

ACADEMY

SEGMENT 2



Speaker 1: Hello and welcome back to another class and this one is all about setting up your website platform and what I mean by that is I'm really going to talk about setting up your own website on your own self hosted domain. I'm going to go a little bit through creating and managing your website. What's the difference between Web 2.0 sites versus self-hosted websites. WordPress because that's what we're really going to be focusing on mainly. We're going to be focusing on a self-hosted website using WordPress and then I'm actually going to go through our full installation demo of getting WordPress setup on your site.

There will be a couple of assumptions for the installation all go through those right before I get started with the installation. All right, let's hop right into it. The first thing is really just general theory behind having your own website. Why you would want to have your website, designing on the options and where you really want to go with it. Of course, if you just purchased a domain whether it's a .com, a .net or .org. Whatever your website name is, there's many different things that you can use.

You can create HTML websites or you can use what's called content management systems. There's many different ones like this. There's ones called Drupal, Joomla. There's many others as well and you could install any of those so if you have a technical background, you've probably used some of these ruby, all these other ones but really the easiest and the king of all these types of systems because it's used the most easiest to get started is WordPress. You can also use other type of website creators, things like Wix. These are just services that allow you to easily build out your website.

It doesn't have as much flexibility especially if you're looking to create more of a blog. You would have to use their service and software to build out the website. There's also of course, do it for you services where you go to a company and just say build me a website, this is what I want it to look like. There's many do it for you services along with making sure that they are mobile friendly. That's a big thing that's happening right now with websites is they need to be mobile friendly.

Google actually pretty much is putting in a penalty for anyone that doesn't have a mobile friendly website. That's another great thing about WordPress is you can easily make them mobile friendly. The next thing I want to talk about is what a Web 2.0 site is versus an actual self hosted site. If you've heard about WordPress, you've probably heard about wordpress.com and you might be wondering what's the difference between wordpress.com and then having just a wordpress website.

The difference is, wordpress.com is actually self-hosted. Wordpress.com, you login to their website, it's almost like Facebook where you login and then that's

actually where you create your blog on wordpress.com. You don't buy your own domain, you're not getting a hosting account or anything like that. You put all of your information on their website. Your actual website would be your domain.wordpress.com. Everyone that would be going to it is actually going to WordPress.

The same would be for a Tumblr account or a Blogger account. They're pretty much the same thing, just different companies like Google owns Blogger, Tumblr I believe Yahoo actually bought them out. Sorry about the random information there for you but they're all pretty much the same service just where they are actually hosting your blog on their site. The difference with the self-hosted site of course is you're actually buying a domain. You're going into places like namecheap.com or GoDaddy. There's tons of other domain registers out there.

You actually go out and purchase the domain and you register it so you now have control over that domain. You also have to buy a hosting package from places like HostGator or SiteGround or Bluehost. There's tons of different hosting packages out there and what it does is that hosting service actually is a server that hosts your website so if anyone goes on to a web browser and then go to your site, it's looking at the domain that you registered in that hosting package and then it is self hosted.

Pretty much meaning that you have total control over everything with your site versus if you are using a Web 2.0 site. Those companies can actually shut you down at anytime. If you break their terms of service or anything like that, they have control over your website. You're just creating content pretty much on their service where a self-hosted is you have total control over everything on your website. What you post, what can happen to it, things like that.

For hosting packages, I just wanted to quickly talk about self-hosted versus private server. When you're getting started, all self-hosted or a shared server. What that means is you're just sharing that server with many other websites so it really reduces the cost where a private server is you're actually, you have your website on a very private server. It costs much more. You have more guarantees that your site won't go down or anything like that.

That's much more technical, I'm not going to get deep into that but at least I wanted to mention it because I have had gone some questions about what is the difference between shared server and a private server. When you're getting started, you can definitely just use a shared server. All right, WordPress. Do I use WordPress? Why do I recommend WordPress and why are we only using WordPress for this video is just because everyone uses it. It is so easy, it's free, it's easy to get started, it's easy to manage the site, edit things on the site.

It's actually, from the ground up, search engine friendly. Most people that do a search engine optimization or SEO, it has a lot of features built in and you can also customize it to make it even more SEO friendly. What I was mentioning before, you want to have a mobile friendly site. WordPress makes it very easy to make a mobile friendly site and it's free to make it mobile friendly or responsive and you can customize it. There are many different ways that you can customize a WordPress site.

You can do it by different themes, by using different plugins which are like applications that are built on top of your WordPress site. Many of them are free. Of course, there are premium themes and plugins that you can purchase that can ... You can do even more customization with but it's extremely customized. Well, you can build almost any type of site that you want. You can build e-commerce friendly sites. You can build membership sites and you can just build basic blogs or anywhere in between.

