

Creating Your WordPress Website

Now you have the idea for a website you want to create, it may be for a business, Blog or fan site, but how do I get my site up and running?

You have an idea of what you want the domain name to be and some thoughts on how you want your landing page to look, but your not sure what the best place to buy a domain is or how you would go about linking your domain to your site or blog.

Most people find it hard to step beyond the idea and take the first step into making their site a reality.

Don't worry because creating and uploading a website can be really easy and with WordPress its made even easier, in fact you can have a simple site up and running in minutes.

Here are the steps we are going to cover.

- **Find your domain name**
- **Connect your website to a host**
- **Install a WordPress theme**
- **Change a few simple settings within WordPress**
- **Writing your first page and adding a picture**
- **Installing analytics in WordPress**

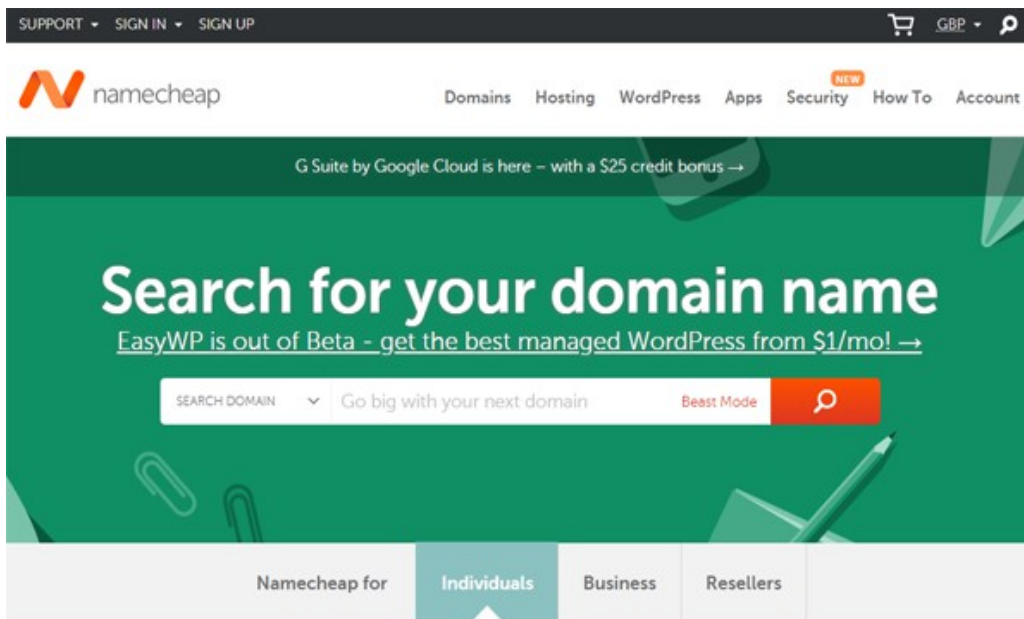
The first thing you need to do is find your domain name, now when thinking about a domain you want to make it fairly simple try, if you can, to keep it down to just two or three words.

Here are some of the more popular registrars where you can buy domains:

- **Namecheap.com**
- **Godaddy.com**
- **Domain.com**

I will be using Namecheap as they have good prices for **.coms** and the renewing costs are reasonable too.

Start by going to your domain registrar of choice...



Type in your desired domain into the search bar and see if its available, if it isn't you will get a message telling you that someone has already registered the domain, it checks by searching the **DNS**...

This stands for **Domain Name System** and is a database of human readable names that link domains to a computers IP Addresses.

You don't need to know the technicalities of the DNS, but it helps to know just that this will group a domain name with an address.

The domain will point to a folder somewhere on your hosts computer, the host in this example is Hostgator.

Now if you have a found a domain which looks great, isn't to long and preferably is a **.com**, then well done.

We now want to register this domain...

If at this point you Haven't registered for an account with your registrar, its very easy and should only take a couple of minutes, it will ask you to make a quick profile and will display the payment options available.

Create An Account LOG IN?

New to Namecheap? Quickly signup for an account now.

Username

All new passwords must contain at least 8 characters. We also suggest having at least one capital and one lower-case letter (Aa-Zz), one special symbol (#, @, %, etc), and one number (0-9) in your password for the best strength.

Password

Confirm Password

First Name

Last Name

Email Address

Yes, sign me up for Namecheap's newsletter & Marketing Communication
By creating an account, you agree with our [Terms of Service](#).

[Create Account and Continue](#)

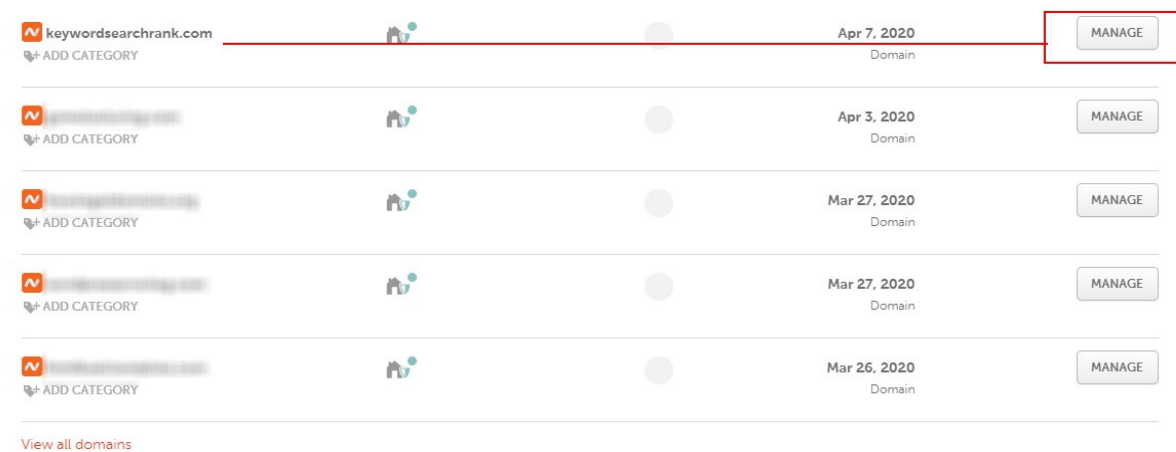
If at anytime you are worried about putting personal information into a website you can make sure its a secure server by checking for the pad lock icon at the top left of the screen.

This is the same with most websites, just make sure the padlock is present.



On Namecheap you also have the option to use Paypal as a payment option, very much like paying for things on Ebay, this allows the buyer added protection.

Once you have registered your domain save the invoice and then go to your dashboard, Namecheap's layout can be seen below:



If you not using Namecheap it should be quite similar in most domain registrars, your domain will be listed with options to edit their settings if needed.

We will be changing a particular setting related to our domain, this will be under the manage section, but we will do this later, first we want to setup up our hosting account and find out what our name servers will be.

We will be adding our name servers to our domain settings to show the browser where to find our sites address.

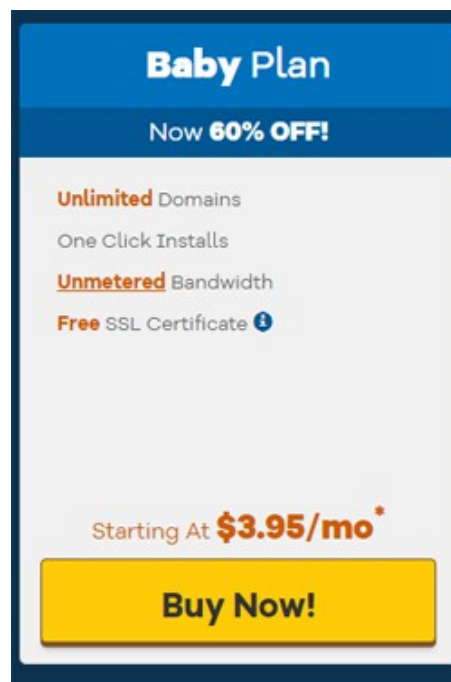
So in this example I am going to be using Hostgator, but here are a list of other Hosts you can use

- **Hostgator**
- **Godaddy**
- **Blue Host**

These in my opinion are the top three, but there are so many others out there. If you want to find other cheaper hosts you can do a quick google search and find loads of alternatives.

Remember just because they are cheap doesn't mean they are reliable, you want to make sure the pick a secure and trusted host.

Hostgator offers some great plans, the one I suggest would be the baby plan as you can add unlimited domains and can install WordPress on anyone of those domains with just one click.

