

## Step 4 Blog Creation Part #2

“Using the Wordpress admin and editing your blog”  
By John Edwards

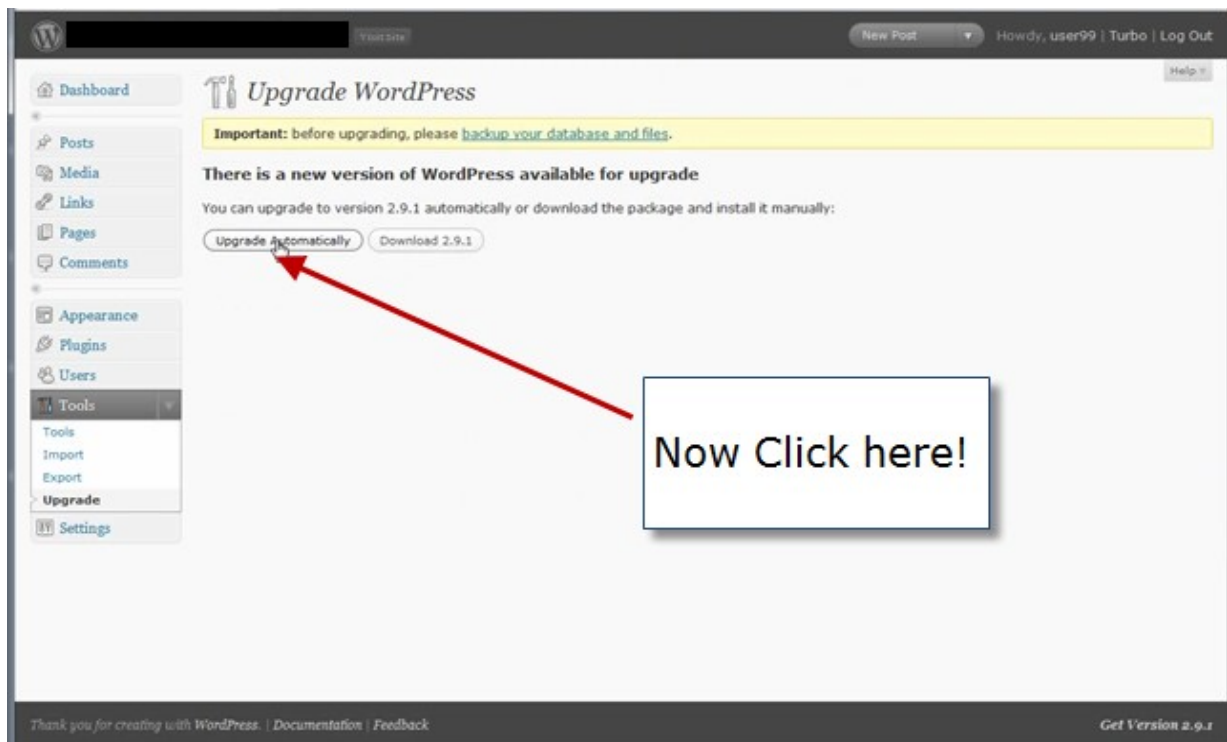
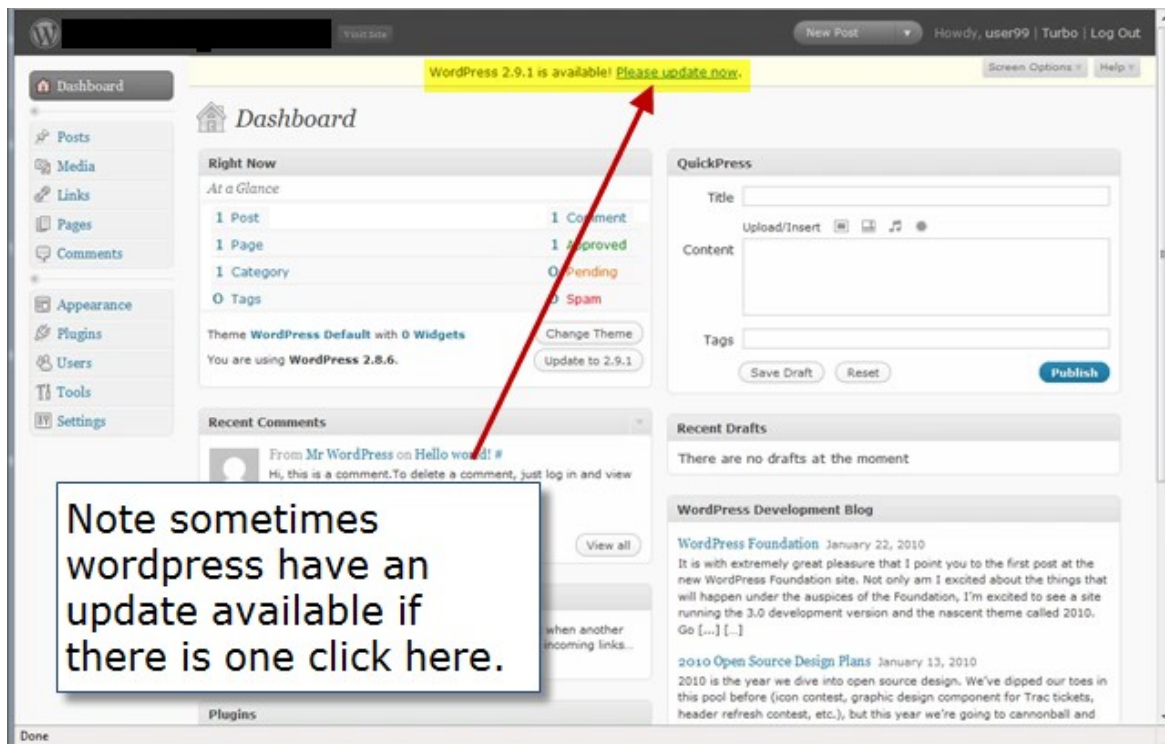
So now we have the bones structure for your blog, its time to enter your blog admin for the first time and start to build on the graphical look and brand of your name!

