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Introduction

Building your own business website or blog can seem daunting. But you can make things much, much easier. One way is by using WordPress. In this guide we'll help you get to grips with WordPress. Whether you're creating your own WordPress website, or letting an expert to do the technical bits, we'll cover everything you need to know; from understanding just exactly what WordPress is, to how to plan and launch your site.

Even if you don't know the first thing about WordPress, by the end of the guide you'll have a solid understanding of the platform and how it works.

We recommend visiting thise websites if you would like a website built for you:

UK Web Design

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Introduction

What is WordPress?

Ok - before we start we need to highlight the difference between the two kinds of WordPress.

First there's WordPress.com - a free platform that allows you to quickly start a blog or website. Unfortunately WordPress.com has plenty of limitations, most of which make it unsuitable for anyone looking to start a business, or a blog that makes money.

In this book we'll be talking about WordPress.org (after this section, we'll just be calling it "WordPress"). WordPress.org is a content management system (CMS) which can be installed on a web hosting package and used to build a website.

This might sound really confusing - especially if you've never bought a web hosting package before, or dealt with a CMS. But all you really need to know at this stage is that WordPress.org allows you to [build a website](#) using your very own [domain name](#). It takes just a few clicks, and you can update the website whenever you want.

This book will teach you the [basics of setting up a WordPress site](#), how to make it look good and how to make it do what you need it to do. By the time you've finished reading, you should already have a basic site up and running, and be ready to make the changes you need to build the business site or blog you want.

You may also find these websites of interest:

- [2 create a website](#)
- [Webmikesites](#)

Introduction

So what can WordPress do?

Pretty much anything you want a website to do. Although to unleash it at its full power you'll need to [master some more advanced techniques such as CSS](#)! But to get your first site up and running you'll need nothing more than a domain name and a [web hosting package](#). (If you haven't got these yet, we'll talk about how to get them later in the book.)

Now at this stage you're probably wondering "is WordPress really right for me and what I want to do"? And the short answer is almost certainly "yes".

If you want to see exactly what WordPress can do, then take a look at the WordPress showcase.

Introduction

What will I need to get started with WordPress?

As we've already mentioned, all you need to get started with WordPress is a domain name and web hosting. If you already have these, that's great. If you don't, we'd recommend using a WordPress hosting package as it makes setting up WordPress even easier.

Also, with [Green Geeks WordPress hosting](#), you get a free domain name for a year.

It's also important that you choose the right domain name. This should be your business name. Or if you're writing a blog it should be the name of that blog.

Even if you already have a strong idea of the name you want, we'd recommend checking out this guide to choosing the right domain name. That way you can avoid common pitfalls and you'll end up with a domain that is memorable, easy to recognise and that doesn't tread on anyone else's toes.

The last thing you want to have to do is to change your domain name because you've infringed on someone's trademark!

Also, bear in mind that if you don't already have a domain name, you may well be able to get one free with your hosting package. Learn [how to create a website in a few easy steps here](#).

If you don't want to use WordPress try [create a website](#) using Easysite.

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How do I setup my first WordPress site?

The exact steps needed to set up WordPress vary from hosting provider and by hosting package. A good hosting provider will have detailed instructions on [how to install WordPress](#), so we'll only provide a brief overview here.

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How do I setup my first WordPress site?

Setting up WordPress on your hosting package

Option 1 - You don't yet have a hosting package. If you don't have a hosting package at the moment, then the quickest and easiest way to get a WordPress site up and running is by opting for [WordPress hosting from Inmotion hosting](). With this option, you won't have to bother with installing WordPress on your site manually and you'll also get a free domain name. This is an excellent way to launch a site while at the same time reducing the amount of hassle you encounter. You will still need to do some basic steps to setup WordPress. WordPress is available as a one-click install.

To get it up and running on your site, follow the details in this support article.

 If you currently have an essentials hosting package and its poor, we recommend you upgrade your hosting package in order to make things as easy as possible when getting WordPress up and running.

Option 3 - You have an existing hosting package with another provider. You'll need to consult your provider's support documents for exact details on how to install WordPress on your hosting package. Generally, you'll find that you'll probably need to download the installation files from the WordPress site and then upload them to your hosting package using FTP.

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Setting up WordPress

You'll need to set up a username and password for your WordPress blog as part of the installation process. If you've already done that, just login and skip to the "Exploring WordPress" section.

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Setting up WordPress

If you've been confronted with a screen that looks like this and aren't sure what to do, this brief guide will help you out.


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Setting up WordPress

Most of the details here are pretty straightforward. For Site Title, use the name of your business or blog. For Username, just use "Admin" for now, create a strong password and fill in your email address. We'll look at how to change all these options later in the guide.

Now, log in with your username and the password you created and you'll get your first look at the WordPress Dashboard.

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Setting up WordPress

Exploring WordPress

Once you've got your first WordPress site up and running, you should spend a bit of time getting familiar with the options that are on offer to you behind the scenes. Make sure you're logged into your WordPress site and head to the dashboard where you should see something that looks like this:

