SECRETS OF USING WordPress!

BY ANDREI BESEDIN



Secrets of Using Wordpress

By

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You’ve decided you need a static website – not a blog. So why should you use WordPress to create one? There are two excellent, time-saving, traffic boosting reasons to build your static website with WordPress:

- WordPress provides the user with a full **Content Management System** (plus many other features)
- WordPress blogs traditionally fare better with Google rankings and Search Engines, since they are so **highly optimized**

One other huge WordPress advantage that you can keep and install when you convert your WordPress blog to a static website:

- Widgets to instantly allow you to perform complex functions, such as search your site, log in with passwords, display an active calendar – to name only a few

But today, we are going to start creating your static website by first setting up a

blog in WordPress on your **own domain**, using your **control panel (cPanel)** and Fantastico DeLuxe, a script that makes it happen.

Setting Up Your New Blog/Website

You will need to know how to log in to your control panel (cPanel). If you haven't done it before, your web host's original "Welcome" letter contains all the details you need to know:

cPanel address (the syntax will be like this: http://000.000.000.000:2222

Your cPanel username

Your cPanel password

HINT: If you've totally lost your welcome letter, contact your web host and tell them you need the above three pieces of information.

Getting Started

Fire up your computer and internet connection, and **in the URL bar of your browser,** type your cPanel address, and **hit "Enter."**A popup will prompt you for your **username** and **password**.

And you're in!

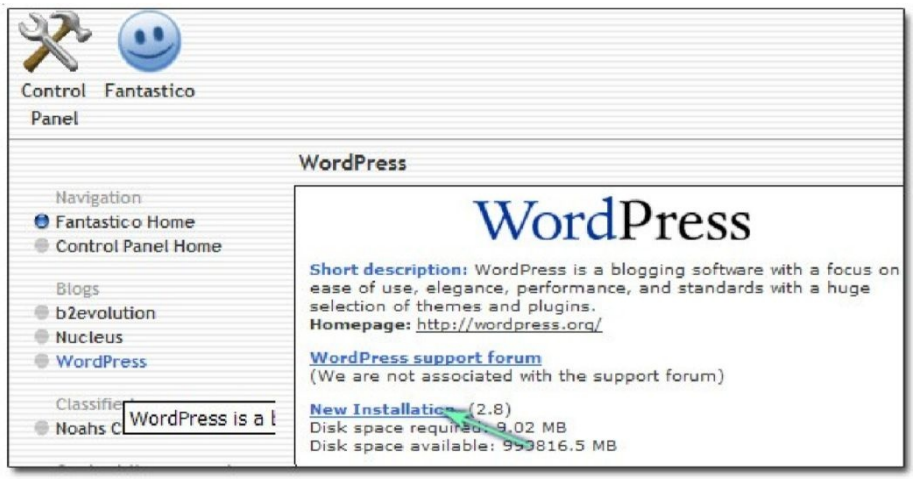
You should see a page full of graphic icons, slide your eyes down to the lower right-hand quarter of the icons, and you'll find a little happy face with the words "Fantastico De Luxe."Click on the happy face…



Click **"WordPress"** near the top of the left-hand column on the page that opens up next…

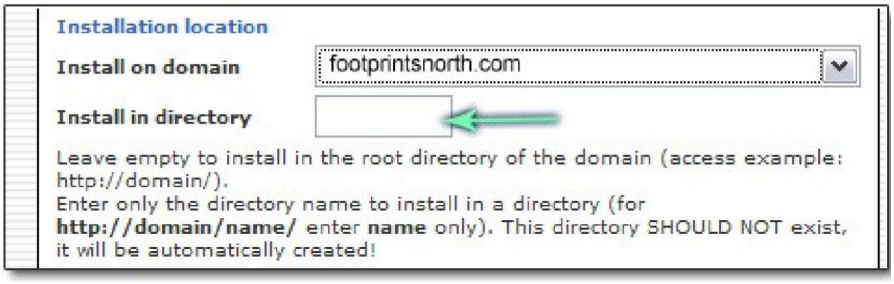


Slide on over to the right and click on**"New Installation"**



This next section controls where (on your domain site) your new blog/website will go. **If you want your new blog/website in the root domain, leave the "Install in directory" text area box blank.**

TIP:*If you want to install it as a* ***subdomain****, type the name you want in the blank text area box with the green arrow pointing to it.*



Below this section, you'll find an Administrator setup area. Fill in the blank sections in the following diagram, then click **"Install Wordpress."**



(Most people use "admin" as their **Administratorusername**.

Be sure to choose a strong **password**, randomly combining letters and numbers.)

HINT:*The "**Admin Nickname**" is the post signature people will see on your blog – if you keep your signature, that is!*

HINT:*You can set up your new domain email later – but still put your new email address for the moment. It won't matter for now if it's not set up.*

Click on the "**Finish Installation**" button.



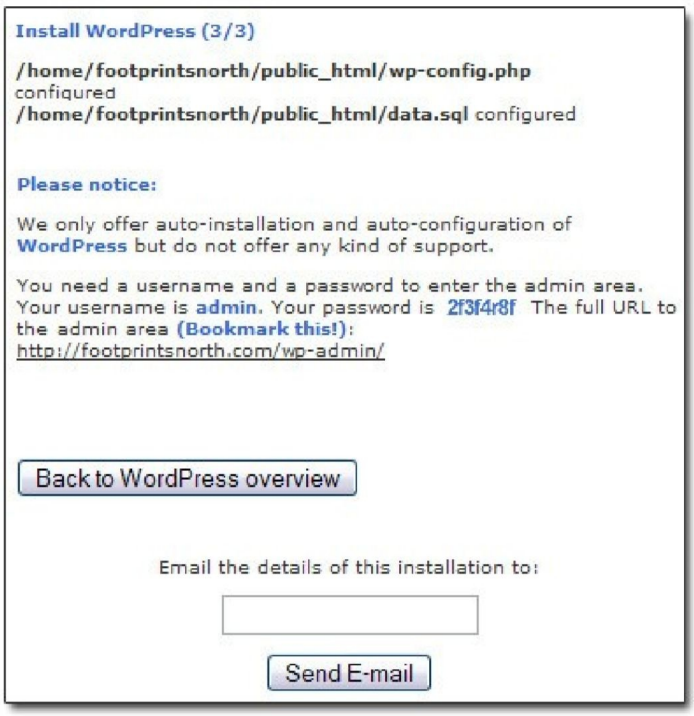
The next page you will see concludes this stage of setup…

BOOKMARK the page as instructed. The email address you enter here should be your **main currently active email address** – not the one you are going to set up on your new domain.

Click the button **"Send E-mail."**

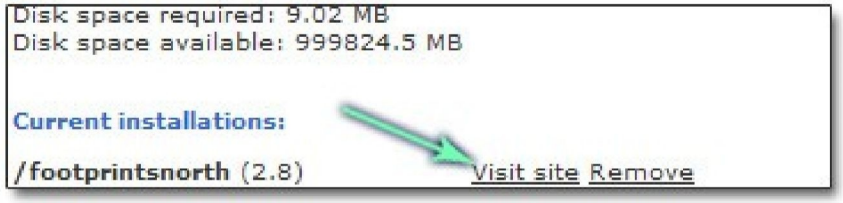


Click on the underlined words **"Back to WordPress overview"…**



On the page that appears next, next to your blog name, click **"Visit Site**

Congratulations! You have successfully created your blog!