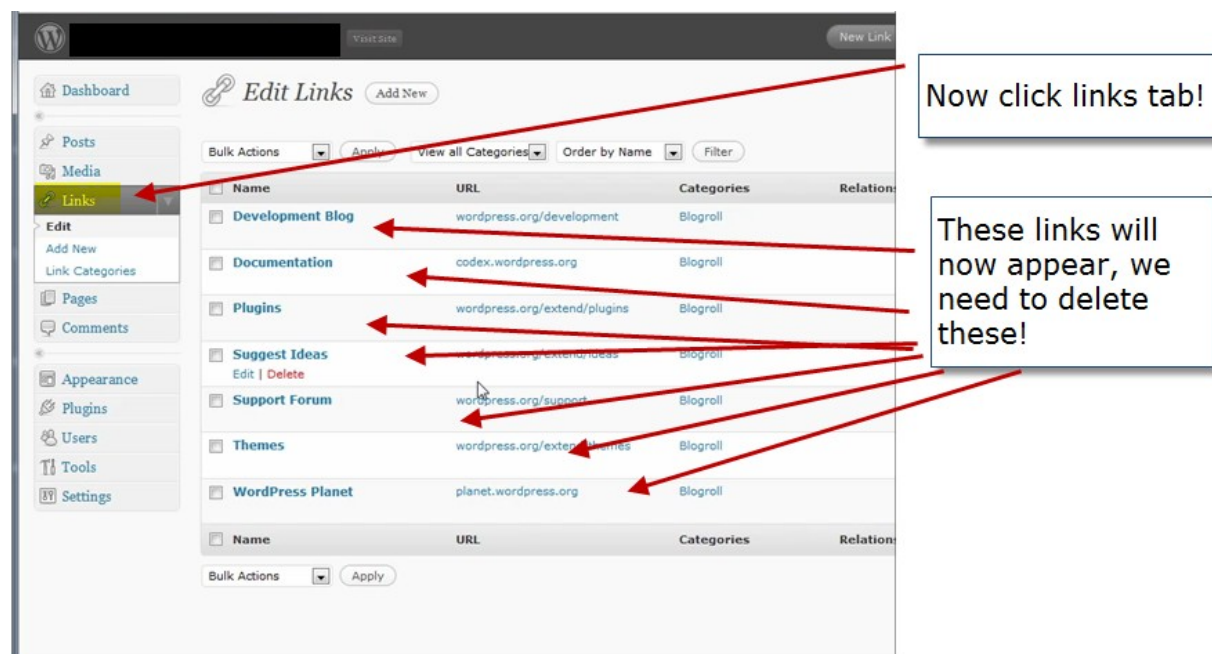
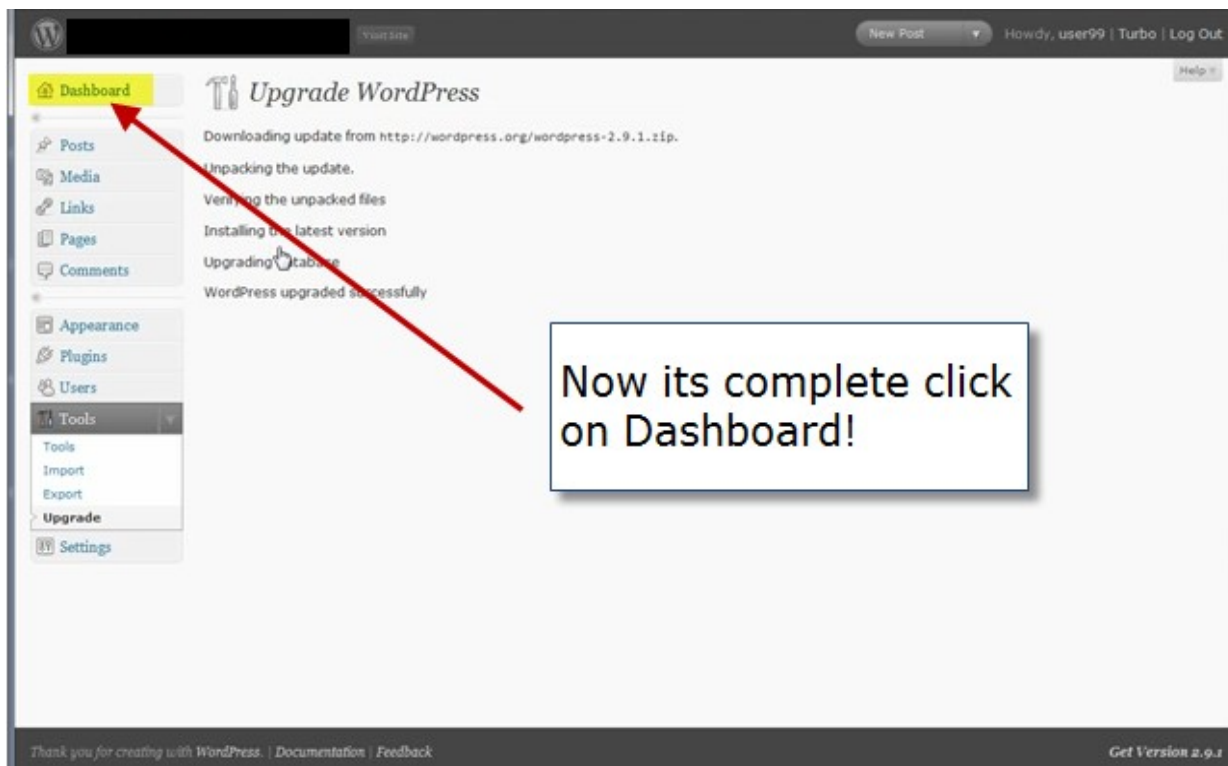
Lets begin...

