

BLOGGER PACKAGES



Basic Blog – get started with a hosted blog

- WordPress Installation and Configuration
- Plug-in Installation
- Basic Template to Match Look and Feel of Main Website

***Total: \$390 - \$450**

www.HorsesintheSouth.com

marketing@horsesinthesouth.com

blogger@HorsesintheSouth.com

352-473-5205, 904-571-5561

Custom Blog – custom template design and hosted blog

- Basic Blog
- Custom Template Design

***Total: \$825 - \$900**

Enhanced Blog – integrate custom functionality to your blog

- Install and Configure Additional WordPress Plug-ins

***Total: \$25 - \$35 Basic Plug-in \$50 - \$100 Advanced Plug-in**

Our Process

1. To install we will need the following:
 - A new, empty MySQL Database
 - Path to the Database
 - Database Name
 - Database Username
 - Database Password
 - FTP Address
 - FTP Directory
 - FTP Username
 - FTP Password
 - Upload folder with correct permissions
2. If we have access to your hosting control panel we can setup and configure most of the items above. We would need your control panel:
 - Address
 - Username
 - Password
3. If we have access to your hosting control panel, we can create an email address just for your blog (i.e. blog@yourdomain.com) and can do the following:
 - Create a WordPress.com account for you. You need a [WordPress.com API key](#) to use the Akismet Spam protection plugin.
 - Create a [FeedBurner](#) account for you.
4. If we have access to your hosting control panel, we can create a secret email address to allow you to post to your blog by email.
5. Install the most current stable version of WordPress.
6. Configure WordPress:
 - Configure permalinks for search engine friendly URLs.
 - Install a robots.txt file to secure admin pages from search engine spiders.
 - Delete the standard links that are installed with WordPress
7. Install and activate plugins.
8. We can create a WordPress theme that matches the basic look and feel of your main Web site. If you don't have a current Web site we can create a custom design for an additional fee or you can select from a list of paid themes from our affiliate, Woo Themes, or [free](#) WordPress themes.

*Blog pricing depends on whether we host your blog or you have your own hosting company. We are familiar with the control panel in our off-site hosting company, one of the most renowned and premier web hosting providers in the industry, so the lower pricing would be in effect for hosting with the company that we use.

If we host your blog, it is easier for us to install the blog and direct you how to back it up or you can have us back it up under a small maintenance fee.

Initial Support and Training to Use Wordpress

We will walk you through the basics of how to do a post, add tags, categories, upload images, including how to size them, using and update widgets, etc. We recommend that you purchase Wordpress for Dummies (be sure to get the newest version) as it has many tricks on how to use the blog most effectively. Also bookmark wordpress.org and join their community for tons of information. Wordpress is being used at so many large companies, that you don't have to worry that it won't be there in the future. There are always people developing new plug-ins, themes and support for Wordpress every day.

Remember, the benefit of having a hosted blog over the Wordpress.com blog is that YOU OWN it and you can do or have done any modifications that you want or need to do.

Initial training on the usage of your Wordpress blog - \$200. Ongoing support at \$85 per hour (quarter hour can apply) or we can set up a quarterly maintenance fee at a **discount for 4 hours per month for \$200** (rollovers can apply**) or **\$500 per quarter** and we can upload your posts and images for you, plus other management needs.

**Up to 2 hours per month can be rolled over; maximum rollover of 10 hours in a calendar year with the maintenance fee.

Plug-ins

This is a list of the current Plug-ins that we can install and configure for you. The list is subject to change because of incompatibilities with current stable version of WordPress or other problems. There are thousands more plug-ins available, too, at Wordpress.org.

Plugin	Description
Akismet	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it. You can review the spam it catches under "Comments." See also: WP Stats plugin. By Matt Mullenweg.
All in One SEO Pack	Out-of-the-box SEO for your Wordpress blog. By Michael Torbert.
FeedBurner FeedSmith	Originally authored by Steve Smith, this plugin detects all ways to access your original WordPress feeds and redirects them to your FeedBurner feed so you can track every possible subscriber. By FeedBurner.
Google XML Sitemaps	This plugin will generate a sitemaps.org compatible sitemap of your WordPress blog which is supported by Ask.com, Google, MSN Search and YAHOO. Configuration Page By Arne Brachhold.
AddThis or ShareThis Bookmarklet	Let your visitors share a post/page with others. Supports e-mail and posting to social bookmarking sites.
Sociable	Automatically add links on your posts, pages and RSS feed to your favorite social bookmarking sites. By Joost de Valk.
Twitter Tools	A complete integration between your WordPress blog and Twitter. Bring your tweets into your blog and pass your blog posts to Twitter. By Alex King.
WP Super Cache	Very fast caching module for WordPress. By Donncha O Caoimh.

All services and prices are subject to change without notice. Please contact us to reserve your pricing.