

James Stewart Presents

Killer
WordPress
SETUP GUIDE

Wordpress Made Easy!!

Introduction

Firstly I would like to thank you personally for downloading this FREE guide on how to successfully download and install your own WordPress blog.

This guide has been written in a way which assumes you have no prior knowledge or experience of purchasing domain names or installing WordPress blogs.

Since I have started blogging I have seen my online presence increase dramatically and I now have a number of very successful blogs set up.

So, why have I taken time out to produce this guide and make these videos.....

The answer is simple really.

I only have to think back to how I struggled with setting up my blog when I first started out online.

Like the old saying goes "knowledge is power". Everything is easy when you know how.

This guide contains **7** video tutorials so you are able to watch how I do it, step by step, before you start.

I have also included some diagrams which will hopefully help to explain things in a clear, concise way.

I will literally take you by the hand and walk you through the entire process from start to finish, ensuring you have your very own blogging platform up and running in the shortest possible time.

Finally, I will also include some great tips and recommendations for you to help you to get the most from your WordPress installation and set up.

A Little About Me - Who Is James Stewart?

Well, this is me.....

I live in England, UK with my partner in a newly built 3 storey town house and have been involved in Internet Marketing and Affiliate Marketing for just over 2 years now.

I currently work full time in an offline job which I very much enjoy.

However, like many people, I strive for a better life for myself and my partner and looked at the internet to provide this.

More recently, I enlisted the help of a mentor by the name of Alex Jeffreys.

Since I have been under the expert guidance of Alex, I have newly found motivation and I now have a real sense of direction and purpose.

My online ventures have really taken off and I am now beginning to see a regular and consistent income coming in thanks to my mentor, Alex.

[FOLLOW THIS LINK FOR ALEX'S NEW BOOK - 'THE GURUS NIGHTMARE!!'](#)

Alex has really helped turn my fortunes around and it's very true to say that I would genuinely not be here right now if it wasn't for my mentor Alex Jeffreys.

Have a listen to an interview which Alex did recently with one of his students. Very inspiring stuff – **[CLICK HERE FOR THE FULL INTERVIEW....](#)**

Much of what Alex teaches is based on Blogging and if the truth be told, Blogging has contributed to my newly found success.

I want to help others to quickly get up and running with their own Blog and replicate the success that I am now seeing myself.

If at any time you have any questions or require my assistance with any part of setting up your WordPress Blog, please do not hesitate to contact me using this form:

<http://www.marketingwithjames.com/contact-james>

I am here to help as many people as I can so please visit my blog:

Marketing With James and get in touch.

Best Wishes

James Stewart

<http://www.marketingwithjames.com>

<http://www.marketingwithjames.com>

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What Is a Blog?

Before we go into installing your blog, let's just have a very quick look at what a Blog actually is.

As trivial as it may seem, it is important to understand this otherwise, unless you have prior experience or knowledge, how do you know a Blog is definitely the right choice for you!

There are many ways to define what a Blog is – have a quick search on Google and you will find endless ways to describe a Blog.

So, what do people blog about?

Well literally anything and everything! There are blogs that exist for almost any subject you can think of nowadays.

Many people are just hooked on blogging and blog about daily events and about things that are happening in their lives.

They use a Blog as a journal of their activities, either personal or business, which is intended to be regularly updated either daily, weekly or monthly.

Some people use a blog to promote their business and to promote items they are selling. Basically they are using it as a selling platform.

You can Blog about absolutely anything you feel like and gain hundreds if not thousands of followers to your blog in the process!

Take some time to have a look around my personal WordPress blog and you will quickly get the feel of things:

<http://www.marketingwithjames.com>

<http://www.marketingwithjames.com>

Why WordPress?

For anyone who is absolutely serious about generating any kind of income online, having your own website and online presence is absolutely essential.

One of the most common websites used by online marketers and bloggers, is a WordPress site.



WordPress offers a very powerful content management system and it is completely free to use.

There are literally thousands of sites out there that offer some really great free WordPress templates for you to download for free and use for whatever purpose you like.

