WordPress

Beginner Toolkit

GOTECHUG.COM

Contents

This toolkit is for anyone starting out or looking forward to create a web/digital presence.

Over 1000 people have accessed the 1st edition of this toolkit.
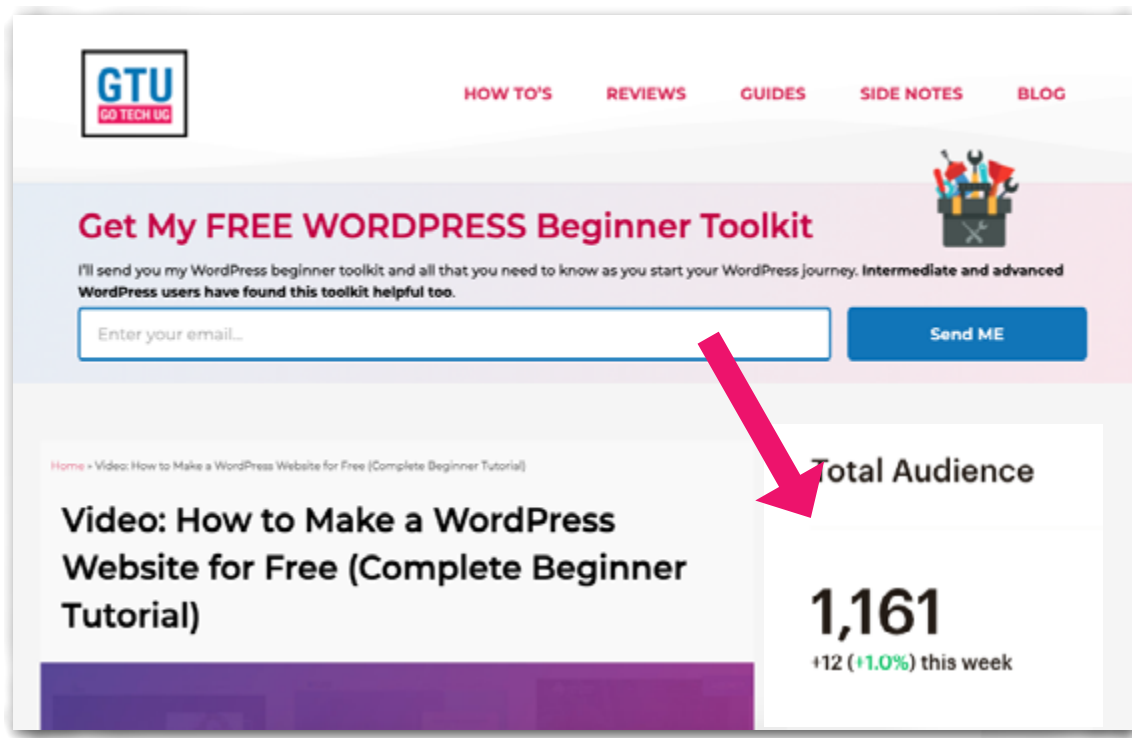
This 2nd edition contains even more up-to-date content as of February 2021.

Intermediate and **advanced** WordPress users too have found this toolkit useful.

Why You Need This Toolkit

6yrs ago when I had just started trying out things with WordPress as a newbie, I wish knew someone I could rely on for advice and ideas to get me going further faster.

I would be way better than I'm today. Unfortunately, **that was never**

the case not only for me but just for most people starting out.

And here is why you're fortunate.

At least by accessing this toolkit, you'll find it quick and easy to decide on which tools to use and I will show you what tool does what and why.

For most beginners, this saves them a ton of time hoping from place to place in search of how to do things the right way.

In this Beginner WordPress Toolkit, I'm basically putting together a few but **very important tools** I've found useful **building blogs and websites** in the last 6 years of my web design journey.

That will not only include resources I've published on my **blog and youtube channel** but also those from other places that I find resourceful.

And if you finally make the decision to get started creating your first website or blog, then you're at the right place.

My youtube channel has **300+ WordPress web design video tutorials** for beginers with zero coding knowledge.

I believe checking it out and subscribing would do you more good as you advance your web design skillset

Disclaimer

One thing I've to point out is, **you don't need to have prior knowledge** on how the internet works.

To get started building your digital presence, you simply need an internet connection and know what you want to achieve. Then you're good to get started.

Enjoy the read :-)

The Toolkit

I've split this toolkit into sections and each will focus on a specific topic. From **Domains, Hosting, Designing, SEO, Security** among others.