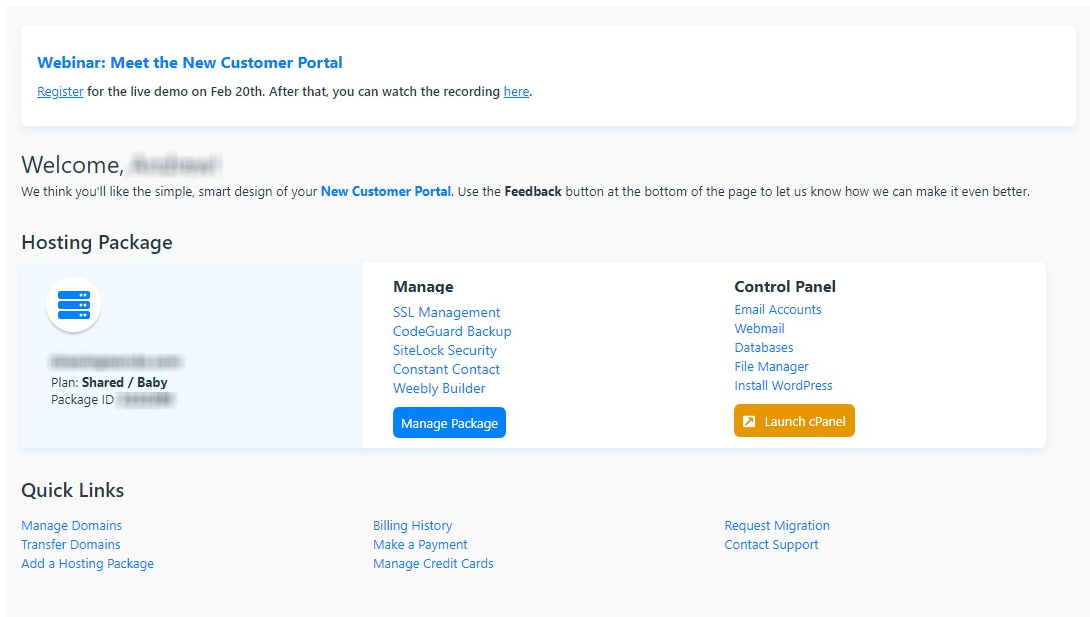


The image shows a promotional card for Hostgator's 'Baby Plan'. At the top, it says 'Baby Plan' in white text on a blue background. Below that, it says 'Now 60% OFF!' in white text on a dark blue background. The main body of the card is white and lists several features: 'Unlimited Domains', 'One Click Installs', 'Unmetered Bandwidth', and 'Free SSL Certificate' with an information icon. At the bottom, it says 'Starting At \$3.95/mo*' and has a large yellow button that says 'Buy Now!'.

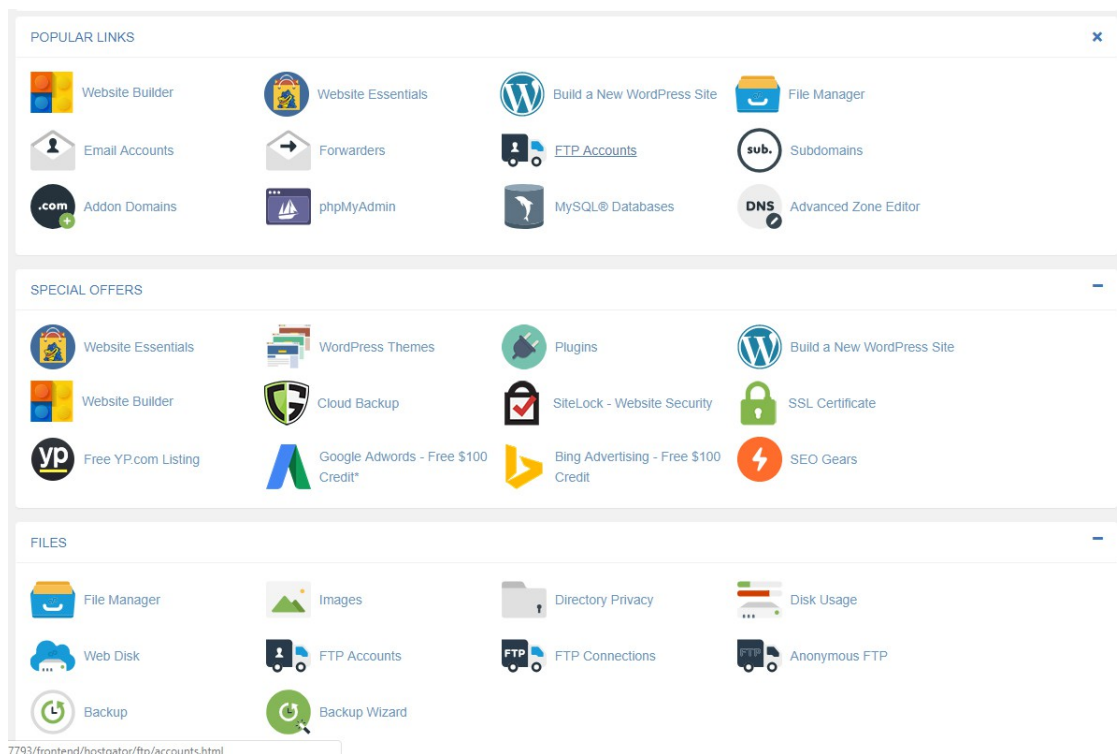
Again you can use any number of different hosts and still use the same steps in this guide, just remember to keep going with this is process until you have done it at least once.

After creating your first site it becomes really simple to repeat the process, I have it down to about 3 minutes from getting my domain to having my WordPress site up and running.

Once you have registered for your host plan you can then log into your account.



This is the main customer portal, from here you need to click on the **launch cPanel** button to go to the main control panel screen.



This type of cPanel setup is pretty much the same across the board, most hosts will use the same software, so if you are using a different host most of this should be familiar to you.

Scroll down about half way and on the right you will see the name server information

The screenshot shows a 'GENERAL INFORMATION' panel with the following fields:

- Current User
- Primary Domain
- Home Directory
- Last Login
- Primary Nameserver**
ns1234.hostgator.com
- Secondary Nameserver**
ns2345.hostgator.com
- Site IP
- Server Hostname
- Server Information

A red box highlights the Primary and Secondary Nameserver fields, with a red line extending from the box to the right.

We will copy these name servers from our host and paste them under the **custom domain server** options over at our registrar.

Lets go back into Namecheap and see how this can be done, Start by clicking on the manage button on the right side of your domain.

The screenshot shows a list of domains with the following columns:

- Domain Name
- Category
- Registration Date
- Domain Status
- MANAGE

The first domain is 'keywordsearchrank.com' with a registration date of 'Apr 7, 2020'. The 'MANAGE' button for this domain is highlighted with a red box.

So the next screen you should see will look similar to the example bellow, navigate to you names servers and click on the custom domain option.

All registrars may look different graphically, but will all have the same domain management options, with a bit of searching you will find the options for the following sections.



So at this point I just want to add that these name servers are obviously fake and probably wouldn't point anywhere, the name servers you use will be specif to the host you have chosen.

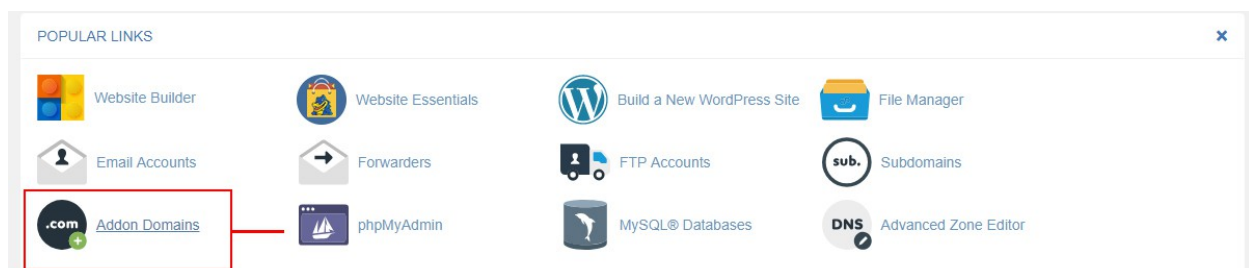
Now you can see that you need to add both the primary and secondary name servers to the first and second box in sequence.

Once you have added you custom name servers click on the tick and your servers will be updated, this is all you need to do from here.

Now we have finished changing our properties to our domain the next changes we want to make will be back over at our hosts side

What we need to do now is add our domain to our Hostgator account so we can then install our site directory.

First over at our Cpanel we will click on **Addon Domains**




This will take you through to another screen, from here we can add our domain.

Create an Addon Domain

New Domain Name

Subdomain

Document Root 

Create an FTP account associated with this Addon Domain.

Add Domain

Modify Addon Domain

 Go

Next type the domain into the first input field, you want to add it without the **www.** Prefix, after you fill in the first box the other two boxes will auto fill themselves.

You can if you want also click the **FTP** box to create and FTP account associated with your domain.

I wouldn't worry too much about this as you will be installing a WordPress installation in the next section. Click on the **Add Domain button**.

You have now successfully linked your domain to your host.

Addon Domains



Success!

keywordsearchrank.com has been added to your account.

[Add another Domain »](#)

Now, if you wanted, you can add a website to your host by manually uploading HTML files using a FTP client like **Filezilla**, this is one way of doing it.

