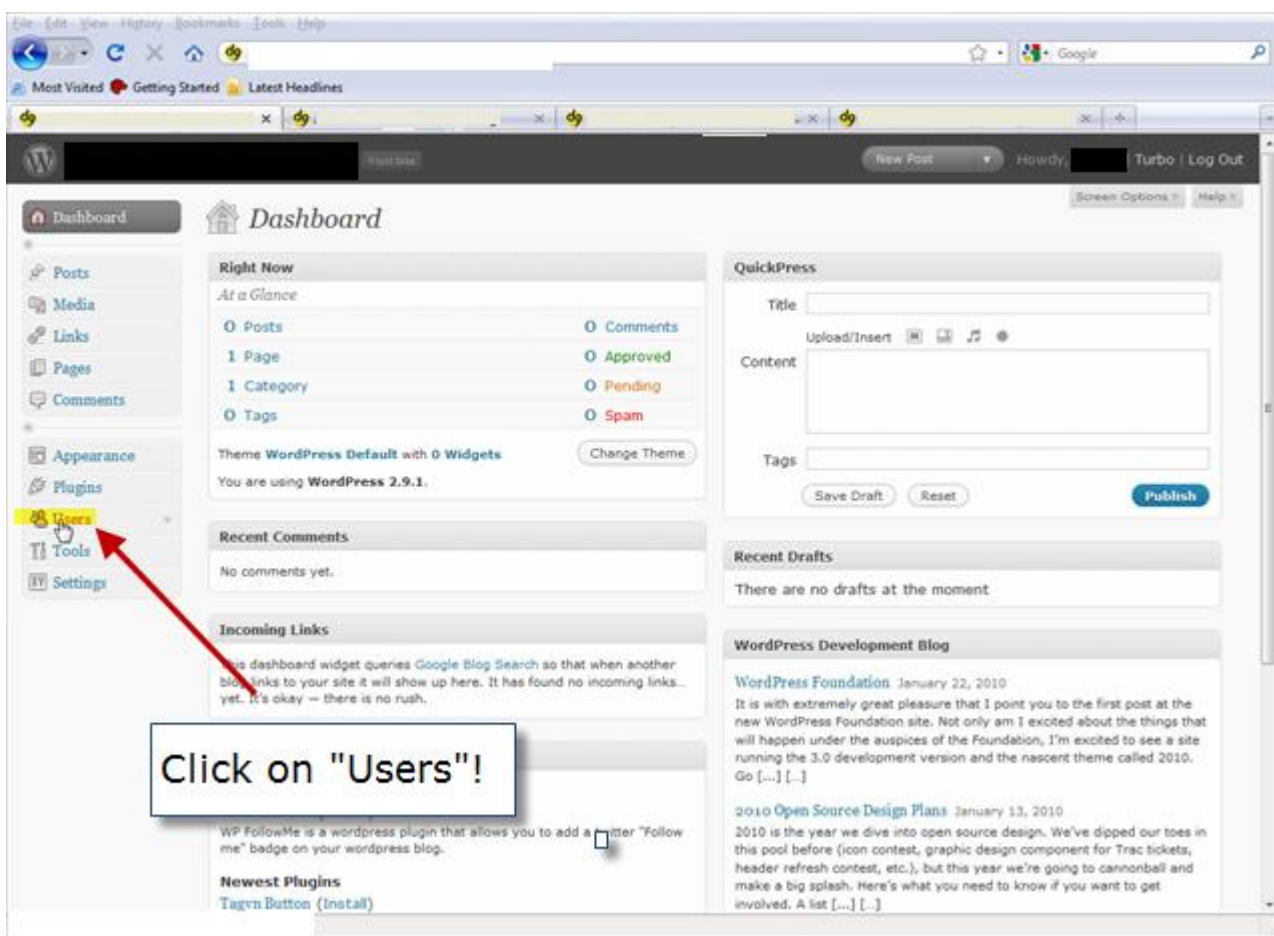


# Step 6 : Editing Your Profile, Permalinks and Activating the Akismet Spam Filter?

By

John Edwards

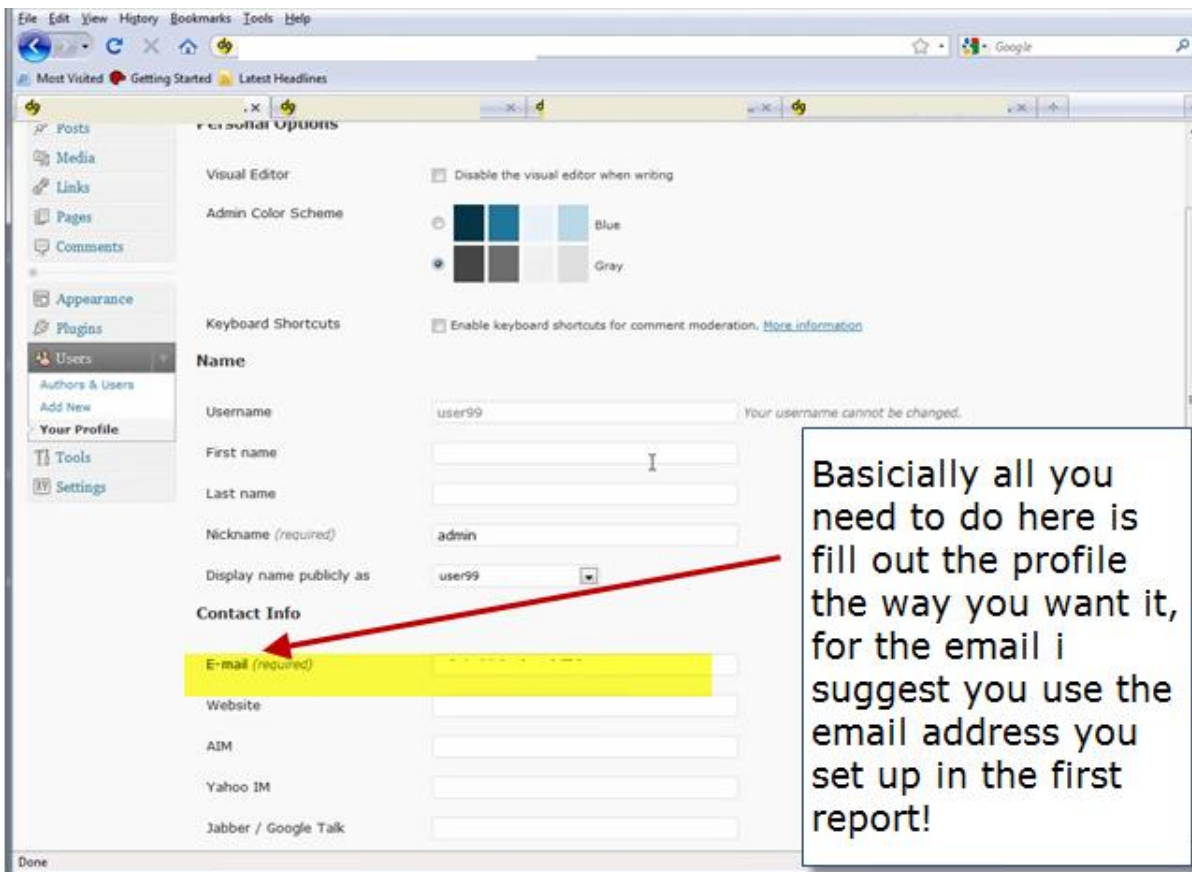
Now it's time to edit your profile..



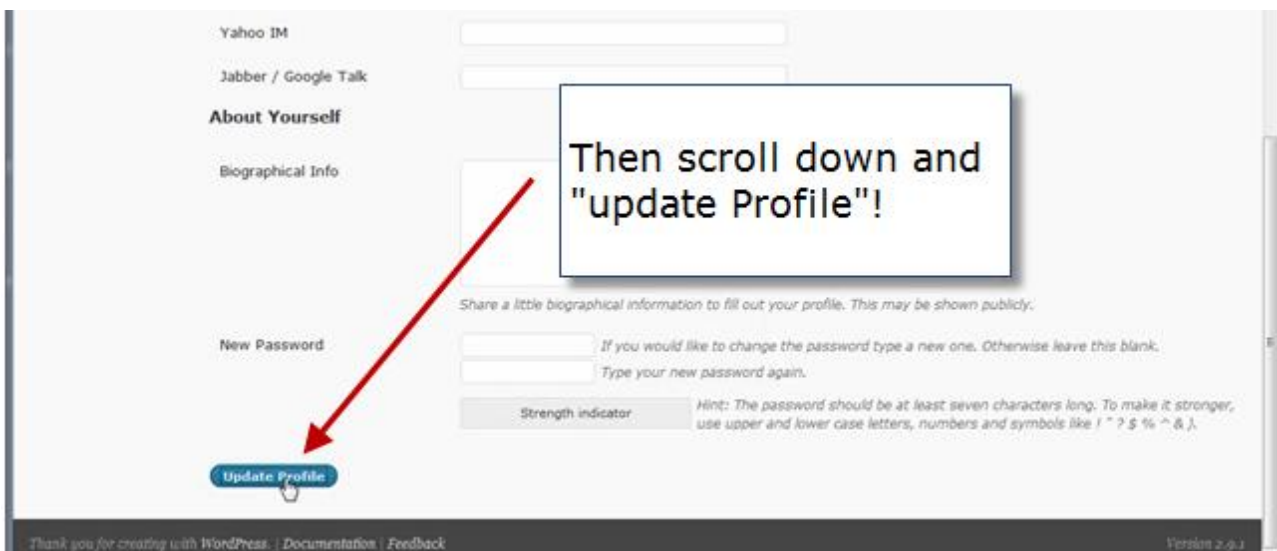
The screenshot shows the WordPress administration interface for managing users. The page title is "Users" and it includes an "Add New" button. Below the title, there are controls for "Bulk Actions" and "Change role to". A table lists the users, with columns for "Username", "Name", "E-mail", "Role", and "Posts". One user is listed with the username "user99", email "admin@johnthornhillblog.com", and role "Administrator". A red arrow points to the "user99" username in the table. Below the arrow is a text box containing the instruction "Then click your username!".

