WARRIORS GUIDE
AUTOBLOGGING



TAKEOVER CONTENT - KEEP YOUR BLOG UPDATED

www.social-ops.com

TABLE OF CONTENTS

3. Introduction
4. Setup Your WordPress Blog
5. Create a Subdomain
8. Install WordPress Tutorial
13. Install WordPress Theme
15. Auto-Blogging Machine
16. Introducing IFTTT
17. Install IFTTT Bridge
19. Configure IFTTT Bridge
20. Syndicate Feeds to WordPress
34. Ping Your Blog Posts
35. Stop Link Juice Links
36. Post Expirator Plugin
37. Newsletter Subscription Popup
38. Conclusion
39. Want more?

INTRODUCTION

Imagine having a WordPress blog that is updated daily with fresh blog posts on autopilot. – And then everyday a list of subscribers is updated when a new blog post is made.

In this guide we are going to setup an autoblogging system on WordPress that will offer a way for people to subscribe to the blog. – At zero-cost to maintain.

Email marketing and list building without the headaches and costs!

This strategy guide offers you the ability to choose not to install the autoblogging system and to only use the blog email subscription features to update a list of subscribers each time that you create a new WordPress blog post. – Your choice.

Get your gear and let's get started! –



If you choose to accept this mission you will need the following:

- WordPress Blog
- IFTTT Account
- Gmail Account
- Feedburner Account

Should you choose to accept this mission the whole process should take the average person 1-2 hours to setup.

Setup your WordPress Blog

*If you already have WordPress installed you can skip these steps and proceed to page 15 to setup the auto-blogging machine.

To use the extended features within WordPress you need to setup a self-hosted WordPress blog. WordPress self-hosted blogs offer the ability to add plugins and custom themes.

We recommend that you purchase GoDaddy cPanel hosting because GoDaddy cPanel hosting is fast, the price is right and their customer service is top-notch. Additionally, their cPanel hosting makes it really easy for you to create multiple sub-domains, multiple email accounts and many other powerful features. http://GoDaddy.com

Note: When purchasing GoDaddy's cPanel hosting make sure that you purchase the plan that allows you to host unlimited domains if you are looking to create multiple website/blogs.

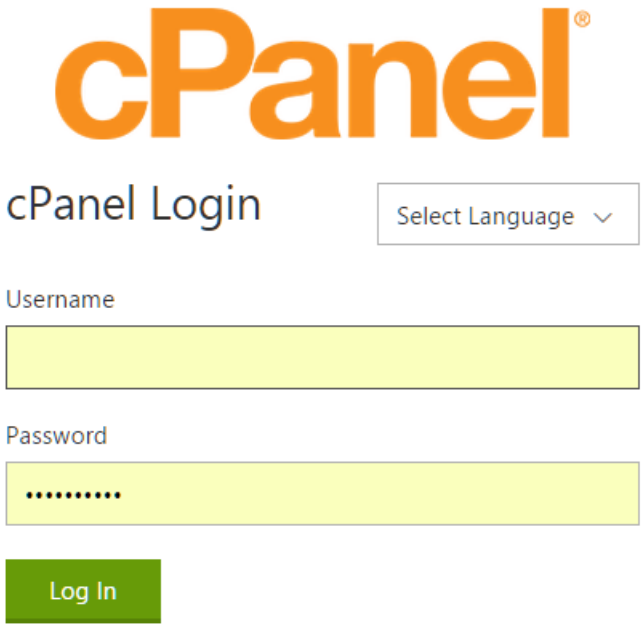
CREATE A SUB-DOMAIN FOR YOUR NEW BLOG.

For this demonstration we are going to setup a self-hosted WordPress blog on a GoDaddy cPanel hosting account using a sub-domain.

Once you have purchased GoDaddy's unlimited cPanel hosting navigate to cPanel. The domain to your cPanel should look something like this:

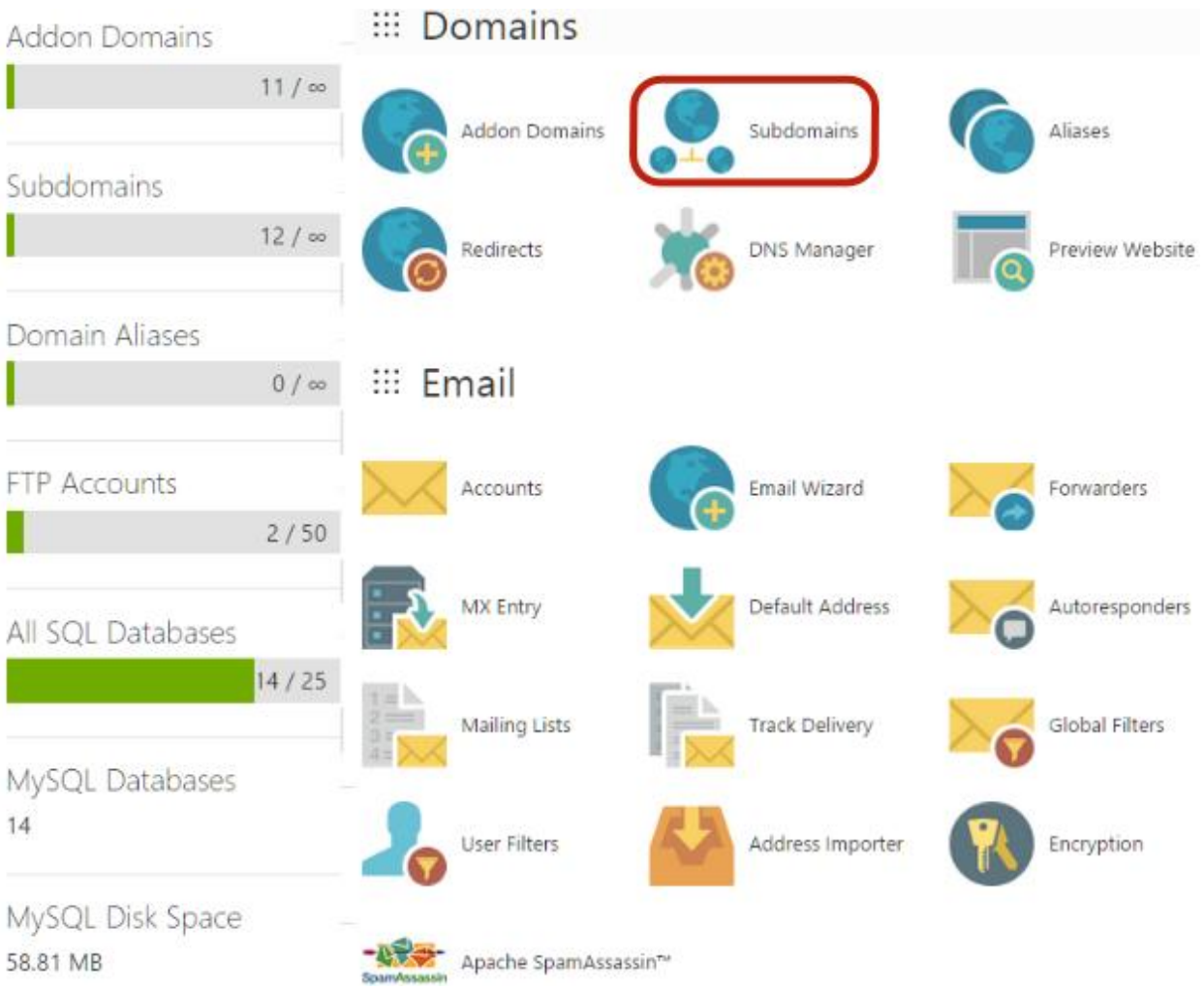
Example: www.social-ops.com/cpanel

Login to cpanel using your login credentials.

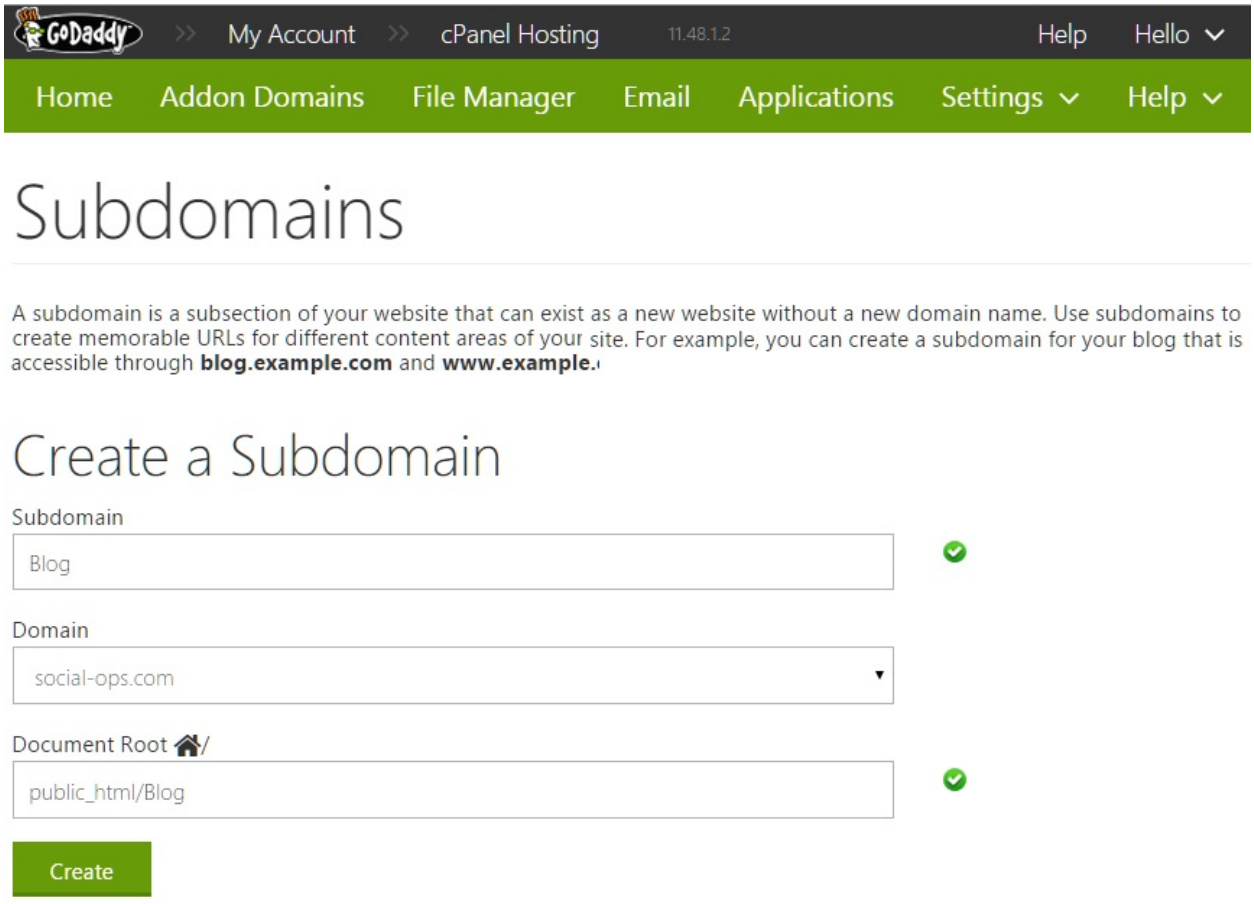


Note: If at anytime you need help you can call GoDaddy directly and they will answer all of your questions. Their customer service is top-notch! (480)505-8877

Once logged in to cPanel scroll down and click on the "Subdomains" option.



