

# Complete WordPress Implementation Guide

## Building Your Retiree Business Blueprint Online Portal

**Your Domain:** [retireebusinessblueprint.com](https://retireebusinessblueprint.com)

**Platform:** [WordPress.com](https://WordPress.com) with considerations for self-hosted [WordPress.org](https://WordPress.org)

**Primary Goal:** High-functioning, comprehensive learning management system + marketing hub

## Executive Summary: [WordPress.com](https://WordPress.com) vs. Self-Hosted Reality Check

Based on your existing [WordPress.com](https://WordPress.com) domain and your course's comprehensive nature, here's the critical reality:

### [WordPress.com](https://WordPress.com) Limitations for Your Use Case:

- **✗ No plugin installation** (Business plan \$25/month minimum needed, still limited)
- **✗ Cannot install LearnDash, LifterLMS, or Tutor LMS** - the best LMS plugins
- **✗ Limited course management features** - no advanced quiz/completion tracking
- **✗ No custom integrations** - can't connect specialized tools
- **✗ Limited student progress analytics**
- **✗ Cannot customize course flow** to match your 2-track (Mastery/Essentials) model

### Recommendation: MIGRATE to Self-Hosted [WordPress.org](https://WordPress.org)

While [WordPress.com](https://WordPress.com) is easier initially, it's fundamentally incompatible with delivering a premium, comprehensive course platform like yours. Your course deserves better infrastructure.

### Cost Comparison:

- [WordPress.com](https://WordPress.com) **Business:** \$25/month + limited features = insufficient
- **Self-Hosted WordPress + LearnDash:** \$15-30/month hosting + \$199/year LearnDash = professional-grade platform
- **Hosted solution (Kajabi/Thinkific):** \$159-319/month but loses all customization

**The verdict:** Self-hosted WordPress with LearnDash is the ONLY option that gives you the functionality, customization, and cost-effectiveness your premium course deserves.

## Part 1: Migration Strategy from [WordPress.com](https://WordPress.com) to Self-Hosted

### Step 1: Export Your Current [WordPress.com](https://WordPress.com) Content

**Timeline:** 30 minutes

**Difficulty:** Easy

1. **Log into [WordPress.com](https://WordPress.com)**
  - Go to [yoursite.wordpress.com/wp-admin](https://yoursite.wordpress.com/wp-admin)
  - Navigate to **Tools** → **Export**
  - Select **All Content** (posts, pages, media, everything)
  - Click **Download Export File** (saves as XML)
2. **Save Your Media**
  - [WordPress.com](https://WordPress.com) → Media Library
  - Note what media files you have (for re-uploading if needed)
  - Many hosting providers can migrate media automatically
3. **Document Your Site Settings**

- Take screenshots of:
  - Site title and tagline
  - Color scheme/branding choices
  - Any custom menus
  - Page/post hierarchy

## Step 2: Choose Managed WordPress Hosting

For your situation, **managed WordPress hosting** is ideal because:

- Automatic WordPress updates
- Built-in security and backups
- Performance optimization (important for videos)
- Support team handles technical issues
- 1-click WordPress installation with LMS plugins pre-optimized

**Recommended Providers (Ranked by LMS compatibility):**

Provider	Cost	Best For	Video Hosting	Uptime SLA
<b>Kinsta</b>	\$35-100/mo	Premium performance	Excellent	99.99%
<b>Cloudways</b>	\$14-50/mo	Best value+performance	Good	99.9%
<b>WP Engine</b>	\$20-115/mo	Enterprise features	Good	99.95%
<b>Bluehost WP</b>	\$12-50/mo	Budget-friendly	Fair	99.9%
<b>SiteGround</b>	\$4-100/mo	Beginner-friendly	Good	99.99%

**My recommendation: Cloudways** (\$14-50/month) - best balance of:

- Affordable pricing
- 1-click WordPress + LearnDash setup
- Excellent video streaming performance (crucial for your courses)
- 24/7 expert support
- Can start small, scale up as course grows

