

Quick Wordpress Websites for Beginners

Presented by:
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Are you ready to create a Wordpress blog in seven days or less? This report is broken up into seven sections that you can do all at once or over the course of seven days. There is no reason why you can't go from a complete beginner to website owner in very short time, even if you've never built a website in your life!

This report is intended to make things easy to understand and easy to take action on.

A bit of background first on what exactly Wordpress is:

Wordpress is a piece of software. It's a program that allows you to set up a website on the internet. It's completely free.

How it works: First, you need a domain name (or domain names if you plan on having more than one blog). I use [GoDaddy](#) to buy all of my domains. There are other registrars... I just happen to prefer this one. Please note that even though you buy domain names at [GoDaddy](#), you don't want to use their hosting.

Next, you sign up for a hosting account, like [Host Gator](#), and install Wordpress with an easy-install through the host. This process literally takes just a few minutes and then you can customize your brand new site.

The only thing you need to pay for is hosting and you can get that at a very affordable rate – less than \$10 per month. In this report, I'll make the hosting component real easy on you by recommending the hosting company I've personally used to build my growing businesses and that I've built sites for clients on as well.

Just to clarify the difference in this report - we are talking about using Wordpress.org and NOT Wordpress.com. Wordpress.com is for blogs only that are hosted on the Wordpress.com site. This is NOT what you want for a business blog or site, as they simply do not look professional. Wordpress.org is where you download plugins, etc. for your blogs and websites that you host on your own domain (very important distinction there).

If you want more information on Wordpress, go to the main site [Wordpress.org](#). There you will find all kinds of documentation on how the software works as well as many add-ons that we'll get into as we go through this report.

Hosting Your Wordpress Website

Step 1: Finding a host for your Wordpress Website

I'm going to recommend only one host to you and that is [Host Gator](#). There are hundreds of web hosting companies out there, but this is the one I use and their hosting and customer service is excellent. Of course, feel free to look around or if you're ready to just get going you can take my recommendation for an excellent host.

Sign up for your web hosting by going to [HostGator.com](#).

Here's what you need to know about choosing any host if you want to install Wordpress:

1. Host needs to have cPanel
2. Host needs to have Wordpress one-click install through Fantastico or Simple Scripts
3. Multiple domain name hosting is ideal (because once you've got the bug, you'll want to make more than one website!)

Ok, so you've got your host. Next you need to follow these steps:

1. Log into your control panel. It should be located at:
<http://www.yourdomain.com/cpanel>

2. Scroll to the Software/Services tab and click on Fantastico. It's the last thing in the list and it has a cute blue smiley face for the icon.

If you use another host you may need to use Simple Scripts instead. Please check with your hosting company for the details on how to do a quick install.

3. Choose Wordpress under the left column list in Blogs to Install, then click new installation, choose your blog location, fill in the details, click install Wordpress, and when the next page comes up, click Finish.

Congrats! You've got yourself a Wordpress installation.



After you install your Wordpress site, you'll need to log in to go any further.

To login to your site, go to <http://www.yourdomain.com/wp-login.php> (replace yourdomain with the name of your website).

Your login will be what you put when you created the Wordpress installation. Anytime that you want to edit your website, you will need to simply log into it and start working in Wordpress.

To help you along, let's do a quick overview of the different sections of Wordpress:

The image you see to the left is on the left side of every page inside your Wordpress dashboard. If you click on any of the words, you see in the image you'll get a drop-down menu with more options. Let's go over what each general section does.

Dashboard – Click this to bring you to the main page of your Wordpress. Here you will see various items relating to your Wordpress site. It will give you a summary of your posts and pages, comments, etc. You will also see links to the Wordpress.org site, recent comments, incoming links,

etc. You can customize this page.

Posts – If you're going to set up a blog on your site this is where you create, view and edit your posts.

Media – You can use the media section to upload images, videos and documents.

Links – If you want to use the links 'widget' so you can link out to other people this is where you would fill in the links.

