

Quick Wordpress Websites For Beginners



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Are you ready to create a **Wordpress website**? This report is broken up into seven pieces that you can do all at once or over the course of several days if you like. There is no reason why you can't go from complete beginner to website owner in a very short time, even if you've never built a website in your life!

I have tried to make the instructions in this book as easy to understand and implement as possible. I once created **my** first wordpress website, so I know what it's like to not have a clue what to do next.

First, a bit of background on what exactly Wordpress is:

Wordpress is a piece of software. It's a program that allows you to set up a website on the internet, and it's completely free.

This is how it works: You sign up for a hosting account and install Wordpress with an easy-install through the host (more about that in a moment). This process literally takes minutes and then you can start to work customizing your brand new site!

The only thing you need to pay for is hosting and you can get that at a very affordable rate – less than \$10 per month. In this report I'll make the hosting component real easy on you and recommend the hosting companies I've personally used to build my growing businesses and that I've built sites for clients on as well.

Just to clarify the difference in this report we are talking about using Wordpress.org and NOT Wordpress.com. Wordpress.com is for blogs only, Wordpress.org is for blogs and websites that you host on your own domain. Very important distinction there.

If you want more information on Wordpress go to the main site Wordpress.org. There you will find all kinds of documentation on how the software works as well as many add-ons that we'll get into as we go through this report.

Let's get to it with your first lesson:

Hosting Your Wordpress Website

Step 1: Finding a host for your Wordpress Website

I have used several different hosting companies, but I'm going to recommend only two to you. There are hundreds out there, and you should feel free to look around at other providers, but these are the two I have used for years and their hosting and customer service is excellent. So, if you're ready to get going right away, go ahead and get your hosting...

Sign up for your hosting at Bluehost:

Bluehost: OR

Hostgator:

Here's what you need to know about choosing any host if you want to install Wordpress:

- Host needs to have cpanel
- Host needs to have wordpress one-click install through Fantastico or Simple Scripts
- Multiple Domain name hosting is ideal (because once you've got the bug you'll want to make more than one website!)

Ok, so you've got your host. Next you need to follow these steps:

1. Log into your control panel. It should be located at:
<http://www.yourdomain.com/cpanel>, or just login to either site and go to your cpanel.

2. Scroll to the Software/Services tab and click on Simple Scripts.

Note: If you use another host, you may need to use Fantastico instead. Please check with your hosting company for the details on how to do a quick install.

3. Choose Wordpress under Blogs to install, click install, choose your blog location, agree to the terms and conditions and then click 'Complete'

4. Congrats! You've got yourself a wordpress installation.



After you install your Wordpress site, you'll need to log in to go any further. Your login information will be given to you upon installation and you'll need to keep that in a safe place for later. Whenever you want to edit your website, you will just need to log in to it and go to work.

The graphic above demonstrates what your wordpress dashboard will look like once you are logged in, and it will be displayed on the left side of every page inside the dashboard. This image will change somewhat over time as you develop your site, depending on certain plugins and themes you upload to your site, but most will remain the same. If you click on any one of the navigation buttons listed there, it will drop down to display more options.

Now, before you go much further, I recommend you take at least an hour or two to PLAY with your new software. Click around, look around, create a post by clicking 'Posts' and then 'Add New' (you don't have to publish it online right now, and you can delete it if you need to), make a page (same as for a post, only click 'Pages' and 'Add New'), see if you can make a link or upload an image.

All of this and so much more is not only possible, but quite easy using wordpress. In fact, there are far too many different things to cover in this one report. Rather than overwhelm you with all this information right away, we want to just concentrate on setting your site up and

getting the basics down.

However – I also don't want to under-whelm you! I want you to understand how powerful and versatile the program you just installed really is! To help you along, let's do a quick overview of the different sections of Wordpress.

Dashboard:

Click 'Dashboard' to bring you to the main page of your Wordpress. Here you will see various items relating to your Wordpress site. It will give you a summary of your posts and pages, comments, etc. You will also see links to the Wordpress.org site, recent comments, incoming links, etc. You can customize this page, and if your wordpress installation or any plugins need to be updated, you will be alerted here.

Posts:

If you're going to set up a blog on your site, this is where you create, view and edit your posts. Click on 'Posts' and the area where you will actually enter the content of your post will open up in the middle of the page.

Media:

You can use the media section to upload images, videos and documents.

