

# Wordpress Starter

# Introduction

# Agenda

## Introduction

- What is WordPress and how to use it effectively
- Buying a domain name and updating name servers
- Creating a WordPress install and installing
- Admin Panel, Settings and Basic Configuration
- Selecting and installing a theme
- Creating Content: Posts vs. Pages
- Writing and managing Posts
- Writing and managing Pages
- Adding, editing and optimising images and videos
- Using the Media Library
- Galleries and Portfolios
- Managing Links
- Adding maps
- WordPress categories vs. tags
- Updating your Profile
- Managing comments

# Agenda

## Configuring WordPress

- What is WordPress and how to use it effectively
- General settings
- Discussion settings
- Permalink settings
- Privacy settings
- Reading settings
- Writing settings
- Miscellaneous settings
- Customising your menu's

# Agenda

## Customising WordPress

- Using WordPress plugins
- Useful plugins
- Working with Widgets
- Making WordPress search engine friendly
- Using the editor to customise a theme
- Contact forms
- Popup's
- Other marketing tools

# Agenda

## Upgrades

- Best Practices for upgrading WordPress
- Upgrading WordPress
- Importing and exporting data

# Agenda

## **WordPress Administration**

- The WordPress Dashboard
- Managing WordPress users
- WordPress User Roles explained
- Managing files

# Introduction

## What is WordPress and how to use it effectively

- Wordpress is a web based application which runs on a web server (hosting account). This means you can maintain / update /  
create and publish its features on any web browser
- Wordpress is a content management system (CMS) which you access through an administrator area.  
This means you can make edits to your website without having to know HTML
- Wordpress is the world's most popular CMS - **about 20% of the world's websites are thought to be developed and maintained using wordpress**
- Wordpress is open source software - meaning it was created and improved by thousands of developers worldwide - it is free to use
- Written in php (function language) and mysql (relational database). - you don't need to learn either
- Can create blogs or static websites - most small business website are static sites (you can mix the 2 - static sites can have blog pages).

# Introduction

## Why use Wordpress?

Excellent platform for creating small business or professional website

Quick to learn but powerful and gives you complete control

Good for membership sites

No special software required - just a browser and a hosting account

For non technical people - unlike Joomla and Drupal

Comes with thousands of free themes and plugins (Themes are your look and feel, plugin is like an app for your website which gives you additional functionality)

# Introduction

## Wordpress.org Vs Wordpress.com

Wordpress.com is a free hosting service but is limited. You cannot use commercial or paid themes or plugins like shopping carts - for this reason it is more suited to blogs

Wordpress.org (sometimes referred to as self-hosted) does not have these limitations and is effectively the repository of all the open source code required to run Wordpress.- we concentrate on self-hosted. If you start searching for plugins by name you'll more likely see the top dominated by those referred to and stored on Wordpress.org

Most hosting accounts have the Wordpress installation script for free in your control panel.

# Introduction

## What you Need

A domain name from a domain registry company (123-reg, godaddy etc)

A hosting account from a hosting provider such as Smart Hosting

A theme (can be free or commercially purchased circa \$50)

Graphics such as logo etc:(can get designed on fiverr or freelogoservices)

Mail provider (mailchimp, aweber etc)

The rest would be dependent on the type of business you are creating

# Buying a Domain

# Introduction

## Buying a domain name and updating name servers

You can buy domains from 123-reg, godaddy etc and this is a quick and easy process

Some providers also provide hosting but we suggest keeping them separate in case you want to switch hosting at any time (maybe upgrade to a powerful UK server, add SSL etc) in which case all you'd then need to do is once again change the name servers.

**Be aware** - transferring domains from one registrar to another, whilst not impossible, can be an administrative nightmare! **Don't Transfer!**

# Domain – Change your DNS

When you receive your welcome email from your hosting provider you will also be given 2 Name Servers (Referred to as DNS) to point your domain names to.

123-reg to Hostgator example

1. 'Manage' your domain name



Domain names  [Buy a new domain](#) 

Your domains:  [Manage](#)

2. Click Change Nameservers (DNS)

## Advanced domain settings

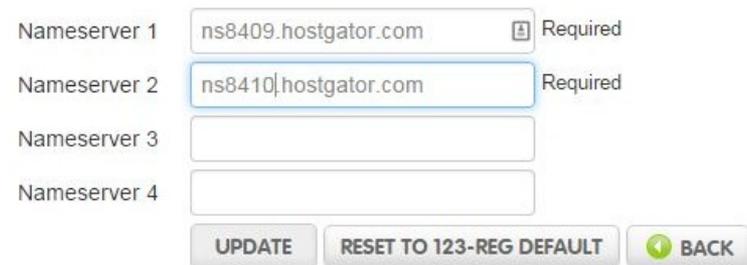


[Manage DNS](#)  
(A, MX, CNAME, TXT, SRV)



[Change Nameservers \(DNS\)](#)

3. Overwrite the 123reg DNS with your servers and click Update (this can take up to 48 hours but is usually 2 hours)



Nameserver 1  Required

Nameserver 2  Required

Nameserver 3

Nameserver 4

[UPDATE](#) [RESET TO 123-REG DEFAULT](#) [BACK](#)

# Introduction

## Hosting

Any good hosting company will allow unlimited websites

Before choosing your hosting company do your homework and make sure:

They have excellent uptime

They have great reviews

They have great customer service

We recommend Hostgator or Smart Hosting ([bestwebhosting.co.uk](http://bestwebhosting.co.uk))

# Demonstration Add-on Domains

# Hosting – Control Panel

Now we create the site for the domain to point to:

1. In your Hosting tab, scroll down and click 'Addon Domain'



2. Enter your actual registered domain in the New Domain Name box, create your own FTP username, enter a strong password then click Add Domain

## Create an Addon Domain

New Domain Name:  ✓  
Subdomain/FTP Username:  ✓  
Document Root:  ✓  
Password:  ✓  
Password (Again):  ✓  
Strength (why?):  Password Generator

Hint: This feature must be enabled for your account before you can use it. Addon domains will not function unless the domain name is registered with a valid registrar and configured to point to the correct DNS servers.

3. Success.

## Addon Domains

### Addon Domain Additions

✓ The addon domain "www.how-to-become-rich.co.uk" has been created.

If you would like to manage the files for this domain, you can do so here: [File Manager](#)

✓ The FTP account "RichAdmin" has been created.

[← Go Back](#)

# Hosting – Installing WordPress

Final task is to install WordPress in your new folder

1. In your Hosting tab, scroll down and click 'Launch QuickInstall'



2. Under Blog Software click 'WordPress' then click 'Continue'



# Hosting – Installing WordPress

Final task is to install WordPress in your new folder

3. Select your new domain from the dropdown, put your business email address in, put your blog title in (you can change this later but try and use your keywords), create an admin username, first name, last name and click Install Now

4. Your site is ready to access. You will receive an email with the access details.

**Note: You will have to wait until your DNS for your domain name has been transferred successfully**

QuickInstall Manage Installations Back to cPanel

**WordPress**

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

Version: 4.0.1  
Install Size: 42.23 MB  
Official Site: <http://wordpress.org/>

**Install WordPress**

Application URL (where you will find the app in your browser):  
 /

Enable Auto Upgrades:

Admin Email:

Blog Title:

Admin User:

First Name:

Last Name:

100%

**Congratulations!**

Your installation is ready. You can access it now by going [here](#). If there is any login information, it will have been sent to the email address you provided.

Admin Area: <http://how-to-become-rich.co.uk/wp-admin>  
Username: **RichAdmin**  
Password: **kszzgAPV1nQlsj**

We are now packing WordPress with WP-Super-Cache and have it **enabled with recommended settings** to help maintain solid performance from your WordPress installations!\*\*

For more information on this plugin and its configuration please visit <http://wordpress.org/extend/plugins/wp-super-cache/>

\*\*WP-Super-Cache can be disabled by going to your plugin section of your WordPress Dashboard and deactivating the plugin.

Note: If you enable Automatic Upgrades for your package please make sure to enable Automatic Upgrades under Manage Installations for your account.

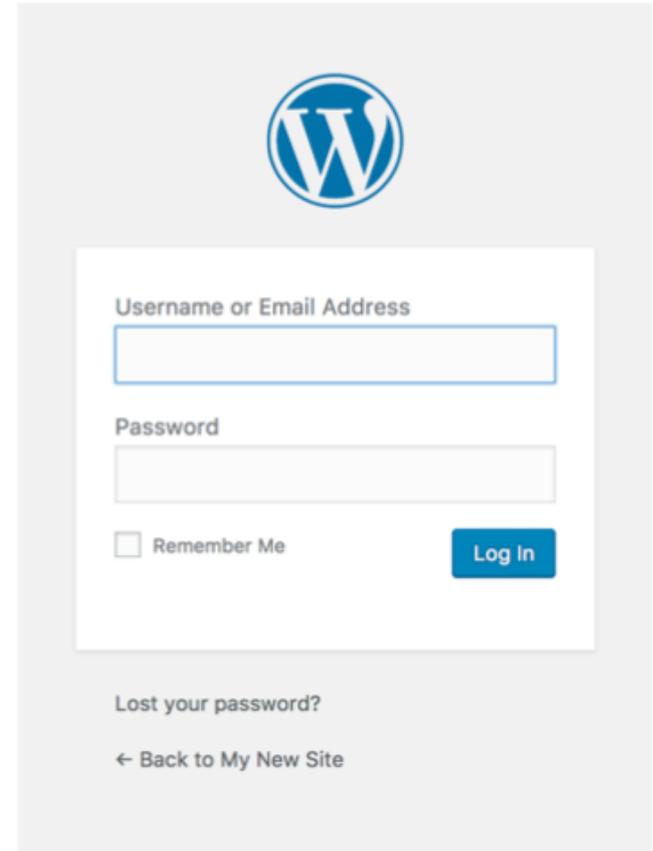
# Log Into Your Website

Once you have installed your WordPress website you will want to change the look of the website, add pages, text, pictures and much more. To do this you need to log into your WordPress website - enter your domain name followed by **/wp-admin**

For example:

