

Become a Wordpress™ Blog Expert in 24 Hours



Discover the best tips and tricks to turn your
Wordpress Blog into a traffic magnet....**TODAY!**

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Introduction

All over the world, blogging has become enormously popular. It is very easy way for people to share their thoughts, feelings, pictures and many other things with people all over the world. Many people do it as a way to earn money but it's easy to forget that most people see blogging as something they enjoy doing and will happily post dozens of posts about everyday things including what they did that day.

Surprisingly, some of the most popular blogs online are people doing just that. Just making small posts about personal events but doing it in such a way that people log in every day to read them. This viral effect can happen almost instantly and will bring in hundreds, possibly thousands of people to your blog to see what all the fuss is about.

All very nice, but when you put this on a business footing, as an Internet Marketer it's easy to see the potential that a good blog can have. To see a great example, take a look at www.katiefreiling.com

There are many blogging platforms. Many people use blogger.com as their choice because it is free and easy to set up. For small personal blogs this is an okay way to go. But if you are trying to earn money with your blog, DO NOT use blogger.com. The reason is simply that you are putting all your hard work into someone else's control. Blogger.com owns all the content posted to its blog platform, so if they don't like something you do, they can shut your blog down instantly. Unfortunately people have lost thousands of dollars a month of steady income overnight because blogger.com shut them down. Not worth the risk.

So the choice for a more permanent solution, which puts everything in your own control, is to use Wordpress hosted on your own domain.

Although Wordpress does offer a free hosted service, if you're setting up a long term blog it's definitely worth it to host the blog on your own domain. Wordpress offers a free software download that makes it extremely easy to do.

This software is free and takes only a few minutes to install. The only thing you need is of course a hosting account and domain name. These can be purchased very inexpensively and allow you full control and ownership of your blog and content. So they are well worth the money.

By using Wordpress, you also have instant access to plugins and tools that aren't available in blogger.com. These tools make your blog look a lot better to the search engines, as well as to your visitors. We'll go through several of these plugins later in this guide. With that said, let's begin with installing Wordpress on your hosting account.

Installing Wordpress

Wordpress can be installed on most hosting accounts with just a few clicks of your mouse. If you haven't already got a hosting account, then my recommendation is Hostgator.com. I use Hostgator for all of my website and blog hosting because they are easy to use, work very well with Wordpress, and are reliable.

There are many hosting options out there. If you choose not to go with Hostgator.com just make sure it comes with cPanel and Fantastico built into it. Most hosting accounts will have this already but you should always check before making a decision. If you can't see this on the website of your server before you sign up, email their support people and ask. If you don't get a reply, go somewhere else.

Fantastico allows you to add many scripts/programs to your website, just by clicking a few buttons. Wordpress, Forums, Message Boards, Picture Galleries, all can be installed without you needing any knowledge of them whatsoever.

OK, so now lets assume you have your hosting account and are ready to install Wordpress.

First you need to login to your Cpanel of your domain. This is normally <http://www.YourDomain.com/cpanel> but your host will give you this information. Once logged in you'll be presented with the following screen as shown on the next page:

Addon Domains	27 / UNLIMITED
Subdomains	47 / UNLIMITED
Parked Domains	0 / UNLIMITED
Last login from	216.106.82.42
Processes Running	3 / 25
View All Processes	
CPU Usage	0.2% Refresh
Memory Usage	0.1% Refresh
Disk Space Usage	55104.25MB
Monthly Transfer	111777.58MB
Email Accounts	55 / UNLIMITED
FTP Accounts	19 / UNLIMITED
SQL Databases	16 / UNLIMITED
Inodes	112498 / 250,000
View Inode Distribution	

Account Information	
Package	Baby Croc
IP Address	74.53.26.228
Server Name	gator290

Domains

Subdomains Addon Domains Parked Domains Redirects Simple DNS Zone Editor

Databases

MySQL MySQL phpMyAdmin Remote MySQL

Software / Services

QuickInstall CGI Center Site Software Perl Modules PHP PEAR Packages PHP Configuration RubyGems

Ruby on Rails Optimize Website php.ini QuickConf **Fantastico De Luxe**

Advanced

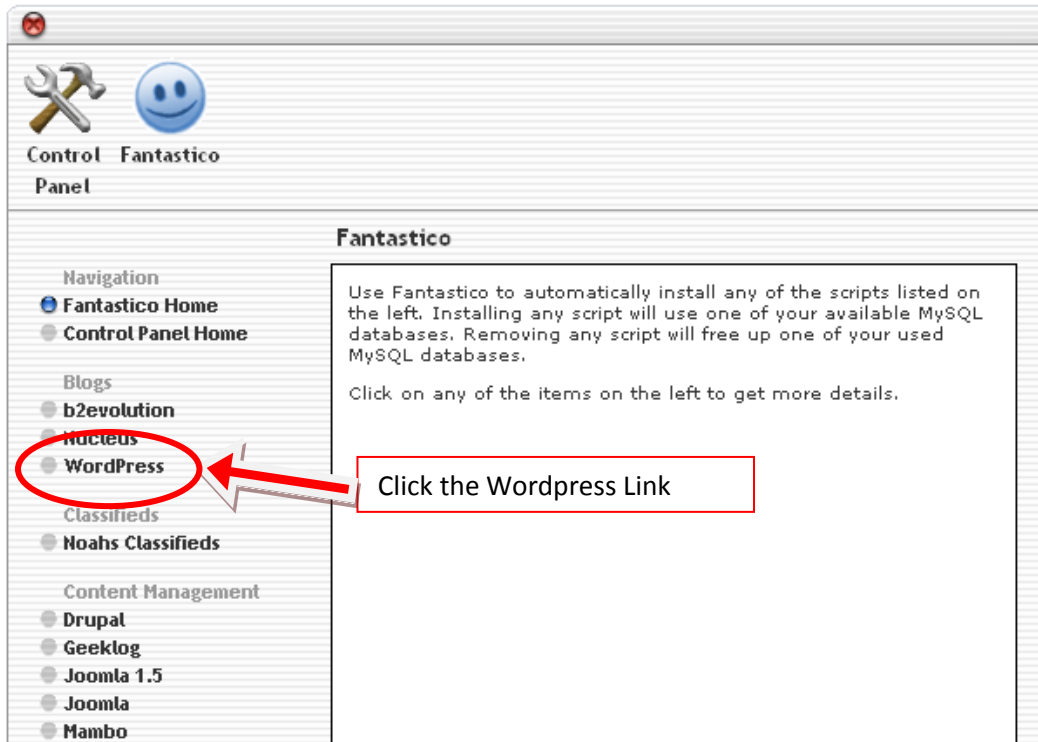
Apache Handlers Image Manager Index Manager Error pages Cron jobs FrontPage@ Extensions Network Tools

MIME Types

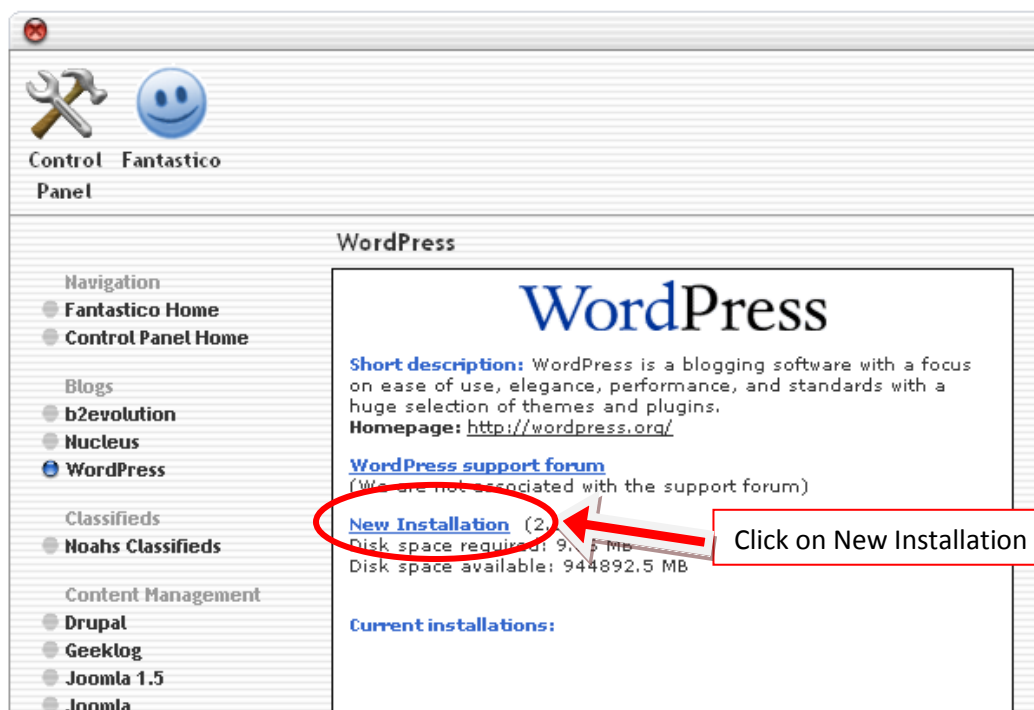
hide icons | reset all interface settings | reveal all boxes | reset box order

Normally at the bottom of the page, you'll see an icon that says '**Fantastico De Luxe**' or just '**Fantastico**'. Look for the blue smiley icon.

