

Why Build Your Own WordPress Site?

One of our core beliefs at OnDigitalMarketing.com is that you learn best by doing.

There really is no substitute for understanding material through an engaged learning experience versus a passive one. You have to dive in and try it out, that's what makes the digital world such a great learning environment.

Having worked with undergraduate, graduate, executive education students and countless clients across the globe we often see people who are interested in the digital space but intimidated by the technology and the terms.

Building a WordPress website from the ground up is one of the best ways to familiarize yourself with the core concepts behind how web technology works and build out your online marketing skills at a much deeper level. After all, one of the massive shifts in business today is the ability to measure your marketing efforts and *this requires owning a website property*.

Note: We'll be using <u>Bluehost</u> to make this possible and you won't need to touch any code for installing WordPress on a server (more on this later).

Once you have your own website live you can begin to learn the following topics:

- Search Engine Optimization (SEO)
- Social Media Marketing
- Search Engine Marketing (PPC)
- User Experience (UX)
- Website Analytics

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Think of your website as the foundation for all your digital efforts. Whether you drive traffic from search engine, social media or buy it with pay per click - you want to own where this traffic ends up.

We'll show you how to do this.



A Website in 60 minutes?

We know it sounds hard to believe but you can get a very basic website up and running in under 60 minutes. This OnDigitalMarketing.com guide will show you how using a free platform called WordPress.

To date, WordPress powers nearly a quarter of the web and the massive user base means there are a ton of free resources and helpful tools like plugins (programs that can be easily installed as part of your website to add things like video or an Instagram feed) and themes (basically the design layout, fonts and styling). Both plugins and themes make it easy to customize your website once it's live.

Why Paid Hosting Is Worth It

It's worth noting that while WordPress itself is free, we highly recommend building your website through a paid hosting company like <u>Bluehost</u>. We'll cover what this means later in the guide but if you choose to go the "totally free" route you'll give up a lot of important elements including:

- A search engine friendly domain name Rather than "example.com", your website would look something like this: "example.wordpress.com". This is called a subdomain and search engines like Google don't like to see your main website living on a subdomain along with thousands of other sites. Also, this looks cheap and unprofessional to savvy users.
- Design options Free templates give you limited control with few options to customize your web pages.
- Ability to accept payment Most free sites prohibit you from accepting payments. Also, you won't be able to build an email list.
- Analytics Last but not least, you won't be able to install analytics therefore you will have no data on the number of visitors to your website and how they engage once they get there.

We recommend <u>Bluehost</u>, a great hosting company with a proven track record. Their hosting plans range from \$4 to \$10 per month and we'll help you set this up step-by-step in a few minutes.

We've taught numerous WordPress classes at the college and adult education levels and this guide is based off of the classroom experience where students get stuck. All the shortcuts are laid out before you with plenty of resources available.

In short, it's been rigorously tested with hundreds of students who aren't digital mavens and who've never built a site before. Which means you can do this too.



Your Mindset

If you get confused, be patient with yourself. While this guide is intended to cover the very basics in under 60 minutes - don't feel you have to be rushed. Take your time, re-read sections and Google around for terms if our definitions don't make sense.

How to read and use the guide:

- We published this is as a PDF (free for a limited time). We believe this works well for for any device.
 If you want read it on a smartphone or tablet we'd recommend <u>Pocket</u> or <u>Evernote</u>.
- 2. Consider printing out and making notes in the margins as a future reference. These can
- act as "class notes" type material should you want to build additional sites.

Pledge to hang in there when you're stuck. There will be plenty of material to absorb between the digital marketing concepts and learning the WordPress platform.

Picking a Domain Name

Many students get hung up on this - remember you can always purchase another domain name and port over your site quite easily. So, don't get cold feet about picking the perfect .com or .net.

We have a friend who used to work at Facebook and they have a common saying internally, "Done is Better Than Perfect".

So, remember with digital - anything can be changed with a few clicks. The important thing is to keep making, breaking and building.

Let's get started!

Please Share This

We want to see people get sites up and harness the power of the web. Please email, share on social media, tweak, whatever - we'd just like to see this material get out there and hopefully help everyday people over the hump of setting up hosting and installing WordPress.



