

# EZ Websites With WordPress

Super Simple Step-By-Step Guide



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## Introduction

Are you ready to create a **WordPress website in 7 Days or Less**? This report is broken up into seven pieces that you can do all at once or over the course of seven days. There is no reason why you can't go from complete beginner to website owner in very short time, even if you've never built a website in your life!

I've been told time and time again that I make things easy to understand and easy to take action on. I hope you'll find this true as you go through this program, I've set up for you.

### *A bit of background first on what exactly WordPress is:*

WordPress is a free piece of software, also known as open source software. It's a program that allows you to set up a website on the internet.

**It works like this:** You purchase a domain name and then you sign up for a hosting account and install WordPress with an easy "1-Click" install application through the host. This process literally takes minutes and then you can customize your brand new site!

The only thing you need to pay for is hosting & your domain name and you can get that at a very affordable rate. Some hosting companies provide you with a free domain name if you purchase their hosting services.

There are other install methods which I cover in-depth within my WordPress Training course at [PLR4WP.com](http://PLR4WP.com)

A domain name is your internet address. Look at it like a piece of virtual real estate. If you own a bare piece of land it is not as valuable as it will be once you build on it. Whether you build a house, a shopping mall or a 1000 room resort and casino, it all began as the bare piece of land.

Your domain name is like that bare piece of 'land'. You can build a 1-page website or a Facebook like social media Mecca onto your domain name and it will increase in value – just like that bare piece of land.

You can purchase a [domain name](#) for around 10 dollars a year. Like I said earlier though, there are some hosting companies that include 1 or more free domain names with the purchase of their hosting. Here are just a few that you might want to look into.

[NameCheap](#) | [Liquid Web](#) | [A2 Hosting](#) | [NameHero](#) | [SiteGround](#)

Just starting off, you only need one domain and one hosting service, but you may want to add to this in the future.

You will want to look at **Cost**, **Customer Service** and **cPanel** control panel for a better beginner's site building experience. Some hosting services have their own custom control panels like Interworx, Direct Admin and Plesk to name just a few. cPanel is the best for beginners though.

Earnings Disclaimer: No guarantees are made to the amount of income you can make by following the suggestions in this guide. This report is for information purposes only. This report is not intended to replace any legal advice or counsel.

Material Connection Disclosure: You should assume that the author of this report has an affiliate relationship and/or material connection to the provider of goods and services mentioned in this report and may be compensated when you purchase from a provider. You should always perform due diligence when buying goods or services from anyone via the internet or offline.

***Just to clarify...*** in this report we are talking about using **WordPress.org** and **NOT WordPress.com**. WordPress.com is for blogs only, WordPress.org is for blogs and websites that you host **on your own domain**.

This is a very important distinction.

If you want more information on WordPress go to the main site [WordPress.org](https://WordPress.org). There you will find all kinds of documentation on how the software works as well as many add-ons that we'll get into as we go through this report.

**NOTES:**

**IDEA...**

**If you are planning to print this report then please feel free to use the blank areas like this, to make notes of what you have just learned.**

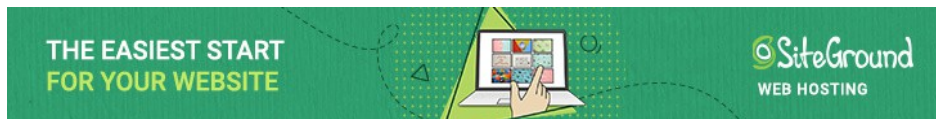
**Sometimes when you put pen to paper as you are learning, your retention of that material is much greater.**

Let's get to it with your first lesson:

## Finding a host for your WordPress Website

I'm going to demonstrate this using one of the recommended hosting services from earlier. Of course, feel free to look around or if you are ready to just get going you can take my recommendation below.

**Sign up for your hosting at SiteGround:**



***Click The Image To Check Out SiteGround***

Here's what you need to know about choosing any host if you want to install WordPress the easiest way possible: *(I cover other install methods within my course at [PLR4WP.com](http://PLR4WP.com) but the following is the easiest)*

- Host should have an easy to use Control Panel like cPanel
- Host should have WordPress auto-installer through Softaculous or something similar
- Multiple Domain *(or at least sub-domain)* name hosting is ideal (because once you've got the bug you'll want to make more than one website!)

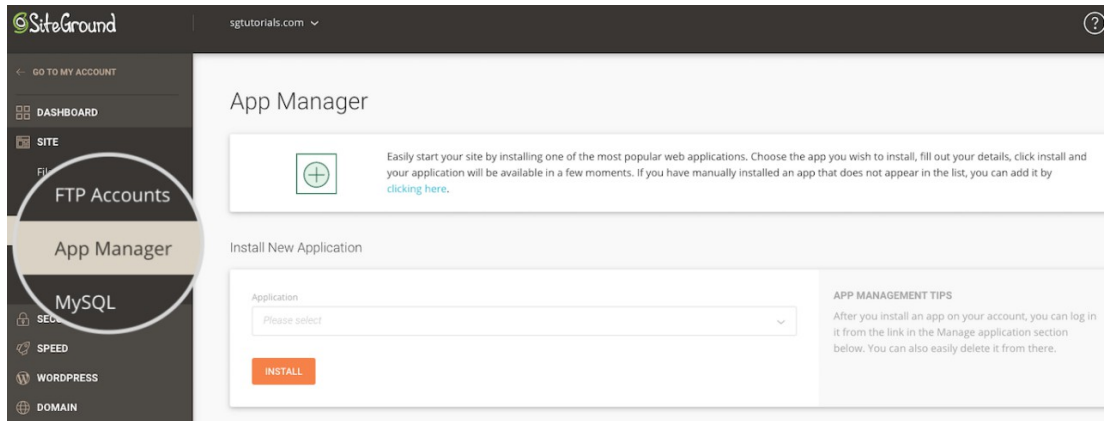
Ok, so you've got your host. Next you need to follow these steps to install WordPress:

## Installing WordPress using Softaculous

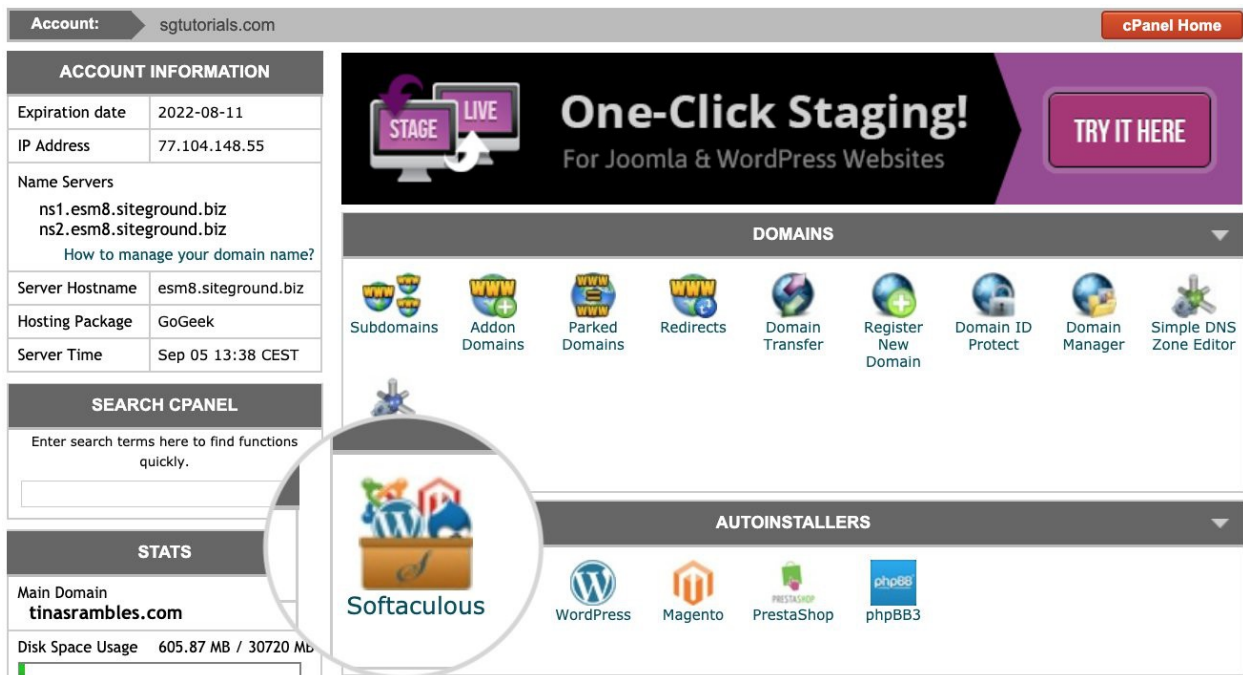
1. Log into your control panel. It should be located at:

