



Expand2Web

by Don Campbell

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Expand2Web Podcast #3 PDF Edition

James Martell Interviews Don Campbell Of [Expand2Web](#) - Why Use WordPress for Your Website?

Speaker: Welcome to another edition of James Martell's Coffee Talk where James, a successful publisher, speaker and author of the *Affiliate Marketers Handbook*, talks frankly and openly with experts from within the affiliate publishing industry about strategies and techniques you can use to develop your own profitable online publishing business, so that you too can earn great money offering brand name products and services from major companies seeking online affiliates. Grab a coffee and relax for the next half hour as James Martell discusses this fascinating global business and what it can mean for you.

James Martell: Hi, it's James Martell here and welcome to another edition of Coffee Talk. Today, we're going to be talking about the [WordPress](#) content management system. So if you're an affiliated publisher or owner of a small brick and mortar business, you're probably looking for a quick and easy way to develop a website for your business that looks great, is easy to set up, and puts you in complete control of your own website, so you don't have to pay some graphic designer every time you need to make a change and so you can take advantage of the free traffic that's available to you from Google, Twitter and many other sources. I think you're going to find this a very lively and possibly timely discussion. Now, before I introduce and welcome my guest, please note that I'm monitoring my Twitter feed at [twitter.com/JamesMartell](#). So if you have any questions during the session, feel free to join us and send them to me at [twitter.com/JamesMartell](#).

My special guest today is [Don Campbell](#), owner of [Expand2Web](#), who helps small business owners get a steady stream of customers from Google and Yahoo local searches. Don started Expand2Web after working with hundreds of small businesses and seeing a common problem. Many of them need help figuring out how to use the Internet to reach new customers. Don comes from Microsoft, Interwoven and several other successful Silicon Valley startups and meets regularly with search experts at Google and Yahoo! He spends time every other week at the Google Campus working with their partner themes and product managers learning about AdWords, AdSense and local search. He's now applying his passion for technology to help small businesses to get online and get new customers. Originally from Michigan, Don now enjoys the ocean and mountains in the Northern

California Bay Area with his wife and two daughters, and from what I understand Don is also learning to play jazz piano. Don, thanks so much for joining me for Coffee Talk.

Don Campbell: Thanks for having me, James.

JM: You know, I know you and I, we had a chance to of course meet up and chat a little bit through my online boot camp but we also had a chance to meet up at Ken McCarthy's system seminar in Chicago. Wasn't that a great conference?

DC: Yeah, that was a really amazing conference. It's kind of a big, you know, it's a fairly expensive conference on the outside but there was so much to learn with that show, that it was really... was kind of blew my mind, there's a lot of good stuff there.

JM: You know it's always interesting to get into a room full of people that are, you know, all at various stages of developing either an existing online business or maybe they're looking at the Internet as a possible source for new customers. And I know down at the system now there are some 300 people there and have I chance to talk with - as I'm sure you did as well - people from all different types of backgrounds, all different types of ideas that they were developing online, some already very successful, some just getting started, some completely brand new. I always find it very interesting to chat just to see how much opportunity there is online these days, and I'm sure you must've run across that down there.

DC: Yeah, exactly and the other thing I noticed was he had really some old experts from so many different areas of Internet marketing so people who are really good at SEO, people who are great at pay-per-click you know marketing, people who were great at affiliate marketing, article marketing and just all this different you know mix of experts and all of his speakers I guess what do we call them, the faculty, right?

JM: The faculty, yes.

DC: Yeah. They're all you know pretty well established and successful in their area, so the hard part was deciding. You know, there's like three sessions going on at a time at any given time so it's like, which time I got to go to?

JM: Now, before we dig into WordPress, I know you work at home. I'd like to hear about that. I know you're also in the process of developing an affiliate marketing business, and I know you deal with small business owners as well. So you're somebody that basically does a lot of different things within, you know, very similar I guess industries for lack of a better term. Before get into WordPress, why don't you give us a little bit about your background, I know I understand you live in Northern California, tell us about your family life and how you got started online? Give us your background.

DC: Well, you know my wife and I moved here to the Northern California area in 1998 where I came out here to join a startup company called Interwoven. That was a really fun time you know for startups back then and we really enjoy the Bay Area. You know, it was one of those things where we were just going to come out here for two years and moved from Michigan, we had to talk to her family, we never had any kids yet but once we moved out here, we just really learned to enjoy it.

And I started Expand2Web just a year ago and you know the original intent was to be a service for these small business owners to help get them online, but what I found... You're mentioning earlier about affiliate marketing and what I found is that you know the same kind of website that you're building for business is there is a lot of crossover with affiliate marketing especially the kind of affiliate marketing you talk about where you say, you know, pick a subject that you really care about and you are passionate about and that you want to involve the community around and have great contents, and all the things that you do, you know, building out the site and blogging and working the social networking things and all that. It all applies to affiliate stuff. So, I didn't really realize it at first. I wasn't even really thinking about affiliate marketing. And now, I'm having a lot of fun adding that under my business as a whole - another income stream that I didn't conceive of at first. It's pretty cool.

JM: You know, that's a really good point because there is this perception in the I guess, the affiliate marketing industry that there is this thing that we call an affiliate site. And I guess, in the early days it probably came innocently enough but I thought about it today and I know you and I talked about it earlier that if you have a website, well, let's see you're a small brick and mortar business. I just helped a friend of mine put together a brand new little website for a bed and breakfast of hers locally here and we're just finishing it up, and I'll probably share the domain name in a bit so people can go take a peek at it because this is a WordPress site and that's what we're going to be talking about in this session. But interestingly enough, exactly the same stuff that I would do to put together one of my so-called affiliate sites was exactly what I did for Mary, and her bed and breakfast.