11
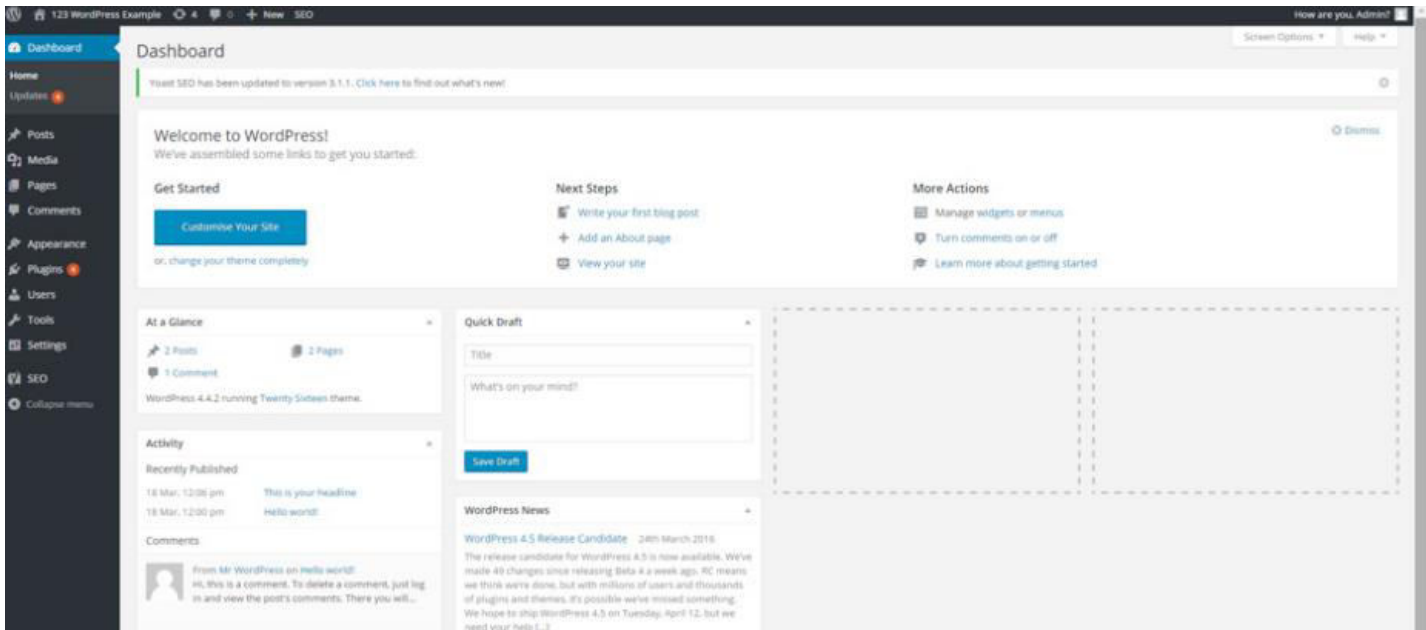
The WordPress dashboard

Setting up WordPress

Exploring WordPress

It might seem a bit intimidating at first - but really there's not that much to worry about. It's likely that the two areas where you'll spend most of you time are the "Pages" and "Posts" sections. Why? Because these are the two main areas for adding content to a WordPress site.

Let's head over to the Posts section for now. Just click on it, and you should be taken to a screen that looks like this:

13
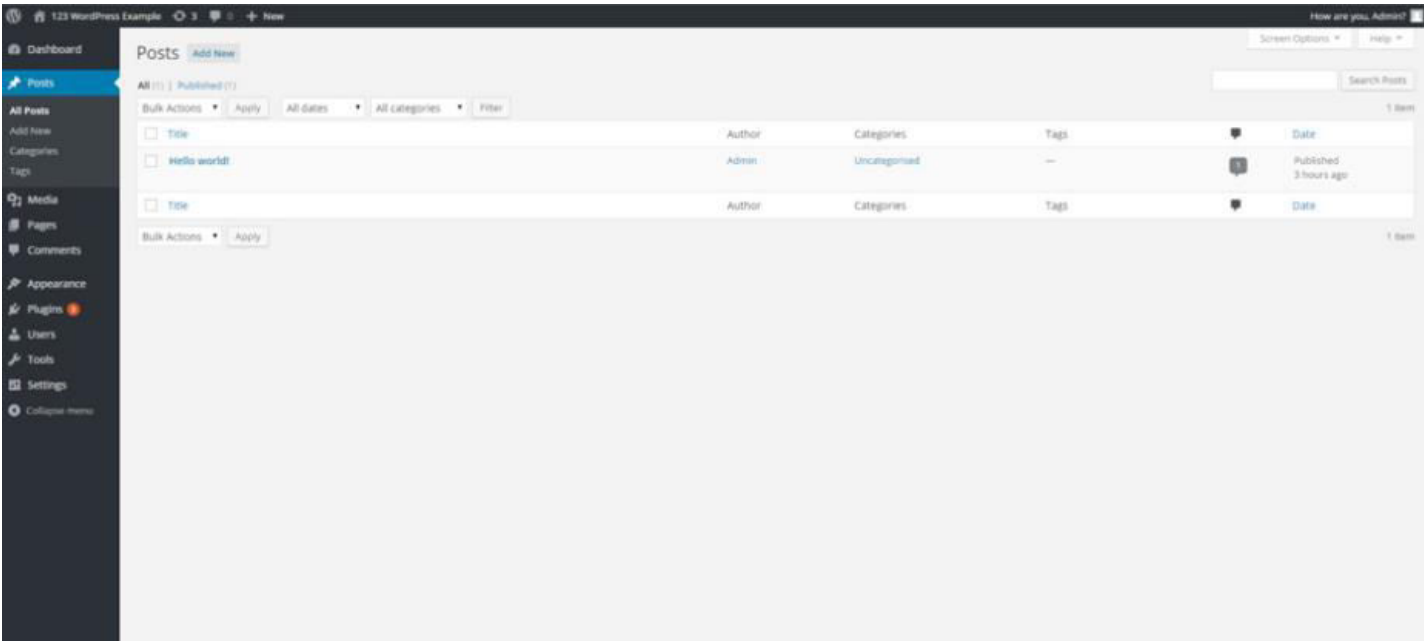
The post page on WordPress

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Setting up WordPress

Exploring WordPress

A post on WordPress is just an article or content that you add to an existing page. If you're using WordPress as a blog, a post – once published – will usually be the latest article at the top of that blog.

This is where all of your posts will be listed, but as you haven't made any yet there won't be much to see other than the post that's automatically generated when you create your WordPress. So click "add new" and we'll run through the basics of adding a post.

If you've ever used any kind of blog before, then the new post screen should at least look familiar. Let's just publish a simple post with an image so you know how things work.