Pages – This is where you create, view and edit your pages.

Comments – Here you can view all the comments you've received, check your spam comments, edit or delete comments.

Appearance – This is where you upload a new theme, you customize your widgets and you can also set up a custom menu. You can also work in the CSS and PHP files if you have some advanced coding knowledge.

Plugins – We've yet to talk plugins but here is where you can upload and activate them.

Users – Lets you set users to your site or update current users.

Tools – Import or export Wordpress files.

Settings – You can set options about how people read your blog, how many posts they see, how the permalinks are set, etc. Any plugins you install will often show up here too.

That's STEP 1. You can rest here if you want but I suspect you're probably rearing to go and ready to move on to Step 2, Setting Up a Static Homepage.

Step 2: Setting Up a Static Homepage

The main difference between a website and a blog is that the homepage is static on a website where the homepage is always changing on a blog (unless you have it set not to change).

This report focuses on the setup of a blog. To do that you need to know how to set up a static homepage. It's a quick and easy process.

Here are the steps:

1. Add a page called 'Home' by clicking on 'Pages' > 'Add New' from the left menu. Enter 'Home' into the title and then click 'Publish'.



2. In the same fashion as step 1, add a page called 'Blog'.
3. Next, click on 'Settings' > 'Reading' from the left menu.



4. Now you'll need to select the radio button that says 'A static page'. Set the front page to your 'Home' page and the blog page to your 'Blog' page. Make sure you save your changes by clicking the blue button.



Now you've got a static home page! It's that easy!

Note: You can name the home page anything you wish.

Step 3: Choosing and Installing Your Theme

We've covered how to choose a host and we've installed Wordpress in the last lesson.

Today we are going to talk about choosing and installing a theme for your new blog.

What is a Wordpress theme or template?

Wordpress comes with a default 'theme'. A theme is what sets the layout of your website. It is basically a bunch of advanced PHP and CSS coding that allows you to choose how your blog layout looks, to change your layout look if you choose to, and to have a more customized and professional look for your blog. Themes make it easy and simple to change the way your blog looks.

There are literally thousands of themes to choose from. You can choose from a current selection of over 1200 on Wordpress.org database here at <http://wordpress.org/extend/themes/> or you can purchase Wordpress themes.

Here's what I recommend you do before you take ANY time looking for a theme:
Decide what you need it for.

Get a very good idea in your mind what you want from a theme and your search will be much, much easier!

Here are some questions you should ask yourself, copy these to a notepad file on your computer then print and answer them before you start your search:

