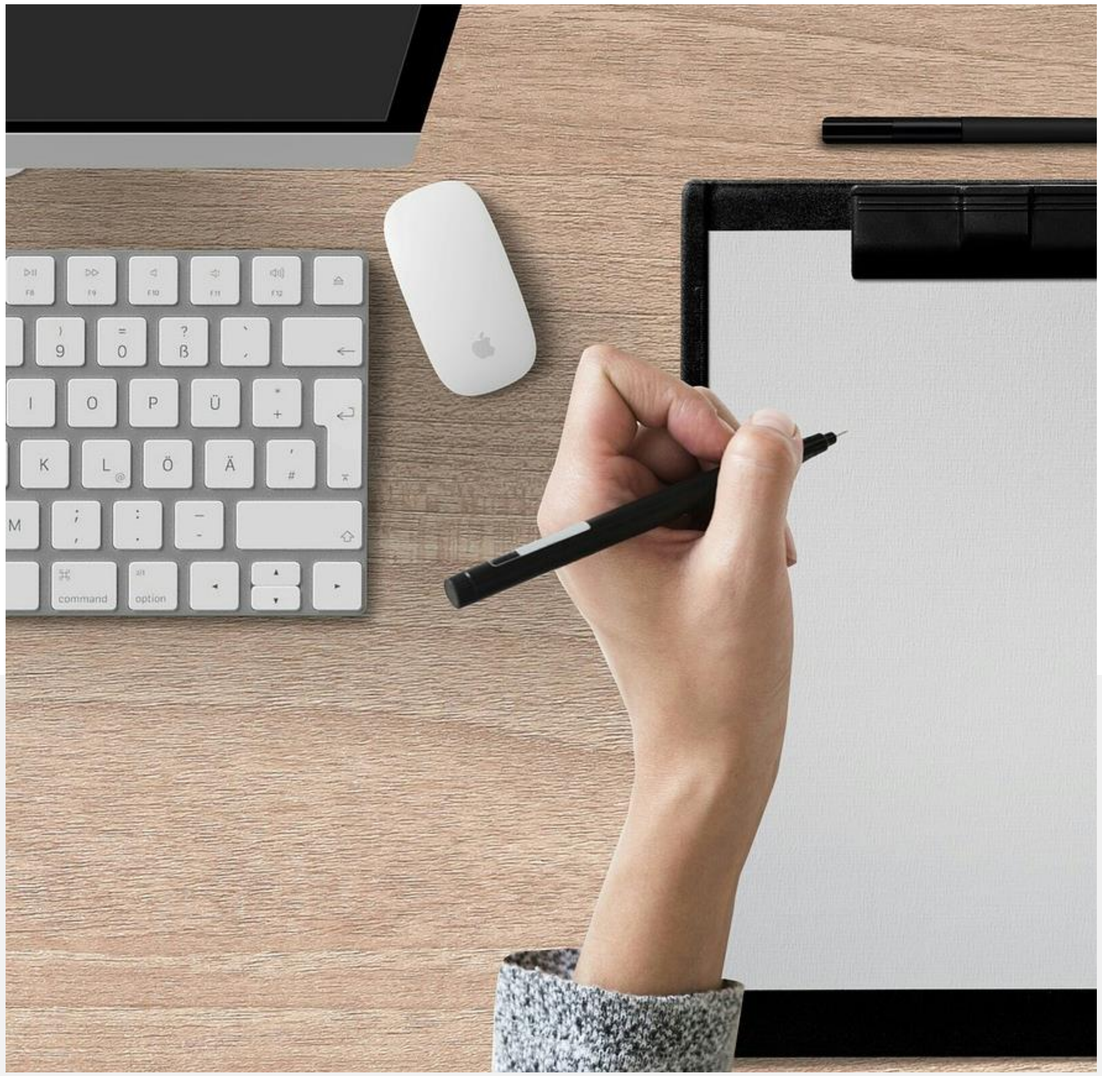
BUILD IT.

