a **Report**
for new internet users

Showing you how to...

Build an advanced WebSite with Free tools

In double-quick Time !

© John Ridgway

JOOMLA!™

the..... Open Source Content Management System

**How anyone with no experience
can build a Sophisticated FREE...
Website with**

jOOMLA!™

Content**M**anagement**S**ystem

**Sponsored by
John Delavera
TurboMembership.com**

**A Special Report Written by
John Ridgway
UseJoomla.com**

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John A Ridgway © 2007
Grand Mistral Ltd ®
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Congratulations !

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Please read the terms below and **CLICK HERE** TO REGISTER YOUR LICENCE in order to receive the sales letter you need for reselling the report to your customers.

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Your license is subject to the following terms:

1. You don't own copyright to this report.

2. Suggested Retail Price for this report: $27.00. You are not forced to comply with the "Suggested Retail Price" (SRP), however we set a standard selling price and kindly ask you to adopt this price (or more). This helps to maintain the value of this report for the benefit of all customers.

3. You can sell this report with resale rights to your customers under the conditions described in your license. Your customers have the same rights as yours. However, you must NOT distribute the sales page of this report. The sales page must be distributed only when resellers register their license by using the link below.
Read on.

4. You CANNOT give away the report and/or the sales letter and/or images.

5. You CANNOT sell the report in auction sites, like eBay.com®, etc.

6. You CAN add the report to a PAID membership site, but again: DO NOT DELIVER the sales page. ALL RESELLERS need to register their license first. Deliver ONLY this PDF file.

7. You CAN add the report as a Bonus to any product of YOURS. A product for which you acquired any kind of resale or private label rights is not considered as "your" product.

8. You may offer an affiliate program for the report if you wish.

9. You CANNOT package the report with any other product/s. Here is the difference between "offering a product as a Bonus" and "packaging" the product: You offer the product as a Bonus to a product of yours. Customers pay for your product and also get the Bonus. In packages, you offer a collection and sell everything for 1 price. Thus, you cannot add the report to "package collections."

10. You may not change or edit the sales letter of the report.

11. You may NOT market the report in any immoral, illegal or unethical manner, including sending UCE unsolicited commercial email, also known as SPAM.

12. You must setup the report on your own server for processing the orders and delivering it to your customers.

13. The BONUS Report accompanying this Report (The Logic of Joomla ! Exposed) ==cannot be distributed separately, It MUST remain part of this Report as a bundle==.

You can report all abuses to abuse@grandmistral.com

If you are unsure of any of the above, then **DO NOT ASSUME ANYTHING**

Email the [HelpDesk](#) for support

How to Register Your License

You will need to register your license for creating a membership with the members' area for all resellers. Through the members' area you will be able to download the sales page of this report and also watch the videos mentioned throughout the report. Your customers need to register their license so they can also watch the videos online through the members' area too.

You will also stay informed about all updates regarding this report since **Joomla!** is an ever-growing software, thus this report will be updated too with all the hot trends on how to use this powerful system.

And Receive the Sales Letter

Please click here and fill in the form you will find online

John Delavera

John Delavera, is the inventor of a collection of the online business tools and the Founder of the TurboMembership which provides an online business system to its members.

Members are given the ideas, software, scripts and tools and an opportunity as an affiliate to promote the collection of turbo products for 95% commission. | video |

You can check out the details and Modules of the membership by clicking here.

Please be patient, the updated sales page actually consists of 81 pages of material, explaining the total benefits of the included 17 Modules of the membership.

John over delivers so much that it takes 81 pages to tell you what Turbo Membership is all about.

Table of Contents

Thank you for purchasing this Report

This report has been written for *new entrants* to the Internet. It is designed to get someone going in *as little time as possible* with a website whose technology will give them a huge advantage in growing that site, using advanced tools usually only available at a great cost. Special attention has been given to *provide explanations (written and Video) at a beginner's level,* yet a user experienced in web technologies, but having no exposure to Content Management Systems will benefit greatly. Very importantly, this guide does not tell you how to assemble and tighten every nut and bolt (the Joomla! site help files do that), rather it's an expose of the installation techniques, the cream of the third-party extensions (saving literally hundreds of hours of trial and error) and the necessary work flow.

By the time you have finished this report you will have a Dynamic, fully-featured site with great potential. By using your support site resources, and some diligent, regular work, along with good product(s) you will realize that potential, and go on to duplicate it as many times as you like across the web.

As an option for people who wish to get going faster and learn about Joomla! as they *market* their working site, I have provided a link in Section **16. Where to go from here?** to several *very attractive offers*. Remember that your site design and installation initially makes you *absolutely no money*, so your aim here should be to spend the least amount of time before being able to *sell* your service or product.

This report relates to Joomla! version 1.0.12 and any later version releases in the 1.0.x series along with extensions specifically developed to work with this series. Any hosted server references relate to Unix-type servers with cPanel control panels.

~ March 2007 ~

1. Introduction

"A Guide for new Entrants to the Internet; How to easily get a sophisticated website going in very little time with very little money, even if you have no knowledge about the process"

I have been building and maintaining websites for 10 years now and during this time there's been a rush now turning into a veritable flood of new entrants onto the Internet hoping to build a business and change their work and lifestyle.

So many of these new people have no knowledge whatsoever of html, server installations, and are bewildered by even just the basic terminologies.

And fortunately, they just don't need to know, or waste time learning how it is all constructed, they just have to drive it... with a little bit of help.

If YOU are one of these people, my goal here is to provide a simple, to-the-point guide for you to quickly follow both written and in Videos, so you can put all your ability and energy into providing your visitors with what they need, and promote your site... So let's get started !

One of the key facets of a successful site is content (information) and a very smart thing to do is to built a CMS (Content Management System) website *right from the start..*

A CMS is a Software Program which not only manages your website, but is specially designed to manage large amounts of content. Thousands of pages can be easily created, categorized, and uniformly displayed, inviting user participation. A CMS is absolutely necessary for any website of more than a few pages.

But here's the situation for many new entrants

Static pages are a big mistake...
Trying to provide a lot of content with individually-created pages, (even with the help of programs like Dreamweaver) will likely drive you *crazy*...
Added to that, you will need a host of side programs which will have to be tracked down, tested for compatibility, you'll have to get your head round every different programmer's quirky coding style, you'll have to deal with numerous databases, administration panels and sets of passwords.

You must have plenty of Content
Search engines like Google love good content and plenty of it. If you have a great idea for a niche, one of the MOST important things you'll need to do to

get right up in the rankings (and bring an unbelievable ton of Free focused traffic) is to provide plenty of (relevant) content. Without smart handling of content, AND with static pages, the nightmare will slowly unfold in front of your eyes.

Community Building
Right after static pages and content comes a critical need to interact with your visitors. You must be able to separate your site into parts for visitors and for registered users. Go further and extend this grouping to a membership site where you can charge for services.

Everything in one package
Even once you realize the effects of the above points, you are then presented with literally scores of recommended programs to use. They're a nightmare to download, install, assess and then dump. And every reviewer will either love or hate them, to your eventual frustration and confusion.

Now let a smile creep over your face because I've been working with CMS systems for more than 5 years, and I have done all the hard work for you.

You want :
- A dynamic website (pages are only created as the visitor needs them)
- The ability to create new content (pages) with a few simple clicks.
- Added options to easily extend your website into membership sites and many other customized businesses.
- Be guided by this report and Videos in setting all this up on your server.

Enter...   **Joomla™ CMS**

This is an Open Source program, (yes that's right, it's FREE!) and it is so good that it recently won the "2006 Open Source Content Management System Award" (November 2006) . And there's a huge bonus : the Joomla! community is very active, and as at the time of this report (March 2007) more than **1400** different extra addons (most are FREE !) have been produced - Joomla! calls them **extensions**..

www.Joomla.org

2. The Bonus

Joomla! along with access to these **1400+ extensions** offers you the ability to build and operate almost any type of website you can think of. For example:

- Personal sites
- Corporate sites
- Small business
- Community sites
- Consumer protection
- Charity sites
- Clubs
- Shops
- Membership sites
- Car/property sales
- A booking system for a hotel

The list is almost endless. Many of the extensions are GPL (Free).

3. Your Site Building program

I am now going to show you:

- How to install Joomla!, including a very quick run-down on getting a domain name and web server account.

- Then we'll have a quick look at the important items that the standard install of Joomla! will give you before any extra extensions are considered. This will give you an introduction in getting to know the base tools.

- Now it really gets interesting, because I will list the extensions **you cannot do without.** Amongst many other things, these will help your site to rise in the Search Engine rankings AND succeed quickly, if you follow a simple daily guide.

- Then I will list other extension options suitable for consideration for *specialist niche websites* - membership management, recipe site, car/house sales etc., (some of these are not GPL, that is they cost money, but usually the price is usually very reasonable)

- I will provide you with a step-by-step guide to promote your website, so you get sustainable, long-term rises in your rankings.
  If you follow my guide, with a minimum of at least one hour a day, you cannot fail to end up in a high position in Search Engine rankings...

- Then, there's an example of a time schedule in getting a sophisticated website up to speed. You can learn the easy way... from someone else !

- VERY importantly, I remind you that you need to register your master resale rights license by getting the codes you need to access the members' area of the master resellers. You will need those codes in order to access that members' area and watch the videos, download them and also download the sales page of this report.

You can find the link to register with the members' area on Page 5

AND remember... If you still find the technologies confusing, go and:

Order an Installation and setup for a very reasonable price, so you can *get going building your business without delay*. (also see section 17)

4. Installing Joomla

First a very quick rundown to getting a web server account and registering a domain name.

