

Build your own website

it's easier than you think!

Week 1

Slides available at:

<https://amyhall.biz/build-your-own-website-with-wordpress-com/>



amyhall.biz

Who the heck is Amy Hall?

- I'm a WordPress Virtual Assistant and MailChimp Email Marketing Expert.
- I've worked with WordPress since 2008 and have 7,000 hours on the "dashboard" of WordPress.
- I emphasize and specialize in Search Engine Optimization and readability.
- I'm the content manager and a blogger at [MaximizeSocialBusiness.com](https://www.MaximizeSocialBusiness.com).
- We've built 250+ WordPress websites for ourselves and clients.

Course Objectives

1. Understand WordPress and basic website definitions
2. Create your site's plan
3. Build a website with the Gateway theme on WordPress.com
4. Understand what posts, pages and plugins are
5. Add pages, images, content and posts

NOT HAVING A PLAN



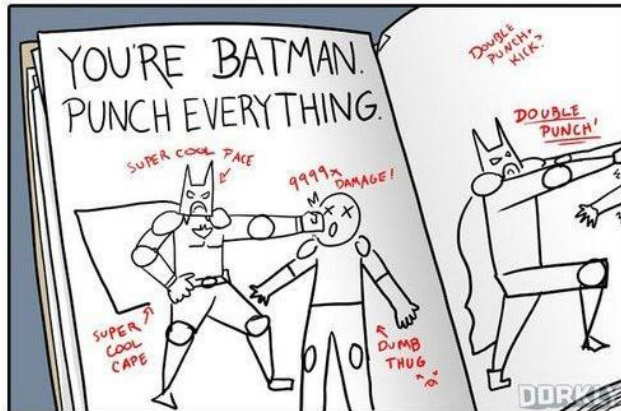
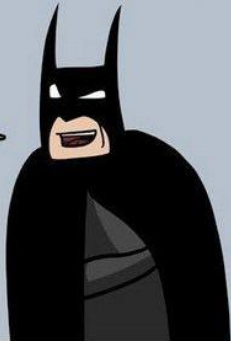
DISAGREE. I HAVE A PLAN FOR EVERY CONTINGENCY.



DORKLY

WHAT ABOUT SOMETHING COMPLETELY UNEXPECTED - SOMETHING YOU COULD HAVE NEVER PLANNED FOR?

OH YEAH - DEFINITELY GOT A PLAN FOR THAT...



Why WordPress

- WordPress runs about 30% of the world's websites.
<http://www.wpbeginner.com/beginners-guide/facts-about-wordpress/>
- Mashable.com, TechCrunch.com, Variety.com, the [Wix blog](#) and [LinkedIn blog](#) all run on WordPress.
- WordPress is easy to optimize for search engines.
- There is a very large and very active WordPress community which helps each other with website related issues and questions in the WordPress support forums. <https://wordpress.org/>

Why WordPress

- Tons of DIY videos on YouTube and lots of WordPress tutorials to help set up a site.
https://www.youtube.com/results?search_query=wordpress&page=&utm_source=opensearch
- It's easy and inexpensive to build a WordPress website. The cost starts at FREE!
- Templates and themes can give a solopreneur a professional and polished website.


What is hosting?

Hosting is the “land” your website sits on.

Just like a physical business has to have land for the building to sit on. Your website (business) has to have land (hosting) for the site to “sit” on.

A site hosted at WordPress.com or A self hosted WordPress site (WordPress.org)?

<https://amyhall.biz/host-wordpress-com-wordpress-org-self-hosted-site/>



.com	vs.	.org
Free to set up		Self hosting needed
Occasionally shows ads		No ads unless you add them
Limited selection of themes		Unlimited themes
Limited ability to customize		Your site is fully customizable Advanced SEO and site features available
Can not be used to make money (No ads sense or affiliate commissions)		Can be used for anything
Support available		Support available
Spam & security protection included		Spam & security protection are your responsibility

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WordPress.com pros

- Cost to start? FREE!
- A blog, which you can turn into a full-on static or hybrid (part blog, part static) website.
- 3GB of free storage for posts and media.
- Publicize, a tool for connecting your blog with social networks.
- Free statistics for tracking visitors.
- Access to hundreds of non-premium (free) themes and paid premium themes.
- Mobile responsive themes which can be viewed and READ from a desktop or mobile device.
- WordPress.com access from mobile apps.
- Add a pop-up subscription form for MailChimp.
- You don't have to manage a hosting account.
- With WordPress.com hosting your site is always backed up and updates are always done. Everything is done for you. It's pay and play.