15
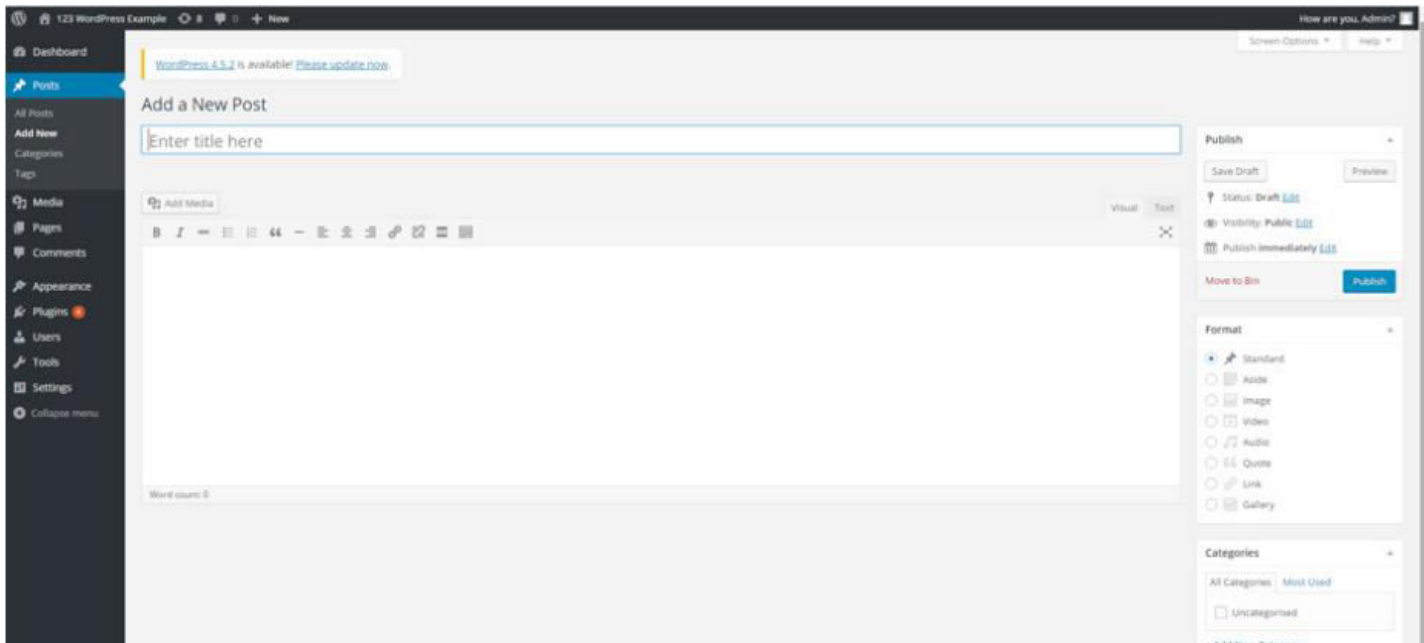
The New Post page

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Setting up WordPress

Exploring WordPress

Just write a short title in the bar at the top of the page, and the text of the post goes in the larger box below that.

Just write anything for now and then hit publish. That's your first post! To view it you can click the link above the post. You'll also be able to see it on the homepage of your new website. Note that there's also a preview button. If you're working on a long post, you can use this to see what things will look like when you publish it.

Now you've done that, what else is there to look at? Well, let's head over to the Pages section. This is where you can add new pages to your site. It's pretty similar to the Posts section and the actual process of adding a page is essentially the same as it is for adding a post.

What's the difference between pages and posts? Well, let's add a page and find out. Click "Add New" under the Pages tab then add a title and some text as you did with the post, then hit publish.

You can view the page by clicking the link, as you did with the post. But the Page isn't visible on the homepage. Exactly how posts and pages appear on your finished site will depend on the theme you decide to choose.

We'll talk about themes in depth later in the book, but for now let's head to the "Themes" section to see what's there. To find the Themes screen, you'll need to hover over "Appearance" menu and then click Themes.

You'll see that there are a few basic themes here. Don't worry too much about this section for now, we'll come back to it later.

Next, let's take a peek at Users. This is where you'll manage the people who can contribute to your site.

17
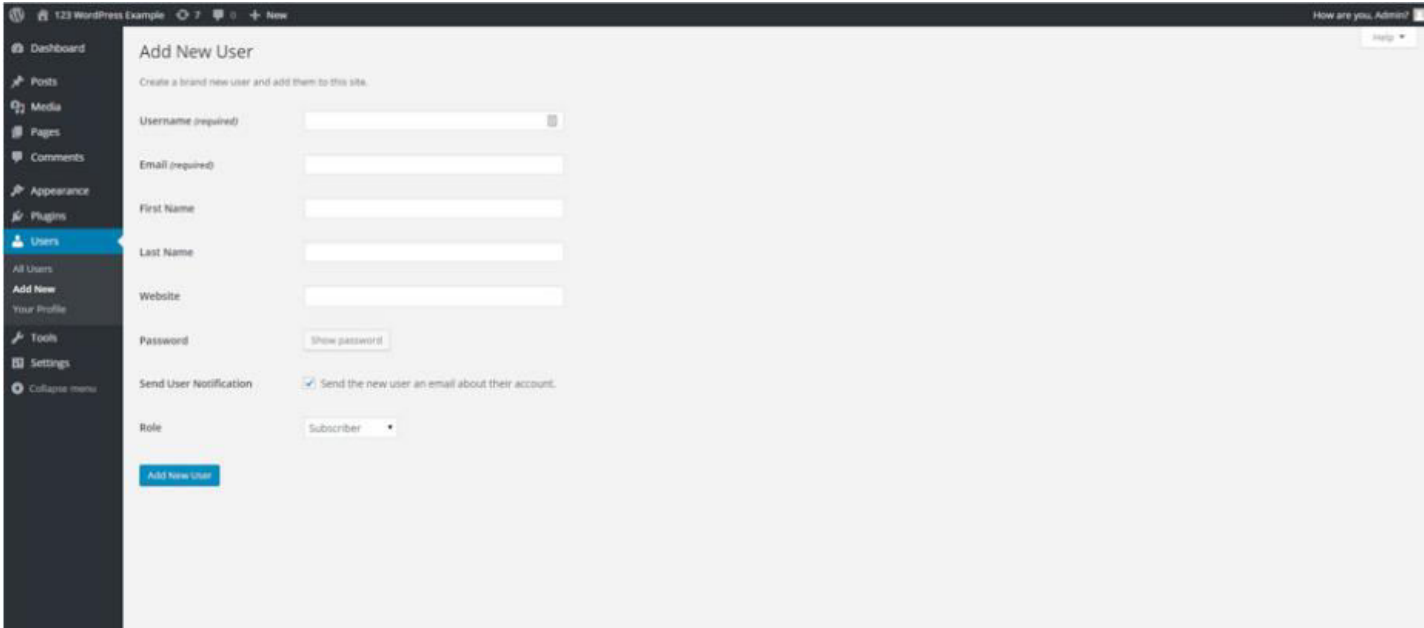
The New User screen

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Setting up WordPress

Exploring WordPress

At first, it's probably going to be just you, but let's spend a little bit of time

That means and Editor or Administrator would have to approve their looking at what you can do here because understanding this section is posts. Contributors are also unable to upload files, including images, to important. There won't be much to see here at first, just the default admin your site and they can't change any settings. account that was set up when you installed WordPress. Let's add another user. We're just going to use your details for now, so add the details it asks

Author - Authors can write, edit publish and delete their own posts on for. You can leave the "website" box blank. You'll also be asked to reset the your site. However, they can't change anyone else's work and they can't password via email, so don't worry about that for now. The most change any settings. important thing to understand here is the role you assign to the user.

Editor - Editors have full control over the content side of a WordPress Here's a summary of what each role allows people to do on your website. This means they can publish posts, delete posts and edit posts even if the post in question is written by someone else. They can also edit.

Subscriber - Subscribers can log into and edit their profiles. However, they approve and delete comments. However, they are not able to change any can't make posts to your site or change any settings. This tends to be used settings on your site. for private blogs that require people to sign up to read posts.

Contributor - Contributors can and edit their own posts on your site, but they can't publish posts.