Web Server Account:
Here's two account recommendations from a number of Server Hosts that I use.

Here's a Great Hosting Deal - Host sites in a number of *separate* cpanel accounts for a very reasonable price (choose "Budget Plans"). A good option to start, but not meant for high traffic sites. A super price for what you get (starting at $6.95 a month at the time of writing). In this particular case, "cheap" has meant good. (includes Fantastico)

Another Good Hosting Package - This is one giant cpanel account for a much busier site. (includes Fantastico)

If you don't use these links or already have a server account, it will be very helpful to you for your server to be based on cPanel (Your server control panel) which will usually have Fantastico installed as a feature. cPanel and Fantastico will make things *much easier for you.*

Domain name:

If you don't yet have a Web Server organized, do that first, as you need your DNS addresses to point your domain name at.

There are a number of "best price" companies to use to get a domain name, I use this Company and I am happy with them. When you register a name, have those web server DNS (web address) names handy and fill that part in as you register or right after. Your welcome email from your hosting company will include the DNS addresses.

Installation of Joomla!

No matter which method you use to install Joomla! remember to only download the latest version of the 1.0.x series - currently v. 1.0.12 . (March 2007)   Right now, version 1.5 is a pre-release version, and many current extensions need to be changed to work with it.

Now there are basically TWO processes or steps to the installation. The first option (Fantastico) *combines* these. The other options do not. The two steps are:
1/ Upload the files to your web space using one of the non-Fantastico methods: either the Joomla! Desktop Installer, or the manual install (both detailed below after the Fantastico instructions)
2/ Configure the program, (referred to as the standard Joomla! install) which uses an easy step-by-step process built into the files you uploaded. To do this you must have already created a MySql database, and have the following ready:

> - database name
> - database user name
> - database user password

Here's a video that shows you how to **Create a MySql Database** on a Unix cPanel installation, just use your codes and click on the link titled "**(I-4-2) Setup Database**"

Remember ! - don't do this if you are going to use Fantastico !

Method 1 - The Easiest way...

to install Joomla! is with Fantastico on cPanel (see notes on getting a web server account at the start of section 4). If you don't already have a server account, just use the links I've given you, when your account is ready, go to the main panel, choose Fantastico and progress through the installation. The following picture shows the main information required. Ensure Fantastico is installing version 1.0.12 or later in the 1.0 series.

Fantastico Installation of Joomla!

To watch the whole process above, use your codes and click on the link titled "**(I-1) Fantastico**"

Method 2 - The next easiest way...

is the installer package that runs from your desktop that one of the Joomla! community developers has provided:
Download Joomla! Desktop Installer here
Joomla! is compiled into the installer, and prompts you for details as you proceed. There's also a link on the download page for installation assistance.
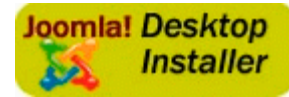
Here's a shot of what you'll be asked for at installation time
(If you don't have this information, look at your welcome email from your web host or ask them)

Here's a vote for The DesktopInstaller
(he would have been doubly happy if he'd used Fantastico !)

To watch the whole process above, use your codes and click on the link titled "**(I-2) Desktop Installer**"

Method 3 - An option to the above method...

The same people that provide the installer utility above also provide a utility that runs on your server. As this requires a certain amount of knowledge, it is not recommended for an inexperienced user.

You can investigate and download it here: JoomlaStart (You must register first and then go to the downloads section) Pay careful attention to the instructions before you proceed.

Method 4 - Now a method of Installation to use only if you have a reasonable understanding...

of how a server works (permissions etc.) **FTP** (you have an FTP client installed on your computer and know how to use it), or have a server account running cPanel. There are two main steps : 1/ Upload, 2/ Configure.

You can download the latest version in the 1.0.x series from http://www.joomla.org and upload it to your site and then use the Joomla! installer. (To do this you have to know how to create a mysql database first). both of these processes are explained in videos below:

Here's the video that shows you how to upload your Joomla! package (via a cPanel control panel) , just use your codes and click on the link titled "**(I-4-1) Manual Upload**".

Here's the link *again* to show you how to create a MySql database on a Unix cpanel installation, just use your codes and click on the link titled "**(I-4-2) Setup Database**".

And here's the video that shows you how to use the Standard Joomla Installer within the package, just use your codes and click on the link titled "**(I-4-3) Joomla Installer**"

And here's the link to the help files at the Joomla! site for doing also this http://help.joomla.org/content/category/15/99/132/ - use the "Browser Installation" link

N.B. : Once you've uploaded the package, unzipped it and gone through the install, don't forget to delete the zipped package off your server, it will just take unnecessary space otherwise (you could do it at the same time as you delete the installation directory)

However, if you are going to use this method, you may want to consider the **ecommerce package** called Virtuemart which already has Joomla! included. You can [download it here](): again get only the latest version in the 1.0.x series marked "Ecommerce Edition"

Note that everything is the same as described at the start of this method (Method 4), except the file to upload is different. Do not use the package from the Joomla! site, instead get the Ecommerce package from the VirtueMart site !

Here's a quick rundown of the main points of the Virtuemart addon :

- Installs with sample data which makes it an easy guide for you to enter your own products (just change the wording and pictures)

- Fast to get running: Enter company data, edit the configuration, some products, your paypal ID, and for digital products you are ready to go.

- For non-digital products most of the usual requirements are supported - shipping, payment methods, multi-level pricing..., the only extra things I've wanted it to be able to do is to switch currencies site wide (you can nominate your currency, but only one!, this feature is ready and coming in a future version) and run affiliates (also coming), as of March 2007.

- The extension in this customized form gives you a number of tools to display your products on the Home page of your site, as well as menu positions: product of the day, latest products, menu scroller of products, and much more.

- There are other ecommerce addons for Joomla, none of them (including Virtuemart) are a total solution, but I have found Virtuemart to be very good, and setup here is painless. If you want currency switching and affiliate control now, you could look at [ECJoomCommerce](), it is integrated with Joomla! 1.0.11, but it's much more complex than VirtueMart, and misses the significant number of bug fixes of Joomla! 1.0.12. (as at March 2007)

- **If you have plans to sell ANYTHING on your site, I recommend you download this package.** You can always uninstall the VirtueMart extension later if you find your plans have changed and you have never used it.

- Again ! - To install the VirtueMart Ecommerce Edition, use the same method as the base Joomla! package (Method 4 above) : http://help.joomla.org/content/category/15/99/132/ - use the "Browser Installation" link

N.B. : You can ALSO leave this package and just go ahead and use the **easiest/easier** Joomla! package installers and add VirtueMart later. It's in the list further-down of the "must-have's".

Setup a Local Server

Additionally here's a help page which includes also setting up a server environment on your local windows machine to run a copy of Joomla! (the instructions are for Joomla! 1.5, so a few things may be a little different) :

http://dev.joomla.org/content/view/2013/93/ - if you are a reasonably experienced user, this allows you to do the following:

- Set up and create content in the initial stages of your site at a much faster pace if you are on a slow internet connection (initially you will then zip up your local site with all the added extensions, upload it, create a database, export your database and overwrite the remote copy, and just edit one file to get it working. But this is not applicable to a remote site that is live and getting visitors)
- Or give you an environment to install new extensions and evaluate them (also test for conflicts), remembering that the server environment will not be the same as your remote server, so this testing should be used as an indication only.

Once you have your *local* server *set up*, you could use JoomlaDesktop Installer Utility to install Joomla! onto it (your *local* server !)

Just follow the same Joomla! Desktop Installer Video, but choose the option "**Install to this Machine**" and make sure that you can use the local webserver utility to set up a database, then keep the database name, MySql password, and MySql user name handy. (N.B. - you must have installed the server environment already and have it running)

Use your codes and click here to see the Desktop Installer video "**(I-4-3) Joomla Installer**" *again* which demonstrates installing to your remote web server, in this case change what the video shows by choosing the:
   "**Install to this Machine**" option.

Further Notes

When using the various installers, if you get an option for installing sample data, you should make sure this happens as some of the sample data is exactly what you need, and the rest can be renamed and replaced as you add your own content. The Videos you will watch will often refer to this sample data.

Important:

! Make sure whenever you are asked to define a login and/or password, you *write* them down. If you get this wrong, it will needlessly complicate things for you.

! NOW ! you should have a domain name active and pointing to your server space, and Joomla! installed via one of the above options !

Congratulations ! This is your first step finished ! Your home page will now be the install package's default template. This can be changed later in our template section.

Log into the administrator panel with the password you nominated and have a good look around and start getting familiar.

The link structure depending on whether you installed into the main html directory, or a sub-directory "/?/" of it is :
http://www.yoursite.com/?/administrator (remove ?/ if in the root html)

5. Extensions Explained
(see **Section 9** for more information)

By now you will have heard the word "extensions" a number of times, but perhaps for some people it is a little confusing... so, read on...

> **Extensions = (add-ons, extras)**
>
> **Extensions add to the ability of Joomla!**
>
> **Many parts of Joomla! are modular, they can be added and removed.**

- Think of Joomla! as a great Content Management System with mostly all the basic necessary services and abilities.

- To start with, the base install of Joomla! that you build your site from has many of its features built in as addons (extensions) and so anything not needed for the running of the core product can be uninstalled by you if you want. (you can turn them off, so they are still there to use one day, or you can remove them entirely)

- The community, then, has made many more "extras" available for particular features you may require for your site
  (language translation, to do lists, ecommerce etc. - the list is huge !)

