

# What do I do now????

## Idea to first pages in about an hour

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Tom Lambert

- ❖ Moderator, [Webmasterworld.com](http://Webmasterworld.com) Content Management forum
- ❖ Head Gravity Inspector, Western Division, [Ultraskier.com](http://Ultraskier.com)



# Domains with nothing on

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**R**

Some nudity. May contain naked domains.



# Modest Goal

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## **The goal: enough to start testing**

- Simple semi-customized design with a handful of pages
- Basic tools for on-page SEO
- Analytics in place

This is not the do-everything portal you're dreaming of  
which  
is version....



# Version Infinity

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- **Version Infinity (n)**

- The version that exists in your head that stops you from building anything at all until you get \$1.2m in venture capital.

- **Derek Sivers interview on Mixergy.com**

*<http://mixergy.com/derek-sivers>*

- CD Baby and Muckwork.com



## First Steps

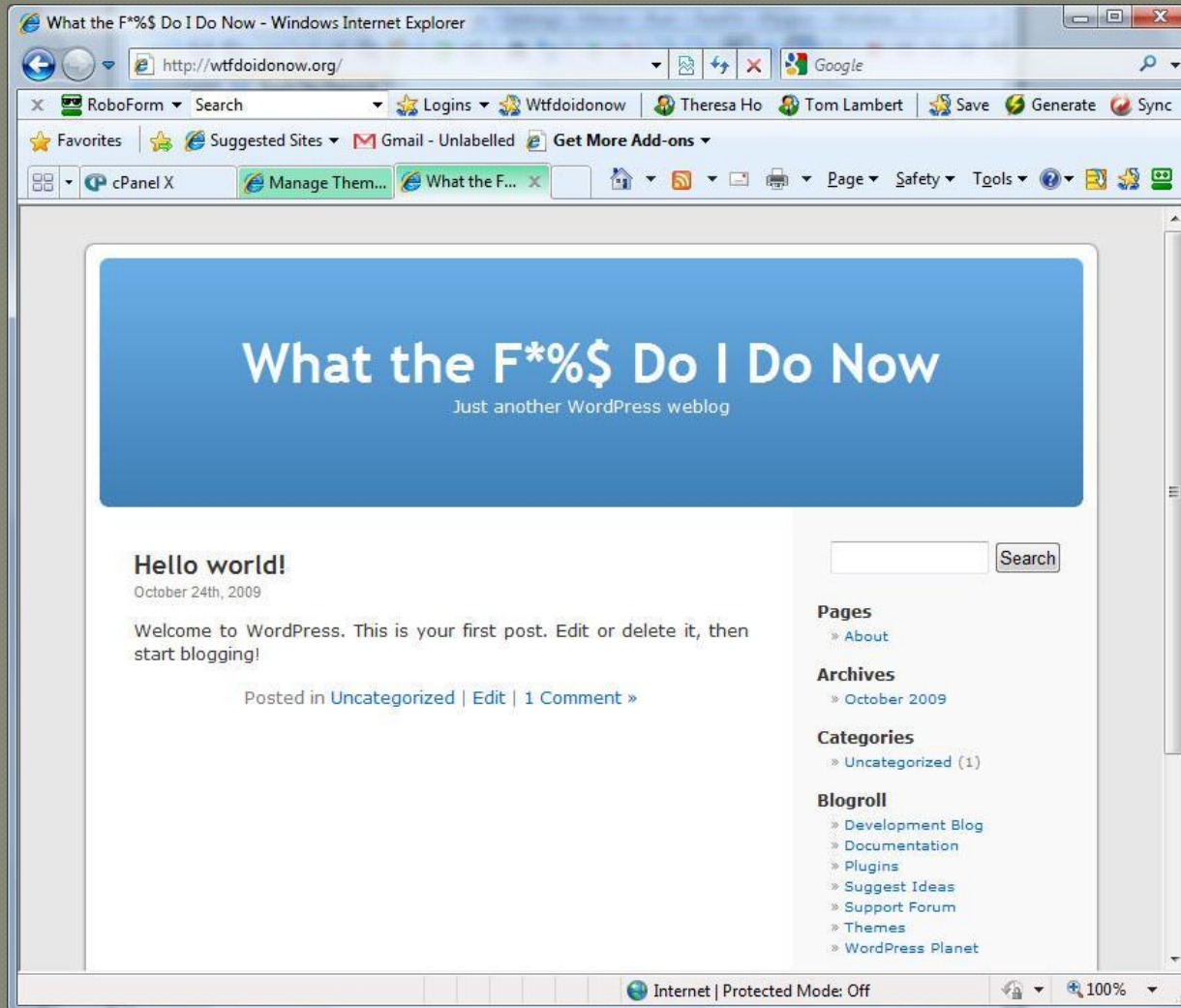
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- Pre-requisite: idea + keyword research
- Cheap Hosting
- Register Domain
- Install some CMS Software

Time so far: 09:00. Unfortunately...



