

How to Create a Business Website

A guide to using WordPress

written by:

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*****Chris Hess

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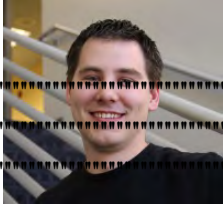
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Introduction

A letter of introduction



Hi, I'm Chris Hess.

I've been doing web development and programming for about 10 years now. During that time I've been involved in lots of projects from online todo lists, time tracking programs, and rent processing systems, to creating social web applications.

Over the past few years I've found myself doing more and more websites for small businesses who had no idea where to start when wanting to build a website for the small business.

I realized that while I could spend my time making websites and charging thousands of dollars to do that, why not spend some time helping people to do it themselves. By the end of this book you will have tremendously increased your knowledge about websites and the internet. In the first few chapters we will get things going by purchasing the necessary web hosting and domain names and getting your system setup and going. After that we will delve into the basics of setting up a theme and adding pages and other content to your website. We will then finish up with more advanced topics like adding plugins and additional interactive features for your users.

Thanks so much for purchasing this book. I hope that you will find it useful and will be able to build a business website you are proud of. If there is ever any feedback you have or requests for additional content please contact me using the contact page on the website or email me at Chris@wpforbiz.net.

Chris Hess



Chapter 1

How to purchase web hosting

This is a detailed, step by step guide to buying web hosting for your business website. Just follow these simple steps and you will soon have your hosting to setup your wordpress website. *Click the images to enlarge them.*

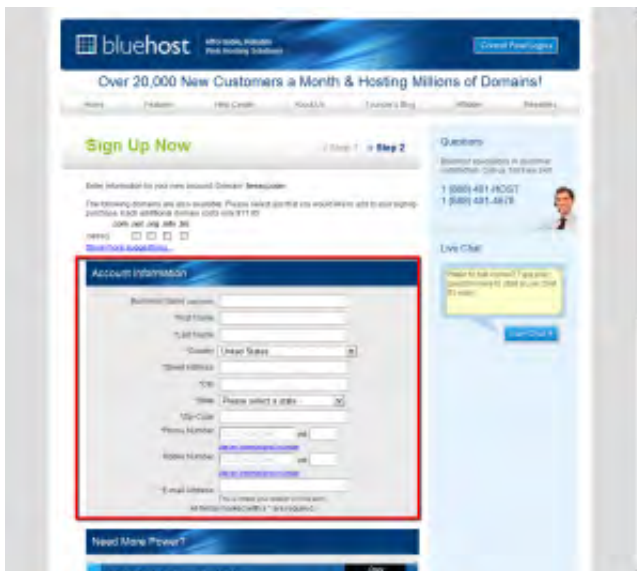
1. Click this link to open [Bluehost.com](https://www.bluehost.com) in a new window (so you can follow along in this one)
2. On the main screen click the “Sign Up Now” button to get started.



3. If you don't already have a domain name bluehost offers a free domain with hosting. You can just put it in the “I need a domain name” box. If you have already purchased a domain name enter it in the “I have a domain name” box and click the appropriate next button.



4. Fill out the account information.



5. For most sites I do not recommend the pro package
6. Choose the number of months you want (affects price)
7. I suggest clicking the two “more information” links and seeing if these are things you think you want – You’d be OK without either but the “Site Backup Pro” isn’t a terrible idea. I don’t believe the SiteLock Domain Security is worth it for most people.



8. Fill out the billing information and click next – you will receive an email that confirms your payment.
9. Next you need to create your password. Click the “Create your password” link and select a password that meets the requirements written in red on the right. Then click “Change Password”.



