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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?

- **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…

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…

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

#1 Get Your Spot

#2 Make Your Plan

#3 Build Your Site

#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…

- **Your web address: www.thisisme.com**
- **Usually around $10/yr**
  - *Often purchased at your hosting company*

Selecting your Domain provider

- **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

One-click WordPress installation = ☺

Your new best friend!

Selecting your Hosting provider

- **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

- **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 **un**hack 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

OUTLINE & THEME/PLUGINS = REQUIREMENTS & MODEL HOME/UPGRADES

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?

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

- **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

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…

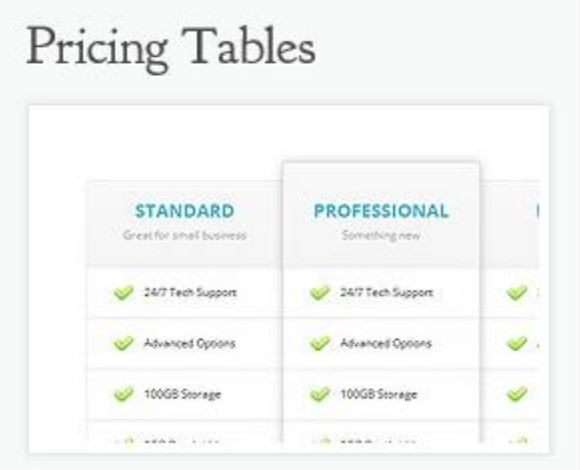
Select a theme

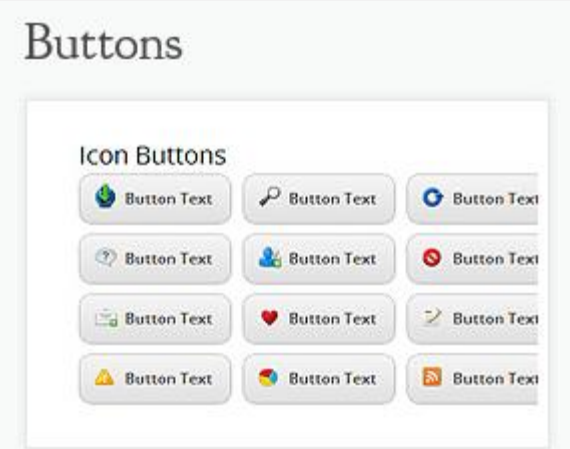
A website template that makes it easy to look good?
Yes, please!

(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

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





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…

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

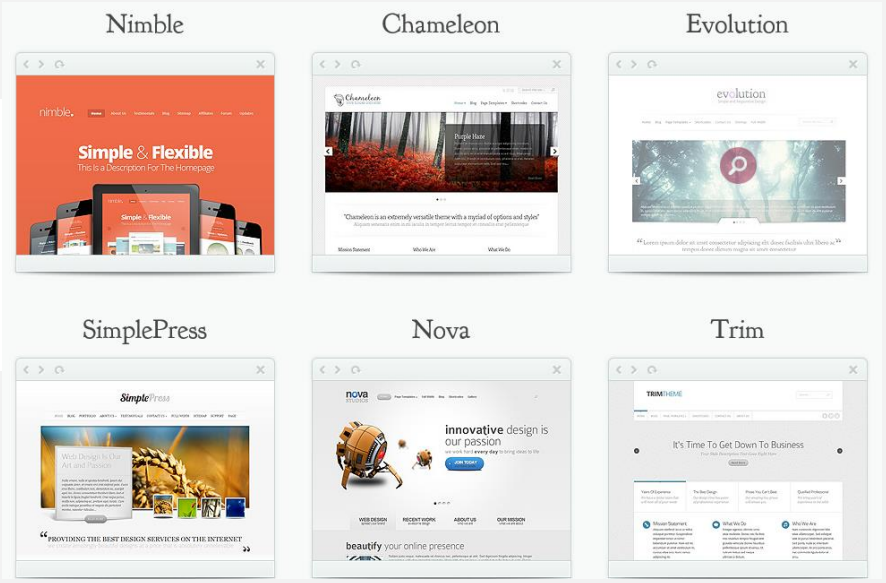
- **Support for when you get stuck**
  - Q&A forum for the inevitable questions
- **Company/designer longevity**
  - For ongoing support + WP compatibility updates