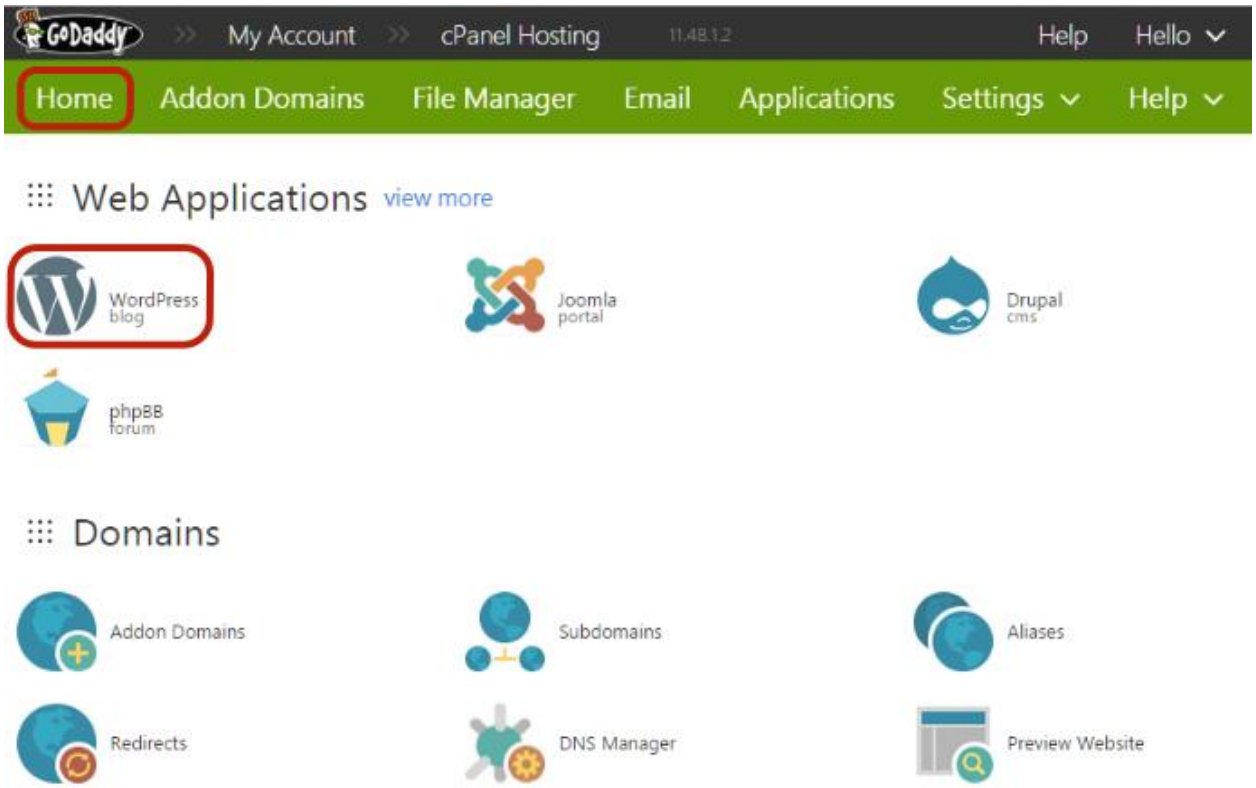
Select which domain that the subdomain will be created on and give the blog a name.



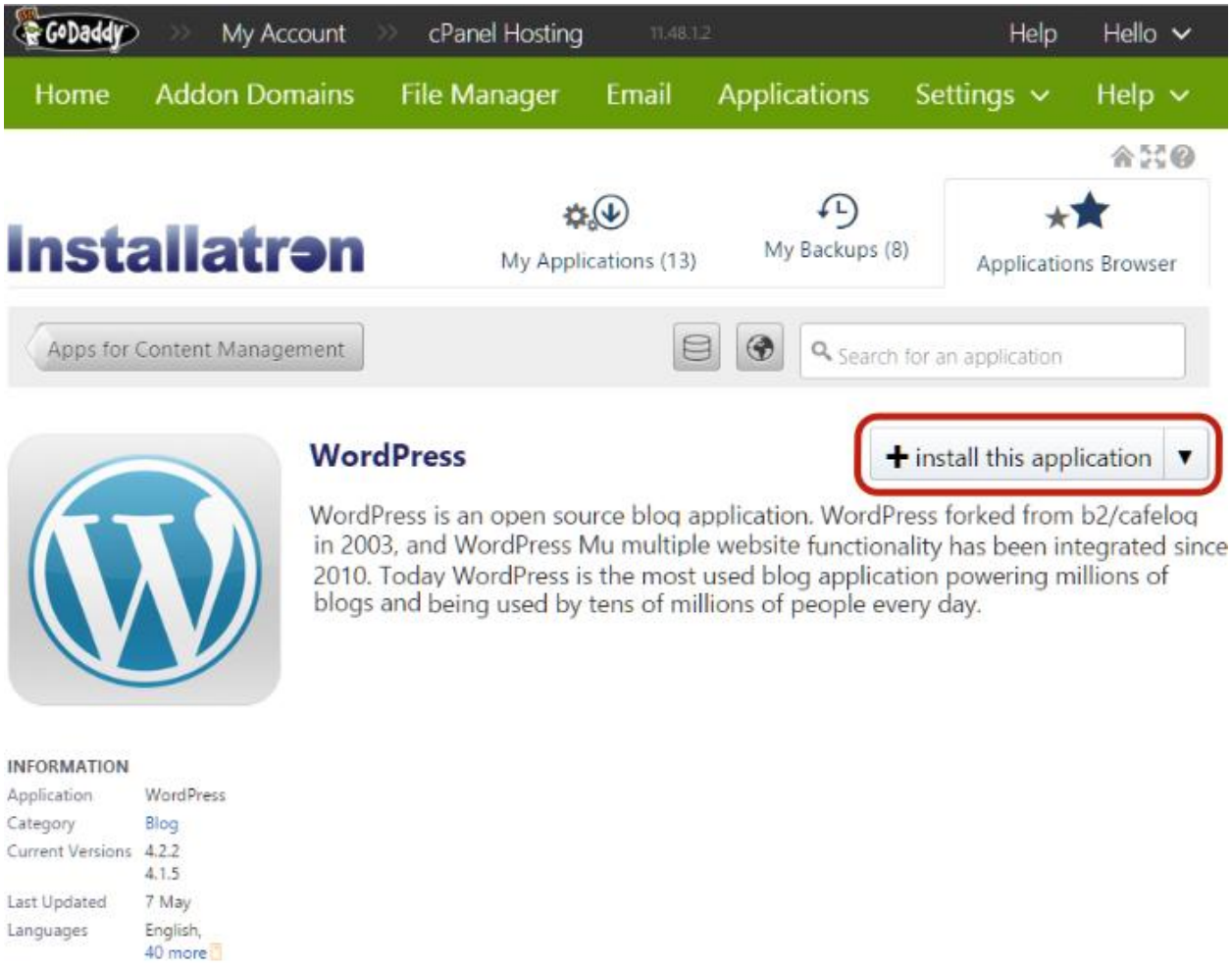
That's all there is to creating a subdomain using cPanel! It's that easy. Now lets install WordPress on your new subdomain. (Continue to next page)

INSTALL WORDPRESS TUTORIAL

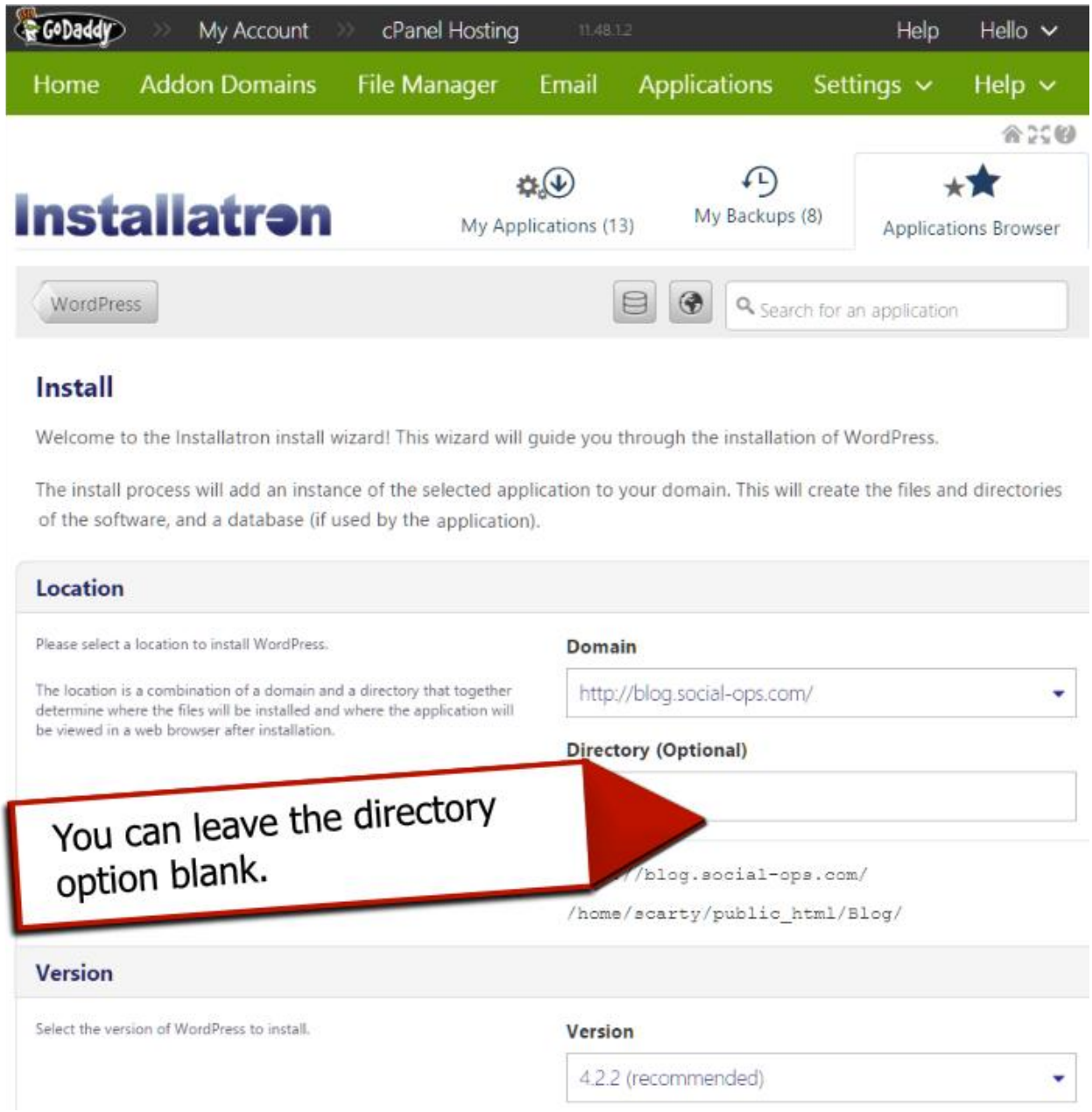
From within cPanel click the "Home" tab at the top of the page. From the home page scroll down and click on the "WordPress blog" option.



The next page is where you will install WordPress on your subdomain. Click on "Install this application" on the top right hand side of the page.