# Step 2: Something Presentable

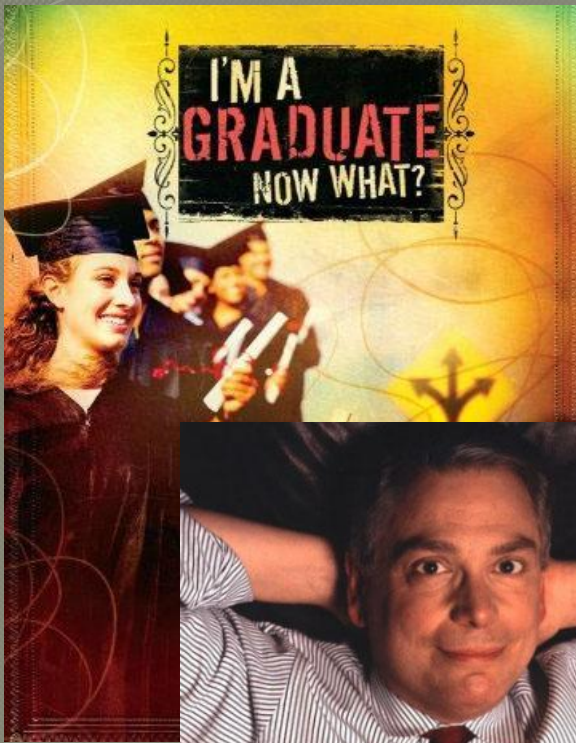








# Inspiration II: Books

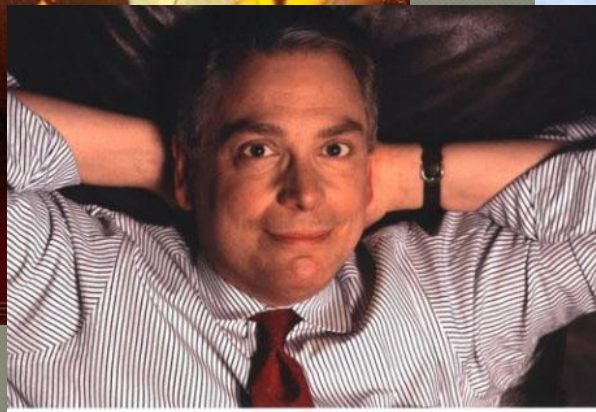


Copyrighted Material  
What do I do now?  
A Handbook for Life



Mark E. Klein, M.D.

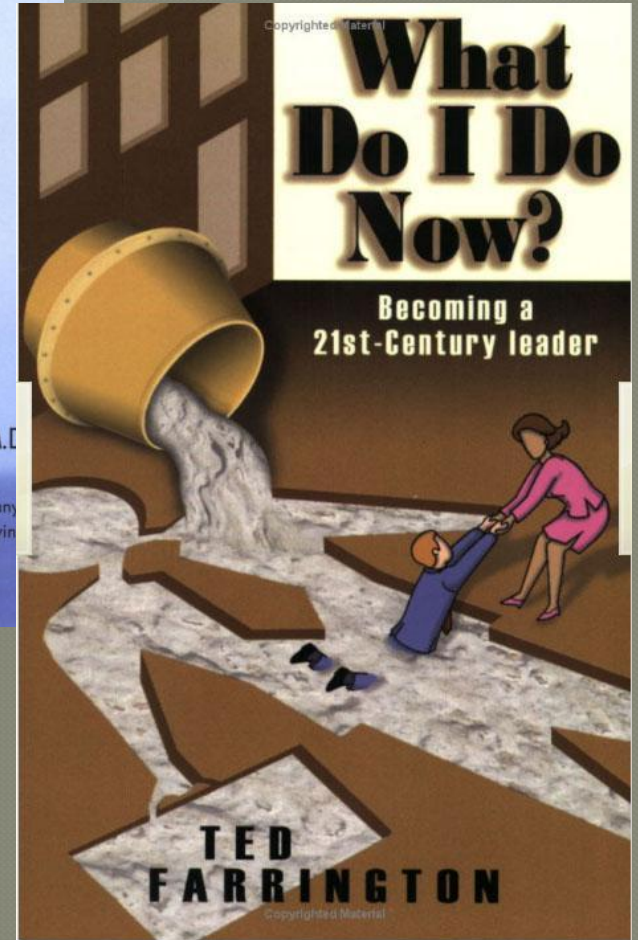
...ng this book was a true pleasure, and will help many  
...s of age, forge a life that is meaningful and satisfying  
— Olivia Mellan  
psychotherapist & author of *Money Harmony*



