



# WORDPRESS QUICK START - CREATE A BASIC 5 PAGE WEBSITE

Get Your Business Online Now

Five page website directions include  
Homepage, Products or Services, About,  
FAQ's and Contact page.

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# WordPress Quick Start

Create a Basic 5 Page WordPress Website or Blog

By Kristi Marie Gott

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## Chapter 1



# Start a Website – Domains – Basic 5 Page Websites Can Be Created Quickly With WordPress

## Expanding the Basic 5 Page Business Website Later Is Easy You Can Do More Customizing and Add a Blog

Start a website by choosing a domain. The word domain is defined as the name of the site that is in the address bar.

You might be planning to use the default WordPress theme or a custom or premium WordPress theme. The steps and concepts will be the same or similar. You can view the dashboard of your custom premium theme to check for differences.

*Start a website and later you can expand it. You can extend, customize, polish, tweak and tune-up your website later as much as you wish. Use plugins to add features, add a blog, ecommerce, digital downloads, shopping carts, custom menus and so on. The important part is to first get the basic website up and running.*

You can start here at the beginning and go step by step, click by click, to start your first site using WordPress.

Whether you plan to use a free theme or premium theme, a static site or blog, or both, you can start with these steps and customize later.

## Start a Website Plan Includes:

1. **Domains** – *Choosing a domain name, registering it*
2. **Web Hosts** - *Signing up, logging in*
3. **Installation of WordPress** - *One click Install, not using FTP's*
4. **WordPress Dashboard Settings** - *General, Reading, Discussion*
5. **Headers** – *Titles, Taglines, Header Images*
6. **Pages** – *How to Create the Pages* – Home, Products or Services, FAQ's, About, Contact
7. **Visitors** – *How to Start Online and Offline Marketing*

## Costs of Setting Up and Maintaining the Website

The costs of setting up this basic business website using WordPress and maintaining it are very low.

- **WordPress Software** – Free
- **Domain Registration** – About \$10-\$12 a year
- **Web Hosting** – Less than \$10 per month
- **Labor** – Free when you create your own site
- **Maintenance** – Free. You can create the site and forget it if you wish. Later you can also expand it if you choose to do so. It is easy to add a blog, custom menus, multimedia, ecommerce, digital downloads or whatever you wish.

## Part 1

# Chapter 1

## Choosing a Domain – Registering the Domain

### What Is A Domain?

*Definition:* A domain is the name of your website that shows in the URL. The URL refers to “Universal Resource Locator” and this is the address of your website. The url begins with “http://” and the domain follows. The domain has an extension such as “.com” or “.info.” The complete address of the website will look like this: http://(insert your domain here and the extension).

### What Makes a Good Domain?

**Guidelines for choosing a good domain include the following.**

**Keeping Domain Name Short.** Keep the domain name as short as possible. There are many places on the internet where the number of characters are limited or where space is limited. A shorter name is also easier for people to remember and easier to type.

**Using Keywords for Domains.** Use keywords related to your website topic if you can. Search engines are fairly literal and they will be confused if you use complex metaphors or unrelated words to describe your website. You can also use the name of your business if you wish and add a tagline in the Settings of the WordPress Dashboard that describes what your website offers. The search engines will index the site in a type of category. Your goal is to let the search engines know what the site is about so it can be listed where people can find it.

**Choosing Keywords.** Choosing keywords that have a high demand and a low competition helps because if you can get our site listed high in the rankings then visitors will find you. Ideally your site would be in the first three results as these get the most clicks.

**Goals for Domain.** The goal is to get the site listed “above the fold” so that it shows on the computer screen automatically without someone needing to scroll. Most of the time when search

engine results pop up people just click on one of the results already scrolling because they are in a hurry to browse and find what are seeking.

**Google Keyword Tool.** Find keywords that have a high demand and a low competition by using the Google Keyword Tool. This way your site will be more likely to rank high in the search engine rankings. The Google Keyword Tool is free and you just type in a keyword or phrase related to your website topic and see the list that pops up.

**Getting Ranked on the First Page.** If your site is listed on the second page or farther back in the results then it may get very few clicks. There are other ways to get found on the internet in addition to trying to get high search results rankings. This explanation is to explain part of how domains and getting found on the internet are related.