I will show you where some of the best sites are towards the end of this guide!

WordPress is actually really easy to install, regardless of technical ability. Many hosting companies now provide the ability to install WordPress with virtually a single click of a mouse button making the installation process an amazingly simple operation.

Managing your WordPress blog is also very easy. Adding content including text, pictures and videos is really straightforward and again, we will go through this together.



Another really great feature of WordPress is that it is search engine friendly.

Search engine optimized almost straight out of the box, WordPress comes with many functions which search engines just love so you can be assured your content will be quickly picked up by all of the major search engines.

Hosted Or Own Domain?

I will keep this section brief but it is one which requires careful consideration.

There are essentially 2 different types of WordPress site:

- 1) <http://www.wordpress.com>
- 2) <http://www.wordpress.org>

The only difference you will notice is that one ends in .com and the other .org

Wordpress.com can host your site on the internet, for free and this is what is often referred to as open source software. This basically means that it is freely available to anyone to use and modify and it is free to use.

The main downside to this is that you get very limited space and customization options and it cannot be monetized. This means that you cannot have any affiliate advertisements on your blog.

Also, bear in mind that technically, you do not actually own a blog which is hosted by WordPress – essentially they own the blog and if your blog is taken down for whatever reason, that's it, everything on your blog will be lost.

Wordpress.org however, provides the software you need to create your blog but does not host it for you. For this you will be required to purchase a domain name and host your site on any web hosting service of your choice.

This is far more flexible and there are many more options available to you.

If you are a serious marketer and are looking to make an income online, you really should be thinking about getting your own domain name and hosting and that is what we are going to go through in this guide.

Choosing & Purchasing a Domain Name

This is one of the most important parts that you need to do before uploading your WordPress theme.

Choosing the right domain name of course depends on several factors. What is your site going to be about?

For a personal blog, it is always better to go for a domain which is your own name if it is available. It is more personal to you and people will easily be able to find your site by just typing in your name to a search engine.

Remember, particularly if your niche is Internet Marketing, you are actually marketing and branding yourself as much as the content that will be on your site.

Using your own name goes a long way to help with this.

Here are a couple of really great, easy to use websites to help you out when looking for suitable domain names:

<http://www.domainsbot.com>

<http://www.nameboy.com>

One of the key things to remember is that whatever domain name you choose, it should be simple and relevant. Don't overcomplicate domain names and try to be too extravagant. You will be doing no favours to yourself whatsoever.

When purchasing any domain name, I personally prefer to use a website called [Godaddy.com](http://www.godaddy.com)

All of my domain name purchases have been with GoDaddy as they are really simple to use and I have never had any issues using them.

<http://www.marketingwithjames.com>

Click on **Video 1** below to see how to purchase and register a domain name at GoDaddy:



Web Hosting

So now we have purchased a domain name for our WordPress blog, we need somewhere to host our site.

I use and highly recommend [Hostgator](#):

<http://marketingwithjames.com/Hostgator>

[Hostgator](#) offer an extremely reliable and high quality web hosting service and are the preferred choice for many online entrepreneurs and businesses.

They also have an online help desk where you can speak to a live operator 24/7, 365 days of the year!

Click on **Video 2** below to see how to easily and quickly register an account with [Hostgator](#):



The image shows a screenshot of the HostGator website homepage. At the top, there is a navigation bar with links for HOME, WEB HOSTING, RESELLER HOSTING, VPS HOSTING, DEDICATED SERVERS, SUPPORT, and AFFILIATES. The main banner features the HostGator logo (a blue gator) and the tagline "we eat up the competition". It also displays contact information: Toll Free: 1.866.96.GATOR, Local: 1.713.574.5287, and a "LIVE CHAT" button. The central section is titled "Unlimited Web Hosting" and describes the service as "Web Hosting made EASY and AFFORDABLE!". It lists several benefits: UNLIMITED Disk Space, UNLIMITED Bandwidth, FREE SiteBuilder (Try Demo), EASY Control Panel (Try Demo), 4,500 Free Website Templates, 99.9% Uptime Guarantee, 45 Day Money Back Guarantee, and 24/7/365 Technical Support. A "VIEW WEB HOSTING PLANS" button is present, along with a price tag of "STARTING AT \$4.95/mo". Below the banner, there are three columns for "Reseller Hosting" (starting at \$24.95/mo), "VPS Hosting" (starting at \$19.95/mo), and "Dedicated Servers" (starting at \$174/mo). Each column includes a "VIEW [TYPE] PLANS" button.