Step 1: Preparing to Reserve Your Domain Name

Approximate Time to Complete: 0 - 10 minutes

Wait, what's a domain name?

Think of this as a street address on the world wide web. You are essentially purchasing a "lot" on which to build a digital property. As in real estate, it's about location, location, location and a keyword-rich domain name can be like owning a great real estate spot in a prime location.



One of your highest quality sources of website traffic (i.e. visitors), regardless of your site's intent, will likely come from search engines. The field of Search Engine Optimization (SEO) is vast and ever-changing (more on that later). For now, picking a powerful domain name can be the easiest way to get off on the right foot.

This is tricky - many .com's have been snatched up over the years and are hard to find today but there are a couple hacks to do this.

Sample Case Study: Furniture Making Website

For the purpose of this guide, we're going to build a fictitious website for the weekend hobbyist interested in learning how to make furniture. However, we could just as easily look at building a website for selling toothpaste. Or a blog for cupcakes. The same workflows and ideas apply.

Gathering Information

If you can possibly make time, we recommend speaking with at least five potential users of your website to uncover what your customers are going to look for when they go online (Hint: read the section in our textbook called "<u>Getting to know your customer</u>" to learn more).

In our case, we'd be asking questions such as:

- 1. What kind of furniture they like
- 2. How they learn woodworking techniques
- 3. What keywords they might search in Google and social media channels they use to find furniture making information
- 4. Best beginner projects they've seen
- 5. How they evaluate purchasing woodworking tools

In short, we want to get a good sense of our site users' aspirations (becoming well-versed and safe in the wood shop) and afflictions (nervous of power tools and wasting time and money).

Using Google Trends

Next, we're going to use <u>Google Trends</u> to get a sense of what the keyword search popularity looks like. This is a free tool from Google that let's you type in different keyword phrases to see what the historical keyword search data looks like. You can even overlay different terms and very quickly get a sense of varying keyword volumes of search.

We type in a very basic keyword phrase "how to make furniture" and look at the results:

Google		Q
Trends	Worldwide - 2008 - present - All categories - YouTube Sear	rch -
Hot Searches → Top Charts Explore Subscriptions	Topics how to make furniture Search term	Subscribe <
Compare Search terms Locations Time ranges	Interest over time ①	News headlines 🕐 📃 Forecast ⊘
	\sim	www.h
	2009 2010 2011	2012 2013 2014

Now, this is what we like to see.

In short, *this keyword phrase is growing over time going back to 2009*. This indicates there is a growing interesting around this broad topic.

Now, let's try tweaking the phrase and seeing what we find. We drop in "How to Build Furniture" and look at the results: (Hint: We clicked the "+Add term" box to add multiple terms)

Google			٩	
Trends	Worldwide - 2008 - present - All categor	ies • YouTube Search •		\$ -
Hot Searches Top Charts	Topics			Subscribe 🔩
Explore Subscriptions	how to make furniture Search term	how to build furniture Search term	+Add term	
Compare				
Search terms Locations	Interest over time 📀		News head	dlines (?) Forecast (?)
Time ranges		j		ber 2014 (partial data) ow to make furniture: 61 ow to build furniture: 13
	Average 2009	2010 2011	2012 2013	2014

Note: the numbers on Google Trends graphs aren't the actual numbers of searches performed. Google aggregates and "normalizes" actual search volume data and puts together trend lines based on a 0 to 100 scale. In the example above, "how to build furniture" didn't get 13 searches in October, 2014. The number 13 is a score given that allows you to see popularity of this term relative to all other search terms performed that month. This helps us get apple to apple comparisons.

Quickly we see that a keyword phrase "How to <u>Make</u> Furniture" *has almost 4.5 times more volume.* That's a key piece of information to know.

We'd want to consider using this keyword combination when we reserve our domain name to help us get the most love from search engines as possible.

Why This Matters

If you want traffic, you want the "search engine gods" to smile upon your new site. Having a keyword rich URL can be one of the best things you can do out of the gate to help your site rank for search terms that your customers google.