**Google Places.** Later we will talk about the free Google Places for Local Search. Choose a domain name that will describe what the site business is about so when it is listed in Google Places local search results in a list people will choose to click on your site.

**Domains Ending in “.com.”** Try to get a domain that ends in “.com” if you can to make it easiest for visitors to remember. This is not a crucial issue but just a suggestion. Here are the reasons why. There are many other extensions. But if someone remembers the name of your website but not the extension then they can get confused and land on someone else’s site. Sometimes people automatically type in the “.com” because it is used so frequently. But they may land on your competitor’s site then.

**Business Names As Domains.** Another approach to choosing a good domain is to use the name of your business plus the name of the town or city. If you are providing a local service then this will help people find you on the internet. For instance the domain might be GroverBeachTheater.com or SalemRealty.com.

**Finding Domain Registrars.** There are many good domain registrars on the internet. You can search for reviews of domain registrars, ask friends for recommendations, or search for reviews.

**Other Services Offered by Domain Registrars.** The domain registrar may also offer web hosting, software installation, ecommerce, security, email, and a variety of other services.

**Starting Domain Registrar Account.** At the domain registrar there will be a button to click to start an account. Registering an account simply means you will type in your name, email address, and some other basic information.

**Domain Availability.** There will be a text box and a button for you to type in domain names you want to check to see if they are already in use. If the domain does not already belong to someone else a screen will come up notifying you that it is available. There will also be suggestions listed below for other similar sounding domains in case you want to try something else or purchase related domains.



**Domain Purchasing.** Then you start purchasing the domain. Frequently there are a number of what is called “upsells” where screens pop up because the domain registrar company is offering additional features you can add on.

**Domain Registrar Upsells and Add Ons.** For now just keep clicking “no” and keep things simple by purchasing your domain. Later if you need something added you can go back to the domain registrar website and browse what they offer.

**Other Ways to Choose Domains.** Sometimes all of the good keyword domain names are already taken. The name of your business may also already in use by someone else on the internet. There are some other ways to choose a good domain.

**Abbreviations as Domains.** Abbreviations or initials are sometimes used. For instance the site might be called “kmgcomputerservices.com” or “hsconstructionsacramento.com.” These are a little long but many of the good more obvious domain names may have already been purchased in your niche.

**Related Keyword Versions.** If you keep thinking of related keywords you can probably come up with something related to your site that has not been used. Try using other versions of a word. For instance instead of website use the word site, or try using create instead of build.

Find other words that refer to the same concept or meaning. Exact matches to a keyword are the goal but different versions of it might be used if all the exact matches are already used.

**Domain Confirmation.** Once you click “Finish” at the domain registrar you will be sent a confirmation email with a confirmation number. The username and password for your site will be in your registration confirmation.

**Username and Password at Domain Registrar.** To keep this email in a safe place where it is easy to find you can click the create a fold in your email to save it. This way if you are deleting messages you will not accidentally delete it.

For instance in gmail there is an icon above the messages to click to create a folder with a name. You might also want to save it somewhere else on your computer or write it down on a rolodex or address book.

**Domain Registrar Telephone Support.** If you do accidentally delete or lose your username or password just go to the domain registrar website to get the free telephone support phone number. You can also go and try to sign in and use the sign in help box that will ask for your email to help you setup a new password.

Congratulations. You have chosen a domain, signed up with a registrar and registered a domain.

## Chapter 2

# Start a Website – Web Hosts – Provide a Place to Store the Files Used on Your Website

## Installing WordPress at a Web Host Just Takes a Few Minutes Filling Out Some Information and a Few Clicks

**Start a website steps include choosing a web host.**

### Frequent Questions About Using a Web Host

**Start a Website – What is a web host?** A company that offers software installations and file storing online is a web host. Installing WordPress at the web host is done with a quick one click method where you simply choose the software you want to use from a list. There is also some registration information that you fill out.

**Is Using a Web Host Complicated?** In the past people used more complex methods but today creating websites and using a web host keeps getting easier. The web host will have a free telephone tech support line you can phone if you have questions or need help.

**Will I Need to Use FTP or Write Any Code?** You will **not** need to use an FTP or write any code. The web host uses icons and menus. Self-hosted simply refers to the process where you register with a web host and click to install WordPress software.