So, when you say there's a lot of crossover there, there really is and, you know, I always kind of get a chuckle out of it because let's say you had like your site with Expand2Web.com where you've got yourself, you've got a product of your own that you sell on there. I know you also have links to merchants who pay you a commission. So in a sense you are a merchant but you're also referring business to another company that's obviously relevant to what you're selling and then they pay you a commission. So, you know, essentially, whether it's an affiliate site or a traditional brick and mortar site or maybe a hybrid of the two, a lot of the strategies and stuff we're going to be talking about tonight completely crossover.

DC: Yeah.

JM: You agree with that?

DC: Yeah, absolutely. And the part that I think is important is that you know the one where you stress about really being passionate about your subject because at first, you know, think about affiliate marketing site, “What do I do? What do I sell?” And for me, by starting off with some subject that I thought is interesting, you know SEO, local search, small business owners, and getting them online, there's all the stuff to learn, right?

JM: Yeah.

DC: And the stuff that is very interesting to me and based on my background, I've loved computers and software and this stuff. And then, this little group of affiliate things started naturally emerged out of that you know kind of things like I'm helping people with websites and things like that and their small business owners. Well, there's this little satellite in a group of affiliate programs that can emerge and then my own product kind, you know, this [WordPress theme that I have for small business owners](#). And so, they all compliment each other.

And then, when I promote them I feel good about it because they're really things that I know are going to help, right? And so, in addition to just having my business available for a small business owner and helping them get online, now I've got a lot of other people I can serve a whole another audience and sort of do-it-yourself people who come out maybe they wanted to do it themselves, they read out some tips on my blog and they go get some hosting and they set up WordPress and they do it themselves. So now, I can like serve that audience in addition to the businesses that hire me and put me on a retainer to help them with their site. So it's very interesting how it all works out.

JM: Yeah, it's interesting how it all ties together. Now, in the process of you developing your affiliate site, for lack of a better word, we'll call it a website. Let's call them websites from now on.

DC: Okay, right.

JM: And we are publishers of content. In the affiliate world, we are known as publishers, for those that are listening maybe for the first time, and we get paid from our advertisers where we place banners and various links that include our tracking codes within them so that if we send a visitor off to a merchant who's going to pay us a commission then, of course, we get paid for every sale that we refer to them and traditional merchants, traditional business owners just in the way you're doing with Expand2Web where you're offering up your own services and your own product which happens to be a WordPress theme which I think we'll probably touch upon a little bit later. But you're also referring customers to other merchants who will pay you a commission. And I know that there's a lot of small business owners that could probably do a similar thing if they've got traffic on their website where they can find complimentary services, not competitive but complimentary in return for. I mean it really is a true joint venture, wouldn't you think?

DC: Yeah, absolutely. Yeah, and you know a lot of the small businesses that I talked to, they're searching for those additional revenue streams for their business. You know they're looking for stuff but they don't necessarily know about that they could even do this, right? So it is I think a huge opportunity for these business owners, and there're some of them that surprisingly they talk to small business owners like, you know, chiropractor or hair salon or a contractor. Some of them, they just want to focus on their business and they just want you to get them listed and get them some customers to give them a presence that works. But some of them are interested in this stuff and they spend a lot of time online and they're very engaged. And I think for those people, they could do a nice little side business, just on affiliate stuff, with what they're doing online.

JM: Absolutely. You know, it's funny because this whole area is kind of growing so quickly. I know there're so many small businesses these days that are probably, of course, because the economy in need of new customers and they're wondering of ways to do it. I went to a wedding a couple weeks ago and I was talking with this guy and I'm just saying, "Oh, man." He just moved up from the U.S.. He's actually from British Columbia originally, moved down in the U.S. for 10 years and the contract that he had had finished up and now, they were removing back up into this area. And he was telling me he owns an excavating company, and he's telling me across the table while we're sitting and having dinner at a wedding, he says, "You know what, I just had the yellow page wrap from the web." The local yellow pages is now online of course, and he says, it just cost me a fortune to get up to the top of the list in the yellow pages, and I'm thinking, "Oh." I didn't have the heart to kind to tell him that may have not been the wisest spending of his money. Maybe it was but I think there's probably some much better ways these days and I know some of the more traditional forms of advertising, local newspapers is a good one. Not as effective as it used to be, Seattle Times or the Seattle Post-Intelligencer – sorry, one of the major daily in Seattle forever just went out to business. They pulled the whole print advertising business is gone because the advertisers are just not getting the returns that they used to from advertising in those local papers or in those newspapers because, of course, a lot of the eyeballs in the audiences are moving online.

You know, Craigslist is a good example, and I know you're aware of them, where they've completely gutted the entire United States and Canadian classified advertising business. You look at any major newspaper, any local newspaper on the continent and the classified advertising section of these newspapers is where people, small businesses, people that were selling their cars, buying things, looking for jobs, they used to place their ads in those newspapers and that was the lead generation source and the revenue stream that was coming in to the paper that also fed into the display advertising. So, basically, it's gutted these papers because people are now going online.

So I know this conversation we can have today about using WordPress and we're talking about content management system so we'll probably touch on Drupal a little bit and stuff but we... I know this stuff is so timely because we got small business owners here that

really need to come up with another way to legitimately and inexpensively drive more business to themselves whether they're online already or they're not, and I know you know it and I know it. The web is definitely the place that that can be done.

DC: Yeah, absolutely. I mean I think a lot of small business owners their frame of reference is the yellow pages or the classified ads. And so, when that stuff, you know, it's not like the yellow pages are going away but there are so many more options now, right? And people, their behavior patterns are changing, they're spending more time online. And so, a lot of these businesses don't know how to take advantage of that and what I think you know it is a huge opportunity that's why I'm focusing on it anyway and it's helping a lot in results. It's fun, you know. It's really fun exploring. There's always something new coming out too, right? So it's a never changing field.