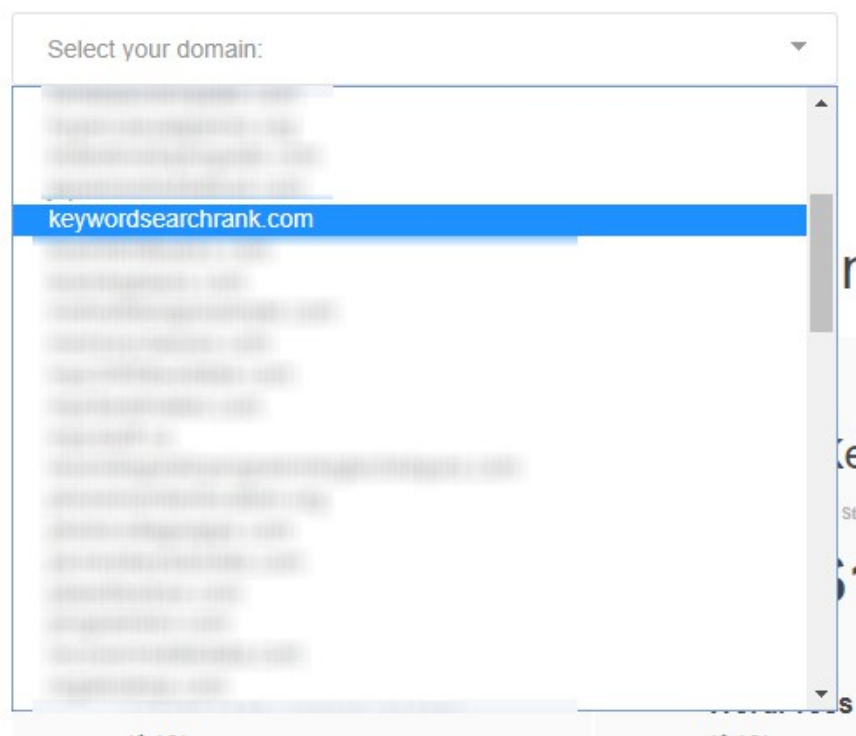
A much simpler way is to click on the one click **WordPress install button**.



Click on the **create WordPress site** option straight after you have added your domain, this will install a fresh WordPress installation.

Once you have clicked on the button you will be asked what domain you want to install the site to...

Select the domain from the drop down list:



Once you have selected the domain click on the next button

Select Domain For Installation

keywordsearchrank.com / directory **NEXT**

After this you will be asked to Enter information about the blog, the blog title, a administration name, and an email.

Don't worry too much about what you blog title is you can change this later if need be.



Install Settings

Blog Title: Check Your Page Rank
Admin User: [blurred]
First Name: [blurred]
Last Name: [blurred]
Admin Email: [blurred]

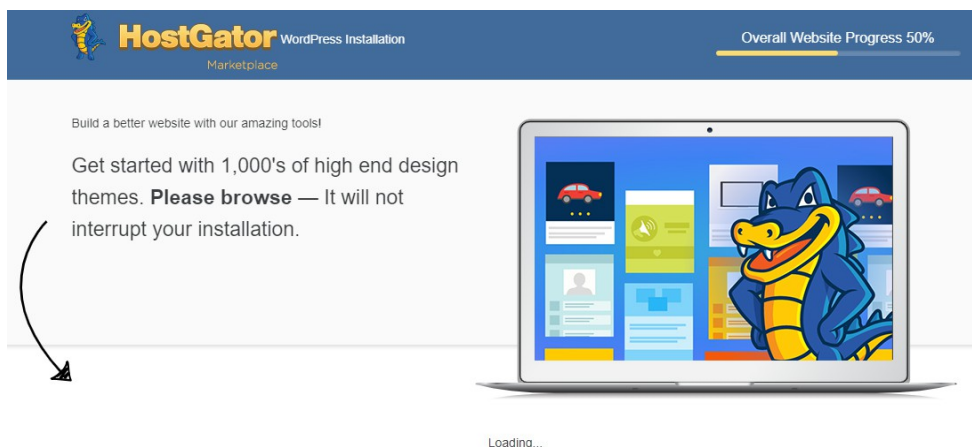
Automatically create a new database for this installation

By clicking install/import, you accept our

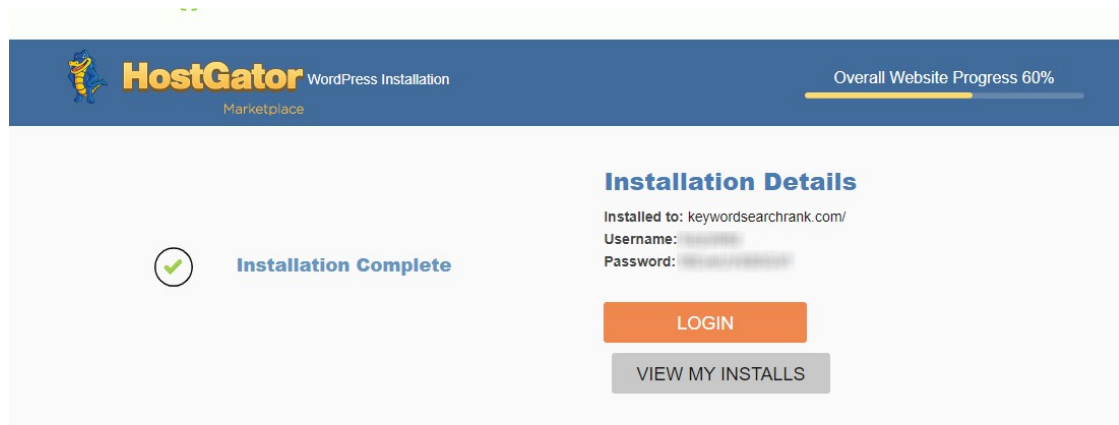
Terms of Service Agreement.

PREVIOUS **INSTALL**

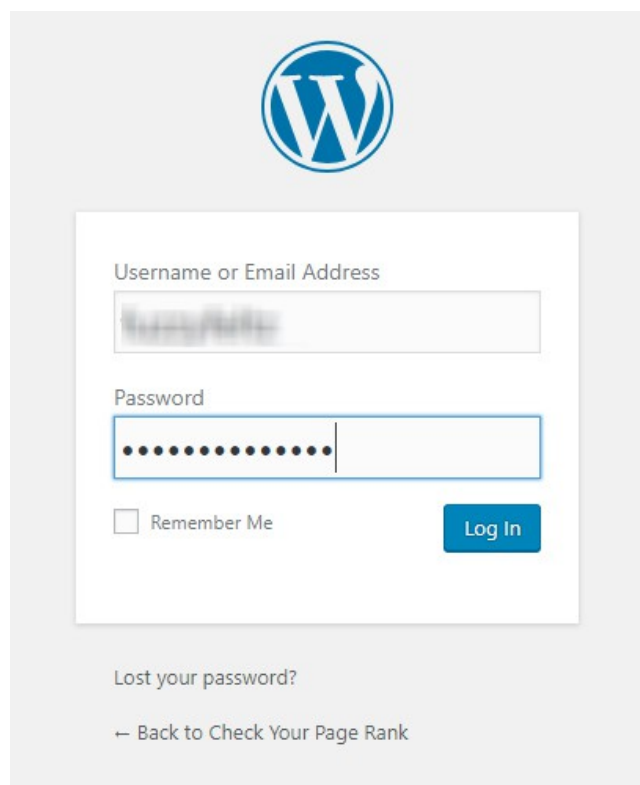
Click the **terms of service agreement** box and click install.



Once you WordPress installed has completed you will get the **Installation Complete** screen and the login details for your WordPress site.



Now take note of the login details and click on the login button, this will take you to the WordPress login screen.



When you add you domain to your host it can sometimes take a short time to update, this update time can depend on your host.

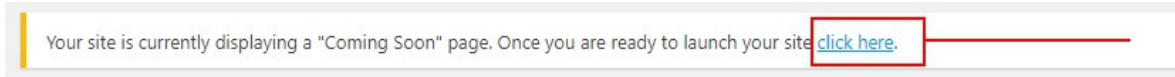
Most hosts should update pretty quickly and allow the next step to be done fairly soon after our WordPress installation has taken effect

If it doesn't take you to a login screen straight away then be prepared to wait a little while before this next step.