Domains and Hosting

For every website to be on the internet, it must have a domain name (URL). There are several domain name providers that have made a name for themselves.

But hey, those that make a lot of noise through ads running around your email inbox or on social media aren't necessarily the best.

But one recommended by a colleague would most certainly suit your need.

Here is where I will mention domain and hosting providers that have stood the test of time, used and had a good experience.

"

> There is a literary ZERO learning curve on how to use their platforms, great support and friendly pricing.

All web hosting companies mentioned below have most things in common and I highly recommend them.

I have also got some amazing discounts for you from a couple of them.

GO TECH UG

They all have a;

Helpful support and live chat representatives

available all time all day. So incase you fall into issues or you simply need help with your domain or hosting, their support representatives are readily available within less than a minute. Someone will check out your issue and help you fix it in no time.

Affordable domain and hosting

with no contracts and you can cancel anytime. The process to register a domain name is simple and seamless.

Domain registration & transfer

They make registering, transferring and migrating domains pretty easy and cheap. You don't need to have a big budget. Just for about $10 you can have a domain and get started.

Another pretty amazing feature is the **fast and eased way to update nameservers.**

Simple, clean client area and cPanel with 99.9% Uptime
So, for your domain and hosting needs, feel free to check them out.

1. BlueHost (recommended by WordPress)
2. Hostinger (90% off + Free domain name)
3. InMotion Hosting
4. Hostigator (Upto 65% off + Free domain name)

Website SSL

Website Security (SSL)

When Google released Chrome 68, it marked all websites without an SSL unsecure.

Now, you wouldn't want your website visitor to perceive your website as something fishy or you being a scammer.

An SSL (secure socket layer) is a certificate provided by an insuring authority and is installed on the server (inside your web host control panel).

> "
> This security certificate protects (hides/encrypts) sensitive information your visitor enters while on your website such as credit cards and personal info.

This is done so that data can't be intercepted by an intruder in raw form. Ideally, an SSL protects your site visitor from possible site hacks and guarantees user safety.

There are many SSL certificate providers and issuing authorities. I'll just mention two that are free and I use.

1. Lets Encrypt

This is a free open certificate authority. The project was initiated and contributed to by big internet giants including Mozilla, Google, Facebook and Automattic the company behind WordPress.

This project is parented by the Internet Security Research Group.

The let's encrypt ssl is free to use all time but renewable every 3months.
It takes less than 5mins to install on the server and no additional information requested.

Most web hosts provide it in the cpanel panel or you simply have to inquire from the support team and they can easily install it for you with also automated updates.

2. Cloudflare
Don't be surprised to see Cloudflare in this list but if you're, your most certainly right.

Cloudflare is a CDN (content delivery network) and helps in routing website traffic to the nearest server based on wherever in the world a visitor is trying to access it (website).

But, Cloudflare comes with a pretty cool feature (in free plan). Which enables you to set up a **Cloudflare flexible SSL** for your website free of charge for a lifetime.

Cloudflare CDN not only protects your server from being hit by web traffic directly hence more server resource usage but also enables you to perfectly secure your website up to bank level standard.

I've used their services literary on every website I built and has also been recommended by experienced web and internet researchers including Troy Hunt.