<https://yourdomain.com/cpanel> or with SiteGround you can simply log in at [login.siteground.com](http://login.siteground.com)

2a. Scroll to Site Tools > App Manager > Softaculous, it looks like this:

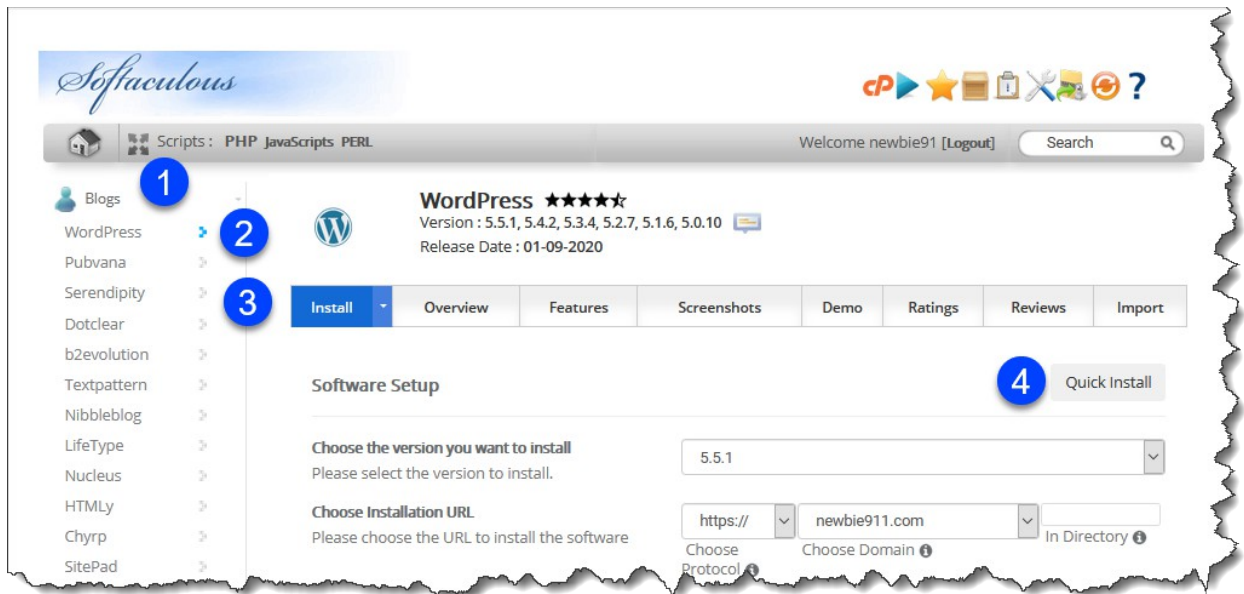


2b. If you are on a SiteGround account that still uses cPanel then Scroll down to the section labeled AutoInstallers then click on Softaculous like this:



Note: If you use another host & you cannot locate Softaculous, then contact your hosting company and ask where it is or the equivalent.

3. Choose WordPress (2) under Blogs (1), to install, click install (3), click on Quick Install (4). We cover the 'Custom' install within [Volume 1 of PLR4WP](#)



4. First thing (1) is to select from the drop-down, the most recent version of WordPress (that version number should be at the top of the list).  
Next on the list (2) is select the domain name you want to install WordPress on. If you have multiple domain names, then use the drop-down to select the one you want for this install. TO the right of the domain name box is where you spell out the sub-directory for your installation.

### **LEAVE THIS BLANK.**

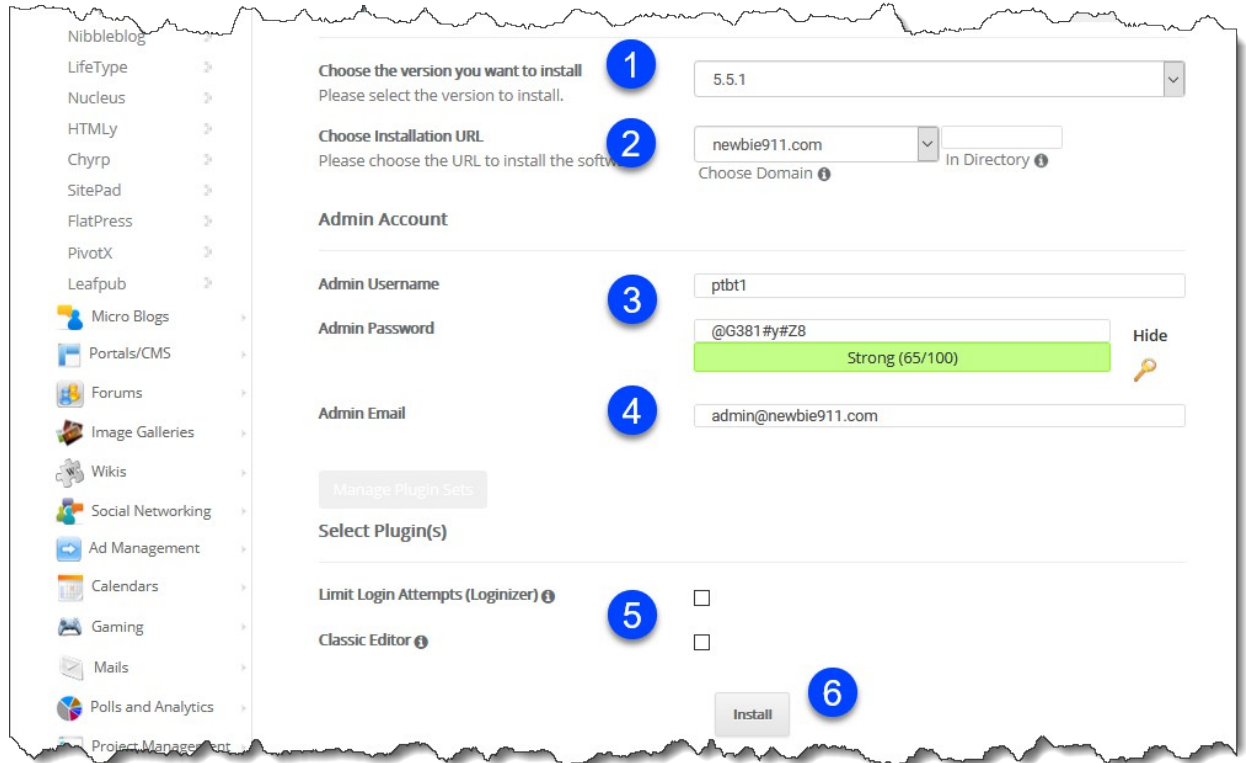
Using a sub-directory for a WordPress installation has its purpose but that can be covered later. For now, leave that blank and delete anything in there if it was pre-populated (like WP).

Next (3) is where you decide on your login Username and Password. Make sure both are close to impossible to guess and you need to write these down and keep in a safe place. The best thing to do is use a password manager like Bitwarden or 1Password to securely store and maintain your passwords and other login details. You can check out [several different options in this article on Wired](#).

