



WORDPRESS

**Everything You Need to Know to Start a
WordPress Blog or Website from Scratch**



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WordPress

Beginners Guide to Starting a WordPress Blog or Website from Scratch

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Chapter 1: Introduction

If you're reading this, you must be ready to start your own blog or website and delve into the exciting world of online content. More likely, you want to get started with making money online, and you're possibly looking to start your own online business. In this day and age, it has become ever more important that you create your own strong online presence as a business. This WordPress guide will teach you all about getting started with that!

Building a website used to be a complicated and lengthy endeavor. Luckily, there now are many solutions for starting a website within hours, sometimes even minutes. It should be no surprise that I'm trying to introduce you to website building using WordPress. WordPress is one of the easiest tools you can use to get started in your online adventure. Many millions of websites have been built using this tool, and yours will likely be joining them soon.

Basically, WordPress is an open-source content management system. It is one of the most powerful systems or tools available online today, with a user base of literally millions of people. These are people that probably don't even have clue about the complicated HTML-coding language that is used to build sites.

Utilize this book to help you make sure you are ready to take on your WordPress adventure. You will learn from the beginning what steps you need to take to create and run a successful WordPress website. No prior knowledge required. If you do have some knowledge already, then great, you have a head start!

This in-depth guide will help you navigate through the jungle of WordPress themes, plugins, setting and many other useful features to optimize your site. So, starting from nothing, let's get that website going. The following chapters will help you get started with ease.

Chapter 2: The Basics of WordPress

What might come natural to some, others will find confusing. So let's start with the basics. What exactly is WordPress and why should you use it?



What is WordPress?

WordPress is professionally known as a Content Management System (CMS); this means that this tool gives users the ability to create and modify digital content on a common user interface. Or to say it the language of a normal human being: WordPress is a tool to make websites. It enables you to develop your blog and website, edit it, add your own content, and publish it on the internet.

The process of creating a website can be quite intimidating for someone who has never done this before. However, WordPress enables you to build a website, even when you do not have any knowledge on HTML-code or other technicalities. You're guided in every step by the many thousands of plugin-software tools. And no, this will not cost you a single dollar. That's right, using WordPress is as cheap as it gets... \$0,00!

Is WordPress free?

Yes, WordPress is free! When you take advantage of just the free stuff, you get a lot of really awesome and helpful tools. That's what this guide is here to teach you: how to take advantage of all of these awesome features that WordPress has to offer. WordPress does have some other paid options as well. You can pay for themes and other tools, but it is not required. And it is certainly not recommended to get paid software plugins for your website when you're just starting out.

This guide will also examine some of these paid options and the scenarios in which you might want to pay for some other services rather than just rely on free features. Should you choose to purchase these options? This guide can help you learn which options to purchase, as well as how to make the right purchase for your website.

For example, if you choose to purchase a theme, make sure you carefully test that theme in multiple scenarios and consider all options before you purchase. The last thing you want to do is purchase a theme that ends up not working for what you need and want. Generally, it is highly recommendable to start off with a WordPress theme that is completely free.

Why is WordPress preferred?

WordPress has a lot of really awesome benefits that give you a good reason to use them. Today, WordPress powers over 60,000 websites, and they didn't get there by chance. WordPress offers over 19,000 *free* plug-ins to help you optimize and customize your site. It is open-source, so these plug-ins get added to by software developers around the world daily. WordPress provides an elegant and easy to use platform that is constantly being updated for the better. WordPress is not the only option available to you; the internet is full of different hosting tools and content management systems, but WordPress provides a highly superior experience to you. WordPress is easy to use, has tons of customize options, and has more users and more developers than any other CMS platform.

WordPress is not only free, but it is high quality free. There will always be trade-offs for selecting a free service over a paid one. This is an example that is reiterated constantly throughout our lives. Even if we want to play a 'free' game on our phones we often have to choose between ads and extra payment. Just like with applications, there is a tradeoff associated with choosing a free version over a paid version. However, WordPress is not like the other free websites.

It is easy to prefer WordPress when you recognize the quality of what you are getting. WordPress is easy to use and learn, helpful and intuitive, and it comes with an awesome community of other WordPress users. WordPress can offer you strong analytical, creation, and functioning tools. The biggest issue with WordPress, is learning how to take advantage of all that it has to offer:

- How do you use it?
- How do you make the best website?
- How do you get started and how do you finish?
- What theme do you pick?
- How do you customize it?
- What software plug-ins are available?
- How do I utilize these plug-ins to my advantage?
- What do I need to do to put the best website out there?

These are all things you will find yourself asking as you work on your new WordPress website, and these are the things that this book will help you with. WordPress is an endless fount of resources and possibilities. Get ready to take advantage of one of the strongest websites the internet has to offer.

Chapter 3: Hosting and Domain Names

The first step to getting your website set up is to actually get your website linked up to a server. There's tons of cheap hosting services out there that will help you on your way with this. Furthermore, you will need a website domain name, which is the webpage that gets displayed in the URL-bar of your browser. Let's examine both of these essential steps in detail.



Where to get Hosting

Choosing a host is an important part of your WordPress site experience. There are hundreds of thousands of hosts available through the internet. Having this many options is nice, but you want to make sure that you select the correct one. You want to find a good balance between cost efficiency and quality. Find a host that you know will work well with the WordPress software. *Remember*, you only need to find a host if you have downloaded WordPress from WordPress.org. If you are utilizing the free set-up from WordPress.com, you do not have to find one; WordPress.com will be your host for you.

WordPress.org does have a few hosts that they personally suggest. These can be found at <https://wordpress.org/hosting/>. Do not think that these are the only hosts you are limited to. There are thousands of hosts that are compatible with WordPress. Every site is different, so every host is different. You will want to find the one that is best for you. Usually, for beginners it is better to choose a cheaper hosting service like HostGator.

The WordPress software has a set of minimum requirements. These requirements can be found at <https://wordpress.org/about/requirements/>. As long as the host that you choose meets these minimum requirements, it should work with WordPress. When you use a WordPress recommended host, however, you are using hosts that WordPress has tested that knows works well with the software. This is important information to pay attention to. Choose the

right host for your website. Selecting the wrong host may create problematic issues for your website that you should not have to worry about fixing.

Choosing Your Domain Name

Choosing a domain name is especially important. Your domain name is your identifier. It is the name that everyone who visits your website will type into their address bars. Choose your domain name carefully and check it to make sure it is not already taken. Here are some important tips you must remember as you select your domain name.

Make it unique and memorable

You do not want to be mistaken for another similarly worded site. You do not want those visitors to go to another site instead of yours. You also do not want to be boring. You want those visitors to remember where they viewed the fantastic content that you present and go back to see more: time and time again.

Make it short

Do not make your domain name too long, you will, again, deter the visitors. You will make your site difficult to work with and promote. Some very short domain names are so-called ‘premium names’. These can only be bought for large sums of money. It is recommendable to only choose a domain name that you can buy and register for cheap (around 10 dollars per year).

