

**ONLINE MARKETING**

for

**NETWORK**

**MARKETING**

(and Affiliate Marketing)

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# Introduction

Congratulations on grabbing this ebook about how you can build your business online the same way that I have. My business happens to be in network marketing, Internet network marketing if you will, though it applies to affiliate marketing and selling your own products as well.

It isn't my goal to try to talk you into starting a network marketing business here (though you are welcome to join me if you like). This is purely about how to build a website to support any business online. I do want to say one thing. I don't go to any meetings. I do not share my business or products by any offline means. I do it all online with my website being the hub for all of my business activities. That's what I will show you how to do in this ebook.

I started online about eight years ago and building my business exclusively online has worked very well for me and I believe it will for you too. I'm not big on a lot of preamble, so let's get straight into how to get started online.

# Overview of the Game Plan

Before I get into the details, let's take a look at what you want to accomplish. You have a product or service that you want to sell online so that you can generate income. To do that, you need to make people aware that your product or service exists. In the offline world you do that by getting your product into the stores where people already shop or open your own store along a busy road where you will be noticed. It's a little bit different online.

In the online world the goal is the same, to get noticed so that people can buy what you have to offer. The difference is in how you get in front of people so that they know about you. This is Internet marketing.

The first step is to build your store, or the online version of one – your own website. This is the one place that you control where everybody can see everything that you do.

The next thing is to let the world know that your website exists. There are many ways to do that, including search engines, blogging and social media (Facebook, Twitter, etc).

The search engines are the first place that I focused on getting traffic from when I started my online marketing eight years ago, and they are still where I get the majority of my traffic from, at least the paying traffic. Search engine optimization, or SEO, is the name given to the group of practices that you use to make sure that your website pages have what they need to be noticed by the search engines. We will spend a lot of time talking about this.

Once your website is set up and ready to go, blogging is where you will probably spend the most of your time. Blogging is a great activity for promoting your website and products or services. It satisfies some big areas in your SEO plan and is a big part of your social media activity. Blogging also promotes your content directly through blog commenting.

Finally we'll look at social media. I currently use Facebook and Twitter and have started using Pinterest again recently. These are only three of many social media platforms to choose from. I will share how I use these platforms and you can expand that to using any other platforms that appeal to you.

Let's get started now on the most important piece – your website.

# Choose A Domain Name

The most important piece of your online marketing strategy is your own website. It is more important than anything else you will do online because everything else you do, social media, forums, email marketing, all of it will point back to your website. It is the one and only place that you have complete control of the content.

The first step to creating your website is to decide on a domain name. This is your online address. It is the first thing that new customer will see, so you want it to clearly identify you or what you do, and it needs to be easy to remember.

Some people want to brand themselves, so they use their own name. Let's say that your name is Bob Smith, so you decide that your domain name will be:

`bobsmith.com`

A lot of people do that and there is absolutely nothing wrong with it if you are building a brand around your name. Doing that might be a good idea if you are a coach or in some other business where you or your time is the product.

A better idea is to build your domain name around your keywords. We haven't talked about keywords yet, and we will go into them much deeper later, but we need to introduce the idea here. Your keywords are what people would type into a search engine to find you. For our purposes here your keywords should be related to what your product or service is.

My primary business is wellness products so I used the keyword "wellness" to create my primary domain: [getmywellness.com](http://getmywellness.com).

I didn't use my name in my domain at all. Maybe Bob Smith does want to use his name, so he comes up with:

**`bobsmithwellness.com`**

When brainstorming your domain name it is a very good idea to come up with several options. Bob Smith isn't the only person out there named Bob Smith, and wellness is a very big industry, so there is a reasonable chance that it is already taken. By coming up with several names you might also find something you like better.

**`wellnessbybobsmith.com`**  
**`bobswellnessproducts.com`**  
**`bobwellnesssmith.com`**

Once you have three to five, or more, domain names you can prioritize them from your first choice through however many you have.

This is a big deal, so it is worth taking your time on. You may want to let them sit for a day or two so that you are sure you have the right domain name for you. Once you are sure, you are ready to register your domain name and get your hosting account.

# Sign Up for Your Hosting Account

You have two choices when it comes to registering your domain name. You can register it separately from your hosting account or as a part of your hosting account.