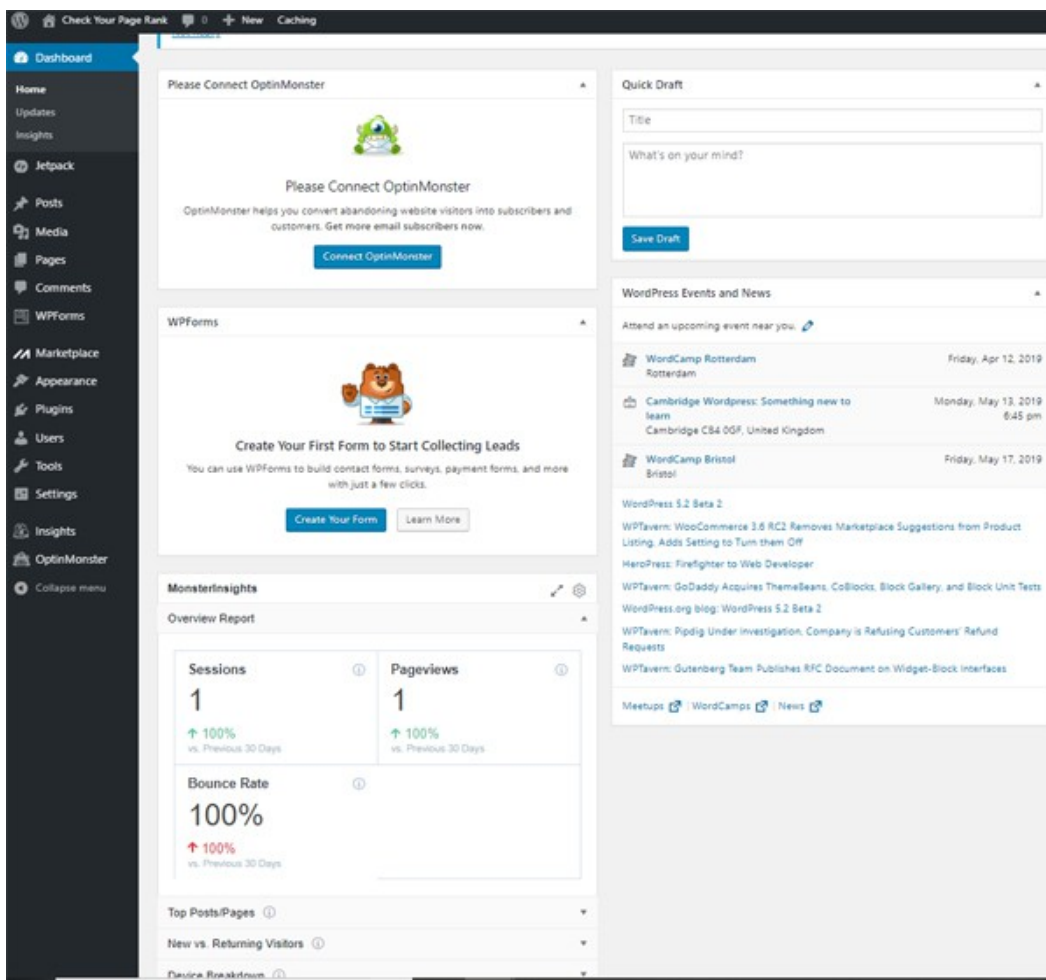
Once your WordPress installation is ready you will be able to login in and make some changes to your site.

After you have entered your login information you should be taken to the WordPress dashboard.

Make sure to click and make your site live



Get used to this because you will see this page a lot, this is your WordPress hub.



So this is the back end of your web site and is where you can make all of your changes.

From here you can add post or pages, change the sites appearance and upload different themes to change the look and structure of your web site.

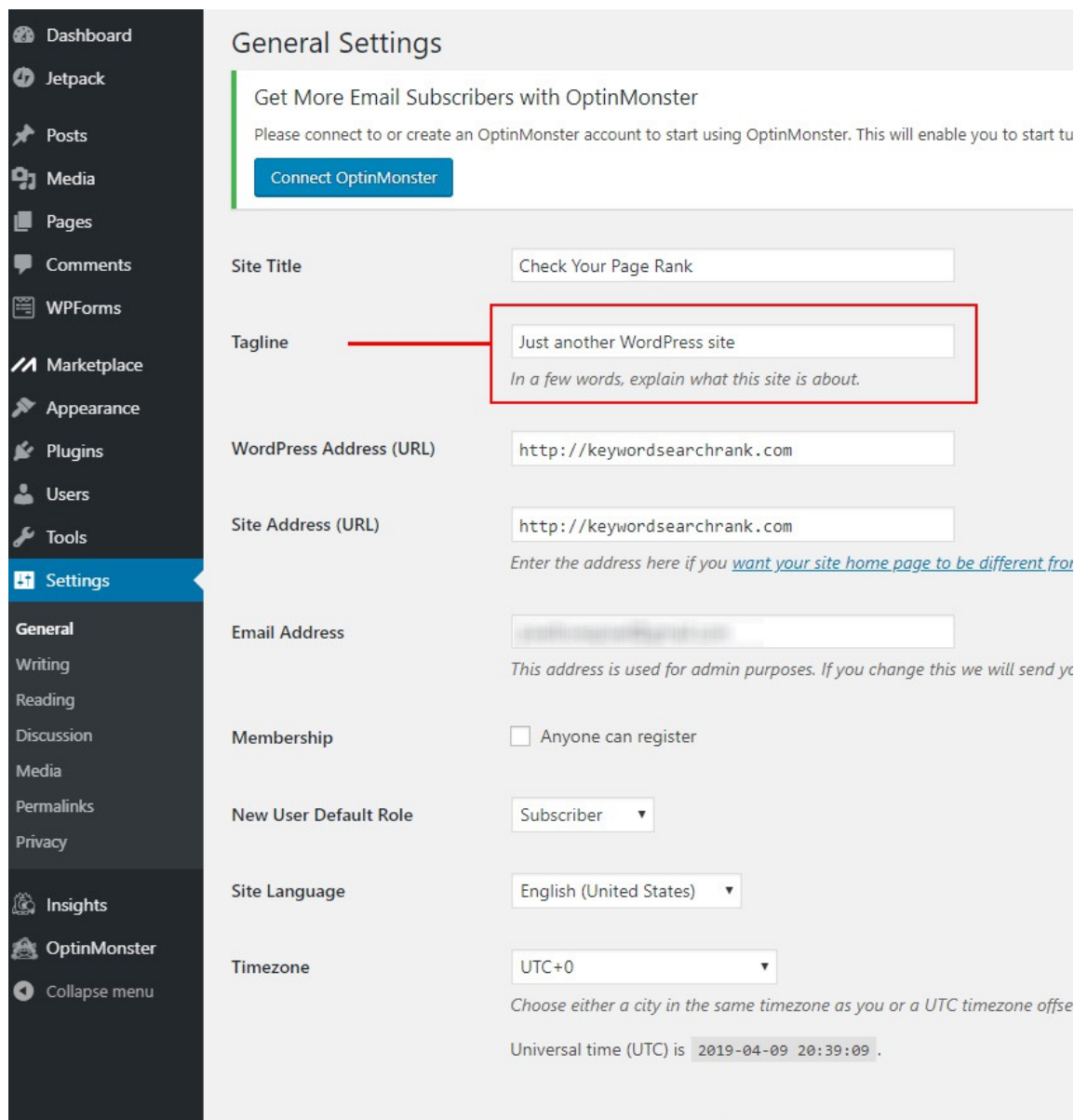
At first the dashboard layout might look confusing, but once you get used to this structure you can easily edit and change different parts of your site in minutes.

So now we have connected our site there are a few WordPress settings that we want to change...

First of all we want to go to the general settings and change our sites **Tagline**, just make sure you don't leave it as default.

At this point if you didn't change the **Site Title** during the WordPress installation setup then you can do that here as well.

This will also stop the annoying **“Just another WordPress site”** tagline from displaying under your site name, more importantly it will give the search engine and users a better description of your page content.

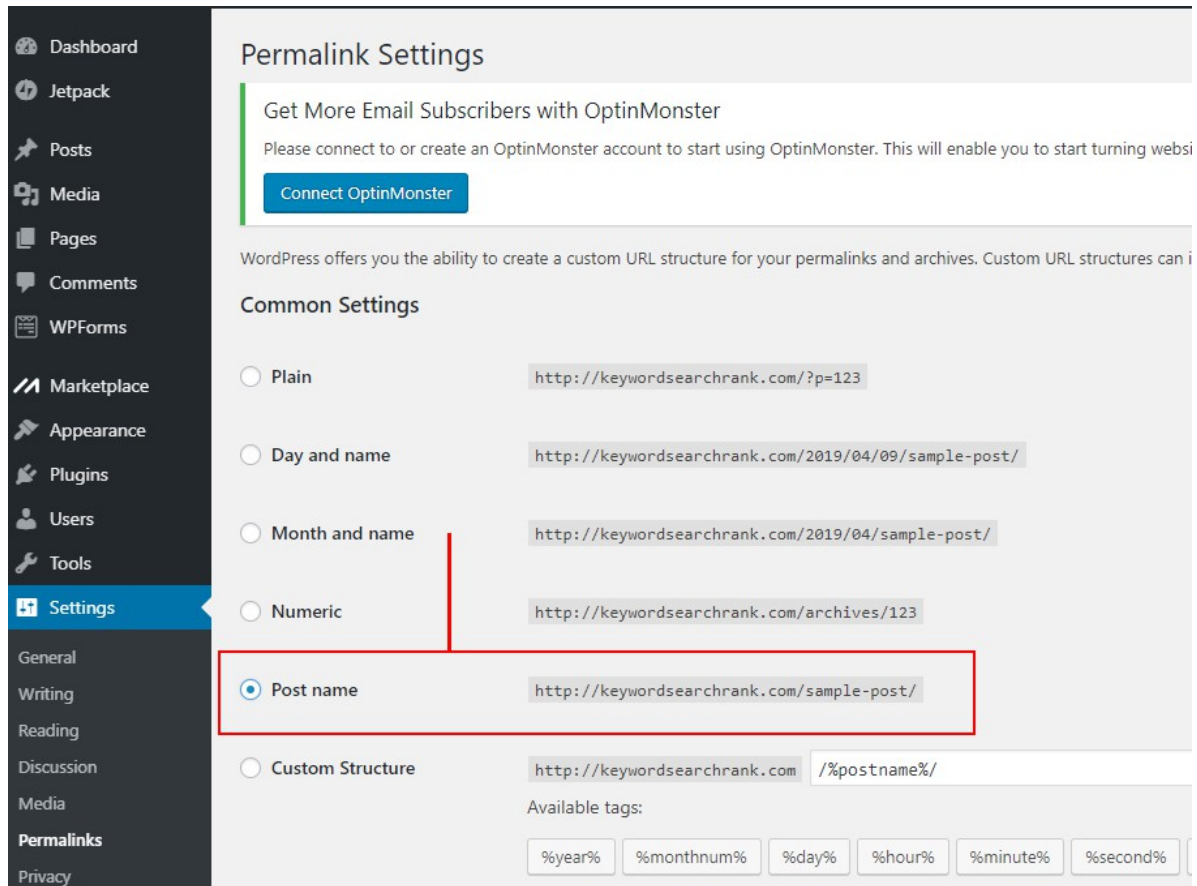


Make sure the title and tagline are relevant to your sites content, quite often you will want these to be keywords or phrases that are actively being searched for in google.