- These extensions are not included in the base installation for a very good reason. Not everyone will use them, and the base install would become unnecessarily large.

- So !, the great thing about Joomla! is that you can *choose* the extra things that you want and easily install them yourself.

Important! – Extensions will be the life-blood of your Joomla! installation.

As the Joomla! project develops further, you will need help to sift out the ones that will add the best value to your site, without having to experiment and risk breaking your site. Our newsletter includes extension reviews.

<u>Click here and Subscribe to our Newsletter now</u>

Name: [   ]
Email: [   ]
            [Submit]

You can unsubscribe any time. Your address will not be shared. We hate spam too.

6. Understanding the more Important features Joomla! gives you

Here's some of the *main* features of Joomla! that you will now find in the *default* installation, with a brief description of what they do. You will discover the details of many of them as you progress through the report AND the videos AND the support site instructional sections:

- Being dynamic Joomla! "constructs" a page when the visitor requests it. The layout (design) gets taken from a "master" page, the *template*, and your content comes from a *database.*
  So, it is important to realize that you do not have a server where all your pages lie waiting for a request to be served up to a visitor. This would be onerous, inefficient and as stated, very difficult to maintain when time has gone by and you have added lots and lots of information to your site.

- Another very important principle to understand is the way you *create* and *store* and *present* your content :

  Joomla! lets you create a storage "flow" of articles and information (content). You organize sections, place categories within those sections, and then articles (items) within those categories.

  section > category > item

  - Let's look at an example :

  Your site is all about "Dogs". Let's create a section called "Dog Care". We then might give an introduction for that section. Now we go on and create several categories. We'll call one - "Grooming" and another "Healthy Diet", and also give an introduction for each. Now we can write several items (each a page of articles, stories, pieces of news) for each of the categories.

  - Let's now look at the flow for a visitor.

  They come to your home page, choose "Dog Care" as a menu option. They are now looking at the Section page with an introduction, and there are two Category links. When they click on a Category link they will be taken to a page with a Category introduction, and a list of titles of clickable items (articles) by title that you've written.
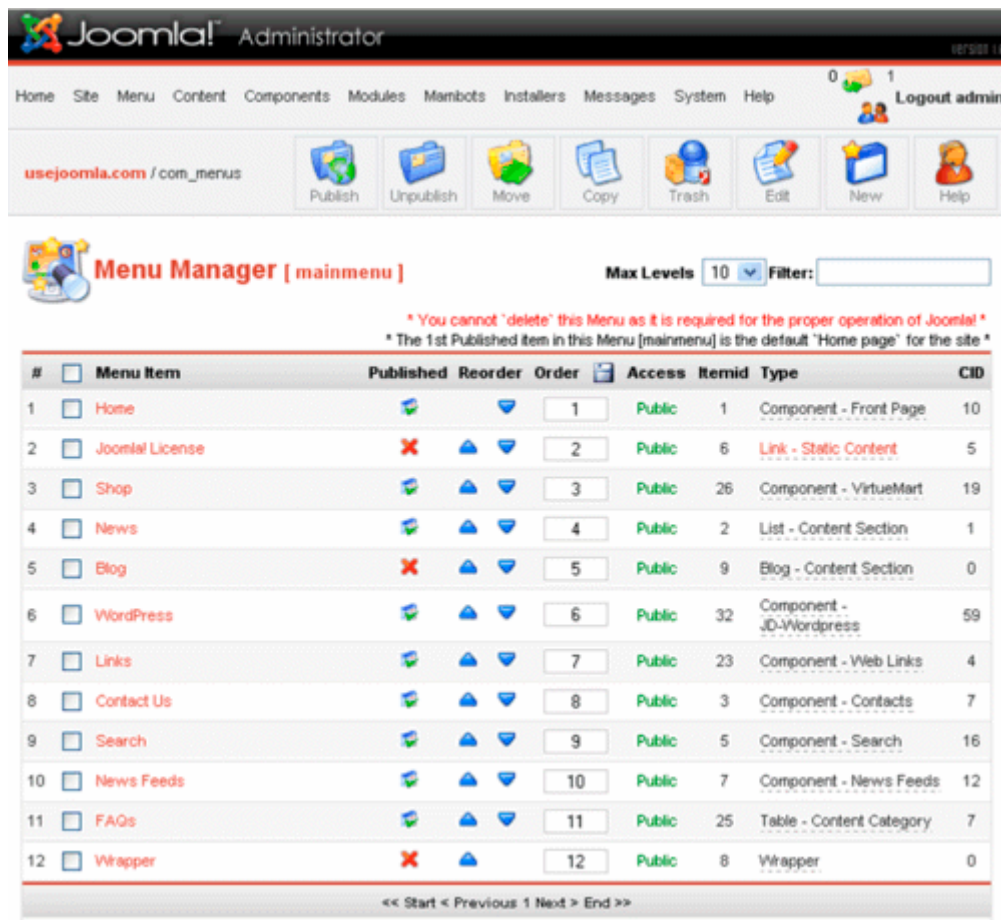
  - It's important to understand this "flow"

  It's logical and enables the presentation of hundreds and thousands of articles (information) in a way that can be easily followed.

- Modules : are blocks of information that you can assign to positions within your template. Modules contain things like menus, polls, login forms and many other of the site's abilities and functions.

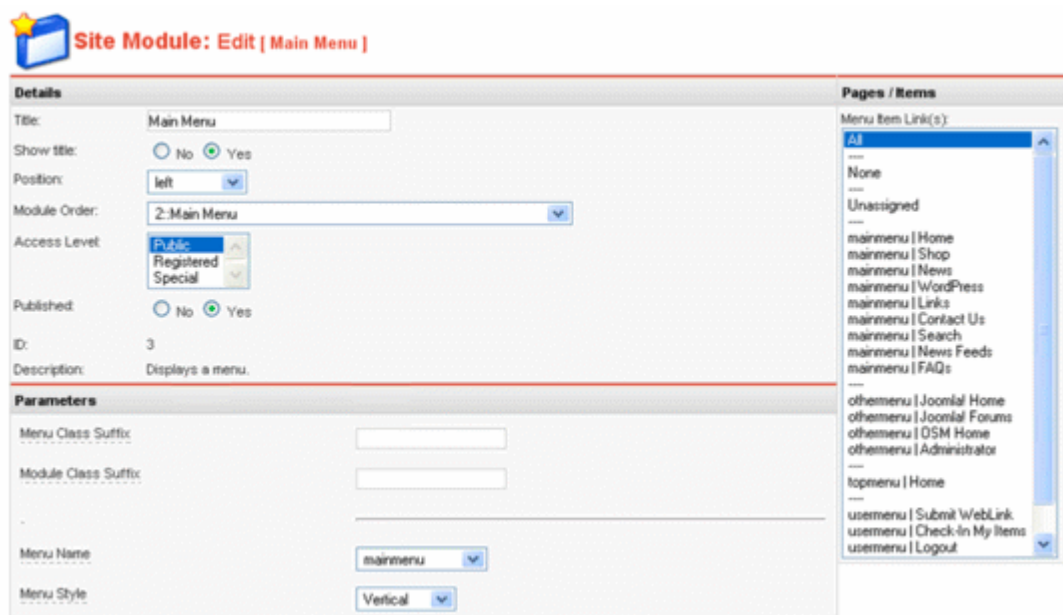- You easily construct menus, and assign them through modules to positions on your site.

The Menu Manager where you create a Menu
(this is the "mainmenu")
and "link" to Joomla! features

A part of your Joomla! Administrator panel where you assign that menu above to a position on your site, decide which pages it should appear on, and a number of other parameters.
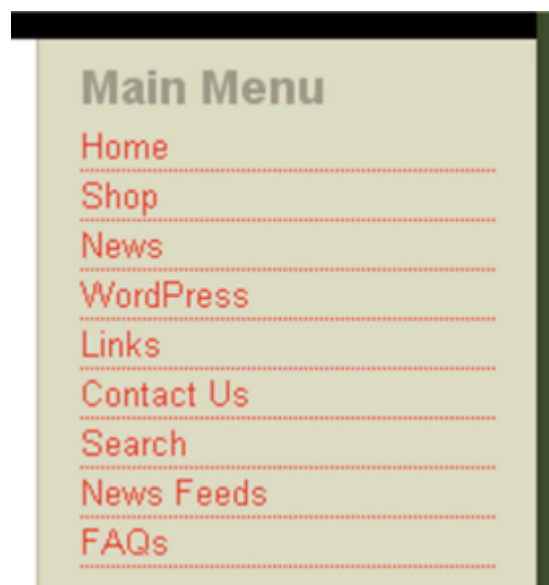
And here's the end result !