You can’t get better if you don’t GET STARTED! This is for the beginner WordPress website builder. A step-by-step process to bring your website to life complete with information on hosting, domains, keywords, and beginner SEO.

Outline.



START AT THE BEGINNING

The true beginning of building a website is content and keywords. Doing these steps now will help streamline the process when you start building your actual site.

- Remember your site is for your **CUSTOMER,** not for you
- Keyword Research –Decide what your keywords are.
- Pages – Home, About, Services, Blog, Contact
- What do you want your pages to say?
- 2-3 Questions per page, 2-3 sentences to answer each question

The Basics.

HOSTING, DOMAIN, WORDPRESS, THEME

It’s like you are building a house, but you are building a website.

You have to have a piece of land to build your home- web land is hosting. This is the piece of space you will build on.

Once you acquire your land, it has to have an address. This is your domain name.

Next, you build your house from a blueprint (WordPress), and customize it with your furniture, paint, draperies, etc… which is the theme you choose on WordPress.

HOSTING = Land

DOMAIN = Address

WORDPRESS = Blueprint

THEME = Customization

Domain & Hosting.

ALL-IN-ONE & INEXPENSIVE

Starting out, there is no reason to complicate this process. There are many options for hosting packages and purchasing your domain name. Personally, I use HostGator for both.

Choosing Your Domain Name:

- Search Availabilty
- KEEP IT SIMPLE
- Try to avoid dashes
- .com, .net, other options

speedofart.com = Speed of Art

choosespain.com = Choose Spain

gotahoe.com = Go Tahoe

Options for searching domain availability, purchasing domain name and hosting packages:

- Go Daddy
- Blue Host
- HostGator

WordPress.