JM: Yeah, it's always evolving. I know also many business owners and especially affiliates and staff that are getting started have either left the job or looking to leave a job and looking to create an income online. I also know that many small business owners, the more traditional brick and mortar type businesses are what I would call heavy business, meaning lots of overhead employees, staff, payroll, remittances to the government which seems to be, you know, it is more and more that paperwork needing to be done. And I know a lot of them are probably just looking for maybe a way out of that environment into a maybe a less heavy business or taking some of what they know about their existing brick and mortar business and taking advantage of the internet to streamline what they're doing to develop some processes. And I know WordPress has got a lot of stuff that we can talk about and then, in content management systems in general, do. But I know you worked at home and I know that would be a goal probably for a lot of small brick and mortar businesses and affiliates and everybody. What it's like for you to be working at home?

DC: Well, it's great James. I mean, it was hard for me to make that transition because I've learned how to be a good employee and work at some places I really enjoyed, you know, that's on Silicon Valley startups and then at Microsoft. I always wanted to do my own business though. And so now, here I am and it was really hard to make that switch, but I love it. I mean, it gives me so much flexibility. I'm in this great area and it gives me a lot more time. I've two young girls, two little girls, and I got a lot more flexibility like on Wednesdays now, they get out of school at noon and I can go and pick them for lunch and then we go to the park every Wednesday and it's awesome. Those kind of things I couldn't do before and so even though it's a different mix of things that you do, you get to call the shots right in and you get a flexible schedule and that's the important thing for me is just for lifestyle of living where I want to live and having that time flexibility.

JM: Personally, it's so important to me now that I remember listening and chatting with Brent Truitt who's a successful affiliate out of Calgary, who he was chatting with his wife, you know it was of his funny conversations that he shared in the Coffee Talk. He said, "You know what," and his wife's name is Betty. He says "What would we do, what would we do if all of the sudden for whatever reason we completely lost our business?" And the basic

answer that the two of them came up with was that they would sell everything they had, they'd buy a little house in Saskatchewan which are really cheap. And they'd get themselves a couple of computers and an Internet connection and they'll do whatever it took again to build again. Because once, this is their words, once they had the freedom and the lifestyle of not having to be tied to a job and the ability to really set their own schedules. And I'm not talking to cliché stuff, we're talking the real deal here. They would do whatever they had to rebuild in and do it again. I think there's many people out here that are in that position already and understand that and there's many people that are working towards that goal and it's very much a goal that should be strived for.

DC: Yeah, it is and it seems like it's not possible, you know, but it is, right? And it seemed to me even like a little over a year ago, I just didn't know how that's going to work out and it does. It's just a little bit scary to make a leap but it's totally doable.

JM: Before we get into this content management, WordPress, and that type of thing, if I can put you on the spot, I know you've been working hard lately on your website on Expand2Web but I know you're starting to see some sales now.

DC: Right.

JM: Tell us how that's going in and how you're relatively new although you bring some experience to it because you do have internet experience so you're not, by any means, somebody that's brand new. But there's still a learning curve to that things to learn and figure out. How is your affiliate marketing business going?

DC: Yeah. I mean, I definitely consider myself a beginner at affiliate marketing. A lot of people out there make it sound like it's easy and it wasn't for me. I mean, it was really difficult because you make a lot of assumptions about what people want and want people are going to do when they come to see your website and then they're all just wrong, right? And so, it's one of those things where you have to continue to reiterate but the thing that really hooked was when I was... This past ski season, I was out skiing with my daughters and I had this great day and it was snowing and I was on the slopes at Northstar in Tahoe and, you know, those pretty expensive to ski and I've got my own business and I was a little bit like, "Gosh, I can't believe how pricey it is I had to wait in all these lines," then we got on the slope so we had this really nice time.

For some reason, I just checked my email real quick on my phone while we're taking a break, and I saw this affiliate sales come in. And these were some of my first sales and I thought to myself, "I'm out here with my family, you know, skiing and I'm making money." This is a lot of work that I had done up to that point to make that possible but that was a really incredible feeling. And that's really what started to fuel more and more progress. And then, I started really looking at my site and refining sort of tracking things and creating new offers for people in terms of, how do I talk about my stuff and how do I clarify and still back up me in this loop? And I can see the difference that it's making. And like I said, "I'm still pretty early but I can see a steady

stream of sales coming in now and I feel like now I can see how to build that because that's really hooked me. And as a small business owner myself, that stream of income represents something really important because the other part of my business might be cyclical but, excuse me, another revenue stream for it that gives me nice peace of mind.

JM: Yes. Tell me about your experiences with Interwoven? I know you touched upon it with me a little bit this afternoon but I know the listeners would love to hear more and you talked about content management systems and give us a little background on that.

DC: Yeah, thanks for asking that. So when I lived in Michigan, my wife and I we both worked at Ford Motor and that's where we met. I was in this really cool spot in the IT department. So 1997, we're working on e-commerce and managing this websites for different Ford divisions and I ended up buying some software from this Silicon Valley company with 30 people. And at that time, it was cool to buy stuff from little startups that might not be around - those okay, you can actually get that. You get that sort of pushed through somehow, I don't really know.

I've always known I love computers. I'm a computer person and to me living in Silicon Valley just represented like the ideal for that. And one of the cool things about, when I was working is founder of Interwoven actually came out and helped install and setup the software. And the software was to help manage our websites.

