

Bonus Module: How to Edit Websites and Blogs

When would you need to edit a website or blog?

- To adjust your keywords for SEO
- To make minor changes in headlines, graphics, or text
- To add a plug-in in your Wordpress blog
- To add Google Analytics to your website

CAUTION: Always make a backup copy BEFORE you edit your site.

What you'll need to edit your website:

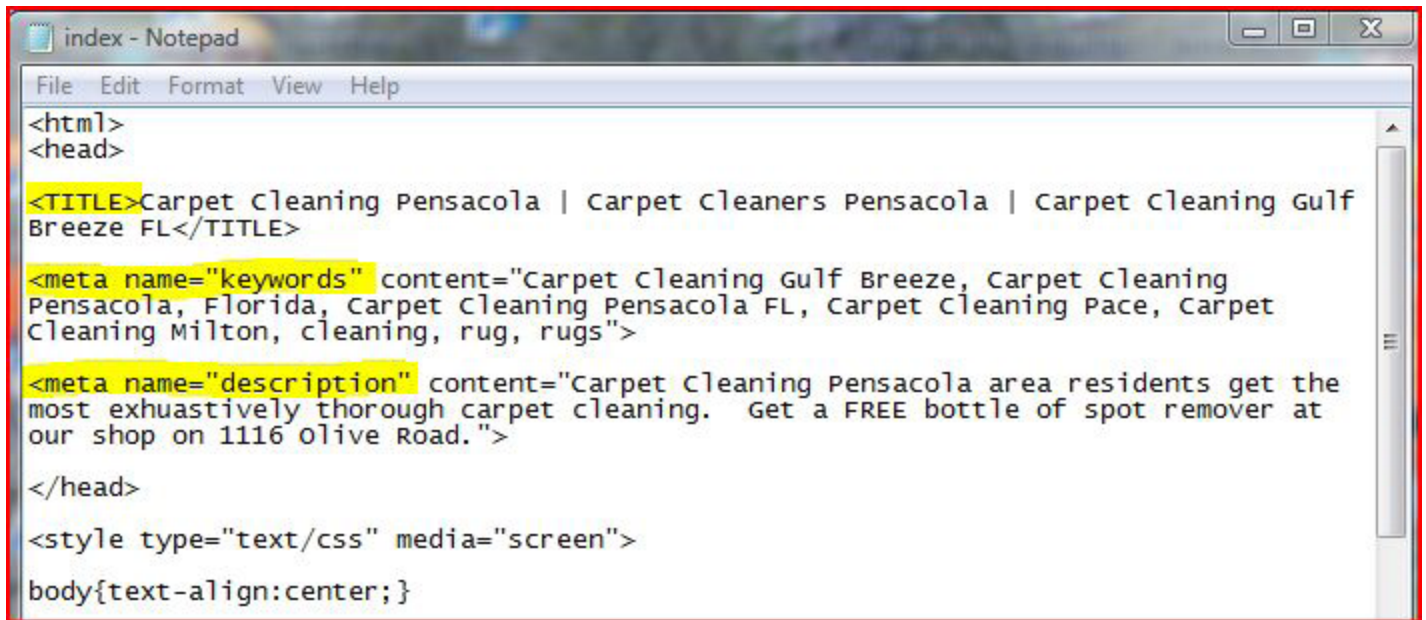
- FTP software. I use Core FTP available FREE at <http://www.coreftp.com/download.html>
- Software to view your HTML (Notepad, Dreamweaver, Page Breeze- FREE at www.pagebreeze.com)
- Additional training at www.htmlgoodies.com/primers/html/ and www.W3schools.com

Here's how to edit keywords:

- Right click on your web page
- Open with Notepad or your HTML editing software
- Choose only THREE related keyword phrases per web page (ie. Carpet Cleaning Pensacola, Carpet Cleaning Milton, Carpet Cleaning Pace)
- Place the most important keywords toward the beginning of the tag

Changing the <Title> Tag

- The title tag is the MOST important tag in your website
- Your title tag is the headline of your Google and other search engine searches
- Adjust the <Title> tag between the brackets of where it starts and ends </Title>
- Title tag example <Title>Carpet Cleaning Pace | Carpet Cleaners Pace | Carpet Cleaning Milton</Title>



