

PYTHON ACADEMY

THE STRESS FREE-WAY TO
LEARNING PYTHON
INSIDE AND OUT



IT ACADEMY

Python Academy

The Stress Free Way To Learning Python Inside & Out

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Python Academy

The Stress Free Way To Learning Python Inside & Out

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Introduction

I want to thank you and congratulate you for downloading the book, “*Learn the Basics of Python Programming in 2 Weeks*” .

This book contains proven steps and strategies on how to write and run programs in Python. There are sample codes and programs that you can use as guidelines.

This book also contains an introduction to the programming language, including a brief history and the fundamentals of Python. It also contains detailed explanations about the features found in Python.

Thanks again for downloading this book, I hope you enjoy it!

Bonus: As a thank you I'd like to offer you a gift. I've included a few bonus books. Check out the table of contents or go to the very bottom to find out more!

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Chapter 1: Introduction to Python

If you are looking for a general purpose, high level programming language with code readability as its main focal point, you should consider Python. It has a syntax that allows you to express concepts using fewer lines of code than other programming languages, such as C, C++, and Java. It supports a wide range of programming paradigms, thereby encompassing imperative, functional and object-oriented programming. Also, it features a comprehensive standard library, a dynamic tape system and an automatic memory management.

There are plenty of interpreters you can use for installation on different operating systems; hence, it is possible for you to execute Python on various systems. You can even make use of third-party applications. If you do not want to install an interpreter, you can package the code into standalone executable programs so that you can effectively distribute Python-based software to different environments.

A Brief History of the Python Programming Language

Python was developed by Guido van Rossum in the late 1980's. It was initially just a Christmas project. Van Rossum wanted an interpreter for a scripting language that C and UNIX hackers will use. His little project eventually upgraded to Python 2.0, which was released on October 2000. This new version had a complete garbage collector and Unicode support. Python 3.0, also called Python 3000 and py3k, was released in December 2008 and had features that were backported to versions 2.6 and 2.7.

Why should you Use Python?

Programming languages exist for a reason. Python, for instance, was developed to allow programmers to create efficient and productive codes. Its main objective is to help beginners learn a programming language easily and quickly. Due to this less learning time, you can create more useful applications that will be difficult to do with more obscure and complicated programming languages.

With Python, you can also benefit from less development time when coding applications. As mentioned earlier, Python has fewer lines of code than C, C++, and Java. Its codes are actually five to ten times shorter; thus, making it more efficient and less complicated. You get to spend less time in developing applications and more time tweaking and improving them.

When it comes to checking for bugs and errors, it is crucial for the programming language that you use to be easy to read and comprehend. If the programming language is too complicated, you may have a hard time coding and checking your program. With Python, codes are much easier to read and write; hence, you can easily interpret the codes and make the necessary changes.

Furthermore, Python has many other uses. It is ideal for scripting applications that are browser-based, creating great user interfaces and rough application examples, interacting with databases, working with XML and designing mathematic, engineering and scientific applications.

Python vs. C#, Java, and Perl

You may find comparing programming languages with one another to be a subjective task. Usually, their differences are a matter of personal preference. Nonetheless, there are times when such comparisons are backed up by scientific data. Anyway, you have to keep in mind that an all-encompassing programming language does not exist. As a programmer,

you just have to find one that works best for your goals or needs.

C#

If you have a background in Java, you may notice that C# and Java are highly similar. Then again, C# still has its own advantages and disadvantages compared to Java. Microsoft claims that their primary objective in developing C# is to produce a better version of C and C++. Compared to C#, however, Python has better scientific and engineering applications and better multiplatform support. It is more extendable when it comes to using C, C++ and Java. It is easier to learn and comprehend, and it allows the use of various computer environments. It also has more concise codes.

Java

Programmers consider Java as a one-stop shop programming language. For many years, they have searched for something that can be run and written anywhere and they found Java, which can perform well in different platforms and computer environments. With this being said, Python is also a one-stop shop programming language. It is very similar to Java, except that it has more concise codes and it is easier to learn and comprehend. It is much faster to develop and it has improved data boxes or variables that can store different data types that are useful when running applications.

PERL

PERL stands for Practical Extraction and Report Language. It is a programming language that is suitable for acquiring and processing data from another database. In comparison, Python is better than PERL because it is easier to read, implement, learn and understand. It has better Java integration and data protection. It also has less platform-specific biases.

Why Python is Ideal for Beginners?

If you have just started programming, you may want to consider Python. It is ideal for

beginners because it has a consistent and simple syntax and vast standard library that allows you to do multiple projects. The assignments involved are not limited to the usual four-function calculator and check balancing programs.

As you get used to writing programs in Python, you will realize that it is actually easy to make realistic applications. The interactive interpreter will also allow you to test language features. In Python, you can concentrate on essential programming skills, such as programming decomposition and data type design, and fundamental concepts, including procedures and loops.

Since Python involves the use of multiple libraries and system calls, you can develop applications with interfaces that are easy to program. You can also complete tasks necessary for the application programming interface (API).

Do not worry if you have never used any other programming language before. Even people with no prior programming knowledge or experience can easily grasp the fundamentals of the Python programming language.

As for the installation, Python is easy to install. Most UNIX and Linux distributions actually include it in their package. If you purchase a Windows computer from Hewlett-Packard (HP), you can readily use Python as it comes pre-installed with the system.

To make things easier for you, you should study how to use the text editors as well as the integrated development environments (IDEs). It will also be helpful to read programming books with sample codes and programs.

Regarding copyright, the developers of Python allow programmers to do whatever they want with the source, as long as they do not forget to include the copyrights. The copyright rules are not that strict. You can even sell copies in binary and source form, as well as products involving Python use. However, if you wish to use the logo, see to it that you obtain permission.

Python is highly stable. In fact, it is stable enough for regular use. You can expect a new version within six to eighteen months. The developers issue bug fix releases to ensure that the newer versions are better than the previous ones.

If you want to perform a static analysis or search for bugs, you can use Pylint or PyChecker. The previous is a tool that checks the module to see if it abides by the coding standard as well as allow the customization of plug-ins. The latter is a static analysis tool that finds bugs in the source code.

So now that you have learned about the fundamentals of the programming language, you may still wonder how Python got its name. Was Guido van Rossum fond of pythons? Well, he was actually fond of the television show called Monty Python ' s Flying Circus, not the reptile.

During the time of Python ' s development, he was reading scripts from the comedy series and thought that ' Python ' will be a suitable name since it was short, unique and has the right amount of mystery. In fact, references to the comedy show are allowed and actually encouraged in documentations.

Chapter 2: Syntax

Python has a simple and straightforward syntax. It even encourages programmers to write programs without using prepared or boilerplate codes. The print directive is actually the simplest of all directives. It prints out lines and includes newlines. You may notice that the print directive is different in the new major versions of the programming language.

Python 2.0 is the more common version while Python 3.0 supports the latest features and is more semantically correct. Anyway, the print statement is not considered as a function in version 2.0; hence, you can invoke it without including parentheses in your code. On the other hand, the print statement is considered as a function in version 3.0; hence, you have to use parentheses if you wish to invoke it.

Interactive Mode Programming

You can execute your programs in different modes. If you invoke the interpreter without passing the script file as a parameter, this is what you will get:

```
$ python
```

```
Python 2.4.3 (#1, Nov 11 2010, 13:34:43)
```

```
[GCC 4.1.2 20080704 (Red Hat 4.1.2 - 48)] on linux2
```

```
Type "help", "copyright", "credits" or "license" for more information.
```

```
>>>
```

When you see this prompt, you can type in your desired text then press Enter. In this example, we will be using the words ‘ Monty Python and the Holy Grail ’ .

```
>>> print " Monty Python and the Holy Grail " ;
```

Take note that if you are using a newer version of the programming language, you need to use opening and closing parentheses with your print statement, such as in the following:

```
>> print ( " Monty Python and the Holy Grail " ) ;
```

Regardless of which version you are using, if you run the sample code shown above, you will get the following output:

```
Monty Python and the Holy Grail
```

Script Mode Programming

If you invoke the interpreter with a script parameter, the script will start to execute and continue to run until it is done. When it is done, the interpreter will not be active anymore. Consider the following example. The sample program is written in a script and has a *.py* extension:

```
print " Monty Python ' s Flying Circus " ;
```

If you type in the above given source code in a test.py file and run it as

```
$ python test. py
```

you will obtain the following output:

```
Monty Python ' s Flying Circus
```

Another way to execute scripts is to modify the *.py* file, such as:

```
#!/usr /bin /python
```

```
print " Monty Python ' s Flying Circus " ;
```

If you run it as

```
$ chmod +x test.py
```

```
$ ./test.py
```

you get the following output:

```
Monty Python ' s Flying Circus
```

Identifiers

An identifier is basically used to determine functions, variables, modules, classes, and any other objects. It begins with an underscore (_) or a letter. It is then followed by digits, underscores, zero or other letters. As a programmer, feel free to use any letter or digit. You can use uppercase and lowercase letters.

However, you cannot use punctuations and special characters, such as @, \$, and %, within the identifiers. In addition, Python is a case sensitive programming language. This means that you have to be careful when you use uppercase and lowercase letters in your codes. For instance, *wendy*, *Wendy*, and *WENDY* are all the same name and yet they are regarded as three different identifiers in Python.

Rules for Identifiers in Python

There are several rules that you have to abide by when writing programs in Python:

- The class name must always start with an uppercase character while the rest of the identifiers must start with a lowercase character.
- The identifier is private if it starts with just one leading underscore.
- The identifier is strongly private if it starts with two leading underscores.
- The identifier is a language-defined special name if it ends with two trailing underscores.

Reserved Words

Take note that there are certain words you cannot use as constants, identifier names, or variables in Python. All keywords are also written using lowercase letters. The following is a table of the reserved words in the programming language:

| | | | | |
|--------|---------|-------|-------|----------|
| And | Assert | Break | Class | Continue |
| def | del | elif | else | except |
| exec | finally | for | from | global |
| if | import | in | is | lambda |
| Not | or | pass | print | raise |
| return | try | while | with | yield |

Indentation and Lines

There are no braces for the indication of blocks of code for class definition and function in Python. Likewise, flow control is not included. If you want to denote such blocks of code, you have to make use of line indentation. You can adjust it for spaces, but make sure to indent all statements with a block, too. To help you understand this further, consider the following sample codes:

```
if True:
```

```
    print "Correct"
```

```
else:
```

```
    print "Incorrect"
```

```
if True
```

```
    print "Input"
```

```
    print "Correct"
```

```
else:
```

```
    print "Input"
```

```
    print "False"
```

Running the first given example generates an output. Running the second one, however, results in an error. Why did this happen? Well, you have to keep in mind that in Python, blocks are formed by indenting continuous lines with the same amount of space.

Indentation is simply a way to group statements. Programmers use it in place of curly

braces of blocks of code. Tabs and spaces are supported, but standard indentation requires standard codes to have similar amounts of spaces. In general, four spaces are used. Take a look at the following example:

```
w = 1
```

```
if w == 1 :
```

```
# This shows an indentation with exactly four spaces
```

```
print " w is 1 . "
```

Indentation Myths

There are certain myths that surround indentation in Python. Here are some of them:

- *A whitespace is necessary in every source code.*

Actually, you do not have to use whitespaces in all your source codes. A whitespace is not necessarily significant, although an indentation is. As you have learned, this is the whitespace found at the very left part of a statement. Everywhere else, a whitespace is not that significant and may be omitted. You can use it in any way you like, even inserting arbitrary whitespaces or empty lines that do not contain anything anywhere in your program.

Moreover, the exact amount of indentation does not really matter, but the relative indentation of your nested blocks does. The indentation level is actually not recognized when you use implicit or explicit continuation lines. For instance, you may split a list across multiple lines. The indentation is just not significant at all.

Take a look at the following example:

```
foo = [  
    ' a string ',  
    ' another string ',  
    ' a short string '  
]  
  
print foo
```

If you run the above given code, you will get the following output:

```
[ ' a string ', ' another string ', ' a short string ' ]
```

Here is another example:

```
bar = ' look at this example '\
      ' of a long string '\
      ' that is split '\
      ' across multiple lines '\
print bar
```

If you run the above given code, you will obtain the following output:

```
look at this example of a long string that is split across multiple lines
```

- *A certain style of indentation should be used in your programs.*

Well, this one is both true and untrue. You can write the inner block on a line and

not indent it. You can use any of the following versions of the “*if statement*” since all of them are valid and produce the same output:

```
if 1 + 1 == 2 :
```

```
    print " foo"
```

```
    print " bar "
```

```
w = 99
```

```
if 1 + 1 == 2 :
```

```
    print "foo" ; print " bar " ; w = 99
```

```
if 1 + 1 == 2 : print " foo " ; print " bar " ; w = 99
```

As a programmer, you may wish to write your block of code in separate lines, such as the one shown in the first example. However, there are times when there are similar *if statements* that you can conveniently write on each line.

In case you decide to write your block of code on separate lines, then you have to follow the rules of indentation. You have to indent the enclosed block more than the “*if statement*”.

In conclusion, you will be forced to abide by this rule in Python, unless you opted

to make the structure of your program more complicated. The programming language does not allow program structure obfuscation with the use of fake indentations.

Keep in mind that blocks are denoted by indentation in the Python programming language; thus, the indentation is the same in every program. The consistency of the code formatting makes the program easier to read and understand.

- *It is not possible to mix spaces and tabs in Python.*

Yes, this one is true, even for programs written in the C language. You cannot mix spaces and tabs safely. Even though there would not really be a huge difference for your compiler, you may have a hard time dealing with codes. For instance, if you move a C source to one editor that has different tab stops, bugs will be easier to introduce.

Once again, keep in mind that it is not ideal to mix spaces and tabs for indentation. You can use spaces or tabs alone, though. In addition, you may want to avoid tabs altogether. After all, the semantics of tabs are not that well-defined and may appear differently on various types of editors and systems.

Tabs are also often wrongly converted or destroyed during copy and paste operations, as well as whenever a source code gets inserted into a Web page or any other type of markup code.

- *It is possible to skip the indentation and use a keyword instead.*

Yes, you can skip using an indentation and just use a keyword. There are actually a few programmers who prefer to use *endif* instead of an indentation to indicate the end of a block of code.

Well, it is not exactly a recognized keyword in Python. The earlier versions of the programming language come with a tool that converts code using the keyword *end* to correct the indentation and remove such keyword.

This may be used as a pre-processor to the compiler. In the recent versions of the programming language, however, the tool has been removed, most probably because it is not often used.

- *How is the indentation parsed by the compiler?*

The parsing is actually simple and well defined. In general, the changes to the level of indentation are inserted as tokens into the stream. The indentation levels are stored using a stack from the lexical analyzer or tokenizer. At first, the stack only has a value of 0, which is found at the leftmost part.

Each time a nested block starts, a new level of indentation gets pushed on the

stack. The *indent token* is then inserted into the stream, which is eventually passed on to the parser. It is not possible to have more than a single indent token in succession.

