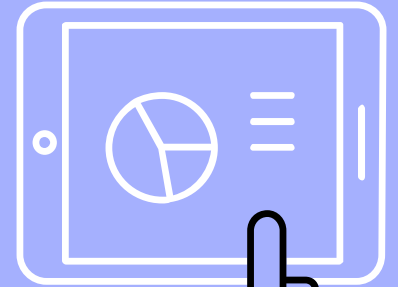
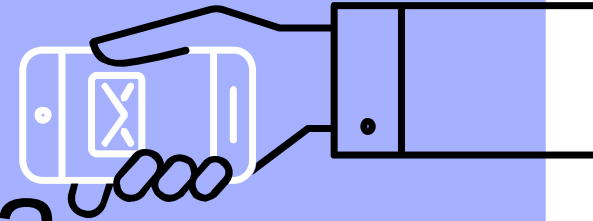
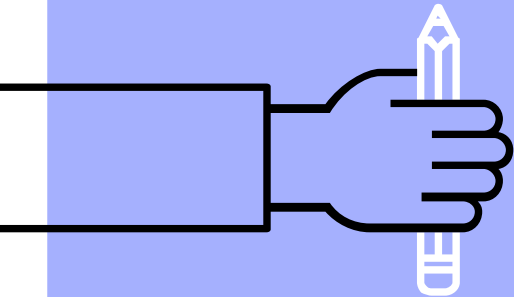
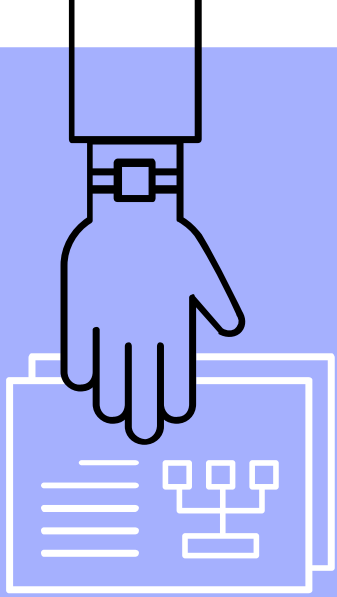


# How to Build a WordPress Website in 5 Easy Steps



# HELLO!

I'm Johnny Rogers

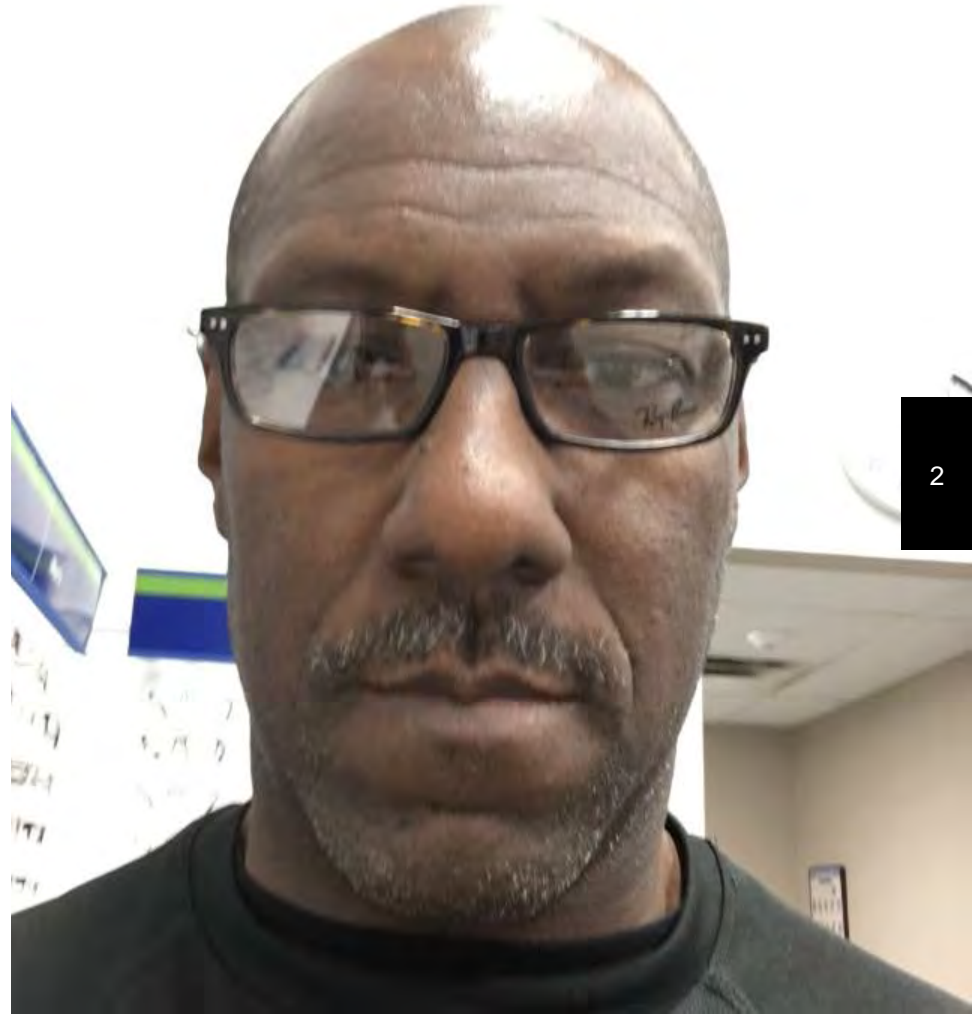
I am here because I love  
to share information.

You can find me at:

[ThatSearchThing.com](http://ThatSearchThing.com)

Or

[@ChicagoWebBiz](https://twitter.com/ChicagoWebBiz)

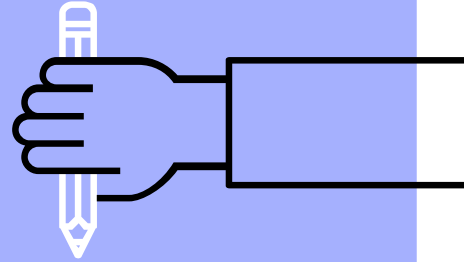


# What We'll Cover:

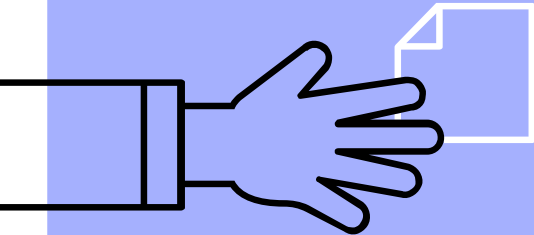
- ▶ Planning a Website
- ▶ 5-Step Process for Building a Site
- ▶ Promoting Your Site
- ▶ How Search Works (SEO)
- ▶ Quick Q/A



