

# Do It Yourself WordPress Website



## Let's Get Started!

Are you ready to create a **WordPress website in just one hour**? Excellent!

You can have your web hosting account set up, WordPress installed and your theme ready to go within one hour. That's the beauty of WordPress. It's easy, quick and creates beautiful websites.

This report has ten sections that you can do all at once or over the course of a few days. There's no reason why you can't go from complete beginner to website owner in one hour, even if you've never built a website in your life!

Hopefully, you'll find this report easy to read and understandable. Let's get started with a little background.

## What You Need for a Website

You need three things for a website:

1. An address, also called a domain name
2. A place to store your website files
3. Website files that create your web pages

Let's step into the details a bit.

### An Address (Domain Name)

An address (or domain name) is something like Google.com or HighFXMedia.com. You might use something like JoesPizza.com or AccountingbySarah.com.

You can have any domain name that isn't already taken. The most popular

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ones are the .com, .info, .net & .biz domains. You can find available domains at a web hosting company or a domain registrar. Do a search on your favorite search engine (Google, Yahoo, MSN) for domain names. You'll get a list of registrars where you can search for available domain names.

The best domain names include words about your products or services. Like JoesPizza.com indicates that pizza is sold at Joe's store. Or AccountingbySarah.com indicates that Sarah is an accountant. If you have a company name, like High FX Media, using the company name in the domain name is a good idea too. Lastly, you may be setting up a personal blog where you might use your name or a unique phrase like RantsbyMike.com.

If you're stuck trying to create a business name, write down all of the words that relate to your business. Then take the words, mix them up randomly and put them together to see if they create interesting domain names.

Take Joe's Pizza for example. Some words that come to mind are: pizza, hot, Italian, pie (as in pizza pie), delicious, best, premium, etc. If JoesPizza.com is taken, you could use JoesPizzaPie.com, JoesItalianPizza.com, BestPizzainTown.com, JoesHotPizza.com, JoesDeliciousPizza.com, DeliciousPizzabyJoes.com. So don't give up. Just keep trying.

Here are a couple of name generators that might stimulate some ideas: <http://www.rhymer.com/naming.html> or <http://www.dotomator.com/web20.html>

Once you have a domain name, you have to register it. You can register it at a registrar or your web hosting company.

### **A Place to Store Computer Files**

OK, you have a domain name in mind and it's available. Now you need a place to store your computer files that will create your web pages. Your web pages will be created by HTML and CSS files. That's computer geek speak for computer files. You need them and a place to store them.

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You might wonder why you can't use your home computer to store them. That would be nice wouldn't it? It would, but you can't use your home computer. Your website needs to be available 24 hours a day, it needs a fixed location and some specialized hardware and software. Your home computer can't do all of this or at least it can't do all of it well.

So what to do? You need a service called a web hosting account. A web hosting company provides web hosting accounts. These accounts provide a place to store your computer files, make them available 24 hours a day in a fixed location and with the specialized hardware and software needed by websites.

There are thousands of web hosting companies from which to choose. Many of them would be a good choice. However, for the average Jane or Joe, it's impossible to pick one.

My recommendation for new website owners is HostGator because they have an easy signup process, a low price and a 45 day money back guarantee. Also, HostGator has an easy to use interface for new users. Check it out: [HostGator Web Hosting](#).

### **Some Computer Files**

We're making progress now! We have a domain name (address) and a place to store some computer files (web hosting account). Now all we need are those darn computer files. That's a piece of cake with WordPress!

For years, websites have been created by hand coding HTML and CSS files. You had to know the HTML and CSS languages to create websites. It's a labor intensive process as you might expect. It's still a good way to create websites. However, for non-geeks there's a better way.

WordPress is software that is installed and once installed creates a basic working website. Best of all it's completely free. That's right, some hard working creative people put their heads together, wrote WordPress and give it

away free. How cool is that?

After WordPress is installed, you can change the way your site looks by installing a theme. Themes determine the colors, graphics and layout of your website. You can also install plugins that will add cool new features like the ability to add videos. There are many free themes and most plugins are free. Premium themes and plugins can be purchased for reasonable amounts. Don't worry, you can have a really cool site and the only cost is the web hosting account.

Now we have an address (domain), a place to store our computer files (web hosting account) and WordPress to create our computer files (HTML & CSS).

Let's get started on your website!

## Ten Steps to Create Your Website

### **Step 1: Get Your Web Hosting Account for Your WordPress Website**

If you haven't done so yet, here's the link to sign up with my recommended web hosting company.

Sign up with HostGator: [HostGator Web Hosting](#)

HostGator is the best hosting company for new website owners. I was a new website owner a few years ago. Trust me, it's a good deal, their site is easy to use and they have good support. Hey, don't forget they have a 45 day money back guarantee.

