

Turning Your Wordpress Blog PRO

In this particular video, I'm going to show you how to turn your Wordpress blog into a professional-looking blog.

Steps to a Professional Look

Now the first thing that I want to do is give you the steps to creating a professional look. Once I give you those steps, then I'm going to show you exactly step-by-step what to do.

The first thing you need to do is research niche sites. What I mean by that is you need to know what your site is going to look like, right? Before you do that, you need to know how many columns, what kind of color, what kind of design and things like that; that your audience would react to. For example, since I'm dealing with relationship breakups, if I did for women, I'd make one particularly for women and the colors might be brighter. If I did one for men, the colors might be a little different.

So you can see where I'm going. I need to know who your target audience is. The more specific, the better. But to make it easier for you, the way to go about this is actually to go out there and find niche sites. Not necessarily blogs but niche sites that are in your specific niche so that you can see what kind of colors they use, how their layout is, and you can try and look at 4 or 5 of them just to get an idea of the similarities are and what you're looking for are professional sites that are well known sites because most likely they've already done their research, they know their audience and they have done their research to know what exactly their layout should be.

So that will kind of give you more ground work to play with so when you make your own Wordpress theme or you find your Wordpress theme, then you can make it look similar to that.

Once you've found what you're looking for, you can go out to find your Wordpress theme. I'm going to show you several sites that you can find Wordpress themes to make your blog look professional.

In the previous video, you saw how it looks like when you first install Wordpress. It's not very good looking but that's the key in this video – to make it better looking. Because presentation is important.

Once you have found that Wordpress theme, then you are going to have to download the Theme files. What do you do after you downloaded them? Well, I'm going to show you how to do that.

But you're going to have to do is upload your Wordpress theme using some sort of FTP program. All that means is that you are going to upload your files to your web hosting account. In this case, I will be using FileZilla because FileZilla has been very, very easy to use over the past few years.

But in order to upload, you're going to need your FTP details and in order to get your FTP details, you can find that in an e-mail sent to you by your web hosting company. And then you are going to need FileZilla. I'll show you how to find that all in the next part.

Once you've uploaded your files, you'll need to activate the theme and turn it into a professional looking blog. It's very, very easy to do and it will all make sense in just a minute. So the first thing I'm going to go do is research some niche based sites.

Research Niche Sites

What I would recommend that you do is open 2 websites. The first website is Alexa.com. The second website is Clickbank.com. Go to their Marketplace.

What I'm trying to do is find sites that are similar to my niche so that I can see what kind of colors I can use, what kind of layout they use just to get an idea. So what I did, I went to Alexa.com, I typed in 'relationship advice', click on 'Search' and what I'm trying to do here is find sites that has high rankings. The lower the ranking, the better as you can see. So a ranking of 449,000 compared to 26,000, this one is higher than this one.

So I'm going to go here. Before you even start this, you need to understand what kind of audiences you are dealing with. Are you dealing with men? Are you dealing with women? Are you dealing with both men and women? Or are you dealing with a specific segment of somebody going through a certain situation. Like I've said, the more specific you are, the better because then you are targeting people who are looking for solutions in a specific area.

When you find products to promote to these people who are looking for specific solutions, then it is very easy to convert them to actual sales.

So once you go and click on these, you can actually go to the website by clicking the link. So I'm going to go ahead and click the links of these sites. Just like I've thought, a lot of these sites tend to have bright colors. Very bright and happy colors because remember, a lot of people come here because they are sad and they need some sort of solution. So bright tends to be good. You don't want it to be too bright otherwise it's going to hurt their eyes. But you'd want something that's maybe a little brighter. Something with images, that's good.

As you can see, I'm getting an idea on what I can include in my blog. What I want you to do is maybe take out a pen and paper, write down things that you observed, things that you have observed about these sites. When you start to find your own theme, you don't necessarily have to get it all exactly the same. But you'd want to get some tidbits here and there. So I might want to find a theme that is a little lively or has the ability for me to add images.

This is a blog here so a lot of blogs tend to have many columns. Some blogs tend to only have one column. So as I can see here, it's probably better for me to pick a Wordpress theme that at least

have 2 columns so that I can have the text over here, blog posts and things like that, and maybe I can put some advertisements over here or the ability to give away free reports, free videos as well so that I can build my list. Because remember, we have a blog and we're trying to build a list then we're promoting CPA offers as well as Clickbank offers.

As you can see, it is a specific strategy funnel that we are using to build our list as well as promote offers and get targeted traffic as well.

I'm writing down right now the things that I'm seeing. Like you see here, there's about 2 columns or at least 3 – 4 columns in this section.

Remember, these are some of the top sites so they might have already done their research in terms of layout and the user interface. Another thing you can do is go to an actual site that sells this type of products because most likely these sites has invested money into their sales copy, to their layout and to their design.