Check for availability

People buy and register domain all the time. Most regular .com names are already taken, so you need to actually check if the domain name of your choice is still available for sale, or if someone already beat you to it. You can check this by simply going to a domain name registration service (such as

NameCheap), and type in a few website names you wish to register.

Use keywords to target your audience

If you are hoping to gain an audience from those people who utilize search engines, then this will be your first step in optimizing that. You should utilize keywords that you expect people will search when looking for your content. Target those people and the areas who you want to access the content on your site. This way, when they search these terms, or for information in these areas, they can come up with your site.

Avoid numbers and hyphens

Numbers, hyphens, and special characters can make your website confusing and difficult to find. In addition to this, it can make your website confused with those who have the same names without numbers or hyphens. Avoiding these special characters can help your website immensely.

Act Fast

Once you find an available domain name that you like, make sure that you grab it. Domains can be grabbed up quickly and you do not want someone else to steal your idea before it is actually yours.

Buying Your Domain Name

When you get a website through WordPress, you will automatically get a domain name on the WordPress platform. A free WordPress domain name works just fine if you are simply hosting a personal blog, although it does not look very professional.

Instead of your site being displayed as ‘<http://www.thisismysite.com>’, it can, by default, only be accessed through ‘<http://www.thisismysite.wordpress.com>’. For business purposes, we don’t want that. That’s why we will need to register a domain at a domain selling platform. This is a place to buy and register the domain you have chosen for your website. It is important that your domain name of choice is still available, otherwise you cannot claim it for yourself. For the cheapest and easiest solution, I recommend using Namecheap.com to register your domain.

Chapter 4: Setting Up WordPress

So now it's time to actually get ready setting up WordPress. It's pretty simple, we just need to follow a few basic steps, and have our domain name in place.

Installing WordPress on Your Domain

So you have selected your host, selected your domain name, and downloaded WordPress onto your website from WordPress.org. It is time to install WordPress onto your new domain and link your hosting service. WordPress is well known for being fairly easy to install and use with your website. Most web hosts that you can use offer tools that can help you install WordPress. These tools are available through your hosts website and will be generally easy to use and self-explanatory. However, you are not required to utilize these, you can install WordPress on your own.

The instructions for this can be found at

https://codex.wordpress.org/Installing_WordPress. This installation guide gives you a step-by-step guide on using the WordPress easy installation.

Before you install WordPress, make sure that your Web host meets the WordPress minimum requirements, you have downloaded the most current version of WordPress, you unzipped the downloaded file onto your hard drive, and you created a secure password for your WordPress secret key.

What follows is what WordPress describes as the famous five minute install.

Do not worry too much if you have issues with this. You can see some of the popular trouble shooting here:

https://codex.wordpress.org/Installing_WordPress.

- . Download and unzip the WordPress package if you haven't already.
- . Create a database for WordPress on your web server, as well as a [MySQL](#)

(or MariaDB) user who has all privileges for accessing and modifying it.

1. (Optional) Find and rename wp-config-sample.php to wp-config.php, then edit the file (see [Editing wp-config.php](#)) and add your database information.
2. Upload the WordPress files to the desired location on your web server:
 - If you want to integrate WordPress into the root of your domain (e.g. <http://example.com/>), move or upload all contents of the unzipped WordPress directory (excluding the WordPress directory itself) into the root directory of your web server.
 - If you want to have your WordPress installation in its own subdirectory on your website (e.g. <http://example.com/blog/>), create the blog directory on your server and upload the contents of the unzipped WordPress package to the directory via FTP.
 - **Note:** *If your FTP client has an option to convert file names to lower case, make sure it's disabled.*
3. Run the WordPress installation script by accessing the URL in a web browser. This should be the URL where you uploaded the WordPress files.
 - If you installed WordPress in the root directory, you should visit: <http://example.com/>
 - If you installed WordPress in its own subdirectory called blog, for example, you should visit: <http://example.com/blog/>.

That's it! WordPress should now be installed.

This may seem complicated and over simplified. If you have more issues installing WordPress, you can check out the detailed instructions and troubleshooting page [here](#). WordPress even has instructions for how to install on domains with different host tools like phpMyAdmin, my SQL management,

and DirectAdmin. Do not be worried if you have to use these troubleshooting directions. WordPress has a great set-up for help and assistance.

Chapter 5: About WordPress Themes

Your theme will determine the look and feel of your website. Basically, it is a template that will determine the structure and layout of the content you would be going to deliver on your site.

Choosing your Theme

Choosing your theme is an important part of your website. You want to make sure that the theme you select works well in every way with your website and looks how you want it to. A theme is like a “skin” for your website. Themes change the design, look, and presentation of your website. They can be essential to impressing and working well with those people who visit your site or blog on a regular basis. WordPress themes are able to use template files to change your website’s or blog’s appearance without changing the underlying software and content.

WordPress is considered an open source website. That means that anyone can upload and share themes and anyone can use them. WordPress believe that there should be many free options available to everyone. WordPress has a theme directory with all of the currently available and tested themes. This theme directory is located at <https://wordpress.org/themes/> . Here you can see the popular themes, featured themes, and even search through your own keywords or ideas.



There are many things to consider when you are choosing your WordPress theme. Make sure that you select the right one. You can always change and test out new themes on your WordPress Blog or Website. Make sure that once you select your theme you test it out on your phone, other browsers, and other computers. This way, you can make sure that your new theme for your website or blog works exactly how you want it to work. Here is what you should consider when you are selecting your perfect theme:

- Speed: The speed of your new theme for your website or blog is very important. It is vital that you find one that works for you. Consider how much information and content you will want to be including on each page and what type of audience is viewing each page. Remember to consistently test the speed of your website on multiple platforms.
- Lightweight and Minimalistic: A lightweight or minimalistic theme is going to perform faster than a heavier or flashier theme. These themes have simple patterns and setups. They do not have complex rules and

transitions. Lightweight and minimalistic themes do not generally have buttons that do special tricks or strong graphics. If you are going to have content that will take up more speed from the website, this may be the best route for you. If you want your website or blog to be simple, quick, and easy to access, a lighter theme may help you provide that.

- OR Heavy and Flashy: A heavy and flashy theme may not be the worst thing possible for your blog either. Sure, the light and minimalistic themes can help provide ease of use and speed. However, the heavier and flashier themes come with more features and exciting tools for your new blog or website. These themes will have more impressive features that may help keep your audience entertained and coming back for more. The content and theme are both very important when doing this.

- User Experience: The number one consideration when selecting a theme is your users experience. You will want to consider what audience you want to attract and how you want that audience to feel about your site and your content. You want to ensure that your audience will have a pleasant experience with your blog or website. This may take some effort and some additional work. You may have to utilize a trial and error method and minor theme adjustments until you find one that works perfectly for you. Even so, the theme may not always work perfectly for you. So don't forget to consistently check on your user experience.

