



**WORDPRESS**

# **Quick Start Guide**

*How to Get Started  
with WordPress*



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# About the Author

I'm Jim Person, a full-time employee and part-time entrepreneur/Internet marketer.

First, let me say thanks for your purchase of the “WordPress Quick Start Guide: How to Get Started with WordPress.” I hope the information will be helpful to you in learning about WordPress, and that you'll soon be well on your way to blogging.

I try and provide tips, news and tools for solopreneurs and small business owners online at [JimPerson.com](http://JimPerson.com). On Twitter, I share helpful resources and articles for the same audience. And on YouTube I occasionally create a video highlighting a tool or resource I find useful.

Here's where I can be found online, and I hope you'll stay in touch.

- Blog: [JimPerson.com](http://JimPerson.com)
- Twitter: [@JimPerson](https://twitter.com/JimPerson)
- YouTube: [www.youtube.com/user/jimpersondotcom](http://www.youtube.com/user/jimpersondotcom)

Again, thanks for purchasing this eBook. If you have other topics you'd like to learn about, send me an email. I'll see what I can do to post related content to my blog, and who knows what future eBooks or other resources I may create.

See you online!



Jim Person  
[www.JimPerson.com](http://www.JimPerson.com)



# Section One: Web Hosting

You've heard everyone tell you that you ought to set up your new business site with WordPress. You vaguely know it has something to do with blogging... but what exactly is it?

“WordPress” actually refers to three separate entities...

<p><b>WordPress</b> – A <u>content management system</u> (CMS) that allows you to copy-paste and/or easily format text to make it appear in the right places on your website. Saves you from having to learn HTML web coding and CSS data management. Used for sites or blogs.</p>	<p><b>WordPress.com</b> – A <u>web-hosting company</u> created by the developers of the WordPress content management system. They treat this like a community and encourage you to host your blog as a sub-domain on WordPress.com for free.</p>	<p><b>WordPress.org</b> – Separate from the hosting end of things, WordPress.org provides <u>support resources for WordPress users</u>.</p> <p>This is where you will find free plugins, blog themes and more.</p>
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Of these three entities, only WordPress.com affords you the capacity to host a free blog. But should you host your blog there?

## Web Hosting on WordPress.com

If you want to create a hobby blog or set-up a blog to share stories from your day-to-day life, with no intention of creating this site for any business purpose, then using WordPress.com to create your Web presence is fine.

You may have heard of other such free hosting sites, such as [Blogger](#) or [Tumblr](#) – [WordPress.com](#) is the same, except many Search Engine Optimization (SEO) experts argue that the WordPress platform creates better organic search results more easily from Google, Bing, etc.

If the **free blog on WordPress.com** is all you need, just go to [WordPress.com](#) and click on the “get started” button. You’ll be taken to a page similar to this image at right.

All you have to do is enter in a few bits of information, including the



The screenshot shows the WordPress.com sign-up page. At the top, there is a navigation bar with the WordPress logo, "WordPress.com", and links for "Log In", "Themes", "Support", "News", "Features", and "Sign Up". Below the navigation bar, a heading reads "Get started with WordPress.com by filling out this simple form:". The form consists of four input fields, each with a label and a corresponding instruction:

- E-mail Address:** A text input field. Instruction: "We'll send you an email to activate your account, so please triple-check that you've typed it correctly."
- Username:** A text input field. Instruction: "Your username should be a minimum of four characters and can only include lowercase letters and numbers."
- Password:** A text input field with a "Hide" button. Instruction: "Great passwords use upper and lower case characters, numbers, and symbols like !'£\$%^&()". A "Generate strong password" button is also present.
- Blog Address:** A text input field with a dropdown menu showing ".wordpress.com" and a "Free" label. Instruction: "Choose an address for your blog. You can change the WordPress.com address later." A note below the field says: "If you don't want a blog you can [signup for just a username](#)."



name of your blog, which will be “your name” then .wordpress.com. So your URL or Web address that you will send visitors to will be: “yourname.wordpress.com.”

There are many free blogs out there and if that’s all you need, WordPress is a great platform to build your blog on. This “WordPress Quick Start Guide” won’t really cover WordPress.com – we’ll focus on a “self-hosted” blog or website, using the WordPress content management system from WordPress.org.

## Why Not Use the Free WordPress.com Hosting?

It’s not a good idea to create a free blog at WordPress.com **if you’re planning to monetize** your blog content in any way (displaying ads, sending people to your sales page, including affiliate links and the like) – or even use it for business. For one thing, this is against WordPress.com’s rules.

If you disregard these rules, you are quite likely to wake up one morning and find out your blog has disappeared off the face of the digital planet, without a word of explanation. And all your hard work has gone up in smoke for some violation that will never get explained.

Your best solution? Host your WordPress blog on your own domain! Yes, you can absolutely use the WordPress CMS if you don’t host your blog on WordPress.com.

If you’d like to learn more about the differences, and check out this Infographic (screen shot below): <http://goo.gl/pOJye>. This only represents the top portion of the Web page – there is more info provided by clicking the link.

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## WORDPRESS.ORG VS. FREE WORDPRESS.COM\*

*Many WordPress Beginners get confused between the differences of WordPress.com and WordPress.org. The goal of this infographic is to compare the pros and cons of both options, so you can make the right choice for your new WordPress blog.*

WORDPRESS.ORG	FREE WORDPRESS.COM	* UPGRADES
<b>Full Theme Support</b> You can use custom/commercial themes, plus all other free themes that exist. You can modify, customize, or do anything that you like with your site.	<b>Limited Theme Support</b> You are limited to free themes that exist in WordPress theme repository. You cannot modify the CSS or other codes within the theme.	+
		CSS upgrade for WordPress.com can be purchased for \$30 / year. Selected commercial themes can be purchased for a one-time fee.



So... now that you've decided where your blog (or website) will be, what's next? Step one: decide what your URL or domain name will be.



# Section Two: What's My Name?

## Choosing a Domain Name

What is your brand? What should you call your blog or domain?

This is an important question! After all, you don't want to start with a name that changes after blogging for several months. Whatever "Google juice," Web traffic and followers you've created must be redirected to the new site. In addition, you will be required to rebuild your SEO in order to regain your prior web traffic.

Take a few minutes and carefully think about how you want to be known on the Internet. Is it your business name, or your name? Or how about a clever phrase or saying?

Be sure to choose a strong domain name, either your own name, a catchy business name you want to brand, or an easy-to-pronounce-and-remember keyword and/or location based name; for example: "chicagocloggingclub.com." Yes, "ccc.com" would be shorter, catchier and easier to brand and remember – but that will only work if you want people *who already know that acronym* to find you.

Alright. You've come up with the perfect name. Is it available?

All of the domain name sellers have tools to search for available domain names. Go Daddy for example, has it right on their home page; you don't even have to have an account or sign in.

A screenshot of the GoDaddy website's domain search interface. At the top, there are links for "Log In to My Account" and "Create Account", the GoDaddy logo, and a "Support" button with the phone number (480) 505-8877 and "Hablamos Español". Below this is a navigation bar with "All Products", "Cart", and menu items for "Find Your Domain", "Build your Website", "Get website Hosting", and "Grow with Web Tools". A search bar is also present. The main content area features a large orange banner that says "Start with a domain" and a search form with the text "Search for a new domain", a ".com" dropdown menu, and a "Search" button. A handwritten note says "Enter a domain name" with an arrow pointing to the search input. To the right, there is a "Sneak Peek" for a "2013 Super Bowl Commercial". At the bottom of the banner, there are links for ".co Now just \$9.99", "Domain pricing", "Bulk Search", and "Risk-free domain transfers".