Now (4) you need to decide on which email address you want to receive any contacts from your site. If the one that is auto-listed there is not the one you want (or even have) then replace it with your main email address.

If your version of Softaculous offers these (5) optional plugin additions, then you can check the box next to Limit Login Attempts but I suggest not to install Classic Editor unless you want to. Again, these are optional and details on how to use them are available on the plugin creators websites or do a search on Google / YouTube.

Finally, (6) press the Install button and within a minute or less, your brand new WordPress site will be installed and ready for you to get behind the wheel.



## Congratulations!

You now have a website online!

Admittedly, there is not much there yet, but it *is* a real website and you can go visit it. Type your URL into your browser (e.g. <https://mydomain.com>) and you'll see a simple site with a white background a colorful header and a small entry titled "Hello World!"

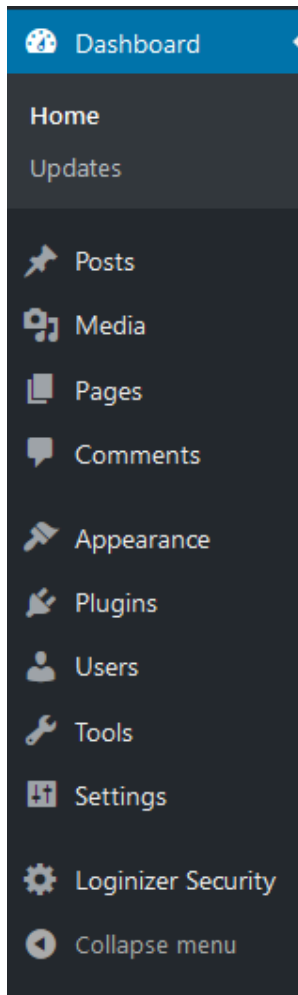
This is the standard (default) WordPress theme. You can easily replace this with one of thousands of free WordPress themes. You can completely transform the look and feel of your website and we'll see how to do this later in this report. First, however, we'll get some basic settings done.

After you install your WordPress site you'll need to log in to go any further. Your login will be given to you upon installation – make sure you save it for later. Then, whenever you want to edit your website you will need to basically log into it and start working in WordPress.



## Time For A Mini Tour Of Your Dashboard

Now, before you go too much further I recommend you take at least an hour or two to PLAY with your new software. Click around, look around, create a post, make a page, see if you can make a link or upload an image. All these things are possible and so much more. In fact, there are so many things you can do I won't talk about them all in this report as I don't want to overwhelm you.



But – I also don't want to underwhelm you! I want you to understand how powerful and fantastic the program you just installed really is! To help you along, let's do a quick overview of the different sections of WordPress:

The image you see to the left is on the left side of every page inside your WordPress dashboard. If you click on any of the words you see in the image, you'll get a drop-down menu with more options. Let's go over what each general section does.

**Dashboard** – Click this to bring you to the main page of WordPress. Here you will see various items relating to your WordPress site. It will give you a summary of your posts and pages, comments, etc. You will also see links to the WordPress.org site, recent comments, incoming links, etc. You can customize this page a couple different ways and these are detailed in [Class #7 in Volume 1 at PLR4WP](#).

**Posts** – If you're going to set up a blog on your site this is where you create, view and edit your posts.

**Media** – You can use the media section to upload images, videos, audios, and documents.

**Pages** – This is where you create, view and edit your pages.

**Comments** – Here you can view all the comments you've received, check your spam comments, edit or delete comments.

**Appearance** – This is where you upload a new theme, you customize your widgets and you can also set up a custom menu. You can also work in the CSS and php files if you have some advanced coding knowledge.

**Plugins** – We've yet to talk plugins but here is where you can upload and activate them.

**Users** – Lets you add users to your site or update current users.

**Tools** – Import or export WordPress files. This is also where you check your Site Health, Export & Erase Personal Data.

**Settings** – You can set options about how people read your blog, how many posts they see, how the permalinks are set, etc. Any plugins you install will often show up here too.

When your installed & activated plugins are not showing up in the Settings section, they may show up in their own section in the admin sidebar like Loginizer Security. That, by the way, was one of those optional plugins in the install process under number (5) earlier in this report.

That's STEP 1. You can rest here if you want but I suspect you're probably rearing to go and ready to move on to Step 2, Setting Up a Static Homepage.

## NOTES:

## Setting Up a Static Homepage

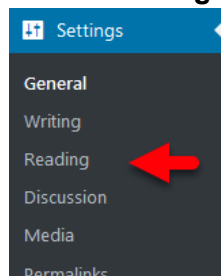
The main difference between a website and a blog is that the homepage is static on a website where the homepage is always changing on a blog. This report shows you how to have both a blog **AND** your static homepage (website)

First, let's cover how to set up a static homepage. It's a quick and easy process. Here are the steps:

1. Add a page called 'Home' by clicking on '**Pages**' > 'Add New' from the left menu. Enter 'Home' into the title and then click 'Publish'.

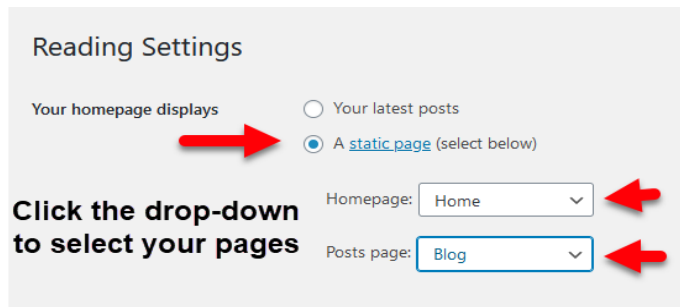


2. In the same fashion as step 1, add a page called 'Blog'.
3. Next, click on '**Settings**' > 'Reading' from the left menu.



4. Now you'll need to select the radio button that says, 'A static page'. Set the front page to your 'Home' page and the blog page to your 'Blog' page. Make sure you save your

changes by clicking the blue 'Save Changes' button at the bottom of the page. Now you've got a static home page and a separate page for all your blog posts!



## Choosing and Installing Your Theme

We've covered how to choose a host and we've installed WordPress in the last lesson.

This chapter is all about choosing and installing a theme for your new site!

### What is a WordPress theme or template?

WordPress comes with a default 'theme' (*actually a few of them but only one is active*). A theme is what sets the layout of your website. It is a bunch of advanced php and CSS coding that allows you to have a more customized look.

There are literally thousands of themes to choose from. You can choose from a current selection of over 7800 on WordPress.org database here:

<https://WordPress.org/themes/>

Here's what I recommend you do before you take ANY time looking for a theme:

--> **Decide what you need it for.**

Get a very good idea in your mind what you want from a theme and your search will be much, much easier!

Here are some questions you should ask yourself, copy these to a notepad file on your computer then print and answer them before you start your search:

- Do I want a blog only?
- Do I want a WordPress website only?
- Do I want a blog + website?
- Do I want a magazine style theme?
- Do I want a professional look?
- Do I want an amateur look? (some people will want this!)

- Am I willing to pay for a theme?
- Do I want a free theme?
- Do I want to customize the header?
- What colors do I want my theme to be?
- Do I want two columns or three?
- Do I want a right side column?
- Do I want a left side column?

Now that you have all those questions answered (and maybe a few more that you think of on your own), you're ready to go searching for your theme!

### RECOMMENDED THEME SOURCES

**Before we get to the choices below, you should look at the default theme that is installed already on your WordPress site. Currently the '2020' theme is the name of the theme that comes installed on your WP site to begin with.**

The 2020 theme is very flexible in that you can customize just about anything on it that you can get from a pricey 'premium' theme. So, before you head out looking for a change, see if the 2020 theme matches up with any of your answers to the aforementioned questionnaire.

Okay, let's go and check out some other options.

