

# **Self-Hosted WordPress Website for Authors**

**A Step-by-Step Beginner's Guide to a  
Complete Website**

**F. Begum**

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## **Acknowledgments**

I would like to thank all the teachers out there from whom I've learned how to create a website using WordPress. Your articles, courses, and videos helped me design my own website and then create this book, which I hope would benefit many non-technical people in creating their websites without having to spend a lot money. I couldn't have done it without your contributions, some of which was free. Thanks again from the bottom of my heart.

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# Introduction

You've written your first book and now you want to create your platform and build your audience. Despite having places like Amazon, Goodreads, and others alike, you need a permanent home for your books, a place where you can talk about your upcoming books, share chapters and excerpts, and anything else you want to do. Most importantly, a place where people can find you.

What you need is a website that is self-hosted, and you can choose your platform. I've created mine on WordPress and in this book, I will show you how you can build yours too without paying \$\$\$ to someone.

Yes, there are places you could build a website very easily and some are free. But if you want to have a blog and I'm sure you do, there is nothing like WordPress. It is not just a website builder but a full content management system, and there are approximately 76 million WordPress sites out there! It is a free software and comes with 1000s of free themes (templates) that you can use As Is, or customize to your needs.

Sometimes you have to change a code or two to do that. Please don't be scared. I am a writer myself. Not a coder. Most of the customizations are performed by myriads of free WordPress plugins without having to write any code at all. The themes also have features that you can use as well. Exactly at the right place, I will ask you to install the desired plugins before moving forward with the steps.

## **Why should you buy my book**

And if you're thinking why should you buy and use this book as everything I'm telling you already exists online, I won't disagree. One thing I can tell you is that if you want to venture out on your own, you'll find that you don't get everything in one video or article. In fact, there are tons of blogs that pull you in with a title such as *Creating an Author Website in WordPress Under 30 Minutes* or similar. You'll find that most of them are simply overviews and there is no way can you build a website so quickly. If you have the time to learn everything on your own piece by piece as I did, please feel free. But if you would like everything in one place, then I welcome you to my book.

**Thank you very much for buying, using, and telling everyone about this book.**

This book is a result of spending many hours, days and nights learning from various videos and articles on how to build and customize a website using WordPress. I am deeply grateful to the folks who've taken their time to put up videos online, teaching me all the little corners of customizations. By using my book, you'll learn so much that you may want to change the look of a particular page and do your own layout. At least you'll learn enough to be able to try different things. You'll no longer be afraid to play around with the tools and the pages until you get what you wanted. To get an idea about how your site may look like, please visit my website at <https://www.fbegum.com>.

I have actually given you more in this book than what I have on my own website. It is still work-in-progress, but you'll get an idea.

## About this book

This book gives you step by step instructions on creating your first self-hosted author website on a free WordPress theme called **Vantage**. I've customized the original theme to my liking. You'll create five pages and based on the knowledge, you can add as many as needed. The pages are: **Home**, **About Me**, **Books**, **Blog**, and **Contact**. After learning how to customize a theme, you may prefer to choose another free theme or purchase a premium theme and design your website.

## How to use this book

First, quickly scan the book once or twice and see how you want to approach. I recommend trying to get through one chapter a day by performing all the tasks. Then go take a break, write, read, or whatever else. You may want to come back and try the next chapter only if you feel motivated to do so. In any case, you'll find that just trying to get the look on a small item such as a button or a font, you're going through tons of revisions. And that's where a lot of time will go. Unfortunately, there are no shortcuts.

I've learned a lot by experimenting and have totally enjoyed my journey. I am hoping the same for you. And I promise that once I'm done explaining basic concepts and terminologies, the rest of the book will be instructional with **steps** and **screens** as if you're watching a video tutorial that is all-inclusive.

## Who this book is for

If you're a new author trying to get published on your own and need to have a website but are on a shoestring budget, and you don't mind spending a little time in learning to design a website from a theme (template), this is for you. This tutorial assumes that you're computer literate, can work through file systems in Windows and Mac, meaning you can use folders and files, can upload or download files, can save files in certain locations, can copy files from one folder to another, and can follow basic on-screen instructions to fill in forms.

By following the instructions provided in this book and finishing all the tasks, you'll have a professional-looking author website at the end of the book without having to pay \$\$\$ to anyone. If you hire someone to do this for you, it can start at \$500 and go up to 1000s. Even if you choose someone from a \$5-dollar freelance service, you'll find that you get nothing for \$5 and the next package starts at \$100 and up. **The price of this book is less than a cup of coffee**

# Chapter 1: What is WordPress

WordPress is a free and an open-source content management system (CMS). For the rest of us, it's a popular blogging platform and a website builder supporting approximately 76 million sites. I will not get too much into talking about WordPress. You can read about it in plenty of blogs. Since you're reading this book, I assume that you want to create your website with WordPress.

## WordPress.com or WordPress.org

*WordPress.com* allows you to create a site for free where you do not pay for hosting services. WordPress takes care of everything. However, it is very limited in features and functionalities.

*WordPress.org* lets you host your own site with your very own domain name for a small monthly fee through a hosting service. You can download and install the software, choose free themes and plugins, and design the site anyway you want.

Since this book is about customizing a free theme, I'm going with *WordPress.org* as *WordPress.com* doesn't allow these customization options. If you want to know more about the differences, please feel free to read online.

## WordPress themes

Themes are templates that allow you to design your website to your liking. You must have at least one theme to create your site. There are free and premium themes to choose from. In this guide, we'll be using a free version of a theme called **Vantage**. It is a *responsive* theme which means that your website will look fine in all devices without losing any element. It will just have different layouts in different devices such as laptops, mobile phones, and tablets.

## WordPress plugins

Plugins are simply added tools that allow you to extend the features and functionality of your website or blog. There are more than 45,000 plugins out there. You can use them to customize anything from fonts to footers, sidebars, and more. We'll be using some free ones for this tutorial. I'm using the ones that are compatible with the current version of WordPress and the chosen theme.

**Note:** *It is important that the plugins you use be compatible with your theme and WordPress version. When you try to add a new plugin, it will say if it's compatible or not.*

## WordPress Widgets

"A WordPress Widget is a small block that performs a specific function." Your themes will have certain areas where you can apply the widgets to add content and features. For example, you may want to have different sidebars in different pages. You may also want to customize your header and footer. The drag-n-drop widgets can make these happen for you.

## Chapter 2: Self-hosted Website

A self-hosted website is where you sign up with a hosting provider such as Bluehost, Hostgator, and similar services to host your website. The one I'll be using to show you how it's done is called Bluehost. You can choose a different one. I'm not affiliated with Bluehost or any other providers. It came highly recommended by many and WordPress site has a direct link to it.

Let's begin...

### Create a Bluehost account

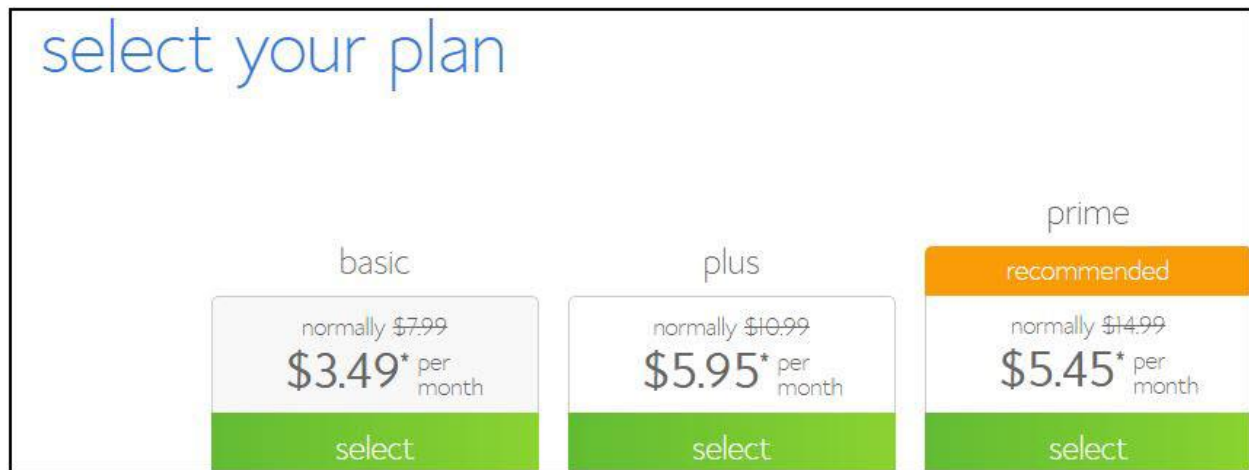
To create a new account:

1. Go to <https://www.bluehost.com> and click **get started now**.



You'll be taken to **select your plan** page.

2. Scroll down the page to view the plan details and click **select** to choose your desired plan.



3. At **sign up now** page choose from the following:



If you do not have a domain name, enter your preferred domain in the **new domain** box and click **next**.



**Note:** If you have a registered domain, the steps are pretty much the same. I am assuming you don't have one if you're using this tutorial.

If the domain you entered already exists, Bluehost will offer you available domains close to what you've entered. For example, if you entered JohnSmith, you may have an option to use JohnSmith96.

Once your domain name is accepted, you'll be taken to **create your account** page where you'll fill out the basic required information.



The screenshot shows the 'account information' form on the Bluehost website. It includes fields for First Name, Last Name, optional Business Name, Country (set to United States), Street Address, City, State (a dropdown menu), ZIP Code, Phone Number (with an international number option), and Email Address. A note at the bottom states 'Your receipt will be sent to this address.'

4. Choose your account plan below and uncheck everything for now.



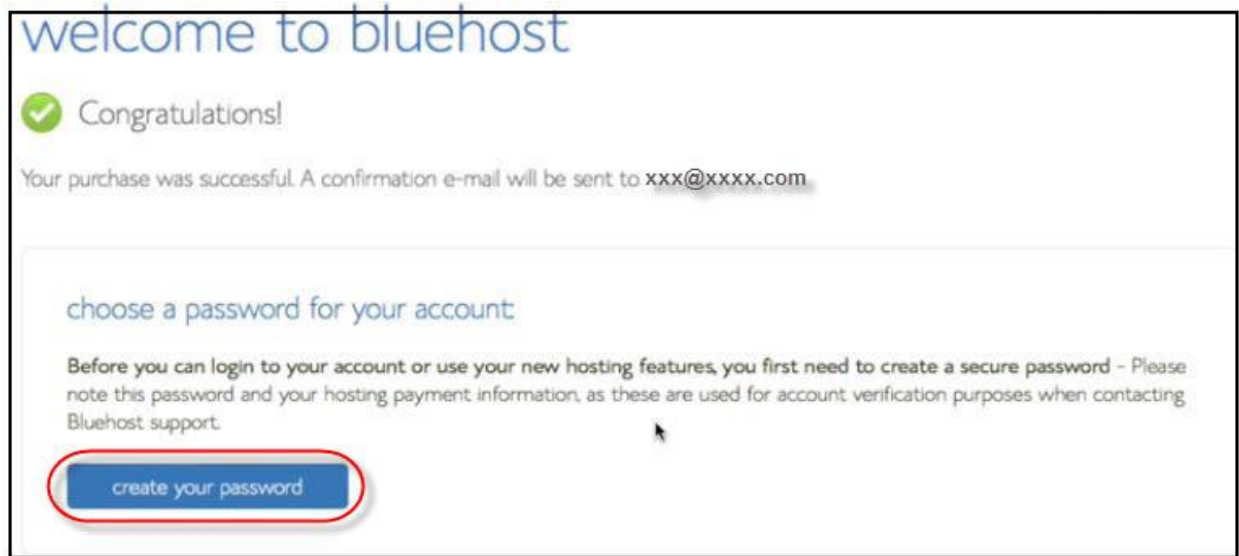
The screenshot shows the 'package information' page. It lists various services and their prices, including Account Plan, Hosting Price, Setup Fee, Primary Domain Registration, Domain Privacy Protection, Site Backup Pro, Search Engine Subdomain, SiteLock Security + Find, and Comodo PositiveSSL Bundle. Each item has a 'More Information' link. At the bottom, there is a 'Savings' section showing a total of \$67.94.

5. Fill in the payment information below, check *Terms of Service* box and click **submit**.



The screenshot shows the 'payment information' form. It includes fields for Credit Card Number, Expiration Date, and Signature/CVV2 Code. Below the form, there is a section for 'More Information' and a checkbox for 'I have read and agree to Bluehost's Terms of Service, Cancellation Policy and Privacy Policy.' A green 'submit' button is at the bottom.

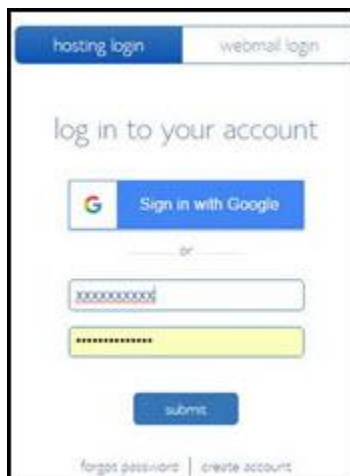
You'll receive a welcome message followed by an email to your email address.



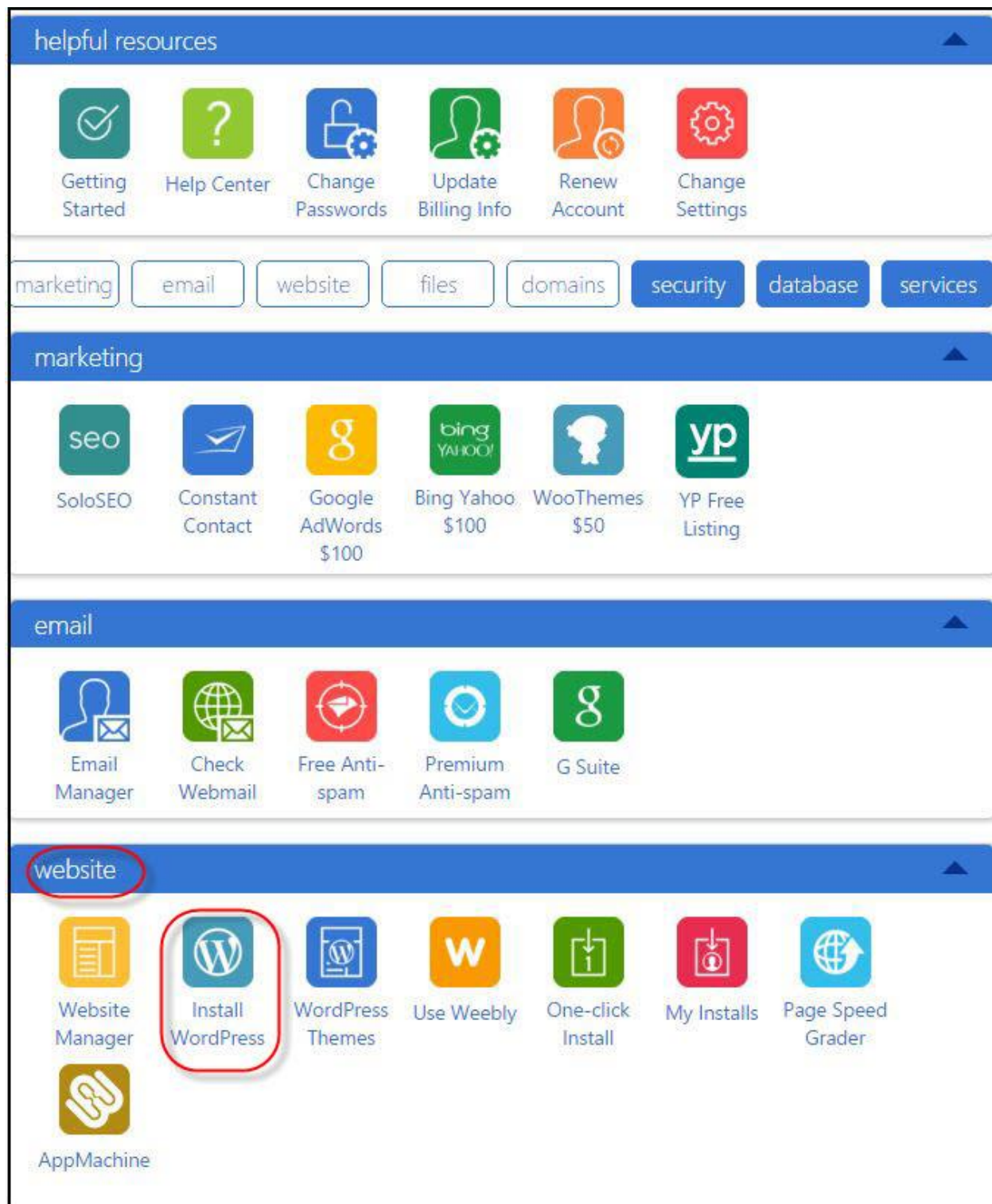
6. Click on **create your password**. Once that's done, go ahead and login to your Bluehost account and proceed to install **WordPress.org**.

