

Profit
ACADEMY

MODULE 13

SEGMENT 1



Joyanne Sloan: Hi, my name is Joyanne Sloan and today we're going to learn how to build a profitable website and use it powerfully in this Wordpress module of Profit Academy.

There are five Wordpress sessions in all, and this is session one. In this module you are 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 ten years of experience building websites and teaching entrepreneurs how to effectively use Wordpress to grow their business.

In this class we'll get started by learning about hosting providers and what to consider when choosing a web hosting service and why you need one in the first place. We'll also learn about domain names and how to connect your domain name to your web hosting provider.

We'll go through a simple Wordpress instillation requiring no technical skills, and learn about which version of Wordpress you'll need.

Finally, you'll discover how to choose and install the right theme to support your internet business. The benefits to you in this training are that we're going to combine know-how with show-how in live demonstrations and it includes power strategies that help you understand why to build your site in a specific and strategic way. You'll end up with a website that can support your revenue goals and can grow as your business grows.

By implementing these steps you can save thousands of dollars that you might have spent hiring a web designer and you can maintain your own site with confidence. Finally, you will avoid wasted time, frustration and lost opportunity cost.

Let's get started by talking about how to pick a hosting provider and what you need to know before you begin. [00:02:00] First, you'll be using what's called a self-hosted Wordpress instillation, so hosting is required. It's not optional. While it's called self-hosted you don't actually host

it yourself. You're simply renting space on another company's server.

You definitely get what you pay for. The cheapest option is most likely the cheapest for a reason. Not always your best bet. You'll get the best prices when you prepay an annual hosting package or buy a service bundle. I definitely advise you to choose wisely because changing your route hosting and moving your website later is a big hassle that you'll want to avoid.

Here are the top ten criteria for choosing a web host: First, you'll want good pricing and flexible payment options, but there is also bandwidth. That is the amount of traffic your site gets, which is different from disk space, and that is the volume of files and data that get added to your site over time. You may also want to add on additional domains that are hosted under one account without having to pay more. Usually, a good hosting company will include a free domain name registration for a period of one year and when that expires, you'll have to renew it at your own cost.

Automated backups are a great feature; if you are forced to backup your website manually you may forget and if your website ever goes down you won't have the most current version of it to restore. Definitely look for twenty-four hour, seven day a week technical support. This is probably the single biggest value in any hosting package. You'll want support via phone, email and live chat, so I really wouldn't even consider a company that doesn't offer 24/7 access.

You'll want to use professionally branded [00:04:00] email accounts when you set up your domain name, so it'll be like yourname@yourdomain.com. Usually a good company will include an unlimited number of these accounts. The Wordpress installer is a script that will instantly load the Wordpress software on to your website, and it's really nice because you can do it with one click and it requires no technical skills whatsoever. Last but not least, performance and reliability are really important because you need your website to remain online for available customers and not to experience ongoing service outages.

I've gone through the exercise of doing a comparison chart here for you of two of the biggest names in hosting, being Bluehost and Go Daddy. In this left most column of the table you'll see the ten top criteria that we just reviewed and then how they compare for Bluehost in the middle, and then Go Daddy on the right. Now, we won't go through these line item by line item, but if you want to use this chart to make a decision, just notice that I've included some simple clicks here that you can get to coupons by following this link and get a discount for either company.

Once you have your hosting set up, you'll need to connect your domain name to that host. Domain names are usually registered or rented for a limited period of time. Typically, one, three or five years and they must be renewed. I definitely recommend setting your domain names to auto renew so that if you forget they won't be snatched up by somebody else.

You can register your domain name with one service, such as Register.com, but have your website files hosted by an entirely different service like Bluehost. To connect your domain name to your website, you must update what is called the DNS information to point to [00:06:00] the files stored on your web host's server. DNS simply stands for Domain Name System.

Now, let's talk about how to update your DNS settings. You'll need to log in to the account where you registered your domain name. Now, let's move over to a live demonstration of my account on Go Daddy. Here we are on Go Daddy's home page. I'll go ahead and sign in and click here. When your account opens up you'll see a list of the different services that you have here. We'll go ahead, under domains, and click 'launch'.

Once you see the various domains names that you own, we'll go here, this is the one that I'm going to change the DNS information on and we'll click here under the gear icon and go to 'domain details'. Under name servers here we're going to click on 'manage'. You can see that they are currently set. Because this isn't a developed website, they are currently set to the ones for Go Daddy, but we'll go ahead and change them to 'custom'. Then, click on 'enter customer

name servers'. This is a spot in which we'll want to put ns1.bluehost.com. This is where my website will be hosted, and ns2.bluehost.com, and then click 'okay'. Finally, you want to save your changes, and that's it.

Here's a great little tip for you; [00:08:00] if you don't know the DNS information for your particular host you can just go to a new browser window and go to Google and search for the words 'name serves for' and then add your hosting service name. Do a search for that, and that will easily get you the answer that you want.