Just enter the name you want and see if it's available. You'll notice the default setting is for a .com extension. That's what you want. Even though .ca and others, such as .net and .info, are more common than they used to be, a dot com address is still the first thing something thinks about when visiting a site.

## Registering Your Domain Name

Registering your domain name can sound complicated and tricky, and is a common area of confusion for people who are new to running their own blog or site, but it doesn't have to be.



First ensure the domain name is available to purchase. Really it's more like renting since you pay for the right to use that name on the Internet on a yearly basis. Think of it like renting a home. As long as you pay your rent you can stay there and the home is yours. A domain name is like that. As long as you pay the bill (yearly or multi-years) in advance, your blog can stay there.

If you don't pay – then you're homeless. All of the hosting companies offer multi-year payment options, so you can purchase your domain for 2, 5 or 10 or more years upfront. If you'd rather pay annually you can do that, but I recommend setting your domain name to auto-renew every year and put a credit card on file so that you'll be automatically billed to avoid losing your domain name.

Your domain is your home on the Internet. For example, say your name is Ray Bandana and you want your blog to be "www.RayBandana.com." If the site/name is available (screen shot below), then you will have to pay a web hosting company to host [www.raybandana.com](http://www.raybandana.com) for you.

The screenshot shows the GoDaddy website interface. At the top, there is a navigation bar with links for "Log in to My Account" or "Create Account", the GoDaddy logo, and contact information: "24/7 Support: (480) 505-8877" and "Support" with "Hablamos Español". Below the navigation bar are several menu items: "All Products", "Cart", "Find Your Domain", "Build your Website", "Get website Hosting", and "Grow with Web Tools". A search bar is also present. The main content area features a green banner for "Congratulations! raybandana.com" with a checkmark icon, stating "is available. Snap it up before someone else does. Just \$9.99\*" and buttons for "Buy It Now" and "Add". Below this is a section for "Often bought together -- SAVE 66%^^ when you get all three:" listing "RAYBANDANA.NET", "RAYBANDANA.ORG", and "RAYBANDANA.INFO" for "\$15.00+ Reg. \$43.96" with an "Add All" button. To the right, an "Order Summary" box shows "0 domains pending registration" and "Add 6 more domains and GET BULK PRICING!!" with a "Continue to Checkout" button. Links for "Search Again" and "More options" are also visible.

You may also want to purchase the most popular domain extensions as well – .net, .org and .info – especially if you are a business or a brand. It may be a bit technical, but it's worth the additional expense to protect your name or brand. All you have to do is redirect those domain names to your dot com address.

Your domain URL (address) is not physically on your computer. Your domain actually is located on your web host's massive servers. That is its home on the Internet.

You can register your domain name at any number of web hosting companies, such as [BlueHost](#) or [Host Gator](#) or [WP Engine](#). You don't have to use any of these three options. You can pick and choose any web hosting company – but whichever one you select, make sure the company is WordPress-friendly. Whatever web hosting company you choose will host your blog or website on their server for the world to see, providing you pay the rent.

When choosing a web hosting provider, make sure the company uses **cPanel** (a control panel), and supports **PHP**, **MySQL5** (or the latest version of MySQL) and **WordPress**. Additionally, the company must support either **Fantastico DeLuxe** or **Simple Scripts**.





Some web hosting companies may not provide the information you need on the sign-up page. The information may be located under a “Features” tab (Bluehost screenshot):



Bottom line: There are many types of web hosting companies – and not all are ideal for blogging!

## Unlimited Domains

If you are planning to host more than one website or blog for your business, choose a web host that provides unlimited domains, such as Bluehost or Host Gator. It’s better to have each URL (domain address; e.g. “www.raybandana.com”) in its own separate domain, rather than as an “add-on” domain or “sub-domain” – example: raybandana.mywebsite.com or raysblog.mywebsite.com.

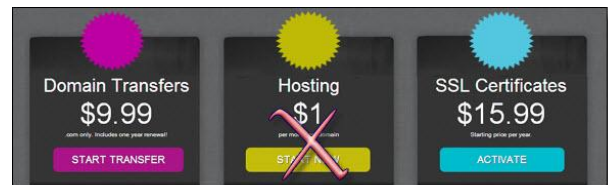
If each site is in an entirely separate domain, it can be transferred should you ever decide to sell it. (Note: You will have to purchase (register) each new domain name you add, either from BlueHost, GoDaddy, Name Cheap or from your chosen domain registration company.)

Most reliable web hosting companies offer one free domain registration with your sign up, so there’s no need for a separate registration. However, if your business model **includes multiple domains**, it will definitely be cheaper – after signing up with your web host and letting them register your primary free domain – to register all your other domains with a company such as [GoDaddy](#) that specializes in domain registration.

## A Word of Caution

Most domain registration companies will offer amazingly cheap web hosting (or even free web hosting). I would not recommend using your domain registration company for web hosting. Often your site will be laced with ads you don’t know about or they provide poor support, obscure documentation or frequent “sit down” problems – as well as bandwidth limitations.

You really don’t want to sign up and discover your new web host doesn’t have a cPanel, doesn’t support the MySQL databasing needed for WordPress, and wants you to upgrade to their \$179.95 per year plan because you’ve exceed your 15mb bandwidth... in the first week!



By all means, however, use domain registration companies for **easy multiple and single domain registration** and **inexpensive domain transfers**.

The main thing to remember – you **need both a domain name AND web hosting**.

Now let’s get WordPress installed, and set up your blog.



# Section Three: Preparing to Install WordPress

There are many guides showing you how to set up WordPress using the Fantastico DeLuxe script, so we're going to do something a little different. We're going with [BlueHost](#) web hosting, a company that uses Simple Scripts.



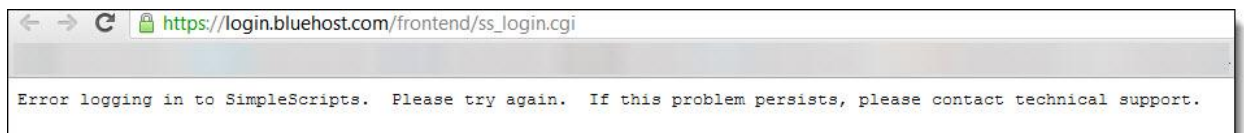
Those used to Fantastico are going to want to over-complicate things when changing over to a company that uses Simple Scripts. Don't do it! It really is a simple process – but not if you start trying to dot every “T” and cross every “T”. If you're into micro-controlling every step, stick with Fantastico. If, on the other hand, you want simple “one-click” processes, Simple Scripts will probably suit you better.

Sign up is easy, and you'll find yourself looking at your cPanel in no time at all. This is what it will look like (screen shot below). If a popup doesn't appear, you can access the introductory “Getting Started” wizard (under “Preferences”) for **tutorials**, **demos** and **videos**. For example, if you want to see how easy it is to set up a new email account – something that traditionally has been known to give even seasoned bloggers nightmares – watch the BlueHost video in the “Getting Started” wizard.