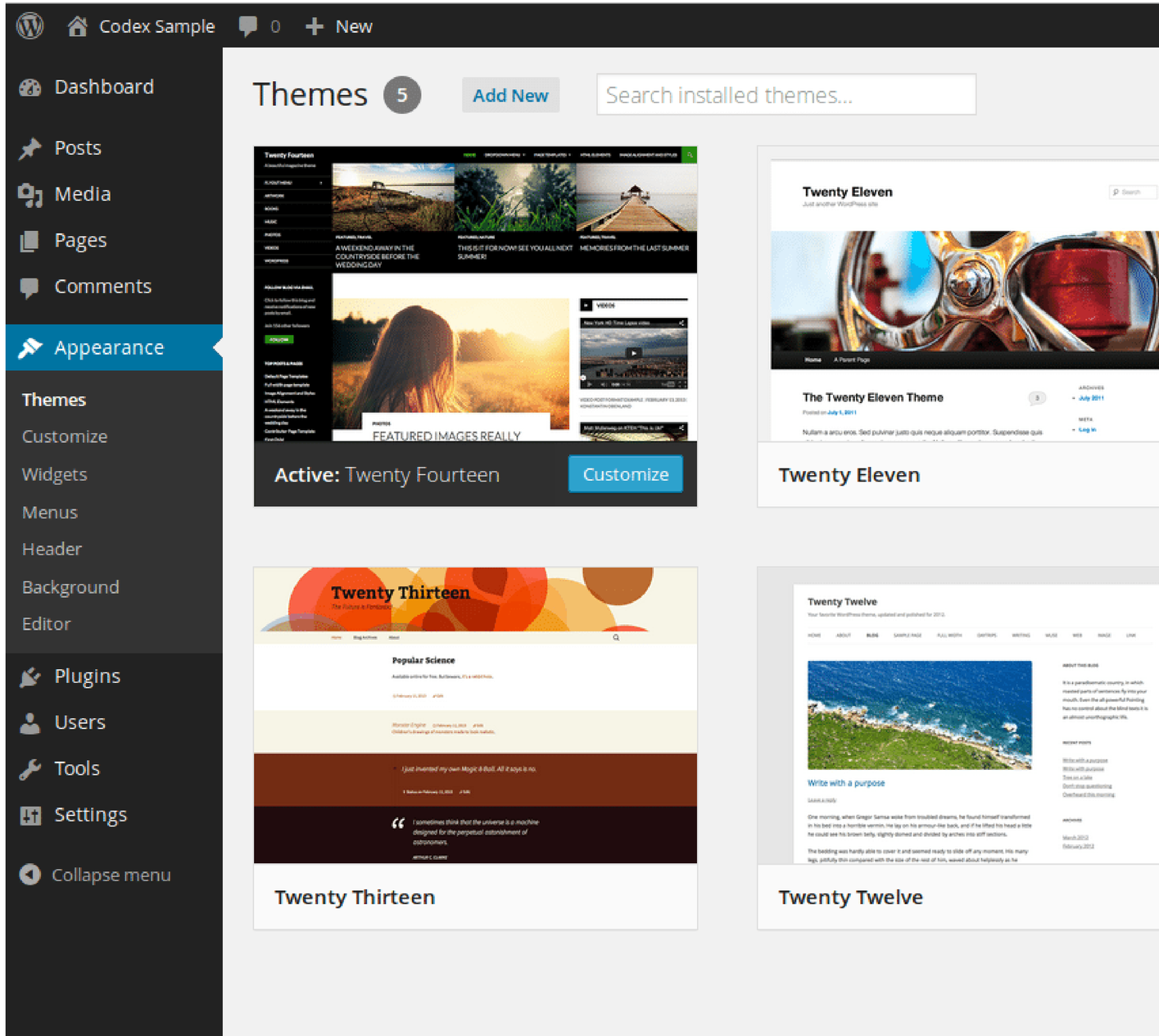
FREE Themes
FREE PlugIns
FREE Support

http://www.wpbeginner.com/beginners-guide/facts-about-wordpress/?display=wide

Dashboard.

After you install WordPress, you will go through basic settings like naming your site (Codex Sample) and entering your email information for WordPress to communicate with you.

To choose your theme, scroll down your Dashboard menu to Appearance, Themes.

