

BUILD YOUR OWN BLOG

a comprehensive step by step
guide for creating your SEO friendly
blog that will transcend time

starting with tips for choosing the best
domain name for your business to setting
up your shopping cart & everything
in between (works for both mac & pc)
by Teresa Kogut

REGISTER YOUR DOMAIN NAME

If you are just starting out and need to get a domain name registered, go to godaddy.com to see if the domain name you want is available.

Tips for choosing a good domain name:

- relates to your product
- easy to spell
- catchy and memorable
- not too similar to your competitors domain name
- make sure it doesn't violate any trademarks
- choose .com instead of .net, .org, etc.

For a visual artist, use your first and last name OR if you have a unique first name you could use it by itself. As an artist you are building a brand so your name is synonymous with your art. If you get into licensing your art, your name will appear on all the products so naturally if someone wants to find you online they will type in your name. Visit www.teresakogut.tv/episode-5-domain-name/

CREATE ACCOUNT WITH HOSTING SERVICE

Go to hostgator.com and create an account. (use hostgator live chat if you run into any problems)

After you create your account, hostgator will email your account information. KEEP THIS IN A SAFE PLACE! This will contain ALL the information you need to get started and to maintain your site. (you will also purchase sitelock. I chose the \$14.99 version)

You need to copy the nameservers to put into your godaddy account. They look something like this: ns1210.hostgator.com (you will find them in the email from hostgator)

Next, you will go back to your godaddy account, click on "products", then "domains". This is where your domain names that you own will be listed. Click "launch" on your main domain name (if you have more than one domain, choose the one you use the most). Where it reads "Nameservers", you will paste or type the nameservers here. (this may be different depending on your computer & browser, but look around for the nameserver, you will find it)

If you have more than one domain, go to your control panel on hostgator, click "add-on domains". This is where you add your other domains to the account.

INSTALL WORDPRESS.ORG

- In your hostgator control panel, click on QuickInstall icon.
- On the left, under Blog Software, click on Wordpress
- Click continue

- Fill out the application URL, if needed.

Note: This is the path where you want to install WordPress. If you leave this field blank, WordPress will be installed to your main domain. If you use *blog* in this field, WordPress will be installed to *http://yourdomain.com/blog*. Don't leave this blank if you don't want WordPress to be your main website or if you already have content on the root of your account.

- Fill in the rest of the fields and options (the email, blog title, first and last name can be changed later through WordPress Dashboard)
- Click Install Now!
- After WordPress is finished installing, you should see a “Congratulations!” message like the one below with a link to click **here**. Click that link, and it will bring you to your newly installed WordPress blog!

Congratulations!

Your installation is ready. You can access it now by going [here](#). If there is any login information, it will have been sent to the email address you provided.

Your admin password will be emailed to you at the email address you provided above, when filling out your info. Retrieve your password and then visit the URL to which you installed WordPress, adding **/wp-admin**. For instance, (myblog.com/wp-admin)

Note: If you recently changed your name servers or DNS records, it is possible that you will not be able to access your new WordPress installation until the domain [propagates](#). This could take up to 24 to 48 hours.

DOWNLOAD YOUR THEME FOR WORDPRESS

Go to www.diythemes.com, create an account. Purchase Thesis Basic for \$87. Click on Thesis. Scroll down to the very bottom and **download Thesis 1.8.5**.

Now, sign into your wordpress admin (myblog.com/wp-admin). Under the appearances tab in the left sidebar, click “themes.” Next, click install themes tab on the page you just arrived at. Click “upload”. Browse to the location of the zipped Thesis folder you just downloaded from DIY Themes, and upload it. When this process finishes, it should give you the option to activate. Do so, and you’re done.

