WORDPRESS QUICKSTART – CREATE A 5 PAGE TRADITIONAL WEBSITE

BEGINNERS WELCOME – START YOUR SITE NOW

Beginners can start a traditional 5 page website to get their businesses online. Later the website can be expanded with a blog and other advanced features if desired. This blueprint walks you through the steps to set up your domain, hosting, dashboard settings for the site, theme, header and the 5 pages. The pages suggested include Home, Services or Products, FAQs, About and Contact. Go step by step.

By Kristi Marie Gott
Start a Traditional 5 Page Website

WordPress Quickstart

Create a 5 Page Traditional Website

Expand It Later and Include a Blog If Desired

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Introduction

What is WordPress and Who uses WordPress?

WordPress Is a Flexible, Customizable Software Used for Websites, Blogs and Combinations of Both. It Is Also Very Economical.

More than 50% of the top 100 sites in the world use WordPress . From NASA to Ford Motor Company the businesses using WordPress are concrete proof of its quality.

Notable users of WordPress include well known news organizations, Fortune 500 businesses, political figures and celebrities.   Here are a few of them.

1. **New York Times**
2. **Forbes**
3. **Reuters**
4. **CNN**
5. **GM**
6. **UPS**
7. **Ebay**
8. **Sony**
9. **VW**
10. **Katie Perry**
11. **Jay-Z**
12. **Mashable**
13. **TechCrunch**
14. **and many more.**

Who Created WordPress?

Matt Mullenweg and Mike Little first introduced the **earliest versions of WordPress in 2003**. Matt attended the University of Houston before leaving in 2004 to work for CNET.

In 2005 **Matt left CNET to found Automattic,** (yes, it is spelled with two t's) the company behind WordPress as well as many other related companies.   He is also a**successful musician**, traveling the globe. You can visit his [website](#) and see photos of his travels and read more about WordPress.

WordPress is Open Source.

Open source means the software is free. There is no charge for the software. It can be shared with everyone for free.

Anyone can modify the software and share that too. They can also make custom changes to it and then market it. It is like getting a recipe from someone, sharing it with others, perhaps changing it and even charging for it.

WordPress.com At wordpress.com there is a hosted version that provides free hosting. But **free hosting version does not have a custom domain and will have ads on your site.**   There is a paid service at wordpress.com too where you get a custom domain and the ads are removed. The versions at wordpress.com have fewer customizations available than wordpress.org and most business sites use the wordpress.org version.

WordPress.org. There is a self-hosted version from wordpress.org. which has the most options for customizing and for ecommerce. A domain will run about $10-$12 per year and web hosting (providing a place to store the files online) will run less than $10 a month. This wordpress version has the most number of customizations available and is best for business needs and ecommerce.

What types of sites use WordPress?

All kinds of sites use WordPress. Traditional **websites**, **blog** sites, and **combination sites** can be created with wordpress. **Ecommerce sites, marketers, businesses, online stores** use WordPress. **People who want a mobile device friendly site use WordPress.** WordPress mobile responsive themes are built for easy viewing on both computers and mobile devices.

Multisites use WordPress such as CNN blogs.

Sites that add or update information frequently use WordPress. Adding new content is easy in WordPress so sites that plan to update frequently use it. The blog shows the most recently added articles. The **categories** group the articles under topics to make it easy to look them up. **Some blogs are thousands of pages long** and have been continually updated for many years.

People who do not use code languages use WordPress. **Menus and icons** are used instead of code so people use it who want to create their own sites but who do not know how to write html, css and other code languages. You **use a text box similar to an email box** to add the text, photos, videos and other content. Click publish and your update is done.

Web developers who write code use WordPress too. With one click you can access the site code and **rewrite the code or add to it.** WordPress developers can take a theme and customize the code.

Marketers use WordPress because it has good search engine optimization.   It comes with **seo built into it.** Plus the average person who does not write code can easily add plugins and other **customizations to increase the seo**. Landing on the front page of search engine results is often easier with WordPress. **Search engines like sites that add new content regularly.** Since WordPress **makes this easy** to do it's a favorite for those who seek top ranking with search engines.

You can create a traditional business website or a blog. You can also create a combination site with both.

Thousands of themes are available to meet an infinite number of needs from business to art and entertainment.

