

# SEM Coaching - 10

# WordPress Social Media Integration

INTEGRATION



# Social Media Integration

## ❖ Benefits

- **Connect your blog with other social media properties:**
  - FaceBook
  - Twitter
  - Social Bookmarking website
- **Encourage visitors to stay longer onsite**
- **Generate increased page views**
- **Increase visitor interaction**

# Social Media Integration

## ❖ Connect Your Blog To Social Media Sites

The screenshot shows the Wibiya website homepage. At the top, there's a navigation bar with links for "Our Blog", "About Us", "Contact Us", "Twitter", and "Login". Below the navigation is the Wibiya logo with a blue "BETA" badge. The main content area features a yellow banner with the text "Wibiya's Web Toolbar is the Perfect Solution for Your Website & Blog". Below this, there's a section titled "Boost your Blog/Website with Rich & Interactive Features" which includes a bulleted list: "✓ No coding necessary", "✓ Add it in two minutes", and "✓ Totally free web applications!". There's also a "Get It Now" button with a green arrow. At the bottom of the page, there's a footer with social media sharing icons and links for "What Is Wibiya", "Integrate Facebook and Twitter", "Increase Page Views", "Communicate With Your Readers", and "Power Tools".

<http://www.wibiya.com>

# Social Media Integration

## ❖ Wibiya Toolbar Integration Example

The screenshot shows the homepage of [Fabian Lim's BLOG](http://www.fabianlim.name). At the top, there is a banner for a 'Special Offer' with a blue ribbon. Below the banner, the header features a photo of Fabian Lim and the text 'fabian lim's BLOG Internet Marketing'. A navigation menu with links to HOME, ABOUT, CONTACT, PRODUCTS, and SERVICES is visible. The main content area features a 'featured »' section with an image of the 'Keyword Research Pro' software box. To the right, a 'teleseminar »' section lists three past events with thumbnail images and details. At the bottom, there is a footer with categories: affiliate marketing, google adwords, private label rights, keyword research, and teleseminar. A red toolbar at the very bottom includes social media icons for Facebook, Twitter, LinkedIn, YouTube, and Google+, along with search and translation tools.

<http://www.fabianlim.name>

# WordPress Google FriendConnect Integration

INTEGRATION



# Google FriendConnect

## ❖ Connect Your Blog To Google FriendConnect



The screenshot shows the Google Friend Connect beta website. At the top left is the logo "Google friend connect" with "beta" underneath. At the top right is a language selection dropdown set to "English". Below the logo, the tagline "Awaken and engage your community" is displayed. A paragraph explains that Google Friend Connect lets you easily add robust, social features to your website. To the right, there's a large "Get started" button and a link "Already setup a site? [Sign in](#)". Below these are three sections: "Grow your community" (with a sub-note about making registration simple), "Encourage activity" (with a note about choosing from a range of gadgets), and "Just copy and paste" (with a note about using snippets of code or the API). A "Learn more about Friend Connect »" link is also present.

<http://www.google.com/friendconnect>

# WordPress Google Webmaster Tools Integration

Tools Integration



# Google Webmaster Tools

## ❖ Benefits

- Increase site visibility with Google
- Diagnose site issues (e.g. indexing, crawlability)
- Create/Update robot.txt file
- Remove unwanted URLs in Google's index
- Facilitates change of URL
- Solve URL cananicolization issue
- Link sitemap directly with Google
- Discover link profile (internal & external) and keyword traffic
- Uncover crawl errors (e.g. File not found 404s)
- Detect duplicate title tags, meta descriptions

# Google Webmaster Tools

## ❖ Connect Your Blog To Google Webmaster Tools

 **Google webmaster tools**

**Update:** the privacy policy has been simplified and updated. [Learn more.](#)

**Improve your site's visibility in Google search results. It's free.**

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. [Learn more »](#)



### Get Google's view of your site and diagnose problems

See how Google crawls and indexes your site and learn about specific problems we're having accessing it.



### Discover your link and query traffic

View, classify, and download comprehensive data about internal and external links to your site with new link reporting tools. Find out which Google search queries drive traffic to your site, and see exactly how users arrive there.



### Share information about your site

Tell us about your pages with Sitemaps: which ones are the most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.

Sign in with your  
**Google Account**

Email:  ex: pat@example.com

Password:

Stay signed in

**Sign in**

[Can't access your account?](#)

**Don't have a Google Account?**  
[Create an account now](#)

<http://www.google.com/webmasters/tools>



# Google Webmaster Tools

## ❖ Google Webmaster Tools Dashboard

[AdWords](#) [AdSense](#) [Analytics](#) [Apps](#)
[My Account](#) | [Help](#) | [Sign out](#)
 **Google** webmaster tools

 [www.singaporemedicalguide.com](#) ▾

[« Back to Home](#)
**Dashboard**
[Messages](#)
 [Site configuration](#)
 [Your site on the web](#)
 [Diagnostics](#)
 [Labs](#)
**Help with:**
[Top search queries](#)
[Crawl errors](#)
[Site reconsideration](#)
[Sitemaps](#)
[Links to your site](#)
**Dashboard**
**Search queries**

