spam people at bay. So, please do go to the trouble of getting your API key and installing Akismet. You'll love it.

That brings us, now to the end of what we're going to do for today, and I just want to thank you all so much. Really, thank you for being with me today and I invite you to come back next week, when we're going to talk more about blogging and WordPress.

If you didn't get the Blog Strategy Document last week, get it at [thewordpresswizard.com/strategy.pdf](http://thewordpresswizard.com/strategy.pdf). This planning guide is really good for everyone, whether you already have an established blog or not. If you do have a blog, it's going to help you refocus on your original intentions, or it might make you see that you need to change course of it. That happened to me. When I went through this, I said "Oh, I need to do some stuff," so it's really a good focusing document and I really like it.

I hope that you go to The WordPress Wizard and that you'll look around. Come back to see the site often, and thank you for being here. Remember, Blog On, and Blog Now!