10. Now you can log in to your dashboard by putting your domain name in and your password and clicking login.



11. You will be greeted with a “Welcome New User” screen.
12. If you are ready, [follow this guide to install wordpress.](#)

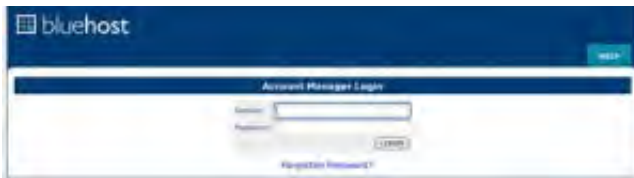


Chapter 2

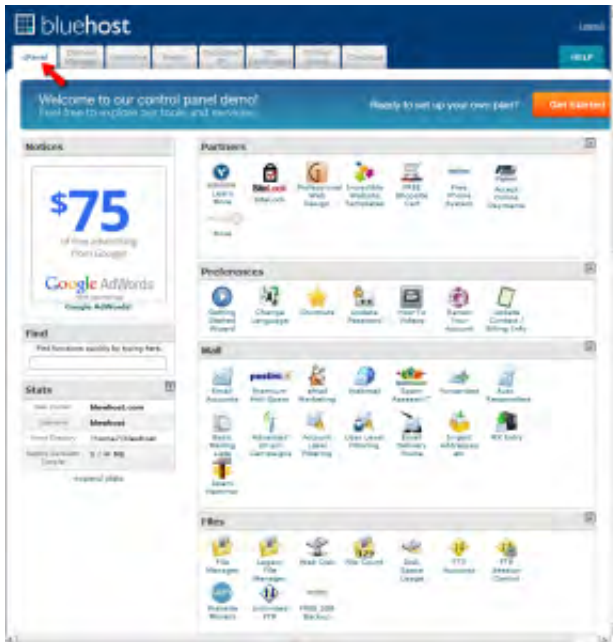
How to install WordPress for your business website

This guide will walk you through setting up your wordpress website on your new bluehost.com account. (If you aren't using bluehost.com for your web hosting it is probably a similar process but you'll want to search the help section of their website and they should have a similar guide.)

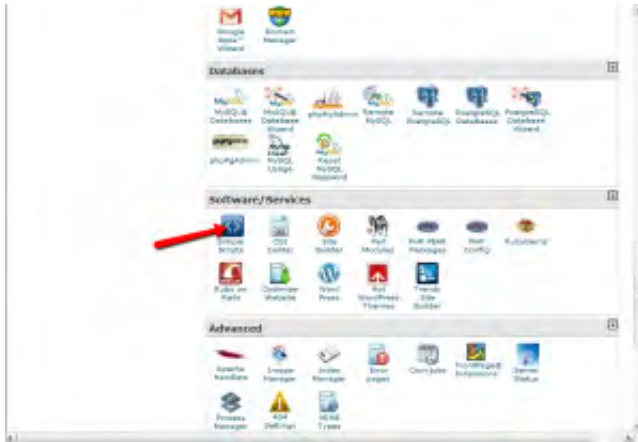
1. Log in to your bluehost.com account here: <https://my.bluehost.com/cgi-bin/cplogin>