Next, and possibly the most important setting we need to change, is the sites **permalinks** settings, we want to change these so they are relevant to our **page** or **post names**.

To do this we will go to **Settings** and then the **Permakinks** setting page.

From her we want to change the **Common Settings** to **Post name**.



This setting is especially important for SEO so don't under any circumstance skip this step as it could prove to be a major problem later on down the line.

Changing this will ensure that each page we create will be associated with the post or page name and will show up in the address bar when the page link is clicked on.

Having your site structured in this way will improve its visibility to search engines and readability for its users.

Next we are going to customize and install a WordPress theme...

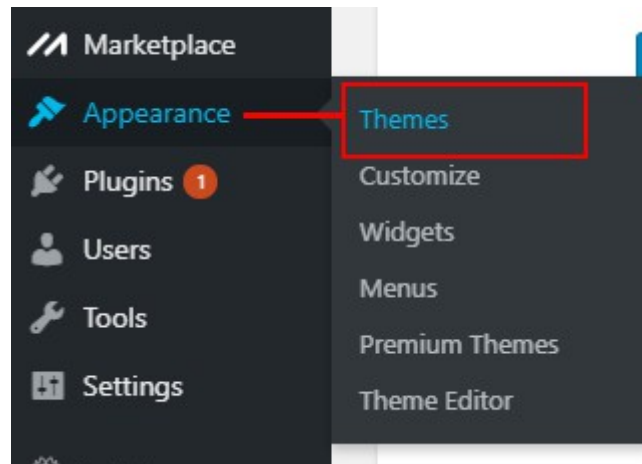
Choosing a WordPress theme is an important step and doesn't just come down to the visual design.

What we want, most importantly, is a theme that is simple and quick to load, people just wont hang around and wait for a slow site to finish loading.

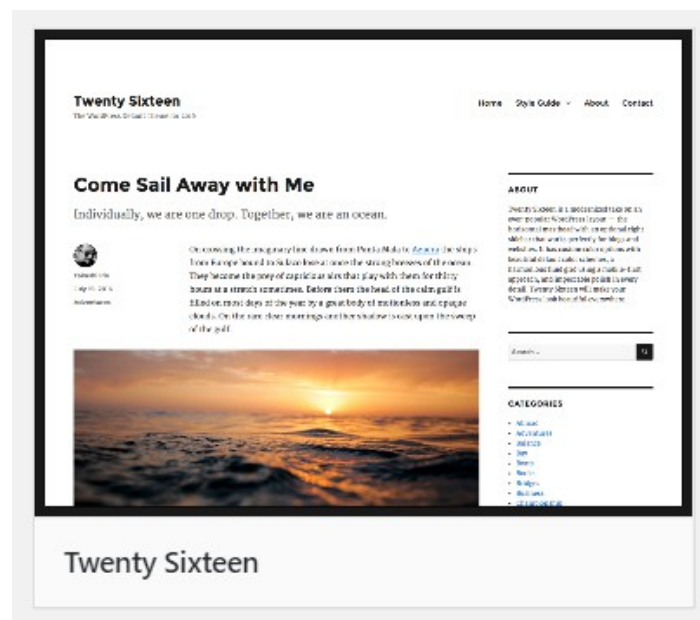
Fast loading times are a key factor for optimizing your page.

Now there are free themes and there are themes you pay for, in this example we are going to be using a free theme.

First select the appearance option in the drop down menu then select customize.



From here we can choose a theme for our site, we are going to choose a theme that has a simple layout, lets choose the **“Twenty Sixteen”** theme.

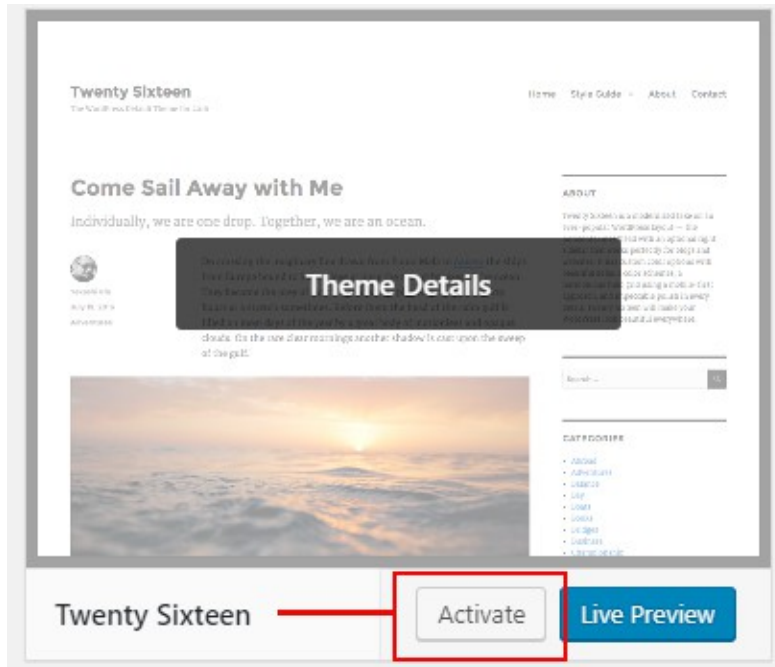


This is the one I use for all of my current sites.

Now the reason why I am choosing such a simple layout for my site is that, again, from an SEO standpoint simple sites are better.

Simple sites are proven to convert a lot better than complicated visual sites.

If you want to you can use a completely different theme, if you do choose a different theme keep it related to your content and make sure the design you pick loads fast.



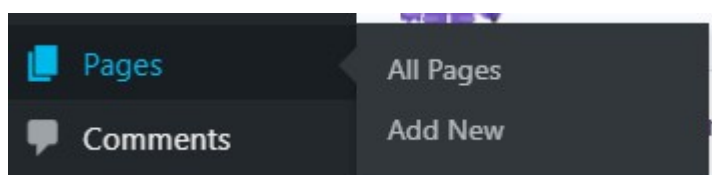
Select the theme and click on **Activate...**

Now you can test this out and view the page, if its installed and activated successfully your layout should mirror what you see in the thumbnail above.

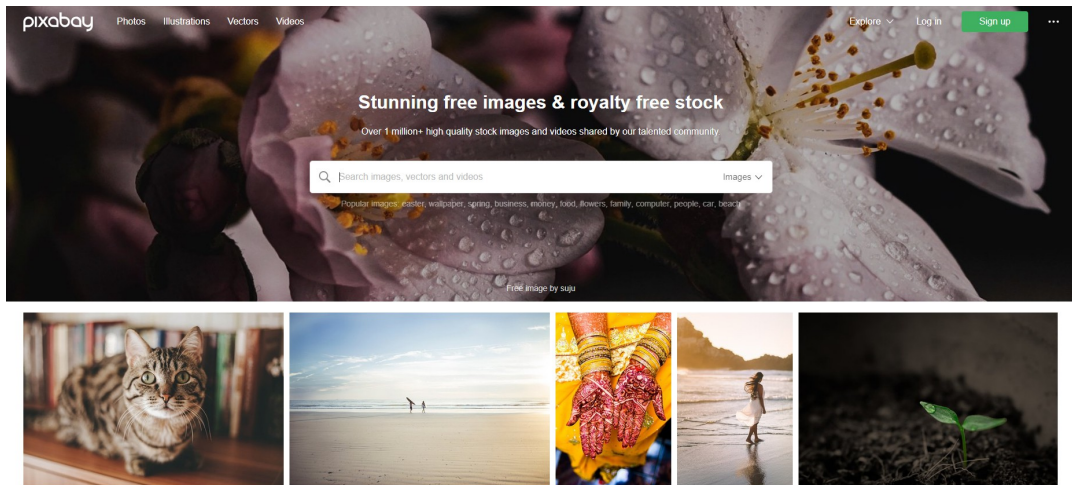
The design I use for my sites is a customized version of the twenty Sixteen theme, I find that this is a simple efficient theme that loads fast and has good readability.

Now that we have the layout we want we need to add some content...