This is what you see in your browser, once you've selected **"Visit Site"**…



It's currently showing up with **WordPress**' default blog theme applied.Not very exciting, is it?

You'll most likely want to choose a new**template** – but we'll get to that shortly.

Now to make your brand new WordPress blog look like a **static website**…

Your first step – **log in** to your new blog. This first time, you are going to do it by clicking on the **"Log in"** link in the bottom right-hand quarter of your browser page.

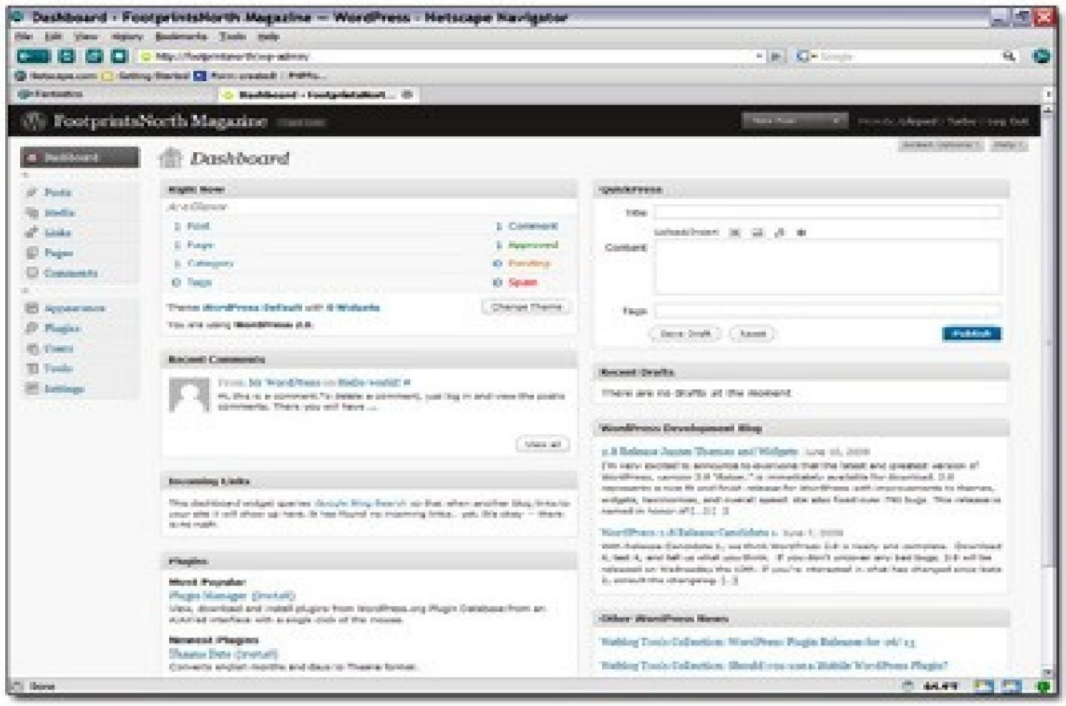


(**TIP:***All other times, you will log in by entering the URL you bookmarked into your browser URL bar. (In our example, this would be* http://footprintsnorth.com/wp-admin/)



Right now, enter your **Log in Username** and **Password** into the box that appears on your screen …

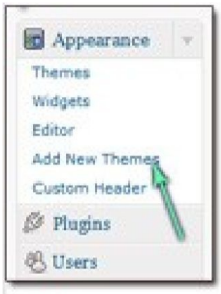
As soon as you've logged in, you'll see your brand new "**Dashboard**." This is the user-friendly **Content Management System** that will allow you to do all your customizing and adding of content.



The first thing we need to do, however, is to change that basic **WordPress** Theme!

Notice on the left hand side of your Dashboard you have an **expanding vertical menu**. Any one of these menu tabs will expand into a drop down if you click on the little grey arrowhead at the right-hand side of each title. (**Above green arrow**.)

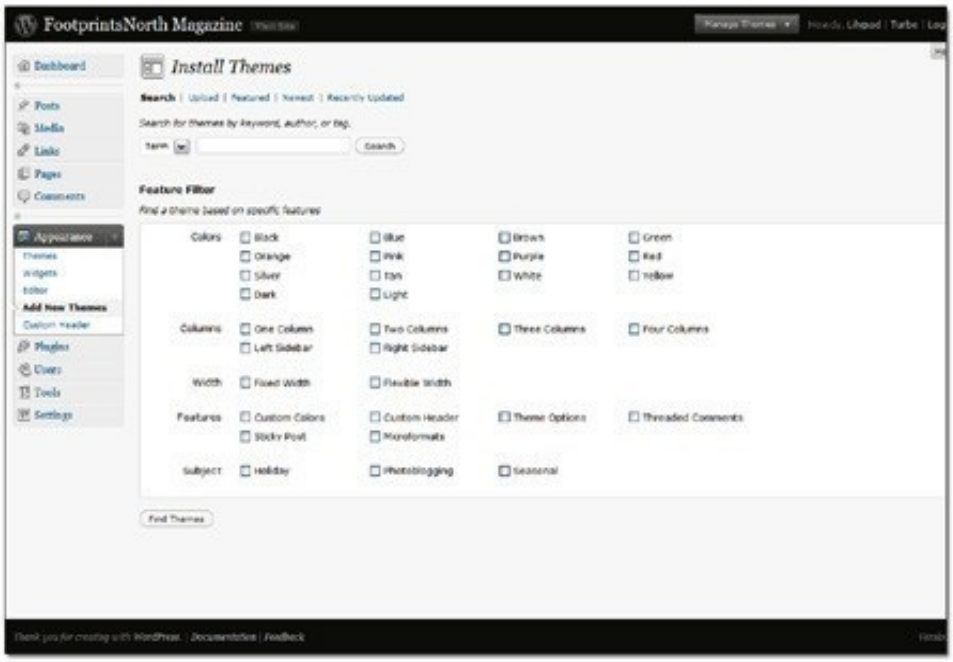
To change our Theme, we are going to click on the "**Appearance**" tab grey arrowhead… (You can barely see it, but it's there …)



This will open up to reveal interior menu tabs.

Click on "**Add New Themes**."