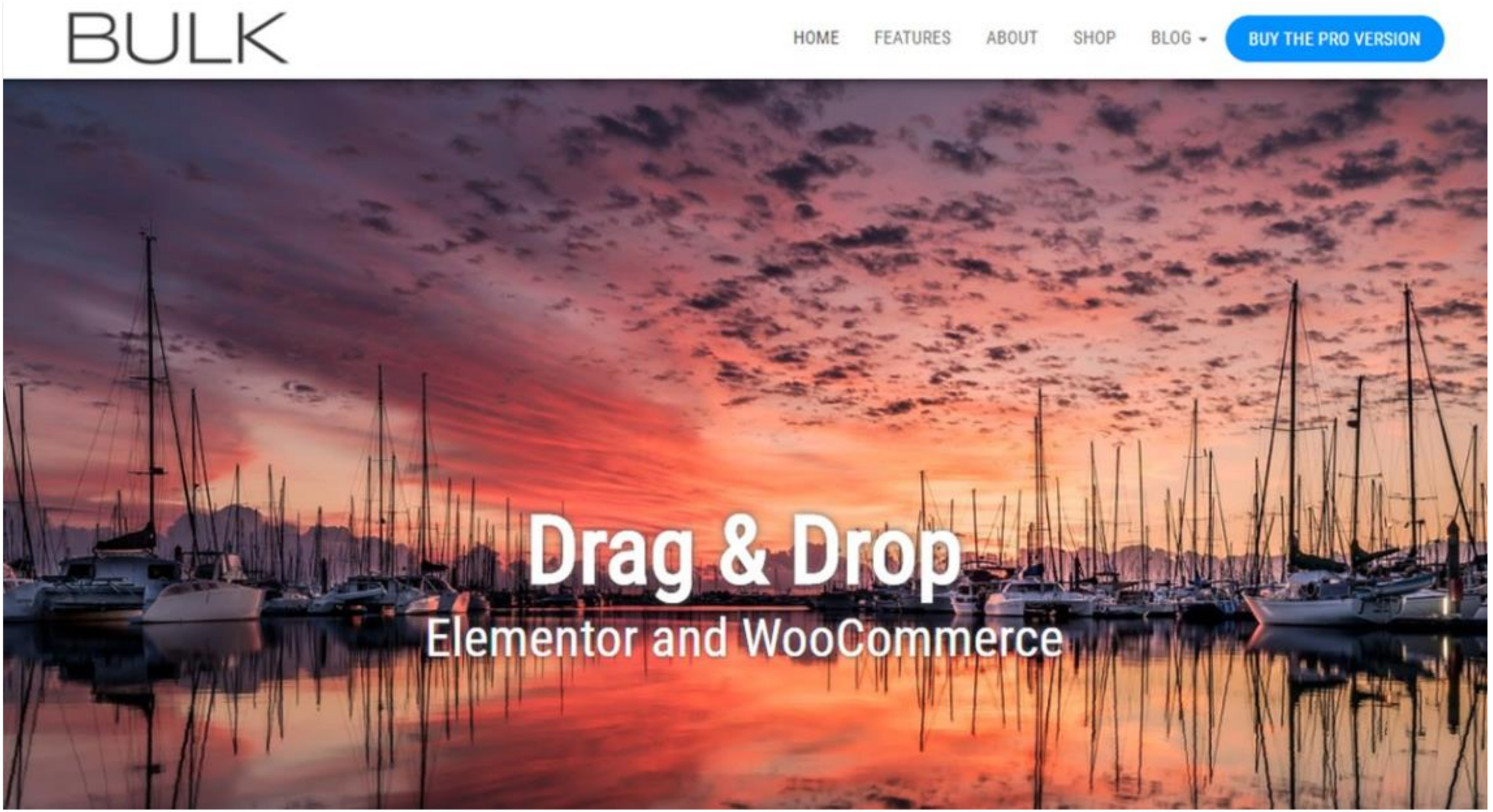


Themes.

There are many free theme options on WordPress that are a great way to get started. With free themes, your ability to customize is more limited but they offer great options that are ready to go right out of the box. You simply enter your content and the theme does the rest.

Premium themes can cost anywhere from $30-$100+, are easy to purchase and download, and allow more options for branding and customization.

Both are great options, the free themes are very easy to get started and get your site up quickly, especially if you download demo content.