- Ease of Use: Is your theme easy to use? This is another important consideration. If all of your menu options are too close together for your readers to click on and your text is almost unreadable, maybe this theme

is not for you. Appearance and speed is important, but ease of use is vital. If someone utilizes your website and has a difficult time, chances are they won't come back. Constantly make sure that your website is easy to use. Test it on your phone, other computers, other networks, and all browsers possible. Different browsers and views can make a theme appear and be used differently. Make sure that your theme makes your blog or site easy to use on every platform possible.

- Mobile Friendliness: Much like the ease of use, the mobile friendliness of your blog or website is vital to keeping consumers around. More than 63% of US adults have smartphones now. That is a huge chunk of the population who is probably looking at your content on a tiny four-inch screen, instead of a larger one. This will not be a problem if you plan your website or blog correctly and make sure that it is very mobile friendly. If it is not mobile friendly, chances are readers will not stay and attempt to read the content, let alone attempt to come back.

- How easy is it to customize? Similarly, the customization is very important. You want to consider how easy it is to make the theme look like you want it to. You do not want your site to look like everyone else's, you want to make it yours. This helps you stand out. Consumers will notice and appreciate the customization. Do not be afraid to scrap a theme just because you do not like the way it customizes. There are thousands more themes for you to choose from. Chances are, something will have what you want.

Premium Themes vs. Free Themes

All of the magical themes available for WordPress are not always free. There are several themes that are premium themes. These premium themes come at a cost. So, the question becomes *Do you spend money on themes, or no?* If you are a beginner, the answer is NO. As you begin to utilize WordPress, find themes that work well for you. Figure out what you need and what you do not need. As time goes on, you will probably want to invest in some premium themes, but at this point you are better off utilizing what you have available for free.

Premium themes do come with their share of advantages that you will want to consider one you get more and more involved and invested into your blog or website. The advantages to the premium themes on WordPress are:

- Better Formatting
- Increased Support
- More Customization
- More Options
- More Unique Ability

It depends on what your goals are. If you are serious about starting a business and your website will be a critical part of your marketing plan (and it should be!), you will probably be better off making a commitment to a paid theme (just make sure it comes from a reputable company and that you test it before purchasing).

If you are unsure of where to start with your theme, I recommend that you take

the time to check out the themes GeneratePress and Sparkling. They are both fantastic options for a beautiful web design. Both GeneratePress and Sparkling are completely free and very user friendly.

Customizing Your Theme

When working on your theme, learning and knowing minor HTML will make all of the difference in the world. You can build additional specifications and scripts into your themes. Utilize google to find some good pre-built scripts to aid in the customization of your theme. WordPress has help pages to provide additional support with your theme customization goals.

Testing Your Theme

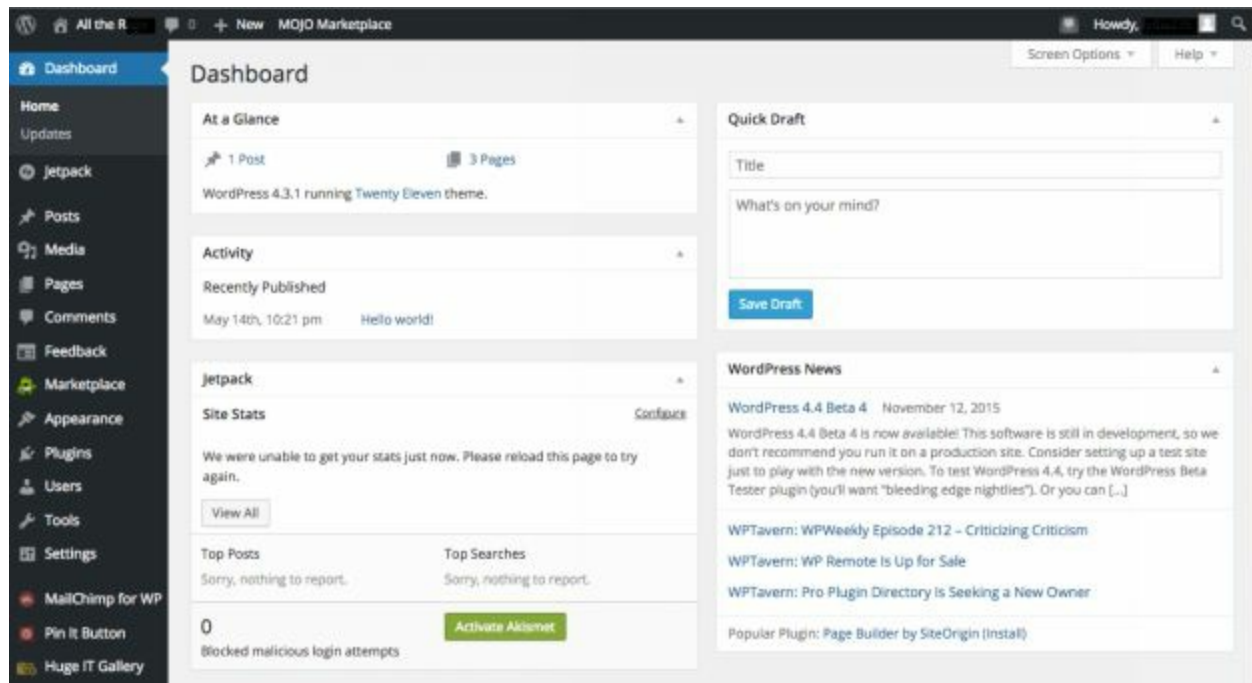
Make sure that you are consistently testing the looks and performance of the new WordPress theme that you have selected. In addition to this, make sure that you test your theme every time that there is a new WordPress update. Test your theme for usability and performance in all categories. Make adjustments that show all of your content easily and in a way that you want it to be displayed and available.

Chapter 6: Understanding the WordPress Dashboard

The first step in creating a strong website is to familiarize yourself with the first thing you will see when you log-in. This is the WordPress Dashboard. The dashboard is a necessary part of putting your website together and can be extremely helpful as you continue to expand your website. Here, you can see exactly how your site is doing.

Once you log into your WordPress Admin screen, the first thing you will see is your WordPress Dashboard. Your dashboard is the most necessary and important tool in your WordPress arsenal. The WordPress dashboard gives you the ability to get an at-glance overview of everything that is happening with your blog or website. The dashboard lets you catch up on news, view draft posts, see who is linking to your website, quickly put out posts, or check and moderate comments.

Everything on the dashboard comes in blocks called widgets. There are five defaulted widgets on the dashboard:



At a glance: At a glance gives you a birds-eye view of everything that is happening with your blog or website. It gives you information like the number of posts, pages, and comments on your website.

Activity: Shows the activity on your blog such and recent comments in need of moderation and scheduled posts.

Quick Draft: This allows you to make a quick no-frills draft for publishing on your website or blog.

WordPress News: This widget keeps you up to date on everything that is happening in the WordPress community.