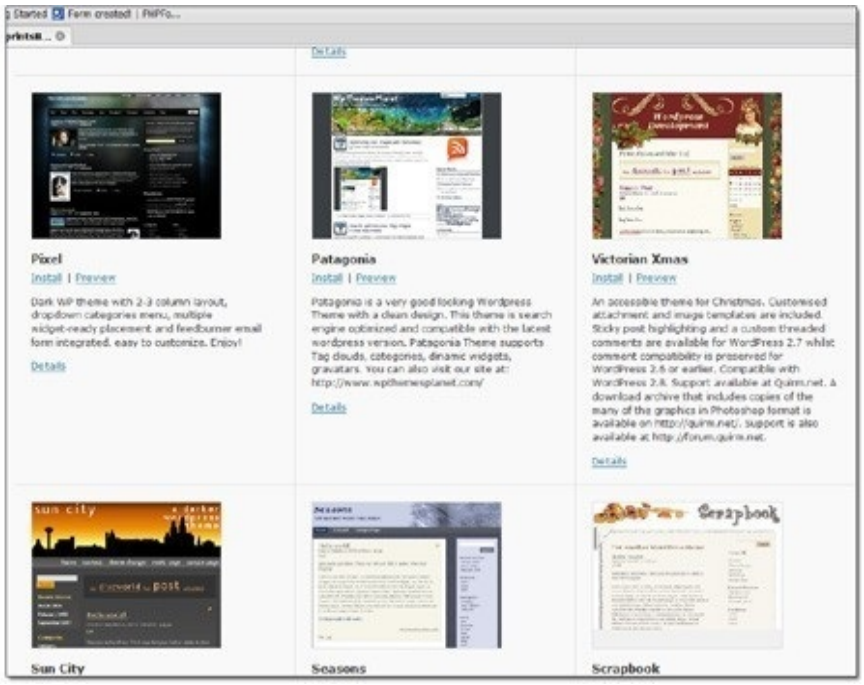
In the latest version of WordPress (**2.8** at this writing) you may notice the "**Themes**" screen is somewhat different from previous versions, if you are at all familiar with **WordPress**:



Click on ANY of the blue hyperlinked options under the "Install Themes" heading, up TOP…



And you will see a selection of themes you can click on and instantly install…



However, we are going to install a theme we picked earlier – the **PRINZ Branford Magazine.**

If you are on the page above (with all the graphic Theme samples), just use your back button to return to the previous page.

Then click on the "**Upload**" hyperlink, and you will see this screen:

Installing an independent Theme you've downloaded is usually as simple as browsing your computer directory till you find the zip file you downloaded, and clicking "**Install now.**"

If the install fails – which sometimes happens when a theme is improperly zipped – you can install it manually by:

- unzipping it
- double-clicking on the folder to see if there's an "extra" version inside

– the usual cause of themes not being where they're supposed to be

- uploading it to your blog's "themes" folder, inside "**wp-content.**"

(That is actually what happened just now as I was attempting to install our "Branford Magazine" theme.

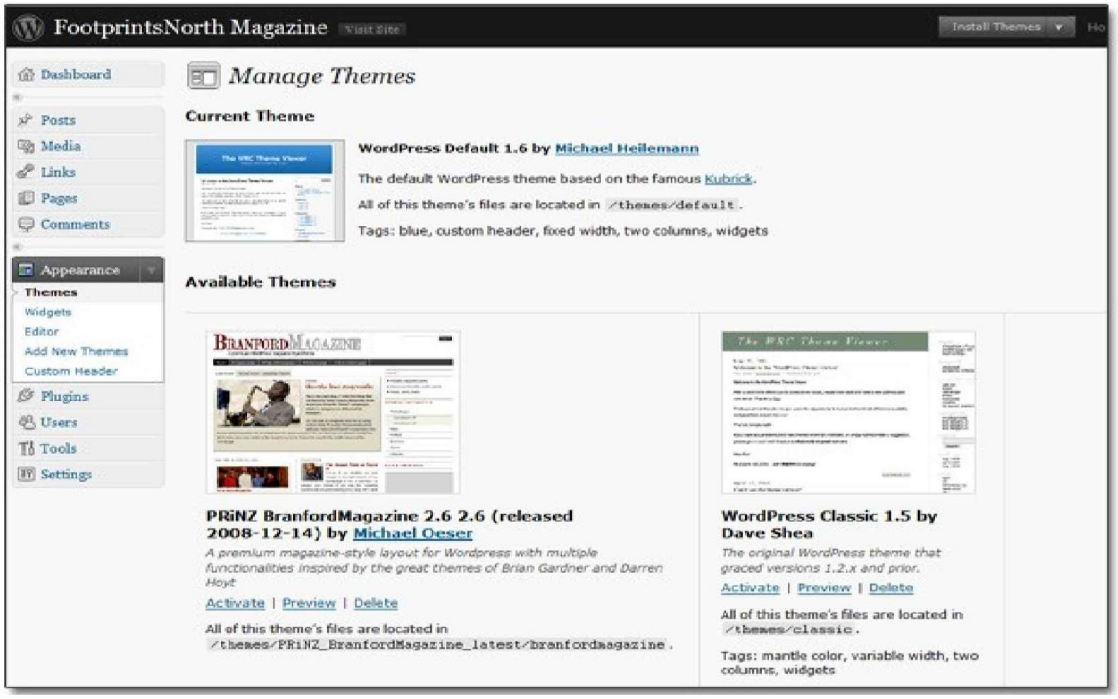
By "**extra**" version, I mean that you unzip the file, and instead of just an images folder and PHP files being inside the "**PrinzBRANFORD**" folder, there is another "**PrinzBRANFORD**" folder – kind of a double-wrap.)



Upload this last-level interior **PrinzBRANFORD** unzipped folder via your FTP program.

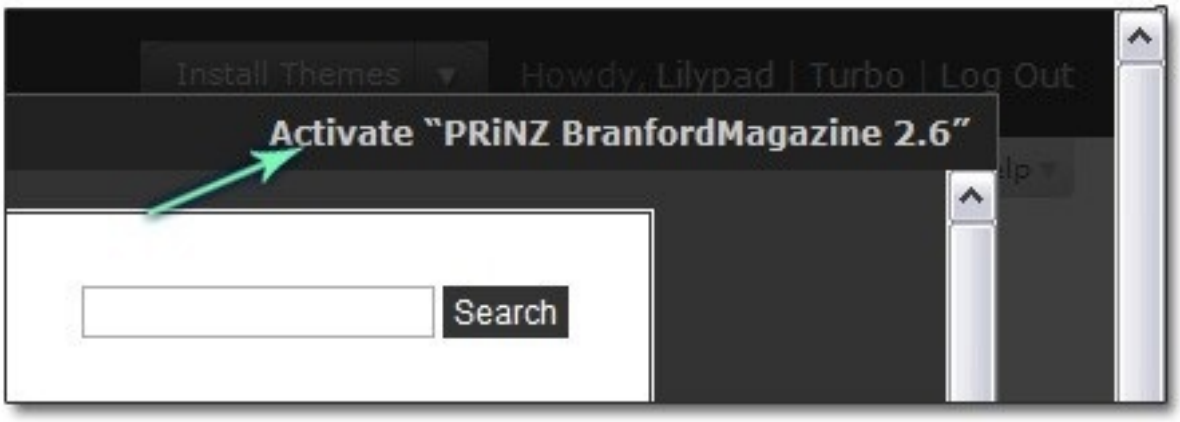
Return to your Dashboard, and click "**Themes**" in your left-hand "**Appearance**"

tab drop-down menu…
Your new theme should now show up … And there it is, below!



Just click on the **Theme screenshot to apply it to your blog**. Your screen will darken, you'll see a little "**barber pole**" status bar working… and then your new theme fills the page.

There is one more important step to take when you reach this stage. Go to the top right corner of the screen and click the "Activate" button.



At this point, you can click on "**Visit Site**" on the left-hand top area of your browser, to see what your new theme looks like, When you have admired it and visualized where you want things to go, just hit your browser's back button to return to the Dashboard.

Your Settings

Now its time to introduce you to the very last – but not least – tab on your left-hand drop down menu bar: The "**Settings**" tab.

Click the little arrow to active its drop down sub menus, and you'll see quite a variety of settingsyou can play with.