First of all in your browser type in your blog domain and add /wp-admin, check out the screen tap..



You are now inside the admin panel of your wordpress blog this is also known as your dashboard, basically its the control center of all your edited!





We need to delete these links they are no use to you as they are default by WordPress!

First of all tick this box, it automatically ticks all the boxes!

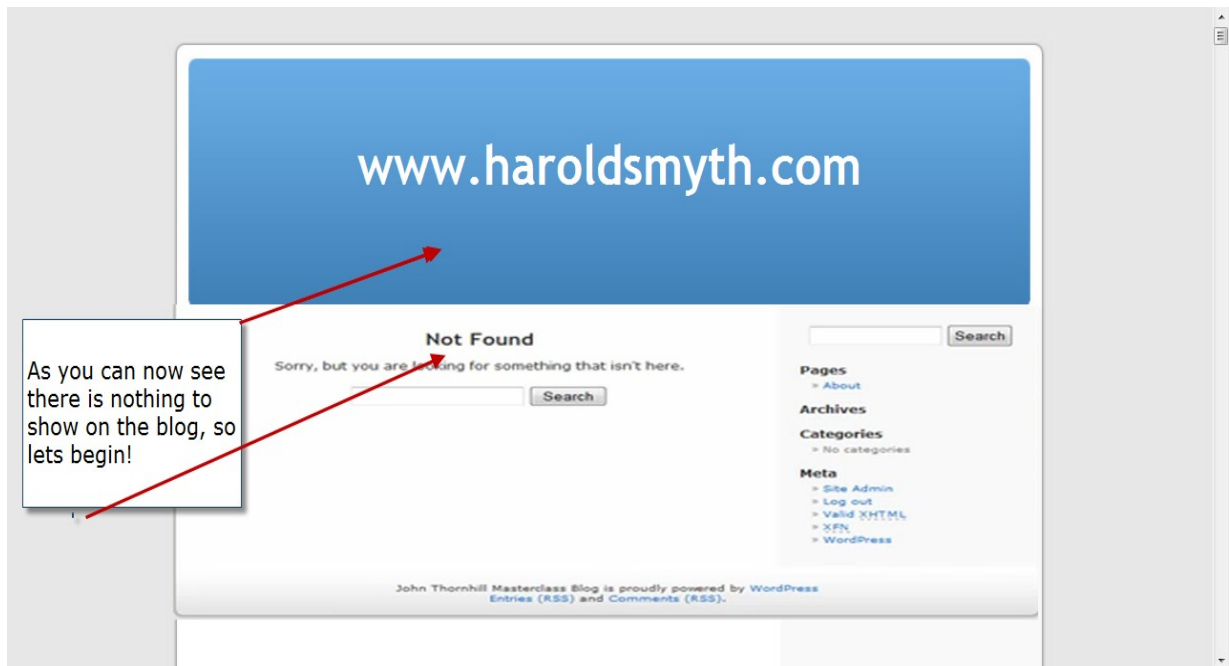
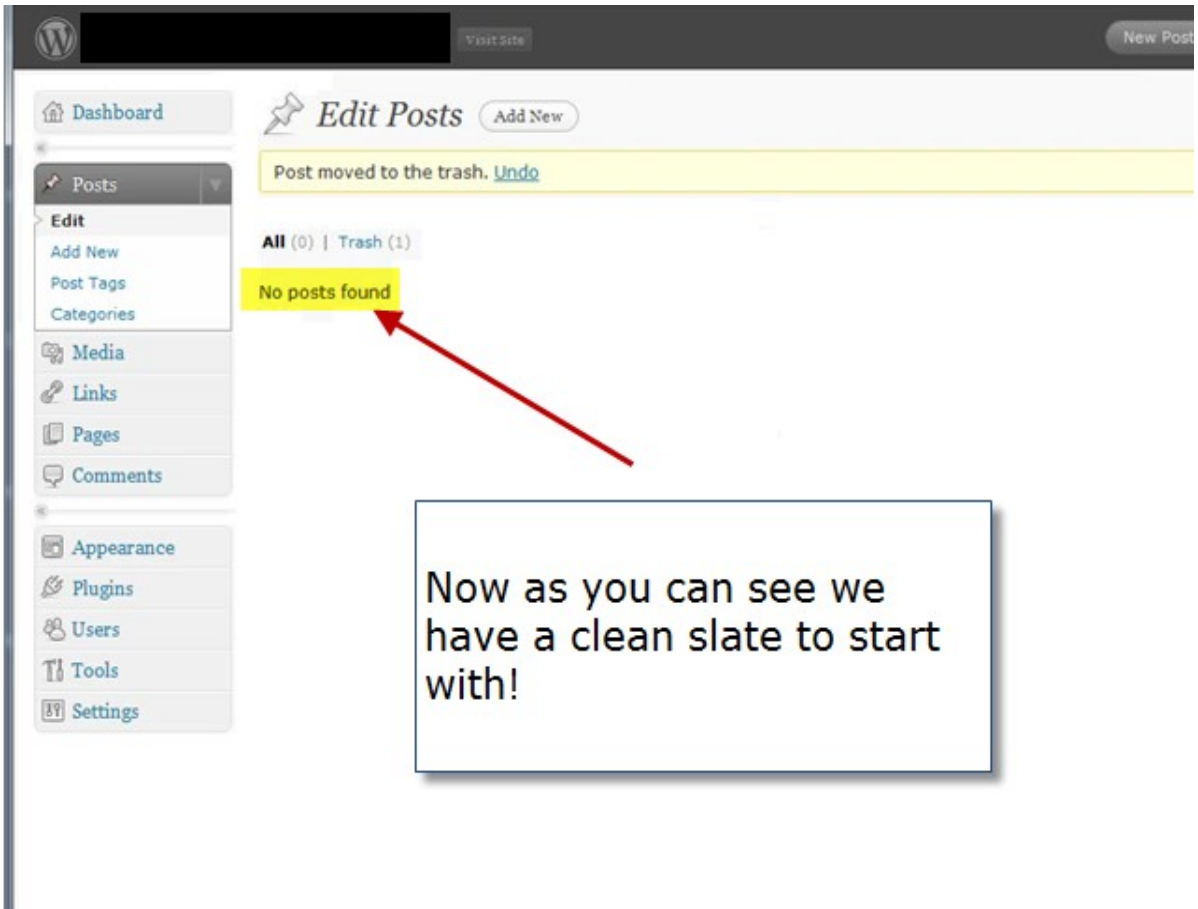
Then click "Bulk Actions" then "Delete", then "Apply"!