In the event that a line is seen with a smaller level of indentation, the values start popping from the stack until one of them gets on top. This is equivalent to the new level of indentation. In case there is nothing found, a syntax error is generated. For every value popped, there is a *dedent token*. It is possible to have multiple dedent tokens in succession. At the end of every source code, there are dedent tokens generated for the level of indentation that is left at the stack. This continues to occur until there is 0 left.

Multiline Statements

When you end a statement, you can either use a new line or a continuation symbol (\) if you want to indicate that the line needs to continue. To help you understand this concept further, consider the following example:

```
total = first_item + \
second_item + \
third_item
```

There is no need for you to use the continuation symbol when you write statements that are contained within brackets, such as { }, (), and []. For instance, if you wish to display the months in a year, you may simply write:

```
year = [ 'January' , 'February' , 'March' , 'April' , 'May' , 'June' , 'July'  
, 'August' , 'September' , 'October' , 'November' , 'December' ]
```

You are allowed to write multiple statements on a single line or create multiple groups as suites. When it comes to writing multiple statements, keep in mind that the inclusion of the semicolon (;) is crucial. The semicolon allows you to write as many statements as possible, as long as they do not start a new block of code. Consider the following example:

```
import sys ; y = ' bar ' ; sys.stdout.write ( y + '\n' )
```

So what are suites exactly? Well, they are groups of statements that consist of blocks of code. Compound or complex statements, such as *if*, *while*, *def*, and *class* require a suite and a header line.

So what are header lines? They begin statements with a keyword and end them with a colon (:). Also, they are followed by one or more lines that make up a suite. Consider the following example:

```
if expression :
```

```
    suite
```

```
elif expression :
```

```
    suite
```

```
else :
```

```
    suite
```

Quotation

As a programmer, you are allowed to use a single quote (‘), double quote (“), and a triple quote (“ ” or “ ” ”) when you denote string literals. Then again, see to it that you use the same type of quotes at the start and end of your string. Typically, triple quotes are used to span strings across multiple lines. Take a look at the following example:

```
paragraph = """ You are reading an example of a paragraph that consists multiple lines  
and sentences. You are an excellent programmer. """
```

Comments

When it comes to comments, you should use the hash symbol (#) to start them. However, this hash symbol should not be within a string literal. Also, the characters after it towards the end of the line should be included in the comment. In Python, comments are not recognized by the interpreter. To help you understand this concept further, take a look at the following example:

```
# This is the first comment
```

```
print " Monty Python ' s Flying Circus is a British sketch comedy series. " ;
```

```
# This is the second comment
```

If you run the example given above, you will obtain the following output:

```
Monty Python ' s Flying Circus is a British sketch comedy series.
```

You can also write another comment after an expression or a statement, such as in the following:

```
name = " Wendy " # This is a sample comment
```

If you want to comment on multiple lines, you may do so as well. For example:

```
# This is a sample comment.
```

```
# This one is also a comment.
```

```
# This is another comment.
```

```
# This comment is written by Wendy.
```

Blank Lines

These lines are not recognized in the Python programming language. With this being said, they are pretty much like comments. They contain whitespaces and even comments. You have to use empty lines to terminate multiline statements in an interactive interpreter session.

Chapter 3: Data Types

In Python, input data are sorted according to different categories. The primary purpose of sorting is to help programmers like you in processing information more efficiently. Such categories function as data storage locations that you can access whenever you run the Python platform.

Variables

Variables contain values that have been specifically allocated to them. If you are working on complex codes for applications, you may want to store your information in these variables. Do not worry because you can access them anytime you need them. You can even use them to ensure that the information you gather from your end users stay safe and secured.

Numeric Types

Numbers in the Python programming language are different from the numbers you use to solve problems in Algebra. In Mathematics, adding *.0* at the end of a number practically means nothing. It does not make any difference to its value. For instance, 3 and 3.0 are the same.

In Python, however, 3 and 3.0 are different numbers. Before the program processes it, it has to undergo certain data processing methods. As a programmer, you have to learn about the different numeric types.

Integers

All whole numbers are integers. Numbers that contain a decimal point are not whole numbers; therefore, 3 is a whole number while 3.0 is not. Integers in Python are characterized by the data type *int*.

Take note that integers have capacity limitations. You will generate an error if you try to process a value beyond the allowed limits. Integers typically process numbers between -9,223,372,036.854 and 9,223,372,036.854.

There are interesting features that come with the *int* variable. For instance, base 2 only uses 0 and 1, base 8 uses numbers from 0 to 7, base 10 has similar properties with the decimal system and base 16 uses the letters A to F and the numbers 0 to 9 as digits.

Floating Point Values

Any number that contains a decimal point is considered as a floating point value in Python. It does not matter if the number after the decimal point is 0 or not. 3.0, 1.5, and 11.4, for example, are all floating point values. They are stored in the float data type. One huge advantage of floating point values over integers is that they have bigger storage spaces; hence, they are capable of storing very small or large values.

Then again, you should not think that they have an unlimited storage space. There is still a limitation. Nevertheless, they can contain as little as $\pm 2.2250738585072014 \times 10^{-308}$ and as much as $1.7976931348623157 \times 10^{308}$. There are a couple of ways to allocate values with the use of floating point values. First, you can directly assign them. Second, you can use a scientific notation. Keep in mind that negative exponents produce fraction equivalents.

Complex Numbers

These numbers consist of real numbers and imaginary numbers combined. Usually, they are used in dynamic systems, quantum mechanics, computer graphics, electrical engineering and fluid dynamics. Complex numbers can be processed in Python and a few other programming languages.

Boolean Values

These are the two constant objects *True* and *False*. They represent truth values. When used in a numeric context, they function as 0 and 1. You can use the function *bool* to assign a value to a Boolean if such value may be interpreted as a truth value.

Strings

They are groups of characters that are connected with double quotation marks. Consider the following example:

```
TheString = " Python got its name from a popular comedy show. "
```

As you can see in the sample code shown above, the phrase *Python got its name from a popular comedy show.* is assigned to the variable *TheString*.

Computers cannot understand letters, only numbers. So when you write a program, Python reads and interprets it based on the numbers that represent its letters. For example, in the American Standard Code for Information Interchange (ASCII), the number 65 represents the letter A. So if you type in

```
ord (" A ")
```

you will get an output of

```
65
```

Because computers cannot understand letters, you have to convert strings into numbers. You can use *int* or *float* to do this. In case you need to convert numbers into strings, you can use *str*.

Chapter 4: Operators

The values of your operands are manipulated by operators. There are seven types of operators used in the Python programming language. The following tables display these operators and provide brief explanations regarding their function.

Arithmetic Operators

| <i>Operator</i> | <i>Description</i> |
|-----------------------|--|
| Addition (+) | It adds the values. |
| Subtraction (-) | It subtracts the second operand from the previous operand. |
| Multiplication (*) | It multiples the values. |
| Division (/) | It divides the first operand by the second operand. |
| Modulus (%) | It divides the first operand by the second operand and returns the remainder |
| Exponent (**) | It performs exponential calculation on the operators. |
| Floor Division (//) | It divides the operands but eliminates the decimal points after the result. |

Comparison Operators or Relational Operators

| <i>Operator</i> | <i>Description</i> |
|-----------------------|--|
| <code>==</code> | If the values of both operands are equal, the condition is true. |
| <code>!=</code> | If the values of both operands are not equal, the condition is true. |
| <code><></code> | If the values of both operands are not equal, the condition is true. |
| <code>></code> | If the value of the left operand is bigger than the value of the right operand, the condition is true. |
| <code><</code> | If the value of the left operand is less than the value of the right operand, the condition is true. |
| <code>>=</code> | If the value of the left operand is bigger or equal to the value of the right operand, the condition is true. |
| <code><=</code> | If the value of the left operand is less than or equal to the value of the right operand, the condition is true. |

Assignment Operators

| <i>Operator</i> | <i>Description</i> |
|-----------------------|--|
| = | It assigns values from the right operand to the left operand. |
| += add AND | It adds the right operand to the left operand, and then allocates the result to the left operand. |
| -= subtract AND | It subtracts the right operand from the left operand, and then allocates the result to the left operand. |
| *= multiply AND | It multiples the left operand and the right operand, and then allocates the result to the left operand. |
| /= divide AND | It divides the left operand with the right operand, and then allocates the result to the left operand. |
| %= modulus AND | It uses the two operands to find the modulus, and then allocates the result to the left operand. |
| **= exponent AND | It performs exponential computation on the operators and then assigns the value to the left operand. |
| //= floor division | It performs floor division on the operators and assigns the value to the left operand. |

Bitwise Operators

| <i>Operator</i> | <i>Description</i> |
|--------------------------|---|
| & binary AND | It copies the bit if it is present in both operands. |
| binary OR | It copies the bit if it is present in either operand. |
| ^ binary XOR | It copies the bit if it is present in one operand, but not both. |
| ~ binary ones complement | It flips bits. |
| << binary left shift | It moves the value of the left operand towards the left based on the number of bits assigned by the right operand. |
| >> binary right shift | It moves the value of the left operand towards the right based on the number of bits assigned by the right operand. |

Logical Operators

| <i>Operator</i> | <i>Description</i> |
|-----------------|--|
| And logical AND | The condition is true if both operands are true. |
| Or logical OR | The condition is true if an operand is non-zero. |
| Not logical NOT | It reverses the logical state of the operand. |

Membership Operators

| <i>Operator</i> | <i>Description</i> |
|-----------------|---|
| Is | If the variables on either side of the operator point toward the same object, it evaluates to true. Otherwise, it evaluates to false. |
| Not in | If it does not find a variable in a particular sequence, it evaluates to true. Otherwise, it evaluates to false. |

Identity Operators

| <i>Operator</i> | <i>Description</i> |
|-----------------|--|
| Is | If the variables on either side of the operator point towards the same object, it evaluates to true. Otherwise, it evaluates to false. |
| Is not | If the variables on either side of the operator point towards the same object, it evaluates to false. Otherwise, it evaluates to true. |

Conclusion

Thank you again for downloading this book!

I hope this book was able to help you learn about the Python programming language.

The next step is to apply what you have learned from this book.



Finally, if you enjoyed this book, then I'd like to ask you for a favor, would you be kind enough to leave a review for this book on Amazon? It'd be greatly appreciated!

[**Click here to leave a review for this book on Amazon!**](#)

Thank you and good luck!

Windows 10 Academy

The Stress Free Way To Learning Windows 10 Inside & Out

Introduction

I want to thank you and congratulate you for downloading the book, “*Windows 10: Beginner’s User Guide to Mastering Windows 10*”.

Haven’t got Windows 10 yet? Well, where have you been and what have you been doing?

Sure, it may be nice to stay comfortable with Windows 7 or 8, but it would be so much better to switch to Windows 10—along with the rest of the world!

While it may seem confusing at first, navigating Windows 10 isn’t actually that hard to learn. All you need is the right guide—and with the help of this book, you’ll be able to master Windows 10 in no time.

Read this book now to find out how.

Thanks again for downloading this book, I hope you enjoy it!

Bonus: As a thank you I’d like to offer you a gift. Go to the bottom to claim your FREE bonus books!

Chapter 1: What's New?

One of the very first things you'll notice about Windows 10 is that while the Charms Bar is still there, you can use Windows 10 without it.

Ever since Windows 8 was created, the Charms Bar has already been there. The problem with it, though, is that a lot of people feel like it's not really helpful and it just makes the interface confusing.

In Windows 10, you can just hide the Charms Bar—but make sure to hide the System Tray Icon first. Here's how:

Hide Tray Temporarily

There are two ways to hide the system tray. First is the temporary fix which goes like this:

- If you cannot see all the items that you need in the tray, just click right under the arrow.
- Now, if all the icons are present, go ahead and open the task manager (CTRL+ALT+DEL), then terminate GWUX/GWXUX Process.

Hide Tray Permanently

Now, if you really feel like you're not ever going to use the tray, you can hide it permanently by doing the following:

- Go to *Control Panel > Windows Update*.

- Choose *Installed Updates* on the left side of the screen, followed by *View Installed Updates*. You'll now see Installed Updates on top of the screen.
- When you see the update labeled *Update for Microsoft Windows KB3035583*, go ahead and remove it.
- Just skip this update if it shows up another time, just in case.

Hide the Charms Bar

Then, you can proceed to hide the Charms Bar.

Basically, you can just choose *Settings* on its own, instead of having it appear in the Charms Menu. By clicking *Settings*, you're already able to turn off the Charms Bar.

In order to access full Settings without the Charms Bar, here's what you have to do:

- Click *Charms Bar*.
- Click *Change PC Settings*.
- Then, access the first screen that you'd see on Windows 10.
- Click the Start Button so that the new Start Menu would be displayed.
- Click the *Settings* link.
- Voila! You're all set!

Chapter 2: The Emergence of Cortana

Another newest incarnation in Windows 10 is *Cortana*, a virtual assistant who will be able to help you search for what you need in your computer, find files, track packages, manage your calendar, and even chat with you — especially when you need help with something!

You can access Cortana simply by typing a question on the search bar that you'll see on top of the taskbar. You can also use the microphone icon to do this — however, it's best to just search because not all phones (in case you've synced Windows 10 with your other devices, too) have clear microphones/speakers.

The Magic Word

You can let Cortana respond to you every time you say the words *Hey, Cortana*. To do this, just:

- Select Notebook > Settings.
- You'll see a setting that says *Let Cortana respond when you say Hey, Cortana*. Turn that option on.

What It Does

Cortana will be able to help you out with a lot of things, but mostly here's what you can expect:

- Ask Cortana about weather conditions. Learning what the weather will be like is extremely helpful because it allows you to plan your events accordingly. Simply ask *what is the weather in (location of choice)*, and Cortana will be able to answer you. You can also click Cortana’s Notebook, click Weather, and see what the day has in store for you!
- Get Reminders based on locations. This means you’d ask Cortana to remind you of something while you’re at a particular location. For example, when you’re at the grocery and want to be reminded that you need to buy *cat food*, you can tell Cortana: *Remind me to buy cat food while at Park Avenue Grocery*—or something to that effect. Just make sure you don’t forget to say *Remind Me* because that’s the magic phrase here. You can also tell Cortana to edit or turn off the reminders that you already have made in order to avoid confusion.
- Let Cortana open apps for you! Finally, you can let Cortana open the apps you need by saying *Open (desired app)*. For example, *Cortana, open Adobe Photoshop*. See, now you’d be able to do what you have to do—even without making use of your hands!
- Let Cortana search for media files according to time. Searching could be daunting if you have no idea where to start, and if there are just too much information on one page. What you can do then is let Cortana search by file type, or by date. For example, say *Cortana, search for music from 3 years ago*. Make sure you have the files you need on your PC or on OneDrive—or you could also connect Cortana with Edge (learn more on Chapter 7) to do this.
- Let Cortana sing for you! Yes, Cortana isn’t just informative, she’s entertaining, too. What you can do is allow her to sing for you, and even sings with Jen Taylor’s human voice! This way, you wouldn’t be scared or think that she’s so robotic. To make her sing, you can use the following commands:
 - Let her know your preferences by telling her about myself. Simply type or say *let me tell you about myself*, and begin to tell her about your likes and dislikes, and what makes you happy, or what it is that you want to learn more about.