**Install WordPress.** Installing WordPress is done by clicking on it to choose it from a list of software available at the web host.

**Web Host Sign Up.** To start your web host account click on the Sign Up button, fill in your name, email, address and payment information.

**Web Host Costs.** Web hosting is available at top rated web hosts for under \$10 a month.

**Other Services Web Hosts Offer.** Many web hosts also offer domain registration so you can do both at the same company.

**Username and Password.** A confirmation email will be sent to you with your login information, username and password after you register with the web host.

## Using a Different Web Host From the Domain Registration Company

## **This Means You Will Have a Copy and Paste Step to Point the Domain at the Web Host**

# **Changing the Nameservers**

In the past people often registered the domain at a different company from the web host. Today more domain registrars and web hosts are offering both services at one company.

**Domain Pointing.** The important point to find out is if you can move the domain from the website later if you choose to use the domain somewhere else.

**Nameservers.** If you use a different company for the domain registration and the web hosting then there will be a step called “changing the nameservers” that will be needed. It is a copy and paste job.

**Changing Nameservers.** Think of “changing the nameservers” as telling your domain name where the web site files are stored.

**Cpanel.** On what is called the “cpanel” or the main screen at your account at the web host there will be a place that says “Nameservers.” There will be two nameservers.

**Nameservers.** At the domain registrar on the screen for your domain name there will be a place to click to paste in new nameservers.

For this step you can open two screens at once on your computer to make it easy. Highlight the first nameserver at the web host, right click and choose “Copy.”

Then go to the screen at the domain registrar and put your mouse pointer in the box for pasting the nameservers. Right click and choose Paste. Do the second nameserver the same way.

Congratulations. You have now registered with your web host.

## **Chapter 3**

### **Install WordPress With One Click at the Web Host**

### **Login to Admin at Your New WordPress Dashboard Is Easy - Use the Website Name Followed by /wp-admin**

**Install WordPress – One Click Install.** These days web hosts have a system to use one click method to select WordPress software at your web host. No more complicated steps and FTP files. No codes to write or to understand.

**Installation Confirmation Email.** When you install WordPress at the web host you will be sent a confirmation email with the username you chose to use for your website dashboard login and with a password.

**CPanel at Webhost.** Go to the cpanel at your webhost. There will be a link to it in the confirmation email sent to you by the webhost.

**Fantastico for Install.** Most webhosts have an icon labeled “Fantastico.” Click this and follow the steps. You will be clicking on WordPress software to install from a list of softwares.

**Installation Telephone Tech Support.** If you have questions Help is just a phone call away. Web host cpanels or install screens can vary. Look for the icons to install WordPress. You can also type WordPress in their search box to find it or use the free telephone tech support line so someone can walk you through the steps or show you where it is.

**Username and Password.** You will be asked to choose a username and a password.

These will be emailed to you in the wordpress website installation confirmation email.

**WordPress Login.** Now just type the website address followed by /wp-admin.

A box will appear asking you to login.

Fill in the username and the password and click. It will look like this:  
http://yourdomainnameand extension/wp-admin.

**Dashboard.** You will be looking at the dashboard of your new website.

Down the left hand side will be a list of labels. When you let your mouse pointer hover or when you click on one of these you will see additional menus appear. Go ahead and browse around to become familiar with the labels and menus. Do not be concerned with memorizing them or learning them now.

For your quick five basic basic website we will only be using a few of these items. Specifically we will be using Settings, Appearance, Themes, Headers and Pages.

Congratulations. You have installed WordPress, logged in to the dashboard and taken a tour.

## Chapter 4

# WordPress Settings – Choosing Settings to Start Your Website

## **Settings for Site Title, Tagline, Static Homepage, and Disable Comments**

### **Creating the Static Homepage, a Page That Stays the Same**

WordPress Settings steps can begin with going to the Dashboard, Settings to choose settings for either a static homepage or a blog. A static homepage is a homepage that stays the same.

This is different from a blog homepage because the blog style automatically shows the most recent article posted at the top of the homepage.

You can add a blog to the static homepage later by using a custom menu with the blog listed in the horizontal navigation menu bar at the top.