- Sectionalizing the "look" of your site. If you have a main niche topic like "dogs", you create website *sections* (as discussed) for your niche, in order to target different sets of keywords specifically for Search Engines like Google. You can easily assign each section within your site a different appearance. The most practical way is to keep your layout the same but alter a particular shade of color. Thus when choosing the section "dog care" or "dog training" or "dog breeding", the shade may assist the visitor's navigation. You could change your header graphic also at the same time. Here's a quick view of an easy way to do this... Your support site will tell you more.
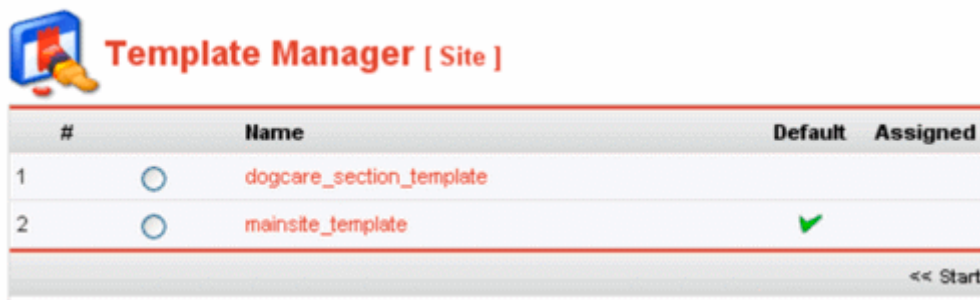
Once you understand templates, you will see that you make one template control the appearance of your whole site...
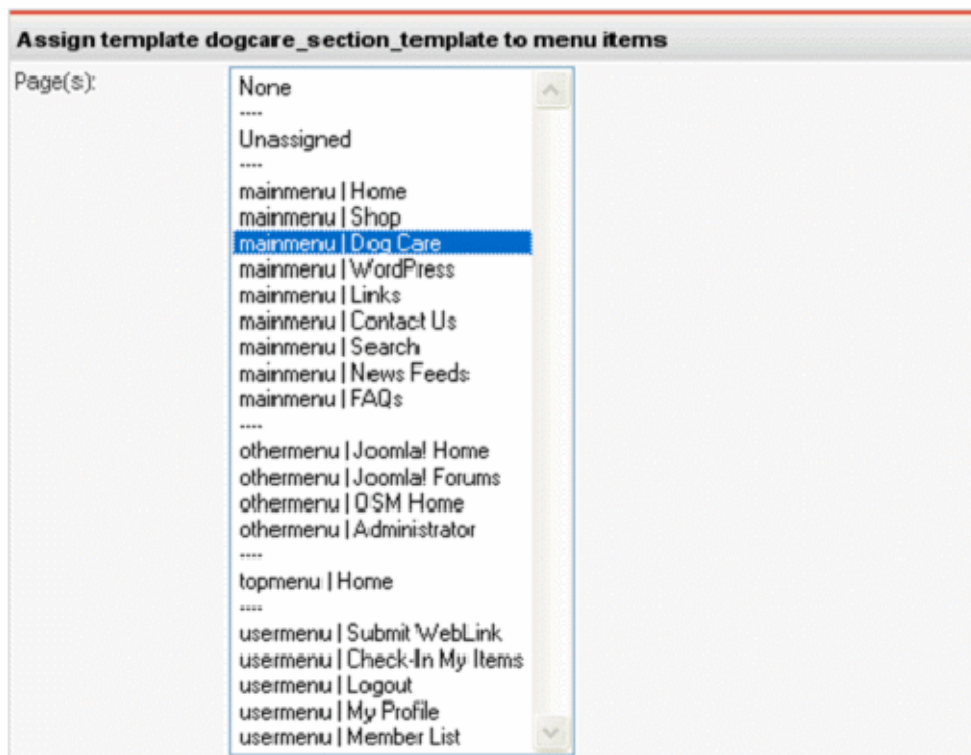
Then you make a *copy* of that template and change maybe a few colors and a header image reflecting the particular section and *assign* sections of your website to the copy template, in this example - Dog Care.
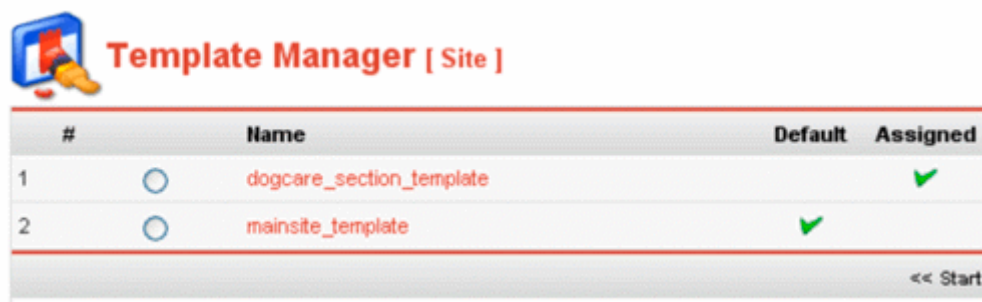
Now when visitors browse to that section it can better reflect the section topic but still be obvious they're on the same site

- When you want to add some content... say an item (article) in your "Grooming" category, the sub-menus are automatically handled by Joomla. You simply click "new page", title it, add the words of the article, add pictures/video/sound, choose the menu link and save it. Turn it on (publish) immediately or set it to trigger on a time or date. Users can also add content and it can wait for your approval if you want. Visitors or your team members can be building or adding to your content remotely.
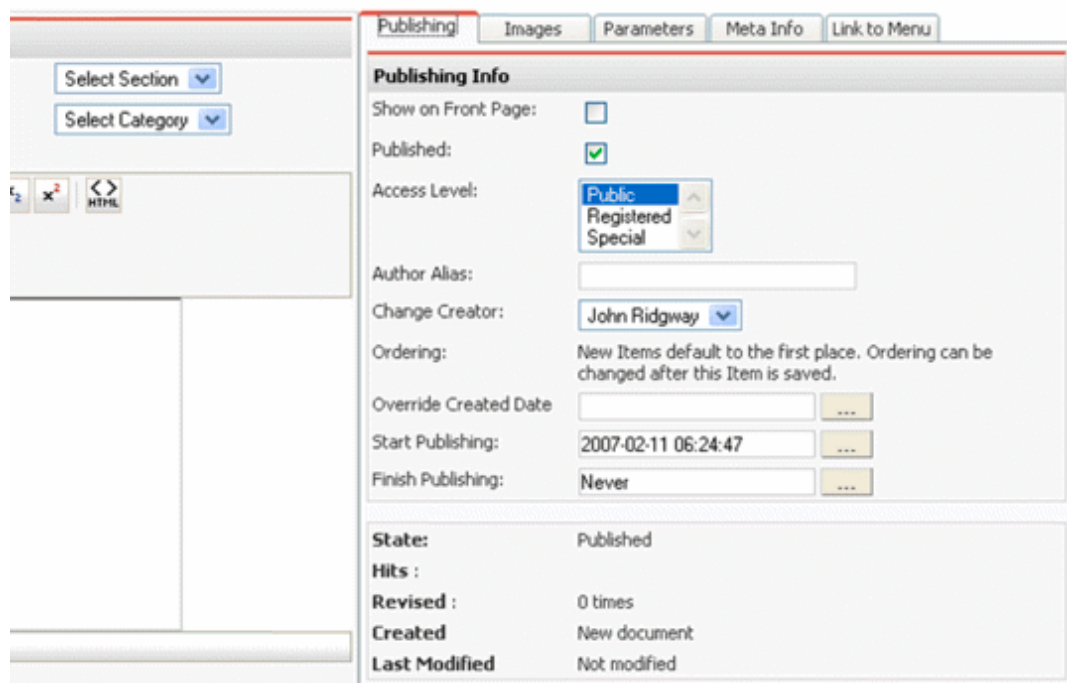
When you're setting up a new content item there are numerous option on the set up page to do this

- Access to areas and features of your site can be controlled by assigning users as well as your site content to groups. Read more about it here : Joomla! groups explained
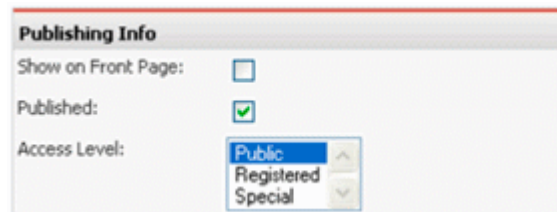
Example : When setting up a content item (article, information) page, the access level is selected.

- Use "polls" and canvas for visitors opinions. These are really mini-surveys and could have many really valuable uses... ask for feedback on ease of site use, or opinions about potential new products and services...