## Step 3: Domain Transfer (Keep [retireebusinessblueprint.com](https://retireebusinessblueprint.com))

**Timeline:** 24-48 hours

**Process:**

1. Purchase hosting with your domain
2. In [WordPress.com](https://WordPress.com) → Settings → Domains → Remove domain (keeps working during transition)
3. Go to domain registrar (likely GoDaddy or Namecheap)
  - Update nameservers to point to new hosting provider
  - Your new host will provide nameserver addresses
4. Wait 24-48 hours for DNS propagation
5. Old [WordPress.com](https://WordPress.com) site becomes inaccessible; new site goes live

**Pro tip:** Set up hosting FIRST, import content, test everything, THEN change nameservers.

## Step 4: Import Content to New WordPress

**Timeline:** 1-2 hours

**Process:**

1. Log into new WordPress admin
2. Go to **Tools** → **Import**
3. Select **WordPress Importer**
4. Upload the XML file exported from [WordPress.com](https://WordPress.com)
5. Map old authors to new users
6. Select what to import (posts, pages, media, etc.)

## Part 2: Installing & Configuring LearnDash LMS

### Why LearnDash?

After reviewing your comprehensive 8-module course with:

- Two distinct tracks (Mastery/Essentials)
- Deep lessons with worksheets and activities
- Prerequisites and sequential learning
- Multiple quizzes and assignments
- Progress tracking and certificates

**LearnDash is superior because:**

- ✓ Perfect for cohort-based courses with distinct tracks
- ✓ Advanced prerequisites and drip-feed scheduling
- ✓ Built-in quiz builder with multiple question types
- ✓ Lesson timers (can enforce 60-minute lesson minimum)
- ✓ Group functionality (manage cohorts separately)
- ✓ Certificate generation and completion tracking
- ✓ BuddyPress integration for community
- ✓ Integrates with payment gateways (Stripe, PayPal)
- ✓ Content protection and IP restrictions available
- ✓ Video embedding without external dependencies

**Cost:** \$199/year (or \$199/month for Enterprise)

### Installation Steps

**Timeline:** 1 hour

**Difficulty:** Easy (provided by hosting company)

#### Option A: Auto-Install (Recommended)

1. In Cloudways/hosting control panel:
  - Go to **Applications**
  - Click **Install New**
  - Select **LearnDash LMS** (often available pre-configured)
  - Choose your WordPress instance
  - Complete installation

#### Option B: Manual Install

1. Obtain LearnDash license from [learndash.com](https://learn dash.com)
2. WordPress Admin → **Plugins** → **Add New**
3. Upload LearnDash ZIP file
4. Activate plugin
5. Copy license key to activate

## Initial LearnDash Configuration

### Step 1: General Settings (30 minutes)

WordPress Admin → **LearnDash LMS** → **Settings**

#### Course Settings:

- Enable auto-enroll (allow users to self-enroll)
- Set course access: "Open" or "Closed" (start with Open)
- Enable course progress bar (yes)
- Enable course resume functionality (yes)

#### Lesson Settings:

- Set timer: 60 minutes per lesson (can adjust per lesson)
- Allow lesson preview: No (require enrollment)
- Auto-progress after completion: Yes

#### Quiz Settings:

- Pass percentage: 70% (can customize per quiz)
- Retry limit: 3 attempts
- Show correct answers after completion: Yes
- Allow resume mid-quiz: Yes

#### Certificate Settings:

- Enable certificates: Yes
- Create blank certificate template (can customize with branding)

#### Video Settings:

- Video player: LearnDash built-in
- Allow video download: No (protects content)

### Step 2: Create Course Structure (1-2 hours)

Your course structure in LearnDash:

```
Retiree Business Blueprint (Parent Course)
├─ Module 0: Welcome & Course Setup
│   ├── Lesson 0.1: Course Orientation
│   ├── Lesson 0.2: Mindset Preparation
│   └─ Quiz: Module 0 Check-In
├─ [TRACK SELECTOR - Mastery vs Essentials]
├─ Module 1: Discovering Your Foundation
│   ├── Lesson 1.1: What Drives Your Decisions
│   ├── Lesson 1.2: Define Your Foundation
│   ├── Lesson 1.3: Positives & Negatives
│   ├── Lesson 1.4: Refine Your Foundation
│   ├── Lesson 1.5: Business Foundation Fit Assessment
│   └─ Quiz: Module 1 Mastery (Prerequisites: all lessons complete)
└─ Module 2: Big Pictures [through Module 8]
```