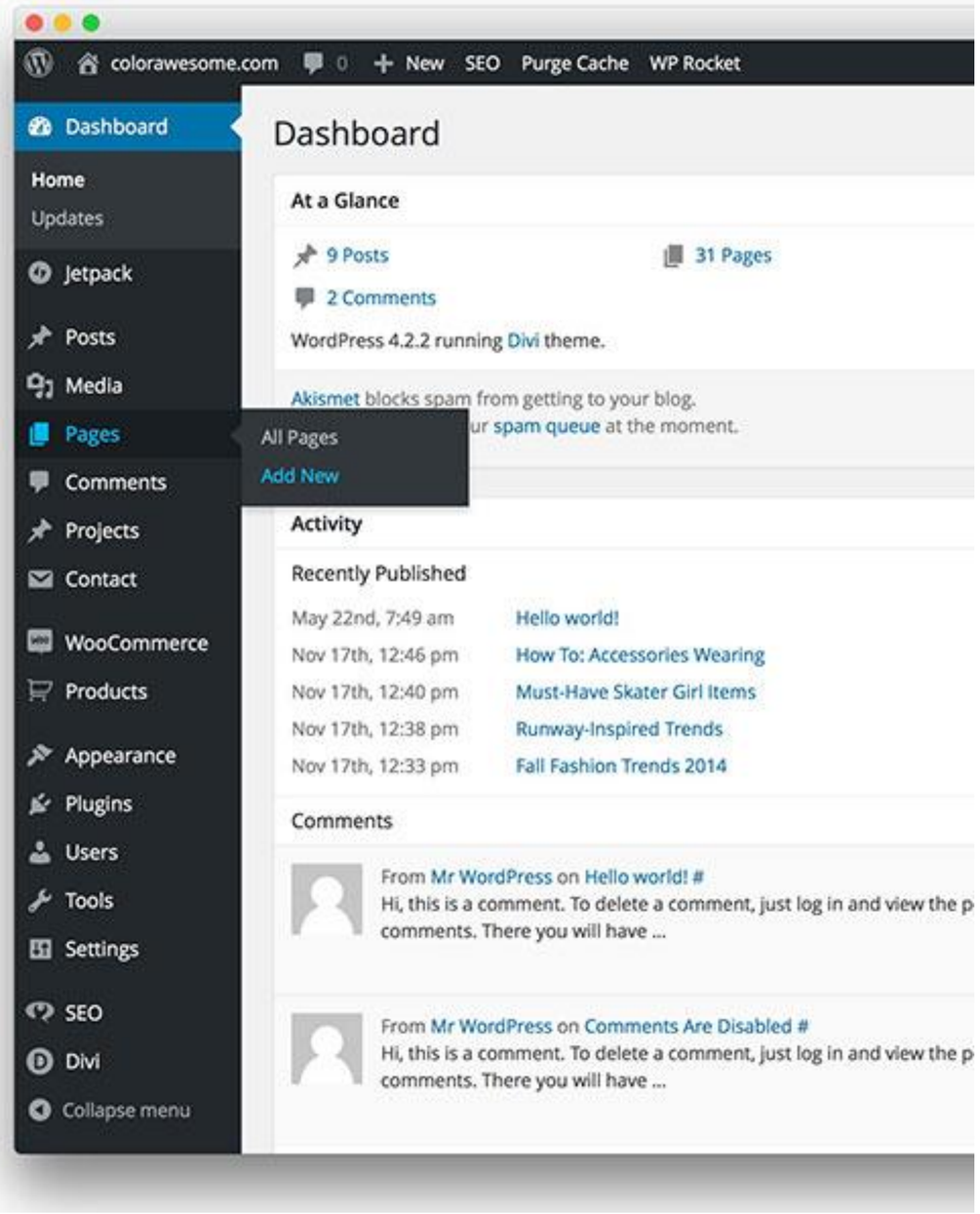

BULK
HOME
FEATURES
ABOUT
SHOP
BLOG
BUY THE PRO VERSION
Drag & Drop
Elementor and WooCommerce