2. After you log in you should see the cPanel interface.



3. Click the link to open “Simple Scripts”



4. Pick WordPress by clicking the WordPress link.



5. Click the Install button

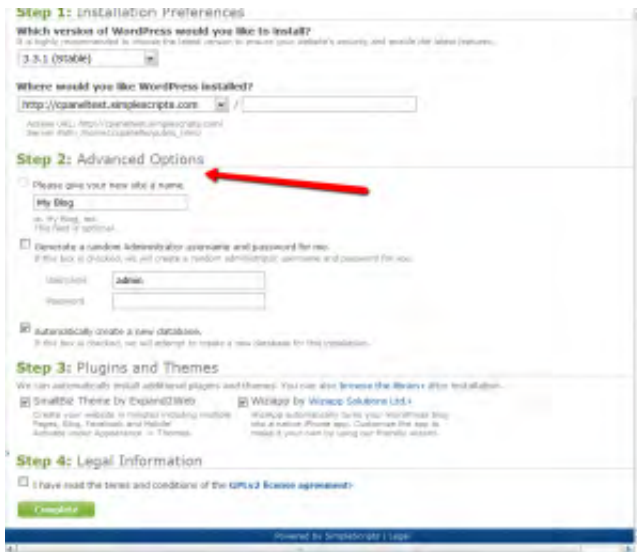




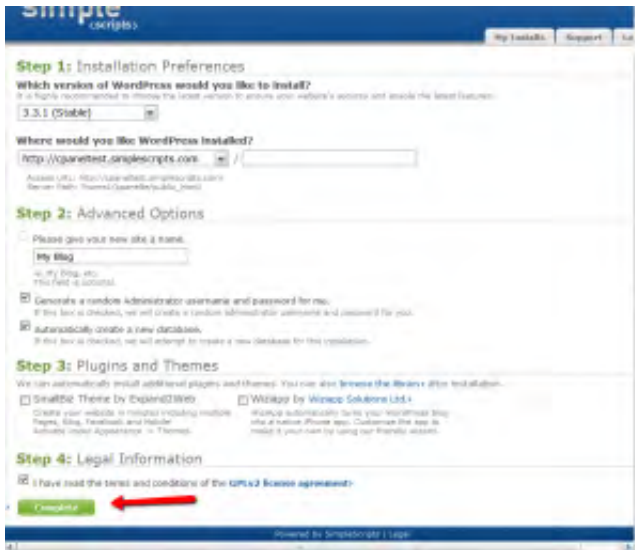
6. Make sure the right domain is set. 99% of the time you will want to leave the box after the domain name blank. This will install WordPress on the root of the domain (not in a folder).



7. If you want you can open the Advanced options (by clicking the link “Click here to display” under Step 2) – these things can be set after the install too. Set your website Name, and your username/password. If you open this and then decide you don’t want to set this stuff you you can just leave it and it will still set the defaults.



8. Read and agree to the terms and click “Continue”.



9. If you go to your website you should now see WordPress.

Next you want to clean out the initial “stuff” that WordPress installs on your website. If you head over to the post [How to cleanup the initial WordPress install](#) it will walk you through the process.



Chapter 3

How to cleanup the initial WordPress install

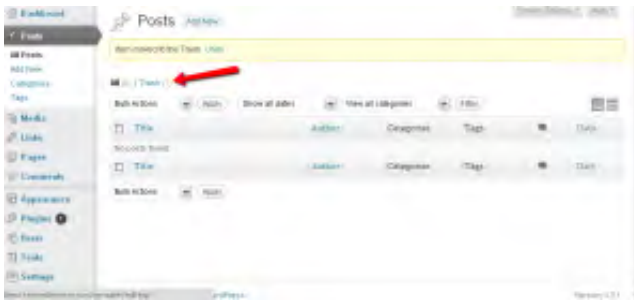
Once you setup your WordPress installation, you need to clean up the default post, pages, and comments. Now as you may recall I often do this [after my first page creation](#) because I'm too excited to clean things up before getting some content on the site, so I give you permission to do that if you want/need to.

Delete the “Hello World” post that is automatically created.

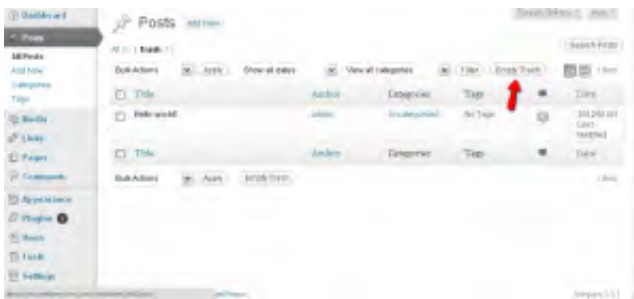
1. On the admin page, go to “Posts” -> “All Posts” and click “Trash”



2. Open the Trash



3. Empty the Trash



Delete the “Sample Page” page that is automatically created.



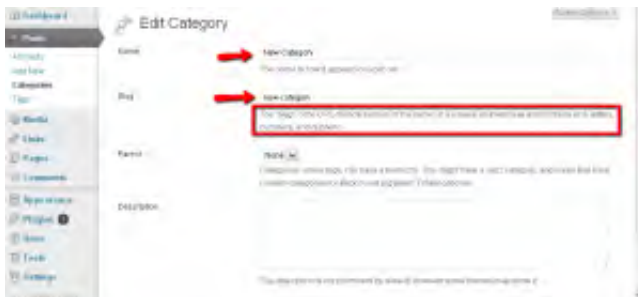
1. On the admin page, go to “Pages” -> “All Pages” and click “Trash”
2. Empty the trash just as we did the Posts above.