It really allows you the flexibility for everything and the great thing is there is tons of support. You can go online, go to Google and do a search for any question that you have with WordPress and I'm almost guaranteeing that you'll find many different answers, many responses, there's a huge user support. Of course, WordPress has it's own support and you can go in and search their FAQs and things like that but it's really so many people use it that someone will always have the answer for you so all you have to do is post a question if you can't find it easily.

Actually, most of this video is going to be all about the installation demo and I'm just going to walk you step by step of going through everything. You will need before you ever do a WordPress installation and create a WordPress site is you'll of course, need your domain so you need to go and register it at places like namecheap.com or GoDaddy. You then need to get hosting. You can get a hosting and register the domain usually through the same site or the same service.

If you're doing HostGator or GoDaddy or SiteGround. Any of those you can really do both of them even with Namecheap. With this one, I'm just going to ... It's really up to you of what you would like to use. Everyone uses their own so there is pros and cons to every domain name register and hosting packages. Just some of the top ones of course are the ones I've been mentioning HostGator, Bluehost, HostMonster, SiteGround, things like that that you can definitely use.

You want to have ... Once you have that in, you'll need an email address just because when you install the WordPress database, it's asking for an admin email address and then once we have all of that stuff then we can go ahead and jump in to what's called the cpanel. I'll be showing you this in just a second. After we

have everything installed, I'm just going to show you of getting started with WordPress and then cleaning up your site because when you install a new WordPress database on your website.

It has a few things that normally would probably want to go and clean up like sample pages, sample blog posts. Some plugins that you probably won't use. Things like that. I'll go through and show you every step of the way. All right, this is where it's going to get a little bit more technical so don't worry about this too much because most of these, whatever hosting account you're using or a domain name register, they're going to look very, very similar but for this example, I'm going to go through Namecheap and HostGator.

The first thing is you can actually create an email account based on your domain name. You can go in right here, the cPanel and how you get into the cPanel is HostGator or whatever hosting company that you purchased your hosting package for will send you an email right after you purchase it. It will have a login or URL to the cPanel so it will give you the username and password and URL to that. You'll go into and login to your cPanel so make sure after you purchased a hosting package that you do receive that email because that's how you're going to login to the cPanel account.

It will also ... What else is going to be in that email are what are called the DNS Servers. What you'll need to do with that is you're actually pointing your domain name to the correct hosting package that you purchased. If that doesn't make sense, that's perfectly okay. All you need to know is you just have to do these steps and then it will point your domain to the correct hosting package so when someone goes to your website, your actual website does show up so something weird doesn't happen there.

You can always go into email accounts first and then create an email account in there. Depending on your hosting package that you purchased, you just click on this email account and let me zoom in here for you guys, I apologize. That's probably a little bit small for you. You can go to email accounts right here under mail and right there is where it allows you to create any email address that you want. You would go in and do that first. That's a very step by step process it just asks for what do you want it to be.

If it's like info at your domain name, your name and the domain name, contact or support. You can create multiple email accounts as well just by going into the cPanel, mail, email accounts and then you can also access that email address through webmail through here or you can just use something like Outlook or Mac Mail or Thunderbird. Any type of email account system like that. All right, the next thing that you have to do though is we need to make sure that we are pointing our domain at our hosting account.

I use Namecheap and what you do is you come over so once you click on your domain, you come over here and click transfer DNS to webhost and then like I said you'll get an email with the DNS, the name servers here so you would just copy in these name servers so I'm going to copy and paste that there and let me grab the other one and copy that one as well. I'll copy that, come over here, paste it right in here and all you have to do is click save changes and we're good to go.

Let's hop back over to your cPanel now. Now that you're pointing the DNS to the correct hosting package, you actually come down and underneath domains, then you would want to add on a domain to your hosting package. What that does is it connects it up to it. Of course, if you're only having one domain and you purchased the domain with your hosting package because a lot of hosting packages actually include usually a free domain just depending on who you purchased through.

You wouldn't have to do any of this. I just wanted to show if you need to point a domain name to your hosting package, that's how you do it and then you click on add on domain. You type in your domain name right into there. Give it, pretty much it will take care of the rest for you. You're just adding on a domain to your hosting package there. All right, enough for the technical jargon. Now, what we need to do is we actually need to come up here and as you can see in the cPanel it says get started with WordPress today.

I'm going to click on that. Once you click on that WordPress, install WordPress today button, it will take you into this quick install. What this allows you to do is install WordPress on that new website very, very easily. You just click continue and then it will bring up this box right here. It just brings up your domain name right there and it gives you this little box as well and some of these installers will look a little bit different but it's all pretty much the same categories so if you just follow with the same categories, you should be fine.

You want to make sure that your WordPress installation actually installs in what's called the root directory. What that means is it's just installing on the main domain name because you could also install it on something like yourdomain.com/blog or something else like that but you don't want to do that when you're getting started. That's more advanced things when you're creating membership sites or anything like that. You just want to install it in the root directory. Just leave this box blank.

