



The Challenge – Module 2 – Day 1

2011TCMD2D1d: Wordpress Direct Introduction

Running Time: 11 mins



Intro

Hello, everyone! This is **Marty Rozmanith**. And I just want to say first welcome to module two of **the Challenge**. By now, **Kenny Goodman** has shown you all the things you need to know about getting a good domain, and I'm sure you're thinking about that. The good news is by the end of this week, the end of module two, you'll have your website set up and ready to go with content on it.

But before we get into that, I want you to understand some of the choices that you're making. This is the third year in a row that we're recommending that you use a free Wordpress Direct account to install and manage your blog. And there are several good reasons to do that. So, let me get into those and explain those to you now.



Introducing Wordpress Direct

In this short video, I'm going to cover three main things. First, what Wordpress Direct does for you? The second is updates for this year that we've added for the Challenge. And the last is a brief tour of Wordpress Direct just so you can understand what it does.

What Wordpress Direct Does for You

- Creates your site from keywords (and 1500 themes)
- Gets you free traffic
- Saves time and eliminates errors
- Consistency - makes your sites easy to maintain
- Scales with your business to many niches or hundreds of sites
- It's Wordpress, but OPTIMIZED for marketing

So, let's talk about what **Wordpress Direct** does. First off, it **creates your website from the keywords that you've researched in Market Samurai**. And you can choose from over 1500 themes in our **theme gallery** so that you can match a look for your site with something that makes sense for your keywords so that when a visitor comes to your site, it looks like everything was thought out and put together and make sense.

The reason for doing this is so that you can get free traffic. **Wordpress Direct blogs are search engine optimized** so that they will rank well in **Google**, in **Yahoo** and other search engines so that you can get free traffic.

So, why is it important to get free traffic? Typically, **the number one site statistically get somewhere around 40% of all of the traffic** as far as clicks go. So, if you had to pay say \$50 a click. If you're getting 1500 searches a day, that would be a lot of money you would be paying for that traffic. So, getting it for free is a very valuable thing if you can research the niche and position yourself to receive that free traffic by getting in the search rankings.

So, why wouldn't you just do that yourself using Wordpress blog and a bunch of SEO plug-ins? Well, you can. But the point is that **Wordpress Direct saves you time**. And for the purpose of **the Challenge**, it's free. So, not only does it save you time, but it eliminates errors, because this is a tricky business. If you get several things wrong or even just a few things wrong, you can kill your entire search engine optimization. And what we're trying to do is give everybody the greatest chance at success on getting on the first page of Google and getting that free traffic. And many people will get halfway through **the Challenge** and even abandon their first site and put up a second site and have that site be the one that actually proves to be the best market for them.

Another thing Wordpress Direct does for you is **it makes your site easier to maintain**. There are a lot of bells, whistles and settings inside Wordpress, especially as you start adding plug-ins. And the whole point of Wordpress Direct is you want to be able to put a site on the market, test it and leave it there if it's successful and allow you to make money from that free traffic. And in fact, if you get good at this process, you want to do this over and over again for different niches. And so, **Wordpress**



Direct is designed to scale your business so that you can have several sites even in one niches and in fact, have several niches. This is why we have these premium accounts that allow you to have ten sites, twenty sites, a hundred sites so that you can occupy several niches and make money from all of them.

And so, the whole point of Wordpress Direct is **it's not only optimized for search engines, but it's also optimized for marketing.** It's optimized for putting up a blog that allows you to talk about a product or service in a way that will get traffic to your offers for your products or service.

Latest Changes

1. Theme gallery improvements
2. Updated SEO and MOBILE plugin mix
3. Plugin management and deployment
4. Better integration with Google Analytics
5. Site migration, upgrade and cloning tools

Now, for this year, we've made several other improvements. First off, **we've gone through the theme gallery** that originally was posted back in 2008. Now, we've made a pretty massive update. We took our entire staff and did a three day manual review of all of the themes, cleaned out anything that had any potential issues as far as rendering in different browsers or extraneous links, things like that – anything that was suspect got removed.

And then, we went through and started using Wordpress.org theme submission as our basis for adding new free themes into the library that you can use. We find that the review process that Wordpress itself actually goes through yields the cleanest themes with the least problems, so **we've added about 300 of those into our gallery this year.**

Next, **we've updated the SEO plug-in mix that Wordpress Direct is using.** We sat down for a few hours – myself, **Guru Bob** and **Dan Raine** and came up with the optimal plug-in mix for everything we wanted to accomplish in **the Challenge.** Not only are we using better SEO plug-ins to improve the ranking and get faster ranking this time around, we've also added in things that you're going to be doing in **the Challenge** for getting people to like your blog in **Facebook** and other things like that are part of the standard plug-in mix that you're going to be using.