**WHAT DO I DO NOW?**

DR. FOSTER'S 30 LAWS OF GREAT  
**DECISION  
MAKING**

**DR. CHARLES FOSTER**  
DIRECTOR OF THE CHESTNUT HILL INSTITUTE



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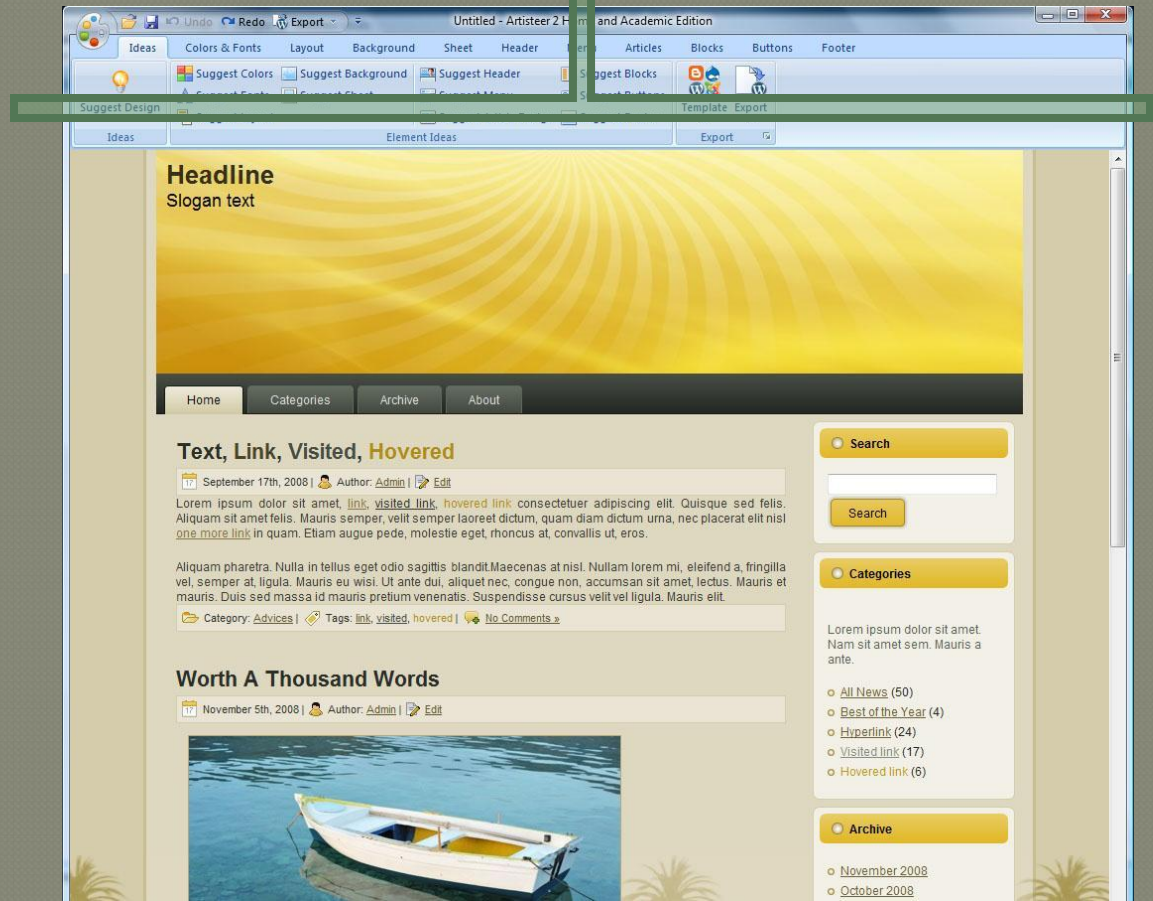
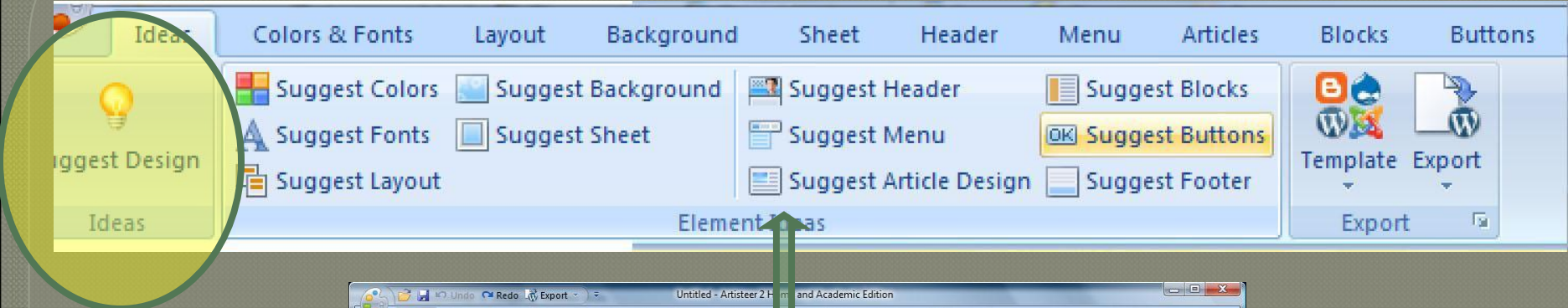
# Quick and Dirty Customization