Some people say that you should register your domain separately from your hosting account. They say that it makes it easier to move your website if you decide to move from one hosting provider to another in the future. You can do that if you like. It just adds another step to setting up your website. GoDaddy.com is probably the most popular place to register a domain separate from your hosting account.

I registered my domain as part of getting my hosting account, which I will talk about next.

There are many hosting companies out there. You should be able to do a quick search on “hosting company reviews” and get all the information you need. I chose to go with [HostMonster](#). I have hosted my websites with them for eight years as of when I am writing this. They have great customer service and my websites are up and available. They have so far provided everything that I need to create and maintain my websites.

I also recommend HostMonster if you are in the USA because they have an affiliate program. When I work with someone who wants to take their network marketing business online, I recommend that they use HostMonster. It makes it a lot easier for me to help them because I know where everything is. I also make a commission when they sign up through my link. The price is the same whether they use my link or not, so why not make a commission. They can then also become an affiliate and make some additional money, as I recommend you do too.

If you are not in the USA then you may want to find a hosting company in your own country.

You can [find out more about HostMonster and sign up here](#). Just to be clear, this is an affiliate link and I will earn a commission if you sign up for hosting through this link.

Whichever host provider you choose, the process should be fairly similar. You will choose a hosting package depending on what you need. For now you can choose the one that gets you one space for one website for at least a year. If you registered your domain separately, you will be given instructions on how to redirect your domain to your hosting account. If you haven't registered one yet, you will have the ability to do that as part of the sign up process.

When you are done, you should be able to open a web browser and type in your domain and reach the default page of your website. Now it is time to put something meaningful there.

**NOTE:** There is very little point in going any farther until you have your hosting account set up with a good domain name.

# Installing WordPress

Now that you have a web hosting account and a domain, it is time to get some content onto your website so that you can start connecting with visitors and making some money.

You could build your website with straight HTML if you wanted to. That's what I did back when I started. It is tedious to do yourself and expensive to have someone else write for you. It also isn't very interactive, so I soon started using some PHP to create more dynamic pages. That gets even more tedious. As soon as I learned about WordPress I switched everything over to use it instead.

I strongly recommend that you use WordPress. It's free and easy to use. If you can use Microsoft Word or a similar word processor then you can handle WordPress.

The first thing to do is install it. Some, if not most, hosting providers will give you access to a script that does all the work for you. I don't recommend that you do it that way. The scripts take some defaults that may leave your website vulnerable to hackers and they install some things that you don't need. One example is that they create a default administrative user called "admin". That's exactly what hackers are hoping you will do. If you do use a script you will be able to fix it later, it's just more work added to what you need to do.

You could also pay someone to install WordPress for you. That seems a waste too. It only takes about ten minutes and you will learn some things by going through the process yourself. My thought about paying someone to do something is that you should know how to do it first so that you know what you are paying for. Install WordPress yourself the first time, then if you feel like you need to pay someone to do it next time feel free to drop me a line and we'll discuss it.

So let's walk through installing WordPress manually. I swear to you that it is easy.



## **Step 1 – Create the database**

If you don't have your hosting account yet, please do that first. You can't install WordPress until you do.

Once you are ready, the first thing that you need to do is create a database and database user.

1. Log in to your hosting account cPanel.
2. Find the database tools in your cPanel.
3. Click on the MySQL DB Wizard to start the wizard
4. Enter a name for your database and click Next Step
5. Enter a username for your new database user.
6. Use the Password Generator to create a new password
  - a. Be sure to save your password. You will need it later.
  - b. Click the Use Password button
7. Click the Create User button
8. Click the checkbox in front of ALL PRIVILEGES
9. Click the Next Step button
10. You are done. Click the Return Home button.

## **Step 2 – Download WordPress**

Make sure you have your database name, database user name, and database user's password because you will need it when you install WordPress.

The next step is to get WordPress ready to install.

1. Go to [www.wordpress.org](http://www.wordpress.org) (notice that it is ".org" not ".com")
2. Download the latest version of WordPress to your computer
3. Log back into your hosting account cPanel if you aren't already.
4. Find the File Manager tool and click it
5. Navigate to the folder that holds your website files
6. Upload the WordPress zip file
7. Unzip / extract the WordPress file
8. Move everything out of the wordpress folder and back into the parent
9. Delete the wordpress folder.