# PLANNING A WEBSITE

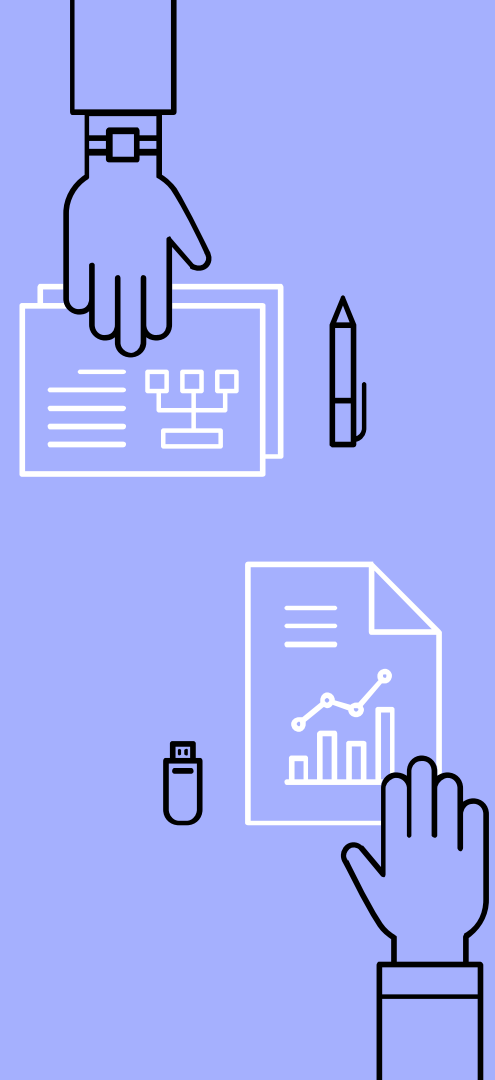


Why Do I Need a Website?



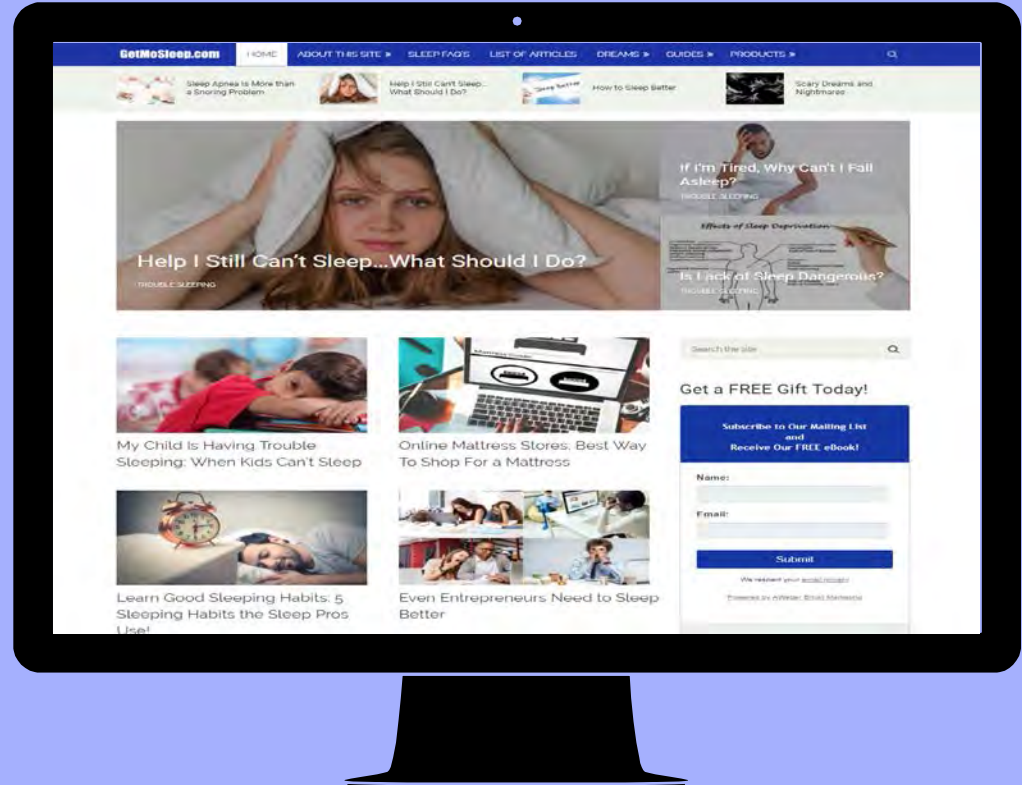
# Before You Get Started

- ▶ What is the goal of your website?
- ▶ Who will be your target audience?
- ▶ How will visitors navigate your site?
- ▶ What will your calls-to-action be?



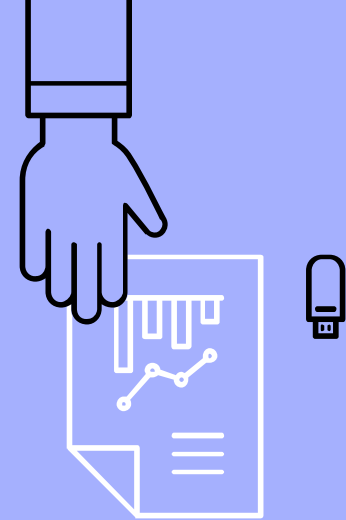
# Get MoSleep.com

“Get Mo Sleep” provides a series of articles and videos that will help you understand the process of getting good sleep...And more.



# COSTS AT A GLANCE

Service/Item	Costs	Vendor
<b>Domain Name</b> (getmosleep.com)	<b>\$11</b>	NameCheap.com
<b>Hosting Service</b> (1 <sup>st</sup> Year, after \$38)	<b>\$12</b>	NameCheap.com
<b>WordPress Theme</b> (NewsPaper Theme)	<b>\$19</b>	MyThemeShop.com
<b>Total Start Cost</b> (Excludes. Content)	<b>\$42</b>	



# Building a Website in 5 Easy Steps

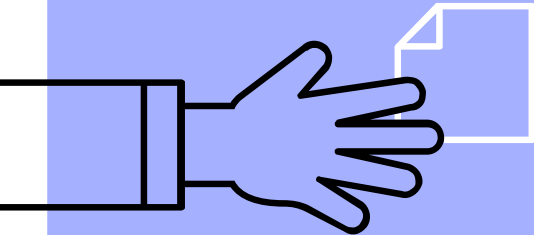
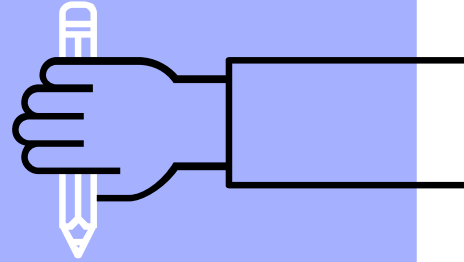
1. Choose a Domain Name
2. Choose a Hosting Service
3. Install WordPress
4. Configure WordPress (Settings and Plugins)
5. Choose a WordPress Theme