### Install WordPress

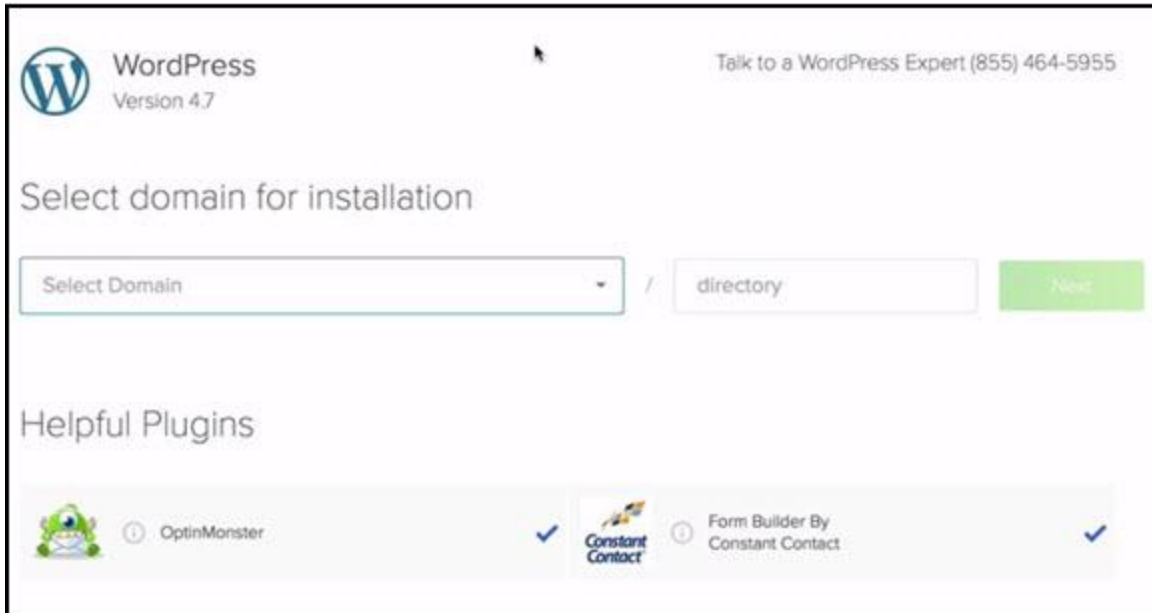
1. Login to your Bluehost cPanel account by clicking on <https://my.bluehost.com/cgi-bin/cplogin>
2. Enter your user ID and password and click **Submit**.



3. From Bluehost dashboard, locate **Website**, select **Install WordPress**, and click **Install**.



4. From the **Select domain for installation**, choose the domain name to install it to, and click **Next**. Leave the directory box blank and feel free to uncheck any pre-selected offers for now.



WordPress Version 4.7

Talk to a WordPress Expert (855) 464-5955

Select domain for installation

Select Domain / directory Next

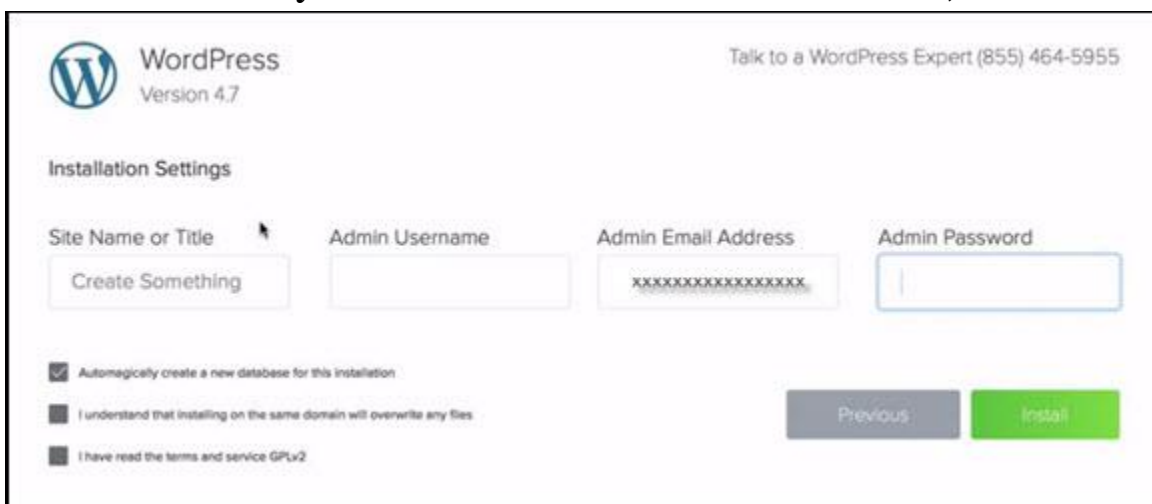
Helpful Plugins

OptinMonster

Constant Contact

Form Builder By Constant Contact

5. Enter your website name, admin username, and an admin password in their respective fields.
6. Check **Automatically create a new database** for this installation, and click **Install**.



WordPress Version 4.7

Talk to a WordPress Expert (855) 464-5955

Installation Settings

Site Name or Title Admin Username Admin Email Address Admin Password

Create Something

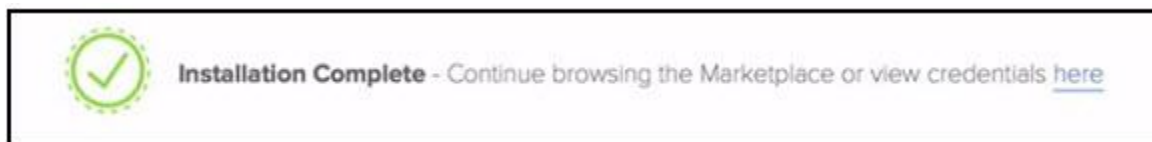
Automagically create a new database for this installation

I understand that installing on the same domain will overwrite any files

I have read the terms and service GPLv2

Previous Install

7. Once you receive **Installation Complete** message at the top, click on **here** to view your credentials.



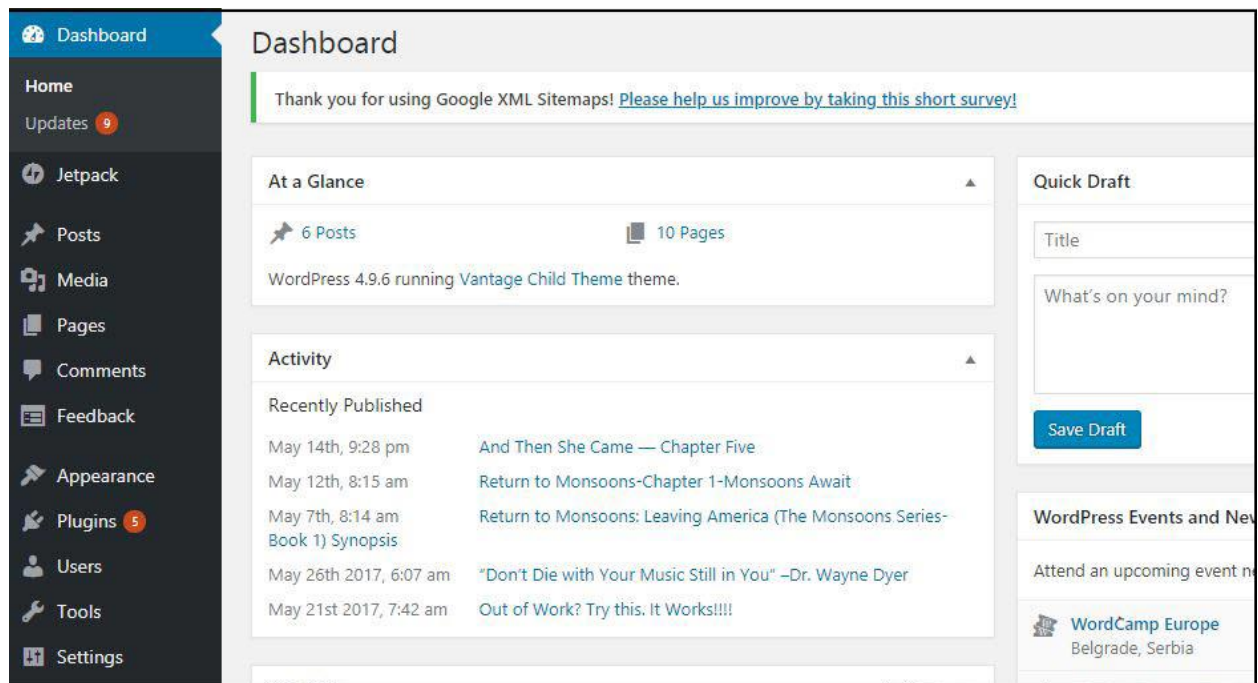
Installation Complete - Continue browsing the Marketplace or view credentials [here](#)

8. Go to <http://www.yourdomain.com/wp-admin> and then log into your WordPress dashboard, where all the actions take place. You may want to bookmark this link.
9. Enter your username and password and click **Log In**. You'll be taken to your WordPress dashboard.



The image shows the WordPress login interface. At the top is the WordPress logo. Below it are two input fields: "Username or Email" and "Password". A mouse cursor is pointing at the "Password" field. Below the password field is a checkbox labeled "Remember Me" and a blue "Log In" button. At the bottom, there is a link "Lost your password?" and a link "← Back to Surf Town Shop".

## WordPress dashboard



The image shows the WordPress dashboard. On the left is a sidebar menu with the following items: Dashboard, Home, Updates (9), Jetpack, Posts, Media, Pages, Comments, Feedback, Appearance, Plugins (5), Users, Tools, and Settings. The main content area is titled "Dashboard" and includes a message: "Thank you for using Google XML Sitemaps! [Please help us improve by taking this short survey!](#)". Below this is a "At a Glance" widget showing "6 Posts" and "10 Pages", and "WordPress 4.9.6 running Vantage Child Theme theme.". The "Activity" widget shows "Recently Published" items:

Date and Time	Title
May 14th, 9:28 pm	And Then She Came — Chapter Five
May 12th, 8:15 am	Return to Monsoons-Chapter 1-Monsoons Await
May 7th, 8:14 am	Return to Monsoons: Leaving America (The Monsoons Series-Book 1) Synopsis
May 26th 2017, 6:07 am	"Don't Die with Your Music Still in You" -Dr. Wayne Dyer
May 21st 2017, 7:42 am	Out of Work? Try this. It Works!!!!

On the right side, there is a "Quick Draft" widget with fields for "Title" and "What's on your mind?", and a "Save Draft" button. Below that is a "WordPress Events and News" widget with the text "Attend an upcoming event n" and a link to "WordCamp Europe Belgrade, Serbia".

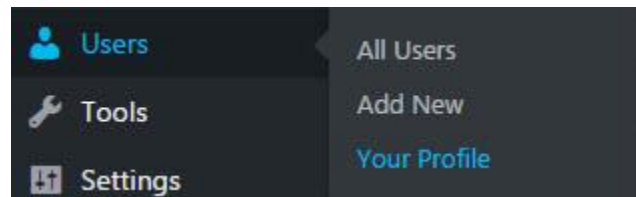
## Chapter 3: Welcome to WordPress

Once you're at WordPress dashboard, you can start building your site. You could start by clicking on the blue button **Customize Your Site**. But before that we need to take care of a few things. First feel free to familiarize yourself with the dashboard to see where everything is although you'll get a plenty of practice to end up memorizing everything.

### Change password

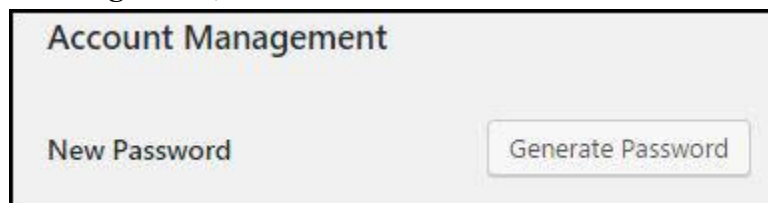
To change your WordPress password:

1. From the left column on dashboard, choose **Users>Your Profile**. The **Profile** page opens.



You can add any information in various places, including a photo if you like. However, all we're doing now is changing the password.

2. Under Account Management, click **Generate Password**.



3. Once done, click **Update Profile**.

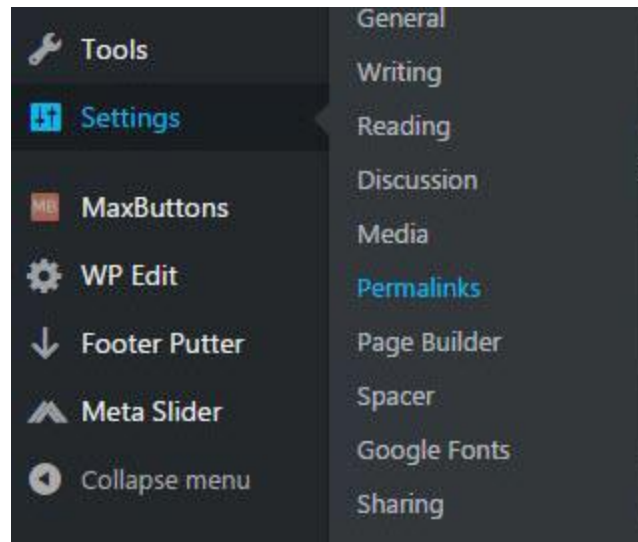
### Update WordPress

It's a good idea to work on the latest version. At the top of your dashboard, there will be a link to update the WordPress. If yours is the latest, there won't be any link. You can move forward with other tasks.

### Set Permalinks

Permalinks are the permanent URLs to your individual pages and blog posts. It is basically the web address of your content. A common practice is to choose **Post name** on the Permalinks page.

1. Go to **Settings>Permalinks**.



Your page will have more information. I've covered my details. All you have to do is choose **Post name** and click **Save Changes** button.



## Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Choose the type of structure you want, and then enter the custom structures for your category and tag URLs here.

### Common Settings

<input type="radio"/> Plain	<input type="text"/>
<input type="radio"/> Day and name	<input type="text"/>
<input type="radio"/> Month and name	<input type="text"/>
<input type="radio"/> Numeric	<input type="text"/>
<input checked="" type="radio"/> Post name	<input type="text"/>
<input type="radio"/> Custom Structure	<input type="text"/>

### Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using %category% and %tag%.

Category base	<input type="text"/>
Tag base	<input type="text"/>

[Save Changes](#)

## Delete plugins

WordPress comes with a few plugins. As we're going to add our own, we'll delete most of the installed plugins now.

1. From the left column on your dashboard, click **Plugins**. A page with installed plugins opens on the right.
2. Except for Jetpack for WordPress.com, delete the rest.



## Add a WordPress theme

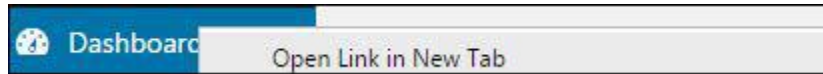
Before we add a theme, let's view our page now. You'll see why we would need a theme.

1. Hover over the name of your site and click **Visit Site**.
2. Alternatively, you can right-click on Visit Site and choose to open the website in a new tab. I prefer doing that. It allows you to go back and forth checking your progress as you build your site.