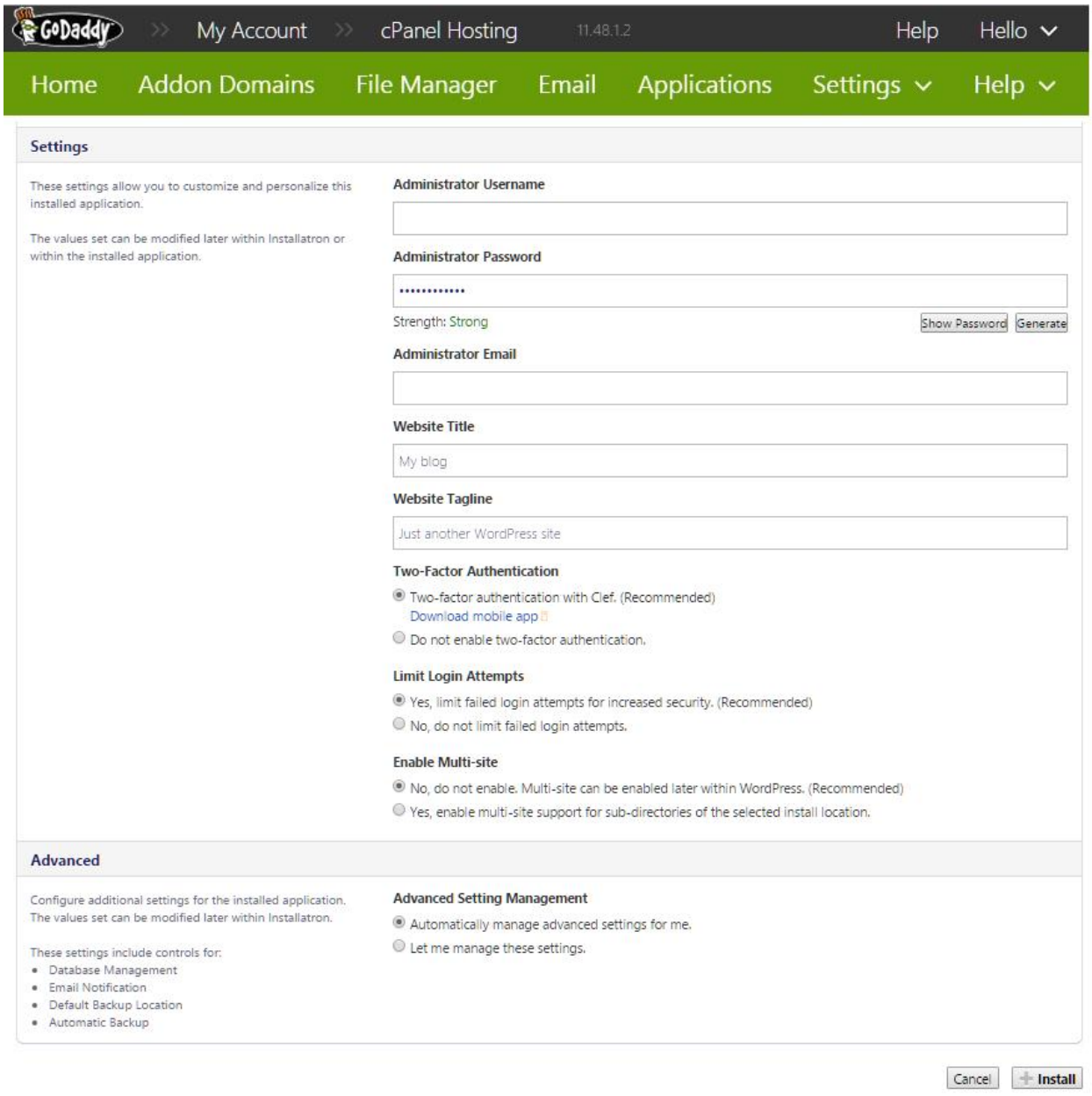


You will then be brought to the page that you will configure the WordPress installation options. Leave the directory option blank.

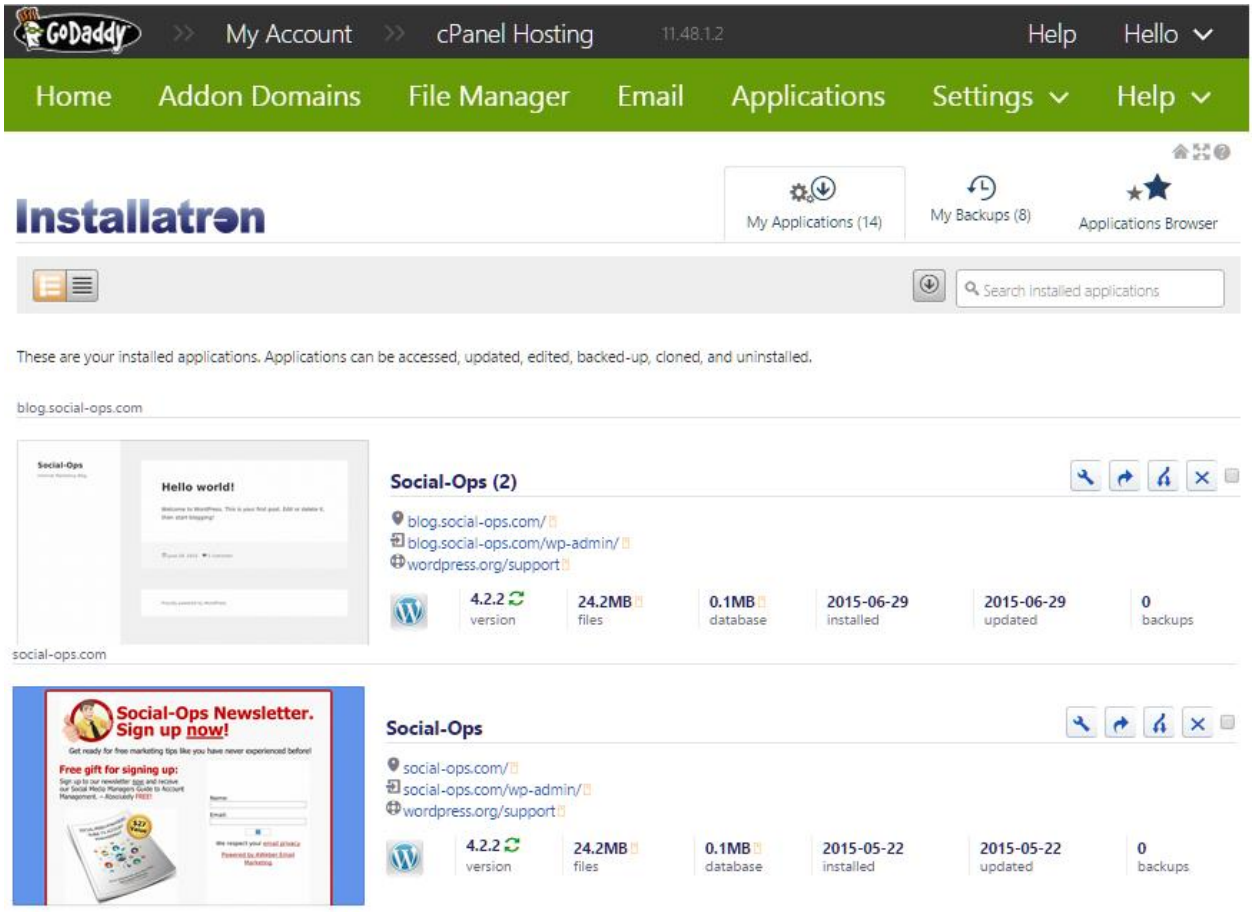


…scroll down to continue filling out the installation options

For the most part the default options can be left as they are. Set the WordPress user name and password. Once everything is filled out click "Install" at the bottom of the page.



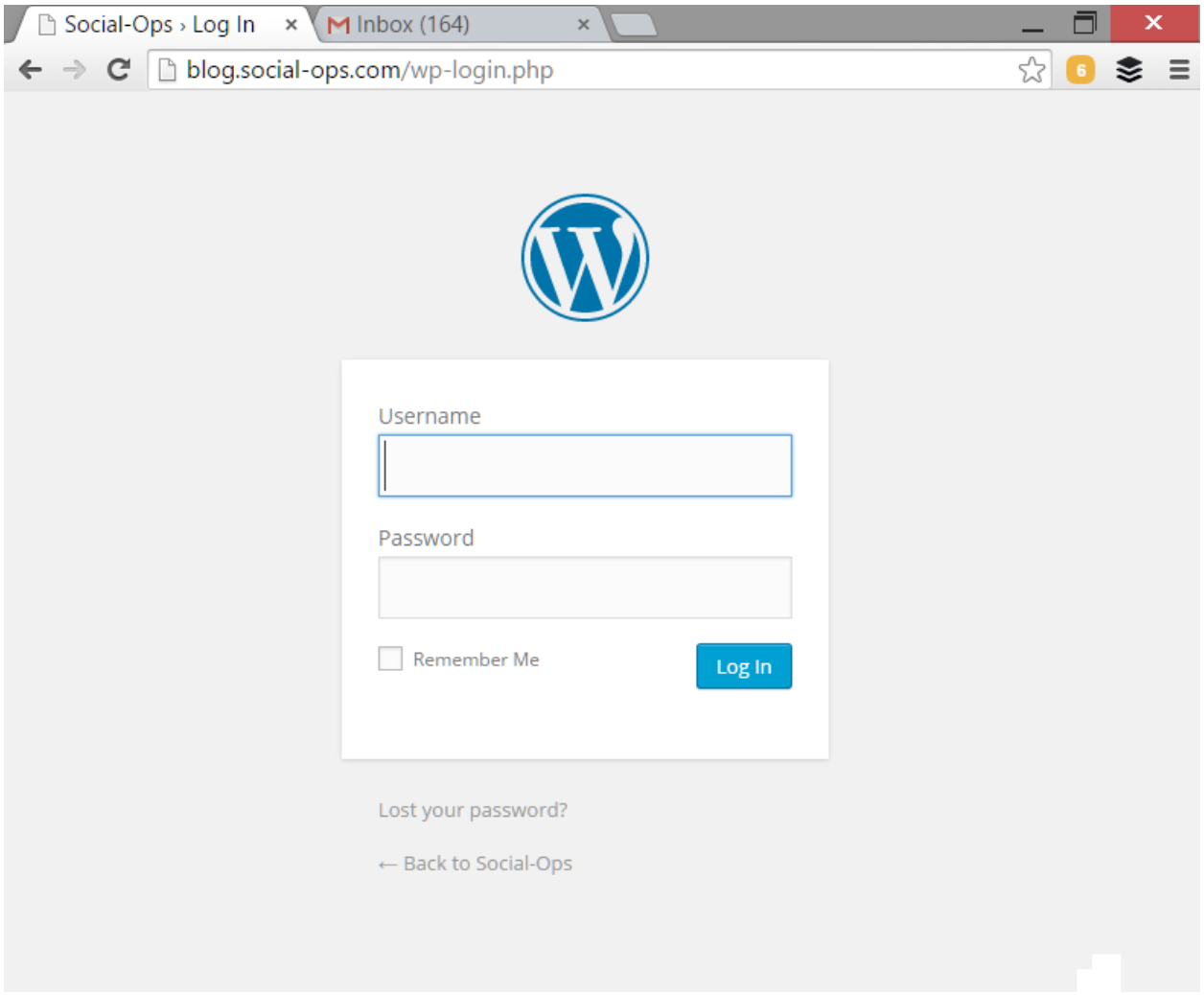
Your new sub-domain blog is now installed.



