by Adrianne

Getting Started with WordPress

5 Steps to Launch
Your WordPress Website

Introduction

Hey you!

The purpose of this guide is to help you get started with WordPress and what your initial cost can be. I focus on just the basics with mentioning only a few choices for each step.

By limiting your options my aim is to keep you from getting overwhelmed. If you're just starting out it's best not to spend too much time on the research of this theme or that theme, this plugin or that plugin etc.

What will be covered:

➲   Choosing A Domain Name

➲   Choosing A Hosting Company

➲   Installing WordPress & Choosing A Theme

➲   Necessary Plugins

➲   Content

So let's start!

Step 1
Choosing A Domain Name

Choosing a domain name can be difficult. With all the cool ones taken it seemed like forever before I decided.

Many entrepreneurs will suggest you use your full name as your domain name. But my name is so long and the last name is not easy to say or spell. So I decided to use By Adrianne.

I cannot take the credit for being original on that one, on one of my marketing blog posts I read about an online entrepreneur talking about her business and she put "by" in front of her name.

Here are some tips on choosing a domain name:

➲ Keep it short and make it easy to remember.

➲ Avoid hyphens within your domain name. As far as a user standpoint, people are used to domain names without hyphens and may result in lost traffic.

➲ Stay with the .com extension if you can. It is more memorable and common among URL's.

➲ Using keywords in your domain name like "webdesigns.com", "webdesignbyjen.com" or "idesignforweb.com" is another option. Don't overload your URL with keywords, keep it to 1 or 2.

➲ Do not use other company names within your domain name, you can open yourself up to legal headaches costing time, money and a bad reputation. An example is: "thewordpressgirl.com", "iteachwordpress.com".

➲ A domain name generator such as nameboy.com is a good option in coming up with a web URL. It will show if your potential domain is taken and offer suggestions.

When you decide on a name it is time to register. You can get domain name registration for free through your chosen web hosting company or you can keep it separate and have a separate company handle your domain names. Mostly this is done by companies purchasing more than one domain for expanding in the future.

If you decide to change hosting companies your domain name will transfer to the new hosting company.

Step 2
Choosing A Hosting Company

This can be the overwhelming part of getting started. There are many to choose from.

What you want to look for in a hosting company is:

➲ WordPress Dedicate Hosting

➲ Security

➲ Support

➲ Speed

Below are 3 hosting companies you can consider highlighting some of their plan features, you can visit each 1 to learn more and view other plans offered.

SiteGround
GrowBig Plan
SPECIAL PRICE
$5.95/month
Regular $19.95/month
UNLIMITED WEBSITES
20GB Web Space
25,000 Visits Monthly
Unmetered Traffic
Free WP Installation
WordPress Autoupdates
Free SSL
Daily Backup
Free CDN
Free Email
WP-CLI and SSH
100% renewable energy match

PLUS
Dynamic Caching
On-demand Backup Copies
Free Professional Site Transfer
Staging
Add Collaborators
24/7 Support by Phone, Chat & Ticket

Visit SiteGround to Find Out More

WP Engine
START UP
$30.00/month
(Billed at annual price of $360/year)
1 WEBSITE
10GB Local Storage
25,000 Visits Monthly
50GB Bandwidth/Month

PLUS
Genesis Framework
35+ StudioPress Themes
24/7 chat support
Dev/Stage/Prod Environments
Transferable Sites
PHP 7.4 ready
Evercache
LargeFS (Large Files System)
Global CDN
Page Performance
Automated SSL certificates
SSH Gateway

Visit WP Engine to Find Out More

DreamHost
DreamPress Plus
$24.95/month
(Billed Yearly)
UNLIMITED WEBSITES
60GB SSD Storage
300,000 Visits Monthly
Unmetered Bandwidth
1-Click Staging
Built-in Caching
SSL Certificate Pre-Installed
WordPress Pre-installed
Jetpack Professional Included
Free Automated WordPress Migrations
WP Website Builder
Unlimited CDN
Automated Backups
On-Demand Backups & 1-Click Restore
Email Accounts @ Your Domain
Custom-built Control Panel

PLUS
WordPress Specialized Support
24/7 Ticket, Live Chat &
Phone Support Callbacks

Visit DreamHost to Find Out More

Step 3
Installing WordPress & Choosing A Theme

You are ready to go! You have your domain name and hosting company. Now you will install WordPress and choose a theme.

Option 1: Have your hosting provider install WordPress. Some hosting providers will install WordPress for you if included in your plan.

Option 2: Depending on your hosting provider you may use the **1-click install** option. It is a feature that you will find when logged into your account. You click the button, select your domain to install and voilà, you are ready to choose your theme.

Option 3: You can install WordPress with the Softaculous script installer that is located in your cPanel account. You would click the **Softaculous** icon, click the **WordPress** icon, then click **"Install"** tab. Enter required fields - title, description, administrative username and password, administrative e-mail etc. and click the **"Install"** button. Once completed you will see a page that the installation is completed.

Which theme should you choose?

There are many, many WordPress themes out there. Here are a few things to look for when using a free theme or paid theme:

1. Is the theme supported and secure? Meaning can you reach out to the theme developer should you have issues with your theme. Secure themes generally don't get hacked.

2. SEO friendly? It is a theme that is coded and tested for ranking in search engines.

3. Mobile responsive? Can you view your site on all devices - different desktop sizes, laptop and handheld devices?

4. Fast loading? If your site is slow to load, visitors will leave.

Here are 2 top themes to research:

➲ [StudioPress](#) themes: Lightweight, well supported and secure. WP Engine now owns StudioPress and offers the themes for free with their hosting plan.

