



SOCIAL MEDIA



Praises for Olakitan Wellington on Her Wordpress Teachings

I really love to say a big thank u to u for this big secret u revealed to me for free, u are wonderful ma. I will wait for the next step to follow (as u promised to give me the next directive) thank u mama!

*Olasoji
Lagos*

Hello Ma,

Trust this mail meets you in good health and how is your mother faring? Thank God for the long life she is enjoying.

I write to you this morning to share with you my excitement. I must confess to you that you introduced me to Wordpress (as I had always preferred Joomla over it); and since then it has been a life changing event for me.

At first I was almost reluctant to embrace the new technology and was just wondering why you are bent on me using Wordpress for [bizzexpert](#). It was a new learning path for me, but I tell you it really paid off at the end of the day. I now turn out websites, affordably, in no time - courtesy of Wordpress.

Thanks a bunch and God bless you really good. Regards.

*Oluwashina Aladejubelo
Lagos*

Can such a wonderful person be found in NIGERIA? You're a great mother to many. I have started telling friends about this. And I have started building my own blog site with Wordpress. Thank u so much. Wao I can't wait for the next step. I just want it right away for i am so ready to put them to practice.

Thank u again and again

*Festus Ofegbu
Owerri*

Thanks a million for this. I'm sure it will go a long way to help in having a better understanding of how Wordpress work. Thanks again

Ayo



Hi,

I want to thank you for downloading this short but highly valuable piece of information. .

You have probably decided to read this book because you are about to start an online business and you want to avoid the mistake I'm talking about in this book. Or that you have started, but you're disappointed with your results so far, and you want to know if this mistake is the cause of your problems. Or maybe you're even doing okay, but you know deep down you could be doing much better.

You have probably been looking for someone, anyone, to tell you in simple terms exactly what you need to do to achieve those things that you want. But up until now, you haven't found anyone who has been up to the task. And because of that you're stuck and still searching for solution.

I congratulate you for reading this book because the information in it will reveal the real deal about an important step you need to take in order to succeed online. My only appeal is that you take immediate action to implement the step.

To Your Success!

Olakitan Wellington

<http://www.facebook.com/socialmediawellington>

<http://www.twitter.com/wellington1>

<http://www.olakitanwellington.com>

It has been established without any iota of doubt that Facebook surpasses Google in traffic. It is also a fact that millions of people hang out on different social network platforms every day. This is why so many people believe that all they need to do is have a Facebook profile, tweet hundred times a day, have a LinkedIn profile and they will be all set to make millions of dollars; that they don't need a blog site. *Goofy!*

Quality, targeted traffic is the life-wire of every online business. The fastest and easiest way to drive organic traffic to your business is to synchronize social media sites with your blog. The biggest mistake people (and businesses) make about social media is to ignore using Wordpress to build their websites.



Every business that will survive and thrive in 2013 (and years beyond) must have a web presence i.e. it must be online. When you are bringing your business online, the first thing you need is a website. Different web designers use different types of Content Management Systems to build websites and this is ok. Now, I know a lot of people will be asking 'What the h... is ***Content Management System?***'

Web Content Management Systems

A Content Management System (CMS) is a tool or software application used to create, customize, and manage information. The most widespread

use of CMS today involves the quick creation of powerful websites that do not require a high level of programming knowledge to set up, customize and maintain.

Content Management s help you manage the creation of and updates to web pages on your web site.

Types of CMS

There are various types of **C**ontent **M**anagement **S**ystem but the most popular three are: WordPress, Joomla, and Drupal (work with them in that order.) Although the three content management systems are free, nonetheless, they are very powerful.

Of the three aforementioned CM Systems, Wordpress is the most influential online publishing platform. Let me ask you a question: *Are you serious about making an income online and not just playing around?* Then by all means, choose Wordpress for your blog and websites; and do it immediately.

WHY WORDPRESS?

Wordpress beautifully connects to Google.com and social media sites like Twitter and Facebook making even the beginner capable of competing with other more experienced business owners online. This is your key to organic traffic and being on Google's front page quickly!

WordPress is diverse, easy to use, has amazing extensibility and connects you to all major search engines and social media connections in seconds.



Even the most technologically challenged persons can maintain their website updates with this software. If you can type an email or use Microsoft Word, you can create pages and posts with WordPress. This is important because in today's online world, a totally static website (one that rarely changes) will sit at the bottom of the barrel when it comes to search engine placement. Search engines today value fresh content very highly and you should strive to be continually adding new information to your website.

Without the ability to do this yourself, you are going to incur a very hefty bill from your web designer every month. Using WordPress will keep the monthly operating costs of your website down and improve your return on investment. You may still engage your designer to freshen up the look of your site now and again but that will only be on a periodic basis as needed; plus you will have a choice.

Search engine friendly.



For certain reasons, search engines love the WordPress platform. Time and time again they outperform any other CMS or static HTML websites in the search engines. I suspect this is because of the nature of the software, with the likelihood of new content added regularly, as well as the fact that SEO is both built in and added through plugins. With WordPress it is possible to very easily include advanced SEO for every single page and post within the site without having to know any HTML.

WHO USES WORDPRESS?

It will interest you to know that most influential people and companies all over the world are using Wordpress for their websites. Examples include:

1. Oprah: owner of www.oprah.com and host of the multi-award-winning 'Oprah Winfrey Talk Show'; She has been ranked the richest African-American of the 20th century



2. eBay: the largest shopping cart system in the world



3. The Whitehouse: the seat of American power



4. Adobe: an American multinational computer software company



5. Macy: referred to as the world's largest store



..... the list goes on.

The most exciting thing about running a WordPress site is that it enables you to explore the flexibility of the software platform. Hundreds of plugins and themes are available to let you create a site that functions the way you need it to.

What are Plugins?



Plugins are like attachments that allow you to do things quickly which might have otherwise taken a long time. With just a plugin, Wordpress could give you backlink and smartlink abilities and this will help you prevent you paying huge amounts of money to someone else from your operating budget. The plugin takes just a second to install and does all the work behind the scenes for you.



Another big mistake people make is allowing their web designers and web masters to convince them not to build their websites with Wordpress. The cold hard fact is that these guys discourage you because they don't know how to custom code WordPress. They are not even willing to learn how to custom code Wordpress because they believe that this will reduce their income. They know that they won't be able to make hundreds of thousands on web design any longer; and they are really upset that the pay they have become accustomed to is changing! It is cheaper, easier and more sensible for you to build your website with Wordpress, no matter your kind of business.

My advice is this: ***don't allow yourself to be fooled! Don't let your web designers deny you of the benefits of Wordpress just because they don't want to***

adapt – it is only those who adapt that survive. Get your website into Wordpress NOW or you'll regret it very, very soon.

Now that you know how to not make this big mistake, you are a statistic that has been saved.

If you enjoyed this special report can you do me a favor?

I want to get this message out and do my best to help as many people as possible. Can you send this link to anyone you know who is running a business and wants to market the business successfully online? It will be useful for even a newbie who is just starting a business. <http://www.olakitanwellington.com>

Can you help them to not sink? I'd be so grateful and I'm sure they will be as well by the time they are done reading this report.

If you are really passionate about sending the out the warning so that people stop making this dreadful mistake, feel free to post this link on **Twitter**, **Facebook** and anywhere else you think people might listen.

I look forward to hearing your results and sharing your testimonies
😊

Olakitan Wellington

<http://www.facebook.com/socialmediawellington>

<http://www.twitter.com/wellington1>

<http://www.olakitanwellington.com>