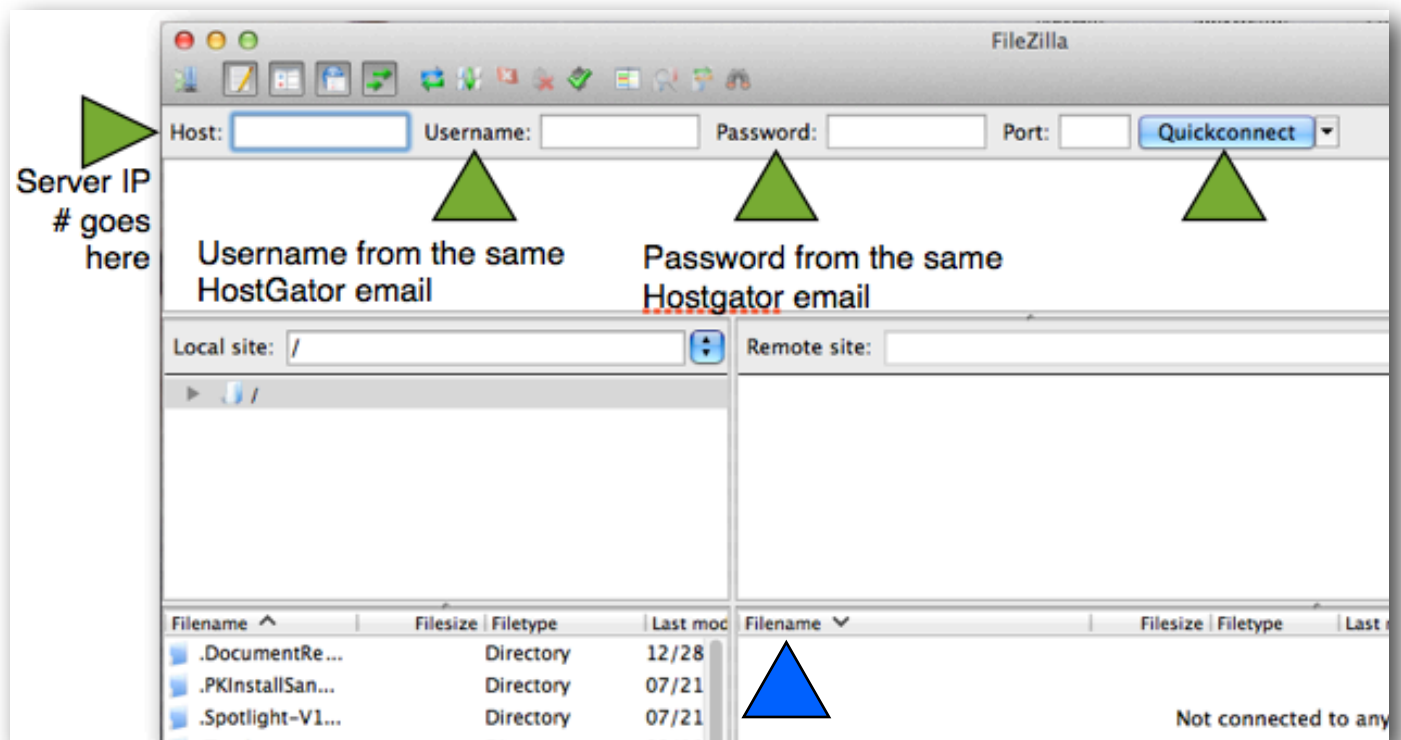
DOWNLOAD FILEZILLA HERE (choose filezilla client)

FileZilla is free, open source, cross-platform FTP software, consisting of FileZilla Client and FileZilla Server.

MAKE CHANGES IN FILEZILLA

Once you have filezilla downloaded. Double click on the icon to open it.

You will need your **Server IP, username and password**. This will be in the email you received from HostGator with all your account information.



Once you enter your information, click **Quickconnect**.

All the content for your website will upload. Where the blue arrow shows above, look for “/public_html”, double click. (if you have more than one blog, scroll down and look for the folder with your site name myblog.com), double click. If you only have one blog, find “wp-content”, double click. Find “themes”, double click. Now double click on “thesis_185”.

Find “custom_sample”, click on it so it is highlighted, then click again. Delete “_sample” so it just reads “custom”. Now double click “custom”.

Find “cache”, right click on it and a window appears. Click “file permissions”. Change 755 to 775. Numeric value. OK

Next, find “layout.css”, right click on it and a window appears. Click “file permissions”. Change 644 to 666. Numeric value. OK

You have to make these changes in Filezilla in order to have a custom header & for your blog to work properly.

ADD PLUGINS TO WORDPRESS

Go to your wordpress dashboard (myblog.com/wp-admin, type your username & password)

Click “Plugins” on the left sidebar. Click “Add New”. In the search box, type in each of the following plugins. When you find the plugin listed, click “Install Now”. Once it’s installed, click “Activate”. Do this for each of the following.