So, when you install a site this year in **the Challenge,** the actual Wordpress site you're going to get is going to be different from last year's site. It's going to have this updated plug-in mix. There's probably double the number of plug-ins that we had last year. And so, everybody in **the Challenge** is going to be benefiting from this year. And you're going to see how we use those new plug-ins throughout the videos in **the Challenge.**

We've also added a **new feature for plug-in management and deployment.** So, this is mainly for people who continue on with us and become paid members. If you're going to be managing ten or twenty or a hundred sites in Wordpress Direct and you want to be able to push a plug-in to all one hundred of your sites, this is going to be the way that you're going to do it. No longer will you have



to go one by one and update the plug-ins on your sites. This is just something that users have been requesting that we've added this time around so that you get the benefit of it if you want to try something out during **the Challenge** or afterward.

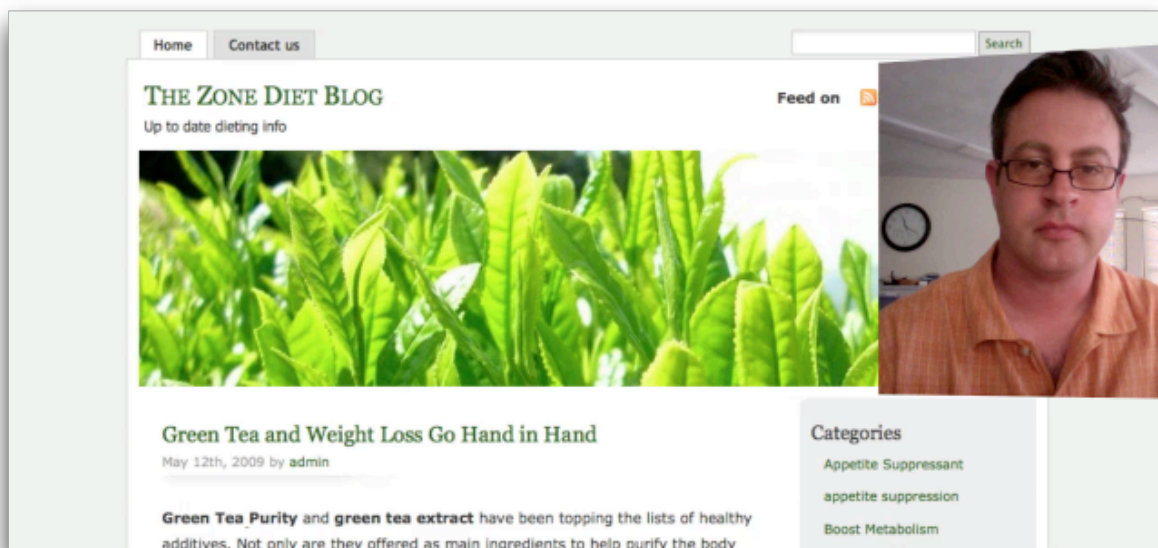
Next, another big request is **better integration with Google Analytics**. Later in this module, I believe, **Emily Becker** will be covering that and showing you exactly what we're doing to integrate with Google Analytics.

And then, **we've done a big improvement in the site migration update and cloning tools**. We actually had a migration tool before. And we've expanded it so that people can use that to upgrade their sites to the latest edition of Wordpress. And also, clone your sites to other domains and other hosting accounts.

Now, this is more advanced strategies - We're not really going to cover that in **the Challenge**. But one thing we really use these tools for in **the Challenge** is when we get in to evaluating your site and potentially selling it, you would use those site migration tools to actually transfer the ownership of the site to the new owner's hosting account if you were to sell your site.

Wordpress Direct Tour

So, let me take this time now just to give you **a brief tour of Wordpress Direct**.



