Hey welcome to step 4, in this video, we're gonna go over site set-up okay? The kind of content that you'll gonna be using, the settings, and the pages that are required, for this process to work. So, inside the site the first thing you need to do is make sure that you have your permalinks set-up correctly.

Okay so, click on permalinks under settings on the left-hand side and then just click there. Normally, it will come with custom strategies set-up by default but we actually want postlinks so make sure to click postlink and you'll see the post name drop in there. And what that actually means is that if I come over here for example, I mean the post name here, page name is How to loose man boobs. So, I want to rank for that.

So you need to make sure that the permalink is set-up for that. Now the next thing to do is to pop over to plug ins, now I'm not gonna go over through all of the plug-ins you might want to add; you might not want to add, everybody has their own preference which plug-ins they like to use and this course isn't really about that. So what I'm gonna do is say that's... you should or you don't have to, but you should get yourself a contact form plug-in.

I was using contact for seven because it was just using the short code and you can drop into page and you're done. But if you ah, if you prefer using a different content sorry, contact form plug-in and then by all means go ahead and use that. So, this one is free so just click on add new and search for contact form seven in the search box which will be able to rent here.

The other one is, again this is optional, you don't need it but then I personally like to use it, it's called the clique analytics. And what this is, I'll show you, let me just take you over there now. I've only just set this up so there's no traffic coming to it as yet. But this is a combination of a plug-in and a natural website. I've put a link to the website just underneath this video. Now, you can actually use clique free for one site.

Okay so, if you wanna go ahead and use that, what we need to do is go over to the website server and open an account there and you also need to download the clique plug in and you can do that again from your finger plug in dashboards. So from your WordPress dashboards if you go to plug-ins add new and then up here just put clique. Like so, and it's this one here so clique analytics. So just install that one. So, again you can do this free with your first site.

And the reason I'm using clique analytics as a post to WordPress stats which are a power of a jetpack package is using WordPress and linking everything to one account leaves a footprint. So, I'm trying to hide that. It's not ultimately important but what I have to do is have the option to do a little lot more with this hub sites in the future. So I don't really want Google to connect all of the dots and so I'm trying to avoid leaving any obvious footprints.

Oh and there are a number of pages that we need to set-up. Most of these are kind of standard pages if you like and you don't necessarily have to use them but most search engines don't take a dim view if you don't have them in place. So the kind of, the kind of pages you need a privacy policy because this is a medically orientated site but if you like, I'm putting a medical disclaimer in there. A contact form or a contact page, affiliate disclosure obviously will make a money through promoting goods.

So legally, we're obliged to have this as a page. And, just, just an about me page. Now what I'm gonna do is, I'm gonna put a file underneath or link underneath this video. And, you'll be able to download just basic pages and just amend them with your website details as you see fit and then

you just upload them to your pages just so, you don't wanna be messing about writing all these things on yourself. If you don't really want to then, by all means, go ahead. Let's ah, I'll just show you the name, it has nothing, nothing so special about this. They're all quite short, you can see there, that's, you just Welcome to How To Loose Man Boobs. Again there's very little to it.

It just covers the basics and it just covers you and it just discloses you may or may not made a commission if somebody clicks on your links. As I say, since it's only up to you as to whether you have these legally you are obliged to do it but what you do is entirely up to you. And then if we go back and the contact is just basically a piece of short code because we've added the contact plug-in, contact form seven, what you do is just drop a piece of short code unto the page and then when it's live, it just looks like this; the medical disclaimer and the privacy policy.

Okay, so you'll be able to worm others of those in seconds or in a minute while you're waiting for your site to be indexed. Now the important page that you probably noticed it and I have a, I have set this up as of page because, how would you like, because you would have there as a sticky. So, what, what you do is you put together a page there okay and I'll show you that in just a second. We need to come in to settings once you've set this page up.

