

Blogging With WordPress



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WordPress Themes

Premium VS Free Themes

There are a lot of free themes that can be found by simply Googling “free WordPress themes”, I find it helps to specify what kind of free theme you are searching for so try “simple free WordPress themes” or whatever it is you are looking for.

Free themes can be good but sometimes there can be hidden traps;

1. _____
2. _____
3. _____

Premium Themes can be excellent and definitely worth the money if you are really serious about building a flagship blog that represents who you are and what you do.

Advantages to Premium Themes;

1. _____
2. _____
3. _____

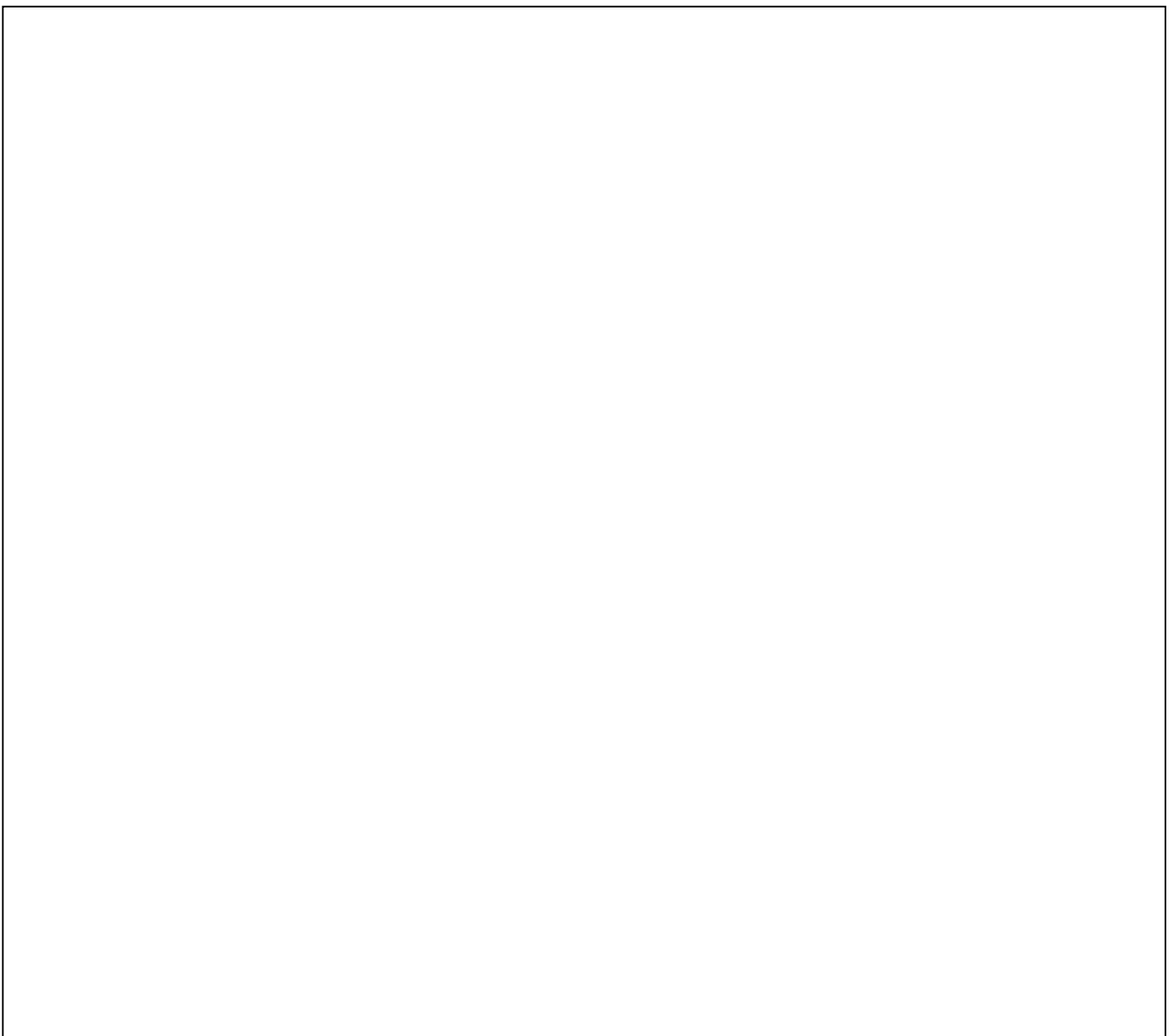
Some Good Premium Themes

- ❖ _____
- ❖ _____
- ❖ _____

Structuring Your WordPress Blog

Structuring your blog doesn't need to be hard, it's actually quite logical. You start with your main phrase or the short tale keyword that you want to have your site ranked for and then break that down into subgroups of that theme, these will be your categories.