Why do you need web hosting in the first place? This is a great question. Now that you have your own website hosting account and you've pointed your domain name to it, you get the big payoff and that is installing Wordpress. Now, if you're new, some of you may not know that there is an actually difference between Wordpress.com and Wordpress.org.

Here is a list on the left which you may want to pause this video and study in detail. What we want here is Wordpress.org because it allows a great deal more customization than you would get on Wordpress.com, in which your website is actually hosted by Wordpress.com.

Why do you need Wordpress.org? Because you'll have total control over what you do with your website and your business. Plus, you can install and customize themes to change the look and feel of your website. You can use something called plugins to add even more features and functions. This is probably the main distinguishing factor between Wordpress.com and Wordpress.org. On Wordpress.com, you are only allowed to use about the top twenty plugins that they allow, and there are over thirty thousand plugins that will add new tools and features to your website which you would not have access to on Wordpress.com.

Now, we're going to do a quick demonstration of how to install Wordpress with the one click installer. First, you'll want to log in to your web hosting account. We'll go ahead and demonstrate with Go Daddy. [00:10:00] Once you're logged into your Go Daddy account under 'quick links' go ahead and click on 'manage your hosting'. In your hosting

accounts you will be in a area called the C panel, or control panel, and click 'manage'. This will take you to a list of various web applications, preferences and so forth. In the middle sections there under web applications you'll see Wordpress. Just go ahead and click that and all you have to do is click the orange 'install this' application button.

At this point, you could enter a sub area of your website where you want to install Wordpress, but you'll want to leave this area blank so that the entire website is powered by Wordpress, so don't go and put that as a blog, just go ahead and leave it blank for now. Under these different settings, you'll want to accept the license agreement. You'll also choose to create a backup and update to new minor versions. Do not automatically update Wordpress plugins and do not automatically update your themes.

Then, you'll choose an administrator name and password that is secure. For administrator email, you'll want to enter the primary email address that you'll use to access your account. Under 'website title', go ahead and give your website a name for now and then a tagline; this is something like a slogan. You could also update this information later, so don't worry about it now. Just enter something for the time being.

You do not need to enable multi-site and we will not go into that now, so just leave that setting at 'No, do not enable multi-site'. [00:12:00] You could also leave the 'limit login attempts' in place. That way it will limit somebody else who might be trying to hack into your account. Then, go ahead and click on 'install'.

In just a matter of moments, the required files will be copied over to your main root directory. It may be just a moment or two before you can actually access your new Wordpress installation. Go Daddy will then give you a link to go straight to your new website. It may again say that it is launching soon, but go ahead and refresh your page and you will see your new Wordpress site.

Congratulations. You have just successfully installed Wordpress on your website, and if you didn't use Go Daddy or another one click installer with a different hosting

provider, it may take up to twenty-four hours before your installation is complete. It is usually done within a matter of an hour or two.

When it is complete, you'll generally receive a conformation email with a link to log in to your new Wordpress site. You can always access what we call the back end of your website by adding the letters WP-admin to your domain name, so for example it would be www.yoursite.com/wp-admin.

Now we get to talk about themes. The theme of your website is a pre-made design that dictates the entire look and feel of your website, including the background color or images on your web pages, the font styles, font sizes, headings, hyperlinks and so forth. The theme also controls the layout of the home page, as well as interior pages and the performance of your website [00:14:00] on web browsers. The theme is also an important influence on the degree to which you can customize different elements or include special features, and it controls the ability to view your site from a mobile device.

Now, let's talk about a really important topic and that is theme selection, because there are literally tens of thousands of themes available today. Themes have a lot of elements that influence how your website looks, as well as how user friendly it is. Unfortunately it's not always easy to see these elements when looking only at a theme's preview. In the Wordpress Theme Directory, which we'll take a closer look at in a minute, you'll find almost three thousand free website themes, but not all of these themes are supported by their author. If you think about it, if you are not getting paid to support something and you've got to go out and get a regular day job to pay your bills, then, chances are good that that free theme could become outdated and not work with new browser updates.

Let's learn what to look for when choosing a theme. Here is a screen shot of the Wordpress theme directory, and I really want you to go there and have a look at this because in that directory you'll see something called the tag filters page. The tag filters page allows you to look for only those matches that have certain features. I've put a check mark here next to the ones that I think are most important. You would

definitely want at least two columns, because in a two column layout that gives you space for what is called the sidebar. When you have a sidebar, it can either be on the left or right. That is not as important, but having a fluid layout is. That gives you another degree of flexibility.

Now, a responsive layout refers to the fact that your website can know which type of device is calling [00:16:00] for it. For example, if your website is being looked up on an iPhone, it would change its dimensions to the corresponding size of that iPhone's frame. It would do the same thing for a tablet or an Android phone.

On this fourth column of features, I definitely encourage you to have a custom background, custom colors, a custom header and a custom menu. I think this custom menu is a particularly important feature. The full width template would allow you to have certain pages that would override the sidebar, if you wanted to have some content that took up an entire page from left to right. Post formats gives you some additional flexibility with having different types of posts, say, for example, a video post or photo gallery post, and then other posts that are just articles and text.

