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**LAUNCH MiE**  
success simplified



# DIY WORDPRESS WEBSITES

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**For Small Businesses & Non-profits**

# Is this session for me?

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- **I want to build a website for my small business or non-profit and:**
  - ▣ I'm no developer but I can find my way around a computer.
  - ▣ Although I likely have a blog on my site, my business is not primarily blogging
  - ▣ I don't want to spend any more time or money than I have to
  - ▣ I do like to do things the simple way!

# What I will **\*not\*** tell you...

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## How to use WordPress (create pages, posts, upload images, etc\*)

**\*though I will provide terrific resources where you can learn all that, too**

# What I **\*will\*** tell you...

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## How to Implement WordPress

**(the nuts & bolts you need to know & do to create a freaking awesome website that boosts your business success... without wasting your precious time or hard earned money)**

# Let's start at the beginning

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**Get Your Spot**

**#1**

**Make Your Plan**

**#2**

**Build Your Site**

**#3**

# #1

## Get Your Spot

**Remember when...**

**Cut was something you did with a pocket knife,  
Paste required glue,  
A web was a spiders home, and  
A virus was the flu?**

**Let's build...**

**DOMAIN & HOSTING = ADDRESS & LAND LEASE**

# A Domain is...

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- **Your web address: [www.thisisme.com](http://www.thisisme.com)**
- **Usually around \$10/yr**
  - ▣ *Often purchased at your hosting company*

# Selecting your Domain provider

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- **Where do you plan to host?**
  - ▣ Many places include a free domain with hosting plan
  
- **Do they include private registration or is that additional?**
  - ▣ Some places will nickel & dime you to death



# Hosting is...

- **The place that stores all your data & serves it up when people type in your website's address**
- **Generally \$10-\$30/mo (standard vs managed)**

# Selecting your Hosting provider

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**One-click WordPress installation = 😊**

*Your new best friend!*

**WORDPRESS = MAGIC FOUNDATION**

# Selecting your Hosting provider

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- **Allowed amount of space & traffic?**
  - Unlimited is not uncommon
    - Sometimes it includes unlimited sites, too (bonus!)

## **NOTE:**

**Super specials rarely work out less expensive over the long term**

*ie: \$3.95/mo*

# Selecting your Hosting provider

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## □ Speed, security & backups?

### □ Standard Hosting

(<\$10/mo, ie: *DreamHost*)

- Add **CloudFlare** (Free!) for speed & basic security
- Add **WordFence** (Free or \$18/yr) or **Sucuri** (\$90/yr) for more official security
  - Remember **Sucuri** just in case... they **unhack** you 😊
- Add **Backup Buddy** (\$75 once) for easy backups

### □ Managed Hosting

(~\$30/mo, ie: *WPEngine*)

- Most do all that + regular updates for you
- No hassle, no worry, no problems

*\*Tip: DreamHost offers free hosting to non-profits\**

# #2

## Make Your Plan

Weaseling out of things is important to learn. It's what separates us from the animals... except the weasel.

~ Homer Simpson

# Why plan?

- **78% of internet users conduct product research online**

**We all know the first impression lasts...**

- **You need to be there, be found, and be offering the right info in the right way**

# Visual Design not your thing?

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## Hire someone

*You can't afford NOT to*

**\*If every client met you in your home before deciding to do business with you, you would make sure it reflected you well, n'est pas?**

# Gonna DIY it?

- **Be at least moderately techie**
- **Be a clear, concise, \*visual\* communicator**
- **Be an awesome writer (or use a tool that helps you seem like one)**



# Site Purpose: Provide Info + Motivate Action

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- **Put yourself in your customer's shoes**
  - What do I need to know, first & then overall?
  - What are my questions/concerns/objections?
  - Why should I trust/choose you?
  - How can I contact/remember/stay in touch with you?

# Make an Outline: Basic Example

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## ORGANIZE YOUR YOU

Less is  
always  
more...

Be succinct  
and visual

- **Home**
  - ▣ Visually enticing, easy access to contact info, newsletter/social connections, compelling offer or info
- **About**
  - ▣ Info your customers need to trust you & get to know your company culture/style/essence
- **Services/Specials**
  - ▣ Clearly listed, ideally listing pricing, sub pages/drop-downs as needed. Keyword rich!
- **Portfolio/Testimonials/FAQ**
  - ▣ Build trust & excitement, overcome objections
- **Blog**
  - ▣ Yes! Write to educate, excite & entertain... you will sell
- **Contact**
  - ▣ Make it clear, make it easy

# Now that you have an outline...

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## Select a theme

A website template that makes it easy to look good?  
Yes, please!