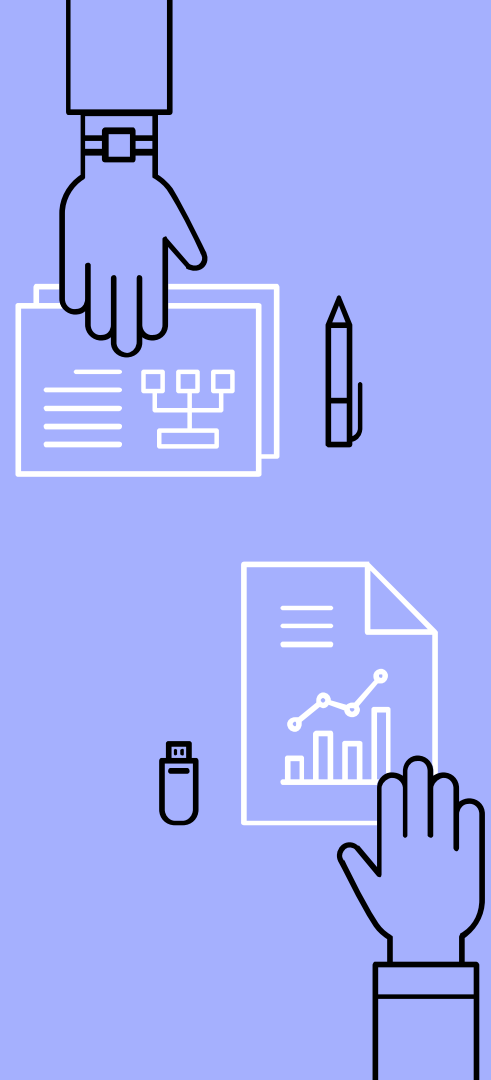
# 1. CHOOSING A DOMAIN NAME

How to Build a Website in 5  
Easy Steps



# # 1 Choose a Domain Name

- ▶ Do your research
- ▶ Check domain for previous spamming, junk-mailings and black-listings
- ▶ Choose a Registrar
- ▶ .com, .net, .org are the standards
- ▶ Some hosting companies will give you a domain free for first year



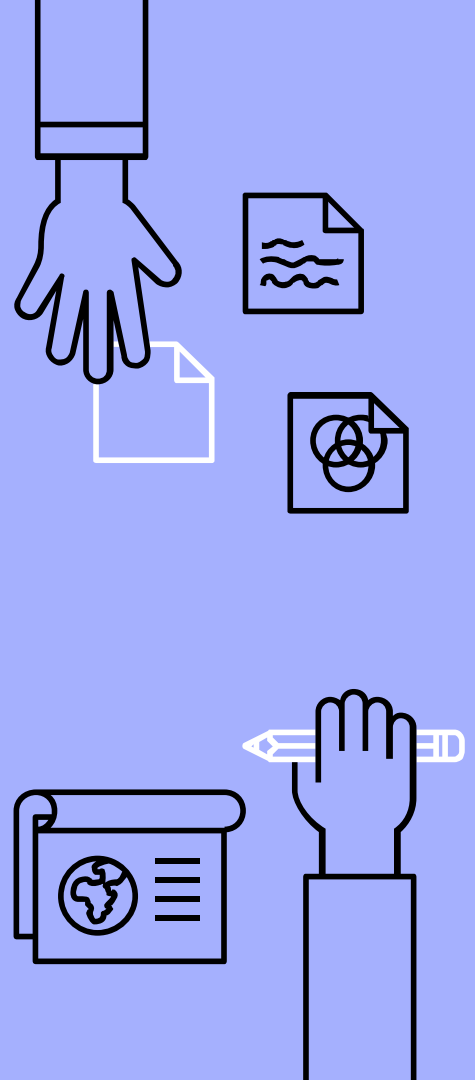
# # 1 Choose a Domain Name

## Research Tools

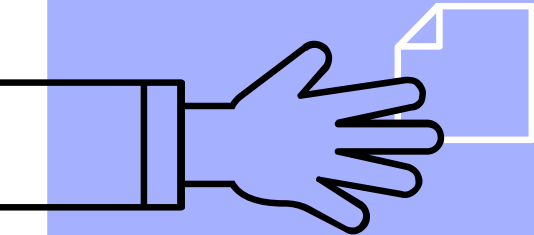
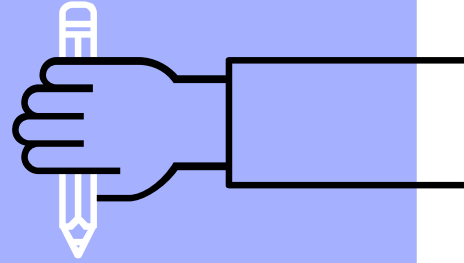
- ▶ [Archive.org](https://archive.org)
- ▶ [Mxttoolbox.com](https://mxttoolbox.com)
- ▶ [Ultratools.com](https://ultratools.com)
- ▶ [Google.com](https://google.com)

## Domain Registrars

- ▶ [NameCheap.com](https://namecheap.com)
- ▶ [BlueHost.com](https://bluehost.com)
- ▶ [Domain.com](https://domain.com)
- ▶ [HostGator.com](https://hostgator.com)
- ▶ [GoDaddy.com](https://godaddy.com)



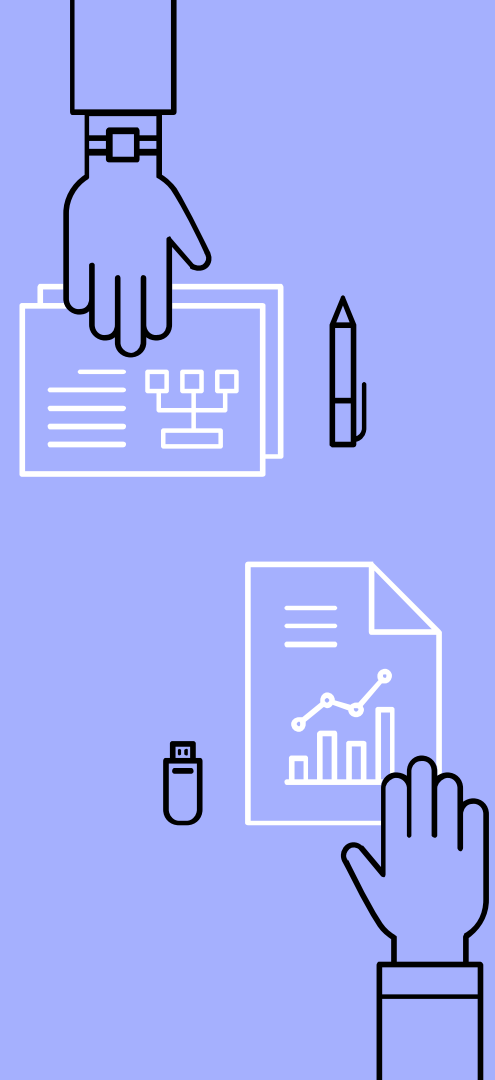
## 2. CHOOSING HOSTING



How to Build a Website in 5  
Easy Steps

## # 2 Choose a Hosting Service

- ▶ Do your research
- ▶ Prices vary
- ▶ Service and support varies
- ▶ Best deals are annual (3-5yrs)
- ▶ You can always switch companies