#### **FREE:**

WordPress - You can search a huge database of free themes here

<https://WordPress.org/themes/>

Instead of me listing a bunch of options here, I did a search on Google and after reviewing several of the listed results, I decided on [this guide of 51 'Best' Free WordPress Themes](#).

Many of those listed, have both free AND premium options. Some of the premium options may have more bells & whistles or they are the exact same theme as the free version but come with premium support. While the free versions have support but may take longer to get your questions answered.

You might also want to do your own Google (or your favorite search engine) search for Free WordPress Themes.

**NOTE: BEFORE** you install a free theme onto your site, make sure it is from a legitimate and reputable source. If it was listed on Wordpress.org then you know it is from a reputable source because WordPress makes them go through a strict vetting process before listing their theme.

If the free theme is not listed on WordPress.org then do a little research first to check the creator's reputation.

### **FOR FEE (Premium):**

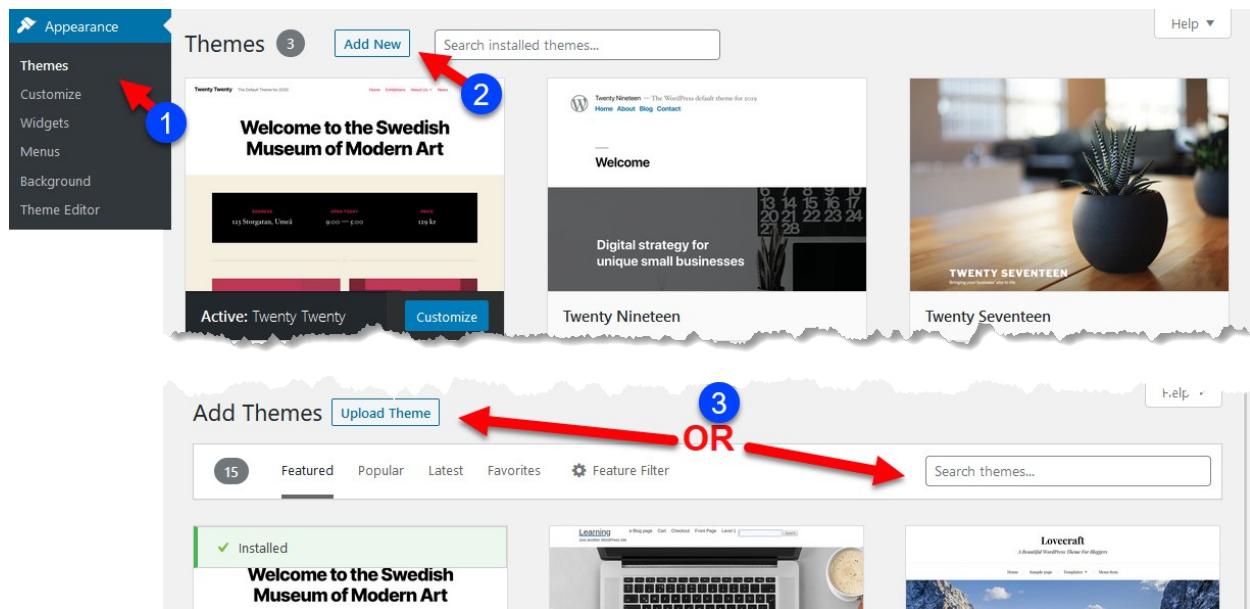
While I could list several premium (paid) themes that I have used in the past or are currently using, I think it best to do your own research like I suggested for the free themes. Do a search for Premium WordPress themes. Maybe go to your favorite social media networks or online forums and ask people you know what they may suggest and ask them why they suggested it. Do they currently use it and could they supply you with their site URL so you can 'see it in action'?

Ok that will get you started. Just make sure you don't spend forever choosing a great theme! You can always switch later, the main thing for now is to get moving

Once you have chosen your theme, you'll need to install it.

To do this you need to log into your WordPress dashboard, in the left sidebar click on **(1)** Appearance > Themes. Then click **(2)** 'Add New'.

On the next page that comes up you can choose to **(3) search** the WordPress.org for the free theme you found there or you can **(3) upload** your chosen theme (in zip format) from your computer and install it.



Once you've chosen your theme you will need to click on **"Install"**.

Then click to **Activate** the theme.

**There you have it!**

**That's all you need to do to install WordPress and add a new theme.** I can't tell you what a simple process this is compared to the 'olden days' of website design. I built my first website in 2004 with all HTML and I can tell you it was a long, long process to get the simplest of websites going. These days you can have a super-powerful robust website platform in a matter of minutes – to the geekiest of internet geeks like me that is very exciting!

Look, if you ran into a snag or a problem I understand, and it happens. This free report is the 'best case scenario' but sometimes problems come up. The first thing to do when you have a problem is see if your webhost can help, most times they can. The next thing to do is search Google and see if anyone else has had the same problem. Then, if you don't find the answer you might want some extra help.

**If you need any extra help with installing a theme for WordPress be sure to check out the free and premium video tutorials at <https://plr4wp> or <https://plrvd.com>**

Let's move on to Step 4

**NOTES:**

## Basic Settings & Customizing Your Site

Next, we are going to talk about a few of the basic configuration settings and customizing your WordPress Website.

Almost everyone who installs their own WordPress theme will at least want to customize the header. How you do this will be dependent on the theme in question. Then you may want to customize other parts of your theme like the sidebar (*or even removing the sidebar*), the footer and the colors.

Many themes will come with settings that allow you to customize the entire site making it completely unnecessary for you to have any previous coding or design experience. I highly recommend these if you are a beginner. Any of the default WordPress themes are actually great beginner themes. You could also have a look at your options for premium themes as they will often have many customization options. Plus, many will have their own tutorials and premium support to help you.

My favorite theme is the Hello theme (free) by Elementor & it is only a theme framework meaning it is completely blank and super-fast. All the customizations are done with the page builder Elementor. I will warn you it's not always for the beginner as there is quite a learning curve with that one. I now use it to build all my own and my client's sites though, including [PLR4WP.com](http://PLR4WP.com) and many others.