Knowing what the market is searching for well in advance of reserving your URL will greatly enhance your traffic for years to come.

When It Doesn't

If you are looking to build a brand around a "non-word" name - you might forego all this research. After all, what did Zappos or Amazon or even Google mean before they became household names? Exactly. The correct answer is highly dependent on the goals of your website - is it a personal website? An information website? A business? A media website? All these could represent different intentions which can impact what you pick.

Your challenge will likely be finding some version of the brand name with a .com extension. However, knowing how to use these tools will help you market more effectively to your users down the road. By knowing the popularity of specific words related to your business, you can create helpful content related to these search terms.

What if there isn't very much search volume?

So, what if the term you enter in Google Trends doesn't have enough search volume to show you any information? Well, this is a good time to consider your options in light of your goals for the site.

If you are relying on a ton of search traffic to achieve your business goals, it's a good time to recognize this and begin thinking about a strategy to drive traffic to your site (actually we recommend this to everyone - relying solely on organic search traffic to grow your business is not a solid digital marketing strategy!).

However, if you are in a niche industry, this is pretty normal - the people who need the custom product or service you offer will likely congregate in other places online where you might be able to reach them. For example - Reddit, Facebook Groups, and online forums.

Feeling Stuck?

Picking a domain name can feel like a pretty hefty decision - almost like naming a business. Some people find a domain name they want easily and others want to mull it over and wait for that Eureka! moment before committing. Honestly, either way works. We'd encourage you to pick a domain name that you like and is relevant to your business. Now you have some useful tools to help you decide.

Here are a few other basic considerations which can make it easier to find your website (just think about the last time you were trying to find a website):

- consider keywords people might search
- make it easy to remember
- shorter is better than longer

On occasion the question comes up, "Can I go ahead and build a site even if I don't have a domain name?" Unfortunately not really - even if it's not perfect.

Key Takeaway

Use Google Trends to try out different combinations of keyword phrases. Overlay various phrases (by clicking "+Add Terms") to get a sense of the corresponding keyword volume. Armed with this data, you can make an intelligent decision on what keyword combination to pick for your domain name.

Your Turn

- 1. If time permits, take your interview data and think about what people are interested in. What and how do they search around these types of topics?
- 2. Come up with different keyword combinations on scratch paper go for quantity here.
- 3. Type these into Google Trends and overlay the terms to get a sense of different keyword search volume.
- 4. Zero in on a good phrase or two based on the data.

Step 2: Researching Your Domain Name

Approximate Time to Complete: 1 - 10 minutes

Now, let's see what we can do to pick a domain name.

We're going to use a handy tool called "<u>Bust A Name</u>" to quickly look up the availability. You should now have a few ideas to try out based on keyword search volume and your interviews (if you had time to do this).

WARNING: DO NOT PURCHASE DOMAINS AT THIS POINT.

You'll get a free domain when you set up website hosting in a few minutes.

Let's try a few phrases out to see what we get starting with "How to Make Furniture" - after all this gets 4.5 times more search volume traffic than "How to Build Furniture".

BUST A NA you can still find go	od domains	[Engl	ish <u>Español</u> <u>Deutsch</u>	<u>Français 日本 中文(简体)</u>
🔍 Domain Search	🥥 Domain Maker	📕 Video Tutorial	🔍 Hosting Search	⑦ F.A.Q.
#1. Start Here - V	Note: Get .co	y your domain throug m's for \$2.95 through Go Quick Dom	h your favorite registra daddy with BustAName	et is gueilable
Words entered abov	e will be combined to	howtomake	en .net Availabl	le .org Available Save Buy

Shoot. We see that the ".com" is unavailable.

Unfortunately, this is not that uncommon today. You can keep trying different combinations until you find a .com that is available. We can drop in a few words and the tool will rearrange and also look up to see if the .com is available - super handy.

At this point, you can spend considerable time trying and tweaking different combinations of a keyword phrase.

For this guide, let's say we want to focus on building a pure information website focused on all things related to making furniture. We'd like to have a great domain name behind us to try and get solid traffic from search engines.

So what should we choose?