***Do NOT*** watch the video for installing WordPress, however. If you follow the instructions, you may end up with the following error message:



If this happens, you have two choices:

1. Contact Tech Support and ask them to fix it for you and set up your blog. (They will. And all you will have to do is make note of the log-in information and password, log in, and proceed straight to “Section Three: Customizing your Blog,” skimming over the next few pages.)
2. If you prefer more control, or want to know what to do the next time you want to add a blog, simply follow the instructions below. (Yes. In spite of the error message.)

The following method has worked for me every time – even after I have asked Tech Support to “nuke” my account and bring it back to brand-new, empty status.



# Section Four: How to Install Simple Scripts and Quickly Set up WordPress

1. Find the “Site Builders” tab and select the WordPress icon.



2. The Simple Scripts page will open up. Find the “Blogs” section and select “WordPress”...



3. The “Install WordPress” window will open. Click on the “Install” button.



A new page will open up, and you will see your WordPress site being built.



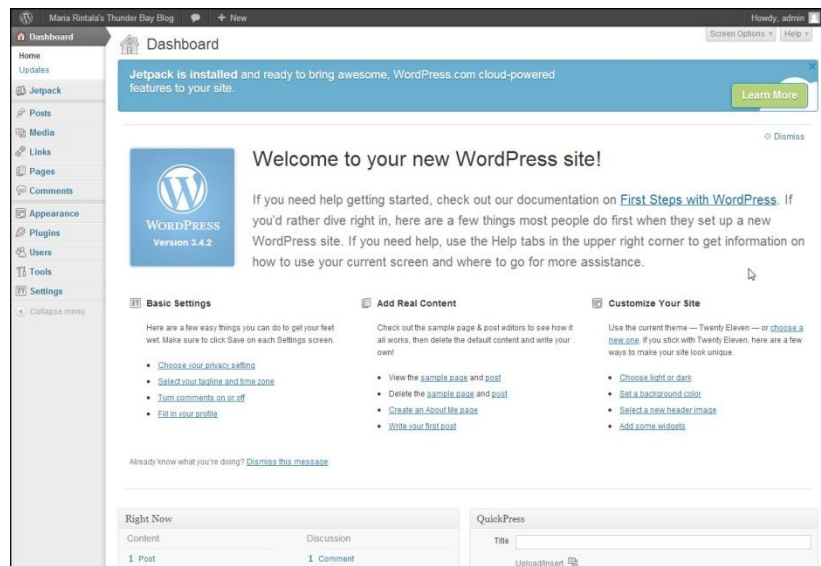
As soon as the Site URL and Login URL for your blog appears, even if it still says “In Progress,” you can (a) copy-paste your auto-generated password and (b) click on your Login URL to access your new blog.



4. Most folks enter “admin” under “Username” – as shown in the screen shot below. I do **NOT** recommend using the word “admin” as your user name. It’s easier for your site to get hacked by using admin, so use something more memorable to you. Then paste your Password into the “Password” field. Click the blue “Log In” button:



5. You should then see your new dashboard. Ignore all the stuff under the “Welcome” message.







We are going to focus on the vertical bar on the left side of the Web page where the Dashboard controls are located.

We are going to only use the tabs you need to customize data for maximum searchability.

First, let's take care of your "Settings" section.

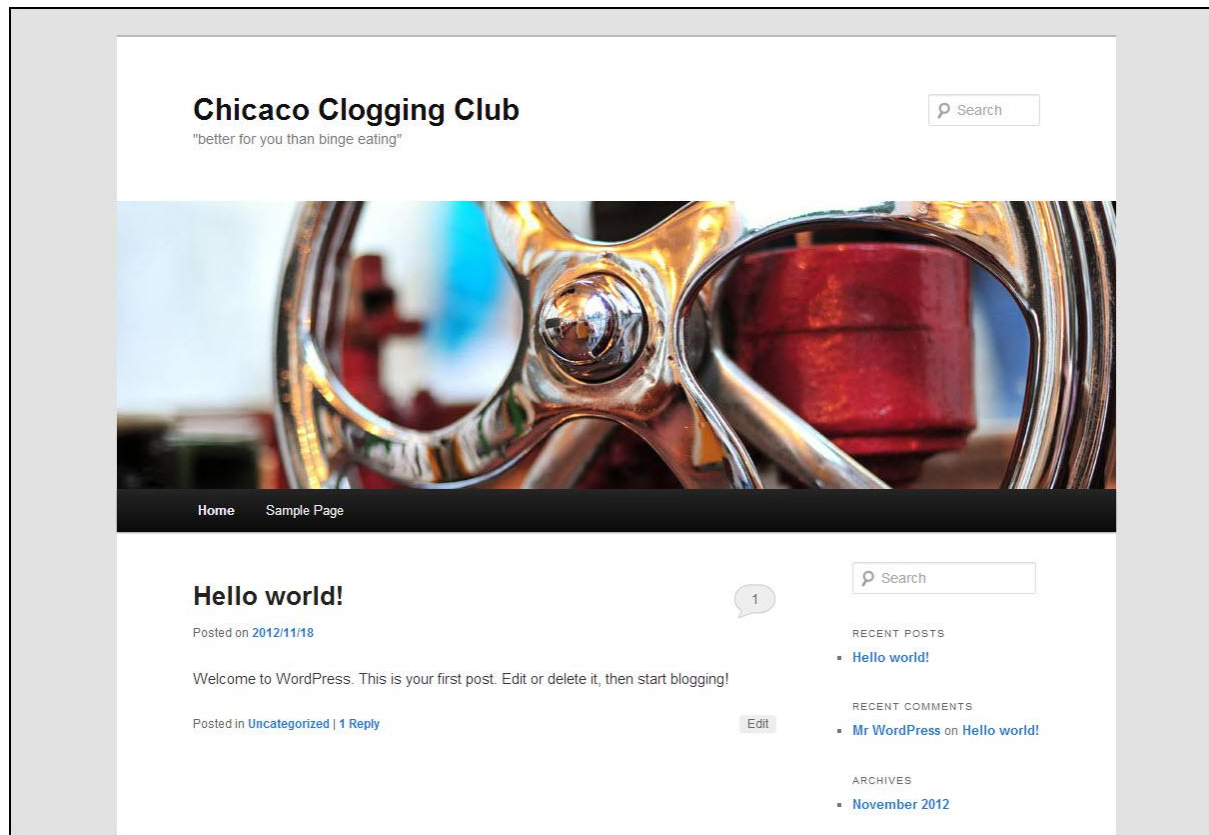
## Settings>>General

Select "**General Settings**" from the Dashboard controls – under "settings." Now is when you can change your site or blog **Title**, if you wish. This is the name of your blog or website and is what will appear on your home page when visitors stop by.

Next, determine your "**Tagline**" – This is your motto, a slogan or a short description of who you are and what readers can expect.



What you input in your Site Title and Tagline is what your readers will see. You'll notice that the site title and tagline entered above is now visible online. Don't worry if that is not exactly the right tagline that you want. That being said, I would advise against constantly changing your tagline. Come up with the best description you can – trying to incorporate some keywords – and then leave it alone!



All of your other default settings in “General Settings” should not require any change, except for **Time zone**. (You will want to change this to your UTC code.)

