Profit ACADEMY

MODULE 13
SEGMENT 4

Joyanne: Hi, and welcome back to How To Build A Profitable Website & Use It Powerfully. In session 4, we're going to talk about what goes where. We'll learn a lot about the sidebar and how to properly add widgets and features that are consistent with your business goals. We'll also discuss the Text Widget, and go through a live demonstration of how to create solutions for monetizing your website with affiliate products and services.

We'll also add an opt-in box so that you have a form added to our site, and best practices for using that form to build your mailing list. We'll also cover the Category Widget, which is a way to supplement your main menu with additional chances to make sales. Lastly, I'll give you an example of what social proof looks like and how you can grow your audience by adding social media features to your website.

The benefits to you in these sessions are that you're going to be able to generate some sales by promoting your top selling products and services right on your homepage and on the interior pages as well. You'll be able to reach your goals sooner by learning that the sidebar is one of the most important elements on your website. Also you'll, of course, want to be building your list and collect email subscriptions using the 3 best practices that will increase conversions. You'll improve your reach by discovering how to grow your audience by adding social media features to your site.

Here's a little bit of information about widgets and how they came to be. Widgets were originally designed to provide a simple and easy to use way of giving design control of the WordPress theme to the website owner. WordPress widgets add content and features to your sidebars. Examples include the default widgets that come with WordPress including [00:02:00] categories, tag clouds, pages, search, etc. Plugins will often add their own widgets. Let's take a look at where you can add widgets to your site.

For just a moment, I'm going to pop over and show you one of my own sites because this is more of the traditional way in which you would modify the widgets in your sidebar. Again, by hovering over the appearance menu, you'll see a submenu pop up. You would go to widgets. On my site I have a series of different areas in which I can actually place widgets. Typically what you would do is you would grab one from the left and then you would drag it to the right. This is a plugin that I'm running called Business Directory. If I just drag it into place, I can let it go there. Then I can change some

of the different settings that it allows me to change here, like I could put 5 listings instead of 10. But I'll go ahead and keep it at 10 and close this.

The other thing that you can do with your sidebar is you can actually reorder these. I might say you know what? I really want my business directory up at the top. I'm just going to click and drag it and let go there. You'll notice that it gives us a little timer here as soon as you change things around. Once more, I'm going to drag that back into the position again, and I want you to keep your eye up here by this sidebar and notice that you'll see a little timer start spinning. That means that it actually saves this change automatically. You'll see that basically there is no save button anywhere on this widget's interface. I just wanted to quickly show you. I actually already had the widget for the featured professionals in my bottom footer area. This is what it looks like when it's done. [00:04:00]

Here's a really popular site called Social Media Examiner. I wanted to show you this because of how well they've used the sidebar. As you can see, they have an ability here to browse categories. Basically this is a search rather than a dropdown of the different categories of content they have. But they've also added some ways to monetize their service. All of their content is free, but they host a really large Social Media Marketing World Expo each year. This is how they drive most of their revenue.

They also have a video here that's embedded in this sidebar. They've included what I would call social proof. There are different ways that you can follow Social Media Examiner just by clicking these little buttons such as like, or you can follow them on Twitter, Google Plus, and LinkedIn, and so forth.

If you notice here, these are a couple of friends of mine on Facebook. What they're saying is "Hey, your friends like this site, maybe you should too." It establishes a little bit more trust than you might have otherwise. They're also using the sidebar really effectively to add some additional attractive images that then link over to ways for them to build their site or to promote featured content.

I'm popping over to my own homepage just to show you how some of this looks to the end user. On the left side here I have recent or popular posts. Then I have a main featured post here that's been visible lately on my site. On the right sidebar I have used different widgets to basically create whatever I want here. It's really

customizable. I created this graphic to click right over to my iTunes feed for my podcasts. Then I created another image here to promote my Human Potential business directory. Then this is followed by the categories widget [00:06:00] here.

I'm sure by now you're really curious to know how we go ahead and create these. One thing I want to point out about the power of the sidebar, before I do that, is that if I were to click on any of these categories, they're going to open up and show me a synopsis of everything I have posted to that category. But here's the point. If you notice here, the sidebar stays constant. If I go to read the entire post here, you'll see that, yet again, the sidebar stays prominent here in full view, no matter where I go in the site. It's really a critical space to use if you're using it to promote anything that helps drive revenue for you or your business.

Let me just show you how I went ahead and created those custom image blocks that are clickable in my sidebar. Again, under 'appearance' we'll open that up, and we'll go to 'widgets'. You'll see that I've used the same widget repeatedly here, which is the Text Widget. The Text Widget just supports what we call arbitrary HTML, meaning you could put any kind of custom code in there, whether it be an opt-in box for your email service provider or what have you. In this case, let's go ahead and open this. You'll see that this is raw HTML that points this image, which is hosted on my website here, and it points it to this URL in iTunes.

For those of you who are not into code, this will probably scare you a little bit. Let's go ahead and close this. We'll see that the next one below it is the same kind of thing. But don't worry. I have a great solution for you in the form of a plugin. Let me just click over to that plugin here. It's called Black Studio TinyMCE [00:08:00] Widget. That's kind of a mouthful. But what this does, basically, is it adds a visual editor like you would have when building a page or a post, right into the sidebar. Basically, as long as you can upload an image and you know the URL that you want to point it to, you can create whatever you want in the sidebar. This little plugin is really powerful. I went ahead and downloaded it and installed it on my own site. I recommend that you do the same.