OK, you're one of those people. You like to compare before you buy. Here are a couple of other recommended web hosts for new web masters:

FatCow: [FatCow Web Hosting](#)

Bluehost: [Bluehost Web Hosting](#)

### **Step 2: Log into Your New Hosting Account**

1. Log into your control panel. It should be located at:

<http://www.yourdomain.com/cpanel>.

2. The left column of the HostGator admin screen contains a number of quick links to frequently used options. Scroll down to find the WordPress quick install option. It looks like this:



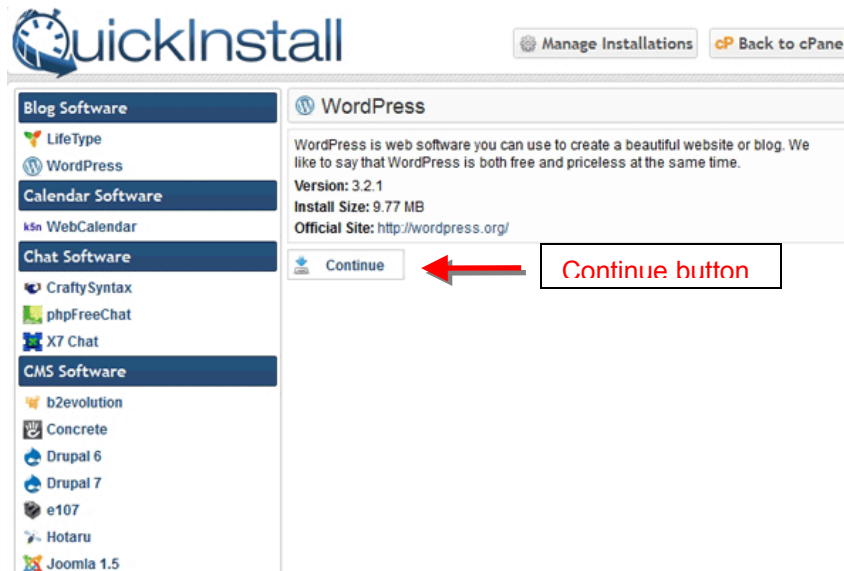
Click on the link to get the installation started.

Note: If you use another host you may need to use Fantastico instead. Please check with your hosting company for the details on how to do a quick install of WordPress.

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3. The next screen just tells you what version of WordPress will be installed. Just click on Continue. Here's a screenshot:



4. The next screen asks for information, including:
- Location of the install** – you probably only have one domain at this point, so most of you can leave this alone. If you have more than one domain, you would first create a folder where you want to store your files for the additional domain. Then you would select the folder you created to install WordPress for your additional domain.
  - Admin email** - WordPress requires an email address for users. Put your email address in this field.
  - Blog Title** – give your blog a title by entering a title in this field. For example you could enter: Joe's Hot Italian Pizza.
  - First and Last Names** - I hope you know what to do with these two fields.

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The screenshot shows the QuickInstall interface for WordPress. On the left is a sidebar with categories: Blog Software (LifeType, WordPress), Calendar Software (WebCalendar), Chat Software (CraftySyntax, phpFreeChat, X7 Chat), and CMS Software (b2evolution, Concrete, Drupal 6, Drupal 7, e107, Hotaru, Joomla 1.5). The main content area is titled 'WordPress' and includes a description, version (3.2.1), install size (9.77 MB), and official site. Below this is the 'Install WordPress' form. The form has the following fields and annotations:

- Application URL:** A dropdown menu showing 'joespizza.com' and a text input field. A red arrow points to the dropdown with the label 'Install location'.
- Admin email:** A text input field containing 'joe@joespizza.com'. A red arrow points to it with the label 'Admin email'.
- Blog Title:** A text input field containing 'Joe's Pizza'. A red arrow points to it with the label 'Blog Title'.
- First Name:** A text input field containing 'Joe'. A red arrow points to it with the label 'Fisrt Name'.
- Last Name:** A text input field containing 'Jones'. A red arrow points to it with the label 'Last Name'.
- Install Now! button:** A button at the bottom of the form. A red arrow points to it with the label 'Install Now! button'.

Click on the Install Now! button to get things rocking!

5. Create your login and password for your WordPress installation.
6. Congratulations! You've got yourself a WordPress website! Check it out in your web browser.

### **Step 3: Logging Into WordPress**

After you install WordPress you'll need to log in to your WordPress site to go any further. Your login and password will be set up during installation – make sure you save it for later. Then, whenever you want to edit your website you will need to log into it and start working in WordPress.