➲ [Astra](#) theme: Offers a free version, lightweight, well supported and secure.

➲ You can also check with your hosting provider. Many offer their own themes included with their plan. You can then be assured their themes are reliable.

Step 4
Necessary Plugins

There are over 50,000 plugins to choose from for WordPress. With so many options it can be a daunting task to figure out which ones you really need. Below are the necessary plugins every site should have and a brief description of what they do. Some have free versions and paid versions with more features. Included are links to their websites or their WordPress.org plugin page. (**Note: I am not an affiliate with any of the plugins below**).

Akismet: You would only need this if you're running a blog. This plugin filters comments that look to be spam. Visit Akismet for more info.

WP Rocket: This is a caching plugin that will speed up your website. However, it is not needed if you're hosting with WP Engine. They have their own caching built in. If you do decide to host with WP Engine, check here for a list of disallowed plugins. Visit WP Rocket for more info.

Google XML Sitemaps: This plugin will automatically generate an XML sitemap it helps search engines index your site. Visit Google XML Sitemaps for more info.

UpdraftPlus: A site backup plugin that allows you to store your backup on a remoter server such as Google Drive, Dropbox or sent to your email. Check with your hosting company also on their backup features. You might not need this plugin. Visit UpdraftPlus for more info.

Yoast SEO: This plugin will help you optimize your WordPress website for SEO. It allows you to add your title and meta description and XML sitemaps functionality. If you use this plugin you will not need the Google XML Sitemaps plugin mentioned above as this plugin will generate an XML sitemap for you. Also, keep in mind these types of plugins are not to get you to the first page of Google, they are tools to help with your SEO. Visit Yoast SEO for more info.

Wordfence: This is a security plugin. WordPress managed hosting generally is very secure, but nothing wrong with adding an extra layer of protection. Visit Wordfence for more info.

These are just the basic plugins that are needed for your website. There are other plugins that might be required that are specific to your business you can search for on WordPress.org/plugins. A few things to keep in mind when researching plugins:

➲ Check to see that plugins are up to date, it will show on the details tab to the right. Also shown is the amount of active installations.

➲ Check the reviews tab to see what people are saying about the plugin.

➲ And finally check the support tab to see what issues users have had and if they were taken care of by the plugin developer.

Step 5
Content

Final step! Adding content. WordPress has 2 types of content, posts and pages.

What is the difference of a page and a post?

Post: Posts are used for blogging. They are meant to be commented on and are timed content. As your posts get older they are then archived by month and year. To keep your posts organized you would assign categories and tags (this is optional).

Categories

They are topics that identify what your blog post is about. If you blog about fashion your categories can be *Casual, Formal, Accessories*. These are general topics about your website.

Categories are hierarchical so you can use subcategories. An example would be if your category is *Casual*. You can have subcategories such as *T-Shirts* and *Jeans*.

It is a must to categorize your posts, otherwise they will default to "uncategorized".

Tags

These are specific to your categories and are helpful when users are searching for content on your website. You can have an unlimited amount of tags, but it is best to not over do it. Tags are not keywords and although some articles will say that, it is not so.

An example is if your category is *Jeans*, you can have tags such as *skinny*, *flare*, *bootcut*.

Tags are not automatically added in a post, you will have to add them.

Page: Pages are static content on your website. They are used for your Home, About, Contact etc. There is not time and date attached to a page, they are not meant for commenting although you can enable this feature. Dependant on your theme, you can also create landing pages to announce a new product or course.

Images

Adding images and graphics to posts or pages will convey your message.

There are many free and paid image resources. One source is Pexels. The images are free to use but there are restrictions such as reselling, selling on a poster unless it is modified.

Resources

Below are links to WordPress and other resources to help you with building your website.

WordPress Beginner Resources:

WPBeginner: A free WordPress site for beginners.

WP101: Paid tutorials for the beginner.

WP Builds: A podcast dedicated to WordPress. Provides news, webinars, product deals and more.

Image Resources:

Canva: Cloudbased design with a huge library of images where you can crop to sized needed for your blog posts and web pages. You can design graphics for your website, social media and print. They have a color wheel, palette generator and logo maker.

PicMonkey: Cloudbased design that offers different plans. You can edit and enhance images. They offer a library of fonts, cloud storage and with the Pro Account you have access to iStock by Getty photos.

Creative Market: A marketplace of design created by designers. They have a ton of assets for web, social media and print. They also have WordPress website themes and more. Pricing is asset based, there is no subscription plan.

Blogging Resources:

Problogger: This blogging help site has been around since 2004. It is a resource for bloggers who want to create their blog, grow it and make money.

Bloggingwizard: Another resource for blogging on how to start, promote, grow your email list and profit from your blog.

Marketing Resources:

Neil Patel: Top influencer on all things marketing and SEO. He has an all in one tool for SEO, **Ubersuggest** that includes 24/7 email support and community support. There are 3 different plans: Individual, Business and Enterprise. A great start is his free SEO Unlocked training.

Copyhackers: Copywriting is marketing. If you don't have good sounding content you don't have visitors to your website. Copyhackers was founded by Joanna Wiebe. The website offers a ton, and I mean a ton of resources for writing copy, digital marketing and freelancing. Want some free training? There is that too! Access the Conversion Copywriting 101 to learn the basics of writing to convert.

Thank you!

For downloading this guide. Stay informed and visit me for more things to come on byAdrianne.com.