If you don't know your UTC code, simply press the drop-down button and select your city from the (alphabetical) drop-down list that will appear. Select it, and your correct UTC code will also be selected (but it won't appear until after you've Saved and refreshed).



If you wish, you can also change the way you want the date to appear in your posts from five separate formats. Personally, I prefer the top choice, with the month spelled out and followed by the day and year. But, it's a personal preference, so there's no wrong answer. It's your blog, so it's up to you.



When you've finished editing your general settings, press the "Save Changes" button.



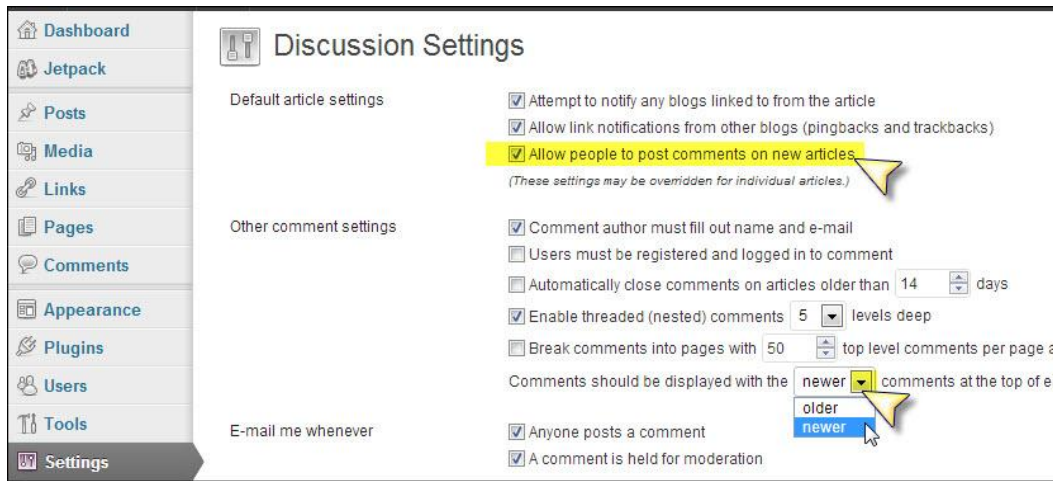
## Settings>>Discussion

Close "General Settings," then go back to your "Settings" tab and select "Discussion".





When your “Discussion” page opens, all you need to do there is click on “***Turn comments on or off***” to toggle this setting to your preference.



Bluehost has excellent SEO defaults, which you may not wish to change. However, as you can see, it’s easy to do so. The default setting is to allow people to comment – simply uncheck it for no comments.

The only other recommended change: ***Put “Newer” comments at the top rather than “Older”*** (this is pretty much the standard way, and it’s what people expect).

Slide on down to “***Avatars***” to set your preferences. I would recommend “Gravatars,” if you want peoples’ profile photos to appear; or else “Mystery Man.” Don’t bother with the cutesy Wavatars, etc., unless your audience is under 20.

Save your changes!



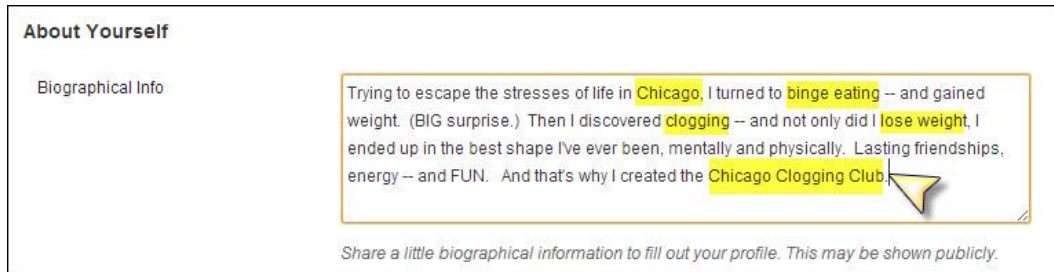
Fill in your profile. The only two sections you’ll want to pay attention to:

1. “***Display name publicly***” – the name you want your public to see.



If you don't want "admin" to appear, select your preferred name from the drop-down list. (N.B.: This ***will not*** change your "admin" username in your log-in box!)

2. "***About Yourself***" – Fill in short biographical details that you think *would most interest your readers*. Be sure to include keywords that can be used to find you when an Internet search is initiated



Press "Update Profile" to save.



## Settings>>Writing

The "Writing" tab has only one modification you need to make. Slide right down to the bottom of that section and find the Text area box with the single, solitary, lonely little "pingomatic" ping-back link.



Copy-paste the following list, and add after "http://rpc.pingomatic.com/":

http://blogsearch.google.com/ping/RPC2

http://api.feedster.com/ping



<http://api.moreover.com/ping>  
<http://api.moreover.com/RPC2>  
<http://ping.syndic8.com/xmlrpc.php>  
<http://ping.weblogalot.com/rpc.php>  
<http://pinger.blogflux.com/rpc>  
<http://rpc.icerocket.com:10080/>  
<http://rpc.technorati.com/rpc/ping>  
<http://rpc.weblogs.com/RPC2>  
<http://topicexchange.com/RPC2>  
<http://www.blogdigger.com/RPC2>  
<http://xping.pubsub.com/ping>  
<http://ping.feedburner.com>  
<http://api.my.yahoo.com/RPC2>  
<http://bblog.com/ping.php>  
<http://blogbot.dk/io/xml-rpc.php>  
<http://blogmatcher.com/u.php>  
<http://bulkfeeds.net/rpc>  
[http://mod-pubsub.org/kn\\_apps/blogchatt](http://mod-pubsub.org/kn_apps/blogchatt)  
<http://mod-pubsub.org/knapps/blogchatt>  
<http://ping.amagle.com>  
<http://ping.bitacoras.com>  
<http://ping.blogmura.jp/rpc>  
<http://ping.exblog.jp/xmlrpc>  
<http://ping.myblog.jp>



<http://ping.rootblog.com/rpc.php>  
<http://ping.weblogs.se>  
<http://rcs.datashed.net/RPC2>  
<http://thingamablog.sourceforge.net/ping.php>  
<http://trackback.bakeinu.jp/bakeping.php>  
<http://www.a2b.cc/setloc/bp.a2b>  
<http://www.bitacoles.net/ping.php>  
<http://www.blogoole.com/ping>  
<http://www.blogoon.net/ping>  
<http://www.blogpeople.net/servlet/weblogUpdates>  
[http://www.blogroots.com/tb\\_populi.blog?id=1](http://www.blogroots.com/tb_populi.blog?id=1)  
<http://www.blogroots.com/tbpopuli.blog?id=1>  
<http://www.blogshares.com/rpc.php>  
<http://www.blogsnow.com/ping>  
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>  
<http://www.lasermemory.com/lsrc>  
[http://www.mod-pubsub.org/kn\\_apps/blogchatter/ping.php](http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php)  
<http://www.mod-pubsub.org/knapps/blogchatter/ping.php>  
<http://www.newsisfree.com/xmlrptest.php>  
<http://www.popdex.com/addsite.php>  
<http://www.snipsnap.org/RPC2>  
<http://www.weblogues.com/RPC>  
<http://xmlrpc.blogg.de>  
<http://holycowdude.com/rpc/ping/>