You log into your WordPress site by going to `http://yourdomainname.com/wp-login.php`. If your domain is `joespizza.com` then you would log into your WordPress site by going to `http://joespizza.com/wp-login.php`. Here's what you'll see:



Log into your site and have a look around. The most important thing you'll see is the WordPress navigation located on the left side of every page. Here's a brief explanation of the navigation options:

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The image you see to the left is on the left side of every page inside your WordPress administration. If you click on any of the words you see in the image you'll get a drop-down menu with more options. Let's briefly go over what each general section does.

**Dashboard** – Click this to go to the main page of your WordPress administration. Here you'll see various items relating to your WordPress site. It will give you a summary of your posts and pages, comments, etc. You will also see links to the WordPress.org site, recent comments, incoming links, etc. You can customize this page.

**Posts** – If you're going to set up a blog on your site this is where you create, view and edit your posts.

**Media** – You can use the media option to upload images, videos, audio and documents.

**Links** – If you want to use the links widget, you can link to other websites. This is where you would fill in the links.

**Pages** – This is where you create, view and edit your pages.

**Comments** – You can view all the comments you've received, check your spam comments, edit and delete comments.

**My Theme** – This is where you would see options for an installed theme – *not everyone will see this!* Some themes have custom settings and some don't. So "My Theme" might be replaced by your theme name or it might not appear at all.

**Appearance** – This is where you upload a new theme (Themes), you

customize your widgets (Widgets) and you can also set up a custom menu (Menus). You can also work in the CSS and PHP files if you have some advanced coding knowledge (Editor).

**Plugins** – We've yet to talk about plugins but this is where you can upload and activate them.

**Users** – Lets you add or delete users to your site or update current users. Note: You can't delete the administrator login. You can add a new administrator, which I recommend, and then delete the original one. Make your logins and passwords complex.

**Tools** – Import or export WordPress files.

**Settings** – You can set options about how people read your blog, how many posts they see, how the permalinks are set, etc. Any plugins you install will often show up as options under Settings.

Now, before you go too much further I recommend you take the time to become familiar with your WordPress administration. Click around, look around, create a post, make a page, see if you can make a link or upload an image. All these things are possible and so much more. In fact, there are so many things you can do I can't cover them all in this report because I don't want to overwhelm you.

### A Note About Posts and Pages

WordPress started out as a blogging tool. Bloggers add articles to their website on a regular basis. These are called posts. Posts are usually fairly short comments, reviews, observations or other short informational topics. Posts are usually sorted by date so the most recent post appears first followed by older posts. Posts are normally grouped into categories. Think of categories as a drawer in a desk. The drawer keeps things organized. If you want to add information about a specific topic and want to add regular updates, then create a category and add posts to the category.

Pages are added to a website with the intent that they remain unchanged or not changed very often. For example, you might add a page describing a particular product or service. This page probably won't be updated very often. Since it's static (unchanging) it normally would be added as a page. If you want to add information about your website, your products or services, contact information or a privacy statement, add it as a page.

That's Step 3. You can rest here if you want but I suspect you're probably ready to go and ready to move on to Step 4, Setting Up a Static Homepage.

### **Step 4: Setting Up a Static Homepage (optional)**

The main difference between a business website and a blog is that the homepage is sometimes static on a business website where the homepage is always changing on a blog. If you're setting up a website for a business, typically you'll want a static page that stays the same.

Setting up a static home page is a quick and easy process. Here are the steps:

1. Add a page called Home by clicking on Pages => Add New from the left menu. Enter Home into the title and then click Publish.



2. In the same fashion as step 1, add a page called Blog.
3. Next, click on Settings => Reading from the left menu.



4. Set the front page to your Home page and the blog page to your Blog page by selecting the radio button that says "A static page."

(#4 continued)



Make sure you save your changes by clicking the blue Save Changes button at the bottom.

You'll want to go back to your new Home page and add the text and images you want to appear on the page.

Now you've got a static home page!

### **Step 5: Choosing and Installing Your Theme (optional)**

We've covered how to choose a host, installed WordPress, looked around the WordPress administration and optionally made a static home page. In this lesson, we'll talk about your theme.

#### **What is a WordPress Theme?**

WordPress comes with a default theme. The current default theme for WordPress 3 is called Twenty Ten. A theme is what provides the layout, colors and graphics for your website. As you can see, the Twenty Ten theme is very basic. A theme is created by writing computer code called XHTML, PHP and CSS. Themes allow you to have a more customized look. Themes are quickly installed using the Appearance => Themes option in WordPress.

There are free themes and themes for which you have to pay. Let's talk about free themes first. There are literally thousands of free WordPress themes to choose from. You can choose from a current selection of over 1,200 free themes at WordPress.org: [Free WordPress Themes](#)

People who create free themes enjoy graphic design and writing the computer code to make a theme. There are many quality free themes available. One word of caution: There are unscrupulous people who create WordPress themes. Use only the free themes on WordPress.org for now. Later, you may find a free theme that you like. But, if you aren't familiar with the website, don't download any themes from the site.