BUST A NA you can still find go	od domains	[Engl	ish <u>Español</u> <u>Deutsch</u>	<u>Français 日本 中文(简体)</u>]
🔍 Domain Search	🥥 Domain Maker	🚦 Video Tutorial	🔍 Hosting Search	⑦ F.A.Q.
#1. Start Here - N	port BustAName? bu Note: Get .co	y your domain throug m's for \$2.95 through Go	h your favorite registra daddy with BustAName	ar using the "Buy" button.
Type a few words f	hen press enter	YouMakeFu	and if will fell you wh irniture	at is available.
Words entered abov find available doma	e will be combined to ins.	.com Availa Save Bu	ble .net Availab <u>y Save Buy</u>	le .org Available <u>Save Buy</u>

Our domain name will be YouMakeFurniture.com

WARNING: AGAIN, WE REPEAT - DO NOT PURCHASE DOMAINS AT THIS POINT. (You'll get a free domain when you set up hosting)

Instead, write down your domain name.

Here's Why:

You will save yourself a ton of headache if you combine your domain name and hosting. For those that are tech savvy and don't mind googling around on ways to transfer domain names from registrars (companies who register domain names) this can be done.

For the rest of us, this can take hours and prevent you from getting your site up in 60 minutes.

Step 3: Buying Your Domain and Hosting

Approximate Time to Complete: 20 - 30 minutes

Next, we set up hosting. This is like building a house. Just like an apartment, you are in effect "renting" your space which is actually space on a server from a hosting provider. So, you own the address (domain name) and pay to rent a spot for your website (hosting).

For university courses, personal and company websites we build at Tadpull (a boutique digital marketing firm), we use <u>Bluehost</u>. For the purposes of this guide going forward everything will be built off <u>Bluehost</u>.

Customer Service Matters in Website Hosting

You are free to choose whatever hosting provider you prefer. However, we have had fantastic luck with Bluehost going back over nine years on a ton of different digital properties. Their customer support is top notch (way, way better than other "famous" hosting companies you might see advertised on television). For this reason alone, we strongly encourage you to

<u>consider using them</u> - every semester when students sign up and build their very first website they inevitably have questions outside class.

The Bluehost support team never fails to help them out.

Quick Preview

Here's what we're going to do next:

- 1. Using our research, reserve a domain (free with a hosted account)
- 2. Sign up for hosting (credit card required)
- 3. Install WordPress on our new domain
- 4. Login to our new site for the administration panel (like logging into Gmail)
- 5. Begin building out our first web page

Hosting Setup: Step 1

Let's click over to Bluehost and walk through the setup step by step:

Please <u>Click Here to Get Started</u> - This will take you to the homepage - click that nice green button to get started.

You will then be presented with a couple different hosting package options. You can choose the Starter package *if you think you will only want to have one website*. However, if you would like

to have multiple sites, the Plus package is a great option.

Which Package?

You can buy additional domain names but have unlimited hosting for free. Think of it as owning an apartment building where you can have as many apartments as you want (hosting) and all you have to pay for is the address for each one (domains).

Pick your preferred option and **hit the green "Select" button** at the bottom of the column to be taken to the next screen.

Hosting Setup Step 2: Reserving a Domain Name

Here is where we can finally drop in our domain name based on all our research.

The best part?

We get a FREE domain name by signing up for hosting - see why we waited? Drop in your domain name and hit "Next".

new	transfer domain
Heip de la ce domain!	I want to use an existing domain
.com 🗸	
(e.g. domainname.com)	(e.g. domainname.com)
	Note: Bluehost will provide you the information
next	you'll need for transferring your domain.

Hosting Setup Step 3: Setting Up Your Account

Fill out the corresponding information fields you see below.

account information

All fields are required unless otherwise noted.

First Name		
Last Name		
Last Name		
(optional) Business Name		
Country	United States 🗘	
Street Address		
City		
State	Please select a state	
Zip-Code		
Phone Number		Ext 📃
	Use an international number	
*Email Address		
	"Your receipt will be sent to this address.	

Hosting Setup Step 4: Package Information

Now, you can choose to reserve your hosting for 12, 24, or 36 months at a time from the dropdown menu. There are corresponding price discounts for the longer you sign up.

