

WordPress Website Setup Transcript

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All right, let's talk about setting up your website. Your website is, of course, what everyone sees. Then what you build your website in is the content management system, and in this case we're using WordPress. I highly recommend WordPress. I've been using it for quite a few years. It's very easy to use, relatively speaking, and it has a huge amount of functionality, more functionality than if you were to do some sort of a paid hosting like with Squarespace or something. Now behind WordPress is something called cPanel. You don't really need to know too much about cPanel. You only need to know a couple things. I'm going to show those to you.

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Website Hosting Overview

Then your cPanel and your WordPress content management system live on an Internet service provider. That's where the server is. That's where your website actually is housed. Let's go first there. In this case, I am recommending Bluehost because I think it's probably got the easiest, fastest, best way for you to get up and going. I really am hoping that if it's easy, you will just jump right into this. WordPress, Bluehost will host websites. They actually have something specifically for WordPress as well, so let's click that.

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There's a couple different plans that you can select. Over here you have for online stores. You're not going to be doing an online store probably, so don't even worry about this. There's basic and plus. The main thing that you get with plus is something called a staging environment. I don't necessarily think you need it. I've never had one. But if you planned on building out a really big website to start with, and you did not want anyone to see it, but you want to see it live on your browser, this is what you'd use a staging environment for.

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Setting Up At Bluehost

Domain privacy just means that people cannot look you up. There is a way for people to look you up if they know your website address unless you hide it deliberately. It's not deliberately hidden when you first purchase a website address. Then these standard features over here. SSL is a Secure Socket Layer, and what that means is that when the person who's browsing your website connects to the server where your website is stored, there's virtually no chance or no chance of any malware, or any crazy stuff happening, and people hacking into the person's computer who's looking at your website. The entire industry is moving to SSL. That is the S in HTTPS. That's what that S is, and if you look up here to this little button, that's what this means. It's a secure connection, okay.

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It's a fairly easy thing. I just like all the bells and whistles. I personally would go with the 5.95 a month plan. That's what I would do. For three bucks a month with their special, it's pretty darn cheap to have a WordPress website up and running with all kinds of good stuff going on. You have unlimited, unmetered website space. Okay, so maybe you should get plus, because if you start getting

WordPress Setup: New Website Setup Essentials

a lot of traffic you're going to want unmetered. That's actually pretty important, so go with plus.

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All right, so you click select. You can purchase a domain name at, say, GoDaddy. Nothing wrong with that. I actually purchase all of my websites and domain names at GoDaddy. But again, I'm trying to make this as easy as possible for you. So just your new social activist website, there you go. That's your website. Click next. Fill in all of your stuff. You select your plan, and then you get your free SSL here, your primary domain registration. They register everything for you. What's great is you don't have to worry about what's called DNS, redirecting your DNS. That's pretty cool.

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Domain privacy protection, a buck a month. I would go with it. Your site lock security, I probably wouldn't go with that. Code guard basic, I probably wouldn't go with that. We are set up for 36 months. Let's go to 12 months. Undo that. Undo that. All right, so for \$100 you're set up, because you're paying for a year. That's a great price. You click submit, and then everything gets set up for you.

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Setting Up Email in cPanel

All right, so once Bluehost has all of your account all set up, you now have access to what's called the cPanel. This is the cPanel right here. This is the backend of your website. You have a ton of stuff in here. Here's what you need to know about. It's right here, email accounts. You click email accounts, then you add in your email. Let's say you are donna@, and this happens to be my new socialmediaactivisttraining.com website. You put Donna. You put in your password. We have a strong password. Then you click create account. I'll just click create account.

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Then let's go over here to email accounts. Okay, so email accounts. All right, so we created an account. By the way, write down your password. Then click over here, connect devices, and then set up mail client. What that will do is it will send something to your computer that will automatically configure everything for you. Your email account will be completely set up for you. It's a super easy, super fast, super great way to set up your email account. All right, that's your email account.

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Click back out of here. Everything else in here I just say learn as you go. There's really nothing else in here you need to know about right now. The great thing is if you have any questions at all you can call Bluehost, and they will help you. That's true with any internet service provider, but I'm directing you to Bluehost. Okay, so let's get out of this cPanel.