Every time you add a new plug in, you should always check here when you've done everything else, to see if there are any settings that have to be manually configured.

The first tab we're going to start off with is the "**General**" tab.

Now is your chance to change the Header easily and Description for your blog/website. Just replace what is typed in the "**Blog Title**" and "**Tagline**" boxes...

Next, go down to the **"WordPress address (URL)"** box and the "Blog address (URL)" settings.

CHANGE the **“http://footprintsnorth.com”** to “http: www.footprintsnorth.com.

Do the same for both URL settings.

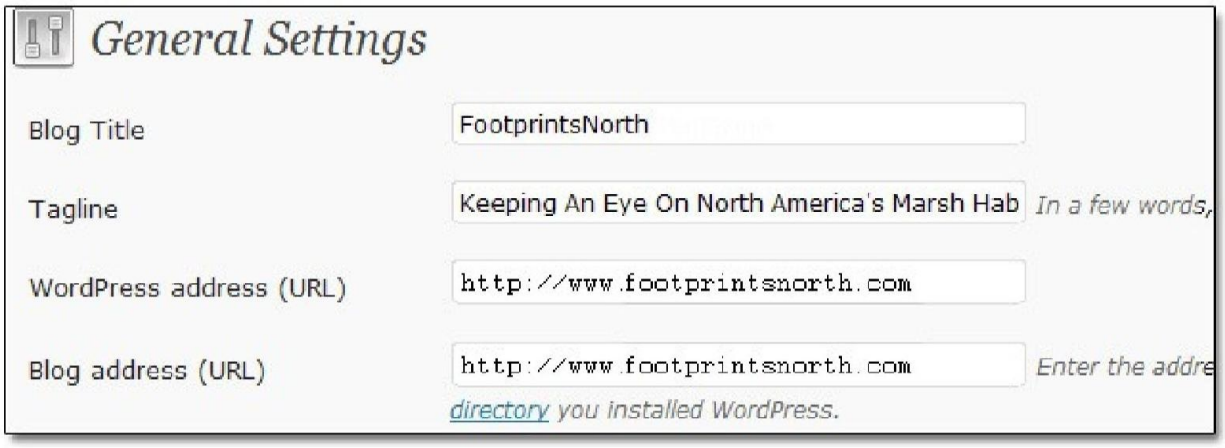


(In other words, you have just manually inserted the “**www**” into the URL addresses above.)

This step is not mandatory – but it will help your Search Engine Optimization

(**SEO**) noticeably – and it will make it easier for people to find you. (If they are guessing at your site name, most people will type it in with the “**www**” included.)

Your top foursettings now look like this:



DON'T FORGET TO SAVE YOUR CHANGES!

(Blue button at the bottom of your screen)

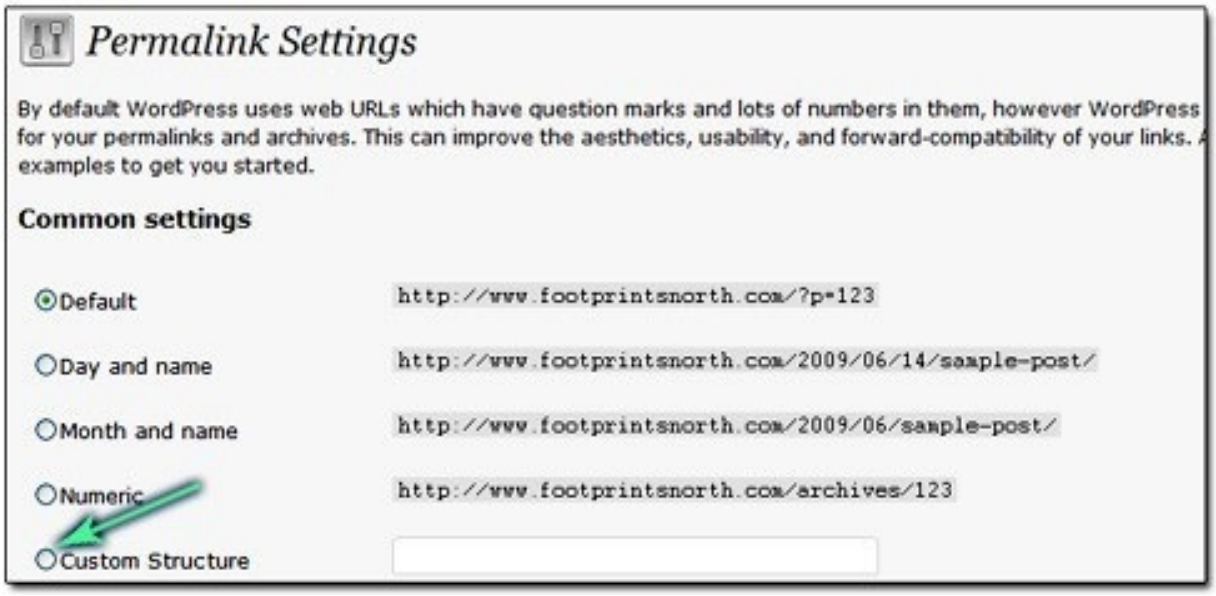
(TIP: You will have to log in again – so make sure your username and password is handy.)



Permalink Settings

After you've logged in again, open the "**Settings**" drop-down menu and select "**Permalinks**."
Click on the "**Custom Structure**" button. The bar beside it will be blank.

Type into the blank text area bar: /%postname%.html



That's it! (DON'T FORGET to save the changes!)

Plugins

Plugins are the powerhouse engines that drive WordPress – and that's true both for blogs or static websites. And where else could you get high-level custom code written for you that will perform any one of a variety of complex functions – all installed with one click!

Plugins perform tasks like create perfectly coded and customized Privacy Policies, build you a customized Google Sitemap from scratch, protect your website from spammers and spyware, help you run photo galleries and videos, optimize your content for the Search Engines – and a whole host of other tasks too numerous to mention.

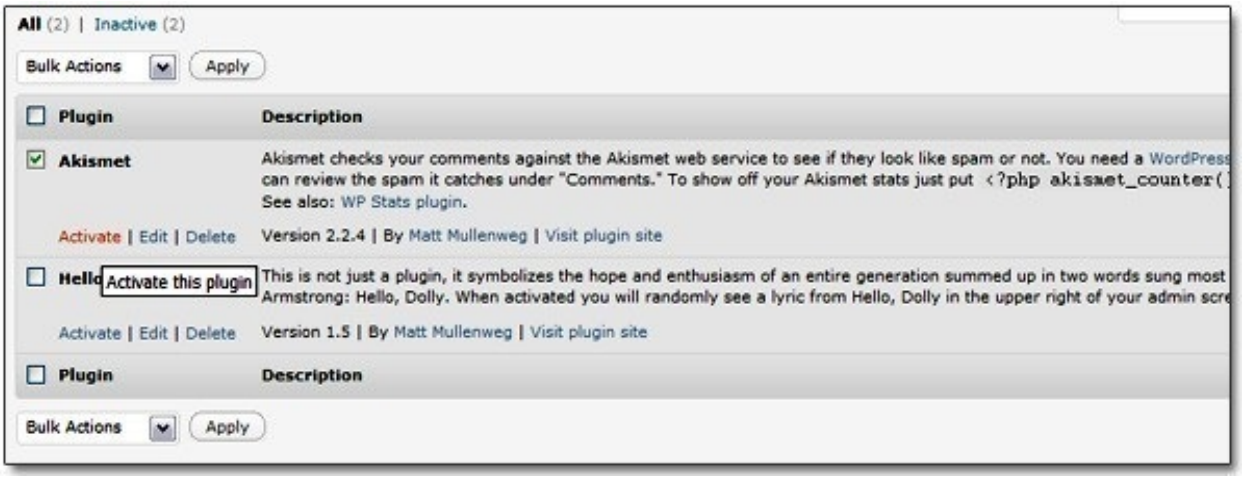
With That being said, let me offer one warning: The more plugins you have, the slower your site will run. Try to stick with the essentials only.