What does WordPress cost?

- There are **varieties of WordPress** but the **software itself is free. WordPress.com** offers a **hosting service** with hosting for free too with a simpler, easier version of WordPress. However it is less customizable and less suitable for online ecommerce than the **WordPress.org verson.**
- WordPress is open source software, free to all.
- **WordPress.com.** Many people start with **WordPress.com** to **take a look at the dashboard** and **learn the basics** with a simplest version. To have a **custom domain** of your own and a site without ads on it you can **pay a fee for an upgrade.** There are also various **premium upgrades at WordPress.com.**
- **WordPress.org.** For a **more complex but more customizable** version that can be used for **ecommerce and online selling** you can use the **WordPress.org** version. You will need to sign up for an **account with a web host** but it usually runs **less than $10 per month for the hosting**. The domain will run **about $10-$12 a year**. With the self-hosted, **WordPress.org** version you will need to get a **spam blocker** for the comments areas for **$5 a month.** The software is free.

What equipment do I need and how much will it cost?

- There is no need to spend a lot of money or run up debts. You can do this very economically. You do not need to buy the more expensive computers to find one that can do what is needed. The lower priced computers, especially during sales, provide affordable equipment to do what you need.
- For example, in 2014 I'm using equipment that I got on sale.   **For a laptop I use an Asus notebook that was on sale for $250 in 2013,** reduced from $300. I also have a desktop that was in the same price range. and a 20 inch monitor that was about $80. Much of the software I use is free.

- For **$30 a month I have a 30 meg internet cable connection from Charter.**
- This economical setup has worked fine.

Extras that are not necessary but could be useful include:

- For **$89 I also got a 20″ external monitor** that plugs into the notebook computer. This way I have two monitors. In the control panel you simply click to extend and it is like having one long monitor. This way you can look at reference material or steps to do something while you are doing it in another window. You just drag windows from one monitor to the other the same way you usually drag them.
- For **$20 I have a Logitech external mic** that I used when recording screencasts.
- Also for about **$20 I have a Logitech webcam** that attaches to the top of the notebook screen.
- For about **$20 I got a USB hub to add 4 more USB ports** to the notebook. It simply plugs into a USB port and has a hub with 4 more ports.

Why do people use WordPress?

1. WordPress uses **icons and menus** similar to the **text boxes in emails.** You don't need to know how to write or understand code to use it.
2. **Mobile Responsive WordPress themes work on both computers and small screen smartphones. WordPress will detect the device used by the visitor and automatically reformat** for **easiest viewing**. For example, on the small screen of a smartphone WordPress reformats so the labels in the horizontal menu bar are **listed vertically** so the user will **not need to scroll sideways** to see them. The **content is also reformatted into one long column.** The user can just**scroll down instead of having to scroll sideways** too. Studies show **people using small screens do not like to scroll sideways** and find that view to be**confusing** as well.
3. **WordPress has great search engine optimization built into it.** Whether you are creating a site for local search or for global searches **WordPress helps you**

get to the top of the front page of the **search engine results.** You can add additional**search engine optimization** with plugins and other customizations. **Search engines like sites that add or update information frequently** and WordPress makes it easy to do this.

4. You can create a traditional looking **website** homepage with a **blog** for a combination site, or create either a **static site** or a **blog.**

5. **It's cost effective, flexible and easy to customize** with different designs, features and functions. Other than **$10 or so a year for a domain, less than $10 for a web host, and $5 for a spam blocker** you can get almost everything else for **free.**

6. Since you can **update it or change it yourself you don't need to pay a web developer** to write new code or make changes and updates. Huge savings.

7. **Thousands of functions and features** can be added to your site, almost all for free, by just clicking. Whether you want to add a gallery of art, a paypal store button, or a musical podcast   there is a widget or a plugin for it.

8. **Thousands of free and commercial premium themes** are available to give your site the**design look and feel** that you wish.

9. There is **plenty of WordPress communitysupport** when you need help.   **WordPress.com**provides free support and WordPress.org self hosted sites have an **infinite number of help sites** on the internet. Just type a question into the search engine box and see the results.

10. **Premium themes** and add ons are available to add even more features and functionality.

How Do People Generate Income By Using WordPress?