Setup your default Post category - If you are going to be using Posts (for blog, news, or updates of some sort) you want to set the default category (It is “uncategorized” by default)

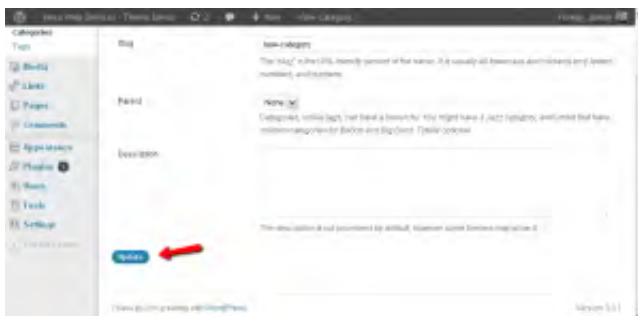
1. On the admin page go to “Posts” -> “Categories”



2. Click on the Name (Uncategorized)
3. Change the Name and the “slug” (The “slug” is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens – *Use hyphens for spaces.*)



4. Submit by pushing the update button





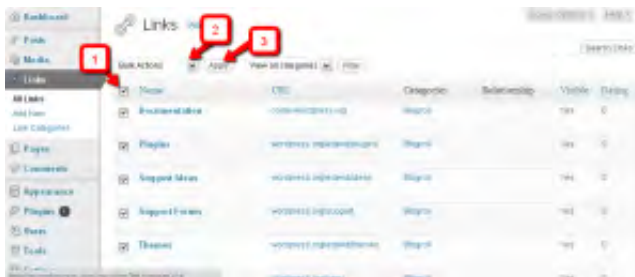
Delete Default Plugins - I usually like to get rid of all the plugins and start fresh – choosing myself what I want.

1. From the admin page go to “Plugins”
2. Delete the Plugins (There is no trash this time)



Delete Default Links

1. From the admin page go to “Links”
2. Delete each Link – If you want you can “bulk” delete the links by checking the checkbox, selecting delete in the drop down, and clicking apply



Now you should have a nice clean setup. We have a few more maintenance steps to take care of to get things together but we’ll leave those for our next post.

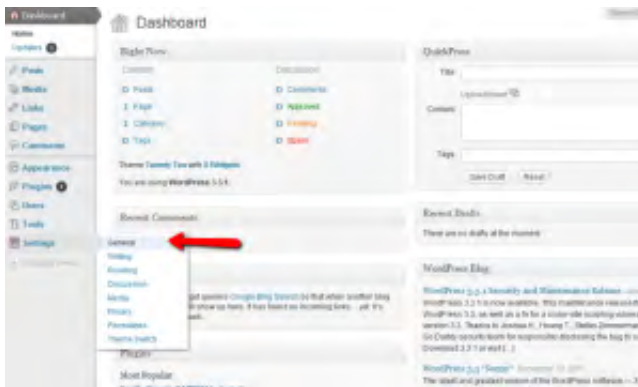


Setting Up Your WordPress Settings

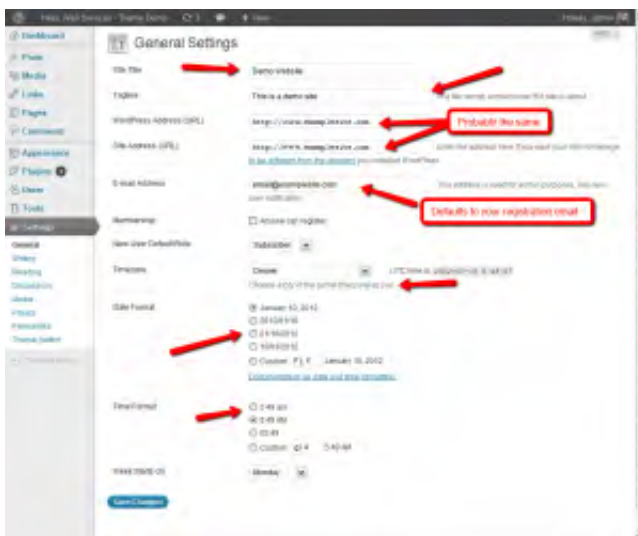
After you've [cleaned up your WordPress installation](#) by removing the default entries you are ready to setup the last few settings. After getting through this post you'll be all set to start creating content on your business's brand new website.