Username	Name	E-mail	Role	Posts
user99		admin@johnthornhillblog.com	Administrator	0

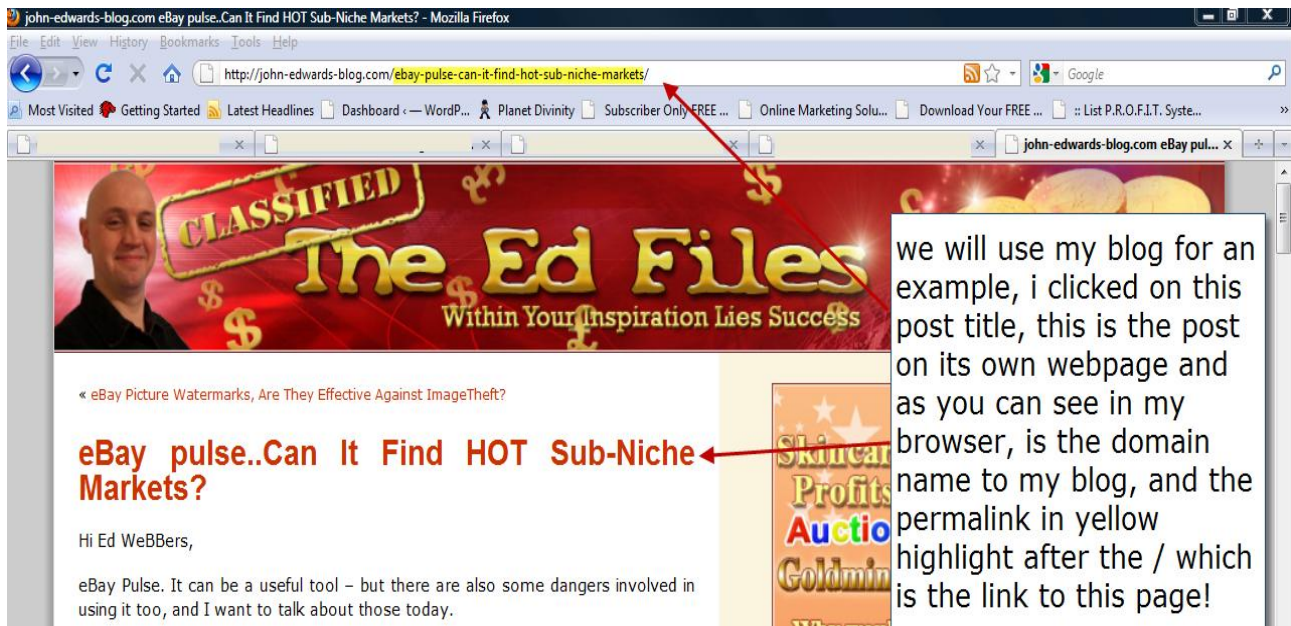
Then click your username!



The email address is important, because when you receive a comment on your blog you are emailed showing you the comment so you can go to your admin dashboard and either approve or disapprove it by deleting it!



Now we are going to edit your link structure, these links are known as “permalinks” they are the link extension of the page that shows the post you are reading. For example if you click on any of the post titles, that post reappears on its own webpage, and the permalink is the link to that page and it shows in the browser after your blog domain name let’s take a look....