So once we have selected our theme we can add a new page from **Pages/Add New**



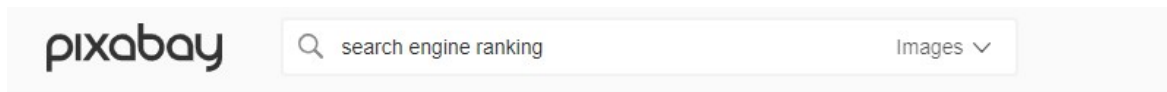
The first change we are going to make is adding an image to the top of our screen, this will be our image header for our page.



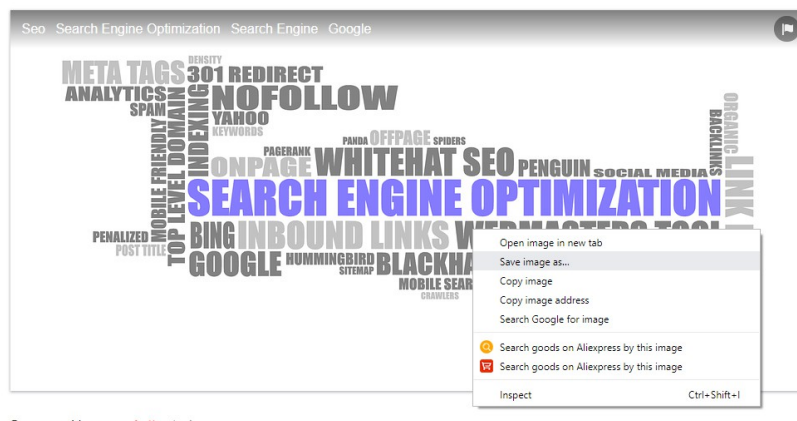
Now if you haven't got any images for your site then don't worry as you can download these from a great site called **Pixabay**

Pixabay is a stunningly free image download site where you can download lots of free images.

You can put in the type of image you want and you will get back a bunch of related pictures, most of the time you will find a great high quality image that you can use to fill out your new website.



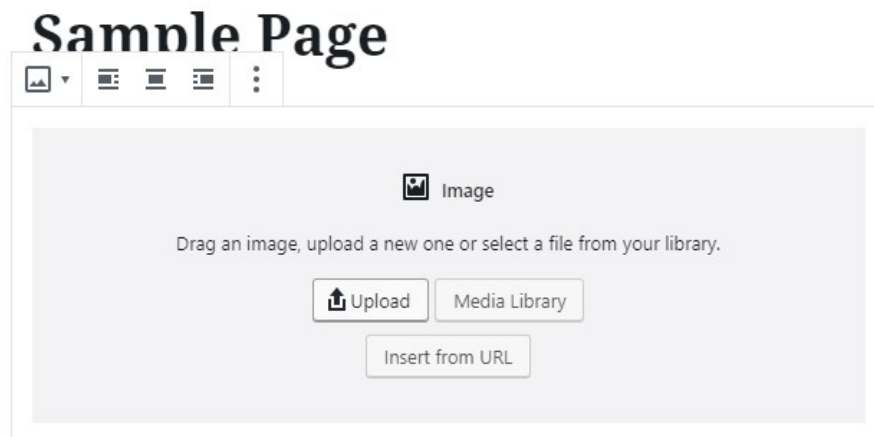
My search is in relation to **Search Engine Optimization (SEO)**, I found quite a few related images and ended up using the following image below:



WordPress now has a new **block system** where you can click on a plus sign anywhere on your page and create a new block element.

We want to choose the image block and upload a new image to our page.

Right click and save your image from **Pixabay** to your desktop or folder of choice, then in WordPress click on the upload image option on your page template.



Start writing or type / to choose a block

This is an example page. It's different from a blog post because it will stay in one place and will show up in your site navigation (in most themes). Most people start with an About page that introduces them to potential site visitors. It might say something like this:

Hi there! I'm a bike messenger by day, aspiring actor by night, and this is my website. I live in Los Angeles, have a great dog named Jack, and I like piña coladas. (And gettin' caught in the rain.)

...or something like this:

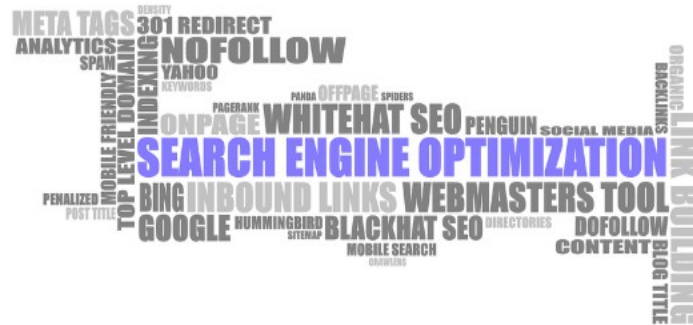
The XYZ Doohickey Company was founded in 1971, and has been

You now want to change the filler text that has been automatically added to the page, you may already have something written or have an idea of what you want this to be.

Make sure you don't leave this page blank; instead, replace it with some relevant information based on your business or topic.

Your site now should contain an image and a body of text that relates to your niche or theme.

This is what my page looks like now after a quick bit of editing:



In order for your web page to rank high in the google search engine you need to work on giving the user value and rich content

If your site has bad or duplicated content then google won't regard your site worthy and will promptly omit your entry by sending it to the void.

*In order to show you the most relevant results, we have omitted some entries very similar to the 96 already displayed.
If you like, you can repeat the search with the omitted results included.*



Google is about giving the user what they want, this includes great content by popular influencers.

So if you are creating a site that you want to rank you have to think first about giving value to user, with monetization being secondary.

A way to check the popularity of your site is to use one of the many rank checkers available online.

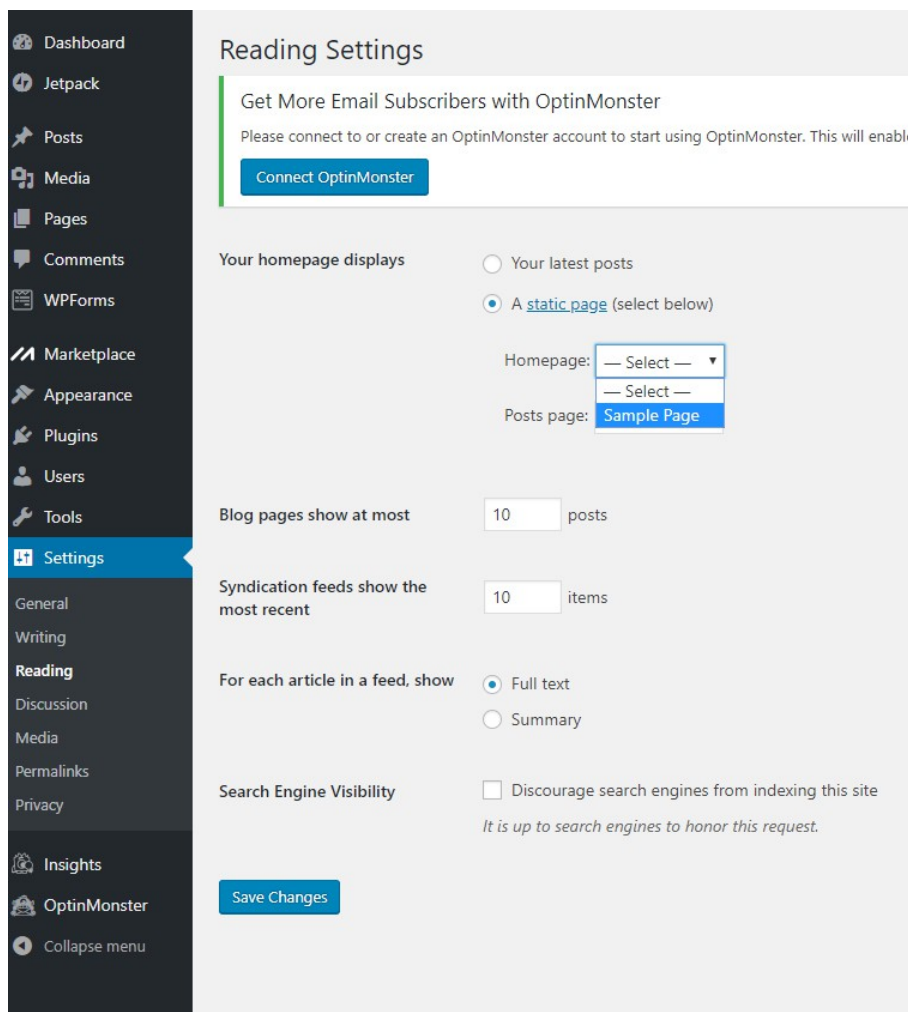
With a catchy image and bit of text you now have the first page of your site done, after this you can add as many pages as you like.

This modular way of creating and designing your web site works really well.

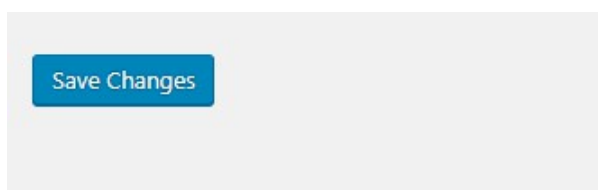
One thing you want to do once you have created your first page is to set it as your main landing page that people see when they come to your site...

