WORDPRESS WEBSITE BASICS

NOTE #1:

There are 2 WordPresses (which always gets everyone confused!) **WordPress.com is a free WP hosted on WP** and **WordPress.org is a paid WP hosted wherever you want** (self-hosted).

Free version is somewhat customizable, but has advertising you cannot remove – it doesn’t look as professional but when you are just starting, it’ll be ok… If you go with this free version, you will still need to upgrade to a Premium Plan (i.e. not free anymore!) so that you can customize more and add plugins (options).

In my opinion, one might as well go for the learning curve and start on WP.org, because you will have all the options from the start. But if this is too scary for a beginner, WP.com (the free WP) guides you step by step as you set it up, and you can start there, and eventually just transfer your site to WP.org a year from now when you are more confident, for example.

WP.org is fully customizable – you can do very little by making use of their themes and templates and just adding text and photos, or you can go all out and practically design from scratch everything (that’s how I do it).

Understanding the basics of your site is NOT something you want to outsource. You must know the basics so that you can run your business without spending lots of money on the website management all the time. There is nothing worse than either having a dead website that no one ever updates, or having to pay someone every time you want to add an article, or change a picture or a banner!

You should know yourself how to *add* text, *change* text on the page, *add* a photo, because this is how we run our businesses! We're in control of what we're doing! Once you know what you're doing, then you can outsource this if you want to, but until then you have to learn the basics.

NOTE #2:

If you already have a website and it is not in your name domain you can still have your name domain and you should, and then you can point that domain onto one of the pages on your website. That way if somebody searches the name of your business, or somebody searches your name, they *both* will end up on your website. You don't need two different websites but if you're just starting and you don't have a business website yet, you definitely should secure domain name in your own name.

NOTE #3:

On your website you don't need to complicate things. Some of you that already have very complex big websites – that's great, and you don't need to the necessarily change everything.

You might tweak it a little bit in order to streamline, especially that now you going to be coming out with a different focal point – a different package. Your focal point has been on the product that now becomes a low-end product, so you would have to change it a bit to position the site for the high-end product, while keeping the low-end less forward.

HOW TO SET UP A WORDPRESS.ORG SITE FROM SCRATCH

1. Purchase your domain name: *yourname.com* (stay away from .net and .tv)

Domain name is an address that people go to online to find you (this is what is usually referred as URL)

[www.EugeniaOganova.com](http://www.EugeniaOganova.com) is an example.

Yours will be [www.yourbusinessname.com](http://www.yourbusinessname.com)

Domain names are affordable and can cost from $1 to $30 for something simple.

**Domain name is NOT related to your website yet, and it doesn’t have to be purchased from the same place you will be hosting your site on.**

This is a good place to get one from: <https://www.namecheap.com/>

(there are other places like GoDaddy etc.)

1. Now you need to turn your domain name on – i.e. get it hosted (connected to a server).

To do that, you need to purchase a hosting service.

There are many hosting services out there (like BlueHost or GoDaddy). If you are just starting, you can go with <https://www.hostgator.com/> (they have the BEST customer service out of all of them – you can pick a Starter plan for under $100 per year and have all the basics + SSL certificate to process payments included!)

**Purchasing web hosting means “leasing space” on the server** (let’s say, from HostGator)

Now you need to tell the domain company the name of the server where you are leasing that space. When domain service (let’s say, NameCheap) knows the address of your server (let’s say HostGator), you have a LIVE site URL!

Here are 2 helpful links on how to do this (and you can always use live chat if you need extra clarification):

<https://support.hostgator.com/articles/what-are-my-name-servers>

<https://www.namecheap.com/support/knowledgebase/article.aspx/767/10/how-to-change-dns-for-a-domain>

1. Now you own a domain and have a place on the server – and they are linked together. Next you need to install WordPress.org

WordPress.org is the most versatile system with thousands of plugins that allow you to attach forms, scheduling, subscriptions, popups, etc. – in other words, automate the process as much as possible. We are building a high-end service, i.e. it has to be very professional and scalable.

Download WP.org (<https://wordpress.org/download/> )

Go back to the email you got from web hosting service and look for cPanel details. From there, either search for the **WP install info** in their help center, or **call their customer service** and they will guide you as you do it.

1. You’ve got your site live. Now you can beautify it – add pages, info, pictures, change fonts. WP works on pre-set themes (*or you can design from scratch like I do but that’s complicated*). The simple way is to use their themes and just change things inside the themes.

This is the stage where if you want to use someone else’s help to make the actual site happen (it can be set up for under $100 on **Fiverr**: <https://www.fiverr.com/search/gigs?query=set%20up%20wordpress.org&source=main_banner&search_in=everywhere&search-autocomplete-original-term=set%20up%20wordpress.org> ).

Your choice of WP themes: I recommend theme **OceanWP Child** – it is the most customizable out there if you want to go crazy doing it “your way”. Other good ones are **Twenty Seventeen** and **Envato.** If you go the “fully custom” route, use **Elementor** as a page builder (Ask me if you need help here.)

If something is unclear, there are millions of tutorials for anything you can think of with your WP site on YouTube – watch and follow :)

1. You are done! You have a functional customizable site! And it is scalable for the future expansion :)