

What do I do now????

Idea to first pages in about an hour



Tom Lambert

- ❖ Moderator, Webmasterworld.com Content Management forum
- ❖ Head Gravity Inspector, Western Division, Ultraskier.com

Domains with nothing on

R

Some nudity. May contain naked domains.

Modest Goal

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

- **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>

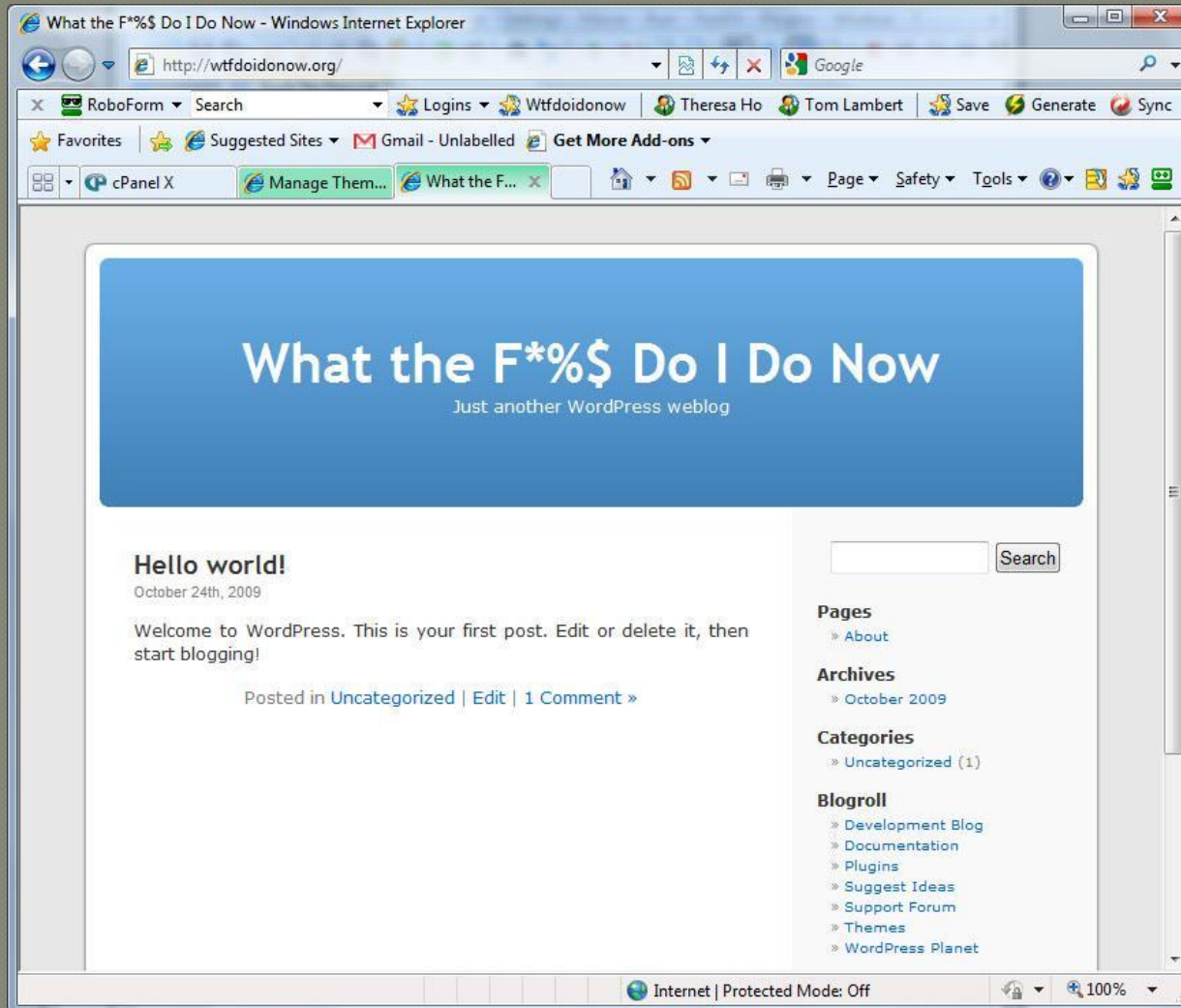
- CD Baby and Muckwork.com

First Steps

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

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

Step 2: Something Presentable



Inspiration I: KW Tools and Competitors

Plenty of Pubcon sessions on those

HOME | CONTACT US | FAQS | FACILITATOR ZONE



NOW WHAT?® COACHING

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GET STARTED TODAY

Unemployment is still at a high.

22% fewer college grads are finding jobs, and many industries are still shrinking or freezing hiring. The situation sounds dire but it is really a fantastic opportunity for those individuals brave enough to explore the roads less taken. If you've ever thought of doing something else, this is the time.

ARE you looking for a new career? Are you still looking for your 'passion'? Are you re-inventing whether by choice or by force?

When the question is "Now What?", the answer is Now What?® Coaching

Mid-career adults are watching their industries disappear, students are having trouble getting jobs, and many who were close to retiring know we are going to be working a lot longer than we had hoped. Some think they should be happy with whatever they can get, but at Now What?® Coaching, we want more what you do and who you get to be everyday while you do it.

If you've been running your job search, your life re-evaluation or you always have, you are probably not getting the results you want. A proven program to get you unstuck and back into getting the results climate.