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Logging Into WordPress

Okay, so Bluehost has set up your website, and they've entered a couple bits of information for you. Now it's live. Here it is. I set this up today. Social media activist training. It's brand spanking new. You can see it's right here. This is pretty much what you're going to get as soon as you are done with ... Bluehost is done setting you up. Now what you want to do is you want to go to the

WordPress Setup: New Website Setup Essentials

backend of WordPress. You do that by putting a backslash in there, /wp-A-D-M-I-N-, /wp-admin. Click return. You will have also received your email. I mean, yeah it might be your email or username, and the password to log into WordPress. You may have set that up yourself, or they may set it up for you. I'm not sure which. Then you click login.

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All right, and here we are on the backend of your brand spanking new WordPress website that has nothing at all on it. Just want to show you a couple quick things here. Over here you can log out. You can log back in. By the way, when your web browser asks if you want to save your password I always do. I can't remember anything. Here we are on the backend. Now the very first thing that you need to do on your WordPress website is you have to figure out what it's going to look like. That's called a theme. So you go appearance, themes.

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Setting Up A Theme in WordPress

This is the most difficult part of setting up a website as far as I'm concerned, and that is figuring out the look and feel. There are a ton of themes to choose from. It always made me go absolutely crazy, so I'm going to show you a company that I happen to like a lot. They are called Cryout Creations. I have a couple websites, maybe several actually, where ... Actually, I think I have four using their themes. My stop mandatory vaccination website is on Nirvana. It's a good theme, but it's already dated, you might say. There's some things it doesn't do.

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One Theme Option: Fluida by Cryout Creations

I have played around with, and I like, Fluida a lot. I like it a whole lot. We're going to install Fluida, and then I'm going to show you some information about this. By the way, this is free. They do offer upgrades that do all kinds of extra stuff, but I haven't even ... I don't need any of that, so I don't think you're going to need it either, at least not right now. I will go over here, and what you do is you just click search themes. Fluida. There it is. Details and preview, and then click install and it's installed. Then click activate. Then you can click customize.

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Okay, so now what you need to do is set up your theme. I'm not going to cover everything you need to do to set up your theme because there's a lot to it, and some of it is trial and error. Some of it is based on your aesthetic. You do have an option. You can always hire someone to do your first setup. This is the most important part really, because once you have everything figured out and set up, then you can start actually posting content. But you do need to go through this process, whether it's you or somebody else.

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Setting Up A One Column Website

A couple notes I just want to share with you is that if you look over here to the right, this is a column. This is your main column. This is your column, right column. If you go over here to layout, that's what this says. It's two columns with a sidebar on the right. This is the other column right here. Mobile is the most popular way of looking at a website right now. People on their mobile phone. Probably 80%, according to my statistics from my website. That means that your mobile visitors will not see a column until they scroll down.

WordPress Setup: New Website Setup Essentials

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Create Your Website For Mobile

Let me show you what I mean by that. If I go to my website, I have a two column website. If I were to redo it I'd make it single column, but it's been this way for so long I'm going to keep it that way. So since you probably are looking at my entire training on a computer, you're going to see two columns right now as I scroll. However, if I squeeze this down, this is called a responsive website. I squeeze it down. This is what it would look like on mobile as someone on mobile is scrolling through it. You notice that there is no left column. Does not exist. They have to keep scrolling until they finally get to that left column.

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If you're here, and you're on a computer most of the time, you may be thinking that people should see this stuff on the left column that I see, and that you probably see on this training program. But that's no longer the way people are really looking at websites. They're really looking at them on their mobile phone. So in my opinion, it is best to go single column so that you know for a fact that as someone is scrolling they're seeing what you want them to see as they scroll, because that's 80% of the users now.

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Changing Font Styles

Let's go back to Fluida up here. I will select single column. See, it's no longer there, the right column. Then I will hide that. I'll publish it so that's live. This is now live, what I just did. Then there's all of these other settings that you can play with. For example, let's look at general. There's one thing I want to show you. Colors, typography, general font. That's this font right here, 16 point. Watch what happens when I go to, say, 22 point. Look at that. See how it got bigger? This is what you see is what you get. That makes it really cool. That's one reason why I like this particular program.