Click this link and you'll be taken to the page of scripts that you can install on your website. It looks like the following picture:



On the left of the page you will see many different scripts you can install onto your domain. Under the Blogs section, you will find a link for Wordpress. Click on this link and it will take you to the next screen:



This will list all current installations of Wordpress that you already have. Since this is your first installation, it should look like the screenshot above with nothing listed. To continue click the ‘**New Installation**’ link and it will take you to the following page:



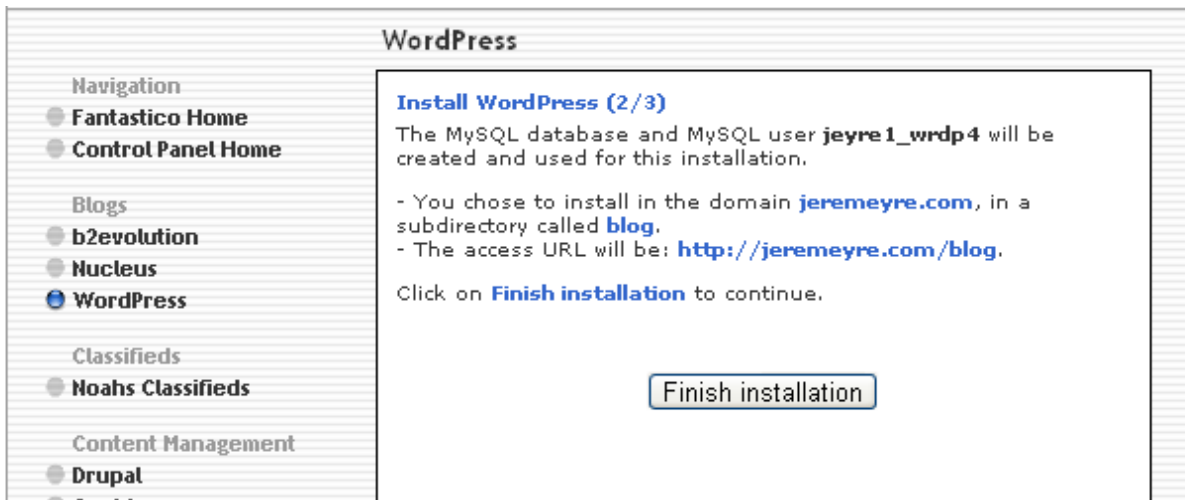
I numbered the boxes so we can go through each one step-by-step. Here we go:

1. This drop down box contains a list of all the domain names or subdomains that you have in the account. If this is a brand new site, then you will only have one domain name in the list and will not need to change it.

2. This is where you choose where you want your Wordpress blog to be installed. If you want your blog to be the first thing people see when they come to your site (the root of your domain) then leave this field blank. (<http://www.YourDomain.com>) would then be the path to your blog for your visitors. If on the other hand, you want to install it in a separate folder, (like <http://www.YourDomain.com/blog>) then type the name of the folder into this box (in this example you would just type in blog). Do not create the folder in your cpanel first, the installation will do it for you.
3. This is the username you will use to access the Wordpress Admin section. Choose one that's easy to remember.
4. This is the password you will use to access the Admin section. Again, use something that you will easily remember.
5. The Admin nickname is shows up at the bottom of each of your blog posts. You could use Admin, Owner, or simply Your Name. I recommend that you simply use your first name.
6. This is the email address that will receive emails when new comments are posted on your blog. This will likely be auto-filled for you, but you can use any email you wish.
7. This is the name of the site and on most Wordpress Themes this will be displayed in the top and bottom sections of your blog. Put some thought into the name of your blog. If you can incorporate some of the keywords you are targeting into the name that is the best. This isn't permanent though, so don't get too stressed about picking the right name now. You can always change this in the Admin section later.
8. This is simply a brief description of your blog. In many themes this is displayed in the header or footer of the blog. Again, if you can use a keyword or two here that is great. But this too can be changed in the admin section later.

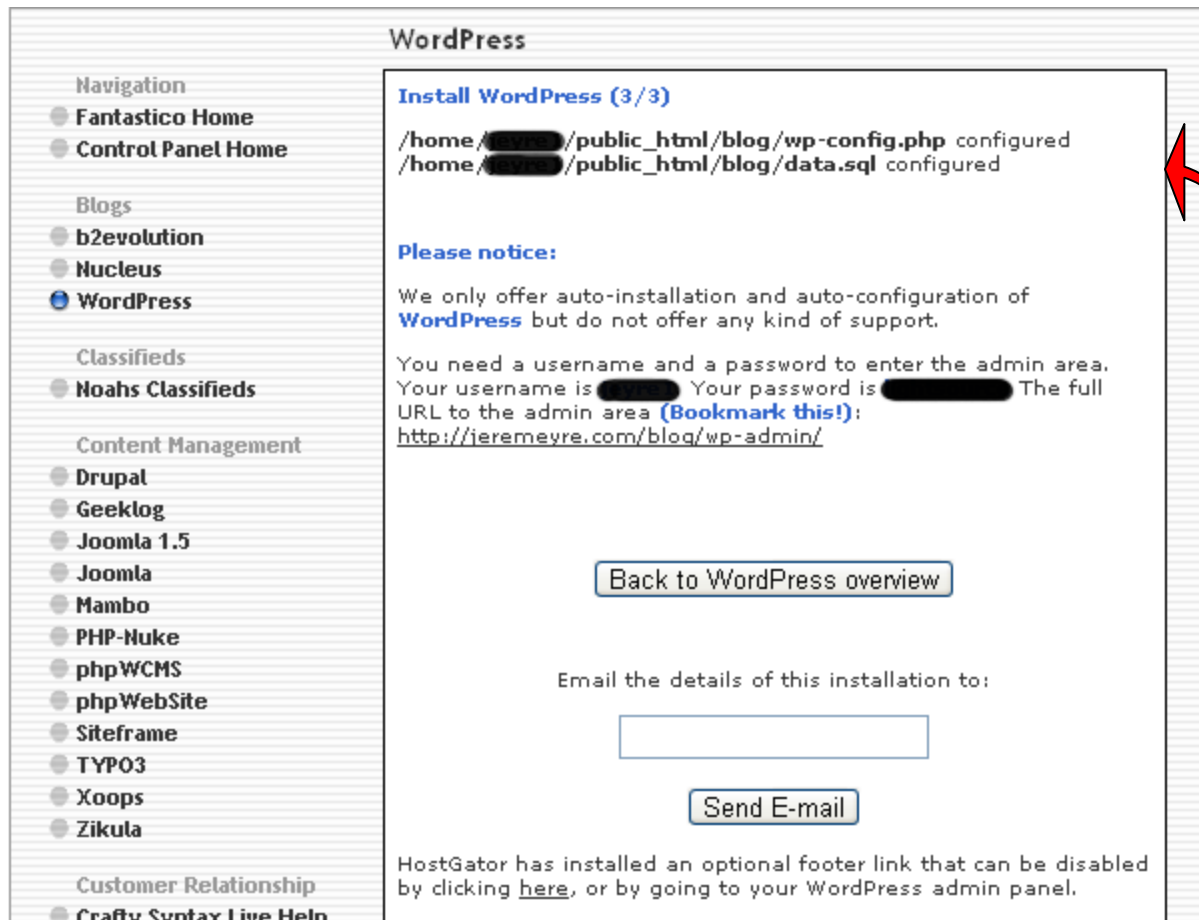
9. Install Wordpress – once you have filled in all of your details, click the button to start the installation. You will then be taken to the next page of the installation process.

This will bring you to the following screen:



This screen gives you the details of the installation. Make a note of these for your records so you can easily find it on your domain.