- **WordPress developers** offer a variety of services from design to coding.
- **Theme creators** sell premium themes.
- **Plugin creators** sell plugins and create custom plugins when needed.
- **Businesses** profit from having an internet presence.
- **Content creators** write copy, create videos and audio, write ebooks, and record screencasts.
- **WordPress hosting** is another way people generate income.

- **WordPress site designers** build websites and blogs.
- **WordPress tech support** is another related field.
- **Membership sites** and subscription sites also provide income.
- **WordPress ecommerce** including selling online from a WordPress site.
- **WordPress book authors** sell books and ebooks from their sites and from other book sellers.
- **WordPress Training** in the form of online courses is offered.
- **Affiliate Marketers** add links to companies in order to earn commissions.

How do mobile devices view WordPress?

- WordPress themes created in recent times have built in **mobile friendly** features and are known as **mobile responsive**.
- The goal for a good **easy viewing experience** is to **eliminate having to scroll sideways** to see what is on the rest of the site that is not showing on the smartphone or small tablet.
- Studies show people do not mind scrolling down when using a mobile device. But**scrolling sideways on a smartphone gives a confusing view of the site.**
- The sites using the **responsive themes detect the device** used by the visitor and**automatically reformat to fit the screen** for best viewing experience.
- This means when they are viewed on the small screen of a smartphone the horizontal menu**reformats into a vertical menu.**
- The page content also rearranges into a **single long column to fit the small smartphone screen.**
- On a larger tablet the site formats itself also for best viewing.

Where do you get WordPress software?

- The free software is available in a variety of ways. At **WordPress.com** you can simply click to start a site and a wizard walks you through the steps.

- There are a few extra steps for a **WordPress.org** site but these are also quick and easy. For a self-hosted site you need to sign up with a domain registrar and buy a domain name for the site.
- Then sign up with a web host. There are a few steps to add the domain name to the host. There is a one click installation for WordPress at the web host.

How do I get started?

- If you have never seen a **WordPress dashboard** you can see one for free by **watching videos** on this site. You can **also go to the WordPress.com site and start a practice site** to experiment and get some familiarity.
- This is not necessary but sometimes new WordPress people may feel more relaxed with a little time to get to know WordPress slowly.
- **Go to a domain registrar and buy a name. Then go to a web host and sign up for an account.** The directions and tutorials will tell you what to do next. You can watch videos on this site under Set Up Site. Call the free telephone support at the domain registrar or web host if you need live help to talk you through the steps.

When do people use WordPress as a website and when do they use it as a blog?

- There are a **variety of combinations.**
- A **static homepage** on a **traditional website** is a good place to put information for visitors that will not change.
- The **blog** is where you can add new content in the form of blog posts regularly. The most recent article posted will be at the top of the blog.
- You can also create a **"sticky post"** which is a blog post that stays the same at the top while the rest of the blog updates.

Where do you get Help?

There are **thousands of sites on the internet with free WordPress help.** Type your question into a search engine box and you will see all the results. You can also type in

WordPress and follow it with the words help, forum, how to, or other keywords related to your issue.

If you need help when you are installing WordPress **you can call the free telephone help lines** at the domain registrar or the web host.

If you go to a WordPress developers forum they will be talking about code. But you can search for **beginners help** if you do not use code.

Beginners Overview of Website Creation Steps, Tips and Resources

Beginners and First Time Web Creators Can Get a Broad Overview of Concepts and Steps Here

Let's Create a Standard Business Website With a Static Homepage, With or Without Sidebars, or a Blog

Steps (beginners please see the article on the 5-step site setup for details)

1. **Register a domain**
2. **Sign up with a web host**
3. **Point domain to host**
4. **Click to install wordpress**
5. **Login to new site**
6. **Tour the dashboard and menus**
7. **Choose your settings**
8. **Set it to static homepage or blog**
9. **Choose a theme – Check out the video screencast tutorials for Mobile Friendly Theme Twenty Twelve**
10. **Create a header and logo**
11. **Write some pages, and/or posts**
12. **Add photos and videos**
13. **Add some plugins and widgets to provide custom features**
14. **Add ecommerce, paypal, shopping carts, digital downloads, or other customization**
15. **Add email marketing**