2 Absolute "Must-Have" Plugins

Google Sitemap and **Akismet**.

In fact, let's go activate Akismet now – you'll find it's already sitting there in your Dashboard, ready to be activated. (This will serve as your plugin installation "**demo**.")

Click on the "**Plugins**" tab on your left hand menu, and when the Plugins page opens up, you'll find Akismet waiting to be activated. Select it with a checkmark, and click on "**Activate**."

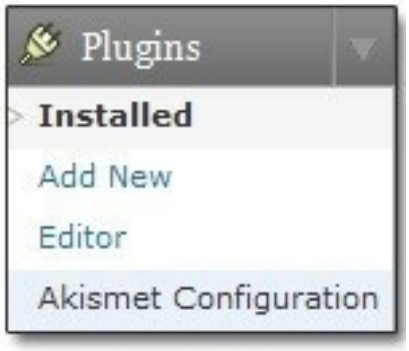


Now this one has an extra step to it… you need an Activation Key. Click on the words **WordPress Activation Key** in the Akismet description, and a page will open up at **WordPress.com**. Sign up for a free **WordPress.com** account, and your personal activation key will be emailed immediately.

TIP: You will use the same Activation Key for all your WordPress blogs – so make a note of the number.

Once you have your Activation Key, go to the "**Plugins**" tab on the left menu, and you will see that "**Akismet Configuration**" has been added to the drop down menu. This means you have to do something with it – in this case, **click on it**, and enter your API key.

(**TIP:***The "Plugins" tab will also display a little orange circle when any of your plugins need*upgrading – a one-click process.)





Always check either the "**Plugins**" drop down menu, or "**Settings**," to see if there's further action you need to take on any plugin.

With previous WordPress versions, you could search more plugins right from the Plugins page – but that function seems to be missing on my brand new upgraded WordPress 2.8. So I will include some links to my favorite plugins.

Just download them, unzip, and upload to your site via FTP. (Put them in your "**plugins**" folder, inside "**wp-content**.")

You can also find most popular plugins by searching the **Wordpress.org** site.

My Favorite Plugins

All In One SEO - the name says it all! Check it out for a full list of features

Sociable - adds automatic links to your favorite Social Networking sites

Privacy Policy - Essential if you are going to monetize your site at all

WP Security Scan – scans your WordPress installation for security leaks; suggests fixes

Google Sitemap – a sitemap is essential for proper SEO

Adsense Manager – also handy if you're thinking of monetizing with Adsense

And of course, we've already dealt with Akismet.

Free Wordpress Themes

While we're at it, we may as well take a look at some good solid sources of free WordPress Themes. Some are more suited to converting into static websites than others.

Smashing Magazine's 100 Free WordPress Themes

http://themes.wordpress.net/ http://www.wpthemesfree.com/

The truth is, there are thousands of great Themes, both free and paid, out there. And of course, don't forget to check out the free Themes at **Wordpress.org** itself!

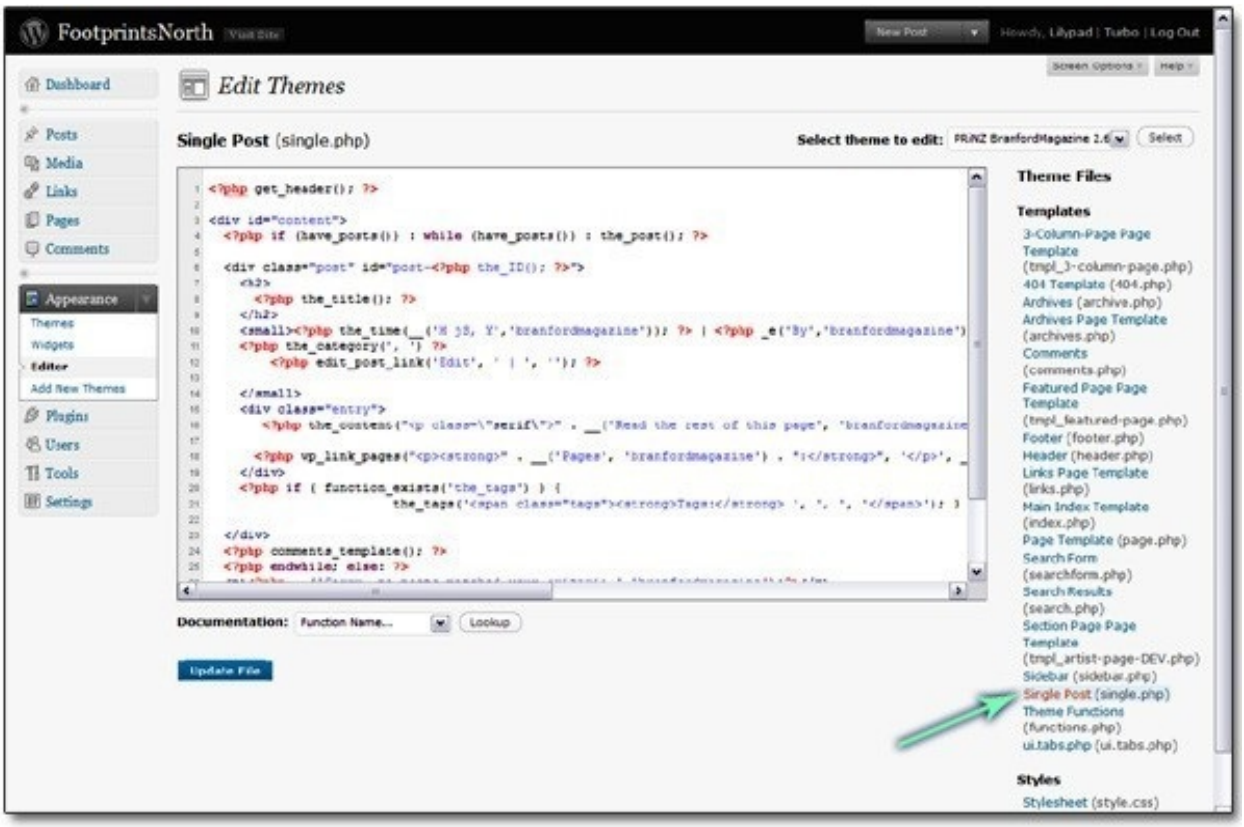
Removing the Time and Date Stamp

The one thing that still makes your website look like a blog is the time and date stamp. There are a few different ways to remove these features – but not all of them work with every template.