└─ [Same structure]  
└─ Final Capstone Project & Certificate

## How to Create This in LearnDash:

### 1. Create Parent Course:

- WordPress Admin → **Courses** → **Add Course**
- Title: "Retiree Business Blueprint - Complete Program"
- Description: Your course overview
- Course Access: Open
- Enable Progress Bar: Yes
- Save & publish

### 2. For Each Module (repeat 9 times):

- **Courses** → **Add Lesson** (inside your course)
- Title: "Module X: [Title]"
- Content: Module overview/context
- Mark as "Part of Course" ← critical setting
- Save

### 3. For Each Sub-Lesson (5 per module):

- **Courses** → **Add Topic** (under each Module lesson)
- Title: "Lesson X.Y: [Specific Topic]"
- Content: The full lesson script/content
- **Add attachments:** Link to video, PDF worksheets
- **Set timer:** 60 minutes (enforces engagement)
- Save

### 4. For Each Activity/Worksheet:

- Create as Assignment or Downloadable Resource
- **Use LearnDash Quizzes** for interactive assessments
- Not just downloads—actual tracked activities

### 5. For Module Completion Quizzes:

- **Courses** → **Add Quiz** (after final lesson in each module)
- **Question Type Options:**
  - Multiple choice (from your reflection prompts)
  - Short answer (worksheet exercises)
  - Essay (reflection journals)
- **Set prerequisites:** All lessons in module must be completed before quiz accessible
- Pass percentage: 70%
- Attempts: 3
- Show correct answers: After completion

### 6. For Mastery vs. Essentials Branching:

- Create two separate course sections
- Use **Groups** feature to manage cohorts
- Each student sees their selected track
- Both lead to same completion certificate

### Step 3: Handling Your Video Content

#### Critical Decision: Where to Host Course Videos

Given your comprehensive course with 8 modules × 5-7 lessons = 40+ lesson videos:

##### Option 1: LearnDash Video Embed (Recommended)

- Upload directly to WordPress media library
- Embed using LearnDash video player
- All data stays on your server
- Cost: Included in hosting
- Pros: Complete control, privacy, branding
- Cons: Requires robust hosting bandwidth
- Video size limit: Depends on hosting (typically 1GB per file)

##### Option 2: Vimeo Pro (Best for Your Use Case)

- Cost: \$75/month for Pro (better than YouTube for courses)
- Unlimited streaming hours and storage
- Privacy controls (link-only, geo-blocking, etc.)
- Advanced analytics on viewer engagement
- Embed into LearnDash lessons
- Won't count against your hosting bandwidth

##### Option 3: YouTube Unlisted (Free but Limited)

- Upload videos as "Unlisted"
- Only accessible via direct link
- Free but no privacy controls
- YouTube may show ads (depending on channel settings)

#### My Recommendation for Your Course:

Use **Vimeo Pro** because:

1. Privacy: Videos only accessible to enrolled students
2. Analytics: See exactly what students watch and re-watch
3. Engagement: Helps identify which lessons struggle (re-engagement opportunities)
4. Professionalism: No ads, clean presentation
5. Integration: Seamless embed into LearnDash
6. Performance: Doesn't slow your hosting

#### Implementation:

1. Create Vimeo account, upgrade to Pro (\$75/month)
2. Upload all lesson videos to Vimeo
3. Set each video to "Private - Password Protected"
4. In LearnDash lesson → **Add Video**
5. Select "Vimeo" → Paste video URL
6. Video embeds with your branding, restricted to logged-in students