### Hover over the name of your website



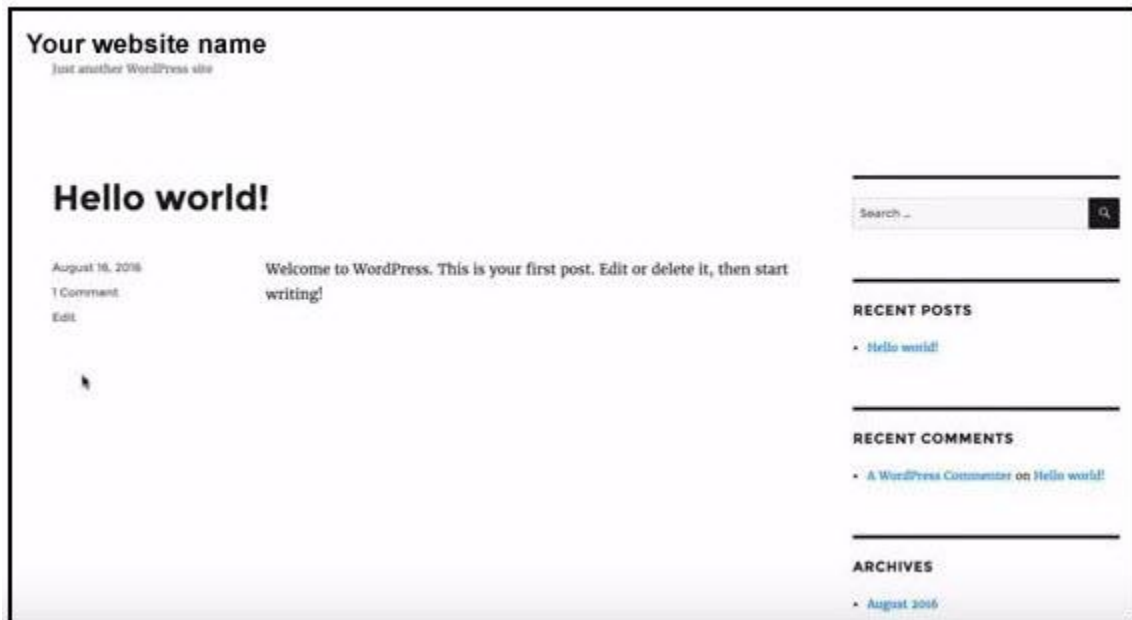
## Open website in a new tab



## Dashboard and Website tabs side-by-side



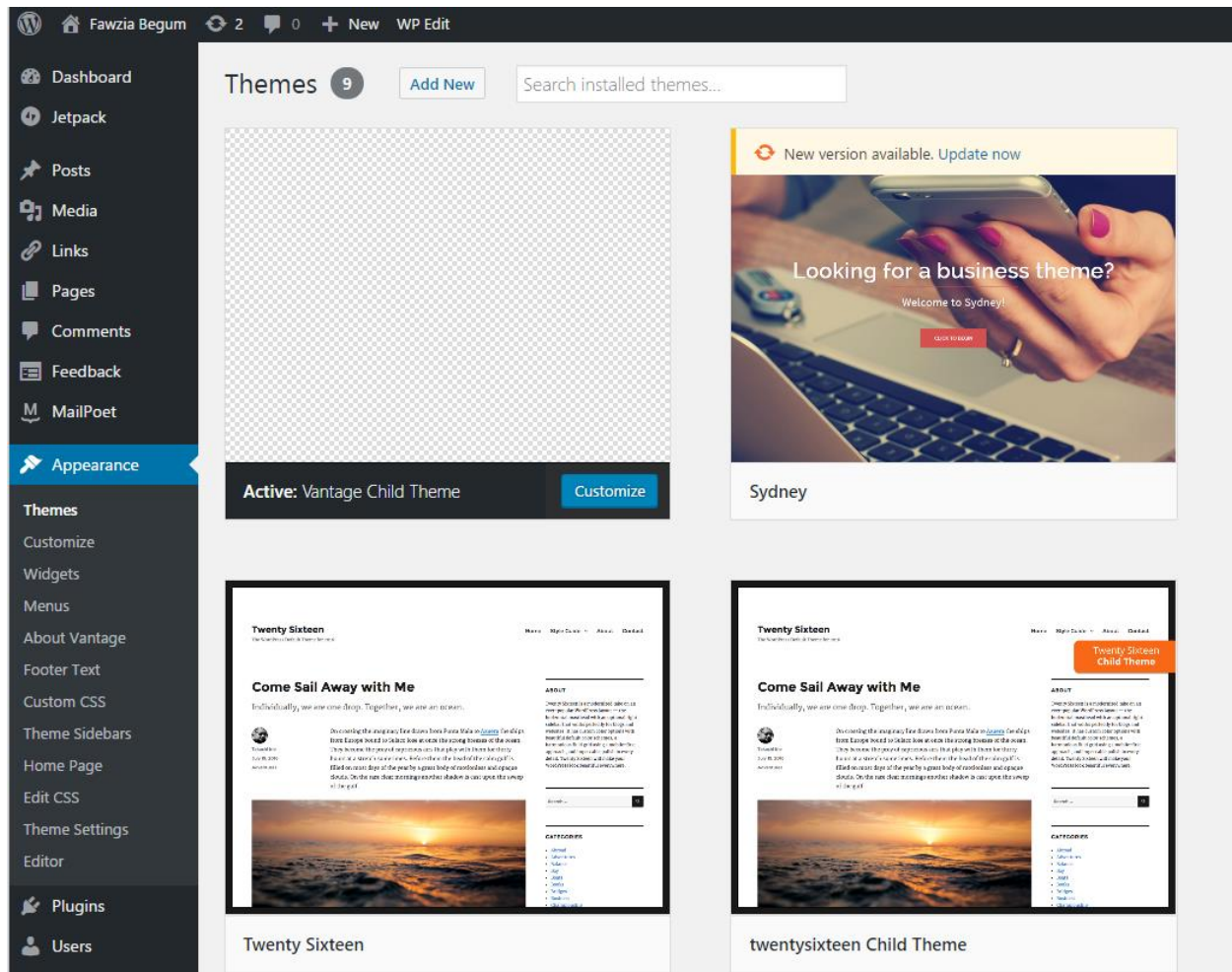
## WordPress page before a theme is applied



## Add a theme to the WordPress site

To add a theme to your WordPress website:

1. Go to **Appearance > Themes**. A page with a few installed themes opens. Your page will look a little different, and that's okay. You're free to use any of them or download from a large pool of themes that are free. We're using the theme called **Vantage** by SiteOrigin. So let's add that now.



2. At the top left, click **Add New** and enter **Vantage** in the search box. Once it is displayed on the page, click to install it. The theme cover may look like the following picture.



3. Once installed, click **Activate**. If you look at your website now, you'll see it filled with pictures, banners, text, etc. It's the live template ready to be customized to your needs. But before we start building our site, let's create a child version of this Vantage theme.

***Note:** You may skip this step if you like for now. However, you'll see why it's a good idea.*

## Create a child theme of the parent theme

A child theme is a child of the parent theme that you've chosen to use. It will inherit all the functionality and styles of its parent.

### Why use a Child Theme?

Even if you modify a font or a footer element, when the parent theme is updated, you may lose a lot of your customizations especially, code-level. With a child theme, you won't have to worry about losing anything when you update the parent theme.

For code-level customizations, all you have to do is copy and paste code snippets in to **Custom CSS** editor, for example. More on that later.

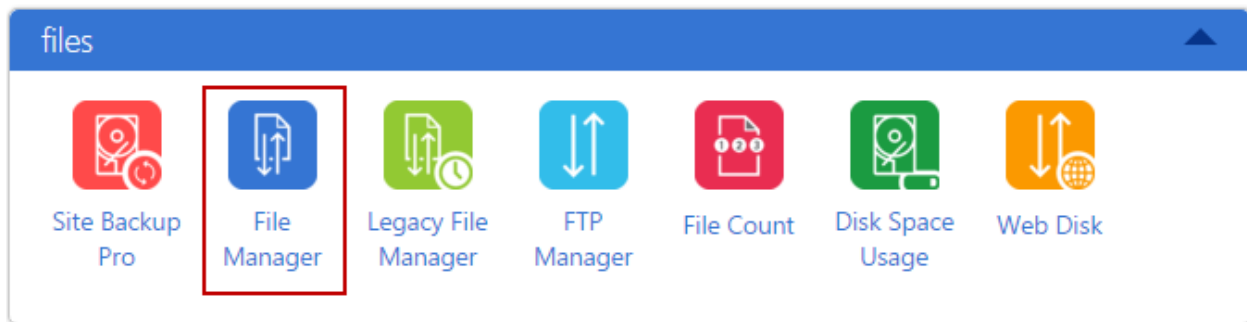
Please keep in mind that if you can successfully create the child theme with me by creating folders, copying/pasting files, and copying/pasting a few code snippets directly from the WordPress development page, you can be certain that you can make any changes to your website in the code-level. Soon you'll be in the lookout for "How do I change the font type, font size, or how do I change my footer content to my liking", or anything else for that matter. Internet is loaded with such information. Once I show you the way, you'll be all set to do your endless customizations.

So stay with me.

## Login to Bluehost (your hosting provider)

1. Login to Bluehost at <https://www.bluehost.com>. A directory page opens.

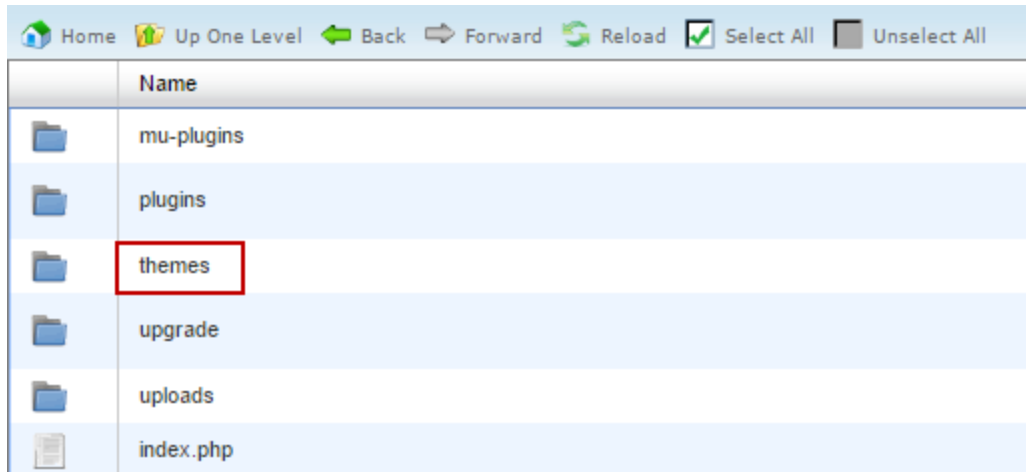
2. Scroll down to locate **Files** and click on **File Manager**.



3. At **File Manager Settings**, check **Document Root for**, and then select `yoursite.com` (either your website will be selected or select it from the pull-down menu) to view your WordPress folders and files. Now you know where they are located.

A screenshot of a web form titled 'file manager settings' with a blue header. The form contains a section 'Directory Selection' with three radio button options: 'Home Directory', 'Web Root', and 'Document Root for'. The 'Document Root for' option is selected and highlighted with a red rectangle. Below this is a pull-down menu showing 'yoursite.com'. There is also a 'Preferences' section with a checked checkbox for 'Show hidden files'. At the bottom, a 'submit' button is highlighted with a red rectangle.

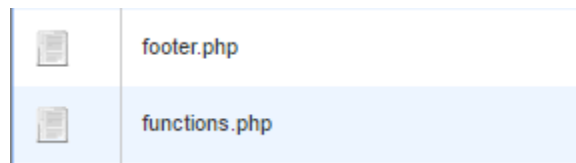
Name	
	cgi-bin
	staging
	wp-admin
	wp-content



4. Your theme folder now shows **vantage** along with other WordPress themes that are pre-installed. Please do not touch anything there. Once you've created the child theme folder, your theme folder will display *vantage-child* as shown below.
5. In your **Themes** folder, create a new folder called **vantage-child**.



6. Open your **vantage** folder and copy the following files into your **vantage-child** folder. And that's all you have to do with them for now.



## Create a stylesheet (style.css)

Now we'll create a stylesheet.

1. Open a text editor such as **Notepad** and create a file named style.css. Enter the following code into the file you've just created.
2. Save the file in your *vantage-child* folder.

## Vantage Child Theme: Stylesheet (style.css)

```

Edit Themes

Vantage Child Theme: Stylesheet (style.css)

/*
Theme Name: Vantage Child Theme
Theme URI: http://yourwebsite.com/themes/vantage/
Description: My first child theme, based on Vantage
Author: Your name
Author URI: http:// yourwebsite.com
Template: vantage
Version: 1.0
*/
/* =Theme customization starts here
----- */

```

## Update functions.php

Remember you've copied the file **functions.php** from **vantage** folder to your new **vantage-child** folder? Now we'll update it with the code provided below. Once again, you do not need to understand anything in the code. You just need to copy everything carefully into your file.

1. Go to your **vantage-child** folder and open **functions.php** file. Don't be scared by the code you see. Select all and delete the content.
2. Copy and paste the following code into your empty file and save it.

**Note:** Click on the link <https://goo.gl/45Ej8E> to get to the PDF file with the code in Google Drive.

## Edit Themes

### Vantage Child Theme: Theme Functions (functions.php)

```
<?php
function my_theme_enqueue_styles() {

    $parent_style = 'vantage-style'; // This is 'vantage-style' for the Vantage theme.

    wp_enqueue_style( $parent_style, get_template_directory_uri() . '/style.css' );
    wp_enqueue_style( 'child-style',
        get_stylesheet_directory_uri() . '/style.css',
        array( $parent_style ),
        wp_get_theme()->get('Version')
    );
}
add_action( 'wp_enqueue_scripts', 'my_theme_enqueue_styles' );
?>
```

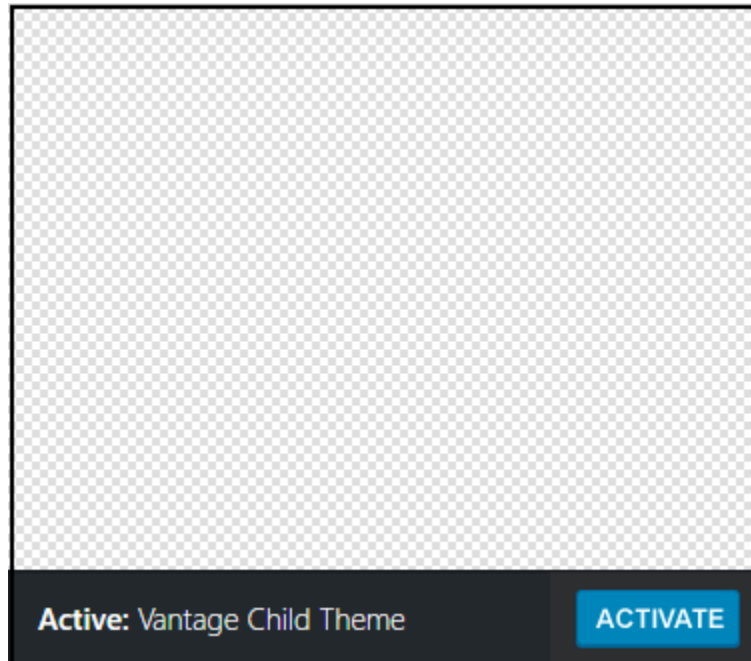
What do you know, you've created your child theme!  
Congratulations!



## Vantage-child theme

Let's find it and activate it.

1. Open your WordPress dashboard and go to **Appearance>Themes**. You should now have an image like the one below.

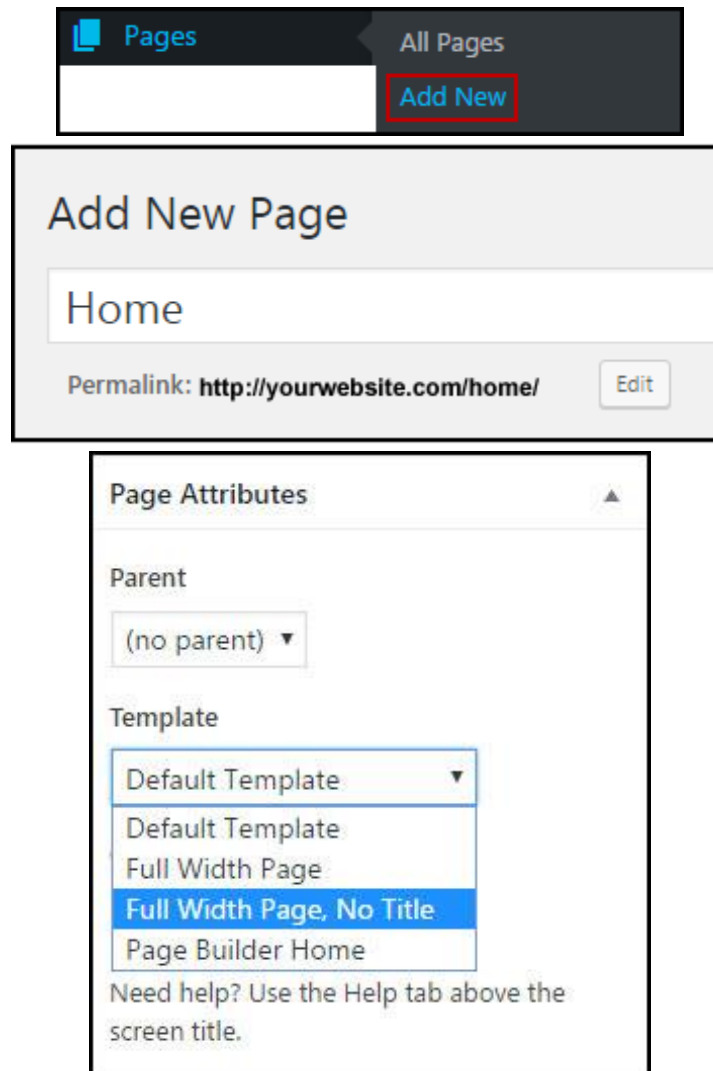


2. Click the blue **Activate** button to activate your child theme.

**Note:** Please make sure that you do not intentionally or accidentally delete the parent theme of your child theme. The child theme works from the parent theme. You only activate the child theme, but keep the parent installed.

## Create your pages and add your pages to a menu

Before we do anything, let's create all the pages. Then we'll add those pages to the menu, and build each, one by one.