#### **How to Choose a Theme**

Start by asking yourself some questions:

- Do I want a blog only?
- Do I want a business website?
- Do I want a blog and website?
- Do I want a magazine style theme?

- Do I want a professional look?
- Do I want a free theme?
- Am I willing to pay for a theme?
- Do I want to customize the header?
- What colors do I want for my theme?
- Do I want two columns or three?
- Do I want a right side column?
- Do I want a left side column?

Get a very good idea in your mind of what you want from a theme and your search will be much, much easier!

Now that you have all those questions answered (and maybe a few more that you think of on your own), you're ready to go searching for your theme!

As a beginner, you'll want to choose a theme that you like as it is. Later, you may want to learn how to change it. Last, but not least, theme demos include very nice images, logos and icons. The images, logos and icons are normally not included with the theme.

### **Recommended Theme Sources:**

#### **Free:**

WordPress - You can search a huge number of free themes here  
<http://www.WordPress.org>

Smashing Magazine – Take a look through some of their articles. You'll find some great free themes. You can trust the themes recommended by this site.  
<http://www.smashingmagazine.com/tag/wordpress/>

#### **Premium Themes:**

StudioPress – professionally coded theme framework with nice themes; business and blog themes. [StudioPress Themes](#)

Solostream - professionally coded themes with nice designs; business and blog themes. [Solostream Themes](#)

iThemes – a good selection of business and blogging themes. [iThemes Themes](#)

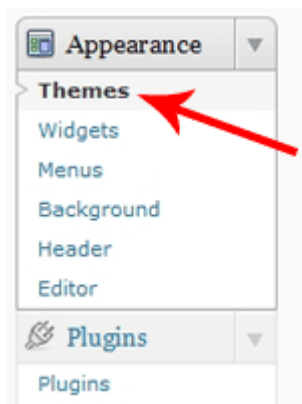
Woo Themes – quite a variety of themes at Woo Themes; business themes and blog themes. [WooThemes Themes](#)

Thesis by DIY Themes – a single theme that has a backend allowing you to change colors, fonts & layouts; a popular theme; can be used for a business or for blogging. [Thesis Theme](#)

Ok that will get you started. Just make sure you don't spend forever choosing a great theme! You can always switch later. The main thing for now is to get moving :)

### Installing a WordPress Theme

Once you've chosen your theme you'll need to install it. To do this you need to log into your WordPress administration and then click 'Themes' under the 'Appearance' tab on the left sidebar.



Next you click on the “Install Themes” tab near the top, center of the page.

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From there you can choose to search the WordPress.org website for free themes or you can upload your chosen theme (in zip format) from your computer and install it.



The best option is to find your theme and download it to your computer. It will be downloaded in a .zip format. Then choose the Upload option, click on the Browse button, locate your file, select the Open button on the file navigator and last but not least, click on the Install Now button.

Then click Activate to make the theme your current theme.

There you have it. That's all you need to do to install a new theme. Piece of cake!

I can't tell you what a simple process this is compared to a hand-coded HTML website design. These days you can have a robust website in a matter of minutes – to geeks like me that is very exciting!

If you ran into a snag or a problem I understand. It happens. This free report is the best case scenario but sometimes problems come up. The first thing to do when you have a problem is see if your webhost can help, sometimes they

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can. The next option is to search Google and see if anyone else has had the same problem. Then, if you don't find the answer you might want some extra help.

If you need any extra help with installing a theme for WordPress be sure to check out my services offered at [High FX Media, Inc.](#)

### **Step 6: Customizing Your Theme (optional)**

Next we're going to talk about customizing your WordPress theme.

Many themes come with settings that allow you to customize the entire design making it completely unnecessary for you to have any previous coding or design experience. I highly recommend these if you are a beginner. The default WordPress theme is a decent beginner theme. It does have a couple of theme settings.

You could also have a look at your options for premium themes as they will often have many customization options. The best thing about buying premium themes is that they almost always come with user support as well as forums and files to make installation and customization easy for you.

**Header** - Almost everyone who installs their own WordPress theme will at least want to customize the header. How you do this will depend on the theme in question. Your theme may have options to upload a logo and change the background color of your header. If not, you can replace the logo by saving your logo file with the same name as the default logo. Then upload your logo to the folder where the default logo is located.

**Sidebar** – sidebar content is added by going to Appearance => Widgets. The widgets are on the left. You drag a widget over to an available sidebar and drop it. Then you can open the widget and change the settings or add content to the widget. Sidebar isn't really the correct term any more. Sidebars started out being only on the left or right side of the page. Now, sidebars can appear anywhere on the page. The entire page can be made up of widgets in sidebars.

