



Create Your Own Wordpress Site – Resources & Reference

Hi, and thanks for purchasing this video course that will teach you how to setup and maintain your own Wordpress website.

Here is the list of resources I am using in the videos, as well as quick guide to have handy as you watch.

This document is not meant to replace the video course itself, or to go through every bit of information that is presented in the videos.

You should still certainly watch the videos, and then use this document that I made for you as a reference and a resource guide accompanying the course.

Video 1: Basic Setup

Prerequisites to creating a blog:

- I recommend that you [register a domain with GoDaddy](#) since they have an excellent domain management tools.
- Host your site with either [BlueHost](#) or [HostGator](#)
- In the demo video, I'm using [HostGator](#) with [GoDaddy](#)
- For a single site you are fine with HostGator's **Hatchling** package. Only take the baby package if you intend to build and host more than a single site.
- For quickest and easiest installation, use the CPanel installer on your hosting account, where it says **Wordpress Installer** (it's currently located both in the Popular Links section and in the Essentials).
- Once your installation is done, you can login to your site by either clicking the login link on the installation page itself, or by typing the address (aka URL) of your admin area in the address bar: <http://www.YOURDOMAIN.COM/wp-admin> (obviously you'd need to put your own domain there as you've registered it). In the example website we're using for this course, the URL is going to be:
<http://bizimagewebsite.com/wp-admin>

Video 2: Manual Installation

If you're not using the HostGator's *1-Click Quick Install*, or you want to install a clean installation of Wordpress, you can follow this video for instructions on a manual installation.

In this video you'll learn how to (just follow my step by step instructions):

1. To get the installation zip file, go to www.wordpress.org
2. Upload the file to your CPanel file manager

3. Extract the file contents and move them from Wordpress subfolder to your main folder
4. Create a new MySQL database and user, and add the user to the database with full privileges
5. Install the website using the files and the database you prepared

(*) Again, this is only relevant if you're NOT using the *1-Click Quick Install*.

(**) I'm not going through the technical details here, but in the video you can watch over my shoulder as I go through every step of the installation, and simply follow my lead.

Video 3: Cleaning Up Your Installation

Now we're cleaning unnecessary elements that come with Wordpress by default, or as part of the *1-Click Quick Install*.

Cleaning up Plugins:

1. Go to *Plugins* on the left toolbar
2. Deactivate any active plugins (marked with a blue stripe on their left)
3. Delete all plugins

Cleaning up comments, posts & pages:

1. Go to *Comments* on the left sidebar
2. *Trash* all comments, then go to the Trash and empty it
3. Go to *Posts* on the left sidebar
4. *Trash* all the posts, then go to the Trash and empty it
5. Go to *Pages* on the left sidebar
6. *Trash* all the pages, then go to the Trash and empty it

Categories:

1. Under *Posts* in the left sidebar, click the *Categories* link
2. Add categories for relevant subject you will write articles about (don't worry, you can always add more later)
3. Under *Settings* on the left sidebar, click the *Writing* link
4. Choose a default category for your articles (instead of Uncategorized)
5. Go back to *Categories* and delete the *Uncategorized* category (unless for some reason you need one, although it's not recommended)

Video 4: basic content (placeholders)

Here we'll add placeholders for the basic content of your website, or actual content – if you already have it at hand.

Pages:

Go to *Pages* on the left sidebar and click the *Add New* button at the top to add a new page. Once you've added the title and content, hit the *Publish* button to make the page go live on your website.

Add the following pages:

1. Home page – I recommend calling it by the name of your business or your website
2. About Us – name it exactly that, to give visitors and Google alike a sense of professionalism

3. Contact Us – also name it that. Put your contact information (any way you want people to be able to contact you by). In a later video, I'll show you how to add a contact form here

Posts/Articles:

In the Wordpress terminology, an article is called a post, and it is placed (hierarchy wise) under a category, or several categories.

1. Go to *Posts* on the left sidebar and click the *Add New* button at the top to add a new post.
2. Give your article a relevant title
3. Check whichever category or categories are relevant to your article
4. Hit the *Publish* button to make the post go live under that category

In one of the following videos I'll show you how to add images, videos and embedded content to your posts and pages. For now, we just want enough content to be able to use this content when we come to choose our theme for the website.