Go into settings, from here you want to change the “**Your homepage displays**” option to **static page**, then you can select what page you want this to be from the drop down menu.

This drop down menu will hold all the posts and pages that you have created, the page you add here will be your main index page.



Finish up by saving your page settings:



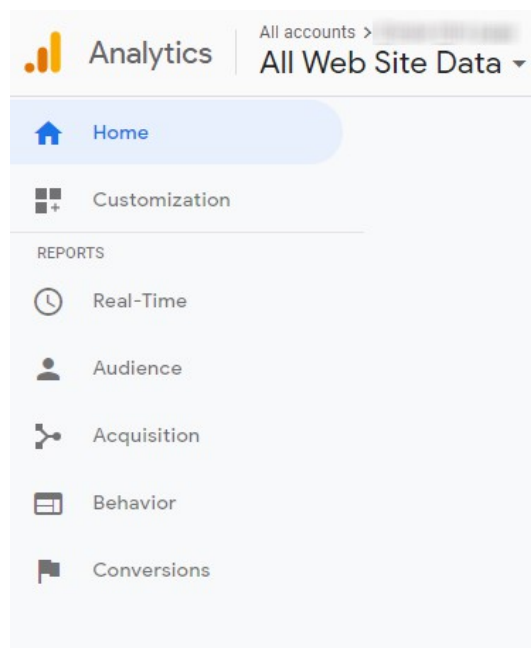
The next thing we want to do is make sure we can track the visitors that come to our site.

To do this we will be using a free tool from google called **Google Analytics**



This is a great tool that gives us a large amount of data, relating to our site, that we can use to tell us how many visitors come to our site and what pages they clicked on when they got there.

First go over to the **Google Analytic site** and register for an account, once you have done this you want to add your properties (site) to your account, start by clicking on the home button

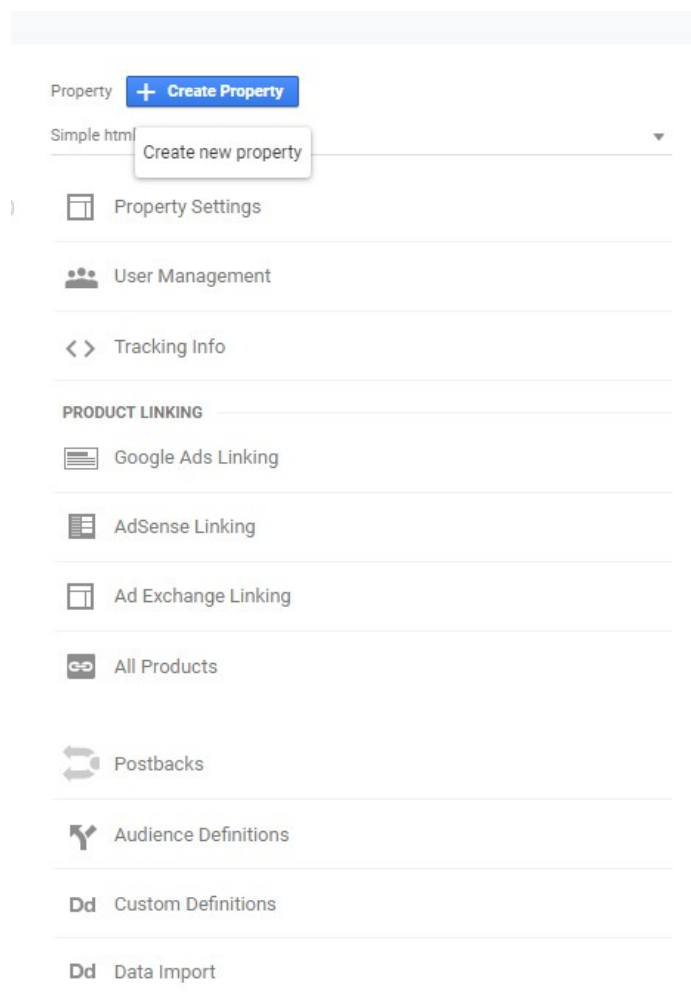




Scroll down and click on the admin button at the bottom of the page

From here we have lots of different options, it can be easy at this point to get a bit lost with all the information on the screen, don't worry, for simple site connections we don't need to do too much and won't have to come back here often.

In the middle of the three columns you will see a **Create Property** button, we will click on this and add our site's address.



When you have done this process a few times with different websites it becomes second nature

Most of your analytic data will be viewed from inside the WordPress dashboard, this allows for quick access to visitor metrics.

On the following screen we want to add the **website name**, this can be anything you like, I find it easier to make sure the name closely resembles the actual website address.

This will save confusion when you start to build up a few websites in you analytic account and want to traverse your domains at a glance without difficulty.

What would you like to track? _____

Tracking Method _____

This property works using Universal Analytics. Click *Get Tracking ID* and imp

Setting up your property _____

Website Name

Website URL

Industry Category [?]

Reporting Time Zone

This account has 31 properties. The maximum is 50.

Add your website's domain name in the **Website URL** box.

This has to be exact otherwise the page will throw up an error. keep it as I have above, notice I haven't put in the **www.** prefix just **sitename.com**.

Select your industry and your time zone then click on the **Get Tracking ID** button.



Once the next page has loaded you can see you **Tracking ID** displayed as shown below:

If this page looks confusing, don't worry, you don't actually have to do anything more here you can just simply click off and come out of the browser.

The screenshot shows the Google Analytics interface. On the left is a navigation menu with options like 'Property Settings', 'User Management', 'Tracking Info', 'Tracking Code', 'Data Collection', 'Data Retention', 'User-ID', 'Session Settings', 'Organic Search Sources', 'Referral Exclusion List', 'Search Term Exclusion List', 'PRODUCT LINKING', 'Google Ads Linking', 'AdSense Linking', 'Ad Exchange Linking', 'All Products', 'Postbacks', and 'Audience Definitions'. The main content area is titled 'Tracking ID' and 'Status'. The 'Tracking ID' is displayed as 'UA-12345678-1'. The 'Status' indicates 'No data received in past 48 hours. [Learn more](#)'. Below this is the 'Website Tracking' section, which includes the 'Global Site Tag (gtag.js)' code snippet. The code snippet is highlighted with a red box and contains the following text:

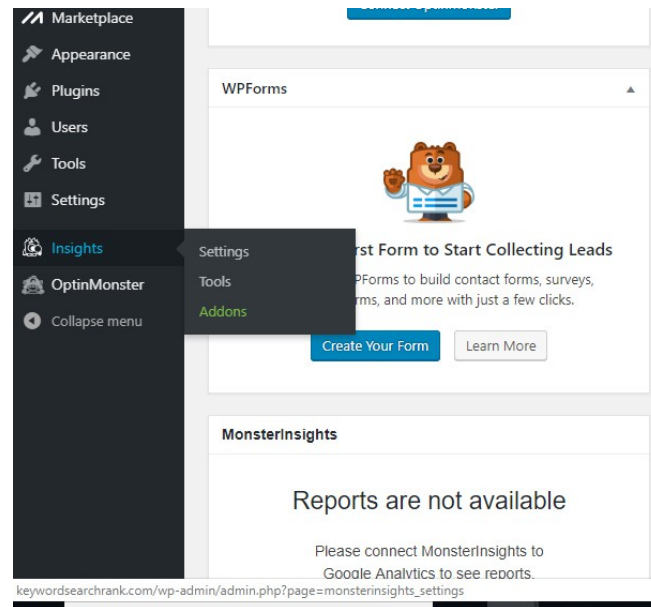
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-12345678-1"></script>
<script>
  (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.js':true});
  var gtag=document.createElement('script');gtag.async=true;gtag.src='https://www.googletagmanager.com/gtag/js?id=UA-12345678-1';
  var s=document.getElementsByTagName('script')[0];s.parentNode.insertBefore(gtag,s);
})(window,document,'script','dataLayer','GA-12345678');
</script>
```

If you were making a website without WordPress you would need to take your code snippet from this page above and include it on each and every page of your site.

You would have to add it to the **HTML** of every page and then upload it using a **File Transfer Protocol**, this can get a bit complicated.

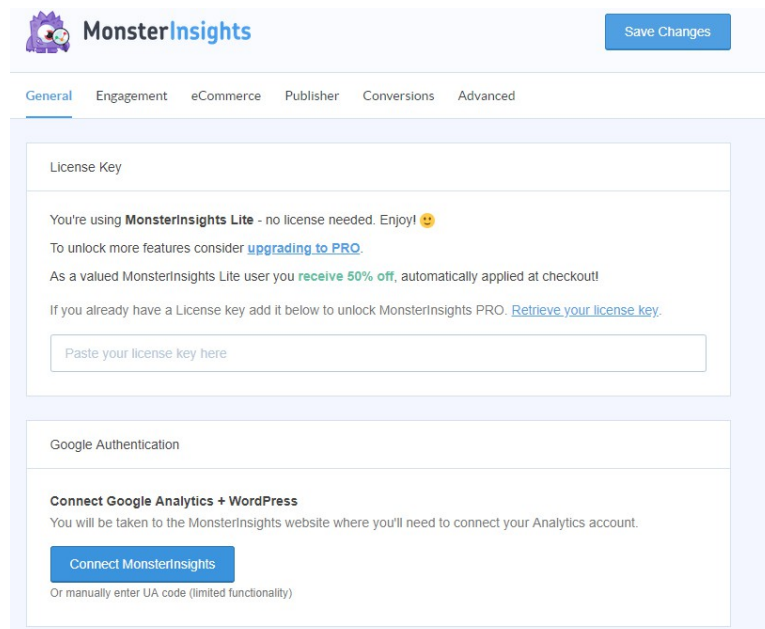
Thankfully WordPress, again, makes this process very simple with the **Monster insights plugin**

So now we have added our site reference to our analytics page we will now go ahead and connect our site from within the WordPress dashboard.

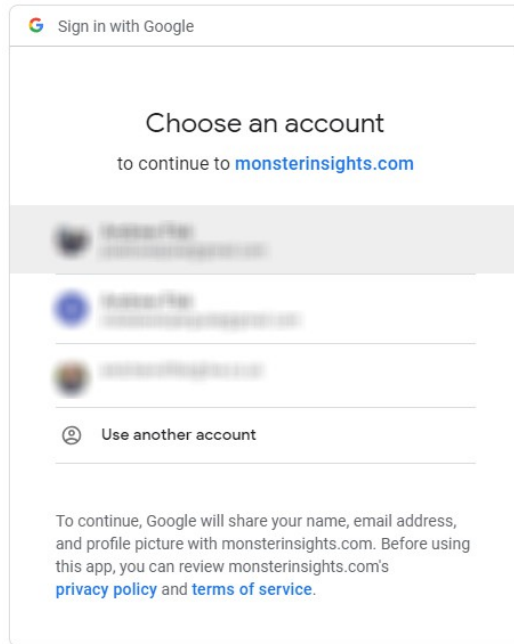


This will allow us to see out visitor information from within WordPress rather than logging into our analytics each time.

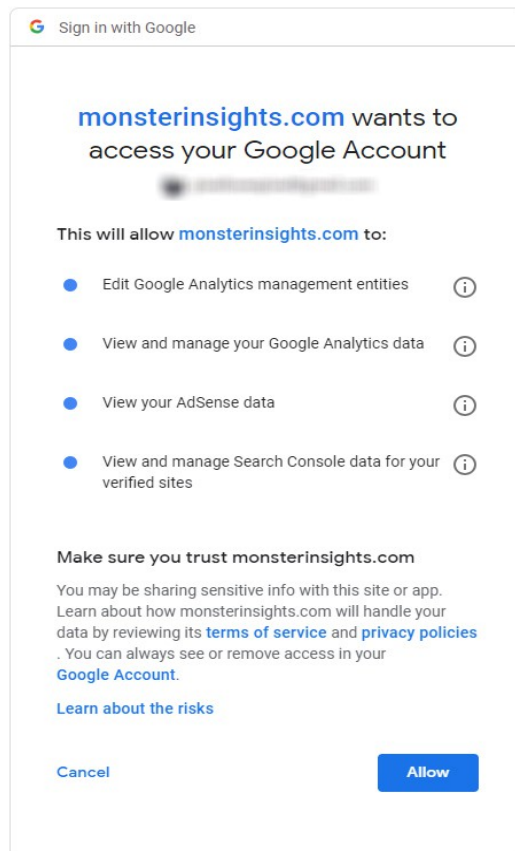
The next page you will see is the MonsterInsights connection page, click on the **connect monsterInsights button**.



From here you will want to choose your google account that you registered with Google Analytics

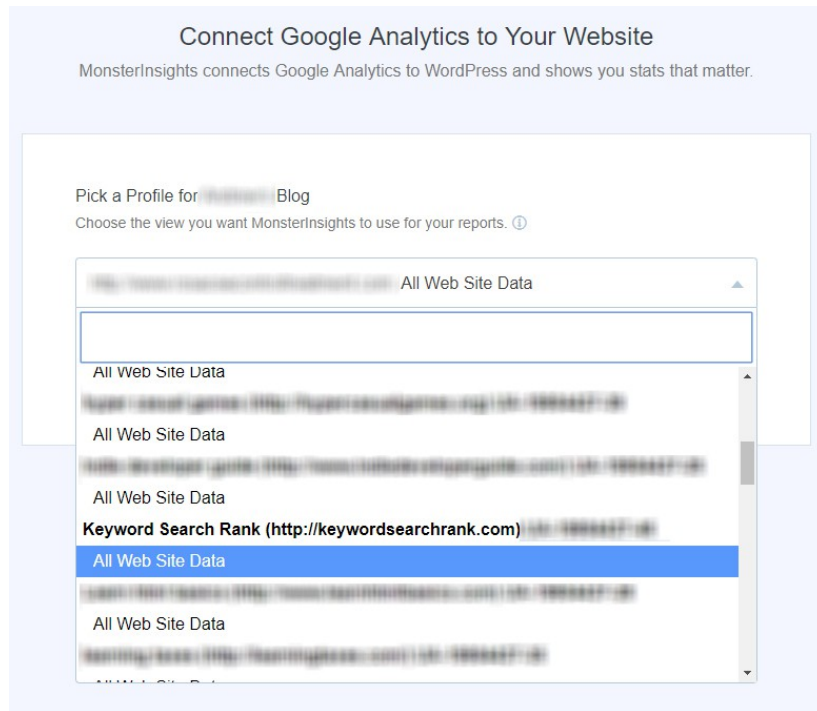


Next you will be asked to allow Monster Insight to access you google account and start receiving metrics from Google Analytics

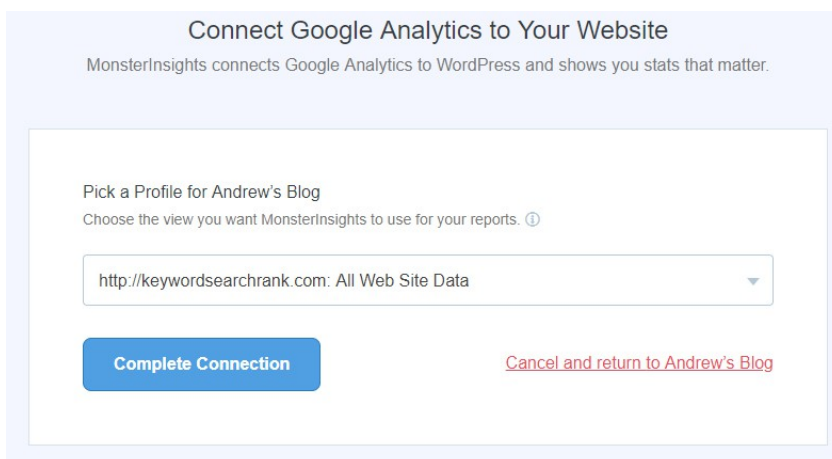


Don't worry too much about this as the MonsterInsights plugin will only access your google account to retrieve on-site analytical data.

MonsterInsights is a trusted WordPress plugin and after about 30 WordPress installations I haven't had any privacy violation issues yet.

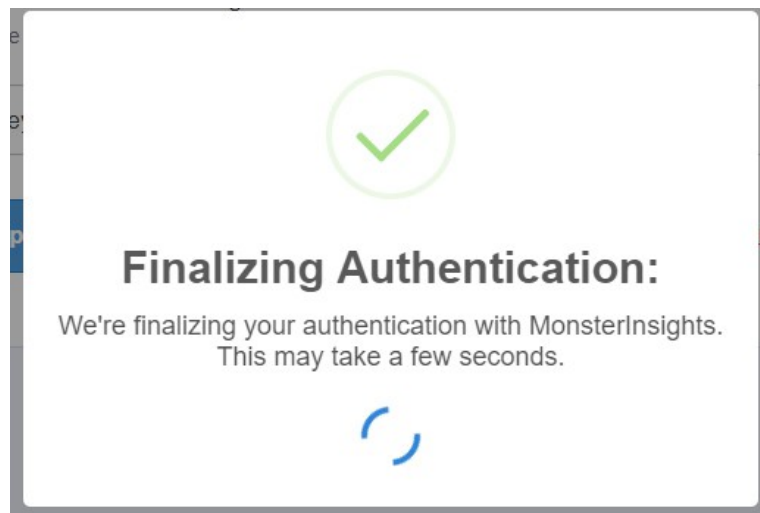


Now you want to explicitly select the property that you want to connect and gather data for, in my case this was **keywordsearchrank.com**



Click on Complete Connection

After a short time you should get a successful connection between you Analytics and MonsterInsights



Now all you need to do is click on the monsterInsights link in your dashboard and you can gain access to your visitor metrics.



Once you start to get visitors to your site you will start to see stats like in the image above.

So we have successfully connected a domain to a host and then built a website around it, this process can be easily done quickly and efficiently using WordPress as you main CMS

Once you have this process down, you will find it gets easier and easier each time and if your goal is to make multiple sites quickly then this is one of the best ways of doing it.