So, Interwoven made this web content management software for big companies that have many websites to manage and they've got to make sure that things get published properly and they can rollback if they need to. So there's a lot of publishing capabilities to it. And I thought to myself, "Well, gosh, I think a lot of companies are going to need this because the web is really picking up and to mention all of these big companies that have this website problem." And so, I ended up approaching these guys and I joined Interwoven and my wife being the angel that she is, agreed to move to California with me. She had never been to Northern California and we came out here and checked it all out and moved out here.

Our house in Michigan, where we're paying like \$600 a month for house payment and when moved out to California, the rent for two-bedroom apartment was like \$2000 a month, and so, it's kind of scary. You know, I mean, it was a scary thing but what was cool about Interwoven was that I got to go to all the big players and see how their websites operate and the kind of big companies like Cisco, and eBay, and Ford, of course, and Federal Express, and Amazon and all these guys have learned about content management and how do they handle this stuff, and what are their challenge.

And so, Interwoven did really well and grew to like thousand people, an IPO I learned a lot there. It was a very exciting time. But the software that we sold to these enterprises was the average sale was around \$250,000. And so basically, they would buy that and some services to help them manage their websites, you know, their multiple websites and publishing contents to them and that was fascinating. But you fast forward to today, and now, you've got tools out there

like WordPress and Drupal that are open source and they're free. And in many ways, they have many of the killer features that this big software did 10 years ago, and that people are paying a lot of money for it. So now anybody can set up this really cool website and do some amazing things with it, right? For free or for a very little cost.

JM: That's what was amazing to me about it because couple things in my background, when I was putting together the first edition of the 'Affiliate Marketers Handbook' back in 2001 and early 2002, I was looking for a content management system that I could offer to students of the training. And we ended up writing chapter 5 three times as we used various little content management systems that we could find and that were available on a monthly subscription basis. But they were so limited in what you could use and what you could do. You couldn't do things that you would definitely need if you wanted you're website to rank highly.

So we ended up having at that point to revert back to Microsoft FrontPage which was a great little software but only because it gave us what we needed because I would've much preferred to go with more of a CMS or content management-type software. For those maybe who are brand new to some of this lingo we're talking about content management systems and WordPress and Drupal, can you tell us, what is a content management system?

DC: Yeah sure. Well, it's really a tool that helps you manage the creation and update to your website. And so, like you mentioned FrontPage, there's a nice editor, nice html editor and you can do some neat things with those kind of tools but somehow, you have to get and put on a web server and then you have to figure out a way that to make changes across your site. Sometimes you want to change many pages on your site, sometimes you need to back out the change because it broke something. There's really a whole process that companies need to follow or even individual who've got a website that they're updating in. I think that's probably the biggest challenge that they solved. And in my mind, the biggest challenge for websites is a classic problem is, they get so many build a nice website for you but you can't change it. And it's really hard and time consuming to change. And then, it's, of course, costly because you have to hire some web person every time and that's what these systems that we're talking about today, I think represent is the ability for anybody to quickly put a very nice-looking website out and change it. And as you've pointed out before - that's really the key to the Google rankings too is this unique content coming out on a regular basis on your site and disenable that - these kind of tools.

JM: I know, I just helped my wife and I we're just helping a very nice lady in front of ours locally here. She's got a bed and breakfast in the White Rock area and it's called 'Dancing Firs'. So her original website was dancingfirswellness.com and she was exactly in that boat where she got this website that was put together by "a friend." She didn't have any access to the site. She didn't know how to, honestly she didn't know anything. She didn't know her pass codes, where it was hosted, where it was registered, didn't know how to change it, couldn't update it, I mean complete...Unfortunately, this is where a lot of graphic design people leave small businesses in a similar boat.

So what Arlene and I did is we had lunch with her one day and we are helping her and Arlene and I decide to let us put site together, we did a little barter with here with some good friends coming in from Perth, Australia. And we said, "Tell us, tell you what, you put them up for the week or 10 days that they're going to be here and we will bring you in the 21st century on the web. And we'll use WordPress and we're going to build you a beautiful little website that you have complete control over that you can change when you've got to change your pricing for the cost of the rooms or the availability schedule, all of that stuff you'll have complete control over."

We're just putting the final touches on it and now it's called dancingfirs.com. We put this together. It was simple for us to do, we ordered the content from Elance, had that all professionally written, took our little digital camera, went over to her place, took a bunch of photos with my little \$200 Fuji film camera. And we were able to give her something that I am quite happy with. I think it looks great. I know it's going to do her well when we teach her how to market it now and get a ranking in the search engines and the other things that you need to be once you have the website. But to me, WordPress and Drupal and these content management systems we're amazing for this kind of setting. Thanks goodness they finally arrived.

DC: Yeah, well, I've seen the site and it's looks great. I mean, you've got all kinds and different types not just text. Two, right, we have photos and videos out there and all kinds of great content and easy for her to change and it looks very professional.

JM: Well, thank you!

DC: So it's a godsend to have a tool like that to update your site with, for sure. And I experienced that all the time. I mean, with my clients, it's the same story over and over again. They don't have a way to do it, easily update it. And they don't even know how much it cost them, right? And then they kind of sometimes they feel ignorant by asking questions, it's just not a, you know, except for the ones who are really into it and spend a lot of time on it then, it's just intimidating for them.

JM: That little website, you know, what's amazing to me is that she would've went to a local graphic designer it would be hit and miss because she could go lucky and find somebody that will be do the straight deal with her but they would easily charge her, what would you think today they would charge for a website like that?

DC: Oh yeah.

JM: Let me ask you that.

DC: I would say, for that site I've seen quotes from anywhere between like \$3500 and \$5000 at least to do a site like that. And it wouldn't even necessarily depending on the designer that did it or the developer, it wouldn't necessary even be optimized in some of the ways that this site for the search engines and things because there are some things that you've done and some things that are part of WordPress that help with that. They may not got that either. And then, they wouldn't able to update it in a lot of cases too.