The most foolproof method is this:

1. Go back to your Dashboard
2. Click on the “Appearances” tab in the left menu
3. Select “Editor,” click
4. Find “Single Post” in the list of files on the RIGHT-HAND side of the new screen, click once (it’s probably called something like “Single.php”)

Immediately, the code for that file will appear in the big text area box:



Find the code that says:

```
<?php the_time('d M Y'); ? >
```

If it is not in the “single post” file, try the “Page.php” file.
(For the Prinz Branford Magazine theme, which we are using, you need to delete:

```
<?php the_time(__('M jS, Y','branfordmagazine')); ?> | <?php
_e('By','branfordmagazine');?>
```

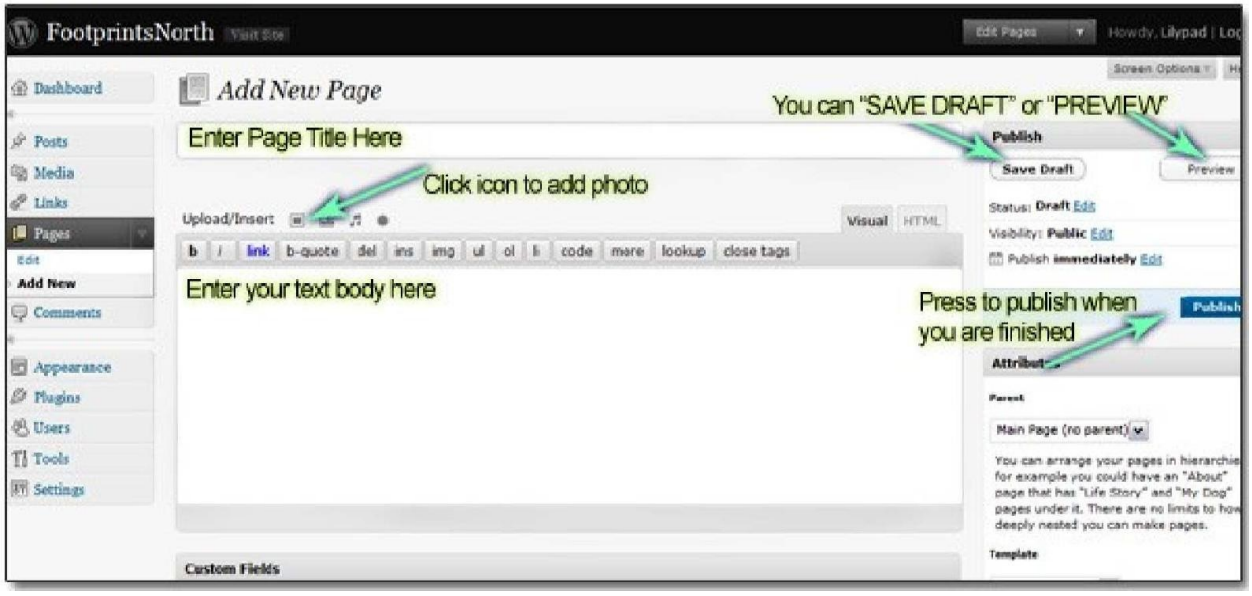
(10th line down in the “Single.php” file.)

When you are finished, click the blue “Update File” button …

Adding Your Pages

Adding an actual page is easy,In your left-hand menu bar click, the drop down menu on the "**Page**" tab.

Click "**Add New**." A very user-friendly screen will open up, and you can begin copy-pasting text (or **keying it directly in**), adding graphics, inserting a title, saving your drafts – and previewing your work before you click "**publish**."

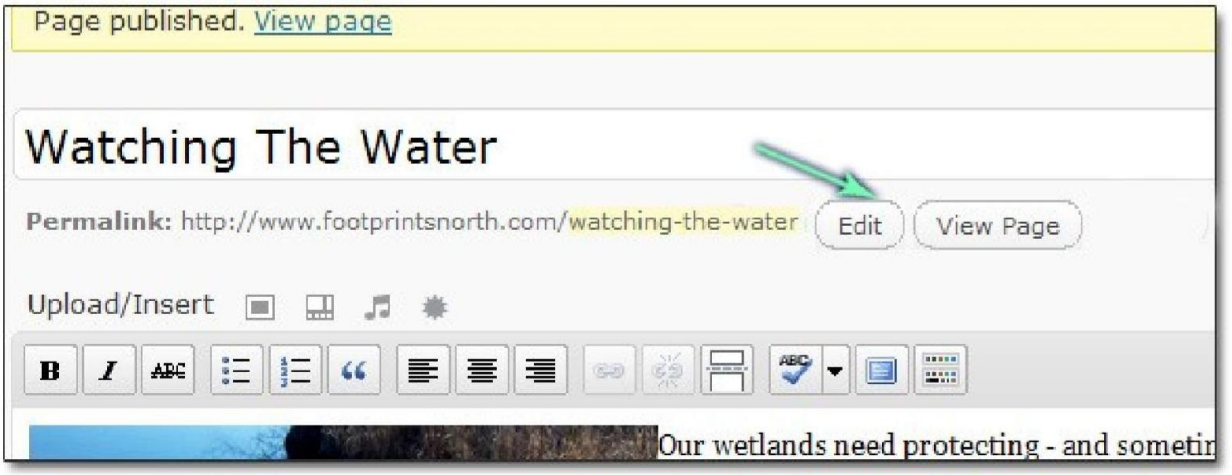


TIP:*Don't copy text straight from Microsoft Word – there is usually hidden formatting that can mess up the look of your page. Instead, either copy it from Open Office, or copy paste it from Word into a plain text editor first as an interim step.*

The only other thing you'll need to do is scroll to the bottom of the page (**not shown here**) and un-select "**allow comments**" and "**allow pings**."