<http://www.marketingwithjames.com>

Updating Name Servers

Once you have successfully registered your account with [Hostgator](#), you will receive a welcome email.

****You need to keep this email safe – do not delete it****

Contained within this email are name servers. Do not worry too much about what they are or what they do.

All you need to know is that very basically, they point to where your domain is located on the internet.

Your name servers will be the same for all of the domains you purchase.

The only other thing you need to know is how to set up your name server information when you have purchased and registered a domain name.

This is very easy to do. Just click on **Video 3** below to see how to easily change your name servers:



Installing WordPress Onto Your Domain

Okay, so to summarise so far:

- We have found a suitable domain name and registered it with GoDaddy
- Next, we have set up our web hosting account with [Hostgator](#)
- We have then opened our welcome email and changed the name servers on our domain name

Hopefully you have got this far without too much trouble and you're good to go for the next stage.

We are now just about ready to install WordPress to our domain once you are able to access your Hostgator Control Panel (or C panel)

One of the really great things about [Hostgator](#) is that they have the facility within the control panel to upload WordPress to your domain very easily.

Click on **Video 4** below to see how to easily install WordPress:



Who's Visiting You? Installing Google Analytics

Now you should be at the stage where your WordPress blog has been successfully installed and you are ready to start blogging.

However, I want to take things a little further and show you an essential tool which you should be integrating into your blog.

[Google Analytics](#) is free to use software which tracks the traffic to your blog or other websites.

This is a very useful tool provided by Google absolutely FREE of charge and it track all kinds of information from your blog.

Again, it is very simple to install and is highly recommended.

Click on **Video 5** below to see how to easily install [Google Analytics](#) into your blog:



Optimize Your WordPress Blog

Once you have successfully installed and set-up your WordPress Blog, there are a small number of techniques you should implement to optimize your blog.

Search Engine Optimization (SEO), is critical to help getting your blog to rank highly with the search engines.

SEO provides a great free source of search engine traffic and if you follow these basic techniques, you are likely to receive your fair share of traffic from the major search engines such as Google and Yahoo.

Great content is a must but some basic SEO tips are definitely required.

So lets get started.....

To access the admin panel for your WordPress blog, you need to type in:

<http://www.yourdomainname.com/wp-admin>

This will bring you to the following page:



<http://www.marketingwithjames.com>

Simply enter your user name and password and hit the log in button.

Once logged in, you need to look to the left of the control panel (or Dashboard as WordPress call it).

See the diagram below for where to go:



This section of the WordPress dashboard is where most of the configuration for your blog will be done.

The part that we will be looking at first is under the 'Settings' menu.

Click - **Settings** > **Permalinks**

A permalink is very basically how the URL of a WordPress post appears.

Setting your permalink structure should be one of the first things you do once your blog has been installed.

This is how I would recommend your permalink structure to be set:



Ensure the 'Custom Structure' button is checked and enter as above:

`/%category%/ %postname%.html`

Once you have changed your permalink setting, do not forget to click **'Save'**.

Okay, that is the first part of our blog optimization.