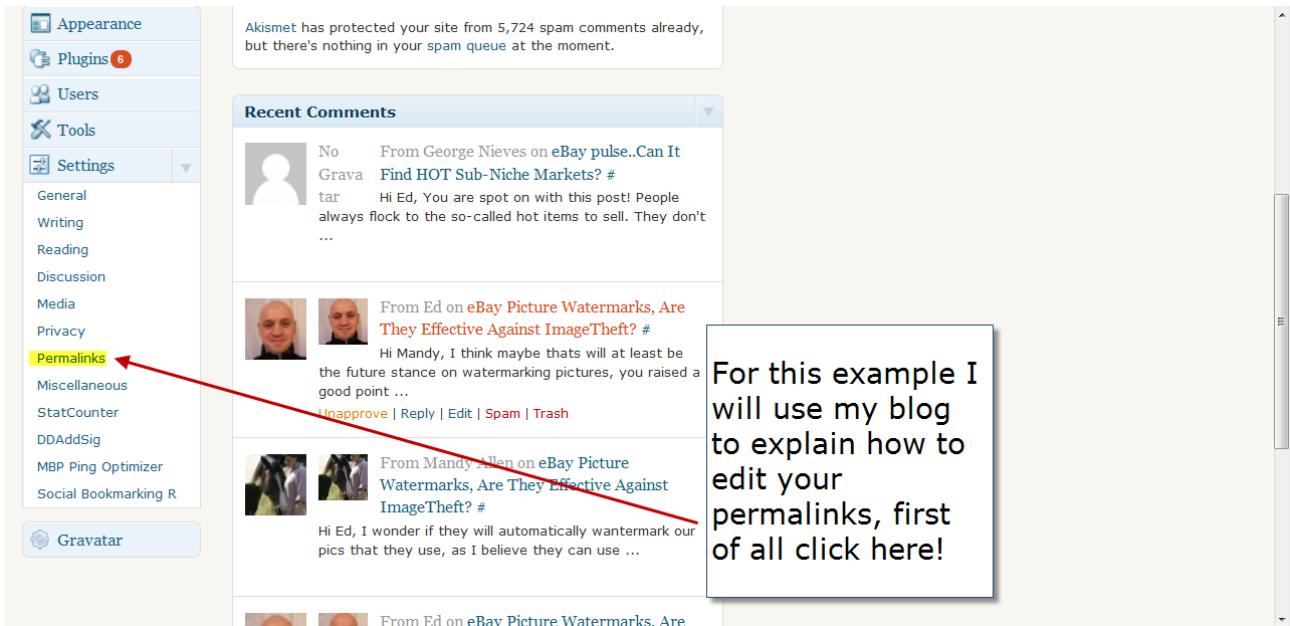
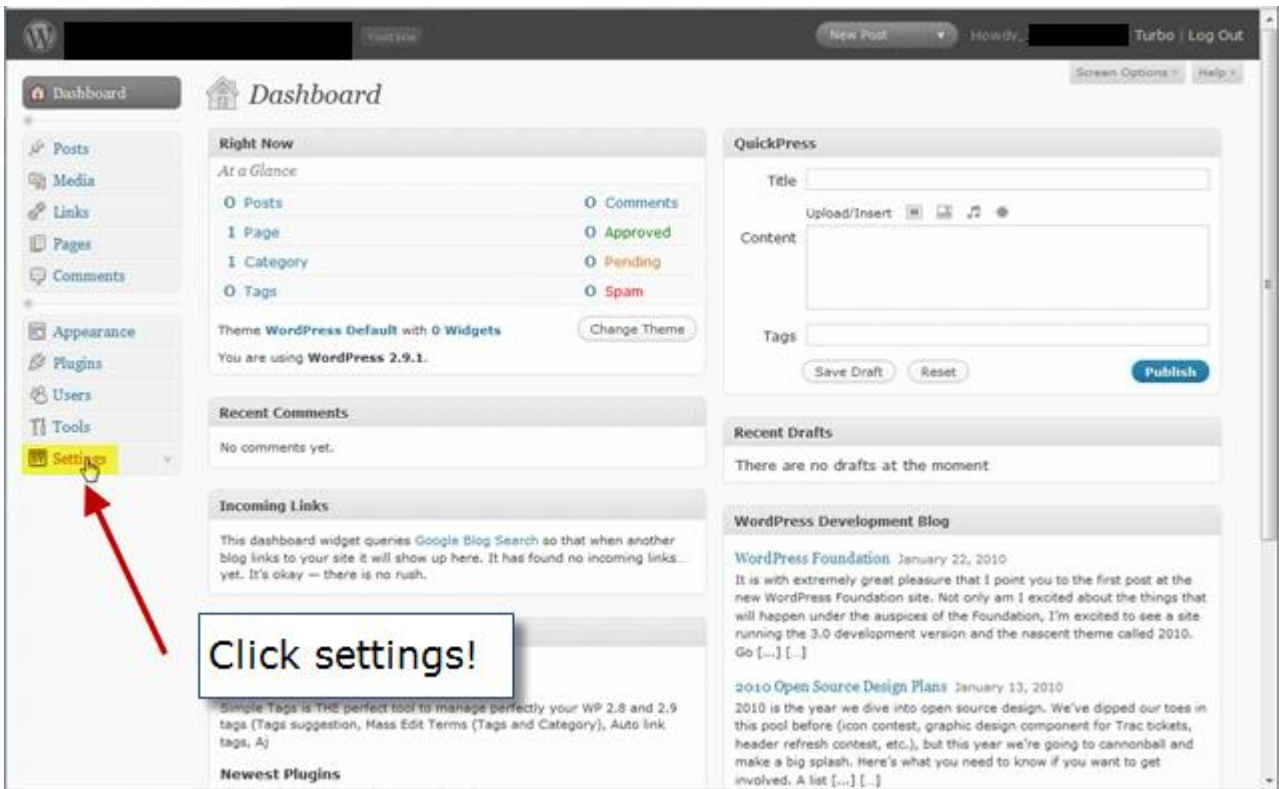
Before we look at how to edit this link, I want to tell why it is important to do so, initially the permalink is a default link extension that's just a serial number, but these are not very search engine friendly, for example Google send out what are termed as "spiders" and what these do is trawl the entire internet looking for fresh written content on webpages!

They then index the information in the Google pages relevant to what the internet browsers are looking for, now if your info is HOT to the masses hungry for this info and are willing in droves to pay for it, do you not think that you are in business reaping great profits by Google feeding your info to them, OF COURSE YOU ARE!

So if you can see where I am going with this you might realise that by editing the permalinks so that they show the post title after the domain name and if your post info is HOT then Google's spiders will examine the post by first checking out the permalink to it which is the post title, then the content in the post will be indexed in the relevant Google results where these hordes of buyers are waiting to receive it wallets in hand to buy it if it's for a product promotion be it your own product or an affiliate!

The permalinks are the keywords used by Google as relevance to the browsers and buyers search terms looking for your information!

Now can you see why it's important, YES, GOOD then let's see how to edit the links!



WordPress Dashboard: Permalink Settings

While the band's playin' | Howdy, Ed | Turbo | Log Out

By default WordPress uses web URLs which have question marks and lots of numbers in them to create a custom URL structure for your permalinks and archives. This can improve the appearance of your links. A [number of tags are available](#), and here are some examples to get you started.

**Common settings**

- Default `http://john-edwards-blog.com/?p=123`
- Day and name `http://john-edwards-blog.com/2018/04/11/sample-post/`
- Month and name `http://john-edwards-blog.com/2018/04/sample-post/`
- Numeric `http://john-edwards-blog.com/archives/123`
- Custom Structure `/%year%/monthnum%/postname%/`

**Optional**

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `http://example.org/topics/uncategorized/`. If you leave these blank the defaults will be used.

**Annotations:**

- Red arrows point from the text boxes to the radio buttons and the Custom Structure input field.
- Text box 1: "This is the default permalink structure that is not search engine friendly!"
- Text box 2: "To edit it click 'month and name', and the code below shows in the custom option box, that's what we need to edit!"