Now click on the Finish installation button and you will be taken here:



This screen contains some important information to remember. Make a note of where the Wordpress configuration files are installed on your domain server. Keep your username and password somewhere you can find, in case you ever forget either of them. You will be able to login to the admin section of your blog by going to <http://YourDomain.com/wp-admin>. I recommend bookmarking this page. If you'd like to have the details of the installation emailed to you, fill in the email address where you want it sent and hit the 'Send E-mail' button. You will get a message confirming the email has been sent. Hit the 'Back to Wordpress overview' button.

Congratulations! You just installed Wordpress. Easy huh!

The first time you do this may take a few minutes, but any blog you set up after this will literally take 30 seconds or so to do the install.

Changing the Default Settings

Now that your Wordpress blog is installed on your domain, there are some important changes that need to be made to the default settings. These changes will make a big difference in your search engine rankings and will make sure you get as many repeat visitors as possible.

To put it mildly, the default settings are lame and will do nothing for your blogging success. Don't miss out on the potential traffic and income by leaving the default in place. Let's get started:

Log In

To log in to your Wordpress admin type your domain name into your web browser and add /wp-admin to the end of it. It should look like this:

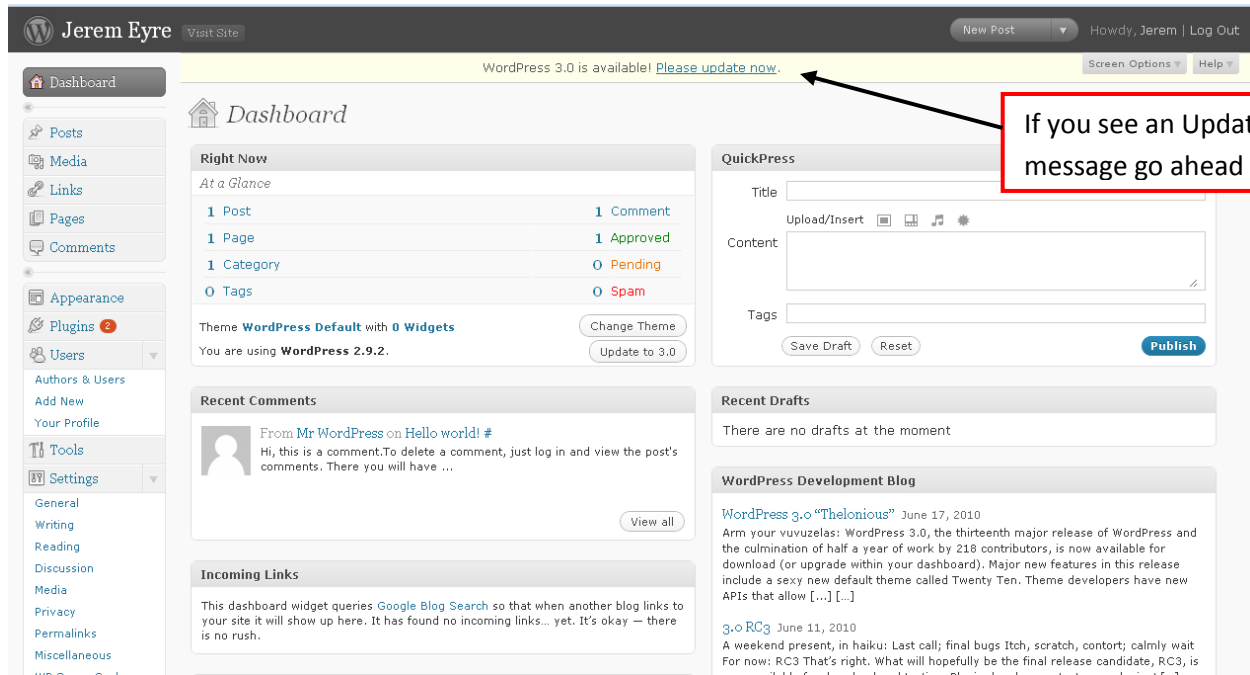
<http://www.YourDomain.com/wp-admin>

This will take you to the Wordpress login screen.

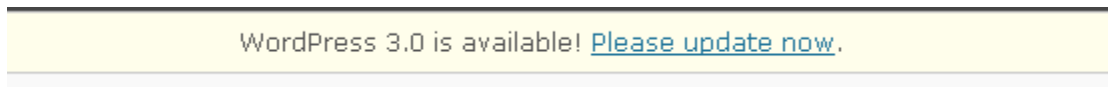


Go ahead and login using the username and password you just created.

That will take you to the Dashboard:



If you see a message at the top of the dashboard that says ‘**Please update now**’ that means there is a more recent version of Wordpress. Fantastico is stays up-to-date but they do not always have the most recent version the very moment it is released. If you see this message, go ahead and click the update link.



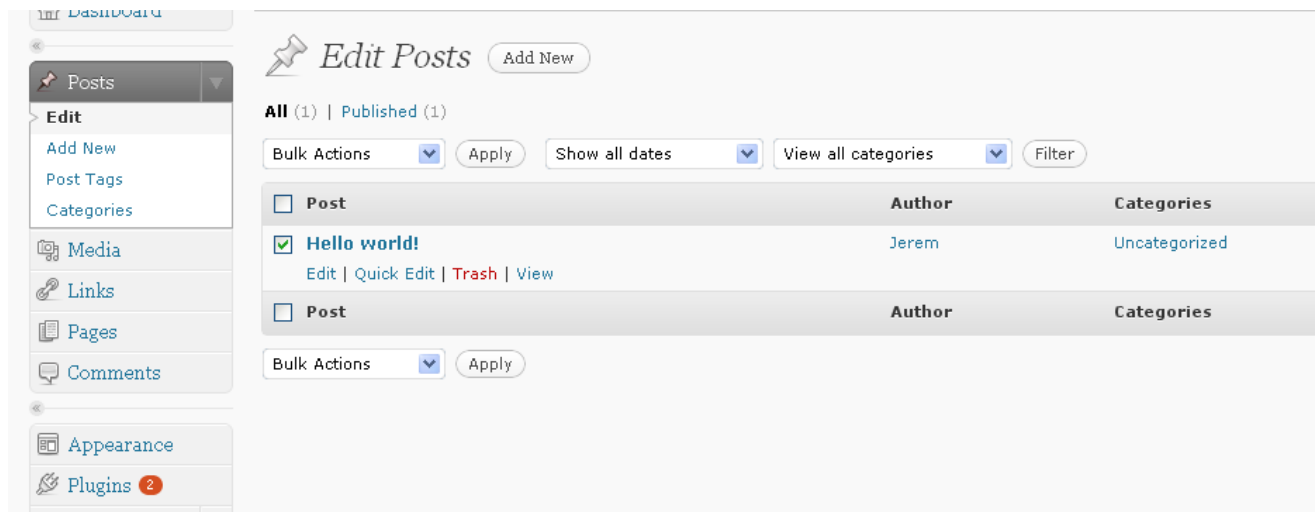
Here in the dashboard is where you will configure everything about your Wordpress blog. The column on the left contains the menu with all the different parts of the installation.

The center column gives you an At-a-Glance view that shows posts, pages, categories and tags in your blog. Beneath that it lists recent comments that visitors have made on your blog.

The column on the right allows you to do a quick post to your blog, shows you any drafts you have started but not posted yet, and displays news items from Wordpress.org.

Delete the Default Post and Page

The first thing you want to do is delete the default posts which have been made. Do this by clicking on **'Posts'** at the top of the left column, which will open a drop-down menu. Click **'Edit'** which will bring you to this screen:



Check the box next to Hello World! (the default post) and then click **'Trash'** to get rid of it. A pop-up box will ask are you sure. Click yes, and it will be gone. Your dashboard will then show you that you have no posts and no comments.