I've also put together a **step by step tutorial** on my youtube channel to showing you how to install a Cloudflare flexible SSL on your website.
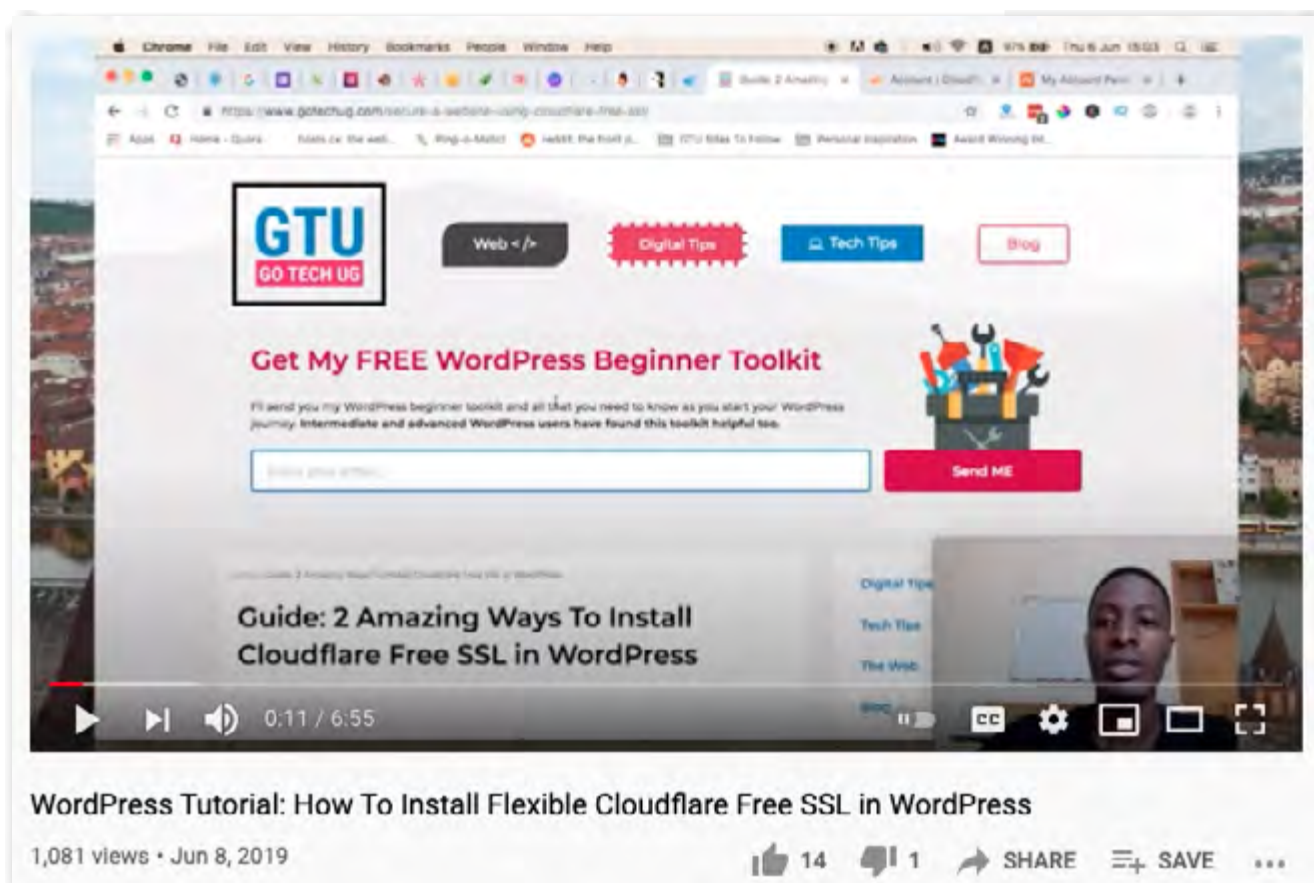
> " Securing your website will not only enable you to gain trust from your site visitors but also be loved by search engines as such Google that has made having an SSL secured website, not an option but a Must.

Security

I hope this doesn't create any confusion.

In here, I share with you ways you can protect your websites from hacks and intrusion. Including things like protecting your website against **DDoS attacks**, **port sniffing**, **database hacks**, and **URL blocking**.

This can be done with or without an SSL installed on your website.

The one plugin i recommend for this job is **WordFence** which is a freemium WordPress security plugin. The plugin is developed and maintained by Defiant Inc.

It provides protection, throttles breaches and has been a solution to a number of compromised and defenced websites.

WordFence plugin brings you immense features including IP blocking and filtering, blocking of malicious login attempts, database access, **whitelisting and blocking insecure plugins and updates** among others.