Video 5: Settings

Here are the Settings pages we go over, and the recommended settings for them:

General

- Site Title – your site's name
- Tagline – a slogan or initial marketing message
- Wordpress Address (URL), Site Address (URL) – these should be the same, containing the address of your site.
- E-mail Address – your email address, that you've set in the setup of the site
- Timezone
- Date Format
- Time Format
- Week Starts On

Writing

- Default category – this is really the only setting relevant here.

Reading

- Front page displays – select what's shown on your front page
- Blog pages show at most – select how many posts will show on an archive (category/tag/calendar archive) per page.
- Search Engine Visibility – DO NOT CHECK this box. Checking this box will prevent search engines from showing your site in their results.

Media

You can set image sizes here, but I recommend you leave these settings as they are.

- Uncheck the *Crop thumbnail...* option beneath the Thumbnail size.

Permalinks

- Choose *Custom Structure* with the structure: `/%category%//%postname%/` which will show the category name and the post name
(<http://www.bizimagewebsite.com/creating-a-website/first-step-in-creating-a-website/>)
- Alternatively, you can use the year + post name structure: `/%year%//%postname%/`
(<http://www.bizimagewebsite.com/2016/first-step-in-creating-a-website/>)

Video 6: Plugins

In order to install the recommended plugins, click the *Add New* link under *Plugins*, and put their name in the search box. Then click *Install Now* from the search results, and activate once it's installed.

Recommended plugins:

1. Wordpress SEO by Yoast (Joost de Valk) – optimize your site for search engines.
 - a. Fill in your information in all the settings pages of this plugin.
 - b. Do not change the automated settings – just your URLs and information wherever relevant.
2. Contact Form 7 (Takayuki Miyoshi) – Easily create contact forms for your site, so people can send you a message (to have a meeting with you or inquire about one of your products or services for example).
 - a. The following HTML tags are used:
 - i. `<p>Paragraph Content</p>`
 - ii. Line break: `
`
new line
 - b. There is no need to change any of the settings. Using the defaults is perfectly ok for 98% of the cases.
 - c. In order to use a contact form on the site, copy its shortcode into a post, a page or a widget.
3. Google Analytics by MonsterInsights – connect to Google Analytics statistics account.
 - a. I go over the Google Analytics account creation process in another video – if you don't know how to do that, don't worry, I've got you covered.
 - b. All you have to do then is just select the Google Analytics profile from within the configuration page.
4. Simple Social Icons (Nathan Rice) – the settings are done on the widget level (see Video 8)

Bear in mind that with some plugins you may experience certain software bugs when updating or installing them. The list of plugins that I'm recommending here is safe and tried by myself and by hundreds if not thousands of other Wordpress users around the world, so the likelihood of that happening with these plugins is extremely low.

If you are installing other plugins, then I advise you to take the time and do your due diligence to make sure they are safe.

Video 6-1: Plugin Updates

When you see the circling arrows with a number next to them at the top of the site – click that link to get to the Wordpress Updates page.

When it says on the page that "*An updated version of Wordpress is available*", then you should click the *Update Now* button below it, and follow further instructions when they appear.

Updating your plugins is just as easy. You simply check the *Select All* checkbox under Plugins, and click the *Update Plugins* button.

In the video I also show you another method to update your plugins from the plugins page – either method will do.

Video 7: Google Account

(*) If you already have a Google account, skip the first part and jump straight to part II (unless you want to create a new account for your business).

Part I – Creating An Account With Google

1. Go to <https://www.google.com> (if you get a country specific site such as ".co.uk" or ".co.il" – you can click the *Use Google.com* link at the bottom, although a Google account created through one of their websites will work in all of them).
2. If you see a small circle at the top right corner with either an image or initials, click it and then click *Sign Out*.
3. Click the *Sign in* link at the top right corner
4. Fill in your details, choose your gmail account name and submit the form
5. If asked for a phone number for validation, give one that has SMS capabilities to receive the code through and fill in the validation code

You're done.

You now have a Google account and a Gmail inbox.

Part II – Analytics

1. Go to <https://www.google.com/analytics/>
2. Click *SIGN IN* at the top and select *Analytics*
3. Agree to open an account (you will be asked to log in to your Google account again)
4. Enter your website name and URL data and agree to the terms

You're done.

