

Twitter & WordPress



How To Generate More Traffic
By Multiplying the Power of
Two Free, Powerhouse Programs

by

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What is Twitter?

Twitter is best described as a micro blogging platform. You are limited to 140 characters each time you do an update, which initially, may seem inconvenient and difficult to do. However, as you become more experienced, it's just amazing what you can fit into 140 characters.

That said, Twitter is much, much more than that. It's like one huge global chat room, but then again, it doesn't have to be. It all depends on how many people you follow on Twitter. If it's in the hundreds or thousands, then your *Tweetstream* will be running fast and furious with everything that's coming in. If you're only following a few people, then things are much easier to keep up with.

The key to effectively using Twitter is to understand that it's a conversation between people. It is about sharing information. It's not a sales platform, although some Internet marketers will disagree.

If all your only intent in using Twitter is to distribute links to your website or your affiliate product, you're already in trouble. Just like a blog or any other Web 2.0 property, you need to supply valuable information and build your reputation first.

Focus first on helping others, then when you occasionally recommend something your followers will be more likely to seriously consider your recommendation. If you just bombard your followers with links and pitches, it won't be long before you don't have any followers.

Much like off line networking, you don't attend your first local Chamber of Commerce meeting for the purposing of lining up business. You attend to meet other business owners, to learn what they do and how their businesses might relate to what you're doing. You offer ideas and suggestions that can help them improve their businesses. You develop relationships first.

Twitter works the same way.

Twitter is also a powerful and convenient way to keep in touch with new developments in your niche. For example, there are Twitter tools that allow you to follow a specific topic.

With all that said, this report isn't solely about Twitter. It's about how to use Twitter in conjunction with WordPress (or any other blogging platform) to improve and leverage your blogging efforts.

Twitter Tools For Your Blog

So, let's take a look at some Twitter tools that can actually make your blogging a little easier and more effective.

For instance, did you know that Twitter has an RSS feed and that you can integrate that feed with your blog?

[Tweet My Blog](#) is a WordPress plug-in that will automatically tweet whenever you update your blog. The tweet links back to your blog, alerting your followers that there's a new post and sending them directly to the post. But that's not all. It also allows you to highlight your latest Tweets on your WordPress blog sidebar. A very cool tool that's 100% free.

A similar plug-in with a few more features is [Twitter Tools](#). This plug-in integrates your WordPress blog and your Twitter account. It allows you to pull your tweets into your blog (as posts and digests) and create new tweets on blog posts and from within WordPress.

There is another tool that will allow you to auto post your blog posts to Twitter called [Twitter Feed](#) which will monitor your blog's RSS feed and post to Twitter when it finds new information on a regularly scheduled basis. It also works with other services such as [Ping.fm](#). This service allows you to post at one place and have it update Twitter along with your other social sites such as Facebook, Friend Feed, et al.

[WP Twitip ID](#) takes the pain out of adding another field to your comment form for users to enter their twitter username to be displayed as a link to follow them via their twitter page. The extra field is added using javascript. This way you can find the people who are commenting on your blog and be able to strengthen the relationship through Twitter conversations too.

Another tool is [Twitter This](#), which allows your readers to share your blog post at twitter. Anyone reading your blog can submit their Twitter ID and password and it will automatically tweet to their account about your post with a link back to that post.

[Tweet Deck](#) is the much more powerful of the two and allows you to search, set up groups and more. It's an Adobe Air desktop application (currently in public beta) that enables users to split their main feed (All Tweets) into topic or group specific columns allowing a broader overview of tweets.

Again, this is not a report about using Twitter, but how you can use Twitter to enhance your blogging efforts. So we aren't going to get into all the various plug-ins and tools that you might use with Twitter.

Using Twitter For Research

Twitter can also be a great research tool for your blog topics. You can use the search at <http://search.twitter.com> to find the latest tweets on any topic you wish.

This is a great way to keep track of new developments in your niche, current hot topics, and big concerns that appear to be rising to the top. Each search has a feed that you can add to your favorite feed reader and automatically see all the new things happening on Twitter for that topic.

It makes coming up with blog post ideas much, much easier. Plus it allows you keep on top of your niche, so you can make comments about the newest developments almost as soon as they take place. This will build your credibility and trustworthiness within your niche faster than you ever imagined possible.

[Tweet Later](#) is another tool that will allow you to monitor your keywords. The cool thing about this tool is that it will email you the results on a schedule that you set. The easiest way to describe it is as Google Alerts for Twitter. (By the way Google Alerts is something else you should be using.)

Now [Tweet Later](#) can do a lot more, such as auto following, allow you to schedule tweets for when you are away and send automatic welcome message for new followers too. But our topic is research and knowing what is happening in your niche makes staying current easier.