A top feature I treasure about WordFence is the email updates whenever something security related happens to my websites, including **hack/login attempts**, **plugin updates** among others.
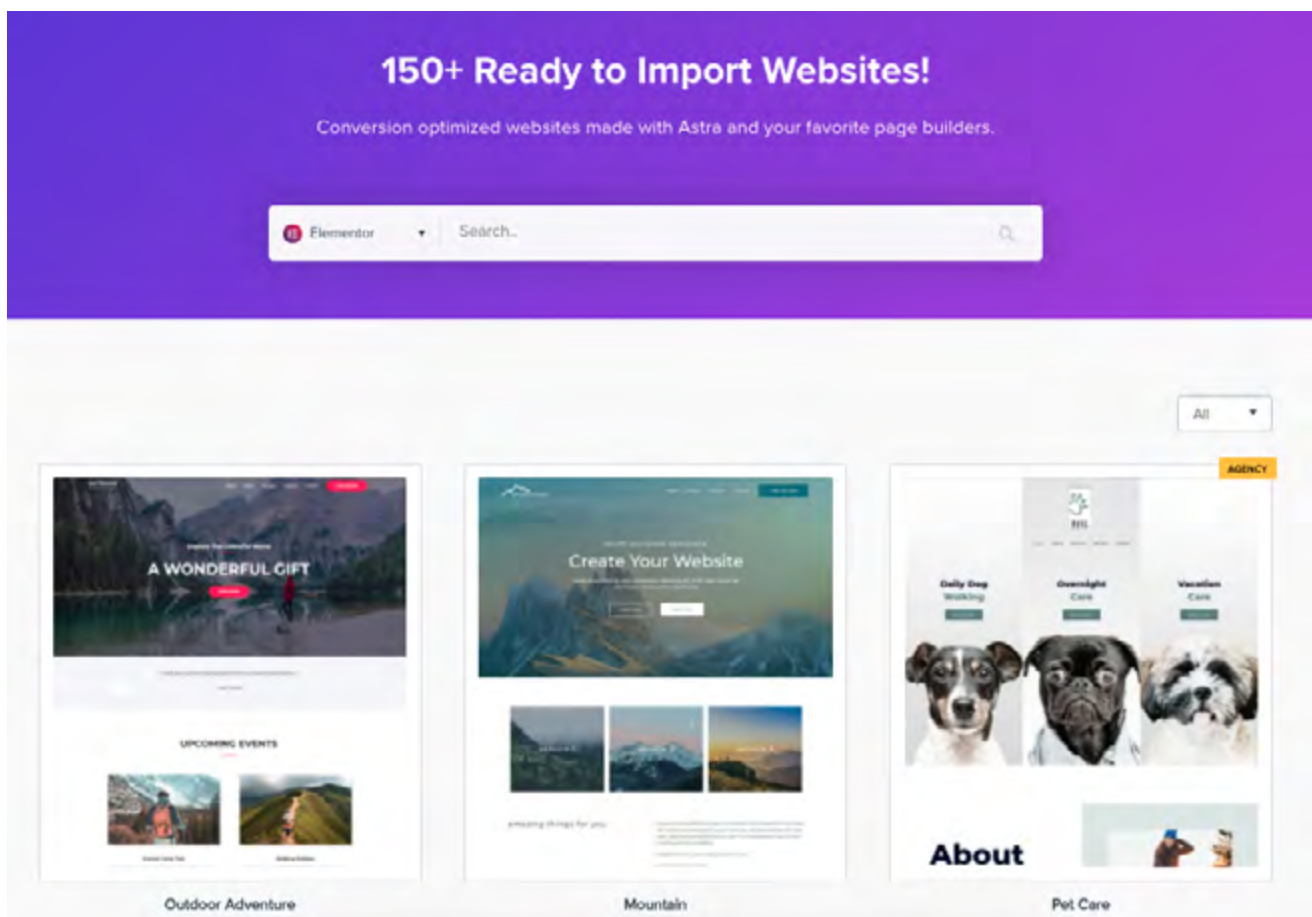
Themes

A WordPress site literary doesn't exist without a theme.

A theme gives you a structure on which you can build your website in WordPress.

I've come across a number of themes I would happily recommend these themes that have a great structure, support from a large user base and developer community.

1. **Themes with premade templates and styles**; Astra, OceanWP,

Kadence, Blocksy theme

2. **Barebornes themes**; Genesis framework and Hello theme are other great themes to start building your web presence.

All mentioned themes have great support for WooCommerece / eCommerce and mobile responsive.

Page Builders

Having a theme is one thing, customizing the theme is another. And this is where a page builder comes into handy.