## Step 4: Student Progress Tracking & Analytics

### Built into LearnDash:

- Dashboard shows completion % for each student
- Track which lessons were completed and when
- Quiz scores and attempts tracked automatically
- Time-on-page tracking for accountability
- Certificate auto-generated upon completion

### How to Monitor:

#### 1. WordPress Admin → **LearnDash** → **Learners**

- See all enrolled students
- Click student name for detailed progress
- See which lessons completed, quiz scores, time invested

#### 2. **Reports** → **Course Analytics**

- Overall completion rates by module
- Average time per lesson
- Quiz performance analytics
- Identify students at risk of dropout

#### 3. **Send Automated Emails:**

- LearnDash → Emails → Configure triggers
- Email when student enrolls
- Email when student completes module
- Email when student falls behind on schedule

## Part 3: Building the Marketing & Sales Hub

### Landing Page Setup

You need compelling sales pages separate from course content.

### Best Approach: Elementor Page Builder Plugin

#### 1. **Install Elementor Pro** (\$99/year)

- WordPress Admin → **Plugins** → **Add New**
- Search "Elementor"
- Install and activate FREE version first
- Then upgrade to Pro for advanced templates

#### 2. **Create Sales Pages (Use Pre-Built Templates)**

### Page Structure:

```
/pricing → Pricing page with enrollment CTA
/about → Instructor bio, credentials, philosophy
/course → Full course details with curriculum breakdown
/testimonials → Student success stories
/faq → Frequently asked questions
/blueprint → Free resource landing page (lead magnet)
```

Each page uses Elementor drag-and-drop builder to create:

- Hero sections with videos

- Pricing tables
- Testimonial carousels
- FAQ accordions
- Email capture forms

## Integrating Payment Gateway

**Choose: Stripe or PayPal**

**I recommend: Stripe** because:

- Lower fees (2.2% vs PayPal's 2.8%)
- Better for subscriptions (if you add recurring billing)
- Cleaner checkout experience
- Better fraud protection

**Integration:**

### 1. Create Stripe Account ([stripe.com](https://stripe.com))

- Live or Test mode (start with Test)
- Verify identity and bank account

### 2. Connect to WordPress:

- WordPress Admin → **LearnDash** → **Settings** → **Payments**
- Select "Stripe"
- Copy Live/Test API keys from Stripe dashboard
- Paste into LearnDash settings
- Save

### 3. Create Product/Pricing:

- **LearnDash** → **Courses** → **Your Course**
- Go to "Course Access" section
- Select "Closed" (requires enrollment)
- Set price: \$197, \$247, or \$347
- Select "Stripe" as payment gateway
- Save

### 4. Test Payment Flow:

- Use Stripe test card: 4242 4242 4242 4242
- Enroll as new student
- Complete fake transaction
- Verify student auto-enrolled after "payment"
- Check student can access course

## Email Marketing Integration

**Best Option for Your Needs: Convertkit (now Spotter) or Mailchimp**

**I recommend: Convertkit (\$29/month)**

- Designed for course creators
- Sequences trigger based on course enrollment
- Auto-send welcome series when students join
- Segment students by completion progress

- Professional templates
- Integrates perfectly with LearnDash

#### **Setup Sequences:**

##### **Sequence 1: Welcome Series (Sent upon enrollment)**

- Day 0: "Welcome to Retiree Business Blueprint - Your Journey Starts Now"
  - Congratulations message
  - First lesson link
  - Quick start guide PDF
- Day 2: "How to Get the Most From This Course"
  - Tips for time management
  - How to use worksheets
  - Where to find support
- Day 5: "Check-In: How's Week 1 Going?"
  - Encourage if progressing well
  - Offer support if struggling
  - Share testimonial from similar student

##### **Sequence 2: Accountability Sequence (Triggered if no login in 7 days)**

- "We Miss You! Here's What You're Missing"
  - Highlight most popular module
  - Show student community comments
  - Simple action step to restart

##### **Sequence 3: Graduation Sequence (Triggered upon completion)**

- "Celebrate! You've Completed the Blueprint"
  - Download certificate
  - Access to alumni community
  - Offer for advanced coaching
  - Request testimonial/review

