



# Take the Top 10



Make More Money With Your Website

## Module 1 Handout

**Action Items:** Get your Wordpress site up and working. Make at LEAST two posts to your Blog. Add at LEAST two pages.

**FAST TRACK ACTION:** In addition to the above items, make two more posts to your blog. Add two more pages to your site.

### Get Your Bonus Wordpress Site Put Up

If you haven't had your Wordpress site put up yet, follow the instructions on Module 1 to set up your hosting and email me your log in information along with your company logo and a graphic you'd like in your header. If you're in the Ad of the Month Club and we haven't put up a blog for you yet, you can also get this bonus, plus we'll host it for you FREE. If you're in the Ad Club and you've already had a blog put up, you can get an additional blog for a small fee.

### What is a Page and What is a Post?

**Page=** A constant part of your site. You may want to have a page that describes your services, such as having a carpet cleaning, tile cleaning, or air duct cleaning page. You may also want to have a page that outlines your referral program. You could also have a page that lists your testimonials.

**Post=** This is part of your blog that is news. The blog post is normally dated and should be kept current. You'll want to post to your blog at LEAST two separate times per week (not twice in one day) during the first few months. After the first few months, once or twice a month is fine.

## Potential blog post ideas:

- Post your latest special offers
- Post local or cleaning related news
- Post news about your company (hiring a tech, new location, etc)
- Comment on industry related news (Kawasaki, 3M Scotchgard, CRI program, etc)
- Tell stories about a recent extraordinary job
- Have your office assistant blog about company happenings
- Post articles and tips on spot removal (Wine stain removal, pet stains, etc)
- Google alerts: Sign up at <http://www.google.com/alerts>

## IMPORTANT things about your site:

- Avoid duplicate text copy. In other words, avoid copying other text on the web and placing it on your site. Show Google your site is original and it helps your ranking efforts.
- Post to your blog at LEAST twice per week for the first 2 or 3 months. After that, you can get away with only one post every month.
- Place your keywords in the headline of your blog posts and pages.

## For support, follow these guidelines:

- If you have problems with your hosting or forwarding a domain name, the best thing to do is call your hosting company. The companies I listed have excellent support.
- If you have specific technical questions about editing your theme, how to add a Wordpress post, or other specific Wordpress technical questions, Mark, my assistant can help you. Email Mark at [Mark@hitmanadvertising.com](mailto:Mark@hitmanadvertising.com)
- If you have questions about SEO, how to rank your site better, or internet marketing in general, the best place to ask is on the weekly webinars.