Links:

If you want to use the links 'widget' so you can link out to other people, this is where you would fill in the information for each link.

Pages:

Lists any pages you have created. Create, view or edit your pages. (Same as for 'Posts')

Comments:

Manage and view all the comments you've received. From here, you can check your spam comments and edit or delete comments.

Appearance:

Click to see all the themes you have for this site. You can also search for and upload more themes if you like. Your widgets can be customized here, or you can even set up a custom menu. If you have some advanced coding knowledge, you can also work in the css and php files of your theme.

Plugins:

Here is where you can upload and activate plugins for your site.

Users:

Lets you set users to your site or update current users.

Tools:

Import or export Wordpress files.

Settings:

You can set options about how people read your blog, how many posts they see, how the

permalinks are set, etc. Some of the plugins you install will often show up here too.

That's STEP 1. You can rest here if you want, but I suspect you're probably raring to go and ready to move on to **Step 2, Setting Up a Static Homepage.**

Step 2: Setting Up a Static Homepage

The main difference between a website and a blog is that the homepage is static on a website where the homepage is always changing on a blog.

This report focuses on the setup of a website. To do that you need to know how to set up a static homepage. It's a quick and easy process. Here's the steps:

1.



Add a page called 'Home' by clicking on 'Pages' > 'Add New' from the left menu. Enter 'Home' into the title and then click 'Publish'.

2. In the same fashion as step 1, add a page called 'Blog'.

3.



Next, click on 'Settings' > 'Reading' from the left menu.

4. Now you'll need to select the radio button that says 'A static page'. Set the front page to your 'Home' page and the blog page to your 'Blog' page. Make sure you save your changes by clicking the blue button.



Now you've got a static home page!

Step 3: Choosing and Installing Your Theme

We've covered how to choose a host and we've installed wordpress in the last lesson.

Did you get your hosting squared away? If not, here are the links again to the hosting companies I use for all my own sites and highly recommend:

[Bluehost](http://bit.ly/bhost1) (http://bit.ly/bhost1)

[Hostgator](http://bit.ly/hogato) (http://bit.ly/hogato)

Now let's talk about choosing and installing a theme for your new site!

What is a Wordpress theme or template?

Wordpress comes with a default 'theme'. A theme is what sets the layout of your website. It is a bunch of advanced php and css coding that allows you to have a more customized look.

There are literally thousands of themes to choose from. You can choose from a current selection of over 1200 on Wordpress.org database here:

<http://wordpress.org/extend/themes/>

Here's what I recommend you do before you take ANY time looking for a theme:

--> **Decide what you need it for.**

Get a very good idea in your mind what you want from a theme and your search will be much, much easier!

Here are some questions you should ask yourself, copy these to a notepad file on your computer then print and answer them before you start your search:

- Do I want a blog only?
- Do I want a wordpress website only?
- Do I want a blog + website?
- Do I want a magazine style theme?
- Do I want a professional look?
- Do I want an amateur look? (some people will want this!)
- Am I willing to pay for a theme?
- Do I want a free theme?
- Do I want to customize the header?
- What colors do I want my theme to be?
- Do I want two columns or three?
- Do I want a right side column?
- Do I want a left side column?

Now that you have all those questions answered (and maybe a few more that you think of on your own), you're ready to go searching for your theme!

Just make sure you don't spend forever choosing a great theme! You can always switch later, the main thing for now is to get moving :)

Once you've chosen your theme you'll need to install it. To do this you need to log into your Wordpress dashboard and then click 'Add New Theme' under the 'Appearance' tab on the left sidebar.

From there you can choose to search the Wordpress.org database for free themes or you can upload your chosen theme (in zip format) from your computer and install it.

Once you've chosen your theme you will need to click on "Install Now".

Then click to activate the theme.

There you have it! That's all you need to do to install Wordpress and add a new theme.

I can't tell you what a simple process this is compared to the 'olden days' of website design when sites were built using all HTML, which was such a long, long process to get the simplest of websites going. These days you can have a super-powerful robust website platform in a matter of minutes – to the geekiest of internet geeks like me that is very exciting~!

Look, if you ran into a snag or a problem I understand and it happens. This free report is the 'best case scenario' but sometimes problems come up. The first thing to do when you have a problem is see if your webhost can help, most times they can. The next thing to do is search Google and see if anyone else has had the same problem.