You can also change the static homepage to a blog page with a few clicks later if you choose.

Today we will focus on creating the business website with a static homepage.

Steps:

### **Creating a page labeled “Home” so you can choose it as a static page.**

1. First, click on the label Page in the list on the left side of the screen and choose Add New. We need to create a page labeled “Home” before we choose that in Settings to be the static homepage.
2. A text box will open that looks similar to an email text box. Above the text box type in the title “Home.” Do not use an article title here because on the horizontal menu bar this page will always be listed on the far left as “Home” so visitors can return to it.
3. You can type something temporary in the text box such as “to be continued later.” Then click the blue Publish button to the right. Now there is a Home page we can select in a moment.
4. Next go to Settings farther down the list of labels on the left. When you let your mouse pointer hover over the word Settings a menu will pop out.

### **Settings, General – Title and Tagline**

1. Click on General under the Settings.
2. In the Site Name box type your website name. It can be the same as the domain or it can be a different title.
3. Below that type a tagline. This is a phrase that describes the website.
4. Below that you can choose a time zone and date format.
5. Click to Save the General Settings.

## Settings, Reading – Choose Static Page, Choose “Home” for front page

1. Next go to Settings and in the pop out menu choose “Reading.”
2. Near the top of the screen you will see where it says “Front page displays.”
3. Click to put a dot in the radio button for “a static page.”
4. Click the down button on the box where it says “Front page” and select “Home.” You can see below that where you can switch to a blog style front page. Click the “Save” button.

## Settings, Discussion – Disable Comments on the Website

1. Click to go to Settings, Discussion
2. Remove the dot in the radio button for “Allow users to add comments.”
3. Click Save.

Congratulations once more. You have added a title and tagline, set a static homepage, and disabled comments.

# Chapter 5

## WordPress Themes Install or Change the Theme With a Few Clicks

### WordPress Themes Install – How to Change the Default Theme

WordPress will be automatically installed with what is called a default theme. You can change this theme easily.

1. **WordPress Themes Install, Change** – Go to Appearance in the list of labels on the left side of the dashboard.
2. A menu will pop out and you can click to choose Themes.
3. Click on Install Themes near the top of the screen.
4. There will be a search box where you can type in keywords that describe the type of theme you are seeking. For instance you could type in “photography” to find a theme specially designed for photographers.
5. A list of boxes with choices of features for themes allows you to narrow your search down further since there are so many themes.
6. Click to search and begin checking out the themes. You can click Preview under a theme to see what it looks like.

7. Click Install under a theme to install one that you choose. You can try it and change it if you decide to try something else.
8. Click Activate to make the theme your active theme for the website.

## **Managing Themes**

Next to the Install Themes you will see the Manage Themes link. You can choose to re-activate a previous theme. The themes you have used will be listed, including the ones that are no longer active. It just take a click to switch to a previous theme if you decide to change.

## **Chapter 6**

### **WordPress Headers – Steps, Software, Tips**

#### **Free Software and Steps for Creating Website Header Images and Uploading Them**

#### **How to Use Multiple Headers So Different Headers Show on Different Pages**

#### **How to Create a Header That Visitors Will Encourage Visitors to Stay on the Site**

*WordPress Headers Can Be Created Using Images or Backgrounds With Text. Logos Can Be Created in Free, Relatively Easy to Use Graphics Software Such As Picasa, XHeader, GetPaint.net or Gimp.*

## **WordPress Headers**

Sizes vary with the theme and some themes have a flexible header size. For example, the header size allowed in WordPress Theme Twenty Twelve is 960 pixels by 250 pixels. You can drag a dotted line to resize for a header that is less than 250 pixels in height. Frequently I use headers that are more narrow so that more of the content on the website shows above the fold. This means people do not need to scroll down as much to see more of the content.

Website headers and titles are important because visitors can click to instantly go to another site. The guidelines for creating headers include tips for making the site have visitor appeal. We can start with these tips and trends.