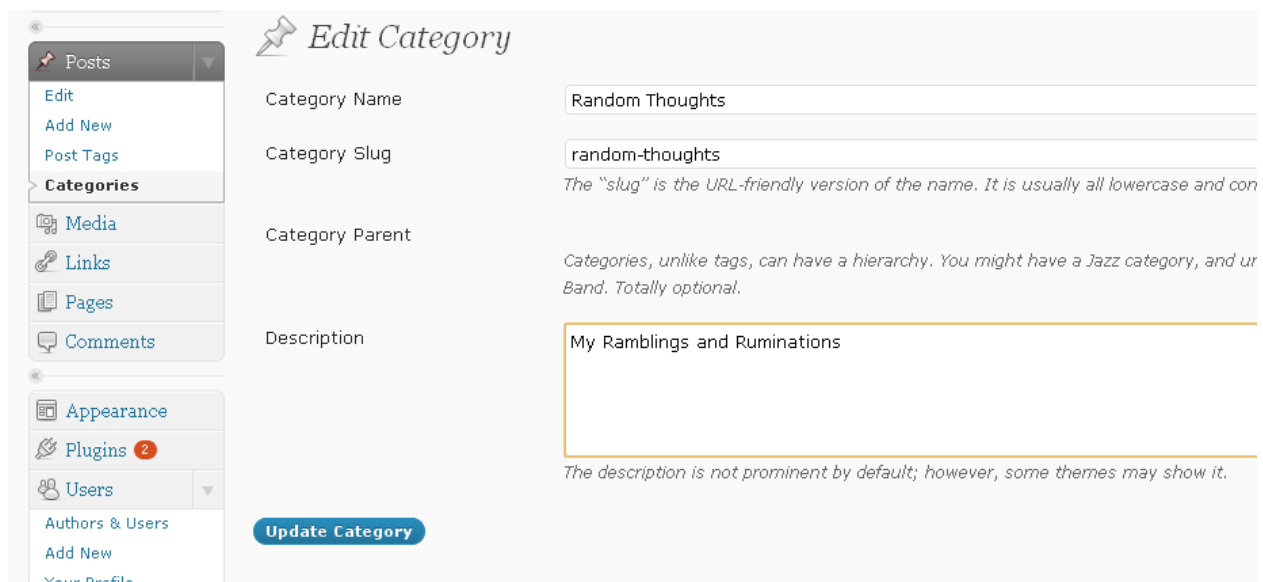
Next you want to remove the default page which was created with the installation. Click on **'Pages'** on the left column. The default page is the **'About'** page. Click on the box and then click on **'Trash'** to get rid of it. Your dashboard will now show that you have no pages. We will add our own pages later on.

Rename the Uncategorized Category

Next, change the name of the default category. This category is where your posts will automatically go unless you specify otherwise. You definitely want a better name than Uncategorized.

Click on the **‘Posts’** option in the menu on the left hand side, then choose **‘Categories.’**

Next hover your mouse over the **‘Uncategorized’** category and click on **‘Edit.’** That will bring you to this screen:



Edit Category

Category Name: Random Thoughts

Category Slug: random-thoughts
The "slug" is the URL-friendly version of the name. It is usually all lowercase and con

Category Parent:
Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and ur Band. Totally optional.

Description: My Ramblings and Ruminations
The description is not prominent by default; however, some themes may show it.

Update Category

The name you choose depends on what your blog is about. It can be ‘Car Tips’, ‘My Thoughts’, ‘Latest News’, or whatever you choose.

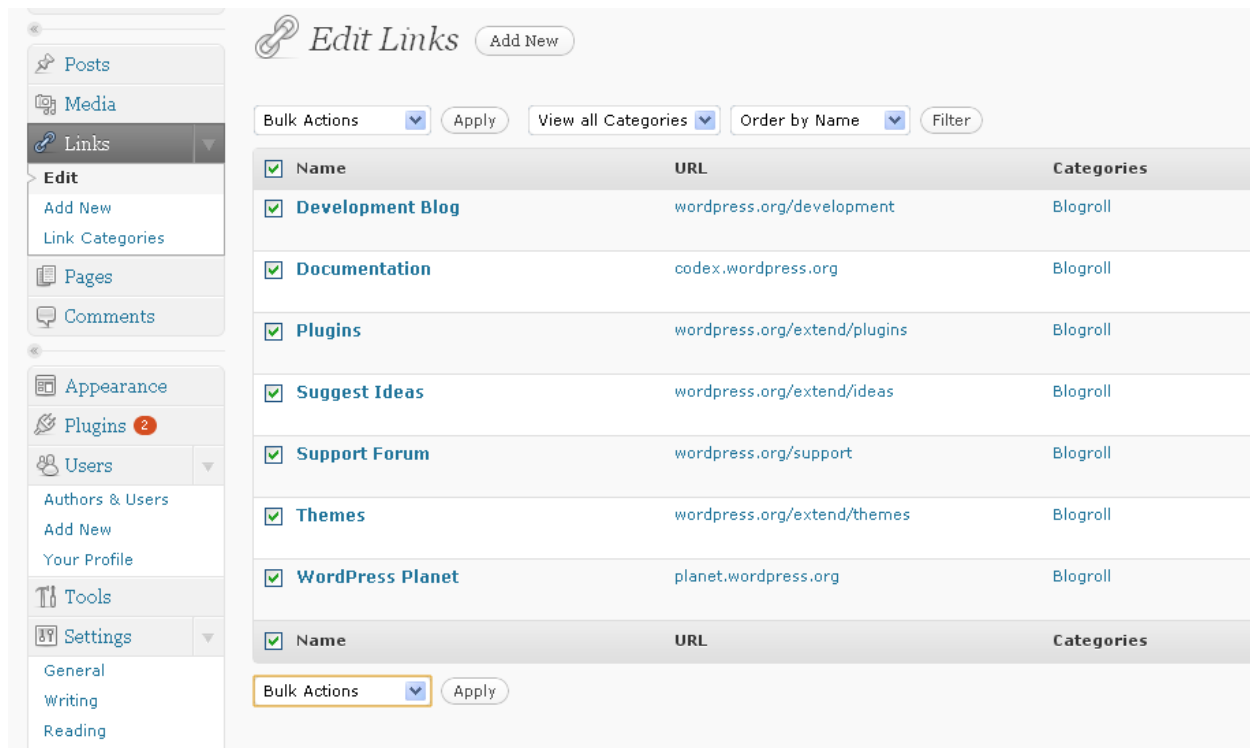
When you have completed each box click **‘Update Category’**. You will receive a message saying that the category has been updated.

Delete the Blogroll

The blogroll is where you will have any links to other websites. It may contain links to other related blogs, other sites you own, promotions you are doing etc.

By default it contains the links to the very talented people who create Wordpress and everything in it. Do not leave these in there otherwise you will have a problem with SEO. Search Engines don't like to see too many links leaving your blog to unrelated sites. So get rid of them!

To do this click **'Links'** on the left column of your dashboard then click **'Edit.'** This will take you here:



The easiest way to do this is to click the box next to **'Name'** in the top of the blog roll. Then go to the drop down menu where it says **'Bulk Actions.'** Choose **'Delete'** then click **'Apply'** and it will delete the entire blogroll all at once.

Change the Permalinks

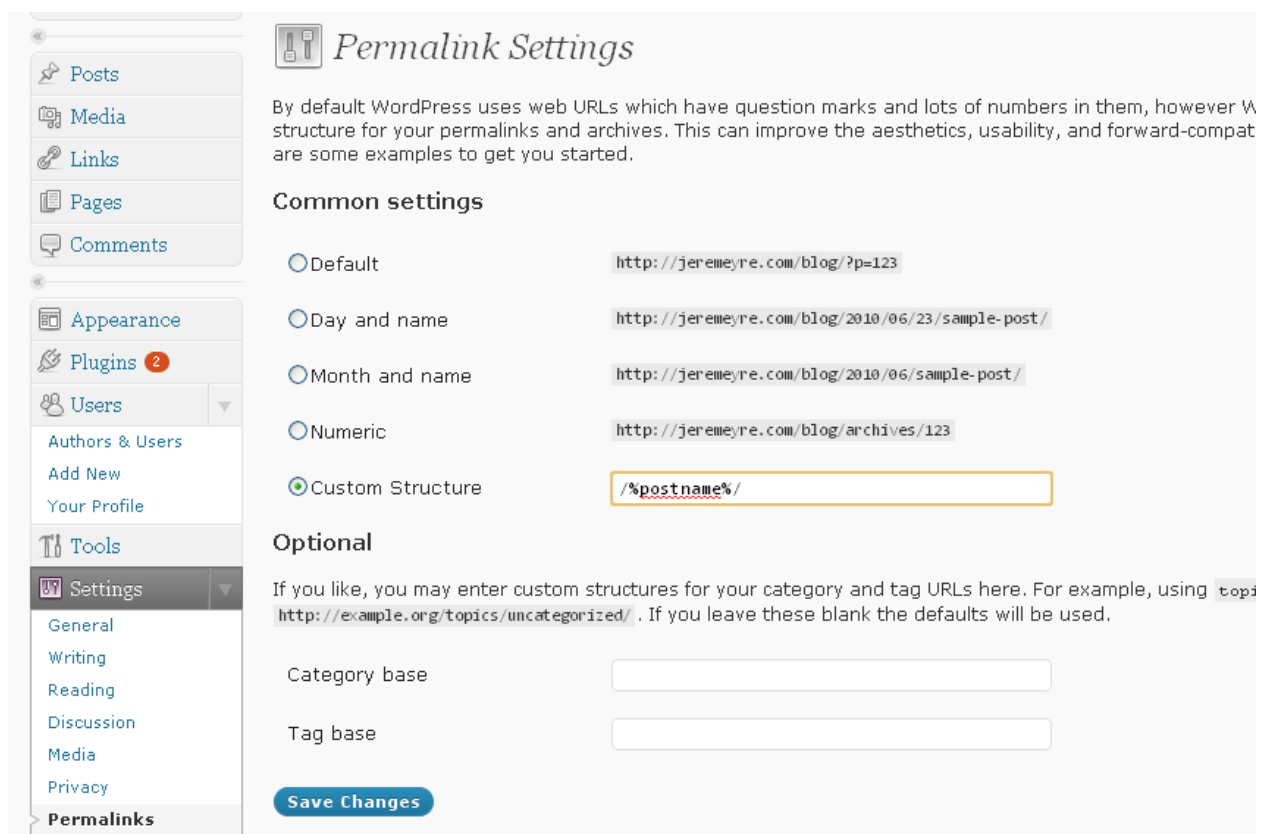
The permalinks control how the URL is formatted on your blog. There are several options to choose from, but having the blog title in your URL will always improve your search engine rankings.