**Background Color** – Again, some free and premium themes let you change the background colors within the theme settings. Others may require some custom coding. I recommend you go with the ones that don't require coding. There are also many themes out there that now offer various color options.

There are so many elements on your web pages that you may want to

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change that I can't cover it all in this report. Many themes have a backend that allows you to make changes to your site. However, you can't change everything in the backend. Sooner or later you'll run into something that isn't available in the backend. That's when you need to know HTML, CSS and/or PHP to get what you want. At this point, you'll need to learn a little or pay someone to help.

### **Step 7: Setting Up Your URLs**

#### **Important Information About Permalinks**

Permalinks configure your URLs to your posts and pages. URLs are what you see in the address bar of your browser. URLs can look like this: <http://mycoolsite.com/?p=86> or <http://mycoolsite.com/contact>. Which do you think is better? Right, the second one. Changing permalinks is very important, almost crucial, to your search engine results. Please make sure you do this step every time you set up a new website or blog!

The first thing you do is go to Settings => Permalinks. Then select the Custom Structure radio button and enter the custom structure you choose.



What this does is change your website page and post links from a bit of meaningless code to actual words. If this doesn't make sense right now just choose a format, you'll thank me for this tip later!

#### **Here's the one I use:**

```
/%category%/postname%/
```

This structure creates a URL for posts like this:

```
http://www.highfxmedia.com/blog/what-is-wordpress-part-1/
```

For pages:

<http://www.highfxmedia.com/about/>

The advantage to this structure is that your URLs contain your category descriptions which can help your visitors and search engines understand the structure of your website.

The disadvantage is that the URLs can become fairly long. Also, if you have more than 50 pages it can slow down your site. The word “category” may appear in your link by default depending on how you get to the page.

### **Simple permalink structure:**

`/%postname%/`

This structure creates a URL for a post like this:

<http://www.highfxmedia.com/what-is-wordpress-part-1/>

For pages:

<http://www.highfxmedia.com/about/>

The advantage to this structure is that your URLs are shorter and more visitor friendly.

The disadvantage is that the URLs don't include your categories which may be helpful to your visitors. Also, if you have more than 50 pages it can slow down your site. The word “category” appears in your link by default depending on how you get to the page.

### **Permalink structure for a website with more than 50 pages:**

`/%year%/postname%/`

This permalink structure creates post links like this:

<http://www.highfxmedia.com/2011/what-is-wordpress-part-1>

For pages:

<http://www.highfxmedia.com/about/>

The advantage to this structure is that your website won't slow down when you have more than 50 pages in your site. Having the year in the URL doesn't reduce your SEO juice either (in spite of what some SEO guru's might say).

The disadvantage is having the year in the URL doesn't mean anything to your visitor. It doesn't add any value.

*Note: The number of **posts** does not affect the speed of your website. The number 50 applies only if you have more than 50 **pages**.*

Choose the custom permalink structure that works best for you and your website. Additional information on permalinks is available at:

[http://codex.wordpress.org/Using\\_Permalinks](http://codex.wordpress.org/Using_Permalinks)

Let's move on to the next step, Step 8: Stopping the Spam.

### **Step 8: Stopping The Spam**

We're not talking about the Spam you can eat! We're talking about the spam you read.

Spam is a problem everywhere. If you allow visitors to comment on your pages or posts, you'll have to deal with spam. There are many people and bots that cruise the internet looking for websites where they can post a comment. In the comment will be a link to their own website or some other site in which they may have a monetary interest.

They post comments all over the place to get the benefit of SEO juice from search engines. And they do it because they may make money if someone clicks on their link and buys a product. The comments left by spammers typically have no relationship to your post. They're easy to spot.

Akismet is a plugin that comes with WordPress. Akismet reads comments on your site. It then decides whether it appears to be a spam comment or not. If it is, it's put it into a spam queue where you can review it and decide if it's spam or not.

Akismet is free for a personal blog. If your site is a business site where you expect to make money, the cost is about \$5.00 per month. Unfortunately, there aren't a lot of options with spam. Akismet started out being free for everyone, but alas everybody has to cover their expenses.

The good news is using Akismet will solve about 99.9% of any problems you might have with spam on your website. Also note that if you turn off commenting, you don't need a spam blocker like Akismet.