Set Your Site Title, Tagline, and Other Settings

1. Go to Settings -> General



2. Set Your Site Title – This is important for your users but also for Search Engine Optimization (SEO) as it will appear on most pages of your website. It will most likely be your business name.
3. Following the above image setup your Tagline. This appears under your site title.



4. Set the WordPress Address and Site Address URLs. For almost all business websites, these two should be your domain name and should both be the same. You probably want to set this to **www.domain.com** unless you have a reason not to. It will forward but most people are expecting a

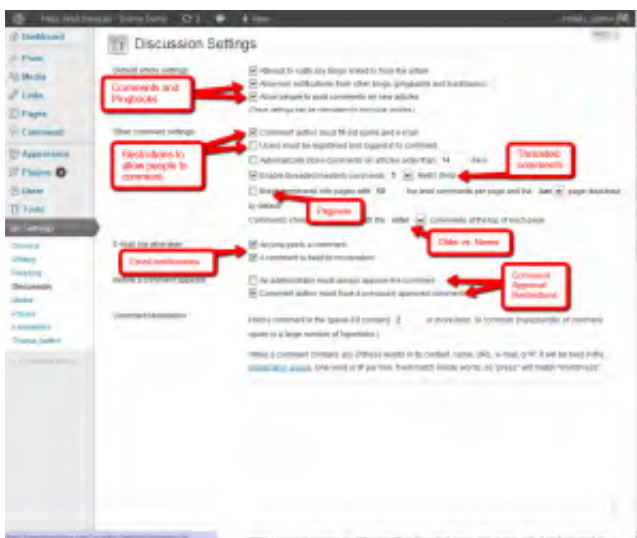


“www” in front.

5. Your email address should already be filled out but if you want registration notifications, comment notifications or other administrative notifications to be emailed to a different address, change it here.
6. Now we need to decide if you want to allow people to register for your website. This can be changed later so at this point I’d say leave it as unchecked.
7. Set your Timezone by selecting a city near you. Alternatively you can select “UTC “+” or “-” the correct amount to get your current time.
8. Set the date format you want displayed on posts.
9. Set the time format you want to display.
10. If your week starts on something different change the drop-down from “Monday” to whatever you want the week to start on. (This is used for calendar features and plugins on the website.)

Comments or No Comments - These settings most likely only matter if you will be posting blog posts or articles.

1. The next question is whether you want people to be able to comment on the articles on your website. Whichever setting you pick can be changed on each post so pick the one you think will be used most.
2. To set this up, go to Settings -> Discussion.
3. By default the comment and pingbacks/trackbacks are turned on. (A pingback or trackback is a small message that appears when someone posts a link to your article. It provides your users links to people who are talking about what you posted.)
4. If you want to either uncheck them. If you have commenting turned on you can decide in the “Other comment settings” section how much restriction you want (fill out name and email vs. being a registered and logged in user of your website – which would require registration being turned on.)