Click on **‘Settings’** on the bottom of the left column. Then select **‘Permalinks.’** There are five options to choose from. NEVER, and I do mean, NEVER EVER, leave the default option checked. This will not help you in any way whatsoever.

The best option is to choose **‘Custom Structure’** and enter the following:

`/%postname%/`

This will add the blog post title to the end of your URL and will leave out all the unnecessary numbers and other useless characters. It makes for the cleanest URL and the best for SEO.



Once you have done this be sure to click the **‘Save Changes’** button to save everything.

TIP: get in the habit of hitting ‘Save Changes’ or ‘Update’ any time you make any type of change inside the dashboard. Unfortunately it is easy to spend a lot of time

updating things and forget to save them when you exit that screen. Don't let it happen to you.

Add Your Ping List

Your Ping List is a list of services that will be alerted (pinged) each time you update your blog.

Go to **'Settings'** in the lower left column and click on **'Writing.'** The Ping List is at the bottom of the page under the title **'Update Services.'**

There are many services out there to send pings to. The following list contains several of the main ones you want to certain to include. There are others you can add too. One word of caution, though. The longer your list the more resources your blog takes up on the server. If you are on a shared hosting plan, your hosting company may have some issues. So don't go overboard.



Update Services

When you publish a new post, WordPress automatically notifies the following site update multiple service URLs with line breaks.

`http://rpc.pingomatic.com/`

Save Changes

The best way to do this is to copy the list below and paste it into the field under **'Update Services.'** And you're welcome for making this so easy.

<http://rpc.pingomatic.com/>

<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://www.blogdigger.com/RPC2>

<http://www.blogshares.com/rpc.php> <http://www.blogsnow.com/ping>

<http://www.blogstreet.com/xrbin/xmlrpc.cgi>

<http://bulkfeeds.net/rpc>

<http://www.newsisfree.com/xmlrpctest.php>

<http://ping.blo.gs/>

<http://ping.feedburner.com>

<http://ping.syndic8.com/xmlrpc.php> <http://ping.weblogalot.com/rpc.php>

<http://rpc.blogrolling.com/pinger/> <http://rpc.technorati.com/rpc/ping>

<http://rpc.weblogs.com/RPC2>

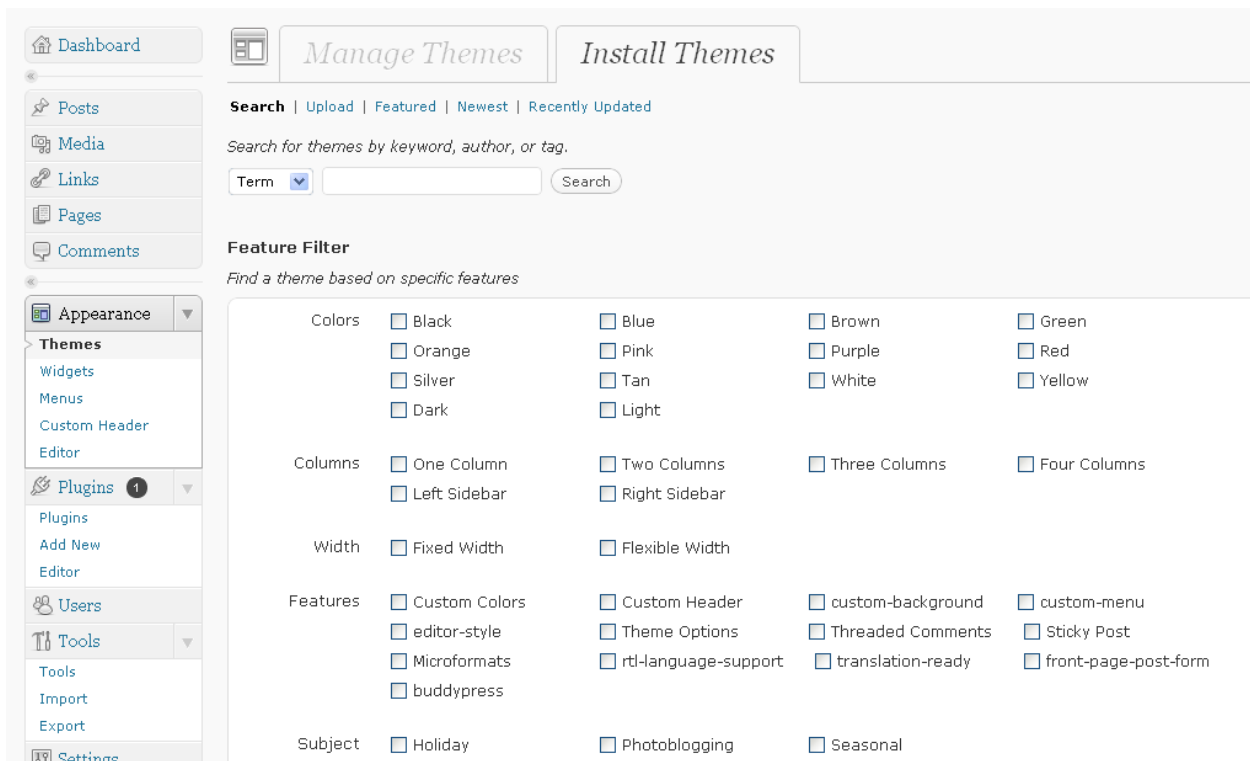
Click the **'Save Changes'** button after you have imported the list.

Changing Your Theme

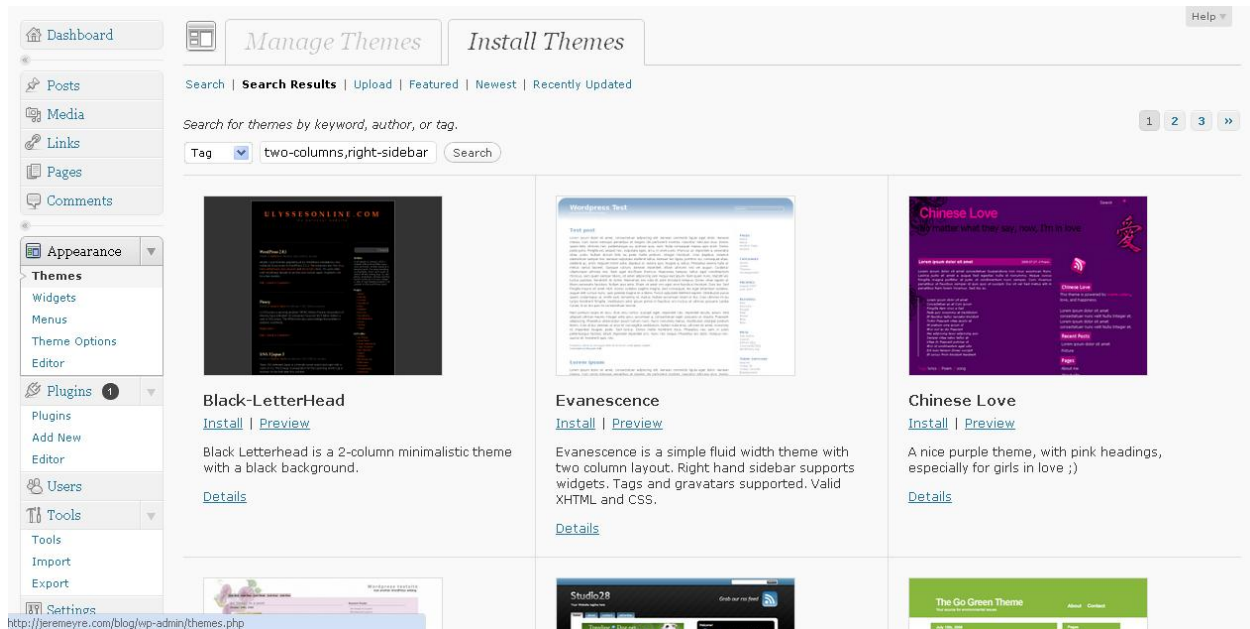
This is one of the most important decisions you will have to make with your blog. The theme controls how the blog looks and feels to your visitors. There are many free themes available, as well as many premium themes you can purchase; you shouldn't have any difficulty finding one you like.