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Let's go to 18 point. 18 point. This is the line width, so there's medium. See, it's darker. Let's go to bold. There it's super bold. Now this is global. This is the entire website that we're changing this general font for. Open Sans, this is one type of font. Let's go to, say, Futura. It's a little bit thicker. Let's go to something like Times that has a serif. There's a serif font, and so on and so forth. Then let's go back to, say, medium. I personally like stuff that's super easy to read, not fancy per se, if you want to call it that. Let's go back to Open Sans. I have also noticed that the text, when it is larger, is easier to read on a phone. I like it that way too. We'll keep it at medium. I think I'm even bigger than this because I'm on a phone. We'll click publish.

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We'll go back to general font. Let's go back. Let's go to colors, content. Here we've got primary accent. That's this. Secondary accent is when I hover. We could change that, for example. Look, it's purple. You see how it happens in real time? We can go to some other color. I like that color a lot. Just clicking around. Site text. I actually don't like gray text. I don't think it's easy to read, so I'm making it black. See how it's now black? Now that's easy to read. Then we'll just click publish.

WordPress Setup: New Website Setup Essentials

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Footer Widgets

Widgets are things that go to the ... This is the footer. You can add another one. You can add all kinds of interesting things as a footer. Footer is down below. Content before, content after, and header. Header is up top. Then widgets are also inside the right or left column, which isn't showing right here because we don't have it. Then there's just all this other extra stuff that I'm not going to go into with you right now. Let's pretend like, for now, that you have set up the overall look and feel. Now up here social media activist training at the very top. You can click visit site, and now you have the website.

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A Page and A Post In WordPress

The next thing I want to talk with you about is what a post is, and what a page is. A page is something that you create that's static on your website, and it lives in the same spot. A post is your blog roll, and it continually updates as you add a new one. I'm going to show you my other website here. So for example, my homepage, that is a page. It's a static page that lives in a static spot. Contact me. Again, same thing. Static page, lives in a static spot. We know that because we can hover, and we can find it, or even here. We can hover, and we can find this one. It lives in a static spot. All of these are set up as pages.

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The Blogroll

However, stories I've set up as my blog roll. Some people would use the word news. Some people would use the word blog. There's different ways that this can be called. In this case, the last story that I published was right here, and then the story before that is right here, and then the story before that is right here, and so on and so forth. I think I have quite a few dozen stories I've posted since I've started this website. Probably five dozen or something. Just so you know, that's how this works. When you set up your WordPress you'll be setting up your pages, and your posts.

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The Static Homepage Setup

Okay, let me show you how to set up your static homepage, and then also your blog roll. Right now the way a new website, new WordPress website, is set up is you are in blog mode. That means that this is a blog post, and if you were to post another blog post this would get pushed down. The next one would come up. That's probably not what you want to do. You could, but it's probably not. So we're going to change, then. I'm going to show you how to do that.

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Let's go over to dashboard. You need to create a couple pages. We'll add a new page, and we're going to call this homepage. Let's give it some text. Our homepage is going to have some text. Let's give it text. I actual wrote out an outline of what I'm trying to teach you, so here you go. There's the text. Now let's publish it, and publish. Ordinarily you'd do a review, but we're just moving right along here. Now let's go to pages again. There's the homepage. Now let's add a new page. This one we're going to call the blog roll, just so it's very, very obvious. We're going to publish this one as well. Publish.

WordPress Setup: New Website Setup Essentials

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Turn Off The Landing Page

Now let's go up here to appearance, customize. The default layout is what the landing page turned on. The very first thing we need to do is turn the landing page off. A landing page is a different looking homepage. It's a more sophisticated one. This particular company, Cryout Creations, they have a lot going on, and if you really want to get a fancy website learn how to do a landing page. It's really cool. But we're turning it off for the moment. Then we're going to come back, and we're going to come all the way down here to homepage settings.

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Your Homepage

Right now the homepage displays our latest post. It's set up in blog motion right now. We're going to set it up with a static page. Your homepage displays a static page. The homepage is going to show the homepage, and the posts page is going to show up on the blog roll. Click publish. Click home. All right, there's our homepage. We know it's a homepage because we called it the homepage, and we added all that text into it. Then here's the blog roll. Remember, we mentioned that this was the blog post.

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The Block Editor & Classic Editor Plugin

Let's go back over to our dashboard here, and then let's go to pages. Under our pages we have our blog roll, we have our homepage, we have our privacy policy, which is hidden right now, and we have the sample page. Then we can go over here to posts. Hello, world. Did WordPress go crazy? I actually edited this because I ran into an issue earlier when I upgraded to the latest version of WordPress 5.0, and I'm going to show you what that is right now. If we click edit, this type of editing is called block editing. There's some confusion, that includes with me, on how to use this. I have some basic ideas, but it drove me nuts when I saw it. It literally happened as I was trying to give this training.