**(themes are like model homes – so crazy beautiful you fall in love with the possibilities. All that's required is your time, creativity and content)**

# Selecting your Theme

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- **Ease of use**
  - ▣ Intuitive to use
  - ▣ Shortcodes! Templates!

## Pricing Tables

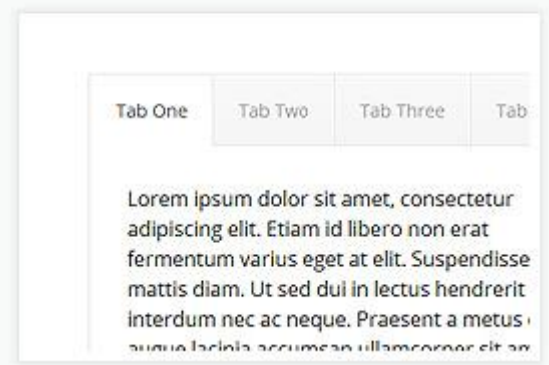
STANDARD Great for small business	PROFESSIONAL Something new	
✔ 24/7 Tech Support	✔ 24/7 Tech Support	✔
✔ Advanced Options	✔ Advanced Options	✔
✔ 100GB Storage	✔ 100GB Storage	✔

## Buttons

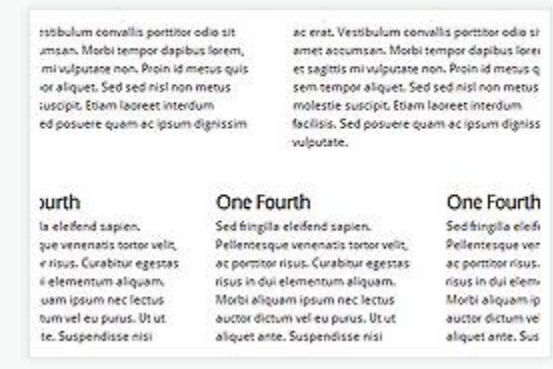
### Icon Buttons



## Tabbed Content



## Columns



# Selecting your Theme

- **Cost**
  - ▣ Themes are always an incredible value, some even more so
  
- **Flexibility**
  - ▣ Plug-in compatibility
  - ▣ Mobile Friendly
  - ▣ Colors & Fonts



# Before we go any further...

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Pick a theme that will enhance your branding...

...**You do brand, right?!?! 😊**

- **Branding is what makes people remember you**
  - ▣ Despite their daily exposure to thousands of marketing messages
  
- **Branding, simplified**
  - ▣ Use a consistent logo + tagline, “voice” in your writing and colors + images... all that have been specifically chosen **to show your target client who you are and motivate them to action**
  
- **Gives you an advantage in the small business market**
  - ▣ *My branding is a large part of how I was able to accelerate my business success to have my dance studio gross well over 6 figures in Year 1 and over a quarter million each year since Year 2... trust me... it works*

# Selecting your Theme

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- **Support for when you get stuck**
  - ▣ Q&A forum for the inevitable questions
  
- **Company/designer longevity**
  - ▣ For ongoing support + WP compatibility updates