JM: That's right.

DC: So definitely...

JM: Well, in that little site that cost us well under \$500 to put together which is usually stunning the most people who have paid some designer, you know, an arm and a leg to have their site done. Let's talk about, before we get into WordPress in detail, I want to get into some detail with you. There are other content management systems out there, I know Arlene, my wife during our super boot camp, we put together a website as you know called EpilepsyMoms.com. We used Drupal to do that and then, I know I've got a site called kickcartconnection.com and I use Drupal to build that. And I know lots of students and members of the training have also used Drupal and many have used WordPress and some of used Excite Pro which is more of a FrontPage type application that's a little more advanced these days. But there's a number, there's a large number of content management systems out there. There's another one called ezweb-builder.com. So there's just a bunch of them.

DC: Oh yeah, there's a lot of them, right. Joomla is another one.

JM: Joomla, Mambo...

DC: Yeah.

JM: I mean, we could go down the list and I know it can get a little bit hair-raising to pull all of this information to get and try to figure, "Okay which one do I need to use?" Especially if you're brand new and you have no reference points to even make these decisions.

DC: Right.

JM: Let's talk about, I've got experience with Drupal, you've got experience with WordPress. And these are definitely the two most popular content management systems out there today. So I think it's pretty safe to say right off the bat people if you pick either one of those, you're going to have a very powerful tool in your hand. Now though, there's some differences between the two and I know you were a WordPress expert so I can probably ask you some questions. I've got a lot of experience with Drupal and I'm pretty familiar with

some of the major differences but I also know that some people have this tendency to look at WordPress as if it's Drupal's poor little second cousin.

DC: Yeah, well, I think that Drupal's got sort of a reputation by some of the tech elite, you know, as the sophisticated powerful systems, right? I think that some of that carries over and a lot of people think that WordPress is just a blog.

JM: Yes.

DC: And so, what they don't know is with WordPress it doesn't have to be, it doesn't have to look like a blog, I mean, you can use it as we've been talking about like a [content management system for your website](#). You can have a static front page and it can look like any website except you can change the content on it.

And so, yeah, I don't know, I think some of that perception is from there, I guess. I mean, Drupal is very powerful, there is no question about it. I think, both of these systems, what's cool about them among other things, is the fact that there's a huge community of people out there creating themes which are...

JM: Yes.

DC: ... a way to style the entire site with different colors and layouts. Some of them are really professional. A lot of them are free. Then, there's some premium ones that offer support and some additional features and so you can get really professional look. I mean, you can create a website in higher designer and pay them \$100 to build you a nice a banner graphic and you're in business. So you got a professional looking site out there with one of these themes and maybe pay a few bucks for a theme or use a free one. And you can also extend the functionality on those right with the plug-ins. And you can go with, well both systems and say, "Hey, I wanted to do this functionality like to update twitter every time I publish something." Or, you know, there's literally thousands of these plug-ins out there at least for WordPress anyway to extend the functionality.

JM: Well, and the same thing goes for Drupal. I think what my experiences, and I'm not by any means an expert in WordPress although I have put together on few sites and in my site [jamesmartell.com](#) is a WordPress site, the site we just built for Mary, [dancingfirs](#) is a WordPress site and I have another site that I'm working on currently. So, I do have some experience with it and I find WordPress to be very, very easy to use, easy to install, easy to get set up, lots to support, lots of themes as you call them themes are basically the entire look and feel of the website and Drupal is a little behind on that. They don't have nearly as many themes

DC: Yeah, not as many right.

JM: As WordPress, but I think that's probably because Drupal isn't as old, or hasn't been around as long as WordPress. But I'll tell you the differences that I found between the two content management systems - something that I think really people need to pay attention to when they're looking for one.

Number one with Drupal, Drupal's got something credibly powerful, functionality that allows you to allow your visitors to be able to blog, but so does WordPress. Add photos to the website, something Drupal will allow the visitors to do, chat in the forum and number of other things all simultaneously within a website. So if you wanted to give your visitors their own username and their own password and wanted to be able to allow them to add articles, blog, chat to chat form, post video, post photos, set up their own gallery, add their own podcast, all that kind of stuff to you own website, Drupal pretty much I think is the solution.

DC: Yes, they got it all. Right, it's all included.

JM: Now, the problem with it is it's also because it's got it all, it's very technically inclined. And somebody that doesn't have any technical experience, I would highly recommend one of two things: 1) either picking something else like WordPress or 2) Prepare to hire somebody to actually help you configure it.

DC: To hire somebody just sort of ask like, "How is it?" Like kind of plan out how it's going, right? Because I think there's a lot of free work for Drupal, at least in my limited experience.

JM: Yes, there is. There's definitely in it. It's a much more sophisticated system but it's also a lot more difficult to set up. I mean, to set up a typical Drupal website, just technically it'll take anywhere between 20 and 30 hours.

DC: Wow. Yeah.

JM: WordPress. Now, having said that, if somebody is building a simple site, WordPress, I am finding will handle just about everything most people need it to do.

DC: Yeah, I think.

JM: Okay, let me ask you some questions about WordPress. Can you blog on it?

DC: Yeah.

JM: Can you add a chat forum to it?

DC: You can. It's a little more involved but definitely. Yeah.

JM: Okay, how about the photo gallery?

DC: Yeah. In fact the newer version of WordPress has that capability both in and there's a bunch of different plug-ins to do that from Flickr and other places too.

JM: I actually, you know, I knew the answer to that question because if you go the dancingfirs.com and click on gallery, you'll see the photo gallery that I put together for Mary, it literally took me about three minutes to build it.