Important: while the monthly breakdown is listed you will be charged in one lump sum.

Once you select your "Account Plan", you can select additional options below. The first three shown aren't necessary but feel free to read "More Information" if you're interested. "Domain Whois Privacy" at the bottom means that if anyone wants to look up who owns this website it will NOT show your name and contact information and stay private. However, there is a charge of \$9.99/year for your name not to appear. We tend not to purchase this but it is entirely up to you.

Upgrade Options

Now you will be presented with a couple options for upgrades. You do not necessarily need these at this point and **can always upgrade at a later date**.

In our WordPress courses, **we uncheck all of these** but feel free to click "More Information" to learn what the option means if you're curious.

Hosting Setup Step 5: Payment Information

Card Type	Visa 🗘
Credit Card Number	
Expiration Date	01 \$ / 2014 \$
Signature/CVV2 Code	Provide code for instant verification. Example.
	More payment options

Promotional prices are available to new customers only and are valid for the initial term. All products and services automatically renew for the same term length, using the payment method provided in this purchase unless a change is requested. Renewal rates and discounts will be available through your control panel.

Drop in your credit card info and hit the "Next" button.

Congratulations - you have just reserved your very own domain name and signed up for hosting.

You're all set to begin building out your own website!

Quick Review

- 1. We used Google Trends to zero in on a keyword phrase people might be searching for and aligns around our future website content (in this example woodworking)
- 2. Next, we went to BustaName to quickly see what domain names are available and options for combinations.
- 3. Finally, we went to <u>Bluehost</u> to reserve our domain name and sign up for hosting like getting an apartment with an address on the world wide web.

WordPress Setup Step 6 - Installing WordPress

Now we can get down to building out our WordPress site.

At this point you should be taken into what is called the administration panel within Bluehost. If you for some reason are not taken to this spot, you can simply go to <u>Bluehost.com</u> and log in using the username and password you just setup.

Now, under the "Hosting" tab in the top navigation bar you will want to click the "cPanel" which is the control panel for your hosting package.

(see screenshot on following page for where to click)

From here you can set up all sorts of different things related to your site. Scan the page for the heading that says "Website Builders".

Note: You may have to click the small triangle on the blue bar to expand it and see the items it holds. After doing this, look for the WordPress icon and click it.

You should now see the following screen:

Click the green button to install WordPress within your account. It will ask you which domain name you would like to sign up with.

Pick your domain from the drop down list and click the "Check Domain" button.

POWERED BY ANOJO Marketplace Call now for 1	Sellers Affiliates FAQs 0% off your order! (855) 464-5345	Back to cPanel My Installs 📢 🖻 🐂 🕵 sweetoni
One Click Installs Popular Theme	es & Templates Services [*] Logos & Graphics F	Plugins & Extensions Search items Q
Most Popular WORDPRESS Items	WordPress Version 4.2.2	Enjoy your FREE Install from MOJO!
Vordines Vordines Vordines Vordines Vordines Vordines Vordines Vordines Vordines Vordines Vordines	Select which domain you would like to insta	all to:
Nectar VordPress BlueBird NIMVA	http://www.youmakefurniture.com	Ilick Here
Most Recent WORDPRESS Items		

Check the first box "Show Advanced Options"

FOWERED BY ANOJO Marketplace Call now for 10% of	illers Affiliates FAQs ff your order! (855) 464-5345	Back to cPanel My Installs	🕫 🛛 🕞 🕵 sweetoni
One Click Installs Popular Themes &	Templates Services [*] Logos & Graphics	Plugins & Extensions	Search items Q
Most Popular WORDPRESS Items	WordPress Version 4.2.2	Enjoy you MOJO!	r FREE Install from
Versilvers Versil	Last step, you are almost the P Show advanced options I have read the terms and conditions of the Install Now OR Change I	Check both o boxes	f these
Most Recent			

Note: When choosing your admin username be sure to pick your email address (since that's how you usually log into sites everywhere around the web). Next, for your password you absolutely want to pick a very strong password to prevent someone getting in and hacking your website. The stronger the better and be sure to keep this in a safe place.