The screenshot displays the Joomla! Pages management interface. At the top, a dark header bar contains a 'Pages' tab with a document icon, an 'All Pages' button, and an 'Add New' button highlighted with a red rectangle. Below this is the 'Add New Page' form, which has a title field containing 'Home', a 'Permalink' field showing 'http://yourwebsite.com/home/', and an 'Edit' button. To the right of the form is the 'Page Attributes' sidebar. It includes a 'Parent' dropdown menu set to '(no parent)' and a 'Template' dropdown menu. The 'Template' menu is open, showing options: 'Default Template', 'Full Width Page', 'Full Width Page, No Title' (which is highlighted in blue), and 'Page Builder Home'. At the bottom of the sidebar, there is a note: 'Need help? Use the Help tab above the screen title.'

**Pages** All Pages [Add New](#)

### Add New Page

Home

Permalink: <http://yourwebsite.com/home/> [Edit](#)

#### Page Attributes

Parent

(no parent) ▼

Template

- Default Template ▼
- Default Template
- Full Width Page
- Full Width Page, No Title**
- Page Builder Home

Need help? Use the Help tab above the screen title.

Page Featured Image

☐ display

Display the page featured image on this page.

Page Title

☐ display

Display the page title on this page.

Masthead Bottom Margin

☐ enable

Include the margin below the masthead (top area) of your site.

Footer Top Margin

☐ enable

Include the margin above your footer.

Hide Masthead

☐ hide

Hide the masthead on this page.

Hide Footer Widgets

☐ hide

Hide the footer widgets on this page.

You can select the screen options as shown in the image.

Screen Options ▼

Boxes

☒ Revisions
 ☒ Excerpt
 ☐ Custom Fields
 ☐ Discussion
 ☒ Comments
 ☒ Slug
 ☐ Author
 ☒ Page Attributes

Layout

☐ 1 column
 ☒ 2 columns

Additional settings

☒ Enable full-height editor and distraction-free functionality.

Once the Homepage file is created, go ahead and create the rest of the pages. Remember, we're only creating the pages now. We'll build them later.

We've created our Homepage. Use the procedures described for the Homepage and the attributes from the following table to create the remaining four pages.

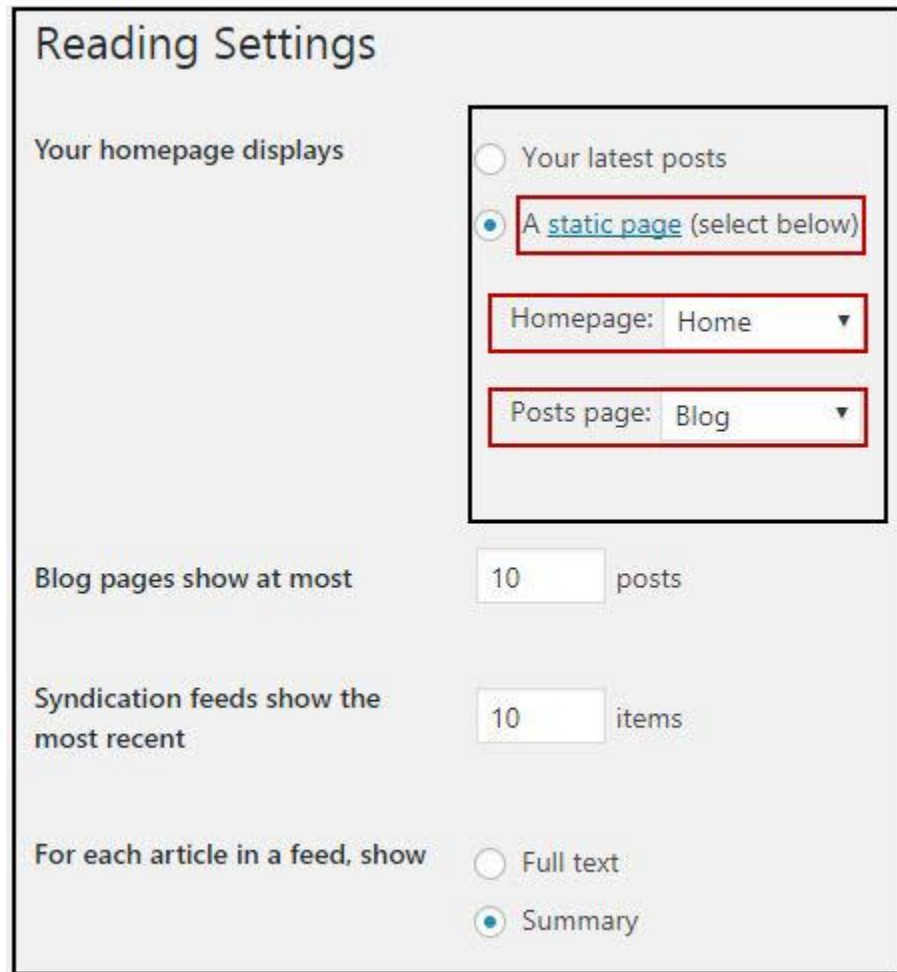
Page	Template from Right Column	Footer Margin
About Me	Full Width	
Blog	Default	
Books	Full Width, No Title	Enable
Contact	Full Width, No Title	

**Note:** The reason we chose **Default** template for our **Blog** page is that, it comes with a sidebar and allows a box layout for the blog posts so that the contents look centered.

## Setup your front page control

By default, WordPress gives you a blog page setup. But we want to have a customized start page for our website. It is very easy to set up.

1. From the dashboard, go to **Settings > Reading** and select 'A Static Page'.
2. Then directly below, choose **Home** as your Homepage and **Blog** as your Posts page as shown in the following picture.



**Reading Settings**

Your homepage displays

☐ Your latest posts

☒ A [static page](#) (select below)

Homepage: Home ▼

Posts page: Blog ▼

Blog pages show at most  posts

Syndication feeds show the most recent  items

For each article in a feed, show ☐ Full text ☒ Summary

## Create a menu

To create a menu:

1. From the dashboard select **Appearance → Menus**, and then click on **Create a menu** link.
2. In the **Menu Name** box, give your menu a name. Then click **Create Menu**.
3. Remove all pages showing under Menu Structure. You do so by pulling down the arrow next to each to find the Delete option.

# Menus

Manage with Live Preview

Edit Menus

Manage Locations

Select a menu to edit:

Main Menu (Primary Menu) ▼

Select

or [create a new menu.](#)

Pages

Most Recent

View All

Search

☐ Blog  
☐ Travel  
☐ Home  
☐ Books  
☐ Contact  
☐ About

[Select All](#)

Add to Menu

Posts ▼

Custom Links ▼

Categories ▼

Menu Name

Main Menu

## Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home

Page ▼

About

Page ▼

Books

Page ▼

Blog

Page ▼

Contact

Page ▼

## Menu Settings

Auto add pages

☐ Automatically add new top-level pages to this menu

Display location

☒ Primary Menu

[Delete Menu](#)

- Under **Pages**, click on **Most Recent** if it isn't selected by default, then choose **Select All**, and click **Add to Menu**. All your pages are now included in your new menu.  
**Note:** Your pages are *Home, About, Books, Blog, and Contact*.
- You may want to rearrange the items on your menu. To do that, simply place your cursor in the middle of the box and press and move up or down.
- Under **Menu Settings**, next to **Display** location, check **Primary Menu**.
- Click **Save Menu** to save your menu.
- Go to view your webpage. Always remember to refresh. Your menu is now showing on the header of your website in place of the default menu.

I

Menu Name

Main Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Home

Page ▼

About

Page ▼

Books

Page ▼

Blog

Page ▼

Contact

Page ▼

Menu Settings

Auto add pages

☐ Automatically add new top-level pages to this menu

Display location

☒ Primary Menu

Delete Menu

## Create your logo and add the logo to the menu

Let's begin by creating the logo first.

### Create your logo

There are many ways you can create a logo for your site. If you do not want a logo, that's fine too.

If you want a logo on your site, choose an option below:

- With basic design skills, you can create a logo for free by using a free **Logo Maker Tool** (<https://logomakr.com>).
- If you have no design skills, you can hire a designer from a freelance site like **Fiverr** ([fiverr.com](https://fiverr.com)) and get a professional-looking logo from \$5 and up.

A logo shouldn't be too big. However, you can resize your logo using any basic image editor that came with your computer. If not, try this free online software called **PIXLR Editor** (<https://pixlr.com/editor/>).

Okay, so now you have a logo that you can upload on to your website.

## Add logo to website

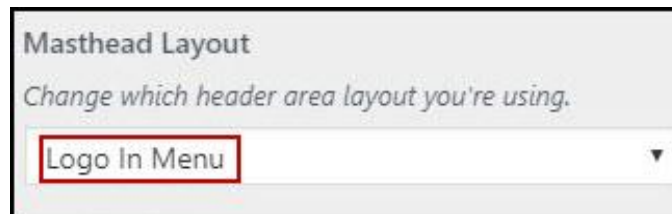
To add a logo to your website:

1. Go to the WordPress dashboard and then select **Appearance>Customize>Theme Settings>Logo**.
2. On the Logo page, click **Select File** to open your logo file stored in your computer. Make sure that Constraint Logo Height is checked. Your logo will now appear in the header of your webpage to the left of menu.

## Add logo to the menu

To align the logo with the menu:

1. Go to **Appearance>Customize>Theme Settings>Layout**.
2. Under the Masthead Layout, select **Logo In Menu** and click **Save & Publish**.





## Install Plugins

Before we start designing our pages, we'll need to install some plugins. For this tutorial, we'll install the following five plugins from the list.

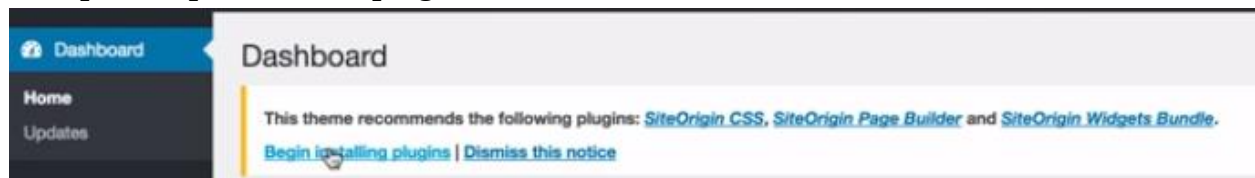
### Plugins list

<input type="checkbox"/>	<b>Lightweight Social Icons</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>
<input type="checkbox"/>	<b>Meta Slider</b> <a href="#">Deactivate</a>   <a href="#">Edit</a>   <a href="#">Go Pro</a>
<input type="checkbox"/>	<b>Page Builder by SiteOrigin</b> <a href="#">Deactivate</a>   <a href="#">Support Forum</a>   <a href="#">Newsletter</a>
<input type="checkbox"/>	<b>SiteOrigin CSS</b> <a href="#">Deactivate</a>   <a href="#">CSS Editor</a>   <a href="#">Support</a>
<input type="checkbox"/>	<b>SiteOrigin Widgets Bundle</b>

1. To install plugins, from your dashboard choose **Plugins**>**Add New**. A search box appears.

Search plugins...

2. Type in the name of the plugins you wish to install, and choose from the list that appears.
3. Click **Install**.
4. Click **Activate**. The new plugins now appears in your plugins list.
5. Repeat steps for all the plugins.



## Chapter 4: Homepage Design

First, we'll build the Homepage. Let's begin.

1. From the dashboard, click Pages on the left and click on Home to open your Homepage. The page is now blank.
2. Click on **Page Builder** on the top right of the content box.
3. Click **Add Row** and add a row with **1 column**.
4. Click **Add Widget** and select **Layout Builder** from the widget menu that opens up.
5. Now, add your background image on your row with Layout Builder. On the top right corner of the row, hover the mouse over the wrench and click **Edit Row**.



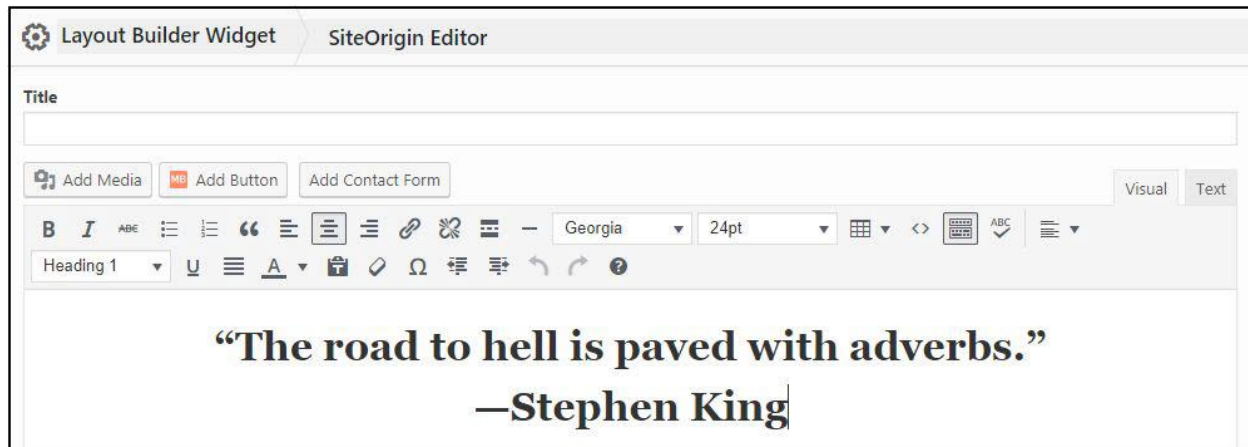
A box opens with some design options on the right.

6. Click on **Design** on the right and select your image from your folder in your computer. Under the Background Image Display, select **Fixed**.
7. Click on **Layout** on the right and make sure that your input looks like the next image.

A screenshot of the 'Design' and 'Layout' settings panel for a row in SiteOrigin Page Builder. The panel is divided into several sections: 'Padding' with input fields for top (20), right (2), bottom (20), and left (2), and a unit dropdown set to 'em'; 'Mobile Padding' with buttons for Top, Right, Bottom, and Left, and a unit dropdown set to 'px'; 'Row Layout' with a dropdown set to 'Full Width'; 'Collapse Behaviour' with a dropdown set to 'Standard'; and 'Collapse Order' with a dropdown set to 'Default'. Descriptive text for the padding sections reads 'Padding around the entire row.' and 'Padding when on mobile devices.'

8. Click **Done** and then **Update**.

9. Click on **View Page** and you'll see that only the partial image is showing and that's fine. Once we add more elements, the entire image will become visible.
10. Hover over the row with **Layout Builder** and click with the white glove to open it.
11. Add a row with 1 column, click **Add Widget**, and choose **Site Origin Editor**.
12. Click to open Site Origin Editor to add your title text in the row as shown in the following image. You can format your text anyway you want. The text shown is formatted Heading 1, centered.



13. Check to see that the layout of the text positioning follows the parameters shown here. Once satisfied, click **Done** and **Update**. Then view your page.



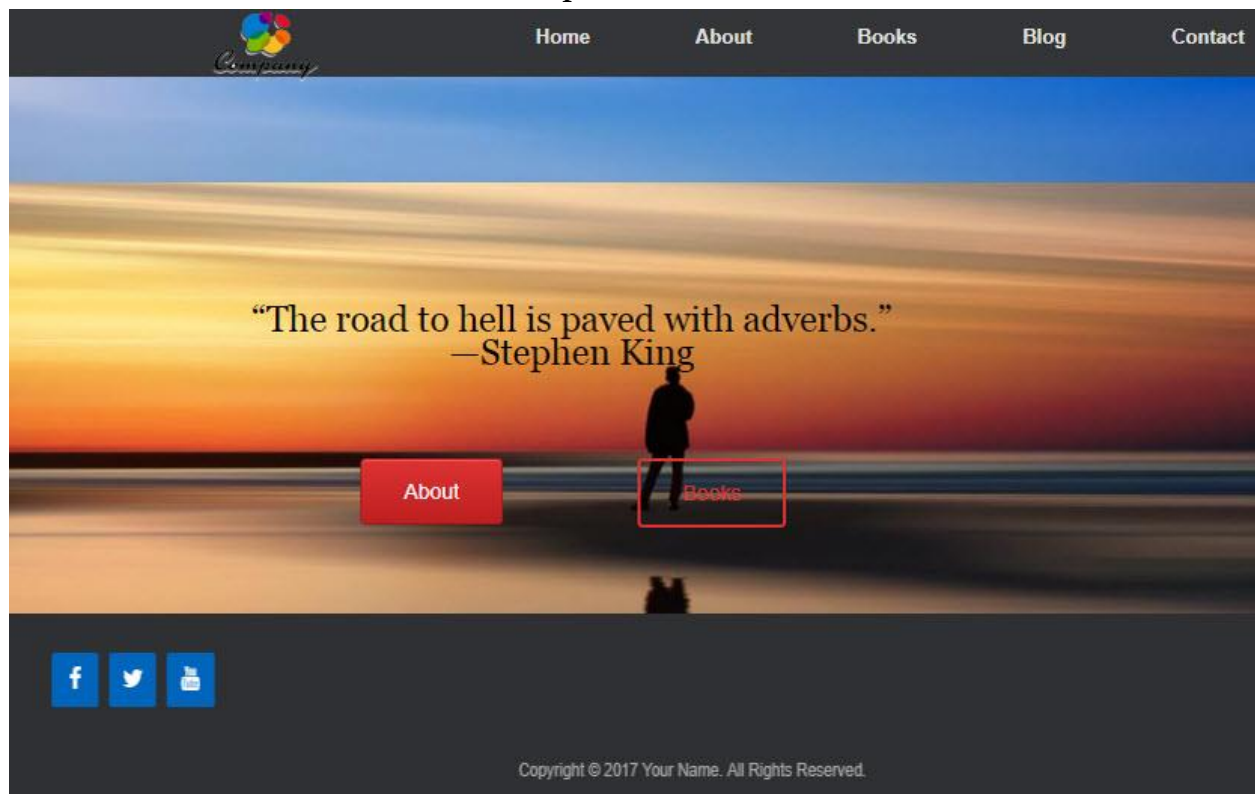
14. Back to your **Homepage**, click on **Layout Builder** row and once opened, add a row inside with **6 columns**. The row appears directly below the row where you'd typed your title message (Stephen King quote).
15. Let's create two buttons: **About Me** and **Books**. Select the **3rd** row and choose **Site Origin Button** widget using **Add Widget** feature like before. You can copy the widget and then paste it on the **4th** row.
16. To create the **About Me** button on the **3rd** row, hover over the row and click **Edit** to open the row.
17. Follow the information on the table to create your About Me button. You can play around with all the options you find in the page to make your button look any way you want.

