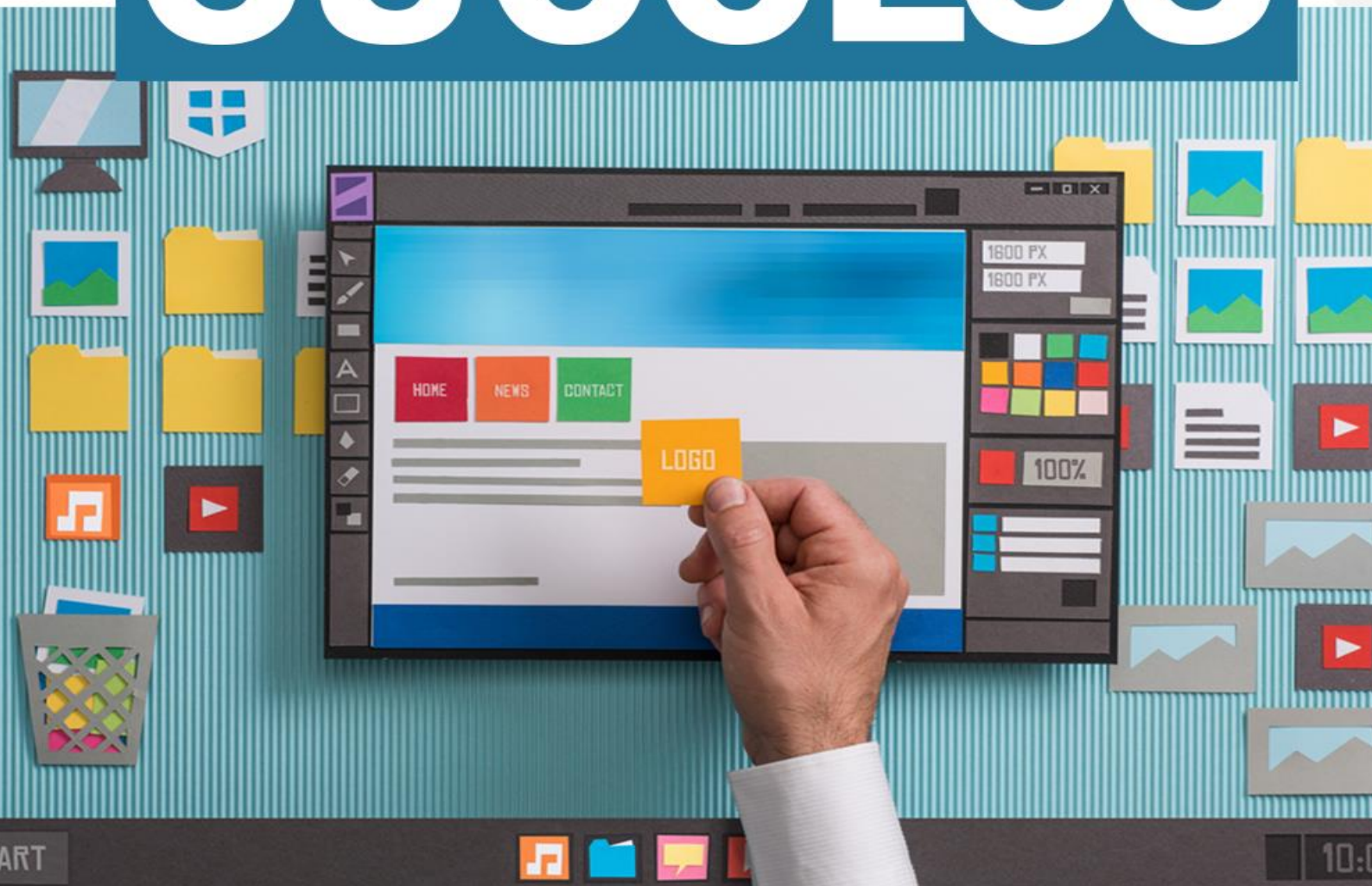


# WORDPRESS SUCCESS



## CHECKLIST

## Two versions of WordPress

- WordPress.org
  - Self-hosted version
  - You have full control
  - Need to buy domain name
  - Need to pay for web hosting
  - 100% free software
  - Open source software
  - Extremely powerful
  - Highly customizable
  - No coding required
  - Extend functionality via plugins
  - Build any website you want
  - Website maintenance is your responsibility
- WordPress.com
  - Blog hosting service
  - Very limited options
  - Works like a website builder
  - Free version limits you to wordpress.com subdomain
  - Upgrade to remove wordpress.com in domain
  - Can't create an online store
  - Can't create membership site
  - No worries about maintenance