Here we set our Site Title, Admin Username and Admin Password and then click "Install Now" to have Bluehost install the WordPress software on our server.

"Look ma, no code!"

If you forget your password, you can always reset it just like when you use Gmail or Facebook. WordPress will send you a reset password email to the address you used when signing up. So, should you ever forget your password you can reset it just like on any other website.

Quick Review

- Site Name or Title We called ours "You Make Furniture"
 *Note: you can change this at a later date when you log in to your website
- 2. Admin Username: Your email is always a good choice
- 3. Admin Password: As with all passwords, make this robust and keep it in a safe place

TA-DA! Your WordPress Install is complete!

Open up a new tab in your browser and go to your domain name (for our example, youmakefurniture.com) you recently purchased - what do you see?

A real live website! (although it might not look exactly that great right now - but we can worry about reskinning this ugly interface with a WordPress feature called a "theme" in awhile).

Note: if it doesn't look exactly like the screenshot below, don't worry, Bluehost changes these interfaces all the time.

	9		
Website Coming This page is used to last the proprintialistion of WordPress If you of successful	Soon er operation of your recent MOJC en read this page it means your in) Markatplace Intallation was	
Admin Login			
Just visiting? The owner of this website is working or making this site awarome. Why not bookersch it and come back again later Wite are sure you will not be disappointed.	Are you the Site Own You should login to your installation and prepare y learch. To learch your site just o the banner at the top of t	er? WordPress our sile for Rok the link in he scheen.	
WordPress Thermes WooCommerce Themes Responsive WordPress Themes Budness WordPress Themes Blog WordPress Themes	WordPress Services Install WordPress Theme Make My Site Look Like the Demo Backup Your WordPress Weisite WordPress Theme Training	About M030 Explore M030 Sell with M030 M030 AMilates FAQe	
Lagin		C is this? Proceeding Bookland	

Also, this is the blank theme that comes out of the box when you install WordPress on Bluehost. Don't worry about the look & feel of the design right now. We'll cover how to change that in a bit.

Congrats - you now have an actual website up and running on the web!

WordPress Setup Optional: Saving Your Account Information

Now if you forgot to write down your username, password or your domain name - here's you chance to grab it again (you can always reset passwords by the way).

BUCHOST	Explore MOJC Call now for	9 Sellers Affiliates FAQs 10% off your order! (855) 464-5345	Back to cPanel My Installs	🗠 🐂 🌆 sweetoni
One Click Installs	Popular Then	nes & Templates Services * Logos	& Graphics Plugins & Extensions Searc	h items Q
Hola	I , YouMa file View Profile	keFurniture	Welcome to the new MOJO Marketplace. We're still getting setup but please don't hesitate to contact us for anything!	
My Account	>	Notification Center		
My Installs	>	Here are your recent notifications for	the MOJO Marketplace.	
My Purchases	>			
Settings	>	PLEASE NOTE: Installation informative your notifications.	tion is only available for 12 Hours and will be automatic	ally removed from
Support	>		Click 'View' to	o see
Messages	>	Alert	account in	fo Action
		Your WordPress install is finished!	CREDENTIALS	View

Which takes you to the following page with all your important account information - **Keep this in** a safe place!

Your install is	View Credentials	0			
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Hola Edit Profi	YouMa	keFurniture	Welcome to the new MOJO Marketp We're still getting setup but please d hesitate to contact us for anything!	lace. Ion't	
My Account My Installs	>	Notification Center > INSTA	LLATION CREDENTIALS		
My Purchases Settings	>	Congratulations on the install information is below.	ation of your new WordPress s	site! Your login	
Support	>	Save this i	nfo in a safe place		
Messages	>	Step 1. Access your New Wo	rdPress site		
INTERESTED in S	Selling?	URL: http://www.YouMakeFur Admin URL: http://www.YouMak Username: woodworker77@gma Password: J92QwYrh6P8p	niture.com xeFurniture.com/wp-admin ail.com	This is the URL w you go to login our site	/here to your
your product listed on the As a seller within our netw the advantage of having y work in front of millions of	marketplace. vork you get our hard users	Step 2. Browse Premium The	emes and Plugins	Browse WordPress The	mes