Now you need to go back to the left hand side of the Dashboard and click

Settings > General



The following pointers need to be changed in this section:

General Settings Help ▾

● Blog Title

● Tagline *In a few words, explain what this blog is about.*

● WordPress address (URL)

Blog address (URL) *Enter the address here if you want your blog homepage to be different from the directory you installed WordPress.*

● E-mail address *This address is used for admin purposes, like new user notification.*

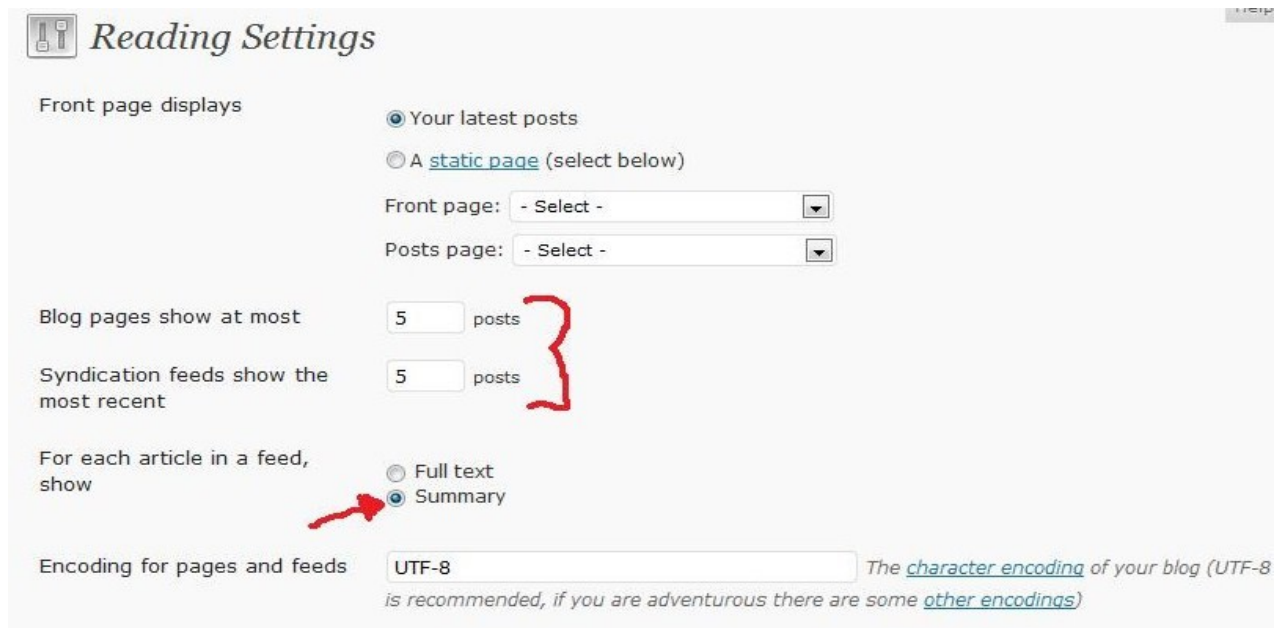
- Ensure that your 'Blog Title' is relevant to your blog
- Enter a brief description of your blog in the 'Tagline' box
- Be sure to enter the full URL of your blog for the 'WordPress Address' including the 'www' part
- Place an appropriate email address in the 'E-mail address' box

Now we are nearly there.

Go back to **Settings > Reading**



This will bring up the following page :



The screenshot shows the 'Reading Settings' page in WordPress. The settings are as follows:

- Front page displays:** Your latest posts, A static page (select below).
Front page: - Select -
Posts page: - Select -
- Blog pages show at most:** 5 posts
- Syndication feeds show the most recent:** 5 posts
- For each article in a feed, show:** Full text, Summary
- Encoding for pages and feeds:** UTF-8

Red annotations highlight three areas: a red arrow points to the 'Summary' radio button; a red bracket groups the '5 posts' input fields for 'Blog pages show at most' and 'Syndication feeds show the most recent'; and a red arrow points to the 'UTF-8' text box.

The 3 main areas to change are highlighted above in red.

Blog pages really need to be no more than 5 on the front page of your blog.

Likewise, you should have no more than 5 syndication feeds which should also be in summary text.

Once these settings have been made, make sure as always, you hit the **'Save'** button.