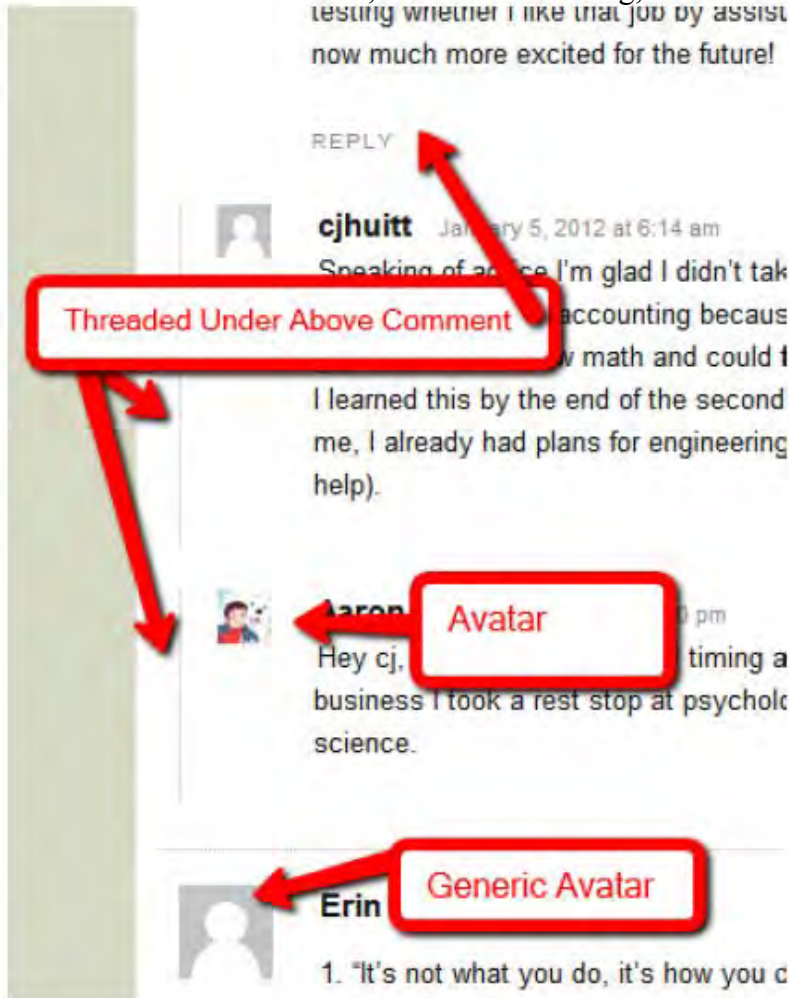


5. You can also enable threading (so people can reply directly to other people’s comments) and set pagination.
6. Next specify if you want the comments with the older comments at the top of the page or newer



comments (default is older)

7. If you want to be notified when someone posts a comment or there is a comment that needs moderation (waiting for you to approve it) you can leave those two checkboxes checked, otherwise uncheck them (I'd leave them checked at least for the beginning. Getting an email when someone comments is a great feeling.)
8. There is some comment moderation options but we will skip them for now and scroll all the way down to the bottom. There is an "Avatars" section where you can pick if you want people's picture to show with their comment, what lever of rating, and what image shows up if they don't have one.



Avatar Examples

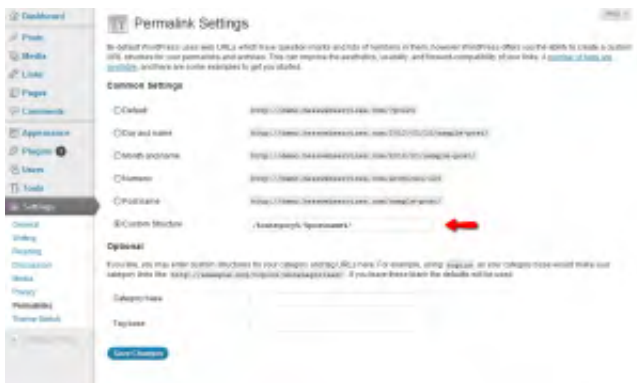


9. Save your changed by pressing the save button

Setup Permalinks - Permalinks are the permanent URLs to your individual article posts, as well as categories and other lists of weblog postings.

If you have your website setup on Apache (which you do if you registered through bluehost.com) you can make your website have “Pretty” permalinks. This just means your links don’t have a lot of question marks and numbers in them.