About Me	
Button text	About Me
Destination URL	https://www.yourdomain.com/about/
Align	Center
Button Theme	Atom
Button Color	Red
Hover Effects	Checked
Rounding	Slightly rounded
Padding	Medium

18. Follow the information on the table to create your **Books** button.

Books	
Button text	Books
Destination URL	https://www.yourdomain.com/books/
Align	Center
Button Theme	Wire
Button Color	Red
Hover Effects	Checked
Rounding	Slightly rounded
Padding	Medium

This is how your Homepage should look. We'll modify the footers and add social media icons on the left as shown in the photo.



## Footer

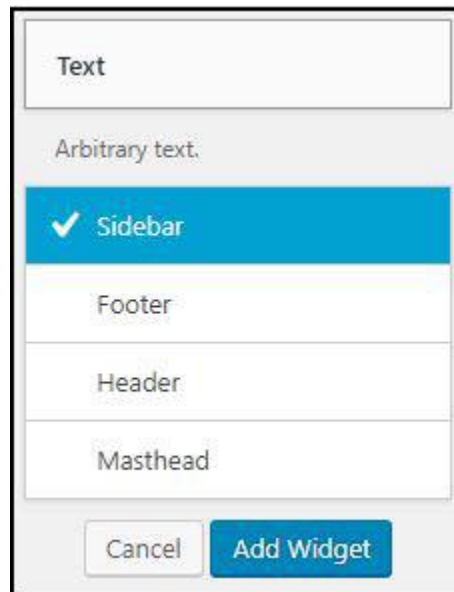
In the footer section, we'll add social media icons and customize the copyright information. To add elements to the footer, we'll use available widgets.

### Add Social Icons

For social media links, we'll show three major ones: Facebook, Twitter, and YouTube. Once you learn how to do them, you can add as many as you use. For now, please go to each of your social media page and copy and paste the URLs on a text file so that you can easily retrieve them.

To add a social icon:

1. From dashboard, go to **Appearance>Widgets**.
2. Once the **Widgets** page opens, click on **Lightweight Social Icons** and choose **Footer** as shown in the following image.
3. Click **Add Widget**.



4. Select the size, border parameters, and the colors of your icons. Alternatively, you may work with the defaults.

The screenshot shows a configuration window titled "Lightweight Social Icons". It contains a "Title:" label followed by an empty text input field. Below this, there are two settings: "Icon Size" with a value of "15" and a unit of "px", and "Border Radius" with a value of "2" and a unit of "px". At the bottom, there are four "Select Color" buttons arranged in two rows and two columns. The first button in the top row is highlighted with a blue background, while the others are white with grey borders.

The process works the same for all.

To add your social media icons to your footer:

1. Click on **Add Icon** and choose your desired social media. If you choose **Facebook**, in the box to the right, enter your URL that you've copied by going into your Facebook page.

This screenshot shows a dropdown menu with "Facebook" selected, indicated by a small downward arrow. To the right of the dropdown is a text input field containing the text "http://".

2. Click **Save** to add the icon to your footer.
3. Once you're done adding the icons for now, click **Done**. You can always go back and add more icons by simply opening the **Footer** in the **Widgets** and then expanding the Lightweight Social Icons.

**Note:** Make sure to save each, one at a time before trying to add another social icon.

Left

▼

Alignment

Facebook

▼

<https://www.facebook.com/>

Twitter

▼

<https://twitter.com/>

YouTube

▼

<https://www.youtube.com/user/>

Add Icon

Developed by: [GeneratePress](#)

[Delete](#) | [Done](#)

Visibility

Saved

## Customize footer copyright

To remove Site Origin Theme from your footer:

1. Go to **Appearance>Edit CSS**.
2. In the box at the bottom, enter the following code:

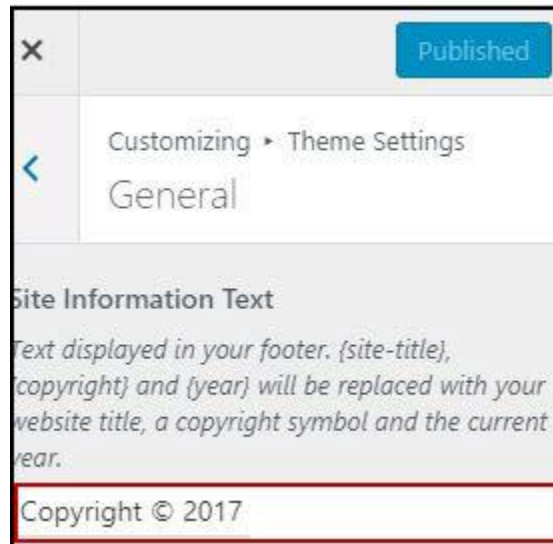
```
#theme-attribution {  
    display:none!important;  
}
```

Pay attention to typing in on three separate lines.

3. Once done, click **Publish**. This will remove any original footer copyright text so you can add your own.

To add your own copyright information:

1. Go to **Appearance>Customize>Theme Settings>General**.
2. In the box, type in the information you want to display on the copyright area of the footer and click **Publish**.
3. Refresh your website to view the changes.





## Chapter 5: About Me Page Design

We'll follow the same steps to create the About Me page.

1. From the dashboard, click **Pages** on the left and click on **About** to open your blank **About Me** page.
2. Click on **Page Builder** on the top right of the content box.
3. Click **Add Row** and add a row with **1 column**.
4. Click **Add Widget** and select **Layout Builder** from the widget menu that opens up.
5. Now, add your background image on your row with Layout Builder. On the top right corner of the row, hover the mouse over the wrench and click **Edit Row**.



A box opens with some design options on the right.

**Note:** *If you want to only edit Layout Builder canvas (on top of which you'll add all your design elements), then make sure to click **Edit Row** that's shown highlighted in the image.*

*If you want to edit the elements, then all you do is click somewhere in the middle of the Layout Builder row (shown in the image). You'll see a white glove. Not all **Edit Rows** are the same, and it can get confusing.*

6. Click on **Design** on the right and select your image from your folder in your computer.  
Under the **Background Image Display**, select **Cover**.
7. Click on **Layout** on the right.

Design

Background Color

Select Color

Background color of the row.

Background Image

Select Image

Remove

Background image of the row.

Background Image Display

Cover

▼

How the background image is displayed.

Border Color

Select Color

Border color of the row.

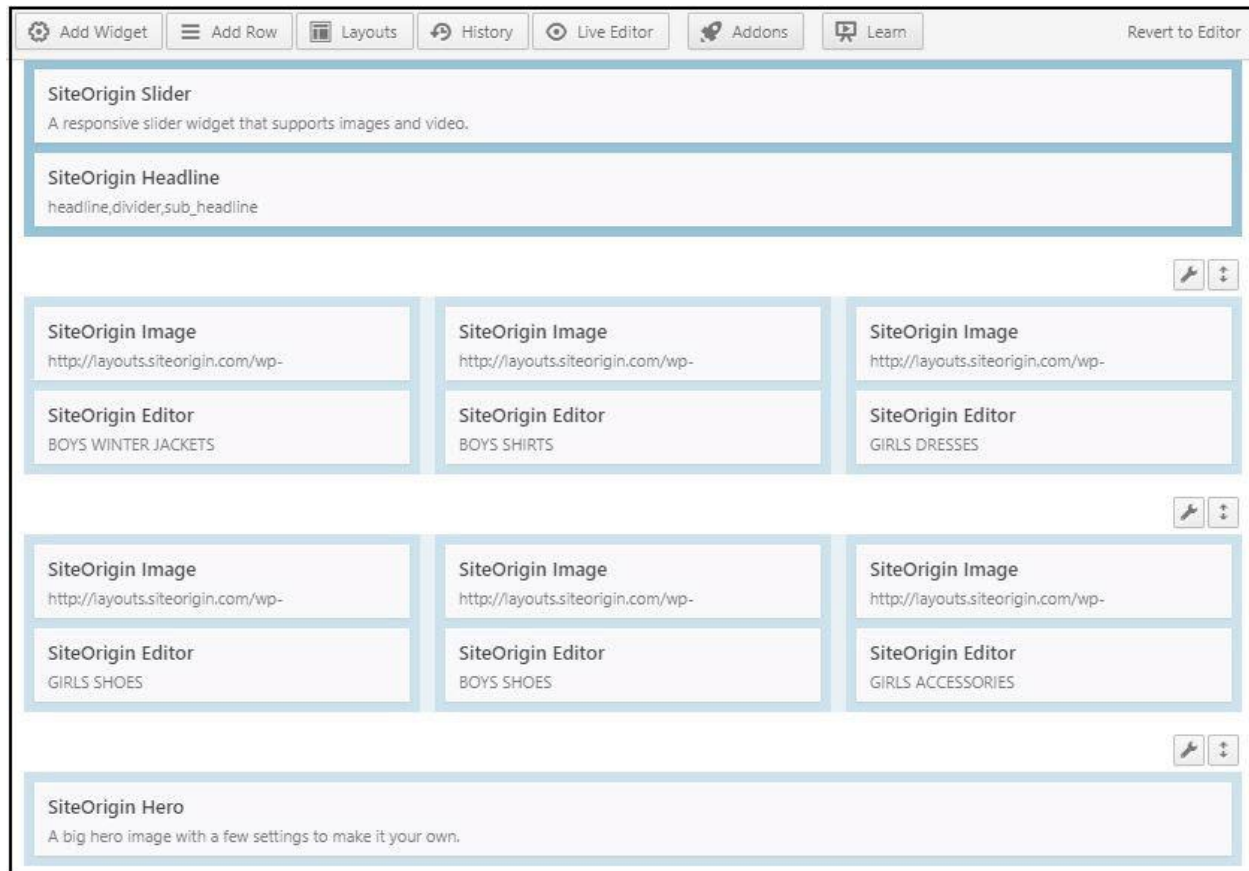
8. Click **Done** and then **Update**.
9. Click on **View Page** to view the image you've added on the canvas of **Layout Builder**.
10. Hover over the row with Layout Builder and click with the white glove to open it.
11. Add a row with **1 column**, click **Add Widget**, and choose **Site Origin Editor**.
12. Click to open **Site Origin Editor** to add your text in the row. On my webpage ([www.fbegum.com](http://www.fbegum.com)), I have the large image and my bio is sitting on top of it. You can add as many elements as you like now that you know how to play with row and columns and text editor. You can format your text anyway you want.
13. Click **Done** and then **Update**. And always refresh your page to view changes.

## Chapter 6: Books Page Design

Now that you know how to open a page that you've created and use **Page Builder** to build your pages, I'm not going to repeat the basic steps again. Instead, I will show you how to create an interesting book page using a prebuilt layout.

1. Open your **Book** page (Dashboard>Pages).
2. Click on **Page Builder**.
3. Click on **Prebuilt Layout**.
4. Click on **Layout Directory** on the left. There are several to choose from. If you hover over each and click on the **Preview** link, you can see which one you like. One I'm using is called **Little Shop**.
5. Select the layout and click **Insert**. At the prompt, click **Replace Current**. The layout populated your page. Click **Update** and then **View Page** to see that you've got everything.

Your **Book** page in the **Pages** view will look like this. It contains all the Site Origin Widgets that you already have when you installed the plugins. You may have one more row that this capture isn't showing and that's fine. Because, we'll delete a lot of them anyway.

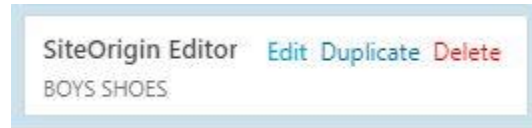


The top one is a slider and you can add your book images by replacing the existing slides. You may want to delete it if you don't want a slider. I will show you how to delete or edit these rows.

### To edit the content of an existing row:

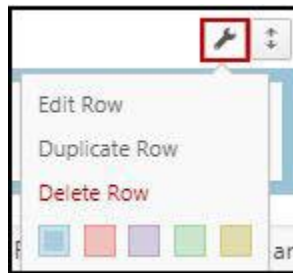
Bring your mouse and slightly hover over to the right and click **Edit**. It will open the content in its editor. Such as images on **Site Origin Image** and text on **Site Origin Editor**.

If on the other hand, you click on **Delete**, it will delete the widget from your row, in this case, **Site Origin Editor**. You can then add any other widget if you so desire.



### To delete an entire row:

Hover your mouse over the wrench and click **Delete Row**. It will ask you, 'Are you sure'? Click on it to delete the row.

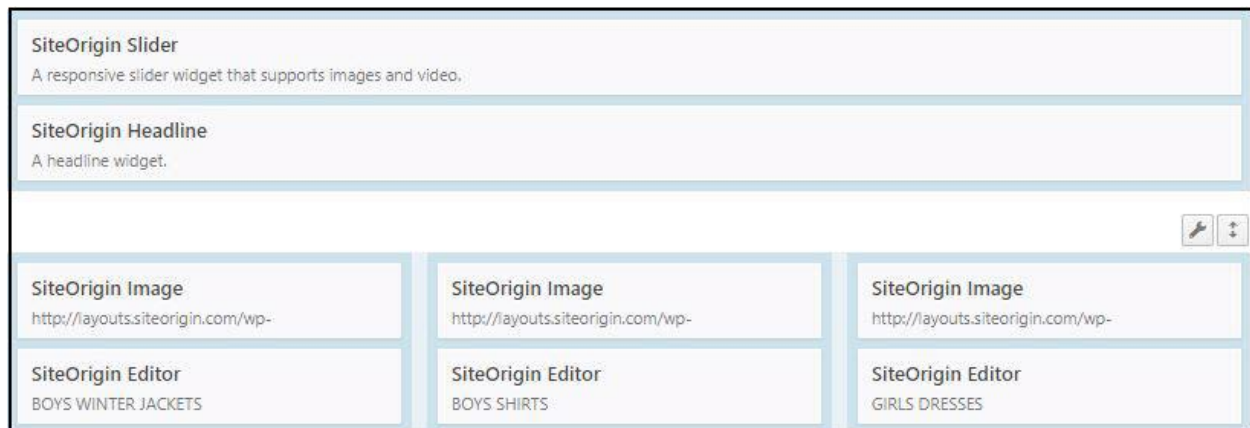


To edit the row to change number of columns or to replace the image for example, click **Edit Row**.

To quickly add a new row of the same kind, click **Duplicate Row**.

Now that all this is clear, let's delete some of the rows before we customize our page.

For demonstrations purposes, we will only keep the first two rows and delete the rest. The result will be something like this.



It may look like four rows. Make no mistake, there are only two rows. To see it for yourself, do the **Edit Row** from the wrench icon.

First row has **1 column** and **two widgets**. The top widget is for the slider and the bottom widget is for the headline of the page content.

The second row has **3 columns** and **two widgets**: **Site Origin Image** for your images and **Site Origin Editor** for your text.

## Replace the existing slider

To replace the existing slider:

Hover the mouse over the middle of the row and click **Edit**. On the slider frames page, there are two frames, meaning there are two images. You can easily replace them with your own and you can even add more frames by clicking on **Add**.



To replace the first image:

Click on the arrow. The frame opens as shown below. You can see the unopen frame sitting above.



To replace the image:

1. Click **Choose Media** and add your desired image. Once it is added, the URL box will be populated with the URL of your image. Before leaving the area, go ahead and add the second image into the other frame by replacing the existing content.
2. Click **Done** and **Update**. Then click **Viewpage** to see the updated page.