| <input checked="" type="checkbox"/> | Name             | URL                          | Categories | Relation |
|-------------------------------------|------------------|------------------------------|------------|----------|
| <input checked="" type="checkbox"/> | Development Blog | wordpress.org/development    | Blogroll   |          |
| <input checked="" type="checkbox"/> | Documentation    | codex.wordpress.org          | Blogroll   |          |
| <input checked="" type="checkbox"/> | Plugins          | wordpress.org/extend/plugins | Blogroll   |          |
| <input checked="" type="checkbox"/> | Suggest Ideas    | wordpress.org/extend/ideas   | Blogroll   |          |
| <input checked="" type="checkbox"/> | Support Forum    | wordpress.org/support        | Blogroll   |          |
| <input checked="" type="checkbox"/> | Themes           | wordpress.org/extend/themes  | Blogroll   |          |
| <input checked="" type="checkbox"/> | WordPress Planet | planet.wordpress.org         | Blogroll   |          |

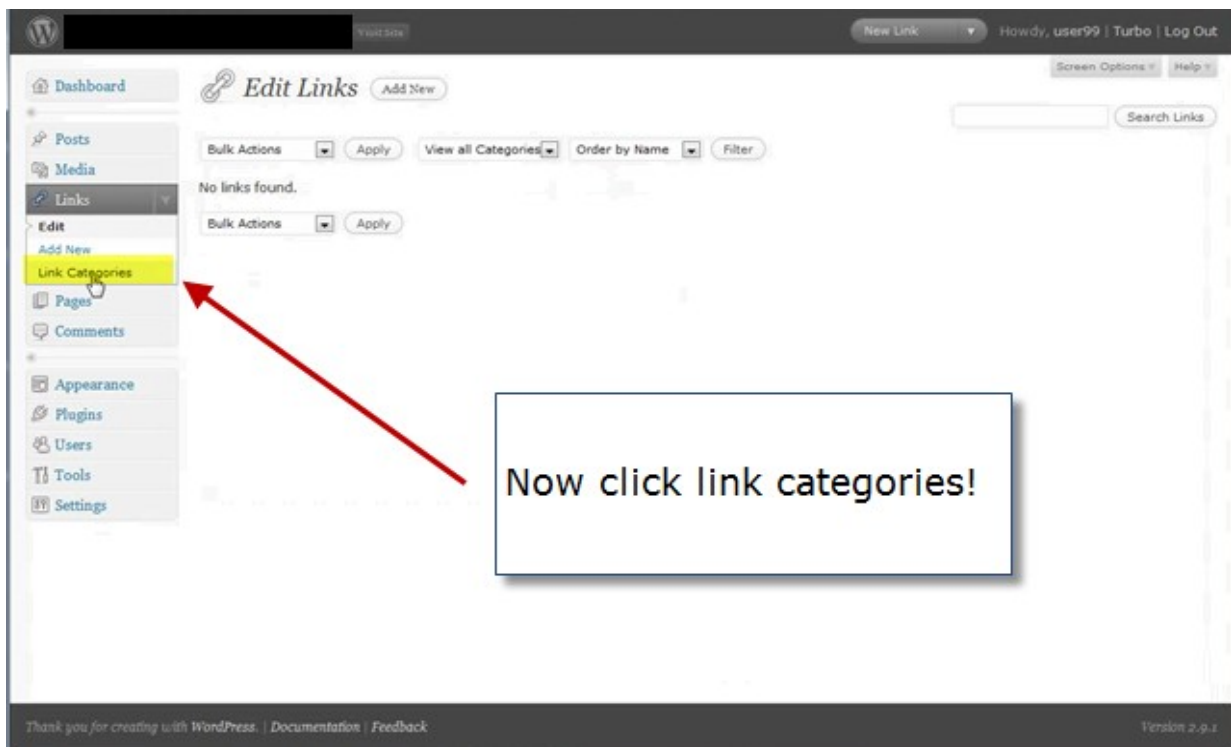
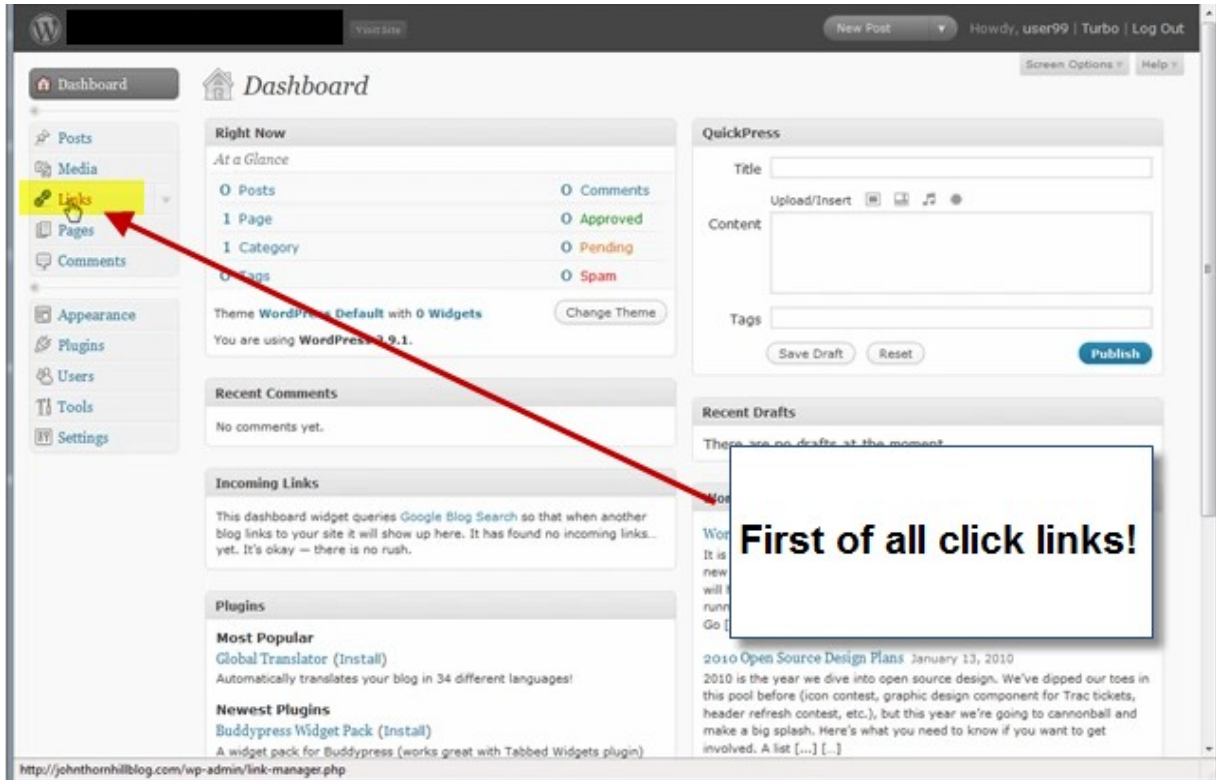
Now click Posts!