- Construct a great "links" directory in order to provide a service for your visitors and enhance your Search Engine ratings.
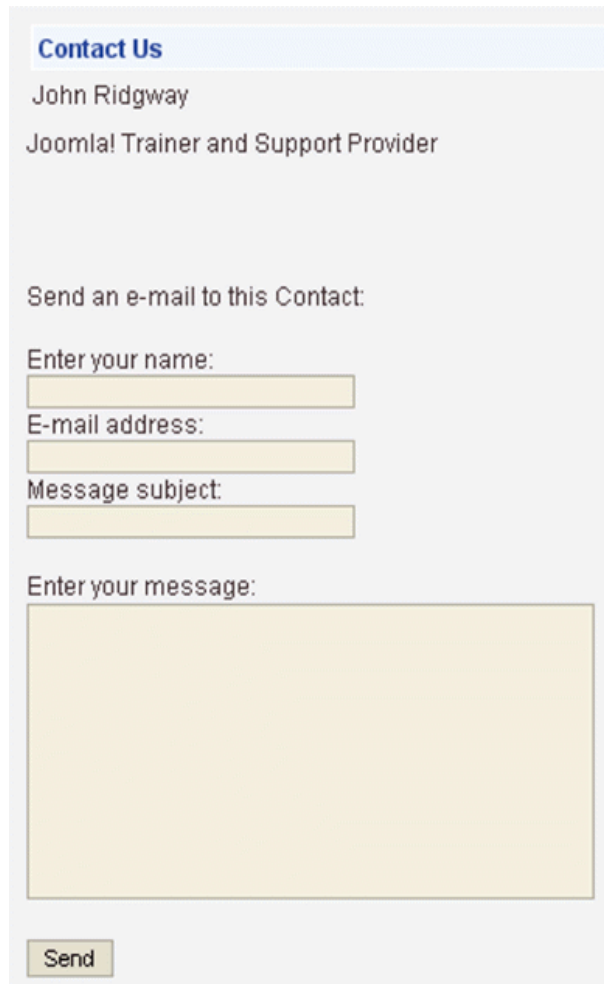
A shot of the sample data in your Joomla! installation, produced by the default Joomla! links component. There are also other more fully-featured links extensions you can install and use. (see "must have" extensions)
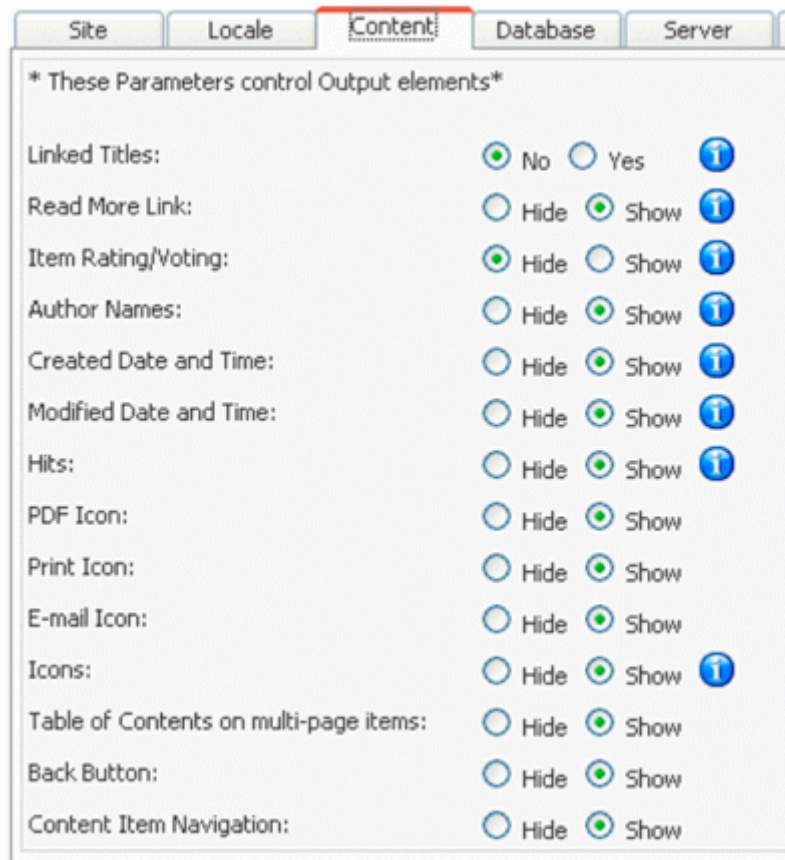
- Use the "form" management provided so people can contact you by email WITHOUT seeing an email address. (very important to keep your email addresses safe from spammers)

Contact Us

John Ridgway

Joomla! Trainer and Support Provider

Send an e-mail to this Contact:

Enter your name:

E-mail address:

Message subject:

Enter your message:

Send

- You have a huge number of options that can be chosen to alter the display of the navigation and presentation of your information.

- Your users can be mass-emailed via a no-frills feature.

- Site appearance is decided by "templates", your master "page". There are hundreds of free templates on the internet, and you can easily switch between them, and it's not hard to learn how to modify them to your liking, although the less you do to make things look "perfect" and the more you do to *get started*, the better.

  To construct your own template you will need knowledge of html and css. This will be discussed at your support site with links to resources.

- There is a banner manager, so you can display advertising on your site, and keep track of click-throughs for charging purposes.

- You can provide news feeds to support your niche content. This is a dynamic process where the visitor sees news pulled from a publisher's network *into* your site automatically. Properly chosen this will add to the relevance of your site to its subject and earn you points with Search Engines like Google.

A screen shot of setting up a NewsFeed

- You can "syndicate" your own stories/articles/content. The reverse of news feeds above. Other sites can then display your content pulled automatically from your site.
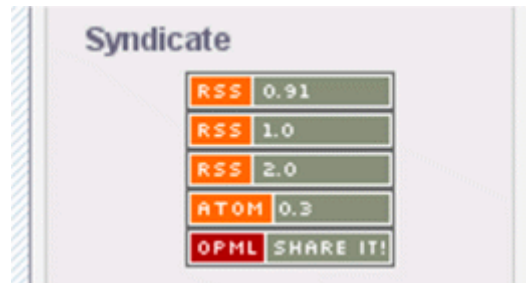
There are **many** other features, but the above will give you a bit of an idea of the power of a good CMS like Joomla!.

7. Now is a good time to **have a rest** and read a little more about Joomla! generally, in order to consolidate the features explained above.

help.joomla.org - This is the official Joomla! help website
I suggest you download the manual on the main help page, or from the downloads section at your support site . As of early February 2007 the available manual is for version 1.0.11, however most of the differences between the versions are bug fixes.

I recommend that you do not try to understand everything. That's just likely to lead to *information overload*. Read a bit, absorb it, have a rest, come back and read some more. When you feel you can understand basically what each component, module and mambot in the default installation does and to some extent how they work, then move onto the next section...

8. Extensions you "cannot do without" and which will help your site to rise in the rankings, assist visitors AND succeed quickly

- **Search Engine-Friendly URL's** - There are a number of extensions to improve the core SE friendly links. I have found Open-SEF to be a brilliant extension. It will create a Google SiteMap with one click and most importantly make your links look like this:

    http://www.yoursite.com/dog-training/first-obedience-class.html

    * Download here: http://projects.j-prosolution.com/projects/os-projects/download-opensef.html

The second part of this video shows you how to install and get Open-SEF working, just use your codes and click on the link titled "**(C-C) Components Open-SEF**". But I do suggest you read the whole report first.

- **VirtueMart** - A great Ecommerce (shopping cart) solution for your site. It has lots of features, Read about it on page 18 of this report, and make sure you install sample data to help you get started.
    And don't forget about the Joomla! + Virtuemart package-in-one, as an install option.
    There's also an addon for **Open-SEF** for this component (Latest version available for the Open-SEF version)

    * Download VirtueMart here:
    http://virtuemart.net/index.php?option=com_docman&task=cat_view&gid=101&Itemid=66

    * Download Open-SEF addon here: http://forum.j-prosolution.com/virtuemart/2130-virtuemart-sef_ext-php-v4-10.html (Scroll down the page and look for the file link)

- **A Great Site Map** - Joomap - not for Google but for your visitors. The sitemap category of Joomla! extensions has plenty to choose from, and JooMap is very popular. (Use the Open-SEF sitemap generator to provide Google with a regular sitemap)
    * Download Joomap here:
    http://developer.joomla.org/sf/frs/do/viewSummary/projects.joomap/frs

- WYSIWYG - JCE - Joomla! Content Editor
  Download JCE and its own addons for a higher-powered editor than the default provided in Joomla!. Look for an installation tutorial at the top of the CellarDoor.za page, AND note that you *must* install the Admin Component first, then the Editor Mambot, and then download and install your choice of plugins using the Plugin Manager in the Admin component. Finally go to **site>global configuration** in your administrator panel and change to your new editor and save the page.

     * **Download JCE** here: http://www.cellardoor.za.net/

- **Build a List**:

     - If you want a site-resident component that is *more* fully-featured than Letterman, check out **Acajoom** and read about its features. There's also a commercial Acajoom product in the section "Other Recommended Extensions" which includes an autoresponder !

          * **Download Acajoom** here:
          http://www.acajoom.com/content/blogcategory/13/71/

          * **Read about Acajoom** here:
          http://www.acajoom.com/content/view/17/30/

     - I don't favor using a site-based solution due to poor rates of deliverability and possibilities of spam complaints causing you an awful lot of trouble, even when using double opt-in subscriptions. I use **AWeber** which do a sterling job for reasonable money. If you go with them, you only need to use mod-html (see further down in this section) publish it to the template position you want, and fill it with the form information. **AWeber** will give you. Then you can start capturing visitor signups, and configuring welcome/thank-you/double-opt in emails and autoresponders at AWeber.

          * **Check out** AWeber here

- **Blog - JD-WP (WordPress)** - The guys that produced Open-SEF also have integrated WordPress 2.0 into Joomla!, thus giving you a great blog within your site. There's a sidebar for the blog which you can assign to a menu position and then determine which pages you want it to appear on. There's also a "Recent Posts" module which is a great facility to pull people to your blog from any site page. Download from the left menu on the above link.

  * Download WordPress JD-WP Extension here:
  http://projects.j-prosolution.com/projects/os-projects/project-openwp.html

- **Links - LinX** - Reciprocal link exchange component (SEO)... Whilst the default Joomla! component does a basic job, this component will run a system where any visitors wanting to exchange links are given your link information and asked to add your link to their site, with a reciprocal check!, before they can add their link to your site. Once the Search Engines have indexed this page, you will have more traffic coming to build links in the background and only requiring some monitoring for inappropriate links.
  Read about it at the above link, and use the download link on the right-menu.

  * Download LinX Links here:
  http://www.costatropicalinternet.com/

- **Document Manager** - DocMan! - Manage all your site available downloads into directories, published with lots of file details, restrictable to different levels of site visitors and much more !
  Also get the DocMan! Open-SEF patch to make your DocMan! links SE-friendly. Full instructions and the file to download are here
  DOCman Auto Populate will help you add thousands of files to Docman in a few clicks (the current version of AutoPopulate is a zip within a zip - unzip it once and then install as a component).