So what I did is I went to Clickbank.com, typed in the keyword 'relationship'. We'll first go to 'Marketplace' and then type that in. Then what I can do is start opening up products that relate. Even though my blog might deal with breakups, I'm just going to open anything I can find that deals with relationships.

Alright, so I've opened enough. I think I've opened up too many. As you can see, it's pretty much a sales layout but the colors, what kind of colors do they use? They used bright colors like blue, green, pink and purple.

So you kind of wonder with this type of products, you'd wonder what kind of audience they are targeting. They are most likely targeting women as you can see here.

Maybe that kind of give you some ideas as well before you actually really decide exactly what you are going to blog on. You kind of have an understanding on the general niche but you could focus primarily on women or primarily on men or things like that.

So now that I have a good idea on the types of colors and the uses of images are good, then I'd want to go out and find an actual template.

Find Your Wordpress Theme

Next thing is to find your Wordpress theme. One thing to get started is to just go to Google.com and type in 'Wordpress themes'. You will find thousands among thousands of free Wordpress themes. There are some that you can pay for, there are some that you can hire people to customize if you've looked through all the Wordpress themes and you don't find exactly what you are looking for, then you can hire somebody by using specific sites like Scriptlance.com or elance.com or even Rentacoder.com.

I know I'm going through this very quickly but I just want to open those 3 tabs up. Scriptlance.com allows you to hire people to do specific work for you. Wordpress themes are actually very easy for you to customize so you should be able to find a large amount of programmers to do it for you for about \$50 - \$100. I just want to give you a number range so that you know what to expect.

Depending on what you are asking. If you are asking to change colors, headers and images, then it should be around \$50. Elance.com is another good place as well as Rentacoder.com.

So now that you know places where you can go to if you want to customize a theme. What I'm going to talk about now is actually to just really finding that theme that is out there already, that are free. So if you type in 'Wordpress themes' and you go to [Wordpress.org/extend/themes](https://wordpress.org/extend/themes/), you can go ahead and find free themes and do a search for them.

Now that I have a good idea of what I want, I can easily look for the theme. What I am looking for is probably 2 – 3 columns, some sort of theme that has bright colors. It may not be pink or purple – it just has to be bright, bright enough that it makes it a happy color. I could even go to Wordpress and type in maybe 'relationship wordpress themes'. Maybe I could find something that is related relationships or love.

So download high quality Wordpress themes for free. So I've found 2 here. I could pick this one or I could even pick this one. But I've decided (since I'm a guy) I've gone through certain things in life and I probably could associate better with a guy because my goal here is to help people. Maybe I could help women understand the point of view of a guy maybe, I don't know.

But my whole goal here is to help people at the same time, I want to make sure that I know my audience. So maybe I can make 2: 1 for men and another one for women. One for women that is pink and another one for men that are just bright, happy colors.

One place that I would recommend is a place called [Woothemes.com](https://woothemes.com/) because their layouts are really wonderful. They have places where you can add ads. You can add pictures, you can areas that will allow you to build your list, give away free items in order to build your list.

So if you go to [Woothemes.com](https://woothemes.com/), you go to 'Our Themes' (I'm going to minimize this a bit so that you can see better). You can sort themes by type and they have different types like:

- Magazines/news
- Personal blog
- Portfolio
- Business
- CMS
- Free
- Multimedia

...and things like that.

Now, I also have to think what kind of content am I going to be posting most? Most likely it's just going to be content, not really going to be a lot of videos. Because that's the case, I'm going to stick with stuffs maybe that deals with some sort of news related.

I've found news worthy affiliate blogs especially when you are dealing with niches that are not too technical. They tend to look at your blog like this content is a little more trustworthy. But just to keep it free, what I'm going to do is just click on free.

Wordpress in Woothemes do have free themes, just to let you know, and they still look very nice as you can see here. I still want something bright. Maybe something like that or that or even this. You can look at the whole theme if you want by clicking this demo link. This is pretty much made for a lot of pictures. It's a good theme.

After looking through these, I'm pretty much looking between 2 themes. Either this one or either this one. Click on this one, click on there and I can see that it is a nice, bright, peaceful and cloud looking colors – very good.

Then I want to look at the layout. Do I have the ability to expand later on and add perhaps advertisements, banner ads and things like that. Do I have that ability? Well, not so much with this theme. But if I look at this theme over here, I have a little more room to grow as you can see here. In Premium News, I got the ability to add pictures which is good, it still looks pretty peaceful and the pictures and then I can add banner ads. If I want to promote a free report of mine, let's say I have a banner ad for relationship breakup, how to get over it in one week. Free item, people will just have to click on it. They sign up for it, they give me their e-mail address, they sign up onto my list and then I start sending them good content along with CPA offers as well as Clickbank offers. So you see where I'm going, right?