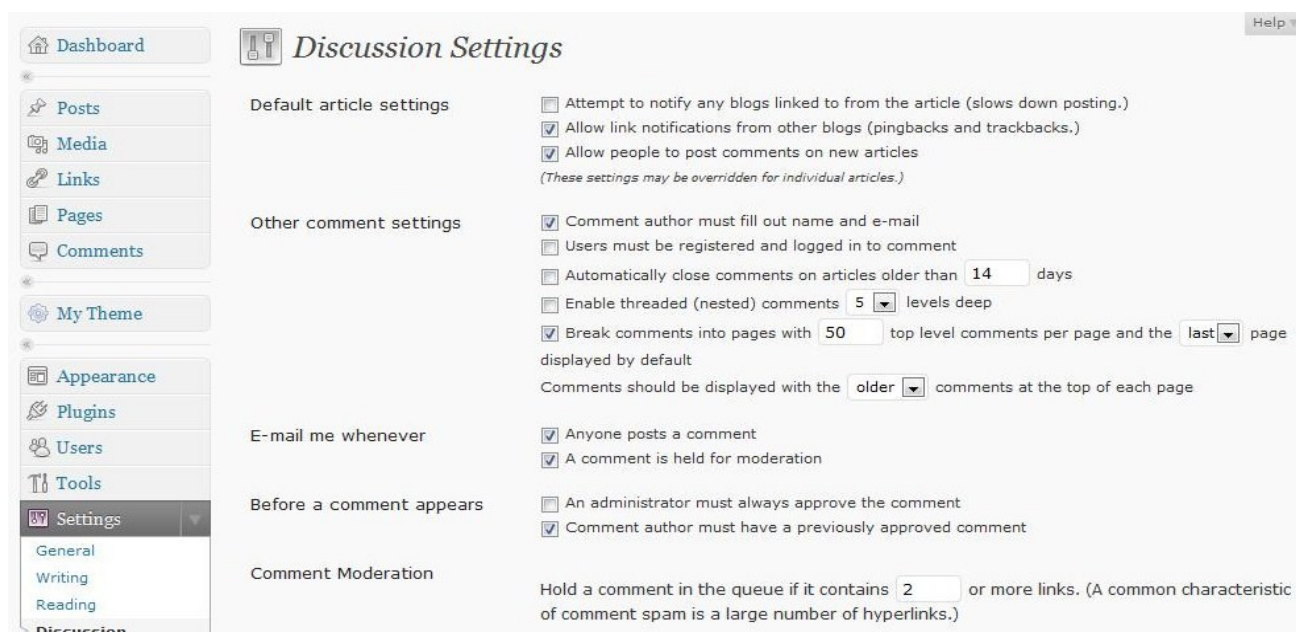
Okay, finally.....

We are almost done with these basic set up procedures.

Again, you need to click **Settings > Discussion**:



When you arrive at the 'Discussion' page, it should look like this:



Your choices here are really up to you, it's your own preferences on this one.

However, as a guide, I would always recommend you moderate comments on your Blog before they are posted.

Unfortunately, there are many people out there with bad intentions and if you allow comments to be posted without being moderated, you are leaving yourself wide open to spammers.

You can see the selections I have made and to be safe, I would follow as per the example above on my Blog.

However, feel free to change anything else at your own discretion.

Plugins – Here's My Recommended List

Click on the Plugin Title to go to the download page:

Askimet – this plugin is basically used to filter out spam and is a very highly recommended plugin for your WordPress Blog.

You will require an API key which you can get right here:

<http://en.wordpress.com/api-keys/>

All In One SEO Pack - Out-of-the-box SEO for your Wordpress blog.

Fast And Secure Contact Form - Fast and Secure Contact Form for WordPress. The contact form lets your visitors send you a quick E-mail message. Blocks all common spammer tactics. Spam is no longer a problem. Includes a CAPTCHA and Akismet support.

Optimal Title – Used for SEO purposes. Optimal Title adds your blog title to the beginning of your meta title tag for a boost in search engine rankings.

Feedburner Circulation - Returns a database stored Feedburner circulation count in simple text format. Reduces the API calls by only executing once an hour.

Google Analytics For WordPress - This plugin makes it simple to add Google Analytics with extra search engines and automatic clickout and download tracking to your WordPress blog.