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Setting up WordPress
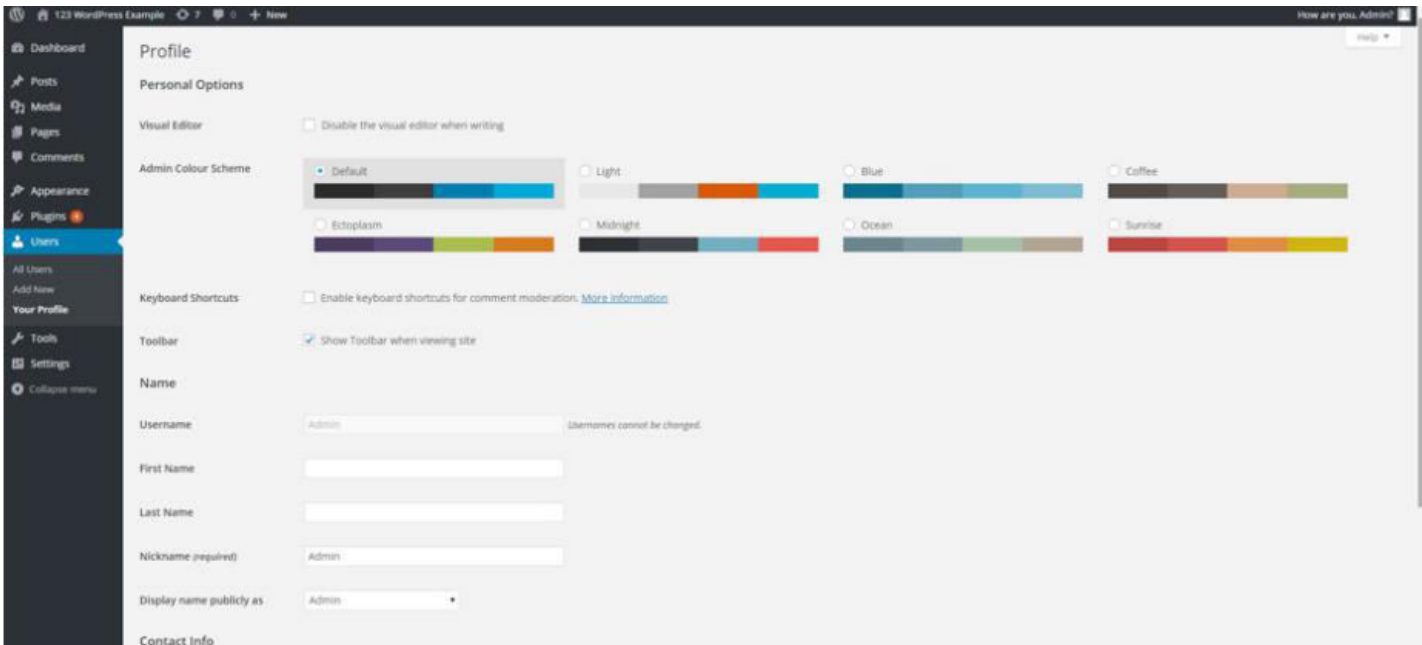
Exploring WordPress

Administrators - This is the most powerful role for your site.

As we don't really need two users, hover over the one you just created and Administrators have complete control over a WordPress site and can do click "delete". anything from publishing a post to changing a site's theme. They can also add new users, edit user profiles and delete other users. They can even

Then, click "edit" below the original admin user. delete other administrators. A rogue administrator can do a huge amount of damage to a website, so make sure you only give this role to people you trust 100%.

As you're only setting up this role for yourself, it's fine to choose administrator, so do that and hit add new user. It really is as simple as that. Just remember to only add users you trust, especially when it comes to the administrator role.

Now at this stage, you could logout of WordPress and log in using the profile you've just created, but we're going to look at deleting and editing profiles. If you click "All users" you should see there are two profiles now.

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The User Profile screen

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Setting up WordPress

Exploring WordPress

You can ignore the options up the top for now. We're more interested in the familiar looking fields below. Here you can edit things like name, email address, passwords etc. You'll also notice there's a little biography box.

We can ignore this for now, as many WordPress websites don't actually make use of the information entered here. As you're only known to the site as "admin" it makes sense to fill in your name. You can also change the nickname if you want.

Once you've done this, you can click the box next to "display name publicly as" and change it to however you want your name to appear whenever you make a post on the blog. Change it from admin to your first name.

Next, let's have a brief look through the "Settings" section of WordPress. Change the "Site Title" to the name of your business or blog and hit save.

You might also want to change the Site Language to English (UK) and check the timezone is correct.

Other than that, you shouldn't really need to do anything here. Feel free to have a look through the Writing, Reading, Discussion and Media settings, but again you won't need to change anything here at this stage.

However, you will need to make a change in Permalinks so head there next. Here, you should select "Post name" in the Common Settings menu and hit save. You've just changed the way your post URLs will be

displayed. What's a URL? It stands for uniform resource locator, but you can just thinking of it as the web address of your posts. By changing it from default to post name you've ensure that your posts' web addresses

will be something like example.com/this-is-the-post name rather than example.com/?=1314. This means people will find it easier to remember the web addresses of your posts and search engines will find it easier to understand what your posts are about, make it easier for you to rank well in search engine results.

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Planning your site

Ok, so that's the basics of the WordPress control panel dealt with, but before you go any further, you need to spend some time planning what your website will look like. If you don't plan, your site will lack focus and will be confusing to navigate.

The first thing to do is to work out what the purpose of your website is. This should be fairly obvious. If you're setting up an ecommerce site, then the aim will be to sell your products. If you're setting up a brochure site where people can contact you to get a quote for your services, then the purpose will be generating those leads.

Once you've decided the broad purpose of your website, you need to start thinking about the web pages you'll need to create in order to fulfil that overall purpose. Together, the pages of your website should work together to give people an overall understanding of your website, as well as funnelling them towards your ultimate goal, be that a sale or a lead.

In a perfect world, people would just arrive at your website and buy whatever it is you're selling. Unfortunately, things aren't that simple – the journey from arriving on a site to completing a desired action is a complex one. That's why it's important to ensure this journey gets off to the best possible start. From their first interaction with your site to their last, visitors should have a strong idea of what they're supposed to do and how they're supposed to do it.

As with most things in life, first impressions count and if a potential customer gets the wrong idea about your site upon arrival, they're like to head to one of your competitors to see if they're any better. If that happens, you've missed out on a sale.

Let's look at some of the pages your website is likely to need.

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Planning your site

Homepage

In some ways your homepage is one of the most important pages on your website – it acts as a hub from which visitors can access different points of your website depending on their particular needs.

Here are some things you'd expect to see on a good homepage:

• Product information

• Information on what the company does

• A lead generation form (or a link to one)

• A link to an about us page

• A link (or links) to product pages

• A link to the site's blog

• Testimonials

• A search box

That's a lot of information to include on just one page. Let's take a look at a couple of real life examples. (You can click any image in this post and see it full size).

Let's take a look at **2createawebsites** homepage.

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Planning your site

Homepage

Clearly there's more than one thing going on here, but the main focus is on getting people to sign up and build a website. However, if people want they can check out our full range of products and navigate to the one that's right for them.