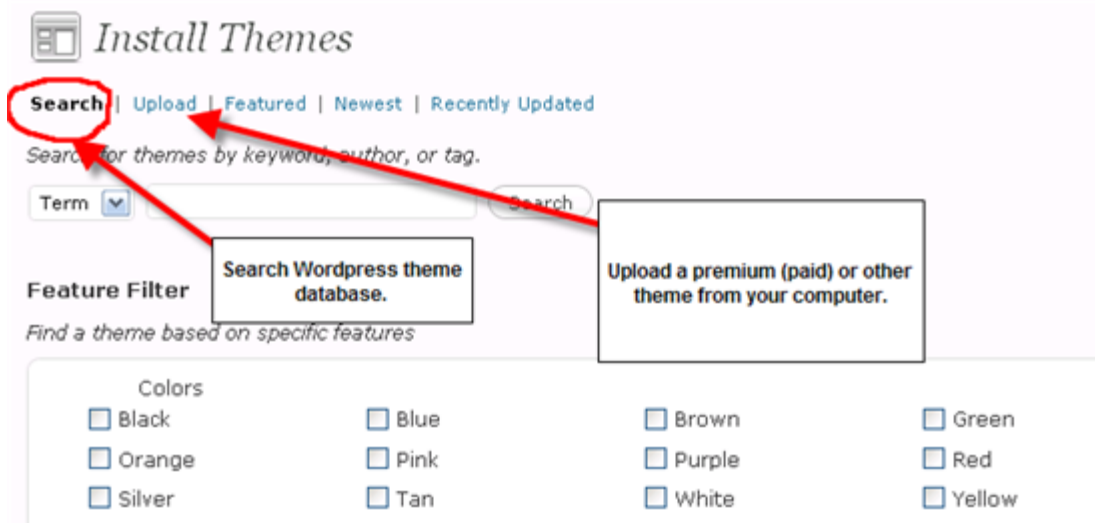
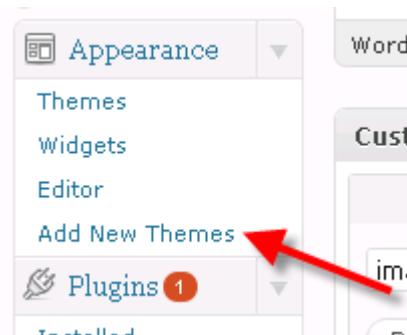
- Do I want a blog only?
- Do I want a blog and a website?
- Do I want a magazine style theme?
- Do I want a professional look?
- Do I want an amateur look? (some people will want this!)
- Am I willing to pay for a theme?
- Do I want a free theme?
- Do I want to customize the header?
- What colors do I want my theme to be?
- Do I want two columns or three?
- Do I want a right side column?
- Do I want a left side column?

Now that you have all those questions answered (and maybe a few more that you think of on your own), you're ready to go searching for your theme!

Just make sure you don't spend forever choosing a great theme! You can always switch later. The main thing for now is to get moving.

Once you've chosen your theme, you'll need to install it. To do this, you need to log into your Wordpress dashboard and then click 'Add New Theme' under the 'Appearance' tab on the left sidebar. Or simply use your FTP program.

From there you can choose to search the Wordpress.org database for free themes or you can upload your chosen theme from your computer and install it.



Once you've chosen your theme you will need to click on "Install Now".

Then click to activate the theme.

Step 4: Customizing Your Theme

Next we are going to talk about customizing your Wordpress Website.

Almost everyone who installs their own Wordpress theme will at least want to customize the header. How you do this will depend on the theme in question. Then you may want to customize other parts of your theme like the sidebar, the footer, the 404 page, the number of columns, the widgets, the colors, etc.

Many themes will come with settings that allow you to customize the entire site making it completely unnecessary for you to have any previous coding or design experience. I highly recommend these if you are a beginner. The default Wordpress theme is actually a great beginner theme. You could also have a look at your options for premium themes (some are listed in Step 2) as they will often have many customization options.

My favorite theme for total customization is the Thesis theme. It's one of the easiest themes and it allows for almost unlimited customizing.

The best thing about buying premium themes is that they almost always come with user support as well as forums and files to make installation and customization easy for you.

Other items to customize:

Sidebar - Many people will want to remove the 'Meta' information that is added to some Wordpress themes by default. You may also want to add other elements such as an email opt-in and RSS Feed info to your sidebar. The easiest way to make changes to the sidebars is to use widgets. Almost all new themes are 'widget-friendly'. You simply click on 'Widget' under 'Appearance' in the left menu of your Wordpress software to see what options you have for customizing with widgets.

Background Color – Again, some free and premium themes let you change the background color within the theme settings. Others may require some custom coding. I recommend you go with the ones that don't require coding. I know how to custom code but I'll always choose the easier path if you let me. There are also many themes out there that now offer various color options. This would mean that you don't need to make any color changes yourself and can use the theme 'as is'. Woo Themes is a great choice if you are looking for themes with different colors.

Important Information about Permalinks

Changing permalinks is very important, almost crucial, to your search engine results. Please make sure you do this step every time you set up a new blog.

The first thing you do is go to 'Settings' > 'Permalinks'. Then, under 'Custom Structure' enter whatever custom structure you choose.



