Wordpress Site Building Simplified

Step-by-Step Training to Create Websites for Businesses & Make Profits

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Special Offer

Build an Effective & Affordable WordPress Website with WP Engine & Get 2 Months FREE on Annual Plans.

Easy Setup. Zero Hassles. Hosting Included.

Table of Contents

Introduction

Greetings! Thank you for requesting **WordPress Site Building Simplified** – a special report which was created to help your business reach the online success it deserves. It will give you a beginner's guide to using WordPress to get the highest quality traffic and grow your profits online.

In today's globally competitive environment, businesses are looking for new ways to build up their customer base online. Technology and Content Management Systems have contributed immensely in achieving that goal.

The CMS we are talking about here is **WordPress**. As an Internet marketer, **first and foremost** you need a fully functional, easy to manage and engaging website that enables you to **build your presence online.** And WordPress is one of the easiest and most powerful website CMS's available today.

This special report is an introduction to **WordPress Site Building** and how to increase your online visibility. I hope you find it useful.

To Your Success,

Steve Pronger

Basic introduction to WordPress

WordPress was originally developed as blogging software and is now the most acknowledged free Content Management System and open source site-building software. Whether you are a developer, freelancer, a business owner or an average computer user it is simply the BEST CMS for building effective websites. Written in PHP, it can be downloaded and installed on your own hosting account or on platforms like WordPress.com. There are approximately 40,000 plugins and almost 2,600 free themes available and many more are being created every day.

To install WordPress you will need your own domain name and web hosting account (I don't recommend you use WordPress.com to host your site). Millions of people are using WordPress and thousands of new sites are created with it every day. WordPress is SEO (Search Engine Optimization) friendly and you can make it more SEO friendly by adding various plugins. Many more plugins are available to make your site secure and add more functionality.

Using WordPress to build a Website is easy

Want to make a website but don't know where to start? Already have a website but need to redesign it?

You are probably thinking that building your own website is complex, right? WordPress can make the task MUCH easier as it is a user-friendly CMS which can be mastered by anyone with basic computer skills.

Why using WordPress to build a Website is easy: people are attracted to WordPress to build their website because…

- ✓ If you can use Microsoft Word you can use WordPress. There are no code complexities and you don't have to learn HTML to build your site.
- ✓ WordPress offers an extensive variety of free themes (templates) and features that can be customized accordingly.
- ✓ WordPress provides built-in blogging so you can create an active and engaging site.

Benefits of building a website through WordPress

Since 2003 millions of WordPress users have taken advantage of this popular software. Every time it updates, it brings many benefits for us.

Here are some WordPress benefits to power your website:

- ✓ **WordPress is free:** One common question arises every time. Is WordPress free and the answer remains the same… yes it is free for everyone.

- ✓ **Open source:** WordPress is not owned by a single person or company… it is an open source platform where you can show your potential to turn it into even better software. You can alter, shape, and reorganize the software in any way you like.

- ✓ **Browser based:** WordPress is browser based software which can be managed from anywhere on the Internet.

- ✓ **Search engine friendly:** WordPress is SEO friendly software. It allows you to optimize your site for high search engine visibility. It offers many SEO tools designed to take your site to the top.

✓ **Customizable:** 100% customization is available in WordPress. From themes to headers there is no limit to what you can change easily. No matter how small or big site you have, WordPress can easily handle it.

✓ **Multiple functionalities:** WordPress offers thousands of plugins, themes, widgets and layouts to make your website more visually appealing, functional and engaging.

✓ **Easy- to- use:** Are you a novice and don't know how to code a website? Don't worry… you don't need to know HTML or other languages. WordPress provides an effective and easy to use technology, so that a beginner can make an effective website.

✓ **Media responsive:** WordPress supports various types of media. Whether you want to insert images, video, audio, content or tweets… pretty much anything can be inserted with a mouse click.

Eye-opening Stats

✓ **97% of consumers** search for a business online before making a purchase.

✓ **1 in 4** of the top 10 million website use WordPress.

✓ **74.6 million** Websites depend on WordPress.

✓ **WordPress is used by 59.1**% of all websites using a content management system.

✓ **50,000 WordPress sites** are added every day.

✓ **28% of new US registered domains run on WordPress**

Tips to setup your domain name and web hosting

Fundamental to achieving success with your new WordPress website is choosing the right domain name and a reliable web host. It's a good idea to do some research prior to making these decisions. Making the wrong choices can cost you time and money in the long run.

Domain name: A domain name is your own space on the Internet. You will need to register your domain name before choosing a hosting account, although many service providers offer both domain registration and hosting.

There are many service providers out there and it can be difficult to make comparisons, but to get you started I would suggest you choose a Managed WordPress Hosting service where all the requirements for getting your business online are included. This makes the whole process of setting up your WordPress site very easy.

Tips when choosing your domain…

1. **Choose Dot Com.** Yes, there are now many other top level domain extensions available but Dot Com is still king. It can often be harder

to find a good Dot Com that isn't already registered but it is still preferable to choosing an alternative extension.

2. **Try** to avoid hyphens and numbers. These can make it hard to read your domain aloud and they can have a negative effect on SEO.

3. **Keep it short.** This can be difficult but it makes your domain easy to remember and type.

4. **Make it unique.** Don't choose a domain name that is close to another popular website, or plurals or misspellings.

5. **Choose a name that makes it obvious what your site is about.** Obscure names that don't correlate to a particular product, service or person will require more branding. Everyone knows what Amazon.com does now…but without the branding would you have any idea?

6. **Beware of copyright issues.** Research your domain choice and ensure it doesn't infringe on copyright.

Webhosting: Webhosting is simply the process of making your site available on the Internet. The main types of hosting available include…

Shared hosting. This is where a number of sites are hosted on the same server.

