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Module Two
Establish Your Home Base

Training Video One

How to Create Your WordPress Website from Scratch

Training Video Two

How to Master the Technical Aspects of WordPress

Training Video Three

How to Publish Your First Website Content—Done Right

Home is Where Your Platform is (Powered by WordPress) with Michael Hyatt & Syed Balkhi

Masterclass

Now that we've laid the perfect foundation, let's start framing in your new home. We're going to do that by creating your website. Just like every house has a kitchen, living space and a bathroom, your website will also have some standard components. Most bloggers figure this out by trial and error, but luckily you don't have to. We're laying it all out for you in this module.

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Training One: How to Create Your WordPress Website from Scratch

Deep Dive

If you don't consider yourself techy, don't worry! Setting up a website all by yourself has never been easier. We're breaking it down for you with step-by-step instructions.

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Training One: How to Create Your WordPress Website from Scratch

Deep Dive

Wordpress.com: free and hosted by Wordpress. Monetization is limited and themes are not fully customizable. Using Wordpress.com is like building your home on a rented lot.

Wordpress.org: hosted by a third party host and completely customizable. Monetization is unrestricted. This site is online real estate you own.

Managed Host: your site is hosted on their servers and includes many services you need such as back up storage and caching

DIY Host: a cheaper hosting option that comes without any additional services

Step-by-step setup for Bluehost:

1. Choose the Pro or Basic plan depending on which one best suits your needs.
2. Select "**I have a domain**" or "**new domain**"
3. Enter your information
4. Select your package information with add ons
5. Enter your payment information

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Step-by-step setup for WP Engine (continued):

6. If you see a “Congratulations” message with further options, select those if you need them or select “no thanks”
7. Select “**Create your password**”
8. Enter your new password
9. Select “**login**”
10. Choose your theme (you can always change it later)
11. Select “**start building**” to go directly into WordPress

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Training Two: How to Master the Technical Aspects of WordPress

Deep Dive

You're website is officially self-hosted! Now it's time to start working on your site's functionality and aesthetic. In this Training Video we're going to get your site ready for content!

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Training Two: How to Master the Technical Aspects of WordPress

Deep Dive

Theme: a skin that you can apply to your website to change the layout, features and design

Plugins: add-ons that attach to your theme to give you added features (like an opt-in pop up)

You'll want to make sure your site is optimized before we go any further. If you are using Bluehost, depending on your plan, most of optimization is already complete. If you are using another host, you may need to take care of these yourself. You can find links to these plugins in the resources section at the end of this workbook.

Here's your WordPress Optimization Checklist:

1. Caching Service - This will ensure that your site loads quickly. We recommend WP SuperCache.
2. SEO - You'll need to install a plugin to optimize your site for search engines. We recommend Yoast. They have a great option that's free!
3. Backup Storage - Make sure your site is safe with a backup running quietly in the background of your site. Vaultpress and BackupBuddy are two great options.

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Training Two: How to Master the Technical Aspects of WordPress

Deep Dive

Now it's time to choose a theme and install it on your site. If you choose to purchase a theme, you will get detailed instructions from the designer to help you install it on your site. This takes just a few minutes. Before you pick a theme, these are some important questions you need to ask yourself.

- [ ] What is the user experience built for on this theme?
- [ ] What's the first thing you want users to see when they come to your site?
- [ ] How prominent do you want images or videos on your site?
- [ ] Do you need or want a sidebar?
- [ ] How much customization does the theme allow?
- [ ] Do you need a site with ecommerce built in?
- [ ] Can you use a custom header on the homepage?
- [ ] What is the default font on the site? Can you change it without changing the coding?
- [ ] Can you get support from the theme creator if needed?
- [ ] Will you have to install a framework (like Genesis) before you install the theme? Note that some frameworks come at an additional cost.

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Training Two: How to Master the Technical Aspects of WordPress

Deep Dive

Be particular when you are choosing which plugins to install on your site. Poorly made plugins can crash your site and cause lots of problems. Use our guidelines below to help you select the right plugins.