Here is the default Wordpress post "Hello World" tick box then click trash to delete it!

| <input type="checkbox"/>            | Post         | Author | Categories    | Tags   |
|-------------------------------------|--------------|--------|---------------|--------|
| <input checked="" type="checkbox"/> | Hello world! | user99 | Uncategorized | No Tag |
| <input type="checkbox"/>            | Post         | Author | Categories    | Tags   |



Now we will add some categories to your blog. Basically over time you will add more and more categories of your own choice, but for now let's start with "Recommended" this category will host links to product promotions also known as affiliate links, and the second we will call "Other Cool Blogs", this will host links to other people's blogs that you particularly like and that will also benefit your readers, let's look at the following screenshots.



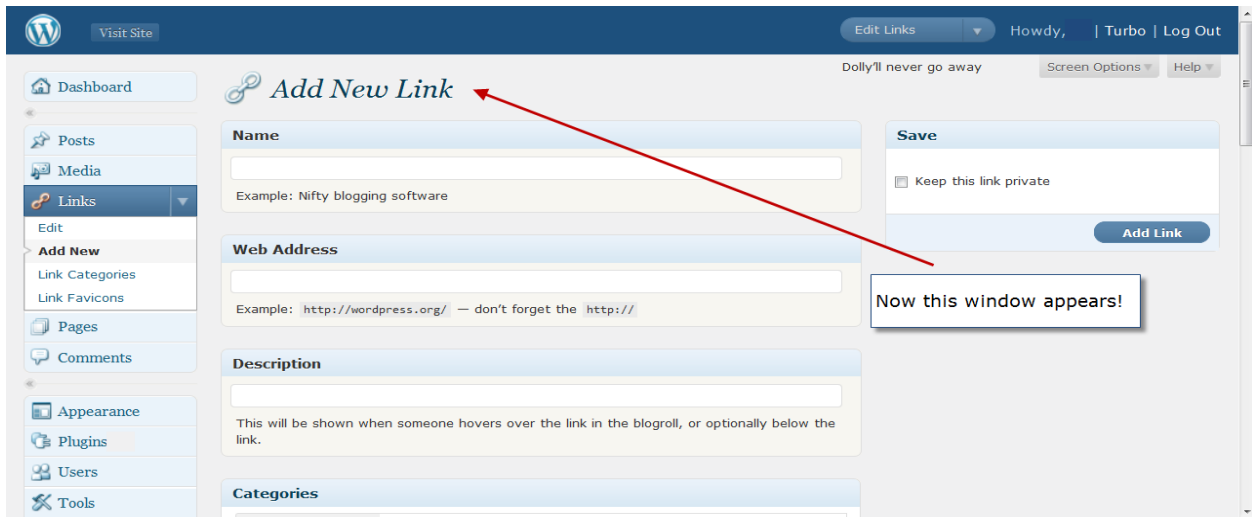
The screenshot shows the WordPress 'Link Categories' management interface. On the left, the 'Add Link Category' form is visible, with the 'Link Category name' field highlighted in yellow and containing the text 'Other Cool Blogs'. A red arrow points from this field to the 'Recommended' category in the list on the right. The list shows two categories: 'Recommended' and 'Blogroll'. A text box on the right contains the following text: 'Now type the title of your category here, then repeat the process for any new categories you create, your categories will show above!'

These categories are just to start you off, now let's look at creating links for them..