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Plugins For WordPress: Must Have Plugins

I've now figured out a few things, so let me show you the very first thing to do, because I think that this could be confusing to you, although maybe you want to try it. I don't know. That is go to plugins. Now, a plugin adds functionality to your WordPress. This is one of the main reasons to use WordPress is because you can do just about anything when you can add a plugin. There are a billion plugins out there. The very first thing we're going to do is we're going to click add new, and here's a bunch of plugins. Here's the recommended ones.

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Classic Editor Plugin

Now what we'll do is we'll search plugins. We're going to search classic editor. Here it is. When I did this earlier today it had 800,000 active installs. It's now at 900,000 at the time of this recording. No one likes that block editor. So click now, install now. It's installed. We're going to click activate. Every plugin you install it, then you activate it. We'll click settings. We have it set for the classic editor. We want to be able to switch between block and classic. We scroll down, and we click save changes.

WordPress Setup: New Website Setup Essentials

[00:23:20](#)

Now if we go to our pages or posts, and we hover, you can choose block editor or classic editor. Let's go to the homepage. We'll click block editor. This is what the block format looks like. It's a little bit confusing to me, I will admit. It's funny. There's not even a way to get out of it, so just click pages again. Go over here. Click classic editor. This is what it usually would look like up until their update. All right, so now we are in the classic edit mode, which I much, much, much prefer.

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Updraft Backup Plugin

Now let's go back here to plugins. There's a bunch of plugins that I highly recommend. I'm just going to start helping you with knowing what they are, and typing them in. Find new. Add new. Updraft. It's a backup. You want this backup. So when you click on it, you can read more about it. Click install now. Installed. Activate. You can go to settings. This is where you set up your backup. You can backup to their vault. You can backup to Dropbox. You can backup to all kinds of stuff. You can tell it when to backup, like every four hours. You can say what to backup. There's a lot of functionality to this.

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I pay premium to backup to their UpdraftPlus vault, and I backup to Dropbox. Why? Because my website is everything. If I lose my website, I can't even begin to describe to you what kind of problem that would be for me. It'd be a huge headache, so I pay the little bit of money that they charge for me to be able to backup to their vault. I backup every single day, and automatically. I save two or three backups as well. Go through this. Set it all up. Get it all up and going. All right, so that's Updraft. Cannot recommend it enough. It's the very ... Probably the second or first thing that I think you should get.

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MailMunch for Mailchimp Email Plugin

Let's go to plugins. Now the next plugin to get is MailMunch. There it is. Mailchimp is the email program. MailMunch connects to the email program. Install now. MailMunch. Activate. You have to have an email account with Mailchimp, so let me just show you why you want MailMunch. Here we are on a different browser, deliberately. I'm going to type in my website that I always go to. I want you to watch what happens. 1,001, 1,002, 1,003, 1,004, boom.

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There is an email popup. We want that email popup. That is how you get people to sign up to your email list. Your email list is very valuable. It will bring you money. It will help pay you as an activist. You want Mailchimp, and you want MailMunch, and you want to know how to use both of them. I have mine set to pop up after about four seconds. All of this is customizable. I also have it set so that every seven days, anyone who has not signed up, they'll see this again. All right, so that's MailMunch, which will connect to your Mailchimp.

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Yoast SEO Plugin

Now more plugins to get. You also want Yoast. Very important. Search plugins, Yoast. Extremely important plugin. Yoast SEO. Install now. Activate. Let's see. Are there any settings I need to do? I don't think so. Let me show you what Yoast does. Posts, all posts. Let's just go to classic editor. Here is Yoast. It's down

WordPress Setup: New Website Setup Essentials

here. Yoast is what tells Facebook and Google ... It tells Facebook. Here's Facebook. Here's Google. Tells them exactly what you want them to see.