Now we need to delete this section highlighted, so that it looks like this below, click radio button too!

**Annotations:**

- Red arrows point from the text box to the radio button and the input field of the Custom Structure option.

Custom Structure

**Optional**

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `http://example.org/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base

Tag base

Scroll down and click save changes!

You now have successfully edited your permalinks, so that your post webpages now tell the Google spiders what info you have to offer to their browsers with your post title after your blog URL!

So what next well let's look at, activating a plugin called "A kismet", first of all a plugin is a feature that is created by various web designers to use with Word press blogs, basically they are tools that as the word suggests plug-in to your Word press blog, I will now show you a screen tap of my blog showing you one of my plug-ins in action now as an example, let's take a look....

The screenshot shows a blog header for "The Ed Files" with the tagline "Within Your Inspiration Lies Success". Below the header is a "SUBSCRIBE TO MY BLOG" form with fields for Name and Email, and a "Count Me In!" button. To the right is a "Skincare Profits Auction Goldmine!" advertisement. Further right is an "RSS FEED ME" button. At the bottom right, a "Translate this page" plugin is active, showing a dropdown menu with "Hungarian" selected and the text "Microsoft® Translator". A red box highlights the translation plugin, and a red arrow points from a text box to it.

This is one example of a plugin in action on my blog its a translation tool for foreign visitors to my blog!

**eBay pulse..Can Markets?**  
 Hi Ed WeBBers,

April 2010  
 M T W T F S S

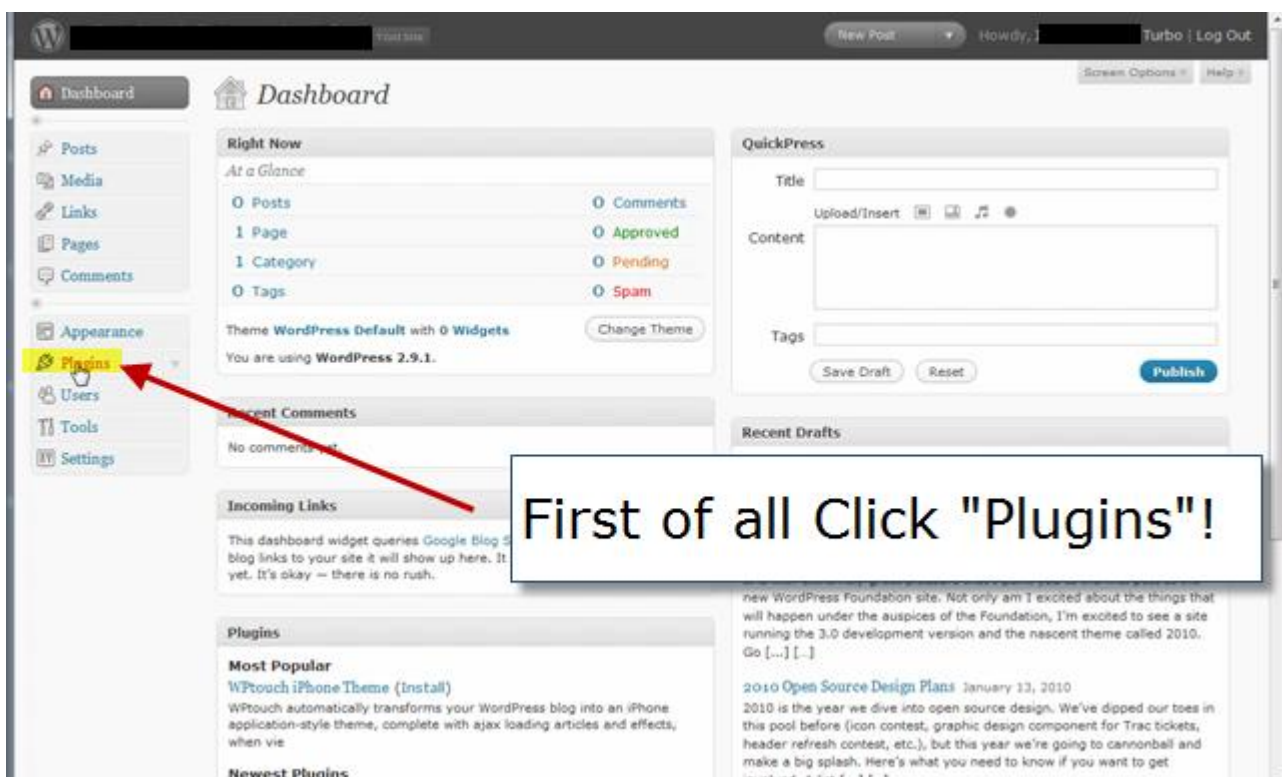
Now we have a basic understanding of what a plugin is let's look at the A kismet plugin which is a spam filter that YOU NEED, to filter out unwanted comments from blog visitors that leave silly and irrelevant comments on your blog posts just to get what are known as backlinks to their blog!