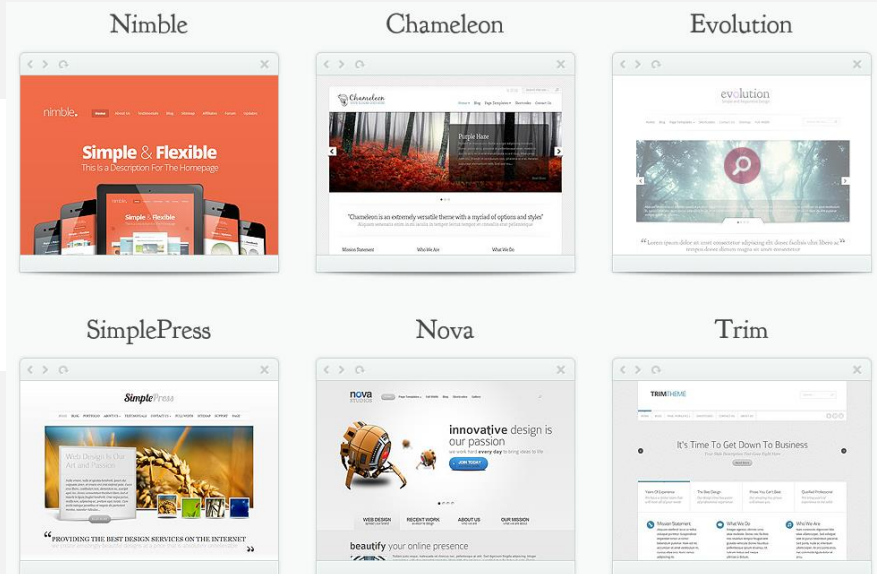
# The perfect place to start

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They make  
you look  
good... and  
make it as  
easy on you  
as possible

- A playground of ~80 incredibly well-built themes for you to practice on/use + excellent support... for \$39

elegant  
themes



Amazingly Beautiful WordPress Themes

Get 100% complete access to our entire collection of 79 themes for only \$39!

[www.elegantthemes.com](http://www.elegantthemes.com)



# Theme to site: Example

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The screenshot shows the 'nova STUDIOS' website theme. The header includes a logo and navigation links: Home, Page Templates, Full Width, Blog, Shortcodes, and Gallery. The main content area features a large image of a futuristic orange robot on the left. To its right, the text reads 'innovative design is our passion' and 'we work hard every day to bring ideas to life'. Below this is a blue 'JOIN TODAY' button with the subtext 'your future awaits'. A row of four small circular icons is positioned below the main text. At the bottom of the main area, there are four columns: 'WEB DESIGN spread your brand', 'RECENT WORK awesome design', 'ABOUT US who we are', and 'OUR MISSION what we are about'. Below this is a section titled 'beautify your online presence' with a small image of a tunnel and a paragraph of placeholder text. A 'read more' button is located at the bottom right of this section.