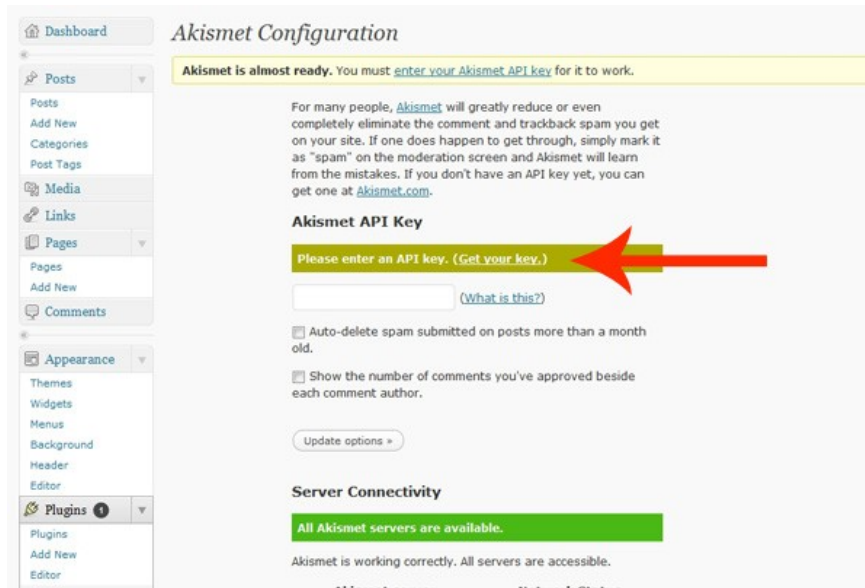
### **Installing Akismet**

Akismet is included in your plugins section of your WordPress installation. Click on 'Plugins' from the left menu bar, find Akismet and click 'Activate'.

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After activating Akismet, you'll see a message near the top of the screen indicating Akismet is almost ready. Click on the link in the text that reads: "enter your Akismet API key." This will take you to the Akismet configuration page. Next, click on the (Get your key) link.



Follow the instructions on the Akismet site to get your key. Go back to your WordPress administration (just keep clicking the back button on your browser until you get there), enter your Akismet key and click on Update Options.

Once the API key is entered your Akismet spam protector is all ready to go. Then whenever you want to see what lovely people spammed you, just check the comments section and click Spam and you'll see how well Akismet filtered them out.

Check the spam filter every once in a while. Spammers are getting smarter and they sometimes are good at getting their comments approved. By the same token because they are so similar, sometimes non-spammers get caught in the filter too. Delete the spam comments regularly.

### **Step 9: Adding Plugins (optional)**

We talked about plugins in the last step while installing Akismet, your spam protector.

The thing to understand about WordPress is that it's open source. Open source means that the program is free. It also usually means that it's open for editing and additions. WordPress is really a community project where many programmers work on little software add-ons called plugins. Plugins add additional functions like the ability to add video or a Facebook Like button.

WordPress supports this fully. In fact it lists these plugins right on the WordPress.org site. Currently there are over 12,000 available! Here's the link: <http://WordPress.org/extend/plugins/>

Now 12,000 might be a little overwhelming. I often have clients and customers asking me what plugins I recommend to them. If you go to the end of this report you'll see I've included a list of recommended plugins and some plugins that you may find interesting. Feel free to browse through and see if there is anything that fits your needs.

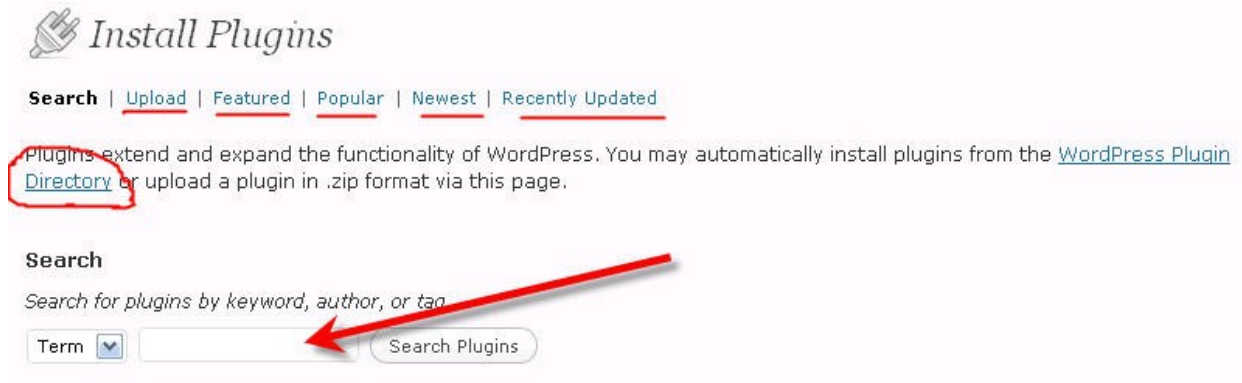
Now, on to adding those plugins once you choose them.