- Headers need to be easy to read on mobile devices such as tablets and smartphones
- Keep the Header area easy to read.
- Keep the header image clean and uncluttered.
- Avoid busy graphics.
- If you want visitors to focus on the site's content then keep the height of the header image narrow so more of the site content shows "above the fold." This means more of the content shows when the visitor first lands on the website.
- If showing a display header of products or services is an important focus for visuals then use a header with more height.
- Remember, on each page of the site the visitor will need to scroll down to see the content that does not show up "above the fold" automatically when the visitor lands on the page. Scrolling is more work and visitors can be hurried and distracted. Decide which is more important, a very large header so the page needs more scrolling or a narrower header.
- Use the top 3 tips for headers – Easy to read, Not too busy, Inform about the site. Resist the temptation to make the header busy.

## **Header Trends**

You may have noticed that the most popular sites on the internet use a white website background and a simple, easy to read text.

The most visited sites on the internet include google, facebook, youtube, amazon, twitter and wikipedia. Take a look at these sites.

The idea is to keep it simple but with a dash of something unique. It sounds a little the guidelines for classic style.

## **Header Size Has a Flexible Height**

WordPress Twenty Twelve headers can be as large as 960 pixels in length by 250 pixels in height. The height is flexible. You can drag the dotted line in the uploaded header box to show a header of the desired height.

## **Titles Without a Header Image**

You can choose whether to have a header image or not. In the header screen you can choose to show a title and use a color picker for choosing title color. If you do not upload a header then no header will show since Twenty Twelve does not come with a default header image.



## **Titles, Taglines and Header Images**

In WordPress Twenty Twelve and many other themes you can choose to use either the Title and Tagline or the Header Image or both just by clicking.

A website without a title and tagline might sound confusing but you can put the title and tagline text directly on the header image when you create the header. Adding a logo, the title and the tagline to the header text is easy in free Picasa or other graphics software.

Using one or the other saves precious space “above the fold” where you can show the website and get people interested in the site. Plus you can choose to use a narrow header.

### **Easiest Option – Title, Tagline and No Header Image**

This is the simplest. It is the plainest but you can upload images to your homepage that will show “above the fold” so these will provide images to please the eye.

#### **Steps**

1. Go to Appearance in the Dashboard
2. Go to Headers
3. Do not upload a header image. Since WordPress Twenty Twelve does not come with a default header image there will not be a header image showing without an upload.
4. Click Show Header Text
5. Click the color picker to choose a color.
6. Click Save.

### **Show Title, Tagline Plus a Photo – Option #2**

You can click the browse for an image button to find a photo on your computer to use in the header.

1. Click to upload the photo.
2. Click on the dotted line that surrounds a part of the photo and drag the line to choose the length and width.
3. You can make the header narrow or wide depending on what you wish.
4. As described above click to choose to show the header and click the color picker to choose a color.

## **Using Multiple Headers - So Different Headers Show on Different Pages**

1. Upload multiple headers using the steps above

2. On the header page put a dot in the radio button for “Random”
3. Click Save at the bottom of the page

## **Create a Custom Header With a Logo, Text, Image, or Colored Background**

### **Several Free Programs You Can Use to Create Website Headers**

You can make a simple logo to put on your header by using the website name with a shape around it. The letters in the text can be formatted in a color and style to suit you. The Title and Tagline can be added and a background color can be chosen.

### **Making a Header Using Free Picasa Software**

1. To make a header with some or all of these elements you can use free Picasa software or a graphics program of your choice.
2. To make this header in Picasa click on an image in your Picasa library to use as a small logo or graphic on the header.
3. Click the green Hold button and then go to Create in the menu across the top and click on Create a collage.
4. In the screen that opens choose to set a custom size according to the header size specified in your header screen on WordPress. You can also make the header have the same length but with less height. It will depend on your theme but many themes allow headers of different sizes.
5. Drag and resize the image. Click to choose a background color. Click to Create the collage.
6. In the library screen click to select the collage image and the editing tools will open on the left side of the screen. Click on the Text tool. Format a size, font, and color for each bit of text you wish to add. Resize and drag around on the header to fit what you want.
7. When you are done click File in the upper left and Click Save. Save it to the desktop.
8. Now go to the Appearance, Headers screen on the WordPress Dashboard and click to browse and upload the header.

### **Making a Header Using Free xheader.com Software**

1. The xheader software comes with free basic header images for various categories of website topics. It is very easy to use.
2. You choose the topic group and choices of header images pop up.
3. Next you use text tools and image tools to customize it with your title, tagline or other elements that you wish to add to it.