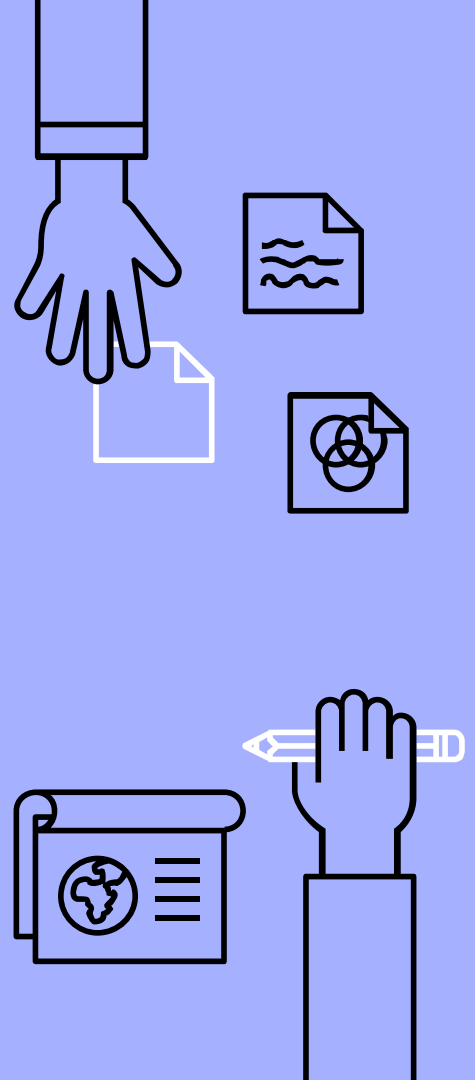
## # 2 Choose a Hosting Service

### Best Hosting Service

- ▶ [BlueHost.com](https://www.bluehost.com)
- ▶ [HostGator.com](https://www.hostgator.com)
- ▶ [SiteGround.com](https://www.siteground.com)
- ▶ [DreamHost.com](https://www.dreamhost.com)
- ▶ [A2Hosting.com](https://www.a2hosting.com)

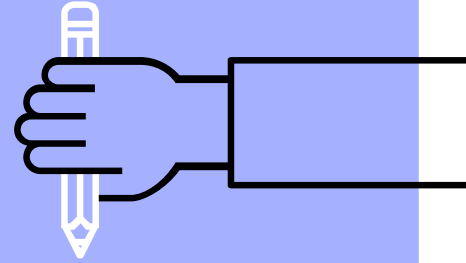
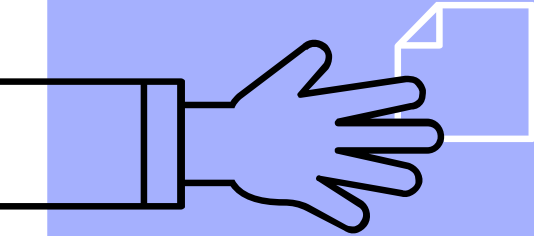
### Best Pricing Deals

- ▶ [NameCheap.com](https://www.namecheap.com)
- ▶ [BlueHost.com](https://www.bluehost.com)
- ▶ [HostMonster.com](https://www.hostmonster.com)
- ▶ [GoDaddy.com](https://www.godaddy.com)
- ▶ [iPage.com](https://www.ipage.com)



# 3. INSTALLING WORDPRESS

How to Build a Website in 5  
Easy Steps



## # 3 Installing WordPress

- ▶ No need to install manually
- ▶ Most hosting services have automated installation process
- ▶ There may be a few minor settings
- ▶ Base themes are installed initially

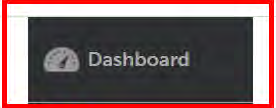










## # 3 Installing WordPress

- ▶ The next set of slides are a quick example of how you would go about installing WordPress with NameCheap hosting









-  Dashboard
-  <sup>1</sup> Expiring / Expired
-  Domain List
-  Product List
-  Apps
-  Profile

Domain List  REFRESH

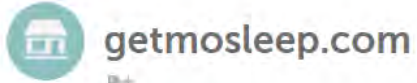
1. After logging into the NameCheap Dashboard, find the domain you want and click the "Manage" button

 All Products ▾

<input type="checkbox"/>	All	Products	Expiration
<input type="checkbox"/>	 getmosleep.com <small>ADD CATEGORY</small>	  	Apr 3, 2019 SSL





1. Navigate to the products tab

Navigation tabs: Domain, **Products**, Sharing & Transfer, Advanced DNS

Filters Search

Service	Status	Expiration	
<input type="checkbox"/> Value HOSTING	✓ ACTIVE	Apr 3, 2019	MANAGE
<input type="checkbox"/> PositiveSSL Comodo SSL Certificate ACTIVE	✓ ACTIVE	Apr 4, 2019	MANAGE

2. Click the "Manage" button

Domain → Details → Shared Hosting

1. Click the "Go to cPanel" button

Shared Hosting - Value ✓ ACTIVE  
for **getmosleep.com**



Validity Apr 03, 2018 - Apr 03, 2019

CANCEL SERVICE

Auto-renew every year













Server Hostname  server893.webhost.com

IP Address  123.456.7890










Find functions quickly by typing here.

Scroll down to find "WordPress", located in the "Softaculous Apps Installer" section.

EXCLUSIVE FOR NAMECHEAP CUSTOMERS

-  Google Apps
-  Namecheap SSL
-  Codeguard Backups
-  Softaculous Apps Installer
-  Setup Node.js App
-  Select PHP Version
-  Setup Python App
-  Setup Ruby App
-  Website Builder
-  Contact Support
-  Namecheap Knowledgebase
-  Manage Shell

FILES

-  File Manager
-  Directory Privacy
-  Disk Usage
-  Web Disk
-  FTP Accounts
-  FTP Connections
-  Backup
-  Backup Wizard
-  Inodes Usage