Pages builders bring you the ability to add widgets and sections to any area of your WordPress website with ZERO coding skills.
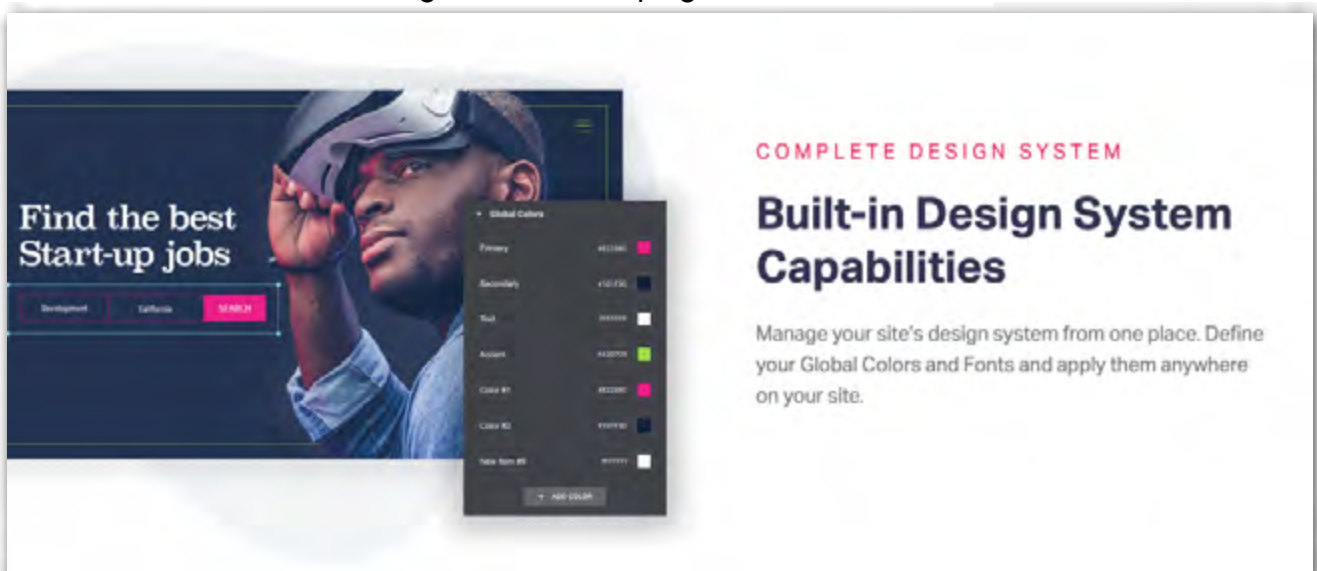
Everything is simply drag and drop.
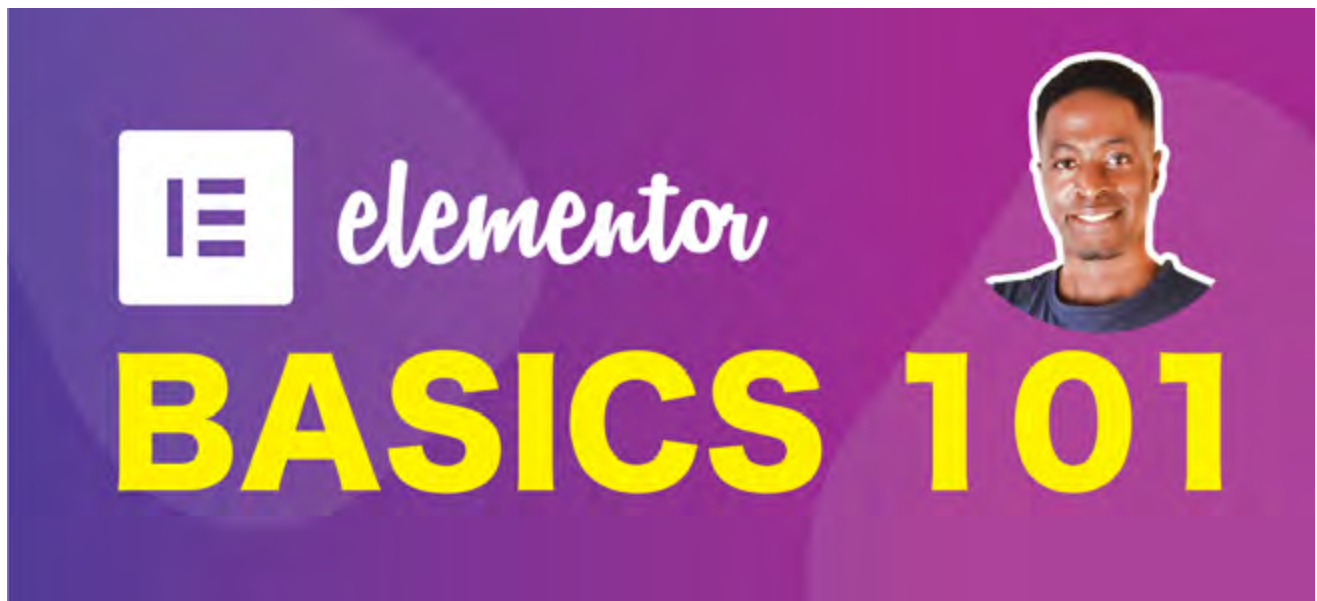You can witness this through my tutorials on youtube.

There are several page builders for WordPress like Elementor, Brizy, Oxygen and Divi.

My heart fell for Elementor's flexibility, ease of use, great community and resources.