LET US GUIDE YOU TO CAREER CLARITY, LIFE DIRECTION and comfort of your own home.

We have several ways:

- Take advantage of our online technology and do our Now What Package
- Join our Now What?® Community Calls with our Now What? (Includes an instructional CD-Course)
- Work with our Now What?® Facilitators and blow out your re

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Yahoo! Mail

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Web Search

Home Job Search My Searches My Jobs My Resumes Career Tools

Employer Site

Post Jobs Search Resumes Sign In

Career Tools > Career Articles > I Hate My Job -- Now What?!

'I Hate My Job -- Now What?!

by Dawn Papandrea, ClassesUSA

Send Buzz up! Print

Whether it's a nightmare boss, a stagnant position in a dead-end company, or an unfulfilled career dream, it may be time for you to stop complaining and do something. Follow these steps, courtesy of Tony Lee, editor-in-chief of CareerJournal.com, and [find a job](#) you love.

Step 1: Assess your situation, review your strengths, and dig in your heels.

"To even think you won't have roadblocks is unrealistic, so number one -- accept them," says Andrea Kay, career consultant, speaker, and author of several books including "Greener Pastures: How to Find a Job in Another Place."

Once you've done that, take time out to reflect, she adds. "Don't rush to develop a new resume. That's the mistake almost everyone makes. Instead, reflect on what isn't working, what's not right about where you are, what your greatest strengths are, and what you love to do," says Kay.

Step 2: Explore your options, set goals, and make plans to develop yourself to fit your new career path.

Kay emphasizes the power of communication during this stage. "The best way to [find a new job](#) is to hold meaningful conversations with people," she advises. "Talk about your career with people who can guide you and refer you."

Search Jobs

Keywords (e.g. nurse, unix, or part-time)