- [ ] Check the reviews. Every good plugin should have plenty of good reviews.
- [ ] View the preview of the plugin. Does it have the look you are hoping for?
- [ ] Check to see how many users have installed the plugin. If only a few hundred people are using the plugin, that's not enough.
- [ ] Do a Google search to see if any bloggers recommend a plugin to fit your needs.
- [ ] Find out who created the plugin. You might be familiar with the creator based on other plugins you already use.
- [ ] Check to see when the plugin was created and last updated. Some plugins may still be available for download but are not actively maintained.
- [ ] Make sure there is a support email or phone number for the plugin should you run into problems.

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Training Three: How to Publish Your First Website Content—Done Right

Deep Dive

In this training video, we'll be setting up several key components of your website to prepare your home base for blog content, which you'll start adding in module three. We're about to finish adding all of the standard elements your site will need.

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Training Three: How to Publish Your First Website Content—Done Right

Deep Dive

Blog posts: time-stamped content based on one topic, similar to an article in a newspaper or magazine

Blog pages: static content and information (often found on the menu bar) that you will want to update from time to time

These are the pages every site should have:

- ◯ About Page - all about you as the author of the site
- ◯ Contact Page - give readers direct access to you by email, contact form or phone

These are pages you might consider having on your site:

- ◯ Services Page - list of services you offer
- ◯ Products/Store Page - a place to display your ecourses, books or physical products
- ◯ Speaking Page - a list of current speaking engagements plus a place for inquiries about future engagements
- ◯ In the Media Page - a list of websites or news outlets where you or your products have been featured (some people put this on their homepage or about page)

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Training Three: How to Publish Your First Website Content—Done Right

Deep Dive

10 tips to help you write an awesome About Page:

1. Write in first person.
2. Write in a conversational style.
3. Start with the reader's priorities.
4. Tell them about yourself.
5. Tell them about your blog, why it exists, what type of content you will post, what to expect and how they can engage.
6. Set their expectations.
7. Invite your audience to subscribe.
8. Point your audience to your top posts.
9. Provide a full biography or link to another page with an in-depth biography.
10. Tell your audience how to contact you.

Mailto Link: HTML code that hyperlinks a word (like email) in order to populate an email draft straight from your reader's inbox addressed to you. Change the italicized text to your information in this bit of code and copy and paste it to your site: *Link text*

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Module Two Additional Resources

Below you'll find a list of the plugins Syed Balkhi mentioned in the Master Class interview with Michael Hyatt plus all of the plugins we recommend. We've also included helpful links you'll need.

- Wordpress.com
- Wordpress.org
- Bluehost.com
- Yoast SEO
- Social Warfare
- VaultPress
- BackupBuddy
- Akismet
- Sucuri
- WP Forms
- MonsterInsights

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Module Two Additional Resources

- OptinMonster
- WordPress.org Theme Directory
- Themify
- Notable Themes
- Article: 10 Ways to Create a Better About Page for Your Blog
- Article: How Much Does it Cost to Build a WordPres Website
- Sample About Page: Michael Hyatt
- Sample About Page: Syed Balkhi
- Upwork

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Module Two Additional Resources

- Codeable
- WPCurve
- OnlineJobs ph
- 1Password
- LastPass
- CloudFlare
- Edit Flow

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Before you move on . . .

Ready for Module Three? Here's your Module One checklist:

- [ ] Decide on Wordpress.com or Wordpress.org
- [ ] Pick a managed hosting service or a DIY hosting service
- [ ] If you choose DIY, you will need to setup backup and caching services
- [ ] Purchase a domain name
- [ ] Map your domain name to your host (or Wordpress.com site if that was your preference)
- [ ] Pick a theme for your Wordpress site
- [ ] Install optimization plugins recommended
- [ ] Install other plugins to get the right look and feel for your site
- [ ] Create your pages based on our recommendations

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