With Elementor you can build your own theme. From headers, footers, pages, blog templates, product pages and archives. With now over 5 million active users worldwide. Elementor has become the leading WordPress page builder.

COMPLETE DESIGN SYSTEM

Built-in Design System Capabilities

Manage your site's design system from one place. Define your Global Colors and Fonts and apply them anywhere on your site.

Basically, Elementor is more than just a page builder. It's an awesome tool to get starters going. It has both a free and paid versions with a ton of reusable templates.

Feel free to checkout my Elementor tutorials on the channel **Here**

Page Builder Addons (Extensions)

You can't talk about pages builders and leave out mentioning extensions that make the use of page builders even more interesting.

The page builder addons extend the functionality of page builders by offering even more widgets and possibilities to customize your WordPress website.

There is a number of plugin developers across the globe working round the clock developing there extensions. It could be an extension authored by the page builder team.

So, when software developers spot a need to have a widget that does so and so, they go ahead develop the widget and have it used by the page builder users.
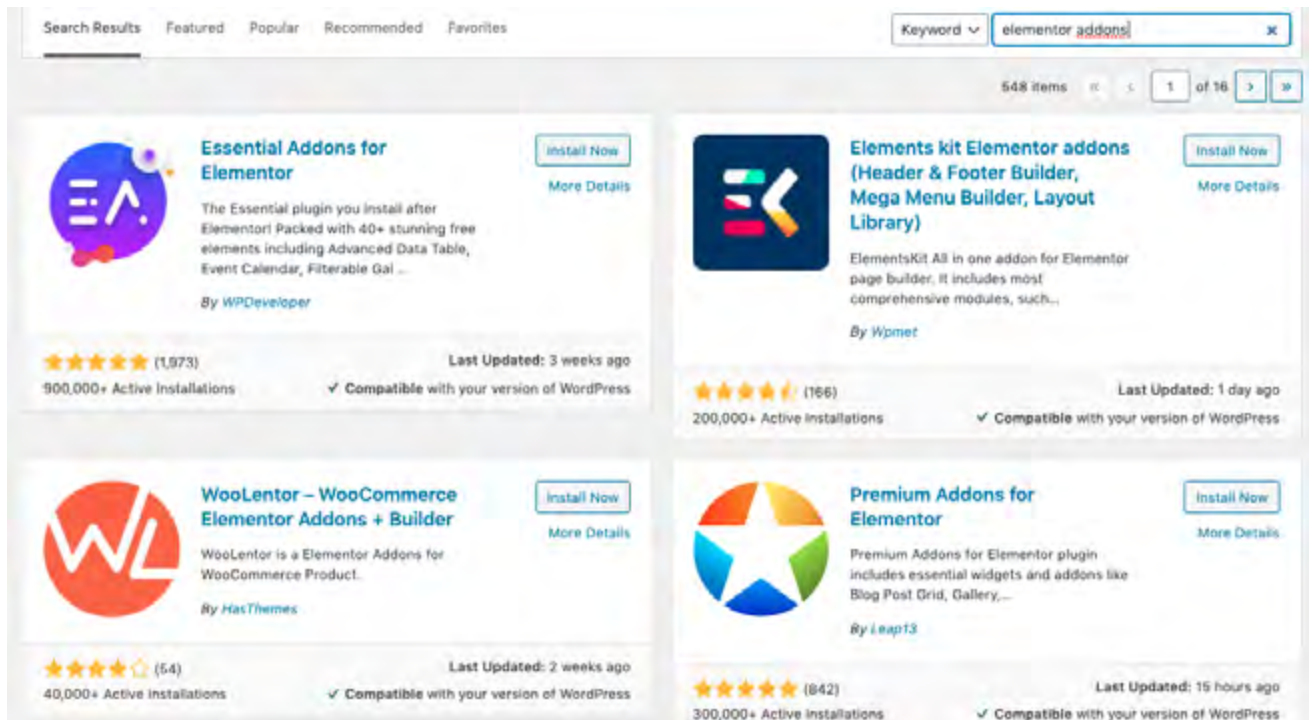
These widgets or addons are in most cases availed for free but also paid ones are many in the market.

I have created several tutorials on a number Elementor addons and how they work with Elementor. You could checkout the videos in this playlist.

My favorite Elementor addons you may consider using in your website project.