I'm going to go back ahead and switch to my own dashboard. You'll see now that in the available widgets, typically I would have the arbitrary text HTML widget here. But now that I've installed this new plugin, I have a new one here called Visual Editor. There's a tiny welcome message that says the Visual Editor widget allows you to

insert rich text and media objects in your sidebars. I'll dismiss that message. Then I'm going to go ahead and drag the Visual Editor up to my sidebar. I'll go ahead and for now I'll just put this in my sidebar.

Now I'm going to encourage people to opt-in to my new book that I just released. I'm going to have some fun with this. I'm going to go ahead and click on the add media button. It will come up to my media library. Here's the picture of my book which I've already uploaded. I'll go ahead and I'll insert that into the post. I can see over here on the right that it's not really going to fit in here. It's just really too big. Let's try it at a little bit smaller size, perhaps the medium size. We can go ahead and center this image.

I also want to link it over to a lead page. I'm going to [00:10:00] go ahead and open this lead page that I created. I'm going to copy the URL to my clipboard. Then I'm going to link that over to a custom URL here from the dropdown menu. Then I'll go ahead and paste that image that I just copied and click insert into post, and there we go. Let's go ahead and save that, and let's see how that actually looks on the website.

Here we are back on the homepage. Here's the sidebar as it was. I'll go ahead and scroll down and see if in fact it showed up, and sure enough, here is our new image right in the sidebar. You could use this really with any application for affiliate products, as long as you have a picture and you know where you want it to link to. Let's go ahead and test that. I'll click once on the picture, and boom, there it goes, right to our lead page. Congratulations.

Here's another great example by the WordPress developer community of how to use a sidebar effectively. Again, we have Search, which is a really important widget to have in your sidebar because it allows people to search your entire site very easily. As your site grows bigger, I definitely encourage you to have that. Again, the social proof here really shows that they have a strong following and there's some momentum in the marketplace for them. It just builds trust.

Here they're using the sidebar to promote a featured item which, again, drives some revenue for them. Here, they're adding an opt-in form for their MailChimp mailing list. The last thing that they've done is the more traditional example of the Facebook "Like" box. If you have a Facebook Fan Page for your company, go ahead [00:12:00] and use the plugin that I'm going to recommend, and you can add this to your page.

As we saw earlier, if you have a Facebook Fan Page for your business or organization, you can embed a "Like" box directly into your website sidebar. This lets users "Like" your page right from your site without having to go to Facebook. It also promotes your Fan Page by putting it in the news stream whenever someone likes your page. This can provide social proof for you, which fosters credibility with new visitors to your website. To create your own "Like" box, just go ahead and add this plugin called the Facebook "Like" Box widget.

Some of you are bigger fans of Twitter than you are of Facebook. Let's talk about that for a moment. The Widget Twitter plugin is a free feature for fully integrating Twitter with your WordPress site. The website users will be able to stay tuned to your Twitter account throughout your website, and they will have the chance to follow you and share your posts and pages with their followers. The plugin lets you add buttons to Tweet, Follow, Mention, and Hashtag. This plugin can be found at the WordPress Plugin Directory, under Widget Twitter.

Last but not least in this session, I promised to show you how to add an opt-in form to your sidebar so that it remains on your homepage and all your additional pages using this sidebar widget. I've gone ahead and grabbed a plain Text Widget to the sidebar. We'll go ahead and open that up. Here we'll just say 'join our newsletter'. We'll just call it that. I've gone ahead and just found some random code from AWeber that would represent one of their opt-in forms. [00:14:00] I'm going to go ahead copy that. I don't need to know any coding or anything like that about HTML. All I have to do is be able to copy and paste it into this section. Then we'll go ahead, hit save, and close.

Now we'll go ahead and look at the site and see what this looks like. Here it is. We did it. It's an ugly little form I must say, and it does not follow certain best practices. But I simply wanted to show you how easy it is to add the opt-in form to your website.

Let's talk about best practices here. Obviously, you're going to get a lot more subscribers if you don't ask for their first name. If you do, a lot of people will just give you garbage names. Then you end up customizing their email. They know that it's a garbage list. They'll probably ignore your email in the first place. You also don't need any additional fields. Really the only field that you need is an email.

Of course, you're also going to be learning some best practices around incentivizing an opt-in by giving them some kind of freebie or giveaway. Also you don't want to really use the word 'subscribe', here, for your button. You might want something like 'join now' or 'again', use the word 'free', 'free instant access', something like that. One last bit of best practice advice for you is to link to a privacy page somewhere that it's easily seen from your opt-in box. That's because people are really worried about being added to all kinds of spam lists. Always let them know that their information is secure.

Slowly but surely you're becoming a WordPress rock star. Let's review what you just learned. You now know how to properly add widgets to the sidebar that support your business goals. You also know how to create solutions [00:16:00] for monetizing your website with affiliate offers using the Text Widget. Also you learned how to add an opt-in form to your site and the best practices for building your mailing list. You've also learned how to grow your audience by incorporating your social media accounts with your website.

Coming up in the final session, you're going to learn proven strategies for creating great content.