Mobile Friendly Site Design Tips

Clean, Uncluttered, Easy to Read, Easy to Navigate

- **Simplify – clean, simple layout, easy to read and easy to navigate, avoid cluttered, busy layout**
- **White space – use white space instead of cluttered, busy design**
- **Easy Navigation – menus and buttons easy to find and use**
- **Mobile Friendly Themes – choose WordPress Themes that are mobile friendly, such as the new theme Twenty Twelve, designed for Mobile First, then customize to suit your business**

Continue Customizing as Needed – Ideas

Custom Headers, Menus, Link Buttons and More

- **Add ebook for visitors to download**
- **Create custom link buttons,**
- **Create custom menus for the horizontal menu bar**
- **Add slideshows, galleries, podcasts, calendars, maps, appointment schedules, and more**
- **Embed videos from youtube**
- **Use custom page templates**
- **Add feature images**
- **Use custom post formats**
- **Customize background**

Getting Started With Search Engine Optimization and Analytics

On Page Optimization and Google Analytics

- **Add SEO plugin**
- **Add Google Analytics plugin**
- **Sign up for youtube and social media**
- **Add Social Media plugins and widgets to sidebar**
- **Share posts and pages on social media – facebook, twitter, linkedin, etc.**
- **Add your business to the google places listings (if you work from home choose the area you serve and choose not to show your address)**
- **Add link to website to description area for youtube videos, share videos on social media**

- Answer questions to help others on forums, bulletin boards to form online relationships
- Check your youtube channel statistics to see which videos are popular, etc.
- Create useful content that makes a positive difference for others so visitors will share it on their social media

Useful software and tools which are covered in the tutorials

Emphasis Is On Easy, Cost Effective Softwares

- Free Camstudio software for recording screencast tutorials
- Free PIcasa software for editing photos, creating headers and graphics, creating slideshows and videos.
- Youtube for uploading videos and social media
- Aweber for email marketing and newsletters
- Paypal for adding payment buttons and shopping carts
- Word for creating pdf files to upload as ebooks or reports
- Social media – facebook, twitter, linkedin, and more
- Godaddy as an example of a domain registrar
- Hostgator as an example of a web host

Specific WordPress Themes Covered in Tutorials

- Theme Twenty Eleven
- Theme Twenty Twelve

Static Business Websites Serving As Online Brochures Can Add Value By Adding Quality Content

You can add value to these sites by including rich content in addition to the promotional material. This way the site is more than an online advertisement.

Ideas for Useful Content That Makes A Positive Difference for Others – Offer Solutions for the Problems of Others

- **Pages or posts with useful information**
- **Offer solutions for problems of a niche audience**
- **Steps or directions about how to do something**
- **News, updates, features**
- **Photos, videos, galleries, slideshows**
- **Tips and facts, advice**
- **Interesting or entertaining stories**
- **Reviews of products, books, entertainment or places**
- **Skill development, educational material**
- **Indexes to material on the web**
- **Listings – jobs, real estate, schools, etc.**
- **Recommendations of useful resources**
- **Calendars of events**

Branding and Image Make Your Website or Blog Unique

Identify Your Niche or Micro-Niche Within the Larger General Topic

- **Use a custom header**
- **Create a custom logo**
- **Identify a niche**
- **Aim at your niche, it's the target**
- **Don't be too broad and general, aim at a specific group**
- **Create content aimed at the needs of your niche audience**
- **Identify the characteristics of your niche audience, their needs and likes**
- **Create branding and image to meet needs of niche audience**

Be Authentic, Be Genuine, Be Transparent, Use White Hat Techniques

Avoid Grey Hat or Black Hat Techniques and Marketers Who Promise Easy Money

- **Watch out for grey hat and black hat internet marketers**
- **Take responsibility for providing quality content for your internet presence**
- **Avoid questionable sites, get rich quick schemes, phoney traffic schemes, etc.**
- **Avoid artificial manipulation of search engine rankings**

- Seek natural "organic" search engine results through providing original quality content that visitors share and spread in a viral manner

A Few Useful Resources on the Net for You to Visit

Reliable Sources of Useful Information

- <u>Seth Godin's Blog – Marketing</u> – **wide variety of insights on marketing and behavior**

- <u>Warriors Forum – Marketing</u> - **bulletin boards for everything related to online business**

- <u>Hubspot's Inbound Marketing</u> – **attraction marketing and seo**

- <u>wpmu.org WordPress Experts</u> – **wide variety of news and support**

- <u>firefox browser</u> - **a fast browser, good for quick installation of plugins and widgets to make site changes (widgets freeze up in some browsers or won't install)**

Notable WordPress users include CNN, The New York Times, and eBay.