## Step 3 – Install WordPress

Now you are ready to install WordPress. It's easier from here on. For the next step you need to point your web browser to the install script on your website.

To get your install script URL you need to add **/wp-admin/install.php** to the end of your domain. For example:

**bobwellnesssmith.com/wp-admin/install.php**

Let's do that now.

1. Enter your install script URL into the address bar in your web browser and click enter.
2. Choose your language and click the **Continue** button.
3. Make sure you have the info listed then click the **Let's Go!** button.
4. Enter your database name.
5. Enter your database information
  - a. Enter your database name
  - b. Enter your database username and password
  - c. Leave your database host as localhost
  - d. Change the Table Prefix to something other than wp\_.
  - e. Click the **Submit** button.
6. Click the **Run the install** button.
7. Enter your WordPress information
  - a. Enter your site title – ex. Bob Wellness Smith
  - b. Enter a username. Don't use admin.
  - c. Make a note of the password. If you change it, make sure it is strong.
  - d. Enter your email address.
  - e. **DO NOT** click the checkbox for Search Engine Visibility.
  - f. Click the **Install WordPress** button.
8. Hopefully you now see a Success page.
9. Go ahead and click the Log In button and log in with your chosen username and password.

# Getting Ready for Your Content

Congratulations. You now have a website. There isn't much there other than some useless default content, but you do have a website.

You want to get some meaningful content up on your website as soon as possible, but there are a handful of things that you need to do first to get your website ready. This will also help you get familiarized with where things are in WordPress.

Go ahead and log in to your WordPress dashboard if you aren't already. Your login URL is your domain followed by **/wp-login.php**. For example:

**<http://www.bobwellnessmith.com/wp-login.php>**

You should now see the login box. Enter your username and password then click the **Log In** button. Welcome to your WordPress dashboard. The main part of the page will show you some statistic about your website. It's all meaningless right now because you don't have any content yet.

What's important right now is the menu that runs down the left side of the page.

- **Dashboard** is where you are now and click it will always get you back here. Since this is where you are, it is expanded to include **Home** and **Updates**.
- **Posts** is where you will write and manage your posts for your blog.
- **Media** is where you manage any pictures or video that you have uploaded.
- **Pages** is where you write and manage your pages.
- **Comments** is where you will manage the comments that your visitors leave on your posts and pages
- **Appearance** is where you can change some of the features visible on your website.
- **Plugins** is where you manage your plugins. Plugins add to or change the default functionality of WordPress.
- **Users** is where you can add and manage the users of your website. You will probably only go here if you want to give someone else access to write content for you on a regular basis.
- **Tools** will list some of the functionality added by some plugins. You won't go here much.
- **Settings** is where you will configure the behavior of WordPress and of most of the plugins that you install. This is where we are going to start out.

## General Settings

Go ahead and click on **Settings** now. You will see the menu expand out and the **General** settings display in the main area of the window.

- **Site Title** shows the title that you entered during the installation process. You can change it here if you want to in the future.
- **Tagline** is a place to tell people in as few words as possible what your website is about. It can be catchy and should have your keywords in it. Bob Wellness Smith's tagline might be "Wellness is my middle name". It's a bit corny but people will remember it and it contains the "wellness" keyword.
- **WordPress Address (URL)** is the URL to where you installed WordPress. If when you uploaded WordPress you left it in the default wordpress folder then your WordPress Address would be something like this: **http://www.bobwellnesssmith.com/wordpress**. Hopefully you did move it, in which case it would be just **http://www.bobwellnesssmith.com**.
- **Site Address (URL)** is the main address for your website. In our example it is **http://www.bobwellnesssmith.com**.
- **Email Address** is your email address as you entered it during installation. This is where you will change it in the future if you need to.
- **Membership** allows other people to register with your website. Leave it unchecked.
- **New User Default Role** is the role that people would get by default if you checked the checkbox above. Leave it as Subscriber
- **Timezone** is your timezone. Select a city that is in the same timezone as you are. I am in the eastern timezone in the US, so I select New York. This will make sure that the timestamps on your posts will be in your local time.
- **Date Format**. Choose the date format you prefer
- **Time Format**. Choose the time format that you prefer
- **Week Start On**. Pick your preference. I haven't seen this used anywhere
- **Site Language** is what you selected during installation. You can change it here if you need to.