Let's go through the steps:

1. Find a plugin you want.
2. Click the 'Add New' link under 'Plugins' from the left side menu:



3. Next choose how you want to add a plugin. You can search the plugin directory if you don't know exactly what you want, or even if you do but don't have it on your computer. You can also upload a plugin from your computer. Most plugins are free. There are some specialized plugins that you have to buy.



4. Once you've found your plugin you want to install, click 'Install', then make sure you click 'Activate Plugin' to activate the plugin. Some plugins require configuration after activation so make sure you configure it if necessary.

### **Step 10: Adding Content That Attracts**

So you've got your website up and running. You're ready to go and waiting for traffic. Not so fast! It's essential for you to add great content that draws and keeps visitors on your site. Following are some tips for you.

#### **First Tip:**

Write content that people are looking for and that is targeted to your website's purpose. Fill your website with high quality information that serves a purpose and provides high value at the same time. People come to the internet looking for information, entertainment or to find the answer to a problem. If you answer questions, provide valuable product information or entertain your visitors, you're sure to have a hit on your hands.

#### **Second Tip:**

Decide with a clear set of goals what visitor will do on your site. That's right. What will people do when they get to your site – read articles, watch videos, buy products, play games? Understanding what visitor will do helps you understand how to organize and present your content. A good presentation goes a long way in keeping a visitor's interest.

#### **Third Tip:**

Get out there and let people know your website exists! I can't cover the many ways to get traffic to your website. You need to build a plan you can follow and one that works for you. Just because you build a website doesn't mean people will automatically find it. You now need to shout it from the rooftops!

#### **A few ways to get your website found are:**

- Advertising

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- Website Directories
- Leave Comments on Blogs
- Links from other sites
- Writing articles for other websites
- Link from your products
- Your Email Signature
- Social Media Sites like Twitter, Facebook, etc.
- Guest Blog at Popular Blogs
- Partner Up With another High Profile Website Owner

Set your goals, stick to them and you'll start to see your efforts pay off as you build a website that people love to come back to again and again.

### Conclusion

I hope you were successful in getting your first WordPress site up and running without problems. Every once in a while, even I run into one that stumps me at first. But, usually you can find a solution by searching on your favorite search engine.

I love WordPress. I hope you do to!

Let me know if you need any help. Questions are free. Answers may cost more 😊

Kurt @ High FX Media, Inc.

### Feedback

I need your help to make this guide better. Tell me what you like and don't like about this guide. It's OK to suggest improvements. Add your comments here:

<http://www.highfxmedia.com/blog/do-it-yourself-wordpress-website-guide/>

Thanks in advance!

### A Note About WordPress.com

WordPress.com is a free service that allows you to set up a WordPress website free of charge. There is no web hosting account monthly fee. WordPress.com works great for many people. However, if you're setting up a website for your business or like to have complete control, then paying for a web hosting account is the way to go. WordPress.com limits the plugins you can install and what themes you can use. WordPress.com is used mostly by bloggers.

Information on: <http://wordpress.com>

## Resources

### WordPress:

<http://www.WordPress.org>

### Hosting:

Bluehost: [Bluehost Web Hosting](#)

FatCow: [FatCow Web Hosting](#)

HostGator: [HostGator Web Hosting](#)

### Themes:

WordPress - [Free WordPress Themes](#)

StudioPress – [StudioPress Themes](#)

iThemes – [iThemes Themes](#)

Thesis – [Thesis Theme](#)

WooThemes – [WooThemes Themes](#)

### WordPress Help

<http://highfxmedia.com> – highly recommended!

## Geek-Speak Dictionary

Blog	A website that consists of posts and usually is formatted with the most recent posts at the top. Also typically allows comments and chronicles some sort of process, event or journey.
Browser	An internet browser is a piece of software that displays website pages that are available on the internet.
Cpanel	Control panel for your website hosting. In the control panel you can manage your site files, check website statistics, create email accounts, register new domains and of course install WordPress!
CSS	Cascading Style Sheets (CSS) is a type of code that tells internet browsers how to display your web page. WordPress themes come with a main stylesheet which is usually named style.css.
Domain Name	How people find you on the internet. The domain name for Google is google.com. Yours might be joespizza.com or accountingbysarah.net.
Domain Registrar	Every domain name must be registered with the ICANN (International Corporation for Assigned Names and Numbers). Domain registrars are the brokers who have permission to register your chosen domain with ICANN.
Fantastico	Software in your cPanel that allows you to install various programs onto your web hosting account. The installations are quick and easy.
Footer	The footer of your web page is typically the bottom portion that stays the same throughout your entire site. It often contains a copyright notice and links to privacy policies.