Depending on how you like your information delivered, either of these tools can be very helpful for keeping abreast of what is new on Twitter for your topic.

You can use them for...

- Topics you blog about
- Products you own
- Your own name and business name
- Anything else you may need or want to track including your competition

Final Tool And Comments

The final tool that I have found is called [Mr. Tweet](#). Follow [Mr Tweet](#) and you will receive recommendations of people you should be following and he will recommend you to others. This allows you to expand your sphere of influence from their recommendations.

While it will save you time, you should also be finding worthwhile people to follow if you're using Twitter for research and following them as you find them.

Integrate your Twitter into your other social networking by adding it to Facebook, My Blog Log, Friend Feed and any other places that allow it. That is where your real leverage

comes into play. Much the same as using your RSS feed for your blog, it allows you to be updating things at multiple sites with each tweet. Some of those can also be updating Twitter too.

A caveat for getting the most out of Twitter with your blog ... participate in ways other than just automating your blog posts. If you see a good tweet with information that would benefit your followers *retweet* it. Respond and have conversations with others. It's called networking for a reason.

You're building a community or a "tribe" as Seth Godin calls it, on Twitter. People who look to you as a credible resource that delivers information they want and rely on.

How To Set Up A Twitter Account

Setting up on Twitter is easy, but there are a few things you should be aware of when organizing your account.

The first thing to do if you don't have an account is go to Twitter at <http://www.twitter.com>. You'll be asked to either login or register. Since we're assuming you don't have an account, let's go through the registration process.

Registration

The Twitter screen will ask you for your first name and last name. It will then check to make sure you're enter the information correctly, and if you have, a green tick will appear next to the box.

The next box asks a user name. This is where you need to give some thought to how you're going to represent yourself on Twitter. You should remember that you can set up more than one account, but you will need a different email address for each one.

The first account you register should always be in your own name if you can get it. Naturally, common names such as JohnSmith (there are no spaces in usernames) will already be taken. However, it's possible to get variations on your name such as John_Smith, or John_Smith23 or a similar variation. You can only use an underscore in a username. Hyphens are not permitted.

It isn't absolutely critical that you register your own name, but if you can, particularly if your name is an unusual one, I would advise that you do. I'm sure the last thing you want is someone else impersonating you on Twitter, or anywhere else for that matter.

If you wish to register a business name, make sure you use your own name in the sign up process so you are identifiable and connected with the business name you register.

Next is your email address. Email addresses are linked to accounts and you will only be

able to use your email address once. For every account you register, you will need a different email address.

The last thing step is the Captcha letters. Fill them in and click on Create My Account.

After the screen that asks if you want to add any of your friends, you're presented with a short list of people who Twitter asks if you would like to follow. Choose some if you like, but don't feel obligated. Most people prefer to find their own friends on Twitter.

When you click Finish, you'll be taken to your Twitter account. You're logged in and ready to go!

Your Settings

Next, you're going to fill establish your settings. This is very important in Twitter. Your settings access is at the top right of the screen, fourth link from the left.

On this page, you'll notice there are tabs across the top. For the moment, we'll concentrate on the **Account** tab.

The initial information you entered during the sign up process is already listed here. However, you'll want to fill in additional information so people can easily find you on Twitter and also to you make yourself an interesting person to follow.

People will use the information you enter here to make that decision, but much of what is entered is also searchable on Twitter and through various third party applications.

First, you'll want to synchronize the time zone to your own time zone. Next, let's move onto the bio.

Your Bio

You have 160 characters here to “sell” yourself. Take some time with it. Don't simply enter a bunch of keywords. Start your Bio with the words “I am” and then describe yourself. For example:

I am a keen gardener and hiker who also has a passion for the outdoors, internet marketing and affiliate marketing who also loves social media.

Now that description is only 143 characters, so you could still get some more keywords in the bio. No doubt you can see the ones that are there: gardener, hiker, internet marketing, affiliate marketing and social media. Using these terms will bring your name up in search results when people are looking for likeminded individuals to follow.

Balance of Screen

Enter your web site name or blog here if you have one. Make sure you include the http:// prefix to the address.

Your location is next. This is so people can search and find others who live in their area. It's also important if you're chasing rankings on Twitter, since users are ranked by their location.

Protect Updates

This is included if you want to have a private account and you have to approve followers. **NEVER** turn this on if you intend to use Twitter to meet new people. They won't be bothered requesting permission to follow you unless they know you personally.

Save your settings.

Devices

You can enter your mobile phone number here if you want Twitter updates to go to your phone.

Notices

You can have Twitter **nudge** you with a text to your mobile phone if you haven't updated in 24 hours.