Step 4: Customizing Your Theme

Next we are going to talk about customizing your Wordpress Website.

Almost everyone who installs their own Wordpress theme will at least want to customize the header. How you do this will be dependent on the theme you have chosen. Then you may want to customize other parts of your theme like the sidebar, the footer and the colors.

Many themes will come with settings that allow you to customize the entire site making it completely unnecessary for you to have any previous coding or design experience. I highly recommend these if you are a beginner. The default Wordpress theme is actually a great beginner theme. You could also have a look at your options for premium themes (some are listed in Step 2) as they will often have many customization options.

My favorite theme for total customization (at the time of this writing) is the Suffusion theme which allows you to change and customize pretty much anything you like, and it's a super easy process.

The best thing about buying premium themes is that they almost always come with user support as well as forums and files to make installation and customization easy for you.

Other items to customize:

Sidebar - Many people will want to remove the 'Meta' information that is added to some Wordpress themes by default. You may also want to add other elements such as an email opt-in and RSS Feed info to your sidebar. The easiest way to make changes to the sidebars is to use widgets. Almost all new themes are 'widget-friendly'. You simply click on 'Widget' under 'Appearance' in the left menu of your Wordpress software to see what options you have for customizing with widgets. Widgets are used to enhance the appearance and usability of your website in many ways.

Background Color – Again, some free and premium themes let you change the background color within the theme settings. Others may require some custom coding. I recommend you go with the ones that don't require coding. Even if you know coding, why not choose the easier path where possible? There are also many themes out there that now offer various color options. This would mean that you don't need to make any color changes yourself and can use the theme 'as is'. Woo Themes is a great choice if you are looking for themes with different colors.

Important Information About Permalinks

Changing permalinks is very important, almost crucial, to your search engine results. Please make sure you do this step every time you set up a new website or blog!

The first thing you do is go to 'Settings' > 'Permalinks'. Then, under 'Custom Structure' enter whatever custom structure you choose.



What that does is change your website page and post links from a bit of meaningless code to actual WORDS. If this doesn't make sense right now just follow the steps anyway, you'll thank me for this tip later!

Here's the structure I use:

`/%postname%/`

But I know some people like to use the following:

`/%post_id%/%%postname%/`

If you use the first structure, your website post URLs will consist of your domain name and post titles, like this:

<http://www.yourblog.com/how-to-start-your-own-blog/>

The second example will add a number between the domain name and post title, like this:

<http://www.yourblog.com/1262/how-to-start-your-own-blog/>

The neat part about using the second one is that you don't actually NEED the words. You can just use the numbers and people will get to your post. So for the example above, all you'd need is this link:

<http://www.yourblog.com/1262>

This is handy because it really shortens your blog post URLs and is great for social media sites like Twitter and Facebook. The structure you use is a personal choice.

The permalink structure only uses numbers for your blog posts, not your pages. Pages will show up like this:

<http://www.yourdomain.com/your-page-title>

There are other pre-set permalinks you can choose and some advanced options to add categories if you choose to get into this more. Check Wordpress.org if you want to really

study up on permalinks.

Wordpress has gotten really advanced in the way you can customize it over the last few years. When I first wrote this report you largely had to customize a Wordpress theme by digging into the css and php files. That's not always a challenge the typical beginner is ready to take on.

But now there are so many easy ways to customize Wordpress. Depending on the theme you choose, you may never have to touch the theme files at all.

Step 5: Stopping The Spam

Oh spam – how we love to hate you!

Today we are going to talk about stopping the spam on your Wordpress Website.

Spam is a problem everywhere and blogs or blogsites get no reprieve.

What you need to do to solve this is install a plugin to prevent spam. The one I'm going to recommend here is Akismet.

Using Akismet will solve about 99.9% of any problems you might have with spam on your blogsite.

How do you install it?

Well the first thing you will need to know is that Akismet is automatically installed in your plugins section of your blog, so the first thing you have to do is activate it. Click on 'Plugins' from the left menu bar, find Akismet and click 'activate'.

The next thing you will need to do is get an API key from Wordpress.com. This part is a little confusing because you can actually host a blog at Wordpress.com but that is not what you want to do here. You just need to go to Wordpress.com, sign up for a free account, go to your account settings to get the API key and then go back to your wordpress website (which is installed on your domain name at your hosting account like we've been talking about here all along) and enter the API key.

