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Marlon's Marketing Minute

January 29, 2011

**“Three Awesome
Wordpress Tricks to Make
Life Easier, Amp Up Your
Seo Traffic and See
Visitors Live”**

**– Plus, the “must have”
Tweet and like buttons**

Hello,

Marlon here.

First of all, I have a neat issue today with several cool wordpress tricks I've discovered while working on blogging stuff for Traffic Dashboard.

In Today's Issue:

Trick 1: Several totally awesome themes that really make using wordpress EASIER. I mean, a lot easier, especially if you don't know css (Lisa does but I don't.)

Trick 2: Google Analytics isn't real time. I hate that. So I was on a quest for a program that would show traffic real time on my blog. I found 2 neat ones that are free, of course. And you can have them on your blog 5 minutes from now.

Trick 3: Several super duper seo plugins that you'll love.

A few quick but extremely important housekeeping notes:

1. Wordpress videos – I've never had so many issues in my life I don't think getting a clean upload. I have to do more research on why. But anyway, vids 28-35 are NOW finally successfully uploaded best as I can tell as of 10:08 a.m. CST.

To apologize for the troubles, I'll be giving you a very good bonus video on Monday. I am checking support today and if you have any further troubles, post to <http://www.getyoursupport.com>

2. My bonus for Yanik's Underground event. [Click here to get the scoop.](#)
3. Our recent technical issues – We finally got the last part of the server move and infrastructure fixing upping done. Whew! Things should be much better from here on out.
4. *The Traffic Dashboard* is shaping up totally awesome. You should know a competitor copied the Traffic Dashboard concept. Let it be known here there is and will only be one *Traffic Dashboard by Marlon Sanders* and, furthermore, I invented and created the whole genre of Dashboard products. Before me, this didn't exit.
5. Ken McArthur is having a [big blowout](#) I plan on attending. It's a special edition JV Alert Live with many big name marketers attending.

"Get 39 Awesome Wordpress Training Videos That Are Total Pro Stuff For .20 Cents Per Video"

WEEKEND SPECIAL ONLY

I've acquired rights to the most awesome training series of Wordpress videos. You're going to **NEED** Wordpress in your Internet marketing and specifically to get the most out of *Traffic Dashboard*.

<http://www.marlonsanders.com/wordpressvids>

NOTE: PLEASE contact me at getyoursupport.com if you have any problems ordering. Ditto for download issues: getyoursupport.com. These are large zip files because you're getting a really, really cheap price on them. And this is the easiest way to deliver them quickly.

Announcements

1. **Ateam'ers – "Keyword research secrets, blowing up your article marketing and finding the money"**

This was another terrific webinar. It's already compiled...I'm uploading today. Should be ready after 3 p.m. CST this afternoon.

2. Customer support issues – PLEASE post to the support desk at <http://www.getyoursupport.com>

Do NOT email us support issues. We don't get the emails often. Go to the support desk and post your ticket or live chat Lisa. She is so busy working on Traffic Dashboard she isn't answering calls live but she is returning phone calls. The best thing to do is live chat or post a ticket.

Featured Article

Three Awesome Wordpress Tricks to Make Life Easier, Amp Up Your Seo Traffic and See Visitors Live

In doing my research on the blogging part of Traffic Dashboard, you know by now I consulted a guy who gets roughly 4-5 million visitors a year just from his blog.

Well, I had a lot of things to learn about blogging. So good stuff this issue.

1. Do NOT upgrade to the latest version of Wordpress immediately. This is a HUGE mistake.

The plugins do not catch up fast. On the current version of Wordpress many of the plugin below don't work YET. 3.0.3 is safe.

What happens is you upload the plugin to wp-content/plugins and activate it but your screen goes BLANK and you can't access your admin panel.

This sucks! Not good. But the solution is easy. In your ftp program just hit delete on the name of the plugin and life will be good again.

2. Themes are absolutely critical – Here are THREE to make your life happier and put a spring in your step – and I swear you'll look 10 years younger too, unless you're under age 30 in which case this is a bad idea!