http://pingoat.com/goat/RPC2

http://rpc.blogbuzzmachine.com/RPC2

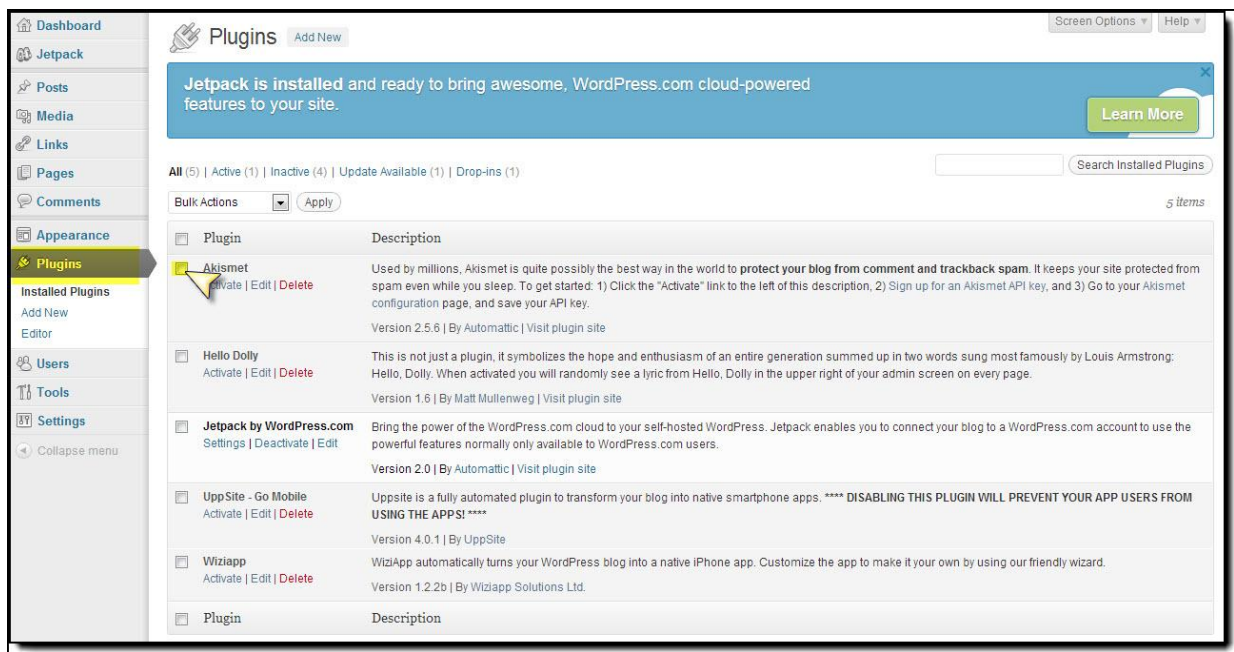
http://rpc.newsgator.com/

Press “Save Changes”.



## Plugins

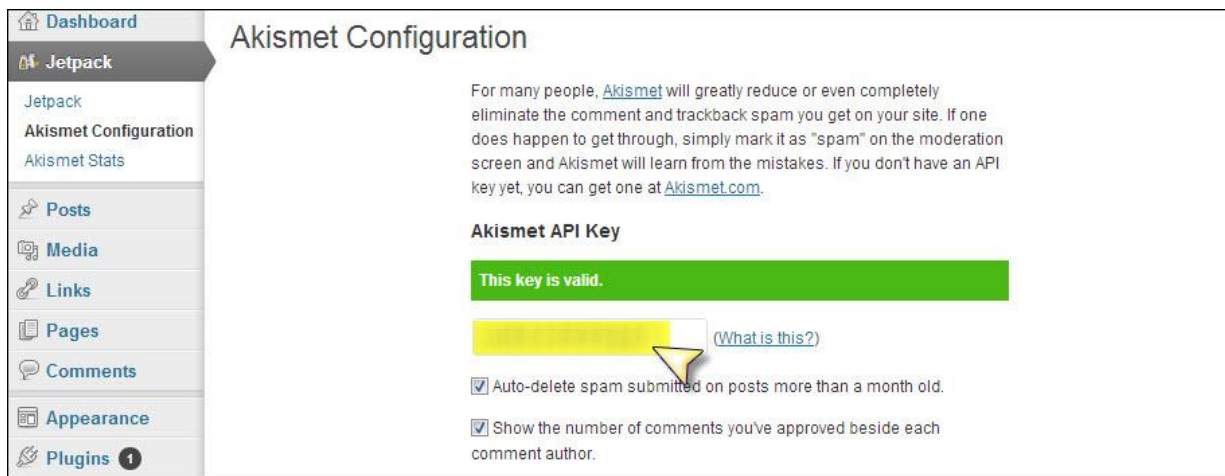
Find the Plugins tab located in the Dashboard controls. The only already-installed plugin that you absolutely MUST activate is Akismet, your spam filter.



If you already have an Akismet API key, click on “Activate”, then click on “Enter your Akismet API key” and enter it in the Text area box provided. (If you don’t, click on “Sign up for an Akismet API key”.)

You’ll be given the key – a serial number. In fact, it should already be populating the Text area box when you activate it:





Don't add the mobile plugins until you've (later) customized your theme. Once you've completed your theme, then you can return and add the mobile plugins, if you wish them activated. However, don't overload your blog with plugins, stick to the essentials.

After activating Akismet, the following are some of the top plugins you'll want to add:

- **WordPress SEO by Yoast** (Another good one is the All in One SEO Pack) – WordPress SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere.
- **Google XML Sitemaps** – This plugin will generate a special XML sitemap which will help search engines like Google, Bing, Yahoo and Ask.com to better index your blog. With such a sitemap, it's much easier for the crawlers to see the complete structure of your site and retrieve it more efficiently. The plugin supports all kinds of WordPress generated pages as well as custom URLs. Additionally it notifies all major search engines every time you create a post about the new content.
- **Google Analytics for WordPress** – This plugin adds the required JavaScript for Google analytics. Track your WordPress site easily and with lots of metadata: views per author and category, automatic tracking of outbound clicks and page views.
- **Content Form 7** (another great forms plug in is Gravity Forms) – Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. It's a simple, yet flexible, contact form plugin.
- **JetPack** – This is a WordPress plugin that supercharges your self-hosted WordPress site with the awesome cloud power of WordPress.com. Previously only available on WordPress hosted sites, with JetPack you can get simple, concise stats with no additional load on your server; have email subscriptions for blog posts and comments; use the WP.me URL link shortener; plus it features a social media enabled comment system, among other features.
- **Sociable** (or any other social bookmarking plugin you prefer) – Sociable has the classic version, as well as Skyscraper, the ultimate advanced and feature-packed plugin for setting up a rating system on your WordPress blog, and Sociable Slider, which is sort of a banner that reminds your readers to spread the word. You can select and customize several features, such as text, color, and length; great degree of customization.