### **Possible items to customize:**

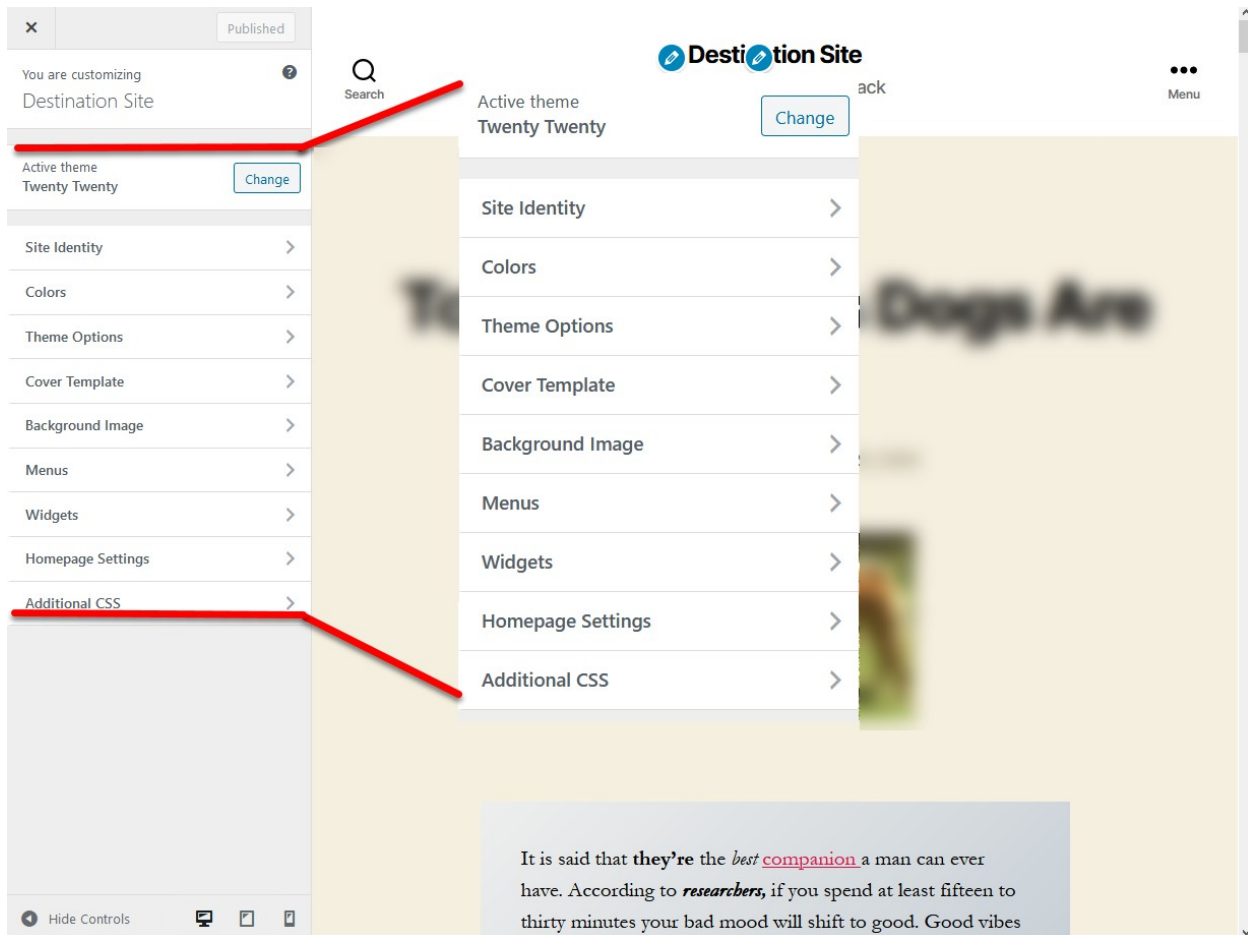
**Sidebar** - Many people will want to remove the 'Meta' information that is added to some WordPress themes by default. You may also want to add other elements such as an email opt-in and RSS Feed info to your sidebar. The easiest way to make changes to the sidebars is to use widgets. Almost all new themes are 'widget-friendly'. You simply click on 'Widget' under 'Appearance' in the left menu of your WordPress software to see what options you have for customizing with widgets. We cover these in greater [detail in Class 18 & 19 Volume 3 at PLR4WP](#)

**Background Color, Theme Options, Additional CSS...**, – All these items and more can be found and customized in the theme Customizer.

Also found under **Appearance** in the left sidebar, click on **Customize**:



You will see something like this – **Actual items listed may depend on active theme**



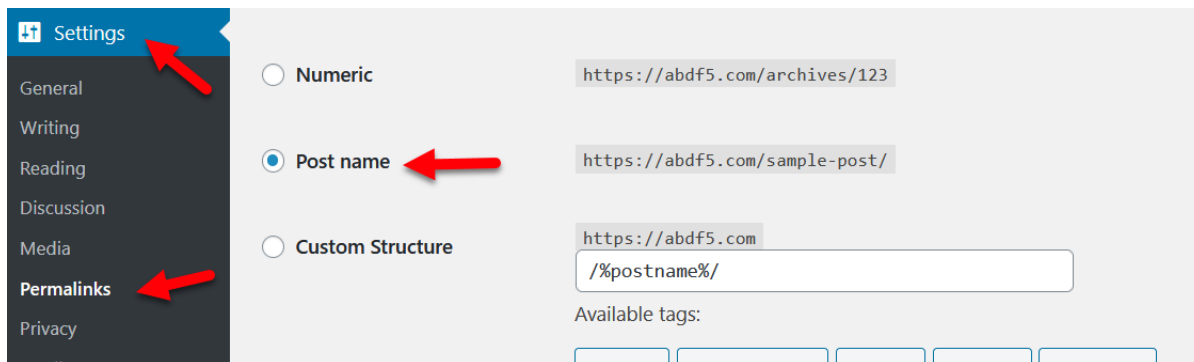
This is the WordPress default theme '2020' & it allows for quick and easy background color changes. You can even have a background image or background video.

Okay...moving on.

## Important Information About Permalinks

Changing permalinks is especially important, almost crucial, to your search engine results. Please make sure you do this step every time you set up a new website or blog! The first thing you do is go to 'Settings' > 'Permalinks'. Then, under 'Custom Structure' enter whatever custom structure you choose.

I always select Post name for mine. Clicking the 'radio-button' next to Post name auto-fills the Custom Structure box for you.



What that does is change your website page and post links from a bit of meaningless code to actual WORDS. If this doesn't make sense right now just follow the steps anyway, you'll thank me for this tip later!

**For more details on permalinks you can check out this article/guide on WordPress.org;**

<https://wordpress.org/support/article/using-permalinks/>

WordPress has gotten really advanced in the way you can customize it over the last few years.

It wasn't too long ago that you largely had to customize a WordPress theme by digging into the CSS and php files. That is not always a challenge the typical beginner is ready to take on. Plus, you are always just one mis-placed character away from breaking your entire site if you do not know what you are doing when messing with the CSS & php stuff.

But now there are so many easy ways to customize WordPress. Depending on the theme you choose you may never have to touch the theme files at all.

NOTE: If you do decide to fiddle with the CSS and other php files, be sure and copy the files first so in case the 'fiddling' makes a mess of your website, you can always just use your ftp software to upload the original files and overwrite the messed up files.

The 3 most important words when building and maintaining a WordPress site:

## **Backup Backup Backup**

## Adding Plugins

The thing to understand about WordPress is that it's open source. Open source means that the program is free. It also usually means that it's open for editing and additions. WordPress is really a community project where many programmers work on little software add-ons called plugins.

WordPress supports this fully. In fact, it also lists these plugins right on its site. Currently there are over 57,000 available!

You can see them here:

<https://wordpress.org/plugins/>

Now 57k+ might feel a little overwhelming. I often have clients and customers asking me what plugins I recommend to them. If you scroll down to the end of this report, you'll notice I've attached a recommended plugin list. Feel free to browse through and see if there is anything that fits your needs. This is my personal list and it will get you started as you consider your options.

Plugins are so important to the functions and flexibilities of your WordPress site that there is an entire Volume ([Volume 9](#)) at PLR4WP dedicated just to plugins.

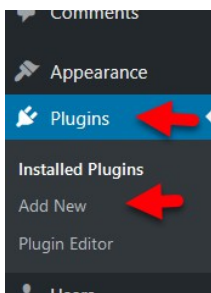
So, plugins – **how** do you find them and **what** to do when you find them?