## Proper groundwork for self-hosted WordPress

- Domain name
  - Make it easy to remember
  - Should be short
  - Avoid hyphens and numbers
  - Use right domain name extension
- Web hosting
  - WordPress.org recommended web hosts
    - Bluehost
    - DreamHost
    - SiteGround

## Installing WordPress

- 1-click WordPress install
  - Install via cPanel's WordPress Tools
  - Install via Mojo Marketplace
- What to do after install
  - Delete dummy content
  - Set up site title and tagline
  - Change permalinks
  - Uninstall unnecessary pre-installed plugins
  - Set time zone

## Match WordPress theme to your offer

- What are themes?
  - Define how your site looks
  - Both free and premium available
- Free vs Premium themes
  - Price
    - Free - \$0
    - Premium – from \$10 to \$100s
  - Uniqueness
    - Free – not unique
    - Premium – can make it very unique
  - Support and updates
    - Free – support is not guaranteed
    - Premium – included in price
  - Features and functionality
    - Free – very limited
    - Premium – variety of options

## How to choose the best theme

- Does it have all features you need?
- Will theme help you achieve goals?
- Does it include drag and drop builder?

## Website enhancing plugins to install

- What are plugins?
  - Software you add to WordPress
- Where to find plugins
  - WordPress Plugin Directory
  - CodeCanyon
  - Developers
- Most essential plugins
  - Yoast SEO plugin
  - Akismet anti-spam plugin
  - MonsterInsight's Google Analytics plugin
  - Updraft Plus backup plugin
  - WP Super Cache plugin
  - Search Exclude plugin

## WordPress on-site optimization

- Fast-loading theme
- Install caching plugin
- Search engine visibility is activated
- Sitemap
- SEO-friendly permalinks
- Use categories and tags
- Install SEO plugin like Yoast

## WordPress site security

- Why hackers and bots attack
  - Steal website data
  - Use your site to send spam
  - Host malicious content
  - Attack other websites
- How to keep your site safe
  - Update WordPress, themes, plugins
  - Use strong username and password
  - Disable directory browsing
  - Use two-factor authentication
  - Hide default WordPress login page

- Get SSL certificate
- Limit login attempts
- Install security plugin
  - WordFence
  - Sucuri
  - iThemes security

#### Legal pages and disclaimers

- Privacy policy
  - Must be on all websites
  - Info on web visitor data collection
  - Can use WordPress plugin to generate
    - WP Legal Pages plugin
    - Auto Terms of Service and Privacy Policy plugin

#### Terms and conditions of use

- Should protect you from lawsuits
- Best written or reviewed by lawyer

#### Affiliate disclosure

- Important if you receive affiliate compensation

#### Earnings disclaimer policy

- Income from using your product is not guaranteed

#### Return/refund policy

- Works for both digital and physical goods
- Conditions for product returns/refunds

#### Product specific pages and navigation

- Product pages
  - Organize product page
  - Make descriptions short
  - Landing page should match advert
  - Use page builder to create attractive pages

- Site navigation
  - Menu structure
    - Easy to locate
  - 3-second rule
    - Use good layout
    - Use multimedia
    - Minimize distractions
- Call to action
  - Make it visible
  - Encourage people to take action

### Collecting payments and building buyers list

- Payments for eCommerce stores
  - WooCommerce plugin
  - Easy Digital Downloads plugin
- Payments for non-eCommerce site
  - PayPal payments
  - Stripe payments
- Buyers list
  - Build relationship with list
  - Your own property
  - Drive traffic to site
  - Easier to convert