The perfect place to start

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

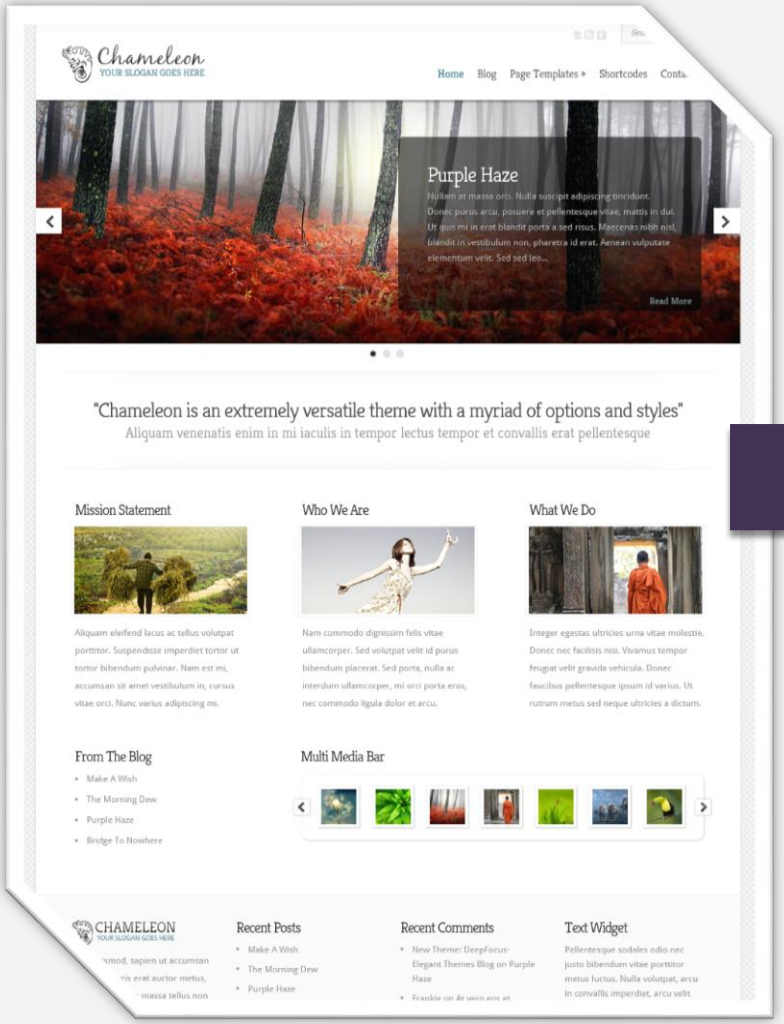
Get 100% complete access to our entire collection of 79 themes for only $39!