Google XML Sitemaps – This plugin will generate a special XML sitemap which will help search engines like Google, Yahoo, Bing and Ask to better index your Blog.

<http://www.marketingwithjames.com>

[Pretty Link](#) - Shrink, track and share any URL on the Internet from your WordPress website!

[Sexy Bookmarks](#) – Sexy Bookmarks adds a (X)HTML compliant list of social bookmarking icons to each of your posts.

[Tweet This](#) - Adds a "Tweet This Post" link to every post and page. Shortens URLs. Can automatically tweet new and scheduled blog posts. Highly customizable.

Click on **Video 6** below to see a really simple way to easily install your Plugins:



Adding To Your Ping List

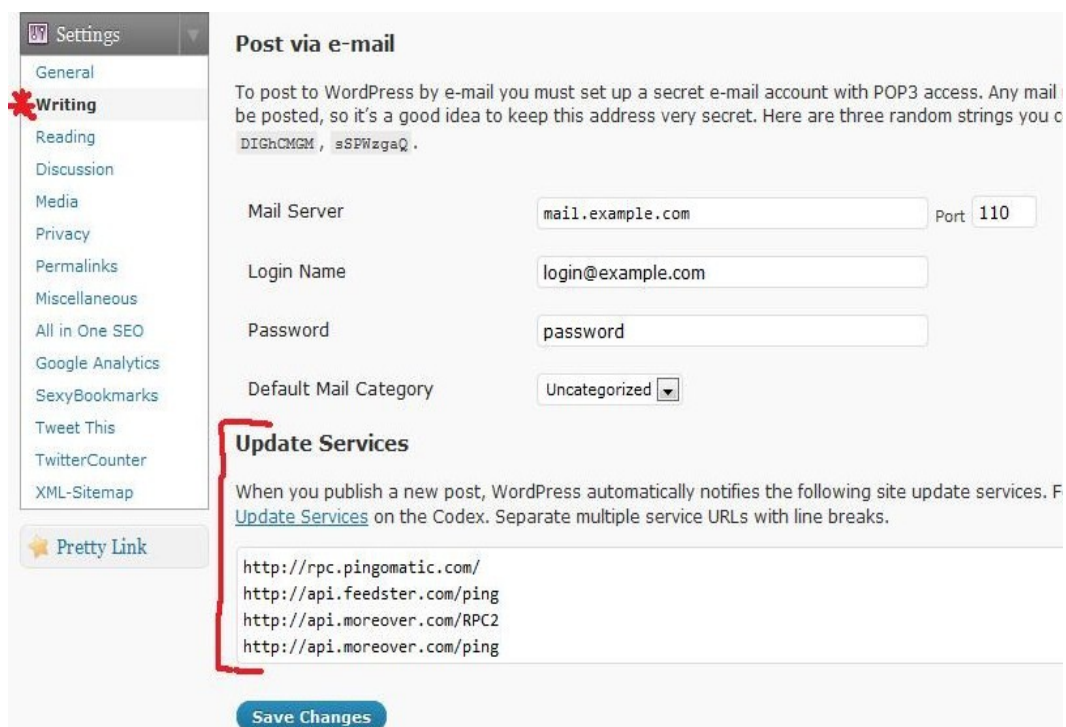
A ping list is very basically a list of services which will be sent a 'ping' every time your WordPress blog is updated and new content is added.

To add services to this list, you need to be in your WordPress dashboard. Go to the following location:

Settings > Writing:



Once there, you will see this page:



The more services you add here, the better. However – a word of caution:

The longer the list, the more server resources your blog is using. If you are using shared hosting, your hosting company may well remove your blog!

Keep the list short and sweet and just don't add in too many services. The last thing you want is for your blog to be wiped out!