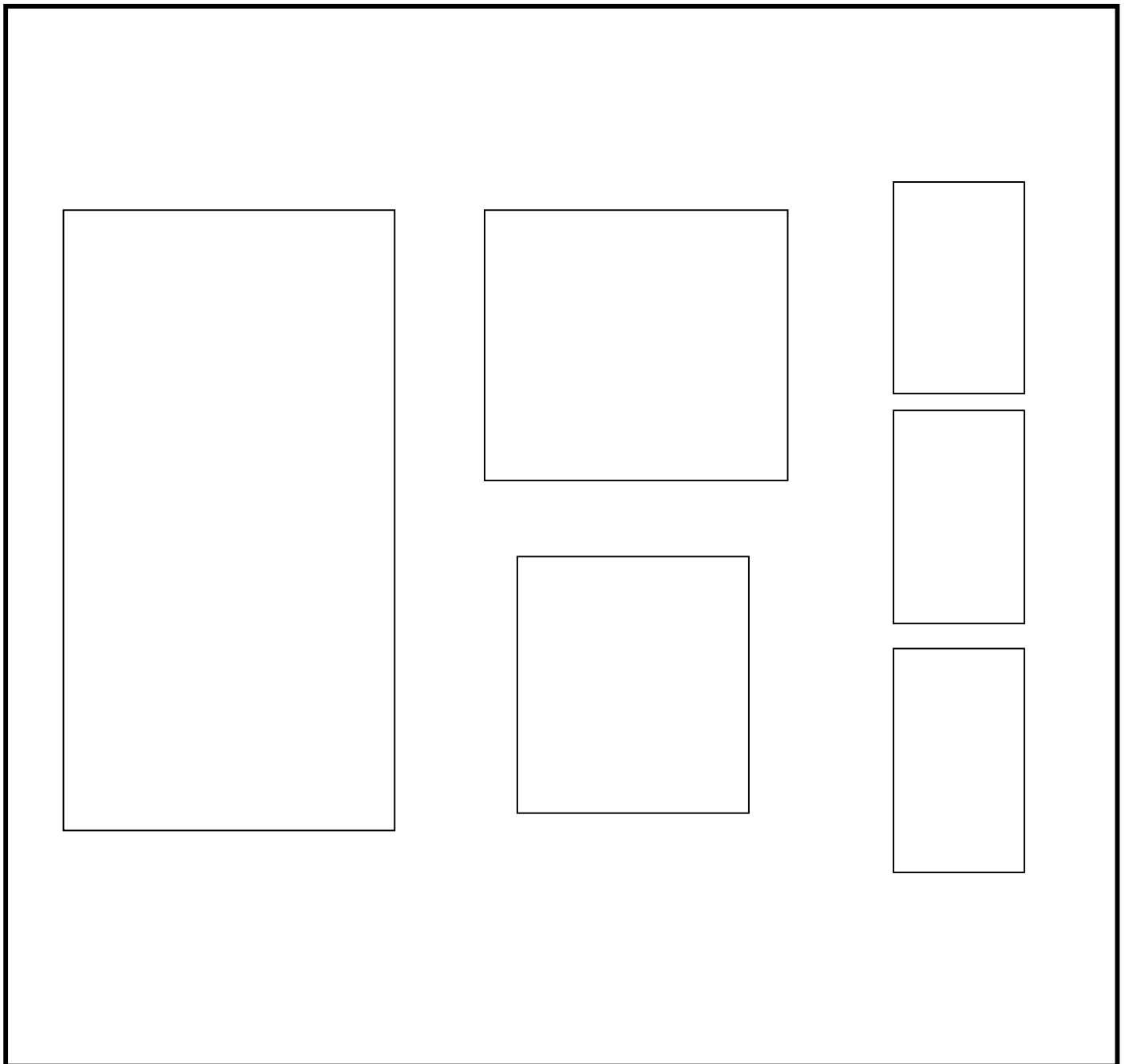
This is often called a Silo Structure:



Static Pages

Static pages are where you usually will put your contact page, about me page and typically a resource page. One strategy that I like is page rank sculpting for your major keywords.

Page Rank Sculpting Example



13 Tips to Build a Super Blog

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____
- 13. _____

9 Killer Ways to Promote Your Blog

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____