Add From Server – By Dion Hulse

Akismet – By Automattic

Broken Link Checker – By Janis Elsts

Contact Form 7 - By Takayuki Miyoshi

Duplicate Post – By Enrico Battocchi

Facebook Meta Tags – By Matt Say

Google Analytics Dashboard - By Carson McDonald

Google Analytics for WordPress – By Joost de Valk

Google XML Sitemaps – By Arne Brachhold

Pinterest "Pin It" Button – By Phil Dersken

SEO Friendly Images – By Vladimir Prelovac

SEO Smart Links - By Vladimir Prelovac

Social Sharing Toolkit – By Marijn Rongen

Subscribe to Comments – By Mark Jaquith

Subscription Options – By Tom Saunter

The OpenHook Customizations Manager – By Rick Beckman

Ultimate TinyMCE – By Josh Lobe

WordPress Hashcash Extended – By Aziz B.

WordPress Post Tabs - By Internet Techies

WordPress SEO – By Joost de Valk

WP-PostRatings – By Lester 'GaMerZ' Chan

WP-PostViews – By Lester 'GaMerZ' Chan

Options for Backup Plugins:

Online Backup for WordPress – By Jason Woods @ Backup Technology

OR

WP DBManager – By Lester 'GaMerZ' Chan

Options for Cache Plugins:

WP Super Cache - By Donncha O Caoimh

DESIGN THE LOOK OF YOUR SITE

Go back to the dashboard. In the left sidebar, click “Thesis”. The menu for thesis will appear underneath and the “Thesis Site Options” page appears.

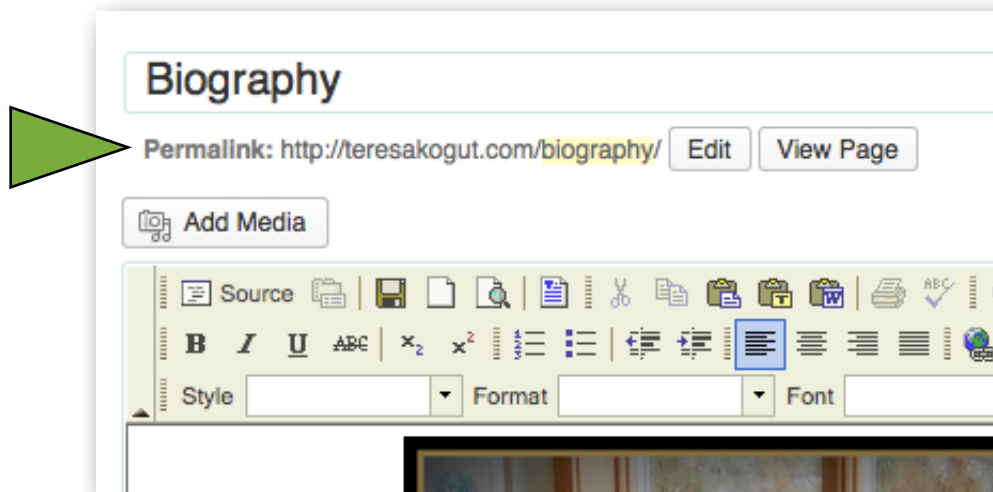
In the center, under “Navigation Menu”, click the + next to “Select Menu Type”, choose “Thesis nav menu”. Now, click the + next to “Pages”. Check the box next to the pages you want to show in your nav menu. This is what’s great about WP Thesis; You can choose which pages you want to show on the Navigation Menu. The navigation menu shown here are the pages that people who come to your blog will be able to see and go

HOME	BIO	PERSONAL BLOG	GIFT SHOP	NEWSLETTER	VIDEOS	TV SHOW	INNER CIRCLE	EBOOKS	CONTACT ME
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to. There will be instances where you may be working on a page so you don’t want it to “go live” until you have it finished. All you do is leave it unchecked in the “Thesis Site Options - Pages” until you are ready to go live with it.

You also may have pages that never “go live”. You only want certain people to be able to see it. Create the page, but leave it unchecked, then share that page’s URL with whom you choose and they can go to it by typing in the URL or clicking the link you give them. This is handy if you have a link in an article, that when clicked on, it takes them to a specific page where you may have a pdf for them to download or further information they may need, etc.

