**Online Assets**

**Branding**

* Name of Company (Business)
* Description of Business
* KeyWords
* Domain Name

**What came first? The Chicken or the Egg? YouTube or a Website?**

* YouTube
	+ Setting Up Account
	+ Branding Account
		- Fiverr
		- Canva.com (Images and Opening and Introductions)
	+ Loop.com
	+ Making Your First Video
	+ Uploading and Making It Live
	+ Rules to Monetize:

(The YouTube monetization policies are a collection of policies that allow you to monetize on YouTube. If you're a YouTube partner, your agreement including the YouTube partner program policies require compliance with these monetization policies in order to potentially earn money on YouTube.)

* + - 1. Live in a country or region where the YouTube Partner Program is available.
			2. Have more than 4,000 valid public watch hours in the last 12 months.
			3. Have more than 1,000 subscribers.
			4. Have a linked AdSense account.

(There Needs to Be Value in Your Content. You Need a Reason for People to Subscribe and Keep Coming Back. It is important to have a selection of video content, but if they don’t offer value you can have a thousand videos published and it won’t do you any good.)

* Analytics (Create, Analyze and Grow)

**Website (CPanel, WordPress)**

* Decide and Purchasing Hosting:
	+ HostGator: (<https://partners.hostgator.com/c/1360198/177309/3094>)
	+ BlueHost: (<https://www.bluehost.com/track/mymediahelper>)
	+ GoDaddy: (I Would Personally Stay Away From)
* Website (CPanel, WordPress)
	+ Disquis
	+ WordPress (Manual Setup and Wizard Setup):
	+ Plugins
		- Akismet Anti-Spam
		- All In One SEO Pack
		- Classic Editor
		- Contact Form 7
		- Disqus for WordPress
		- Disqus Recent Comments Widget
		- Elementor
		- Google Analytics Dashboard for WP (GADWP)
		- Leadpages Connector
		- NextGEN Gallery
		- Official Facebook Pixel
		- Really Simple SSL
* Analytics
* Social Media (FaceBook, Twitter and LinkedIn)
	+ Pixels
* Email Lists

**Traffic**

* Advertising
* AdSense
* Sales Funnels
* Back Linking
* BLOGing
* Email Marketing