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The Web Presence
Institute

Building Your Website

workshop instructions

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Building Your Website

INSTRUCTIONS

These instructions are meant to supplement the workshop experience. Not replace it. If you get lost or confused don't be afraid to ask for help. You might just be asking the question everyone else is afraid to ask!

Your Website vs Your Content

I'm going to help you build a house today. What you put IN the house is up to you. Your website may be visually impressive, easy to use, awesome functionality with bells & whistles but what will create WEB PRESENCE is the quality of your content.

- High quality images
- Clear concise text
- Prominent CTAs
- Forms
- QUALITY BLOG ARTICLES
 - One of the most important factors in creating and growing web presence

THE DOMAIN

You will start out with a SUB-domain on the webpresenceinstitute.com server

- Ex. jane.webpresenceinstitute.com
- See your login info card
- This will be your "staging" URL (Uniform Resource Locator) or web address
- We will attached it to your actual domain within the next 30 days

HOSTING

Starting today, you have 30 days of FREE hosting after which you have 3 options:

1. Subscribe to PREMIUM hosting with Max Height Web Solutions. See the hosting card for more information
2. Request access to your site files and database and set up your own hosting
 - a. You will be given FTP access for 1 week to download all site files and database
 - b. Find great self-hosting deals at shop.mhwebsolutions.com
3. Let the site expire

INSTALLATION

Your website is preinstalled and ready to go! If you want to know how to install a WordPress website, watch for webinars and classes on Advanced WordPress development on www.mhwebsolutions.com and The Denver Online Business Strategy Meetup Group

LOGGING IN

1. Open your browser of choice (Google Chrome is recommended)
2. Using your login card
 - a. Type the admin URL in the browser's web address field
 - b. In the login screen enter your username and password
 - c. Open a **NEW** tab in your browser and enter your website's web address
3. Practice tabbing back and forth between your **Admin tab** and your **Website tab**
4. Your **Admin Tab** – This is where you build, create, update and edit your website. Only you have access to this area
5. Your **Website tab** – This is where you see what the world sees

THE ADMIN PAGE

“Central Command” for creating and editing all the content on your website. You alone have exclusive access to the admin area

- The admin menu (hovering vs clicking)
 - Dashboard
 - JetPack
 - Tutorials - BONUS! Only available with Max Height Premium Hosting
 - Posts
 - Media Library
 - Pages
 - Appearance
 - Themes – Activate 2013
 - Editor – NO TOUCHY! EVIL! STAY AWAY!
 - Plugins
 - Users
 - Toolbar - disable
 - First & last name, nickname (First name), display name, email address, **don't change your password – keep you login card handy.**
 - Tools – NO!
 - Settings
 - General
 - Site Title & Tagline
 - Email address

- Timezone
 - Writing – Leave as default
 - Reading Setting – We will revisit after creating our pages
- Supercacher Plugin Icon
- Collapse Menu

BUILDING YOUR WEBSITE

Here we go! Hold on to your hats boys & girls! DO NOT BE AFRAID TO ASK QUESTIONS! If you get lost or confused or just need a point repeated or clarified – ASK!

- Creating and editing pages
 - Click Pages>Add New
 - Page title - Home
 - The content editor – This text will be replaced by the HOME page content
 - The editor tool bar
 - Toggle the far right icon to see two rows of tools
 - Add filler text to the page
 - Explore/Play with formatting your text
 - What is heading text and how is it used
 - Set the HOME page as the front page. SETTINGS>READING
 - Create 4 new pages
 - About
 - Services
 - Photo Gallery
 - Contact
- Configuring The Menu
 - Appearance>Menus
- Adding images
 - Media>add new
- Creating Graphics With CANVA
 - Open a new browser tab
 - Canva.com
 - Create a cool graphic 200px x 200px
- Plugins
 - Plugins explained
 - Click on PLUGINS
 - How to research the perfect plugin for your needs
 - “There’s a PLUGIN for that”!
 - Free vs Premium vs Freemium
 - Updating
 - Plugins to try

- Contact Form 7
 - MaxButtons
 - MetaSlider
 - The Events Calendar
 - WP Simple Paypal Shopping cart
 - WP SVG Icons
 - SEO by Yoast
- Themes
 - Appearance>Themes
 - Filtering
 - Installing and activating
 - How to “audition” a theme
 - Themes to try
 - Customizr
 - Vantage
 - Storefront
 - Evolve
 - Free vs Premium vs Freemium
 - Third party themes – need FTP access and experience
 - Make sure your theme is responsive
 - Advanced customizing and updating
- Create A Custom Web Header In CANVA
 - Appearance>Customize>Header
 - Make note of the header dimensions in pixels
 - Open Canva.com in a new browser tab
 - Click CUSTOM DIMENSIONS (upper right)
 - Create a cool graphic
- Content Ideas
 - Text documents about you, your business, products & services, your staff, what you do, what makes your business different, call-to-action
 - Pictures of you, your business or products & services, staff
 - Videos or audio files relating to or describing your business, products & services
- Continue working individually

YOU MADE IT!!

CONGRATULATIONS!!

You have a brand spankin’ new website!

But, better yet, you understand how it works!

- **YOU** can make changes to it.

- **YOU** can add images to a page.
- **YOU** can add a blog article for the world to enjoy.
- **YOU** can change its appearance by activating a different theme.
- **YOU** can add new functionality by installing a new plugin.

Feeling empowered yet?

Think of your new website like a garden. If you spend a little bit of time each week on it, it will grow and blossom and bring you great joy! If, however, you ignore it, it will wither and die and become an eyesore and source of guilt every time you look out the window. WOW! Didn't see THAT comin' did ya!

- The Next Step
 - Subscribe to www.mhwebsolutions.com/blog
 - Hosting decision
 - Stay with mhwebsolution
 - Migrate to another host
 - Register for your FREE Web Presence Workshop
 - Register for a webinar on www.mhwebsolutions.com
 - Watch your inbox for announcements
 - Watch your PREMIUM WORDPRESS TRAINING VIDEOS

[NOTES:](#)