1. To set this up go to Settings -> Permalinks on the admin page.



2. You can see the default structure contains “?p=123?” at the end – kinda ugly and not great for that SEO I mentioned earlier. So you can either pick another option if you like them or you can pick custom structure (recommended)
3. If you didn’t pick another option you have lots of choices you can use in the custom structure, but I’m only going to give you 2. “/%postname%/" or “/%category%//%postname%/" If you pick the one with category in front it will put the category as well as the post name (You can see this post has “/how-to/" in front of the post name. Either option is fine and I prefer the categories in the post name



as I believe it is better for SEO. (Copy the contents of the quotes and DON'T include the quotes but DO include the slashes and the percents.)

Well I think that's pretty much it. You'll have some additional setup with plugins and themes but at this point your website is up and running and WordPress is pretty much good to go. Have Fun!

Appendix Resources

To get you started we have compiled a list of resources that might prove helpful.

I thought it would be helpful to create a resource page that you can always come to for all of your wordpress business website needs. I'll add to it as I build the resources and guides and when I find new things. I recommend bookmarking it for your reference and convenience. Enjoy!

Disclosure: Please note that some of the links below are affiliate links and I will earn a commission if you purchase through those links (at no extra cost to you). These are all things that I have experience with that I am recommending because they are helpful and are companies that I trust, not because of the commissions that I may earn from you using these products. Please do not spend money unless you feel it's for something you really need and will help you with your business websites.

Website Hosting

I have had experience with a bunch of hosting accounts over the past 10 years. Everything from free hosting (with banner ads) to expensive dedicated servers. Most business websites can easily be hosted for less than \$10/month. The top host I recommend for most users is [Bluehost.com](https://www.bluehost.com). The regular price for their hosting is \$6.95 but they sometimes offer discounts. If you are looking for something bigger/better, more expensive, or more robust for your hosting you might also take a look at [Media Temple](https://www.mediatemple.net). They have grid hosting, a dedicated virtual package, as well as higher end dedicated servers. Lastly, I'll include [Host Gator](https://www.hostgator.com) as they have some discount or cheaper hosting that you can get if you are currently price conscious in your setup. I haven't used them personally much but I have had some limited experience with them without any problems and I have heard good things about them.

- [Bluehost.com](https://www.bluehost.com)
- [Media Temple](https://www.mediatemple.net)
- [Host Gator](https://www.hostgator.com)

Premium Plugins & Themes

I know there are a lot of premium themes and plugins out there and it can be overwhelming. One place I have had great luck finding good themes/plugins is [wpmudev.org](https://www.wpmudev.org). The site is targeted toward those who would be installing a bunch of plugins or themes on lots of sites. Their content is great and always up to date. If you are going to buy a bunch of plugins or might be using these wordpress for business website techniques for multiple sites it might be handy to purchase one of their packages.

Themes

- [WPMU Dev](#)
- [StudipPress](#)
- [ThemeForest](#)
- [StudioPress - Marketplace](#)

Plugins

- [WPMU Dev](#)
- [CodeCanyon](#)

Social Contests

Earlier this year I started to create a product that would allow people the ability to crate contests online, driven by social platforms like twitter and facebook. In the end I decided to find other tools to do this and one I found is called [Contest Burner](#). From their website they describe their tool as “A Revolutionary, New Software Program Anyone Can Use — In ANY Market — To Drive Floods Of Traffic... To Create An Army Of Back-links... To Capture Tons Of Subscribers... To Recruit Loads Of Affiliates... And To Produce Viral Storms Of Buzz & Attention Rapidly All Over The Net!”

SEO

Although there are lots of SEO plugins out there you might like to look at a service to help you get things setup and get you up and out of the gate. Link building service [Whoosh Traffic](#) can help you do that. With an expert staff of Internet marketing professionals, Whoosh Traffic helps your business get more leads and convert those leads into customers. If you use the promo code “HESSWEB” you can get 50% off your first month of the link building service.



Legal Disclaimer

This content was believed to be accurate at the time of writing. I offer no warranty or guarantee that this content is still 100% accurate at the time that you are reading it. This is because of the nature of both software and business, prices and design are subject to change. Following this guide gives no guarantee that you will receive good results in the search engines or that people will want to view your website. This guide is a guide to get you going and to learn the basics (and some advanced techniques) to help you build your business website.

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