To find free themes click on the **'Appearance'** link in the left column, then click on **'Themes.'** This will take you to a screen that shows you which themes you have installed and which theme is currently active. It will be the default Wordpress theme.

Depending on which version of Wordpress you have, you will then either click on **'Add New'** or **'Install Themes'** at the top of this page. This will take you to a search page where you can search for different themes based on several variables. There are tons of themes out there, the important thing is to choose a theme that has one or two main columns and a sidebar.



Click on the boxes next to the parameters you want to search for. Click the **‘Search’** button. This will take you to the list of themes that meet your search criteria. To see every available theme leave all of the search criteria blank and just press the **‘Search’** button.



When you have found the theme you like, click the **‘Install’** link. This will bring up a confirmation that the theme has been installed. On this page click the **‘Activate’** link. Your theme is now live on your blog.

You can install as many themes as you want, so play around and find one you really like. However, you can only have one theme active at a time. Once you have found one you really like, stick with it. Visitors like consistency, so if you are trying things out and changing themes a lot, make sure to do that before you really start to drive traffic to your blog. Once you are actively driving traffic to your blog, stick with one theme.

Many themes allow for customization of the look and feel of the theme itself. If yours does, you will find the customization page under **‘Appearance’** on the left column in your dashboard. Then click on **‘Theme Options’** to bring up everything that theme allows you to customize.

Another source of free themes is <http://wordpress.org/themes/>. Most of the themes available here are also available directly from inside the dashboard as explained above. There are often a few new ones, however, that haven't made it into the dashboard yet, so it may be worth a look.

If that isn't enough for you, just do a Google search for Wordpress themes. There are literally thousands of them out there designed by really creative people.

One thing to consider about free themes is that because they are free they are also widely used. There may be a lot of other blogs out there already using the theme you just chose. There are two ways to avoid this. One is by purchasing a Premium theme, the other is to hire a designer to create a totally unique one for you.

Premium themes are just that; premium. You will have to pay for a premium theme. Prices range from a few bucks up to several hundred. However, most will fall around the \$97 range. One thing you have to know is that premium themes are not exclusive. Just because you purchased a premium theme does not mean that there aren't others who purchased and are using the same one. However, it does mean there will be fewer people using it than a free theme.

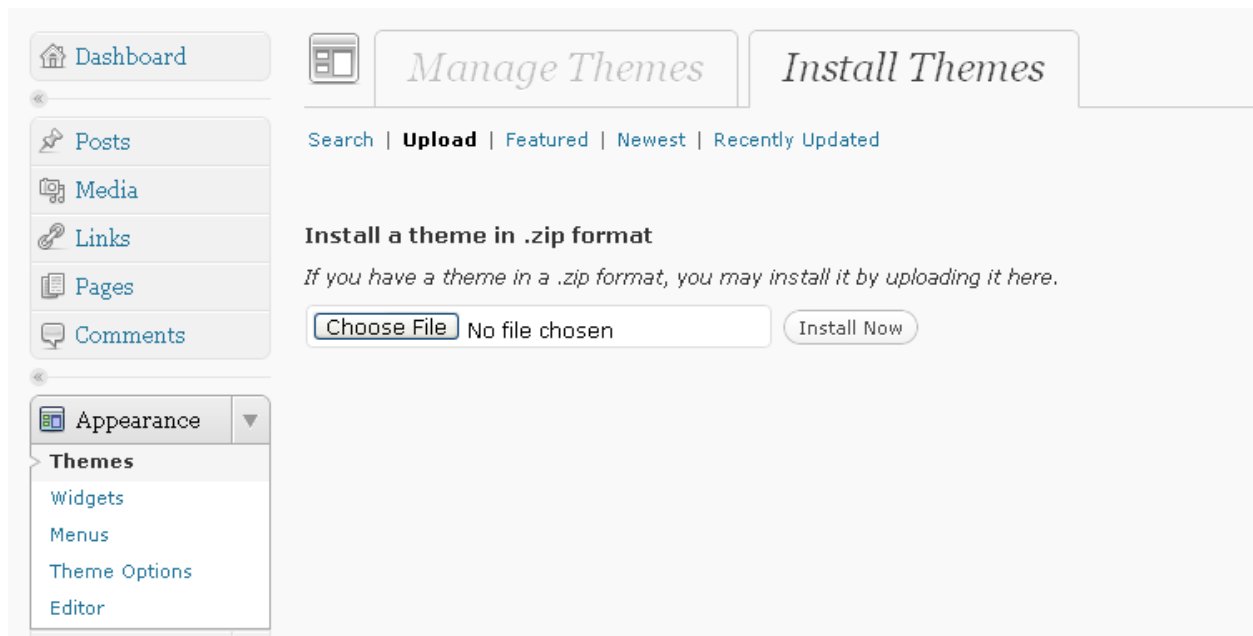
There are many sources of Premium themes. Two good ones in particular are Woo Themes - <http://www.woothemes.com> and Unique Blog Designs - <http://www.uniqueblogdesigns.com>. These two groups have some great designs and come highly recommended. There are lots of others out there, though, so spend some time to look around.

If you want a design that no one else has, then you will have to either design it yourself or hire it out. Unless you are a great coder, I would hire it out. Two great places to find people to design and code your theme are Elance - <http://www.elance.com> and Rentacoder - <http://www.rentacoder.com>. Both sites have highly skilled freelance designers and coders who can create a truly unique theme for you.

If you download or purchase a theme outside of the Dashboard you will have to upload it via Dashboard Installer or a FTP program. It isn't hard to do. Your file

should come in a .zip folder format. Save it to your computer where you can easily find it again. The easiest way is through the Dashboard Installer (this is available in Wordpress version 2.9.2 and later. If you are using an earlier version you will probably have to upgrade or use your FTP program.)

Simply click on **‘Themes’** in the left column then click the **‘Install Themes’** link, then click the **‘Upload’** link. This will take you to this page:



From here click **‘Choose File’** then find the .zip file on your computer. Then click **‘Install Now’** and that’s it. Once it has been installed you can then activate it and it will be live online.

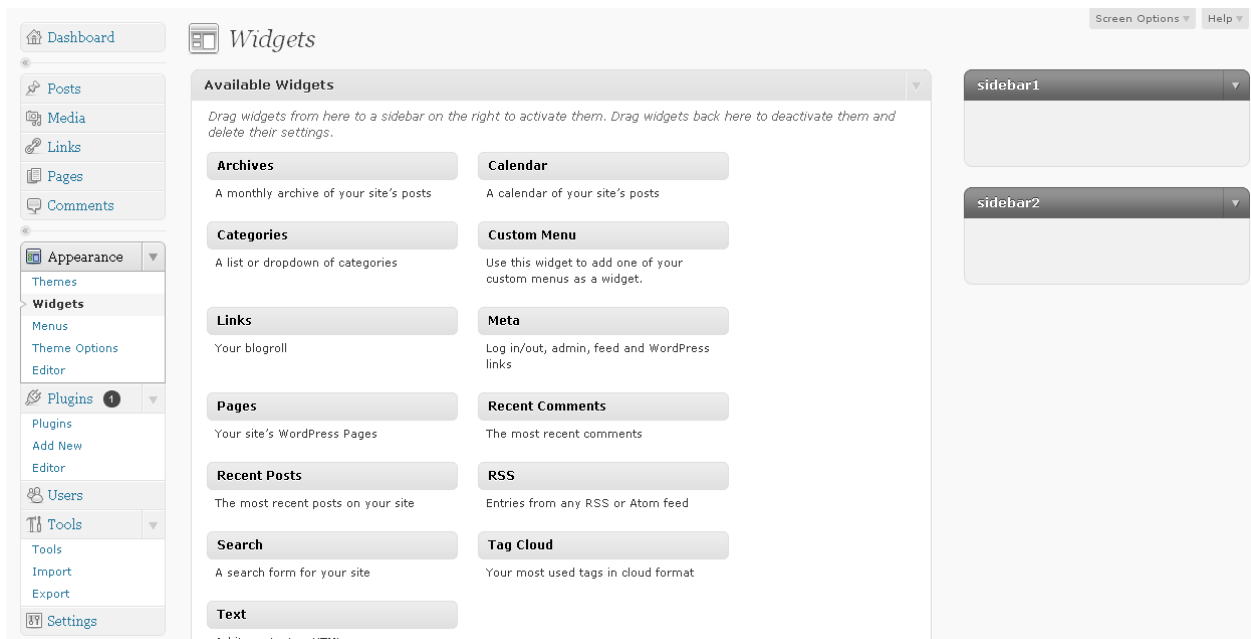
The ability to change the look and feel of your blog with just a few clicks is one of the most powerful aspects of Wordpress. If you decide you don’t like the theme you just activated go get another one. You can install as many as you want, so go ahead and experiment a little. Just remember that once you actively start driving traffic to your blog, stick with one theme so your visitors get see consistency.