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index - Notepad
File Edit Format View Help
<html>
<head>
<TITLE>Carpet Cleaning Pensacola | Carpet Cleaners Pensacola | Carpet Cleaning Gulf Breeze FL</TITLE>
<meta name="keywords" content="Carpet Cleaning Gulf Breeze, Carpet Cleaning Pensacola, Florida, Carpet Cleaning Pensacola FL, Carpet Cleaning Pace, Carpet Cleaning Milton, cleaning, rug, rugs">
<meta name="description" content="Carpet Cleaning Pensacola area residents get the most exhaustively thorough carpet cleaning. Get a FREE bottle of spot remover at our shop on 1116 Olive Road.">
</head>
<style type="text/css" media="screen">
body{text-align:center;}
```

Above is the location of the keywords as opened in notepad. Take note of the location of the tags. The met tag "Keywords" may be beneficial, but not required. Notice the name of the web page is "Index".

Changing the Meta name="Keywords" Tag:

- Put whichever keywords are relevant to your main THREE
- Be a little more liberal with your selection, but don't use more than 20 phrases

Changing the Meta name="Description" Tag:

- This is what shows up in Google and search engines as description of your site
- Include your all THREE keyword phrases if possible (make sure it doesn't look awkward)
- Make sure your MOST important keyword phrases is included

Editing Headlines and Pics:

- For largest headline, change between <H1> and </H1>
- For smaller headlines, change between <H2> and </H2>
- For graphics, change between

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www.carpetcaretips[1] - Notepad
File Edit Format View Help

<h1>"If You want the <u>Cleanest</u> Carpet<br>
  In Pensacola, This is the Place..."
</h1>