The default Wordpress dealeo you get when you install it lacks any bells or whistles. What I've found is that while there are a lot of themes out there that look good, MOST of them require you to know CSS if you want to change or tweak them.

YUK!

I don't know CSS. I let Lisa deal with that. I want themes I can do cool stuff to myself without having to deal with really technical stuff.

Look 10 years younger theme #1

<http://ithemes.com/purchase/builder-theme/>

That is NOT an affiliate link and that really annoys me because I'm sure I'd make some bank on it. BUT – they don't have an affiliate link that is obvious on their web site.

Putting a link to your affiliate program on your website is such an EASY way to pick up traffic. Always, always, always do this. But you'll still forget sometimes so chill about it.

This theme is totally awesome. You can customize anything and everything without knowing even a lick of CSS. And get this, every single page can have a different layout. How totally convenient is that? So you can have your squeeze page, sales letters, blog posts – whatever.

Look 10 years younger theme #2

<http://www.headwaythemes.com> -- This one is total drag and drop. On the word of Peter Spaepen from Nanoblogging, Nanolist and Nanocontext, it rocks. Peter really knows his Wordpress.

Look 10 years younger theme #3 – A tie between [Genesis](#) and [Thesis](#).

We're using Genesis one our critical product delivery blog we'll be rolling out shortly. This is the brainchild of Brian at copyblogger.com. I also like Thesis which I think was his theme of choice before Genesis. Genesis is cool because you do everything in it with drag and drop widgets.

I love Thesis for its clean look. This is one of my experimental blogs I use to try everything out on. <http://conqueringshyness.net/>

I have Thesis on it. The header is too big because I stuck a photo on it in a hurry. The article isn't formatted. But you at least get a taste of what it's all about. Really great theme. In one click I can put the sidebar on the left or right.



Then in addition, I LOVE how Thesis makes it easy to choose your FONTS:

Big Ass Save Button

Fonts, Colors, and More!

Body (and Content Area) -

The font you select here will be the main font on your site. You can tweak individual fonts and sizes below.

Georgia *

* denotes a web-safe font.
G denotes a Google Font Directory font.

Add some personal flair to your design by using the controls below. You'll find even more controls in the other boxes in this section, so you've got lots of ways to let your creativity flow!