## **Part 4: SEO & Marketing Integration**

### **WordPress SEO Plugin**

#### **Install Yoast SEO Free (\$0) or Pro (\$99/year)**

##### **1. Initial Setup:**

- WordPress Admin → **Plugins** → **Add New**
- Search "Yoast SEO"
- Install and activate
- Complete setup wizard (10 minutes)

##### **2. Configure for Your Courses:**

- **Yoast** → **Search Appearance**
- Set "Course" content type to appear in search results
- Enable breadcrumbs (helps navigation)
- Set XML sitemap generation

##### **3. Optimize Each Page:**

- **Edit page/post** → **Yoast SEO box**
- Enter focus keyword (e.g., "small business courses for retirees")
- Write meta description (155 chars)
- Use Yoast recommendations (readability, keyword usage, etc.)

## **Specific SEO Content for Your Course**

### **Blog Posts to Create (Monthly):**

1. "How to Start a Small Business in Retirement: A Step-by-Step Guide"
  - Target: "How to start small business retirement"
  - Link to: Your course homepage
2. "Retiree Business Ideas That Actually Work"
  - Target: "Best business ideas for retirees"
  - Link to: Course curriculum
3. "Time Management for Retirees Starting a Business"
  - Target: "Time management small business owner"
  - Link to: Module 3 preview
4. "Beginner's Guide to Business Marketing"
  - Target: "Marketing for small business"
  - Link to: Module 4 details
5. "How to Create a Profitable Service Business in Retirement"
  - Target: "Profitable business models retirees"
  - Link to: Pricing/enrollment page

### **Create Content Calendar:**

- 2 blog posts per month
- Each 1500+ words
- Include video embeds
- Internal linking to course pages
- Optimize each with Yoast

## **Part 5: Student Experience Features**

### **Setting Up LearnDash Community**

**Enable BuddyPress Integration** (optional but recommended for engagement):

1. **Install BuddyPress Plugin** (free)
  - WordPress Admin → **Plugins** → **Add New**
  - Search "BuddyPress"
  - Install and activate
2. **Configure for Course Community:**
  - **Settings** → **BuddyPress** → **Course Groups**
  - Create group for each cohort
  - Enable discussion forums
  - Students post progress updates, questions, wins
3. **Moderate Community:**
  - Check forum daily

- Reply to questions within 24 hours
- Celebrate progress publicly
- Redirect off-topic discussions

## Certificates of Completion

### In LearnDash:

#### 1. Create Certificate Template:

- **LearnDash** → **Certificates**
- Select design template
- Add your branding: logo, colors
- Include: Course name, graduate name, date, your signature/credential
- Make it professionally designed (you can hire template designer on Fiverr)

#### 2. Auto-Issue Upon Completion:

- Certificate auto-generates when student completes final quiz
- Email sent to student with certificate PDF attached
- Student can download and print anytime from dashboard

## Student Dashboard Customization

### What students see after login:

```

Welcome, [Student Name]!

Your Courses:
├ Retiree Business Blueprint
│   ├── Progress: 45% Complete
│   ├── Current Lesson: Module 3.2
│   ├── Next Milestone: Module 3 Quiz
│   └ Estimated Time Remaining: 12 hours
└
├ Next Lesson Preview
├ Progress Timeline
├ Recent Community Posts
└ [RESUME BUTTON]
```

This customizable dashboard keeps students engaged and oriented.