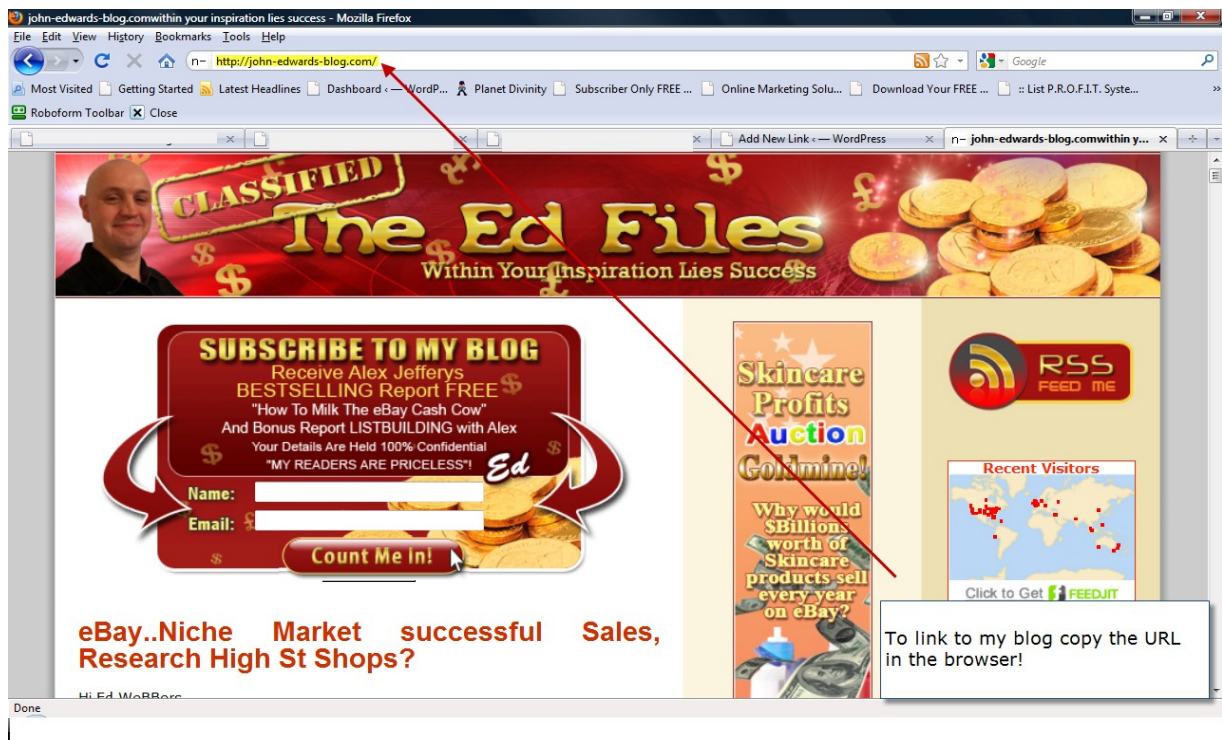
For example let's use my blog "The Ed Files" as your first link in the "Other Cool Blogs" Category!

The screenshot shows the WordPress dashboard interface. On the left sidebar, the 'Links' menu item is highlighted in yellow. A red arrow points from this menu item to a callout box on the right side of the dashboard. The callout box contains the text: "Once again click links!". The dashboard itself displays various widgets such as 'Right Now', 'QuickPress', 'Recent Comments', 'Incoming Links', and 'Plugins'.

The screenshot shows the 'Edit Links' page in WordPress. The left sidebar has the 'Links' menu item selected, and the 'Add New' sub-item is highlighted in yellow. A red arrow points from this 'Add New' button to a callout box on the right side of the page. The callout box contains the text: "Then simply click 'Add new!'". The main content area of the page shows 'No links found.' and various filter options.



Now for example lets link to my blog by putting a link on your blog to mine, first of all go to my blog <http://john-edwards-blog.com>. Then follow the screentaps next..



The screenshot shows the WordPress 'Add New Link' form. The 'Name' field contains 'The Ed Files'. The 'Web Address' field contains 'http://john-edwards-blog.com/'. The 'Description' field is empty. The 'Categories' field is empty. The 'Save' section has a checkbox for 'Keep this link private' which is unchecked. A red arrow points from the 'Name' field to a text box that says: 'For example say you want to link to my blog, type the title of the link that you want to display on your blog, my blog is called "The Ed Files", so type that here!'. Another red arrow points from the 'Web Address' field to a text box that says: 'Here paste the URL you copied from the browser window showing my blog, to make the link live!'. The 'Add Link' button is visible at the bottom right of the form.

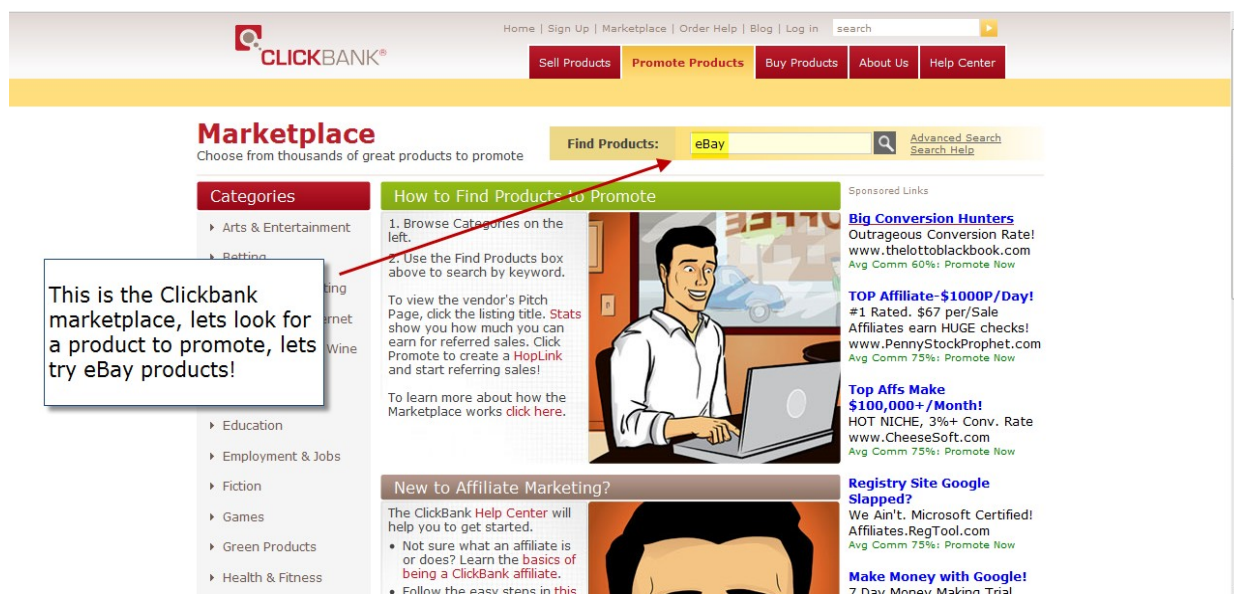
The screenshot shows the 'Categories' and 'Target' sections of the WordPress 'Add New Link' form. The 'Categories' section has a checkbox for 'Other Cool Blogs' which is checked. A red arrow points from this checkbox to a text box that says: 'Now tick this box as the category for your link to my blog!'. The 'Target' section has three radio buttons: '\_blank - new window or tab.' (selected), '\_top - current window or tab, with no frames.', and '\_none - same window or tab.'. A red arrow points from the '\_blank' radio button to a text box that says: 'Then click this radio button to open the link in a new window, this is so that when the viewer clicks through to my blog for example then exits they will come straight back to your blog!'. The '+ Add New Category' link is visible below the categories list.