Sing me a lullaby.

Sing me a song.

What does the fox say?

Set those Reminders

Cortana could also help you set reminders for important things that are going on. You can do this simply by going to the search bar and typing whatever you want to be reminded of.

For example:

- Wake me up at 6 on Saturday for the meeting.
- Remind me of the Superbowl.
- Change my 9am to 10:30.

Easter Eggs

Using Cortana becomes even more fun with the help of Easter Eggs! These are things you could ask or tell Cortana which would give really humorous and interesting answers!

Here are the best ones you should try:

- Do you like Google Now?
- Can you dance?
- Who's better: You or Siri?
- Are you awake?

- I hate you.

Switching Cortana Off

If you're tired of Cortana or don't need her help anymore, you can simply turn the function off by going to *Settings*, and then choosing *turn Cortana off*.

Chapter 3: Using the Start Menu

A lot of users say that the Windows 10 Start Menu is quite confusing, but it's not impossible to understand it. Here are simple steps that you could follow in order for you to use it!

- Click the *Start* Menu. This will appear on the left side of the screen.
- Click *All Apps*. Again, this'll be on the left side of the screen. You'll then see a display of all the apps installed on your computer.
- The *Power* button would then allow you to rest or shut Windows down. This is found on the left column of the screen.
- To lock the PC, just right-click your account name and then you'd see the following options: *lock*, *change account picture*, *sign out*. Choose *lock*.
- To manage the tiles you see on the right side of the screen, just right-click on a tile, and then you'd see a menu pop up onscreen. Choose either *Unpin from Start*, *Resize* or *Pin to Taskbar*. Also check if there is an *Uninstall* option —this would come with most apps.
- To search for an app or file, type what you're looking for in the *Search Field* and you'll see a list of choices popping up onscreen.
- You can also pin certain items on the Start Menu. To do this, just right click on the file you'd like to see on the Start Menu and then *click Pin to Start*.

Accessing the Secret Menu

There is such a thing as the “ Secret Start Menu ”— but now, it ’ s not *thatsecret* anymore, isn ’ t it? Here ’ s how you can access it.

- Right click on the *Start* icon.
- You will then see a pop-up menu with mostly everything you can do with

the computer!

- If using touchscreen, you can access this menu by tapping and holding the start button for at least 5 to 10 seconds!

Customizing the Start menu

Of course, you could also personalize or customize the menu based on your own preferences!

- To make a switch between the Start Menu and the Start Screen, open *Settings > Personalization > Start > Start Behaviors > Use Fullscreen Start when in Desktop.*
- To customize what you'll see onscreen, go to *Settings > Customize*. There, you'll see a list of suggested apps from Microsoft. Another setting would show you setting controls for your recently opened programs, and the last one would be about *Jump List* items.
- To change the color of the Start Menu, window borders, and taskbar, go to *Settings > Personalization > Colors*. If you want a brightly colored PC, just go to *Show Color on Start, Taskbar, and Action Center*, and it'll happen.
- Click *Start* to see whether you have all the folders and files that you need.
- Click *Start > Choose Folders* to choose which folders you'd like to see onscreen.

Using Start Menu and Start Screen at the Same Time

If you need to do a lot of things at once and if you hate waiting, maybe it's good for you to start using both the Start Menu and Start Screen at the same time! Here's how:

- Click *Start* button, followed by *Settings > Personalization*.
- Click *Start*.
- Choose *Use Start FullScreen*.

- Click Start Screen to make Start Menu disappear.
- Uncheck *Use Start FullScreen* to return to *Settings*.
- Then, you can also resize the Start Menu. To do this, click *Start*.
- Move cursor to the top of the Start Menu, and then drag and move it up to the top of the said Menu. To decrease the height, just drag the cursor down.
- Increase width by dragging cursor to the right, and drag it to the left to decrease.

Changing the Log-In Screen

Another thing you can do is change the log-in screen to make it suited to your preferences. Some people find the log-in screen to be too shiny and tacky, and if you're one of those people, you can make things easier by doing the following:

- Go to *Settings > Personalization > Lock Screen*.
- Scroll down and once the screen toggles, you'll see *Show Windows Background Picture on Sign-In Screen*.
- Turn the said toggle off so that the next time you'd log-in, you'd only see the Windows logo on the screen.

You can also tweak this in the registry by doing the following:

- Go to *Start > All Apps > Windows System > Run*.
- In the dialog box, type *regedit*, and then press Enter.
- Navigate to *HKEY_LOCAL_MACHINE> Software>Policies>Microsoft Windows>System* in the Registry Editor.
- Now, right click System and then click *New>DWORD(32 bit) Value*.
- Change the label to *DWORD Disable Log-in Background Image* (without spaces)

- Right click *Disable Log-in Background Image* and choose *Modify*.
- Type *1* under *Value Data* and Click *OK*.
- Press *Windows Key + L* together so that you'll see a flat color background once you log in.
- Go to *Settings > Personalization > Background* to tweak the color of the background, if desired.

Chapter 4: Managing Settings

One of the biggest differences of Windows 10 from its predecessors is the fact that upon turning the computer on, you ' ll see not just a Start Menu, but also a Settings Menu. This one opens in a new window, with big, touch-friendly icons. Unlike menus that are hiding from the Charms Menu in Windows 7 and 8, this one appears right away — which makes it more comfortable for you.

Some of the things you could find in this menu include:

Managing Devices

The Settings Menu introduces a couple of devices that you can use while using this Operating System. This also talks about the devices you can connect with your PC while on this Operating System. Here ' s what you can do:

- First up is *Autoplay* allows you to choose whether Autoplay should be switched on or off.
- *Typing* allows you to choose whether you'd like to use a physical or onscreen keyboard.
- *Printers and Scanners* allows you to add printers to your computer. To do this, just click *Devices and Printers*> *Device Manager*> *Related Settings*> *Add a Printer or Scanner*and follow the instructions you ' ll see onscreen.
- *Mouse and Touchpad* gives you a chance to configure Mouse and Touchpad settings. Just choose *Mouse and Touchpad* > *Related Settings*> *Additional Mouse Options*.
- *Connected Devices*, meanwhile, is about other connected devices that are

not printers or scanners.

Taking Care of Accounts

Aside from your own account, you could also manage the account of your family members — as long as they are connected to your own!

Here's what you need to know:

- *Your Account* is your primary sign-in account. This is linked to Microsoft's Cloud Network.
- *Work Access* tells you whether the PC or your account is connected to another network.
- *Sync Your Settings* allows you to sync this PC with your other gadgets—and other computers at home, as well. This way, it would be easy for you to control them even if you are away from home.
- *Sign-in options* will ask you how exactly you want to open your computer. You can make use of normal log-in plus password, choose Windows Hello, which would allow you to log in using biometrics.
- *Family and Other Users* allows you to add more admins to the PC. To do this, just click *Set up account for assigned access > Choose an Account > Choose an App*.

Customizing and Personalization

To customize and personalize your settings, just do the following:

- *Background* is mainly just the wallpaper of your computer, and choose how you'd want the photo to fit on your screen.
- *Colors* are the colors that would be used for your desktop, toolbars, etc.

- *Lockscreen* is what you'll see onscreen while it is locked. Click *Pictures*, and you'll see the 5 recent lockscreen pictures used, as well as a *Browse* button for you to choose photos from your files. Choosing *Slideshow* would make a slideshow of pictures as your lockscreen. You can also choose *Screen Timeout*, and more *Screen Saver Settings*, as well.
- Themes would help you choose which theme you'd like to use. Go to *Classic Theme Settings > Related Settings* to do this.
- Start helps you turn applications and notifications on or off—and more. You'd learn more about this in the next chapter.

Updating and Restoration

In case something goes wrong or you receive notifications regarding updates, here's what you have to do:

- *Activation* is about the version of Windows that you have, and gives you the chance to change Product Key.
- *Advanced Options* would give you more Update settings to choose from.
- *Backup* gives you the chance to backup your settings.
- Click *Check for Updates* so you could check for updates manually.
- *For Developers* is all about making apps and programs while on Windows 10.
- *Recovery* contains options that you can use to fix your computer, which are: *Reset PC*, *Go back to Earlier Build*, and *Advanced Startup*.
- The tab named *Windows Update* contains everything you'd ever need to update Windows.
- *Windows Defender*, meanwhile, is your cloud protection system.

Networks and Internet

Who can live without the internet these days? You can tweak your internet and network settings in Windows 10 in a fast and easy manner — you can do it this way:

- *Data Usage* is mostly about the bandwidth that is being used, and is mostly about connected devices that work on Wi-Fi.
- *VPN* is about adding a VPN Connection to your PC. To tweak this, just go to *PC Settings > Network > Add VPN Connection > Related Settings > Show Available Connections*.
- *Dial-up and Ethernet* are your old-school Internet settings that work on IVP 4.
- *Proxy* will allow you to decide whether you'd use a manual or automatic Proxy. You can check this out by going to *PC Settings > Network > Proxy*.

Turning Off Wi-Fi Sharing

In order to make sure that your Wi-Fi connection stays yours, and that you would have more privacy, you can disable Wi-Fi sharing! Here's how:

Go to *Settings > Network and Internet > Wi-Fi > Manage Wi-Fi Settings*. You can also turn off networks that automatically connect to Skype, Quora, Outlook or Facebook, as well.

Making Accounts Private

These days, it's so important to keep your accounts private. It would be a good way of protecting yourself and the people you care for from people who might phish information from you. Windows 10 makes this easy. For this, you can try:

- *Account Info, Calendar, Contacts, Messaging, Radio* just gives you permission whether you'd like to sync them with other devices or not.
- *Location* basically works on GPS, and allows you whether you'd like to let others see where you are or not.
- *General* is about deciding whether you'd like your name to appear on apps, programs, photos, and any other file that is connected to your computer.
- *Feedback*. Choose whether you'd want Microsoft to ask you for feedback *once a day, once a week, automatically, always, or never*.
- *Speech, Inking, Typing* mostly gives you the option to use Cortana (Windows 10's digital assistant) or not.
- *Other Devices* gives you permission to sync Xbox One and information found there with your Microsoft account.
- *Microphone* gives you the chance to turn the microphone on or off.

Chapter 5: Playing with Features

Upgrading to Windows 10 means you'd be able to experience a bevy of fascinating features that you could use in your day to day life! This way, you'd get to enjoy Windows 10 even more!

Import Bookmarks First

If you have been using other browsers before and want to regain access to bookmarks you've made there, you can just import them to the Edge. Here's how:

- Open Edge and click "...", then click Settings.
- Choose Import Favorites from Another Browser.
- Choose all the browsers you want to import bookmarks from and you're all set!

Using the Photos App

- Take note that the Photos App now has two main features, and these are: *Collections* and *Albums*. Your photos are chronologically arranged by date in the *Collections* tab. Meanwhile, *Albums* contain albums that the app has created automatically for you.
- To add a folder, go to *Settings > Sources > Add a Folder > Add this Folder to Pictures*.
- To show photos and videos from *OneDrive*, just choose *Settings > Show my Photos and Videos from OneDrive*.
- To share pictures, just select the picture you want to share and click *Share!*
- You can also make use of Filters and other Editing Features, as well!

Picking Default Programs

You can change default programs and protocols by following the instructions below:

- Open *Settings > System > Default Apps*.
- Change the programs you'd want to use for email, calendar, maps, web browser, video player, photo viewer, and the like.
- To set individual file types, go to *Settings > System > Choose Default Apps by File Type*.
- To set defaults for protocols, go to *Settings > System > Choose Default Apps by Protocol*.
- To change default programs, just go to *Settings > System > Set Defaults by App > Set Default Programs > Set Program as Default > Choose Defaults for this Program*

Sideload Apps

Sideload Apps is important because it allows you to install apps that are not available in the Windows Store. Here's how you can do it:

- Open *Settings > Update and Security.*
- Go to *For Developers > Sideload Apps.*
- You will now receive a warning about sideloading being dangerous. Just click *Yes* to say that you understand the risks.

Managing Pop-Ups

You can also delay shutter speed in capturing screenshots by making sure that you get to capture pop-ups, too. Here's how:

- Open *Snipping Tool* and then click *Delay*. Choose between numbers 0 to 5.
- Choose the type of *Snip* that you'd like to make by clicking what you find next to *New*. Choose from window, rectangular, free-form, full-screen.
- Click *New* so you could begin snipping. You will now have an allowance of 0 to 5 seconds, depending on what you chose earlier. The screen will freeze and you'll be able to capture the image you want.
- Click *Save* to save your screenshot.

Fast File Sharing

- Look for the file that you ' d want to share.
- Click *Sharing* in the *File Explorer*.
- Click *Share* button.
- Choose the program you ' d want to share the said file with.
- Configure options by going to *Settings > System > Share Lab*.

Chapter 6: Making Use of Microsoft Edge

Microsoft Edge is Windows 10's main web browser. It's quite a customizable, easy to enjoy browser. Here are just some of the things that you could do with it!

Microsoft Edge Reading View is also a great innovation because it clears out all distractions that could prevent you from doing what you want online, especially if it's work-related! To make use of this, you could just click *Book* on the top left corner of Edge to activate Reading View!

Edge Customization

- Click *Menu > Settings > Open With.*
- Now, you can choose how your Start and tab pages will look like!
- You can also customize tab pages. What you have to do is click *Settings > Open New Tabs With*, and then choose the option that you want from what would appear onscreen!

Webpage Annotation

The great thing about Edge is that it allows you to highlight, write, or draw on a webpage. This way, you can easily save and share it, edited the way you want! To do this, simply click the *Pen and Paper* icon on top of the page!

Playing with Webpages

You can also delay shutter speed in capturing screenshots by making sure that you get to capture pop-ups, too. Here's how:

- Open *Snipping Tool* and then click *Delay*. Choose between numbers 0 to 5.
- Choose the type of *Snip* that you'd like to make by clicking what you find next to *New*. Choose from window, rectangular, free-form, full-screen.
- Click *New* so you could begin snipping. You will now have an allowance of 0 to 5 seconds, depending on what you chose earlier. The screen will freeze and you'll be able to capture the image you want.
- Click *Save* to save your screenshot.

Creating Article List

You could also create a list of articles that you want to read while in Reading View. To do so, just:

- Click the *Star Icon* when you find an article that you like.
- Navigate to *Reading List*, and then click *Add*.

You can also pin webpages/websites to the Start Menu. Just click *Pin to Start* while browsing a webpage and you'll be able to pin the website on the Start Menu.

Private Browsing

You can also browse privately while using Edge. This way, whatever it is that you searched for/visited would not appear in the Browser History. To do so, just click *Browse in Private Window* and you're all set!