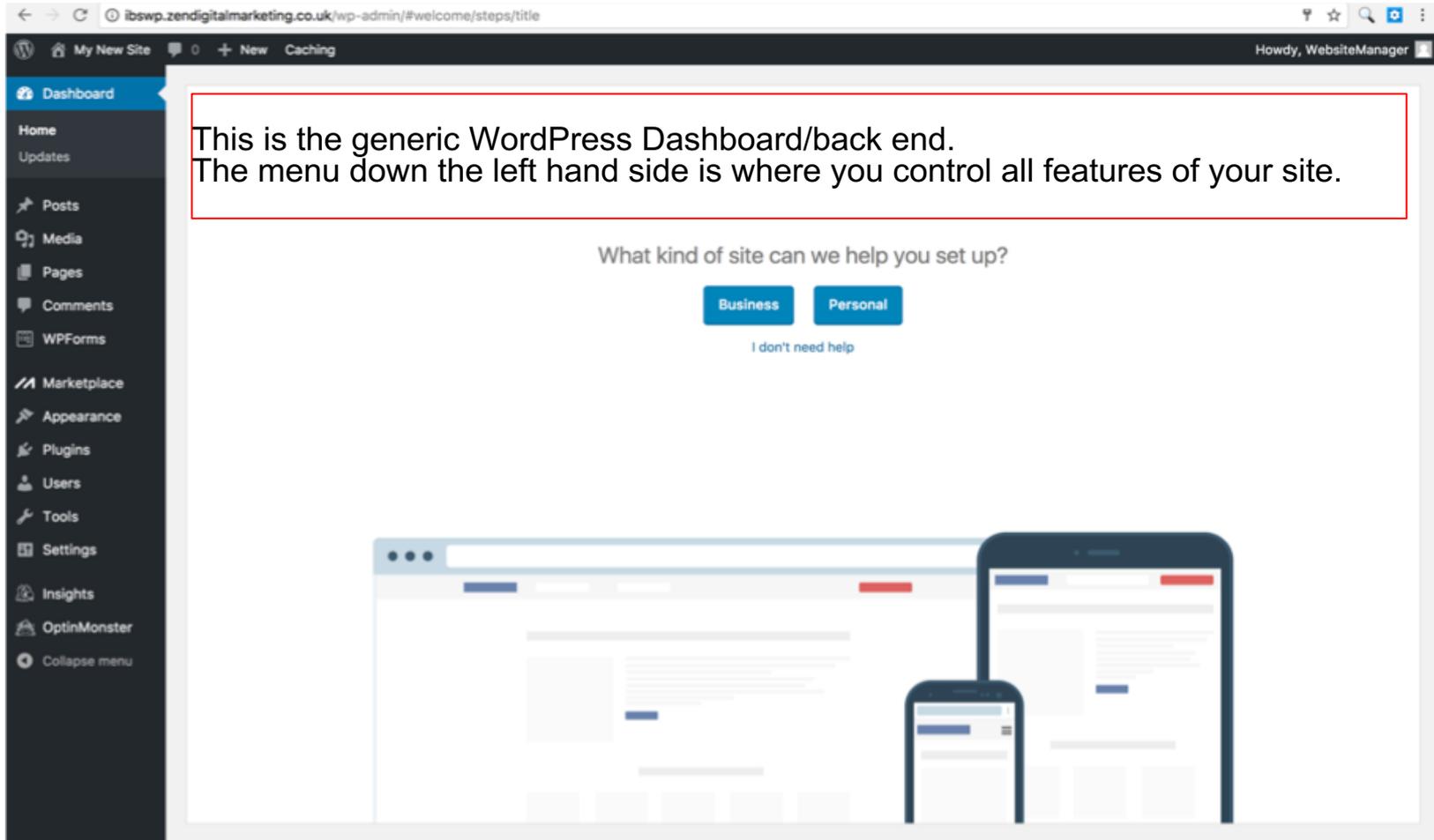
[www.MyWebsiteDomain.co.uk/wp-admin](http://www.MyWebsiteDomain.co.uk/wp-admin)

This is where you enter your Username and Password provided in step 15, also via email.

The image shows the WordPress login interface. At the top center is the WordPress logo, a blue circle with a white 'W'. Below the logo is a white rectangular form. Inside the form, there are two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In'. Below the form, there is a link that says 'Lost your password?' and a link with a left-pointing arrow that says 'Back to My New Site'.

# Admin Panel Explained

# Add & Change Content



The image shows a screenshot of the WordPress dashboard back end. The browser address bar at the top displays "ibswp.zendigitalmarketing.co.uk/wp-admin/#welcome/steps/title". The dashboard header includes "My New Site", "New", "Caching", and "Howdy, WebsiteManager". A dark sidebar on the left contains a menu with items: Dashboard, Home, Updates, Posts, Media, Pages, Comments, WPForms, Marketplace, Appearance, Plugins, Users, Tools, Settings, Insights, OptimMonster, and Collapse menu. The main content area features a welcome message "Howdy, WebsiteManager" and a question "What kind of site can we help you set up?". Below this are three buttons: "Business", "Personal", and "I don't need help". At the bottom, there is an illustration of a desktop monitor, a tablet, and a smartphone, each displaying a simplified version of a website layout.

This is the generic WordPress Dashboard/back end.  
The menu down the left hand side is where you control all features of your site.

# General Settings

The screenshot shows the WordPress dashboard's 'General Settings' page. The left sidebar contains navigation links: Dashboard, Posts, Media, Pages, Comments, WPForms, Marketplace, Appearance, Plugins, Users, Tools, Settings (highlighted), General, Writing, Reading, Discussion, Media, Permalinks, Insights, OptinMonster, and Collapse menu. The main content area is titled 'General Settings' and includes a 'Help' button. Below the title, there are two promotional banners: one for Google Analytics settings and another for WPForms plugin. The main settings section includes: Site Title (My New Site), Tagline (Just another WordPress site), WordPress Address (URL) (http://ibswp.zendigitalmarketing.co.uk), Site Address (URL) (http://ibswp.zendigitalmarketing.co.uk), Email Address (jason@mysite.com), and Membership (Anyone can register). A red box highlights the Site Title, Tagline, and Email Address fields. A blue button labeled 'Save Changes' is at the bottom. A text box on the right explains that the Site Title, Tagline, and main administrator email address can be changed, and that changes should be saved using the blue button.

My New Site

Howdy, WebsiteManager

## General Settings

Please configure your [Google Analytics settings!](#)

Get the most out of the WPForms plugin — use it with an active Constant Contact account.

[Try Constant Contact for Free](#) [Connect your existing account](#) [Learn More about the power of email marketing](#)

Get More Email Subscribers with OptinMonster

Please connect to or create an OptinMonster account to start using OptinMonster. This will enable you to start turning website visitors into subscribers & customers.

[Connect OptinMonster](#)

**Site Title**

**Tagline**   
*In a few words, explain what this site is about.*

**WordPress Address (URL)**

**Site Address (URL)**   
*Enter the address here if you [want your site home page to be different from your WordPress installation directory.](#)*

**Email Address**   
*This address is used for admin purposes, like new user notification.*

**Membership**  Anyone can register

[Save Changes](#)

You can change the Site Title and Tagline, Also the main administrator email address Save changes, Blue button at the bottom of the page

# Themes

# Changing Themes

Click 'Theme' (under 'Appearance')

To install, upload or search a new theme click on "Add New" or "Add New Theme"

The screenshot shows the WordPress dashboard's 'Themes' page. On the left, a dark sidebar contains a menu with 'Appearance' highlighted in blue. Below it, 'Themes' is selected, and a red arrow points to this menu item. The main content area displays three theme cards: 'Twenty Fifteen' (active), 'Twenty Fourteen', and 'Twenty Thirteen'. A search bar at the top right of the theme grid contains the text 'Search installed themes...'. A red arrow points to the 'Add New' button in the top navigation of the theme grid. At the bottom of the theme grid, a large dashed box contains a plus sign icon and the text 'Add New Theme', with a red arrow pointing to it.

# Changing Themes

Click Browse to search free themes  
If paid for theme, click Choose File and upload

The screenshot shows the WordPress dashboard's 'Appearance' section, specifically the 'Add Themes' page. The left sidebar is visible, with 'Appearance' selected. The main content area has a header 'Add Themes' with a 'Browse' button. Below this is a text prompt: 'If you have a theme in a .zip format, you may install it by uploading it here.' Underneath is a file upload box containing a 'Choose File' button, the text 'No file chosen', and an 'Install Now' button. Two red arrows are overlaid on the image: one points from the text 'Click Browse to search free themes' to the 'Browse' button, and another points from the text 'If paid for theme, click Choose File and upload' to the 'Choose File' button. The top of the dashboard shows the site name 'kidooss WordPress', navigation links like '+ New', 'MOJO Marketplace', and 'Delete Cache', and a user profile 'Howdy, WebsiteManager' with a 'Help' dropdown. The footer includes the text 'Thank you for creating with WordPress.' and 'Version 4.1'.