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So when you're on Facebook you type in, "Yo, what's up?" There's your title. Hi, there. Then on here you would upload an image. You'd click upload image, and you'd select your image. That is what Facebook is going to see for this story. Cannot stress enough how important it is that you install Yoast, and you use Yoast on every single page, and every single post. It is exactly how I was able to become well-known in this movement. It was by sharing ... Well, one of the reasons was by sharing my stop mandatory vaccination stories. Let me just show you what I mean. Let's just say this story right here. I actually talk about this in my Photoshop course. If we pull in Facebook, and I come back over here to the story, and I click the URL, and then I drop it into here, Yoast is what tells Facebook to show that photo this headline, and if the headline were smaller, the description as well. All right, so that's Yoast.

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WP-Optimize Plugin

Moving on to our plugins. The next one you want to get is WP-Optimize. There it is. Install now. Activate. Now settings. What this does is it cleans up your entire website. You can actually click here, and take a backup before it runs all the optimizations. Well, that's not going to work because I don't have it set up, so let's un-click that. Run all optimizations, and what it's doing is it's just cleaning up your website. When you get a really big website, there's all kinds of stuff that this program, this plugin, will do to optimize it so that it will load faster. You want the fastest possible loads on your website. It shows up right here, WP-Optimize. You can actually set this so that you can do scheduled optimizations. There's all kinds of things that you can set up with it. Learn this program, this plugin, because you'll make your website run faster.

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Social Share Plugin

All right, next one is Social Share Icons, Social Share. Click install now. Activate. Here it is. Basically, what you're doing is you're putting social share buttons on your website, on each page. Let's see here. In fact, we should tell it to do that. Display settings. You can go above and below content. You can choose which theme you want, and then you can click save settings. Then let's take a look at our website. There it is. What you do is you go through and you customize everything, and you customize whether or not you want it on your homepage. There's a bunch of configuration that you need to do.

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Ad Inserter Plugin

The next plugin that we're going to grab is called Ad Inserter. Yep. Activate. Let's go to Ad Inserter settings. All right, in Ad Inserter this is where you're going to load in Amazon, HTML, and so on and so forth. You just copy and paste code. Then what you do is you just tell Ad Inserter you want ... First of all, here you can individually disable these, the ads on each page and each post. You should always set it there. Then you're going to put automatic insertion, let's say before post. Let's pretend like it's an ad. Let me just grab one really quick.

WordPress Setup: New Website Setup Essentials

[00:32:39](#)

Okay, here we are on Ad Inserter. Let's insert a custom ad. This is from Amazon. This is my Amazon link. We are telling it to insert on every post, and on every static page, but each post and each page can disable if they want to. We want it on the homepage. We are going to tell it to insert before the post. Let's say before content. Then we click save all settings. Let's go back and take a look at our website. Look at that. There's an ad that has been inserted onto my website. With my ID from Amazon, let's go to blog roll. Let's click the blog. There it is again. Let's click our sample page. There it is again. It's everywhere. It's going to be everywhere you tell it to go. This is the easiest and fastest way to insert content into your website globally in a specific area.

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Ad Inserter For My Amazon Ads

Let me just show you real quickly on my website, my main website here, Stop Mandatory Vaccination. In fact, there it is, because this is a very important book. Now what's interesting for you to know is that I actually used the Ad Inserter to put this block at the top of all of my pages and blog posts. It's literally everywhere. This is inserted with the Ad Inserter, so here it is again. I also had it insert here, another one. This join my stop mandatory vaccination email list, this is actually also included on all of my pages. MailMunch, the plugin, allows you to do that. So not only do I have a popup, I have it here as well. People do sign up there.

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Facebook Comments Plugin

Let's talk comments. Generally speaking, if you are an activist you probably want to allow others to put a comment onto your posts, and onto your pages. I allow comments on everything. However, what I use to allow comments is Facebook, the Facebook Comments tool. There are several different plugins that allow Facebook Comments. We'll go to the plugin part in a second. The thing I like about Facebook is that although it is true that people can create fake profiles, nevertheless the amount of spam that you would get on Facebook versus some of the other systems is way, way, way less. You don't need to have a spam filter, which if you use the WordPress system you do. I've tried it, and it's ... Honestly, it drives me nutty, using the WordPress comments system.

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I like Facebook Comments, plus I live on Facebook. As you can see right here, I'm commenting. That also gives me access to these people back at Facebook, which is probably a good thing, since that's where I live. The other thing that you get when you have a Facebook Comments, you get something called a moderation tool. You can click that tool, and here we have those comments in chronological order, sorted by newest right here. I can go through, and I can just look at these comments. If I see someone who I, for whatever reason, am not happy with, or they're a troll, or they're being crazy or whatever, I can report them as spam if it truly is spam. I can hide it, and I can ban someone so that they can't post on my page anymore. That's a really good thing.