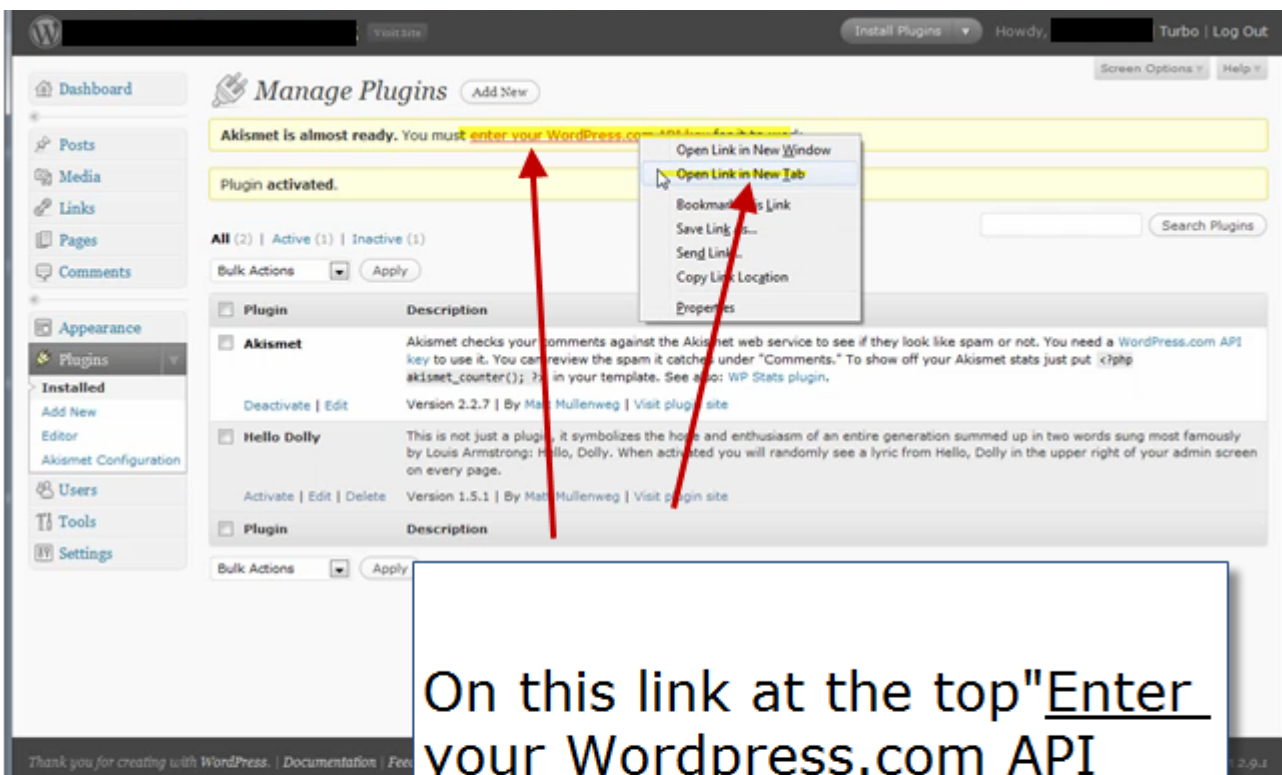
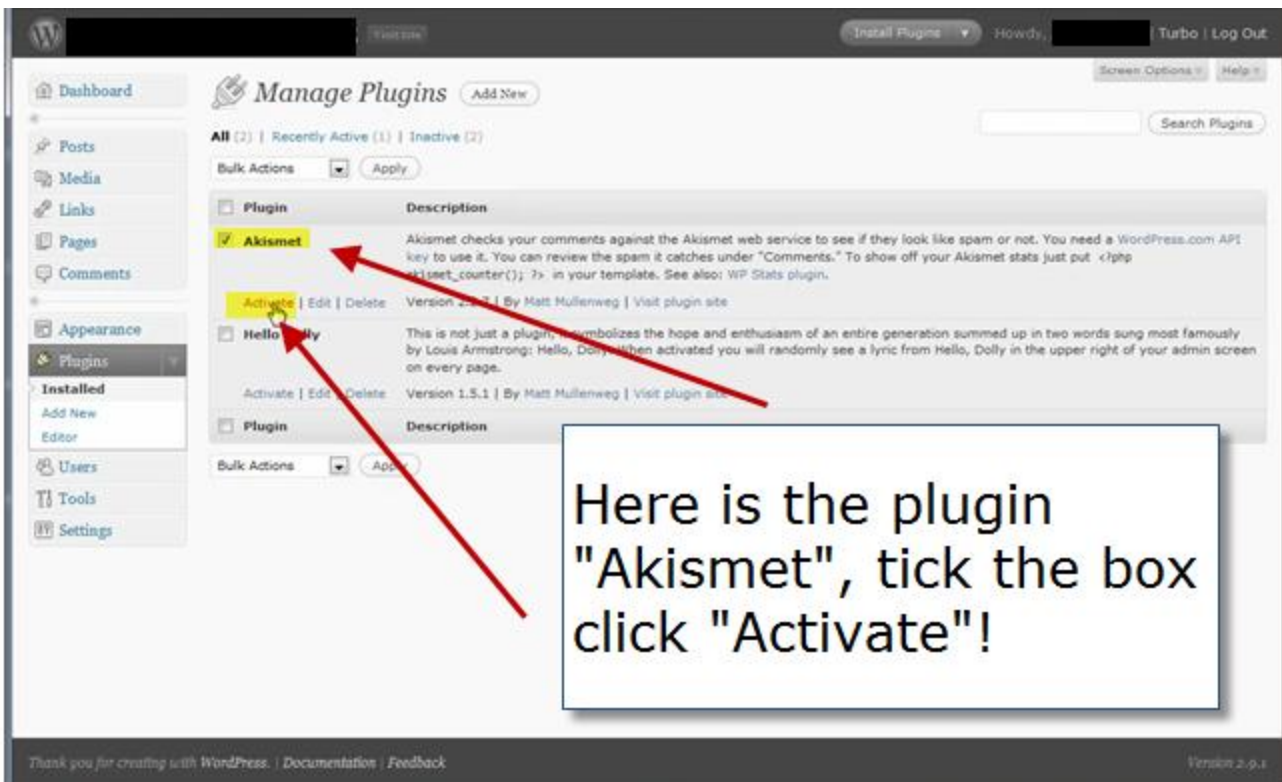
Now the more backlinks generated to a blog from other blogs you have, the more again as in my example with the permalinks you attract Google's Spiders to it, because the more links you apparently have the more popular your blog looks to be!