Remember though, just because your homepage does so many different jobs that doesn't mean it's the best landing page for every situation. In fact, the multipurpose nature of a homepage means it's sometimes the worst landing page a visitor can arrive at. Your homepage will give a new visitor a good overview of who you are and what you do; it's the landing page of choice for branded searches and it's also a good one to link to in press coverage, directories and guest post biographies. In short, you should be directing visitors towards your homepage if they only have limited information about your business and want to learn more.

However, you should avoid using it as a sales page – if you include a homepage link in a pay-per-click advert then your advert is going to perform very badly. We'll look at why in the next section.

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Planning your site

Product pages

If you're selling a physical product, then your product pages are going to be the lifeblood of your website. They've got one purpose – to generate sales. A product page should be the landing page of choice whenever you're talking about the product in question. This is particularly important when it comes to pay-per-click adverts. Why? It's all about relevance. If someone searches for a product on Google and clicks an ad for that product, they'll expect to be taken to a page where they can buy that product. If they're taken to a page where they can't buy that product (your homepage, for example) then they'll go back to the search results and click somewhere else. It's all about understanding what a user wants and then offering it to them.

Let's look what happens when we search for "Asics running shoes" and then click the advert at the of the results page.

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Google results for "Asics running shoes"

28
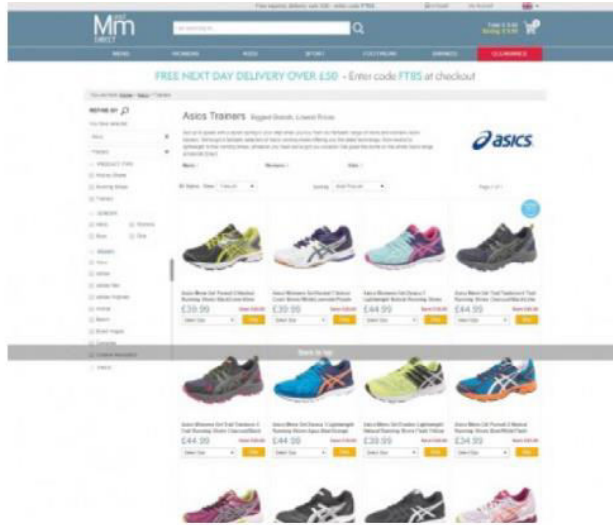
The landing page for the ad we clicked on

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Planning your site

Product pages

I've been taken to a product page containing a range of Asics running shoes. Exactly what I was looking for. Had I been taken to a page that didn't contain what I wanted, I'd have hit back on my browser and looked elsewhere.

It's the same when you're selling just one product per page. The key is to make sure your landing pages form part of a logical journey, and that people can immediately see they form part of the journey.

Aligning user intent with product pages is a task in itself and you can learn more about the user journey from search to purchase in this guide.

Lead generation pages Lead generation pages are the equivalent of product pages for businesses that offer a service. That means they should be used in the same way. If you're talking about a service, then make the lead generation page for that service the landing page. Remember to keep your lead generation forms simple – never ask for information you don't need. The fewer fields there are, the more likely people are to fill the thing out and you'll have captured your lead. Lead generation pages take many forms – to get a good idea of what does and doesn't work check out this critique of 25 landing pages from Unbounce.

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Planning your site

Content page

What do we mean by content pages? Things like blog posts, infographics or videos – any page on your website that is designed to educate or help the audience you're trying to reach. A good content marketing plan can help you create numerous landing pages which will often serve as a potential customer's first introduction to your business. Good content can get mentions on social media and links on influential sites, attracting traffic and potential customers. As long as it's relevant to your overall business objectives, good content is a good landing page. However, make sure you're doing something to build a relationship with these visitors. Offer to sign them up to an email newsletter. That way, you'll have a chance of getting repeat traffic and making that sale. The below example is taken from the travel blog [The Everywhereist](#).

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The signup box on the Everywhereist blog

Planning your site

The sign up box appears after you've been scrolling through the post and isn't intrusive, so it's ideal. If you use aggressive pop ups on your content you run the risk of driving people away from your site.

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Planning your site

Drawing up a plan

Now you understand what kind of pages your site will need, it's time to create a plan. You don't have to sketch out exactly what each page on your website will look like, but you do need to work out what kind of pages you'll need and how they'll be connected with each other.

The aim here should be to create a kind of map of your site which is based around the journey people will take to take the action you want them to. It doesn't have to be perfect, you'll undoubtedly find yourself making refinements after your site launches. However, you should create something that lays out all the pages you'll need, along with how they'll be linked to each other.

Once you've got that plan, you're ready to move on to the next step of the process - choosing and installing a WordPress Theme.

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WordPress Themes

We've already had a brief look at Themes, but now it's time to talk about them in more depth.

What is a WordPress theme? Put simply, it's the template that defines how your site looks. Installing a new theme will change the appearance of your site but it won't delete any of its content. So picking the right theme is a vital first step in ensuring your site looks the way you want it to, even if you already have a site.

Picking the right Theme is crucial as it will dictate how your site appears to visitors and what you can do with your site.

First up, let's look at the basics of changing your Theme.

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WordPress Themes

Changing your theme

For now, we're just going to use the default themes that are available for free. So head back over to the Themes section of your dashboard.

The active theme should be "Twenty Sixteen". Let's change it to "Twenty Fourteen". To do this, just hover over the box and then click "Activate". If you wanted to, you could click to see the theme details, or even have a live preview of the Theme. But for now, as there's very little content on our site, this doesn't really matter.

Once you've clicked "Active", head to your site's homepage and see how things have changed. Below is a side-by-side comparison of the general differences between the two themes.

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WordPress Themes

Changing your theme
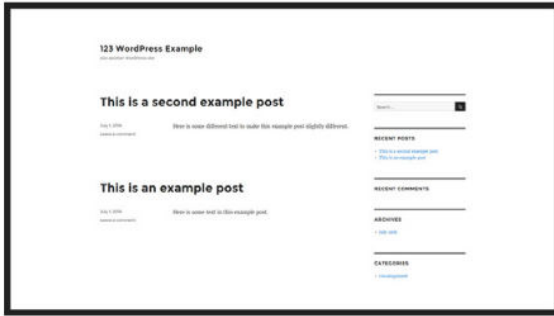
Twenty Sixteen

Twenty Fourteen

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WordPress Themes

Changing your theme

Notice that not only is the layout of your posts different in Twenty Fourteen, there's also a bar containing links to your pages (It's small but it's there, next to the green box with the magnifying glass in it).

Let's head back to the Themes section and changed the Theme again. This time, click the "Add Theme" button.

First note the "upload theme" button at the top. If you've purchased a third-party theme, that's the button to click. (We look at places to get third-party themes from in the section below).

For now, have a scroll through the available themes and look at the differences between them. Some themes have a text focus, while others place a strong focus on images. Let's install the Bosco theme for now. Just hover over it and click the "Install" button. You'll see the below theme.