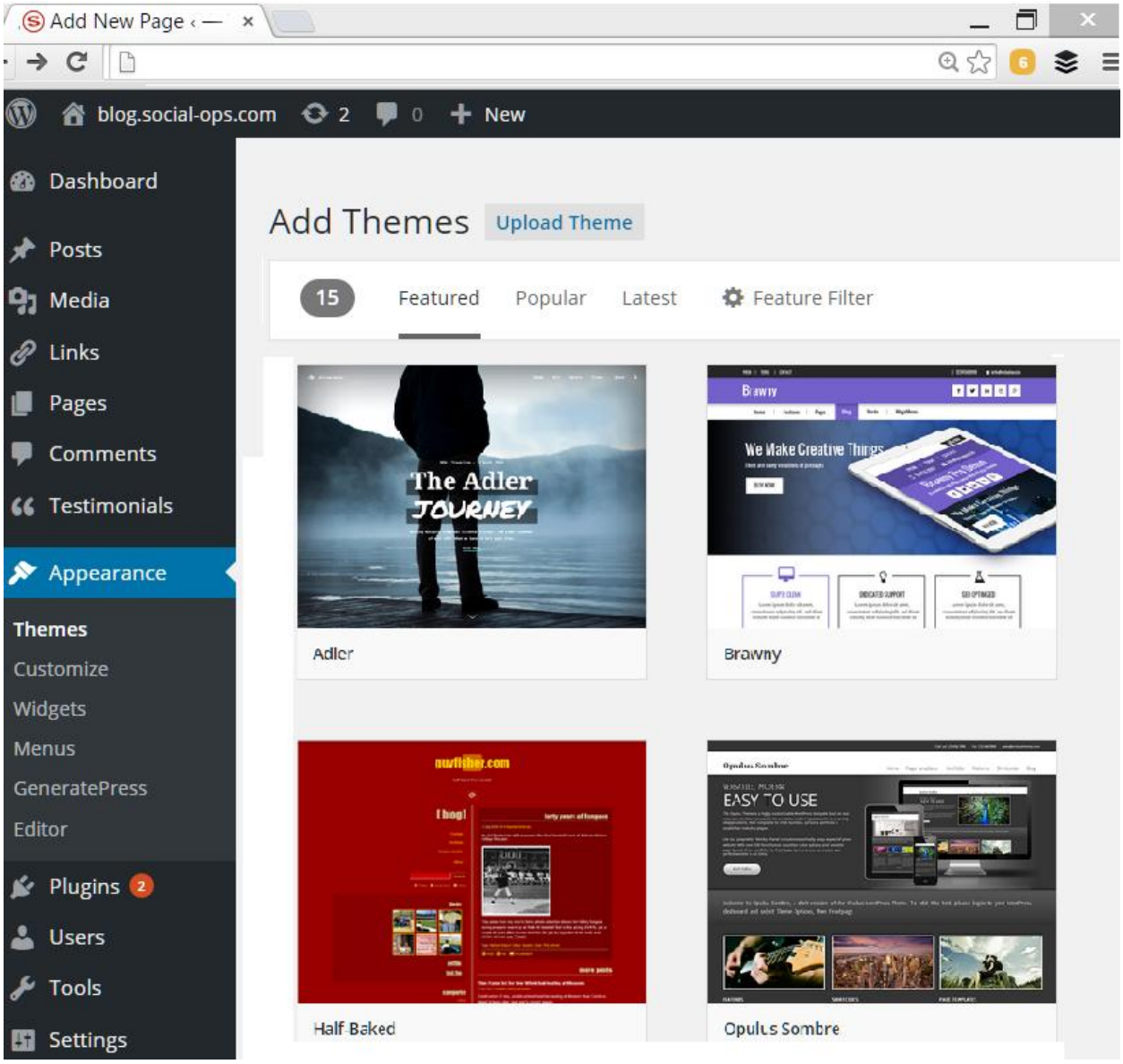
Now it's time to login to the WordPress dashboard and to install a WordPress theme. (Continue to the next page)

INSTALL WORDPRESS THEME

Login to your sub-domain blog by navigation to the WordPress admin page.
Example: http://social-ops.com/wp-admin



Once inside install and activate the theme of your choice from within your WordPress dashboard. You can choose to upload your own theme that you have purchased or use one of the free themes in the WordPress theme directory.



Check out TemplateMonster's [premium themes](). – Their customer support is great and their themes are top-of-the-line.

AUTO-BLOGGING MACHINE

And now for the good stuff. – Turn WordPress into an autoblogging machine!



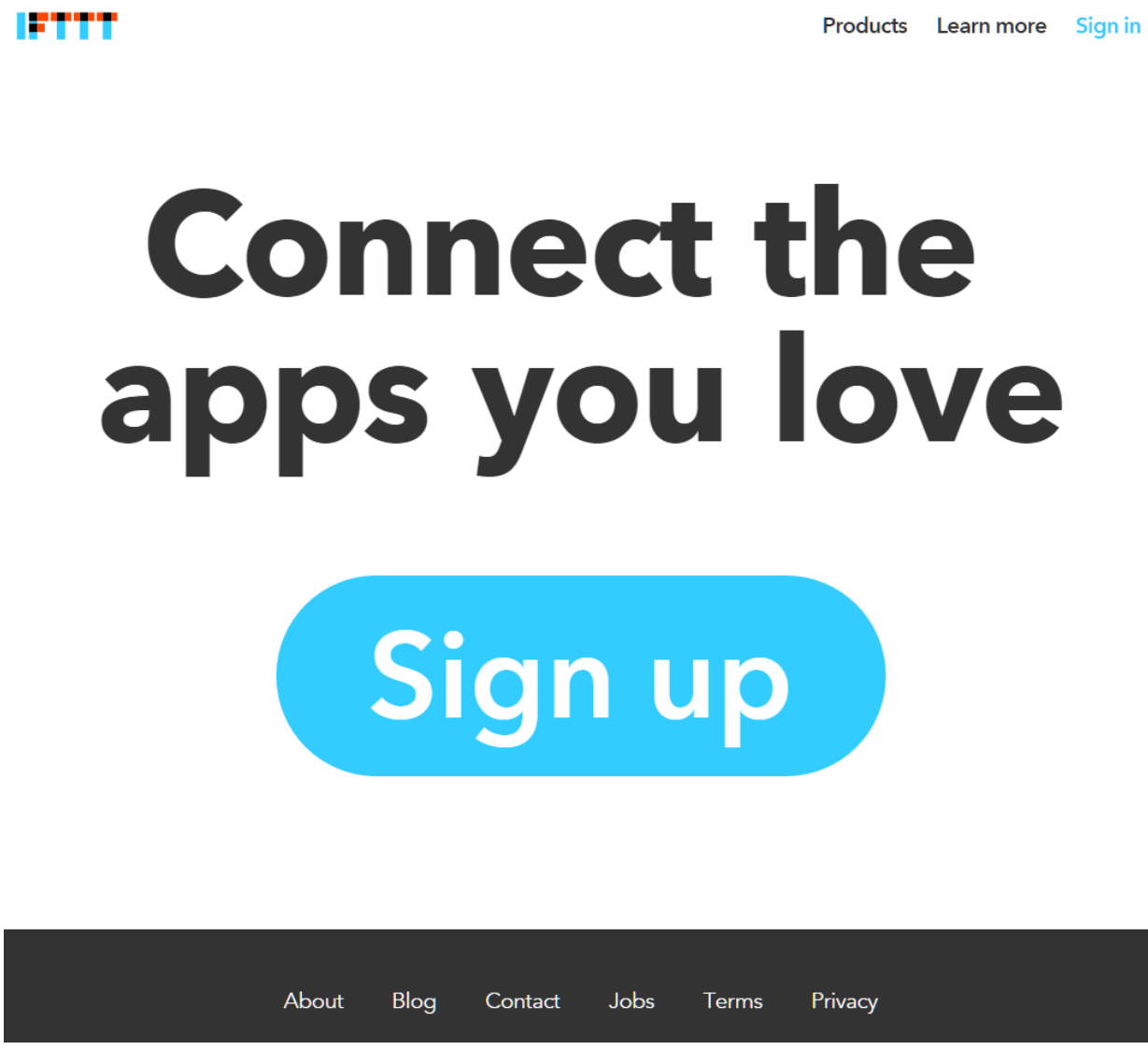
The following instructions will show you how to keep your blog updated with the content from your favorite blogs. This setup will keep an otherwise unmaintained blog updated with fresh content.

The Social-Ops team has setup an example blog that utilizes this strategy. Seen here:
http://blog.social-ops.com

INTRODUCING IFTTT

First things first, you have to go to IFTTT (If That Than This) and sign up for a free account. http://ifttt.com

IFTTT is a free feed syndication service which will give you the ability to update your WordPress blog with the feeds of other blogs, social updates, etc. *Some people even choose to use the feeds from other peoples YouTube accounts, Twitter and elsewhere.

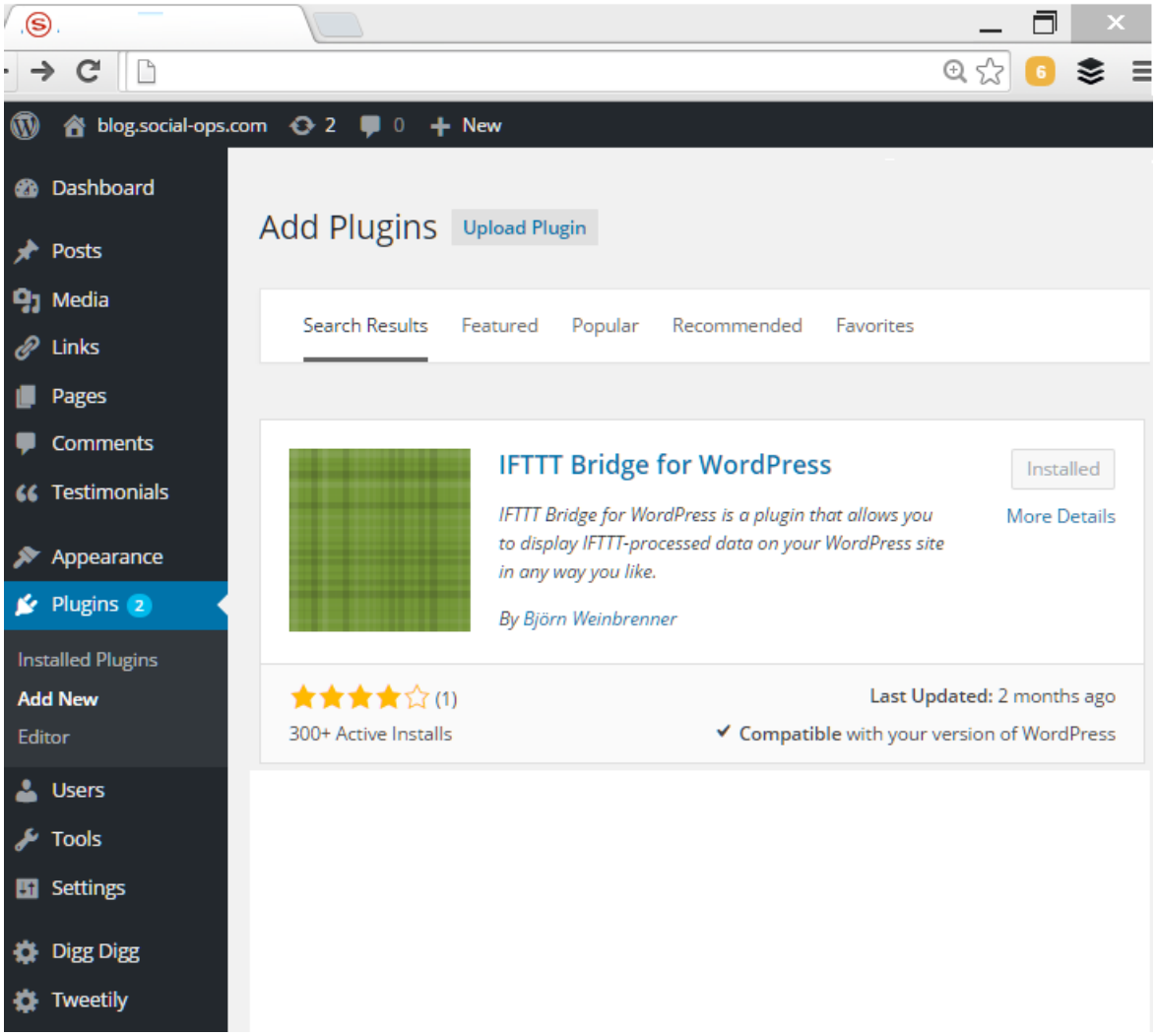


INSTALL IFTTT BRIDGE

Now that you have signed up for IFTTT you have to install the IFTTT Bridge plugin on WordPress in order to connect IFTTT to your blog. The IFTTT Bridge plugin can be installed within the WordPress plugin directory or by downloading the plugin from here. https://wordpress.org/plugins/ifttt-bridge