Caret Browsing

This literally means that you'll be able to browse webpages with the use of your keyboard — even without using the mouse!

To do this, simply press *F7* and then confirm the prompt you see onscreen!

Integration with Cortana

You can also use Cortana while on Edge! Simply Pin Cortana to Edge, and you'll be able to make use of the said feature more!

Integration with Flash

With the help of flash integration, you'd be able to watch HD videos on Edge. You can also turn this feature on or off. To help you with this, you should:

- Go to *Settings > Advanced Settings > Use Adobe Flash Player.*
- Choose whether you'd like to turn it on or off.

Chapter 7: Maximizing the Use of Windows 10

And of course, in order to appreciate Windows 10 more, you should try to maximize the use of it with the help of the instructions mentioned in this chapter!

Real Time Notifications

Since Windows 10 proves to be the Operating System for the new age, you can expect it to give you real time notifications. In short, you'll get notifications from *Facebook*, *Twitter*, *Instagram*, and any other apps you might be using — as long as they're connected to your Microsoft account.

- To choose which notifications you'd like to have, go to *Action Center* > *Show Notifications from These Apps*. There, you'd see a list of the apps you have. Just choose what notifications you'd like to have and you're all set!
- You can also choose which Quick Actions you'd like to have access to. To do this, go to *Settings* > *System* > *Notifications and Actions* > *Choose Your Quick Actions*.

Open Programs Quickly

- Go to *Start Menu* > *All Apps*.
- Look for the app you'd want to make a shortcut for and then right click on it. You will then see a dropdown menu. Choose *Open File Location*, and then skip the next step that will pop up onscreen.
- Once you've found the app, click and drag it from the *Start Menu* all the way to the desktop. Right-click and then choose *Properties*.
- Now, the *Properties* window will open up onscreen. Look for the Shortcut tab and then choose Shortcut Key. Tap the key you'd want to be associated

with the app (i.e., CTRL + ALT + [chosen key]).

- Click *Continue*.
- You can now use your chosen shortcut to open this certain app!

The Quick Access Feature

A lot of people say that *Quick Access* makes Windows 10 a whole lot more manageable—and there is a lot of truth to that. You can learn more about it below:

- To add a file to *Quick Access*, just navigate towards the file you want to add, and then simply click Add to Quick Access.
- To remove a file from *Quick Access*, go to the said file and click Unpin from Quick Access.
- To remove recently used files and frequently used folders from *Quick Access*, just go to *View > Options > General > Privacy*. Then, uncheck the boxes that say *Show Recently Used Files*. Click *Clear > Clear File Explorer History*. You can also choose Hide or Hide from Recent.
- To change the way File Explorer opens, just *click View > Options > Open File Explorer > This PC*.

The Snap Assist

This is a feature that is exclusive for Windows 10! This helps you snap a certain window to a certain side of the screen so you won't spend lots of time moving it around.

- To snap a window with the mouse, click on its title and drag it towards the side of the screen. You will then see an outline that will show you where the window would appear once you have dragged it.
- To snap with the keyboard, just press Windows Key + Left Arrow (or Right Arrow).
- To snap to one of the quadrants, just press Windows Key + Up Arrow (or

Down Arrow), and then move it around by pressing Windows Key and arrow keys together.

Using Multiple Desktops at Once

Yes, you can make use of multiple “ desktops ” while using Windows 10. To make this happen, just follow the instructions below:

- Add a desktop by clicking Task View. Press Tab + Windows Key > New Desktop.
- Now, you have two virtual desktops. To switch between them, just press Windows Key + CTRL + Left Arrow + Windows Key + CTRL + Right Arrow.
- To move windows between desktops, just right click on the window you ’ d want to move, then choose where you ’ d want to move it to.

To close the desktop, just click X or press Windows Key + CTRL + F4.

Shortcuts for the Command Prompt

You can also make use of keyboard shortcuts for the Command Prompt. Here ’ s how:

Go to Start Menu > All Apps > Windows System > Command Prompt.

Click Properties > Options > Edit Options > Enable CTRL Key Shortcuts.

Now, here ’ s a list of shortcuts you could use:

Shift + Up/Down (Move cursor up or down one line and then select text)

CTRL + V or Shift + Insert (paste copied text)

CTRL + C or CTRL + Insert (copy selected text to clipboard)

CTRL + A (select all in the current line)

CTRL + Page Up/Down (move screen one page up or down)

CTRL + Up/Down (move one line up or down)

CTRL + M (enter mark mode)

CTRL + F (open Find Window from the Command Prompt)

Alt + F4 (close command prompt)

CTRL + Shift + Home/End (move cursor to the beginning/end of screen buffer, and then select text and beginning/end of output)

Shift + Home/End (move cursor to beginning/end of current line and select text)

Shift + Page Up/Down (move cursor up/down screen and select text)

CTRL + Shift + Left/Right (move cursor left/right and select text)

Shift + Left/Right (move cursor left/right one character and select text)

Up/Down/Left/Right (In mark mode; move cursor up, down, left, or right)

Other Shortcuts

Here are more keyboard shortcuts that will certainly be helpful for you!

- *Windows Key + Left* (Snap Window to Left Side of Screen)

- *Windows Key + Right* (Snap Window to Right Side of Screen)
- *Windows Key + Up/Down* (Snap Window to Quadrant)
- *Windows Key + Tab* (Task View)
- *Windows Key + CTRL + Left* (Go back to previous virtual desktop)
- *Windows Key + CTRL + Right* (Go to next virtual desktop)
- *Windows Key + CTRL + F4* (Close current virtual desktop)
- *Windows Key + CTRL + D* (Create new virtual desktop)

Conclusion

Thank you again for downloading this book!

I hope this book was able to help you to understand windows 10 and learn how to use it without having a hard time!

The next step is to make sure that you follow the steps mentioned here and consult this book whenever you feel confused about using Windows 10.

Finally, if you enjoyed this book, then I'd like to ask you for a favor, would you be kind enough to leave a review for this book on Amazon? It'd be greatly appreciated!

[Click here to leave a review for this book on Amazon!](#)

Thank you and good luck!

WINDOWS 10 BOOTCAMP

Learn the Basics of Windows 10 in 2 Weeks!

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Introduction

I want to thank you and congratulate you for downloading the book, “*Learn the Basics of Windows 10 in 2 Weeks!*”

Being the newest incarnation of the Windows Operating System Franchise, Windows 10 is slowly taking over the world—which is exactly why you should learn how to use it, and make sure that it works for your benefit!

This book contains proven steps and strategies on how to use Windows 10—from how to set it up, to how various parts of it are used—and you’ll be able to learn all these in just a matter of 2 weeks!

In this book you will learn:

How to install Windows 10

How to use the Start menu

How to use the features and settings

And much more!

Read this book now to find out how!

Thanks again for downloading this book, I hope you enjoy it!

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Part 1: First Week

Here's what you can learn in the first week of installing Windows 10!

Chapter 1: Installing Windows 10

Before installing Windows 10, you have to make sure that your computer is ready, which means you have to follow the following steps below:

The Right Specs + Proper Back-Up

First, make sure that your computer runs under the right specifications, which are as follows:

Graphics have to be Direct-X 9 Capable Video Card with the WDMM Driver.

RAM has to be 2GB (64 Bit) or 1GB (32 Bit), and;

You need to have 20GB (64 Bit) or 16GB (32 Bit) of Disk Space;

Your Processor has to be 1GHZ CPU or higher;

Now, go ahead and back up the data that you have. . You can either save your data on external hard disk, or on cloud services such as *Dropbox*, *Google Drive*, or *OneDrive*.

For Windows8, you can simply back up personal files by clicking the *File History* button.

You can also create a System Image to back up everything on your computer, especially if you're using Windows 7 or 8. All you have to do is head to the Control Panel, and then choose *Back Up Your Computer*.

On the left side of the screen, choose *Create System Image*, and choose where you would like to save it.

Updates

Before installing Windows 10, you have to make an update first. To do this, just follow the instructions below:

If you're using Windows 7, go to *Start Menu > Control Panel > System and Security > Windows Update.*

For Windows 8, go to *Start > PC Settings > Update and Recovery > Windows Update.*

For other versions, just wait for the computer to send a prompt about the Update.

Wait for the Windows 10 Prompt.

Time to Install!

Take note that there are two ways to do this. Check out the first one below:

You can try doing this:

If your computer is running on Windows 7 or 8 or other earlier versions, you should first download a *Media Creation Tool* available from Microsoft. Check whether you need the 32-bit or 64-bit version.

Run the tool that you have downloaded, and then select *Create Installation Media for Another PC*, and then click *Next*.

Now, select *Language, Edition, and Architecture* before clicking *Next*.

When asked which media to use, choose *USB Flash Drive*.

Then, insert the flash drive into the USB Port, wait for a prompt, and click *Next*.

The PC will now be downloading Windows 10.

After around 10 minutes or so, open the drive in the *Explorer* and then choose *Setup*.

Wait for the *Ready to Install* prompt, and then select *Choose What to Keep*.

Wait for the rest of the installation to finish and you're all set!

Or, you can also try this one below:

The second way is perfect only for those whose computers are already running on Windows 10. This should be done if you're not happy with your current setup, or you just want to completely refresh your computer. You can do it this way:

Click *Settings* from the Windows 10 Menu.

Click *Update and Security*.

Click *Recovery > Reset this PC > Get Started*.

Choose *Remove Everything*.

Wait for the rest of the installation to finish.

Chapter 2: Using the Start Menu

A lot of people find the Windows 10 Start Menu to be confusing—and this is really evident, especially in the beginning. But don't worry because in this chapter, you'll learn how to make the most out of that Start Menu—and make sure that it'll work for you!

You can use the Start Menu this way:

Click the *Start* Menu. This will appear on the left side of the screen.

Click *All Apps*. Again, this'll be on the left side of the screen. You'll then see a display of all the apps installed on your computer.

To search for an app or file, type what you're looking for in the *Search Field* and you'll see a list of choices popping up onscreen.

The *Power* button would allow you to rest or shut Windows down. This is found on the left column of the screen.

To lock the PC, just right-click your account name and then you'd see the following options: *lock*, *change account picture*, *sign out*. Choose *lock*.

You can also pin certain items on the Start Menu. To do this, just right click on the file you'd like to see on the Start Menu and then *click Pin to Start*.

To manage the tiles you see on the right side of the screen, just right-click on a tile, and then you'll see a menu pop up onscreen. Choose either *Unpin from Start*, *Resize* or *Pin to Taskbar*. Also check if there is an *Uninstall* option—this would come with most apps.

Using both Start Menu and Start Screen

If you're quite a multitasker and you want to work on both the Start Screen and Start Menu at the same time, here's what you have to do:

Click *Start* button, followed by *Settings > Personalization*.

Click *Start*.

Choose *Use Start FullScreen*.

Click Start Screen to make Start Menu disappear.

Uncheck *Use Start FullScreen* to return to *Settings*.

Then, you can also resize the Start Menu. To do this, click *Start*.

Move cursor to the top of the Start Menu, and then drag and move it up to the top of the said Menu. To decrease the height, just drag the cursor down.

Increase width by dragging cursor to the right, and drag it to the left to decrease.

Customizing the Start Menu

Take note that you can definitely customize what you see onscreen and how you want your PC to work for you!

To make a switch between the Start Menu and the Start Screen, open *Settings > Personalization > Start > Start Behaviors > Use Fullscreen Start when in Desktop*.

To change the color of the Start Menu, window borders, and taskbar, go to *Settings > Personalization > Colors*. If you want a brightly colored PC, just go to *Show Color on Start, Taskbar, and Action Center*, and it'll happen.

To customize what you'll see onscreen, go to *Settings > Customize*. There, you'll see a list of suggested apps from Microsoft. Another setting would show you setting controls for your recently opened programs, and the last one would be about *Jump List* items.

Click *Start* > *Choose Folders* to choose which folders you'd like to see onscreen.

Click *Start* again to see whether you have all the folders and files that you need.

The Secret Menu

There is also a so-called “secret” Start Menu that you can also use and customize. Here’s how you can gain access to it.

Right click on the *Start* icon.

You will then see a pop-up menu with mostly everything you can do with the computer!

If using touchscreen, you can access this menu by tapping and holding the start button for at least 5 to 10 seconds!

Chapter 3: Understanding Settings

By understanding the settings and knowing how to use it, you'll easily be able to navigate Windows 10 and make the most out of it!

Accounts

You can find the *Accounts* tab under the *Charms* bar, and is basically about your Windows account.

Your Account is your primary sign-in account. This is linked to Microsoft's Cloud Network.

Sign-in options will ask you how exactly you want to open your computer. You can make use of normal log-in plus password, choose Windows Hello, which would allow you to log in using biometrics.

Work Access tells you whether the PC or your account is connected to another network.

Family and Other Users allows you to add more admins to the PC. To do this, just click *Set up account for assigned access > Choose an Account > Choose an App*.

Sync Your Settings allows you to sync this PC with your other gadgets—and other computers at home, as well.

Privacy

Of course, you can also make sure that your privacy is protected with the help of Windows 10. Here's how:

General is about deciding whether you'd like your name to appear on apps,

programs, photos, and any other file that is connected to your computer.

Location basically works on GPS, and allows you whether you'd like to let others see where you are or not.

Microphone gives you the chance to turn the microphone on or off.

Speech, Inking, Typing mostly gives you the option to use Cortana (Windows 10's digital assistant) or not.

Account Info, Calendar, Contacts, Messaging, Radio just give you permission whether you'd like to sync them with other devices or not.

Other Devices gives you permission to sync Xbox One and information found there with your Microsoft account.

Feedback. Choose whether you'd want Microsoft to ask you for feedback *once a day, once a week, automatically, always, or never*.

Devices

The *Devices Tab* gives you options as to which devices you'd like to connect-sync with your PC.

Printers and Scanners allows you to add printers to your computer. To do this, just click *Devices and Printers> Device Manager> Related Settings> Add a Printer or Scanner* and follow the instructions you'll see onscreen.

Connected Devices, meanwhile, is about other connected devices that are not printers or scanners.

Mouse and Touchpad gives you a chance to configure Mouse and Touchpad settings. Just choose *Mouse and Touchpad > Related Settings> Additional Mouse Options*.

Typing allows you to choose whether you'd like to use a physical or onscreen keyboard.

Autoplay allows you to choose whether Autoplay should be switched on or off.

Ease of Access

The *Ease of Access Tab* contains Windows 10's Accessibility Settings.

Narrator helps you gain voice protocol. It basically reads what is shown onscreen, or whatever you type, and you can choose between *David* and *Zira* as your narrator. You can also add the sounds you want to hear, or the language you want to focus on.

Magnifier gives you a floating toolbar and also magnifies your screen.

High Contrast allows you to choose a High Contrast theme.

Closed Captions provides you with subtitles or captions to help you understand what you hear onscreen. It works for sites such as Hulu and Netflix.