# Activate Theme



Tip: Look for Parallax themes such as Enigma Parallax

# Creating Content

# Pages Vs Posts

# Pages Vs Posts

Posts are designed for time sensitive information such as latest news etc

Posts appear by default on your blog page in reverse chronological order

Pages are designed for more static content - Home, About Us, Our products / Services etc You

usually allow comments on your posts rather than your pages

Posts can have one or more **categories** and also **tags** while pages have neither

Pages can be organised in your menu system whereas posts can be organised by categories You

should spend a bit of time planning your pages, posts and categories

Visual widgets such as a tag cloud can make your site more attractive - although you should think about planning 10 or more categories for this to look great

# Adding A Page

Pages are used for things like Services, Contact Us, About Us pages

1. To add a page go to Pages in left hand menu, click 'Add New'

The screenshot shows the WordPress admin dashboard for a user named 'student2s'. The top navigation bar includes 'student2s WordPress', '2' notifications, '0' comments, '+ New', and 'Delete Cache'. The user's name 'Howdy, WebsiteManager' is visible in the top right. The left sidebar menu is expanded to show 'Pages', which is highlighted in blue. The main content area displays the 'Pages' management interface. At the top, there is a header 'Pages' with a red box around the 'Add New' button and a '1' notification badge. Below this, there are filters for 'All (1) | Published (1)' and a search box labeled 'Search Pages'. A table of pages is shown with columns for 'Title', 'Author', and 'Date'. The first row shows a page titled 'Sample Page' by 'WebsiteManager' published on '2014/01/09'. Below the table, there are 'Bulk Actions' and 'Apply' buttons. The bottom of the sidebar shows other menu items like 'Dashboard', 'Jetpack', 'Posts', 'Media', 'All Pages', 'Comments', 'Appearance', 'Plugins (1)', 'Users', 'Tools', 'Settings', and 'Collapse menu'.

student2s WordPress 2 0 + New Delete Cache Howdy, WebsiteManager

Dashboard Jetpack Posts Media Pages All Pages Add New Comments Appearance Plugins 1 Users Tools Settings Collapse menu

Pages **Add New** 1

All (1) | Published (1) Search Pages

Bulk Actions Apply Show all dates Filter 1 item

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	Sample Page	WebsiteManager	2014/01/09 Published
<input type="checkbox"/>	Title	Author	Date

Bulk Actions Apply 1 item



# Adding A Post

Posts are used for latest news sections or blogs on your website.'

1. To add a post go to Posts in left hand menu, click 'Add New'

student2s WordPress 2 0 + New Delete Cache Howdy, WebsiteManager

Dashboard Jetpack Posts All Posts Add New Categories Tags Media Pages Comments Appearance Plugins 1 Users Tools Settings Collapse menu

Posts **Add New** Screen Options Help

All (1) | Published (1) Search Posts

Bulk Actions Apply Show all dates View all categories Filter 1 item

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
<input type="checkbox"/>	Hello world!	WebsiteManager	Uncategorized	—	1	2014/01/09 Published
<input type="checkbox"/>	Title	Author	Categories	Tags		Date

Bulk Actions Apply 1 item

# Adding A Post

Add post title, enter text in 'Visual' tab and hit *Publish* to make your post live  
Click *Edit* next to *Publish* to amend the date you would like the post to go live

The screenshot displays the WordPress 'Add New Post' interface. At the top, the navigation bar shows 'student2s WordPress' and 'Howdy, WebsiteManager'. The left sidebar contains menu items: Dashboard, Jetpack, Posts (selected), All Posts, Add New, Categories, Tags, Media, Pages, Comments, Appearance, Plugins (1), Users, Tools, Settings, and Collapse menu. The main content area is titled 'Add New Post' and features a title input field containing '2. Add post title here'. Below the title is an 'Add Media' button and a rich text editor with the text '3. Enter your text here in the 'Visual' tab'. The right sidebar includes 'Screen Options' and 'Help' buttons. The 'Publish' section contains 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', and a red-bordered button 'Publish immediately Edit' with a red arrow pointing to it. Below this is a 'Move to Trash' link and a 'Publish' button. The 'Format' section lists various post formats: Standard (selected), Aside, Chat, Gallery, Image, Link, Quote, Status, and Video.

# Bonus

Creating a WordPress Page from an  
existing website

# Bonus - wordpress page from html

You may have an existing site you wish to convert to WordPress or you may like the look of a web page and wish for something similar. You can copy the HTML (code all web pages are written in) from any web page and create a WordPress page.

1. Right click on the back of any web page and select View Page Source
2. Select All
3. Copy
4. Switch back to WordPress and create a new page
5. Make sure you click on the **Text** tab of that page
6. Paste the copied HTML
7. click to the **Visual** tab to view your results
8. Name your page and save it

**Note: make sure you remove any of the original owner IP. You may also have to tweak the page by uploading your own images to you WordPress Media Library and replace those in your new page**

# Creating Menus

1. Enter Menu name (i.e. main menu)
2. Click Save Menu
3. Select the pages you want to display in the menu
4. Click Add to Menu
5. Select Theme location (where you want the menu to display)
6. Click Save Menu

The screenshot displays the WordPress Admin interface for editing a menu. The sidebar on the left shows the 'Appearance' menu highlighted, with 'Menus' selected. The main content area is titled 'Edit Menu' and 'Manage Locations'. The 'Menu Name' field is set to 'Main Menu'. The 'Menu Structure' section shows a list of pages, with 'Sample Page' selected. The 'Menu Settings' section shows the 'Theme locations' checkboxes for 'Primary Navigation', 'Top Navigation', and 'Footer Navigation'. The 'Save Menu' button is visible at the bottom right.

1. Menu Name: Main Menu

2. Save Menu

3. Sample Page

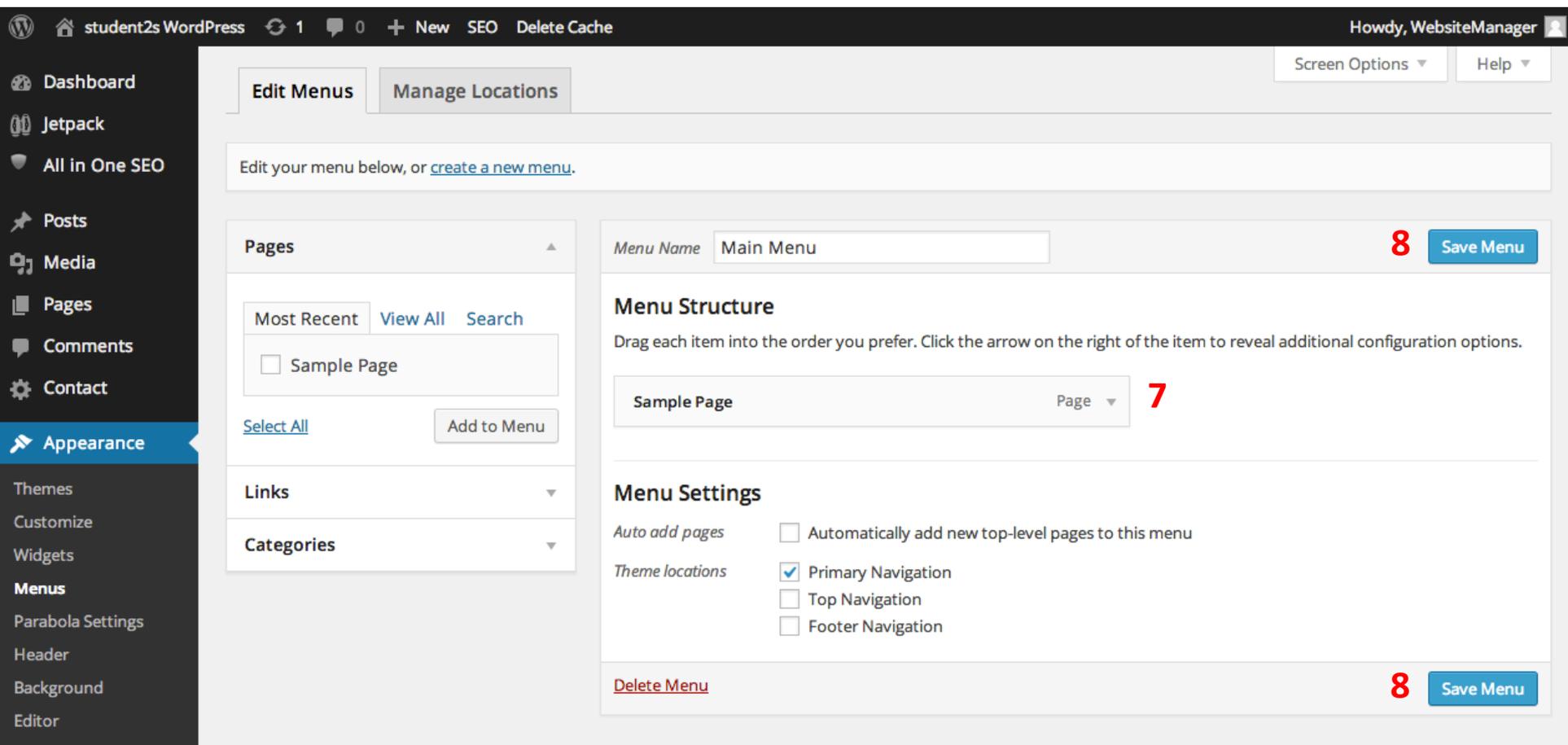
4. Add to Menu

5. Theme locations: Primary Navigation, Top Navigation, Footer Navigation

6. Save Menu

# Ordering Menu Pages

7. Place pages in the order you want them to appear in the main menu of your website
8. Click 'Save Menu'



The screenshot displays the WordPress Admin Dashboard with the 'Edit Menus' screen open. The dashboard header shows 'student2s WordPress' and 'Howdy, WebsiteManager'. The left sidebar contains navigation links for Dashboard, Jetpack, All in One SEO, Posts, Media, Pages, Comments, Contact, Appearance, Themes, Customize, Widgets, Menus, Parabola Settings, Header, Background, and Editor. The 'Edit Menus' screen has two tabs: 'Edit Menus' (active) and 'Manage Locations'. Below the tabs is a text box: 'Edit your menu below, or [create a new menu.](#)'

The 'Pages' section is expanded, showing a list of pages with 'Sample Page' selected. The 'Menu Structure' section shows 'Sample Page' being added to the 'Main Menu'. The 'Menu Settings' section is also visible.

**8** Save Menu

**7**

**8** Save Menu

# Using Media

# Using Media

You can upload most file types to use on your page - not just images.