- **Theme Authenticity Checker (TAC)** – TAC searches the source files of every installed theme for signs of malicious code. If such code is found, TAC displays the path to the theme file, the line number, and a small snippet of the suspect code. TAC also searches for and displays static links.
- **WP Security Scan** – WP Security Scan checks your WordPress website/blog for security vulnerabilities and suggests corrective actions such as passwords, file permissions, database security, version hiding, WordPress admin protection/security, and removes WP Generator META tag from core code.
- **WP Touch** – WPTouch automatically transforms your WordPress website for mobile devices, complete with ajax loading articles and smooth effects when viewed from popular mobile web browsing devices like the iPhone, iPod touch, Android mobile phones, BlackBerry OS6+ mobile devices, and more!
- **W3 Total Cache** – Recommended by web hosts like Host Gator and WP Engine and countless more. W3 Total Cache improves the user experience of your site by improving your server performance, caching every aspect of your site, reducing the download times and providing transparent content delivery network (CDN) integration.
- **WordPress Ping Optimizer** – Do you know your WordPress blog pings unnecessarily every time you edit a post? Think how many times you click on "Save and Continue Editing" or "Save" button. Your blog will ping unnecessarily that many times you click on those buttons. Save your blog from getting tagged as ping spammer by installing this plugin.
- **WordPress Backup to Dropbox** \*\* (or another similar plugin to backup your WordPress site) – Keep your valuable WordPress website, its media and database backed up to Dropbox in minutes with this sleek, easy to use plugin. WordPress Backup to Dropbox has been created to give you peace of mind that your blog is backed up on a regular basis. Just choose a day, time and how often you wish your backup to be performed and kick back and wait for your websites files and a SQL dump of its database to be dropped in your Dropbox! You can set where you want your backup stored within Dropbox and on your server as well as choose what files or directories, if any, you wish to exclude from the backup.

## \*\* BONUS

If you don't have a Dropbox account, get one here: <http://db.tt/vOkxHckp>. It's free! And by clicking on this link to create your account, you will be given **500 MB of bonus space**.



You can find each of the above plugins at WordPress.org in its “[Plugins](#)” section.

You can also search for and add plugins right from your dashboard! Just go to “Plugins” and select “Add New.” Then enter the name of the plugin you wish to find into the Text area box, and press “Search plugins.”







A page will open up: Select your plugin from the choices presented.



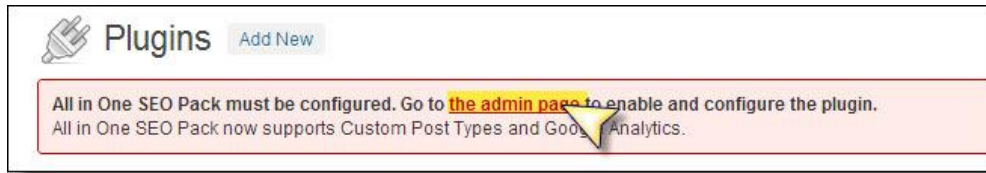
Select “Install Now.” A page will open up, letting you know if the Install was successful. Click on “Activate Plugin.”



Note: That’s all there is to it for some plugins. Others will have a “Settings” link or present you with a message such as this one:







Click on the link provided and configure or input settings as instructed. This usually includes:

- Sliding over any advertising to click on “Enable” or “Activate” buttons.
- Entering titles, descriptions, summaries as instructed.
- Entering hard data requested, such as your Google Analytics ID.

Once you are satisfied with your plugins, it’s time to change your blog’s appearance from the default theme to a custom theme that best befits your needs.

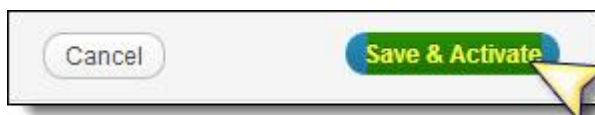
**Make sure you Save** by pressing “Update Options.”

## Appearance

To change your Theme, go to the “Appearance” tab located in the Dashboard controls. A selection of three basic themes will open up. You can find more themes at the WordPress.org [Themes](#) section, or you can purchase a paid Premium Theme such as the highly flexible and easy to use [Thesis theme](#); but whatever you do, be very careful of indiscriminately downloading and trying “free” themes from randomly-Google sites. Many of these are laced with hidden code that will undermine or even harm your site. There are tons of places for themes. Among some of our favorites are [Mojo Themes](#) and [Woo Themes](#).

Let’s start the **SmallBiz**” theme offered in your Appearances screen. A full-screen page will open up, showing you how your blog will look (without your personal data – this is just a Layout example).

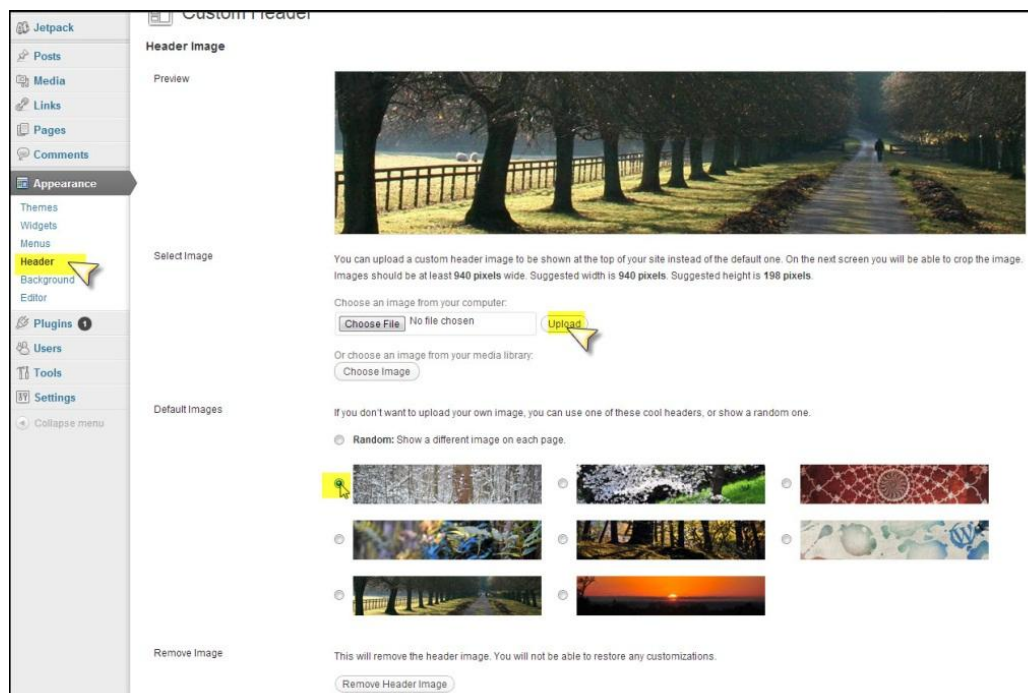
If you like it, select “Save & Activate”:



The next page that opens up allows you to thoroughly customize your new SmallBiz theme, as well as watch a video explaining its features. Do not complete this section unless you have time to go through all the settings and features. It will likely take a little time to tweak your settings, text and colors until you’ve got them the way you like them – until then, the sample text displays.

And if you're anxious to get started blogging, simply stay with (or go back to and re-activate) one of the **Twenty Ten**, **Twenty Eleven** or **Twenty Twelve** themes. You can start adding posts right away – and search for the theme of your choice later.