City & State or ZIP

Stockton, CA

Include: Metro Area

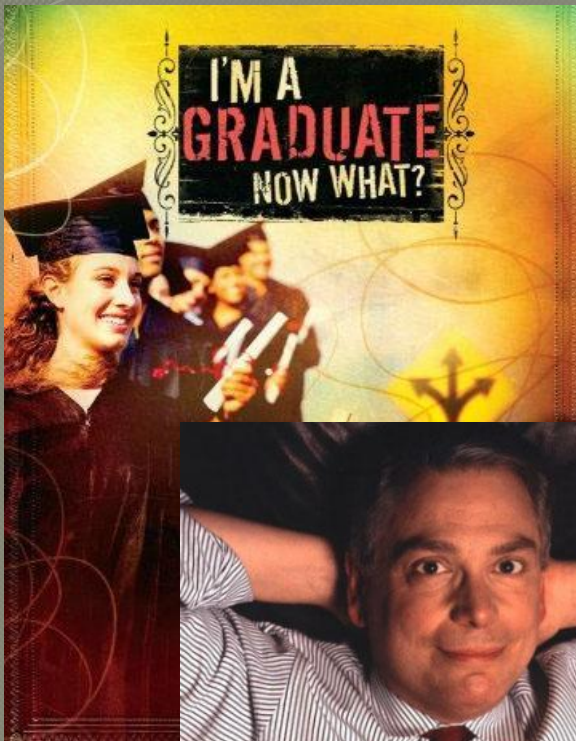
Job Category

ADVERTISEMENT

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Inspiration II: Books

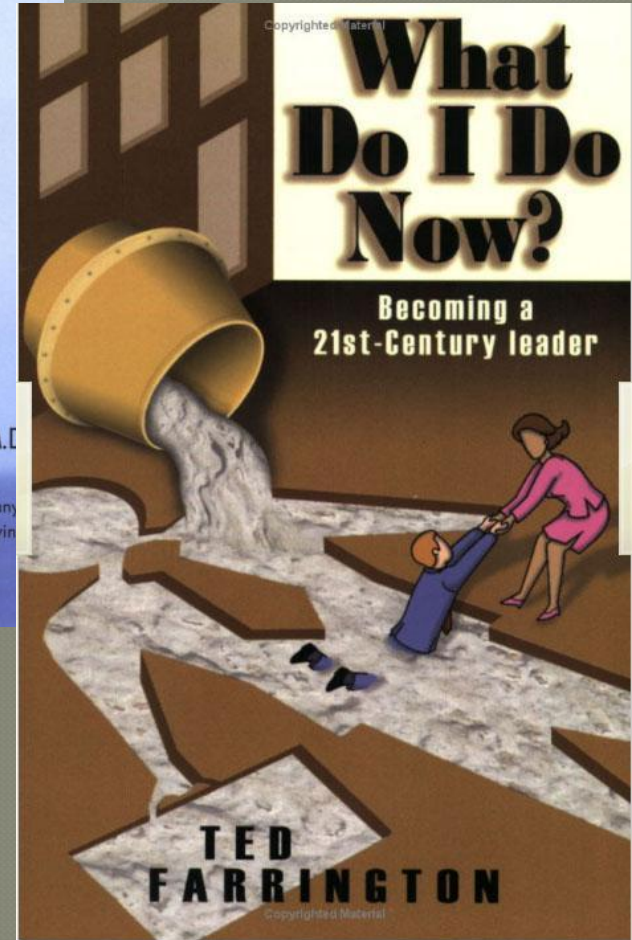
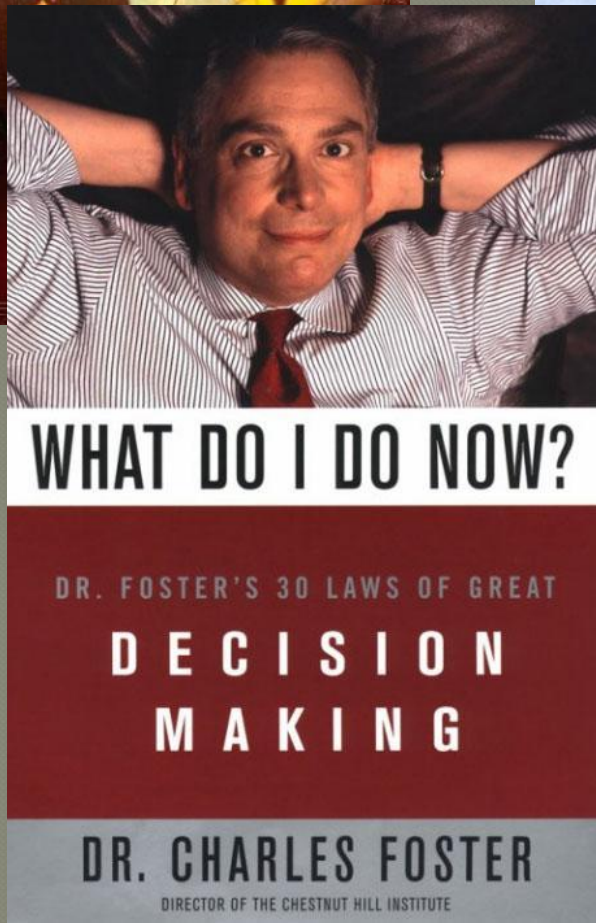