These widgets can be adjusted, moved, deleted, or added to as time goes on and as you may desire. You can choose which widgets will work best for you as you work on your blog or website. Many plug-in developers make widgets

that can be added to your Dashboard. You can also add other widgets to give you quick views on your blog or website. Utilize the “screen options” to choose which widgets you want to see and which ones you do not.

Menu

From the dashboard, the left side of screen you will see the menu to navigate your website. This menu gives you access to everything you need for your website or blog.

Posts

When you are ready to begin adding content to your website or blog, this selection is going to be very helpful to you. Here, you can add pages, add content to any of these pages, edit this content, add media to your posts, and much, much more. Don’t forget to tag your posts! This helps get them recognized, get them into search engines, and gives you categories for your posts.

Media

From the media selection, you can add media such as audio files, videos, music, or pictures. Here, there is also a library where you can view and edit all of your previously added media.

Pages

A page is static content. When you add a page, they stay on your website or blog. Typically, you can utilize pages to add “About” sections or “Contact” pages. The All Pages tool helps you edit, add, delete, and organize pages. Utilizing multiple pages is a sign of a well-run, put together website. It helps

keep you organized and assists your viewers as they look for specific information.

Comments

Your comments are your reader feedback. This tool lets you see and moderate all of the comments that users have posted to any and all of your content. This also gives you access to the Spam comments. Regularly check these comments to make sure that nothing got marked as Spam when it should have been posted. This tool also gives you the ability to set-up or take away moderation and the ability to comment all-together on posts. It is generally better to keep moderation on within your website. This way, inappropriate and Spam comments can be screened out. It may take a little extra work, but it is better than having comments you should not have and having to delete them after the fact. There is a search box that allows you to search for specific comments on your site.

Appearance

Along with “posts,” this is one of the most important tools available through your dashboard for your blog or website. Here, you have the power to make your website look the way you want it.

Utilize the theme’s tool to change your theme. Remember, that once you select your theme you need to test it very carefully for usability. If you choose to get a premium theme make sure that it comes from a reputable dealer and that you test it before you purchase it.

The customize tool goes along with your theme. Any customizable options that go along with the theme that you select will be displayed and editable here.

This is the fun part when you get to change your blog even more to make it the best website possible for everything that you need.

The menus tool gives you the ability to add menus and navigation to present to your website or blog visitors. This is very important when it comes to the usability of your website. If your website is difficult to navigate, those visitors you get may not come back. Make the menus tool a priority for yourself as you continue to work on your website.

The header tool lets you change what is displayed on a theme's header. Make sure you change this, I'm sure you will notice if you don't when you edit the header.

The background feature tool allows you to change the background of your blog.

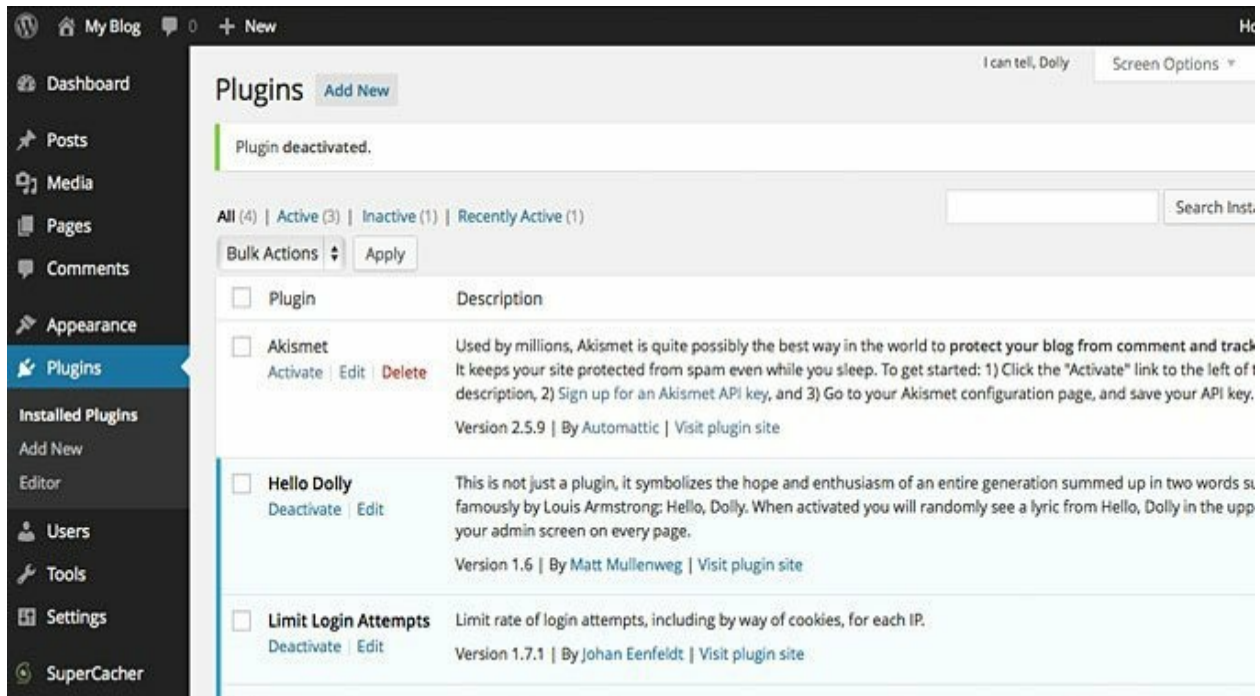
The theme editor allows you to adjust sections of the coding in your theme. If you have some knowledge of HTML or CSS this tool will assist you even more with your website. This is by no means a required knowledge to have, but as you need your website to do more, it may be a skill worth learning.