Now log back into your wordpress website admin area and follow these directions:

Once the API key is entered your Akismet spam protector is all ready to go. Then whenever you want to see what lovely people spammed you, just check the comments section and click Spam and you'll see how well Akismet filtered them out.

The only thing I would say is check the spam filter every once in a while. Spammers are slowly getting smarter and they sometimes are good at getting their comments approved. By the same token because they are so similar sometimes non-spammers get caught in the filter too.

Step 6: Adding Plugins

We talked about plugins in the last step while installing Akismet, your spam protector.

The thing to understand about Wordpress is that it's open source. Open source means that the program is free. It also usually means that it's open for editing and additions. Wordpress is really a community project where many programmers work on little software add-ons called plugins.

Wordpress supports this fully. In fact it also lists these plugins right on it's site. Currently there are over 17,000 available!

You can see them here:

<http://wordpress.org/extend/plugins/>

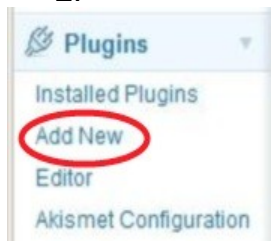
Now 17,000 might feel a little overwhelming. I often have clients and customers asking me what plugins I recommend to them. If you scroll down to the end of this report you'll notice I've attached a recommended plugin list. Feel free to browse through and see if there is anything that fits your needs. This is my personal list and it will get you started as you consider your options.

Now, on to adding those plugins once you choose them.

Let's go through the steps again:

1. Choose your plugin.

- 2.



Click the 'Add New' link under 'Plugins' from the left side menu:

3. Next choose how you want to add a plugin. You can search the plugin directory if you don't know exactly what you want, or even if you do but don't have it on your computer. You can also upload a plugin from your computer. You would normally do this when you have a plugin you paid for.

Install Plugins

[Search](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format via this page.

Search

Search for plugins by keyword, author, or tag.

Term



4. Once you've found your plugin you want to click 'Install', then make sure you click 'Activate Plugin' to activate it.

Step 7: Adding Content That Attracts

So you've got your website up and running. Ready to go and waiting for traffic. Not so fast! It's essential for you to add great content that draws and keeps readers on your site. Here are some tips for you.

First Tip:

Write content that people are looking for and that is targeted to your website's purpose. Fill your website with high-quality information that serves a purpose and provides high value at the same time. People come to the internet looking for information, entertainment or to find the answer to a problem - do any combination of these three things on a regular basis and you're sure to have a hit on your hands.

Second Tip:

Decide with a clear set of goals what you want to use your website for. Will it be to draw traffic to a service? To make money through affiliate marketing? To sell your own products? Or a bit of all of the above.

Third Tip:

Get out there and let people know your website exists! I'm not going to cover the dozens and dozens of ways to get traffic here. You need to build a plan you can follow and one that works for you. But know this --> just because you build a website, that doesn't mean people will automatically find it. You now need to shout it from the rooftops!

A few ways to get your website found are:

- Advertising
- Website Directories
- Leave Comments on Blogs
- Links from other sites
- Writing articles for other websites
- Link from your products
- Your Email Signature
- Social Media Sites like Twitter, Facebook, etc.
- Guest Blog at Popular Blogs
- Partner Up With another High Profile Website Owner

Set your goals, stick to them and you'll start to see your efforts pay off as you build a website that people love to come back to again and again.

So that's it for how to get your website going in seven days or less!

Geek-Speak Dictionary

Blog	- A website that consists of 'posts' and usually is formatted with the most recent content at the top. Also typically allows comments and chronicles some sort of process, event or journey.
Browser	- An 'internet browser' is a piece of software that displays website pages that are available on the internet.
Cpanel	- Control panel for your website hosting. In the control panel you can manage your site files, check website statistics, create email, register new domains and of course install Wordpress!
CSS	- Cascading Style Sheets (css) is a type of code that tells internet browsers to repeat certain actions on all pages of your website. Wordpress themes comes with a main Stylesheet which is usually named stylesheet.css
Domain Name	- A website address that starts with www and ends in .com or another extension such as .org, .net, .ca, etc. Recommend to always register a .com.
Domain Registrar	- Every domain name must be registered with the ICANN (International Corporation of Assigned Names and Numbers). Domain registrars are the brokers who have permission to register your chosen domain with ICANN.
Fantastico	- A function in your cpanel that allows you to install various programs onto your web hosting account.
Footer	- The 'footer' of your website is typically the bottom portion that stays the same throughout your entire site. It often contains a copyright notice and links to privacy policies.
Header	- The 'header' of your website is typically the top portion that stays the same. It usually contains a logo and a navigation menu so people can find their way around your site.
Hosting	- Your domain must be connected to hosting in order to be active on the internet. Hosting is a little bit like monthly 'internet rent'.
HTML	- Coding that is read by 'browsers' so they can display a website.
Page Permalinks	- Content on your site that is typically static. - A function in Wordpress that allows you to set how your website URL is displayed. (See URL def.)
PHP	- Coding that is read by 'browsers' so they can display dynamic content on a website.