  </font><br>
<center>
<script
src="http://talkstream.com/player.html/2136/d980dba21037ff61aef940327185641f"//
published TalkStream.com stream #</script><br>
</center>

<p><br>
</p>

<h2>Join our Email Newsletter and get <span style="background: yellow">$25
Off</span> your next cleaning.</h2><br>

  <br>
  <center>

  <!-- BEGIN: Constant Contact Bubble Opt-in Email List Form -->
  <div align="center">
  <table width="370" border="0" cellspacing="0" cellpadding="0">
  <tr bgcolor="#006699" valign="top">
  <td width="9" rowspan="2"></td>
  <td width="352" height="1" bgcolor="#006699"></td>
  <td width="9" rowspan="2" align="right"><img

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Note how all tags end with a </

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www.carpetcaretips[1] - Notepad
File Edit Format View Help

<blockquote>
<br></center><br><br>
<h2>Here's Just A Few Of The Inside Secrets You'll Learn:</h2>
<ul>

  <li><p>what is the best type of carpet for your home or office?<br><br>
  <li><p>3 Questions to ask when buying carpet<br><br>
  <li><p>Berber, Frieze, Plush Carpet-- what cleans up better?<br><br>
  <li><p>valuable maintenance tips to help your carpet last longer<br><br>
  <li><p>How to select a truly professional cleaning company <br><br>

  <br>
</blockquote><center>
<div align="center"><img src ="images/exhuastive.gif" alt="Carpet cleaning tech in
Pensacola, FL shop on olive Road" width="481" border="0" align="top"></center><br>

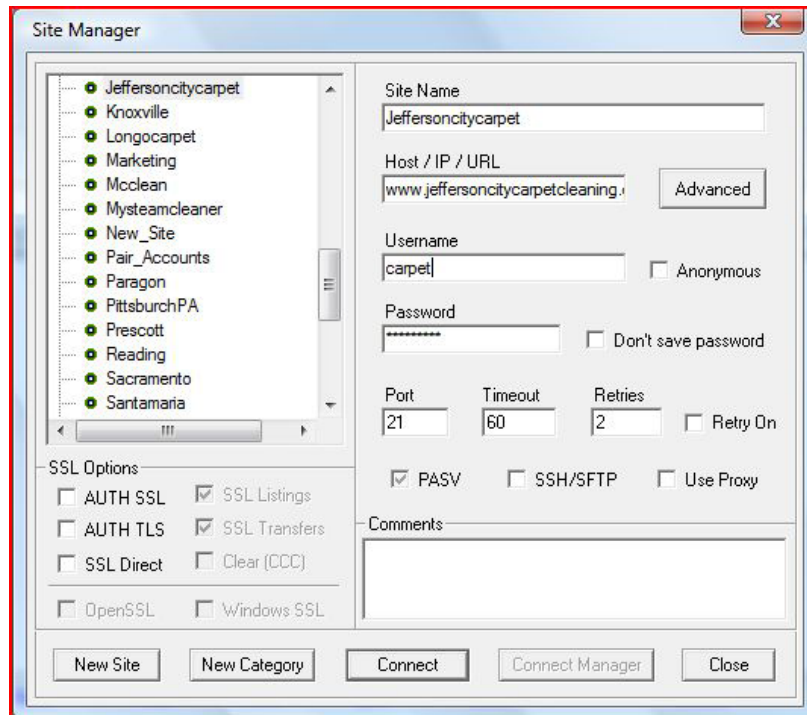
  <a name="estimate"><br>
  <br>
  </a></div>
<a name="estimate">
<h1>
Get a FREE Estimate by Email</h1></a>

<p>
Dear Friend,
<br>

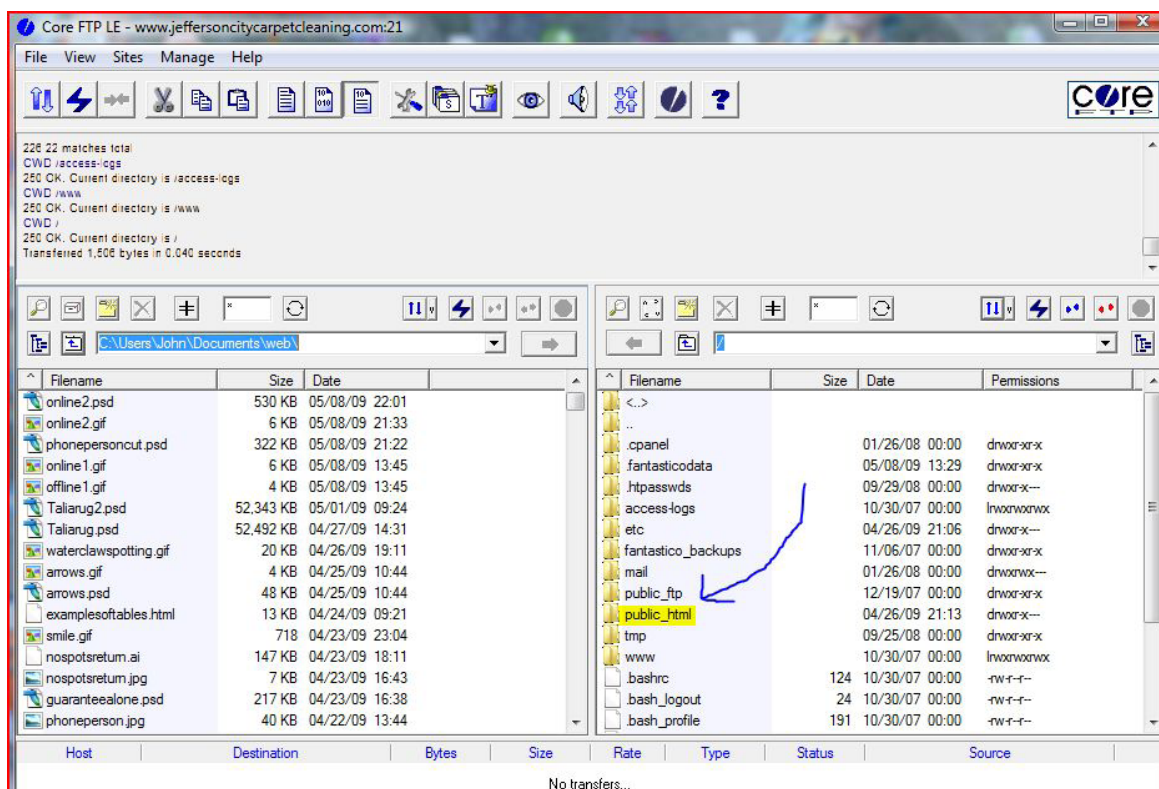
```

