

Blog Setup Cheat Sheet courtesy of Lisa of No-Brainer Niche Blogs:

	Domain Name & Hosting
Domain:	Purchase domain through Dynadot or your favorite domain registrar Change name servers on same registrar Hostgator cpanel: Install WP with Fantastico
WordPress Setup	Edit Theme
	Upload zipped file through admin panel Install Theme
	Settings
General:	Change blog title to niche phrase Tagline containing niche phrase Enter email addy Membership: leave as-is New User Default Role: Subscriber Change timezone Date/Time/Week format: however you want it
Writing:	Writing Settings: Leave as-is except...
Reading:	Add PING LINKS to Update Services Front page displays: Most recent posts Blog pages to show at most: 25 Syndication feeds: 10 For each article in a feed, show: summary Encoding: UTF-8
Discussion:	Default article settings: Check "Attempt to notify blogs", Uncheck "Allow link notifications", Check "Allow people to post" Other: Check, Uncheck, Uncheck, Uncheck, Uncheck Email me: both checked Before a comment appears: Uncheck "Administrator must approve", Check "must have previously approved comment" Comment moderation & blacklist: Leave as-is Avatars: However you want them
Media:	Leave as-is
Privacy:	* * * Blog Visibility: Check "I would like my blog to be visible..." * * *
Permalinks:	Common Settings - Check Month & Name, then: Custom Structure, and enter /%postname%.html
Miscellaneous:	Leave as-is
Widgets:	Search Recent Posts (15) Archives

Log in to your WordPress admin panel by typing in your URL followed by /wp-admin.

This is your **WordPress admin control panel!** You'll notice a column on the left,

and all the way at the bottom is Settings. I'm going to show you the settings I use for a niche blog used for marketing purposes. These settings are all abbreviated in the Blog Setup Cheat Sheet above!

General Settings

Blog Title - the **name of your blog**

Tagline - a short phrase telling the reader **what your blog is about**

WordPress address (URL) - you can either add a "www." in front of your domain, or you don't have to, but just be consistent with all your domains

Blog address (URL) - same as WordPress address

E-mail address - whatever email address you check often

Membership - leave this unchecked

New User Default Role - leave as-is

Timezone - choose your correct time zone

Date Format - choose the one you like

Time Format - choose the one you like

Week Starts On - want your week to start on Wednesday? Go ahead, be a rebel.

Remember to click **Save Changes** after you're done!

Writing Settings

Size of the post box - 10 lines

Formatting - check convert emoticons

Default Post Category - leave as is

Default Link Category - leave as is

Remote Publishing & Post via E-mail - leave as is

Update Services - this is where you can add different sites to ping. Instead of adding sites, I recommend going to [Pingomatic!](#) Choose the sites you'd like to ping to and ping away!

Did I mention not to forget to click **Save Changes**?

Reading Settings

Front page displays - check **most recent posts**

Blog pages show at most - **25**

Syndication feeds show the most recent - **10**

For each article in a feed, show - check **summary**

Encoding for pages and feeds - leave as is

Again, **Save Changes!**

Discussion Settings

Default article settings – check the first one and the third one, and leave the second one unchecked.

Other comment settings – check the first box and leave the rest unchecked.

Email me whenever – check both of these boxes. It's always good to know when you have a comment because then you can respond and start some real interaction!

Before a comment appears – if you want to moderate your comments, check both boxes, but if not, just check the second box and leave the first unchecked.

Comment Moderation – even if you've chosen not to moderate your comments, WordPress will queue any comments that have 2 or more links within the comment and they'll put them here for you to either accept or deny. Make sure there's a "2" in that box. Leave the big box blank.

Comment Blacklist – leave this box blank.

Avatars – this section is completely up to you. You can show avatars, not show them, rate your blog accordingly, etc. There are no hard and fast rules for this section.

All together now! **Save Changes!**

Media Settings

Good news – you don't have to do anything with this section at all. That also means you don't have to Save Changes. Ha ha!

Privacy Settings

Now here's a setting that is ***mucho importante***...you want to make SURE that the first box is checked and the second box is **not** checked. Reading them, you'll see that if you have the second box checked, it will BLOCK search engines. D'oh!

Make sure you **sav**...okay, I know when to quit...

Permalink Settings

There's only one thing you're going to do on this page. Under **Common Structure**, see where it says "**Custom Structure**"? Check that, and put this in, exactly as it's shown here:

`/%postname%.html`

This will make your permalink (which is the link created for each post that points back to that post) contain your post title...and guess what's in your post title?

Your KEYWORDS! (Well, they should be...)

Miscellaneous Settings

You don't need to touch this one, either.

So, there are your settings! Seems daunting, but you've got the Blog Setup Cheat Sheet to help you along!