

Short Sale Artisan

*Setting Up Your Real Estate
Wordpress Blog*



Congratulations on deciding to start up your own blog!

Writing a good blog takes some time and effort; but the results can be fantastic! It only takes four quick steps to get you setup with your new blog, so jump right in!

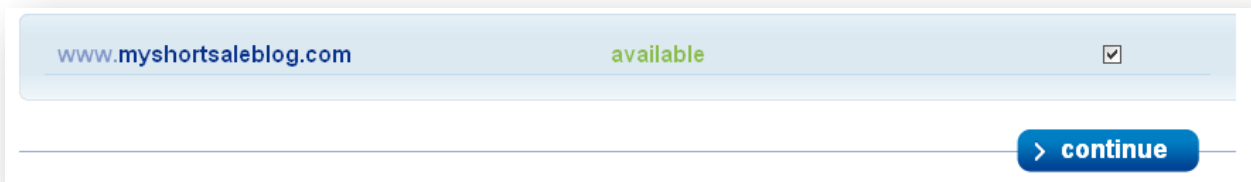
Step 1 - Purchase a domain name

Before you get your blog setup, you need to first purchase a domain name. There are a lot of domain sellers out there, so you simply need to pick one. We have had good experiences with 1and1 as a domain seller, and their costs are very reasonable (as of this writing, a “.com” domain name s only \$7.99 per year) .

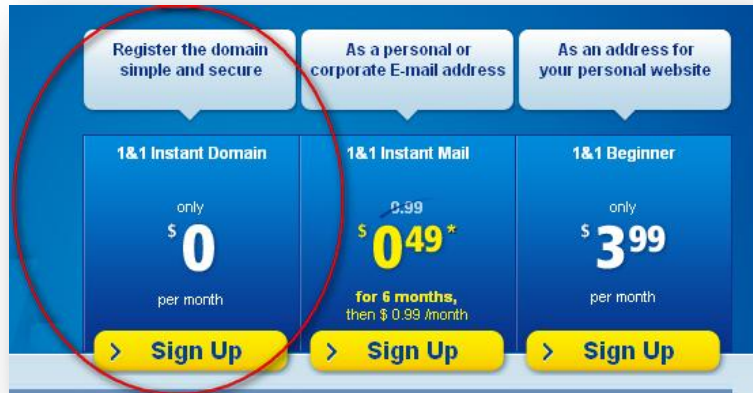
To purchase a domain name, simply visit <http://www.1and1.com> and enter in your desired domain name and also select a Top Level Domain (TLD) – (.com, .us, .net, .org, .info, .biz, etc.).



The next page will tell you if the domain name is available or not. If it is, simply click Continue to proceed through the checkout process and purchase the domain.



1and1 will try to sell you some other services, but you don't need it. Simply click the box on the left here, and click through any other items they try to sell you.



Congrats! You now own your very own domain name!

Step 2 - Open a support ticket with Short Sale Artisan requesting a new blog setup

This step lets us set you up with our Wordpress Multi User account so you can have your own blog credentials and manage your own site. We need some information in order to properly setup the new account.

Visit <http://osticket.shortsaleartisan.com> and put in a new Support Ticket.

We need the following three pieces of information from you:

- The **domain name** you purchased
- A desired **User Name**
- Your **e-mail address**

You should receive two emails from us within the next 48 hours. The first is an automated email after the word press setup is complete. This will include the information needed to access your administration page, including the username and password.

The second email will come from Short Sale Artisan and give you the forwarding URL, which you will use in Step #3.

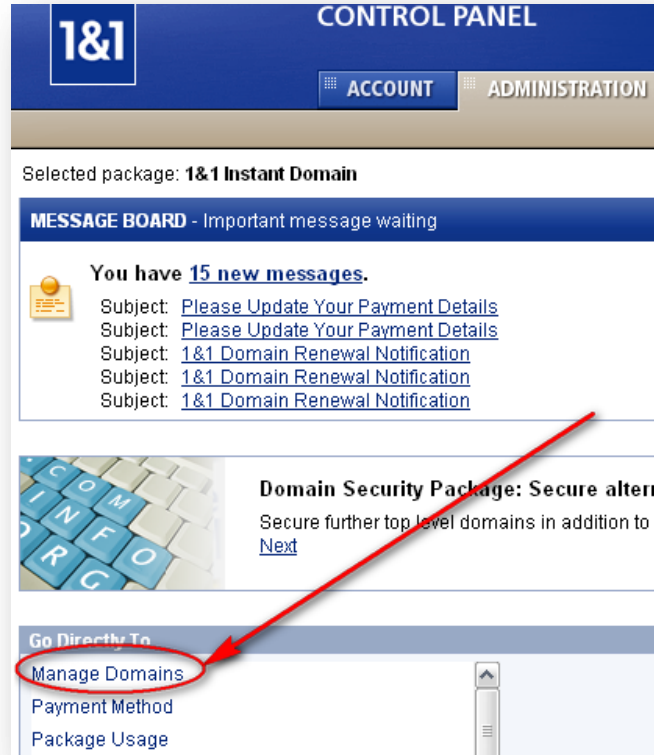
Tip: You should print these emails and keep them handy!

Step 3 - Forward your domain name

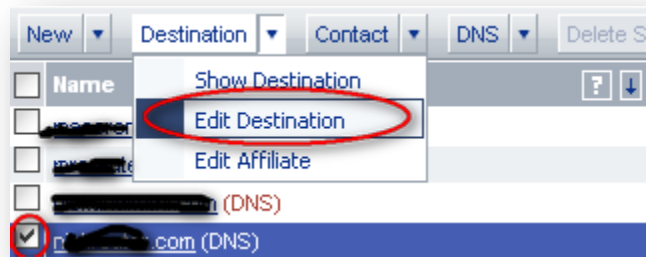
The next step is to forward your domain name to the blog site and mask it so it shows your domain name.