  * Download DocMan here:
  http://forge.joomla.org/sf/frs/do/viewSummary/projects.docman/frs

DocMan Cont. :

* Download DocMan/Open-SEF Patch here: http://forum.j-prosolution.com/announcements/745-docman-advanced-sef-file-opensef-released-version-2-now-available.html

* Download DocMan Auto Populate here: http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,527/Itemid,35

- **A MOST useful little Tool** - Mod-HTML - You can add any HTML or JavaScript code to this module, publish it to a menu position (use it as many times as you want, just copy and rename it in the modules list) and it saves you having to hard-code your template file. An easy way for example to add Adsense code around your site.

  * Download Mod-HTML here: http://fijiwebdesign.com/content/view/74/54/

- **Video and Sound** - use the media manager plugin for the JCE editor with remotely-hosted files before venturing further. Many of the extensions in this category are not GPL.

  * Download JCE here: http://www.cellardoor.za.net/

- **Maintenance/Backup**
  Jombackup, performs daily mysql backups and emails them to the address of your choice. Very important and handy for those who never get round to doing this regularly.

  * Download Jombackup here: http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,640/Itemid,35/

- **File/FTP site manager**
  JoomlaXplorer is a GREAT File and FTP Manager.

  With it you can

  - Browse Directories & Files,
  - Edit, Copy, Move and Delete files/directories,
  - Search, Upload and Download files,
  - Create new files, directories and symbolic links,
  - Change file permissions (chmod)
  - Unzip / Untar files on the server

  and much more...

  If you have installed the Joomla Ecommerce Edition from VirtueMart, it will *already be installed*.

    * **Download JoomlaXplorer** here:
    http://developer.joomla.org/sf/projects/joomlaxplorer

- **Although the following** is in the "cannot do without" section, it should only be used once special attention is paid to the important notes here... Search Engine-friendly links **are very, very important !**

  Joom!Fish is another brilliant extension. Note that it does not offer automatic translations.
  Joom!Fish basically allows you to create a copy of all text, right from menu titles to articles, and fill it with your translation, item by item, page by page. Manual translations like this are as accurate as you make them. You can create as many other languages as you wish. A common way to invoke it is for a visitor to choose their preferred language from a drop-down box somewhere in the top part of the site on arriving. (Machine translations like the Google service, even with closely-related languages can give very inaccurate output)

    * **Download Joom!Fish** here:
    http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,460/Itemid,35/

Joom!Fish / Open-SEF continued...

Important notes regarding getting good Search Engine links extensions working with Joom!Fish (as at early February 2007 !)

- Open-SEF: Joom!Fish does not work with the Open-SEF extension by default. There is a patch provided by Artio JoomSEF which can be downloaded here, however at this time I recommend waiting for Open-SEF to provide an upgrade for their program to overcome this.
- Artio JoomSEF claims to do so, but this may depend on what other extensions you are using at the same time.
- Many users have reported no problems with SEF Advanced and Joom!Fish, however it is a commercial extension (40 Euros).
- Remember SE-friendly url's are very important. At this time don't even try and see if the current version (joomla_com_opensef_2.0.0-RC5_SP2) of Open-SEF will co-exist with Joom!Fish, it won't. If you absolutely need Joom!Fish, then you'll need to buy SEF Advanced or do some trial and error with other extensions which may or may not work.

I recommend that you do not install Joom!Fish unless you are sure you have a need for it. If you do, and you have Open SEF installed, uninstall it first. - But remember any current Open-SEF search engine-friendly links (which may have been crawled by Google) will be lost).

9. How to install Extensions into your already-installed Joomla! site

Now's the time to go ahead and install the extensions above into your site. Note the Joom!Fish restriction and do not install it unless you absolutely want multi-language versions of all your content. If you do, then follow the notes about your choice of a Search Engine-friendly links extension.

Reminder ! : If you installed the VirtueMart Ecommerce package, then VirtueMart and JoomlaXplorer are already installed.

- Extensions are usually installed in the zip form that you downloaded them. You usually do not need to unzip them unless they (unusual) have been double-zipped.
- There are three types of extension installs :
  - components
  - modules
  - mambots

  Some extensions may include *some* or *all* of these three types. An installer can be found in the administration panel top menu, one for each type. The file you are installing will generally include "com", "mod" or "bot" somewhere in the zip file name.
  If you use the wrong installer for the type, it should tell you and not install it.
- You usually install a component first, if the pack has more than one type.
- For a full explanation, go to [Joomla! Extension Installation Help](#)

To watch the whole process above, use your codes and click on the link titled "**(I-E) Extensions**"

10. Site Design/Templates

This section discusses how to locate, install and modify a template from the many free ones available. For those looking for a highly professional template, there are some links at the end of this section for some stunning Commercial Templates at very reasonable prices.

Go to your administrator menu and choose **site>template manager >site templates**

Change the default template and see which ones you like. If the templates accompanying your installation are not suitable, here's some directories of Free templates (at most sites you will need to register first in order to download from the free section):

Free templates at Joomla.org

Compass Designs

Joomla Active.com

Joomla Art

Joomla Designs

Joomla24

Joomla Shack

Joomla Hut

Net Shine Software

Pixel Themes

Browse through them and try to find something you like where only the header image has to be changed. In some cases the company name on the header image may be text (you'll know if you can highlight the individual characters), and this will make it much easier to customize. If you want to change widths, colors and other layout images you will need to know something about html, css and image creation and manipulation.

When you find something you are sure you like, download it to your computer and use the menu **Installers>Templates - Site** in your administrator panel to install it, afterwards change your new template to the default position. I recommend you don't spend more than an hour or two locating your template - whilst you will want a professional look for your website, *perfectionism is not a trait that will serve you well here*. Get a good basic start and your support site will help you "tweak" it as time goes by.
You'll need to learn about module positions:

In the administrator panel choose **site>preview>inline module positions** and now you'll see where your module group positions are and so you know where your modules will end up after publishing them to that particular group position. (top, bottom, left, right, user1 etc) If you are looking at any Joomla! site in your browser, if you append the following "?tp=1" to the address, you will see the module positions.   Example : http://www.joomla.org?tp=1

For an *Introduction* to working with *Modules*, use your codes and click on the link titled "**(C-M) Customize Modules**". (The example in this video shows you how to put Adsense on your site)

The changes you'll need to make to your chosen template are:

- Now you know where the module positions are, you can move your individual modules to appear where you would like them to be, as well as determine their order...
- Change your site name and complete the metadata fields in **site>global configuration**
- Personalize the header image for your site, as follows (this is one basic method):
    - If your *current* template folder/zip file is not on your desktop, then use your ftp program and download the *current template* folder from your site folder "templates", and then look in the images folder until you recognize the header image.
    - Create another image using the same dimensions and file name If you know little or nothing about the creation or manipulation of a graphic, download the free video tutorial package and graphics editor from the downloads section at your support site - it's basic but a very good start.
    - Upload (ftp) this new image to the same directory in your site templates folder and overwrite the original image.
    - If you couldn't make the file type the same for whatever reason, then find your main template file... **site>template manager>templates** , select the template's radio button and click "edit HTML" in the top menu. Search for the original image name and change it to what you named it. If you cannot find it there, it may be in the css file, use the same method and change the image extension name and save it.
    - Go to your home page and refresh the display until the new image appears.

- Those readers with some experience will be able to expand on what's here by visiting this link:
http://help.joomla.org/content/category/12/116/154/ - then closely observe a free template and make your own modified version.

For an *introduction* to the process above, use your codes and click on the link titled "**(C-T) Customize Templates**". .

Commercial Templates : Whilst there are literally thousands of free templates available on the links in this last section, you can also obtain some stunning designs for a very reasonable price at the following sites:

- **CMS Lounge** - Great value, well worth a look.

  * **Go to CMS Lounge** here

- **Joomla Shack** - Another site offering great professional templates.

  * **Go to Joomla Shack** here

- **PixelsParadise** - Professional templates at medium-line prices.

  * **Go to PixelsParadise** here

- **Joomla!Art** - some free templates as well.

  * **Go to Joomla!Art** here

- **Rocket Theme** - They offer membership to a club, and it works out to be a reasonable price considering the very high quality templates that they produce. For anyone who wants a thoroughly professional site image, you will be hard-pressed to go past these guys.

  * **Go to Rocket Theme** here

11. Getting your site in order

This SECTION is a brief outline.

Attention: Readers with little experience please visit your support site for instructions aimed squarely at your level.

Read more about this in Section 16. Where to go from here?

Those readers with some experience will be able to expand on what's here by visiting this link:
http://help.joomla.org/content/section/16/153/

To watch an *Introduction* to working with *Content* and *Menus*, use your codes and click on the link titled:
   "**(C-CM) Content-Menus**".

- At this point you should have your "must-have" extensions installed.

- Your template should be finished and your modules published to the positions you want them, or turned off.

- Your site menu and content layout should be mapped out on paper. **Unpublish all the sample data**.

- Then start on the menus. Your "Home" and "Contact Us" items should be completed and published for a start:
    - Go to the **content>all content items** menu, open the home page (sample data home page is an item called " Welcome to Joomla!") and enter some basic information of what your site is all about. This will be done properly in the "Search Engine Ready" step later.
    - Open the sample contact item **components>contact** and change the details.

- Then using the sections of now-unpublished sample data provided as a guide, create at least one section and at least two categories of YOUR niche content and publish at least one article/story/some information in each of them.