1. Premium Addons
2. Elements Kit Addons for Elementor
3. Crocoblock Jet Plugins
4. Essential Addons for Elementor
5. The Plus Addons for Elementor
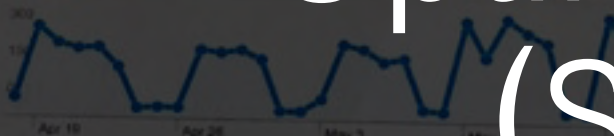
Search Engine Optimisation (SEO)

You obviously want your website to be indexed through a certain search query.
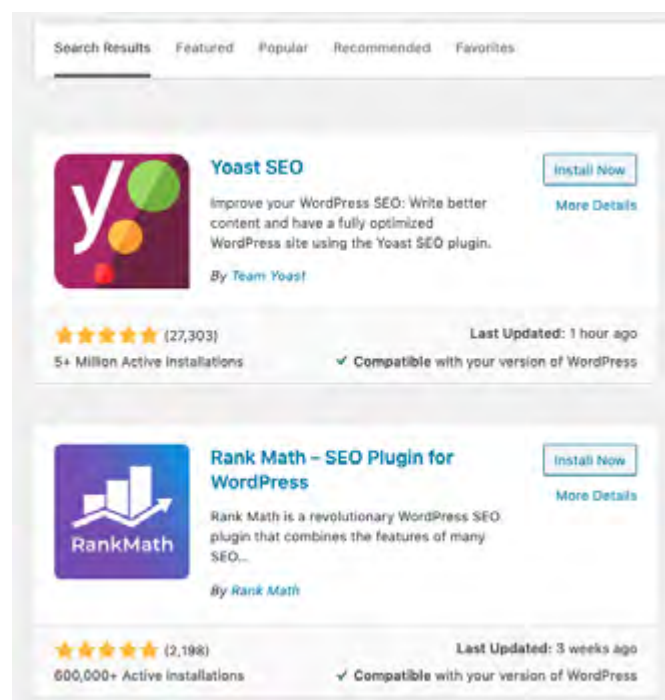
This search query is known as a **keyword**.

Keywords are so vital in getting your website indexed in the search engine results pages (SERPs).

And this is where SEO tools come into handy.

Two WordPress SEO tools you'll come across are;

Yoast SEO and Rank Math

Yoast is the leading WordPress SEO tool and by far the most known and used.

I've used Yoast plugin and its pretty made easy for any beginner to get started and for an advanced user to explorer even further.

Yoast does for you the big job like submitting your website sitemap to search engines, on top of that, guiding you in the right way to optimize your content (blogs and pages) for such engines.

Yoast SEO plugin is both free and paid but the free version has enough features to get you going. Be sure to check it out.

On the contrary, Rank Math is the new kid on the block. It's absolutely free and has a number of the Yoast SEO Pro features in their free version.

I highly recommend Rank Math as they have invested heavily in integrating with WordPress Gutenberg and Elementor.

If you're switching from Yoast, don't worry. All your data will be easily imported into Rank Math with a click of a button.

Website Speed

Today, speed is the thing.

A site visitor leaves a website once it can't load within less than 3secs.

That would cause you to not only lose them but also drop in your search engine rankings due to **Google's rank brain** tracking bounce rate and searcher intent.

And, there as been a technology built to solve this.

Accelerated Mobile Pages (AMP).

Google, Automattic (the company behind WordPress) and several others came up with a project called **Accelerated Mobile Pages** (AMP).

With AMP, you're able to have a mobile version of your content appear in mobile searches and can instantly be accessed.

- No loading time (Instant page load on mobile search results).
- Free WordPress plugin.
- Very simple and easy to install under 3mins.

Caching

Caching is a technology where your web server stores/saves your frequently visited web pages so it can serve them often to your visitors without causing a lot of load on the server (web hosting space).

And there are a great number of web caching techniques, however, for WordPress I recommend a WordPress plugin called WP Fastest cache.

That's simply because it's what has worked for me over and over again.

It's one of the most used and reviewed WordPress speed cache plugin in the WordPress repository.

WP Fastest cache is very simple to setup under 5mins and you can get your website load faster in less than 3mins.

Cache plugins performance vary depending on your website host (server).

So you have to find one that does give you the desired results and so feel free to try out a couple of others.

Here is a guide with 50 secrets to speed up your WordPress websites.

NitroPack

If you have some $$$ to spend, I can't recommend enough NitroPack. This is an online speed optimization tool that will get all your site speed headaches sorted for you and right.

> "
> NitroPack not only optimizes your website for speed but also serves it through a content delivery network making it easy for your website visitors access your website content from the nearest server to them.

NitroPack is simple and easy to setup with no headace.