To replace the existing headline:

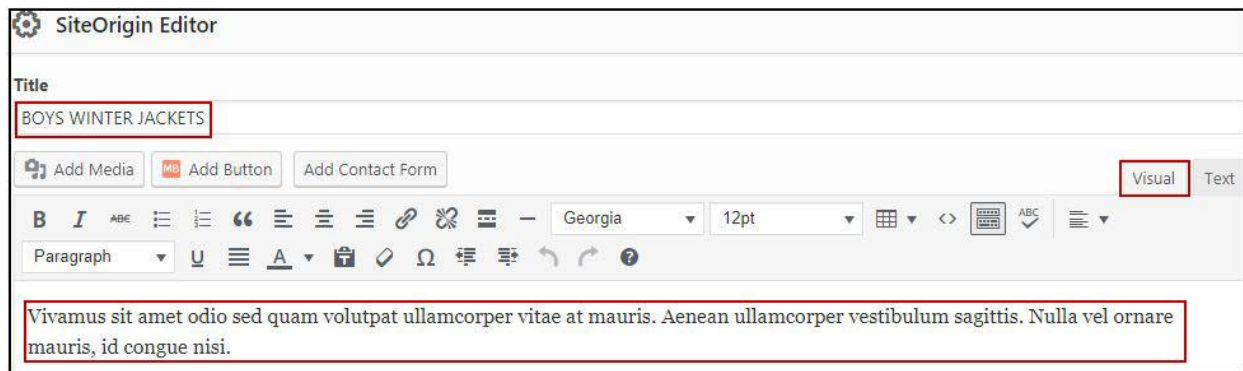
1. Hover the mouse over the middle of the row and click **Edit**.
2. On the **Site Origin Headline** page, after **Text**, replace the existing word (About) to **Books**. You can name it anything you want. Click **Done** and **Update**. Then click **Viewpage** to see the updated page.



## Replace the contents of the second row

For the next row, you'll replace the existing image exactly the same way you did the slider images. Click **Done** and **Update**. Then click **Viewpage** to see the updated page.

1. For the text below the image (**Site Origin Editor**), click **Edit** inside the row to open the content. If it doesn't open on **Visual**, click to make it so.



2. Under **Title**, change it to something such as the title of one of your books. In the paragraph section, copy and paste your book info and you're done.

**Note:** To add spaces between paragraphs, make sure that you've added a carriage return on your Word doc before you paste your content into the paragraph area. If you want to edit your content on the work area, you have to know HTML and do the formatting on the Text view instead of Visual.

3. Once finished, click **Done** and **Update**. Click **Viewpage** to see the updated page.

What do you know, your **Book** page is done! If you could successfully follow these steps, you can now customize your pages anyway you want.

Choose the free prebuilt layouts or manually add your rows and columns as you've learned while creating the previous pages.

Our next and the fourth page is **Blog**.



## Chapter 7: Blog Page Design

Let's build the blog page now so you can start writing and posting your blogs.

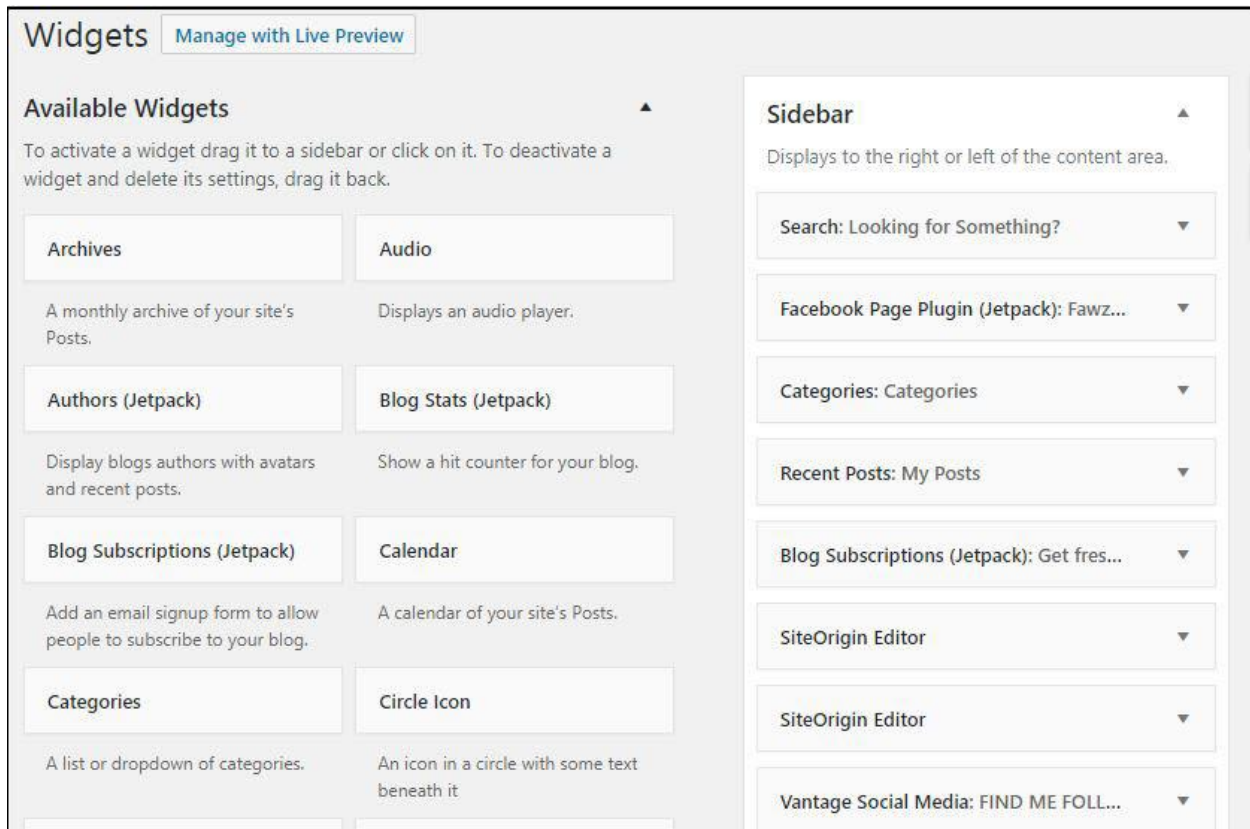
From the dashboard, go to **Pages** and click to open the **Blog** page you had created earlier. It will be a page with a sidebar and a **Hello** post on the left. Before you create your first post, you may want to delete that sample **Hello** page by going to the **Pages**.

### Customize the sidebar

We'll use widgets to customize our sidebar for the Blog page.

#### Sidebar widgets

These are some of the widgets you may have with your WordPress page. Once you've pulled them from the available widgets to the sidebar area in your Widgets section, this is how it will look like. *Search, Categories, Recent Posts, RSS*, etc. may already come with your Blog page layout. You can remove any of them and add whatever you want.



**Note:** There are free plugins for customizing the sidebar that will allow you more flexibility. Feel free to venture out building your website using the instructions presented in this book.

#### Web view of the sidebar

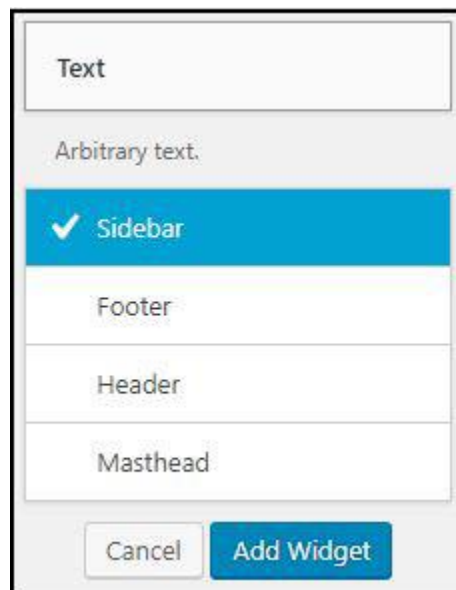
After you've published your page, your blog page sidebar may look similar to this image. It's a partial view.



## Add widgets to sidebar

Adding widgets to sidebar is as same as adding widgets to your pages as shown earlier. But we'll refresh our memory here.

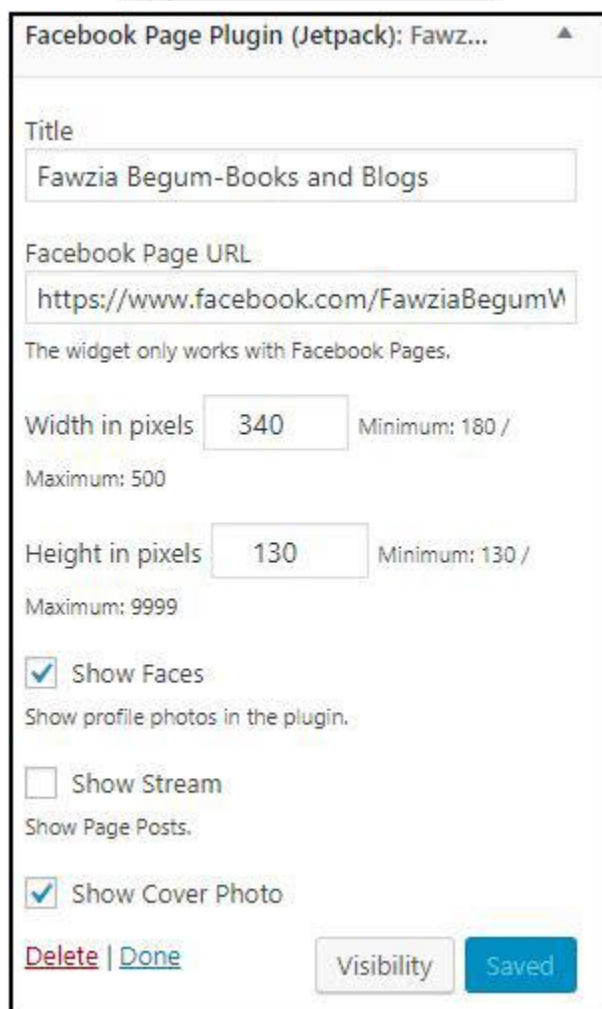
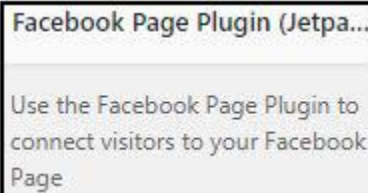
If you want to add any text content alone or with graphics, you can simply find the Text widget from the left of your **Widgets** page and if you've activated the sidebar on the right, it will look like the following image. Click **Add Widget**.



For my book, I've chosen **SiteOrigin Editor**. It has more options for graphics and text.

### Facebook Page Plugin by Jetpack

To link your author page on Facebook, you'll need to use this plugin. If you don't have it already, please add it by referring to the **Plugins** section. Then add the widget to your sidebar like all other widgets. Always save your work.

A settings window titled "Facebook Page Plugin (Jetpack): Fawz...". It contains several input fields and checkboxes. The "Title" field is set to "Fawzia Begum-Books and Blogs". The "Facebook Page URL" field is set to "https://www.facebook.com/FawziaBegumV". Below these is a note: "The widget only works with Facebook Pages." There are two size input fields: "Width in pixels" set to "340" (with a range of "Minimum: 180 / Maximum: 500") and "Height in pixels" set to "130" (with a range of "Minimum: 130 / Maximum: 9999"). There are three checkboxes: "Show Faces" (checked), "Show Stream" (unchecked), and "Show Cover Photo" (checked). At the bottom, there are links for "Delete" and "Done", a "Visibility" button, and a blue "Saved" button.

Facebook Page Plugin (Jetpack): Fawz...

Title

Fawzia Begum-Books and Blogs

Facebook Page URL

https://www.facebook.com/FawziaBegumV

The widget only works with Facebook Pages.

Width in pixels 340 Minimum: 180 / Maximum: 500

Height in pixels 130 Minimum: 130 / Maximum: 9999

☒ Show Faces  
Show profile photos in the plugin.

☐ Show Stream  
Show Page Posts.

☒ Show Cover Photo

[Delete](#) | [Done](#) [Visibility](#) [Saved](#)



To add your Facebook page to the sidebar:

1. Add the **Facebook Page Plugin** to your sidebar and click to open the widget as shown above.
2. Enter your Facebook page URL in the proper section and adjust the size to your liking. The rest is self-explanatory. I've **Show Faces** and **Show Cover Photo** checked. You may have all three checked.
3. Once done, click **Done** and then **Save**.
4. Refresh your webpage to view the changes.

You're done building the **Blog** page. For now, as no website is ever complete. With time, you'll be adding more information.

### **Delete a widget**

To delete a widget, simply drag the widget from the sidebar to the left Widgets area, and then click **Save**.

## Create a blog post

Let's now create a blog post.

To create a post:

1. Go to **Dashboard > Posts > Add New**.



The screenshot shows the 'Add New Post' page in WordPress. At the top, it says 'Add New Post'. Below that is the title 'Test Post'. A permalink is shown as 'https://www.fbegum.com/test-post/' with an 'Edit' button. There are buttons for 'Add Media', 'Add slider', 'Add Button', and 'Add Contact Form'. On the right, there are tabs for 'Visual', 'Text', and 'Page Builder'. Below these are various text formatting buttons like 'b', 'i', 'link', 'b-quote', 'del', 'ins', 'img', 'ul', 'ol', 'li', 'code', 'more', 'close tags', and 'proofread'. The main text area contains the placeholder text: 'This is a test post. This is a test post. This is a test post. This is a test post. This is a test post. This is a test post. This is a test post. This is a test post. This is a test post. This is a test post. This is a test post.'

2. Check/uncheck items on the right side as shown in the next image.

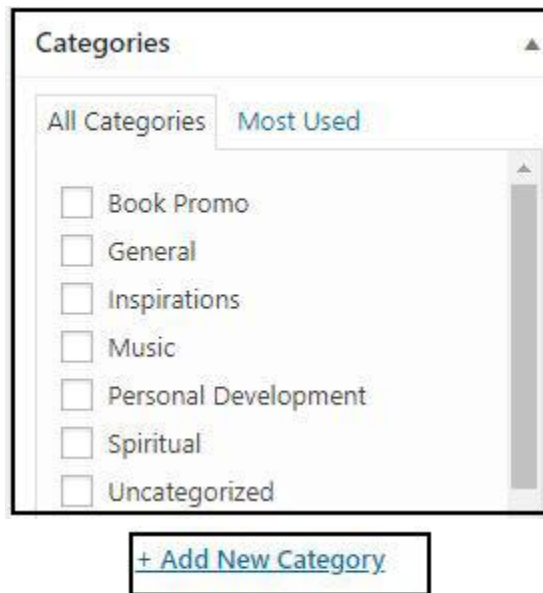


The screenshot shows the 'Page Settings' sidebar in WordPress. It contains the following options:

- Page Title**
  - ☐ display  
*Display the page title on this page.*
- Masthead Bottom Margin**
  - ☐ enable  
*Include the margin below the masthead (top area) of your site.*
- Footer Top Margin**
  - ☒ enable  
*Include the margin above your footer.*
- Hide Masthead**
  - ☐ hide  
*Hide the masthead on this page.*
- Hide Footer Widgets**
  - ☐ hide  
*Hide the footer widgets on this page.*

3. Give your post a **Title** in the title area.
4. On the Post page, choose **Visual** from the three choices: Visual, Text, and Page Builder.
5. Write your blog post here or cut and paste from another program. Feel free to format it with your choices of Font Face, Font Size, Font Color, and Text Alignment.

6. If you want to categorize your posts, then add the post to an existing category or create a new one. If you do not specify a category, it will be added to the **Uncategorized** category.



7. If you like your blog post to begin with a photo, then scroll down to the bottom on the right and set your featured image.





“Don’t Die with Your Music Still in You” –Dr. Wayne Dyer

Posted on May 26, 2017 by Fawzia Begum

I found this quote and heard Dr. Dyer tell his personal stories on PBS years after I’d already fulfilled one of my passions—creating and self-publishing an instrumental music album. I

8. When finished, click **Update** on the right, refresh your webpage, and view page. Now you have a complete blog post.




## Chapter 8: Contact Page Design

For your contact page, I will show you how to add a simple form for people to join your mailing list or send inquiries. Then I will show you how to use a free-gift to get a new subscription using **MailChimp** program. You decide which way you want to go. I could've only showed you how to simply add a form on your contact page. **MailChimp** is a bonus. You may decide whether to use it for building your mailing list or not. It has many features such as creating a campaign that you can play around with at your leisure. I've shown you the basics of creating the list and sending a freebie to your subscribers.