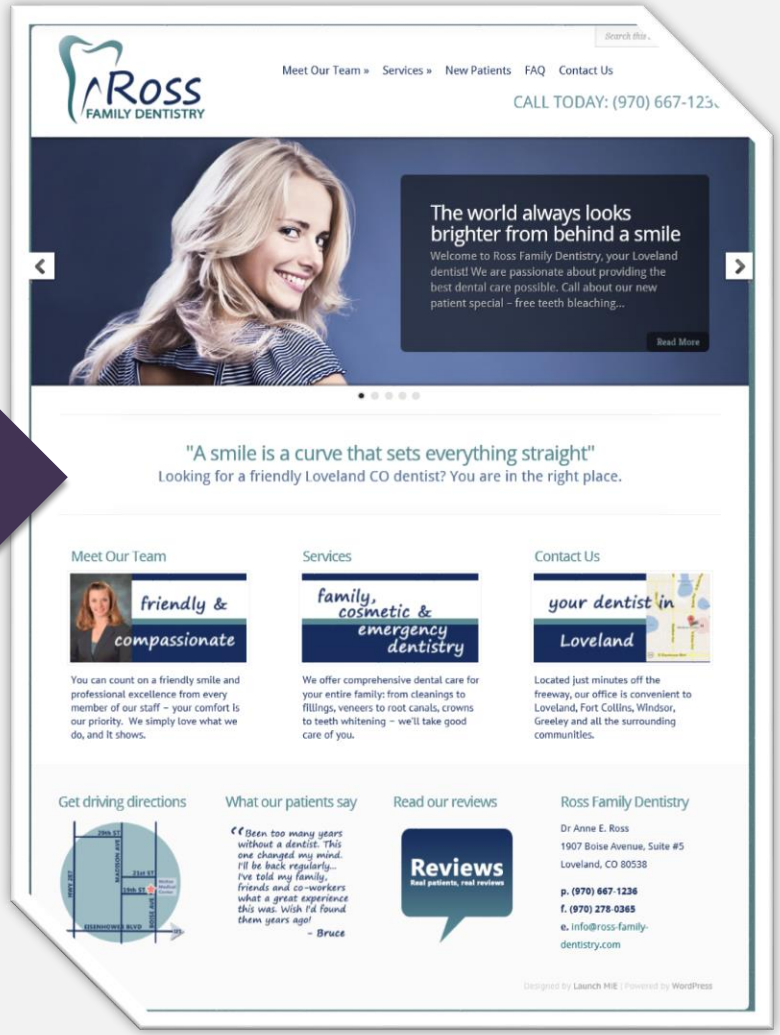
www.elegantthemes.com

Theme to site: Example

www.enablestaffing.com

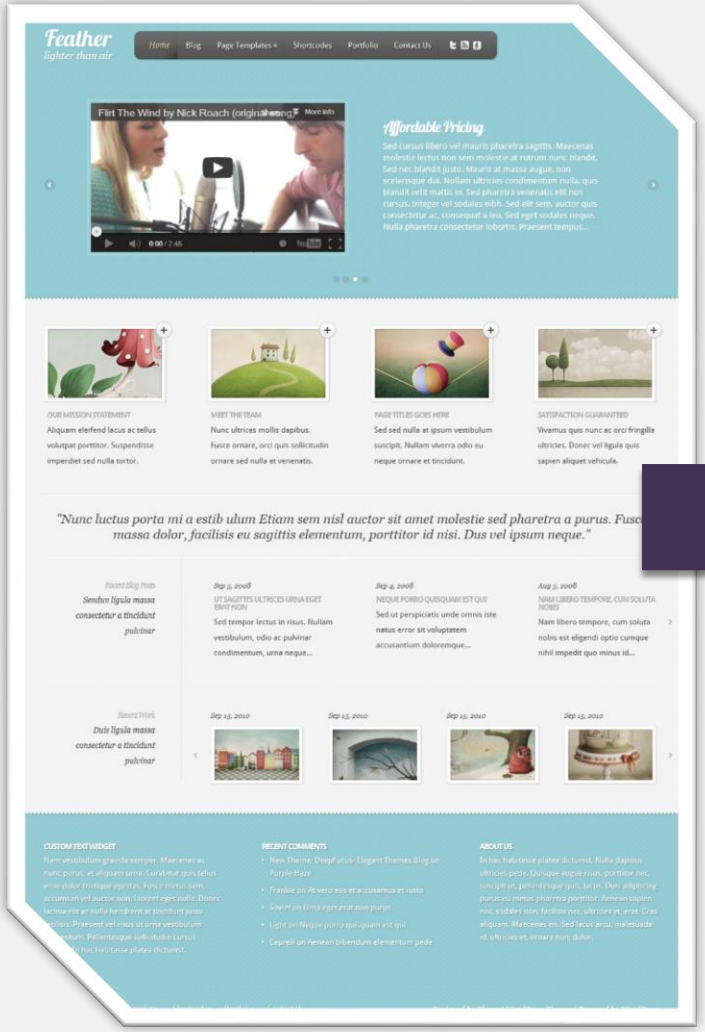
Theme to site: Example





www.ross-family-dentistry.com

Theme to site: Example



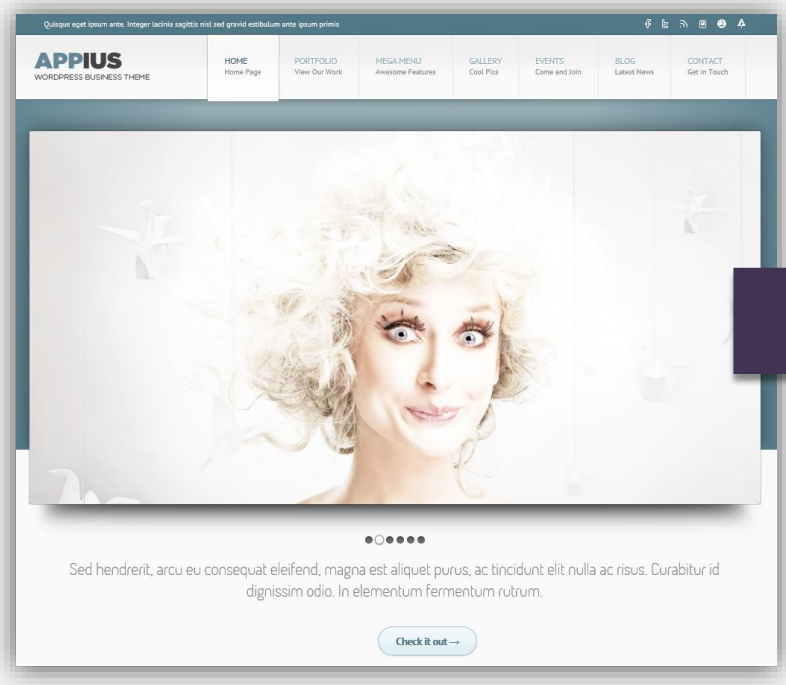
www.penillc.com