FFFFFF site background color

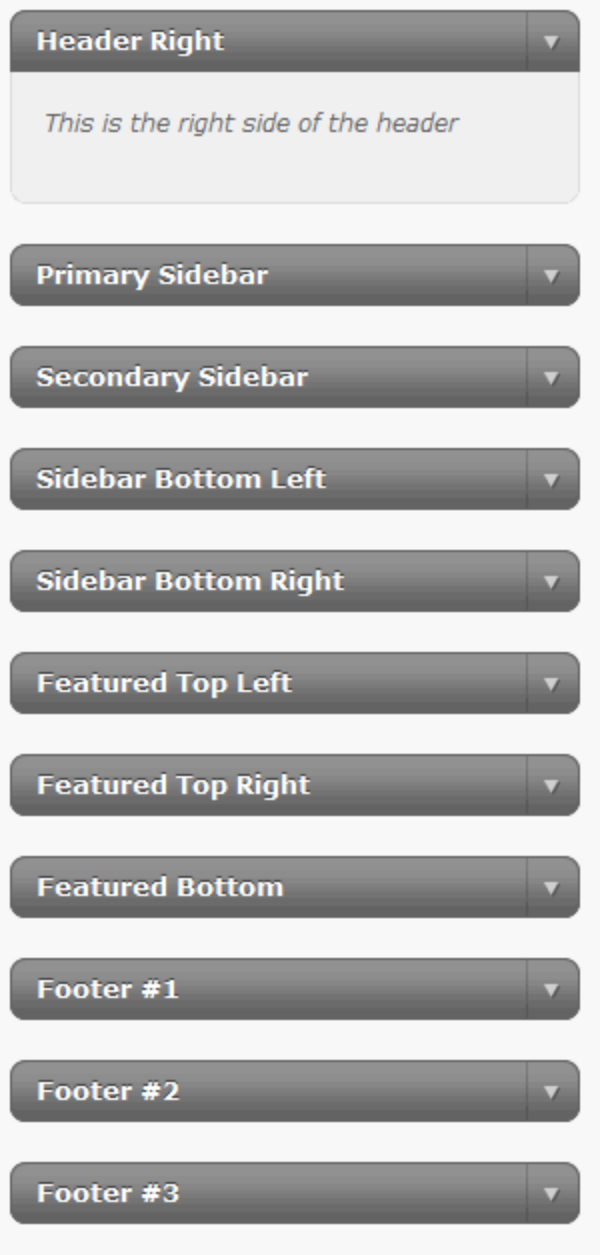
FFFFFF page background color

111111 primary text color

If you look at getyourproduct.com, that is Genesis framework using the amped theme. What's weird about Genesis is you install the "framework" THEN you pick a theme to go onto that framework. Yeah, it's a little confusing I admit.

But that amped theme is trick. By the way, I don't think that URL is in production mode yet. I'm just using it here as an example of the theme.

Here are Genesis widgets. You just drag and drop and then select options. I LOVE the Genesis widgets. Here are the ones we are using right now:



If you want to display your latest tweets, that is drag and drop also. Other themes have widgets but Genesis has more by far and they are simpler and easier to use. I think ithemes Builder and Headway have good widgets also.

Most themes have only the bare bones basic widgets. Get yourself a good theme with drag and drop widgets!!

If you don't understand all this blabbing about widgets, themes, plugins and stuff, then [go here for a GREAT explanation](#).

3. Amp Up Your SEO Traffic

This is cool.

SEO Super Comments will automatically turn your comments into new pages, indexable in search engines. And the best part is, you just add the plugin.

Here's what it could do for you:



Alright, the screen cap is from 2009. But I figure it's free to try and it only takes a minute. Plus, it makes sense.

I'm putting it on my blogs.

So in your theme, go to "add new plugin." Or visit the [home page here](#).

For each user comment we will create a new dynamic page on the blog, holding the actual comment information. This page will not actually exist in WordPress database, but we will create it dynamically using a WordPress plugin.

What we instantly get in this way is big jump in site's index visible to search engines. This is possible because blog comments are crawl-able, index-able and most importantly rank-able content. Also meaning you will start to get search engine traffic for the context of the comment.

The old author link in the comments will now lead to the newly generated page. Author's URL will still be displayed (and we can do-follow it now as it will be only one external link on the page).

The concept relies around optimizing the target page using title and H1 tag using the context of the comment. So basically we will take the excerpt of the comment and use it to create the page title and H1 tag and in the body we will use the content of the comment (plus some more goodies, read on).

Since now all comments normally drain page rank even when nofollowed (bad for your site) the whole idea of using them to generate links back to your site instead and get free indexable content along the way, looks just much more appealing.

To spice things up, the dynamic comment page concept additionally features:

- * List of author's other comments on the post are presented (good value for the visitor, more content)
- * List of author's other comments on the blog (even more content, chance to interlink to your other posts, more value to the visitor)
- * Author url links are do-followed (option, but why not?)
- * Extra few clicks generated will increase your pageviews, lower the bounce rate and increase any CPM advertising revenue
- * I have also created a mod for hugely popular XML sitemaps plugin to include all the new dynamic comment pages into your sitemap, so that the search engines can index the pages more quickly.