### Add a form to your page

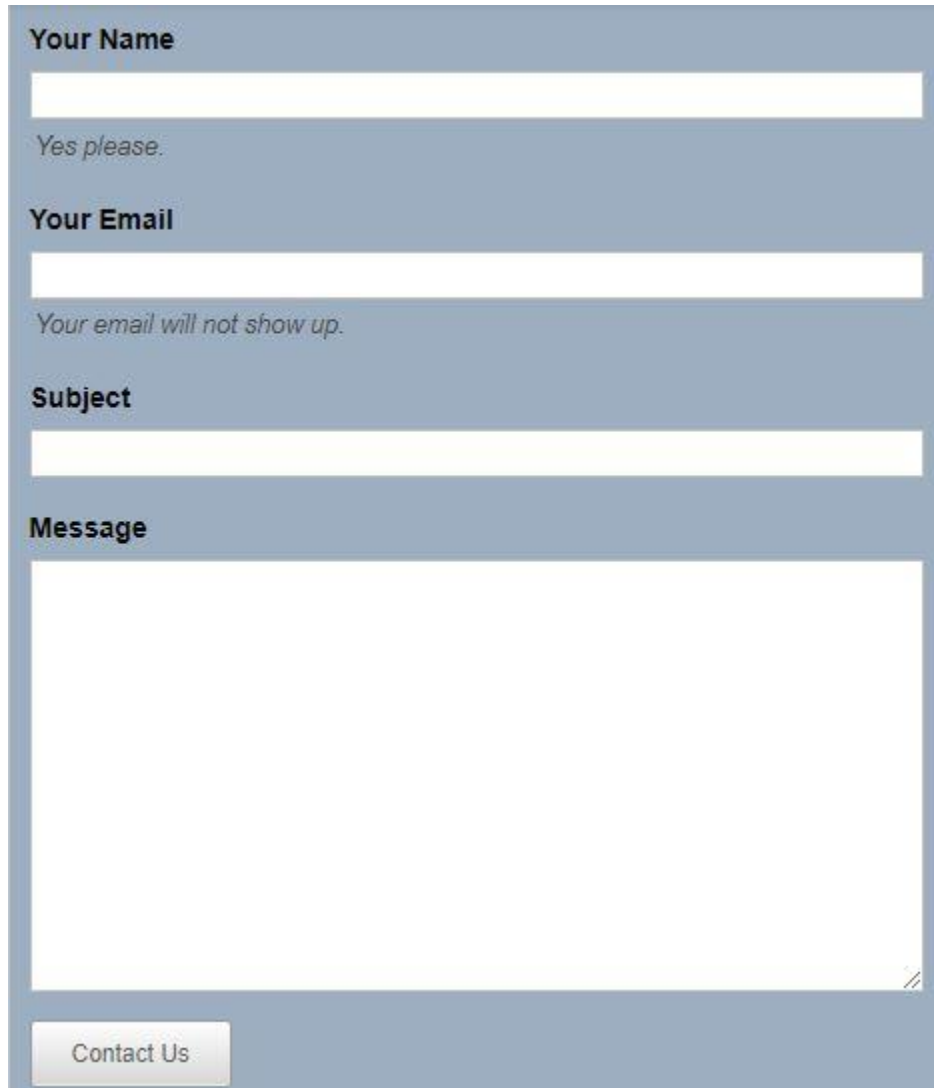
We'll use **Site Origin Contact Form** to add a simple form into our **Contact** page. This form will allow people to join your mailing list or send inquiries.

1. Open your **Contact** page you've created a while back.
2. Using **Page Builder**, add a row with three (formatting purposes) columns.
3. Slightly click to select the middle column, click on **Add Widget** and choose **Site Origin Contact Form** from the widgets page.
4. Click **Edit** to open the row.
5. Add a title under **Title** and check the **Display** title box.
6. Expand **Settings** and if no email address is shown, and add your email address in the **To** and **From** fields.

 <b>SiteOrigin Contact Form</b>
Get more form fields for the Contact Form Widget in <a href="#">SiteOrigin Premium</a>
<b>Title</b>
Got a question?
<input checked="" type="checkbox"/> Display title
<b>+ Settings</b>
<b>Fields</b>
Your Name
Your Email
Subject
Message



7. For all fields, click to open each and in the description box, write any message to your subscribers you like such as *your email will not show up* in the description under email field.
8. You may choose to scroll down and play around with text color, font, background, border, etc.
9. Once satisfied, click **Done** and **Update** as always. You now have a simple form that looks like the following image.



The image shows a contact form with a light blue background. It contains four input fields: 'Your Name', 'Your Email', 'Subject', and 'Message'. Each field has a placeholder text: 'Yes please.' for Name, 'Your email will not show up.' for Email, and an empty box for Subject. The Message field is a larger text area. At the bottom, there is a 'Contact Us' button.

**Your Name**

Yes please.

**Your Email**

Your email will not show up.

**Subject**


**Message**

Contact Us

### Automatically send a free eBook to your subscribers

You can use a free email marketing program called MailChimp to add a Sign-up and Pop-up forms into WordPress. This will allow you to attract people into your website as they click to receive the free gift, they've agreed to subscribe to your page. We, however, will only add the Sign-up form. So let's get started by creating a MailChimp account.

1. Go to **www.mailchimp.com** and click on **Sign Up Free** to create a new account.
2. Fill in the form with your information.



## Get started with a free account

Create a free MailChimp account to send beautiful emails to customers, contributors, and fans. Already have a MailChimp account? [Log in here](#)

Email

Username

Password 👁 Show

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 characters minimum

3. Click on **Get Started**.

## We're glad you're here, Ranger555.

Activate Account

(Just confirming you're you.)

4. Check your email and activate the new account.

5. Confirm you're a human and after that the new account is created.

## Confirm you're human


Since you've made it this far, we want to assume you're a real, live human.  
But we need to be super sure you aren't a robot.

I'm Not A Robot

### Create a mailing list

To create a mailing list:

1. Go to **MailChimp** dashboard and click on **Create List** button on the right.
2. Name your list, add your email address, and your name.



Campaigns   Templates   **Lists**   Reports

## Create List

### List details

List name

Default From email address

Default From name

Campaign URL settings

http://mailchi.mp/[xxxxxx] (generate randomly)

To customize your [campaign URLs](#), upgrade to a paid account and verify a domain.

3. Remind people how they joined your list. Perhaps they opted to receive a free eBook and subscribed to your mailing list.

Remind people how they signed up to your list

Write a short reminder about how the recipient joined your list.

Contact information for this list · [Why is this necessary?](#)

4. In the Form Settings box, check Enable double opt-in.
5. Under **Notifications**, select your option. Once done, click **Save**.

## Form Settings



Enable double opt-in

Send contacts an opt-in confirmation email when they subscribe to your list.

## Notifications Sent to fawziabegum5@gmail.com · [Edit](#)



Daily summary

Summary of subscribe/unsubscribe activity



One-by-one

Subscribe notifications as they happen



One-by-one

Unsubscribe notifications as they happen

Save

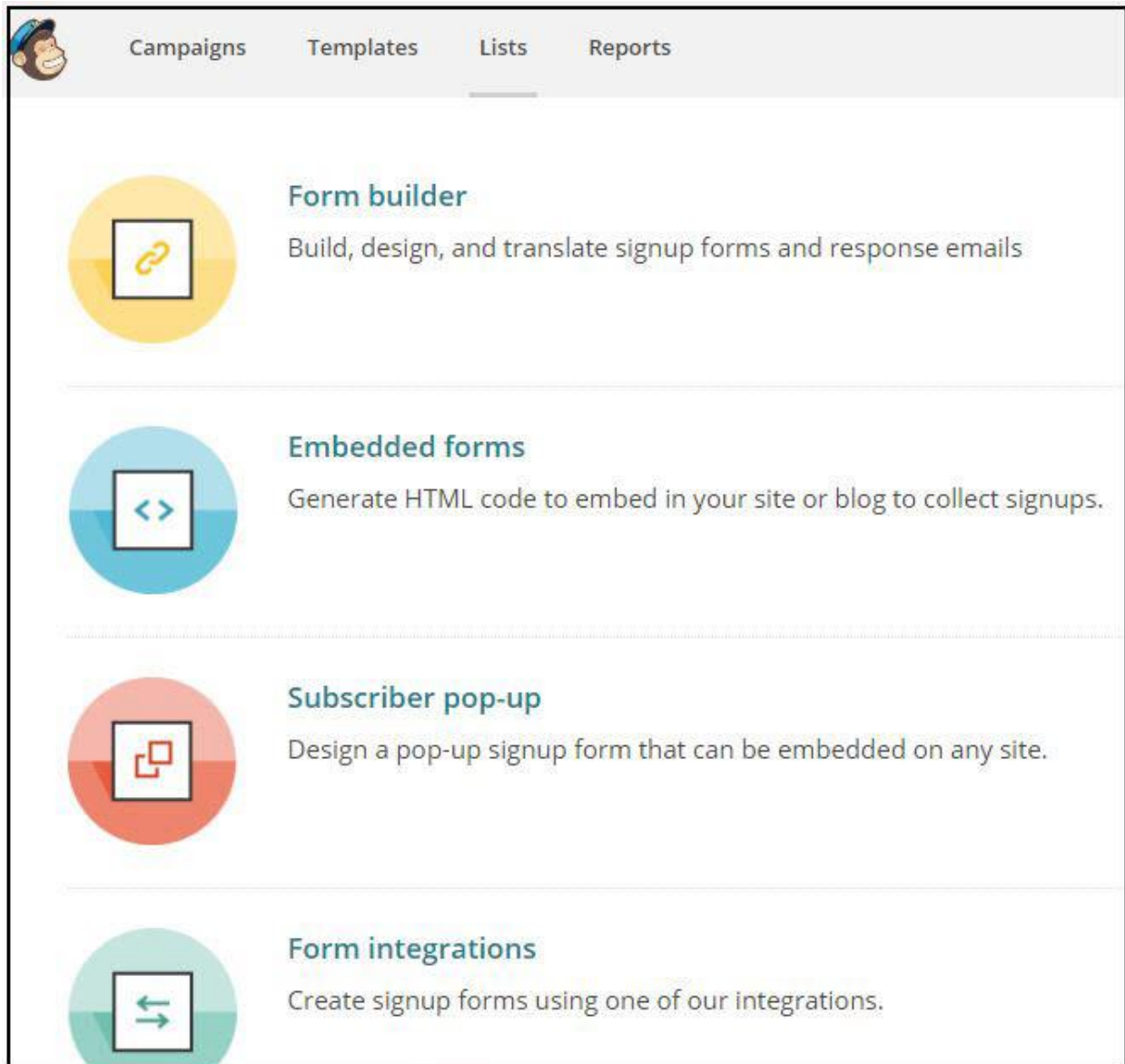
[Cancel](#)

## Add a signup form

You have to provide people with a signup form that will reside in your website on the areas designated by you such as Homepage, Contact Page, Sidebar, etc.

To add a signup form:

1. Go to your list on the MailChimp dashboard and click to open it.
2. Click on **Signup forms** and select **Form Builder**.



## Form builder

Forms and response emails

Signup form

☐ Let subscribers pick email format (Plain-text or HTML)  Info

Signup form URL

### Modify signup form fields

If you want to simplify the form to make things easier for your subscribers, you can delete fields from the signup form.

Please enter your email address to receive the free eBook you've requested.

Email Address

First Name

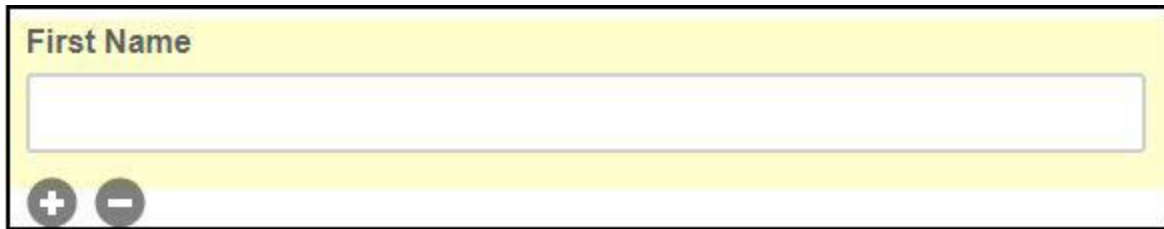
Last Name

Address

Let's say you only want to keep the email.

To delete any other field:

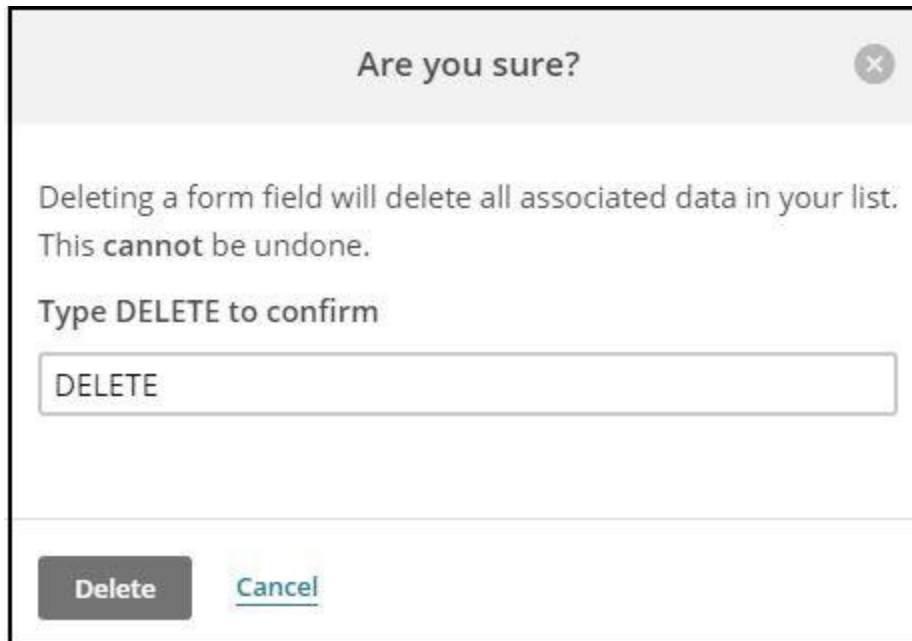
1. Click on the field to display the + - buttons.
2. Click on the – button and in the box that pops up, type the word **DELETE** to delete the field.



First Name

+

-



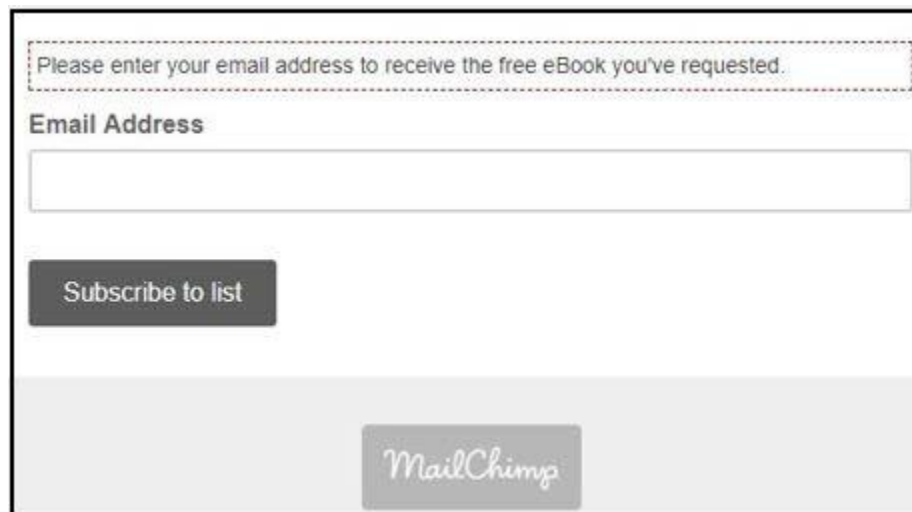
Are you sure?

Deleting a form field will delete all associated data in your list.  
This cannot be undone.

Type DELETE to confirm

Delete Cancel

People will see this form now with email address only.



Please enter your email address to receive the free eBook you've requested.

Email Address

Subscribe to list

MailChimp

## Setup the forms

1. Choose **Opt-in confirmation email** from the pull-down menu under **Forms and response emails** in Form Builder page.

You can modify anything you want here. For example, you can change the subject line or anything in the text or add an image of your free eBook. If you hover over the **Please Confirm Subscription** field, you'll see an edit button.



2. Choose **Confirmation thank you page** from the pull-down menu under **Forms and response emails** in Form Builder page. This is where you thank your subscriber. You can change the wordings in the **Subscription Confirmed** message if you like.  
If you want to add a link to your eBook to this message, you may do so.
3. Click on the text to activate the Edit button and then click on **Edit**.
4. Modify the text to something like, '**click here to receive your free eBook**'.
5. Highlight the text where you want people to click and then click the link button.

6. From the Link to pull-down menu, choose **File**. An editing page opens.
7. Click **Upload** to upload your file directly into MailChimp. The URL box is now filled automatically with your newly uploaded file URL. Click **Insert**, then **Save & Close**.  
***Note:** Alternatively, you may have your eBook saved in some cloud server in which case, you'll enter the web URL.*

An example of how your form may look like.



8. Choose **Final welcome email** from the pull-down menu under **Forms and response emails** in Form Builder page and check the box **Send a final welcome email**.