WordPress is a useful tool for people who want to work online.

To read descriptions of dozens of online jobs <u>Download free online jobs e-book.</u>

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

Expanding the Basic Business Website Later by Customizing and Adding a Blog Is Easy

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.

This online tutorial series has 8 chapters. At the bottom of each chapter posted you will click on the link to go to the next chapter.

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.

You can also view a ["5 Step Site Set Up"](#) article on this site with videos.

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

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.

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 simple 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 a 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.

Click to go to the next chapter of the series, "Install WordPress, Login to Dashboard – Start a Website – Complete Plan and Steps – 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 user 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 or Quick Install on cpanel 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://yourdomainenameand 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.

Click to go to the next chapter on <u>"Settings – Start a Website -</u> Complete Plan and Steps – 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.

Click to go to Themes – Installing or Changing - Start a Website – Complete Plan and Steps – 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.

Over 100 Free WordPress Themes That Are "Mobile Responsive" Are Available Under "Install Themes"

The smartphones and tablets are the top sellers now. The pc's and desktops are less popular in terms of sales.

It is a new era and website or blog themes have changed to adapt to the smartphone and tablet era.

Mobile Responsive Means the Theme Automatically Detects Smartphones and Tablets and Reformats for Best Viewing on the Screen Size

Themes for Smartphones, Tablets, and PC's, including laptops and desktops, as well as smart TV screens are designed to adjust to the size of the visitor's screen. We are all accustomed to seeing websites and blogs on the large screens of the laptops and even larger

monitors used with desktops. But when site visitors are using a smartphone or tablet the same sites need to be rearranged.

A smartphone screen is so much smaller and narrower that the whole website is usually reformatted into a single column so it will fit on the smartphone screen.

Free mobile responsive themes for every need are available with your free wordpress software.

Steps

1. Go to the Dashboard
2. Go to Appearance and Themes
3. Under Themes go to "Install Themes" in the upper part of the page
4. Type "mobile responsive" in the search box
5. Over 100 free themes will appear that are designed to work on smartphones and tablets as well as on pc's, desktops and smart tv's
6. Themes for every use or need are available.
7. Plus you can customize any theme to make it fit your needs

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 multple 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.

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.

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 servces 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.

Click to go to Getting Website Visitors – Create a Website – Complete Plan and Steps – Chapter 8

Share this:

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.

Click to see a more advanced, wide variety of traffic strategies.

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.

Introduction to Popular Strategies and Concepts for Creating Traffic

Advice for Newbies – Use "White Hat" Organic, Natural Techniques. Watch Out for Scammers and Hyped Up Promises of Quick, Easy Traffic or Automatic Links.

Basic SEO, Tools, Resources, Training, and Terminology for Beginners

Quality content is king. Meet your visitors needs with solutions for their issues. Put the visitor or customer first. Original content that solves problems will spread in a viral manner. Search engines are very good at detecting duplicate content or poor content. Keep the quality high for good search engine rankings.

Organic, Local Traffic

If you have a local services, information or products site you can go to Google Places and list your site for free. You will be automatically included in the Google Places results and map in the search engine results.

Your site shows up in the list of local resources when people search by location and keyword. There is a map with red ballons showing business locations next to the list of results when people search for a business within a certain location.

Google Places for Home Business: If you work at home you can choose not to show up on the map but still be included in the local list online. Google places provides room for you to describe your products or services, contact information, website link and so on.