What you do so you so type in something like info@ whatever email address that you created your business email address. I'm going to do info@adsl10.com and it's really whatever email address that you've created for your business that you want to use as the administrative email for your website. For the blog title, I'm

just going to leave that empty. Don't really need it. Your admin user, you don't want to use it ... You don't want to use admin but you want to use something that you'll remember as your username.

I'm going to do adsl10user and then of course, you would just put your name here Shawn May and really that's all you have to do and now you can click install now. It's going to take just a couple of seconds. Sometimes it can take up to a couple of minutes. You would come down here and what it does is it gives you the link to your admin area. This actually allows you to go in to your WordPress site and this is how you're going to add in all your content, customize your site. Everything is through this link right here.

Of course, it gives you username and password and I will be changing this password here after this video is done but it will give you a password and I will show you how you can actually change the password as well. Let's go ahead and go to this link. Okay, now that we went to that admin URL, this is what it's going to look like. It will just be a place for you to entering your username and password and of course, that username and password is right here. I'm going to copy this adsl10user, paste the password here and click login.

Once you have logged in, you'll be taken to a page that looks very similar to this and this is your dashboard. This is the WordPress dashboard where you really can do everything you would want to on your website. You can go in and create new blog post, create webpages, add media to your site. If there's any comments, you can change your appearance, you can add plugins. It really gives you everything you want to do. What I'm going to do is I'm going to walk you through the basics.

In module 13, there's going to be a really an A to Z everything to do with WordPress and it will go through every single parts you could ever ask for. It will answer all your questions there but here I just want to at least get you started. The first thing that WordPress does is it creates some sample pages and sample posts so I'm going to go up to posts as you can see over here on the left side. Let me zoom in on this again just so it's a little bit easier for you to see where I am pointing to.

Posts, you click on the left there and then you see this Hello World sample post. You would just come in here and then hover over Hello World and then it will bring up these categories and you just click trash. Now there is no more sample post. The next thing I do is I go over to pages on the left side and click on pages and then there's a sample page and I will trash that as well. The next thing that you'll want to do is appearances and then go to themes.

Like I was saying, WordPress gives you a ton of flexibility with the appearance of your site. Everything to do with your site. All the customization so the theme is the first. It gives the look of your site. It gives the overall general feel. It comes with these standard themes installed but if you click on add new, you can come up and it will give you a ton of ones that you ... Thousands of different themes that you can actually pick from and these are all free themes.

Of course, there are premium paid themes that you could purchase as well. It's completely up to you but I would recommend going through and looking through some. It just depends on really what your goals are with your website. If you're looking for something specific, then you might have to purchase a premium theme but a lot of the free themes have a really great looks to them, you can do a lot with them. You just go through here and install a theme that you really liked.

You would just pick and choose which one you wanted and go from there. That's under themes. There's a lot more that you can do with your side bars which you control under widgets. The menus if you want different menus to show up, that's of course over here under appearance, under themes as well and then you can change and add users so if you want multiple people to be able to login to your site and edit content and create blog post. You would want to add a user and then you can also go down to settings and settings, you can do a lot of things.

You can change the way that the links look, the URLs look for your different pages with your comments. The way your homepage looks and then also different general settings here.

Of course, like I said, there's going to be an A to Z video in module 13 but for here, I just wanted to give you the very basics to get started. Really other than that, if you wanted to go into plugins, you can install new plugins, you can delete any plugins that are in there and plugins really are applications that are running on top of your site. They give you more flexibility. They can help reduce spam. They can give you the statistics for your site of how many people are going to your site. What pages they're visiting. Things like that.

There's tons of different plugins that you would just go in and you would add new for any new plugins that you wanted to add in there and then it would be very similar to installing the themes. You would just click on install for the plugins that you would want. Really, that is the general overview of getting WordPress installed. To do a little review and what we went over in this video is we really talked about why you would want to create your own website and host it yourself. Managing your website and what the easiest way to do that is of course, using WordPress and getting started that way.

What the differences between Web 2.0 sites and self-hosted websites ... What the differences between wordpress.com and then having a WordPress site actually built on to your domain on your hosting server and other Web 2.0 sites like tumblr.com or blogger.com, things like that. Really, we talked about why you should go with WordPress when you're getting started and even if you're more advanced and you've been doing this for a while, the benefits of WordPress, it's mobile friendly. It's SEO friendly. It's completely customizable. It really gives you all the flexibility you need to create blogs, to create membership sites.

To create e-commerce sites. Really anything that you need and then we went through an installation demo. Things just what you'll have. You'll need of course, your domain, your hosting account and email address for your admin email and then you'll go through that installation process through your cPanel. Through the cPanel that's provided from your hosting company and really getting that installed very, very quickly. We're up and running in less than five minutes and then a little bit of cleanup of your site of just the sample pages and posts and then walking you through what to look for on your new WordPress site.

In the next video, Dave will talk about really getting prepared and organized before you start building out your entire site.