Plugins

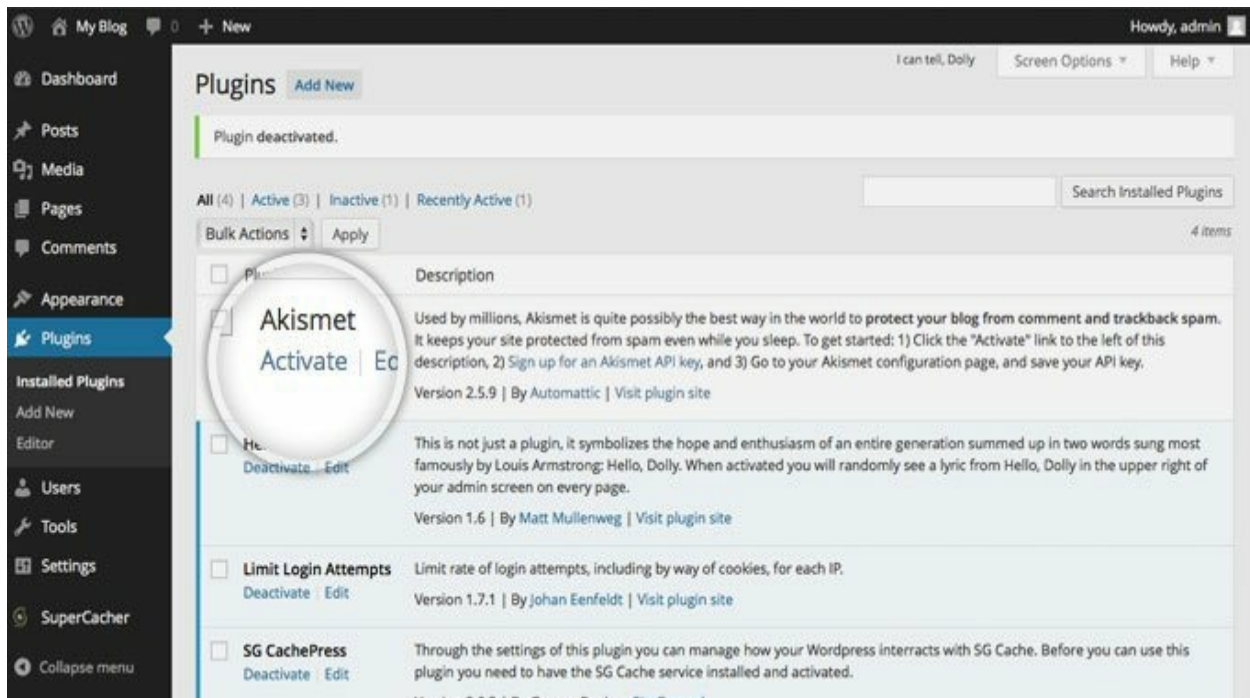
Plugins are totally awesome and helpful. Plugins are a tool that can be extremely useful for you as you work on your blog or website with WordPress. Your plugins extend and expand the features and functionality of your blog or website. There are nearly fifty-thousand plug-ins currently available to you from WordPress. You can get them from <https://wordpress.org/plugins/> where you can search, see the most popular ones, and even see what plug-ins are

available for Beta testing.

Installing a plug-in is easy and straightforward. To install a plugin you generally just need to put the plugin file into your 'wp-content/plugins' directory. Once a plugin is installed, you are easily able activate it or deactivate it from the Plugins menu in your WP administration.



On the dashboard, it is easy to add a new plug-in file once you find one that you want to use. From there, you can select which files you want to activate or de-activate.



In WordPress 2.7 and above you can install plugins directly from the admin area. Download the plugin to your computer, then log in to your WP admin area and go to Plugins > Add New. Browse to the plugin archive and select it. Then click Install Now and the plugin will be installed shortly.



The removal is also straight-forward and easy in most plug-in cases. To remove it, you can simply remove the directory for the plugin you would like

to uninstall and it will be automatically deactivated.

Keep in mind that not all plug-ins are easy to install. You can view their specific installation and use when you read them on the WordPress.org website.

Users

Each blog or website has at least one user, but you can add more. Many people have others involved in their blog or website who they want to be able to add content on their own. If you want another person to be able to post to your blog or generate content on your website, that person must have access to a user account; typically, every person will have her or his own user account. That is what this users tab is for on the dashboard, from the Users option in the main navigation menu you have the ability to set up all of the user accounts you need. You can also change a user's information or even delete them. This can make managing your blog or website much easier.

Do not forget to take advantage of the important administrative feature here is the Roles feature. Depending on their Role, different users have different capabilities.

Tools

The tools app, located on the main navigation menu, is intended to be very helpful to you and your blog or website. Here, you are given the ability to speed up WordPress for your local machine, import content from other sources, export your content, or to upgrade your WordPress software to a new release. Keep this in mind, because keeping your software updated is very important.

Chapter 7: Essential Plugins

Plugins are definitely very important in your search to have the best blog or website out there. Your plugins extend and expand the features and functionality of your blog or website. There are nearly fifty-thousand plug-ins currently available to you from WordPress. You can get them from <https://wordpress.org/plugins/> where you can search, see the most popular ones, and even see what plug-ins are available for Beta testing.

Visit the previous chapter if you are having trouble installing plug-ins on your website. This can be tricky if you try to do so without any help or assistance. Do not be afraid to look it up and take advantage of this book or the resources online through WordPress.



There are a nearly endless supplies of plugins available to you as you put

together your website or blog. There are over forty-five thousand plugins and they have been downloaded over a million times.

Plugins are essential to running your blog or website and having the best experience for your users. It can help you customize your blog to do everything you need it to. Here are a few different categories that are essential to running your blog or website. In each category, there will be an explanation of what you want your plugins to do and what plugins are available now that other people have found helpful.

SEO (Search Engine Optimization)

Search engine optimization is crucial to running your blog or website. If you want people to hit your site based on web searches, you want to work with search engine optimization. SEO plugins allow webmasters to easily optimize certain elements of a website's code and structure to make it more noticeable and workable by search engine spiders. Just having the SEO plugin alone won't improve your company's search engine rankings. You still need to write a title tag and Meta description that's optimized for the keywords your customers are using to search online for products and services. If you utilize a good SEO plugin and put the effort in, you will see positive results through your blog or website. Invest time in your SEO and you will see positive results. Here are a few of the top performing SEO plugins around today:

- All in One SEO Pack – This plugin is very popular on WordPress. It is one of the top performing overall plugins available on WordPress. It can be downloaded via this link here: <https://wordpress.org/plugins/all-in-one-seo-pack/>

The All in One SEO Pack gives you some great tools to help optimize

SEO for your blog or website. Some of the benefits that this plugin totes include: google analytics support, Automatically notifies search engines like Google and Bing about changes to your site, ONLY free plugin to provide SEO Integration for e-Commerce sites, including WooCommerce, Generates META tags automatically, compatible with many other plugins, and translated into 57 other languages. The All in One SEO Pack is regularly updated and has many good reviews.

- Yoast SEO – Yoast SEO is a great way to keep yourself focused and up-to-date. Yoast also boasts a lot of different tools to help you improve content. It is regularly updated as well. It first and foremost helps you write better content. Yoast SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere. You can download Yoast by clicking on [this link](#).

Analytics

Learning more about your users is vital to running a successful online business website or blog. You need an analytics solution that helps you gather data and provide insightful reports into user activity on your site. Without this tool, you cannot know who is visiting your site and why. Having stronger analytics helps you create content that is going to work well with your audience and keep those readers and users coming back time and time again.

A good analytics platform can tell you where your users are coming from, which pages they are visiting the most, how long do they stay on your website. You want to know which links they are clicking on and much more. This is all where the analytics plugins come into play. Here are a few good analytics plugins you can utilize to help with this portion of running your website or blog. Make sure that you take advantage of them and utilize them in a way that helps your business. It is not enough to simply download the correct plugin,

you must also utilize it and take it into consideration.

- Google Analytics – Google analytics is the most popular analytics tool available, even though it is not necessarily a plugin. It is free, and very easy to install. Go to [this website](#) to learn how to install google analytics onto your blog or website.
- Google Analytics Plugin for WordPress - The Google Analytics for WordPress allows you to track your blog easily and always stays up to date with the newest features in Google Analytics. This plugin uses the universal or the asynchronous Google Analytics tracking code, the fastest and most reliable tracking code Google Analytics offers. Gives you incredibly nice visitor metric dashboards right in your WordPress install. Option to enable demographics and interest reports. This plugin utilized google analytics to an even more positive degree. You can utilize this plugin from [this website](#).