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- **Hunt** for an off-the-shelf theme
  - Thousands. An excellent procrastination strategy
  - Often not designed to customize.
- Use a **framework theme**: Pushbutton Options
  - Thesis, Flexibility2 (free!), Carrington, Affiliate Theme
- **Artisteer**: Pushbutton Design Generation

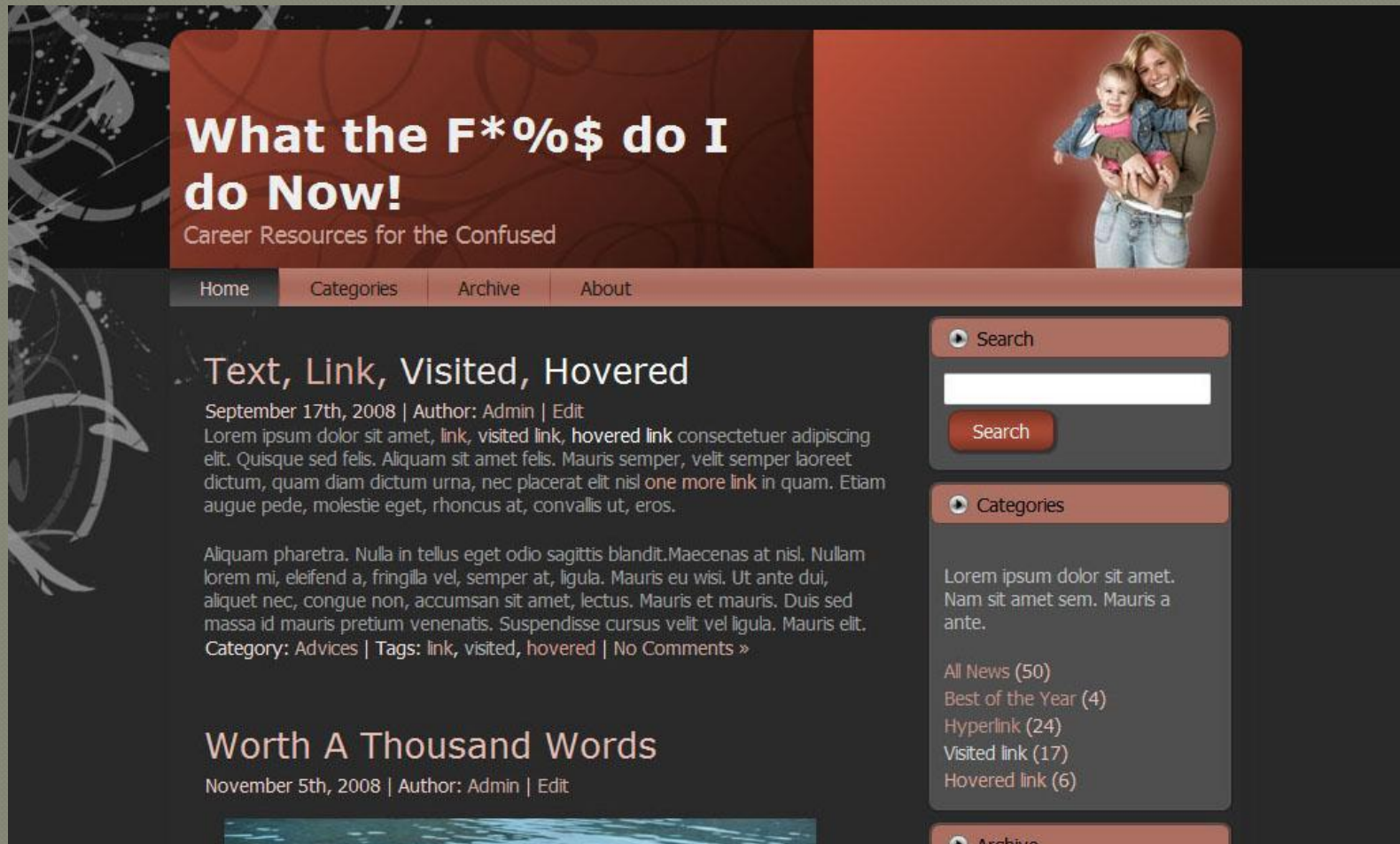


# Artisteer: Semi-Automated Design Generation






# Push “Suggest” Twice



**What the F\*%\$ do I do Now!**  
Career Resources for the Confused



Home Categories Archive About

## Text, Link, Visited, Hovered

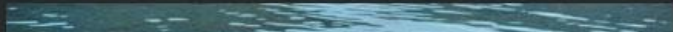
September 17th, 2008 | Author: Admin | Edit

Lorem ipsum dolor sit amet, [link](#), [visited link](#), [hovered link](#) consectetur adipiscing elit. Quisque sed felis. Aliquam sit amet felis. Mauris semper, velit semper laoreet dictum, quam diam dictum urna, nec placerat elit nisl [one more link](#) in quam. Etiam augue pede, molestie eget, rhoncus at, convallis ut, eros.

Aliquam pharetra. Nulla in tellus eget odio sagittis blandit. Maecenas at nisl. Nullam lorem mi, eleifend a, fringilla vel, semper at, ligula. Mauris eu wisi. Ut ante dui, aliquet nec, congue non, accumsan sit amet, lectus. Mauris et mauris. Duis sed massa id mauris pretium venenatis. Suspendisse cursus velit vel ligula. Mauris elit.  
Category: Advices | Tags: link, visited, hovered | No Comments »

## Worth A Thousand Words

November 5th, 2008 | Author: Admin | Edit



Search

Search

Categories

Lorem ipsum dolor sit amet. Nam sit amet sem. Mauris a ante.

All News (50)  
Best of the Year (4)  
Hyperlink (24)  
Visited link (17)  
Hovered link (6)

Archive



# Flexibility2 : *Free* Point and Shoot Customization

## 150 Quick Options from the admin screen

### *Blog width controls*

Total blog width (in pixels):

This is the total width of your blog including posts and sidebars.

Post content width:

This is the width of the post section (the left side) of your blog. The sidebar will be automatically sized to fit.

Left sub-sidebar width:

This is the width of the left sub-sidebar. If you want to make your sub-sidebars the same with as your top sidebar boxes so they stack, simply take your overall blog width, subtract your post width, and subtract 20 pixels for padding.

Right sub-sidebar width:

This is the width of the right sub-sidebar. If you want to make your sub-sidebars the same with as your top sidebar boxes so they stack, simply take your overall blog width, subtract your post width, and subtract 20 pixels for padding.

### *Blog background and border*

[Back to top](#)

Blog background color:



and color for your blog

Blog background image:

This is the image in the background behind your blog page.

[View background graphic choices](#)

Blog border color:

Enter the color for the border around the page

Blog border width:

Enter the width of border for your blog in pixels

Blog top margin:

Enter the distance the top of the header is spaced from the top of the browser




# Flexibility2 Default

Home About Contact

Search our site... search

## What the F\*%\$ Do I Do Now

Just another WordPress weblog

Subscribe via [Email](#) | [RSS](#) 


### Pop Quiz: Which company is recommended by WordPress.org as the best host for bloggers?

a. [HostGator.com](#)  
b. [BlueHost.com](#)  
c. [HostMonster.com](#)  
d. [iPowerWeb.com](#)

The answer may shock you! [Click to reveal!](#)


### Blogging to the Bank 3.0

One of the best no-nonsense guides for creating substantial wealth with your blog. Rob Benwell gives you the information and bonus tools you need to create long-term blog profits. [Read more!](#)




### SEOPressFormula

Learn how to identify profitable niche markets and build a laser-targeted search engine optimized niche WordPress site in minutes. [Read more!](#)





### Dummy Post about an Interview

 Sunday, October 25th, 2009 at 12:53 am [Edit](#)  [Leave your comment](#)

Sooner or later I'll do a real interview. First I'm going to have to figure out how to record the interview, and then I'll need to figure out where to host it. I want to do video interviews and that could suck up a lot of bandwidth if I'm not careful.