So in turn you have a greater chance of your blog being ranked highly in the relevant search result pages again for Google's browsing visitors, this is the aim of the spammers using your blog with irrelevant comments to make their own blog popular in the eyes of Google by receiving a link back to their blog from yours via their left comment!

That's all good and well but you also need to know that incoming links from them can damage your ranking on Google because if their blog is not relevant to yours in content theme and quality from their link to your blog via their comment, the less your blog and brand will be seen on the net affecting your traffic flow as Google will not entertain and list your blog high enough to be seen and visited!

With that in mind let's look how to activate Aksimet and keep the spammers out....





**Akismet Configuration**

Akismet is almost ready. You must [enter your WordPress.com API key](#) for it to work.

For many people, Akismet will greatly reduce or even completely eliminate the comment and trackback spam you get on your site. If one does happen to get through, simply mark it as "spam" on the moderation screen and Akismet will learn from the mistakes. If you don't have a WordPress.com account yet, you can get one at [Akismet.com](#).

**WordPress.com API Key**

Please enter an API key. ([Get your key.](#))

(What is this?)

Automatically discard spam comments on posts older than a month.

[Update options >](#)

**Server Connectivity**

All Akismet servers are available.

Akismet is working correctly. All servers are accessible.

Akismet server	Network Status
66.135.58.61	No problems
66.135.58.62	No problems

Last checked 3 mins ago.

Click this link to get your API key!

**Akismet**

Live Spam Zeitgeist  
14,355,954,739 spams caught so far  
5,143,890 so far today  
83% of all comments are spam

[About Akismet](#) [Download](#) [FAQ](#) [Commercial Use](#) [Development](#) [Blog](#) [Contact Us](#)

**Get Akismet**

You'll need an API key to use Akismet, regardless of what application you're running.

If you already have an API key we'll help you find it.

If you don't yet have an API key we'll make one for you.

Your email address:

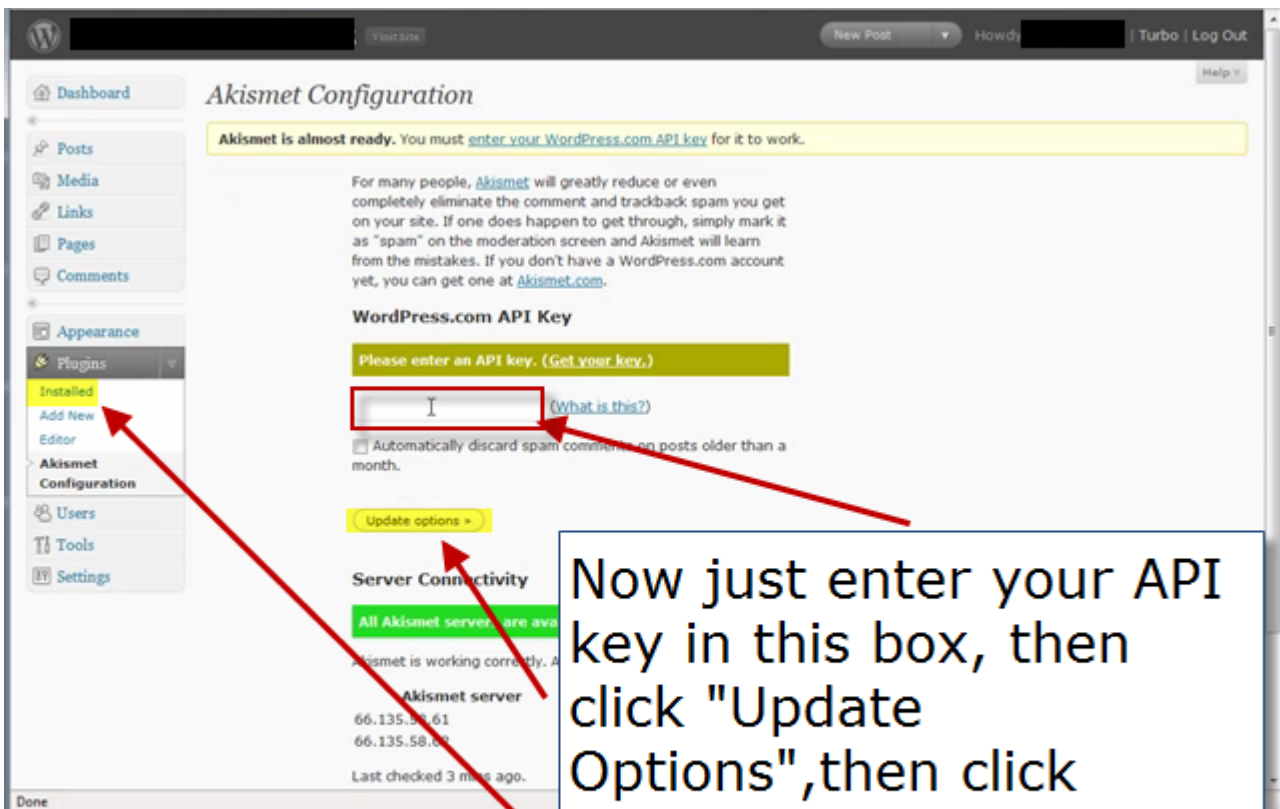
[Next](#)