DC: And I think that the key James is this, you know, you're heard of the 80-20 rule, right? And I think that applies in so many ways where you know 20% of the capabilities give you 80% of the value. And I'm not trying to say that's WordPress but in a lot of ways compared to a sophisticated tool like Drupal, you can get up and running pretty fast with WordPress and do a lot of things with it. And then, you can learn about categories and how I'm going to categorize all my articles and then, add a plug-in to extend some functionality here or learn about how the image galleries work. And I think you can grow with it a little, start out small and kind of grow with it instead of having to plan it all up out of front – at least that is kind of my view of it, I think with WordPress.

JM: One of the things that I've experienced working with both platforms, with the WordPress system and I've seen students beautiful websites in Drupal. And these are generally people that have a little bit of technical experience, that have a little bit of stick to it-ness, they're not scared of the technology, they don't mind digging in and they don't mind outsourcing to somebody maybe a Rent A Coder from time to time as they get stuck and they just cannot get this to work for whatever reason. WordPress on the other hand, as far as setup and getting going, with Mary's website, I'll tell you how I put that together.

DC: Yeah, how did you do that?

JM: I'm probably like most small business owners. I got some technical experience but generally people think, "Oh, James you must have a lot of technical experience." Well I really don't I'm horrible at it. But what I'm good at is outsourcing to techs that do know how to fix and they put this stuff together.

DC: The 15-minute rule, right?

JM: Yeah, the 15-minute rule which is if you can't fix it yourself in 15 minutes, take the next 15 minutes and go and post the project over at Rent A Coder and hire somebody for 10 bucks, who will fix it for you. And you go about doing something else that you are good at so you don't get frustrated and get stuck in to some little technical problem. So, with that in mind what I did for Mary's site is I went to Rent A Coder as you know is a place where we can hire low cost techs and then, I got a whole tutorial on jamesmartell.com and how to do that for somebody who wants to do that. Posted a little project there I said, "You know what, I've got a WordPress theme which is the looking feel of Mary's website and I have six

plug-ins." And maybe you can explain what a plug-in is. I know it's adding functionality to a website but give us some examples of some of the plug-ins.

DC: Yeah. I'll just run down. I mean, there are literally thousands of this available but I'll run down like maybe a shortlist of some of my favorites, right? And anybody who uses WordPress will probably tell you, "Oh, you forgot this one." I know there's so many out there but basically, a plug-in, they allow you to extend the functionality of your site. And it's some code that somebody has written that kind of conforms to a spec or an API for WordPress so that you can just plug right into your site start adding this new functionality. So what's cool about that is if you decide that I wanted to add a form to my site or I want to start backing my site up, how do I do that? You don't have to hire somebody to write that code, you can go look and usually you'll find something that someone has already done and usually they are free or very low cost. Some of the plug-ins I like are - there's one called the All In One SEO plug-in.

JM: Yes, I have it on my sites.

DC: Really, it's just amazing. I mean, you install this plug-in and in allows you to set all these things about your site like the title tag and the meta description and all those tags and then not only for the site but for every individual page or post if you want to. You can override them. So it gives you total control over the key SEO areas of your site and there's all kind of extra things that it does over that, it's very powerful plug-in.

Another one is that I always like to install what's called WordPress DB Backup. And that's this really neat little plug-in that you just install it and you say, "Hey, I want you to backup my site just back up the database and on schedule." And so, let's say you published three times a week, just say back it up every day or back it up once a week you kind of can control how often and it creates it up, it backs up you database, creates a file and emails it to you.

JM: Cool!

DC: So then, you have a disaster if something happens to your hosting provider or whatever you've always kind of backup with your database itself. You know, you'd have to hire someone to tell you, "Okay, how I'm going to backup my website on a regular basis and all that stuff." Right, that's just done.

JM: Where would this plug-in which is free, you just install and already written and handles it for you.

DC: And another good one is Google XML sitemaps. So in the SEO, one of the things that Google recommends is that you create this map of all the pages on your sites so that Google knows what to crawl and there's a plug-in that does it out for you automatically. There's another one called c-forms that allows you to create any kind of a custom web form and put it anywhere on your site and do all kinds of things with that. There's another one called ShareThis that adds a

little button to all of your pages and posts and allows the people to share those on social media sites like Digg and Delicious, and you know.

JM: Facebook.

DC: On Facebook, right. And there's also a cool one. I mean, I'm not going to go on forever this is the last one but there's one called WPtouch that I really like and that allows your site to show up on mobile devices properly. So like if somebody has an iPhone, they get really cool instead of this site will really minimized image of your site, the system is really cool looking view of your site as formatted for that device. So those are just a few but the idea is that you can do all this great things to your site and extend it without having to hire someone to write all that code for you.

JM: Yeah. It's quite something. And what I did with the dancingfirs site is I'd grabbed up you know half a dozen of the plug-ins that I thought she would like and a couple more here that you just mentioned that I'm going to add to my site too. This WPtouch sounds great, and I put those together and I posted a little project over Rent A Coder to get somebody to come in and install WordPress for me, install my theme and install these half a dozen plug-ins and it was done in a day, it cost if I recall correctly, like 60 bucks or 50 bucks and it was done. And it was sitting there ready for me to go. Of course, there's still a lot of setup and a lot of things that I have to do with it but generally, a lot of the technical end of it had been handled. And my apologies to the graphics designers of the world who are leading the small business owners down the path of websites that they can't update, change or modify because I think, thanks to WordPress and Drupal and these types of tools, I think those days are definitely over now.

DC: Yeah, there are some savvy designers out there but I'm not saying all designers have to use this but I mean, there are some designers that have really focused on building WordPress themes and things too, right?

JM: Yes.