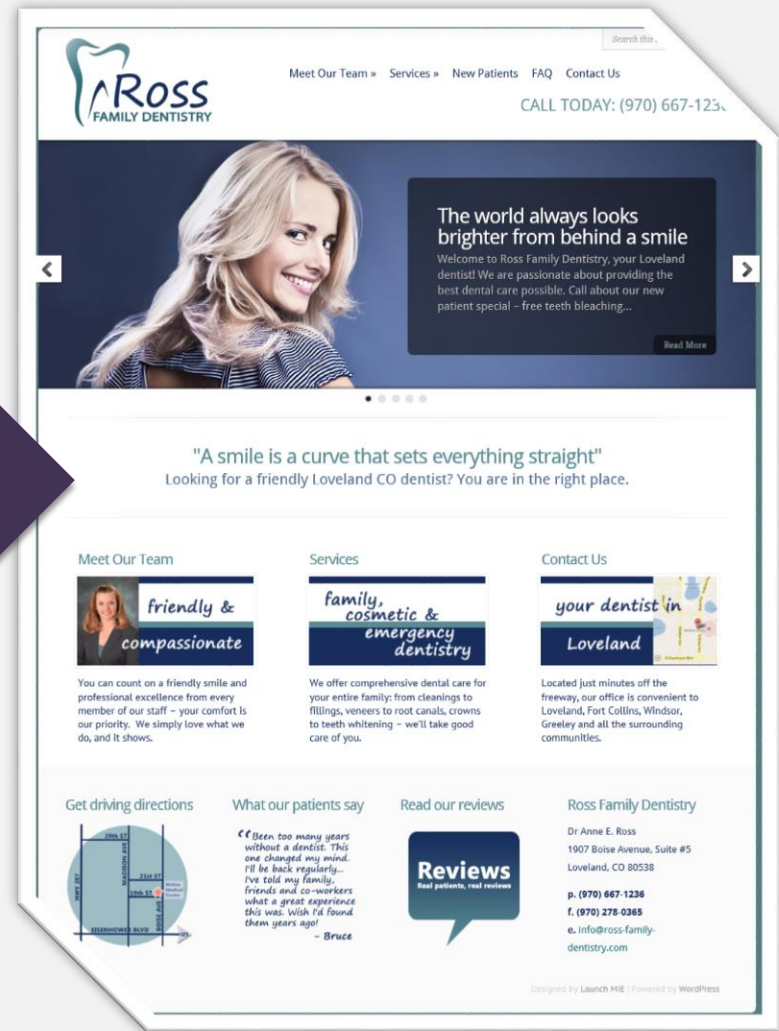
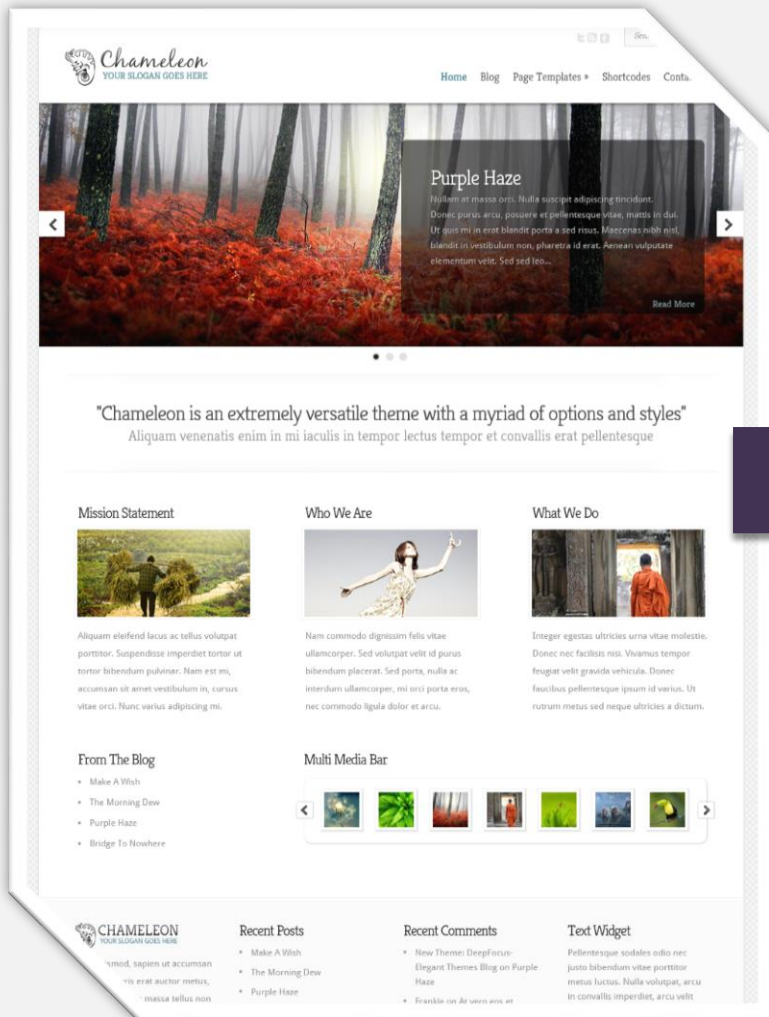


The screenshot shows the 'enable STAFFING' website theme. The header includes a logo and navigation links: Home, Employers, Employees, About Us, Contact Us, and Referral Program. The main content area features a large image of two hands shaking. To its right, the text reads 'Improving People's Lives' and 'We bring employers & employees together'. Below this is a blue 'LEARN WHY' button with the subtext 'we are so good at it'. A row of four small circular icons is positioned below the main text. At the bottom of the main area, there are three columns: 'EMPLOYERS need a perfect fit?', 'EMPLOYEES want a great job?', and 'OUR CREW meet the team'. Below this is a section titled 'We find great people for you, fast' with a paragraph of text: 'You need the right employee for the job. Your evolving vision and project scope requires technical expertise. Your timeline and milestones are fast approaching. There is no time to waste seeking the ideal candidate to for your permanent, contract or temporary position. Allow Enable Staffing to manage the recruitment process for you. We listen to your needs, focus on the details of your requirements and submit candidates from our network of resources to deliver the best talent solution for you. You can stay the course, focused on running your business while Enable delivers results. Together we can achieve your staffing goals.' A 'read more' button is located at the bottom right of this section.