Click the **Save Changes** button when you are done.

## Reading Settings

We have one thing we need to do before we get into the Reading Settings. You are promoting a product or service so you want to make your website about your product or service with the blog supporting your pages. By default WordPress is setup to highlight the blog, so we are going to change that.

The first thing we need to do is create a new blank page that will serve as the listing of your most recent posts.

1. In the left-hand menu select **Pages**.
2. Click the **Add New** button to create a new page.
3. Enter a title in the first box at the top (it might say “Enter title here”). I recommend either *Blog* or *Articles*.
4. Click the **Publish** button on the right-hand side of the page to save your new page.

Now you are ready to take a look at your Reading Setting, so hover your mouse over **Settings** in the left menu and click **Reading**.

- **Front page displays.** Select *A static page*
  - **Front page:** Select *Sample Page*
  - **Posts page:** Select *Blog* (or whatever you called the page you just created).
- **Blog pages show at most.** This is how many posts will display on the blog-listing page that you just set up. Leave it at 10 for now.
- **Syndication feeds show the most recent.** This is how many posts will display in an RSS feed. Leave it at 10 for now.
- **For each article in a feed, show.** Select *Summary*. Here you are choosing how much of your post will show up in a feed, like an RSS feed. You want to show just a summary so that your reader has to come to your website where you can encourage them to comment, share the post on social media, and look at your products.
- **Search Engine Visibility.** DO NOT check this box. You want the search engines to index your website so that you can get traffic from them.

Click the **Save Changes** button when you are done.

Now select **Discussion** in the left menu under **Settings**

- **Default article settings.**
  - Uncheck ***Attempt to notify any blogs...*** Seems to work more like a spam channel.
  - Uncheck ***Allow link notifications...*** This is the other end of the spam channel.
  - Make sure that ***Allow people to post comments...*** You definitely want comments for SEO purposes and for social proof on your pages and posts.
- **Other comment settings**
  - ***Comment author must fill out name and email.*** Make sure it is checked. It allows your blog to notify them when you approve their comment. You also don't want any anonymous comments.
  - ***Users must be registered...*** Leave it unchecked because you aren't allowing people to register.
  - ***Automatically close comments...*** Leave it unchecked. You want people to comment, so why limit them?
  - ***Enable threaded comments.*** Leave it checked and set to 5 levels.
  - ***Break comments into pages...*** Leave it unchecked.
  - ***Comments should be displayed...*** Leave it the way it is.
- **Email me whenever**
  - ***Anyone posts a comment.*** Leave this one checked so that you know when you receive a comment
  - ***A comment is held for moderation.*** You can leave this checked because you are going to manually approve all comments.
- **Before a comment appears**
  - ***Comment must be manually approved.*** I always leave this checked because I want to manually approve all comments.
  - ***Comment author must have...*** I uncheck this one because I want to manually approve all of them.
- **Comment Moderation.** I ignore this because I manually approve them all.
- **Comment Backlist.** I ignore this because I manually approve all comments.
- **Avatar Display.** Leave this checked. Avatars display next to people's names in the comments and help them look more authentic.
- **Maximum Rating.** Leave this at **G**. You don't want anything offensive on your website.
- **Default Avatar.** I prefer the blank avatar to any of the other default avatars. It's your preference.

Click the **Save Changes** button when you are done.

Now select **Permalinks** from the left-hand menu. This affects how the URLs for each of your pages and posts are created, so it is absolutely essential that you do this before you create any content. The **Permalinks** settings give you some pre-formatted choices and I recommend that you choose the ***Post name*** option.

As always, click the **Save Changes** button when you are done.

That's it for the settings.

The last thing you need to do before writing your first content is to fix your identity. In the left-hand menu, click on **Users**. You should be the only user on the list, so click on your username. Enter your **First Name** and **Last Name**. You also want to change your nickname too because you don't want to leave your username anywhere that a hacker may be able to find it.

In **Display name publicly as** select a version of your name or nickname that you prefer. Just do not select your username. You don't want to make it easier for a hacker to get into your dashboard.