Your Google account now includes an Analytics account that will enable you to gather and view statistics on your website (we'll connect the two together in a moment).

Part III – Connecting Your Website With Google Analytics

1. Go to your website admin area (for me this is <http://www.bizimagewebsite.com/wp-admin/> - use your own domain to log into yours)
2. Click on *Insights* on the left
3. Click the link at the top that says *Please configure your Google Analytics settings*
4. *Allow* Insights to access your Google account and copy the authentication code to the highlighted area

Part IV – Search Console

1. Go to <https://www.google.com/webmasters/>
2. Click *SIGN IN* at the top
3. Agree to open an account (you will be asked to log in to your Google account again)
4. Fill in the URL address of your website in the *ADD A PROPERTY* form
5. Click the *Alternate Methods* and choose *Google Analytics* (after all you just installed and authenticated Analytics) and click *Verify*.

You're done.

Your Google account now includes a Search Console account that will enable you to gather and view information about your website from Google's point of view, such as search terms that led to your website, errors, Google penalties and more (we'll connect the two together in a moment).

Part V – Connecting Your Website With Search Console

1. In your WP admin area go to Yoast Wordpress SEO (*SEO* on the left)
2. Click *Search Console* and verify your account (the same method as with the Analytics)

Now your website will receive information directly from Google about its performance in search and relevant errors.

Video 8: Themes, Menus & Widgets

In the video tutorial, I'm using the **Business Park theme** as my theme, but you can follow the steps on the video to get any one of hundreds of free themes, readily available to you.

To get started right away – just use one of the default themes installed with WordPress. You can change themes later, once your site is up and running.

Recommended Widgets for your sidebar:

1. Search
2. Pages – sort by *Page order*
3. A social network widget (we installed the *Simple Social Icons* plugin for that purpose)
4. Categories
5. Text – Title: "Contact Me"; Content: your own contact information;
{check} Automatically add paragraphs

Video 8-a: Premium Themes

In this video, I'm installing and configuring the [Executive Pro](#) theme from [Studio Press](#).

All the instructions (which I'm going over in the video) are on the Studio Press website – just pick the right one for the theme that you get.

Video 8-b: WYSIWYG Theme

In this video, I'm installing and configuring the [Karma Theme](#) from [ThemeForest](#).

Video 8 – Add / Edit Content

Here you'll see a demonstration of inserting and editing content you created yourself, and embedding content from Facebook or YouTube (you can of course embed content from various other sources – I'm using these as example because of their popularity).

The process itself is very easy as you'll be able to see on the video.

Here are the things I'm going over in the video:

- Create categories for your posts / articles
- Create a new post
- Update / edit a post
- Create a new page
- Update / edit a page
- Set page hierarchy (pages can parent other pages) and order (to use in places such as the *Pages* widget)
- Insert media (images) to a page / post
- Embed content from Facebook
- Embed a video from YouTube

To Wrap Things Up

Wordpress has a lot more to offer intermediate and advanced user, or if you have a professional setup your site for you.

However, you can now set your own site on your own, configure the settings, install the most critical plugins and insert content – whether it's your own, or from YouTube or Facebook (or any other site that provides embed code).

What you need to do next is to get things going by actually setting up the site.

Do You Need Help With That?

If you would like me and my team to set your site up for you, [leave your details on this page](#), and we will contact you within 2 business days or less to get started on your site.

Having us set up a site with the settings you've seen on this video series will only cost you \$150, and everything is registered to your name after that – the hosting package, the domain and of course the site itself.

And if you want a more advanced site setup for you, we will get all the details from you and build it to suite your needs.

WHAT TO DO NEXT

The next thing you need to do, once you have your site setup, is to start creating your personal brand for recognition.

"[Blogging for Recognition](#)" is a blog content creation home study course, in which I will go through with you the complete step by step blog content creation and blogging for recognition method that will get you known as an authority in your field, and draw the patients, students and clients you want most to contact you.

Thanks you for going through the *CREATE YOUR OWN WORDPRESS SITE* course.
I've enjoyed making it for you.

If you have questions or special requests, feel free to email me at AskTommy@GetRecog.com or use the [contact form on the site](#), and I'll get back to you shortly.