DC: And I think you know sometimes that's the other thing about WordPress that I like its support. I mean, you are Google search away from pretty much any kind of problem you're going to run into. Because there's so many people out there that are working on WordPress that you can find pretty much anything either in the WordPress forums or with somebody's blog or like mine and yours that give their information and they write it up. And so, that's another advantage I think it's just the people around that. I'm trying to change topic but I'm just kind of...

JM: Yeah.

DC: One of the plug-in...

JM: No, it's true there's so much support before them and that alone is amazing.

DC: One other plug-in I wanted to mention really quick is that I just discovered a couple of months ago, it's called Subscribe to Comments. And that means if somebody is on your site and you've written articles or something and they read it and they do post a comment, they can check this box and they'll get notified whenever someone else comments on that thread. It sounds like a little thing but that one plug-in has really increased like engagement by people on my site. And in the past maybe having to write some code like that and take a chance on whether is going to make a difference or not. It would kind of be costly whereas now, I get to just try this out and if it works it's great, if it doesn't I can turn it off, you know.

JM: And what it was called?

DC: It's called Subscribe to Comments.

JM: Great. Now, if somebody was listening to us and, you know, new to this or a new affiliate that's getting started and may be wondering WordPress or Drupal. One of the things that I put right in the training is if they're at the point where I'm making that decision and they are still unsure, probably that's a signal to go WordPress. But I've also posted my phone number in there if they want to make absolutely sure that they don't make the wrong decision. I make myself available to help them out in that area just to make sure that they get in the right head down the right direction. I know I just spent the last week with three people from the boot camp helping them switch out of Drupal back over to WordPress just because they didn't need the headache they were dealing with Drupal. Because they weren't using that functionality anyway so now they're happily moving ahead with WordPress. So it's just one of those things that I'm just, on the side notes there that people need to really keep in mind. Picking the right content management system is the key.

DC: The last thing and maybe I already said this but I think neither the SEO benefits of WordPress and I can't talk to this for Drupal because I haven't use it to enough to know. But in WordPress, the search engine optimization benefits are really big too. And one of them obviously, is that people are going to create good content more regularly it makes that easy. The other thing is just the fact that you can now have control over your whole site pretty much on how you lay it out. And so, what I'm finding for these small business websites is that they've got, you know, they get such a better... they set up like a WordPress web blog I set it up for them and the Static FrontPage just like the one that you made you know for the... what was the name of that one again, the firs?

JM: Dancing Firs.

DC: Yeah, and then they get such great respect from Google for that site because one of the things WordPress does is whenever you publish a new content it, automatically pings like the

search engines and some of the blog like networks and it automatically lets people, these search crawlers know that you got a content out there. And that's another just huge thing I think. It's just getting the sort of like it super charity SEO benefit out of it. And then, there's these plug-ins like the All In One SEO plug-in. In fact, Matt Cutts, he was from Google, he's got a video where he's talking about how WordPress is a great way to go for small business owners too and he gave some of these reasons.

JM: Now, I know over on your website, you specialize in small business. Of course, primarily the people I talk to are those getting into the affiliate marketing world and we talked earlier how there's a lot of crossover here. I know you personally focus your energies and your attention on traditional small business owners and you teach them how to get highly rank in Google local search. And you also are a WordPress expert and you've got your own theme which I had a look at which I must say for a small business owner looking to setup a website it's a very cool and attractive way to go. Tell us about that theme that you created.

DC: Yeah. Well, it's based on the setting up a bunch of websites, you know. And kind of doing that over and over and finding out what they needed. What I found was there's typically two kinds of, sort of, business owner. I'm generalizing here, but there's people that would say, "I really want to get a website and I want it to look professional and I want to get something online and start getting a presence out there." And that's who this theme is for. The other audience is somebody who wants a totally custom one site maybe they're like a graphic designer or an interior designer. They need to have a really nice portfolio out there and they're willing to pay somebody thousands of dollars to do really high design work on their sites.

JM: Yes.

DC: That's not really as good a theme is for. I mean, I think the theme is very professional and I did hire professional designers to do it, to build it. But the whole point is to say, "For a large group of business owners, here's a site that gets you started." And it's got these pages on it, it's got a contact page, the mass and directions page, it's got a static homepage. And then, you can add more pages to it.

I built this custom options panels so that when you're inside of the WordPress admin, in addition to publishing new content, you can go to this options panel for the theme and do all kinds of stuff like update your business address and phone number, and email address, and your business hours, and your header graphic, and the graphic the shows up on your homepage. And you can add your Google analytics code in there and you can determine which pages are going to show up on the nav menu and that's I think what really helps this business owners because it's like you and I talk about earlier James they want to have even if they're not really into the techie computer stuff, they still want to avail with the update the site.

JM: Yes.

DC: And this helps them go one step beyond updating the contents. They can update some of the other things about the site. They can even change the color schemes and things like that. So, that was my goal and I'm excited about it because it helps a lot of people and it is based on a lot of experience that I've had with different business owners.

JM: That's beautiful. I actually just typed in expandmyweb.com and I'm right on that page now. I'm looking at the theme again and I've already watched. I see, you've got a video tutorial which I watched earlier. Its 5 minutes and 51 seconds long that walks a small business owners through how it all works. But why don't you explain to us, if somebody wanted to setup a website, let's say you are a small business owner, let's say you own a bed and breakfast or maybe even, I know, you specialize in chiropractors and various brick and mortar type businesses. How much it would cost first part of this and how will they go about...how painful is it to set this up and how much should they budget?

DC: Yeah, okay. So I kind did a walk through on my site to help people understand the process. But there's a couple things you need first, they would need a hosting provider and I always recommend that they get a domain name with that, right? So the day they've got a unique domain name for their business and ideally if it is a small business owner with local goods and services sometimes its nice to include the city name in that domain. But it needs to have a good domain name and a hosting provider that can run WordPress and I like, you know [Blue Host](http://BlueHost.com). There's a lot of good providers but a lot of these hosting providers provide this one click install for WordPress and that's what you get. Have you used that before?