Keyboard and Mouse contains well, Keyboard and Mouse settings—like what's in earlier versions of Windows.

Personalization

Then again, you also have the chance to personalize your Windows 10 Experience. Take note, though, that you'd have more chances to customize your experience—but more of that on a later chapter. Here are the basics first:

Background is mainly just the wallpaper of your computer, and choose how you'd want the photo to fit on your screen.

Colors are the colors that would be used for your desktop, toolbars, etc.

Lockscreen is what you'll see onscreen while it is locked. Click *Pictures*, and you'll see the 5 recent lockscreen pictures used, as well as a *Browse* button for you to choose photos from your files. Choosing *Slideshow* would make a slideshow of pictures as your lockscreen. You can also choose *Screen Timeout*, and more *Screen Saver Settings*, as well.

Themes would help you choose which theme you'd like to use. Go to *Classic Theme Settings > Related Settings* to do this.

Start helps you turn applications and notifications on or off—and more. You'd learn more about this in the next chapter.

Update and Restore

And of course, you also have the Update and Restore tab, which works something like this:

Activation is about the version of Windows that you have, and gives you the chance to change Product Key.

Advanced Options would give you more Update settings to choose from.

Backup gives you the chance to backup your settings.

Click *Check for Updates* so you could check for updates manually.

For Developers is all about making apps and programs while on Windows 10.

Recovery contains options that you can use to fix your computer, which are: *Reset PC*, *Go back to Earlier Build*, and *Advanced Startup*.

The tab named *Windows Update* contains everything you'd ever need to update Windows.

Windows Defender, meanwhile, is your cloud protection system.

Chapter 4: Understanding Interface

In this chapter, you'll learn more ways to enjoy Windows 10—and it's mostly about knowing how to work with its interface!

Using Quick Access

A lot of people say that *Quick Access* makes Windows 10 a whole lot more manageable—and there is a lot of truth to that. You can learn more about it below:

To add a file to *Quick Access*, just navigate towards the file you want to add, and then simply click Add to Quick Access.

To remove a file from *Quick Access*, go to the said file and click Unpin from Quick Access.

To remove recently used files and frequently used folders from *Quick Access*, just go to *View > Options > General > Privacy*. Then, uncheck the boxes that say *Show Recently Used Files*. Click *Clear > Clear File Explorer History*. You can also choose Hide or Hide from Recent.

To change the way File Explorer opens, just *click View > Options > Open File Explorer > This PC*.

Using Snap Assist

This is a feature that is exclusive for Windows 10! This helps you snap a certain window to a certain side of the screen so you won't spend lots of time moving it around.

To snap a window with the mouse, click on its title and drag it towards the side of the screen. You will then see an outline that will show you where the window

would appear once you have dragged it.

To snap with the keyboard, just press Windows Key + Left Arrow (or Right Arrow).

To snap to one of the quadrants, just press Windows Key + Up Arrow (or Down Arrow), and then move it around by pressing Windows Key and arrow keys together.

Using Multiple Desktops

Yes, you can make use of multiple “desktops” while using Windows 10. To make this happen, just follow the instructions below:

Add a desktop by clicking Task View. Press Tab + Windows Key > New Desktop.

Now, you have two virtual desktops. To switch between them, just press Windows Key + CTRL + Left Arrow + Windows Key + CTRL + Right Arrow.

To move windows between desktops, just right click on the window you’d want to move, then choose where you’d want to move it to.

To close the desktop, just click X or press Windows Key + CTRL + F4.

Hiding System Tray Icon

To hide the *System Tray Icon* temporarily, all you have to do is drag and drop said icon to the hidden area found under the arrow. However, if you can see all of the icons onscreen, just open *Task Manager* (press CTRL + ALT + DELETE) and then go ahead and terminate GWXUX or GWX.

To hide the *System Tray* permanently, go to *Control Panel > Windows Update*.

Choose *Installed Updates*—you’ll see this on the left side of the screen.

Look for the label *Update for Microsoft Windows KB3035583* and remove said

update.

Always skip this update by hiding it from future updates.

Part 2: Second Week

Now that you know the basics, it's time to enjoy Windows 10 even more!

Chapter 5: Understanding the Features

And of course, in order to make sure that you enjoy the various features of Windows 10, it's just right that you learn how to use its many features!

Writing on Web Pages

This is a fun feature of Windows 10! Basically, you can have a little fun by literally writing on web pages, with the help of Windows 10's *Microsoft Edge*, a next-gen browser!

To start "inking", click on the icon that looks like pen and paper found on the upper right corner of the browser window.

Once you have clicked that, the web page you're browsing will refresh. You can then start using the tools you see onscreen to write or doodle on the said webpage!

To type comments, you can use the text tool found on the toolbar mentioned earlier.

You can declutter the page by clicking on the numbered pin and closing the text box.

Click the trash icon to delete the text box, as well as the comment pin.

You can also use the clipping tool to make crosshair out of your cursor.

You can also erase line by line using the eraser tool. Just click, hold, and move over the lines you don't want to see onscreen.

To share or save what you have done, just click the save icon. Then, a pop-up menu will appear onscreen. This'll ask you whether you want to add the project to your

reading list, save to *OneNote*, or add to your favorites. Just choose what you want to happen.

Managing Notifications

Since Windows 10 proves to be the Operating System for the new age, you can expect it to give you real time notifications. In short, you'll get notifications from *Facebook*, *Twitter*, *Instagram*, and any other apps you might be using—as long as they're connected to your Microsoft account.

To choose which notifications you'd like to have, go to *Action Center* > *Show Notifications from These Apps*. There, you'd see a list of the apps you have. Just choose what notifications you'd like to have and you're all set!

You can also choose which Quick Actions you'd like to have access to. To do this, go to *Settings* > *System* > *Notifications and Actions* > *Choose Your Quick Actions*.

Sharing Files Quickly

Look for the file that you want to share.

Click *Sharing* in the *File Explorer*.

Click *Share* button.

Choose the program you'd want to share the said file with.

Configure options by going to *Settings* > *System* > *Share Lab*.

Setting Default Programs

You can change default programs and protocols by following the instructions below:

Open *Settings* > *System* > *Default Apps*.

Change the programs you want to use for email, calendar, maps, web browser, video player, photo viewer, and the like.

To set individual file types, go to *Settings > System > Choose Default Apps by File Type*.

To set defaults for protocols, go to *Settings > System > Choose Default Apps by Protocol*.

To change default programs, just go to *Settings > System > Set Defaults by App > Set Default Programs > Set Program as Default > Choose Defaults for this Program*

Exploring Photos App

Take note that the Photos App now has two main features, and these are: *Collections* and *Albums*. Your photos are chronologically arranged by date in the *Collections* tab. Meanwhile, *Albums* contain albums that the app has created automatically for you.

To add a folder, go to *Settings > Sources > Add a Folder > Add this Folder to Pictures*.

To show photos and videos from *OneDrive*, just choose *Settings > Show my Photos and Videos from OneDrive*.

To share pictures, just select the picture you want to share and click *Share!*

You can also make use of Filters and other Editing Features, too!

Delaying Shutter Speed with Pop-Ups

You can also delay shutter speed in capturing screenshots by making sure that you get to capture pop-ups, too. Here's how:

Open *Snipping Tool* and then click *Delay*. Choose between numbers 0 to 5.

Choose the type of *Snip* that you'd like to make by clicking what you find next to

New. Choose from window, rectangular, free-form, full-screen.

Click *New* so you could begin snipping. You will now have an allowance of 0 to 5 seconds, depending on what you chose earlier. The screen will freeze and you'll be able to capture the image you want.

Click *Save* to save your screenshot.

Importing Bookmarks

If you have been using other browsers before and want to regain access to bookmarks you've made there, you can just import them to the Edge. Here's how:

Open Edge and click "...", then click Settings.

Choose Import Favorites from Another Browser.

Choose all the browsers you want to import bookmarks from and you're all set!

Sideload Apps

Sideload Apps is important because it allows you to install apps that are not available in the Windows Store. Here's how you can do it:

Open *Settings > Update and Security*.

Go to *For Developers > Sideload Apps*.

You will now receive a warning about sideloading being dangerous. Just click *Yes* to say that you understand the risks.

Disabling Wi-Fi Password Sharing

In order to make sure that your Wi-Fi connection stays yours, and that you would have more privacy, you can disable Wi-Fi sharing! Here's how:

Go to *Settings > Network and Internet > Wi-Fi > Manage Wi-Fi Settings*. You can also turn off networks that automatically connect to Skype, Quora, Outlook or

Facebook, as well.

Booting in Safe Mode

In case you are experiencing problems with Windows 10 and have to revert to Safe Mode, here's what you have to do:

Open *Settings > Update and Security > Recovery > Advanced Startup.*

Click *Troubleshoot > Advanced Options > System Restore.*

Click *Restart*, and press *F4*.

Chapter 6: Keyboard Shortcuts and More Tricks

Learn keyboard shortcuts and tricks that will help you use Windows 10 in a better, more manageable manner!

Shortcuts for Opening Programs

Go to *Start Menu > All Apps*.

Look for the app you want to make a shortcut for and then right click on it. You will then see a dropdown menu. Choose *Open File Location*, and then skip the next step that will pop up onscreen.

Once you've found the app, click and drag it from the *Start Menu* all the way to the desktop. Right-click and then choose *Properties*.

Now, the *Properties* window will open up onscreen. Look for the Shortcut tab and then choose Shortcut Key. Tap the key you'd want to be associated with the app (i.e., CTRL + ALT + [chosen key]).

Click *Continue*.

You can now use your chosen shortcut to open this certain app!

Command Prompt Shortcuts

Go to *Start Menu > All Apps > Windows System > Command Prompt*.

Click *Properties > Options > Edit Options > Enable CTRL Key Shortcuts*.

Now, here's a list of shortcuts you could use:

Alt + F4 (close command prompt)

CTRL + A (select all in the current line)

CTRL + C or CTRL + Insert (copy selected text to clipboard)

CTRL + F (open Find Window from the Command Prompt)

CTRL + M (enter mark mode)

CTRL + Page Up/Down (move screen one page up or down)

CTRL + Shift + Home/End (move cursor to the beginning/end of screen buffer, and then select text and beginning/end of output)

CTRL + Shift + Left/Right (move cursor left/right and select text)

CTRL + Up/Down (move one line up or down)

CTRL + V or Shift + Insert (paste copied text)

Shift + Home/End (move cursor to beginning/end of current line and select text)

Shift + Left/Right (move cursor left/right one character and select text)

Shift + Page Up/Down (move cursor up/down screen and select text)

Shift + Up/Down (Move cursor up or down one line and then select text)

Up/Down/Left/Right (In mark mode; move cursor up, down, left, or right)

Other helpful Keyboard Shortcuts:

Windows Key + Left (Snap Window to Left Side of Screen)

Windows Key + Right (Snap Window to Right Side of Screen)

Windows Key + Up/Down (Snap Window to Quadrant)

Windows Key + Tab (Task View)

Windows Key + CTRL + Left (Go back to previous virtual desktop)

Windows Key + CTRL + Right (Go to next virtual desktop)

Windows Key + CTRL + F4 (Close current virtual desktop)

Windows Key + CTRL + D (Create new virtual desktop)

Speeding Up Windows 10

To create faster setup, just go to the *Search Field*, type *netplwiz* and press *Enter*.

Once you see the label *Users must enter a username and password to use this computer*, look for the box next to it, and unclick it.

To get a faster *Start Menu*, go to the *Search Field*, type *sysdm.cpl*, and press *Enter*.

Click *Advanced > Settings*.

Uncheck *Activate Windows when Minimizing and Maximizing*.

Click *Apply*.

Now, to shut the computer down faster, just right click on the desktop, click *New > Shortcut*, and then type the following in the location field:
%windir%\system32\shutdown.exe/s/t/0

Maximizing Windows 10 Use

Make sure to minimize all windows except for the one that you're using. This will speed up the process and make sure the computer would not lag!

Pin the Recycle Bin to the Start Menu—just like the old times!

Use the Alt Key to quickly open the Properties Menu.

Speed through the Start Menu by clicking All Apps and then clicking on the numbers and letters you see.

To scroll on the background, just click *Settings > Devices > Mouse and Touchpad*

> *Scroll Inactive Windows* when I hover at them.

Chapter 7: FAQs

Finally, here are frequently asked questions about Windows 10—answered for your convenience!

Q: When was Windows 10 Launched?

A: Windows 10 was officially launched in July 28, 2015. This makes it FREE for one year for those whose operating systems are Windows 7 or 8. If after a year you have not upgraded to Windows 10 and decide that you want to, you'd have to pay \$119 for Windows 10, and \$199 for Windows 10 Pro.

Q: Where can you get Windows 10 Apps?

A: Microsoft believes that you can buy from the Windows Store once and then these universal apps would work on all of the gadgets that you have synched with your account. Even Microsoft Office will work—so you'd basically be able to live a life of convenience!

Q: Can it work with laptops or Windows Phones?

A: Windows 10 can be the sole OS for your desktop/laptop computer, Windows Phone, and Tablet. This is because of *Continuum*, the said driving force that makes Windows 10 work—and which makes it easy to operate whether by using mouse, keyboard, or touchscreen. There are finger-friendly fullscreen apps that you could download and use, too!

Q: What if I don't want the apps to take all of the screen space, or what if I want to rearrange them?

A: The great thing about Windows 10 is that fullscreen apps are optional—so if

you feel like your device is not compatible with them, you can opt not to download them. Since we now have *Continuum*, you can expect that the apps will work on the gadget you want it to work on—and that it will take its shape so you would not have a hard time to adjust.

The Start Menu is also reminiscent of the good old days and is not as confusing as the one from Windows 8 (which a lot of people hated). Plus, as you may have learned earlier, this new start menu makes use of Live Tiles that you can customize for your own benefit and preferences—making Windows 10 the best operating system you could have.

You can also arrange apps side by side, thanks to what is called *Snap*. This is what the quadrants are for, and as you can see, you've been given commands that you can use to make it work. The great thing is that this supports multiple virtual desktops, so if you multitask a lot, or have lots of things to address, this will certainly be helpful for you!

Q: Do I have to use Windows Explorer? Or can I use other web browsers instead?

A: Internet Explorer, while still part of the Microsoft Brand, is no longer the main browser used—so you can breathe a sigh of relief, especially if you've found it to be extremely slow in the past. Now, you'll be able to use Microsoft Edge (as you have been told earlier), which has lots of new functions and extensions that will deliver a great experience for you.

Microsoft Edge also comes with *Cortana*, your very own virtual assistant that will provide suggestions about what to put in the address bar, or gather information about the restaurant you want to visit, or tell you about latest promos and the like. This way, you'll always be informed—and will never get bored anymore!

Q: Is this really better than Vista? Or should I just stick to Windows 7 or 8 instead?

A: Well, Windows 10 is definitely better than Vista as it does not lag like that and works on more computers, and also has a lot of upgrades from Windows 7 and 8. Some users have said their laptops' batteries have been draining ever since they used Windows 10, but noticed that when they charge their laptops better, then it does not happen.