Here are several other SEO plugins I'm testing on different blogs:

Web Ninja Auto Tagging System

Platinum SEO

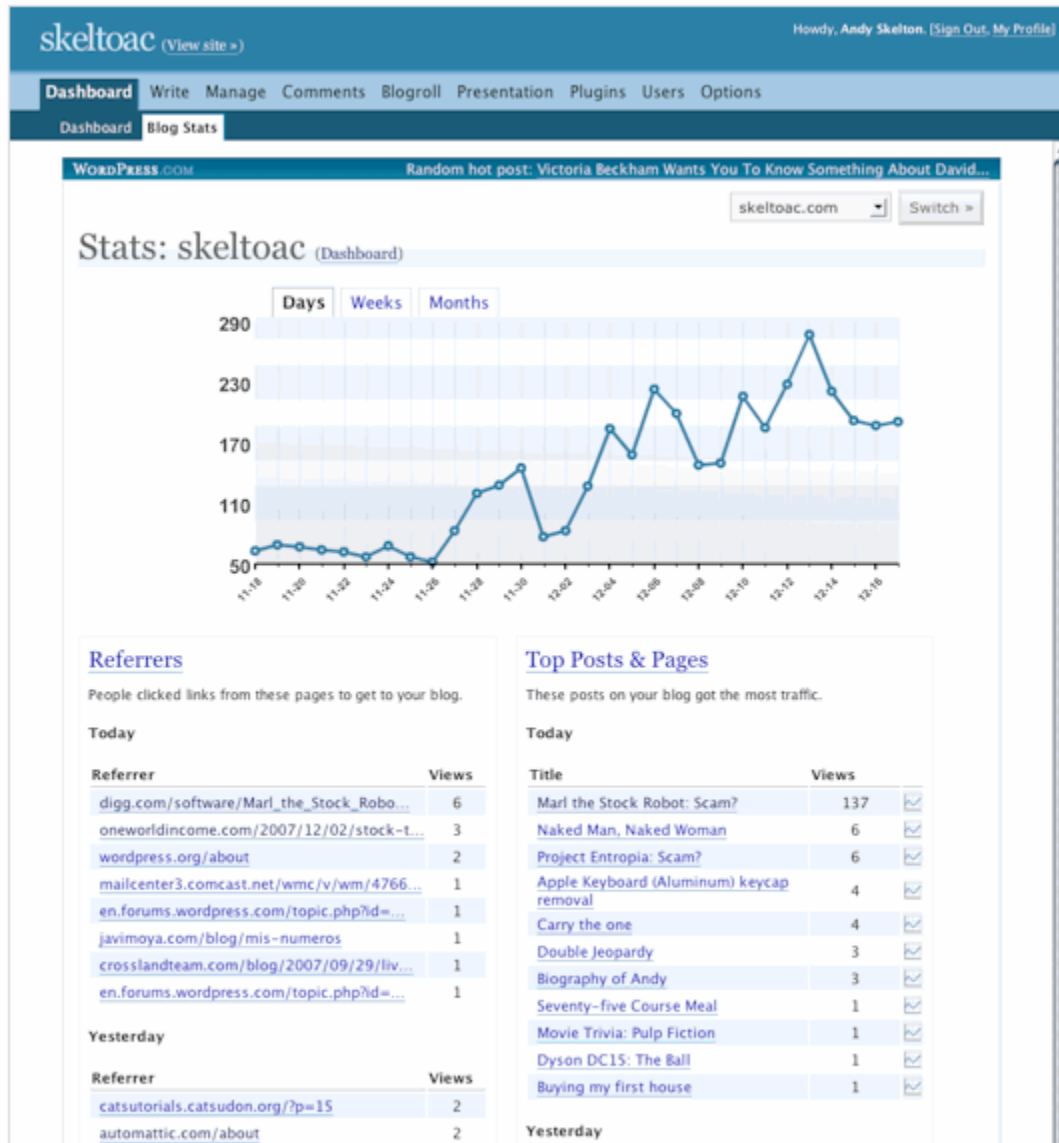
LJ Longtail SEO

I'm testing all 3 of those right now on different blogs.

4. Get yourself KILLER real time stats!

There's this big delay on Google analytics stats. I hate it!

Search your plugins for *wordpress.com stats*. These are REAL TIME and free.



