



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.

GETTING STARTED WITH
WORDPRESS FOR THE SELF-
TAUGHT ENTREPRENEUR

Angela Pugh

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



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 Availability
- 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.



WordCamp Events in 41 Countries

WordCamp events around the world

Official WordPress events are called WordCamp, and in 2016 there were 115 WordCamp events in 41 countries attended by 36,000 WordPress users.

FREE Themes

FREE Plugins

FREE Support

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

03.



WordPress Powers Nearly 27% of All Websites

According to W3Techs web technologies surveys, WordPress currently powers nearly 27% of all websites.

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.

The screenshot displays the WordPress dashboard interface. On the left, a dark sidebar menu contains the following items: Dashboard, Posts, Media, Pages, Comments, Appearance (highlighted in blue), Themes, Customize, Widgets, Menus, Header, Background, Editor, Plugins, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Themes 5' and includes an 'Add New' button and a search bar labeled 'Search installed themes...'. Below this, there are three theme preview cards:

- Twenty Fourteen:** The active theme, featuring a grid of landscape images. A 'Customize' button is visible at the bottom right of the card.
- Twenty Thirteen:** A theme with a colorful, abstract background of overlapping circles. The text 'Twenty Thirteen' and 'The Future is Personal' is visible at the top.
- Twenty Twelve:** A theme with a blue and green landscape image. The text 'Twenty Twelve' and 'Your favorite WordPress theme, updated and published for 2012' is visible at the top.

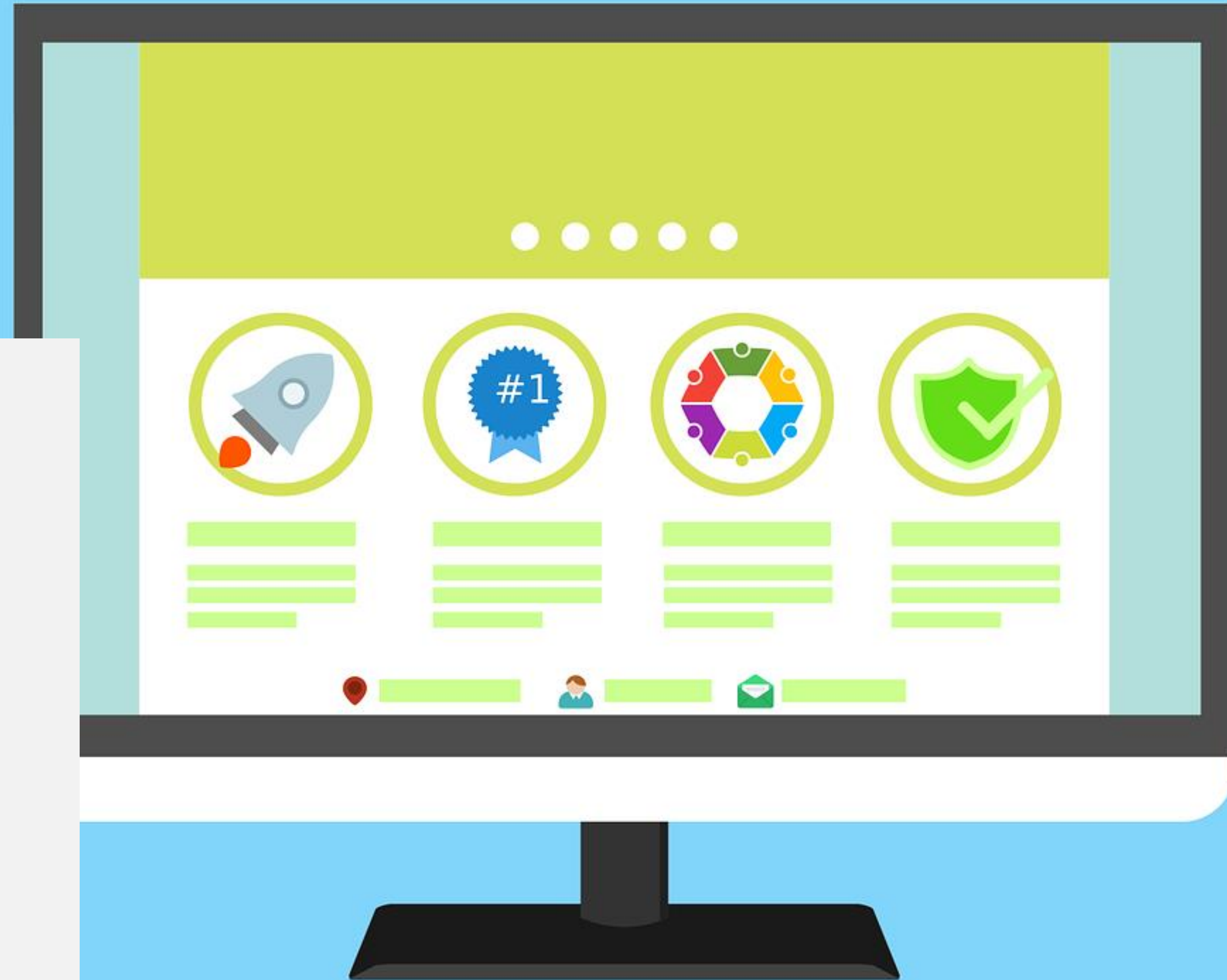
Below the preview cards, the text 'Active: Twenty Fourteen' is displayed. The overall layout is clean and modern, typical of the WordPress dashboard.