Adding Widgets and Plugins

Widget, What?

A Widget is just a cool word for tools and content that you can add, arrange, or remove from the sidebars in your blog. Widgets make your blog look and feel different and also add different functionality. They make it easy to customize the content of the sidebars. So as long as you have a theme that supports widgets, you can get pretty creative with that sidebar.

Wordpress comes loaded with several widgets already. To find them click on **‘Appearance’** then click **‘Widgets.’** That will bring you to this page:



To add a widget to your sidebar simply drag and drop where you want it. Once it is in the sidebar you can rearrange your widgets by dragging and dropping them in the order you want.

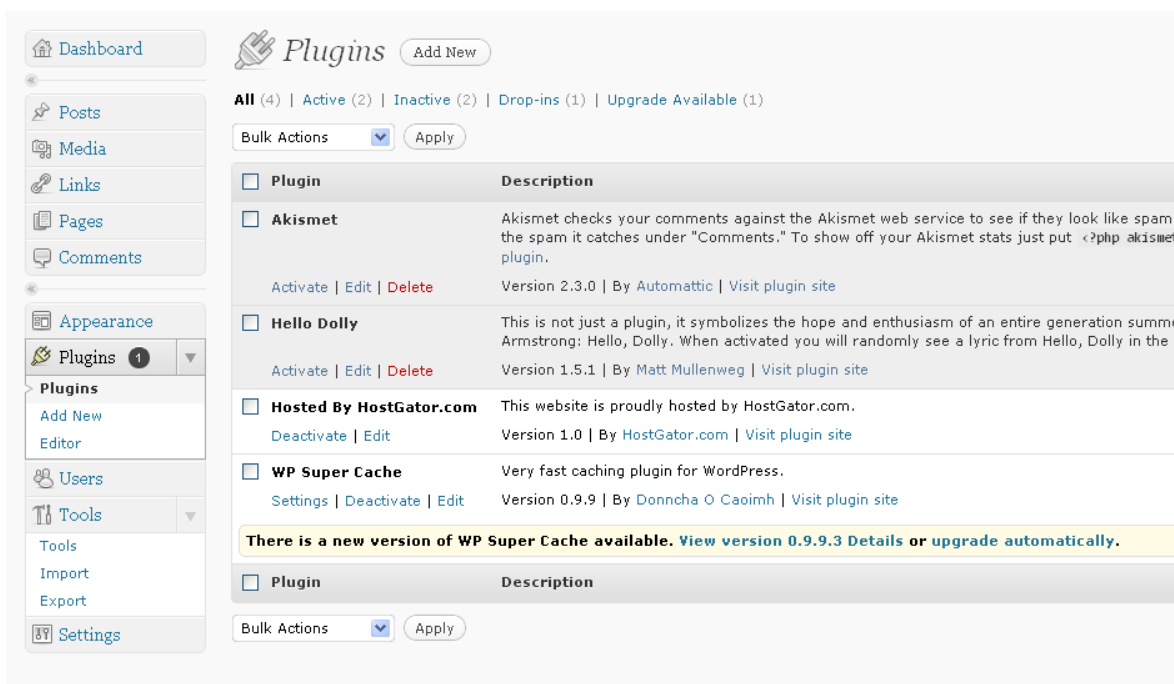
Besides those already included in your basic Wordpress installation there are tons of others that you can download and use too. A simple Google search will bring up plenty.

What is a Plugin?

A plugin is basically a mini program that runs inside of your Wordpress installation. Plugins allow customization, additional features, and functionality for your blog.

Plugins are extremely useful tools for making your site more user friendly. Like most Wordpress functions you can set them up with just a few clicks. Each plugin has a specific function, some may be used for SEO, others to make your site look better, others to give your site more “stickiness” to keep visitors around longer.

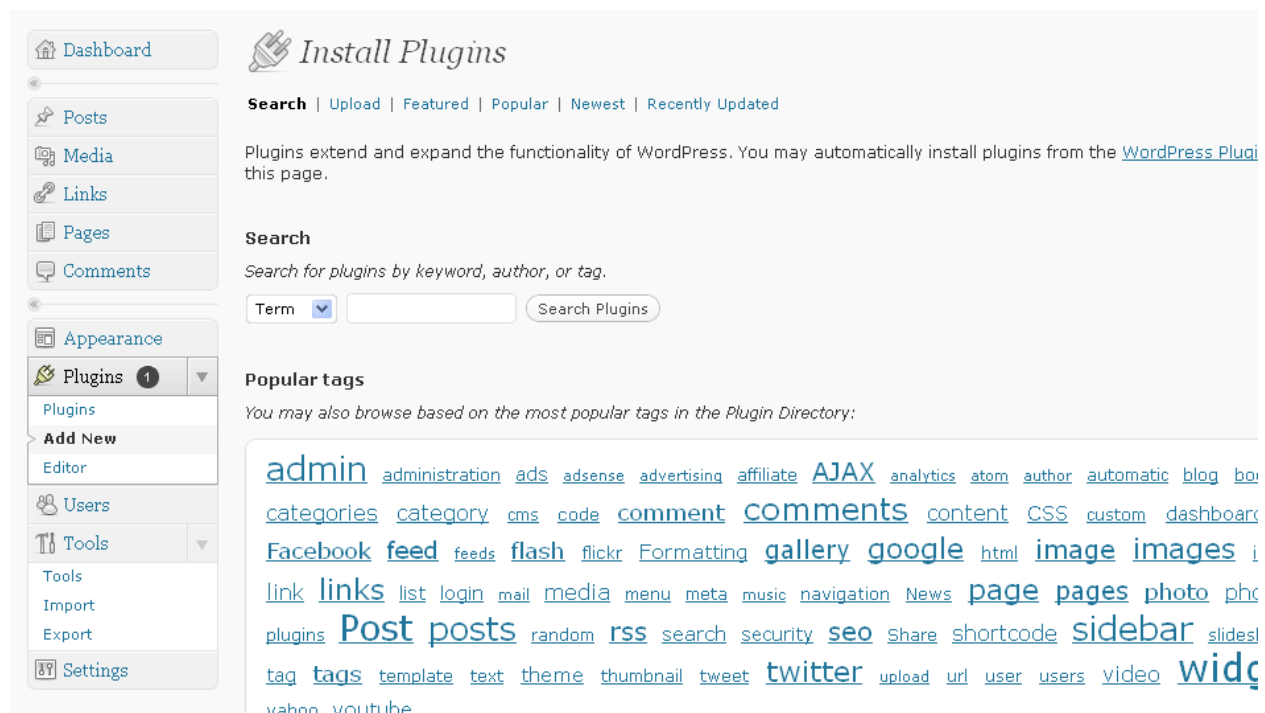
To see your plugins go to the ‘**Plugins**’ link in the left column, then click ‘**Plugins**’ in the drop-down menu. This will show you the plugins that are automatically included in your Wordpress installation. Your screen should look like this:



You will likely have 3 or 4 plugins there already. Go ahead and delete Hello Dolly and Hosted by Hostgator.com (if you are hosting your blog on a different server this plugin will probably not be there). Neither of these will do anything for your blog.

You want to keep Akismet and WP Super Cache. Akismet is a spam blocker that protects your blog from spam comments. WP Super Cache helps your blog load faster for visitors.

In addition to these two there are a handful of others that you will definitely want to add to your blog. Adding a plugin is very easy to do. Under the **‘Plugins’** link in the left column, click **‘Add New.’** You will be on this screen:



In the search field just write the name of the plugins listed below. If you want to look for others you can search by keywords, or use the tag cloud below the search field to see different categories of plugins.