## Making a Header Using Free Gimp Software

Gimp is often compared to Photoshop software.

The Gimp software is free and much easier to use.

For those who do not wish to purchase Photoshop and spend time learning the more complex program then Gimp is a good alternative.

## WordPress Custom Headers Created Using Free GetPaint.net Software

1. GetPaint is another relatively easy to use software that is popular with the WordPress community for making headers.
2. The image editing tools allow you to choose text, header sizes, various effects, layers, and backgrounds.
3. As with the other softwares Getpaint.net is free.

## Chapter 7

# Create WordPress Pages – Steps, Templates, Tips

## Static Homepage – Webpages With or Without Sidebars

**Create WordPress pages** for a traditional website look if you wish by using the Front Page Template and using other templates for the following pages. The Templates are easy to choose because they are right next to the edit box where you create your content. If you wish to create the other pages without sidebars you can use the Full Width No Sidebars Template. YOu can create blog style pages with a sidebar by choosing the Default Template.

For this example of a five page website we are going to create a static homepage and four more pages without sidebars. You can of course choose to create a blog style on the homepage and other pages. Or you can create a homepage without a sidebar that is static and create blog style pages for the rest of the site. It is very versatile.

This website example will have pages for Home, Services or Products, FAQ's, About and Contact. You can use these steps to design and label your own pages.

The homepage will be static, use the Front Page Template and will have a Featured Image and two widgets at the bottom of the page. If you are not familiar with widgets they are areas where we can add some text, images or features.

This example uses WordPress Theme Twenty Twelve but these steps will be the same or similar in other themes too.

## **Create and Format a Static Homepage**

In the chapter on Settings we created a page that was labeled “Home” with some sample text on it. Then we went to Settings, Reading. There we put a dot in the radio button near “Front page displays” to select “static page.”

Then we clicked the down arrow next to “Front page” and selected “Home.”

## **Write and Format the Static Homepage**

1. Go to Pages
2. Go to the page labeled Home.
3. Format and Write as Desired. When Finished Click Publish.

## **Choosing the Homepage Template – Writing Your Homepage**

1. To the right of the text box where it says Templates it will say “Default Template.
2. Click the down arrow and choose “Homepage Template”
3. Now go to the text box and type a phrase that describes your website and hopefully makes visitors want to see it.
4. Highlight the phrase.
5. In the text box on the upper left you will see where it says “paragraph” and there is a down arrow for choosing styles.
6. Click the down arrow and choose Header 1.
7. To align the phrase in the center click the align center icon in the menu.
8. Now type another subtitle phrase that relates to your website.
9. Highlight that phrase.
10. Click the down arrow on the header format box and choose Header 2.
11. Click the Align Center icon to put the phrase in the center.
12. Now type a short paragraph or two about the site.

13. If you want to change the colors of the text highlight it and click the down arrow next to the capital A in the menu to choose a color.

## **Adding a Featured Image on the Homepage**

1. In WordPress Twenty Twelve and many other themes you can add a Featured Image that will show up on the homepage.
2. On the right hand side of the page screen if you look toward the bottom or scroll down you will see where it says set a Featured Image.
3. Click there and in the screen that opens up click to browse for an image from your computer and upload it.
4. You can fill in a title for it.
5. Also fill in the box that says “alt” because this describes what the image is for search engines and in case a visitor’s computer is not showing images.
6. Click to add the featured image. If it is not the size you want then go back to it and in the size box choose a different size.
7. You can use the Create and Collage tools in Picasa to create a Featured Image the way you create a custom header. For directions to do this please see the chapter on headers. You will need to select a shape such as square or rectangle or set a custom width and height.

## **Adding Homepage Widgets**

Widgets are simple places where you can add some useful text, an image, or other custom features.

The Homepage Template in WordPress Twenty Twelve comes with two widget areas that will show up at the bottom of the website.