## ADVANCED



Cron Jobs



Indexes



Error Pages



Virus Scanner

## PREFERENCES



Password &amp; Security



Change Language



Change Style



Contact Information



User Manager

## SOFTACULOUS APPS INSTALLER

## Scripts:



WordPress



AbanteCart



PrestaShop



Joomla



phpBB



SMF



WHMCS



MyBB



pH7CMS



Dolphin



Yeti

## Categories :



Blogs



Micro Blogs



Portals/CMS



Forums



Image Galleries



Wikis



Social Networking



Ad Management



Calendars



Gaming



Mails



Polls Analy





# WordPress



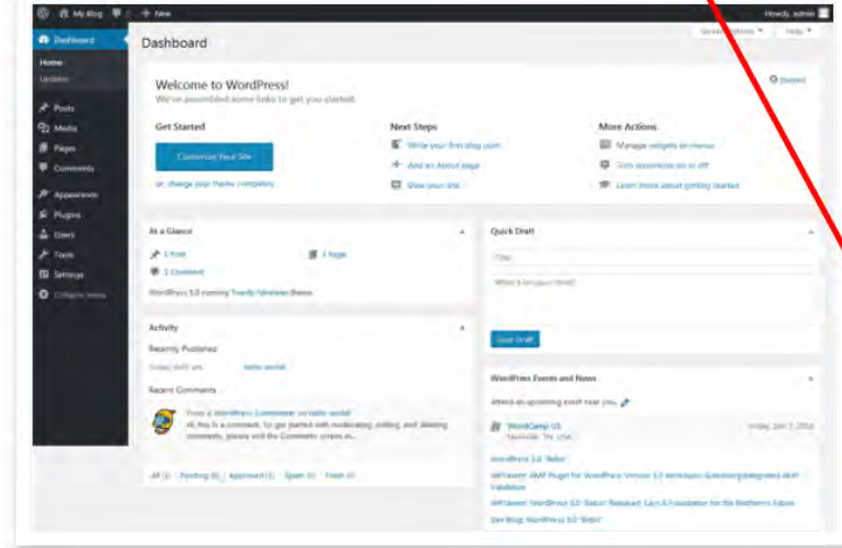
Version : 5.0.3, 4.9.9



Release Date : 09-01-2019

1. Click the "Install Now" button

- Install
- Overview
- Features
- Screenshots
- Demo
- Ratings
- Reviews
- Import

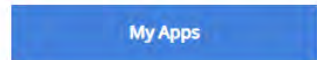
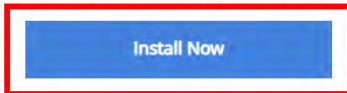


WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of plugins and themes available to transform your site into almost anything you can imagine.

Over 60 million people have chosen WordPress to power the place on the web they call "home" we'd love you to join the family.

WordPress is an Open Source project, which means there are hundreds of people all over the world working on it. (More than most commercial platforms.) It also means you are free to use it for anything from your recipe site to a Fortune 500 web site without paying anyone a license fee.



### Space Required

Available Space : 18,128.98 MB  
Required Space : 36.86 MB



### Software Support

Visit Support Site  
Note: Softaculous does not provide support for any software.



# WordPress



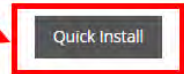
Version : 5.0.3, 4.9.9



Release Date : 09-01-2019

- Install
- Overview
- Features
- Screenshots
- Demo
- Ratings
- Reviews
- Import

## Software Setup



### Choose the version you want to install

Please select the version to install.

### Choose Protocol

If your site has SSL, then please choose the HTTPS protocol.

### Choose Domain

Please choose the domain to install the software.

### In Directory

The directory is relative to your domain and **should not exist**. e.g. To install at `http://mydomain/dir/` just type `dir`. To install only in `http://mydomain/` leave this empty.

1. You have the choice to make changes to the default settings below.  
Or, you can just select the "Quick Install" button

2. A few other settings are down below

## Site Settings

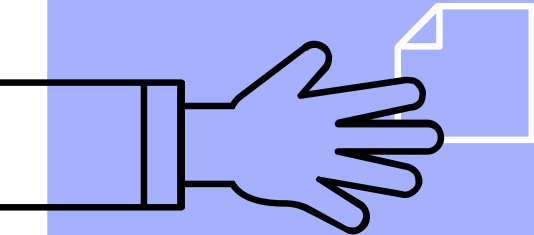
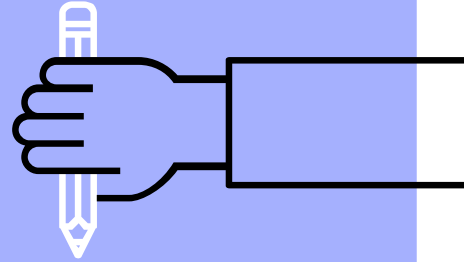


# 74,652,825

BAN - Number of WordPress Websites...([ManageWP.com](https://managewp.com))

# 4. CONFIGURING WORDPRESS

How to Build a Website in 5  
Easy Steps



## # 4 Configuring WordPress

- ▶ Log into your WordPress website
- ▶ Access the Admin Area
- ▶ Configure WordPress Settings
- ▶ Install and Configure WP Plugins



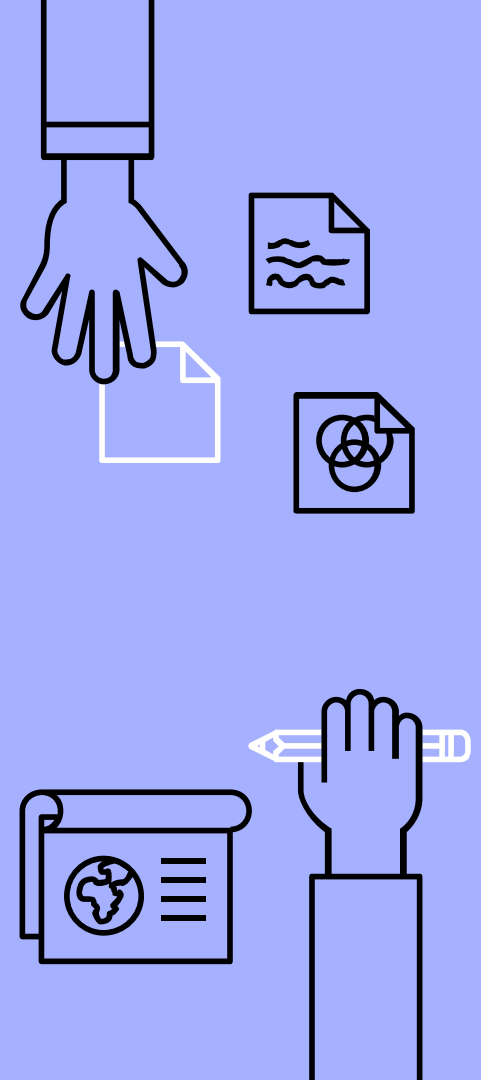
# # 4 Configuring WordPress

## WordPress Settings

Located In WordPress Admin sidebar is the central area where you can configure settings or make changes to different sections of a WordPress website. It contains multiple sub-panels

## WordPress Plugins

Are small programs that you can add to your site to perform a wide range of functions or add features like social media buttons, contact forms, security or SEO (search engine optimization)



# WordPress Settings

The 6 sub-menus under settings:

- ▶ General
- ▶ Writing
- ▶ Reading
- ▶ Discussion
- ▶ Media
- ▶ Permalinks



Dashboard

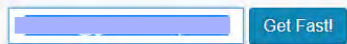
- Home
- Updates 4
- Install Plugins
- Posts
- Media
- Pages
- Comments
- Thrive Lightboxes
- Appearance
- Plugins 1
- MyThemeShop
- Users
- Tools
- Settings**
- Rank Math
- GetSiteControl
- Loginizer Security
- Performance
- Smush

# Dashboard

Screen Options



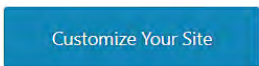
You're awesome for installing **Smush!** Site speed isn't all image optimization though, so we've collected all the best speed resources we know in a single email - just for users of Smush!