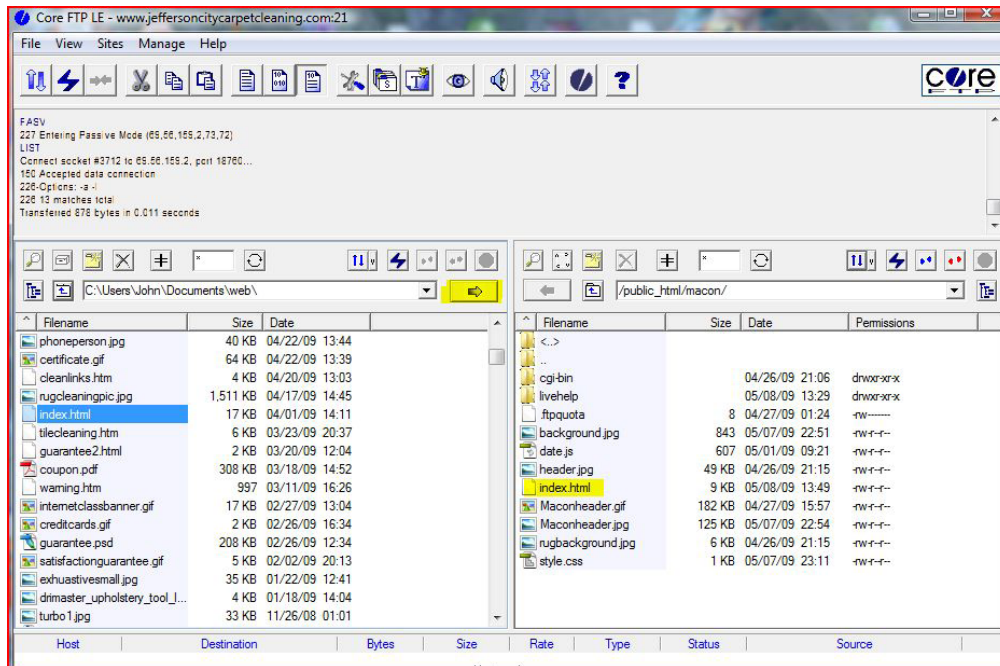
When finished editing, save the file

- Save as “Index.html” for most landing pages (some are saved as “Index.htm”)
- Upload the file to your FTP
- For many hosting companies, click on public_html to gain directory access after you’re logged in



Ask your hosting company for your FTP log-in





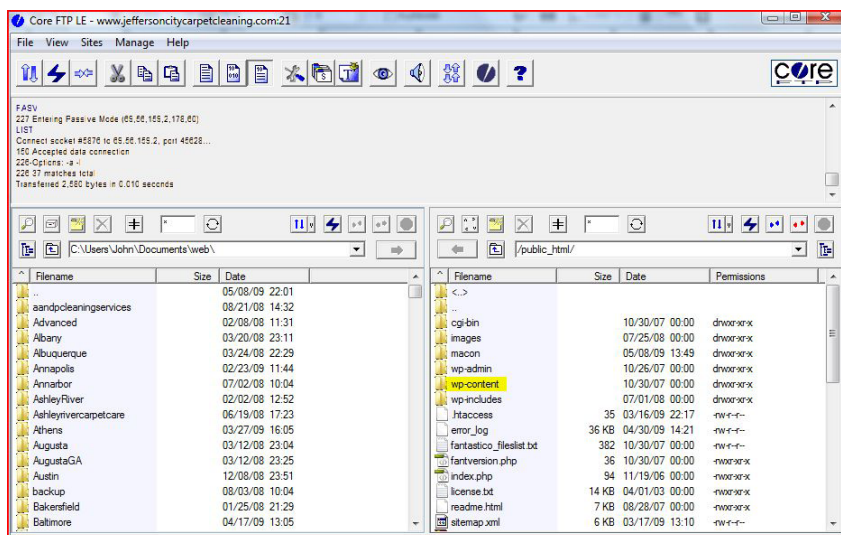
On the right side, select where your index.html file is located on your hardrive. Then, click the right arrow.
This will upload the file to your website directory. That's all there is to it.