For example the media library can be used to upload ebooks (PDF's) or videos which you could share with your visitors

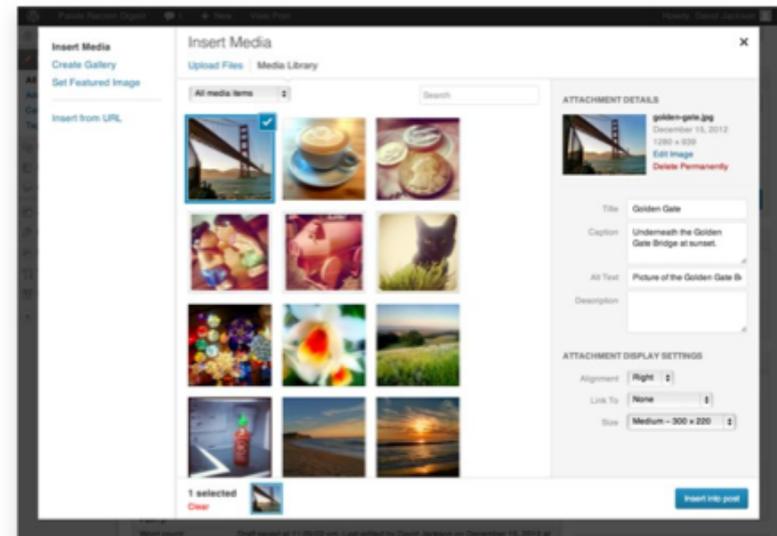
1. Place the cursor where you want the image to be and click Add

Media

2. Add or Select Your Image

You can add or select the image you want to add to your page or post by choosing from either of the following options in the center of the media uploader window:

- **Upload Files:** Upload the image you want to use from your computer by dragging it into the upload area.
- **Media Library:** Select from any previously uploaded images in the media library by clicking on the one you wish to add to your page or post.



Once you have selected or uploaded the image you want to add, you will see a checkbox next to the thumbnail confirming your selection, and see information about it displayed in the Attachment Details pane on the right hand side of the media uploader

# Using Media

The **Attachment Details** pane displays a small un-cropped thumbnail of the image, as well as important information such as the filename, date uploaded, and image dimensions in pixels.

There are also action links that allow you to **Edit Image**, which takes you to the [Edit Image](#) page, or to **Delete Permanently** to remove the image from your site.

In addition, you can edit the following media information:

- **Title:** The title of this media.
- **Caption:** The caption for this image. The text you enter here will be displayed below the image.
- **Alternate Text:** Enter the Alt text for the image, e.g. “The Mona Lisa” to describe the media.
- **Description:** A description for this particular media.

### ATTACHMENT DETAILS



**golden-gate.jpg**  
December 15, 2012  
1280 × 939  
[Edit Image](#)  
[Delete Permanently](#)

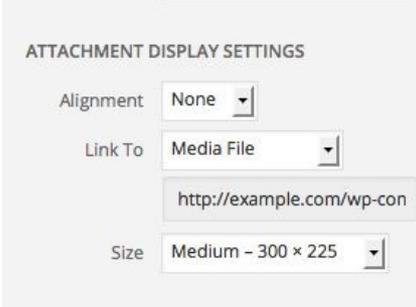
---

Title	<input type="text" value="Golden Gate"/>
Caption	<input type="text" value="Underneath the Golden Gate Bridge at sunset."/>
Alt Text	<input type="text" value="Picture of the Golden Gate Bi"/>
Description	<input type="text"/>

# Using Media

The **Attachment Display Settings** pane controls how the image is displayed when viewed on the site.

You have options to set how you would like the image aligned on the page (in relation to the text and margins) and what the link behavior of the image will be. In addition you can set what size image you would like to display on your page.



ATTACHMENT DISPLAY SETTINGS

Alignment: None

Link To: Media File

http://example.com/wp-con

Size: Medium - 300 x 225

## Image Alignment

The **Alignment** setting allows you to determine where you would like the image to appear in your content area and how it interacts with any text on the page. You have the following image alignment options to choose from:

- **Left:** Aligns the image on the left hand margin, and any text that is on the page wraps (or flows) around the image to the available space on the right.
- **Right:** Aligns the image on the right hand margin, and any text that is on the page wraps (or flows) around the image to the available space on the left.
- **Center:** Aligns the image to the center of the page, with no text displayed around it.
- **None:** Inserts the image in to the page with no alignment

# Using Media - Image Link

The Link To settings determine the URL/web address to which the image will be linked when clicked on by a visitor to your site. You can specify the following image link settings:

- **Attachment Page:** Links your inserted image to its WordPress media attachment page.
- **Media File:** Links your inserted image directly to the original, full-size version of the file.
- **Custom URL:** Allows you to set a custom link URL for your inserted image to link to when clicked.
- **None:** This setting will remove the link completely, rendering the image “un-clickable”.

## Image Size

The Size settings determine the size of the image you are adding to your site. By default WordPress creates a range of four image size for you to choose from:

- **Thumbnail:** Displays a small thumbnail-sized version of your image on the page/post. Note, by default the Thumbnail size is a square, so some cropping of your original image may occur.
- **Medium:** Displays a medium-sized version of your image on the page/post. This is a good size to use with Left/Right alignments, as it leaves sufficient space for legible text to either side.
- **Large:** Displays a large-sized version of your image on the page/post. Note: WordPress will determine the width of the content column of your theme, and display the largest possible image for that space.
- **Full Size:** Displays a full-sized version of your image on the page/post. Note: WordPress will determine the width of the content column of your theme, and display the largest possible image for that space. If your original image is larger than this column width, the full size of the image may not be displayed.

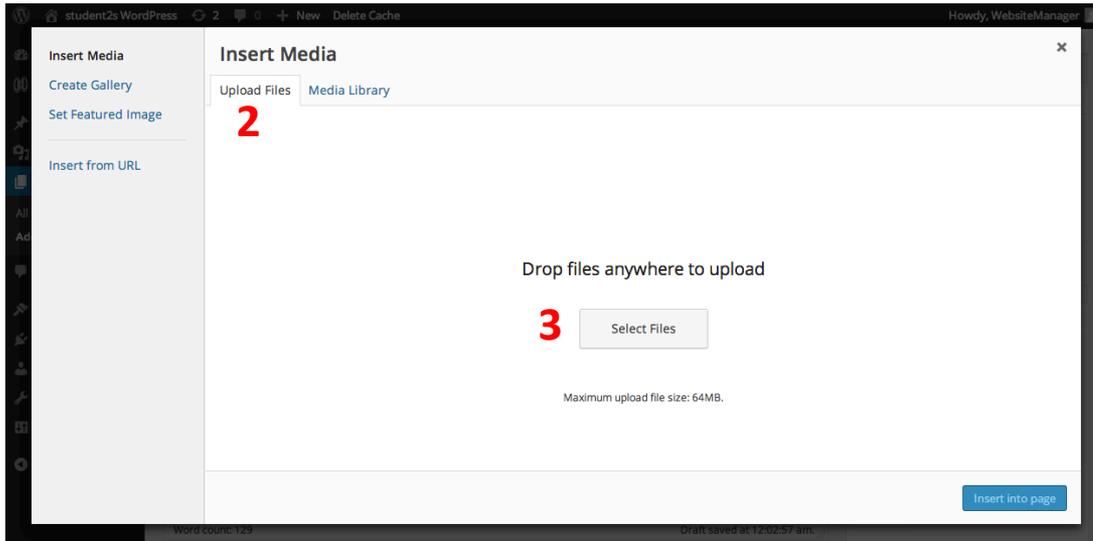
# Adding Media

# Adding Images/Video/Audio

## 1. Click 'Add Media' to upload image

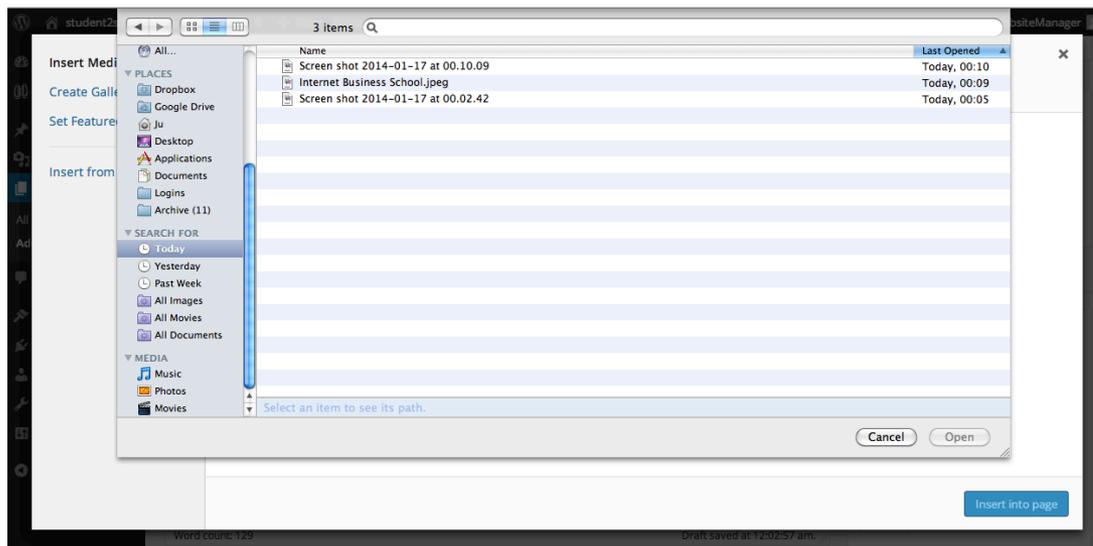
The screenshot shows the WordPress 'Add New Page' editor. The top navigation bar includes 'student2s WordPress', '2' comments, '0' notifications, '+ New', and 'Delete Cache'. The user 'Howdy, WebsiteManager' is logged in. The left sidebar shows the 'Pages' menu. The main content area has a title 'About Us' and a permalink 'http://student2.co.uk/5-2/'. The 'Add Media' button is highlighted with a red box. The text editor shows two paragraphs of placeholder text. The right sidebar contains the 'Publish' section with 'Save Draft', 'Preview', 'Status: Draft', 'Visibility: Public', and 'Publish immediately' options, and the 'Page Attributes' section with 'Parent' (no parent) and 'Template' (Default Template) dropdowns. The bottom status bar shows 'Path: p', 'Word count: 129', and 'Draft saved at 12:01:54 am.'.