Now, it's time to have a little fun. Let's go over and check out the Wordpress Theme Directory. This is what we're looking for here so let's click to open that. What you'll see is that, out of almost three thousand themes, it's already going to start suggesting some different featured themes to us to possibly download and so forth. It is really hard to tell the qualitative between these themes and other themes, so what you want to do is click here on the 'check out our new filter and tag interface'.

Again, here's the screen we were just looking at. I definitely want to find a theme with a responsive layout, and that's because in 2014 internet service providers, for the first time ever, sent more traffic to mobile devices than to desk top computers. It is really important that your site be mobile ready, essentially.

Let's also look for something that has a right side bar and two columns. We'll just keep it simple. [00:18:00] Then, we click on 'find themes'. Our matches appear down below,

so we'll just go ahead and scroll here. We see there's a lot of different options. Let's pick one that we think kind of looks nice and colorful, but perhaps not too busy. Let's just look at this one, for example. We'll just pull up a preview and we see that it has both a left sidebar and a right sidebar over here, as well as a custom header that we can update, and here are our main page menus. Let's go ahead and close out that preview and we'll click here.

Now, this brings up a new tab with a lot more details about this specific theme. Here's what I want you to look for. This will let you be a little bit more of a discerning consumer here. What you want to look for here are the number of star ratings. This is a particularly new theme, but if it wasn't a new theme you would want to look at the last date in which it was updated. If it hasn't been updated in a long time then, it may be one that you want to steer clear of.

You'll also want to look at the total number of downloads. Again, if it is not very popular, the download numbers will be smaller. Down here, you can see some of the descriptions, or tags, that come along with this particular theme. You can see, again, while we only search for two or three filters, we can see that this particular theme has a custom background, custom menu, which is what we want, and editor style. We can feature specific images with our blog posts. We can do a full width template and so forth. Again, here is the main one we were looking for, which is a responsive layout.

When you are in [00:20:00] Wordpress itself and you are in the area where you can install new themes, you don't get this level of detail. I wanted you to see this because it's much better to look at the Themes Directory and go to this tag filter page to get this level of intelligence.

While I love free as much as anybody, there's a lot to be said for actually paying for a theme instead of using one that's free. The thing is that you won't always know if a free theme is going to work for you, or not until you've already committed to it and started building your website around it. Here are some great benefits to actually paying for a theme. First of all, you get great customer support. You also get really high quality designs from professionals and they're

usually updated on a timely basis, so that they keep up with new versions of Firefox, Chrome and Internet Explorer.

You can usually get a great subscription deal, or get it bundled with other themes in a whole package for one low price. There are things called Paid Theme Marketplaces, and I'm just going to give you some links here that you can check out on your own. The first one here has almost five thousand Wordpress themes. Theme Forest is really popular. I would encourage you checking them out, as well as Mojo Themes. I have also linked to a great article that I found with the top twenty-five Wordpress themes and the companies that offer commercial themes.

Now, let's get into installing your theme. We'll do a live demonstration of how to download and install it to your Wordpress website. Here we are, back at our Wordpress Theme Directory. You might be inclined to go ahead and click on one of the thumbnails of the various themes, but remember that is just going to pop up a preview, so let's go ahead and close that. To actually download, you're going to need to click on the name of it [00:22:00] just right above the thumbnail. I'll just choose Piedmont; just choose the red download button here and then I'll go ahead and save it to my desktop.

Now, you'll notice down here that the file extension is a zip file. You do not want to extract or unzip that file by any stretch of the imagination. It has to stay in the zipped format for you to upload it. That is going ahead and that's downloaded to my desktop and now we'll switch over to our Wordpress site to install it.

Here we are, back at the Wordpress login page, which you may be seeing now for the first time. I always like to say 'remember me' so that I don't always have to remember my user name and password. We'll go ahead and log in.

Now, in another video we'll be doing a deeper dive on the Wordpress dashboard, but for right now we're just going to deal with just the theme installation, so you'll find that here on the left under 'appearance'. That pops up a sub menu and we'll go to 'themes'. Here at the top we'll just click on the 'add new' button and now remember that we've

downloaded the Piedmont theme to our desktop. We'll go ahead and we'll upload it by clicking here and navigating to where we've saved the file. Okay, and here it is here, Piedmont zip, click 'open' and install. Now, we can go ahead and do a live preview here, or we can just go ahead and activate it. There you go.

Now we can visit the site. It will be pretty empty when we get started, but here we [00:24:00] already have one page built, so congratulations; we've just installed our very first Wordpress theme.

Hey, great job. Let's review what you've just learned. This is been a very information packed session. You've learned what to consider when choosing a web hosting service and why you even need one in the first place. You've also learned how to connect your domain name to your website hosting provider. You've learned how to easily install Wordpress.org without any technical know-how. You know how to choose and install the right theme to support your business.

Now, in the next segment you'll learn all about your Wordpress dashboard, your homepage, menus and more, so stayed tuned.