Plugin	- An add-on to Wordpress. It's a little software program you add to increase ability with Wordpress. Plugins do almost anything you can think of from spam protection, to tracking bad links, to tracking visitors, to adding functions to the software and more.
Premium Themes	- Wordpress themes that you pay for. They usually come with forum support and are developed by professional designers who generally have greater experience than the designers of free themes.
Post	- A page on your Wordpress website that often is listed by date, in chronological order and includes comments.
RSS Feed	- Really Simple Syndication (RSS) feeds are used to deliver content on an automatic basis, common for blogs, news sites, etc. Users will subscribe to an RSS feed via a feed reader or even through email and are automatically notified through their chosen method when new content is posted.
Sidebar	- Another section of your website that typically stays static. The sidebar will sometimes include a website navigation so people can find other pages. It will also contain RSS feed links, newsletter signups, advertising, etc.
Simple Scripts	- A function in your cpanel that allows you to install various programs on your web hosting account.
URL	- Uniform Resource Locator (URL) is the location of a page on the internet. Every page on the internet has a unique URL. Every site can have an unlimited number of URLs, one per page.
Widget	- A function in Wordpress that allows you to drag and drop content in different forms into various sections of your site. Typically in the sidebar but some custom themes allow widgets to be setup in many places on the site.
Wordpress	- Software program for blogging, also used for website and content management sites.

My Favorite Plugins – Recommended Plugins List

Akismet – Already comes installed on Wordpress. Comment spam protection.

<http://wordpress.org/extend/plugins/akismet/>

All in One SEO – This plugin allows you to customize your page titles, descriptions (these show up on Google) and keywords.

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Broken Link Checker – Will check all your content for broken links.

<http://wordpress.org/extend/plugins/broken-link-checker/>

Comment Love – Make your readers love you by adding a link to their blog when they comment.

<http://wordpress.org/extend/plugins/commentluv/>

Disqus – A comment system for your blog which connects a community of people with accounts.

<http://wordpress.org/extend/plugins/disqus-comment-system/>

Do Follow – This plugin removes the nofollow tag that is standard on Wordpress installations. It will give your readers Google love for commenting!

<http://wordpress.org/extend/plugins/sem-dofollow/>

Featured Content Gallery – Adds a rotating image gallery wherever you want on your Wordpress site.

<http://wordpress.org/extend/plugins/featured-content-gallery/>

Grunion Contact Form – Adds a contact form to your blog or site.

<http://wordpress.org/extend/plugins/grunion-contact-form/>

Let It Snow – Fun plugin that makes it look like it's snowing on your site!

<http://wordpress.org/extend/plugins/let-it-snow/>

Search Meter – Keeps track of what people are searching for while on your blog or site.

<http://wordpress.org/extend/plugins/search-meter/>

Sexy Bookmarks – This allows your readers to easily use social bookmarking or social media to promote your site.

<http://wordpress.org/extend/plugins/sexybookmarks/>

Tweetable – Tweets out your blog posts automatically.

<http://wordpress.org/extend/plugins/tweetable/>

Wordpress Facebook Like – Lets your readers 'Like' your page or post so it gets posted on their Facebook Likes list.

<http://wordpress.org/extend/plugins/wordpress-facebook-like/>

Wordpress Editorial Calendar – Puts your posts in calendar format in your dashboard so

you can plan out your writing. Love this one!

<http://wordpress.org/extend/plugins/editorial-calendar/>

Wp-Polls – Allows you to run polls on your website. User can view the results.

<http://wordpress.org/extend/plugins/wp-polls/>