Farther down the page you see **Profile Picture**. You can click the link to go to Gravatar and upload a profile picture. Be sure to set it up with the same email address you have already used for your website. When you set up your Gravatar profile with an image, your image will show up next to your comments on other blogs, and on your replies to comments on your own website.

When you are done, be sure to click on the **Update Profile** button at the bottom of the page.

# Writing Your First Content

It is finally time to get some content on your website so that your visitors have something to see.

You may be thinking that you aren't ready to put content up yet because your website doesn't look exactly like you want it to. It is true that you still have plenty of work to do to get your website completely configured.

When I was learning how to create my own website I read that one of the biggest factors in getting your website to rank on Google is age. The longer Google has known about your website the better. So we want to let Google know about your website by creating some new content.

There are more reasons to go ahead and get content on your website right away. It is going to take some time for the search engines to find your website. When they do, you want them to have at least a few pages to spider through so that they can understand what your website is about. Also, you want more than one piece of content in place for your first real visitors to see when they arrive.

Your first piece of content probably isn't going to be the greatest thing that you ever write. It doesn't have to be pretty. It doesn't have to be perfect. You're going to come back and refine it over time as you gain more experience. The most important thing is to get something up there. The best way to learn is by doing.

## The Game Plan for New Content

I am going to assume again that you have a network marketing or affiliate marketing product to sell. In either case you want to get people to a page on your website where they can click a link to get to the company's product page to place their order.

The company that I promote has multiple products in multiple categories, so I create top-level pages for each product and then subpages under each category for each individual product.

Each time I create a new page I will write a blog post to promote that page. I will then promote each blog post I write on social media.

For your first piece of content I want you to choose your favorite product to promote. For the purposes of an example, let's say that you pick your company's antioxidant juice and you want to put it in the nutritional supplement category.



## Create Your Product Category Page

You have already created a new page once. Now you are going to do it again for the product category, nutritional supplements in our example. Unlike the first time, we are going to actually put some content on the page.

Just like before, you log in to your WordPress dashboard, hover over **Pages** in the left-hand menu and click on **Add New**. The Page Editor opens for you to fill in the content for your new page.

First thing, fill in the **Title** as you did before. Make the title relevant to your products and include one of your keywords. My page is about nutritional supplements, so I will enter **Amazing Nutritional Supplements**. Remember, if you decide later that you don't like your title, you can always come back and change it.

Under the **Title** field you see the **Permalink** field. It doesn't show up until after you enter the title and you move the cursor out of the box. Right now it shows

**<http://www.bobwellnesssmith.com/amazing-nutritional-supplements>**

I am going to click the **Edit** button after the Permalink and remove the word **amazing** from the link. I click OK and now my link is

**<http://www.bobwellnesssmith.com/nutritional-supplements>**

Now you're ready to look at the larger box below where you will enter your page content.

## Creating Your Page Content

Now you can write the text for your page in the large box. Since you are writing content for a product category, here are some ideas for what you can write.

- Why do people need these products? What makes them stand out from similar products from other companies? What are the benefits?
- List the products that you sell that fit in this product category.
- Write about your experience with these products.

It is generally best to write short paragraphs of one two or three sentences. The breaks between paragraphs add whitespace that makes it easier for people to read your page.

At this point you are not thinking about adding pictures or links yet, or even a lot of formatting beyond breaking your text up into paragraphs. We will handle those things after your text is written. My goal when writing a page is to get at least 1000 words. I don't usually get there on my first draft. Reaching 500 words is good if you can get there. Your word count shows at the bottom of the content box.

A lot of people get stuck when writing their content because it has to be just right. It doesn't, at least not yet. Your page content is not permanent. You can come back as often as you want and change it, and you should make adjustments from time to time to keep it fresh.

Since you earn money when people buy your products you have to disclose that fact. Write a short paragraph at the end of your page letting people know that you may receive a commission when people order the product from your page or website.

When you are done writing you can click on the **Save Draft** button near the top-left of the page.