[www.enablestaffing.com](http://www.enablestaffing.com)

# Theme to site: Example

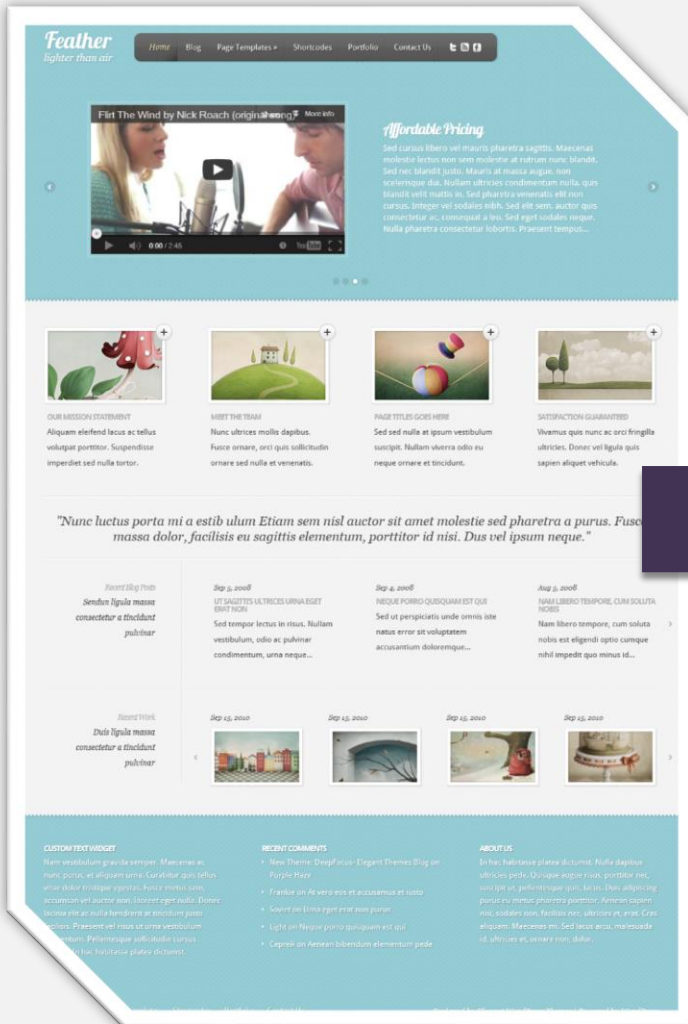
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[www.ross-family-dentistry.com](http://www.ross-family-dentistry.com)

# Theme to site: Example

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www.penillc.com

# Need more flexibility?

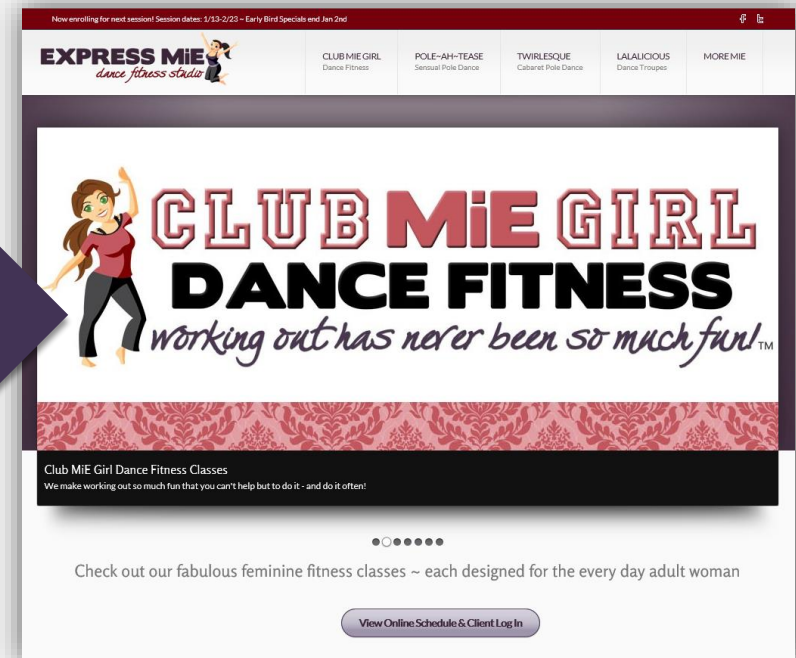
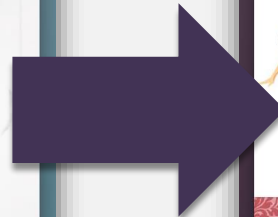
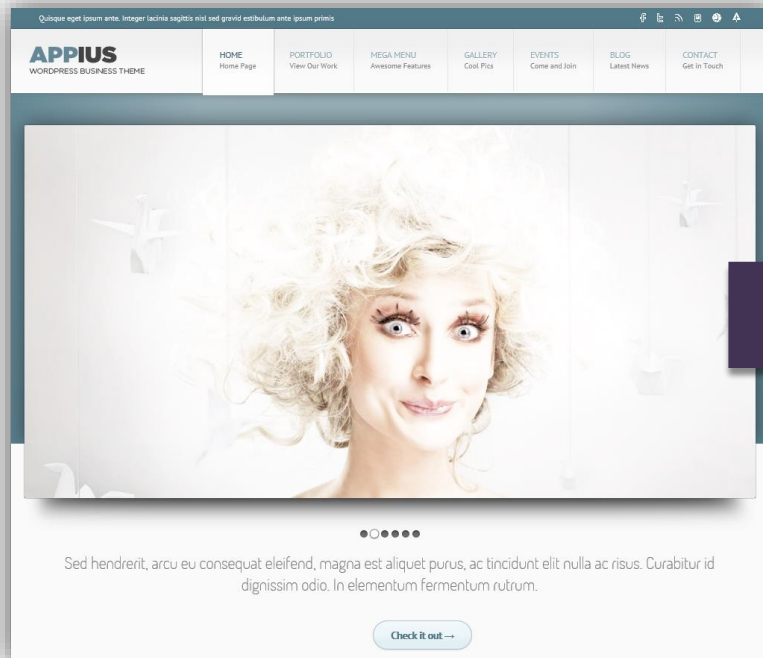
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## If you don't mind getting trickier...