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.





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!

The screenshot shows the WordPress dashboard for the website 'colorawesome.com'. The top navigation bar includes links for 'New', 'SEO', 'Purge Cache', and 'WP Rocket'. The left sidebar menu is expanded to show the 'Pages' section, with 'Add New' highlighted. The main content area displays the following information:

- At a Glance:** 9 Posts, 2 Comments, 31 Pages. WordPress 4.2.2 running Divi theme.
- Activity:**
 - Recently Published:**
 - May 22nd, 7:49 am: Hello world!
 - Nov 17th, 12:46 pm: How To: Accessories Wearing
 - Nov 17th, 12:40 pm: Must-Have Skater Girl Items
 - Nov 17th, 12:38 pm: Runway-Inspired Trends
 - Nov 17th, 12:33 pm: Fall Fashion Trends 2014
 - Comments:**
 - From Mr WordPress on Hello world! #: Hi, this is a comment. To delete a comment, just log in and view the p comments. There you will have ...
 - From Mr WordPress on Comments Are Disabled #: Hi, this is a comment. To delete a comment, just log in and view the p comments. There you will have ...

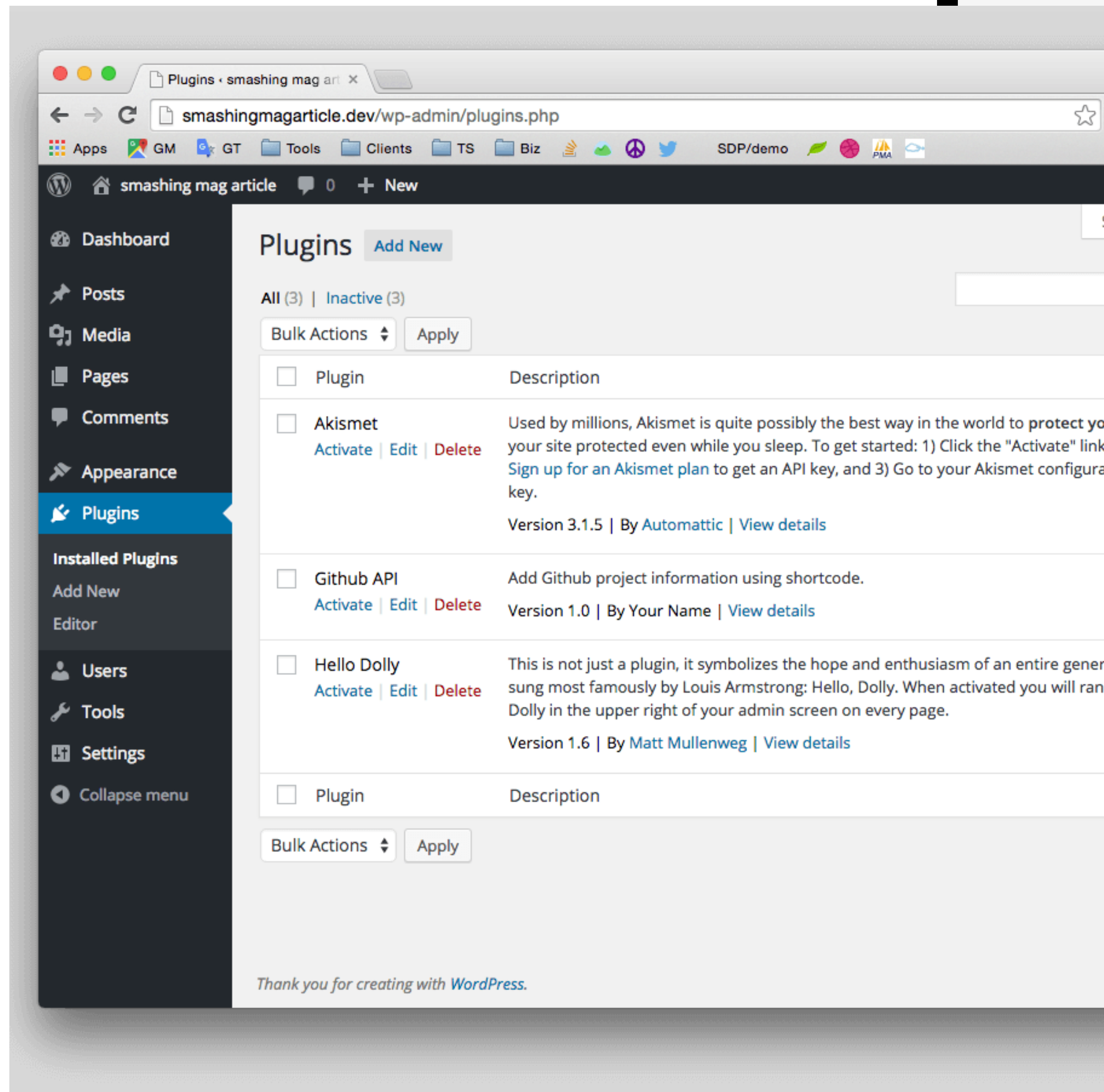
Essential WP Plugins.

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
- Autooptimizer (caching)

PAY ATTENTION TO INSTALLS AND REVIEWS!!!



My Sites Codes Sample Howdy, admin

Dashboard Posts Media Pages Comments Appearance Themes Customizer Widgets Menus Header Background Plugins Users Tools Settings Collapse menu

Menus [Manage it Customizer](#)

[Edit Menu](#)

Edit your menu below, or [create a new menu](#).

Pages

Most Recent View All Search

- Homepage
- Recent News
- User's profile
- Memories of Around the World
- Blog
- About

[Add to Menu](#)

Posts

Custom Links

Categories

Menu Name: [Create Menu](#)

Give your menu a name above, then click Create Menu.

[Create Menu](#)

Thank you for creating with WordPress. Version 4.3.1

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 drag 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.