Let's go through the steps:

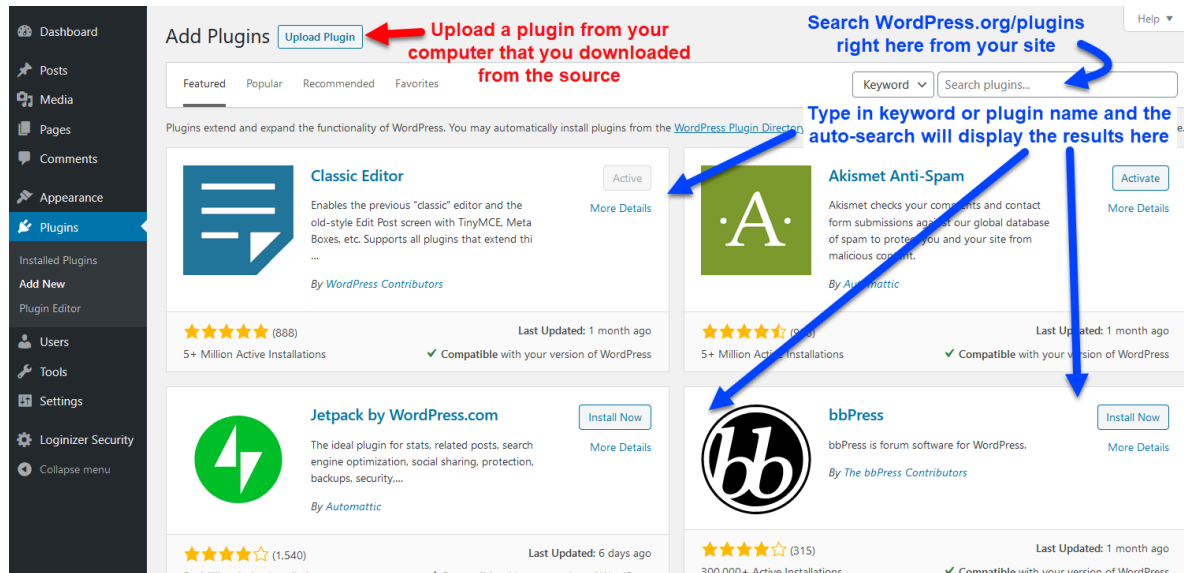
\*Before we get started, let us assume (*I never liked that word*) you have been told by someone to try out a particular plugin or as we'll cover in the next chapter, you have a need like spam prevention/control and you go looking for a plugin to fix that problem.

For this example, let's enhance our already awesome SEO (Search Engine Optimization) that is built into WordPress, by using a free plugin called Rank Math.

1. Choose your plugin. (*Done – we have chosen Rank Math for this demo*)
2. Click the 'Add New' link under 'Plugins' from the left side menu:



3. Next choose how you want to add a plugin. You can search the plugin directory if you don't know exactly what you want, or even if you do but don't have it on your computer.



4. You can also upload a plugin from your computer. You would normally do this when you have a plugin you paid for. An example would be [Duplicator Pro](#)
5. Once you've found your plugin you want to install click 'Install', then make sure you click 'Activate' to activate the plugin.

**NOTE:** If you were building a static website (non-WordPress) and you wanted to add the functions you can get by adding these plugins...

It would be much more time consuming as well as costly if you did not know how to write the code yourself. With plugins and WordPress, you just 'Locate' 'Install' & 'Activate'.

Easy as 1 - 2 - 3!

## Stopping The Spam

Oh spam – how we love to hate you!

In this chapter we are going to talk about stopping the spam on your WordPress Website.

Spam is a problem everywhere and blogs or blogsites get no reprieve.

What you need to do to solve this is install a plugin to prevent spam. There are a couple anti-spam plugins I'll recommend but like with themes and hosting services, please ask around to get other people's input and be sure and ask them why they recommended the one they told you about.

You can go to <https://wordpress.org/plugins/search/spam/> and check out a few listed there.

The main 'Anti-Spam' plugin I recommend is Antispam Bee (you will see it on that page I just told you about)

Akismet is the next recommendation. This anti-spam plugin is already installed on all WordPress sites because it is own by the same people that 'own' WordPress. It just needs to be activated and configured. Before you do that, just know that the free version can only be used on non-commercial sites. That means that if you plan to make money on your site then you need to get the paid version which starts at \$10 monthly.

For a paid anti-spam solution, I would highly recommend CleanTalk. It also shows up on that WordPress.org Plugins search page. It has a free trial but then is 8 bucks per YEAR! Check out the reviews on the plugins page (WordPress.org) and you'll be impressed.

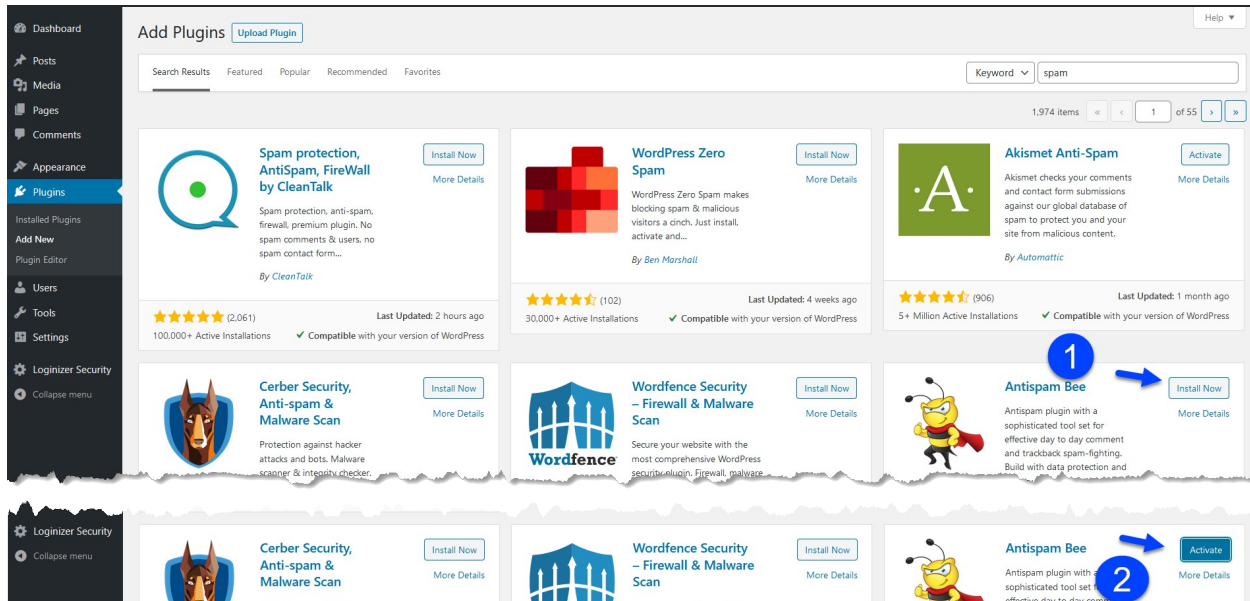
There are some other outstanding plugins shown on that page as well however, they do much more than just anti-spam and sometimes multi-purpose plugins are not the best way to go.

So, the **Free** option = AntiSpam Bee – **Paid** option = CleanTalk

Now let us look at how to install our antispam plugin and set it up to help keep our site free of spam.