The screenshot shows the WordPress 'Add New Link' form with the 'Add Link' button highlighted. A red arrow points from the 'Add Link' button to a text box that says: 'Now click "Add Link"!'. The form fields are the same as in the previous screenshots.



This is how it will show on your blog, now lets create a link to a product on [Clickbank Marketplace](#)

We can promote a product on the Clickbank marketplace as an affiliate earning healthy commissions from sales via the link we will place on your blog, lets see how this works..



File Edit View History Bookmarks Tools Help

http://www.clickbank.com/mkp/SearchResult.htm?dores=true&includeKeywords=eBay

Most Visited Getting Started Latest Headlines Dashboard - WordP... Planet Divinity Subscriber Only FREE ... Online Marketing Solu... Download Your FREE ... List P.R.O.F.I.T. System...

RoboForm Search Logins Clickbank cikala (+1) Ed Save Generate Sync

Marketplace - ClickBank

Home | Sign Up | Marketplace | Order Help | Blog | Log in search

CLICKBANK®

Sell Products Promote Products Buy Products About Us Help Center

**Marketplace**

Choose from thousands of great products to promote

Find Products: eBay

Categories

- Arts & Entertainment
- Betting
- Business & Finance
- Computers & Technology
- Education
- Employment & Jobs
- Fiction
- Games
- Green Products
- Health & Fitness

Results

Keywords: eBay

Displaying results 1-10 out of 676 (pg. 1 of 68)

Results per page: 10

Sort results by:

- Keyword Relevance
- Keyword Relevance
- Popularity
- Gravity
- Avg \$/sale
- Avg %/sale
- Future \$
- Total \$/sale
- % referred

Product Type | Language | Billing Type

Sell CB Affiliate Products Using eBay(R) Classified Ads. Avg \$/sale: N/A\*

Sell CB And Other Affiliate Products Using Low-cost, No Cost eBay(R) Classified Ads. Avg \$/sale: \$30.32 | Avg %/sale: 50.0% | %/refd: 32.0% | Grav: 4.55 | Cat: E-business & E-marketing : Auctions

Selling eBay(R). To The Uninitiated Only: What The Heck Is eBay(R), And Why Sell Stuff There??. Avg \$/sale: N/A\*

Stats: Future \$: - | Total \$/sale: \$0.00 | Avg %/sale: 50% | %/refd: - | Grav: - | Cat: E-business & E-marketing : Auctions

Sponsored Links

**TOP Affiliate-\$1000P/Day!**  
#1 Rated. \$67 per/Sale  
Affiliates earn HUGE checks!  
www.PennyStockProphet.com  
Avg Comm 75%: Promote Now

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Avg Comm 75%: Promote Now

**Registry Site Google Slapped?**  
We Ain't. Microsoft Certified!  
Affiliates.RegTool.com  
Avg Comm 75%: Promote Now

**\$2.1 Million Paid ALREADY**

Here you will find all the top selling eBay products on Clickbank, however to get the best of the best sellers click on the down arrow then "Popularity"!

This looks the biz, for gaining good affiliate commissions, click "Promote"!

Cooking, Food & Wine

E-business & E-marketing

Education

Employment & Jobs

Health & Fitness

Home & Garden

Languages

Mobile

Parenting & Families

Politics / Current Events

Reference

Self-Help

Software & Services

Spirituality, New Age & Alternative Beliefs

Sports

8 Months. This Ebook Will Show You Step By Step How I Made More Than \$1,200,000 On eBay(R) In Less Than 8 Months. I Used My 20+ Years Of Expertise As A Process And Methodologies Consultant To Fortune 500 Companies To Devise This Process. Avg \$/sale: \$6.15

Stats: Future \$: - | Total \$/sale: \$6.15 | Avg %/sale: 75.0% | %/refd: 61.0% | Grav: 5.35 | Cat: E-business & E-marketing : Auctions

EBay(R) Millionaire Reveals The Step-By-Step Roadmap To Auction Riches. Avg \$/sale: \$83.04

45 Year Old EBay(R) Powerseller Since 1997 Lays Out A Complete Step-By-Step Roadmap On How He Has Made Over \$8.7 Million On EBay(R) Over The Last 10 Years. Brand New 2010 Edition. Affiliates Earn 75%! - Absolutely Astounding Conversation Rates! Avg \$/sale: \$30.32

