



MODULE 13

SEGMENT 1



How To Build A Profitable Website & Use It Powerfully

5 Wordpress Power Sessions

In this Module, you're going to learn the expert tricks, tips and best practices for using Wordpress to build your website and generate sales.

You'll get need-to-know insights from a professional Web Designer with 10 years of experience building websites and teaching entrepreneurs how to effectively use Wordpress to grow their business.



In This Class

Session 1: Getting Started

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- **Hosting Providers** - What to consider when choosing a web hosting service & why you need one

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- **Domain Names** - How to connect your domain name to your website hosting provider
- **Installing Wordpress** - Simple installation, no tech skills needed & which version of Wordpress you need
- **Themes** - Discover how to choose and install the right theme to support your Internet business

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- By implementing these steps, you can save thousands of dollars & maintain your own site with confidence
- You will avoid wasted time and lost opportunities

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- Choose wisely... switching hosts later is a BIG hassle

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10. Performance & Reliability (your website remains online)



vs.



FEATURE	BLUEHOST	GO DADDY
Pricing & Payment	Coupons at http://bit.ly/15b1jn5	Coupons at http://bit.ly/1ywbRZ0
Bandwidth	UNLIMITED	UNLIMITED
Disk Space	UNLIMITED	100GB WITH BASIC PLAN
Add-On Domains	UNLIMITED	1
Free Domain Name	YES, FOR 1 YEAR	YES, FOR 1 YEAR
Automated Back-Ups	YES, AUTOMATIC EACH WEEK	NO, YOU MANUALLY BACK-UP
24/7 Tech Support	INCLUDED WITH ALL PLANS	INCLUDED WITH ALL PLANS
Email Accounts	UNLIMITED	UNLIMITED
Wordpress Installer	INCLUDED WITH ALL PLANS	INCLUDED WITH ALL PLANS
Performance & Reliability	NOT GUARANTEED	99.9% UP TIME GUARANTEED

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- DNS stands for **Domain Name System**
- If your domain service and your hosting service are the same company, you'll still need to connect them

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4. Click on '[Set Nameservers](#)'
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6. Enter in the name servers for your hosting service
ex: [NS1.BLUEHOST.COM](#) and [NS2.BLUEHOST.COM](#)

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TIP: If you don't know what the name servers are, just Google 'name servers for (your hosting service)'.

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Installing Wordpress!

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WORDPRESS.COM

VS



WORDPRESS.ORG

Why do you need Wordpress.org?



I want to set up an online store and need eCommerce



I don't want to have to maintain my site



I want to upload custom themes and plugins



I want to use WordPress Multisite



I need lots of space for videos and/or photos



I'm new to blogging and want to try WordPress



I just want to create a simple website with no frills



I won't want or need a custom domain




















I need a site for a small business that I can scale



Why do you need Wordpress.org?

- Because you'll have total control over what you do with your website & business

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- You can use Plug-ins to add even more features & functions

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9. Enter a Username, a Password (twice to confirm),



Congratulations!

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- You can always access the “back end” of your website by adding wp-admin to your domain name...

Example: <http://www.yourwebsite.com/wp-admin>

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- The degree to which you can customize different elements or includes special features
- The ability to view your site from a mobile device

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Let's learn what to look for when choosing a theme!



Themes Directory

Username Password

Extending WordPress

Plugins

Themes

- [Commercial](#)
- [More Info](#)
- [Contact Us](#)

Mobile

Ideas

Kvetch!

Tag Filter

 ▼

Colors

- ☐ black
- ☐ blue
- ☐ brown
- ☐ gray
- ☐ green
- ☐ orange
- ☐ pink
- ☐ purple
- ☐ red
- ☐ silver
- ☐ tan
- ☐ white
- ☐ yellow
- ☐ dark
- ☐ light

Columns

- ☐ one-column
- ☒ two-columns
- ☐ three-columns
- ☐ four-columns
- ☒ left-sidebar
- ☒ right-sidebar

Layout

- ☐ fixed-layout
- ☒ fluid-layout
- ☒ responsive-layout

Features

- ☐ accessibility-ready
- ☐ blavatar
- ☐ buddypress
- ☒ custom-background
- ☒ custom-colors
- ☒ custom-header
- ☒ custom-menu
- ☐ editor-style
- ☐ featured-image-header
- ☐ featured-images
- ☐ flexible-header
- ☐ front-page-post-form
- ☒ full-width-template
- ☐ microformats
- ☒ post-formats
- ☐ rtl-language-support
- ☐ sticky-post
- ☐ theme-options
- ☐ threaded-comments
- ☐ translation-ready

Subject

- ☐ holiday
- ☐ photoblogging
- ☐ seasonal

Themes Directory

Username Password [Log in](#) ([forgot?](#)) or [Register](#)

Extending WordPress

Plugins

Themes

- Commercial
- More Info
- Contact Us

Mobile

Ideas

Kvetch!

Search Themes

ProfitMag

[Description](#) [Stats](#) [Support](#) [Reviews](#) [Developers](#)

Author:  **Jagadish Timilsina**
1 theme

ProfitMag is a clean, responsive magazine theme with elegant design suitable for blogging, News website. It comes with a highly customizable theme option panel that let you manage the website at an instant.



Tags: black, blue, custom-background, custom-colors, custom-header, custom-menu, editor-style, featured-image-header, featured-images, flexible-header, fluid-layout, full-width-template, gray, green, light, one-column, red, responsive-layout, silver, sticky-post, theme-options, threaded-comments, translation-ready, white

[Download Version 1.03](#)
[Preview](#)

Last Updated: 2015-01-09

Downloads: 7,720

[Theme Homepage »](#)

Ratings



5 out of 5 stars

5 stars	5
4 stars	0
3 stars	0
2 stars	0
1 stars	0

Support

24 of 25 support threads in the last two months have been resolved.

Got something to say? Need help?

[View support forum](#)

[Why pay for themes?]

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Top 25 Wordpress theme companies at

<http://www.myinkblog.com/top-25-wordpress-commercial-theme-companies/>

[Installing Your Theme]

Let's watch a live demonstration of how to add a new theme to your Wordpress Website:

1. Download the theme to your computer as a .zip folder and do not 'extract all' or 'unzip' the folder
2. Login to your Wordpress website and click on
 - a. Dashboard
 - b. Apperance
 - c. Install Themes
 - d. Upload
 - e. Browse (locate the zip folder on your computer)
 - f. Install Now
 - g. Preview then Activate

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In the next segment, you'll learn all about your Wordpress dashboard, your homepage, menus & more