When you create a page (which I will explain further on) it will have it’s own URL.



Like the example above.

Now click on “Design Options” in the sidebar under Thesis. Under “Site Layout”, click the + next to “Columns”. Here is where you choose how many columns you want and the width of each column.

Now click the + next to “Column Order” to choose the layout.

If you are going to upload a custom header, under “Display Options” - “Header”, you will want to uncheck both boxes.

Now move on to “Fonts, Colors, and More!” This is where you will choose the font type, font color, font size plus the color of your backgrounds. This is all personal choice, so you will have to play around with it until you get what you want.

“Post Images and Thumbnails” - This is also your own preference. How do you want your images to post?

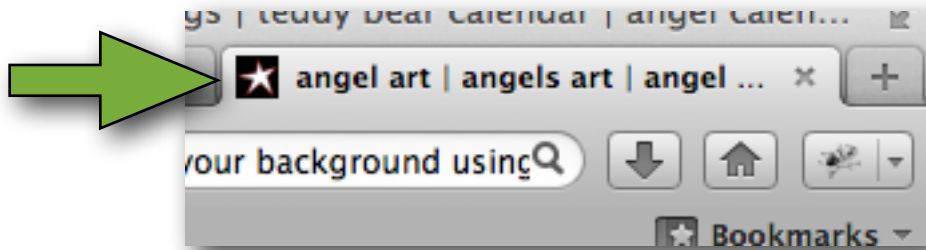
The default for Thesis 1.8.5 will show a multimedia box in the sidebar. To remove that box, go to “Multimedia Box” - “Default Settings”, click + and choose “do not show box”



Always be sure to click the “Big Ass Save Button” after making changes to your blog!!!

CUSTOM HEADER

Now click on “Header Image” on the side bar under the Thesis. This is where you will upload your customized header.



FAVICON UPLOADER

Above you will see my favicon. It is the star from my logo. Go to “Favicon Uploader” under Thesis in the side bar. Create your own in photoshop or elsewhere and save as a .png. Then upload.

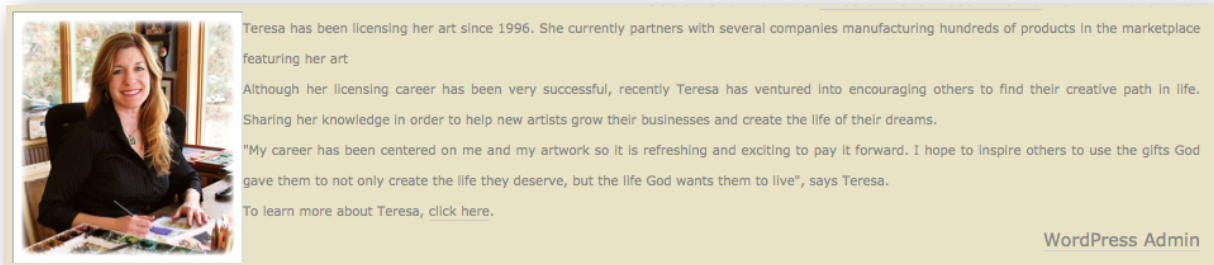
CUSTOMIZED BACKGROUND

If you have a custom background that you would like to use, “Custom File Editor” under Thesis in the side bar is where you will add the URL. Make sure you have chose “custom.css”. The image you want to use needs to be a URL. I use photobucket. I uploaded my image in photobucket and it will provide a URL code for the image. You then type in:

```
body.custom{background: url("your URL here") repeat #000000;}
```

Then click the “Big Ass Save Button”

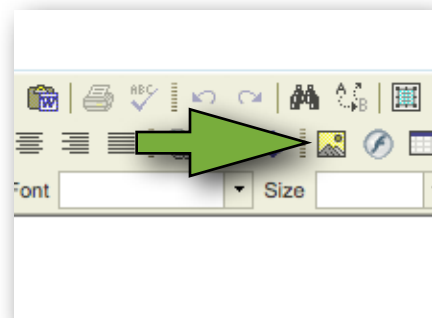
CREATE A UNIQUE FOOTER



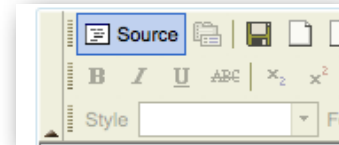
If you would like a footer to appear at the bottom of every page, click on “Thesis Hooks” under Thesis in the side bar. But first you have to create what you want to appear here.