## Welcome to WordPress!

We've assembled some links to get you started:

### Get Started



or, change your theme completely

### Next Steps

- Write your first blog post
- + Add an About page
- View your site

### More Actions

- Manage widgets or menus
- Turn comments on or off
- Learn more about getting started

**At a Glance**

37 Posts      15 Pages

WordPress 5.0.3 running NewsPaper by MyThemeShop theme.

Akismet has protected your site from 41 spam comments already. There's nothing in your spam queue at the moment.

**Quick Draft**

Title

What's on your mind?

Save Draft



**Activity**

Recently Published

Oct 14th 2018, 8:11 pm My Child Is Having Trouble Sleeping: When Kids Can't Sleep

**WordPress Events and News**

- Media
- Pages
- Comments
- Thrive Lightboxes
- Appearance
- Plugins 1
- MyThemeShop
- Users
- Tools

- Settings**
- General
- Writing
- Reading
- Discussion
- Media
- Permalinks
- Privacy
- Akismet Anti-Spam
- WP Sitemap Page
- WP Subscribe Pro

- Rank Math
- GetSiteControl

**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. If you change this we will send you an email at your new address to confirm it. *The new address will*

**Membership**  Anyone can register

**New User Default Role**

**Site Language**

**Timezone**   
 Choose either a city in the same timezone as you or a UTC timezone offset.  
 Universal time (UTC) is 2019-01-11 19:54:53 . Local time is 2019-01-11 13:54:53 .  
 This timezone is currently in standard time.  
 Daylight saving time begins on: March 10, 2019 1:00 am .

**Date Format**  January 11, 2019  F j, Y

# WordPress Settings

They allow you to change:

- ▶ **General:** Change site title, tag line and time zone
- ▶ **Writing:** Basic formatting and settings for writing posts
- ▶ **Reading:** Change front page displays (optional) and blog pages show at most from 10 to 3
- ▶ **Discussion:** Change how WP handles comments and posts (pingbacks) links to your site
- ▶ **Media:** How your site handles and formats media
- ▶ **Permalinks:** Controls URL structure (“Post name”)





# WordPress Plugins

## Recommend Plugins to install:

- ▶ **Askimet:** Helps prevent comments by spammers
- ▶ **Contact Form 7:** Allows your site to create forms
- ▶ **BackUpWordPress:** Will backup your entire website files automatically
- ▶ **Yoast or Rank Math SEO:** Will help you improve web site rankings in search engines
- ▶ **Loginizer:** Is a WordPress plugin which helps you fight against brute-force attack by blocking login
- ▶ **Google Analytics Dashboard for WP: Keeping Score**



- Dashboard
- Home
- Updates 4
- Install Plugins
- Posts
- Media
- Pages
- Comments
- Thrive Lightboxes
- Appearance
- Plugins 1**
- MyThemeShop
- Users
- Tools
- Settings
- Rank Math
- GetSiteControl
- Loginizer Security
- Performance
- Smush

# Dashboard



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## Welcome to WordPress!

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### Get Started

[Customize Your Site](#)

or, change your theme completely

### Next Steps

- [Write your first blog post](#)
- [Add an About page](#)
- [View your site](#)

### More Ac

- [Mana](#)
- [Turn](#)
- [Learn](#)

### At a Glance

37 Posts 15 Pages

WordPress 5.0.3 running **NewsPaper** by **MyThemeShop** theme.

Akismet has protected your site from 41 spam comments already. There's nothing in your **spam queue** at the moment.

### Activity

Recently Published

Oct 14th 2018, 8:11 pm [My Child Is Having Trouble Sleeping:](#)

### Quick Draft

Title

What's on your mind?

[Save Draft](#)

### WordPress Events and News

- Dashboard
- Install Plugins
- Posts
- Media
- Pages
- Comments
- Thrive Lightboxes
- Appearance
- Plugins**
- Installed Plugins
- Add New
- Editor
- MyThemeShop
- Users
- Tools
- Settings
- Rank Math
- GetSiteControl
- Loginizer Security
- Performance
- Smush

Plugins [Add New](#) Configure Plugins

[Set up your Akismet account](#) Almost done – configure Akismet and say goodbye to spam

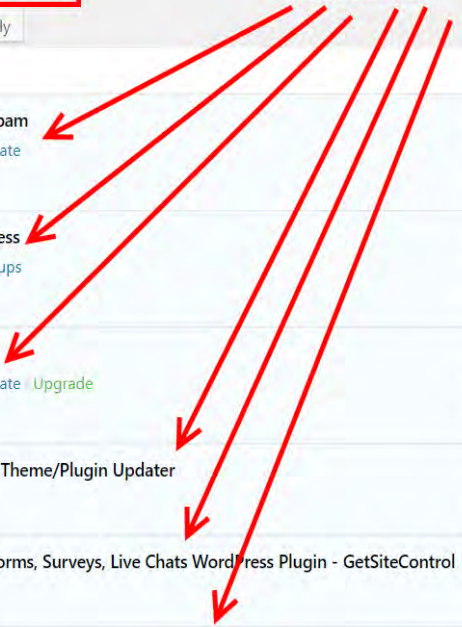
One or more plugins have been activated or deactivated, please [empty the page cache](#) . [Hide this message](#)

**All (12) | Active (12) | Drop-ins (3)** Search installed plugins...

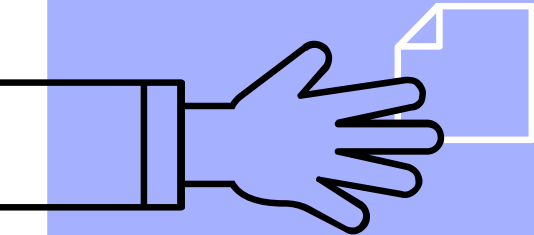
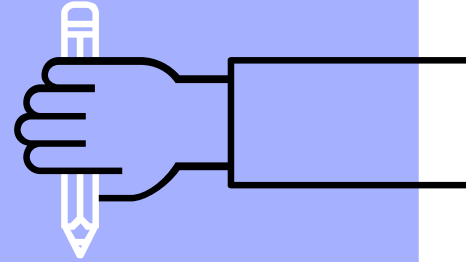
Bulk Actions ▼ [Apply](#) 12 items