I want a theme that I can use to expand. They also have advertising down here which is good. They also give me the ability to add videos. Just go to Multimedia, it's good. That way, I can appeal to different types of viewers like audio learners, visual learners and kinesthetic learners. Kinesthetic learners tend to learn better or feelings.

So this pretty much fits a lot of that. We got visual, we got video and everything else. Let's say I want to stick with this particular theme, how do I go about doing that?

Get The Theme Files

The next step is to get the theme files. Once you have gotten the themes files, we can upload the Wordpress themes using FileZilla. Get you FTP details ready because we are about to get all that up.

All about this is very, very easy to do. So let's go ahead and download those files. How do I do that?

With Woothemes.com, since it is free, all I have to do is click on this link or click here (Free Download). As you can see here, it's automatically downloading the files. What I need to do is to go in that folder and find premiumnews.zip, go back over here, copy that over and what I'm going to do is unzip these files. So what you are going to do is right click and 'extract to premiumnews'. Some of you might see 'unzip premiumnews' or things like that – depends on what kind of zipping program you have.

If you have Windows, it automatically comes by default so you don't have to worry about that. Once it is unzipped, I want to get into that folder and until I see the actual folder. Within this actual folder, I'm going to be able to see the files.

Now what I want to do is to just drop this folder into a specific location where Wordpress holds those themes. In order to do that, remember I need to go back.

Upload WP Theme Using FileZilla

Now I have the theme files. I need to upload the theme to FileZilla or to the site by using FileZilla. So what you need to do is you need to go get your FTP details and then you are going to need to go get FileZilla.

To get FileZilla, just go to Google. I believe it's FileZilla.com – no, never mind. It's Filezilla-project.org

Go ahead and download the FileZilla client. Download that, install it and it's very, very easy to use. This is what it's going to look like.

Once you have installed FileZilla, you are going to open it up and at the top, you'll notice that you have a host. It's going to be <ftp.whateveryourdomainis.com> (in this case, it's limitedbonuses.com)

My user name is limited and my password is well, I'm not going to tell you my password but just enter your password and then click 'Quick Connect'. Once you are done with that, I want you to go to your 'public_html' folder.

Basically if you installed it into your route directory, go there. But for me since I've installed it at limitedbonuses.com,/breakupsolutions, I actually need to go to that folder.

As you can see, I've actually gone to that folder. What I need to do is to go to the 'wp-content' folder. You will notice that there is a 'themes' folder here. What I want to do is go back here and what I'm looking at right now is the Wordpress administrative dashboard. In order to get there, just go to <yourdomain.com/wp-admin>.

You should have this information already when you set it up. So go ahead and log in and right now if I go to (what I'm looking for is the 'themes') 'Appearance'. You'll notice there are 2 themes. Currently we're looking at this blue theme. So what I want to do is add that to FileZilla. You'll notice that there are 2 themes as we see. So what I want you to do is add this folder. Drag it and drop it in here.

Now it's going to take a few seconds so what I'm going to do is fast forward this.

So now that I've uploaded the premiumnews folder, all I need to do is go back to this section where I saw all the themes, click 'Reload this page' and if all is successful, then I'll see this here.

I see that here, all I need to do is click on 'Activate' and there you go! See how easy that was?

With Woothemes, it allows me to customize the theme. So I can customize the logos, I can customize the Favicon and tracking code. For example I want to use Google Analytics, I can track my statistics here. If you don't know this, you can still go back here later. You can have home page entries. Let's say, I put 4. Featured category – you can create a category. You can display videos if you want. There's a video category but of course, we don't have a video category yet but we can make one later.

Then you have your sidebar components. You can have photos, you can add banner ads, for example like I've mentioned earlier, you'd want to add some banners that deal with free items that you are giving away. Because remember, when people come to your blog, they are going to read your content. The content is valuable enough in the blog itself. You can recommend people to sign up and

grab a free report. And at the top, where the advertisements are, that's where you can put your advertisements.

If you don't know where to find people to create banner ads for you, then you can go to specific places like 20 Dollar Banners at 20Dollarbanners.com. Here you will find really good looking banners. You can pick and choose what type of size for the banners that you want.

So you can always come back here and update it later. Now I'm going to show it to you what it looks like now. So this is what it looks like (or looked like) previously before you actually upload the files and activated it. When I refresh this page, it's going to look completely different.

There you go! It looks a lot different.

That's how you make your Wordpress theme look a lot more professional. Do the proper research first so that you know what you are dealing with first, get some ideas and then you can tweak it later. For example, I could turn all the black into something brighter. Then I can add some images to make it look happy and brighten it up a bit. I can still go further and customize it. Like I've said, if you don't know exactly how to do that, you can always hire somebody to do that and pay anywhere from \$30 - \$100 for somebody to do that but guess what?

You got yourself a professional theme. When people come to your site, people do judge a book by its cover unfortunately but when they do see that your site is professional enough, then you do get points for presentation and credibility.