Click “Pages” in the side bar. Click “Add New”. If adding a photo, click the photo icon. Upload the photo. You can change the size of your photo and also choose if you want the text to be to the left or right of the image.

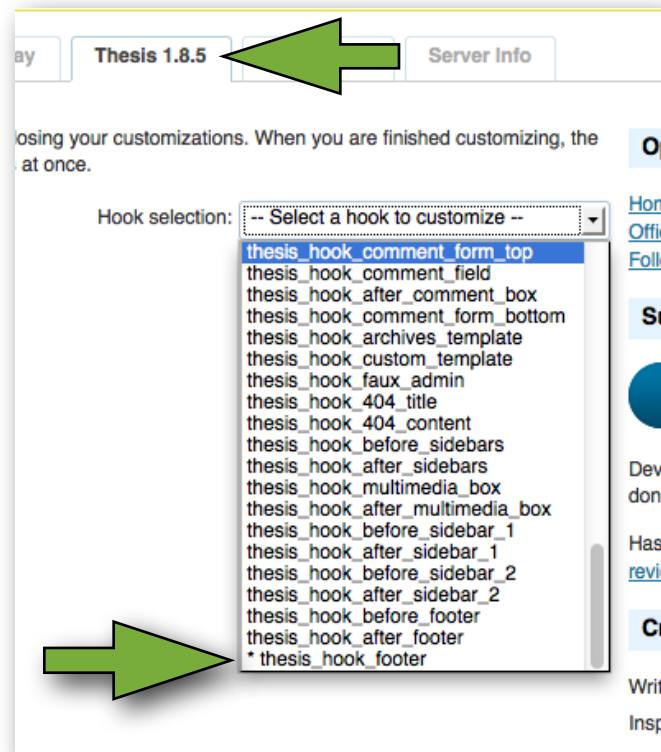
In order to make changes to the photo after it is uploaded, simple click on it once, then click the photo icon and make your changes there.



Once you have it the way you want it, click “Source”. Now highlight the entire code. Right click, “copy”.



Now go back to, scroll down to “thesis_hook_footer”. Place your cursor in the box, right click “paste”. Click “Save Changes”.



WIDGETS

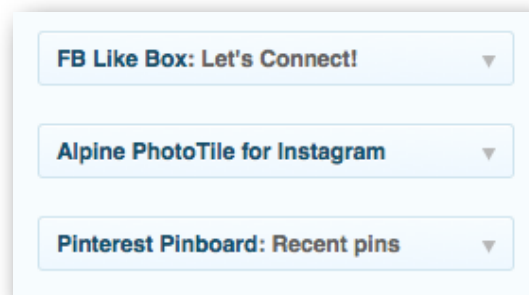
Now click “Widgets” under Appearance in the side bar. This is where you customize your side bar.

Click and hold “Subscription Options” and drag to “Sidebar 1”. A window will open. Enter your Twitter and Facebook URL’s here. Choose your color for each and size, then click “Save”.

Tag Cloud is where the keywords (tags) you choose for your posts will show up. It helps people find what they are looking for.

Here are three widgets that are fun but are optional. You will have to download the plugins for them first.

Facebook Social Plugins by Olivier Lussier,
Alpine PhotoTile for Instagram by The
Alpine Press, and Pinterest Pinboard
Widget by CodeFish



Definitely make sure you have “Categories” and “Archives” widgets in the side bar.

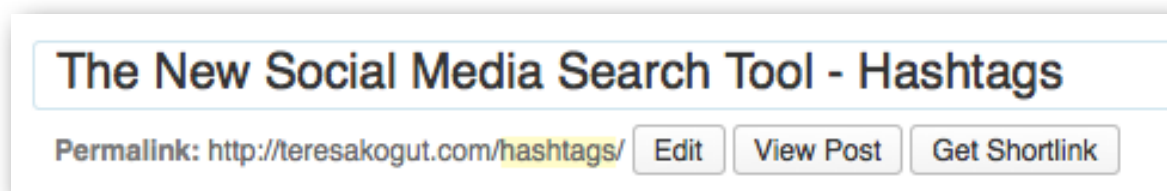
To add a photo of yourself, first upload it to [photobucket](#) and get the URL code. Now come back to the “Widgets” page, click and hold a “text” box and drag to the sidebar. When the window opens up, you will add the photo’s URL here. Click save.