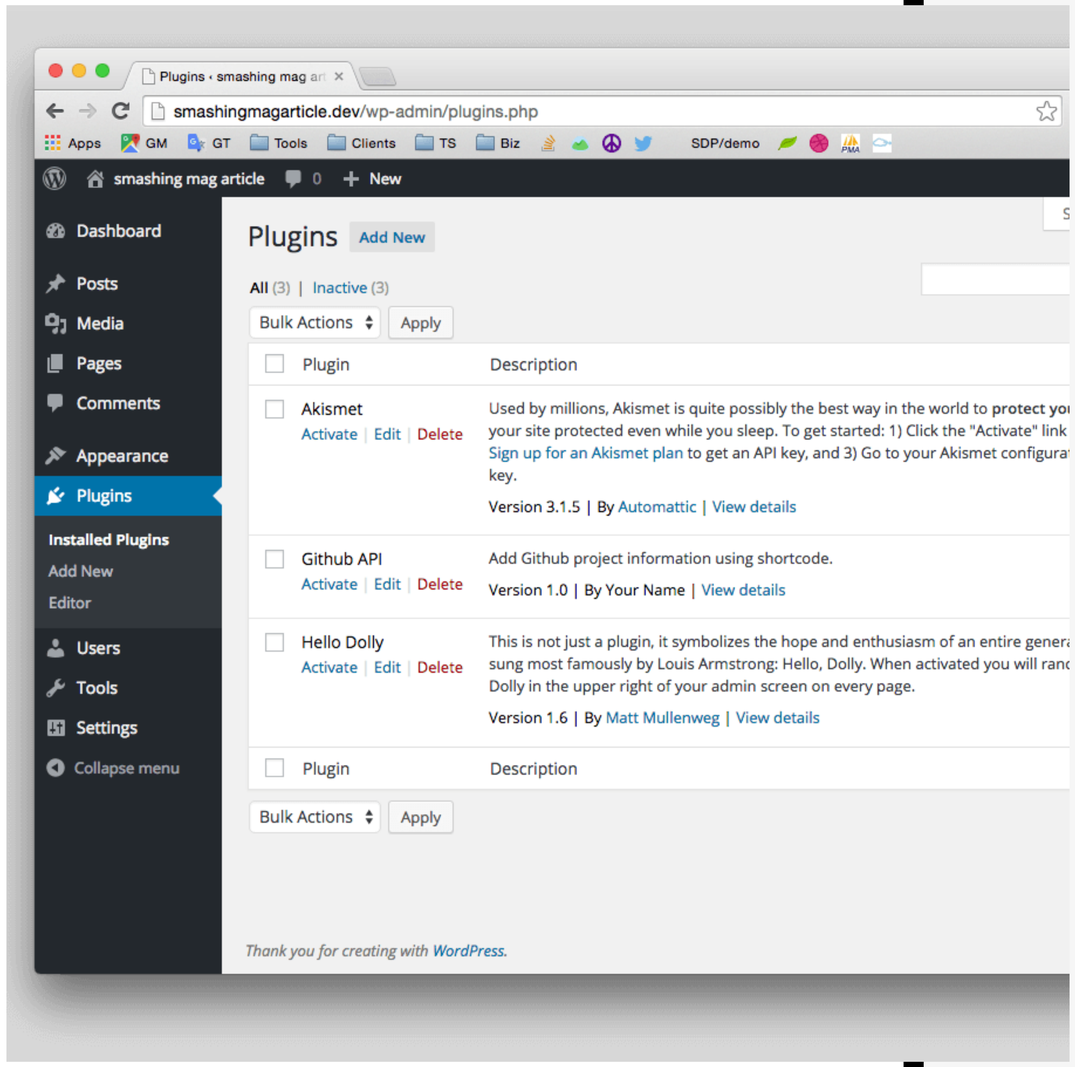
Initial Details.

Once my theme is in place, I go in and create the pages I want, tweak a few settings, and add the plug-ins that are essential to me.

Pages: Home, About, Services, Blog, Contact

In your Dashboard, Pages, Add New. Enter your page title, and add some text in the text box. Then SAVE YOUR PAGE on the right-hand side. You have to save after every edit!