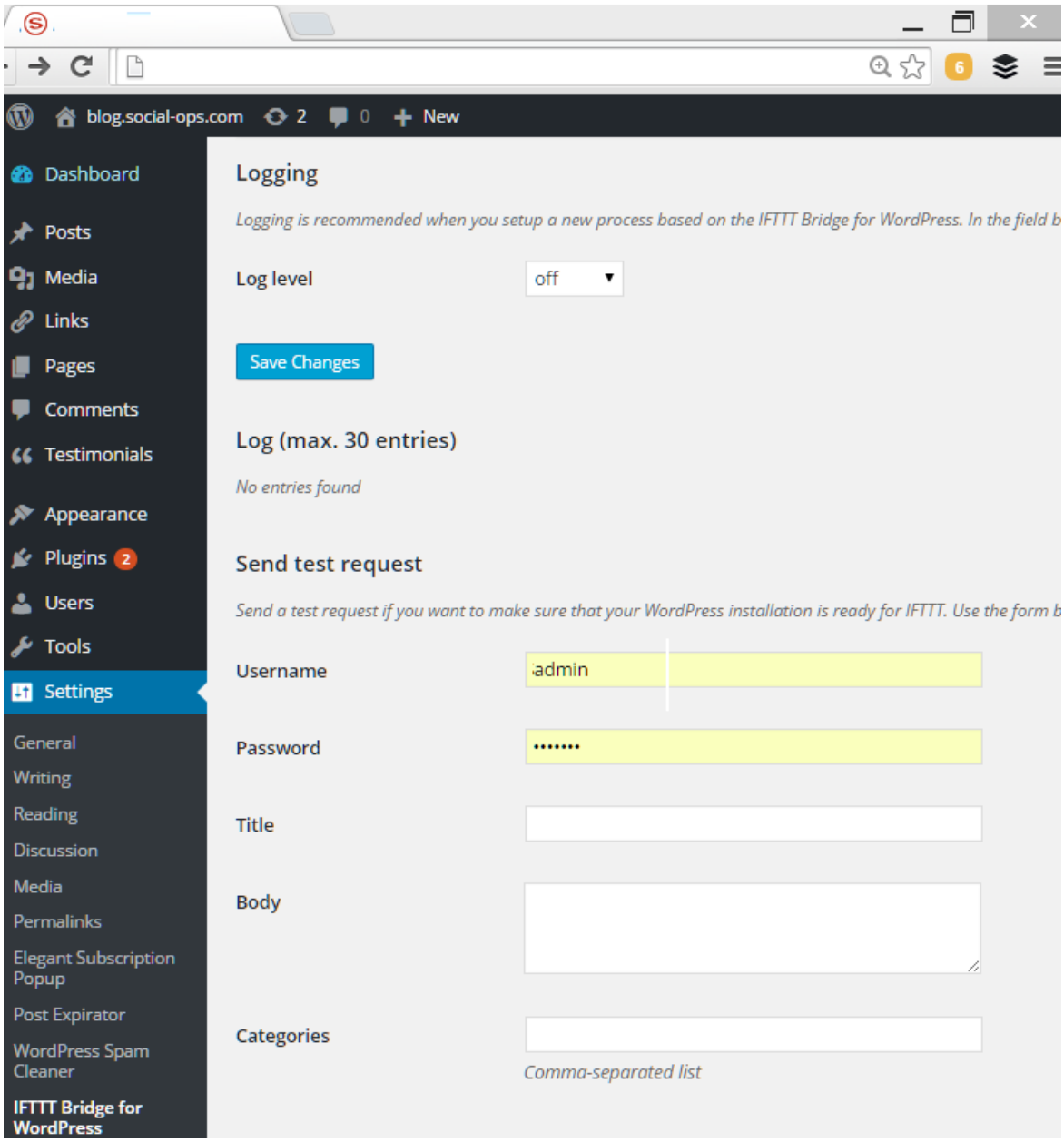


Install the IFTTT Bridge plugin like you normally would install plugins through the WordPress dashboard.



CONFIGURE IFTTT BRIDGE

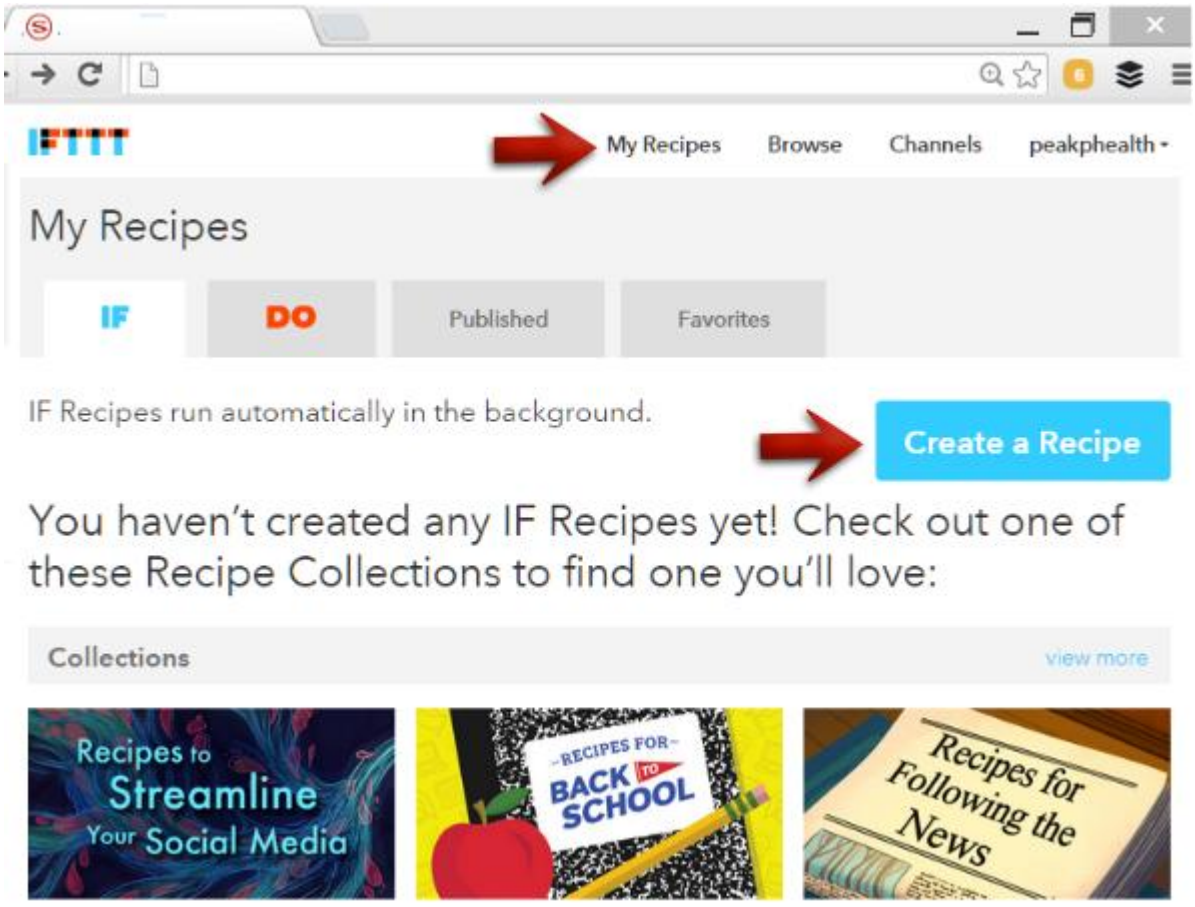
Next, configure IFTTT Bridge. Be sure that you have entered your WordPress admin and user name into the required fields.



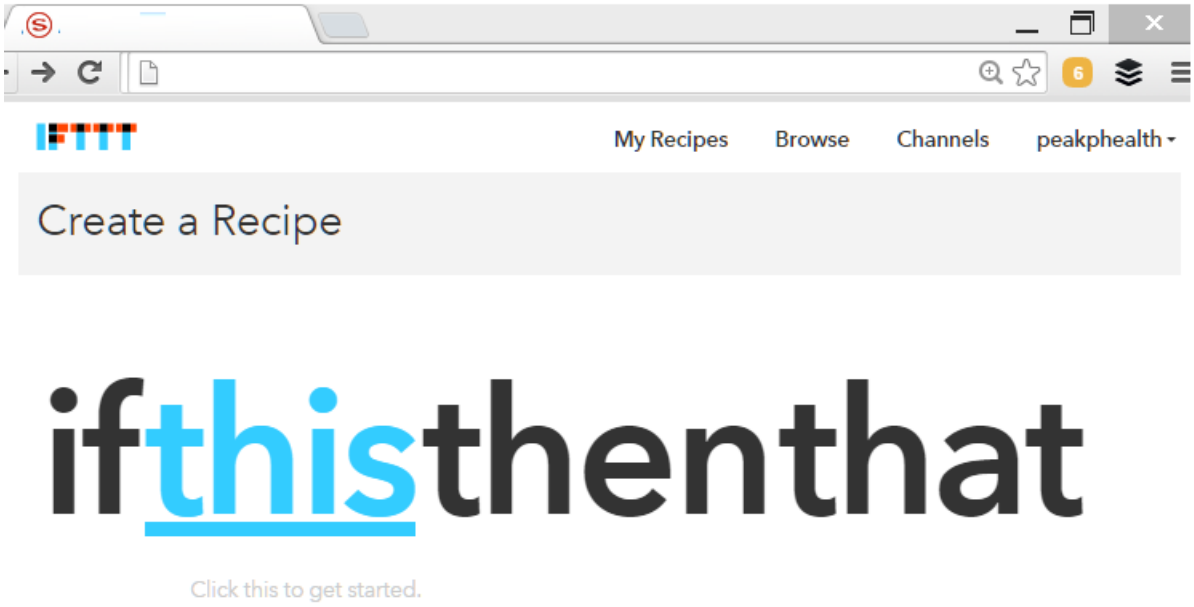
Press "Save Changes". The IFTTT Bridge is all set to go. Now let's syndicate some feeds to your WordPress blog.