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Let's click out of that. As you can see, it just depends upon how popular something is. People will comment. It also keeps the people would just say crazy stuff ... Yes, there are people that will say crazy stuff, but it reduces it. It really

WordPress Setup: New Website Setup Essentials

does. Let's go to the backend of my other website that I'm using. Let's go here to dashboard. Let's go to plugins. Add new. Type in Facebook Comments. Here you see you have some different options. I use one that's three years old, so I'm not going to show it to you, because it's not compatible technically with the current version of Facebook, and it probably hasn't been compatible in a long time. You really want to have a plugin that's compatible, and that they are actually updating whatever it is they're creating.

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Find a Facebook Comments plugin that that you like. Let's say it's this one. Click install now, and then activate. Let's go over and take a look at this one, because I have not yet used it. Look at that. It lets people comment on content on your site using their Facebook account. What's interesting, I don't see a settings on here. Usually, there is. Let's look over here. Sometimes the settings is here. Sometimes they have the actual plugin right here. Sometimes they have the plugin in here. This is actually the one that I use. Oh, here it is. They put it up here. Let's click it. You do need to stick in your Facebook ID. You can select your color scheme. You can select the width. You can select which comments come up at the very top, and all kinds of interesting things that you have access to. Then you just click save, and you're off and rolling.

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Removing A Plugin

I want to show you something new. Let's pretend like you installed a plugin, and for whatever reason you don't like it. It's not working. Who knows what? Here's what you do. You go to that particular plugin. Let's say it's this one, Social Share WordPress plugin. You click deactivate. Then you click delete. Now if you have anything associated with that, let's say people commented or something, or let's say there's a database in there, you will lose it all. But that is also how you get rid of it completely. Let's say it might be causing an upset with your WordPress website. You just delete it.

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Then you go find something else. You click add new, and you look for some other social share. Social share buttons is something I've tried quite a few different ones, because many of them I didn't like. I just kept trying all the different ones until I found one that I liked. You will see there are a lot of options on this one. There's a lot of options on a lot of plugins. Part of this is experiment. Trial and error.

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Media and Image Uploads

All right, so that's enough for that component. Let's go to my website, my main website. All right, so this is the backend of my Stop Mandatory Vaccination website. You will see that I have a lot of stuff going on here. I just want to cover a couple things. Media is where you upload everything. Here's all the images I'm using on my website. Here's an example of I uploaded an image. I didn't like it. I decided it needed to have a box around it, so I uploaded a second one that actually had a box around it. You see this thin line? That's a one pixel line that comes around it, whereas this one does not have that. You upload an image, and if you don't like it you grab something. You upload one that you do like.

WordPress Setup: New Website Setup Essentials

[00:40:45](#)

Here's what happened on this one. I uploaded this. You see this thin line right here? I didn't like it, so I went back into Photoshop and I got rid of that line, and then uploaded again. I put it onto the website. I didn't like how this was just orphaned in a certain way, plus yellow, if you watch my Photoshop tutorial, yellow is the brightest color that the eyeball sees. Then I added yellow. Now I just want to show you something really quick, because it ties into the Photoshop lesson that I gave. This photo is used on a story that I just published just a few hours ago, actually. Here it is. Here's the story. Now let me go to Facebook.

[00:41:38](#)

Social Media Traction Example

I want you to notice I posted this story three hours ago. I have reached over 32,000 people already. It's been shared over 1,100 times. It has almost 80 comments. It has 1.3 thousand reactions. Why? Yes, it's a pretty big story. Court awards 137,500 after eight vaccines kills infant in just less than 12 hours. But what else happened here? Not only did I write an engaging headline. I didn't have a lot to work with in terms of photos. I only had a couple photos that were big enough that would work. This photo that I was given actually has text above, and it has text below, so I actually cut off the photo. I decided to add the name here, and then add another quote right here. Then I quoted the mom right here. It's hit a nerve. It hit a real big nerve.

[00:42:38](#)

Use Quotes To Increase Engagement

So when you are creating stories in your website, think about your social media. Think about your image that you're going to use. Think about any compelling text that you can use. Adding a quote to something increases readership by 22%. Remember that. So when you can quote someone it gives more power, because that's also storytelling. That's why I put a quote here, and a quote here as well.