There are literally thousands of different plugins out there. Some are really useful for your blog, some are just fun, some aren't worth anything. Below I have listed the more essential ones with a brief description. It will take some time to install and configure each of these. You may decide after going through them that you don't want to use them all. That is fine, just find the ones that you feel will make your blog the best it can be and stick them in there.

Essential Plugins

Akismet

Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API Key to use it. You can review the spam it catches under "Comments."

All in One SEO Pack

Out-of-the-box SEO for your Wordpress blog.

Collapsible Archive Widget

Display Collapsible Archive in your sidebar to save space.

CommentLuv

Plugin to show a link to the last post from the commenters blog by parsing the feed at their given URL when they leave a comment. Rewards your readers and encourage more comments.

Comment Redirect

Redirect commenters who just made their first comment to a page of your choice.

Contact Form 7

Just another contact form plugin. Simple but flexible.

Exclude Pages from Navigation

Provides a checkbox on the editing page which you can check to exclude pages from the primary navigation. IMPORTANT NOTE: This will remove the pages from any "consumer" side page listings, which may not be limited to your page navigation listings.

Featured Content Gallery

FeaturedContentGallery.com Provides the ability to place a visual slideshow on your blog.

Google Translator

Translate your blog from sidebar instantly

Google XML Sitemaps

This plugin will generate a sitemaps.org compatible sitemap of your WordPress blog which is supported by Ask.com, Google, MSN Search and YAHOO.

Homepage Excerpts

(Search it on Google) Shorten post previews on your home page.

LinkWithin

LinkWithin.com Displays recommended stories and associated thumbnails from your blog.

MaxBlogPress Optin Form Adder

Want to add opt in subscription forms to your blog but don't know how? With MaxBlogPress Optin Form Adder, you can easily put opt in forms on your blog as a widget or within posts. Customize them to match your blog's style, without knowing a single code!

OnlyWire Button

OnlyWire Wordpress plugin for multiple social bookmarking submissions

Pretty Link

Shrink, track and share any URL on the Internet from your WordPress website!

Really Simple CAPTCHA

Really Simple CAPTCHA is a CAPTCHA module intended to be called from other plugins. It is originally created for my Contact Form 7 plugin.

Recent Posts

Displays a highly configurable list of the most recent posts. Instructions and help online. Requires the latest version of the Post-Plugin Library to be installed.

RSS Shortcode

Makes it easy to display an RSS feed on a page.

SexyBookmarks

SexyBookmarks adds a (X)HTML compliant list of social bookmarking icons to each of your posts. See configuration panel for more settings.

Simple Facebook Share Button

Painlessly add a Facebook® Share button to your posts and/or pages. Supports all five button types, including custom button text, and placement above or below content. Includes compatibility modes to ensure seamless theme integration. Button can also be added using a shortcode or by inserting a function in your template.

TinyMCE Advanced

Enables advanced features and plugins in TinyMCE. This helps when writing posts. It makes the writing section more like MS Word.

Top Commentators Widget

Adds a sidebar widget to show the top commentators in your WP site. Adapted from Show Top Commentators plugin.

TweetMeme Retweet Button

Adds a button which easily lets you retweet your blog posts.

Ultimate Google Analytics

Enable Google Analytics on your blog. Has options to also track external links, mailto links and links to downloads on your own site. Check <http://www.oratransplant.nl/uga/#versions> for version updates.

Video widget

Adds some YouTube/Dailymotion/Google... sidebar videos. This plugin is based on Executable PHP widget for multiples widgets, YouTube widget for the idea and Video Embedder for the video html library.

Viper's Video Quicktags

Easily embed videos from various video websites such as YouTube, DailyMotion, and Vimeo into your posts.

Viral Tweets

Viral Tweets is software that you place on your website that allows your users to send out a Twitter Message on your behalf. You decide what the message is and they send that message to their Twitter Followers. The Premium version of Viral Tweets also allows your website visitors to automatically follow you when they tweet out your message. [Click HERE for details](#)

What Would Seth Godin Do

Displays a custom welcome message to new visitors and another to return visitors.

WP-Cumulus

Flash based Tag Cloud for WordPress

WordPress Database Backup

On-demand backup of your WordPress database. Navigate to Tools Z Backup to get started.

Wp-Feedburner

Wp-Feedburner is a plugin which deals with everything Feedburner. It works on Both old and new feedburner URL.

WP likes

Allows visitors to "like" your posts on the fly if they find it interesting. Now with a sidebar widget and customizing options.

WP Photo Album

Easily manage and display your photo albums within your WordPress site.

WP Super Cache

Very fast caching plugin for WordPress.

That's quite a list, isn't it? It will take some time and dedication to install and configure all of them and get them working well together. It is worth the effort though because it will sweeten up your blog immensely.

My Recommendation: go ahead and install all of the above plugins but don't activate them at first. Once they are all installed, go back to the plugin page and activate them one at a time. Many of them have features that need to be configured. By doing them one at a time you can configure each as you activate it, and you can see what effect it has on you blog. If you activate all of them at once, it is sometimes hard to tell which plugin is doing what on your blog.

If all that is not for you, there are services online where you can purchase a theme and have them set it up and optimize it with all the plugins for you. For a price, of course.

Blog Promotion

An entire book could be written on blog promotion (and there are several books out there that have been written). This ebook won't delve into the depths of everything you can do to promote your blog. But we will go through a few of the basic promotion techniques to help you get started.

Wordpress blogs are inherently promotable by their very design. Once you have the Ping List set up and you have installed the Google Sitemaps plugin, each time you add a post these two services are automatically notified and invited to come visit your blog to index your new content. That is automatic. Nice!

In the Web 2.0 world there is a lot of other things you can do to attract attention to your blog. If you don't know what Web 2.0 is, welcome to the 21st century, glad you could join us. Just kidding. Web 2.0 is basically a term that describes all the newest forms of web services with an emphasis primarily on the social networking aspects of the Internet.

What makes it different is that with Web 2.0 services anybody can get themselves and their content published online very easily. The barriers to entry are virtually non-existent. Whereas before you had to know HTML and other coding languages to build a website and publish your content, you really don't have to anymore. Anybody, and I do mean anybody, can get online and within a few minutes can have their own original content and ideas published live on the Internet for all to see. It's a cool world.

Here are a few services to get you started. You should be using each of these with every post you write.

Onlywire.com

Onlywire allows you to submit your posts to many bookmarking and social media sites with one click. You have to create an account at onlywire.com and then add the most popular bookmarking services to your account, then each time you write a post you submit it to Onlywire and it will automatically bookmark ALL of the

other services for you. This is a huge time saver and a great way to get your content spread far around the Internet.

Digg.com

Digg allows you to submit a new story that other users can see. Simply create a short summary of your blog post and submit it. Other users will be able to find your post based on the content and keywords you used.

Reddit.com

Reddit is similar to Digg in that you submit your story to your account for others to see. This is another very popular link sharing site and has the potential to attract a lot of new visitors to your blog.

Stumbleupon

Stumble is another very popular bookmarking service. The easiest way to use it is to install their free toolbar. It is easy to do and is safe from any spyware or pop-ups. After writing a new post, just click the button on the toolbar and submit the page.

Pingoat.com

Pingoat submits your post to all the popular RSS feed services. This in addition to your own Ping List, should see a lot of indexing activity on your blog by the Search Engines in a short period of time. This will help your search engine ranking and should attract a steady trickle of new traffic.

This short list of services will make sure the Search Engines find your blog and content very quickly and will almost certainly see instant traffic as well. Use each of these with every post and you will be off to a great start.

Obviously there are an unlimited variety of other ways to get free traffic, but that goes far beyond the scope of this guide. When you find a technique that works stick to it and don't get distracted by other less effective methods.

Conclusion

So there it is. You now have all the knowledge you need to become an instant Wordpress Expert. You have learned how to install and set up your Wordpress blog, which settings to change, how to make your blog unique and attractive, and how to begin promoting it.

The number of blog readers continues to grow and shows no signs of stopping anytime soon. More and more people are turning to blogs for information of all kinds. Creating your Wordpress blog now is the perfect time to capitalize on this amazing movement that is happening all around us.

I recently had a conversation with a friend who told me that her first source for information is blogs. If she has a question she goes to blogs first to find the answer. Her reasoning is simply that the only people who are willing to put the time in to create a blog and maintain it are passionate about the subject of their blog. They either love something or hate something with a passion and want the whole world to know. She feels she gets more genuine information this way.

This attitude is becoming more widespread. That is great news for you. If you give people what they want as far as content, video, news, audio, etc. they will keep coming back to see you latest and greatest and will become loyal visitors.

So get started. Follow this guide from start to finish and then begin putting up good quality posts on a regular basis. The time is now.

To your success,
Jerem Eyre