

GET STARTED TODAY

with building
your very own
WordPress
website



heyvickijakes.com/thewpbootcamp



YOU DON'T KNOW WHERE TO START...

It's been long enough!!

You need a professional-
looking WordPress website
NOW without the hassle of
knowing where to start!



**HERE'S A 6 STEP GUIDE FOR HOW TO GET
STARTED TODAY...**

heyvickijakes.com/thewpbootcamp



STEP 1



BUY SOME HOSTING



TOP TIP:

Watch out that the "too good to be true" hosting deal you have found doesn't surprise you when it's up for renewal

This is often the first hurdle at which business owners like you fall because it's all just so unnecessarily complicated!

- I recommend using tsohost.com and buying their WordPress 'Startup' monthly package.
- They will also give you a free domain name (i.e. yourwebsite.com) for the year.
- You'll be sent access details to your new hosting account that you can log in to manage your hosting and domain.
- When you log in for the first time, access the Control Panel (or CPanel) and you will be asked if you would like to link your domain name to your new hosting account.
- They do all of the work for you in getting the techie side of your website sorted, and if you get into any trouble, just raise a ticket with them. It's what you're paying for after all!

STEP 2

INSTALL WORDPRESS

To get set-up with your own WordPress website means that you have to install the freely available WordPress code to your hosting.

In the "old days" of the internet, this meant relying on a developer to help you, but now all you need to do is select the option to add WordPress after you have linked your domain with your hosting account in the previous step.

tsohost will add WordPress to your hosting account for you after you have set your username and password.

Make a note of these as you'll need them in the next step!



SELECT THE 'YES, LET'S DO IT OPTION' WHEN PROMPTED



SET YOUR USERNAME AND PASSWORD



GO AND HAVE A CUP OF TEA - YOU DID IT!

STEP 3



CONFIGURE WORDPRESS

TOP TIP:

Find and install the 'Yoast SEO' plugin to help your site be found better on search engines



Username or Email Address

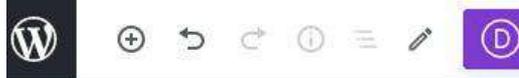
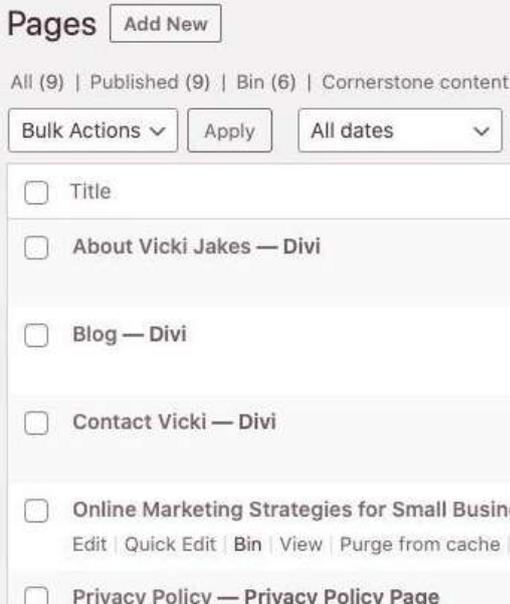
Password

Remember Me

Log In

Once you've installed WordPress, you can find the login here: yoursite.com/wp-admin or log in via the tsohost CPanel.

- Then head to the 'Users' section of the WordPress admin and find your user account. Update the email associated with it so that you can be sent your password in case you forget it in the future.
- Head to 'Settings > General' and give your site a Site Title and Tagline.
- Head to the 'Posts', 'Pages' and 'Comments' sections and delete any dummy content that has been added as part of the installation.
- If you want to hide your website from Google while you are building it, head to the 'Settings > Reading' section and check the 'Discourage search engines from indexing this site' box. Remember to uncheck it when you decide to launch.
- If you want to keep your website backed-up as you are building it, head to the 'Plugins > AddNew' section and search for 'UpdraftPlus' - add and activate.



Add title

Start writing or type / to ch

STEP 4

TOP TIP:

Add your pages to the menu via 'Appearance > Menu'

CREATE SOME PAGES

Head to the Pages section and create some dummy/empty pages with a just a Page title (you can add content later). You'll need at least these pages on your site:

- HOME** The landing page that users first see when they head to your URL
- ABOUT** A page that contains info about you and your business.
- SERVICES / SHOP** A page that sells your products or your services (with prices!)
- CONTACT** Somewhere users can contact you.
- BLOG** Not mandatory for going live but having a news or blog section for your website is highly recommended.

STEP 5



ADD A THEME

The screenshot shows the 'Load From Library' interface in WordPress. At the top, there are tabs for 'Premade Layouts', 'Your Saved Layouts', and 'Your Existing Pages'. Below this, there's a search bar and a 'Find A Layout' section. The main area displays '173 Layout Packs (1283 Total Layouts)'. On the left, there are category filters: 'Art & Design', 'Business', and 'Charity & Non-Profit'. The main display shows a grid of layout packs, including 'Restaurant Layout Pack', 'Agency Layout Pack', 'Learning Management (LMS) Layout Pack', 'CREATIVE DESIGN AGENCY', 'High Fashion', and 'FRESH BEANS'. A 'View Mode' selector is visible in the top right corner.

TOP TIP:

A free theme may be tempting but be sure you can scale your website with it in the future as you grow.

A 'theme' is a collection of templates and stylesheets that creates the appearance of a WordPress powered website. **You can add one via the 'Appearance > Themes' section.**

- There are a lot of good free themes out there that you can use for your WordPress website, including the free 2020 theme that you get as part of the new installation.
- I use and recommend the **'Divi'** theme (elegantthemes.com / \$89 per year) because it allows you to build your pages block by block.
- The new 'Blocks' editor within WordPress (known as Gutenberg) is fast becoming a great free option that you can use to do this instead.
- However, Divi comes with nearly 200 pre-built layouts for every type of business imaginable.
- It means that you can load in a layout that has already been designed and tested and you can get on with adding your content.

YOU DID IT! YOU GOT STARTED!



LOOK AT ALL THE THINGS YOU DID:

- Bought hosting
- Installed WordPress
- Added some plugins
- Created pages and a menu
- Found a theme
- Started to add content

AND NOW YOU CAN GET ON WITH THE IMPORTANT WORK OF SHARPENING THE MESSAGE AND CONTENT FOR YOUR SITE.

THANK YOU FOR DOWNLOADING THIS GUIDE



I hope that it has given you the inspiration to get started with building your own WordPress website.

*If you feel like you might need some hand-holding doing this yourself, then you'll want to sign-up to find out more about my website build course *The WordPress Bootcamp*. You can access via a monthly subscription and receive weekly coaching and support.*

To find out more, visit the link below to register your interest and be notified for when you can next sign-up...



SIGN UP HERE