WordPress.com cons

- Your FREE blog may show ads ... WordPress will get the revenue from these ads. To eliminate the free ads you'll need to upgrade your blog to Premium at \$99 a year or business at \$299 per year.
- On a FREE blog you can't add advertisements to your blog and receive the revenue. Can't add affiliate links either.
- A FREE Blog has a limited selection of approved themes. The approved theme's only allow for minimal customization, background color, the header or the navigation menu. You can purchase an upgraded theme that will give you a more sophisticated design, but you'll still have the customization restrictions. You can do a Custom Design Upgrade for \$30 a year. This will give you upgraded fonts and you can use your own CSS for additional styling. <https://theme.wordpress.com/customize/help/>
- On FREE blog can't change the site layout at all. So if you don't like your social media icons in the footer, you can't switch them to the header. You can't alter the underlying structure of any of their themes. You can't Javascript on your blog.
- FREE blogs can't have @domain name emails. Like amy@amyhall.biz. The domain name email address gives a sense of professionalism.
- With a FREE blog you can't use 3rd party plugins. - My favorite SEO plugin, Yoast SEO can't be used on a FREE blog.
- With a FREE blog WordPress could shut down your blog if you violate their terms of service. It's renting an apt vs. owning a house. <https://en.wordpress.com/tos/>

Self hosted WordPress pros

- A self hosted website is placed on your hosting ([Siteground](#), [DreamHost](#)). Ask your hosting provider to install WordPress on your server for you.
- More robust and flexible themes are available to purchase for self hosted sites.
- Sites can be customized to your own standards and liking.
- More robust and flexible plug-ins can be used on self hosted sites giving you access to higher level search engine optimization and automation.
- You own the site. You own your search engine ranking. You're not subject to the rules and regulations of WordPress.com.

Self hosted WordPress cons

- BUT... and this is a really big but... WordPress needs to be backed up and needs regular security and script updates, theme update, and plugin updates. If you are self-hosted you'll need to do these tasks yourself or get managed hosting. You'll pay a more each month for managed hosting, but if anything happens to your site your site will be fixed. Managed hosting companies: LiquidWeb, [AmyHall.biz](https://amyhall.biz) Cost from \$30 - \$100 a month.
- Cost will include domain name, hosting, purchasing the theme, purchasing graphics & logos and developing the website.
- Difficulty level: Medium – With a little help you can set up the site yourself or you may need to hire a designer/developer.

Hosting services

I do not recommend and will beg you to not host on the following services:

- Bluehost
- HostGator
- HostMonster
- FatCow
- iPage

In the past they have had hosting outages, security issues. In their past some of their business practices have been less than ethical.

I waffle back and forth on GoDaddy. And GoDaddy is getting better, but they add a lot of extra code when starting a site. Do not use their one click install. Your database will be bloated and your site speed will suffer.

I recommend:

- [Siteground](#)
- [LiquidWeb](#) - Awesome for eCommerce stores
- [DreamHost](#)
- [Pantheon](#)

Laying the foundation

What will distinguish your blog from the thousands out there?

- Powerful and professional
- Chatty and friendly
- Lots of visuals

What's your unique angle, specialty or niche?

What's your goal for your site?

Every site should have at least one goal.

- Sell products and collect payments
- Showcase your portfolio
- Offer training, education or consulting
- To stay in touch with potential and past clients
- Share ideas, recipes, photos, videos and stories
- Promote your business and sell your services

Domain name

1. Make it easy to type.
2. Make it easy to remember and pronounce. No hyphens
3. Keep it short.
4. Don't infringe on trademarks.
5. Use keywords ... but this isn't as important anymore.
6. Use .com if possible. If you're a non-profit use .org. (I use a .biz. The .com was taken.)
7. Watch out for hidden words. I.e., Hot Elevation Studios = hotelevationstudios Tires Express = tiresexpress
8. Buy common misspellings of your domain name. And plural or singular.
9. Use a trustworthy domain registrar. - I use GoDaddy for all my domains.
10. Always purchase your own domain. Don't let your developer purchase the domain.
11. If you buy a domain for more than 1 year at a time Google thinks it's more trustworthy.
12. Make sure your domain name is available on social media also.

Themes

It's a skin for your website. WordPress software is the skeleton and the theme is the skin. It will give your site the design and style you want.

Choosing a theme

- Find 3 sites you like.
- Make a list of the features you want.
- Open the live demo and test the theme.
- Consider buying a premium theme.

<https://wordpress.com/themes>

<https://wordpress.com/theme/gateway>

Pages

Basic pages

- Home
- About
- Blog
- Contact

Optional pages

- Testimonials
- Services/Products
- FAQ's/Glossary
- Portfolio
- Privacy policy/site map - in the footer

Home page

Your homepage needs

- Headline
- Sub-headline
- Image
- Navigation menu
- Call to action/An offer
- Describe what you do
- Social proof

About page

Tells people about you, your business, your mission

- Headline
- Images
- Storytelling / about you/business info

Blog archive page

Your site's blog landing page. Will have multiple blog posts in a chronological list.

- Excerpts with featured images
- Or the full blog post
- Sidebar with additional info

Contact page

Give people more than 1 way to contact you

- Phone number
- Email address
- Contact form
- Physical address
- Social media links

Show people who they're contacting

- Image of business
- Image of you

Let people know when they can reach you

- Days and hours of operation

Resources

- Free images and graphic editor - [Canva.com](https://www.canva.com)