SYNDICATE FEEDS TO WORDPRESS

Login to IFTTT. Once you have logged in click on "My Recipes" and then click on "Create a Recipe". (See image below)

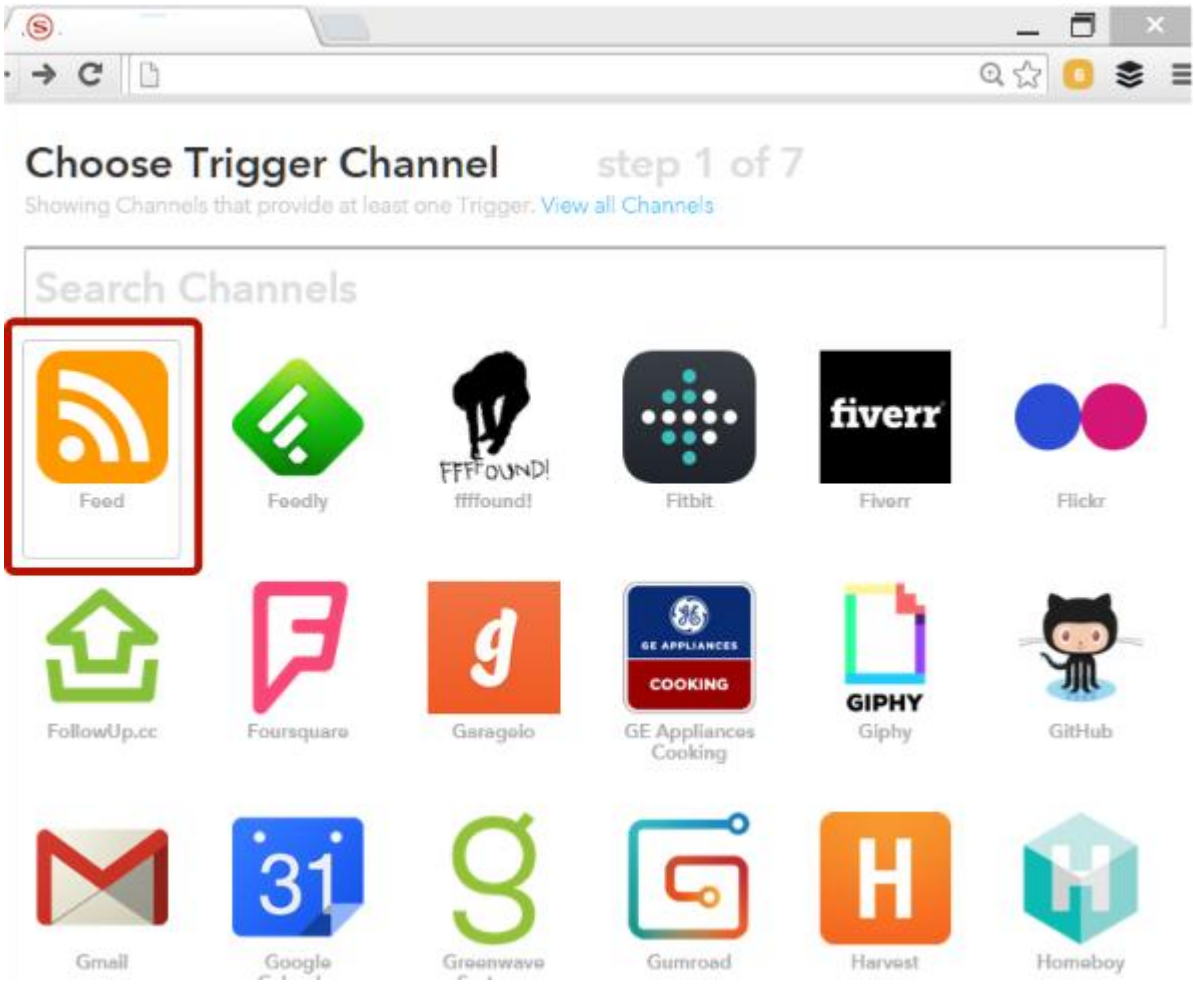


On the next page that pops up click on the word "This".

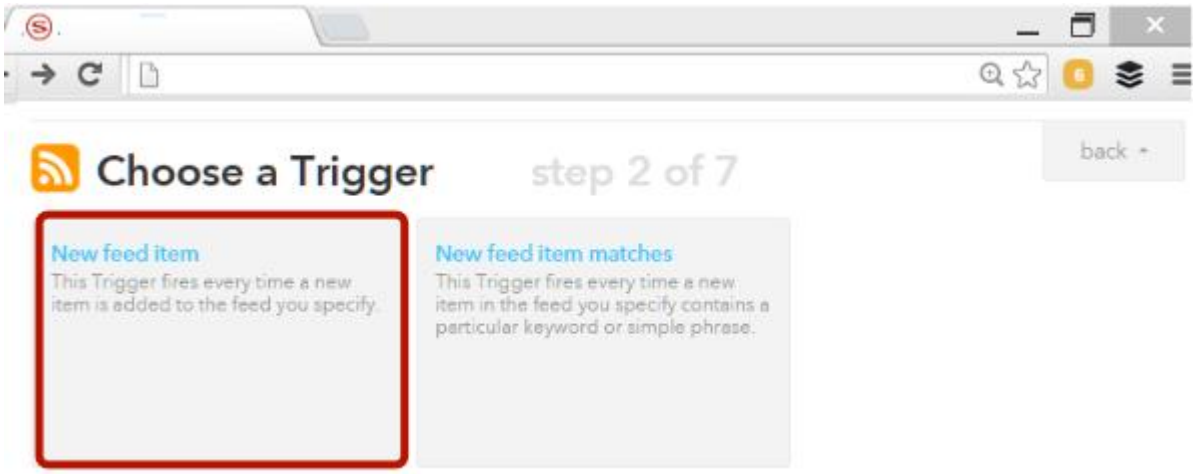


After you click on the word "This" more options will pop down. (See next page)

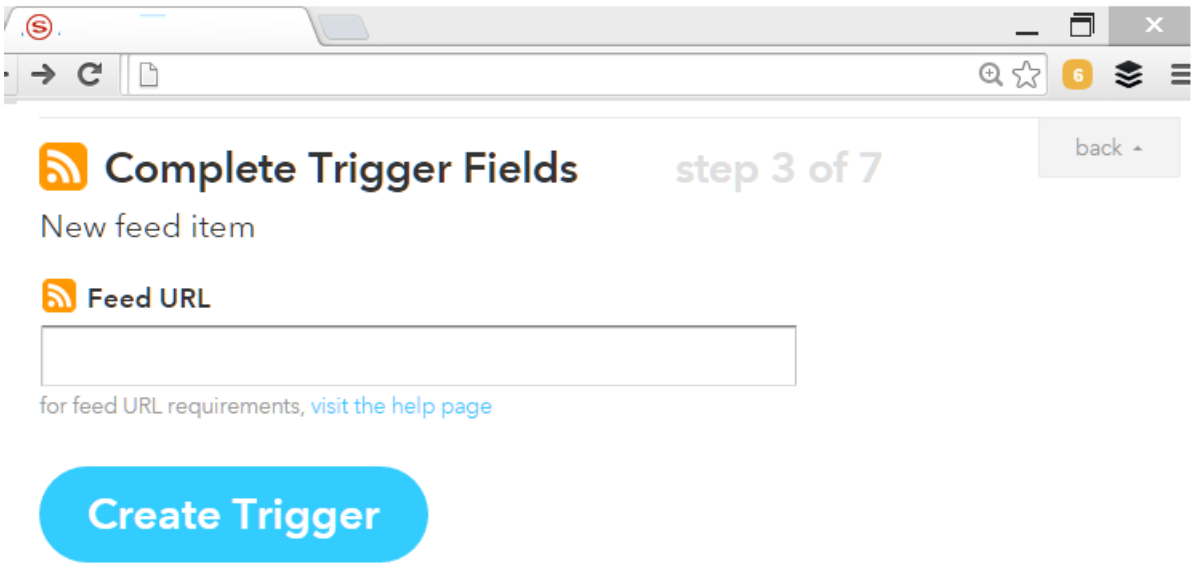
This is where you will choose what action that you want IFTTT to take. In this case we want IFTTT to grab a feed to syndicate to WordPress so click on the RSS feed option.



After you click on the RSS feed icon another drop down with a couple of options will appear. This is where you will choose what will trigger the RSS feed. In this instance we are going to choose the "New feed item" option.

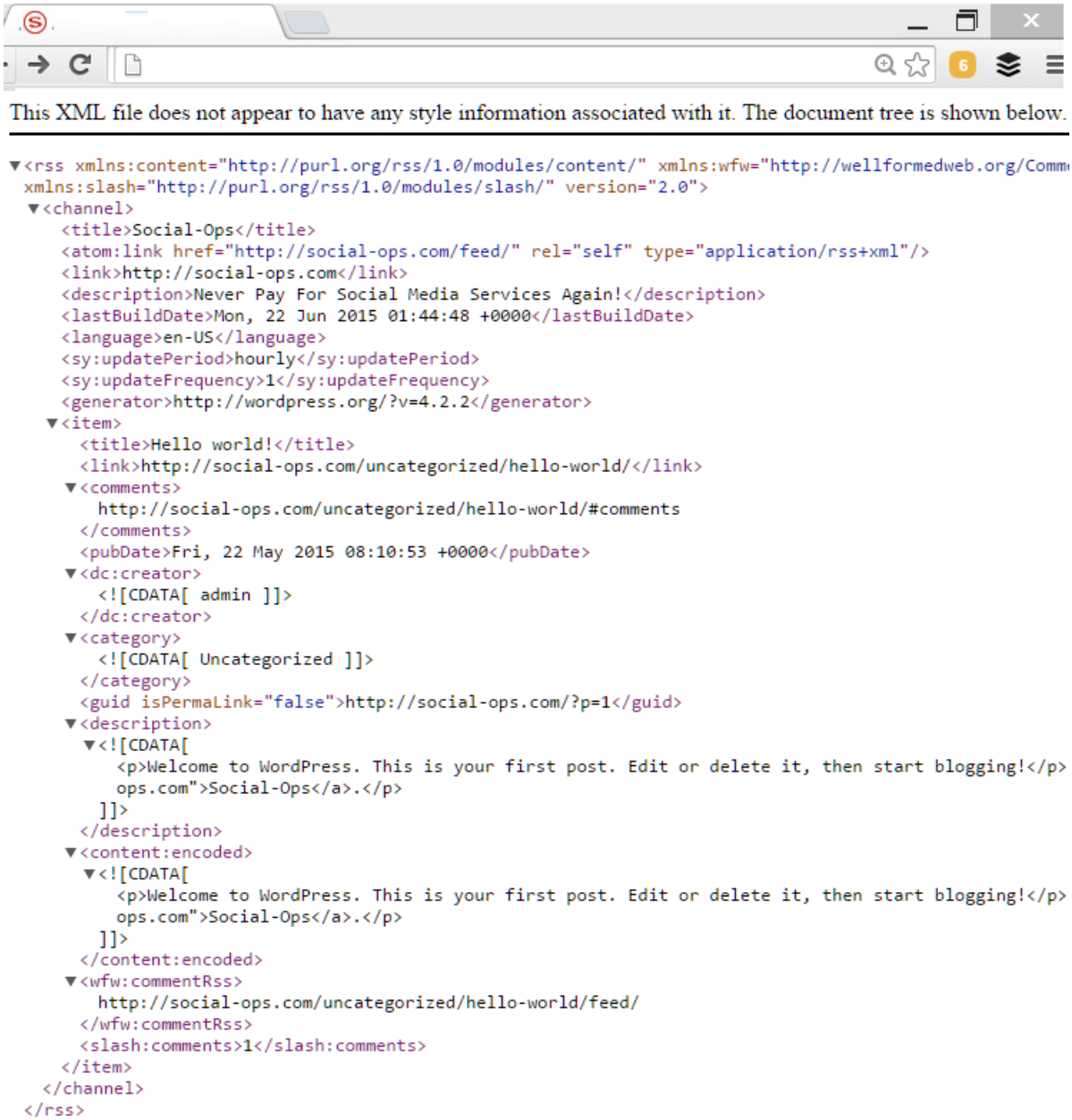


After you select the trigger options from the last page yet another dropdown will appear. Within this drop down you will insert the RSS feed that you would like IFTTT to syndicate.