### Hello world!

 Saturday, October 24th, 2009 at 6:24 pm [Edit](#)  [Comments \(1\)](#)

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

#### ▼ About my blog

You can easily change this information in the Flexibility Theme Options page.

Simply type what you want to say and it will be displayed here!

#### ▼ Recent Posts

- ▶ [Dummy Post about an Interview](#)
- ▶ [Hello world!](#)

#### ▼ Recent Comments

- ▶ [Mr WordPress](#): Hi, this is a comment. To delete a comment, just log in...

#### CATEGORIES

- ▶ [Interviews](#)
- ▶ [Uncategorized](#)

#### ARCHIVES

- ▶ [October 2009](#)

#### LINKS

- ▶ [Development Blog](#)
- ▶ [Documentation](#)
- ▶ [Plugins](#)
- ▶ [Suggest Ideas](#)
- ▶ [Support Forum](#)
- ▶ [Themes](#)
- ▶ [WordPress Planet](#)



5 images + 10 Options + 15 mins later...

<http://WTFdoIdoNow.org> Version 0.2

Home About Contact

WTF do I do Now???

Search our site...

Subscribe via Email | RSS

When the Going Gets Tough

Sunday, October 25th, 2009 at 7:38 pm [Leave your comment](#)

Sick and tired of the same old thing? Struggling to make it through one more day of work or school? Well, I know how to make it all a whole lot easier and cut through all the distraction.

You know the old saying: when the going gets tough, the tough get going. But what did anyone ever get by being tough? A lot of suffering, hardwork and toil. And really, who needs that?

Let's face it, you can keep your nose to the grindstone and knock your head against the wall month after month after month and what's it get you? A sore head and a sore nose, that's what.

Just think about how much easier it will all be if you just give up now? Think of all the pain and suffering you'll spare yourself. And think of the planet. All of that busting around making deals, looking for jobs and busting your butt takes fuel and electricity.

Do what's good for yourself and good for the planet. Give up!

**Help is Here!**

Your host Tom Lambert has held seven jobs in two years. He has successfully bounced back every time he has been fired, whether for malfeasance, incompetence, ignorance or flatulence.

Next time you order up a Happy Meal, be sure to thank Tom for his work here.

**Navigation**

Career Advice  
Giving Up

**Contact**

WTF do I do Now? World Headquarters  
7193 Yosemite Park Way, Suite 27  
Yosemite, CA 95389  
209.379.4252

Disclaimer: this was done by a colorblind, non-designer who can't match a shirt and pants