<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	<b>Akismet Anti-Spam</b> <a href="#">Settings</a> <a href="#">Deactivate</a>	Used by millions, Akismet is quite possibly the best way in the world to <b>protect your blog from spam</b> . It keeps your site protected even while you sleep. To get started, just go to your Akismet Settings page to set up your API key. Version 4.1   By Automattic   <a href="#">View details</a>
<input type="checkbox"/>	<b>BackUpWordPress</b> <a href="#">Deactivate</a> <a href="#">Backups</a>	Simple automated backups of your WordPress powered website. Find me under <b>Tools – Backups</b> . On multisite, you'll find me under the Network Settings menu. Version 3.8   By XIBO Ltd   <a href="#">View details</a>
<input type="checkbox"/>	<b>Loginizer</b> <a href="#">Settings</a> <a href="#">Deactivate</a> <a href="#">Upgrade</a>	Loginizer is a WordPress plugin which helps you fight against bruteforce attack by blocking login for the IP after it reaches maximum retries allowed. You can blacklist or whitelist IPs for login using Loginizer. Version 1.4.1   By Raj Kothari   <a href="#">View details</a>
<input type="checkbox"/>	<b>MyThemeShop Theme/Plugin Updater</b> <a href="#">Deactivate</a>	Update MyThemeShop themes & plugins, get news & exclusive offers right from your WordPress dashboard Version 1.3.3   By MyThemeShop   <a href="#">Visit plugin site</a>
<input type="checkbox"/>	<b>Popups, Lead Forms, Surveys, Live Chats WordPress Plugin - GetSiteControl</b> <a href="#">Deactivate</a>	GetSiteControl is an easy-to-use set of engagement tools for your WordPress website. Version 2.2.3   By getsitecontrol   <a href="#">View details</a>
<input type="checkbox"/>	<b>Rank Math SEO</b>	Rank Math is a revolutionary SEO product that combines the features of many SEO tools and lets you multiply your traffic in the

These are Plugins



# 5. CHOOSING A THEME



How to Build a Website in 5  
Easy Steps

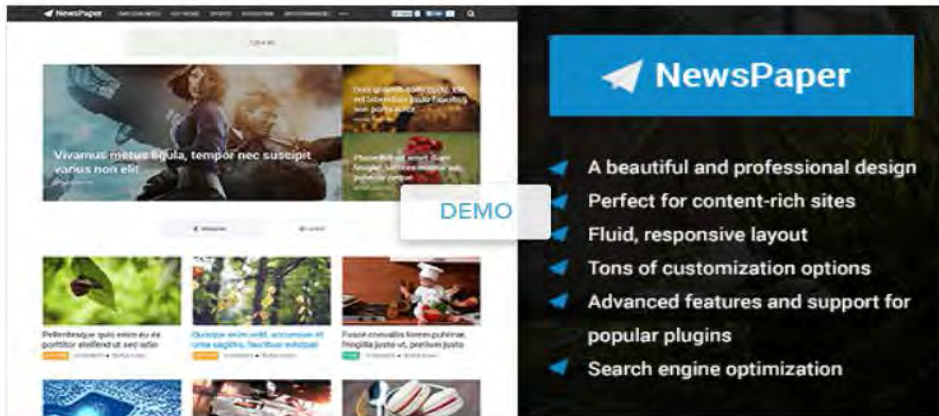
## # 5 Choosing WP Themes

- ▶ Allow you to control the look and design of your WordPress website
- ▶ Free vs. Premium
- ▶ [WordPress.org](https://wordpress.org) has the largest collection of FREE themes
- ▶ GetMoSleep.com uses “Newspaper” theme from [MyThemeShop.com](https://mythemeshop.com)





# NewsPaper



NewsPaper is a beautiful and elegant WordPress theme built for content-rich sites. With trending and latest sort features, media rich features, and multiple post layouts, NewsPaper is perfect for blogs that post frequently across multiple categories to engage their readers.

[VIEW LIVE DEMO](#)

## Beautiful Content-Oriented WordPress Magazine Theme

★★★★★ 4.7 (207 Reviews)

PRICE: ~~\$69.00~~ \$59.00 **SALE**

- Responsive
- Speed Optimized
- SEO Ready
- License for 5 sites

Download Now!  
You'll Love it :)

[GET IT NOW!](#)

30 Day Money Back Policy

Availability: **Instant Download**

Pricing includes all the taxes.

# FLUID RESPONSIVE DESIGN



## FEATURES KEY POINTS

### What You Get

- 1 License for 5 sites ?
- 2 One Click Installation ?
- 3 Support & Updates for One Year ?
- 4 24x7 Premium Technical Support ?
- 5 Narrated Video Tutorials ?
- 6 Options Panel ?
- 7 Secured & Optimized Code ?
- 8 30 Day Money Back Policy ?

### Pre-Sale Questions

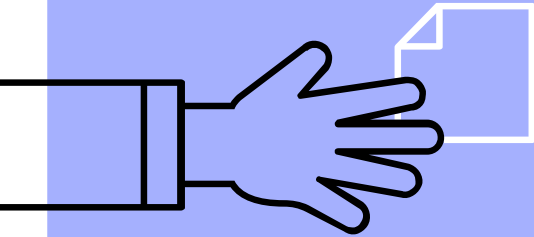
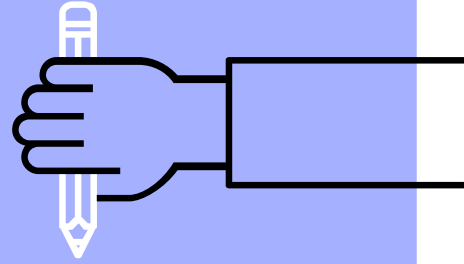
#### Can I use a MyThemeShop theme on more than one site?

MyThemeShop license grants you the rights to use the product on websites/domains owned by you. If you want to use it on more websites, you will need to upgrade your subscription.

#### Can I customize the theme?

Our themes all come with an options panel that allows you to easily customize your theme. You can also make your own code edits or design edits using the included Photoshop PSD files (included with Extended plan). You don't need to credit or link us back.

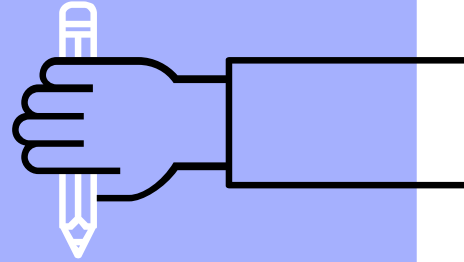
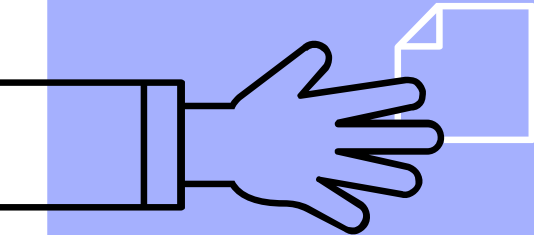
# OTHER STUFF





# PROMOTING YOUR WEBSITE

“If you build it they will  
come...” No they won't!