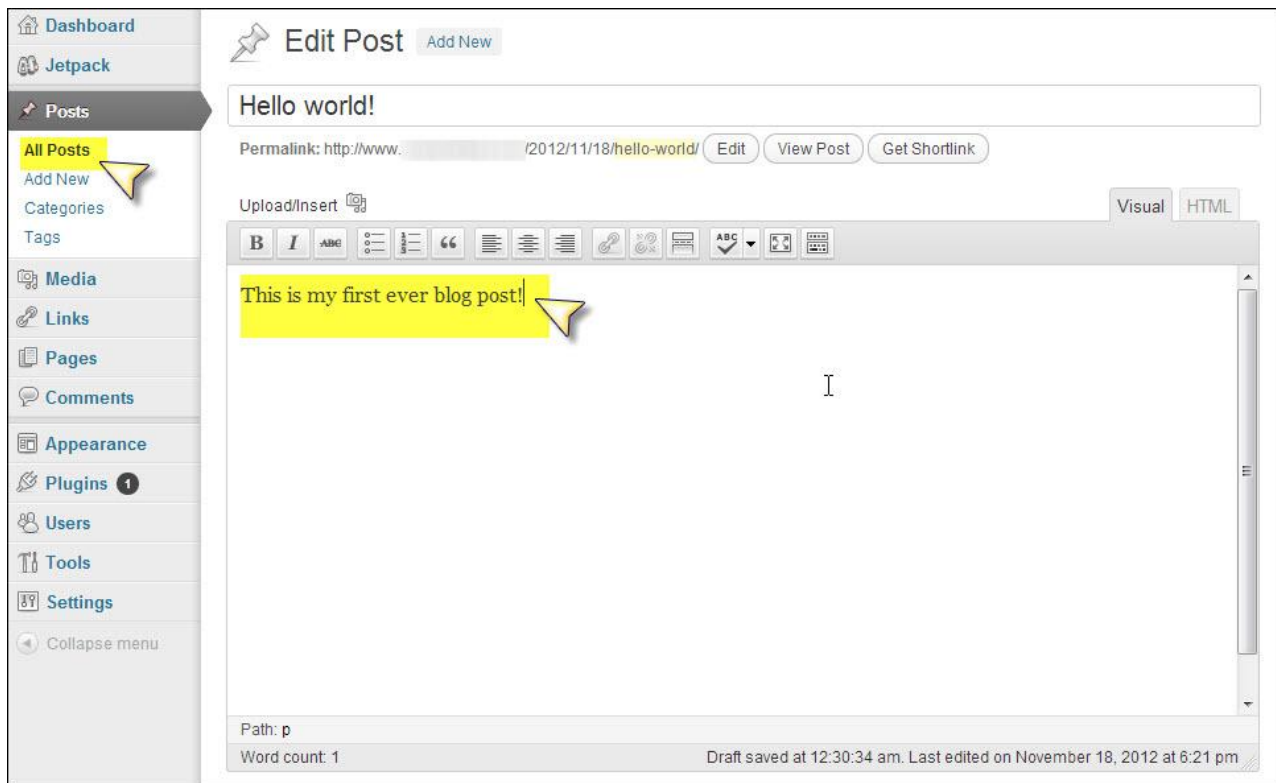
Note that even these basic themes allow you to perform actions like upload a custom Header or pick a new one from the “Appearances” drop-down menu.



# Section Five: Your First Post

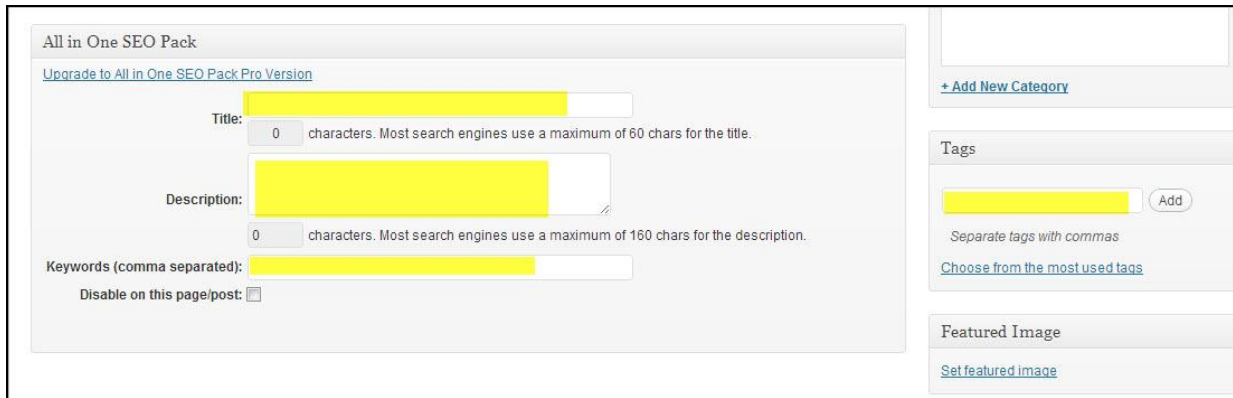
The first thing you'll want to do is add a post (and change any default post, if any). Go to the Dashboard controls and select "Posts>>All Posts."

The default "Hello World" post will open up. Replace the title and text with your own. This will be your first post!



Remember to slide down to your All in one SEO boxes (or WordPress SEO) and fill in your blog post Title, Description (less than 160 characters) and Keywords – as well as any Tags you want to flag the article with. This will help greatly for SEO.





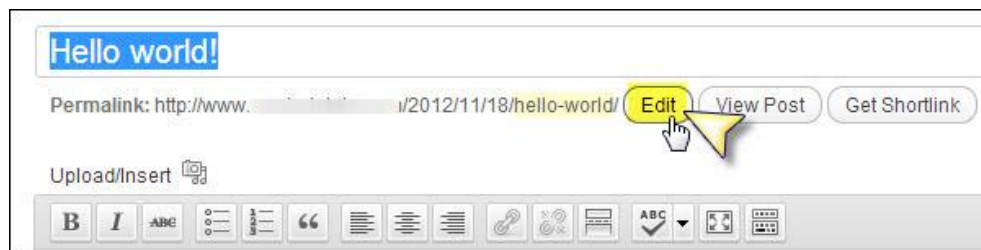
Finally – Press the blue “Update” button on the top, right-hand side of the page.

And that’s the basic process in setting up a WordPress blog (except for selecting “Add New” next time in “Posts”, rather than “All Posts”).

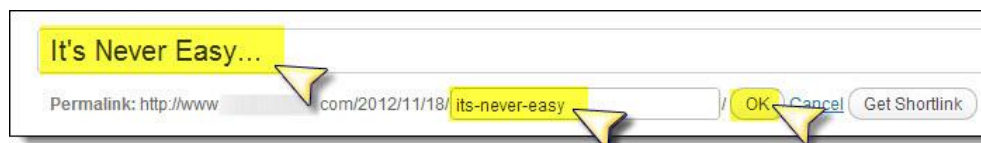
## Editing Your HTML URLs

Another thing you will want to do is to edit your post URLs for increased SEO. It’s a very simple process – just press the “Edit” button and write in your new page URL, exactly as you’d like it to appear. Be sure to use your keyword/keyword phrase.

**Before:**



**After:**



Remember to press the “Okay” button when you’re finished.



## Adding Images

Photographs and graphics give your posts (and blog) massively more searchability (SEO) and eye appeal. Make a habit of inserting at least one photograph or graphic per post.