## Formatting Your Content

Now that you have some content, let's make it look a little better. Above the content area you should notice the formatting toolbar. The icons are:

1. Bold – makes text bold
2. Italic – makes text italic
3. Strikethrough – strikes a line through text
4. Bulleted list – creates a bulleted list
5. Numbered list – creates a numbered list (like this one)
6. Blockquote – sets off a block of text in a different font
7. Horizontal line – inserts a horizontal line across the entire page
8. Left align – left aligns the selected text
9. Center – centers the selected text
10. Right align – right aligns the selected text
11. Insert link – inserts a hyperlink on the selected text
12. Remove link – removes a hyperlink
13. Insert “Read More” tag – inserts the “Read More” tag for excerpts
14. Toolbar Toggle – displays/removes the second row of tool buttons

First, click the Toolbar Toggle button to display the second row of formatting buttons.

The second row of formatting buttons are:

1. Style – inserts tags for format the six levels of headings in HTML
2. Underline – underlines the selected text
3. Justify – aligns the text on both right and left sides
4. Text color – changes the color of the selected text
5. Paste as text – when on, it will strip any formatting on text that you paste
6. Clear formatting – removes all formatting on the selected text
7. Special character – helps you select and insert special characters
8. Decrease indent – decreases the indent level of indented text
9. Increase indent – indents text
10. Undo – undo last action
11. Redo – redo last action that was undone
12. Keyboard shortcuts – displays a list of keyboard shortcuts

Bold, italics, strikethrough and underline are pretty self-explanatory. You know how to use them. The same goes for the alignment buttons. The bulleted list and numbered list work much like they do in MS Word. Use them as you would in any of your other writing.

We'll talk about the link and remove link buttons in a few minutes when we talk about adding links to your text.

That just leaves the style drop-down list that I want to talk about here. HTML supports six levels of headings. You can think of headings as describing a high-level outline of your text.

This is probably best explained with an example. Take this document that you are reading. The title, “**Online Marketing for Network Marketing**” is heading 1, and the only heading 1 in the entire document. You will never use heading 1 because WordPress should set that for you on the page title. You don't format that yourself.

The section titles, “**Introduction**” and “**Writing Your First Content**” for example, would get heading 2.

The next level of titles in this section, “**The Game Plan for New Content**” and “**Create Your Product Category Page**,” would get heading 3.

Finally, these smaller subsection titles, “**Creating Your Page Content**” and “**Formatting Your Content**,” would get heading 4.

When you work on your writing try to come up with an outline of what you want to say and include at least two heading 2 titles and a heading 3 title. You can always use more and you can go all the way down to heading 6.

Keep in mind that the search engines look at the heading tags to help figure out what your page is about, so be sure to use them properly.

## Add pictures

It's time to add a picture. I always wait to add a picture until after the text is written because it is a lot easier to place a picture into the text than it is to place the text around a picture.

Since we are creating a page about a group of products, I usually choose a picture of one or more of the products that I'm talking about. Pick out a picture that you think is appropriate for the page you are creating.

Put your cursor in the line of text where you want your picture to be. I usually put my first picture at the top left, so I put my cursor at the very beginning of my text.

Click the **Add Media** button just above the content editor box.

You can drag a picture from your desktop and drop it on the page or you can click the **Select Files** button. If you click **Select Files** then you will get your usual file selection dialog box where you can navigate through your files and choose the one that you want.

Once you have selected your file, WordPress will upload it. Wait until it is done and a thumbnail of the picture appears on the page. It will be selected with a checkbox on a corner of the picture and you will see info about the picture on the left-hand side of the page.

Below the picture in the info area you will see the name of the file, the date it was uploaded (today if you just did it), the file size and the image dimensions.

Below the image dimensions you see a link to **Edit Image**. You can click that and WordPress will give you the ability to rotate and scale the image. If you have a very large image, greater than 600 pixels in either dimension, then it's probably a good idea to scale it down to something that will fit better in your page.

The next link you see is the **Delete Permanently** link in red. That will delete the image from WordPress. It's handy for when you decide that you have uploaded the wrong image and want to use a new one.

Next we have a group of boxes that you can work with. The first one is the **URL**. This is a link to the picture that you can use somewhere to display the image or link to it. You probably won't need to use it.

The **Title** box is automatically filled in with the name of the image file without the .jpg or .png file extension. Change it to something more appropriate, like the name of the product or product category. For example, if the picture is of nutritional supplements from Company X, make the title

### **Company X Nutritional Supplements**

The **Caption** box allows you to enter a caption that will display below the picture when you insert it into your page. If you want a caption, then enter one. If you don't want one, leave the box empty.