Website Speed

Website speed certainly matters. No matter if it is driven over a WordPress script or on any other, you need to consider the average page load time consistently with your website or blog. There is no particular line over here, which should be considered the best but you need to look over making the website work as fast as it can. WordPress is pretty impressive. The large amount of plugins can be utilized to your advantage as you work with the speed of your website and try to improve it. Here are some plugins that you can utilize to increase the speed of your website. Remember that increasing the speed of your website can increase the popularity and the chances of your users and readers coming back time and time again. Here are some suggested speed increasing plugins.

- WP-Optimize – You may not even realize it, but every time you hit ‘Update’ on a post you are slowing down your WordPress site. Every time you save a post or a page, WordPress creates a revision and stores it on your MySQL overhead. If you work in your WordPress editor, you are most likely constantly saving. Having this many revisions, drafts, and items can choke off your WordPress site speed if you are not careful. This plugin is intentionally made to help with this issue.
- WP Super Cache – When a reader visits your site, their browser has to load a ton of items including logos, the CSS file, and the resources associated with your blog. This is why websites take time to load, and some of them take a lot of time to load. Using browser caching, your browser remembers the items it had to load on the first page it accessed so it doesn’t have to load them up again. The WP Super Cache plugin helps with this by generating a static html file from your WordPress blog. Once the html file is created, your server uses that instead of processing the much bigger PHP scripts to users. The plugin runs automatically once it’s uploaded and enabled. Thankfully, this is one that you should be able to load and forget about. However, do not forget to update it and work out the advanced settings if you need it.

Setting up a Shop

You might find that you want to sell products through your WordPress website. This is totally awesome! Do not be discouraged about all of the different features, many users have done this already, and so there are many plugins available for you to use to set up a shop and sell your products.

- WooCommerce – Woocommerce is one of the most popular plugins for

shop owners and those who want to utilize WordPress to sell items. This had lots of top-of-the-line features; it is powerful and highly extendable. One of the best things about WooCommerce is that it has a large collection of free and paid themes and extensions. Key features of WooCommerce include PayPal Standard integration, sales and reviews reports, multiple shipping options, flexible couponing system and easy inventory management.

- Easy Digital Downloads – Digital downloads can be tough to sell, but they can be great fun and very profitable. Easy Digital Downloads is solely intended for selling digital downloads via WordPress at no cost. Rather than including a lot of useless features like other plug-ins, Easy Digital Downloads has kept selling digital goods simple and streamlined by providing only most useful features. It also includes a powerful reporting system that allows you to see all of your earnings and sales through graphs and easy to analyze data tables.
- Simple PayPal Shopping Cart – This simple solution to ecommerce through your WordPress site allows you to add a PayPal checkout shopping cart to your website. This plugin lets you add an ‘Add to Cart’ button to any product on any pages or posts. It lets you display the cart simply. You can add the cart to sidebars or display it on any page. From this, anyone can check out after viewing their items.

Make sure you regularly clean up plugins that are on your blog or website. You do not want to keep plugins around that you are not using. They can slow down your blog and be a hassle later on. In addition to this, regularly make sure that all of your plugins are working and doing what you want them to do.

Check the reviews on a plugin before you install it on a website. Do not just

assume that it will work and do what you want it to do.

Just like how you would not buy a product on Amazon without checking the review, you need to check the reviews on a plugin before you install it. By doing this, you will save yourself the time it takes to uninstall a plugin and find a new one that does what you want. Your time is valuable as you run a website or blog. Take the time to do it right.

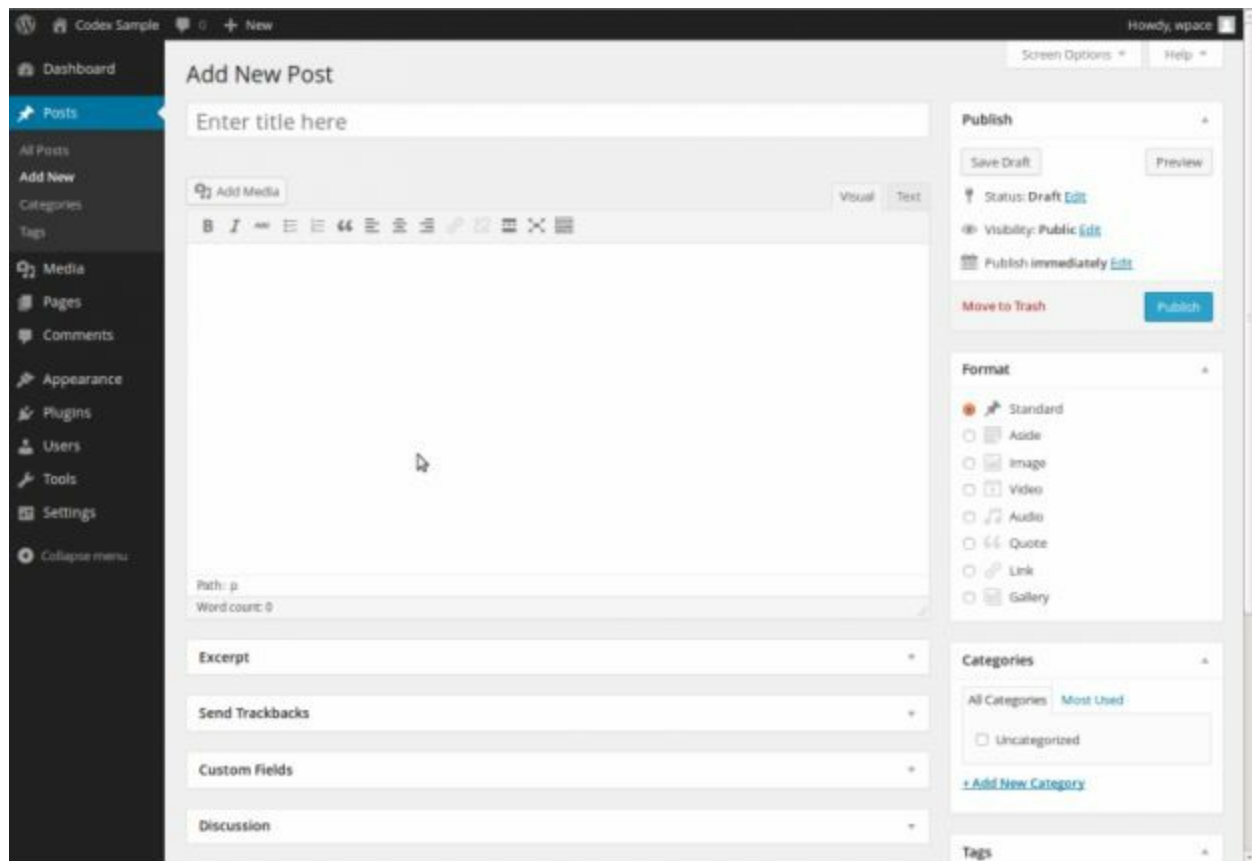
Chapter 8: Adding Content to Your WordPress Site

Adding Content to Your WordPress Website or Blog (Adding Posts)

Content is perhaps one of the most important parts of your website or blog. Even if you have the best design in the world, you will not really have visitors (let alone repeat visitors) if you do not have content on your blog or website. Adding content to your WordPress website or blog is not something you want to do without fully understanding it; make sure you add content in the correct and best way as often as possible. Content is an important aspect of search engine optimization, it is part of how Search Engines like Google, Yahoo, and Bing determine where to rank your website. The content is entirely up to you, write whatever you want, just make sure you share it with the world to help working on your website or blog.