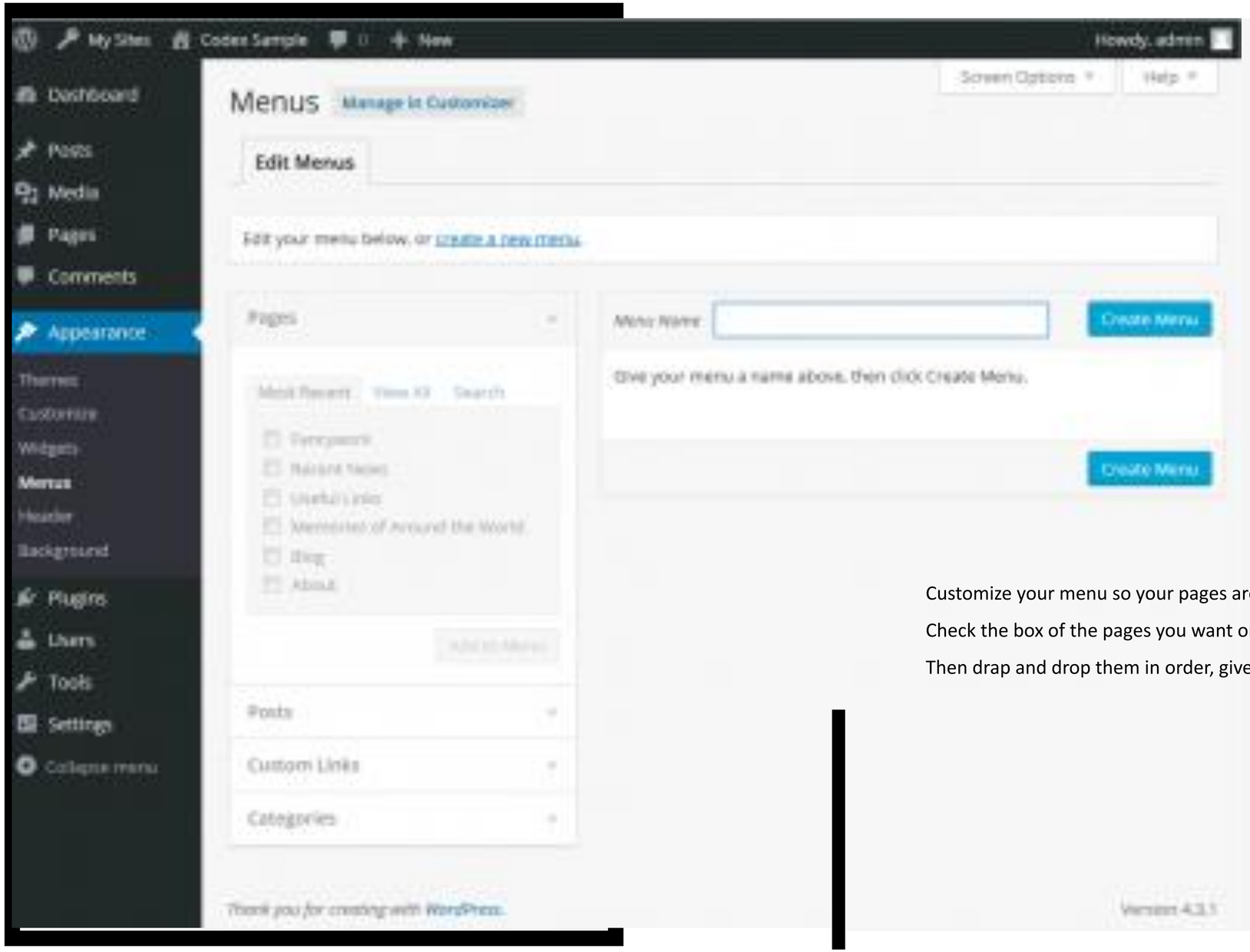
Essential WP PlugIns.

SEO Plugin, Image Optimizer, Cache plugin, Forms, Security, Backup, Stats, Social

Decide what is important to you starting out, my absolutes are:

- Yoast SEO
- Image Optimizer (many)
- Ninja Forms
- Social Share
- Autoptimizer (caching)

PAY ATTENTION TO INSTALLS AND REVIEWS!!!



Customize your menu so your pages are in the order you want.

Check the box of the pages you want on the menu, click add to menu.

Then drap and drop them in order, give your menu a name, and save it.

Create Gallery

Set Featured Image

Insert from URL

Upload Files | Media Library

All media items

Search

ATTACHMENT DETAILS

IMG_1104.jpg
April 20, 2014
3264 × 2448
Edit Image
Delete Permanently

Title: Racetrack

Caption: Saratoga Raceway

Alt Text: Horses at the Saratoga Race

Description:

ATTACHMENT DISPLAY SETTINGS

Alignment: None

Link To: Media File

http://example.com/wp-con

Size: Medium – 300 × 225

YOUR SEO.