# Getting Traffic to a Website

## Organic (Search)

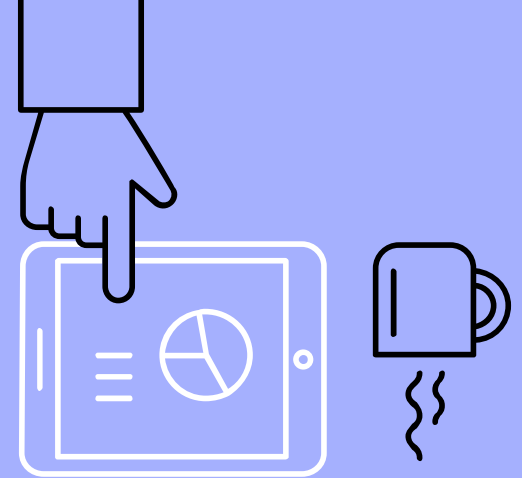
- Google
- Yahoo
- Bing

## Social Media

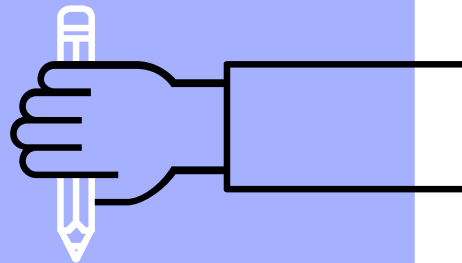
- Facebook
- Twitter
- Instagram
- LinkedIn
- Pinterest
- YouTube

## Paid Search

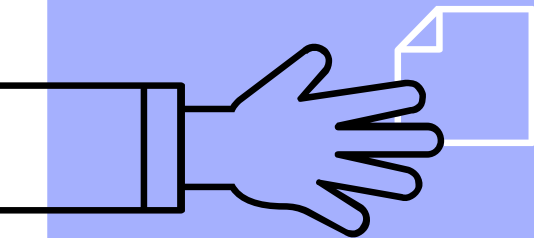
- Google AdWords
- Bing Ads
- Facebook Ads
- Twitter Ads
- Other Promos



# HOW SEARCH WORKS



“The Best Place to Hide a  
Dead Body Is Page Two of  
Google.” ~ Unknown



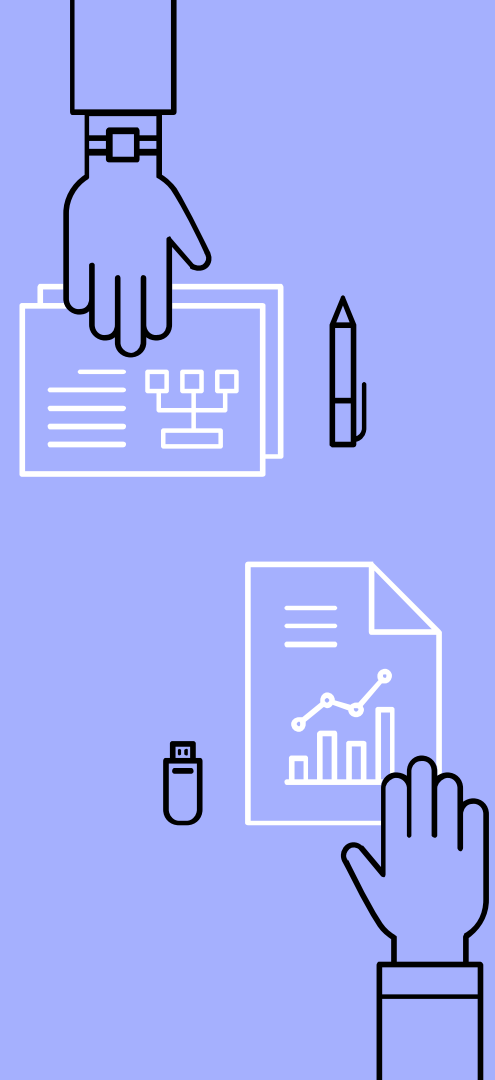
# Optimizing Your Website

- ▶ [What is SEO?](#)
- ▶ Why you need SEO?
- ▶ Which SEO Keyword tools are available?
- ▶ What are WordPress SEO plugins?



# Optimizing Your Website

- ▶ SEO is short for “Search Engine Optimization”. SEO is the process that is used to improve your website’s visibility (ranking) in search engines, like Google, Yahoo and Bing.
- ▶ The Ultimate Goal of Search... ***To Be Found First!***



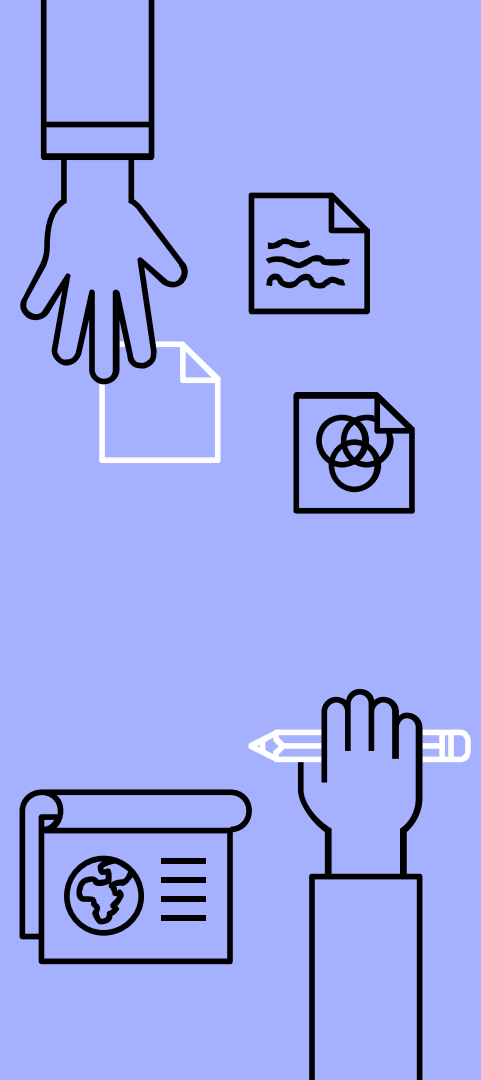
# Applying SEO in WordPress

## SEO Keyword Tools

- ▶ Buzzsumo
- ▶ Google Trends
- ▶ Keywords Everywhere
- ▶ Keyword Shitter

## SEO Plugins for WP

- ▶ Yoast SEO
- ▶ All in One SEO Pack
- ▶ Rank Math SEO
- ▶ WP Simple SEO



# THANKS!

## Any questions?

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[@ChicagoWebBiz](#)



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# *The End*

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