Visitor Traffic Tips List

1. **WordPress SEO**- Add one of the top WordPress SEO plugins. Check out either the WordPress SEO Plugin by Yoast or the All in One WordPress SEO plugin. They start working out of the box, immediately upon activation. They also supply invaluable guides for creating content that is optimized.
2. **Solution Oriented Content**: Visitors search for solutions to their problems and needs whether it's facts, how to do something, or entertainment. What do people need? What problems are they solving? What do they want? Supply the answers and you have an audience for your website. When you write your articles be sure to provide real quality and enough length so search engines believe it is a quality site not a spam site.
3. **Youtube Video Marketing:** Video marketing on youtube is a top way to bring traffic (create videos for articles that are on the site, upload the videos to youtube and add a link to your site in the description under the video). When you upload a video to youtube optimize it using the keywords in the title and description. Write a long, thorough description to get the best ranking on youtube and in google (since videos show up in google searches).
4. **Social Media Marketing:** Sharing content (website posts and pages and yotube videos) on facebook, twitter, linkedin, google+ and other social media, spreads linka to

your site in a viral manner. Answering questions for free in online forums or bulletin boards related to your site's subject is a great way to get targeted traffic. People in the forums are searching for answers and they can click on the link to your website to get more information.   Inbound traffic from links in social media or from search traffic is targeted, high quality traffic.

5. **Content Marketing:** Blogging is another top way to get traffic, since adding new content keeps visitors coming back and provides more material for the search engines and more links in the search engines and social media results to your site. Create original content, avoid duplicate content (search engines don't like to rank duplicate content) and most importantly create content that solves a problem for someone or meets a need or a want. That's why they are searching – for answers. If you have a standard website with a static homepage you can still easily add a blog with a useful articles to it.
6. **Email Marketing:** Set up an email subscription so visitors can get each new blog post automatically sent to their email plus newsletters and other helpful material.
7. **Keyword Research:** Go to the free google keywords tool for starters and become familiar with what keywords people are searching for that are relevant to your site content. Keyword stuffing has long been a way to get punished in the search engine rankings so be sure to avoid that. Write in a natural way, not an artificial keyword stuffed manner. Researching keywords is a good way to see what solutions or needs people are searching for. Then you can write an article and create a video to meet those needs. Try to find keywords that have a lot of searches but not much competition. Use them when you optimize your youtube videos by writing a long, useful description.

8. **Google Places:** List for free with google places whether you have a physical brick and mortar place of business or not. This puts your site on the list when people search locally and if you do have a physical business site you can give google places the address and it will show up on the map that accompanies the list of local answers to the visitor's search. If you work from home you chance choose to not have the location show up on the map but a link to your website can still be listed.
9. **Install SEO Plugin**: In your dashboard go to plugins and check the featured and popular plugins or search for an seo plugin. There are a variety of good ones and you can look at their ratings and details to choose one.

10. **Offline Marketing:** Use business cards, leaflets, flyers, free classes and presentations to market your site offline.
11. **Links to Your Site:** Links from quality, related sites to your site help to increase your site's authority and improves search engine ranking. If you are selling computer services then a link from a site providing a computer or software related service would be relevant. A link from a low quality, low ranked, spam site would be the opposite of what helps search engine ranking. In fact it can hurt it a lot. Beware of the many scams.
12. **Search Engine Ranking:** The search engines have a complex formula for comparing your site with others. You are competing with the other sites in your subject area. If you can narrow it down to a niche where there is a demand but not as much supply then you have a better chance of getting on the front page. Surveys shows people usually click on one of the first three sites so if you are farther down the page or on the second page your

site will get few if any clicks. Each article that is a page or post on the site has it's own distinct link. If someone searches for the topic in that particular article then the search engine compares all the available results and puts the best ones at the top.

13. **Set the Permalinks for Good SEO:** The permalink refers to the distinct link that goes with each individual page. If you do not reset the permalink it results in one of those long garbled links that is not readable and does not mean anything to a search engine either. To let the search engines know what is in the article or post you can reset the link so it has the name of the website followed by the category and the title of the article posted. So go to the Dashboard to Settings and under that to Permalinks. Put a dot in the radio button for Custom Link and type of paste in the following: /%category%/%postname%/

14. **Sign up for free Google Webmaster Tools:** The tools will provide a variety of resources that are invaluable. Please see the video on this subject for more information and visit Google Webmaster Tools

15. **Sign up for free** Google Analytics: This will enable you to track the numbers of visitors, which content is most popular and a huge variety of other useful information that can guide in you as you continue to grow your website.