In WordPress, you can either write posts or Pages to keep your readers interested and excited. When you are writing a regular blog entry, you write a post. Posts, in a default setup, will appear in reverse chronological order on your blog's home page. Pages are for content such as "About," "Contact," etc. Pages exist away from the normal blog chronology. Pages are often used to present timeless information (that does not expire and that you want your readers and users to be able to consistently easily access) about yourself or your site. You can even use Pages to organize and manage any content.

However, if you just want to keep adding items to your blog or website, if you want to add updated content ready to view, you will want to use the “posts” function.



Here are the steps you must follow to add a post to your online blog or website through WordPress:

1. Log in to your WordPress Dashboard
2. Click on the 'Posts' tab
3. Click on the 'Add New' sub tab
4. Fill in the blanks on the page that appears: Enter your title, enter your main body, and adjust the post as necessary.
5. Make sure that you are knowledgably adding categories, tags, and editing settings for your post.
6. When you are ready and finished you select 'publish.' If you are not ready yet or you do not want it to be published just yet, you can save your post as a draft and even schedule it to post at a later date.

You can go to [this page](#) on WordPress to learn more about making posts on your blog or website.

Here are some of the important considerations you should have when you add content to your blog or website:

- Use Paragraphs - No one likes to read writing that never pauses for a break or is laid out in one big chunk. This is a really quick way to lose readers based on your content. You can break your writing up into paragraphs: just use double spaces between your paragraphs and WordPress will automatically detect these and insert `<p>` HTML paragraph tags into your writing. This is a simple step that many bloggers can miss, it can be devastating to your blog. Do not forget your paragraphs.
- Use Headings - If you are writing long posts, do not forget to break up the sections by using headings. Headings are small titles to highlight a change of subject much like the bolded parts of this chapter. In HTML, headings are set by the use of h1, h2, h3, h4, and so on. By default, most WordPress Themes use the first, second, and sometimes third heading levels within the site. You can use h4 to set your own headings. If this all seems too confusing, do not hesitate to visit https://codex.wordpress.org/Designing_Headings to learn more about designing and using headings.
- Spell Check and Proofread – Readers do not want to read information from someone who they feel cannot write. There are tools on the WordPress editing page to spell check and proof your post. You do not need to rely upon these, there are a million different tools available online everywhere from grammarly.com (where you can have your posts

proofed by an automatic tool) to the online Khan Academy where you can take free courses on writing, grammar, spelling, and punctuation.

- Write and Post Often – Readers prefer to see consistent content. Create a writing schedule and stick to it. A blog without consistent content has very little value.
- Utilize Pictures, Videos, Media, and Even Menus – The next sections of this chapter will tell you more about doing these for your blog. All of these areas can improve the experience that your visitors will have, which can only positively benefit you and your website or blog.

Adding Pictures

Adding pictures to your posts or pages can totally change and upgrade the dynamic of your blog or website. These are fantastic tools to utilize as you create content and hope to bring in more readers. Make sure that you have good, quality images for your posts. It is very simple to add images to your posts.

1. Place your curser where you want the picture: In order to add a picture to your page or post, you must first insert your cursor text where you want the picture to be at. If you want images in line with the text, you can place your curser within your text. If you want the image to appear by itself, simply place your curser on a blank line.
2. Click the Add Media Button
3. Add or Select the Image that You Want to Use: You have two options here. If you have already uploaded the picture that you want you can select it from the media library. However, if you have not, select ‘upload files.’ From here you can upload the picture or pictures that you want and they will be added to your media library where you can select them.
4. Determine Your Attachment Details: Once you select your image, the

‘Attachment Details’ pane will appear. This shows a small un-cropped thumbnail of the image, as well as important information such as the filename, date uploaded, and image dimensions in pixels. Here, there are action links that allow you to edit the image (which will take you to the ‘Edit Image’ page) or to delete the image permanently from your site if you happen to choose the wrong one or decide you do not want to use it anymore. In addition to this, you can edit the following media information on your image: Title, Caption (This text is displayed below the image), Alternate Text, and Description of the image.

Embedding Videos

It is very easy to embed videos into your WordPress site or blog. Doing so can add an extra level of pleasantry to your blog or website. Make sure that the URL is not a hyperlink and is its own line. On YouTube you can click the ‘embed’ link on most videos and get the perfect link for your WordPress site or Blog.

Now, all you have to do is insert the link into the text of the post where you would like to see it embedded. WordPress is totally awesome and will automatically detect that it is there and embed the video into the blog for you. Now, your readers can view the video without having to leave your blog.

Be careful! Do not add too many videos without reason. This will make your website slower and the loading will be difficult. Make sure to consistently check your blog for speed and ensure that the videos are not slowing it down unnecessarily.

Adding other Media

If you want to add any other media, it can be done one of two ways. You can follow the steps of adding an image into your post and instead upload another form of media, or you can embed it much like you would embed a video, just copy the link.

Just like with the videos, having too much media can slow down your website, so make sure you use this sparingly. Do not have ten videos trying to automatically play on your home screen, this is a quick way to lose readers before they get anywhere near the rest of your content.

Chapter 9: Tips for a Successful WordPress Site

Test, test and test: Test your website, then test it again. Test every single link of your website or blog on every single browser. Test your website on your phone. Test it on another operating system. Then, test it on a tablet. Ask your friends to test and comment on your website. You can even pay someone to test your website for you. There are several where sites you can get your website tested and commented on by various real people in real time. Some of these websites, like [fiverrr.com](https://www.fiverr.com/), will help you find someone to test your website for as little as \$5.

Publish Regularly: Make sure that you are keeping your blog or website up to date. This does not mean that you should stick to a schedule of posting, but you should plan out your posting and content carefully. Make sure that you are paying attention to what your audience is responding to and publishing that sort of content. Do not be over-ambitious. Make sure that you do what you are capable of, but are still publishing regularly. Set a publishing schedule, identify new ideas and plan them in advance, draft new posts, edit those posts well, and regularly share those posts in a manner that attracts readers to them. If you are utilizing search engine optimization software, make sure that you plan out your keywords and organize your posts in a positive manner. Utilize the plug-ins talked about in the previous chapter to help you out with all of this.