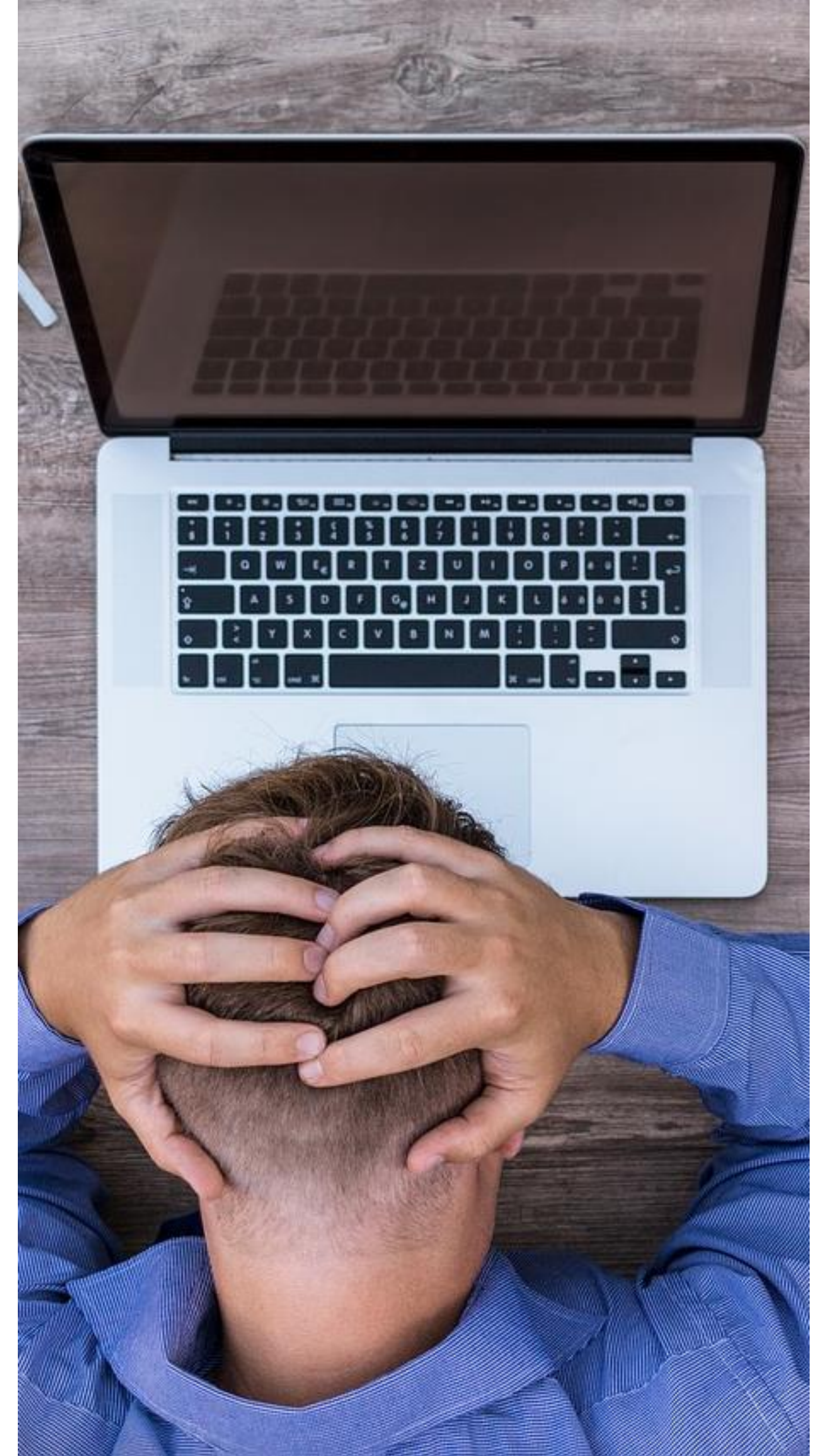
Use keywords 2-3 times throughout page content

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.

Angela Pugh | angela@angelapugh.com | 913.269.5315

angelapugh.com | kansascityrecovery.com | addictionunlimited.com