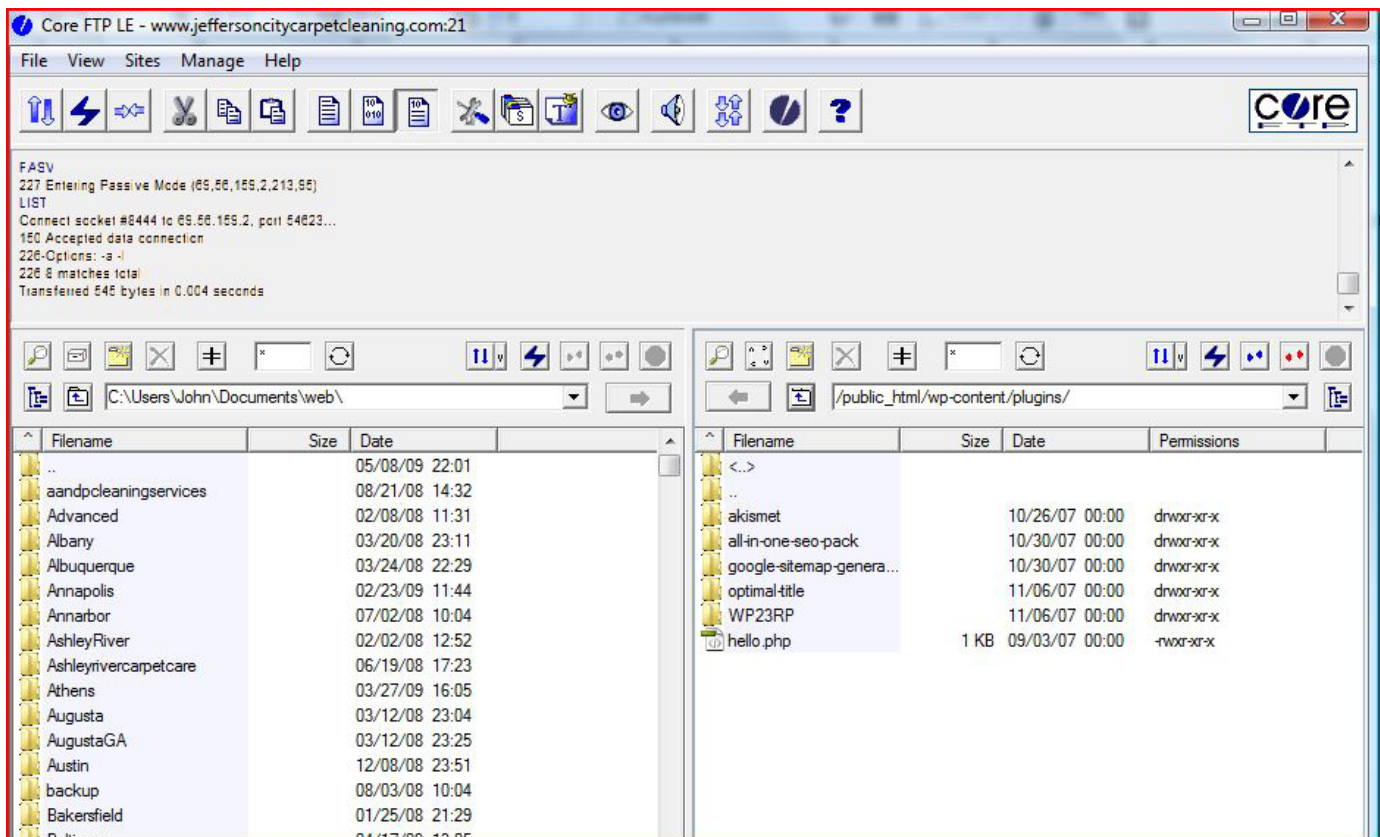
Installing Wordpress Plug-ins

- Download the plug-in at <http://wordpress.org/extend/plugins/>
- Recommend plug-in: All in One SEO Pack and Google XML Sitemaps

Upload the plug-in to your FTP

- Under content, select “plugins”
- Upload the entire folder to the “plugins” folder





Upload the plugin file to the plugins directory as shown above.

LIMITED TIME If you're interested in joining my Ad of the Month Club where you get a blog set up for you (if you sign up this month), ads every month, newsletter ever month, and lots of killer bonuses on sign up, go see all the details right now at <http://www.Hitmanadvertising.com/coaching>

How do you add Google Analytics code?

Just add it right before the </body> tag at the end of the HTML. See below...

```
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-1286426-1";
urchinTracker();
</script>
</BODY></html>
```

Action Item: Adjust the keywords on your website and upload your file with your FTP. Install All in One SEO Pack and Google XML Sitemaps if you have a blog.