- **Themeforest**
  - ▣ Lots of unique themes with fancier features
- **Genesis Framework/Thesis Framework**
  - ▣ Many designer's & blogger's favorite
  - ▣ Ultra flexible (pro for pros, con for newbies)

# Theme to site: Example

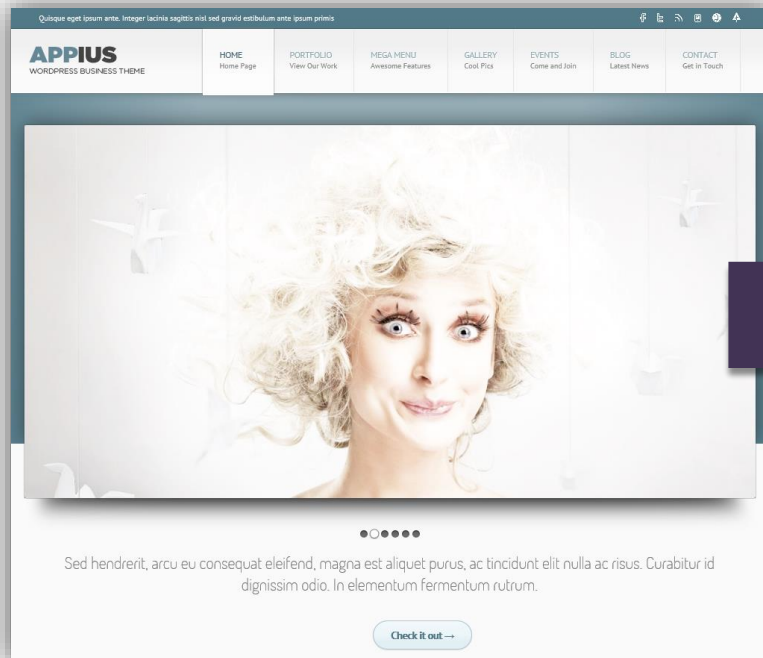
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[www.expressmie.com](http://www.expressmie.com)

# Theme to site: Example

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[www.expressmie.com](http://www.expressmie.com)

# Plugins

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- **Top 3 Universal (& free) Plugins**
  - **Yoast SEO.** It's dummyproof.
    - Teaches you how to do the right things in the right places on every page
  - **WordFence.** It's like a guard dog.
    - Scans your site daily for security issues
  - **Defensio & Cookies for Comments.**
    - Protection against spam if you allow comments on your site (blog)

(Assuming you have your backups, security & speed/caching handled via either managed hosting, CloudFlare/etc, otherwise, there are plugins for that, too)

**PLUGINS = MEDIA ROOM, GOURMET KITCHEN, ETC**

# Plugins: Customize your site

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As before...