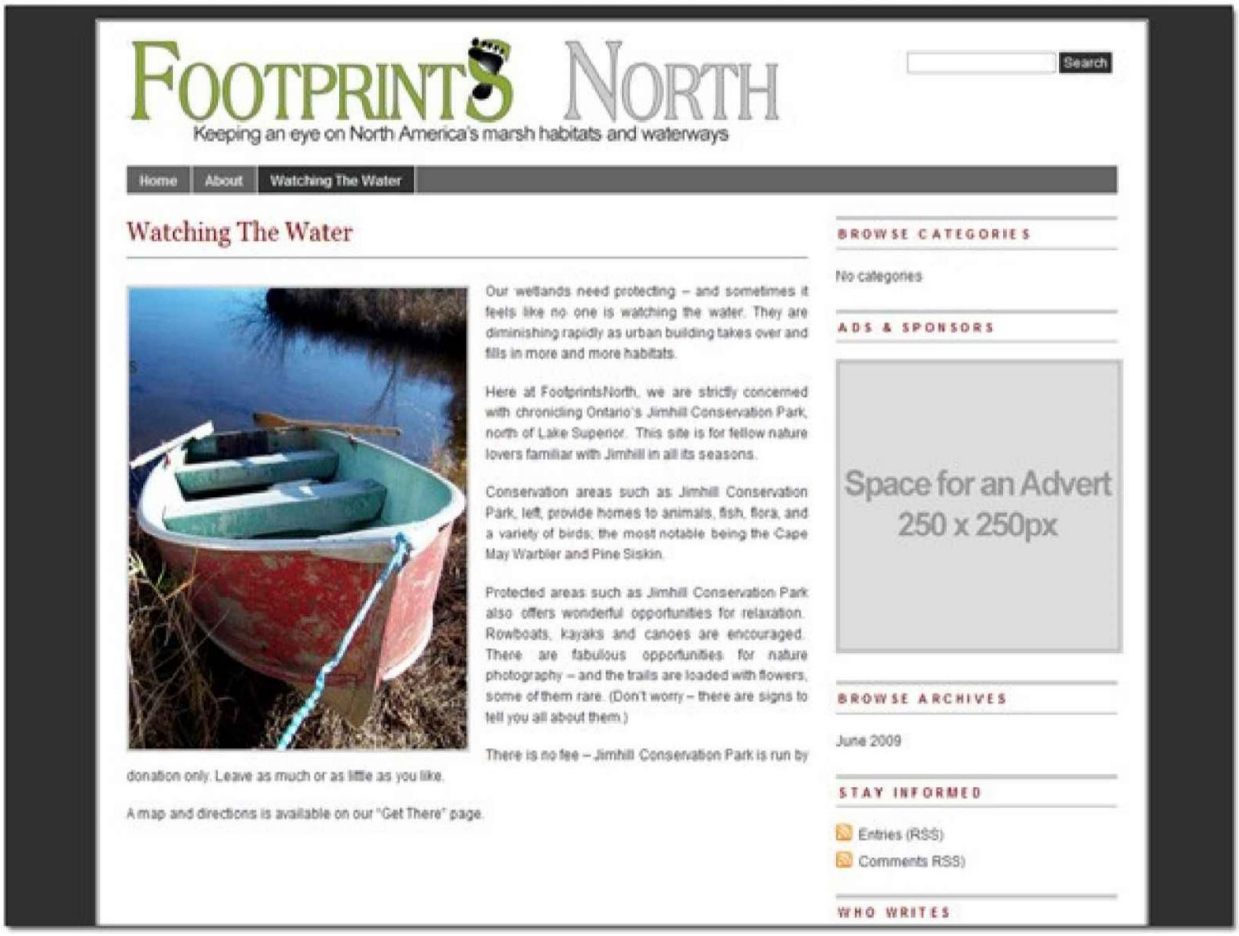
NOTE ALSO you can change the Permalinks for each page by clicking "**edit**"

and substituting whatever filename you want, while in "**Add Page**" or"**Edit Page**" mode. (You won't need them on a static website.)



In the example above, you might want to change the highlighted filename "**watching-the-water**" to "**watching the water**," to better optimize your keyword. (Don't worry about the "**index.html**" convention – **you can easily designate any page** you create as your home page with one click of your mouse!).

At this point, if we preview it, our new website looks like this:



Note that we've already loaded our custom header via FTP to the appropriate spot in our "**wp-content/themes**" files. You can have a custom header created for your theme (or make one yourself, as we did here) – just upload it into the appropriate spot into your images file via your FTP program.

(You may have to hunt a little to find the correct header graphic to replace, if you're doing it yourself. The graphic file you want to alter or use as a template is usually called "**header.png**", "**header.jpg**"… or maybe "**logo.gif**" or "**logo.jpg**"... (You get the idea.)

In the case of our Prinz Branford Magazine theme, however, you'll find it within the images directory, in the backgrounds sub-directory – and it's called "**bg_branding.png**." (That's about as hard to locate as I've ever seen.)

In conclusion, before you click the "**Publish**" button on the right hand upper side of your page, uncheck the "**comments**" and "**pings**" boxes down near the bottom of the Dashboard. You won't need them with a static website. Now we want to get rid of more clues that it's a blog.

1. ***Setting Your Home Page:****Go to "**Settings**" and click on the "**Reading**" tab in the drop down. Select "**A static page**" – and select the page you want as your home page from the drop down menu*.



If you want to customize it further, be warned – you will need some knowledge of PHP, CSS and HTML. You would need to alter files in the

"**Appearance/Editor**" settings. (Left menu drop down tab.) Getting into PHP, CSS and HTML detail is beyond the scope of this Special Report, but here are some tips to help you get started.

Be sure to SAVE the original version of any file you edit first!That will save you more grief than any other precaution you can take. To do this, **Select the whole file within the text** area **box, and paste it into a plain text editor like Notepad**. Save it onto your desktop temporarily with its original filename. (Be sure to select "**ALL FILES**" from the Notepad dropdown when you save your backup original file!)

Have a look at each file within your **Dashboard text** area box. See what code you can safely remove. Experiment – as long as you've saved the original file and can copy paste it back in and "**Update**" it, it won't permanently harm your site.

Some clues as to what to remove: **Check Page.php** and remove any "**comments**" coding (making sure you don't unnecessarily remove bits of adjoining code.) Usually a complete code command will be contained within brackets like this: <>
(In the Prinz Branford Magazine theme, it's not necessary to touch **Page.php** – eliminate sections from the **Sidebar.php** file instead, like this:

```
<li>

<h3><?php _e('Stay informed','branfordmagazine');?></h3>

<ul class="feed">
```

<a href="<?php bloginfo('rss2_url'); ?>">Entries (RSS)

<a href="<?php bloginfo('comments_rss2_url'); ?>">Comments

RSS)

For example, removing the above chunk of code eliminates the Comments and RSS feeds, along with the heading "**Stay Informed**".

Also remove any bits of code dealing with **author, date, time of posting,** and **comment references**. The sort of code you need to look for would look like this:

< h5>by <?php the_author('nickname'); ?> on <?php the_time('F jS, Y') ?
>< /h 5>

(Here's another example…)

<h5><?php comments_popup_link('No Comments', '1 Comment', '%

Comments'); ?></h5>

You have to look for similar chunks of code in all your template files.

Again – COPY AND SAVE THE ORIGINAL FILE First as a backup before you do any editing! Your success is entirely dependent on your own abilities, so I make no guarantee!

Widget Mastery

One more thing I'd like to show you – how to add a "**widget**" to that righthand sidebar, to fill up the space we've created thereby removing the basic sections.

Go to the menu "**Appearance**" tab again, and select "**Widgets**." In WordPress 2.8, this is what you will see:



You can select from the **Available Widgets listed**, and drag them over to your sidebar. You can choose from such widgets as a search form for your site, links, RSS entries and more.

Or you can make your own – just select "**Text**" widget, and drag it (in this theme) over to "Regular Sidebar" on the right. It will open up, and you can insert your own code in it.

You can write a blurb, or add a logo, or a photo – anything you like!

And here is our finished home page – with all the "**built-in**" sidebar sections removed, and our own custom "**text**" widgets (including graphics) replacing them:



And that's about as far as we can go in one sitting!
I hope this "how to" primer has given you a good start on installing a WordPress blog – as well as a good start on turning it into your highly optimized static website!

Continuously Cover Your Basics

WordPress SEO is very specialized. The key to prevailing in WordPress SEO is all things considered generally simple. Basically taking in the essentials and actualizing them superbly will bring about a wonderful increment in rush hour gridlock.

The first mystery is, in this way, clear: you don't need to be a tech virtuoso for you to win.

Have your permeability settings within proper limits: The purpose behind the lessening activity in your site could be that it is escaped web crawlers. WordPress has an alternative that gives you a chance to keep your site avoided web crawlers. This alternative was intended to enable you to finish a site before opening up to the world about it.

On the off chance that your WordPress site isn't unmistakable in list items, it is conceivable that it is inaccessible to web crawlers. For this situation, you should first verify whether the permeability of the site is alright.