What that does is change your website page and post links from a bit of meaningless code to actual WORDS. If this doesn't make sense right now just follow the steps anyway, you'll thank me for this tip later!

Here's the one you could use:
`/%post_id%/%postname%/`

The permalink structure only uses numbers for your blog posts, not your pages. Pages will show up like this:
`http://www.yourdomain.com/your-page-title`

If you use that permalink it will make your website post URLs show up with a number ID and words.

The neat part about this is that you don't NEED the words. You can just use the numbers and people will get to your post. This is handy because it really shortens your blog post URLs and is great for social media sites like Twitter and Facebook.

You can enter other Permalink structures if you prefer such as this one:

`/%postname%/`

That one will simply show up with your post words.

There are other pre-set permalinks you can choose and some advanced options to add categories if you choose to get into this more. Check Wordpress.org if you want to really study up on permalinks.

Wordpress has gotten really advanced in the way you can customize it over the last few years. There are so many easy ways to customize Wordpress. Depending on the theme you choose you may never have to touch the theme files at all.

Step 5: Stopping The Spam

Oh spam – how we love to hate you!

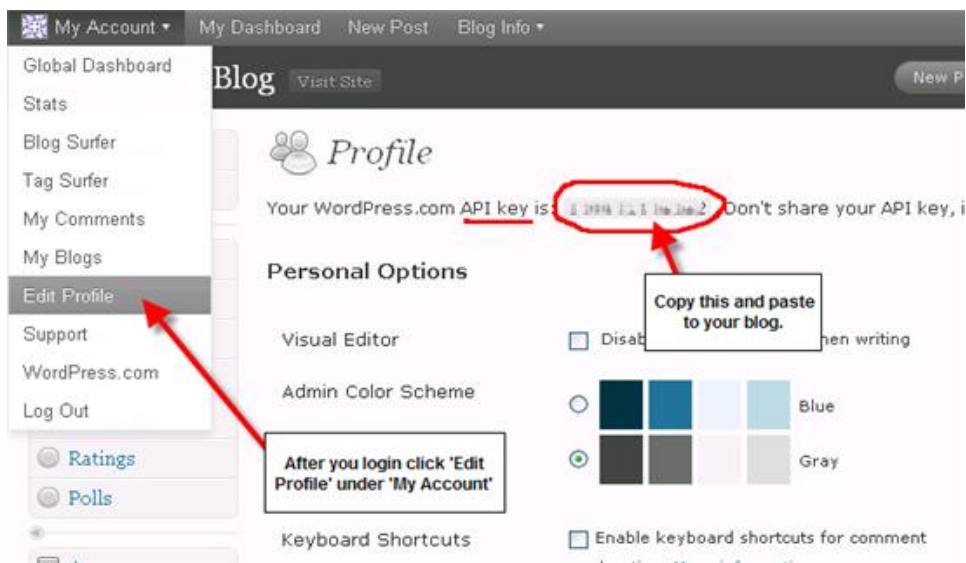
Today we are going to talk about stopping the spam on your Wordpress blog. Spam is a problem everywhere and blogs or blog sites get no reprieve.

All you need to do to solve this spam problem is install and activate the Akismet plugin that prevents spam. Using Akismet will solve about 99.9% of any problems you might have with spam on your blog site.