NOTE: Earlier when you set up your column width in under “Thesis”, “Site Design”, make sure your photo width in photobucket doesn’t exceed that width.

These are the widgets I use but there are many more out there. You can research them yourself now that you know the basics of how to add them.

CREATING PAGES

NOTE: Go to “Settings” in the side bar. Click on “Permalinks”. Make sure your common settings is set to “Post name”. This allows you to customize the permalink for each page and post. By customizing your permalinks (URL) for your pages & posts, you can direct people to any page or article on your blog. I try to name my articles something short and relevant to the article. For instance, I have an article titled “The New Social Media Search Tool - Hashtags”, I changed the permalink to “hashtags”, it was “new-social-media-search-tool-hashtags” which was too long and hard to remember.



That way if I am on Twitter, Facebook, etc. and I post something about hashtags and want to link my article, I can create a link www.teresakogut.com/hashtags/ and people will go directly to that article when they click the link. Love it!

Here again, this is personal as to what pages you want on your blog. You have learned how to add an image. Your images can be large (the width of your content column) with text above and/or below the image OR you can make your images small, with the text to the right of the image.

If for some reason, you don’t want the side bar to show up on a particular page, click on the page or when creating a new page, over in the right side bar, under “Page Attributes” > “Template”> “No Sidebars.

If you want to create pages in a drop-down under another page, go to while creating the page, in the right side bar under “Page Attributes”>”Parent”>then choose which page you want the current page to be filed under. For instance, I have a “Gift Shop” page, then I broke down the gifts into categories and each has it’s own page. Keeps it organized and easier for people to find what they



want without having to scroll through everything to offer. **NOTE:** The title of your page will be the title on the nav menu as well. **REMEMBER** after creating a new page, if you want it to appear on the nav menu, in the dashboard, go to Thesis>Site Options>Pages, click the +, then click the box next to your new page.

CONTACT FORM 7

Create a “Contact Me” page & publish. Now go to “Contact” in the right side bar. Copy the Shortcode, go back to your page & paste in the short code. Click “view page” to see your form.

COMMERCE

If you are already established selling products on the internet and want a very professional shopping cart, you will want to use <http://www.1shoppingcart.com/> . This will run you \$59.00/month minimum.

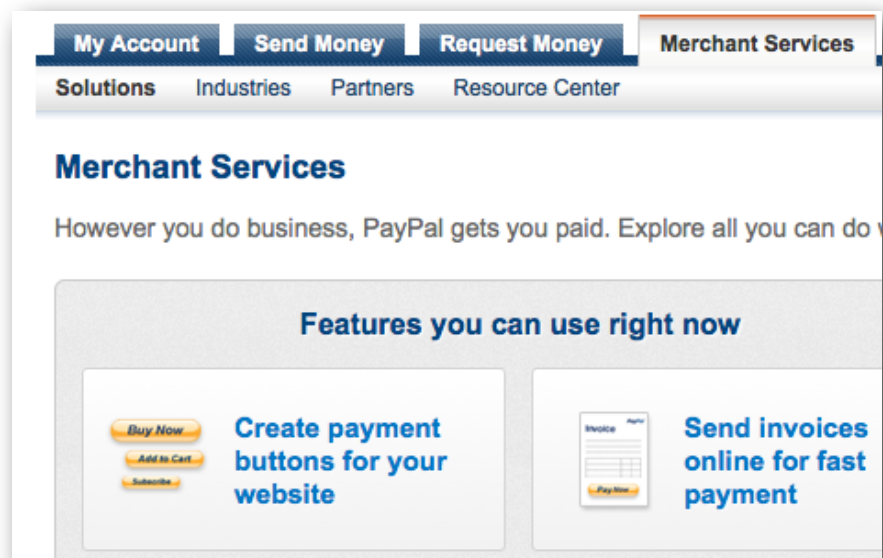
I use paypal and it works perfectly fine. Follow these instructions to set up your paypal shopping cart. First of all you need to have a Business Account with Paypal. Log in to your account.

Go to Profile>Shipping Calculator. Set up your prices for shipping to different locations based on weight. Then Profile>VAT, set up the sales tax. (refer to local and nationwide laws regarding the collection of sales tax from internet shopping.