You may customize the form if you like and add a link to the freebie again.

Your subscription to our list has been confirmed.

For your records, here is a copy of the information you submitted to us...

**Email Address:**

If at any time you wish to stop receiving our emails, you can:

[unsubscribe here](#)

## Add MailChimp to your website

Now it is time to add MailChimp to your WordPress website. We'll do it using a plugin and without any coding except for simply copying and pasting simple code snippets. You've made this far, you know how to copy and paste code by now.

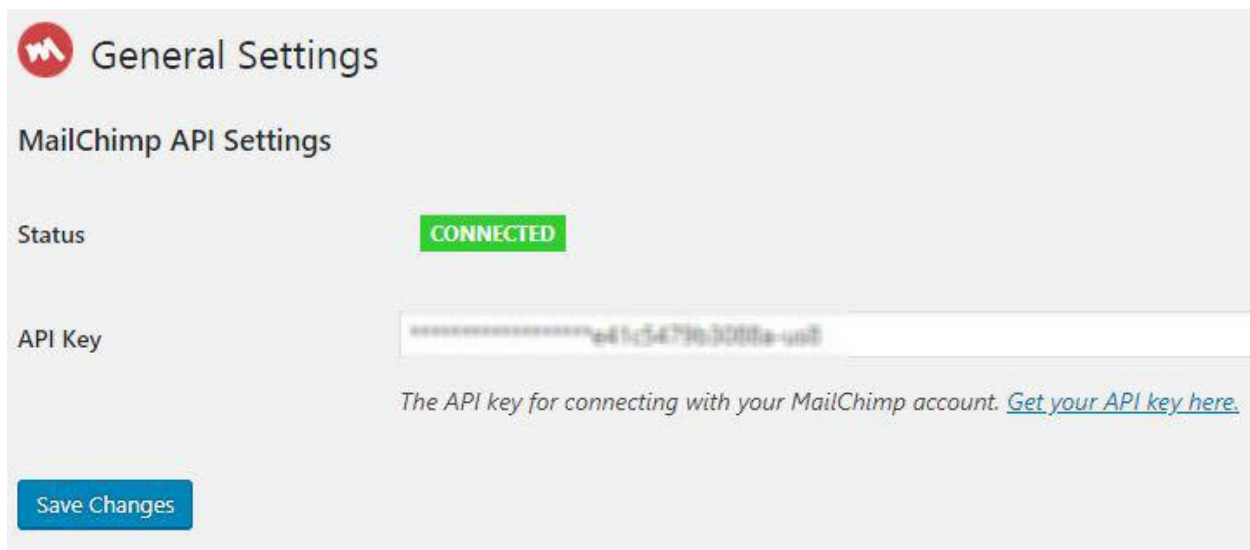
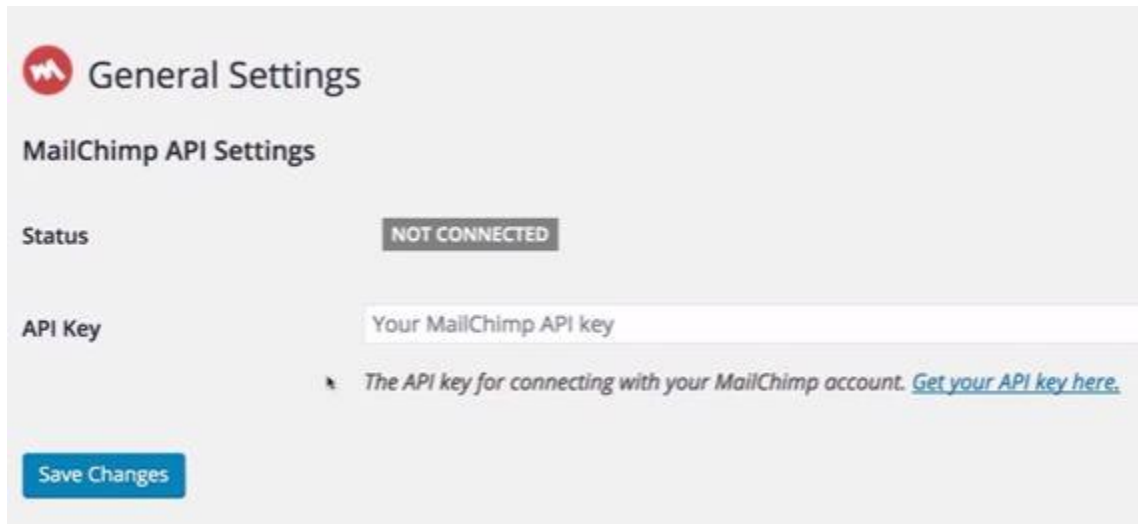
## MailChimp-WordPress integration

Let's now download the necessary plugin.

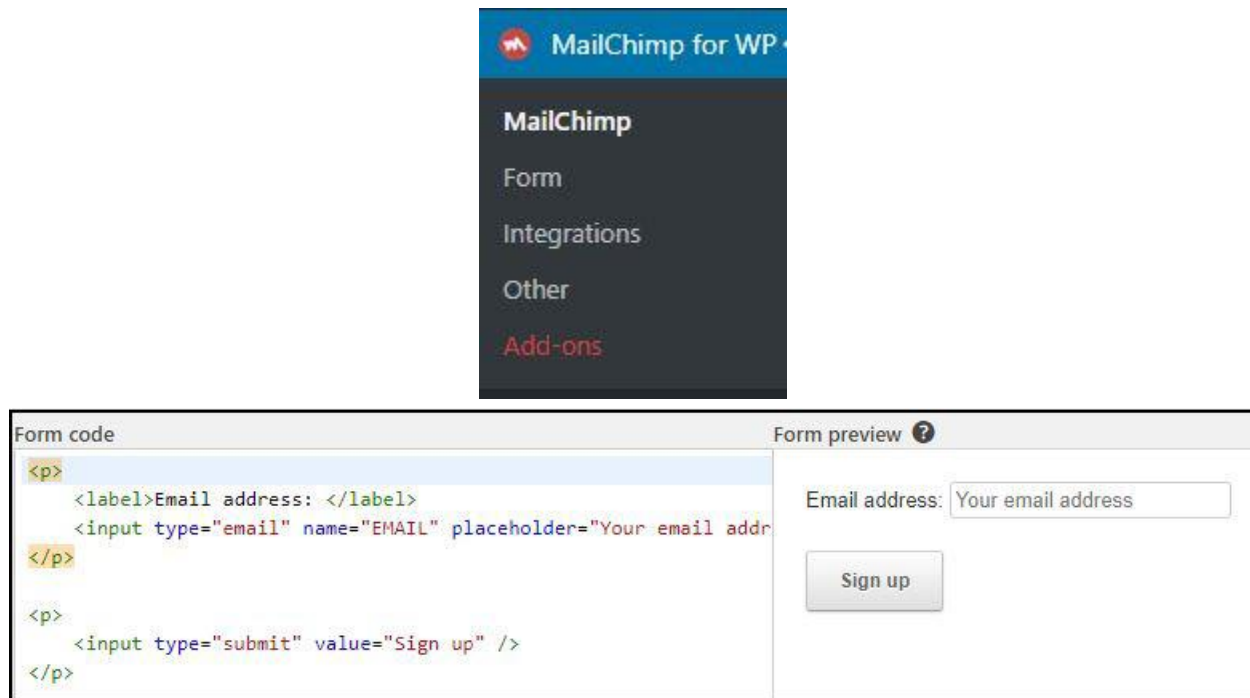
1. From your WordPress dashboard go to **Plugins**, click **Add New** and in the search box, type **MailChimp**.
2. Select **MailChimp for WordPress** (by idericode) and click **Install Now**.
3. Activate plugin.



4. When you receive the message that you need an API key, click on the link to go to the **MailChimp General Settings** page.
5. Click on Get your API key here.
6. Go to your MailChimp dashboard to get the required API key for WordPress.
7. On the top right, look for your name and click on it. Then from the drop-down menu, click **Account**.
8. Click on **Extras** and click **API keys**. If you already have an API key, you can simply copy it. If not, click **Create A Key** to create an API key.
9. Once you have your API key copied to the clipboard, go back to your WordPress MailChimp page and paste the API key on the empty field and click **Save Changes**. The status now changes to **Connected** in green.



10. Click on **Form** and get to **Edit Form** page on WordPress and check to see the fields on your form. They should match what you've already selected on MailChimp signup form.



11. Scroll down to copy the **short code**. You can use that anywhere on your WordPress to display your signup form. I will show you how to add the form on your Contact page later.



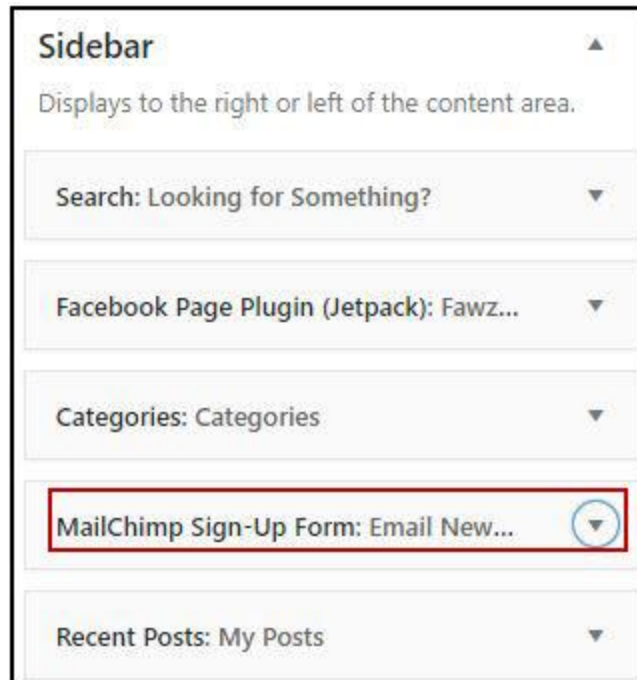
### Add MailChimp signup form to sidebar

We'll now add the form to your sidebar on the Blog page.

1. Go to WordPress **Dashboard>Appearance>Widgets** to go to the Widgets page.
2. Scroll down to locate **MailChimp Sign-Up Form**.



3. Click on the widget, select **Sidebar**, and click **Add Widget**.

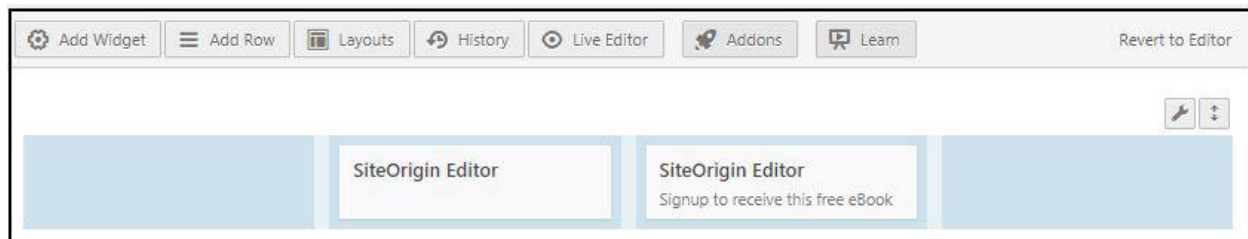


4. Click the arrow to open the MailChimp widget on your sidebar and under title, type a title of your choice and click **Save**. Now your subscribers can enter their email address to sign up. You may now test it.

### **Add MailChimp signup form inside Contact page**

To add your MailChimp signup form to your Contact page:

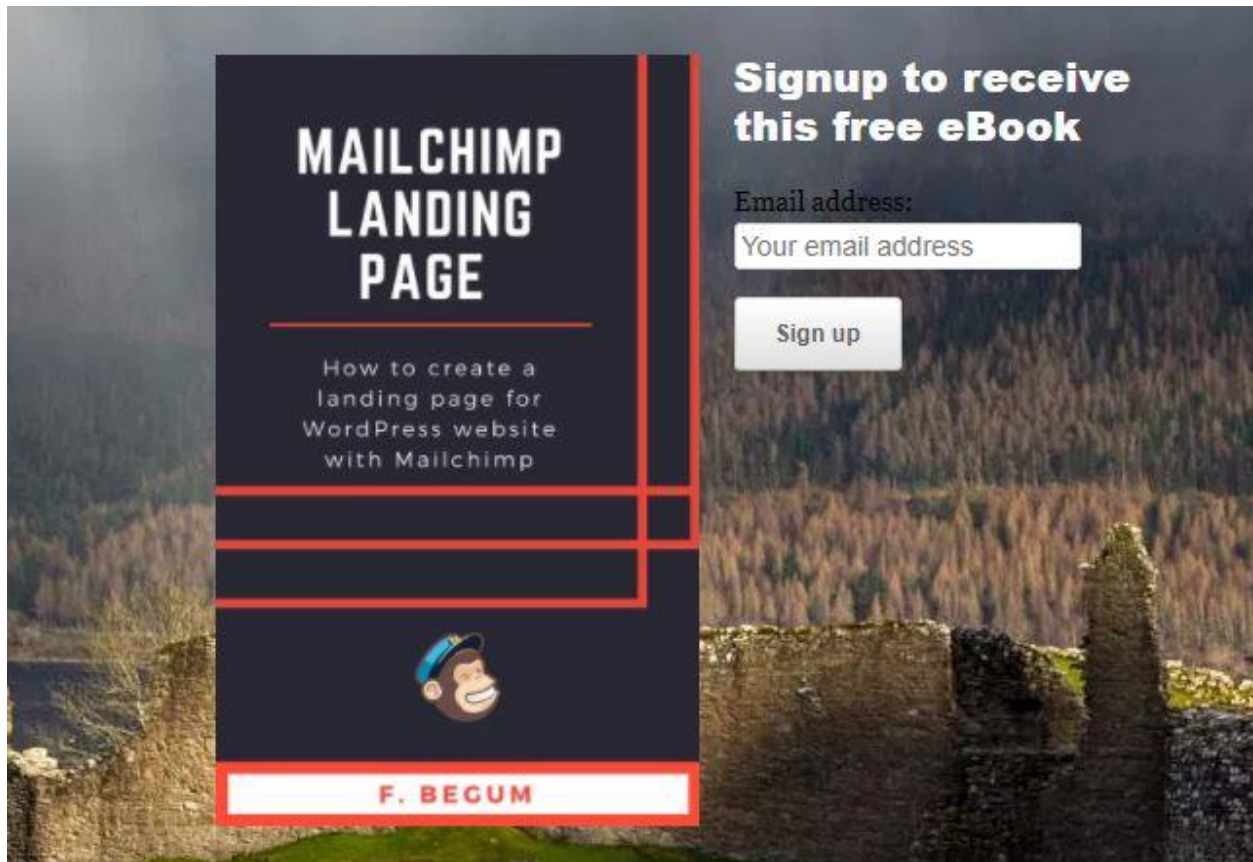
1. Go to **Pages>Contact**.
2. Choose **Page Builder** and add a row with four columns.
3. Click on the wrench icon on the top right and click **Edit Row** (you've done this before).
4. Click on **Design** and add an image. Click **Done** to return to the edit page.
5. Click to activate the second column and add **SiteOrigin Editor** widget.
6. Do the same on the third column.



7. Click to open **column 2** to add the image of your eBook.
8. Next, click to open **column 3** and type **Signup** to receive this free eBook. You may format your text anyway you like.
9. Go to your WordPress dashboard and click **Form** on **MailChimp for WP** in the left navigational bar.
10. Copy the MailChimp short code from the **Form** page.
11. Return to the **Contact** page third column and paste the short code below the previously-typed signup message. Then as always, click **Done** and **Update** before viewing the page.

**Note:** If you wanted to add the simple contact form shown at the beginning of this chapter, you can add another row and add the form there.

Your finished page may look something like the one shown below (without the simple contact form).



Congratulations! You've done it! Now, you have your beautiful five-page author website to share with the world.

## One Last Thing..

I can now rest knowing that all my hard work and dedication have paid off, hoping that you've enjoyed this book as much as I've enjoyed writing it for you.

And if you've enjoyed this book and benefited from it:

- Kindly share the book link with your friends.
- Even more kindly, share your feedback on **Amazon.com review** section.
- Subscribe to my website at (<https://www.fbegum.com>) and tell me what other How-To books you like me to create for you next.

I look forward to helping you again.

***Thanks a million for buying my book, for without you, I'm nothing.***



## About the Author

Fawzia Begum is a techno-savvy writer with over 15 years of experience in creating software user's manuals, developer's guides, policies and procedures, installation guides, released notes, online help, web content, and more for various IT companies. Her freelance editing experience includes large scientific and patent documents as well as business and other documents. She has published articles in community magazines and newspapers, some involved interviewing High-tech entrepreneurs in Silicon Valley, California.

Fawzia enjoys writing fiction and non-fiction, and has published her first novella about a year ago. She is currently working on multiple books. She holds a B.S. degree in Geosciences and a Certification in technical writing.

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