# Adding Images/Video/Audio



2. Click 'Upload Files'

3. Click 'Select Files'



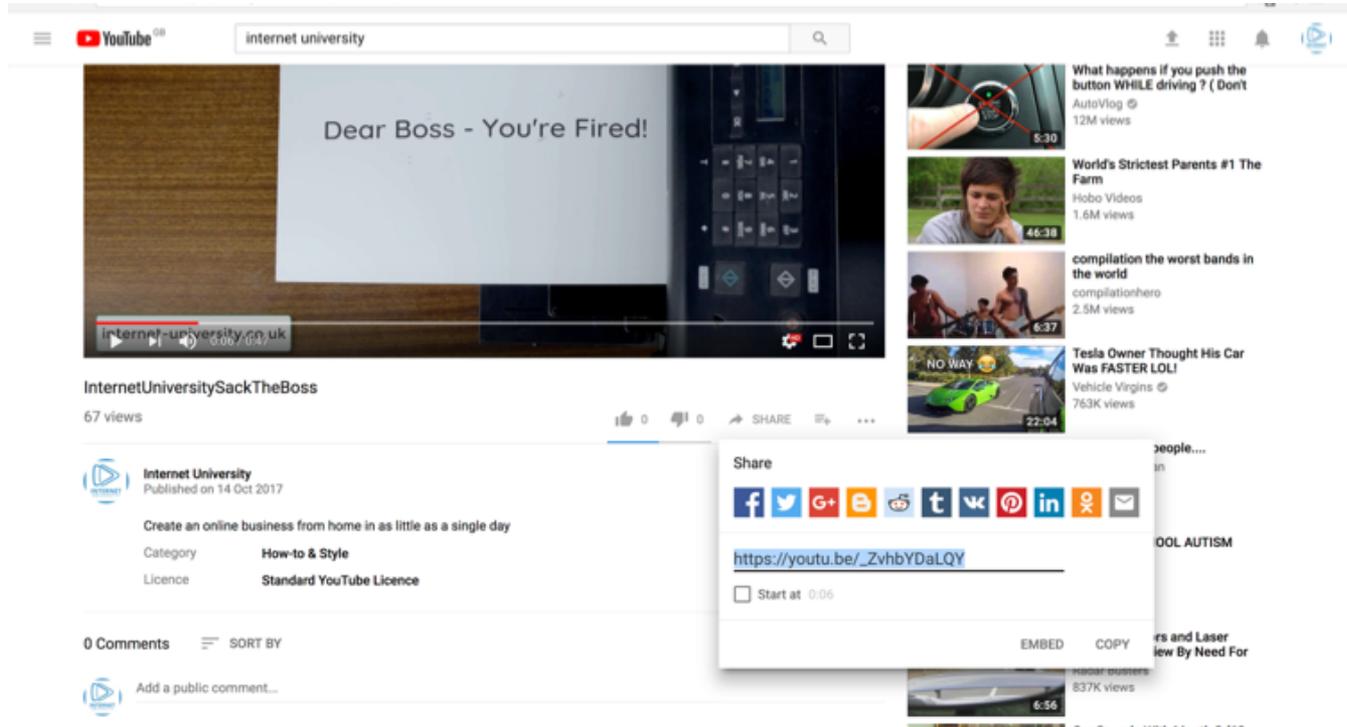
# Adding Images/Video/Audio

4. Select 'Alignment'.
5. Select image 'Linked To' - media file, attachment page, custom URL or none.
6. Click 'Insert into page'

The screenshot displays the WordPress 'Insert Media' modal window. On the left sidebar, the 'Insert Media' section is active, with options for 'Create Gallery', 'Set Featured Image', and 'Insert from URL'. The main area shows the 'Media Library' tab with a search bar and a dropdown menu set to 'All media items'. A single image, 'The Internet Business School', is selected and highlighted with a blue border and a checkmark. Below the image, it indicates '1 selected' and provides a 'Clear' link. On the right, the 'Attachment Display Settings' are visible, including fields for Title, Caption, Alt Text, and Description. The 'Alignment' dropdown is set to 'None' (marked with a red '4'). The 'Link To' dropdown is open, showing options: 'Media File' (checked, marked with a red '5'), 'Attachment Page', 'Custom URL', and 'None'. The 'Size' dropdown is set to 'Full Size - 144 x 79'. At the bottom right, there is a blue 'Insert into page' button (marked with a red '6').

# Adding Streamed Video

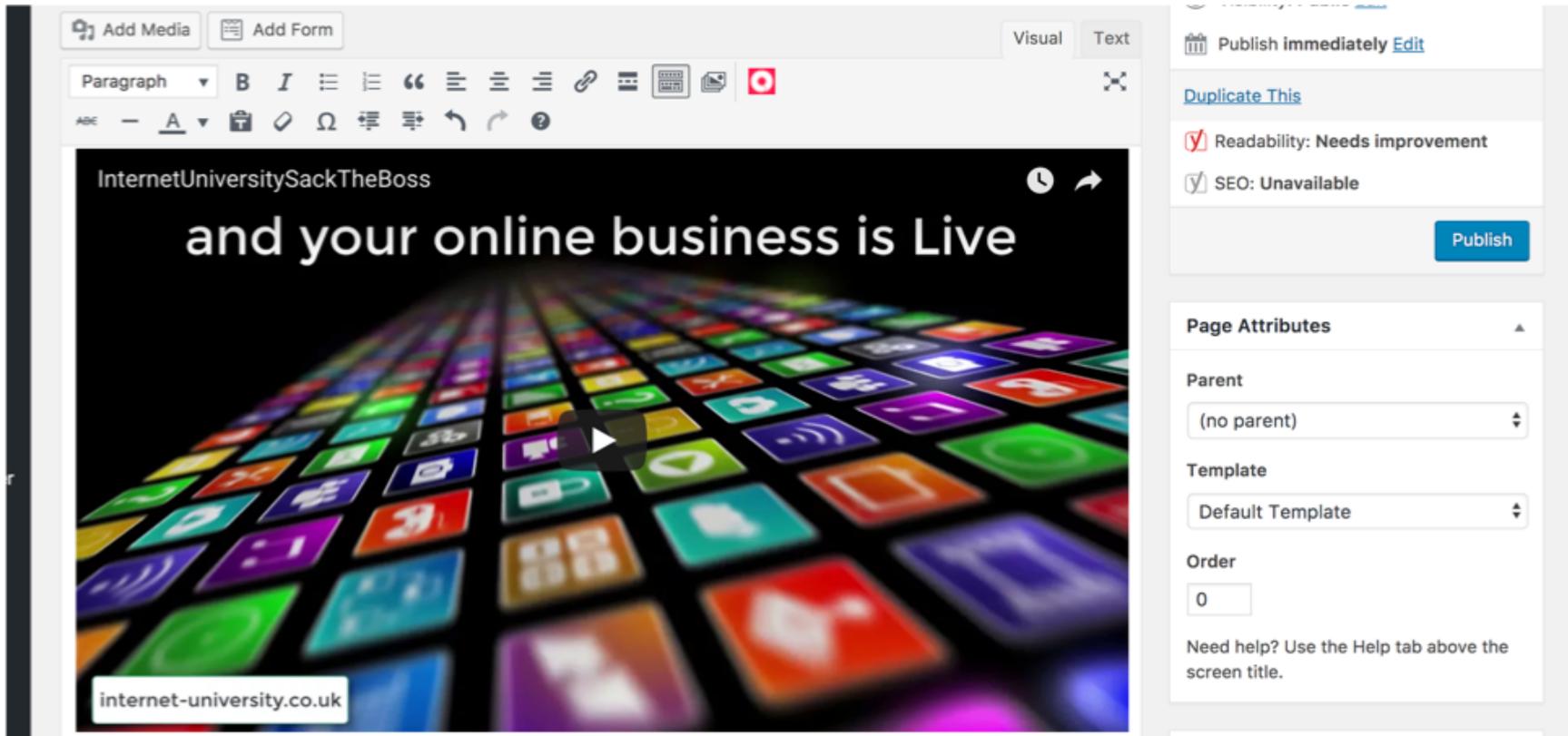
Never upload video files to your website – always host them on a streaming service such as YouTube or Vimeo



Navigate to the video you want to add to your page, select Share and copy the short URL

# Adding Streamed Video

Open the page you want to add the video to, click where you want the video to go and paste the link you copied from YouTube



The screenshot displays a content management system interface. On the left, a video player is embedded, showing a grid of colorful application icons receding into the distance. The video title is "and your online business is Live" and the channel name is "InternetUniversitySackTheBoss". The URL "internet-university.co.uk" is visible in the bottom left corner of the video player. Above the video player is a rich text editor toolbar with options for "Add Media" and "Add Form", and tabs for "Visual" and "Text". On the right side of the interface, there is a sidebar with the following elements: a "Publish immediately" button with an "Edit" link; a "Duplicate This" link; a "Readability: Needs improvement" warning; an "SEO: Unavailable" warning; a "Publish" button; a "Page Attributes" section with a dropdown for "Parent" (set to "(no parent)"), a dropdown for "Template" (set to "Default Template"), and a text input for "Order" (set to "0"); and a help message: "Need help? Use the Help tab above the screen title."

Publish or Update your page and navigate to site to preview

# Managing Links

# Creating Links

WordPress comes with a user friendly post editor called the [Visual Editor](#).

You can see the visual editor by going to **Posts » Add New** or by editing an existing post or page.

To create a link, you need to click on the Link button in the visual editor.

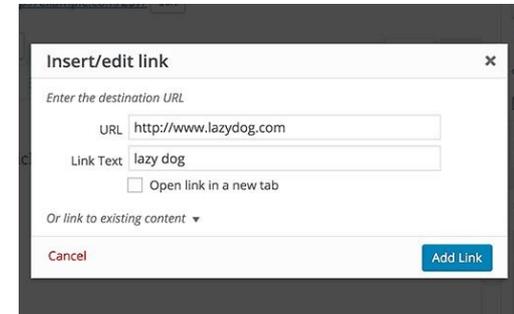
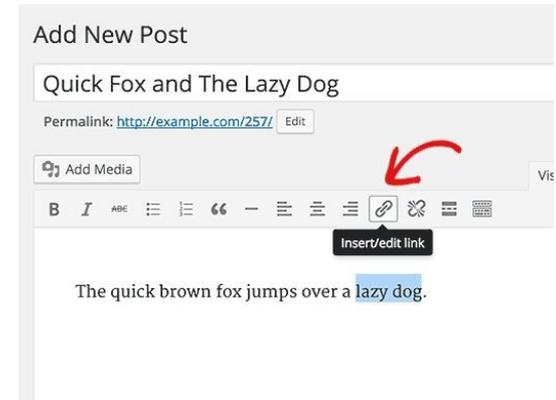
When you click on the insert link button, it will bring up a popup window. In the URL field, you will enter the actual hyperlink, and in the link text field you will add the text that will be linked.