38
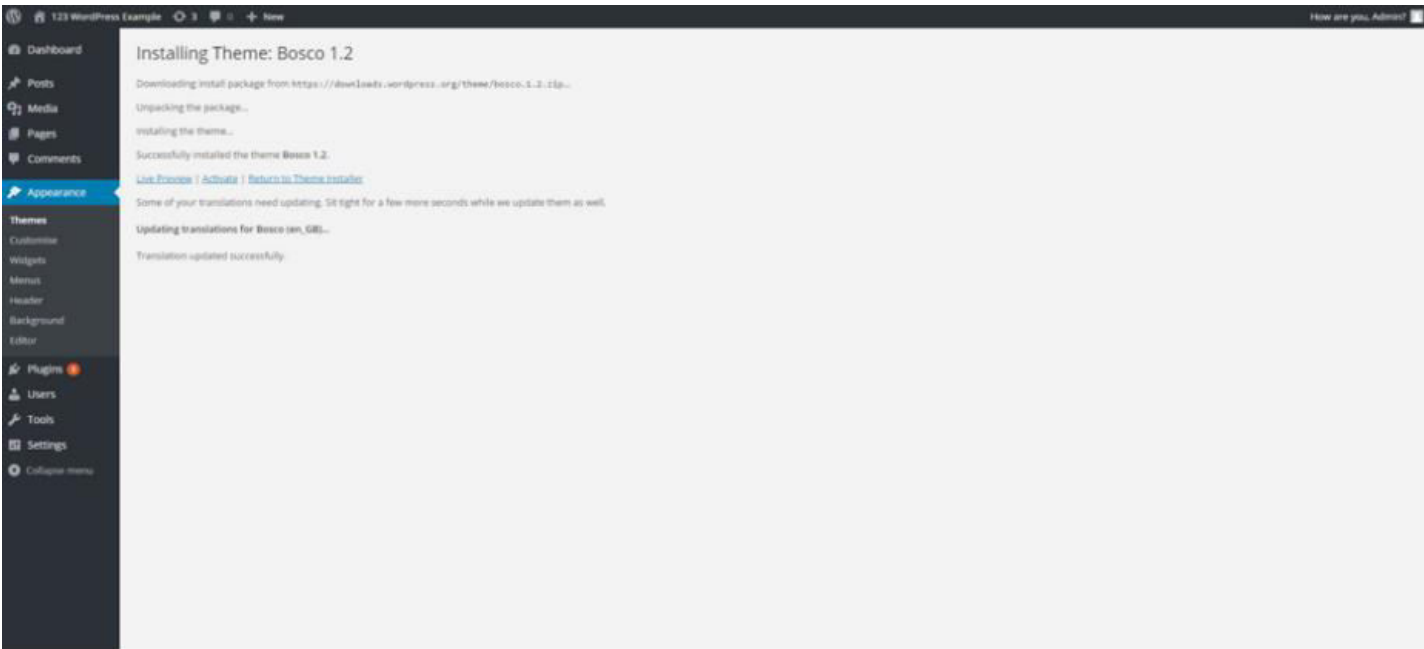
The theme installation screen

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WordPress Themes

Changing your theme

Click "activate" then head to your homepage to see what the site looks like now.

Ok. That's the basics of changing your theme. Just head back into the Theme page once more and switch back to "Twenty Sixteen".

A word of warning - although changing your theme doesn't make much difference when you're just starting your site, once you've built a large, complicated site changing your theme can get more complicated. For that reason it's important to settle on a theme that will meet your needs for a considerable time to come.

Choosing the right theme for you

Here are a few places where you can find quality free, or cheap WordPress themes.

[WordPress's own theme directory](#) – All free

[Theme Forest](#) – Has over 5,600 themes

[My Theme Shop](#) – Easy to search via your requirements

So how can you go about picking a theme that's right for you? Well, the first thing to do is go back to the plan you've drawn up for your site. If a theme doesn't offer what you want, then you can remove it from your shortlist straight away. Then there's personal choice – you'll instinctively like some themes more than others and that's fine. Of course, you should also bear in mind what potential customers will think of your site, so you may want to ask others what they think about the themes you're contemplating.

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WordPress Themes

Choosing the right theme for you

Here are some other things you should be looking for in your WordPress theme.

Most the information you'll be looking at should be contained in description of the theme you're considering. Many sites will also let you see a preview of a theme, so you can get a good idea of how your site will look once you've picked a theme, you may find it beneficial to go back and update your website plan and base it specifically on the theme you've selected.

Customisability – How easy is it to change the theme's look? Will you be able to change the colour of the theme, for example? If a theme can be easily customised through widgets (we'll talk about these later), you'll be able to give it your own twist without getting to grips with CSS. In fact, you won't even need to know what CSS is.

Mobile friendly – Your theme should be mobile friendly. (If you're not sure why, then check out this article on the importance of mobile-friendly websites.)

Compatible with the latest browsers – Make sure the theme will look good in modern browsers.

Compatible with your version of WordPress – Make sure the theme will work with your version of WordPress.

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WordPress Themes

Customising your theme

Branding your new theme Once you've selected your new theme, you want to make it unique to your business. This will ensure that customers view your business as unique and your website doesn't feel generic. Branding is a complex subject, and you can get to grips with it here.

Before we get into what you'll need to change, we need to talk about widgets. Most of the customisation you do to your new theme will be done via widgets. WordPress widgets are great because they allow you to make changes to your site without having to do any coding. Most modern WordPress themes use a large number of widgets, making it really easy to make the below changes (and more besides). You'll be able to see what you can change by going to the Appearance menus in your WordPress dashboard.

Here's an example of what you the widget section may look like. Exactly what appears there will depend on your theme and the plugins you have installed. Any plugins or themes you use should have documentation explaining the various widget settings you'll be able to use.