Here's what this info is:

- 1. We have our URL (or domain name we just purchased) <u>http://www.YouMakeFurniture.com</u>
- 2. Our Admin URL (This is where we go to login to our website) <u>http://www.YouMakeFurniture.com/wp-admin</u>
- 3. Username (our email address) woodworker77@gmail.com
- 4. And the complicated password we setup

Review of What We Did

- 1. We thought through who will be using this site and we empathized with them by doing a few quick interviews.
- 2. We cross-checked this with Google Trends to get a sense of what people are searching for online.
- 3. Next, we used these insights to research available domain names.
- 4. Then we checked availability using BustAName.com.
- 5. Finally, we signed up for a domain (our ".com/.net/.org") and hosting at Bluehost.
- 6. Following signing up for a free domain name and hosting with Bluehost, we logged into the control panel.
- 7. From here, we installed WordPress software on a server that we are renting from Bluehost.
- 8. This let's us build out and manage a website without knowing any code using a simple control panel.
- 9. Now, we hit our domain name to ensure our site is live.

Step 4: Logging In and Building Your First Page

Approximate Time to Complete: 5-10 minutes

Building Home Page - Step 1

Let's log in to Wordpress and edit our homepage. Remember that if Bluehost is the apartment building - Wordpress is where we control the look and feel of the rooms inside. Once you log into WordPress, you can change colors and typography, add images and text, use plugins to add features like email optin boxes, etc.

Note: Going forward, you won't likely need to log in to Bluehost very often - the bulk of your time will be spent in Wordpress where you can begin building out your pages.

Tip: Be sure to go to your admin URL to login and bookmark it in your browser settings.

In our example, we'll go to the following address: <u>http://www.YouMakeFurniture.com/wp-admin</u>

So, your login URL is simply your new domain name followed by */wp-admin* *Don't forget the slash!

You are taken to a screen that looks like this in your browser:

9	
woodworker77@gmail.c	
Pastword	
Remember Me	
Lost your password?	
- Back to My Site	

Building Home Page - Step 2

WordPress was originally built as a blogging platform and has been expanded to be able to do all sorts of incredible things. Known as a Content Management System or CMS, it handles content in an interesting way that can throw off beginners.

Pages vs. Posts

You'll see two options in the sidebar when you log in - 'Posts' with the small thumbtack icon and 'Pages' with the stack of paper icon.

(see screenshot on following page)

You want to think of Pages on your site as areas of your website that don't change very much. This might be an About page. Or a Contact page. Or a Services page. In short, these are pretty much always there and part of your site's main navigation. For example with our woodworking website, we might have a homepage, an About page, a section on 'Tools', another one on 'Tutorials' and an 'FAQ' page.

Posts are where the blogging functionality of WordPress comes in. You might have various topics you're interested in and want to create lot's of content under these types of headings. Think of the Posts folder like a file cabinet you visit all the time. So it's setup with file folders inside it to hold and easily organize all sorts of individual pages around a specific topic. For example, we might want to blog (file cabinet) about Furniture and we might have categories (folders) like 'Couches', 'Rocking Chairs', or 'Tables'.

Here is where Pages vs. Posts gets confusing for newcomers. A post is simply done under our blog and within a specific container - in essence in a very special file cabinet within the folders of WordPress. A page is something that doesn't get changed very much and lives outside the file cabinet.

However, they act basically the same - you add images, copy, video - whatever you like but they live in different areas on the site's admin panel. One lives in a "file cabinet" called posts. The other exists outside the "file cabinet" and is called Pages.

If you're interested in using your new WordPress as a blogging site you're in luck. It's fairly straightforward to flip a few switches and here is an <u>excellent guide</u> on how to make WordPress run like a blog out of the box.

For now though, let's finish building out our first homepage.

Building Your First Page

From Dashboard screen we want to click 'Pages' -> 'All Pages' to build our new homepage.

Building Home Page - Step 3

When we installed WordPress it automatically built out a Sample Page for us (obviously called *'Sample Page'*). We can easily edit or delete this page - more on that in a second.