In short, it would still be best to make an upgrade because sooner or later, apps in Windows 7 or 8 might be phased out, and Windows 10 really works faster, and works in a sleek, professional manner, too!

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Conclusion

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Introduction

I want to thank you and congratulate you for downloading the book, “ *Learn the Basics of WordPress in Two Weeks* ” .

This book contains proven steps and strategies on how to start using WordPress to build your blog or website.

WordPress is the most popular website platform today, mainly because it is easy to use. Even without prior knowledge in web design and development, you can teach yourself in using WordPress.

In fact, this book aims to teach you to start using WordPress in just two weeks or less.

In this book you will learn:

What Wordpress is

How to use Wordpress

Common Wordpress features

And much more!

Thanks again for downloading this book, I hope you enjoy it!

[Click Here to get step by step instructions for setting up your Wordpress site with Bluehost.](#)

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Chapter 1 – Why Learn WordPress?

Many people think that WordPress is just another blogging platform. This misconception is due to the fact that in the past, WordPress is really for blogging. But through the years, WordPress has evolved as a dynamic content management system (CMS). Although you can still use this CMS to create a basic blog, it now allows you to build a fully functional website.

The best thing about WordPress is that it is quite flexible and easy to use. This is the primary reason why WordPress is the most popular CMS today. About 23% of websites that are active today on the internet are powered by WordPress.

Because of its versatile features, popular brands are using WordPress to power their websites such as eBay, The New York Times, Disney, Facebook, Time Magazine, CNN, LinkedIn, Sony, and Google.

Let's take a glimpse at why you should learn and use WordPress

WordPress Gives You Freedom

Basically, WordPress is a free software. You have the freedom to download, install, modify, and use it any way you can. You can build any type of website. It is also an open source platform, which means that the source code is readily accessible for anyone to study, modify, and experiment with.

Millions of people around the world are using WordPress, and every day, new people are creating websites powered by this outstanding CMS. The main reason why people can easily adapt to WordPress is because it is very easy to use and learn.

You can Easily Manage WordPress

WordPress features a built-in updater, which makes it easy to update your plugins and templates through the admin dashboard within the WordPress. It will also notify you if there's an updated version of WordPress, which you can easily update through several mouse clicks. All content are safe if you set up regular backup.

You can Extend WordPress through Themes and Plugins

It is interesting to take note that most people who are using WordPress are neither programmers nor web designers. In fact, thousands of individuals have started using WordPress without any fundamental knowledge of website design.

The main reason why WordPress is such a dynamic platform is you can choose from literally thousands of free themes (web templates) to improve the look of your website. Hence, you can give your website its design and feel according to its purpose. You can find any WordPress theme for just about anything. You can learn more about this in Chapter 2.

WordPress also offers superb flexibility and could be extended through plugins. Similar to themes, you can use thousands of plugins to enhance your website. These plugins can enhance the functionality of the WordPress and could add a whole new platform to your website. You can learn more about plugins in Chapter 2.

WordPress is SEO Friendly

WordPress has been developed using high quality and standard compliance code that produces semantic markup that makes your site search engine friendly. WordPress design and themes are very search engine friendly, and it is possible to make it even more attractive for SEO by using SEO plugins.

WordPress Could Integrate Various Types of Media

WordPress offers a dynamic platform, which allows you to use different media types. It

features a built-in support that allows you to handle video, audio, and photo content. It also supports embedding features that allows you to embed videos from external sites such as YouTube and Vimeo.

WordPress Offers Reliable Security Features

Web security is one of the fundamental elements of WordPress, so you can securely run any website through this platform. But with the vastness of the World Wide Web, it cannot be certain. Internet intruders are out there who want to get inside as many websites as they could. The good thing is, WordPress is open for security plugins to avert any form of security threats.

The Different Ways to Use WordPress

You can use WordPress in numerous ways. Many business websites are running on WordPress and serves as a crucial aspect of their sales generation. You can use WordPress as the following:

Blog (Personal or Business)

Online Arcade

CMS

Portfolio

Gallery

Online Store

Membership portal

Video curation site

Rating site

And many more!

I hope this Chapter answered your question about why you must use WordPress. The best way to learn WordPress is start using it. In the succeeding Chapters, you can learn basic elements of WordPress every day.

Chapter 2 – First Week: Setup, Dashboard, Admin Bar, Settings, Links and Images

WordPress is easy to learn as long as you can spare one to two hours every day for two weeks. You only need very basic internet skills and of course the capacity to follow instructions accurately. You don't even need to learn HTML or other programming languages to create your website. Even though programming and coding skills will come in handy in the future, these are not necessary to start using WordPress.

Millions of individuals around the world started using WordPress from scratch. In fact, most WordPress users don't even know how to design websites or write a code.

The mere fact that you have reached this Chapter is a good sign that you are willing to learn WordPress. So, let's start.

Week 1 Day 1 - Learn Initial Setup

The first step is to learn how to install and setup WordPress. You need to choose between WordPress.org and WordPress.com.

If you want to build a personal blog and you don't have any intention to make money from your websites, then it is ideal to choose WordPress.com. But if you want to be a professional blogger, then it is better to use the self-hosted WordPress.org. The latter option will cost you money, but it is actually cost-effective for creating your own site.

For example, let's assume that you have chosen WordPress.com, and you purchased a custom domain (\$17 annually), opted for a custom-design (\$30 annually), and paid to remove ads (\$29.97 annually). The total cost of \$76.97 per year will not provide you full control.

If you have chosen WordPress.org, you can choose to buy hosting from Bluehost

(endorsed by WordPress) that will cost \$47.4 annually, and it already includes a free domain name. If you choose other web hosting companies, you may need to pay the same price, but you can't obtain a domain. You can obtain a domain name for only \$10 from NameCheap or GoDaddy. The total cost of \$57.4 annually will provide you full control.

[Click Here to get step by step instructions for setting up your Wordpress site with Bluehost.](#)

You might be a bit concerned if the one is easier to use than the other, don't worry, their interfaces are similar. It is ideal to use WordPress.org so you can have full control of your website. But still, you need to choose the WordPress platform that is suitable for your preferences and needs.

After choosing the platform, the next step is to select your domain and hosting. Take note that your domain is your web address that a user need to enter into the search bar to visit your page. Then, you need to select web-hosting service, so other internet users can access your site.

After signing up with a web-hosting provider, you can install WordPress using SimpleScripts, especially if you have chosen BlueHost.

Week 1 Day 2 - Dashboard Basics

After installing WordPress, you can start building your custom website or blog. However, before posting any content. It is best to familiarize yourself with the dashboard basics. The dashboard is located on the left side of the screen, which you can easily see after you log in to your wp-admin account. Most users refer to this as the back-end of your website.

Using the Dashboard's Home Page, you can easily access the content of your website and take a look into other areas of the WordPress platform. The Dashboard presents information in separate blocks called Widgets. The default WordPress widgets are the following: Welcome at a Glance, Quick Draft, Activity, and WordPress News.

The Welcome widget shows the links form the top tasks you can perform in creating a new website.

The At a Glance widget offers a short glimpse of the number of pages, posts, and comments on your website. Every content types are shown in link form, and once you click them you can be directed to the particular area so you can easily manage the content.

The QuickDraft widget allows you to write a new text content easily. You can quickly write a title, add media, enter the content, insert tags, save your draft, or Publish right away.

The Activity widget shows the most recent comments, published posts, and scheduled posts.

The WordPress News widget features the latest news, articles, and announcements from the official blog of WordPress.

You can expand, collapse, and rearrange widgets by hovering the mouse cursor on the title bar. If the mouse transforms into a 4-arrow icon, you can hold the left-mouse button and drag the widget to the area you want to move it. This is known as a drag and drop functionality.

You can also add new widgets through plugins or through a special program code.

Week 1 Day 3 - Admin Bar

The Admin Bar is located at the topmost part of the screen. The WordPress logo is located on the far left of the Dashboard. Hover over the logo, and you will see the links to specific information about WordPress. These links can help you if you need to visit the support forums or provide feedback.

The name of your site is located to the right of the logo. You can hover on this and you will see a submenu to access the front end of your website. The next area provides a quick

glimpse for comments.

On the left side, you can find the link for + New. Once you hover over this link, a submenu will appear that will redirect you to the Add New screen for user, page, media, and post. You can also do these things using the navigation on the left area of the Dashboard, but if you want to do things quickly, these links could help you a lot.

You can also see the section displaying the text “Howdy, your name” on the far right area. You can hover over this area to access the submenu, which you can use to log out from your site or edit your profile.

Front End View of the Admin Bar

If you are currently logged into your WordPress website, the Admin Bar is visible on your website’s front-end site. Try hovering over the name of the site, and click visit site, and it will redirect you to your website’s front end.

Once you hover the title of the site section, you can see the links for the dashboard that will take you back to the dashboard home, as well as the links to take you to the header, background, menu, widgets, and themes. Take note that these sections can also be found on the navigation pane on the left area in the dashboard.

How to Turn Off the Admin Bar View

The Admin Toolbar is generally useful, but there are times that you may want to turn it off to see the full view of your website’s front end. Take note that the Admin Bar will only appear if you are logged in to your website as admin.

If you want to turn it off, just click the Edit my Profile function. A screen will appear where you can find a checkbox next to the text: Show Toolbar when viewing site . All you need to do is to uncheck the box, and scroll down to the bottom and click Update profile to save the changes.

Week 1 Day 4 and 5 – Explore WordPress Settings

On the Dashboard, find the Settings menu and hover on top. A sub menu will appear where you can access several options for WordPress settings: General, Reading, Writing, Media, Discussion, and Permalinks.

General Settings

To explore around, you can go first to the General Settings. The first elements that you will see in this option is the Site Title and the Tagline. Make certain that these texts match to your website, because your site title will be used for SEO. As a default, WordPress displays “just another WordPress site” as the tagline. You need to change this tagline to describe your website, as it is important for the SEO of your website.

Next is the WordPress Address (URL) . For the website address URL, you can enter the URL address if you want your website homepage separate from the directory where you have WP installed. At this point, it is best not to touch these URLs.

Then, you will also see the Email Address , which you will use for admin purposes, including new user notification. There is also the Membership settings. WordPress allows online users to sign up to your website. This is a useful feature, if membership is crucial for your website.

Meanwhile, the New User Default Role is set to subscriber. Don’t touch this setting for now, because you might accidentally grant admin privileges to anyone who sign up for your website.

Then, there is the Timezone. Browse through the list to choose the city within the same timezone in choosing your preferred date format. Take note that this format will appear on your posts. After you have updated these settings, don’t forget to Save changes .

Reading Settings

The Reading Settings show the settings, which will affect the content display. Here you can tweak the display of your website's front page – either a static page or your latest blog post. After building several pages, you can list these pages in this setting so they will appear on the front end.

The next setting section will allow you to control the content display in RSS feeds, which includes the max posts to display and if you want only to show a summary or full text. Search engine visibility is the last section. If you want search engines to not index your website, you should check box to Discourage search engines from indexing this site. This is a great setting if you are still on the development phase indexing is still not recommended.

Remember to Save Changes .

Writing Settings

The Writing Settings affect the writing and publishing for your website. The section on the top allows you to control the editor inside the Dashboard, while the other sections allow you to control external publishing methods.

The first section shows the options for default categories formatting and posts format. You will also see the Press This bookmarklet section, which allows you to easily blog about the things you find interesting on the Internet. If you want to use this, you first need to drag the link on the screen to your browser's bookmark bar. If you are on another site, just click on the bookmarklet to access a popup window to share the content through your blog.

Meanwhile, the Post via email settings will let you send an email to your website with post content. In order to use this setting, you should set up a secret e-mail account using a POP3 access. The last section can be used to update services. Once you publish a new post, WordPress will instantly notify you of the updates. Be sure to Save Changes .

Media Settings

The Media Settings page allows you to set max sizes for images you want to add into the post. These settings will allow you to save time if you want images to be of the same size, if you want to set default settings for image sizes.

The option for Uploading files allows you to choose if you want your uploads to be organized into month or year. Make certain to Save Changes .

Discussion Settings

The Discussion Settings allow you to manage the comments and links to your posts and pages.

The first section is the default article settings . The first setting allows you to manage links you make to other blogs. The second setting allows you to manage the trackbacks and ping backs or links back to your site. Finally, the third setting allows your site visitors to post comments on new articles. You can uncheck this box if you don't want your visitors to comment on the posts.

The Other comment settings allows you to choose the guidelines for how visitors post comments and how you manage their comments.

For the email me whenever section, you can select to be notified via email if someone posts a comment or if a comment has been handled by a moderator.

The section for Before a comment appears will allow you to manage the published comments. Through this, you can select if an administrator should approve the comments first or if the comments could be published automatically.

In the section for Comment Moderation, you can change how a comment is managed depending on the number of links. Inside the box, you can include IPs, emails, names, words, and URLs to filter comments for moderation. This feature alongside the comment

blacklist are can help you in defending your blog against comments that are inappropriate and spammy.

There is also the Avatar setting. You can enable the avatars of users who posted comments on your website, select a default avatar for users who don't have their own avatar yet, or filter their comments based on their ratings.

Again, be sure to Save changes .

Permalink Settings

Permalinks refer to the permanent URLs to each age and blog post including tag and category archives. In general, a permalink is the web address that can be used to link to your content. It got its name by combining permanent and link. Hence, permalink.

The Permalink settings in WordPress allows you to manage the default structure of your permalinks. You can either select from common settings or build your customized URL. As a default, WordPress utilizes URLs that have question marks and with numbers. You may want to change the permalinks here to improve its forward compatibility, usability, and aesthetics.

Week 1 Day 6 –Create a WordPress Post

To create your first post, find the Posts menu in the left side of the Dashboard. You can click to expand it to access the submenu or just hover over the link Posts.

In the + New link in the Admin Bar, you can also find the Add New Posts page . Just click the link for the Add New to access the Add New Post page so you can start creating your first WordPress post.

You can enter the title of your post in the first box.

Below that is the post editor or Post formatting section , where you will type or paste the post content. There are two tabs on the right side of the tabs showing two modes of post

editing: Text and Visual .

The Text tab will let you access a plain-text HTML version of the post editor. You can use this mode to edit the HTML code of your post. If you are not comfortable with HTML, the visual mode is recommended.

The Visual tab is ideal for developers who are comfortable with the WYSIWYG (What You See Is What You Get) concept. It comes with a format toolbar with different options to format your posts. Many of these icons will look familiar if you have been using Microsoft Word.

The Publish box is located at the top of the right column of the screen. You can save your post as a draft if you want to save it. The Preview button will allow you to take a glimpse of how the post will actually look once you publish it. The Status will let you know if the post is currently a draft, has been saved, already published or if it is a pending review if you have scheduled the post.

The succeeding links allows you to see the post's visibility or what will the site visitors see. The Publish line shows if the post will be immediately published or at a future date. The next section are for tags and categories assigned to your post. Save this lesson later.