1. Go to Appearance and select Widgets in the menu that pops out.
2. Click on the little box that says “Text Widget” and drag it over to the right and drop it where it says “First Homepage Widget.”
3. Let your mouse hover so the widget opens. It is simple a small text box with room at the top for a title.
4. Type a title about a subject related to your website. It might be something like “Our Service Aims to Please.” Below that type a short paragraph with useful information.
5. For instance if you own a restaurant you might type “Only the freshest ingredients and herbs. Made with our family’s secret recipes.” You can be creative and write something to help make readers feel they want to know more.
6. There are an infinite number of custom widgets. For this introduction to creating a basic site we will keep things simple. You can add multimedia, linked images, calendars, lists, profiles and so on.
7. We are not going to study Plugins yet. For now the goal is to keep everything simple and get your new website up on the internet. Later the site can be fine tuned, expanded and customized with additional steps.

8. To add more complex widgets we will need to add some plugins. If you are interested now in plugins you can look at the topics under the WordPress Video Tutorials list on this site under Plugins.
9. Often people put a widget that has a link to another webpage. A more advanced level widget can have a sign-up for an email newsletter.
10. Click the Save button at the bottom of the widget. It could have some more lines to inform people about your business.
11. Now follow these steps and add another text widget to the bottom of the page. Later you can explore widgets and add linked images or something more complex if you wish.
12. Click the blue Publish button to the right of the text box.
13. Next click on your website name in the upper left of the screen to jump to the front of the website so you can look at the homepage.
14. If you want to make changes click the back arrow in the upper left of the screen to return to the dashboard.
15. Click Pages.
16. Click Edit under the listing for the Home page.
17. Go ahead and edit the page and then click Publish again.

## **Adding New Pages – Click on Pages and Add New in the Dashboard.**

1. Change the Default Template to the Full Page No Sidebar Template.
2. Click the down arrow next to Templates on the right hand side of the screen and choose the Template for “Full Page Width No Sidebar.”
3. Type a very short title. This is because it is going to show up on the horizontal navigation menu bar across the top of the site. There is a limited amount of room. If the title is just one word long that is best. For example, if you own a restaurant the title could be “Menus.”
4. Put the mouse pointer in the upper left side of the screen.
5. Click on the Add Media button.
6. Click to browse to your computer for an image that will illustrate your product or services.
7. A small box will open for you to add a title, description, caption and alt for the image. The title and alt are the most important.
8. You can write a caption that will show up under the image when you add it to the page.
9. In the drop down box for size select medium because if you select thumbnail it will cut off part of the image.
10. Click to add it to the site.
11. If you want to resize it click on it and drag the handles.
12. Next type a heading in the text box about your products or services.
13. Highlight the heading.
14. Click the text heading format down arrow in the upper left of the menu.
15. Click to choose Heading 1.
16. Now type a subheading.
17. Highlight the heading.

18. Click the format heading box and choose Heading 2.
19. Below that heading type the information you would like to add.
20. Use the text color choices by clicking the down arrow next to the capital A.

## **Writing Content for the Homepage**

### **Description of Services or Products Plus a Call to Action**

1. Write several very short paragraphs about the services or products offered by your business. Avoid large, long blocks of uninterrupted text. People use skim reading to quickly browse the homepage and decide whether to click on to the next website. It is important to show them your site has useful content.
2. Add a Call to Action. This is when you ask people to click on a link to go to another place on the website. You can have a link to another page. While there is also a menu across the top research has shown people are more apt to click to see more of the site if you have a Call to Action with directions to click.
3. The Call to Action could be asking people to click on a link that takes them to another page in the site, a request to sign up for an email newsletter, or a request to click on a link to go to the contact page.

## **How to Add a Hyperlink to Text or to an Image for the Call to Action**

1. Go to the page that will linked to and copy the link from the address bar.
2. Click on the text or image you would like to use for the link.
3. Click on the icon in the text box menu that looks like a chain link.
4. Type or paste the link in the box that opens and click Save.
5. Creating a Second Page for Products or Services

## **Creating a Third Page as a FAQ's Page**

Use the same steps described above to upload another image that relates to your business.

1. Be sure to click to change the Template from Default to "Full Page Width No Sidebar."
2. For the title of the page keep it short by using FAQ's.
3. Add a heading the same way as described above.
4. Below that list questions and answers. You can type the question, highlight it, then choose a text color to make it stand out from the answers. Make each question and answer a different paragraph.
5. For instance if you own a carpet cleaning business you could add a question "How long does it take the carpet to dry?" Then hit the return button to add a space and type "You can walk on it later that day." Or you might have a question such as "How much does carpet cleaning cost?"