High Quality Content: Your users and readers do not want to see the same stock-image on every single site that they visit. They want good content, good pictures, and quality videos. If you are building an online shopping experience

make sure that you provide high quality pictures with views from every angle and strong explanations. Do not just simply provide one picture and assume that is enough. Consumers will not purchase what they do not understand or know well. One way to make sure that they understand and know well is to create high quality content and utilize quality images to showcase your items. Both items that you are trying to sell and content posts/articles are able to impact your audience more if they have high quality media associated with them.

SEO Optimization: One of the most important and useful ways you can increase traffic to your website is through search engines. Even if you feel as though you are consistently at the top of your market and working better than any of your competitors, do not skimp on search engine optimization. You will easily lose all of your market value if you do this to yourself. Utilize plug-ins and do constant research on what you emphasize and how you can improve your search engine optimization skills. Cater your content: optimize your names, titles, descriptions, and content for search engines and performance. You will not regret putting in this extra work. Just like you should schedule blog posts and set-ups, you should schedule time to work on search engine optimization.

- **Consistently Consider All Options:** Stay on top of looking for new platforms, plugins, helpful tools, hints, and additions all the time. Amazing and awesome products are being released every day, and there might be the very ones you needed, but never knew existed. If you stay on top of new and old options, eventually you may find what you need. Do not become complacent in your blog. In fact, you can always make a list of crucial solutions, and utilize at least three of them for a closer look. It

does not mean that you have to use the popular plugins and consistently follow trends. However, instead it means that you will find a thing or two that can make your WordPress blog or website better, and if you blog or website is better, than you will be better, you will create better content, and you will attract more readers, users, and customers.

- **Promote, promote, and promote some more:** Social media is one of today's greatest powers. It can provide you with great opportunities to share your work with the world. Facebook has over three million users and mobile social media gains over one million users per day. This can be an important thing to forget. Find family and friends to help you out. Share. Use buzz words. Social media can be difficult to manage, but if you stay on top of it and utilize it right, it will help you, your business, and your website immensely. Social media can be one of the most helpful tools for your store, blog, or website because you can share your products, articles and blogs there, and interact with customers, readers, and users among your target audience. The best way to start is to attach social sharing icons on the product pages, content, blog posts, and everything else on your site. You can even reward viewers that are sharing your content on a specific network, which is one of the best ways to be more exposed in front of social media followers.
- **Speed up Your Site:** A single, solitary second of loading time on your website can have a 7% reaction. The longer the load, the less likely the customer is to come back, let alone see what you have to offer. In today's fast paced world, no one wants to wait on you. Do not make them if you want your readers to return. Speed is vital for success. Make sure you have the right hosting, do not add too much video content or too many

advertisements, keep your pop-ups to a minimum, and take advantage of speed boosting plugins.

- **Update Regularly:** Update your website or blog regularly, especially when you're using WordPress plugins. Any useful plugin is going to have consistent updates to continue to help you. Having extra plugins can even slow your blog or website down and cost you much needed traffic. Take good care of the products you are downloading and utilizing. Some of them can even compromise your website's security policy. One of the most difficult parts of running a WordPress website or blog is that better and improved versions of WordPress itself, tools, and plugins are appearing day by day, and you have to keep an eye on them in order to improve the user experience and keep your readers coming back daily and appreciating your content. Unedited and irresponsive plugins are the easiest way for hackers to attack your website, simply by staying on track with developments you can keep both intruders and bugs out of your way. Make sure you are doing this at least to protect yourself and your customers.
- **Do Not Forget About Mobile Friendliness:** WordPress websites, blogs, and stores have no choice but to be mobile-friendly if they want to grow in this market, and there is no compromising on it! Phones and tablets have become the principal devices people use to do online shopping, reading, and learning. If your website or blog is not accessible and easy to read from a mobile phone, you will undoubtedly lose customers, readers, and users. Make sure that you test your mobile ability often and on different phones. If your site or blog is difficult to use or read from a phone, your readers and users will go somewhere else for the content

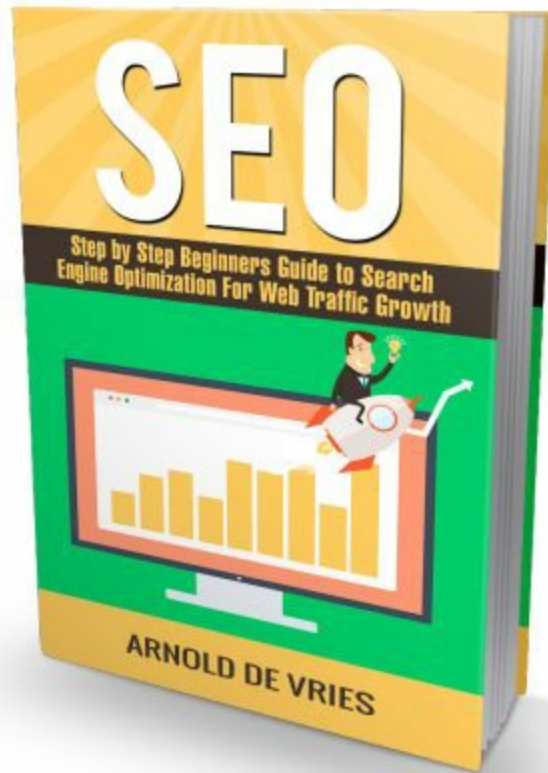
they desire. Mobile sites for blogs and websites can fall behind the technology curve in a matter of months, and more likely, a matter of weeks. Keep on top of your mobile friendliness so you do not unknowingly miss out on customers. Some of the diagnostics and analytics plugins you can utilize on a regular basis can even tell you how many mobile readers and users you are getting. Paying attention to this will help you determine what kind of mobile advances you need and how much attention to need to be paying to your mobile site.

Chapter 10: Parting Words

Building an awesome website is a process. A tool such as WordPress only simplifies the building of that place a little more. As with all tools, it takes time to understand and learn, and will not always cooperate the way you wish it would. This guide will certainly be a helpful *tool* in the process of getting to know the online world a little bit better.

I hope this short guidebook has given you some more in-depth insight into the topic, and will lead you on a path towards a successful WordPress project. One that will not be without obstacles, but certainly a path that will be worthwhile.

If you also wish to learn about how to attract visitors to your new website using Search Engine Optimization (SEO), I highly recommend you to consider my other book on SEO. This is a highly effective way to attract targeted visitors to your site, and a method that earns me many thousands of dollars annually. You can check out my additional information resource on SEO by clicking [here](#), or on the cover of the book below:



Hopefully you are now a little bit more knowledgeable on the topic and will be able to start focusing on the project your website will be about, instead of all the technicalities surrounding it. A journey into the online business world is always an interesting opportunity to discover more about marketing and business, and possibly making a lot of money in the process. Blogging is even one of the coolest ways to make money online! All the best in your life, and my gratitude for giving me the opportunity to get you on your way with your project.