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The Widget screen

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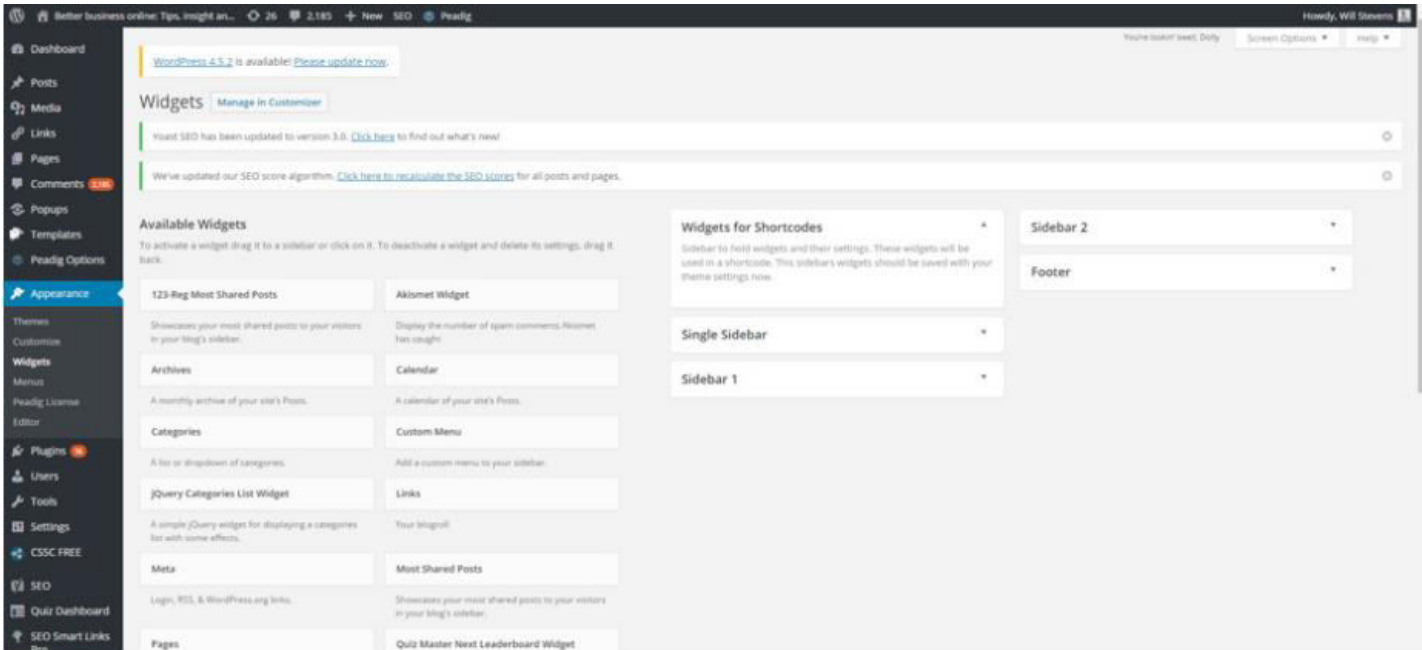
WordPress Themes

Customising your theme

With that out the way, let's have a look at some basic things you'll want do to make your site your own.

Add your logo Your logo is your business's ID badge, so make sure people can see it. It should feature on every page, so make sure it's there. Many themes designed for business have a specific option for you to upload your logo.

Brand it to your colour If you've developed brand colours, then you'll want your website to use them. If you've picked a theme that's easy to customise, this should just be a case of inputting the right hexadecimal codes in the right places and clicking save.

Again, hexadecimal colour codes are something you don't need to fully understand before you use them. If you've got a brand colour scheme but don't know the relevant codes, then you can use the HTML color chart. If you don't have a brand colour scheme, then you can develop one quickly and easily with Paletton.

Add new fonts If you've gone the whole hog on the branding front, you've probably selected brand fonts. If you haven't, now is the time to pick some. Selecting two or three fonts can add an extra personal touch to your site. You can find a guide to selecting fonts that work well together here. If you use Google fonts, then this plugin will install them on your WordPress site.

And if you don't know what a plugin in is, don't worry. That's what we'll talk about next.

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Plugins

If you're going to make the most of your WordPress site, you'll undoubtedly need to install plugins. Plugins are like mini applications that allow your WordPress site to do things that it wouldn't usually be able to do. Plugins can increase the speed at which your site loads, or help you with your search engine optimisation. In fact, if there's anything that you need your site to do which isn't covered by the function of your theme, then there's probably a plugin in out there that will solve your problem.

At the end of this section, we'll give you list of essential plugins that you should have installed on your site as standard. We're also going to guide you through installing and configuring your first plugin.

But before that there's an important security note: Plugins can introduce security vulnerabilities to your website. You can reduce the chances of problems occurring by following these steps.

1. Only install plugins that are featured on the official WordPress Plugin Directory. You'll find the directory here [https://en-gb.wordpress.org/ plugins/](https://en-gb.wordpress.org/plugins/) or you can access it via your dashboard. 2. Keep your plugins up to date - the creators of plugins regularly issue updates to fix security issues. Update to the latest version as soon as it is realised. 3. Remove old plugins - If you no longer need a plugin, remove it.

With that out the way, let's look at the Plugin section of your dashboard. Just click the "Plugins" link in the sidebar.

You'll see there are already some plugins that are installed. Although none of these are activating, meaning that they won't yet have any effect on your website.

Let's install a plugin.

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Plugins

Installing a plugin

There are a couple of ways you can download a plugin. One is directly from the WordPress plugin directory website (or another website), the other is via your WordPress dashboard. We highly recommend always downloading new plugins via your dashboard to ensure you only install trusted plugins.

So click "Add new" and then search for the plugin you want to install. In this case, we're going to go for Yoast SEO. Just search for "Yoast SEO" and it should be the first result.