JM: Yes, love it.

DC: I mean, that's great because you literally say, "Okay I want to install WordPress." And it says where do you want to put it, what do you want to title your site to be and what's your email address? And then, *bam!*

JM: I think you got a tutorial on this, don't you?

DC: Yeah.

JM: On you website?

DC: I have a video of that too, on the site.

JM: Okay, it walks a person through.

DC: And so, it's like all of a sudden, there's my WordPress installed.

JM: So how long will it take somebody that has never purchased hosting before and install WordPress on a domain name?

DC: Well, I did that video. I think the video lasts less than five minutes when I did the whole thing in there.

JM: Which is amazing about how simple of things are these days. Without a techie involved at all, all you need is your credit card, come to Don's site, watch the video, do the tutorials, click on the link to [Blue Host](#), go get signed up and then, once you purchase the hosting which I think is what, \$6.95 a month?

DC: Yeah, that's the other amazing thing, at \$6.95 a month for that hosting and that includes the domain name in it.

JM: Yes. I know, I know. It's hilarious. So then, so you've done that and then, they send you a welcome email with a user name and password so you can now log in to the hosting which is not scary as it sounds. And then, do you teach them how to push the couple of buttons or the one button that you need to install WordPress.

DC: Yes. So I see people kind of go one of two ways here. They either, they either want to do it themselves and I do have a video that shows them how to do the sign ups and then also how to install WordPress. Both of those are in that five-minute video. So literally, you're signed up, you got your site, install WordPress. Now you have to wait a few minutes for your domain to be hooked up, but other than that you're up and running with WordPress very, very quickly.

And now, your decision is mainly like, do I want to use the default theme or how do I want my site to look? Then you kind of go off and look at some themes and there's a lot of free themes out there. And if you can find one that looks like your site and you're still inclined, you can go and upload that and activate it. And then, my theme, I've tried to take a lot of that guess work out of it and some of those features that I talked about before and you can buy that from my site and then, install them and I have some video.

JM: Well, I think the way you've install it, so all I have to do is fill on the blanks and also your business hours show up, their business name, their location, their address, goes into the Google maps so people can find them, the blogs are already setup. I think that's probably, how much is you theme?

DC: It's \$119. So the whole thing is less than...

JM: So much for the \$5000 websites.

DC: Right.

JM: And then, the owner of the website can completely control and update their own content from that point forward?

DC: Yup and there's so much great information out there on how to do that. You can spend a couple of minutes watching a little video and *boom!* Now, you know how to update you website.

JM: Try to take all the mystery out of it, doesn't it?

DC: Yeah.

JM: So again, that website was expandmyweb.com, is that correct? Alright, so great Don! This has been absolutely a joy talking with you, I've enjoyed it, the information has been great and I know all of the affiliates who are building affiliates have probably picked up a lot on this. I wouldn't you mind getting you back maybe in a month or two and go into more detail and talk about Google local search? I think that would be a great little conversation; I know it's something that we've never talked about.

DC: I'd love to. Got a lot of good tips for that. So, I'd love to come back.

JM: Anything else you would like to share with listeners before we part ways here?

DC: No, I just, well, there is one last thing I just wanted to bring up at all. A lot of people ask me about this and that's why I want to bring it up. There's another way to get a WordPress website. You can go to wordpress.com and you can set up a website there, but it's really a blog. You can set up a blog there for free.

And so, a lot of people think when you say WordPress, they just go to wordpress.com and they think that's what it means. And then, contrast that with what we've been talking about where you host your own. And I just thought I'd bring it up because I get asked the question, "What's the difference all the time." The difference is if I had to really sum it up is if you want to create a blog for a hobby or you want it for a journal or something like that, wordpress.com is great for that because it allows you to go and set up that for free and it's like myblog.wordpress.com is that what the URL will look like.

JM: Sure.

DC: Bu the thing is it does restrict you. You know, I don't think you can put or Ad-Sense ads on there. You're limited in terms of the themes and plug-ins that you can use and some things that you can do. So I just wanted to throw that out there because I do get asked that question a lot.

JM: Sure, and that's a good a bit of clarity because you're right. On wordpress.com you can do that. If I want to set up a blog over there I can set up jamesmartell.wordpress.com. The problem is I don't want to promote somebody else's website and no matter how much I

put my name in there, it's still wordpress.com and I think most small business owners should have their own domain name for \$6.95 that include hosting. Then, your business cards says, "Your name John or Mary@dancingfirs.com not mary@dancingfirs.wordpress.com."

DC: Yup, yup. So I always tell people if it's a hobby and you're playing around, great if it's for personal interest. But if it is for your business then definitely, you want to get you own setup. So and it's not hard as we've been talking, it's just pretty easy but that's all I wanted to say. Thanks for having me on the 'Coffee Talk'. I've been a listener for a while and it's really exciting to be on this time.

JM: Well, thank you so much, Don. It's a pleasure to have you. Don, thanks again and I look forward to chatting with you in the future.

DC: Thank you, James!

Speaker: To learn more about James Martell, his *Affiliate Marketers Handbook*, affiliate buzz audio newsletter, and online affiliate marketers boot camp and how you too can quickly, easily, and in just eight simple lessons learn how to work at home on your computer and develop your own successful affiliate marketing business, visit www.jamesmartell.com. That's www.jamesmartell.com.

Don Campbell is President of Expand2Web where he helps business owners create [WordPress Websites](#) that get top rankings in Google search results. Find out more on his Blog at <http://www.expand2web.com/blog/>. You can also follow him on Twitter [here](#).