## Part 6: Essential Plugins & Setup

### Must-Have Plugins (Beyond LearnDash)

Plugin	Cost	Purpose	Installation
<b>Elementor Pro</b>	\$99/yr	Page builder for sales pages	Essential
<b>Yoast SEO Pro</b>	\$99/yr	SEO optimization	Important
<b>Convertkit</b>	\$29/mo	Email automation	Important
<b>WPForms Pro</b>	\$99/yr	Contact/enrollment forms	Important
<b>Akismet</b>	\$5-50/mo	Spam protection	Nice to have
<b>UpdraftPlus</b>	Free+	Automated backups	Essential
<b>Wordfence</b>	Free+	Security monitoring	Essential

## Backup Strategy

### Automated Daily Backups (Critical!):

1. **Install UpdraftPlus** (free version)
  - WordPress Admin → **Plugins** → **Add New**
  - Search "UpdraftPlus"
  - Install and activate
2. **Configure:**
  - **Settings** → **UpdraftPlus**
  - Schedule: Daily backups
  - Storage: Google Drive (free) or your hosting provider
  - Retention: Keep 10 most recent backups
  - Include: Database + All files
3. **Test Restore:**
  - Monthly: Manually download backup and test restore
  - Ensures backups actually work (critical!)

## Part 7: Detailed Implementation Timeline

### Week 1: Infrastructure Setup

- **Day 1-2:** Purchase Cloudways hosting (\$14/month), own your domain
- **Day 3-4:** Set up SSL certificate (automatic with Cloudways)
- **Day 5:** Install WordPress fresh instance
- **Day 6:** Install LearnDash + initial configuration
- **Day 7:** Test hosting, speed, WordPress admin access

### Week 2: Content Migration

- **Day 8-9:** Export content from WordPress.com, organize into LearnDash structure
- **Day 10-12:** Create course framework in LearnDash (add Modules, structure)
- **Day 13-14:** Set up video hosting (Vimeo) and begin uploading videos

### Week 3: Course Building

- **Day 15-20:** Add all 40+ video lessons to LearnDash
- **Day 21:** Add quizzes with questions from your workbook
- **Day 22-23:** Upload all worksheets as attachable resources
- **Day 24:** Test student enrollment and course access flow

### Week 4: Payment & Email Setup

- **Day 25:** Connect Stripe payment gateway
- **Day 26:** Create pricing pages with Elementor
- **Day 27:** Set up Convertkit email sequences
- **Day 28:** Test full purchase flow: visitor → enrollment → course access → welcome email

## **Week 5: Sales Pages & Marketing**

- **Day 29-32:** Create sales pages using Elementor (homepage, course, pricing, about, faq)
- **Day 33-35:** Set up Yoast SEO on all pages
- **Day 36-37:** Create first 2 blog posts (SEO-optimized)
- **Day 38-42:** Configure analytics, create lead magnet, finalize marketing copy

## **Week 6: Testing & Polish**

- **Day 43-44:** User testing (have 3-5 people try full enrollment → course access flow)
- **Day 45-46:** Fix any bugs, improve UI based on feedback
- **Day 47:** Final security check, backup verification
- **Day 48:** Domain nameserver switch (live!)

## **Week 7: Launch & Optimization**

- **Day 49-50:** Monitor server during initial traffic
- **Day 51-56:** Gather feedback from first students
- **Day 57-60:** Implement optimizations, monitor analytics

## **Part 8: Ongoing Maintenance Checklist**

### **Weekly (10 minutes)**

- ☐ Check student questions/support requests
- ☐ Verify daily backups completed successfully
- ☐ Monitor error logs for issues

### **Monthly (1 hour)**

- ☐ Test course enrollment as new student
- ☐ Review student progress and completion rates
- ☐ Check email automation is working
- ☐ Review and respond to testimonials

### **Quarterly (2-3 hours)**

- ☐ Update course content with new examples/case studies
- ☐ Analyze student feedback, make improvements
- ☐ Review performance analytics (page speed, conversion rates)
- ☐ Update SEO blog content
- ☐ Test backup restore process

### **Annually (4-5 hours)**

- ☐ Update WordPress, LearnDash, all plugins
- ☐ Review and update course pricing
- ☐ Plan new cohorts or advanced courses
- ☐ Security audit with professional (optional)

## Part 9: Troubleshooting Common Issues

### Issue: Students can't access video

#### Solution:

1. Check Vimeo video privacy settings (should be Private-Password protected)
2. Verify video is properly embedded in LearnDash lesson
3. Test in incognito browser to rule out caching
4. Check student enrollment status