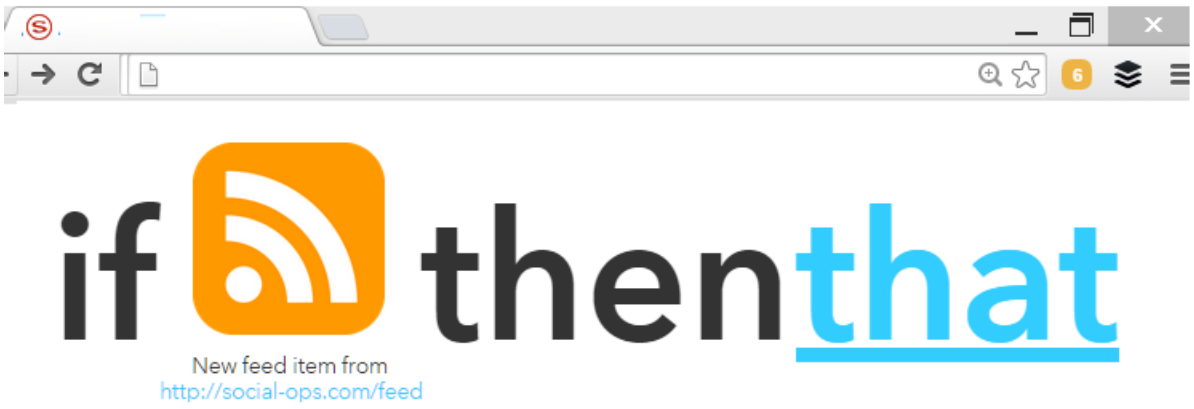
Note: Before inserting the feed into IFTTT check to make sure that you have chosen a working feed. You can throw the feed into your browser to see if it is indeed a working feed. (For an example see the next page)

Most blogs offer an RSS feed. To see if the blog that you interested in has an RSS feed simply place the word "feed" after the blogs url. Here is an example of what a working feed looks like in your browser: www.social-ops.com/feed

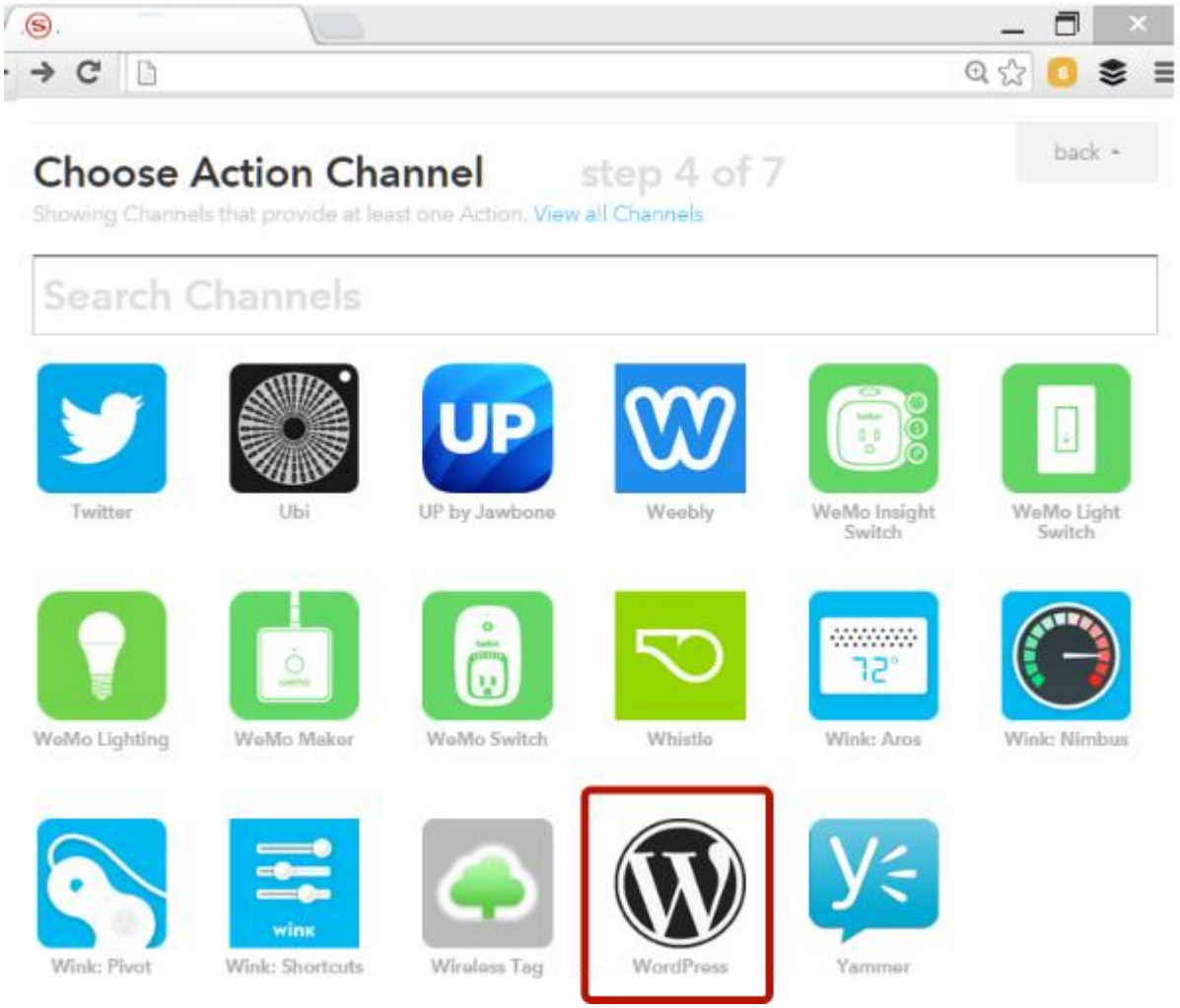


Okay, now back to configuring IFTTT….

Now that you have found a working feed and have inserted it into IFTTT you will be brought to yet another dropdown. In this next dropdown click on the word "That".



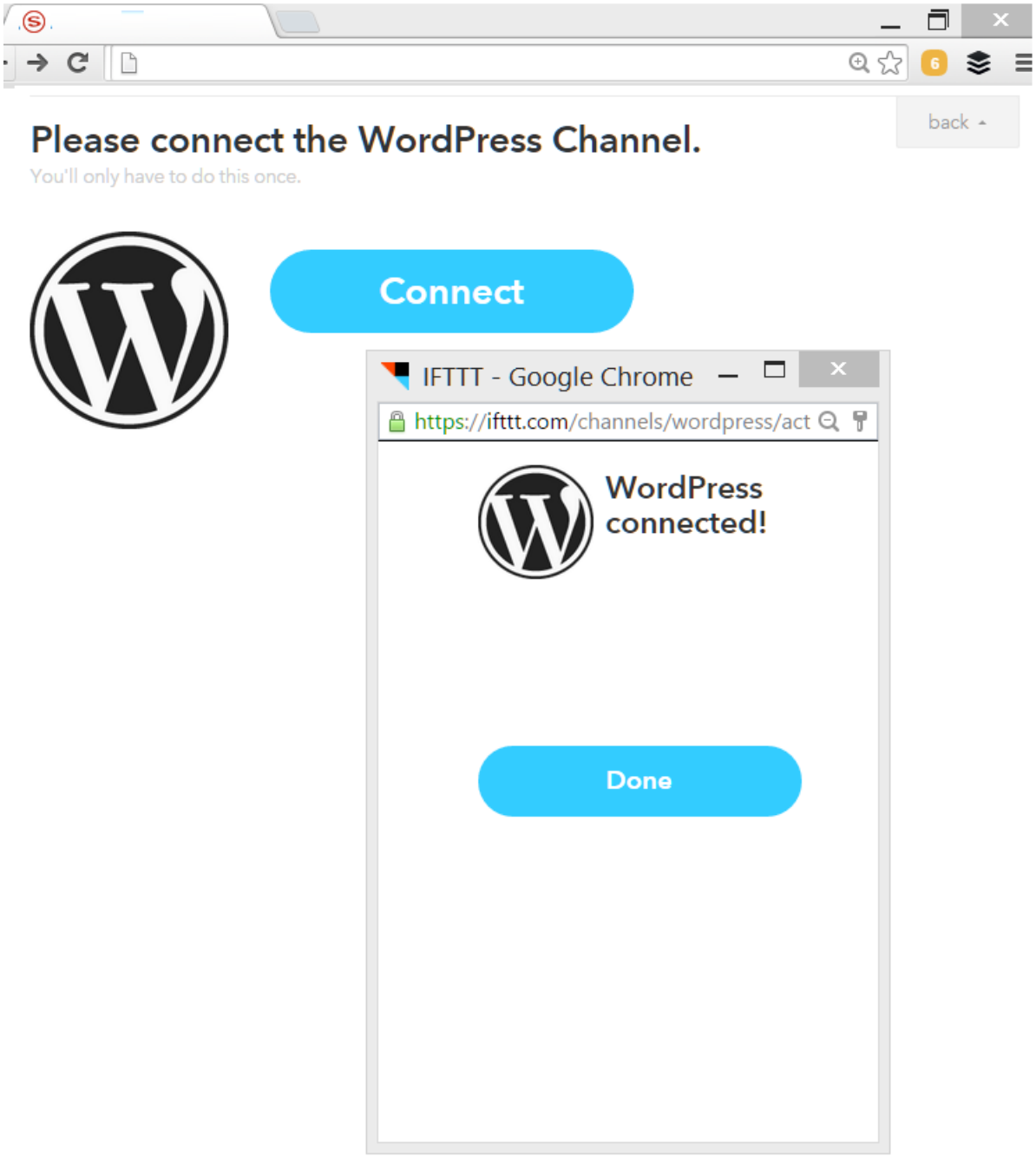
The next dropdown that appears is the action channel. This is where you will choose what action that you would like IFTTT to take every time that the feed is updated by the blog owners. Scroll down to the bottom and click on the WordPress icon.



The next dropdown that appears is where you will connect your WordPress blog to IFTTT. Click on the "Connect" button. Once you click on the connect button a popup will appear. Within this popup you will configure IFTTT to syndicate to your WordPress blog. Paste in the URL, username and password for your WordPress blog.

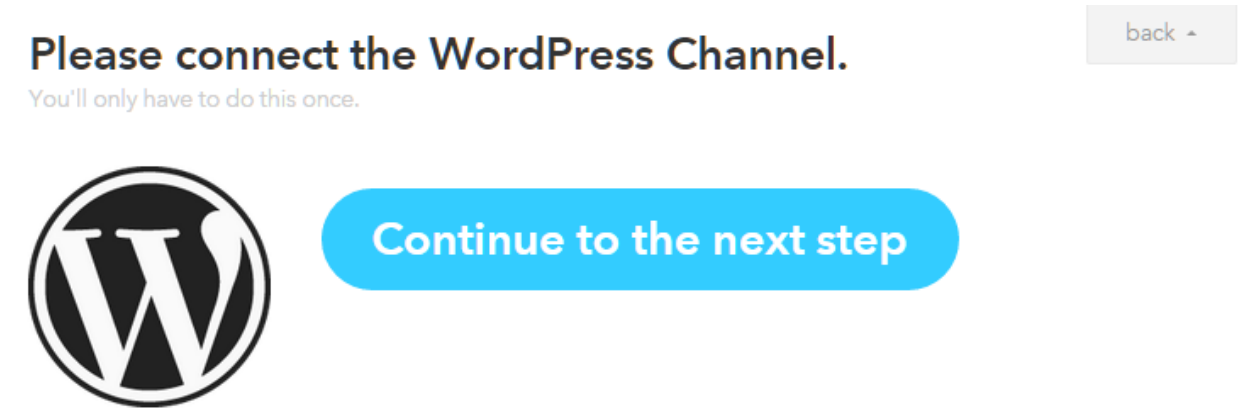


Click "Done" and the popup will automatically close. – Then, click "Connect".