Dedicated hosting. As the name implies, your site has its own dedicated server.

VPS hosting. This stands for Virtual Private Server. A VPS can provide all the benefits of dedicated hosting but at lower cost.

Managed WordPress Hosting. This is where your hosting account is specifically tailored to WordPress. It usually includes automatic installation and core software updates.

Like domain name registrars there are many hosting providers available such as GoDaddy and HostGator, but I would suggest A2. I use them to host several of my sites including Web Business Solutions. If your business or your customer base is not located in the US you might want to do some research on local webhosts and choose one where the server (not necessarily the provider) is located in the same country as your business.

Choosing A2 will allow you to register your domain and set up a WordPress-dedicated hosting account all in the one location, which will make managing your site much easier.

A few other points to consider when choosing a webhost…

1. Disk Space. Unlimited or restricted
2. Bandwidth. Unlimited or restricted
3. Ability to host multiple domains
4. Guaranteed uptime
5. Scalable
6. Easy to use control panel

Installing plugins to your WP site

Plugins: A WordPress "plugin" is a piece of software to make your website more functional or achieve a specific goal. There are thousands of paid and free plugins available and all those are written in PHP language. They add various features and increase the visibility of your website.

There is no limit to the number of plugins you can install but you do need to consider compatibility with other plugins and the version of WordPress you are using. WordPress will notify you when updates are available and it's a good idea to keep all your installations up to date.

Let's look the basics of plugin installation:

1. **Automatic Installation:** Using the Built-in plugin installer to add plugin

   - Go to plugins> Add new
   - Enter a search term in the "search plugin" box for the plugin you are wishing to add and click on search.
   - Now the list of plugins matching your search will appear. Choose the desired one from the list.
   - Click on details for more information.
   - Click on install now option.

- The resulting screen will show you details of installation and if it was successful.
- Now click on the activate plugin option or you can go back to the plugin installer.

2. **Manual Installation:** There are number of cases when you will need to do a manual plugin installation.

   I. When your server doesn't permit automatic installation

   II. When the plugin doesn't exist in WordPress plugin directory

How to add plugins manually

- First, download the **latest version** of any plugin that you need to install.
- Now access your site's server with an **FTP** program (I use FileZilla).
- With your FTP program upload your plugin file (directory and contents) to the **WP-content/plugins** folder.
- Click on WordPress plugins in your **WordPress Administration** panel.
- Now click on **activate** it.
- Now go to the admin or menu for the plugin and check all is working ok.

Affiliate marketing with WordPress

Affiliate marketing is one of the most effective methods of making money online. Even if you don't have a product of your own, you can make big profits by promoting products and services created by others and earn commissions. And if you are creating your own products or services, you can set up an Affiliate program to help increase sales.

Making a website with WordPress is the simplest way of managing your affiliate program or generating revenue working as an affiliate. If you have a good website to execute your affiliate marketing campaign, you will not only drive traffic, but will also be able to increase sales, boost your position in search results and generate quality leads.

WordPress provides you with a perfect platform to execute your marketing campaigns and earn profits. With tons of customized features, everything that you could possibly require to make your campaign or program a success is provided by WordPress. All you need to do is take advantage of it.

For more info on affiliate marketing grab this free guide or register for a free webinar.

Top WordPress tools for Affiliates

Most affiliate marketers run more than one website simultaneously and managing them can be difficult.

Fortunately there are of tools and resources that cover a range of functionalities to ease the burden.

Leadpages: Create landing pages, forms and pop-ups and integrate them with your WordPress site. Read my full review of Leadpages here.

AWeber: An email marketing tool that enables you to create and manage email lists. A free 1 month trial is available. Read my full review of AWeber here.

Affilorama: A free training program for newbie affiliates. Created by affiliate marketing expert Mark Ling it will teach you how to make money online as an affiliate. Read my full review of Affilorama here.

AffiloJetpack: DFY (Done For You) WordPress site building system for affiliate marketers. Read my full review of AffiloJetpack here.

AffiloTheme: A premium WordPress theme created for affiliate marketers.

Conclusion

It's no accident that WordPress has become the most popular Content Management System on the Web. It's easy to use, intuitive, search engine friendly, customizable and support is readily available. In fact, it can be safely suggested that a WordPress website is the most powerful tool that you can have in your arsenal in order to succeed online.

Whether you are an existing business owner looking to increase your online visibility… or want to start your own online business, either by selling your own products or services or with affiliate marketing… you can achieve all this with WordPress.

But the best part is… you don't need to hire expensive web designers, developers and SEO companies to achieve great results. Take a little time to learn the basics and then grow your skills with WordPress and you will soon be on your way to achieving your goals.

Steve

Web Business Solutions

www.stevepronger.com

Resources

- ✓ WordPress for Beginners - https://www.stevepronger.com/wordpress-for-beginners/
- ✓ WP Engine Managed WordPress Hosting - https://www.stevepronger.com/wp-engine-managed-wordpress-plans/
- ✓ A2 WordPress Hosting - https://www.stevepronger.com/a2-wordpress-hosting/
- ✓ StudioPress Themes for WordPress - https://www.stevepronger.com/studiopress/
- ✓ Leadpages: https://www.stevepronger.com/leadpages/
- ✓ Affilorama - https://www.stevepronger.com/affilorama/
- ✓ AffiloJetpack - https://www.stevepronger.com/affilojetpack/
- ✓ AffiloTheme - https://www.stevepronger.com/affilotheme/
- ✓ AWeber - http://stevepronger.aweber.com/
- ✓ SEOPressor - https://www.stevepronger.com/seopressor/
- ✓ The 5 Step Formula for Earning $10,000 per Month Online - https://www.stevepronger.com/the-5-step-formula/
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