Go to the page you are setting up to sell product. Upload your product image. Then type the description and price of the product. Now go to your paypal account click Merchant Services>create payment buttons for your website>create a button.

Choose button type>shopping cart, type in the item name and ID, price, shipping. Put in the amount the item will weigh order to get the correct shipping amount. Tax>Use saved values in PayPal profile. Choose your merchant account. Click Create Button. Click Select Code>right click>copy.

Now go back to the page you uploaded the product image and typed the product description. Click Source. Find where the product’s price is, then just after that, hit return/enter, then right click, paste. Click update and your paypal button will be under the product price.



`<p align="center">$15.00</p>`

 Just after the price, insert the selected code.

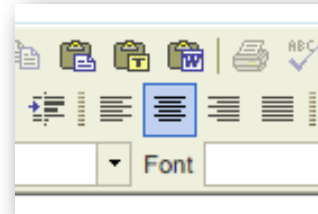
```

<div align="center">
<form target="paypal" action="https://www.paypal.com/" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="code here">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_cart_LG.gif"
border="0" name="submit" alt="PayPal - The safer, easier way to pay online!">

</form>
  
```

(The blue is your inserted code for the PayPal button)

If you need to center the PayPal button, just highlight it and choose the centering icon.



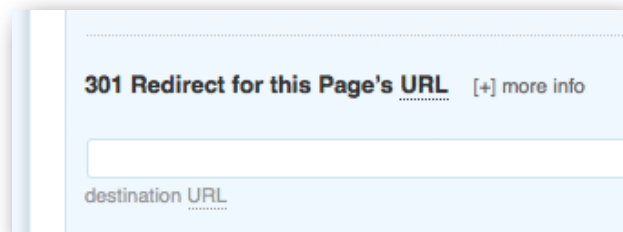
If you need a similar button, go back to paypal, click Create A Similar Button.

Follow these steps for creating all the buttons you need for your blog. Test it out by viewing the page and clicking on some “Add to Cart” PayPal buttons.

OTHER THINGS YOU MAY WANT TO KNOW

Create password protected pages. Select Add New page or Edit existing page. In the right side bar in the “Publish” box, Visibility>Edit>Password Protected>Type Your Password>OK>Update

Make a Direct Link to Another Page From the Navigation Menu. Create a page with just a title. Then, scroll down the page and in the “SEO Details and Additional Style box, type the URL in the “301 Redirect for this Page’s URL”



Make Your Posts & Pages SEO Friendly

What exactly does SEO (search engine optimization) friendly mean? There are certain things you can do in your posts and pages to get your blog to come up to the top of a Google search; which is where you want to be. Below are instructions to help you do exactly that.

Below the post box, scroll down to the “SEO Details and Additional Style” box.

SEO Details and Additional Style

Custom Title Tag [\[+\] more info](#)

custom `<title>` tag **0** Search engines allow a maximum of 70 characters for the title.

Meta Description [\[+\] more info](#)

`<meta>` description **0** Search engines allow a maximum of roughly 150 characters for the description.

☐ force search engines to pull a `<meta>` description based on the content of the page

Meta Keywords [\[+\] more info](#)

You will type (or copy, paste) the title of your article in the “Custom Title Tag” box.

In the “Meta Description” box, you need to describe what your article is about using approximately 150 characters.

The “Meta Keywords” box, you need to choose keywords that people might type into a Google search that would relate to your article. For instance, an article about art licensing, some of the keywords would be: art, art licensing, licensing art, artist, art career, how to make money with art, etc. (also include keywords you used within the article).

After that is complete, scroll down to WordPress SEO by Yoast (this is a plugin listed above that you should have downloaded and activated) box.

Type in your Focus Keyword, your SEO Title, and Meta Description. (copy past the SEO title and Meta Description from the one you did above) NOTE: Your focus keyword should be in your page title, URL, and used within the article several times.

Scroll to the top of the page and click the blue “Update”.

WordPress SEO by Yoast

General Page Analysis Advanced

Snippet Preview: [The New Social Media Search Tool - Hashtags](#)
[teresakogut.com/hashtags/](#)
 Are you using **hashtags** on your social media platforms? You may be only one hash-tagged word away from being seen by thousands, if not millions.