## **Creating a Fourth Page for the About Page**

1. Go to Page, Add New.
2. Change the Template from Default to “Full Page Width No Sidebar.”
3. For the title type “About.”
4. Add an image using the same steps as above.
5. Add a heading phrase and a subheading phrase. The heading might be something like “About A1 Carpet Cleaning.” The subtitle might be something like “Our customers come first.”
6. Then type some text about the services, your qualifications, your experience and education or other information about the company or yourself if you are the owner.

## **Create the Fifth Page for “Contact”**

1. Go to Pages, Add New.
2. Click to change the Template from Default to “Full Page Width No Sidebar.
3. Upload an image using the same steps. Having an image in the top left makes the page more inviting.
4. Use the header formats discussed above and add information such as your Name, Email address, Business Address, Business Phone, and Cell Phone.

Congratulations again. You are done with your business website. You can customize it or expand it.

There is one more step that can be very helpful.

Letting people know about your website both online and offline creates visitor traffic. There are some simple basic steps you can do such as adding the name of the site to Google’s local search listing. It is like being listed in your local phone book.

The next chapter is Getting Website Visitors – Start Your Site – Complete Plan and Steps. It will be uploaded shortly. Check back in awhile.

## **Chapter 8**

# **WordPress Traffic – How to Use Basic Online and Offline Steps to Get Website Visitors**

## **First Steps to Get Traffic to Your Business Website**



Strategies to get website traffic can start with a few basic, easy steps that you can do online and offline.

## **Free Google Places Local Search Listings Bring Your Site Up in the Local Results**

**WordPress traffic** strategies can start with going to Google Places on the internet to list your site. You have probably seen the local search results that show up with a map when you type in a business and the name of a town or city. You can click to choose to be listed on the map or not.

You have probably seen how the local results have red balloons with alphabet letters next to them that correspond to the red balloons on the map where the business is located.

If you work from home and provide services in your local area you might want to be in the local search list of results but not on the map. Google Places provides a choice so you can be listed without being on the map.

Of course if you own a restaurant or a tourist destination then the map listing is very valuable.

It is quick and easy to fill out your business name, phone number, email, website address and other information.

## **Offline Marketing to Get Visitors to Your Website**

Now that you have a website you can add the website to:

- Business Cards
- Leaflets and Flyers
- Professional Association listings
- Newspaper Ads
- Community Bulletin Board flyers

You will be able to think of many opportunities where you can add your website. People will be able to get information about your business on the internet and this will make a professional impression.

There are many ways you can expand and customize the site. As you go along you may think of additional photos to upload or other information to add.

## **Chapter 9**

# Static Homepage Standard Business Websites Can Have Blogs Attached and Become Combination Sites

**The static homepage stays the same so you can design it with special features. Having a blog attached gives you the best of both worlds.**

This particular example uses WordPress official default theme Twenty Twelve but you can use these concepts with other themes that allow you to use settings to create a static homepage.

The advantage of this type of plan is being able to put special features on the static homepage that stay the same plus having the power and content of the blog attached to the website.

## **Steps:**

**Note: These steps start with choosing the settings for static homepage in case you have not done that yet. If you have you can skip to farther down the steps.**

- Design your page and save it.
- Go to Settings and to Reading.
- Put a dot in the radio button for “Static Homepage” and under Pages click the down arrow and select “Home”
- Go to Posts and to Categories.
- Create a Category titled “Blog”
- Go to Appearance and Menus.
- Name a Menu, save it, select it from the drop down box on the left and Save it.
- In the lists of the Pages and Categories on the left choose which titles or labels you want to have show in your custom horizontal navigation menu.
- Put a check mark in the ones you wish to choose and checkmark “Blog” in the list under Categories.
- Go to Posts and write a post.
- When you are done click to put a checkmark in the Category box for “Blog” on the right side of the screen.
- Now your blog post that you wrote will show up under the title “Blog” in the Custom Navigation Menu across the top.
- Go to Dashboard and to Pages, Add New.
- Title the page “Home” and select “Homepage Template” from the templates on the right.