If you want to change the screen options for your editor, you can click the screen options tab found in the upper right. This will expand the link and you will see the options, which will be displayed on the screen's post editor.

In the post editor, you can just drag or drop the arrangement of these boxes, to change how you want them to appear on the page.

If you need help in adding new posts, you can just click the Help tab found in the upper right. From here, you can easily refer on inserting media, using the editor, helpful tips for adding a post title, and pointers on customizing your post display.

Week 1 Day 7 – Adding Links and Images

Links are important for the SEO of your content, while images are ideal to improve the appeal and readability of your posts. WordPress makes it easy to add these two elements into your website.

Adding Links

In the page editor or WordPress post, choose and highlight the text, which you want to be added with link. Then, click the hyperlink button located in the toolbar. This will reveal a box that you can use to enter the specific URL of the hyperlink as well as the title which will be shown if you hover over the link. Clicking this checkbox will also allow you to access the link in the new tab.

If you prefer linking to an existing content on your site, you can just click to expand this section. With this, you can see a search bar to search your website, as well as a list of present pages or posts.

Choosing one of the items on the list will also change the hyperlink. If your hyperlink is ready, just click the Add Link button. Your chosen text will now have a link. If you want to remove the link, choose the text again and choose the unlink button. You will see that the link has been removed and the text is in normal display again.

Adding Images

Choose the best place in the post to insert your image. On the upper section of the Post editor toolbar, you will see the button Add Media . Click this button to reveal the Insert Media box.

WordPress stores a media library to keep all your media files such as videos and images. In this box, you can select to either upload a new file or use a present file from the media library. If you want to upload an image, click the button Select files and find the image

you want to use.

After your image has been uploaded, you will notice that it has been added to the media library. On the right area of the box, you will see the attachment details for the page. In this section, you can see the Description , Alt text , Caption and Title . You can also select the image alignment such as right , left , or center .

Ensure that the image has a checkbox. Click the insert into post button . Now you can see that your image has been inserted into your post.

Once you click the image, you will see two boxes in the upper section of the image. The first is the image icon. When you click this icon, you will see that another box will appear where you can edit all the image details. In this prompt, you can modify the image size based on the percentages or you can change the link URL, caption, alt text, and title. You can also choose the image link or to link the actual file of the image.

In choosing the advanced settings tab, you will see the link of where the image is currently hosted, properties and style that adds padding on the image, the CSS Class, and the actual height and width of the image in pixels.

Next, return to the image. The next icon in the upper corner will let you delete the image from the post. In clicking the Add Media button , you will notice the same insert media box. On the left side, you will see the options to set up a gallery and choose the featured image. If you have enough images in the media library, you can add a whole image gallery into your post.

Featured images are used by some themes. If your chosen theme has the featured image, go ahead and select the image and go back to the post editor. Click the preview button and check if the image has been inserted.

Chapter 3 – Second Week

Week 2 Day 1 – Categories & Tags

You can organize your posts into various categories such as topics or subject areas. For instance, if you are writing a post, consider a wider subject of the post. If you are planning to write more posts about the subject in the future, it is ideal to organize these posts together.

Adding New Categories

If you are yet to include categories, click the link showing + Add new category . Insert a new category by clicking the Add new category . You will notice that a new category has been included to the list of categories. To include a category to a post, click the checkbox next to the category.

Another method to manage post categories is by navigating through the link Posts > Categories that is located in the Dashboard menu. If you click the Categories link, you can access the Categories page. From this, you can view all the categories located on the right, where you can also include new entries.

Category Description

The description area allows you to add more information about the posts linked to that category. Some WordPress themes display this information.

Category Hierarchies

Unlike tags, categories could be nested into hierarchies. For instance, you may have a News category, and under that you may include sub-categories for World News and Sports News.

Category Slugs

The Category Slugs is the link-friendly version of the category. This is often in lowercase form and involves only numbers, hyphens, and letters.

What's the Difference between Categories and Tags

Just think of your website as a book. Categories are similar to the Table of Contents, while the tags serve like the index section.

Week 2 Day 2 – Create a WordPress Page

The first step in creating a new page is to locate the Pages menu in the Dashboard. Just click the Add new option.

You will notice that the page editor has the same interface with the post editor. The only difference lies on few boxes that you can find on the right section of the screen. Add the page title such as Contact Us. Remember, if you have created pretty permalinks, the page title will also be used as the URL slug.

After adding content for the page, you can Publish the section of the page editor, which is similar when you are writing posts. If you are ready to publish, you could either publish immediately, schedule for future posting or schedule it.

The section for Page Attributes includes a parent page and template to your new page. In the Parent section, you could organize the pages according to the hierarchies. For instance, you can create this new page with added pages below it. Take note that there are no restrictions on the number of levels that you want to nest pages.

The Template section allows you to include a template for your new page. This is possible if your theme allows custom page templates.

The Order interface lets you organize the page in numerical order. Pages are often organized alphabetically, but you can select your own arrangement by providing a number in this box.

Preview the page first, then hit Publish if all is well.

Week 2 Day 3 – Applying a WordPress Template

There are WordPress themes that feature templates, which change the format of the page on the front end of the website. Through page templates, the theme can provide you some flexibility for how the page will look and where specific elements will be placed.

The first step in adding a page template is to browse the Pages menu in the Dashboard and find the edit or add a new page link. Locate the Page Attributes area, where you can see a drop-down list for templates that you can use. Depending on the WordPress theme, you can see certain options for page template located in the drop-down menu.

To see how a template will change the look of the page, choose a template and preview it to check if it is appropriate for the page.

You can hit Publish once you have finally selected the template you want to use.

Week 2 Day 4 – Installing a Plugin

Plugins allow you to add more functionalities for your WordPress website. Installing plugins is easy.

The first step is to find and expand the Plugins menu after logging into your site Dashboard. Look for the Installed Plugins page where you can see a list of the plugins that are already installed on your site. Some plugins are automatically installed when you install WordPress such as JetPack and Akismet.

To add a new plugin, just click the Add New option. From this page, you can choose to browse for plugins that you want to install from the WP Plugin Directory. You can also filter your search according to the plug-ins published date, popularity or those that you have marked as your favorites.

To start uploading a plugin, follow this command thread: Choose file > locate your plugin

zip file > Install Now > Activate.

The last menu section under the Plugins in the Dashboard is the Editor , which you can use to change some elements of the plugins by modifying separate PHP files. But remember, if you make some modifications, the plugin updates will override your changes. Don't change the plugin PHP if you don't know PHP code.

Week 2 Day 5 – Managing WordPress Themes

The first step in managing WordPress themes is to browse the Appearance menu in the Dashboard. Choose the page for Manage Themes .

At the upper part, you can see the Active theme as well as the Customize option. When you click this link, you can see a preview window, which allows you to make some changes in the Tagline and the Site Title.

If you go back to the Manage themes tab, you can view a list of available themes under the active theme. These themes are already installed on your WP site.

If you choose the Live Preview link beneath any theme, you can see a preview of how your website will look with that theme. In the preview, you can browse different pages to see how the theme could handle templates, archives, and posts. On the left side of the preview window, you can edit the settings of the theme. These settings will vary according to the type of features included in the theme.

Be sure to hit the Save & Activate button found on the upper left-side to accept the new theme.

Week 2 Day 6 – Create a Custom Menu

You can create a custom menu that will serve as a navigation menu for your website. The Menu feature allows you to build your own custom menu as a replacement for the default menus of your chosen theme.

Some custom menus contain links, categories, pages, and other types of content. You can also include a custom navigation label for a menu item as well as include other attributes.

In general, there's no cap on how many menus you want to set up. Hence, if your theme includes more than one menu location, you can select which custom menu to link with every location. You can also utilize custom menus alongside the Custom Menus widget.

How to Create a Custom Menu in WP Website

The first step is to expand the Appearance menu on the left side of the Dashboard. Hit on the link for Menus in the Appearance, which will activate the Menus editor page. Provide the name that you want for the menu, and click Create menu. Then, you can add menu items inside the boxes on the left such as links, categories, and pages.

If you want to change which menu options you see from this page, you just need to expand the Screen Options tab. Then, add other menu options such as CSS classes, formats, tags, and posts.

Once you have organized your menu items, make sure to Save Menu

Week 2 Day 7 – Managing Comments

Managing comments in a site built on WordPress is similar to the manner of handling pages and posts.

In the Dashboard, look for the Comments page. You can customize this screen in similar way as you customize other WordPress screens. A yellow color indicator signifies that the comment needs to be moderated. You can respond on comments through the Bulk Actions or by hovering on the action links.

In the Author column , aside from the name of the author, blog URL, email address, the IP address of the commenter will also be displayed. If you click this link, it will reveal all the comments from specific address.

In the Comment column, every comment involves certain information on the *Submitted on* followed by the time and date the comment was posted on the website. Clicking the time and date link will redirect you to that comment on your web site. When you over on a comment, you will see what you want to do with that comment: approve, reply, edit, trash, or mark as spam.

There are three elements in the column: In Response To . The text refers to the name of the post, which the comment is linked to as well as the links to the post editor for that particular entry.

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Introduction

I want to thank you and congratulate you for downloading the book, “*Learn the basics of SEO in 2 weeks*”.

This book contains proven steps and strategies on how to reach the top spot in search engine results page the right way.

Most amateur search marketers look for the quickest ways to rank in their selected keywords. Because of the unnecessary sense of urgency, some of them use methods that are frowned upon by search engines. Because of this, many people were affected by search algorithm updates in the past. This book offers you the right way to rank in Google and other search engines. These are the basics of search engine optimization that were tried and tested by white hat SEO professionals. Using these techniques, you will not experience major hits in your traffic even when big algorithm updates roll out.

(Provide any additional information about the book. Make sure the introduction SELLS the book, as people can see this when they preview it on Amazon or Kindle. You can either write this, or request that your book writer does).

Thanks again for downloading this book, I hope you enjoy it!

Chapter 1: What is SEO and Why is it Important to your Website?

The internet is an ocean of information. It is a network of interconnected computers from all around the world. It allows us to access information from computers halfway around the world.

By itself however, the internet is a big mess. It is full of webpages that cater to the needs to billions of individuals. Early on, engineers have been looking for a tool that can organize all the information in the web and help people find what they are looking for in the least amount of time.

The search engine is that tool.

This is the function of the search engine. They “crawl” through as many webpages as they can by making artificial intelligence visit webpages and collect information. They add information about the crawled pages in an index. When a person types a search query, the search engine runs through all the crawled pages and brings back a list of pages that fits the query. It then organizes these pages according to their relevance to the query of the user.

Billions of people use search engines monthly. Some of them may be interested in your website. In order to drive traffic into your website, you want your webpages to rank high in the search results of your target visitor.

What are search queries?

Search queries are questions from search engine users. They are using the search engine to look for answers. Here are the three types of questions that people ask search engines:

Where/ how can I find [name of thing]?

Some people use queries to look for specific real world things or locations. A person may be looking for a second-hand car around New York. He asks the search engine to look for all the posted classified ads about second-hand cars by typing:

“Second-hand cars in New York City classified ads”

He finds that there are too many results so he narrows down his search to:

“Second-hand Lexus in Manhattan craigslist”

What, When and Where Questions

Most of the time however, people use search engines to look for information. Some people for example, use search engines to look for answers for their schoolwork. Many people also go to search engines to look for news about current events relevant to them. Instead of looking for a phonebook, people also find it faster to find the address and contact number of a business through the internet.

What is the website of [company name]?

Lastly, people use search engines to go to specific areas on the web. Some people for example, want to go to the website of their local newspaper. They do not know the exact website address so they ask google to lead them there.

The search engine has become the primary source of answers for most people in developed countries. The majority of users of search engines like Google trust the search results compiled by the algorithm. Most people expect to find the answer to their query in top result. If the first five results do not seem to have the answer to their question, people tend to think that there must be something wrong with the phrase they used in the query. Most people refine their search just like the guy looking for a second-hand Lexus in New York.

How does this affect your website?

If you want to get more traffic into your website, you need to know how search engines work and you need to be able to optimize your webpages so that they will be crawled, indexed and shown in the top of the search results page.

Showing up in search is not good enough when it comes to SEO. The top result is clicked on more than 18% of the time. The number of clicks your pages get lowers as your pages shows up lower on the search engine results page.

In the advent of smartphones, people thought at first that the popularity of websites would begin to decrease. The average person thought that apps would replace search. If this will indeed happen, it has not showed up so far. Though the number of hours spent in front of desktop computers has decreased, people are still using search to find the information that they need and the items that they want. People with websites optimized for mobile phone screens will

get the bulk of the traffic from mobile search.

Activity for Days 1 and 2: Decide on your website's topic or niche

It is easier for your website to rank if your website is focused on one subject. If you already have a general information website or blog, you can decide on the best topic to pursue based on the popular posts or content you already have.

When thinking of a topic or niche for your website, you should also consider your personal goal for building it. The type of content that you create henceforth should take you a step closer to reaching your goal.

Chapter 2: Limitations of the search technology

The search engine is the most popular tool for looking for information on the web. However, even with all the improvements in search algorithm and page crawling technology, this tool still has plenty of limitations. For instance, a search engine cannot directly tell on its own if a webpage is relevant to users after crawling and indexing it. It needs to look for more clues in order to know if a certain page should be on the top of the search results for certain keywords.

Your job as a webmaster and search marketer is to provide search engines with the clues they will need to put you on the top result. Search engine experts refer to these clues as ranking factors. Ranking factors are the information that search engine spiders look for when they arrive at your website. They compile these ranking factors during indexing. A webpage's position in the search results for keywords will depend on how well their ranking scores are, based on these factors.

Even when considering hundreds of ranking factors, search engines still have many limitations.

What are the limitations of search engines?

Crawler bots rely on links to get around

The search engine crawlers' purpose is to make a virtual map of the entire searchable internet, and by that, we mean the parts of the internet that regular people can access. To jump from one page to another, they use hyperlinks in the pages that they crawl. These digital bridges are an important ranking factor.

If there are some pages in your website that does not have a link leading to it, you should expect that it will not be indexed and not show up in search result pages.

They cannot crawl to pages protected by online forms

It is common for websites to ask their visitors to become members. To become one, you need to fill up a membership form. Search engines are not equipped with the programming to fill up all types of forms. Because of this, they cannot crawl any information that webmasters exclusively show to members.

They are specialized for text-content

Search engine crawlers specialize in gathering information from text-based websites. Their ability to collect and organize information from non-text content is severely limited. A crawler bot for example will not be able to tell on its own, how a picture looks. They also face similar challenges with video, audio, image, flash and plug-in contents.

To work around this, search companies ask webmasters to include text information with these contents. Without this additional information, certain types of content in a webpage will not be given much weight when ranking it.