Stats: Future \$: - | Total \$/sale: \$30.32 | Avg %/sale: 50.0% | %/refd: 32.0% | Grav: 4.55 | Cat: E-business & E-marketing : Auctions

Sell CB Affiliate Products Using eBay(R) Classified Ads. Avg \$/sale: \$30.32

Sell CB And Other Affiliate Products Using Low-cost, No Cost eBay(R) Classified Ads. Avg \$/sale: \$30.32

Stats: Future \$: - | Total \$/sale: \$30.32 | Avg %/sale: 50.0% | %/refd: 32.0% | Grav: 4.55 | Cat: E-business & E-marketing : Auctions

www.TimBekker.com  
Avg Comm 50%: Promote Now

**TOP Affiliate-\$1000P/Day!**  
#1 Rated. \$67 per/Sale  
Affiliates earn HUGE checks!  
www.PennyStockProphet.com  
Avg Comm 75%: Promote Now

**\$2.1 Million Paid ALREADY**  
\$150/Sale + CASH Bonuses!  
www.BlueprintAffiliates.com  
Avg Comm 50%: Promote Now

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Affiliates earn HUGE checks!  
www.PennyStockProphet.com  
Avg Comm 75%: Promote Now

**Big Conversion Hunters**  
Outrageous Conversion Rate!  
www.thelottoblackbook.com  
Avg Comm 60%: Promote Now

**Affiliate Program: Promote Products for 'EBFORTUNE'**

You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):

Account Nickname:

Tracking ID (Optional):

**Create**

No account nickname? Click [HERE](#) to sign up first. It's free!

Close Window

Done

Remember the affiliate account you set up at Clickbank, now is the time to put the account nickname in this box to get your affiliate link for the product to put on your blog, then click "Create"!

**EBay(R) Millionaire Reveals The Step-By-Step Roadmap To Auction Riches.**  
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**Stats:** Future \$: - | Total \$/sale: \$83.04 | Avg %/sale: 74.0% | %/refd: 98.0% | Grav: 23.10 |  
 Cat: E-business & E-marketing : E-commerce Operations  
 Avg \$/sale: **\$83.04**  
**Promote**

**\*Affiliate Training Center\***  
 Affiliate Coaching & Promo's HUGE Extra \$\$ Prizes!  
 www.TimBekker.com  
 Avg Comm 50%: Promote Now

**#1 Payout Available**  
 Affiliates EARN 75% Per Sale  
 RegistryFix.com  
 Avg Comm 75%: Promote Now

**Affiliate Program: HopLink for 'EBFORTUNE'**

ClickBank pays you 75% when you sell EBFORTUNE's product. To refer a customer send them to this domain name:

<http://28c7e5r5biqoc17h1vjxj-adi.hop.clickbank.net/>

Copy the following HopLink HTML code and add it to your web page:

```
<a href="http://28c7e5r5biqoc17h1vjxj-adi.hop.clickbank.net/" target="_top">Click Here!</a>
```

**WARNING:** Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.

Close Window

Done

This is the link you want to copy, so lets do it!

**EBay(R) Millionaire Reveals The Step-By-Step Roadmap To Auction Riches.**  
 45-Year Old EBay(R) Powerseller Since 1997 Lays Out A Complete Step-By-Step Roadmap On How He Has Made Over \$8.7 Million On EBay(R) Over The Last 10 Years. Brand New 2010 Edition. Affiliates Earn 75%! - Absolutely Astounding Conversation Rates!  
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 Avg \$/sale: **\$83.04**  
**Promote**

**\*Affiliate Training Center\***  
 Affiliate Coaching & Promo's HUGE Extra \$\$ Prizes!  
 www.TimBekker.com  
 Avg Comm 50%: Promote Now

**#1 Payout Available**  
 Affiliates EARN 75% Per Sale  
 RegistryFix.com  
 Avg Comm 75%: Promote Now

http://content.clickbank.com/index.php?section=redir&zid=4ba92d7b12735&affid=0&kid=0

Visit Site Edit Links Howdy, Ed | Turbo | Log Out

You're still glowin', you're still crowin' Screen Options Help

Dashboard Add New Link

Name: eBay Fortune Auction Riches  
Example: Nifty blogging software

Web Address: http://28c7e5r5biqoc117h1vjxj-adi.hop.clickbank.net/  
Example: http://wordpress.org/ - don't forget the http://

Description: This will be shown when someone hovers over the link in the blogroll, or optionally below the link.

Categories

Save:  Keep this link private Add Link

Go back to the "Add New Link" page in your wordpress blog admin, and place your details as so, first the product link as you want to see it on your blog, then your affiliate link in the "Web Address" section below, then click "Add Link"!

File Edit View History Bookmarks Tools Help

http://johnthornhillblog.com/wp-admin/link-add.php?added=true

Most Visited Getting Started Latest Headlines

Add New Link - John Thornhill Ma... John Thornhill Masterclass Blog The PlanetSMS Blog - Brought To Y... Marketplace - ClickBank

Example: http://wordpress.org/ - don't forget the http://

Description: This will be shown when someone hovers over the link in the blogroll, or optionally below the link.

Categories: All Categories  Blogroll  Recommended  Other Cool Blogs

Target:  \_blank - new window or tab.  \_top - current window or tab, with no frames.  \_none - same window or tab.

Choose the target frame for your link.

Link Relationship (XFN): rel: identity  another web address of mine

Done

now tick the "Recommended" box for the category, then the radio button to open the link in a new window!



Now when anyone clicks on these links, they will be taken to the websites for them to browse or for you to profit from!

And in the next report we will look at more ways to improve your Wordpress blog, so stay tuned for that?

### **Part 6**

“Editing Permalinks, updating Profile, Adding Google Adsense Ads”

By

John Edwards

But for now, get some links on your blog!

Until next time..

ED.