### Issue: Page loading slowly

#### Solutions:

1. Check Vimeo video quality (don't auto-play multiple)
2. Compress images with ShortPixel plugin
3. Enable caching plugin (WP Super Cache - free)
4. Check with Cloudways support if server resources exceeded

### Issue: Payment not processing

#### Solutions:

1. Verify Stripe API keys are correct (copy-paste carefully)
2. Test with Stripe test card (4242 4242 4242 4242)
3. Check payment gateway is set to "Live" not "Test" for real payments
4. Contact Stripe support if issue persists

### Issue: Email not sending

#### Solutions:

1. Verify Convertkit account is connected properly
2. Check email sequence is marked "Active"
3. Manually send test email to yourself
4. Check spam folder in Gmail/Outlook
5. Wait 5 minutes (delays common for triggered emails)

## Part 10: Advanced Optimizations (Later)

Once you're running smoothly, consider:

### 1. Cohort Management

- Create separate course groups for each cohort
- Drip-feed content week-by-week
- Synchronize quiz availability across cohort
- Shared discussion forums per cohort

## 2. Affiliate Program

- Use AffiliateWP plugin (\$99/year)
- Offer 20-30% commission to affiliates
- Track and pay affiliates automatically
- Perfect for partnering with retirement bloggers

## 3. Advanced Analytics

- Install MonsterInsights (\$99/year)
- Track which pages convert best
- See student learning patterns
- Create heat maps of course pages

## 4. Membership Upsell

- Add MemberPress plugin (\$199/year)
- Offer "Gold" membership: full access + live Q&A
- Recurring monthly fee for ongoing support
- Premium coaching or accountability group

## 5. Mobile App (Future)

- LearnDash has mobile app integrations
- Students can download course for offline learning
- Allows viewing worksheets, taking quizzes offline

## Final Recommendations

### Your Complete Tech Stack

Component	Solution	Cost	Priority
<b>Hosting</b>	Cloudways	\$14-50/mo	Critical
<b>LMS</b>	LearnDash	\$199/yr	Critical
<b>Domain</b>	Keep <a href="https://retireebusinessblueprint.com">retireebusinessblueprint.com</a>	\$12-15/yr	Critical
<b>Videos</b>	Vimeo Pro	\$75/mo	High
<b>Builder</b>	Elementor Pro	\$99/yr	High
<b>Email</b>	Convertkit	\$29/mo	High
<b>SEO</b>	Yoast Pro	\$99/yr	Medium
<b>Backup</b>	UpdraftPlus	Free	Critical
<b>Security</b>	Wordfence	Free	Critical
<b>Forms</b>	WPForms Pro	\$99/yr	Medium
<b>Analytics</b>	Yoast + built-in	Included	Medium
<b>CDN</b>	CloudFlare	Free	Optional

**Total Monthly Cost: \$140-170/month** (extremely reasonable for this quality platform)

## **Success Metrics to Track**

### **First 3 Months:**

- Enrollment: Aim for 10-20 students
- Completion rate: Target >70%
- Average rating: Target >4.7/5 stars
- Email open rate: Target >30%

### **Months 4-6:**

- Monthly enrollments: 5-10
- Repeat/referral students: 30%+ of new students
- Testimonials: 5+ video testimonials
- Revenue: \$2,000-5,000/month

## **Conclusion: Why This Approach**

Your comprehensive course—with 8 modules, 40+ lessons, worksheets, quizzes, and two distinct tracks—requires serious infrastructure. [WordPress.com](https://WordPress.com) simply isn't built for this.

### **Self-hosted WordPress with LearnDash delivers:**

- ✓ Professional student experience
- ✓ Complete customization for your 2-track model
- ✓ Robust analytics and progress tracking
- ✓ Scalability (add advanced coaching, memberships, etc.)
- ✓ Complete data ownership and control
- ✓ Cost-effective long-term (\$140-170/month)
- ✓ SEO advantage over hosted platforms
- ✓ Integration flexibility for future expansion

This is the infrastructure your premium course deserves.