Query	Impressions	Clicks
colon cleansing	73	<10
colonic irrigation singapore	46	<10
colon cleansing singapore	36	<10
advanced medical directive singapore	28	<10
hospital ward	12	<10
colon cleansing methods singapore	5	<10
advanced medical directive	<10	<10
ward class	<10	<10
advance medical directive singapore	<10	<10
medical directive	<10	<10

Aug 2, 2010 to Sep 1, 2010

[More »](#)
**Links to your site**
**Page** **Links (14)**
<http://www.singaporemedicalguide.com/>

Updated Sep 5, 2010

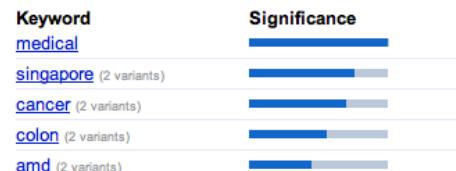
**Crawl errors**
[In Sitemaps](#)

1

[Not found](#)

1

Updated Sep 3, 2010

[More »](#)
**Keywords**

[More »](#)
**Sitemaps**
**Sitemap** **Status** **URLs in web index**
[option.com\\_xmap/sitemap\\_1/view.xml/no\\_html/1/](#)


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<http://www.google.com/webmasters/tools>


# Creating A Google Sitemap

## ❖ Recommended WordPress Plugin

### ▪ Google XML Sitemaps

- Plug-in that creates Google compliant XML sitemap you can include from within Google Webmaster Tools

Term	google xml sitemaps	Search Plugins	1 2 3 ×
Name	Version	Rating	Description
<a href="#">Google XML Sitemaps</a>	3.2.4	★★★★★	This plugin will generate a special XML sitemap which will help search engines like Google, Bing, Yahoo and Ask.com to better index your blog. With such a sitemap, it's much easier for the crawlers to see the complete structure of your site and retrieve it more efficiently. The plugin supports all kinds of WordPress generated pages as well as custom URLs. Additionally it notifies all major search ... By Arne Brachhold.
<a href="#">Google XML Sitemaps with qTranslate Support</a>	3.1.6.3	★★★★★	This plugin will create a Google sitemaps compliant XML-Sitemap of your WordPress blog. It supports all of the WordPress generated pages as well as custom ones. Everytime you edit or create a post, your sitemap is updated and all major search engines that support the sitemap protocol, like ASK.com, Google, MSN Search and YAHOO, are notified about the update. This is a qTranslate Compatible Versio... By NeoEGM, Arne Brachhold.
<a href="#">Google XML Sitemaps with Multisite support</a>	4.0.2	★★★★☆	This plugin is modified Google XML Sitemaps. Now it has only basic multisite functions. It can create sitemap for each your site and link it in robots.txt file. Functionalities related to custom post types are coming soon. This plugin will generate a special XML sitemap which will help search engines like Google, Bing, Yahoo and Ask.com to better index your blog. With such a sitemap, it's much e... By Mario Kostelac.
<a href="#">Google XML Sitemap for Videos</a>	2.1.1	★★★★☆	Sitemaps are a way to tell Google, Bing and other search engines about web pages, images and video content on your site that they may otherwise not discover. The Video Sitemap plugin will generate an XML Sitemap for your WordPress blog using all YouTube videos that you may have embedded in your blog posts. Your Video Sitemap will includes web pages which embed videos from YouTube or which links ... By Amit Agarwal.



# Creating A Google Sitemap

## ❖ Locating XML Sitemap URL

- Settings > XML-Sitemap

### Location of your sitemap file

#### Automatic detection

Filename of the sitemap file

Detected Path: /home

Detected URL:

#### Custom location

Absolute or relative path to the sitemap file, including name.

Example: /var/www/htdocs/wordpress/sitemap.xml

Complete URL to the sitemap file, including name.

Example: http://www.yourdomain.com/sitemap.xml

# WordPress Monetization Models



# Google AdSense

## ❖ Google AdSense Program

- Allows you to monetize your blog traffic



English

### Maximize revenue from your online content

Google AdSense is a free program that empowers online publishers to earn revenue by displaying relevant ads on a wide variety of online content, including:

#### Site search results



Easily add a custom search engine to your site, and earn from ads on the search results pages.

#### Websites



Display ads on your website that are suited to your audience's interests, and earn from valid clicks or impressions.

#### Mobile webpages and apps



Connect your mobile users with the right ad at the right time as they seek information on the go.

[View all of Google's solutions for publishers!](#)

**Sign up now**

Sign in with your  
**Google Account**

Email:

ex: pat@example.com

Password:

**Sign in**

[Can't access your account?](#)

<http://www.google.com/adsense>



imarketing.courses  
BEST PLACE TO LEARN !

2021

# Adding Ad Manager Plugin

- ❖ **OIOPublisher Ad Manager WP Plugin**
  - Allows you to manage ads on your blog/website



<http://www.fabianrecommends.com/oipublisher>

\$10 Off Coupon Code for Sept 10:  
WINDFALL-SEPT10

# Premium WordPress Themes

## ❖ Monetization Using WordPress Themes

- Classified Ads Portal
- Directory Portal
- Coupon Code Portal
- Shopping Cart Portal
- Real Estate Portal

# Premium WordPress Themes



<http://www.fabianrecommends.com/premiumpress>

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