46
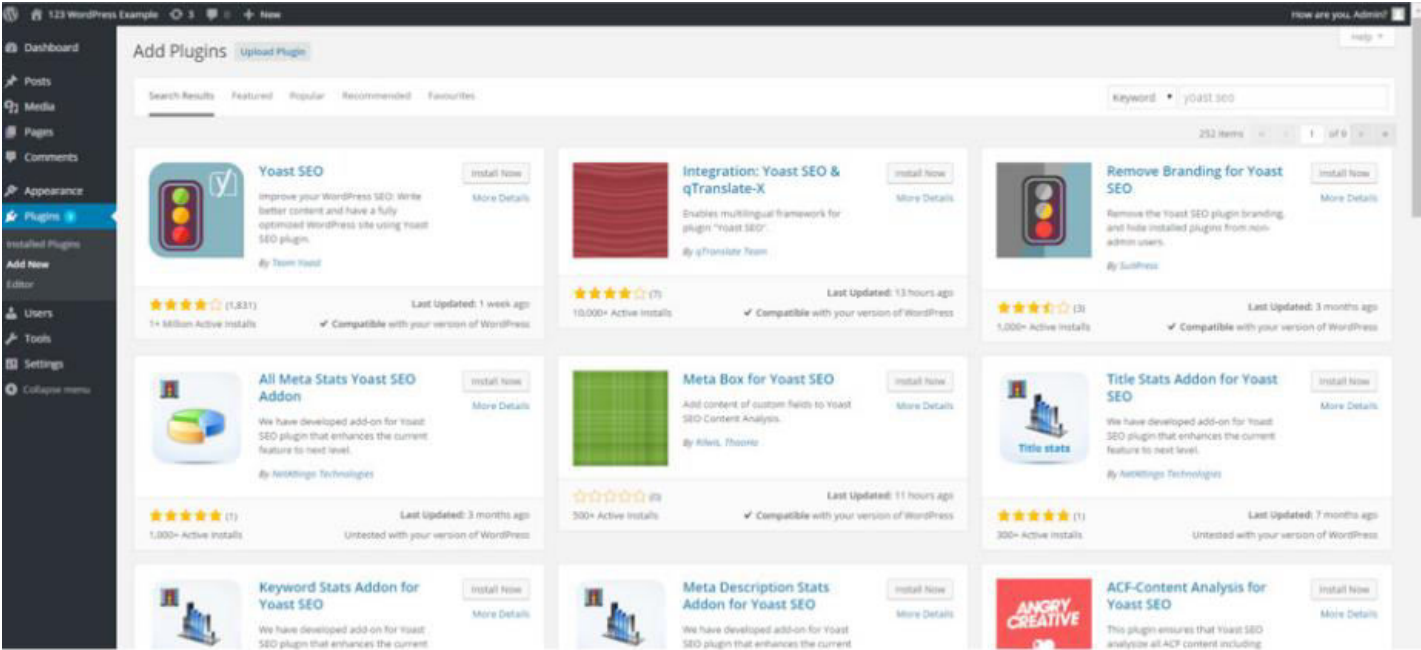
The Add Plugins screen

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Plugins

Installing a plugin

Simply click "Install now". On the next screen, click "Activate Plugin". You'll now be taken back to the Plugin screen and should have the option to take a tour of Yoast SEO. Click "Start Tour" and follow the instructions. It might all seem a bit overwhelming at the moment, but Yoast SEO is a very useful plugin for WordPress search engine optimisation.

Deactivating and removing a plugin

If you have chosen and installed a plugin but changed your mind or found something better, you can also remove a plugin as easily as you installed it. You can either deactivate the plugin by finding it in your admin list and clicking deactivate, or if you want to remove it completely, click delete and confirm your choice by clicking 'Yes, Delete these files'.

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Plugins

Recommended plugins

Here are some great plugins that solve common issues which will crop up when you're creating your WordPress site. You might not need all of them, so don't install them now. However, it's worth having a read through and making a note of any that jump out at you so you can install them when needed.

WordPress SEO by Yoast - https://wordpress.org/plugins/wordpress-seo/ The first plugin that we recommend you download for any type of website is the WordPress SEO plugin from Yoast.

This plugin helps you to optimise the content of your site, making it easier for users to find. WordPress SEO enables you to edit your meta titles and descriptions, structure your website's sitemap, connect your site to your social media profiles and control your RSS feed so that your content is not plagiarised. This plugin is not only important for the content of your site for search engine, but also for users.

Google Analytics by MonsterInsights - https://wordpress.org/plugins/google-analytics-for-wordpress/ Now that you have optimised your site's content, it's time to see how this translates into users visiting and interacting with your content. This plugin gives you visibility of your site's key analytics such as page views, number of sessions/visitors, how many of these were organic, and the site's bounce rates. You can use these insights to highlight opportunities to modify and improve areas of your site.

W3 Total Cache - https://wordpress.org/plugins/w3-total-cache/ One of the factors that affects how your site ranks is page load speed. Thankfully there's a plugin that's dedicated entirely to WordPress performance optimisation. W3 Total Cache provides a number of features including file minification to reduce download times and content delivery network support that can improve the overall user experience, as well as page speed.

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Plugins

Recommended plugins

WordFence - https://wordpress.org/plugins/wordfence/ If you want to increase the security of your site, the WordFence Security plugin can help make your new site faster and more secure. This security and performance plugin initially starts by checking whether your site has already been infected, and then secures your site.

WooCommerce - https://wordpress.org/plugins/woocommerce/ An ecommerce plugin to help you sell products online.

Contact Form 7 - https://wordpress.org/plugins/contact-form-7/ If you want to use a contact form to generate leads for your site, then Contact Form 7 is a great way to do it. It's easy to use, and there's plenty of support should you need some help.

You'll probably find that you quite often need to add a new plugin to your site, but once you're familiar with the installation process, adding plugins is quick and easy and a great way to power-up WordPress.

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Adding content to your site

By now, you'll have the bare bones of a WordPress website. So the next step is to start adding content. Now we've already covered what makes good web pages in our planning stage, so you may want to refer back to that section.

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Adding content to your site

Understanding the content requirements of your theme

To ensure your new site looks at its best, you need to understand how the various elements you add and change will be displayed when the site is live. You should have got a strong idea of what your theme can do during the selection process, but it makes sense to familiarise yourself with any documentation that came with your theme in order to understand the requirements. You can also experiment to see how things look.

Here are a few things you should look out for.

Do you need a minimum number of posts/pages? If your theme is designed to display a minimum number of posts or pages on its homepage, then it's not going to look its best unless you create the number of posts/pages required.

Do you need to upload a logo? Some themes allow you to upload your own logo and if you don't do that, you may be stuck with a generic logo that doesn't represent your brand.

Where do you need to add images? If your theme displays images from your posts on the homepage, you need to ensure you add images in the right place or you'll be left with a homepage full of blank spaces.

How big should images be? If your theme has specific image size requirements you need to meet them, or your images will be stretched or skewed.

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Adding content to your site

Creating your content

We've already looked at how to create pages and posts. You may also find that the theme you have chosen has other ways of adding content to your site, or how that content is displayed. In terms of actually writing content, well, that would fill a book on its own.

Here are some brief points to consider.

All content on a webpage, whether its words or pictures, should focus on getting visitors to complete the overall aim of the webpage. (Refer back to your plan if you need to.)

Less is often more. Don't crowd a page with text or images. Only give people the information they need to make a decision.

Have someone else look over everything on your site. You're bound to make mistakes and no matter how often you proofread your content, you're bound to miss something. A second or even third pair of eyes will spot things you've missed. They may also provide useful feedback on your site.

Test everything. Make sure that your links work, your contact forms work and your ordering process works.

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Security

Keeping your WordPress site secure

Here are some simple tips to keep your WordPress site as secure as possible

Update everything - updates often contain important fixes for security issues, which help keep you safe from hackers. Keep your plugins, theme, and WordPress version up to date.

Use a secure password

Only use plugins and themes from a trusted source - Always download plugins via the official WordPress site. For themes, check plenty of reviews to ensure the vendor is legitimate.

Limit admin access - A rogue admin can cause havoc on your site. Only give the admin role to people you trust 100% and only then make sure that person really needs to be an admin in order to do their job.

Remove old users - If someone no longer needs access to your WordPress site, delete their account straightaway.

These are the basic steps that will make your WordPress site more secure. You can learn more about WordPress security in this guide.

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What next?

By now you should have a WordPress site up and running. It should do everything you need it to do. But it won't be perfect. No website ever is. Once your site is up and running, the next step is to start improving it. Below is a list of things you'll probably need to do, along with links to guides on how to do them.

Get your SEO up to scratch http://www.2createawebsites.com/seo-search-engine-optimisation.php

If you require any help or would like to chat about building a website please feel free to email me: info(@)2createawebsites.com

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