## How do you install it?

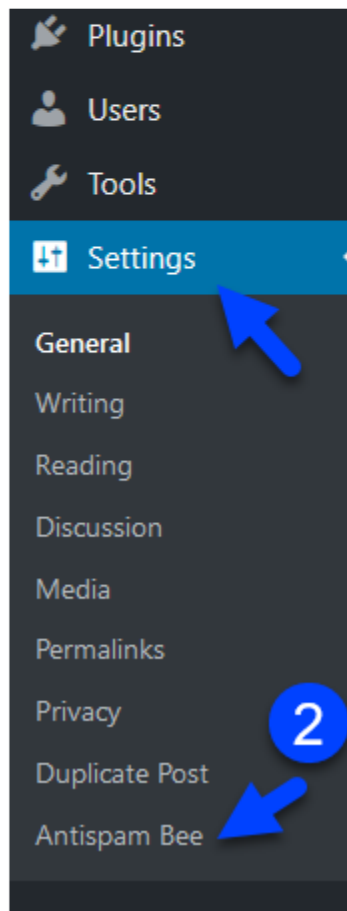
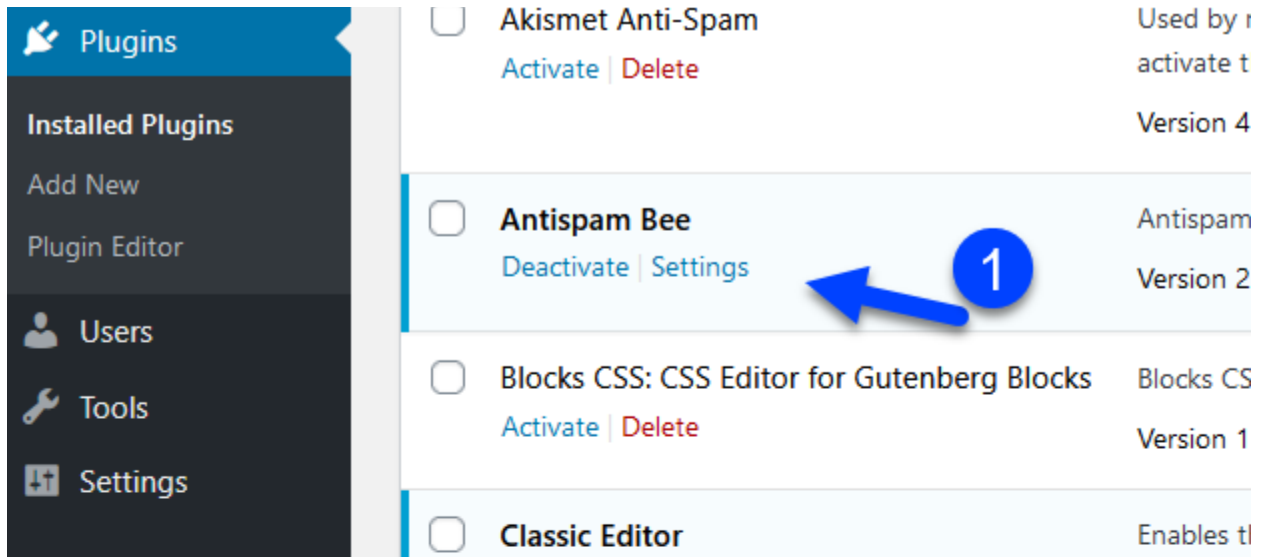
In this demo we'll use Antispam Bee. From within our Add New Plugin page, we search for Antispam Bee. Then we Click on the Install (1) button, then click on Activate (2) when it displays.



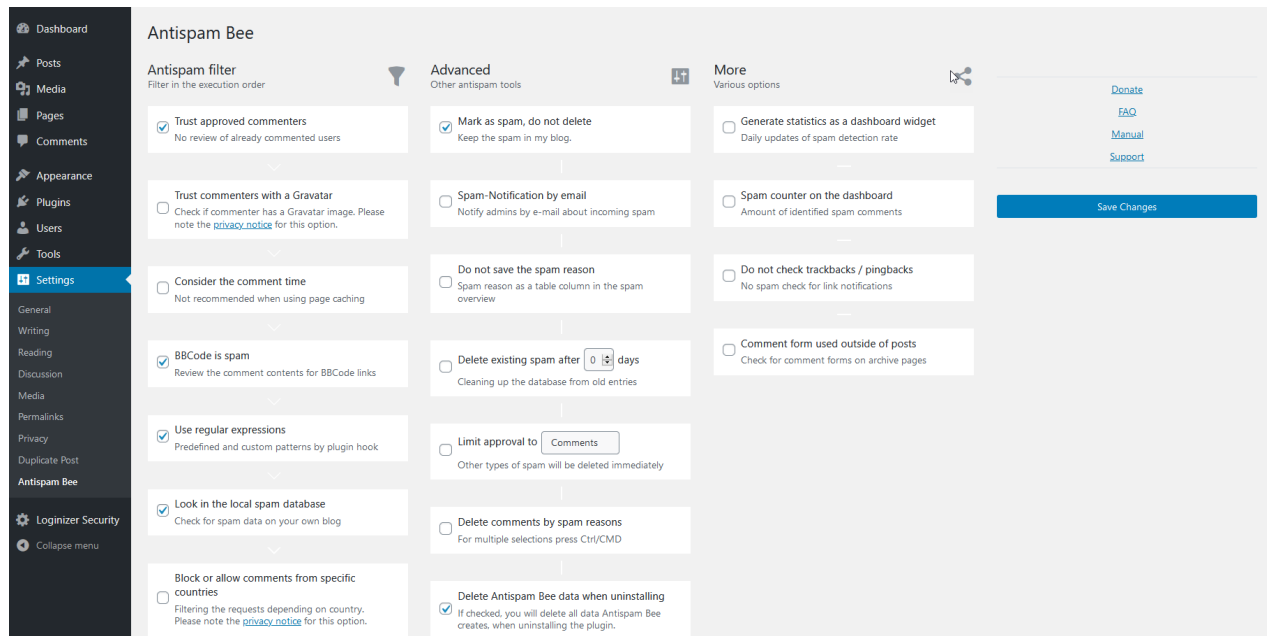
## How do you configure the settings?

Every plugin has its own settings, some have zero settings and simply function after you activate it. If you are not sure about the plugin you just activated, contact the plugin creator for instructions or do a Google search for help.

With Antispam Bee, you will see the settings feature in 2 different places. One is on the Installed Plugins page under Antispam Bee (1) and the other is under Settings (2) in the left sidebar.



Clicking on either one will take you to the same place – the settings page for Antispam Bee



One of the things I like most about Antispam Bee is that 99% of the time, you do not need to fiddle with the default settings as they work perfectly as-is.

That being said, you should at the very least look over all the options and click on the link in the top right for the manual. Be warned though, it is in both Dutch and English but not hard to figure out. Otherwise, you might want to head over to YouTube and do a search for Antispam Bee Settings and you'll see a couple of videos that are NOT 3 to 5 years old that clearly lay out the different setting – and they are in English.

One thing I need to say about these default setting is that one of them is set to Mark as spam but Do Not Delete. There are some good reasons to keep them on your site even after they have been marked as spam.

The main reason is so that you can manually go through them once a month or so and check for any that may have been marked as spam but were NOT spam.

This allows you to further 'train' Antispam Bee on what is and what is NOT spam. Most all the items marked as spam is spam and after a few months of checking these, you might want to come back to your settings and un-check that one.

It is not that big of a deal to leave it on but if after several months of a lot of spam being kept in your database, your site may begin to slow down a little because of all the garbage in your database.

But hey, there is a plugin for that (cleaning up your database)!

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## Adding Content That Attracts

So, you've got your website up and running. Ready to go and waiting for traffic. Not so fast! It's essential for you to add great content that draws and keeps readers on your site. Here are some tips for you.

### First Tip:

Write content that people are looking for and that is targeted to your website's purpose. Fill your website with high-quality information that serves a purpose and provides high value at the same time. People come to the internet looking for information, entertainment or to find the answer to a problem - do any combination of these three things on a regular basis and you're sure to have a hit on your hands.

### Second Tip:

Decide with a clear set of goals what you want to use your website for. Will it be to draw traffic to a service?

To make money through affiliate marketing?

To sell your own products?

Or a bit of all of the above.

### Third Tip:

Get out there and let people know your website exists!

I'm not going to cover the dozens and dozens of ways to get traffic here. I do cover many detailed options with step by step actions you can follow in [PLR4WP in Volume 12](#). You need to build a plan you can follow and one that works for you. But know this, just because you build a website that doesn't mean people will automatically find it. You now need to shout it from the rooftops!

A few ways to get your website found are:

- Advertising
- Website Directories
- Leave Comments on Blogs
- Links from other sites
- Writing articles for other websites
- Link from your products
- Your Email Signature
- Social Media Sites like Twitter, Facebook, etc.
- Guest Blog at Popular Blogs
- Partner Up With another High Profile Website Owner

Set your goals, stick to them and you'll start to see your efforts pay off as you build a website that people love to come back to again and again.

So that's it for how to get your website going in seven days or less!