You also have the option to check the box next to 'Open link in a new tab' option. This will open the link in a new browser tab. It's recommended that you use this option if you are linking to an external site.

WordPress also allows you to quickly link to [posts and pages](#) that you have published on your own website by using the content search feature.

Simply click on 'Or link to existing content' option and WordPress will show you recent content and a search field.

You can search for a post or scroll down to find it from the list. You need to click on the post title to select it and then click on Add or Update Link button.



# Link Types

Link types used with websites are:

## External links

Clicking on an external link takes you to a page on another website. It is called *absolute*, since all information concerning the website and page location must be given. An example of the HTML coding for an external link is:

```
<a href="http://www.this_site.com/web/resources.htm">Web Design Resources</a>
```

A major problem with external links, is that the recipient page may move or go away, leaving you with a broken link.

## Internal links

An internal link takes you to another page in your website. These links are usually *relative* and are in the form of:

```
<a href="/web/resources.htm"><b>Web Design Resources</b></a>
```

Internal links can also be absolute, but that requires the browser to call the server, as opposed to simply jumping to the designated page.

## Anchored links

Clicking on an anchored link will take you to another position in the existing web page. It is often used to help navigate a large page.

The anchor is the position where you want to jump to, such as the word Types at the top of this page:

```
<a name="Types_of_pages" id="Types_of_pages"></a>Types of pages
```

It could also be written as:

```
<a name="Types_of_pages" id="Types_of_pages">Types of pages</a>
```

**Note** The spaces are not allowed in anchor names. For more than one word, use dashes or underscores.

Then the link elsewhere in the page is written:

```
<a href="#Types_of_pages">Jump to types</a>
```

# Adding Maps

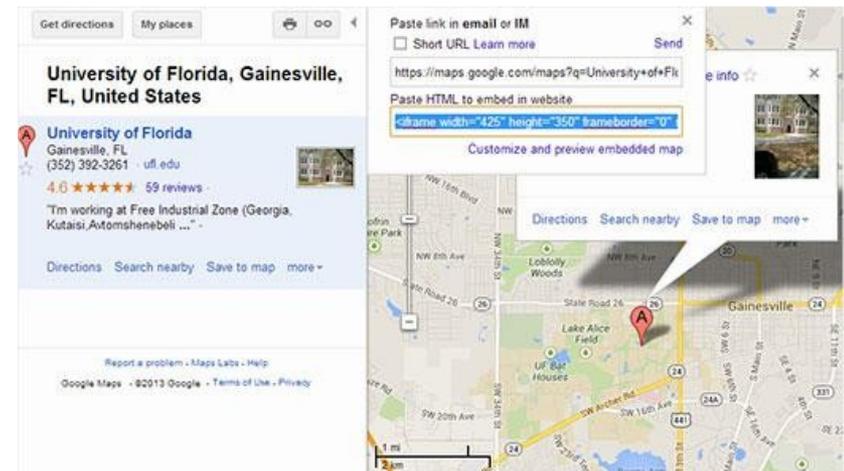
# Adding a Google Map

Whilst there are plugins which will enable you to add google maps in smarter ways, the following method takes seconds.

Go to [Google Maps](https://www.google.com/maps) website, and simply type in the address of the location you want to show or search for a location. Once you have found the location, click on the link button in the right hand panel. This will show you the embed code. Copy the iframe code or you can also click on the “*Customize and preview the embedded map*” to further customize the appearance of the map on your site.

Go to your WordPress website and paste the code in a post, page, or a template.

That’s all, save your post/page and see Google map live in action on your site.



# Categories Vs Tags

# Categories & Tags

Categories allow for a broad grouping of post topics, but when you wanted to describe a post in more specific terms, more categories were required. That led to very long category lists inside the blog and very long lists in Categories Widgets.

So we now have tags, too.

[Tags](#) are similar to [categories](#), but they are generally used to describe your post in more detail.

For example:

You have a food site. If you posted an article (post) about fish, you would want to put it in more than one category such as Fish, Breakfast, Lunch, Dinner, Tea etc, then perhaps link it to all sorts of ingredianets used in that dish and you would end up with more categories than your visitors would like.

So we 'tag' each post which also makes it searchable such as 'breadcrumbs', 'cod', 'capers' etc. Tags are not case sensitive and just need splitting with a comma'

# Configuring WordPress

# Configuring WordPress

- General settings
- Discussion settings
- Permalink settings
- Privacy settings
- Reading settings
- Writing settings
- Miscellaneous settings

# Customising WordPress

# Customising WordPress

- Using WordPress plugins
- Useful plugins
- Working with Widgets
- Making WordPress search engine friendly
- Using the editor to customise a theme
- Contact forms
- Popup's
- Other marketing tools

# Plugins

# Plugins

## What is a Plugin?

A **plugin** is a piece of software containing a group of functions that can be added to a **WordPress** website.

They can extend functionality or add new features to your **WordPress** websites. **WordPress plugins** are written in the PHP programming language and integrate seamlessly with **WordPress**.

## Useful plugins:

OptinMonster.

WPForms. ...

MonsterInsights. ...

BackupBuddy. ...

Yoast SEO. ...

W3 Total Cache.

# Adding Plugins

# Plugins

Plugins are just like phone apps, they allow you to extend the functionality of WordPress website, i.e. contact forms, SEO work, social media linking

The screenshot shows the WordPress dashboard's Plugins page. At the top, there's a navigation bar with 'student2s WordPress', '1' refresh, '0' comments, '+ New', 'SEO', and 'Delete Cache'. The user is logged in as 'Howdy, WebsiteManager'. The main content area is titled 'Plugins' with an 'Add New' button. A blue banner at the top says 'Your Jetpack is almost ready - A connection to WordPress.com is needed to enable features like Stats, Contact Forms, and Subscriptions. Connect now to get fueled up!' with a 'Connect to WordPress.com' button. Below this, a green message says 'Plugin activated.' There are filters for 'All (6)', 'Active (4)', 'Inactive (2)', and 'Drop-ins (1)'. A search bar is labeled 'Search Installed Plugins' with '6 items' below it. A 'Bulk Actions' dropdown and 'Apply' button are also present. The main table lists the following plugins:

<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	Akismet <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam. It keeps your site protected from spam even while you sleep. To get started: 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Version 2.5.9   By Automattic   <a href="#">Visit plugin site</a>
<input type="checkbox"/>	All in One SEO Pack <a href="#">Deactivate</a>   <a href="#">Edit</a>	Out-of-the-box SEO for your WordPress blog. <a href="#">Options configuration panel</a>   <a href="#">Upgrade to Pro Version</a>   <a href="#">Donate</a>   <a href="#">Support</a>   <a href="#">Amazon Wishlist</a> Version 2.1.2   By Michael Torbert   <a href="#">Visit plugin site</a>
<input type="checkbox"/>	Contact Form 7 <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Edit</a>	Just another contact form plugin. Simple but flexible. Version 3.6   By Takayuki Miyoshi   <a href="#">Visit plugin site</a>
<input type="checkbox"/>	Hello Dolly <a href="#">Activate</a>   <a href="#">Edit</a>   <a href="#">Delete</a>	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen

# Adding Plugins

1. Search for plugin 2. Install the plugin 3. Press 'Activate'

The image shows a sequence of three steps in a WordPress dashboard to add a plugin:

- Step 1:** The 'Install Plugins' screen is shown with a search bar containing the word 'gallery' (marked with a red '1'). The search results table lists several plugins, including 'Alpine PhotoTile for Google Plus and Picasa' and 'Easy Media Gallery'. The 'Install Now' button for 'Easy Media Gallery' is highlighted with a red '2'.
- Step 2:** A security warning dialog box is displayed, asking 'Are you sure you want to install this plugin?' with 'Cancel' and 'OK' buttons. The 'OK' button is highlighted with a red '2'.
- Step 3:** The 'Installing Plugin: Easy Media Gallery 1.2.29' screen is shown, indicating the plugin has been successfully installed. The 'Activate Plugin' link is highlighted with a red '3'.

The dashboard sidebar on the left shows the 'Plugins' menu item highlighted in blue, and the 'Add New' option is also highlighted with a red box.

# Deactivating/Removing Plugins

1. To check or deactivate/remove a plugin, click Installed Plugins
2. You will see all your current plugins in the list
3. Deactivate as necessary

The screenshot shows the WordPress admin dashboard for a user named 'student2s'. The top navigation bar includes 'student2s WordPress', '1' notification, '0' comments, '+ New', 'SEO', and 'Delete Cache'. The user's name 'Howdy, WebsiteManager' is in the top right. The left sidebar contains various menu items: Dashboard, Jetpack, All in One SEO, Posts, Media, Pages, Comments, Contact, Appearance, Plugins (highlighted with a red box and labeled '1'), Installed Plugins, Add New, Editor, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Plugins' and features an 'Add New' button. A blue notification banner at the top says 'Your Jetpack is almost ready - A connection to WordPress.com is needed to enable features like Stats, Contact Forms, and Subscriptions. Connect now to get fueled up!' with a 'Connect to WordPress.com' button. Below the banner, a green message says 'Plugin activated.' The plugin list shows 6 items, with 4 active, 2 inactive, and 1 drop-in. A search bar and 'Search Installed Plugins' button are present. The list includes: Akismet (Version 2.5.9 | By Automattic | Visit plugin site), All In One SEO Pack (Version 2.1.2 | By Michael Torbert | Visit plugin site), Contact Form 7 (Version 3.6 | By Takayuki Miyoshi | Visit plugin site), and Hello Dolly. The 'All In One SEO Pack' row is highlighted in blue. A red arrow labeled '2' points from the 'Plugins' menu to this row. A red arrow labeled '3' points from the 'Deactivate' link in the 'All In One SEO Pack' row to the 'Deactivate' link in the 'Hello Dolly' row.