[00:43:06](#)

Upload Media Options

All right, so let's go back to the website. Plugins. Let's go back over here. Let's go back to dashboard. Here we are in the media area. You can upload right here. You can just click add new, and you can drag or you can add your images right here. The other way you can do it is you can be inside of a story. Let's go to our posts. All posts. Let's go to our stories. This is the one we just did. I just showed you. This is the backend. Here's the photo. Let's push this down one. You can click add media, and then I could add something right there. That can insert into the post. There it is. This is the one I did not like. Then of course you can delete it. Oh, actually what I meant to tell you, so you can click add media. You can click upload files. You can select your file from here, and you can upload the exact file that you want to upload and stick in there.

[00:44:13](#)

YouTube Plugin

I'd like to show you a pretty cool plugin. It's called YouTube. It's really quite amazing. All you do is you come over here to YouTube. You grab the URL, copy it, and then you drop it in, and voila. It populates the video. Then you can click preview, and there it is. Pretty handy dandy, huh? Of course, the video will play as it should play. That one is this YouTube. Let's go over here to plugins. I typed

WordPress Setup: New Website Setup Essentials

in YouTube. Here we go. You just install it just like you would install any other plugin. That's YouTube.

[00:45:04](#)

Back-End WordPress Function Overviews

Comments. Comments is if you were using the WordPress system, which I don't use so we're not going to worry about that. Max gallery is for showing images on your website. I used to use it. I don't use it anymore. Signup sheets is if you want volunteers to sign up. There's all kinds of plugins that you can use. That's really quite amazing. I don't have a need for this right now, and I could get rid of it, but it just lives there. Under appearance, this is where I would change settings for my main, my Stop Mandatory Vaccination website. Plugins.

[00:45:42](#)

Users. These are people, like for example if you wanted to add another editor. In fact, you can click add new. You could right here decide if they're going to be an author, administrator, contributor, editor, SEO editor, SEO manager. There are all these different functions. I don't recommend giving anyone administrator access, but editor and on below would be fine. I actually have someone that loads up my stories for me. She has editor access. She takes care of all of that, and I go in and I just take care of it after that.

[00:46:18](#)

Google Analytics & Webmaster Tools

I'd like to share with you now some specialized plugins. So when you have a website, and although you are a social media activist, I think it does help to optimize for Google or search engines, and to make sure that everything is performing the way you're hoping it will perform, and if not to make some changes. There's two things that Google gives us. One is called ... They call it now the Google Search Console. It used to be called Webmaster Tools.

[00:46:56](#)

What you are now looking at is the Google view of my website, Stop Mandatory Vaccination. It's telling me in the last three months how many total clicks, how many total impressions, the average click through rate, which is the click through rate of when it pops up on their search engine, and the average position of the keyword phrases that show up on their search engine. That's under performance right here. If we scroll down we can see, for example, what search terms are being used to pull up my website. Here's, for example, the number of impressions, 3,959 for Gardasil side effects years later, and the number of clicks, 710.

[00:47:49](#)

This is actually in order in terms of the top number of clicks, so people are actually searching stop mandatory vaccination. Since it's all one word like this they're searching for my website, specifically. Even here they are, but here they're not searching for my website. So in the last three months, 4,870 people saw my website with the keyword Gardasil deaths, and 579 people clicked, and so on and so forth.

[00:48:22](#)

I'm not really here to explain all of this to you inasmuch to let you know that Google gives very robust information on how people are finding your website, and what's going on, and what you can do to make it better. For example, I can

WordPress Setup: New Website Setup Essentials

click pages. It'll show me where my top pages are. Keep in mind this is for their search engine, which is different than social media. That's where this is coming from. You have all kinds of stuff you can click here. Again, I don't really want to get into too much about how you use this, but you need to know about it so that you know that it exists. Google Search Console.

[00:49:06](#)

Their companion is called Google Analytics, which is more important, in my opinion, that you definitely know something about. Google Analytics actually tracks all visitors to your website, including from social media. Now again, we're looking at my Stop Mandatory Vaccination website. What you are looking at is the last seven days, approximately. It's had 20,000 users. It's got over 17,000 new users. The average session, the average amount of time someone is on is 40 seconds, and so on and so forth.