Need more flexibility?

If you don't mind getting trickier…

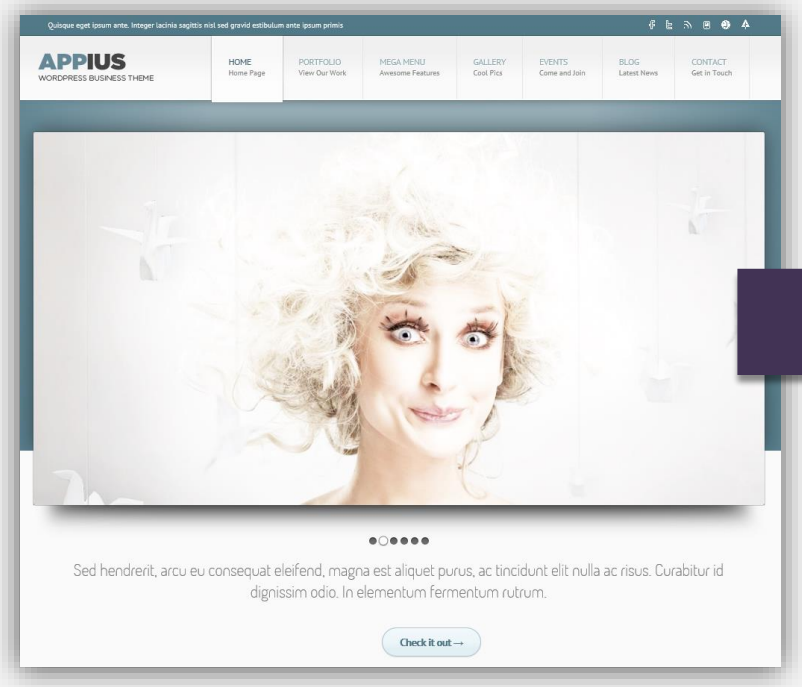
- **Themeforest**
  - Lots of unique themes with fancier features
- **Genesis Framework/Thesis Framework**
  - Many designer's & blogger's favorite
  - Ultra flexible (pro for pros, con for newbies)