# Handy Firefox Extensions



## Measure It

<https://addons.mozilla.org/en-US/firefox/addon/539>



## Colorzilla

<https://addons.mozilla.org/en-US/firefox/addon/271>



## Aardvark

<https://addons.mozilla.org/en-US/firefox/addon/4111>



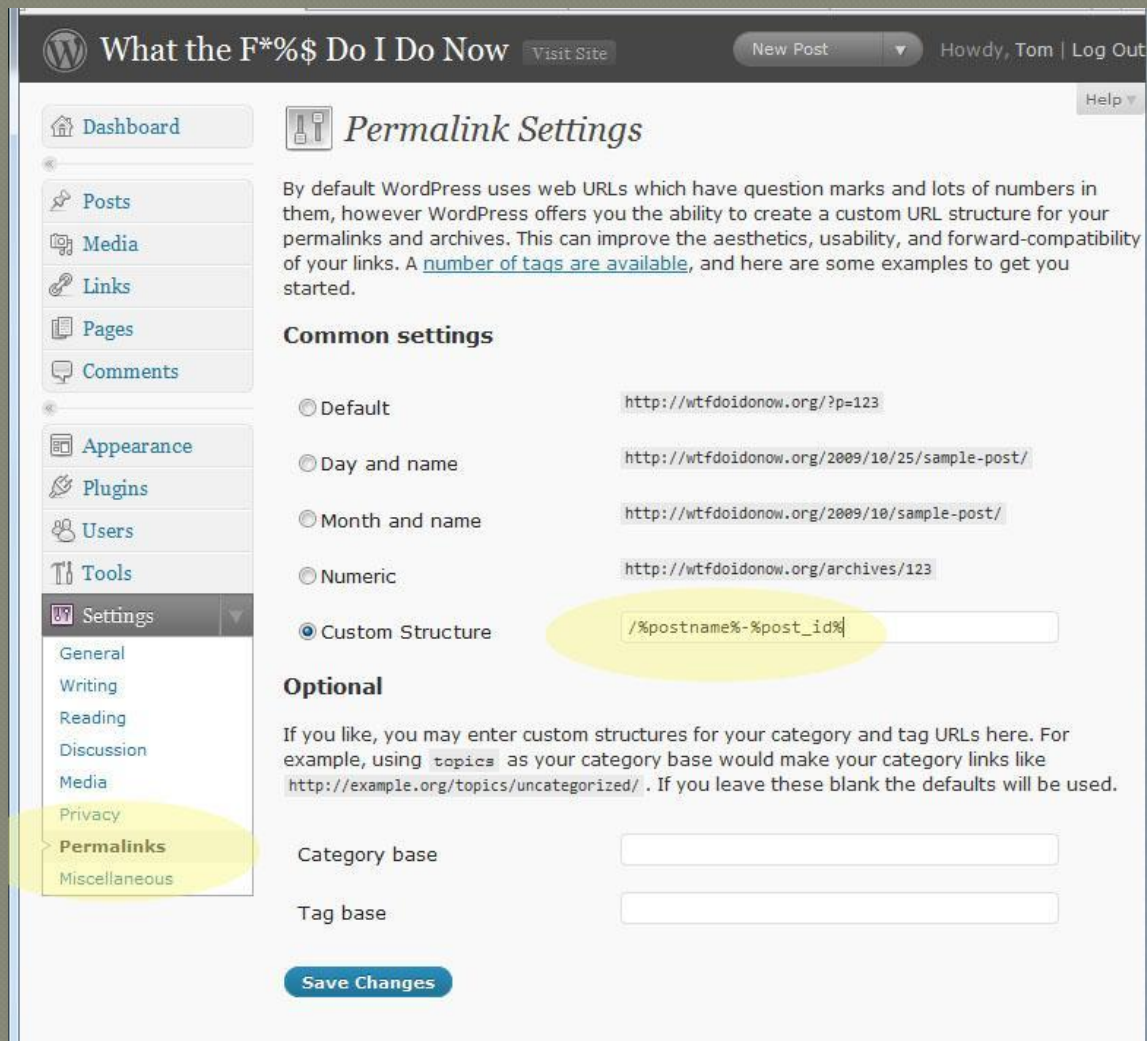
## Firebug

<https://addons.mozilla.org/en-US/firefox/addon/1843>

[https://addons.mozilla.org/en-US/firefox/collection/firebug\\_addons](https://addons.mozilla.org/en-US/firefox/collection/firebug_addons)



# Friendly Links



The screenshot shows the WordPress admin interface. At the top, the site title is "What the F\*%\$ Do I Do Now" with a "Visit Site" button. The user is logged in as "Howdy, Tom" and can "Log Out" or "New Post". The left sidebar contains a menu with "Settings" expanded to "Permalinks". The main content area is titled "Permalink Settings" and includes an introductory paragraph, a "Common settings" section with radio buttons for "Default", "Day and name", "Month and name", "Numeric", and "Custom Structure" (which is selected and highlighted), and an "Optional" section with input fields for "Category base" and "Tag base". A "Save Changes" button is at the bottom.

WordPress Admin: What the F\*%\$ Do I Do Now | Visit Site | New Post | Howdy, Tom | Log Out | Help

## Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

### Common settings

- Default: `http://wtfdoidonow.org/?p=123`
- Day and name: `http://wtfdoidonow.org/2009/10/25/sample-post/`
- Month and name: `http://wtfdoidonow.org/2009/10/sample-post/`
- Numeric: `http://wtfdoidonow.org/archives/123`
- Custom Structure:

### Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `http://example.org/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base:

Tag base:

[Save Changes](#)



# Headspace2: Page Settings

Page Settings | **Page Modules** | Site Modules | Options | Import

Page modules apply to individual pages. Drag-and-drop modules into the appropriate area. Modules can be re-ordered to change their position on the edit screen.