- Then go onto links (use LinX - unpublish the Joomla! links component in the main menu and make a new component menu link), create a few pertinent categories and create at least three links within them.

- Setup your new content as menu items in **menus>main menu>** and publish them. Make sure you understand that your content: sections | categories | articles | static pages etc can be separate menu items.

- If you have items to sell, go to VirtueMart and change some of the sample data there to your items. Unpublish the rest. Enter/change your company details and edit Admin Configuration. Ensure you enter your Paypal ID.

- Make a menu **menus>main menu>component** link for WordPress and turn it on if you're ready to use it. Unpublish the default Joomla! Blog menu item.

- The following is covered in the second part of the video link below:

    - Turn on Joomla!'s SE friendly setting...
      administrator>site>global configuration>seo
    - Now RENAME htaccess.txt on your server to .htaccess
    - Visit your site and check that your new content you created above is similar to this:
      http://www.yoursite.com/content/6/72
    - Do not enable Open-SEF yet (or whatever SEF program you chose to install)

    To watch an *Introduction* to working with *Components*, (the second half of which covers installing and configuring Open-SEF), use your codes and click on the link titled "**(C-C) Components Open-SEF**"

12. Other Recommended Extensions

This is your list for the future, after you have :

  *Become familiar with your Joomla! installation.

  *Chosen and installed the recommended extensions above.

  *Are satisfied with your template design

  *Have started to personalize and add content to your site.

  *Some of these are not GPL! That means they may cost money, but most of

   the time the cost is very reasonable for the functions provided.

  *As versions can change at any time, compatibility is not guaranteed !

- **AWeber Joomla Module (GPL) -** here's a plugin component/module set for Joomla to utilize the excellent Aweber service. Note that you must unpack the zip, as there are two packages inside, also please read the INSTALL.txt file, as there is one manual step needed to make it work.

    * Download the AWeber Joomla! Module here: http://coderseye.com/files/joomla-awresponder.zip

- **Affiliate Management - iDevdirect** - a fully integrated component of a very powerful and well-known affiliate management system. This is a commercial product which requires the purchase of components from two parties.

    * Read about iDevdirect program here:

    * Read about iDevdirect integration component here:

- **Better Title/Meta Tag Control** - Joomla SEO Extended Patch - This is a commercial product with a very reasonable price tag of around €8 (euros). It does a great job.

    * Read about Joomla SEO Extended Patch here: http://www.joomlatwork.com/products/components/sef_patch_extended.html

- **Build your List**
  Acajoom News (GPL) - Acajoom News is a fully featured extension with a lot of work having been done lately. My comments regarding deliverability rates and false spam accusations if you're not using a service like AWeber still apply.
  The same people have just released **Acajoom Plus** which features a mail handler AND a sequential autoresponder, something many people have asked for. AcajoomPlus is a commercial release... (€39.95)

     * Read about AcajoomPlus here:
     http://www.acajoom.com/content/view/5257/28/

- **Business Directory (GPL)** - Sigsiu Online Business Index 2 (SOBI 2) - here's a very good "Yellow Pages"-like directory with tons of features.

     * Download Sigsiu Business Directory here:
     http://www.sigsiu.net/index.php?option=com_content&task=view&id=165&Itemid=148

- **Content Item Module (GPL)** - This is an extremely useful extension which allows you to place content from articles in any position, not just in the mainbody.

     * Download Content Item Module here:
     http://developer.joomla.org/sf/projects/content_item_module

- **Extend Joomla!'s Menus (GPL)** - This is an extension which gives you much more menu power, building on the back of the Joomla! menu system. (Do not delete the Joomla! mainmenu module!) This extension is *complex* and some experience is required.

     * Download Extended Menu here:
     http://developer.joomla.org/sf/frs/do/viewSummary/projects.extended_menu/frs

- **Forms** Generators :

  - **FacileForms (GPL)** is a great forms generator. It does require at least intermediate ability if you want more than just a basic form. There's also some debate still as to whether a version compatible with Joomla! 1.5 will be produced. If development is not carried on, it may not be worth the time learning how to use it.

    * Download FacileForms here:
    http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,223/Itemid,35/

  - ***Phil-A-Form** allows administrators to easily create dynamic forms using a "simple point and click" interface. This is a commercial product, and should be considered for anyone without programming knowledge.

    * Read about Phil-A-Form here:

  - **perForms (GPL)** - this is a GPL option, however it is far less powerful than FacileForms.

    * Download perForms here:
    http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,245/Itemid,35/

- **Magazine Component by iJoomla.com** - iJoomla's Magazine component enables you to easily create a magazine layout for your Joomla-powered website - without tricky programming, and it's not just for a Magazine site. It's one of the **best** commercial components I've seen for Joomla!.

  * Read about iJoomla.com's Magazine Component here:

- **Membership/Subscription Manager by JoomlaEquipment.com** - JContentSubscription is a professional component allowing you to organize a flexible and comprehensive paid subscription system on your Joomla site

  * Read about JContentSubscription here:

- **More SEO (Search Engine Optimization)** - JPromoter - is a great SEO tool for Joomla. It is a commercial product.
  Some users swear by it.

  * Read about JPromoter here:

- **MultiMedia** (GPL) - AllVideos Plugin v2.4 - All-in-one media solution** - One of the few GPL extensions for content management of sound and videos. Offer your own audio/videos or embed from the many third parties supported.
  Save space and bandwidth by uploading your files to YouTube and dropping a link into your content page.

  * Download AllVideos Plugin here:
  http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,812/Itemid,35/

- **Not so minor Helpers - Affiliate Link Cloaker (GPL)** - have a read about this whole issue in a well-detailed run-down on this page.

  * Read about Affiliate Link Cloaker here:
  http://www.brewsterware.com/pages/affiliatelinkcloaker.html

- **Project Management (GPL)** Hydra Project Manager - have your Projects and Ideas online with other users - clients, team members...

  * Download Hydra Project Manager here:
  http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,1389/Itemid,35/

- **Template Help** - EXP Templates - here's a quite practical method of making changes to your template if you know nothing about html and css. It costs money, but it is good value for a person who has no wish to learn those skills.

  * **Read about Exp Templates** here:
  http://www.feellove.eu/exptemp/

- **Ticket System/Project Management** **(GPL)** Taskhopper - is a great ticket system/project management tool. It can manage multiple tasks, file sharing and ideas for multiple people, located in multiple places. Prioritizes tasks, tracks and reports time used.

   * Download Taskhopper here:
   http://extensions.joomla.org/component/option,com_mtree/task,search/Itemid,35/searchword,taskhopper/cat_id,0/

- **To Do List** **(GPL)** - HP ToDo List - really nifty little "To Do" tool for the backend of your site, especially useful if you have a team working on the site.

   * Download HP ToDo List here:
   http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,1108/Itemid,35/

- **The Following (GPL) Extensions can be combined to form a Membership site, or extend your user interaction :**

   - **Membership Sites** **(GPL)** - AEC - Account Expiration Control - (Subscription Manager) combine this with several other extensions and make an amazing FREE **Membership** solution for your site. Look for **CommunityBuilder** and **Joomlaboard** to complement the extension.

      * Download AEC here:
      http://www.globalnerd.org/index.php?option=com_content&task=view&id=17&Itemid=34

   - **Extend Joomla!'s Management System** **(GPL)** - Community Builder - this is an essential extension if you want to build a **community** with Joomla! and integrates with many other extensions.

      * Download Community Builder here:
      http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,210/Itemid,35/

Form a Membership site continued...

- **Your Forum Choice (GPL)** - Joomlaboard Forum Component (formerly Simpleboard) - Joomlaboard is an integrated forum solution for Joomla!. Go to the link above and read about the experiences of others.
  There's also a plugin for the JCE content editor to enable you to insert available Joomlaboard topics in your content.

  * Download Joomlaboard here:
  http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,133/Itemid,35/

  * Download Joomlaboard JCE Plugin here:
  http://www.cellardoor.za.net/index.php?option=com_docman&task=cat_view&gid=17&Itemid=6

- **Very interesting Specific Extensions :**

- **Mosets Hot Property** - Manage your properties using this Commercial Extension - Real Estate, Car Sales, Paintings, Books...

  * Read about Mosets Hot Property here:
  http://extensions.joomla.org/component/option,com_mtree/task,viewlink/link_id,232/Itemid,35/

- **Jomres v2.x Booking Management System** - This title says it all - A Commercial product - run a Hotel, Camp Site, Bed and Breakfast... with a lot of very powerful options.

  * Read about Jomres Booking System here:

Conclusion - Other Recommended Extensions

As you now know there's more than **1300 extensions** available at the time of this report, and you could spend an awful lot of time trying to evaluate the good from the not-so-good... So... read the following section closely.

13. Future installs of extensions to your site:

- Before installing any extension, first go to the Joomla! site extensions directory, and read the review comments. Keep in mind that negative comments *may* be justified, but also *may* not be - this can depend on many things - server configuration of the poster including what other extensions they have installed.
- Then go to the extension's home site and look to see if there are any *special installation instructions*.
- Upgrading extensions: Do backups of your database and site files if you value your data. It is possible that upgrading some extensions may wipe out the data involved with that extension.
- Check the resource links at the end of this report to several platforms you can set up and run on your computer so that you can *try out* extensions first on a local copy of Joomla! (still not absolutely foolproof!, as the environments are not the same)
- Also remember that upgrading Joomla! itself will not upgrade your extensions. So, before any upgrade of Joomla! itself in the future, you need to work through all the extensions you have presently installed, checking them out at their home sites or in the Joomla! extensions directory and make sure they're compatible with your intended action. As an example, if a Joomla! extension install is not compatible with your current friendly Search Engine URL's extension you may *lose all your great URL's which Google has indexed !*
- Don't let any of this overly scare you, just be aware of what you need to look out for, and the precautions you should take.