# Widgets

# Widgets

Widgets provide a way to arrange various elements of your website, like sidebars and footers  
Widgets can include: Search bars, recent posts, calendar, text, images, social media

The screenshot displays a website layout with a blue header and a light gray sidebar. The main content area is white. The sidebar, highlighted with a red box, contains several widgets: a search bar with the placeholder text "What do you want to find?", a "RECENT POSTS" widget listing "learn about internet marketing" and "Hello world!", a "RECENT COMMENTS" widget showing "Mr WordPress on Hello world", and an "ARCHIVES" widget listing "December 2015". Below these is a partially visible "CATEGORIES" widget.

**The millionaire website**  
Count to ten and earn money

example@mymail.com 0159753586

HOME ABOUT US LEARN ABOUT INTERNET MARKETING

**about us**  
Home / about us

**About Internet Marketing**  
Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.

Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspapers and magazines.

**Specialized Areas of Internet Marketing**  
Internet marketing can also be broken down into more specialized areas such as Web marketing, email marketing and social media marketing:

- 1) Web marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO).
- 2) Email marketing involves both advertising and promotional marketing efforts via e-mail message to current and prospective customers.
- 3) Social media marketing involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg.

See "Small Business Marketing – Free Internet Marketing Tools & Strategies" and "How Affiliate

What do you want to find?

**RECENT POSTS**

- > learn about internet marketing
- > Hello world!

**RECENT COMMENTS**

Mr WordPress on Hello world

**ARCHIVES**

- > December 2015

**CATEGORIES**

# Adding & Removing Widgets

Click and drag widgets into the widget area you want them to appear in, i.e. Left Sidebar or Footer. You can also drag them up and down to order them

The screenshot shows the WordPress dashboard's 'Widgets' section. On the left, a sidebar menu is visible with 'Appearance' highlighted in blue and 'Widgets' highlighted in red. The main content area is titled 'Widgets' and contains 'Available Widgets' and a list of widget areas. The 'Available Widgets' section lists: Archives, Calendar, Categories, Custom Menu, Meta, Pages, Recent Comments, Recent Posts, RSS, and Search. The widget areas are: Left Sidebar (containing Search, Recent Posts, Recent Comments, Archives, Categories, and Meta), Right Sidebar, First Footer Area, Second Footer Area, Third Footer Area, Fourth Footer Area, Above Content Area, and Below Content Area. A red box highlights the 'Left Sidebar' and the footer areas.

student2s WordPress 1 0 + New SEO Delete Cache Howdy, WebsiteManager

Screen Options Help

## Widgets

### Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

<b>Archives</b> A monthly archive of your site's Posts.	<b>Calendar</b> A calendar of your site's Posts.
<b>Categories</b> A list or dropdown of categories.	<b>Custom Menu</b> Add a custom menu to your sidebar.
<b>Meta</b> Login, RSS, & WordPress.org links.	<b>Pages</b> A list of your site's Pages.
<b>Recent Comments</b> Your site's most recent comments.	<b>Recent Posts</b> Your site's most recent Posts.
<b>RSS</b> Entries from any RSS or Atom feed.	<b>Search</b> A search form for your site.

**Left Sidebar** ▲  
Left sidebar

- Search ▼
- Recent Posts ▼
- Recent Comments ▼
- Archives ▼
- Categories ▼
- Meta ▼

**Right Sidebar** ▼

- First Footer Area ▼
- Second Footer Area ▼
- Third Footer Area ▼
- Fourth Footer Area ▼
- Above Content Area ▼
- Below Content Area ▼

# Contact Forms

# Contact Forms

Adding a Contact form to your site ensures, without the need to buy or sign up, your visitors can get in touch and ask questions – not list building!

Use the installed WP Forms

The image displays the WPForms WordPress plugin interface. On the left is the WordPress dashboard sidebar with the WPForms menu item highlighted. The main content area shows the 'Forms Overview' page, which includes a notification about creating a contact form and a list of existing forms. Overlaid on this is a 'Now editing New form' window. This window features a 'Fields' sidebar with categories for 'Standard Fields' and 'Fancy Fields'. The 'Standard Fields' category includes options like Single Line Text, Paragraph Text, Dropdown, Checkboxes, Multiple Choice, Numbers, Name, and Email. The 'Fancy Fields' category includes Website / URL, Address, Phone, Password, Date / Time, Hidden Field, File Upload, and HTML. The main area of the 'New form' window shows a preview of the form with fields for Name (First and Last), Email, and a Comment or Message field, along with a Submit button. At the top right of the 'New form' window are 'EMBED' and 'SAVE' buttons.

# Opt-in Forms

# Adding an Opt-in Form

All optin forms need to be associated with a mail service provider. We'll use the example of getting the code from Mailchimp - check the location of your code with your own mail service provider.

1. Install the Optin Forms plugin and activate
2. Go to mailchimp and:
  - a. Create a list
  - b. Click on Signup Forms, Embedded Forms and select Naked
  - c. ONLY COPY THE **BOLD** PIECE OF THIS CODE as shown in my EXAMPLE BELOW - (exclude the quotes)
  - d. `<form action="//yourdomain.us9.list-manage.com/subscribe/post?u=0f786b1221d9659ee3707ff7a&  
id=0cdeb0bda2" method="post" id="mc-embedded-subscribe-form" name="mc-embedded-subscribe-form" class="validate" target="_blank"`
3. Back in the Optin Forms plugin, select Email Solution, mailchimp from the drop down and paste your code into the Form Action URL
4. On the Form tab, choose your own styling - the important bit is the Form Placement section. Select After the Post and/or After the page for your optin to be automatically added to each post or page - you can exclude certain pages and posts or simply turn it off altogether and only paste the shortcode on the pages or post you want the form to appear on.

# Bonus Pop-ups

# Pop-ups

For this example we'll use a plugin called Popupally which, as with opt in forms, require linking to your mail service provider.

Once again we'll use the example of mailchimp.

1. Install Popupally and activate
2. In the Display settings select your timings and visited page for the popup to appear
3. Show popup every we suggest 14 days (**TIP - you can set it to setting the above to 0 to display immediately and every -1 days is good for testing but remember to change it back - use a private browser window to test otherwise your browser will wait that number of days before displaying again.**)
4. Go to style settings in popup ally, then go to mailchimp
5. In mailchimp select your new list, Signup Forms, Embedded Forms and select Naked but this time copy the whole of that code
6. Go back to the style settings of popupally and paste your code into the Sign Up Form HTML box
7. You can play around with the popup types and text before saving and testing

# Upgrades

# Upgrades - best practice

Where possible you should ALWAYS keep wordpress and your plugins up to date.

This improves security and also should you wish to install plugins in the future, they may not work with prior versions of wordpress, themes or other plugins.

We suggest you always take a backup before you do this

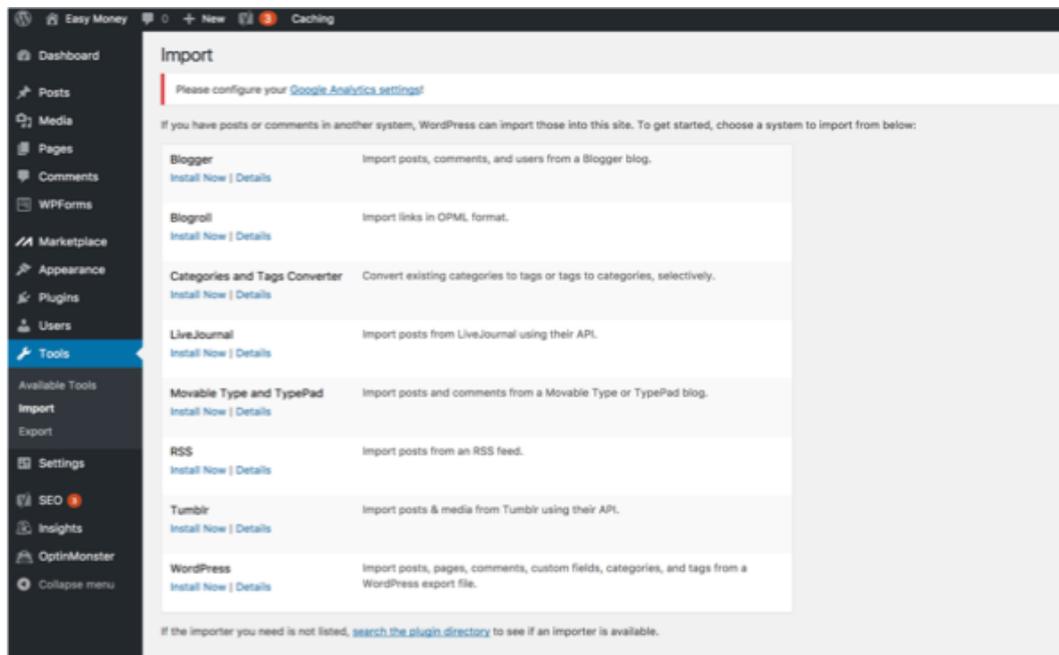
The easiest method is to use the one-click update method in your administrator panel (wp-admin) area of your website.

# Import / Export

You can export then import all your content such as your posts, pages, comments, custom fields, categories, and tags.