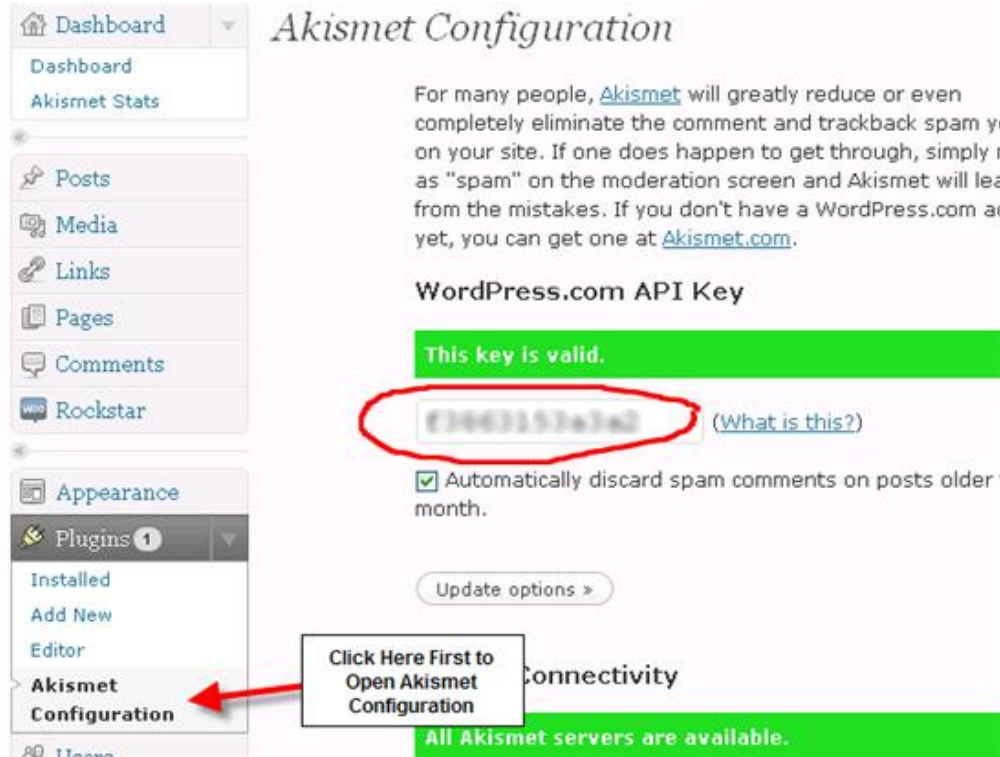
How do you install it?

Well the first thing you will need to know is that Akismet is automatically installed in your plugins section of your blog. Click on 'Plugins' from the left menu bar, find Akismet and click 'activate'.

The next thing you will need to do is get an API key from Wordpress.com. This part is a little confusing because you can actually host a blog at Wordpress.com but that is not what you want to do here. You just need to go to Wordpress.com, sign up for a free account, go to your account settings to get the API key and then go back to your Wordpress blog (which is installed on your domain name at your hosting account like we've been talking here all along) and enter the API key.



Now log back into your Wordpress website admin area and follow these directions:



Once the API key is entered, your Akismet spam protector is all ready to go. Then whenever you want to see what lovely people spammed you, just check the comments section and click Spam and you'll see how well Akismet filtered them out.

You can set the plugin to automatically delete your spam so you don't have to bother with checking it and emptying it.

Step 6: Adding Plugins

We talked about plugins in the last step while installing Akismet, your spam protector.

The thing to understand about Wordpress is that it's open source. Open source means that the program is free. It also usually means that it's open for editing and additions. Wordpress is really a community project where many programmers work on little software add-ons called plugins.

Currently there are over 12,000 Wordpress plugins available. You can see them at <http://wordpress.org/extend/plugins/>.

Now 12,000 plugins might feel a little overwhelming. I often have clients and customers asking me what plugins I recommend to them. If you scroll down to the end of this report you'll notice I've attached a recommended plugin list. Feel free to browse through and see if there is anything that fits your needs. This is my personal list and it will get you started as you consider your options.

Now, on to adding those plugins once you choose them.

Let's go through the steps again:

1. Choose your plugin.
2. Click the 'Add New' link under 'Plugins' from the left side menu:



3. Next choose how you want to add a plugin. You can search the plugin directory if you don't know exactly what you want, or even if you do but don't have it on your computer. You can also upload a plugin from your computer. You would normally do this when you have a plugin you've paid for.

Install Plugins

Search | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Recently Updated](#)

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format via this page.