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Header	The header of your website is typically the top portion that stays the same. It usually contains a logo and a navigation menu so people can find their way around your site.
Hosting	Your website must be on the internet in order to be available. Web hosting is a service where you can find a place to store your website files and make your site available 24 hours a day.
HTML	A markup language that tells a browser the structure of a web page. The browser reads it to determine what to display.
Page	Content on your site that is typically static.
Permalinks	A function in WordPress that allows you to set how your website URL is displayed. (See URL def.)
PHP	Computer scripting language executed by the web server. The code is used to create dynamic web pages.
Plugin	An add-on to WordPress. It's a software program you add to provide new functions or abilities to your website. Plugins do almost anything you can think of from spam protection, to tracking bad links, to tracking visitors, to adding videos.
Premium Themes	WordPress themes that aren't free. They usually come with forum support and are developed by professional designers who generally have greater experience than the designers of free themes.
Post	Content on your WordPress website that often is listed by date, in chronological order and includes comments.
RSS Feed	Really Simple Syndication (RSS) feeds are used to deliver content on an automatic basis, common for blogs, news sites,

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etc. Users will subscribe to an RSS feed via a feed reader or even through email and are automatically notified through their chosen method when new content is posted.

- Sidebar** A section of your website that is usually on the right or left. The sidebar will sometimes include website navigation so people can find other pages. It may also contain RSS feed links, newsletter signups, advertising, etc.
- Simple Scripts** Software in your cPanel that allows you to install various programs on your web hosting account.
- URL** Uniform Resource Locator (URL) is the location of a page on the internet. Every page on the internet has a unique URL. Every site can have an unlimited number of URLs, one per page.
- Widget** A function in WordPress that allows you to drag and drop content in different forms into various sections of your site. Widgets are typically in the sidebar but some custom themes allow widgets to be setup in many places on a page.
- WordPress** Free software that is installed which makes a basic functioning website. It's the coolest!

### Recommended Plugins List

**Akismet** –comes with WordPress but must be activated with a key. Comment spam protection. <http://wordpress.org/extend/plugins/akismet/>

**Google XML Sitemaps** – generates an XML sitemap (a robots.txt file) used by search engines; this helps the search engines read and categorize your pages and blog posts. <http://wordpress.org/extend/plugins/google-sitemap-generator/>

**Maintenance Mode** – turn it on and visitors see a page announcing that your site is under maintenance and will be back shortly; a good option if you're making modifications to the layout or updating your theme; allows you to see your site while others will see the maintenance announcement. <http://wordpress.org/extend/plugins/maintenance-mode/>

**BackWPup** – provides nice tools to backup your site files and your database; this backup plugin offers numerous options to backup to online sources like Amazon S3 and DropBox; backup everything or only what you want. <http://wordpress.org/extend/plugins/backwpup/>

**WP-Touch** – provides a simple page layout for your mobile phone visitors. <http://wordpress.org/extend/plugins/wptouch/>

### Useful & Interesting Plugins

**All in One SEO** – This plugin allows you to customize your page titles, descriptions (these show up on Google) and keywords. When used correctly, it can increase your relevance on search engines. <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

**Broken Link Checker** – Will check all your content for broken links. <http://wordpress.org/extend/plugins/broken-link-checker/>

**Comment Love** – Make your readers love you by adding a link to their blog

when they comment. <http://wordpress.org/extend/plugins/commentluv/>

**Contact Form 7** – a simple and flexible contact form for WordPress.

<http://wordpress.org/extend/plugins/contact-form-7/>

**Disqus** – A comment system for your blog which connects a community of people with accounts.

<http://wordpress.org/extend/plugins/disqus-comment-system/>

**Do Follow** – This plugin removes the nofollow tag that is standard on WordPress installations. It will give your readers Google love for commenting!

<http://wordpress.org/extend/plugins/sem-dofollow/>

**Dynamic Content Gallery** – Adds a rotating image gallery wherever you want on your WordPress site.

<http://wordpress.org/extend/plugins/dynamic-content-gallery-plugin/>

**Facebook Like Button** – Adds a Facebook like button to your posts and pages.

<http://wordpress.org/extend/plugins/facebook-like-button/>

**Search Meter** – Keeps track of what people are searching for while on your blog or site.

<http://wordpress.org/extend/plugins/search-meter/>

**Sexy Bookmarks** – This allows your readers to easily use social bookmarking or social media to promote your site.

<http://wordpress.org/extend/plugins/sexybookmarks/>

**Wickett Twitter Widget** – Displays your tweets in your sidebar.

<http://wordpress.org/extend/plugins/wickett-twitter-widget/>

**WordPress Editorial Calendar** – Puts your posts in calendar format in your dashboard so you can plan out your writing.

<http://wordpress.org/extend/plugins/editorial-calendar/>

**Wp-Polls** – Allows you to run polls on your website. Visitors can view the results.

<http://wordpress.org/extend/plugins/wp-polls/>

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