Copyrighted Material
What do I do now?
A Handbook for Life



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*



Quick and Dirty Customization

- **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



Menu items: Ideas, Colors & Fonts, Layout, Background, Sheet, Header, Menu, Articles, Blocks, Buttons

Buttons: Suggest Colors, Suggest Background, Suggest Header, Suggest Blocks, Suggest Fonts, Suggest Sheet, Suggest Menu, Suggest Buttons, Suggest Layout, Suggest Article Design, Suggest Footer

Buttons: Template, Export, Export

Element Ideas

Headline
Slogan text

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. Ouisque sed felis. Aliquam sit amet felis. Mauris eu wisi. Ut ante du, 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

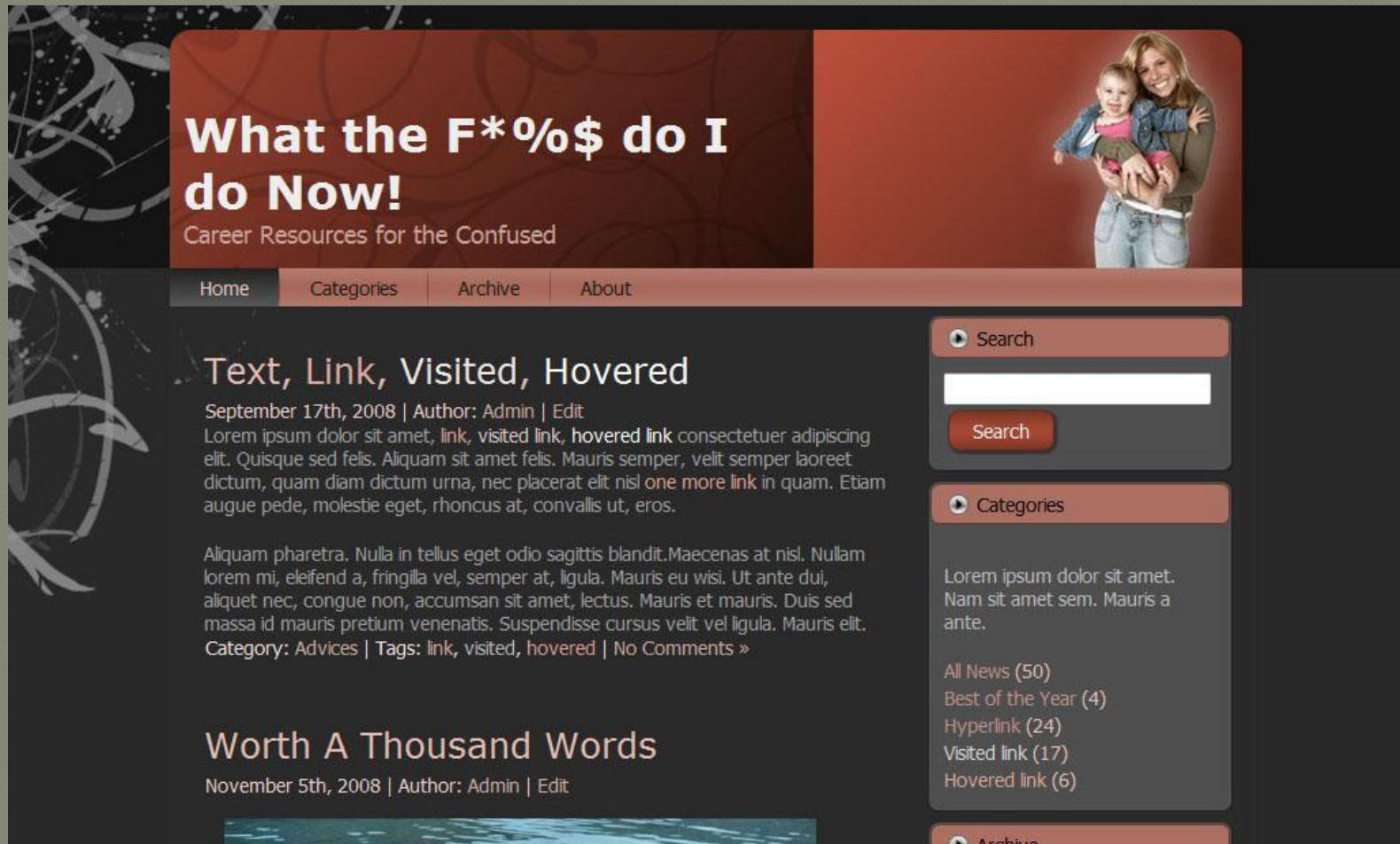
Categories

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


Archive

- November 2008
- October 2008

Push “Suggest” Twice



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



Home Categories Archive About

Text, Link, Visited, Hovered

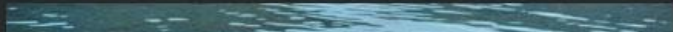
September 17th, 2008 | Author: Admin | Edit

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 8:24 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>