Here is a list of ping services which I have on my blog:

<http://api.feedster.com/ping>
<http://api.moreover.com/RPC2>
<http://api.moreover.com/ping>
<http://api.my.yahoo.com/RPC2>
<http://api.my.yahoo.com/rss/ping>
<http://www.blogdigger.com/RPC2>
<http://www.blogshares.com/rpc.php>
<http://www.blogsnow.com/ping>
<http://www.blogstreet.com/xrbin/xmlrpc.cgi>
<http://www.bulkfeeds.net/rpc>
<http://www.newsisfree.com/xmlrpctest.php>
<http://www.ping.bloggs/>
<http://www.ping.feedburner.com>
<http://www.ping.syndic8.com/xmlrpc.php>
<http://rpc.technorati.com/rpc/ping>
<http://rpc.weblogs.com/RPC2>

Let's Jazz Things Up – Adding a Theme To Your Blog

Now that you finally have your Blog installed and it's nice and SEO friendly, you can jazz it up a bit by installing a custom made WordPress theme.

There are both paid and free options available here so it's up to you which way you want to go.

With the paid option, you can request your Blog be fully customized to your liking and you can have it exactly how you want it.

I personally paid for my Blog to get what I wanted and I'm very happy with the result.

However, I also paid for a custom made header and if you want something that stands out or made to order, you will have to pay for it.

It's money well spent in my opinion and it certainly does stand you out from the crowd, whilst adding your own unique touch.

Here's the details of my Blog – www.marketingwithjames.com

Header - \$30 by Joe Fier – <http://www.joefier.com>

WP Theme - \$80 From iThemes - <http://ithemes.com>

As you can see, my blog cost me about \$110 for the actual theme and to have a custom header designed but I think it was money well spent.

Having said that, there are many places available to get yourself a really smart looking WordPress theme for FREE!!

Many of the free themes can be as good as, if not better than having a paid theme so they are well worth looking at.

If cash is tight at the moment, or even if it's not, check out the following websites for some great FREE WordPress themes:

[WordPressThemesBase](http://www.freewpthemes.net)

<http://www.freewpthemes.net>

[ThemeSplice](http://www.themesplice.com)

[FreeThemeLayouts](http://www.freethemelayouts.com)

Click on **Video 7** once you have decided on a theme and are ready to install it:



The WordPress Classroom

This guide would not be complete without mentioning a fantastic WordPress course which an online friend of mine, Matt Wolfe, has recently launched.

For those of you who wish to take your Wordpress Blog to the next level and really want to take blogging seriously, I would urge you to check out Matt's WordPress Classroom Course.




This is a paid product but it's well worth the money and is the next step you should take to actually making money yourself from your blog.

Here is an example of the feedback Matt has been getting about his course:

Testimonial

"Everything that I needed to understand blogging in Wordpress from the very beginning to making some money"



Hey Matt,
Thank you so much for putting this out there, you've completely over delivered with your product! Your Wordpress Classroom has absolutely everything that I needed to understand blogging in Wordpress from the very beginning to making some money.

As a guy who has dabbled a little with blogging (mainly just the writing, never setting up a blog), your product allowed me to be fluent with the whole process. Not only could I do it all myself now with ease, I could line myself up with a great amount of passive income each month.

To those of you who may be skeptical about this product, go watch his free videos. Even on those Matt is over delivering with the amount of value he shows you. After I watched the free videos, I instantly became hooked on the Wordpress Classroom and completely grew a great amount of trust for Matt.

Take him up on his offer because this is DEFINITELY worth MUCH MORE than he's selling it to us for!!

Thanks so much Matt!
Joe Fier
<http://www.JoeFier.com>

<http://www.marketingwithjames.com/WordPress-Classroom>

<http://www.marketingwithjames.com>

Conclusion

So, that's about all!

You should now have your Wordpress Blog installed and set-up, all ready to go.

All you need to do is start adding fresh and unique content to your blog and you will be up and running!!

I really hope you have found this guide useful and it has been of some assistance to you.

It would also be greatly appreciated if you could leave feedback regarding how helpful you found this guide.

I read and reply to all feedback that is left for me so it would help me a lot if you could take a couple of minutes out to leave feedback.

[LEAVE FEEDBACK HERE....](#)

Wishing You Success,

James Stewart

<http://www.marketingwithjames.com>

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DOWNLOAD](#)**

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