They require keywords to match

When a user uses the search engine, they generally type in a phrase that describes what they are looking for. The search engine algorithm has evolved and they are more capable than ever to provide you with relevant webpages 90% of the time. Users may run into some issues however if they are not using the right terms. Millions of users use uncommon terms when searching for something unfamiliar.

This limitation is common among people who are new to the English language. When they do not know the word for something, they may use adjectives to describe it. A native English speaker will know what he may be trying to say but search engines do not have the programming to understand what a non-native speaker may be asking for.

This issue also becomes difficult to work with when we are using language subtleties that are unfamiliar for the search AI. The difference in spelling of the same words among different English speaking countries for example will affect your search result ranking. If you use “behaviour” in place of “behavior” consistently for example, the search engine may think that your webpage is designed for British users. This will affect your ranking among American users.

Success in search marketing will greatly depend on your knowledge of the language that you are working with. If you are targeting a specific minority group as prospect visitors for your website for example, you should know the subtle differences in their use of language. It also helps of you have knowledge of their searching behavior.

Proper names vs general names

Because of the dependence on keywords, search engines also have the challenge of reading words in the right context. This challenge becomes more difficult as users use keywords that have multiple meanings. For example, popular culture

has been using the word “black” quite extensively. There are songs, movies, and brands that contain that word. People who type them in search may also be referring to the color of an item they are looking for. Because of this, search engine users tend to make longer phrases when they search to make the results more specific to their needs. Because of this search behavior, webmasters started targeting long-tail keywords. These are phrases that people usually use when searching. They are more than three words long and they refer to very specific needs of the searcher.

The search technology is constantly changing. Engineers are continuing to develop new forms of technology so the A.I. can work around these limitations. It is because of these limitations that we need to optimize our webpages for both users and the search engines.

Activity for Days 3 and 4:

You should take the time to review the limitations of search engines discussed in this chapter and think of the difficulties of your prospective visitors in reaching your website through the search engines.

You should also take the time to check your website’s visibility in search engine results page. Use generic keywords and phrases for your industry or niche. If you cannot find your website in the first three pages, you need to do a lot of work. If you are in the top three pages but you are not in the first page, your goal is to climb up the ladder. Regardless of your position, you should use the strategies and information in this book to improve your website’s ranking.

Chapter 3: Your Target Users: The Beginning of your Search Marketing Strategy

When developing a search marketing strategy for a website, you need to start thinking about the group of people who may find value in the information found in your website. They are the types of people who are most likely to click on your webpage when they see it in the search result page. Search engines bridge the gap between your website content and people who need them.

Profiling your target search engine users

Internet users make billions of searches every month. Not all of these searches however, are valuable to your website. The number of people looking for the types of information in your website depends on the popularity of the industry or niche of your website. The more popular the niche, the more searchers it will have. Popular niches however, also have a lot of competition.

To get ahead of your competition, you need to get to know your ideal visitors. You can do this by creating a profile of the ideal visitor for your website. If you already have a website that has been running for a while, you may be able to gather some information about the types of people who are visiting your website through the analytics software that you use. Here are some types of the information about your visitors that you will need:

Age

Gender

Language

Location

Common interest

By obtaining these types of information, you will be able to guess the words that people are most likely to use when

using search engines. You may also need some additional information depending on the type of website that you have.

Your goals for your visitors

After creating a profile of your ideal visitors, you need to decide on what you want these people to do when they arrive at your website. If you are selling something on your website, you may need to tweak the design to make sure that the users can start making a purchase from your indexed pages.

Other websites want their visitors to fill up forms, answer surveys, or sign up for membership.

Having a goal also allows you to refine the types of keywords that you are targeting. If you are selling something for example, you may need to target purchase-related phrases. Some marketers only target phrases used by people who are in the late stages of the purchasing process.

Activity for Days 5 and 6: Identify your Target Users

The next activity is to identify the characteristics of the ideal visitors for your website. Ideal visitors refer to the people who are most likely to do what you want accomplished. You should state what these people have in common. Aside from the information stated in chapter 3, you should also research on other websites that also cater to the needs of the same target market. You should check out their designs and the types of content that they offer.

Chapter 4: Choosing Keywords to Rank

Now that you know who your target visitors are, you need to choose the right keywords that they will use when they search for information that you are offering.

To know the keywords that your target users are using, you need to put yourself in your target users' shoes. You need to use the information that you have in the profile that you have created to guess the right types of language that you should use.

You also need to remind yourself of the limitations that the search engine technology have. You need to make sure that your keywords represent the types of content that you are showing in your page as well as the intent of your prospect visitors. Your ultimate goals it to provide what the prospect visitors need and then convert them into buyers, subscribers, members or, at the very least, return visitors.

Most beginner webmasters think that they should choose just one strong keyword and use that in all the pages of their website. To search engines, this strategy will look a lot like keyword stuffing.

If you want to make your website as the primary source of information for your topic, you need to aim to rank well on multiple keywords that are related to your website's topic. If your website is about a TV show for example, you may want to target its title in your website's home page. You should then create posts or pages related to the show like a page about the character. In this page, you may use this example “[TV show title] characters” as your main keyword.

There are free and paid tools that will help you find the most used keywords for certain topics. One of the most popular among them is Google Adwords Keyword Planner.

When planning your keywords, you should also consider the following factors:

- The name of the products or services that you are offering

This includes the generic name of the service and the brand. Some people who are thinking of purchasing something usually know the brand that they want to purchase so you should have website content that directly addresses the

questions about these brands. These types of content will help your website be found through search.

Related topics regarding your products or services

You should also provide content for topics related to your product or service. Many company websites for instance, include company updates. This shows activity in your website. One of the most important ranking factor is frequency of updates.

Seasonal popular keywords

You should also prepare search-marketing campaigns for seasons when high volume of sales and traffic is to be expected. For retail websites for example, Christmas, Valentines and Thanksgiving seasons are big events. In this season, people tend to look for ideas online for offline purchases. You should take advantage of people's habit to splurge during these seasons.

Using Keywords when constructing your webpages

Every time you create a blog post or a new webpage, you need to consider the target keywords that you will use. You should target one main keyword for each page or post you create. Your keywords should be in line with the activity that you want your visitors to perform. If you want your visitors to purchase something, your goal is to build a webpage targeting keywords used by searchers with an intent to buy. You could also make webpages with keywords used by searchers who are researching about specific products.

When you know the keywords to rank for, your next goal is to put them strategically in your webpage. When placing your keywords in these locations, you must make sure that they appear naturally. Your primary goal is for your content to be understood by human visitors. User experience is always more important than any SEO strategy. With that in mind, you should place your keyword in the following parts of your website:

URL extension

It helps if your domain name already contains the keyword that you want to rank for. Most of the time however, you will need to insert the keywords at the later parts of the URL to make sure that it is included in the URL bar.

Title Tag

The title tag gives the crawlers an idea of what your page is about. Generally, you need to add your keywords as early as possible in the title tag. The challenge with this strategy is when you have a creative title planned. Sometimes, putting the keywords in the early part of the title tag makes it sound awkward. You should prioritize user experience if this is the case.

Near the top of the page

You should also include the keywords in the first paragraph of your content. Lengthy types of contents are not entirely scanned by crawlers. Aside from the title tag, crawlers also try to figure out what your content is about from the first paragraphs. This is why you need to include your keywords in these areas.

Text content of the page

Aside from the first paragraph, you should also add the keywords 3-4 times in various parts of the content. In this case, you may need to make variations of the main keywords to make it sound natural and to avoid redundancy for the readers.

Alt-attribute of images

You should also add sentences or descriptions of your pictures in the image's alt-attribute. This will help your images rank well in the image search feature of search engines. You should make sure that you only include images related to your content. You should also try to make unique images and photos. This will make your images stand out in the image search result pages and may lead to higher click through rates.

Meta description

All the other attributes above will make webpages rank better in the search engine result pages. To keep your webpages ranking high, you need to make sure that people who see it click on it to go to your page. A webpage's past click-through rates is also an important ranking factor.

Two important factors will improve your click-through rate in the search engine. The first one is the title of your content, which was discussed earlier in this section. The second one is the description under the title. Most content management software (CMS) will use the first part of the text content as the description by default. You should check with your CMS on how to add a meta description so that you can control the text that appears below your title in the search engine result

pages. You need to experiment on different copies of your description to be able to arrive at the ones that yield the highest click-through rates.

Activity for Days 7 and 8: Do Keyword Research

When you already have a website and a specific topic to pursue, your next move is to find keywords and phrases that will help you reach your goals for your website. Refer to the tips in this chapter to understand how keywords work in SEO and how to use them. Aside from the ever-popular Google AdWords Keyword Planner, there are other free online tools that you can use when researching for the best keywords for your website:

Microsoft Bing Ads

This is Bing's version of the keyword planner. If a large part of your website traffic comes from Bing, you should also use this tool.

Google Trends

Google trends provide you with the popular keywords used by people around the world. They also allow you to check what is popular in your country right now and in the past. You can also get insights on the fluctuation of popularity of certain keywords and phrases over the years.

Chapter 5: User Experience Affects your Ranking

In the last chapter, we discussed the importance of keeping your targeted keywords in line with what your webpages are about and what your visitors need.

If your website for example focuses on muscle-building workout equipment, you should target keywords that people use to look for that type of item online.

When people click on the link to your webpage on the search engine results page, they have expectations that you need to meet. In this particular example, if you rank in the right keywords, the visitor may expect to find different types of weighted exercise tools. You may also add food supplements that increase the rate of muscle growth.

Let us say that your visitor arrives to your website using the key phrase “muscle-building workout equipment” but when they got to your website, they found that you focus on yoga tips and you only review yoga-related products. In this case, your visitor will be slightly disappointed with the results and may click the “back” button in their mobile device or their browser.

This is an example of a bad user experience. Search engines try to avoid sending people to the wrong websites. They also try to prevent poorly structured websites from ranking well. To make sure that only the best websites for a particular topic gets the top spot in the search result pages, the search engine algorithm considers multiple ranking factors. Check your website for the following ranking factors for a generally great user experience:

Keyword-topic alignment

The first factor to consider is the keywords that you use. When your topic and your dominant keywords are not in line, your webpage may rank on keywords not related to the content you offer. This will lead to unsatisfied users. You may even get penalties in future algorithm updates.

Inbound link quality

Links are a signal to the search engines that the webpage’s content is popular. This gives them the idea that people who

may be interested in it in the future will have a good user experience when engaging with the content.

Popular websites have a considerable advantage when it comes to building links. More people are already following their content and they are more likely to get links from other great quality websites right after they publish.

Navigational structure

Your website's navigation is also important. Generally, you should make sure that visitors could reach all the pages from your home page in three clicks or less. If you have not planned on your website's navigation on your building stage, you should take the time to list down all your webpages and make sure that they are easily accessible from your home page.

User Engagement

When people click on the back button right after clicking on your link in the search engine results page, the search engine thinks that the user was disappointed with what they experienced. This could happen for a variety of reasons. For instance, it could be because a particular webpage is too slow in loading content. It could also be because they saw that the content in the webpage was not what they need. However, people can click back for less important reasons. Regardless of people's reasons for clicking the back button, it will affect your page's ranking in the search engines.

To prevent this from happening, you should design your content to keep people engaged. If you are using dominantly text content, writer your first paragraph well to get people hooked and not want to click back. You should also provide photos and images so that they will not just see a wall of text. If you have a video on the page, you need to make sure that it is functioning well and it loads fast. Lastly, you should have links to other interesting content to make sure that your visitor does not "bounce" or leave your website after the first page.

Machine insights

One of the most significant updates in the world of SEO is the Panda updates of 2011. Google introduced a new part in its ranking algorithm, referred to in the SEO industry as machine learning. In a nutshell, the algorithm mimics how humans judge website quality. Many seasoned websites were overtaken by upstart websites when the updates rolled out because the design and overall user experience of the newer websites were better than the older ones. The black hat SEO

practitioners were the target of the updates however; good quality websites with a few black hat practices were also affected.

Google's goal was to clean up its search results from badly built websites that provide less than satisfactory user experience. As long as you keep your content quality high and you make sure that your users are satisfied with what you offer, you will be safe. By following the tips in this book, you will be able to avoid some of the negative effects of past updates and possibly, some future updates.

Activity for Days 9 – 10: Design your website according to the preference of your ideal visitors

You should make sure that your website looks great to your ideal visitors. All the content that you have should also fit their needs and wants. Lastly, you should test your website's navigation. You need to make sure that you connect pages with related content through links. If you have someone to help you out, you should have him or her look for a specific information in your website. You should then ask them for feedback on your website's navigation.

Chapter 6: Building your Webpages' Link Profile

Search engines consider links as popularity metrics. After the Panda updates, Google still considers links as valuable, but it has become stricter in using them as ranking factors.

How search engines use links:

Make sure your links relate to your main topic

The types of links leading to your website should depend on the type of content that you offer. If you offer celebrity news for example, the websites publishing your links should also be related to celebrities. This includes celebrity blogs, forums and other celebrity news sites.

You should also consider the locality of your website. If your website caters to the population of a specific city, links from websites also related to that city will have more weight than links from websites that offer general information.

Popular websites hold more weight

You should also consider a website's popularity when looking for sources of links. A link from the New York Times website will hold more weight than a link from your friend's blog. Search engines consider these types of website as trustworthy. Links from spam websites will also do your webpages more harm than good.

Be careful in using anchor texts

In the link structure, the most important factor to consider is the anchor text. This is the part of the code of the link that users can read and click. The anchor texts of links leading to your website should also be related to your topic. However, you should make sure that the anchor texts leading to your webpages look natural. If all of them use the same anchor texts, Google may think that you are gaming the system or using black hat methods to build links.

Build links slowly over time

Search engines may also think that you are using such methods if your website is new but you already have hundreds of

links. To avoid this from happening, you should make sure that the SEO companies or professionals you hire will not build links that point to your website indiscriminately.

A link's value decreases over time

Amateur marketers also think that the quality of the links they have remain the same as long as it is live. Google however, has taken freshness of content as an important factor when ranking. As the websites that link to you become less popular, your ranking also goes down. To prevent this from happening, you should produce content regularly that will contribute to your link profile.

Activity for days 11 -13:

You will need a lot of time in building your website's link profile but taking these steps will help you in starting the process. Your first task is to find people who also have websites similar to yours. They should not offer spam content and they should be managed by reputable companies or online marketers.

Your next step is to collect contact information about the owners of these websites and start communicating with them. One of the best ways to do this is to offer to do a guest post on their website. Most webmasters will welcome an opportunity to get free content on their website. They will review your content before they give it the go signal so you need to make sure that it is of high quality. You will need 2 days to create a well-researched and excellent content and a day to start sending out emails.

On the 14th day, you should review on the improvement of your ranking and what other tasks you can do to improve it further.

Conclusion

Thank you again for downloading this book!

I hope this book was able to help you to learn about SEO and improve your ranking in the search engine results page.

The next step is to continue on learning and implementing the best practices for SEO. This industry is still developing.

You need to keep yourself informed of the latest updates to keep your website competitive in the ranking.

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