Your stats are displayed in a frame on your own blog's dashboard. There are graphs and several sections of charts below. You will need to be logged in at WordPress.com to see the stats. If you see a login box here, use your WordPress.com login.

I also like WASSUP stats because I can see visitors on my site LIVE and I get a great graph too:



That's a blog I've obviously not promoted yet. But at least it has cool stats!

5. Get yourself a super cool Ninja Tweet and Like set of buttons

This is the most awesome plugin.

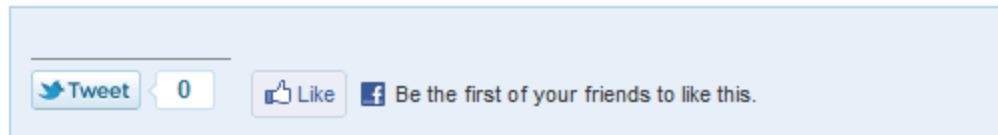
Here's another of my test blogs. I don't even have a header on it yet. And there's no opt in yet or monetization. I'm testing out plugins and stuff on it, like the one that adds the youtube videos on it in one click. I'm going to test a method of building a list by tweeting out content. Haven't go there yet.

It's cool though. You pull in RSS feeds, spend 1 hour a day following people, then auto tweet out snippets of posts from the content. You build a list in a niche this way! I don't know if I have time to get THAT one into Traffic Dashboard or not. I haven't even began testing yet or not and I'm only one person.

Anyway, this is a blog for guys who want to meet women. If that topic offends you, do NOT go there. Oh, the videos are streamed in so I haven't previewed each one. Watch at your OWN risk please.

<http://www.puaopeners.org/>

Notice that at the end of each post it says:



Tags:

→ **No Comments**

The tags are missing. I don't have my tagging program set up right I guess. I should have auto tags generated there.

Just search TWEET AND LIKE in your add plugins. This one has awesome settings you can tweak:

Facebook Like Settings

Layout Style:

Determine the size and amount of social context next to the button

Show Faces: ☐

Show profile pictures below the button

Verb to Display:

The verb to display in the button. Currently "like" and "recommend" are supported.

Font:

The font of the button

Color Scheme:

The color scheme of the button

[Save Settings](#)

Twitter Button Settings

Button Style:

Determine the button style on twitter tweet button

Tweet Text:

This is the text that people will include in their Tweet when they share from your website. If blank, it uses the title of the page the button is on.

Tweet URL:

Suggest a default Tweet for users. If blank, it uses the URL for the page the button is on.

Language:

This is the language that the button will render in on your website. People will see the Tweet dialog in their selected language for Twitter.com

Recommend people to follow:

This user will be @ mentioned in the suggested Tweet

As you can see from the past few issues on article marketing, Squidoo lenses and the test blogs I've set up today, the research I've done for Traffic Dashboard has been VERY extensive.

Whew!

Hope you get a lot out of today's issue. I'll probably put up a post for comments later that you can shout out on.

Best wishes,

Marlon

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Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://marlonsanders.com/levelone>

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Resources you can use

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1. I am BANNED now from Google Adwords so I recommend this even more:

<http://budurl.com/marlonsrevenge>

3. Confused by Internet marketing? This unravels the big picture and makes it all crystal. Thousands around the world have been helped:

<http://www.amazingformula.com>

4. Are You Paying Over \$10.00 For Hosting?

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart.

<http://www.designdashboard.com>

5. How To Promote YOUR Products Step-By-Step THIS is where you start.

You have a product you want to promote or want to learn HOW to promote? Start here.

6. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....

It's the only step-by-step, A to Z system not JUST for creating info products but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

Forget Google. Forget ppc. Forget content. Forget writing. Here's How To Put Up Small Sites In 30 Days Or Less That Make Sales -- Hands Freaking Off! [Click here.](#)

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E. Get the Evergreen Traffic System

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Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.



<http://www.ateamsuccess.com>

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:

Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost

<http://www.poemhunter.com/>