Less is more

If you can wish for it, chances are there's a plugin that will do it

- ❑ **Need a job board? No problem.**
- ❑ **Want a membership site? Check.**
- ❑ **Want to use your special font? Done.**
- ❑ **Want to collect names that will autofeed into your CRM system? Most likely possible.**



# Example:

# Useful Plugins for Non-Profits

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## Membership Plugin

**Volunteers & Board Members need different levels of access to site + you want to accept donations on your site**

- **S2 Member**
  - ▣ Manage members/levels
  - ▣ PayPal button (incl auto-pay)
  - ▣ If you have content that you want to sell and protect access to
  - ▣ Syncs with MailChimp & AWeber

## Event Management Plugin

**Event management for classes or functions: manage attendees & 'staff'**

- **Events Manager or Event Espresso**
  - ▣ Event & Attendee Management
  - ▣ Automated Emails
  - ▣ Customizable Registration

\*There are many plugins available – your situation determines the best one for you

# #3

## Build Your Site

You are not alone...

**ONLINE HELP/LOCAL HELP = ADVICE FROM EXPERTS**

# Local Help

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## □ **Mentors at Gangplank**

- Mentors offer free 1:1 support

[www.gangplankhq.com](http://www.gangplankhq.com)

## □ **Meetup at Gangplank**

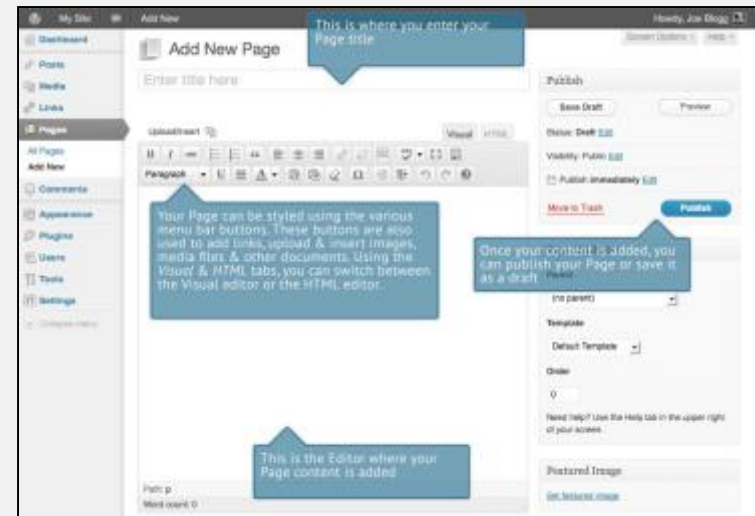
- 2<sup>nd</sup> Thursday of each month: WordPress Meetup
- Also in other parts of Phoenix/AZ at various times

[www.meetup.com](http://www.meetup.com)

# Online Help: Free Manual

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- **Easy WP Guide:** [www.easywpguide.com](http://www.easywpguide.com)
  - Free Instruction Manual
  
- **Perfect for beginners**
  - How do I ?
  - What does that button do?
  - What the heck is a widget?



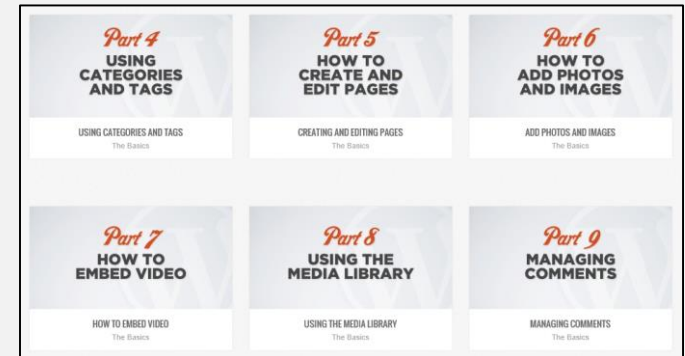
# Online Help: Free Videos



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## 20 Free Video Tutorials

- ❑ What is WordPress?
- ❑ WordPress.com or WordPress.org?
- ❑ How to Install WordPress
- ❑ The Dashboard
- ❑ Create a New Post
- ❑ Edit an Existing Post
- ❑ Using Categories and Tags
- ❑ How to Create and Edit Pages
- ❑ How to Add Photos and Images
- ❑ How to Embed Video
- ❑ Using the Media Library



- ❑ Managing Comments
- ❑ How to Create Links
- ❑ Changing the Theme, Header, and Background
- ❑ Adding Widgets
- ❑ Building Custom Menus
- ❑ Installing Plugins
- ❑ Adding New Users
- ❑ Useful Tools
- ❑ Settings & Configuration

# As easy as 1... 2... 3...

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## Get Your Spot

- Domain
- Hosting



## Make Your Plan

- Outline
- Themes + Plugins



## Build Your Site

- Local Help
- Online Help

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**HAVE FUN!**

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