Search

Search for plugins by keyword, author, or tag

Term

4. Once you've found your plugin you want to install click 'Install', then make sure you click 'Activate Plugin' to activate the plugin.

Step 7: Adding Content That Attracts

So you've got your blog website up and running, ready to go, and waiting for traffic. Not so fast! It's essential for you to add great content that draws and keeps readers on your site.

Here are some tips for you.

First Tip:

Write content that people are looking for and that is targeted to your website's purpose. Fill your website with high-quality information that serves a purpose and provides high value at the same time. People come to the internet looking for information, entertainment or to find the answer to a problem - do any combination of these three things on a regular basis and you're sure to have a hit blog on your hands. Don't post duplicate content that's already all over the web.

Second Tip:

Decide with a clear set of goals what you want to use your website for. Will it be to draw traffic to a service? To make money through affiliate marketing? To sell your own products? Or a bit of all of the above. Make a plan to succeed!

Third Tip:

Get out there and let people know your website exists! I'm not going to cover the dozens and dozens of ways to get traffic here. You need to build a plan you can follow and one that works for you. But know this - just because you build a website that doesn't mean people will automatically find it. If you don't let people know you're out there, no one is going to find you. Content and word of mouth help!

A few ways to get your website found are:

- Advertising
- Website Directories
- Leave Comments on Blogs
- Links from other sites
- Writing articles for other websites
- Link from your products
- Your Email Signature
- Social Media Sites like Twitter, Facebook, etc.
- Guest Blog at Popular Blogs
- Partner Up With another High Profile Website Owner

Set your goals, stick to them and you'll start to see your efforts pay off as you build a website that people love to come back to again and again.

So that's it for how to get your blog website going in seven days or less!

My Favorite Plugins – Recommended Plugins List

Akismet – Already comes installed on Wordpress. Comment spam protection.
<http://wordpress.org/extend/plugins/akismet/>

All in One SEO – This plugin allows you to customize your page titles, descriptions (these show up on Google) and keywords.
<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Broken Link Checker – Will check all your content for broken links.
<http://wordpress.org/extend/plugins/broken-link-checker/>

Comment Love – Make your readers love you by adding a link to their blog when they comment.
<http://wordpress.org/extend/plugins/commentluv/>

Disqus – A comment system for your blog which connects a community of people with accounts.
<http://wordpress.org/extend/plugins/disqus-comment-system/>

Do Follow – This plugin removes the nofollow tag that is standard on Wordpress installations. It will give your readers Google love for commenting!
<http://wordpress.org/extend/plugins/sem-dofollow/>

Featured Content Gallery – Adds a rotating image gallery wherever you want on your Wordpress site.
<http://wordpress.org/extend/plugins/featured-content-gallery/>

Grunion Contact Form – Adds a contact form to your blog or site.
<http://wordpress.org/extend/plugins/grunion-contact-form/>

Let It Snow – Fun plugin that makes it look like it's snowing on your site!
<http://wordpress.org/extend/plugins/let-it-snow/>

Search Meter – Keeps track of what people are searching for while on your blog or site.
<http://wordpress.org/extend/plugins/search-meter/>

Sexy Bookmarks – This allows your readers to easily use social bookmarking or social media to promote your site.
<http://wordpress.org/extend/plugins/sexybookmarks/>

Tweetable – Tweets out your blog posts automatically.

<http://wordpress.org/extend/plugins/tweetable/>

Wordpress Facebook Like – Lets your readers 'Like' your page or post so it gets posted on their Facebook Likes list.

<http://wordpress.org/extend/plugins/wordpress-facebook-like/>

Wordpress Editorial Calendar – Puts your posts in calendar format in your dashboard so you can plan out your writing. Love this one!

<http://wordpress.org/extend/plugins/editorial-calendar/>

Wp-Polls – Allows you to run polls on your website. User can view the results.

<http://wordpress.org/extend/plugins/wp-polls/>