16. **Use a Mobile Device Responsive WordPress Theme:** Smartphones and tablets sales are fast outpacing laptops and pc sales. Use a WordPress theme that detects the mobile device that the visitor is using and that resizes and rearranges the website to suit the size of the screen. WordPress Twenty Twelve, the official featured theme for 2012 was designed for "Mobile First." You can search under Themes for mobile responsive themes.

17. **Test Your Website on Mobile Devices and Different Screen Sizes:** You can go to Screenfly and it is free to enter your website, put a check mark in the box for "use proxy server to mimic devices" and test your site. You will be able to see how the text, images and elements get rearranged when they are seen on a smartphone or tablet. Even the different tablet and smartphone sizes are included. This is important. For instance, if your website is for something like a restaurant then it's critical that it is easy to view on all kinds of smartphones.

18. **Get the SEO Fact**s Straight From Google Webmaster Help on Youtube: Google software engineers upload videos to answer questions from the public and you can search the list of videos or browse them. The internet is full of misinformation and old information so if you subscribe to google's youtube channel you will get the facts and you will be up to date.

19. **Hubspot Marketing Site Grader:** Go to Hubspot for a free site grading with automatic suggestions for improving your site.   The site grade and report covers all aspects of your site, sales funnel, online optimization, social media optimization and more.

20. **Craigslist:** Put a link to your website in the description when you list your services offered or products for sale on craigslist under the appropriate listing. It's free. You can also include a link to a relevant youtube video from your channel showcasing your services or products. The goal is to create an internet presence that will help spread your

website content in a viral fashion, perform well with the search engines, and encourage people to visit your website.

Your internet presence can start with a wordpress site, facebook account, facebook business page, youtube channel, twitter account and good quality, original content that makes people want to share it and link to it. You can also participate in forums, especially in answering questions, to help bring traffic to your site.

If you are using affiliate marketing and/or selling online then getting targeted traffic to your site is critical for your business. An important word here is "targeted" because you need traffic from people who will be interested in your affiliate links or products.

Five Step WordPress Site Set Up

Especially for Non-Techies and First Time Web Creators

This ebooklet will explain how to do the following. Grab a cup of coffee and a snack.

 Relax and skim read the directions to get familiar with them.

If you have not created a web before this can seem like a foreign language and it is so give yourself a pat on the back.

No need to study like you are cramming for a test. Just browse through this in a relaxed way. Later you can return to look at it again and it will already seem a little more familiar.

It is like learning any series of steps. But you will have this ebook to refer to without having to remember it all.

No need to understand it all or memorize it! Low stress is the key here.

After the first time you do this you will be over that "newbie" feeling and it will all be so much easier.

Then take a little break, go somewhere and do something else. Have some fun. When you are ready come on back, perhaps put on some background music.

Then go slower through the steps and start to get them done, one at a time.

1. Register a Domain name

2. Register at a web host

3. Copy and Paste the 2 Nameservers

4. Install WordPress

5. Settings

Steps to Setup WordPress.org Software and Start Building Your Site

Steps – Remember, if this is your first time setting up a site and you run into issues don't panic. You can get help by calling the free telephone help lines at the domain registrar or the webhost. They can walk you through the steps over the phone or help fix your issue.

1. How to Setup a Domain, easy steps to see if anyone else is using the name and then registering so it is yours. WordPress Video Tutorial

Register Your Domain. View Tutorial:

- **a. Registering a domain will cost about $10 a year. First you can type your domain name into the domain search box to see if anyone else is using it.**

- b. The next screen will tell you if it is available or not. Variations of your domain name will be suggested below. If the domain is available there will be a place to click Add and to register for an account.
- c. The next screens will offer the "upsells" where they try to sell you a variety of extras but to get started you can keep clicking No Thanks until you get to the screen where you can finish registering. The domain registrar has free telephone support in case you need someone to walk you through the steps.

2 .Setup a Webhost, just a simple registration to create an account. Wordpress Video Tutorial

Sign Up With a Web Host. View Video Tutorial.