Keywords.

Use a keyword as a headline on each page.

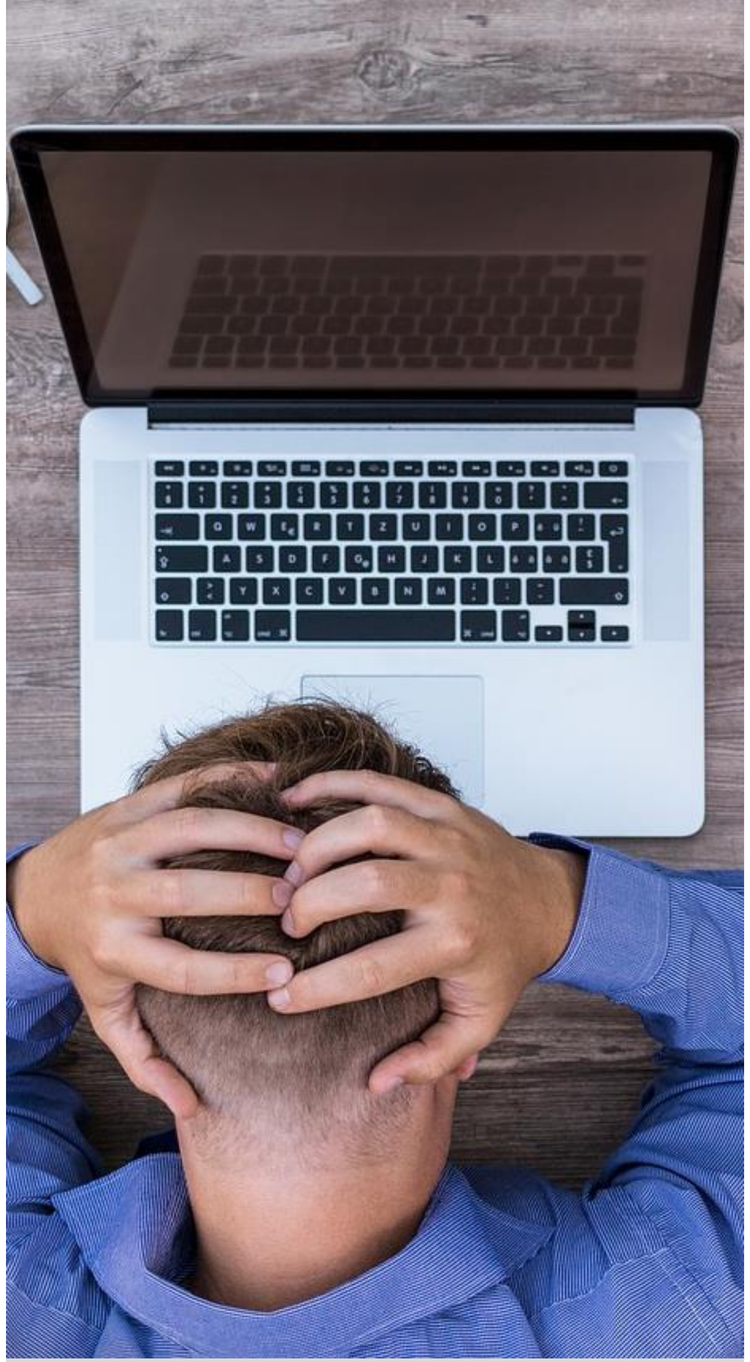
Use keywords 2-3 times throughout page content

When uploading images, name the image with keywords, your business name, your location.

At the bottom of each page, fill in the meta information with Yoast. It will guide you through each step and show you exactly how you will appear in Google results.

Resources.

Do not get overwhelmed. There is nothing you can’t figure out with Google and YouTube! There are plenty of WordPress tutorials on YouTube to answer any question you may have.



PRESENTER.

ANGELA PUGH.

Getting Started With WordPress For The Self-Taught Entrepreneur.

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