[Privacy Policy](#) - [Terms of Service](#)

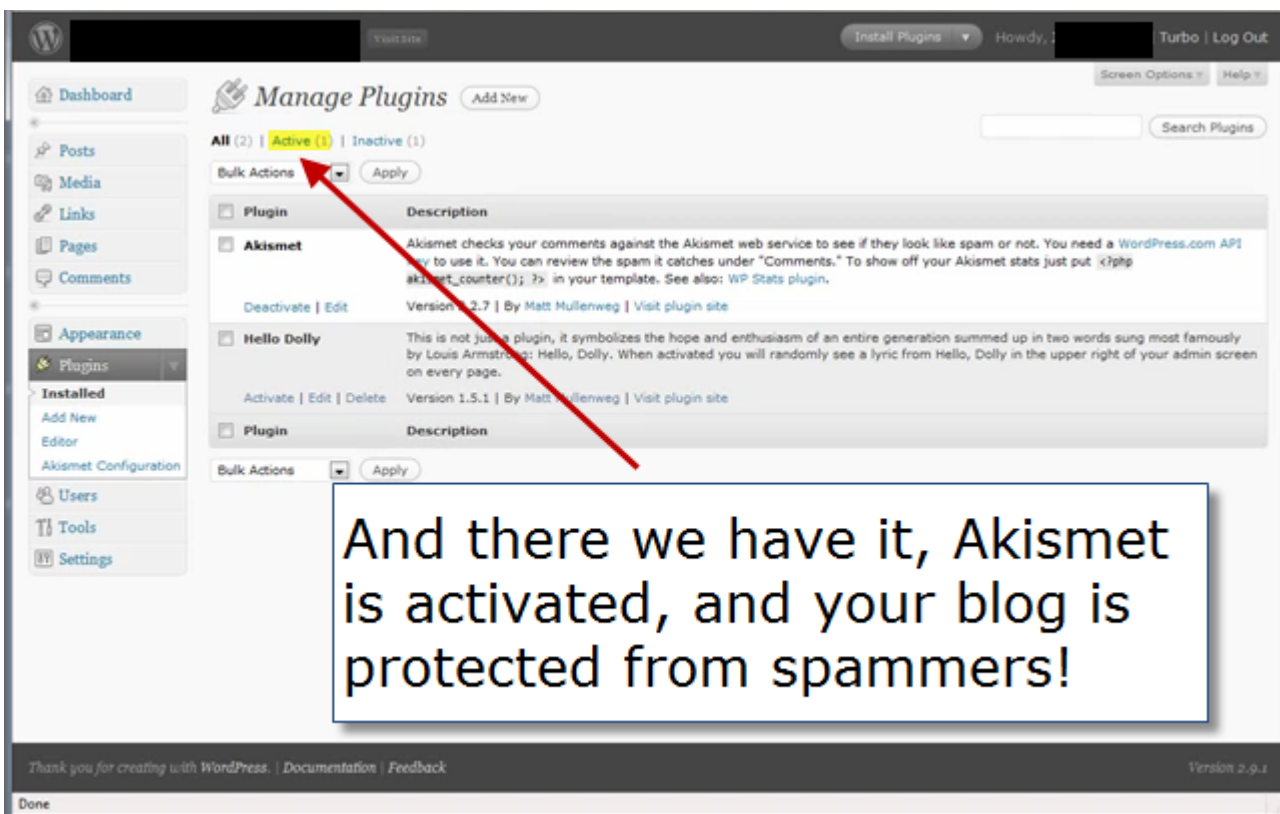
Now put your admin email address in the box then click "Next", in the next window you will be asked for your username enter that, you will then be emailed the API key!

The screenshot shows the WordPress 'Manage Plugins' interface. At the top, a yellow notification banner reads: 'Akismet is almost ready. You must [enter your WordPress.com API key](#) for it to work.' Below this, a 'Plugin activated.' message is visible. The main content area lists installed plugins, including 'Akismet' and 'Hello Dolly'. A red arrow points from the 'manage plugins' tab in the left sidebar to the 'Manage Plugins' page title. Another red arrow points from the 'enter your WordPress.com API key' link in the notification banner to a text box.

When you get your API key click the "manage plugins" tab to come back to this window then click the red link here!



Now just enter your API key in this box, then click "Update Options", then click "Installed" to check the installation!



And there we have it, Akismet is activated, and your blog is protected from spammers!

In the next report we will start posting to your blog, the FINAL report will be covering this in detail so don't miss that, but for now complete these tasks..

Step : 7 “How to Post to Your Blog the Right Way to Start Driving Traffic”?

By

John Edwards

STAYED TUNED....

Ed.