Now, let's fill out a basic homepage and be sure to hit 'Publish' when it's done to make it live on the website.

Bashboard Add New Page Helio, Doly Helio, Doly Helio, Doly	ly Screen Options * Help *	
P Ross Homepage 1. Add the Page Title Put Image: Pages Permatink: http://www.journatorganizer.com/page_144 Owger P Here State Image: Pages Permatink: http://www.journatorganizer.com/page_144 Owger P Here State Image: Pages Permatink: http://www.journatorganizer.com/page_144 Owger P Here State Image: Page Pages Pages State State State Image: Page Pages Pages Pages State State Image: Page Page Page Page Pages State State Image: Page Page Page Page Page State State Image: Page Page Page Page Page State State Image: Page Page Page Page Page	ublish A Save Draft Preview Status: Draft <u>Edit</u> b Visibility: Public <u>Edit</u>	
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Loars Isn't it awesome? Well, no, not really yet. Tools But it will be soon. Yes, very soon Collapse menu	ublish' to make le live on your vebsite	
P Brain Stand	eed help? Use the Help tab in the upper pht of your screen. eatured Image tt featured image	

Now, before we can actually see this as your homepage we need to tell WordPress that this indeed our new homepage (it defaults to show the blog as the homepage).

Setting the Homepage in WordPress

Note: You will only have to do this once but can always change your homepage at a later date.

🛞 🕋 My Site 😳 3 🛡 0 🕂 New MOJO Marketplace Dashboard **Reading Settings** Jetpack Your site is currently displaying a "Coming Soon" page. Once you are ready to launch your site click here 🖈 Posts 1. We Want to show a 😲 Media Front page displays O Your latest posts 'Static Page' Pages A static page (select below) Comments Front page 🗸 - Select -2. Select 'Homepage' - or Arketolace Posts page Sample Page whatever you just named 🔊 Appearance your page 🖌 Plugins 📵 👗 Users Blog pages show at most 10 posts 🖋 Tools Syndication feeds show the It Settings 10 items most recent General For each article in a feed, • Full text Reading show O Summary Discussion Media Discourage search engines from indexing this site Search Engine Visibility 3. Click 'Save Changes' Collapse menu

In the sidebar you want to click 'Settings' -> 'Reading'.

Next, check 'Static Page' and pick your new page from the "Front page" dropdown. Hit 'Save Changes'.

And when we refresh our homepage we see the following screen:

CONGRATULATIONS!

You've researched a domain name, reserved it, setup hosting, installed WordPress on your server, logged into the admin panel, built a new webpage and set it to display as your homepage.

This is a *big deal*.

Want your website to look amazing? See the FAQ's to see about next steps and homework to begin polishing your website.

Frequently Asked Questions

"I hate the look of my website, why is it so ugly?"

This is always the first reaction. Don't worry you can change your theme which is the "skin" of what the website looks like. Changing themes is a snap within WordPress and can be done by clicking '**Appearance**' -> '**Themes**'.

From here you can try out different themes via the <u>WordPress Theme Directory</u> and find a design that looks right to your eye. To get started, be sure to <u>read the documentation on the official WordPress site</u>.

Keep your eyes peeled for an upcoming edition of this as part of our WordPress Quick Start series.

"Um. Whoops - I forgot - How do I log in to my website?"

Simply go to your new domain and add /wp-admin at the end of it. For example our site login URL would be: www.youmakefurniture.com/wp-admin and enter your username and password.

"How can I add Instagram (or whatever social media feed) to my site?"

Here is having your own paid hosting plan really shines. You can use *plugins* which are handy little tools that let you connect to different services. Each plugin works a little different based on whether you are trying to pull in an Instagram feed or embed a Google Map or photo gallery from Flickr and you'll want to <u>read what plugins are here</u>.

You'll find plugins by clicking 'Plugins' -> 'Add New'.

"I feel so overwhelmed - will this get easier?"

Absolutely. Just like riding a bike the more you mess around with any software the better you get at using it. The trick is to go in and build out a page or two and then return the next day and do it again.

As you get more and more comfortable with the administration panel you'll find yourself whipping around in no time and be well positioned to start executing online marketing campaigns.

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