## Geek-Speak Dictionary

Blog	- A website that consists of 'posts' and usually is formatted with the most recent content at the top. Also typically allows comments and chronicles some sort of process, event or journey.
Browser	- An 'internet browser' is a piece of software that displays website pages that are available on the internet.
cPanel	
CSS	
Domain Name	- A website address that starts with www and ends in .com or another extension such as .org, .net, .ca, etc. Recommend to always register a .com.
Domain Registrar	- Every domain name must be registered with the ICANN (International Corporation of Assigned Names and Numbers). Domain registrars are the brokers who have permission to register your chosen domain with ICANN.
Softaculous	- A function in your cPanel (hosting control panel) that allows you to install various programs onto your web hosting account.

Footer	- The 'footer' of your website is typically the bottom portion that stays the same throughout your entire site. It often contains a copyright notice and links to privacy policies.
Header	- The 'header' of your website is typically the top portion that stays the same. It usually contains a logo and a navigation menu so people can find their way around your site.
Hosting	- Your domain must be connected to hosting in order to be active on the internet. Hosting is a little bit like monthly 'internet rent'.
HTML	- Coding that is read by 'browsers' so they can display a website.
Page	- Content on your site that is typically static.
Permalinks	- A function in WordPress that allows you to set how your website URL is displayed. (See URL def.)
PHP	- Coding that is read by 'browsers' so they can display dynamic content on a website.
Plugin	- An add-on to WordPress. It's a little software program you add to increase ability with WordPress. Plugins do almost anything you can think of from spam protection, to tracking bad links, to tracking visitors, to adding functions to the software and more.
Premium Themes	- WordPress themes that you pay for. They usually come with forum Chat or Email support and are developed by professional designers who generally have greater experience than the designers of free themes.
Post	- A page on your WordPress website that often is listed by date, in chronological order and includes comments.

RSS Feed	- Really Simple Syndication (RSS) feeds are used to deliver content on an automatic basis, common for blogs, news sites, etc. Users will subscribe to an RSS feed via a feed reader or even through email and are automatically notified through their chosen method when new content is posted.
Sidebar	- Another section of your website that typically stays static. The sidebar will sometimes include a website navigation so people can find other pages. It will also contain RSS feed links, newsletter signups, advertising, etc.
URL	- Uniform Resource Locator (URL) is the location of a page on the internet. Every page on the internet has a unique URL. Every site can have an unlimited number of URLs, one per page.
Widget	- A function in WordPress that allows you to drag and drop content in different forms into various sections of your site. Typically, in the sidebar but some custom themes allow widgets to be setup in many places on the site.
WordPress	- Software program for blogging, also used for website and content management sites.

## My Favorite Plugins - Recommended Plugins List



Say Goodbye to comment spam on your WordPress blog or website. *Antispam Bee* blocks spam comments and trackbacks effectively, without captchas and without sending personal information to third party services. It is free of charge, ad-free and 100% GDPR compliant.

### [Antispam Bee](#)



Autoptimize makes optimizing your site really easy. It can aggregate, minify and cache scripts and styles, injects CSS in the page head by default but can also inline critical CSS and defer the aggregated full CSS, moves and defers scripts to the footer and minifies HTML. You can optimize and lazy-load images, optimize Google Fonts, async non-aggregated JavaScript, remove WordPress core emoji cruft and more. As such it can improve your site's performance even when already on HTTP/2! There is extensive API available to enable you to tailor Autoptimize to each and every site's specific needs.

### [Autoptimize](#)



Create a simple Coming Soon Page, Under Construction or Maintenance Mode Page. Work on your site in private while visitors see a "Coming Soon" or "Maintenance Mode" page.

### [Coming Soon Page, Under Construction & Maintenance Mode by SeedProd](#)



The GDPR Cookie Consent plugin will assist you in making your website GDPR compliant. It also supports cookie compliance in accordance with The California Consumer Privacy Act (CCPA) which is a state statute intended to enhance privacy rights and consumer protection for residents of California. The plugin comes with a host of features some of which are listed below.

**[GDPR Cookie Consent \(CCPA Ready\)](#)**



Loginizer is a WordPress plugin which helps you fight against bruteforce attack by blocking login for the IP after it reaches maximum retries allowed. You can blacklist or whitelist IPs for login using Loginizer. You can use various other features like Two Factor Auth, reCAPTCHA, PasswordLess Login, etc. to improve security of your website.

**[Loginizer](#)**



Show IDs by 99 Robots is super light-weight and does not need any configuration or separate options page. Simply activate the plugin and IDs will be displayed on all admin pages.

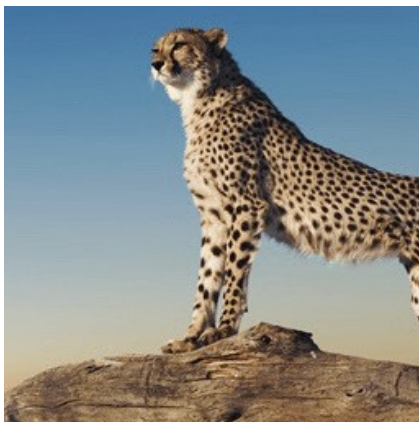
**[Show IDs by 99 Robots](#)**

Keep an activity log of everything that happens on your WordPress sites and multisite networks with the WP Activity Log plugin to:



- Ensure user productivity
- Improve user accountability
- Ease troubleshooting
- Know exactly what all your users are doing
- Better manage & organize your WordPress site & users
- Easily spot suspicious behavior before there are security problems.

### [WP Activity Log](#)



When a page is rendered, php and mysql are used. Therefore, system needs RAM and CPU. If many visitors come to a site, system uses lots of RAM and CPU so page is rendered so slowly. In this case, you need a cache system not to render page again and again. Cache system generates a static html file and saves. Other users reach to static html page.

### [WP Fastest Cache](#)



Quickly and easily rollback any theme or plugin from WordPress.org to any previous (or newer) version without any of the manual fuss. Works just like the plugin updater, except you're rolling back (or forward) to a specific version. No need for manually downloading and FTPing the files or learning Subversion. This plugin takes care of the trouble for you.

### [WP Rollback](#)





This plugin allows users to clone posts of any type, or copy them to new drafts for further editing.

**[Yoast Duplicate Post](#)**



# Duplicator

WordPress migration and backups are much easier with Duplicator! Clone, backup, move and transfer an entire site from one location to another.

**[Duplicator – WordPress Migration Plugin](#)**



Rank Math is a revolutionary SEO plugin that combines the features of many SEO tools in a single package & helps you multiply your traffic.

**[WordPress SEO Plugin – Rank Math](#)**



The most advanced frontend drag & drop website builder. Create high-end, pixel perfect websites at record speeds. Any theme, any page, any design.

### [Elementor Website Builder](#)

**NOTE: There are a load of ‘addon’ plugins for Elementor and way too many to list [here so here is a link for several of them.](#)**

For sticking with the built-in Block Editor then I would highly recommend...



This plugin adds custom blocks and options to extend Gutenberg’s editing capabilities so you can create custom layouts and more engaging content. This plugin is meant to be a toolkit that makes the WordPress block editor capable of creating content usually only possible through popular page builder plugins. For example, with the Kadence Row Layout Block you can better control columns for different screen sizes plus it gives you full row editing tools like padding, backgrounds, overlays with gradients, vertical-align and much more.

### [Gutenberg Blocks by Kadence Blocks – Page Builder Features](#)

These are just a few of the plugins I use on my (*and my client*) sites. Some sites are membership sites and there are a couple membership plugins I use and highly recommend. There are other plugins that help with email deliverability from within your WordPress site and so on.

The above list are the main plugins I’ll install on all sites I manage. I hope they help you with your sites.

Depending on the nature of your WordPress site, you will continue to find more ways to add functionality and ease-of-use by way of the WordPress Plugins.

So, if you wish your site could do 'such-&-such', then ask around on your favorite forums and search engines for a possible plugin that will do your 'such-&-such'.

You might even consider going to a freelance type website and contract someone to write the code for your own custom WordPress Plugin.

I hope this report will help kick start your site building with WordPress. Have fun!