The best idea for image sources is to take your own photographs or create your own artwork. Failing that, only use photographs in the public domain (with public domain licensing) or ask permission to use photos.

Government websites and Wikipedia are often great sources of public domain photographs. If you choose to use such photographs, check the licensing – sometimes government photos do have licensing restrictions. Another good source is Flickr. Search for “Creative Commons” photos, which allow you to use the photo in a non-commercial way while giving the photographer/creator proper credit.

Pressing the “[Add Media](#)” button will open up a popup allowing you to add photos from your blog library (once you have one), your computer or from another URL, if you have a photo parked on another site. (Do NOT use the latter option if you don’t own the site or if you’re not directly invited to do so: You might end up inadvertently “stealing” bandwidth from the site owner.)



View your post from the edit buttons, or else from the “View Site” at the top left corner of your Dashboard.

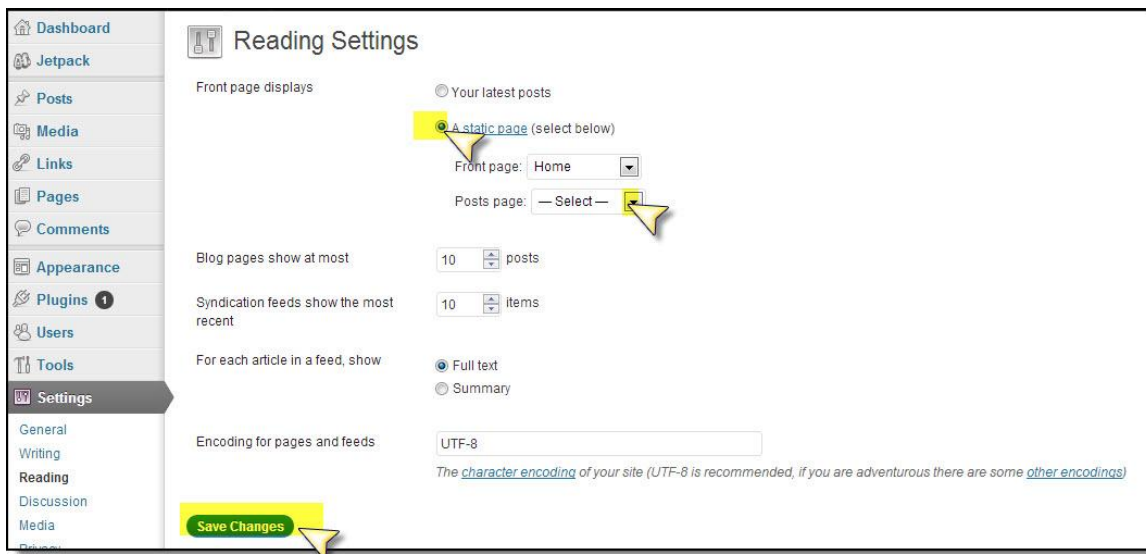


## Static Page or Latest Post?

But – whoops! Why does your first page not show the post?

Go to “Settings>>Reading” and change “Front page displays” option from “A static page” to “Your latest posts” by pressing the radio button.

If you’d rather make your first post into a static page (a “Home” page all visitors will see every time they visit your site) keep “A static page” selected, and select the correct post from the drop-down menu

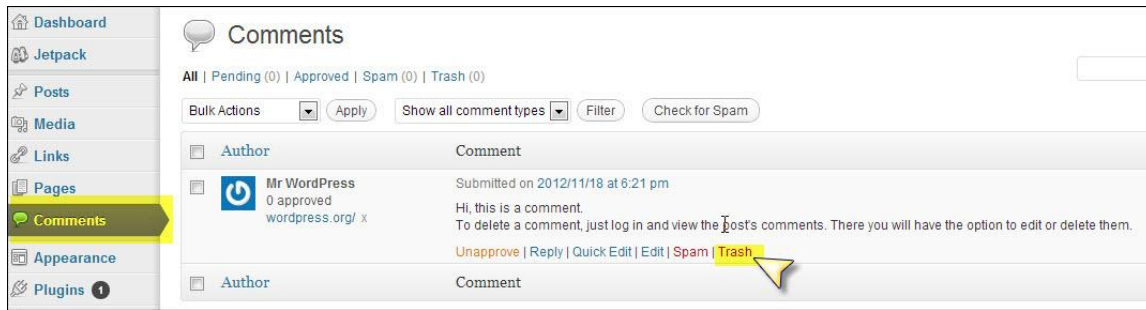


Be sure to “Save Changes.”



## Comments Section

Your final action for the day: Click on “Comments” in the left side vertical menu and delete the “Default” test comment.



“Visit” your post or site, and make sure everything looks the way you’d like it to.

There is, of course, a lot more to learn – such as pre-scheduling posts, adding more plugins, tweaking your CSS, adding audio or video plugins, and more – but get comfortable with blogging and make some posts first, rather than trying to jump from WordPress beginner to expert all in one day.

Guess what? You’re on your way.

### Happy blogging!

I hope this has been helpful for you. For more tips, news and tools to help you with your online marketing, visit my website – [JimPerson.com](http://JimPerson.com).

Jim

P.S. Here’s another resource to assist with your new WordPress blog/site. It’s called “[WordPress Magic](#)” – a course that will help you create a complete WordPress site in just 3 hours.

P.P.S. Is there another topic you’d like to see us cover? Something else you’d love to learn about? If so, let us know. Visit my site and provide feedback on what might be helpful.



# Resources

## WordPress

- [WordPress.com](http://WordPress.com)
- [WordPress.org](http://WordPress.org)

## Get Your Domain (URL) Name

- [GoDaddy](http://GoDaddy)

## Hosting for Your WordPress Blog/Site

- [Blue Host](http://Blue Host)
- [Host Gator](http://Host Gator)
- [WP Engine](http://WP Engine)

## WordPress Themes

- WordPress.org [Themes](#) section
- Free Themes
  - [Fab Themes](#)
  - [Woo Themes](#)
  - 2010, 2011, and 2012, which come included with your WordPress installation
- Premium Themes (paid):
  - [Thesis](#)
  - [Mojo Themes](#)
  - [Optimize Press](#) (great for sales letters, squeeze pages, offer pages and membership pages)
  - [Woo Themes](#)





## 7-part “How to Use WordPress” Video Series

- Video 1 – <http://jimperson.com/how-to-use-wordpress-introduction/>
- Video 2 – <http://jimperson.com/how-to-use-wordpress-part-2-of-7/>
- Video 3 – <http://jimperson.com/how-to-use-wordpress-part-3-of-7/>
- Video 4 – <http://jimperson.com/how-to-use-wordpress-part-4-of-7/>
- Video 5 – <http://jimperson.com/how-to-use-wordpress-part-5-of-7/>
- Video 6 – <http://jimperson.com/how-to-use-wordpress-6-of-7/>
- Video 7 – <http://jimperson.com/how-to-use-wordpress-part-7-of-7/>

## WordPress Tutorials

- Over 40 “how to” videos on how to plan, create and customize your WordPress blog  
<http://nanacast.com/vp/98400/30941/>
- WordPress Training Webinar  
<http://nanacast.com/vp/99117/30941/>
- WordPress Inner Circle Academy (monthly training)  
<http://nanacast.com/vp/111733/30941/>