- a. The cost of a web host runs under $10 a month for a basic type of plan. An internet search for web hosts will bring you a list and you can read reviews to get recommendations.
- b. Registering at a web host is a matter of filling in your name and information. This video gives you a tour of the cpanel, a screen you will login to with your username and password. There is free telephone support at the web host and they have video tutorials as well.
- The web host will send you a confirmation email that will have your login name, the link for you to login to your account at the "cpanel" screen, along and the password to login. Just click on the password to highlight it, then right click and choose Copy, click once on a blank space in the email to remove the highlight, then click on the link to your account at the webhost. A login box will appear. Type your login name without any extra spaces around it, paste in the password without any spaces around it, and click to login. If you get an error then you might have added space before or after the name or password.
- Note: You are not alone. If you run into problems call the free telephone help line at the webhost and they can take you through the steps over the phone or most likely fix the issue for you.

3. Nameservers, just a copy and paste job. WordPress Video Tutorial

Change the Nameservers. View Video Tutorial.

- a. This sounds a little bit techie but Nameservers are just where the domain at your domain registrar gets sent to your web host. It's a copy and paste job.
- b. In the cpanel at your web host (a fancy name for your account screen) you'll see a place that says Nameservers, usually in the lower left. The namerservers are just a few words and numbers to indicate your account. There are two nameservers and you can copy and paste them one at a time. Copy the first one.
- c. Then go to your Domain Registrar account to the screen where you Manage Domains. Click on the domain. In the menu across the top you'll see icons and a place where it says Nameservers, click to open. Choose "I have specific Nameservers" by putting a dot in the radio button.
- d.   Paste the first Nameserver into the box. The default is there will be Nameservers listed but these are the domain registrar's Nameservers. You are changing these to get your domain name sent over to the web host where your website files will be stored.   The nameservers tell the domain registrar where to send the domain name.
- Note: If you have any trouble don't get stressed. Just call the free telephone help line at your domaine registrar and they will walk you through the steps.

4. Fantastico, where you click once to install the WordPress software for your site at the web host. WordPress Video Tutorial

Install WordPress at the Webhost Using Fantastico. View Video Tutorial.

- a. With a few clicks on the icon for Fantastico at the Web Host and by entering your domain name, a username and a password you will install WordPress at your web host. Go to the screen called the cpanel at the webhost. The link to it and your password to login will be in the email that the web host sends you when you register. Look for an icon that says Fantastico and click.
- b.   In the box that opens up you'll see a list of choices of software to install on your account at the web host. Click on WordPress to choose it and choose New Install. You'll be asked for the domain name and some information. Then you're done.

- **Note: As always, there is free telephone support in case you need help from the telephone techs.**

5. Dashboard. WordPress Video Tutorial, where you click to choose your Settings by using menus and icons similar to using email.

Login to Your WordPress Dashboard and Start Building the Site. View Video Tutorial.

- **a. The web host will send you an email with your login name, and the password for your wordpress site. You can login to the dashboard at your new WordPress website by using the domain name followed by /wp-admin. For example, it will look like http://yourdomainname.com/wp-admin. A login box will appear asking for your username and password.**
- **b. Be sure not to leave any extra spaces or the login will fail. In the dashboard, also called the back-end or admin area, you'll see a menu down the left.**
- **c. You can start with Settings and take a tour. Some important menu items to browse through first include Settings, Appearance, Pages, Posts, Widgets and Plugins. But you don't need to worry about all of that right at first. It's ok to just use the default theme that comes with the install and just add a few pages. It this is all new to you it is better to tackle it in smaller bite sized pieces.   You can sculpt your site into a masterpiece bit by bit.**
- **d.   For starters you might go to Settings and General. Type in your website name, which is usually the same as your domain and a tag line. Under Settings, Reading you can choose whether to make your website a static site with a front page that stays the same or a blog with a front page that changes. Later you can also make further customizations to have a "sticky post" that stays the same at the top of the blog. You can have also choose a static front page with a blog listed in a custom menu.   Once you are set up the custom design options are countless.**
- **e. Under Appearance, Headers you can upload an image for your header. Under Pages and Posts you'll see they have text boxes with places for titles similar to email screens.**

- **f.   The widgets are the features you can add to the sidebar on the website. You'll see them grouped in the center of the widgets screen. Drag the ones you would like to use over to the the sidebar.**
- **g.   Plugins add more features and actions to the website. Some add widgets and others add SEO, stats or other useful features.**
- **h.   You can browse the popular and featured plugins to get ideas. Click Install and Activate to add them to the site.**