The **replies** function determines which tweets you see that are prefixed with the @ symbol. This is how you direct a tweet to a particular individual. There is an excellent help screen explanation on this, so go there before you make your decision.

The rest of the notices are self explanatory. It's worth noting that if you're following someone and they're following you, Direct Messages can be sent that won't appear in the Twitter timeline. They are essentially private messages between two people. If you are an infrequent user of Twitter, it may be worthwhile to switch on **receiving notifications by email** so you can respond. Otherwise leave it off as it will just fill up your mail box with more clutter.

Picture Tab

This is really important. When you open this page you will see the small avatar on the screen which is the default for Twitter. If you want new followers, putting a photo of yourself here is imperative. If you're running the Twitter account for your company or business, then your logo is ideal. But put something here so you can be identified in the Tweetstream by your followers. The graphic is often more important than your name

when people are scanning Tweets.

Design Tab

Here you can change the background of your Twitter page from the default. Twitter provides a number of alternatives that you can select or you can upload your own background. You can also change all the colors if you wish. Again, whatever you do, just change it so you're not running the default. It shows you have taken some time setting up your account.

That's it for the setup. The last thing to do now is to click on Home at the top of the screen and send your first Tweet. Something like, "Hi, I've just joined Twitter and am looking forward to meeting interesting people" is a good first one to send. Just type it in and click the Update button.

Installing WordPress

If you don't have cpanel or Fantastico, you can still install WordPress in a relatively short time (ten minutes if you know what you're doing, twenty minutes if you don't).

Instructions for manually installing a WordPress blog can be found here: [Installing WordPress](#).

If you do have Fantastico, installing WordPress is a breeze. Here's how you do it:

Step #1

Log into the cPanel of your hosting account for the domain you want to install WordPress on. Generally, toward the bottom of the page, you'll find the word/icon for Fantastico Deluxe. Click on it and you'll be taken to the Fantastico control panel.

On the left hand panel you will see a list of blogs (b2evolution, Nucleus, WordPress). Click on WordPress. There's a short description at the top of the page, followed by a **New Installation** option. Click on **New Installation**.

Next you'll be asked if you want to install the WordPress blog on your primary domain or if you want to install it in mydomain.com/blog. If you already have a website up and running, for instance, you might prefer to add your WordPress blog into a subfolder, so you won't impact everything you've already done with the web site.

If you decide you want the mydomain.com/blog - then fill in **blog** in the second box.

Now we enter the section where you'll want to write down your responses. These details are how you'll access the dashboard of your blog. You might want to open a notepad file for convenience.

The admin access entries should be easy to remember, yet difficult for someone else to figure out. For instance, you don't want to use **admin** as the admin name because that's the first word a hacker will try. While very few blogs get hacked, it does happen and it's better to be safe than sorry.

Next, add your admin nickname. This will be the administrator's name and will be visible by your visitors, so you don't want to use your admin name, and you do want to use a name that you want to be identified with you and your blog.

Reminder: take a note of your admin and password details. You'll need these to log into the dashboard of your WordPress blog.

The description box information will be displayed on your blog, so take the time to think about how you want to describe your blog.

Next, press **Install WordPress**.

Step #2

You should be all set to view your blog and/or log into your blog dashboard now. If you set up your WordPress blog as the primary domain, then you simply enter your domain URL into the search engine to see your blog. For example:

<http://www.mydomainname.com>

If you set up your blog as a subfolder on your domain, then you'll enter:

<http://www.mydomainname.com/blog>

To access your dashboard: <http://www.mydomainname.com/wp-login.php>

You'll be required to enter your username and password to gain access. Once inside, you can start modifying WordPress to fit your needs. Add plug-ins. Change themes. Write your first post. Etc.

Additional Resources

[Twitter Traffic Exposed](#)

How you can tap into a volcanic eruption of targeted traffic today to explode your business & cash in big time from twitter ...100% guaranteed!

[Viral Tweets](#)

Claim your free copy of this software that's been used to generate over \$4,000 on Twitter with one tweet.

[The Twitter Report](#)

The Twitter Report reveals closely guarded Twitter marketing secrets, hints, tips, & tricks

to ethically obtain free targeted traffic from Twitter, around the clock, & on complete auto-pilot . .

[WordPress Goldmine](#)

Wordpress Goldmine is the "Silver Bullet" you need to take your online business to the next level of success. In this 127-page guide (plus 17 videos), you'll be empowered with tested and proven to work techniques, methods, and strategies to reel in huge profits quickly and easily.

[WP Affiliate Pro](#)

WP Affiliate Pro can instantly add 1,000's of compelling affiliate links to your blogs without touching a single line of HTML code and without editing your posts. Just imagine how much time this feature alone will save you.