Theme to site: Example

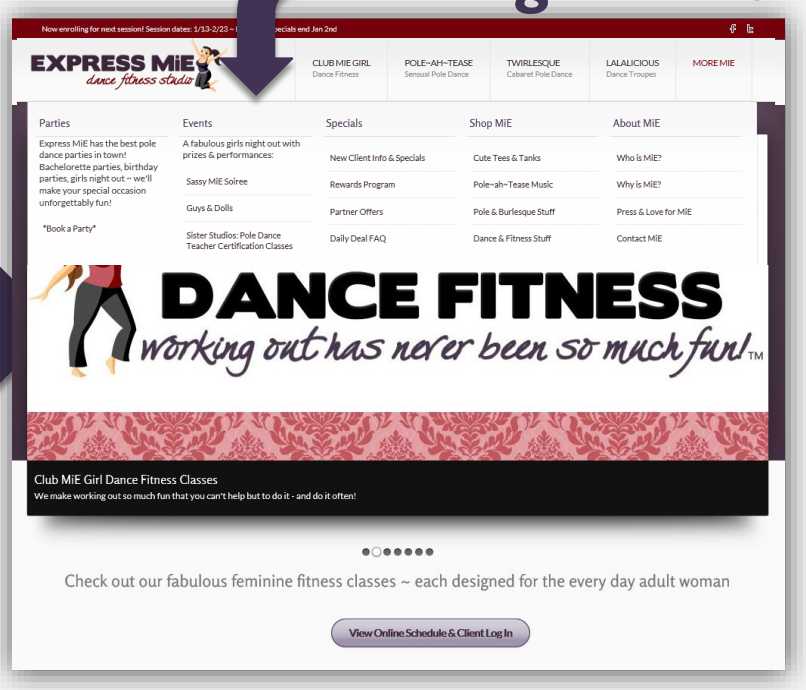


www.expressmie.com

Theme to site: Example



Mega Menu



www.expressmie.com

Plugins

- **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: Customize your site

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

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

- **Mentors at Gangplank**
  - Mentors offer free 1:1 support

  www.gangplankhq.com

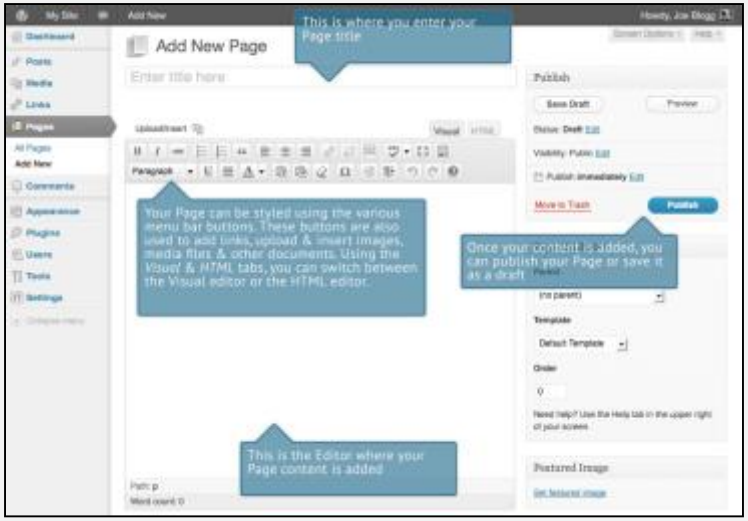
- **Meetup at Gangplank**
  - 2nd Thursday of each month: WordPress Meetup
  - Also in other parts of Phoenix/AZ at various times

  www.meetup.com

Online Help: Free Manual

- **Easy WP Guide: www.easywpguide.com**
  - Free Instruction Manual

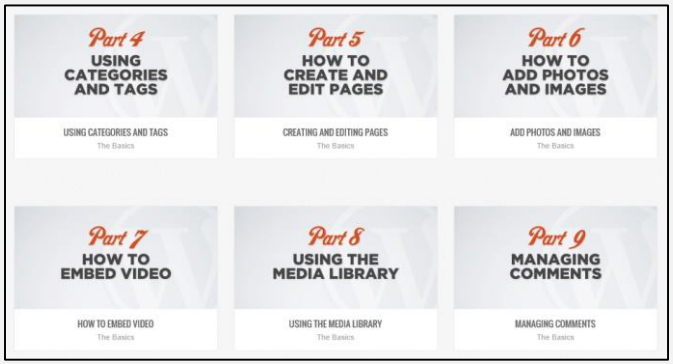
- **Perfect for beginners**
  - How do I ?
  - What does that button do?
  - What the heck is a widget?



Online Help: Free Videos

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

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

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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