### Simple

Modules will always appear

- Page title
- Page description
- Tags
- Follow Links
- Meta-Robots

### Advanced

Modules will be hidden behind a link

### Disabled

Modules are disabled and do not appear

- Custom data
- Page-specific Plugins
- JavaScript
- Keywords
- Page Links
- More text
- Raw footer data

- Meta title
- Meta description
- Yahoo! Tag Suggest
- Follow/Nofollow Select Links
- Index/Noindex



# Headspacified Edit Screen

The screenshot shows a WordPress post editor. The main content area contains the text: "Sooner or later I'll do a real interview. First I'm going to have to figure out how to record the interview, and then I'll need to figure out where to host it. I want to do video interviews and that could suck up a lot of bandwidth if I'm not careful." The right sidebar shows post metadata: "Visibility: Public", "Published on: Oct 25, 2009 @ 0:53", and buttons for "Delete" and "Update Post". Below this are sections for "Post Tags" (with an "Add" button), "Suggested tags" (highlighted in yellow, showing "video interviews" and "bandwidth"), and "Categories" (with "Interviews" selected). The HeadSpace plugin interface is located at the bottom, featuring a yellow background and sections for "Page Title", "Description", and various link types (Archive, Category, Page, Tag, Comm. Author, Comm. Text, Next/Prev Posts) with radio button options for "Follow", "No-follow", and "Default". A "Meta-Robots" section at the bottom includes checkboxes for "No-index", "No-follow", "No-archive", and "No-ODP".

Path: p  
Word count: 42  
Draft Saved at 1:48:11 am. Last edited by Tom on October 25, 2009 at 1:29 am

**HeadSpace**

**Page Title:** This Title Shows Up in Search Results  
0 remaining

**Description:** And this is the description that will show up in the search engines if they don't find an excerpt that matches the search.  
28 remaining

**Archive Links:**  Follow  No-follow  Default

**Category Links:**  Follow  No-follow  Default

**Page Links:**  Follow  No-follow  Default

**Tag Links:**  Follow  No-follow  Default

**Comm. Author Links:**  Follow  No-follow  Default

**Comm. Text Links:**  Follow  No-follow  Default

**Next/Prev Posts Link:**  Follow  No-follow  Default

**Meta-Robots:**  No-index  No-follow  No-archive  No-ODP

Visibility: **Public** [Edit](#)  
Published on: **Oct 25, 2009 @ 0:53** [Edit](#)  
[Delete](#) [Update Post](#)

**Post Tags**  
Add new tag  [Add](#)  
*Separate tags with commas.*  
[Choose from the most used tags in Post Tags](#)

**Suggested tags** ([add all](#) | [suggest](#) | [Yahoo](#))  
video interviews bandwidth

**Categories**  
All Categories [Most Used](#)  
 Interviews  
 Articles  
 Uncategorized  
[+ Add New Category](#)



# Headspace2: Add Tracking and Diagnostics

Google Analytics

WWSGD

Google WMT

HitTail

Live/Bing

Site Explorer

Site modules apply to your site as a whole. Only checked modules will run (when properly configured).

<input checked="" type="checkbox"/>	Google Analytics
<input type="checkbox"/>	Apture
<input type="checkbox"/>	AWStats JavaScript Tracking
<input type="checkbox"/>	103bees
<input checked="" type="checkbox"/>	CrazyEgg
<input type="checkbox"/>	Disable Visual Editing
<input type="checkbox"/>	Feedburner Stats Pro
<input checked="" type="checkbox"/>	First Time Visitor
<input type="checkbox"/>	Frame Breaker
<input type="checkbox"/>	Google Section Targeting
<input checked="" type="checkbox"/>	Google Webmaster
<input type="checkbox"/>	HitTail
<input checked="" type="checkbox"/>	Microsoft Live Verification / Bing Webmaster
<input type="checkbox"/>	Mint
<input type="checkbox"/>	Page Counts
<input type="checkbox"/>	Piwik
<input type="checkbox"/>	StatCounter
<input type="checkbox"/>	System Settings
<input type="checkbox"/>	WordPress content formatting
<input type="checkbox"/>	Disable WordPress Widgets
<input checked="" type="checkbox"/>	Yahoo! Site Explorer

Enter the full Google JavaScript tracking code, or just the `_uacct` nu

Version: **New Google Analytics (ga.js)** ▼

**Who to track:** **Contributor** ▼ Users of the specified role or less will be tracked

Track outbound links:  Enter the URL you want outbo

Virtual Pages:  Change what appears in repo

**Tracking code:**

Enter Google Webmaster tracking code.



Great, we're collecting data...



**WTF do I do  
now????**



# Thank You

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“...if a thing is worth doing, it is worth doing badly”

— G.K. Chesterton (1874-1936)

“Don’t Worry, Be Crappy”

— Guy Kawasaki

<http://twitter.com/tomag>

ain