Remember! – Extensions will be the life-blood of your Joomla! installation.

If you haven't subscribed to our newsletter on page 22 of this report already, then **DO SO NOW**. Discover the great extensions and how to use them, amongst many other aspects of How To Use Joomla!

Click here and Subscribe to our Newsletter now

Name: [   ]
Email: [   ]
[Submit]

You can unsubscribe any time. Your address will not be shared. We hate spam too.

14. Get your site Search Engine Ready.

This SECTION is a brief outline.

Attention: Readers with little experience please visit the support site for instructions aimed squarely at your level.

Read more about this in Section 16. Where to go from here?

- Currently your Joomla! site has the Joomla! site configuration SEF tab turned on and working. If this is not the case, the video link under shows the whole process.

- OpenSEF : go to configuration and set the path details that you want (/content/categories/file name OR /categories/file name etc), the component names, then set it to enabled.

- Now edit .htaccess on your server for the correct setting for OpenSEF, as explained in the file itself (enable the 3rd Party SEF Section)
  IF THIS IS NOT CORRECT YOUR SITE WILL NOW NOT BE WORKING !

- Visit your site home page and click on all the links so OpenSEF will create friendly links. Any that are not created will need to be manually added.

  The second part of this video sows you how to install and get Open-SEF working, just use your codes and click on the link titled:
  "**(C-C) Components Open-SEF**".

- Set the Google site map path in OpenSEF and create a map and check through it to make sure it is correct (no sample data left published)

- Now start optimizing your site for Search Engines like Google. Read the SEO category in the Site Promotion section at your support site
  Go to Google Webmaster Tools and create an account if you have already got one. Submit your site map URL.

- Study and add some Adsense advertisements in mod_html module positions. Read the Google help guide on the subject for the best positions.

- Go back to your site and put the work plan (next section) into operation. Spend a little time every day and you'll be amazed at the results

15. Site Promotion Work Plan

Have a read of my guide on the support site. Here's a list of the main points:

- Add one content page every day to your site

- Write an article every three days to support your site and place it on an article site

- Approach at least 2 sites every week that are directly related to your niche and request a link exchange. They don't have to all have a high Google Page Rank, they can have no PR as long as they are relevant and look like they are progressive sites. (Remember that their PR may be quite different in 6 months time)

- Place 2 links in a link directory related to your niche (if you are selling electronics, get into Electronics directories)

- Get your blog published and start making at least 2 to 3 entries a week. Get it listed on MSN and Yahoo.

- When you are happy with the amount of content appearing on your site, get listed on DMOZ (be careful to do it right the first time)

... Just spending an hour a day will work **miracles with Search Engines like Google,** and the key to success is *regular* work.

You can speed up the daily action plan listed above dramatically by reading the free SEO (Search Engine Optimization) guide on the support site (downloads section category : SEO), and then by obtaining this rather amazing product. I use it and I highly recommend it.

Important

Section 16. Where to go from here?

Your Report Support Site has a number of extra resources to help you:
- Extra installation details worded in an easy to understand manner
- Video files on Installation including working with Templates | Installing Community Builder | Installing a membership extension... and more.
- Extra Tools for building your website
- A SEO (Search Engine Optimization) Guide
- A Guide on how to further promote your site so you can rise up the Search Engine Ranks faster

Remember to sign up for our Newsletter on page 22 of this report

Stop and Read !

How to get going faster, your site install completed ready for your content and marketing ...

17. Add value *fast* to your Internet Plan

If you are finding it difficult in any way to put this guide into action. Read on...

I will install the following options for you quickly for a low price

1/ Install the Joomla! package
2/ Install Joomla! with most of the "must have" extensions listed in Section 8
3/ Install Joomla! with some of the recommended modules listed in Section 12, including membership site extensions.
4/ Customise your Joomla! install with your choice of extra extensions

***Read all the details in the Services section

18. Conclusion

Please be sure to register your master resale rights license in order to access the members' area and the support site and also download the sales page of this report. You can find the link to register on **Page 5** of this report.

There are many aspects of Joomla! which will be explained in detail, not the least of which will be recommendations about the move to version 1.5 later this year.

Additionally I will be doing regular reviews of new extension releases with particular emphasis on the **Membership site category**.
But most of all, if you have particular requests, make sure you make contact through the form on the support site and we will do our utmost to assist you.

19. Joomla! & Extension Resource Links (A-Z)

Some of the GPL extensions below (versions as at February 2007) can also be downloaded from your support site

Name	Status	Category

Joomla!

Joomla! Package Download

Joomla!-VirtueMart Ecommerce Download

Joomla Desktop Installer

Extensions

Name	Status	Category
Acajoom News	GPL	List Builder/Mailer
Acajoom Plus	Commercial	List Builder/Mailer
AEC	GPL	Membership Extension
Affiliate Link Cloaker	GPL	Affiliate Link Cloaker
AllVideos Plugin v2.4	GPL	Video/Sound Content Mgr
Artio JoomSEF	GPL	Search Engine Friendly Links
AWeber Joomla Module	GPL	AWeber component&Module
Community Builder	GPL	Multi-functional Extension
Content Item Module	GPL	Place
DocMan - Autopopulate	GPL	File Download Manager
DocMan - Document Manager	GPL	File Download Manager
DocMan - Patch for Open-SEF	GPL	File Download Manager
ECJoomCommerce	GPL	Ecommerce/Shopping Cart
EXP Templates	Commercial	Template Editor
Extend Joomla's Menus	GPL	Dynamic Menus
FacileForms	GPL	Forms Generator
HP ToDo List	GPL	To Do List - Administrator
Hydra Project Manager	GPL	Project Share Manager
JCE Content Editor	GPL	Content Editor Plus
Jombackup	GPL	Backup Manager
Jomres v2.x Booking Management	Commercial	Booking Management
Joomap	GPL	Visitor Site Map

[JoomFish](#)	GPL	Multi-Language Component
[Joomla SEO Extended Patch](#)	Commercial	Title/Meta Tags Manager
[Joomlaboard Forum](#)	GPL	Forum Software
[JoomlaDesktop Installer](#)	GPL	Joomla! Installer
[JoomlaStart](#)	GPL	Joomla! Installer
[JoomlaXplorer](#)	GPL	File/FTP Manager
[Letterman](#)	GPL	List Builder/Mailer
[LinX - Links Manager](#)	GPL	Links Manager Plus
[Mod-HTML](#)	GPL	Site Placeholder
[Magazine Component](#)	Commercial	*Recommended
[Mosets Hot Property](#)	Commercial	Property Sales Management
[Open-SEF](#)	GPL	Search Engine Friendly Links
[perForms](#)	GPL	Forms Generator
[Phil-a-Form](#)	Commercial	Forms Generator
[Project Management](#)	GPL	Hydra Project management
[SEF Advanced](#)	Commercial	Search Engine Friendly Links
[SEO Promoter](#)	Commercial	SE Promoting Tool
[Sigsiu Online Business Index](#)	GPL	YellowPages-like Directory
[Taskhopper](#)	GPL	Ticket System/Project sharing
[Virtuemart](#)	GPL	Shopping Cart
[VirtueMart Patch](#)	GPL	Patch for Open-SEF
[WordPress for Joomla!](#)	GPL	WordPress Component

20. An Index of Help & Other Resources Sites

www.UseJoomla.com   www.UseJoomla.com
(Videos / "How to" sections / Installation Services / Joomla! Hosting)

UseJoomla Help Desk

Subscribe to our Newsletter for News on:
How To Use Joomla!, Extension Reviews and Joomla! Updates

Register Resale Rights Link for this report

Buy a Brandable Version of this Report

Installations of Joomla!

Joomla! Official Help Site   http://help.joomla.org

Hosting
Here's a Great Hosting Deal - Host sites in a number of *separate* cpanel
accounts for a very reasonable price (choose "Budget Plans")
...includes Fantastico
Another Good Hosting Package - This is one giant cpanel account for a much
busier site. (includes Fantastico)

Register a Domain Name

SEO (Search Engine Optimization) :

**Use a set of *Power* SEO Tools to really push your site up the Search
Engine rankings fast**
Check out this rather amazing product

Videos:

Produce Videos with CamStudioPro
CamStudioPro is a very reasonably priced Video recording program and a
fraction of the price of Camtasia.
Have a read about it here
Dave Guindon has taken an OpenSource product and enhanced it in the first of
a number of releases. Probably the biggest enhancement is that it now will
forward to a URL at the end of the produced video. It's well worth the price.

Extensions
NB - should any site links in this document change for listed extensions, go to
the extensions directory at Joomla! and search for the extension by name.

Brand this Report

You can brand this report for a VERY LOW one-time fee (link below) and earn:

- a. 50% for each sale you generate to TurboMembership.com (recurring income)

I cannot stress enough the importance of this membership. You get everything you need for creating, maintaining and online business. Plus, it offers you a business per se.

- b. 50% for each sale when your customers brand the report too.

- c. PLUS: commissions from all sales you generate for the products mentioned on this ebook (Aweber, SEO Elite, hosting company, registrar, etc.)

Pretty self-explanatory. ☺

If you got this report from an affiliate of mine, then he/she will get the credit once you brand this. See how it works?

Are you ready? Click here

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