Their systems does all the big job for you including caching your whole website, image lazy loading and optimization, HTML, CSS and JS minification and compression among others.

See this tutorial on how to speedup your website with NitroPack.

How To Speed Up WordPress Site Tutorial with NitroPack Cloud Optimization Plugin

4,013 views · Aug 13, 2019
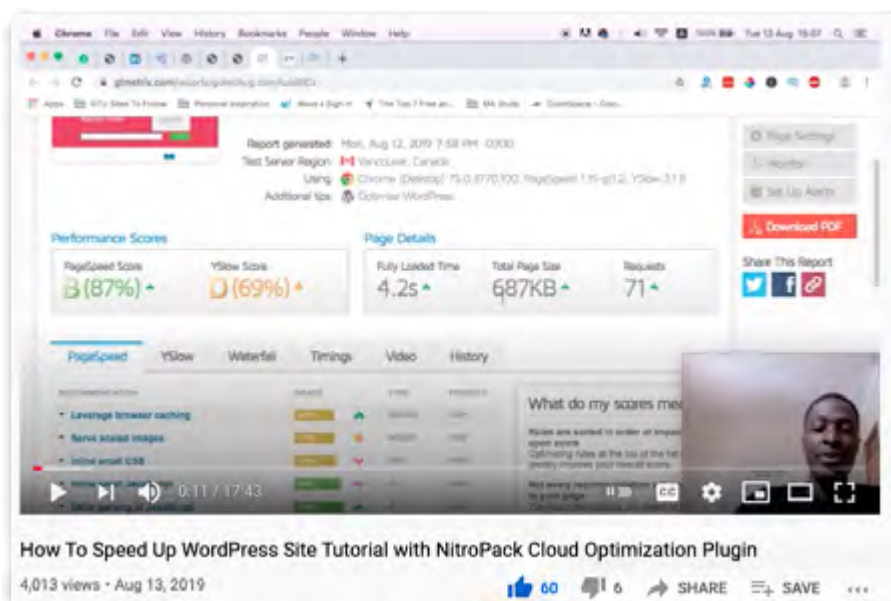
Digital Marketing

Marketing (Online)

When I started out blogging as a hobby, I had no knowledge of some of the industry leaders and platforms I could tap knowledge from and later on implement in my web projects.

Over a period of time, I've come to know three amazing people great at content creation, makerting and SEO. And that's **Brian Dean** from Backlinko.com, **Neil Patel** from NeilPatel.com and **Glen Allsopp** from Detailed.com.

They're all pretty amazing folks teaching marketing, SEO and digital strategies on how you can get your website content loved by Google.

My words may not do justice what those three offer to the online marketing space but checking them out would be the absolute thing.

Lead
Generation

In the online space, its known that one without an email list technically has no business. Simply put.

So, from the very start, **you should start collecting those emails** and just like they say, one by one makes a bundle.

One tool I recommend for this job is **Optin Monster.** Tried, tested and recommended by Social Media Examiner founder, Michael A. Stelzner.

Optin Monster comes in with a lot of features and possibilities to collect leads. Be sure to check them out.

OptinMoster is a brainchild of **Syed Balkhi the founder WP Beginner** a leading WordPress beginner resource website.

I also recommend that you check it out for your future references.

MailChimp

I can't close this list without giving a mention to Mailchimp.

I've used MailChimp to collect leads for all my websites and those I've created for my clients.

Unlike her competitors, Mailchimp gives a beginner the ability to collect up to 2000 emails addresses, learn and test using their platform all for FREE.

Total Audience   Add contacts

1,161
+12 (+1.0%) this week

Total audience breakdown

GoTechUG Newsletter   682
+2 (+0.3%) this week

Free Resources   479
+10 (+2.1%) this week

Well known for its stable infrastructure and FREE spam mail servers, Mailchimp is at the top of this game.

They've also created a WordPress plugin to easily enable you to integrate your website with their service.
Be sure to check it out. Most certainly you're receiving this ToolKit because Mailchimp delivered it to you.

In Closing

I hope this toolkit brought you value.

Let me know in an email if you have a WordPress related issue I can help you with.

If you find problems getting off the ground with your website, feel free to check out any my youtube channel for quick and complete tutorials on creating your first website or simply do a quick fix on certain areas of your website.

Alternatively, you may checkout my blog for content I share over there.

Don't forget to subscribe to my newsletter if you haven't already.

Am sure one of them will help you out step by step or get you started.

And if none does, feel free to shoot me an email at hamza@gotechug.com.

Happy WordPress Moments!