**Alt Text** is the text that displays in place of the picture if someone is using a text only browser. The search engine spiders also see it, so we enter a description of what is in the picture. For our purposes, we want to use a short description of our product. For example,

### **Organic whole-food nutritional supplements from Company X.**

I don't really know what benefit the **Description** field offers. It doesn't display on the page we are creating, so I don't use it.

**Alignment** lets you choose where on the line you want your image to appear. If you choose **Left** or **Right** then that is where it will appear and your text will flow around the image. If you choose **Center** then the image will appear all by itself in the center of line and push your text down to the first line below the image. I usually choose **Left** or **Right**.

**Link To** lets to make the image into a hypertext link so that you reader and click on the image and go somewhere. Choose **None** to make the image just an image with no link. **Media File** will make it so that clicking the image displays the image all by itself on a new page. **Attachment Page** makes the link open a new page with the image and its information. You are most often going to use **Custom URL**. This will let you enter the URL to the any page you want to on the Internet. You will enter your affiliate link to the company's sales page so that your visitor can click the picture and be taken to the page to order the products.

**Size** lets you choose how big the image will appear on the page. You usually get four choices ranging from a 150 by 150 thumbnail image up to the full size of the image.

When you are done here, you will click the **Insert into page** button and your image will appear in the place you chose.

If something isn't right with the image, you can click on it and some edit control appear above the image. You can choose to left or right justify the image with text flowing down the other side, center it all by itself, left justify it without text on the other side. The pencil icon opens an editor where you can change the settings that you just put on your image (dimensions, link, etc). The X icon removes the image from the page, but it is still available in your Media Library.

Clicking off of the image will dismiss the toolbar.

## Add links

Finally, let's add a link to the actual order page for the product.

The first thing you need is the URL, or address, to the product page. It will start with either **HTTP://** or **HTTPS://**. If you are in network marketing, your company should have something telling you how to link to your product so that you get credit. If you are in affiliate marketing, you should have an email from the program that tells you where to get your affiliate links.

Once you have your product link, select the text in the content editor that you want to be your link and click the **insert link** button in the formatting toolbar. If you don't remember which button it is, refer back above to where I describe each of the buttons in the toolbar.

When you click the button, a box will appear near the selected text. You can paste or type your product link into the box and click the blue apply button to save it. The text will turn blue and get underlined like other links you see on the Web.

If you need to edit or remove your link, click on it and a box will appear with the link in it. Click the pencil to edit the link then click apply when you are done. Click the X to remove the link completely.

## Publish Your Page

You've created your content, formatted it, and added a picture and a link. For your first page that's all you need and there is only one thing left to do – publish your page. I usually click the **Save Draft** button one more time then proofread my content again to make sure that everything looks good. When you're ready, click the blue **Publish** button and WordPress will make your post live.

When WordPress is done publishing your page you will see an update appear below the **Edit Page** title at the top of the page that says “Page published.” and give you a link to view the page. Go ahead and click on the link to see your page. Every time you publish a new page, or update an existing one, it is a good idea to take a look at the finished product to make sure that everything looks good and especially to make sure that your links work. Test every link that you added to your page to make sure that they behave the way you expect.

In the future there will be more things to do before you publish your page. We will add some plugins that help with SEO and with sharing your content to Facebook and/or Twitter.

We haven’t talked about SEO yet other than to mention that the idea exists, but we will soon. Search Engine Optimization is very important to what you want to accomplish with your website, second only in my mind to actually writing content, which is why you are writing content now before we get into those details.

For now you can be satisfied that the job is complete and take a well-deserved break. Congratulations!

This is the end of part one. I stopped here for now so that I could go ahead and get this into your hands and get you started on building your website. There is plenty more to come, don’t worry about that. I will send the next part to you as soon as it is ready. In the mean time, get started building your website.

If you would like more help creating your website then I am working on something bigger that will help you even more. I am creating a membership website to follow up this e-book. It will include video of many of the things that I described here to help you get going faster. I can go into more depth on most topics on the website and will also add other tips and tricks that I just don’t have room for here. I will definitely let you know when that is ready.