**Note: This is a limited option for creating a copy of your database as it does not include any plugins, add-ons, media, theme etc.**

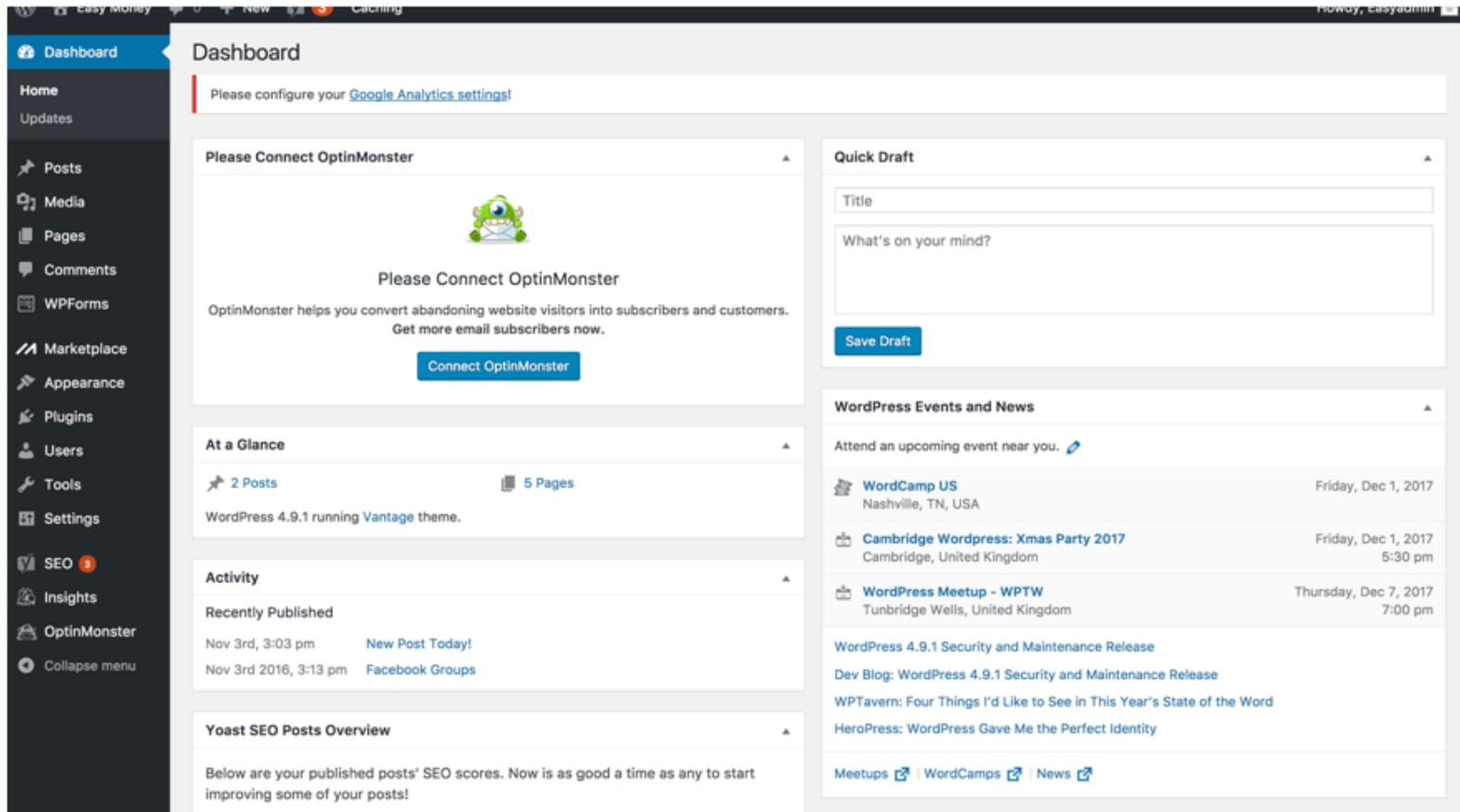
You can then either import the above data or look at the other import options you have



# Administration

# Administration

## – The WordPress Dashboard



The screenshot displays the WordPress Dashboard interface. On the left is a dark sidebar menu with icons and labels for various dashboard sections: Dashboard, Home, Updates, Posts, Media, Pages, Comments, WPForms, Marketplace, Appearance, Plugins, Users, Tools, Settings, SEO (with a red notification badge), Insights, and OptinMonster. The main content area is titled "Dashboard" and features several widgets:

- Notification:** "Please configure your [Google Analytics settings!](#)"
- Please Connect OptinMonster:** A widget with a green monster icon and a "Connect OptinMonster" button. Text: "OptinMonster helps you convert abandoning website visitors into subscribers and customers. Get more email subscribers now."
- At a Glance:** A summary widget showing "2 Posts" and "5 Pages", and "WordPress 4.9.1 running Vantage theme."
- Activity:** A widget titled "Recently Published" listing two posts: "Nov 3rd, 3:03 pm [New Post Today!](#)" and "Nov 3rd 2016, 3:13 pm [Facebook Groups](#)".
- Yoast SEO Posts Overview:** A widget with the text: "Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!"
- Quick Draft:** A widget for creating a new draft, with fields for "Title" and "What's on your mind?", and a "Save Draft" button.
- WordPress Events and News:** A widget listing upcoming events and news items:
  - Attend an upcoming event near you.** (with a location pin icon)
  - WordCamp US** - Nashville, TN, USA - Friday, Dec 1, 2017
  - Cambridge Wordpress: Xmas Party 2017** - Cambridge, United Kingdom - Friday, Dec 1, 2017, 5:30 pm
  - WordPress Meetup - WPTW** - Tunbridge Wells, United Kingdom - Thursday, Dec 7, 2017, 7:00 pm
  - WordPress 4.9.1 Security and Maintenance Release**
    - Dev Blog: [WordPress 4.9.1 Security and Maintenance Release](#)
    - WPTavern: [Four Things I'd Like to See in This Year's State of the Word](#)
    - HeroPress: [WordPress Gave Me the Perfect Identity](#)

# Administration

## – Managing WordPress users

The image displays two overlapping screenshots of the WordPress administration interface. The top screenshot shows the 'Users' management page, and the bottom screenshot shows the 'Your Profile' settings page.

**Top Screenshot: Users Management**

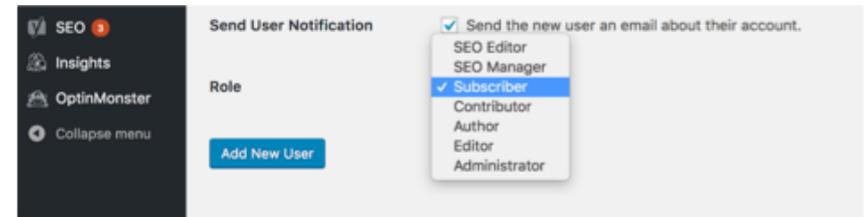
- Header:** 'Easy Money' theme, 'Caching' status, 'Howdy, Easyadmin' user, 'Screen Options', and 'Help' menus.
- Left Sidebar:** Navigation menu with 'Users' highlighted.
- Main Content:**
  - Notice: 'Please configure your [Google Analytics settings!](#)'
  - Notice: 'This theme recommends the following plugins: [SiteOrigin CSS](#), [SiteOrigin Page Builder](#) and [SiteOrigin Widgets Bundle](#). [Begin installing plugins](#) | [Dismiss this notice](#)'
  - Table of users:
    - 1 user listed: Administrator (1)
    - Table columns: Bulk Actions, Username, Change role to...
    - Row 1:  Username, Easyadmin,

**Bottom Screenshot: Your Profile Settings**

- Header:** 'Easy Money' theme, 'Caching' status, 'Howdy, Easyadmin' user, 'Screen Options', and 'Help' menus.
- Left Sidebar:** Navigation menu with 'Users' highlighted.
- Main Content:**
  - Profile Picture:** 'The Abbey Road Sessions' logo. Text: 'You can change your profile picture on [Gravatar](#).'
  - Account Management:** 'New Password', 'Sessions'.
  - Yoast SEO settings:** 'Title to use for Author page', 'Meta description to use for Author page'.
  - Name:** 'Username' field contains 'Easyadmin'. Note: 'Usernames cannot be changed.'
  - First Name:** Empty text input field.
  - Last Name:** Empty text input field.
  - Nickname (required):** 'Easyadmin' text input field.
  - Display name publicly as:** 'Easyadmin' dropdown menu.
  - Contact Info:** 'Email (required)' empty text input field.

# Administration

## – WordPress User Roles explained



### The Administrator Role

Administrators can perform every task available through the WordPress dashboard, including [changing themes](#), modifying core files, and changing other users' roles. Admins also have complete control over all content.

### The Editor Role

The Editor role is a great choice for users who need permission to access all of the content, but not themes, plugins, or widgets. Editors can publish, edit, or delete any page or post, including those labeled "private". They can also moderate comments and manage categories and links. In short, editors can do almost anything with content, but they can't change any settings.

### The Author Role

Authors can publish, edit, or delete their own posts, but they can't access anything created by other users. They also can't create, edit, or delete pages. Authors can upload files into the [Media Library](#) and delete anything they have previously uploaded. In addition, Authors can moderate comments on their own posts.

### The Contributor Role

Contributors can write, edit, and delete their own unpublished posts, but their content must be reviewed and published by an Admin or Editor. It's important to note that Contributors can't access the Media Library, so if they want to use specific images, videos, or audio files in the Media Library, they have to ask for assistance from an Admin or Editor. The Contributor role is a popular option for guest authors who don't submit content on a regular basis.

### The Subscriber Role

WordPress labels all new users as Subscribers by default. Subscribers can read your site, post comments, and create a profile through your WordPress dashboard. They don't have any other permissions, and can't edit settings or content on your site.

# Bonus - My Starting Checklist

# Bonus My Setup Checklist

Note these are my preferences and setup routines which really speed up my website building - I am happy to share this as a guide but no doubt over time you'll tweak it to be your own.

1. Find a product or service
2. Check Google Keyword Planner to ensure popularity
3. If not popular enough do not proceed
4. If popular check for competitors to ensure people are buying and what they are paying
5. Buy a keyword rich domain
6. Point domain to hosting
7. Create add-on domain in hosting
8. install wordpress
9. Create 'property' in Google Analytics
10. Install Google Analytics plugin
11. Install rest of Top 10 plugins (see next section)
12. Create Top 3 Social Platforms (any any other relevant ones)
13. Start to build site
14. Test and launch - 80/20 rule

# Bonus - Top 10 Plugins

# Bonus My Top 10 Plugins

Again these are my preferences and no doubt over time you'll tweak it to be your own.

1. Google Analytics
2. Siteorigin Page Builder
3. Yoast SEO
4. Wordfence (security plugin)
5. Optin Forms
6. Popupally
7. Woocommerce (linked to stripe)
8. Paid Memberships Pro
9. Easy Pricing Tables (by Fatcat Apps)
10. Duplicator

# Wordpress Starter