The setting can be modified in the Admin Area under Settings>> Reading.

URL structure ought to be SEO inviting: The words in SEO well-disposed URLs characterize the substance of a website page. They should likewise be anything but difficult to peruse for both the web indexes and people. A lucid URL is one that makes it simple for the client to think about what the page is about.

It is anything but difficult to refresh and check the structure of the permalink of your WordPress site by going to Settings >> Permalinks.Once you're there,

select thepost, name alternative.

Note that changing the permalink for a site that has been running for a half year is misguided except if on has master help. This is because, without legitimate proficient sidetracks, the site will lose its offer depend on via web-based networking media, bringing about lower SEO rankings.

Pick the Best SEO Plugin

Modules enormously enhance a WordPress site. There are a considerable number of modules that have been intended to make the errand of dealing with a WordPress site less demanding.

There are modules for relatively every undertaking on WordPress. There are focal points of having distinctive modules for various SEO assignments. In any case, it is best for you to have a solitary extreme SEO module for all your SEO needs.

The race for the best SEO module for WordPress is primarily a two-horse race between Yoast SEO and All in One SEO Pack. The two are fantastic alternatives each with its benefits and negative marks.

Add Your Site to Google Search Console

Prevalently known as the Webmaster Tools, Google Search Console is offered by Google to give you a chance to perceive how the internet searcher, Google see your substance.

The information you arrive portrays how your pages show up in Google's

indexed lists. You get the chance to perceive what catchphrases show up in the ventures individuals perform to discover your site. It additionally offes you a chance to perceive how every page shows up in Google's query items, and how frequently individuals tap on the connections prompting your pages.

With this information, you would then be able to design a considerable substance methodology. Google Search Console will alarm you should anything turn out badly with your substance, for example, if seek crawlers can't get to it, there are some limited assets, or part of the material is copied somewhere else.

Work on The Comments

Remarks show the level of client commitment on your site. The more remarks, the more outstanding the commitment. Better commitment interprets of into expanded connects to your site, better movement, and at last enhanced SEO.

By the by, not all remarks are generally genuine. Spam messages are normal, and these destroy your site's pursuit rankings. Like this, it is critical that you have at least one instruments set up to battle remark spam on your site. Akismet is a standout amongst other apparatuses suggested for this assignment.

Note that an excessive number of remarks may back off a page, along these lines hindering its SEO rankings. It is best that you paginate the remarks.

Utilize 'nofollow.'

Each time you connect out to a site, you go out a portion of your SEO score to that site. For good hunt rankings, you have to get more SEO score from different

destinations than you are giving them. By including a 'nofollow' ascribe to outside connections, you keep web search tools from following the connection in this manner keeping the loss of SEO score.

Nearby SEO is a HUGE Factor

This tip is predominantly for the individuals who offer an unmistakable administration/item to individuals in their immediate region. For some, organizations, contending on a national level for watchwords isn't required or even conceivable. A standout amongst other approaches to get saw with little exertion is by contributing time or potentially cash in nearby SEO administrations. You can decide to either outsource this work or find out about the point yourself to truly begin expanding on your nearby effort with your SEO endeavors.

While neighborhood inquiries may have littler inquiry volume, they regularly have an extraordinary effect.Individuals need to work with nearby administrations and organizations. Accordingly, these individuals will probably change over.

Connecting is to a sizeable degree basic.

Connecting to outside sites is a bit tedious, particularly on the off chance that you have a couple to do, isn't that so? Off-base! Making outer hyperlinks in WordPress is less demanding than it has ever been. All that you need to do is feature the expression you need to interface in the visual editorial manager, and after that glue the URL you need to connection to it. That is all you need to do, truly! Attempt it and discover for yourself.

You can utilize console alternate routes

If you work a great deal with Word or another content editing program, at that point, you will likely as of now be comfortable with console easy routes. Notwithstanding, what you won't know is that WordPress is completely good with the easy routes! This implies you can spare a considerable measure of time with regards to composing and altering the content in the word processor.

You can set up a site lockdown

For a considerable measure of WordPress clients, security is a noteworthy concern. If you store a considerable measure of individual data on your site, at that point programmers may choose to target you. You need a method for ceasing them.

Setting up a site lockdown is an extraordinary method to anticipate mass power assaults. You can set it up so that,after such a large number of fizzled login endeavors, everybody will be bolted out (except you obviously). You can set this up in various courses, including through different modules and instruments.

You can alter your pictures inside your media library

Truth is stranger than fiction, gone are the times of altering pictures before you transfer them to the web. WordPress presently gives you a chance to transfer your photographs and offers full altering usefulness inside the media library.

This mystery will make your life less demanding!

Did you think you knew WordPress well? What number of these privileged insights did you know? I'm certain that there are bounty more out there simply sitting tight for you to find them, so continue attempting new things when you are refreshing your site content!

WordPress is the perfect alternative for creating a remarkable weblog or site. It truly is easy to find this gadget, and it offers excellent capacities. Your web webpage or website can be as clear or as troublesome as you need to make it. Hold is glancing through to take in two or three things.

If your distribute has a drawn-out title, make specific your permalink is clear.A drawn-out URL would be created by a title like "How Wild Children Can Be Made to Behave by Outsmarting Them."You can only abbreviate that to contain just the key expressions.

Alt and Title are two essential components to think about. Message each time you include pictures. Along these lines, you can include a mess unmistakably catchphrase expressions to your substance material, and site guests who have photographs incapacitated on the pcs will get an fantastic idea of what is there.

WordPress can help you incorporate online video running a blog on your webpage. Even though you may need to put in minor additional time, you will get remunerated for your work in the stop. A decent arrangement of net end clients is attracted to video blogging because of the reality of their apparent private decisions. Making utilization of online video is a successful gadget since

it grants you to downright your thoughts outwardly.

Realize what you can just before introducing WordPress. By arranging just before building up a site, you can spare independent from anyone else the two time and vitality. Realize what you can about Search motor advancement or inquiry engine streamlining, and situate out how to make taking an interest content material for visitors. Discover how you can utilize WordPress to the greatest advantage. That will bolster ensure that you don't have a troublesome time when you begin off.

WordPress has the forthcoming to enable you to build up an exceptional web webpage. No issue on the off chance that you are delivering an individual weblog or creating an endeavor site, this framework can bolster you. The undeniably perform you set into capacity headway, the better the results are probably going to be in abundance of time.

Substance ought to be streamlined AND magnificent

Any sort of improvement you need to utilize is just powerful when it is joined with quality and extraordinary substance. Fundamentally, those content contains watchwords that will feature the general subject of the post, yet the post itself must present some esteem.

The substance ought to be straightforward and perused or else the activity won't increment as much as you anticipated that it would be. Utilize your watchwords precisely without overstuffing it. Content ought to be fundamentally composed essentially for your guests, not for the web crawlers for your coveted positioning. Once your guests build, they will recommend you to different

clients, and along these lines, the activity towards your site will increment.

Bear in mind to trade back-connections of your site

Bear in mind to trade back-joins with different sites that are identified with your subjects and those sites ought to be in high page positioning. Additionally, bear in mind to connect between pages inside your site, however, do this precisely and when you believe it's important. Merely don't connect each page to each other for no reasons, this will trouble your peruser.

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