

**5-STEP GUIDE
TO SETTING UP
A NEW SITE
#MBUSTORM**

Table of contents

Welcome.....	3
Step #1 MBUstorm: Domain and Hosting	5
Step #2 MBUstorm: Prepare content to go live	7
Step #3 MBUstorm: Work on your brand identity.....	9
Step #4 MBUstorm: Must-have Wordpress plugins.....	11
Step #5 MBUstorm: more tips to succeed with your site.....	14

WELCOME

Welcome to #MBUstorm Quick-Start Guide! This is a five-part email course to setting up your new blog.

The course may also turn useful to those reviving their old neglected blogs too!

Each task is a basic step to setting up a site. You have three days to complete each day until a new email arrives.

Do join our challenge to get more motivated and meet new friends:

- Send your site [here](#) to enter (It should be no more than 3 months old!)
- Subscribe to [this thread](#) to track everyone else's progress (NO need to reply to others but nothing prevents you from small talk in that thread either!)

Please mind that some of the links in this course may be affiliate: That's how



we'll try to keep this free initiative running. Mind that I only recommend tools and services I personally used and liked whether they have an affiliate program or not.

If you come across any broken link, [please let us know!](#)



STEP #1 MBUSTORM: DOMAIN AND HOSTING

This is the most boring step and hopefully you are already done with it by now. But just in case you are not, here are a few recommended resources to get you started easier:

- I recommend [WP Engine](#) for Wordpress hosting. While I enjoy their customer support, their hugest advantage is security. They scan and verify every single plugin for you and fix problems very fast. Since security has been such a huge issue recently, this is huge
- For domain search, NameCheap seems to be the best option but really I've been using dozens of them with not much difference (in pricing, support or else). Do [check these things](#) before registering and probably sleep on it.



- [Here's a more detailed checklist](#) on everything to be done when launching your site.

*** How can MyBlogU help?**

If you cannot come up with a good idea for a domain name or a catchy / unique angle for a new site, [create a new MyBlogU brainstorm project](#) and ask the community to brainstorm with you!



STEP #2 MBUSTORM: PREPARE CONTENT TO GO LIVE

Before you start beautifying and optimizing your site, make sure you have some content to publish.

Aim at ~3-5 articles to go live before you start promoting your site and building its following.

Having articles already live will also help you to better choose the theme (you'll be able to see how it looks like with your content and formatting) as well as brainstorm the logo concept (You'll be more comfortable with your style and voice before you start working on your brand identity).

Writing first articles may be intimidating at first: **Embrace "Just do it"**

philosophy. Don't try to be perfect: Just sit down and write! Remember you have no more than 3 days for this task! [Use these tools](#) to come up with some keywords and ideas.



Tips on creating content:

- ✓ [5 Ways to Re-Package Your List Article Into a Digital Asset](#)
- ✓ [How to Craft a Better Title Tag: 10 Actionable Tips](#)
- ✓ [Here's How to Create and Promote an Epic Article: Step by Step Cheatsheet](#)

* How can MyBlogU help?

Cannot find what to write about? Or do you feel like you'd benefit from some unique quotes to include in your article? [Start a new MyBlogU brainstorm project](#) and ask the members to send their tips, experience, examples. **It's always easier to start when you are not alone!**



STEP #3 MBUSTORM: WORK ON YOUR BRAND IDENTITY

This is our step #3 in getting your new site set up. This step used to be difficult and geeky but nowadays with the variety of themes and easy tools, it's doable and even enjoyable!

- **For theme:** This year I have started using StudioPress ([Genesis Framework](#)) and I absolutely love it. Easy to set up and customize, fast, neat and very flexible. It comes with indepth instructions. Yes, I spent one whole day setting it up (I am also a perfectionist) but it's more so because I enjoyed the process and couldn't tear myself away.
- **For logo, icons, banners, mascots, other elements of brand identity you may need:** I use Fiverr. You can also try 99designs, iStock logos, Stocklogos to view already-created media you can purchase. You can use these resources for inspiration too! [Here are more ideas](#) from our community.

*** How can MyBlogU help?**

Do you need help brainstorming what your brand identity may look like?

Lacking ideas for a catchy logo concept? [Start a new MyBlogU brainstorm project](#) and ask the community to send ideas, images, icons, etc.



STEP #4 MBUSTORM: MUST-HAVE WORDPRESS PLUGINS

Choosing Wordpress plugins is so overwhelming: There are so many and they promise s great features. Yet, there are some serious risks involved which urge you to limit the use of plugins:

Plugins can have security risks (Use only trusted plugins)

Many plugins will slow down your site potentially leading to lower engagement and rankings.

Here are my trusted must-haves [Simply navigate {Plugins - Add New inside your blog dashboard and copy-paste the plugin name to search]:

- For spam protection: Askimet** (paid): To avoid spam clutter.
 - The free option may be **WP-SpamShield**
- For SEO: WP SEO by Yoast** (Please be extra-careful with settings. I've

seen blog owners who accidentally block their sites from search engine using this plugin)

- Alternative: **Headspace**

For list building and social media sharing: [Sumome](#). Some of the features are freemium, some are free. It handles several important things for me: I use it for lead generation ("List Builder" and "Smart Bar" apps) and social media buttons ("Share" app).

For more discussions: [Subscribe To Comments](#) (To keep readers coming to read and reply to new comments)

To better control nofollow attribute: [WP External Links](#) (This one lets you open all external link in a new tab as well as nofollow any external ones except for those you add to the whitelist)

To link to your social media profiles: **[Simple Follow Me Social Buttons](#)**

Widget

To easier link to and bring up old content:

- Internal Link Building:** Link specified words to specified articles to

improve their rankings ([here it is](#))

For "Related posts": Yet Another Related Posts Plugin (YARPP).

They say, it may slow your site down (This never happened to me though but I've heard these complaints)

You can see more plugin options [here](#).

*** How can MyBlogU help?**

[MyBlogU does have a Wordpress plugin](#) which helps you create EPIC content and increase your content engagement!



STEP #5 MBUSTORM: MORE TIPS TO SUCCEED WITH YOUR SITE

Now that you have a beautiful website with some content, ready to build up your leads, lets proceed with more advanced, mostly recurring tasks

This lesson is mostly links. Please do click each of them religiously: This is very actionable advice you can implement right away.

- [Start Working on Your Brand Assets](#)
- [How to Build Traffic](#)
- [How to Engage Your Site Visitors](#)
- [Lead Generation Ideas to Play](#)
- [How to Monetize Your New Site](#)

*** How can MyBlogU help?**

- [Here's How to Create and Promote an Epic Article: Step by Step Cheatsheet](#)

- [5 Ways to Re-Package Your List Article Into a Digital Asset](#)
- [How to Craft a Better Title Tag: 10 Actionable Tips](#)