So, scroll down to what says reading there, and then up here, what you need to do or what I like to do, I should say is, instead of your latest post, what I tend to do is have a static page and because of set-up page which is basically the pre sell hub. Then I've selected that once there, and click save and that means that, that page now becomes your homepage. So, if somebody just, somebody just puts your domain in then that page, that pre sell hub page will pop straight out because that is now your homepage.

So while we're looking at this page now, the homepage, let me just tell you the kind of thing that you're gonna need to produce for this. Now this is really where you and you need at quality. The rest is just site doesn't have to be fantastic but uh this content is like a sales copy really. So, what I tend to do is start talking about the condition, here in the couple of the pain points, but in this case, it's, the embarrassing is you're having man boobs and explain why and why people suffer with them.

All these information is freely available on the internet so you'll be able to find all those details but without any assurance. So, you could also pop over to an example to an existing site and basically, re-word or re-work their sort of pre sell page. But anyway, this needs to be good. Come over a poly link underneath the video and you can see the kind of thing I'm getting at. So, basically what it does is it tells uh, it tells the reader about the condition.

It's reasonably professional and that you can see that I'm using head line text and that's also great for ranking and then what I'm doing is I'm leading into a pre sell for the product, which in this case is ganoxin. So what I've done is I've taken testimonials from ganoxin's website. They offer all the details at the affiliate platform and then I've also taken their video and then uploaded that to YouTube and so I've got YouTube video on there.

Okay. You don't have to do that but embedding YouTube a video. So this is what was great so you can pull in traffic and via a video then and that it seems even better. But at the end of the day it's all about pre selling. So this, one page is where your selling happens. Now, if you do it and you do it do it wrong and this is not correct, it's not the end of the world, I mean you can all of change it. You can split test. You can rewrite it. You can get somebody to write it for you.

This is no real big issue, but just make it good and work on it until it actually converts. And then at the bottom obviously I've got a banner, I've just taken this directly from the affiliate platform, which a, in this case is target click. And so is he got my affiliate link embedded in it if I click up there then that takes me straight to the vendor's website.

Okay, so there's a script there but I mean you don't need to worry any of that. Just make your hub page, your pre sell hub page very, very good and because, ultimately, that's where you'll make the money. So once you have your pre sell hub page set up, this one here, the one I just showed you, what you need to do then is add some additional pieces of content.

Now you don't have to do that right now but I would suggest you do actually do it and so if you remember in the previous video when we selected the number of key phrases, use those to build actual content and produce it as posts rather than pages. At each posts, I'm gonna show you as I have some in, each post should link only to this page here, your pre sell page.

Okay, so each post that you have, I haven't added any yet but as I do that, each one will link directly to the pre sell page and it won't link to anything else. So it's specifically linking just to that pre sell page because at the end of the day, that's where we want all of our traffic to wind up because that's where we're gonna make our money.

So in summary, this whole method is about keeping it really, really simple. You don't have to go the thing here. All you really need to do is produce a great piece of content that pre sells a product and that acts as your pre sell hub. Then, this is the page we want everybody to land on. So any additional content is only really there to pull traffic to this page here.

Now, the look of inside the plugins, we've spoken about plugins is entirely up to you. I've got a couple of graphics here, you can pick up graphics anywhere you like and get somebody to put it altogether if you really want to but you don't actually need that. You don't need any of the bells and whistles to make this work. This is, this is actually a free thing I'm using.

Let me take you inside and show you that part. Try and pick up something simple and free and just kind of fits with your niche. Let me see, I'm kind of what, oh, this one is called, this one is just called Reddit. It's just a simple, basic but really live WordPress theme. I mean, yeah, just, just use anything that you feel happy. Use it.

So I suggest that you, while you're waiting for your site to be indexed, then you get a content together. If you're not great to writing a content, then, go ahead and actual see, it won't cost you that much money, about five dollars per article. Okay, so get that done and hopefully your site will be indexed in less than 24 hours and then click on the next video and then will get started ranking.