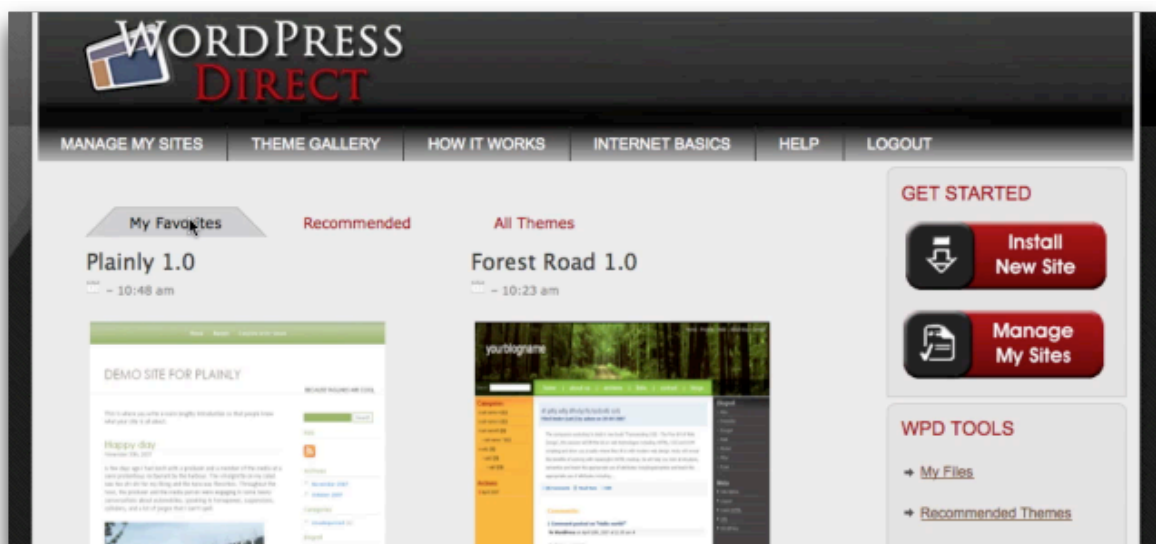
Okay! To start the tour, I'm going to show you what the example site looks like. This is a blog about controlling your weight and it markets a green tea extract for doing just that. And so, you can see this blog has articles about weight reduction and specifically, the way green tea extract supports that. And then, it has various banners about that.

When you get into Wordpress Direct, the two main things you want to do are **install sites** or **see your list of sites to manage**. Those are the two big red buttons in the top-right corner.



The first installation that you do, you'll be typing these settings in when you do the installation of the site. And **we will show you exactly how to do that in the next video**. We will also show you how to add your first article to your blog. And then, also how you can manage all of the articles on the blog including making certain articles stick to the top of the blog so that they're always at the top.

But the very first thing that you're going to be encountering when we get into the installation is going to be our **theme gallery**. So, let me show you how that works before we do anymore about showing you how to get set up with an account. [clicks **Theme Gallery** in menu at top of screen]



Now, when you first see the theme gallery, you're going to notice that there are **three tabs at the top**. One is for **Favorites**. As you go through and you find themes, you're going to want to mark your favorites so that it's a lot easier for them to find since you're going to spend some time looking through those 1500 or 1600 themes and finding ones that you like. And so, if you bookmark them and save them as your favorites, you'll be able to get to them a lot easier.



We have what's called a **Recommended Themes** area. This is the portion of the themes that are in our testing, our support teams has had very consistent results with, so we know these themes are very reliable. So, **we suggest that anybody working in the Challenge start with one of these recommended themes to do your site.**

And when you search for themes -- for instance, if you do a search for *'blue'*, [types **Blue** into the **Search for theme** box at the top of the **Themes** area] you will see that we find one-page worth, or five, **blue** themes inside the **Recommended Themes**. Whereas if you click on **All Themes** and you do a search for *'blue'*, you're going to get **twelve pages** of themes that are tagged with the word *'blue'*.

Note that **when you do a search, the search is sensitive to which tab is highlighted at the top**. So, if you do a search, and you don't get any results, make sure that you have the **All Themes** tab active to give you the broadest range for you to find your theme. However, we do recommend that you use the **Recommended Themes** to get started with your first site if you've never done this before.

Wrap Up

I hope this video helped you to understand why **Wordpress Direct** makes it easier for you to get your Challenge site out there so you could test your market. And I hope you have great success with the tool and that you enjoy using it.

If you like this video, then you can find other videos about **the Challenge** at the address:

<http://Challenge.co>

In the next video, I'll be showing you **how to sign up for your free Wordpress Direct account.**

Actions

- Watch the next video and sign up for your Wordpress Direct Account

Resources:

Wordpress Direct - <http://www.challenge.co/WordpressDirect>

Click here to get your free Wordpress Direct account.

Wordpress Direct Support - <http://www.wpdirect.com/support/>

Click here to get support for Wordpress Direct.