Focus Keyword:

Your focus keyword was found in:

Article Heading: **Yes (1)**

Page title: **Yes (1)**

Page URL: **Yes (1)**

Content: **Yes (12)**

Meta description: **Yes (1)**

Find related keywords

SEO Title:

Title display in search engines is limited to 70 chars, **27** chars left.

If the SEO Title is empty, the preview shows what the plugin generates based on your [title template](#).


Generate SEO title

Meta Description:

The meta description will be limited to 156 chars, **13** chars left.

If the meta description is empty, the preview shows what the plugin generates based on your [meta description template](#).

After the page updates, see if this green light appears. Whether it does or doesn't, click "Check".

SEO:  [Check](#)

[Move to Trash](#) [Update](#)

When you do this, it will automatically scroll down until you see this.

WordPress SEO by Yoast

General Page Analysis Advanced

To update this page analysis, save as draft or update and check this tab again.

- The page title contains keyword / phrase, but it does not appear at the beginning; try and move it to the beginning.
- The copy scores 71.8 in the [Flesch Reading Ease](#) test, which is considered fairly easy to read.
- The keyword / phrase appears in the URL for this page.
- Keyword / keyphrase appears in 3 (out of 4) subheadings in the copy. While not a major ranking factor, this is beneficial.
- This page has 5 outbound link(s).
- The images on this page contain alt tags with the target keyword / phrase.
- The keyword density is 1.81%, which is great, the keyword was found 13 times.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the primary keyword / phrase.
- There are 717 words contained in the body copy, this is greater than the 300 word recommended minimum.
- The page title is more than 40 characters and less than the recommended 70 character limit.
- The keyword appears in the first paragraph of the copy.

This Page Analysis will tell you what you need to do or change in order to get the green light. If you already have a green light, there still may be some things you can do to make your article or page even more SEO friendly. I love this feature. Over time you will find as you are writing articles, you will be keeping the SEO analysis in mind.

All in One SEO Pack

[Upgrade to All in One SEO Pack Pro Version](#)

Title:

0

characters. Most search engines use a maximum of 60 chars for the title.

Description:

0

characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated):

Disable on this page/post: ☐

But WAIT! Scroll down to the bottom because there is ONE MORE plugin that will help. Fill in the spaces in the “All in One SEO Pack”. You can just copy and paste your previous entries.

Click the blue “Update” and you are done!

By following these steps for SEO, you are training yourself how to create articles and pages that are SEO friendly.

To get back into your HostGator control panel you will need the email they sent you with all your account information. It will read: Your Control Panel: <https://gator.....> click on the link and type in your password.

Backup Your Site at least once a week! You can do this at hostgator by logging as stated above, under files, click Backup Wizard>Backup>Full Backup.

Another option, is to set up an automatic backup using the plugin you downloaded and activated. In the left side bar of your dashboard, click “Online Backup for WordPress”. The plugin will walk you through the setup process.

This Ebook is was created so you could build your own blog from the ground up without knowing HTML. I spent many hours figuring out how to do the steps above as I didn’t have a step-by-step instructional book like this one. I am not an expert and I do not

know HTML, nor did I ever take classes to learn how to build a blog, however, I have built three now and they get easier every time.

I put together this book in order to help you get your blog up and running and take a lot of the guess work and head scratching out of it. Follow the directions step by step and by the end of the day, you will have a blog you can be proud of.

This is a basic get-started-blogging Ebook. There is still plenty to learn as I, too, am learning new tips and tricks every day. The more you work your blog, the more you will learn.

If you get stumped on how to do something, do a Google search for what you are trying to do. There are countless YouTube videos that will help you figure just about anything out. Remember to always put “Wordpress Thesis 1.8.5” in your search so you get the correct information.

Also, HostGator has a live chat. I have used it many times when I first started. The staff is very helpful.

If you have any questions, email me at teresakogut3@gmail.com. I will get back with you asap. Your questions will help me to formulate a FAQ page for anyone who purchases this Ebook, so don’t hesitate to contact me.

Thank you for purchasing my “Build Your Own Blog” Ebook. Have fun building and running 16your blog!

Blessings,

A handwritten signature in black ink that reads "Teresa Kogut". The signature is stylized with a long horizontal line extending from the end of the name.

Teresa Kogut