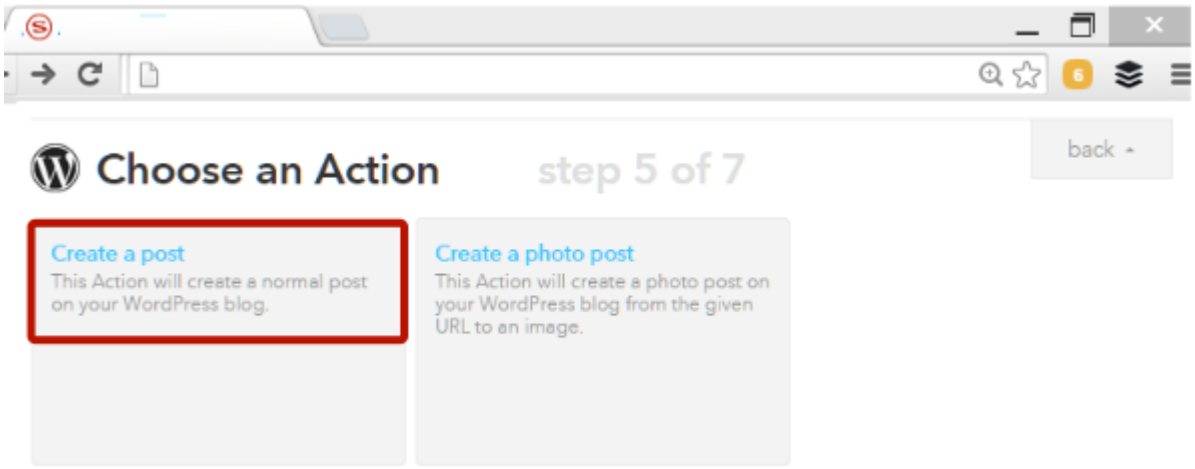
Yet another options page will appear. On this page click "Continue to next step".

Note: You only have to configure your WordPress blog once to connect to IFTTT. Every time after that you will just have to create a new recipe and configure your new feed to syndicate to your WordPress blog.



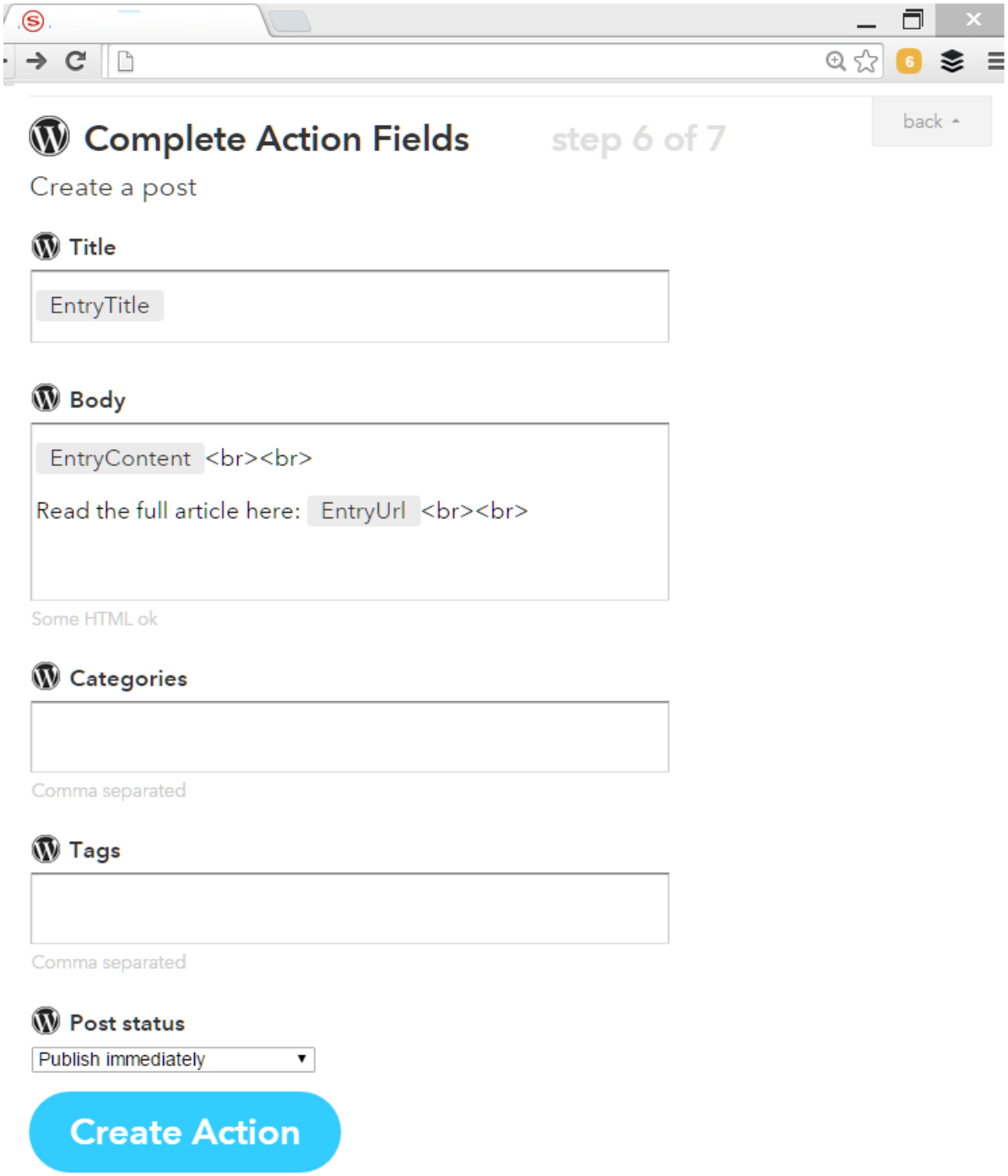
The IFTTT Bridge plugin is now connected.

After you click the Continue to the next step button you will be brought to another page. On this page you will choose what action that you would like IFTTT to take every time that the feed is updated.



In this instance we will choose the "Create a post" option.

The next page that pops up is where you will configure what information will be used in the blog post.



The default settings for the title can remain as they are. We recommend pasting the following code into the body portion of the action fields:

{{EntryContent}}

Read the full article here: {{EntryUrl}}

If you will be using FeedBurners newsletter options (as described on page #37) then it is recommended that you place your businesses name, address and other contact information within the body to look like this:

{{EntryContent}}

Read the full article here: {{EntryUrl}}

Business Name

1 Business Address

2 Business Address

Business Phone

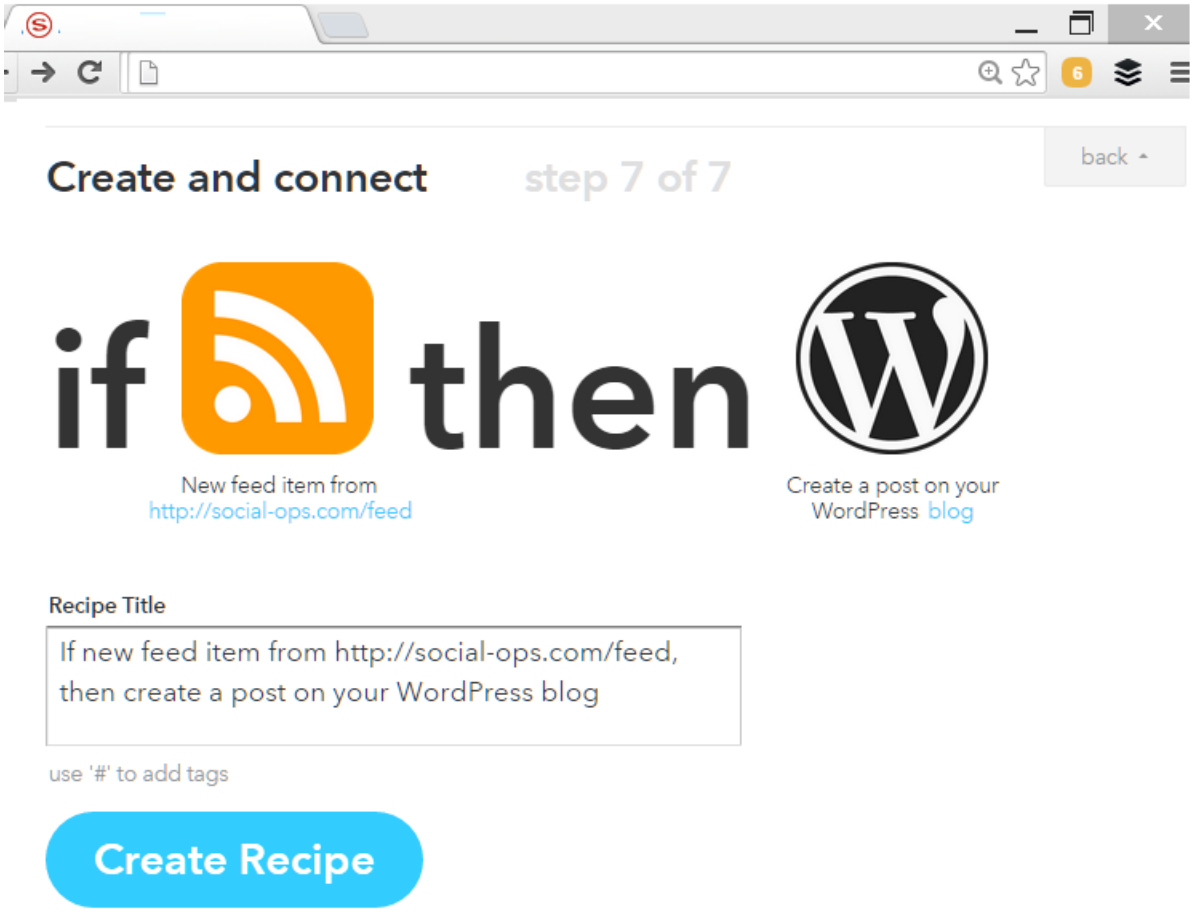
Important: Modifying the code to include your business name and address information will help the emails that FeedBurner sends to have higher in-boxing rates.

Within the action fields option you can also choose the category and tags options. It's up to your personal preference how you want to configure these options.



Once everything is filled out press the "Create Action" button .

The last page that comes up is where you will finalize the process. Press the create recipe button.



That's it! You are now automatically syndicating feeds to your WordPress blog from another blog. – Every time that the blog updates your blog will update too!

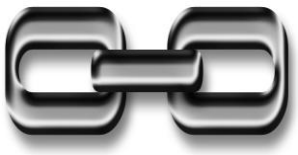
You can syndicate as many feeds that you wish to your WordPress blog. – So have at it!

PING YOUR BLOG POSTS



To insure that your blog post gets indexed by the search engines before the original blog post does we recommend installing the free Pingler plugin. The Pingler plugin can be downloaded here: https://wordpress.org/plugins/pingler-v10

STOP LINK JUICE LEAKS



With this auto-blogging system you will now be losing a lot of link juice (links pointing out of your blog). To stop losing link juice you can install the "No Follow All External Links" plugin: https://wordpress.org/plugins/nofollow-all-external-links

POST EXPIRATOR PLUGIN

Don't want to overload your server with 1000's of old blog posts? Install the free "Post Expirator" plugin. This plugin will delete posts after a set amount of time.

https://wordpress.org/support/view/plugin-reviews/post-expirator

NEWSLETTER SUBSCRIPTION POPUP

Are you looking for a no-cost method to offer website visitors to subscribe to your blog? Install Elegant Subscription Popup. This free plugin will pop up after a few seconds after a web visitor has arrived at your blog and will offer a way for people to subscribe to your blog. https://wordpress.org/plugins/elegant-subscription-popup/

In order for Elegant Subscription Popup to work you have to first activate the email subscription options within FeedBurner. Sign up with FeedBurner using your Gmail account: http://feedburner.google.com



For more extended strategies on how maximize the effectiveness of FeedBurner look for our other strategy guide: "Email Inboxer".

CONCLUSION

The strategies in this guide are not an end-all solution to your blogging needs. For best results it is suggested to use these strategies on blogs that currently have very little activity – to keep them fresh. For your more important blogs manually creating content the old fashioned way will return the best results.

Many people choose to create blogs using this system to keep their blogs updated with the latest industry news for their subscribers. – A powerful auto-blogging and newsletter system!

WANT MORE? SUBSCRIBE NOW.

Want more? Subscribe to us now. When you *subscribe to us* you will receive dozens free guides and the latest in internet marketing strategies delivered right to your inbox. http://social-ops.com