You can manage your domains within the 1and1 administration panel (at <http://admin.1and1.com>). If you purchased your domain from another vendor, please follow their directions.

Click on “Manage Domains” from your control panel.



Once in Manage Domains, check off your domain name and to *DESTINATION* → *EDIT DESTINATION*



You will then need to do the following:

1. Change the destination type to “Forward your domain”
2. Input the Forwarding destination that was emailed to you in Step #2. It will be <http://www.realinvestorblog.com/xxxxxxxxxx> , where xxxxxx is your subdomain.

3. Select "Frame Redirect". This will ensure that your site always looks like the domain name you purchased.
4. You should put a title into the page as you see below.

Domain Destination

Define or edit the settings for your domain's home directory or forward destination.

Select Destination Type

Destination * Forward Your Domain

Home Directory

Forward Your Domain

Forward Your Domain

Forwarding destination *

Forwarding type * Frame redirect HTTP redirect

Title *

Meta description

Meta keywords

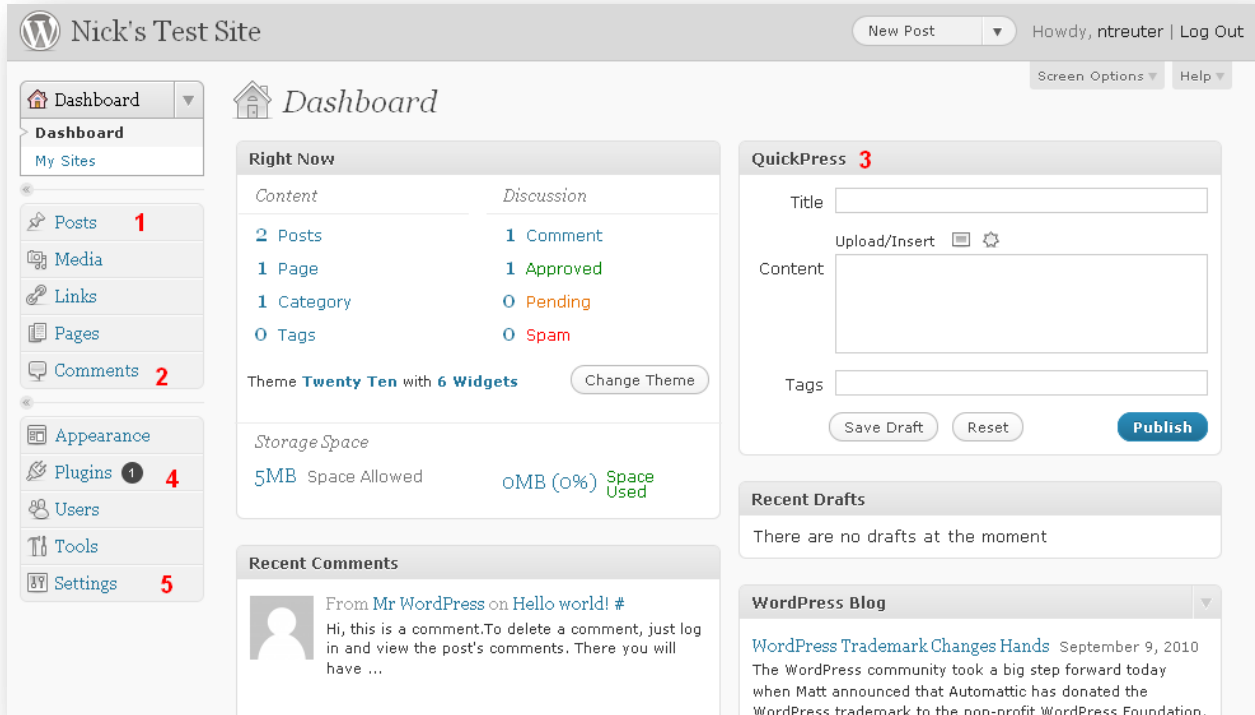
(* Denotes a mandatory field.)

Step 4 – Log in and start blogging!

That's it! If you visit the domain name you purchased in Step #1, you should be able to see your blog template come up.

To log into your administration page, visit <http://www.yourdomain.com/wp-login.php> (where yourdomain.com is the domain name you purchased in Step #1). Log in using the Username and Password you received in Step #2.

We won't go into too much detail on how to use Wordpress but here are some quick tips and hints to get you started:



1. **Posts** – this lets you see all your posts, as well as edit or delete them.
2. **Comments** – lets you see all user-submitted comments, as well as moderate or delete them
3. **QuickPress** - lets you very quickly type up a new post to your blog
4. **Plugins** – there are lots of plugins that extend the functionality of Wordpress. You may want to consider:
 - a. **AddToAny** – This lets your readers mention your blog post in Facebook, Twitter, and more!
 - b. **Facebook Like Widget** – this lets your readers “like” your post in Facebook
 - c. **WP to Twitter** – this lets you automatically mention your new blog posts on your Twitter account
 - d. **Broken Link Checker** – periodically scans your blog to see if any links are broken
5. **Settings** – This is your global settings page, where you can adjust things like
 - a. **Site Title**
 - b. **Time Zone**
 - c. **How many posts show up on a page**

WordPress is very flexible and scalable and easy to manage. You will have administrator access so you can write new blog posts, change the theme, and more. Here are some additional resource to get you started with your new blog:

- <http://wordpress.org/> - the official WordPress page

- <http://www.makeuseof.com> – this is a blog about web apps but there is an entire library of useful Wordpress tips, advice, and more

Have questions?

We are here to help! Visit our support ticket system as <http://osticket.shortsaleartisan.com> if you need any assistance!