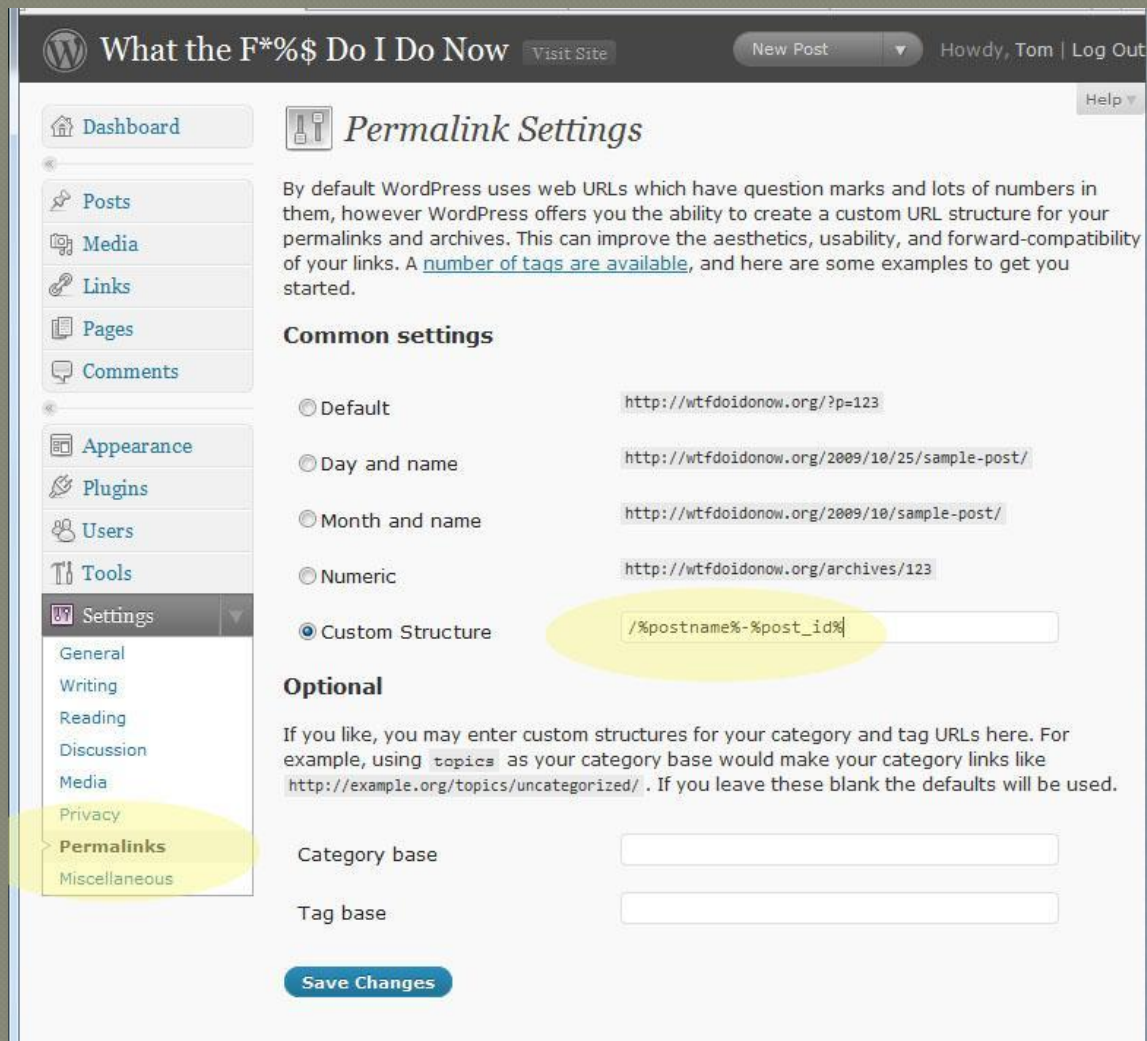


Firebug

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

https://addons.mozilla.org/en-US/firefox/collection/firebug_addons

Friendly Links



The screenshot shows the WordPress admin interface for the site "What the F*%\$ Do I Do Now". The user is logged in as "Howdy, Tom". The "Permalink Settings" page is active, showing various options for configuring the site's URL structure. The "Custom Structure" option is selected and highlighted in yellow, with its corresponding input field containing the code `/%postname%-%post_id%`. The "Permalinks" menu item in the left sidebar is also highlighted in yellow.

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

Dashboard | Posts | Media | Links | Pages | Comments | Appearance | Plugins | Users | Tools | **Settings** | Miscellaneous

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

<input type="radio"/> Default	<code>http://wtfdoidonow.org/?p=123</code>
<input type="radio"/> Day and name	<code>http://wtfdoidonow.org/2009/10/25/sample-post/</code>
<input type="radio"/> Month and name	<code>http://wtfdoidonow.org/2009/10/sample-post/</code>
<input type="radio"/> Numeric	<code>http://wtfdoidonow.org/archives/123</code>
<input checked="" type="radio"/> Custom Structure	<input type="text" value="/%postname%-%post_id%"/>

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	<input type="text"/>
Tag base	<input type="text"/>

[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 'Edit Post' screen. The main content area contains a paragraph of 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." Below the text is a 'Path' field with the value 'p', a 'Word count' of 42, and a 'Draft Saved' timestamp. 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 and a link to 'Choose from the most used tags in Post Tags'), 'Suggested tags' (highlighted in yellow, showing 'video interviews' and 'bandwidth'), and 'Categories' (with 'Interviews' selected). The 'HeadSpace' plugin interface is highlighted in yellow at the bottom, featuring fields for 'Page Title' and 'Description', and a list of link types with radio buttons for 'Follow', 'No-follow', and 'Default'. At the bottom of HeadSpace are checkboxes for 'Meta-Robots' settings: 'No-index', 'No-follow', 'No-archive', and '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](#)

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

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



“...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