[00:49:41](#)

Over here on the left hand side you can see all kinds of things that you can click on. You can really drill down, and understand information. You can click on realtime. Let's click overview. At this moment in time, there's 41 people on my website looking at it. We can look at traffic sources, where it's coming from. That's, again, current right now. Social media, Facebook. I got 29 active users directly from there. I did just send out an email, so people have clicked the email link, and that's probably why there's 12 people on there right now from my email. You can click your audience. You can look at their geography, language. Most people are English. Where they're coming from, for example. Here you get a map. You get a breakdown. United States, Canada, Australia, United Kingdom, New Zealand, Philippines, South Africa, and so on and so forth.

[00:50:41](#)

Google Analytics & Webmaster Tools Plugins

All right, so in order for Google to access and have this kind of information, you need to put specific HTML code onto your website. Let me go to my website. Here's the backend. Of course, you use a plugin for this. Let's see. For the Google Analytics, you're going to use a plugin called PHPSW Analytics. PHPSW Analytics. Then let's just see what that looks like on the backend. You just insert your code right in here. You click save changes. You get the code from Google. Okay, when you sign into Google Analytics. You'll create your account, and then you get your code there. Then you drop it in here, and then this plugin sticks it where it needs to go. Now let's go over here to settings.

[00:51:41](#)

The other one that you're going to need is called Meta Tags Inserter. Meta Tags Inserter. Then here you stick in your code as well, your content value. You just put all of these numbers in, and then Webmaster Tools puts it where it needs to go, and then Google sees it and says okay, you're verified. Now we will track all your data, and give you information that you need.

[00:52:12](#)

Setting Up The Website Menu & Navigation

Your menu is what people click to get to the pages in your website. Go up here, and then come to your dashboard. Go to appearance, menus, and go ahead and create a new menu. Let's just call this main menu. Create menu. Now we're going to select a menu to edit. Let's select the main menu to edit. We have our

WordPress Setup: New Website Setup Essentials

menu structure. There's nothing in here yet. You want to add pages to your menu. You're going to click blog roll, homepage, and sample page. Add these to the menu. Now it's got the blog roll, homepage, sample page. Then save menu. Now we can manage the location, so where that menu's going to be on your website. Click manage.

[00:53:17](#)

Our primary navigation is up top, so we're going to select the main menu for top navigation. Click save changes. Now let's go back and take a look. Visit site. Go to blog roll, homepage, sample page. I want you to notice that the blog roll is first. Let's come back here. Go to dashboard. Go to appearance, menus. Notice that the blog roll is right here, and the homepage is here. This is movable. We can just move up. Now note that the homepage, blog roll, sample page. We're going to save the menu. Let's come back and take a look. Look at that. Homepage, blog roll, sample page.

[00:54:07](#)

Now let's come back here to the dashboard. I want to show you how you add what's called a nested menu item. Let's go to pages. Let's add a new page. This is a sample. Just a sample for my viewing audience. Publish. Let's view the page. This is a sample. This is a sample. You'll notice that the title shows up here. This is a theme. This is adjustable, whether or not you want this to show up. It's also adjustable the size and everything. This is all under your customize area.

[00:54:59](#)

I wrote, "Just a sample for my viewing audience," and then there's that ad that I inserted earlier. I want you to notice that this is a sample. This page doesn't show up up here. Let's go to dashboard. Let's go to menu, menus. Notice that this is a sample has shown up. We're going to check mark it. We're going to add it to the menu. Here it is. Let's save the menu. Now let's go back and take a look. Visit site. Look at that. This is a sample, sample page, blog roll, homepage.

[00:55:45](#)

Now let me show you something else here. Dashboard. Appearance, menus. You can also nest under. Notice how I put this under here by indenting it. All I did was move it in. Save menu. Come back out here to visit site. You get this little dropdown arrow. See the dropdown arrow? Then when I hover, there's a dropdown. Then I can click that page. Here we are back to this page.

[00:56:19](#)

The Blog Roll

Now the blog roll, when we start adding posts, these will automatically populate. Let me show you again, just so that we are completely and 100% clear on this. That's how I have my stories set up as my blog roll. This is my latest post, my latest post using the post function as opposed to the page function. It's a blog roll. It just keeps going. By the way, how much text is shown, whether or not an image is shown, whether or not this information is shown, all of it is completely 100% customizable. Let's come back here. I just want you to realize that. I only have sample stuff on this page for our training.

[00:57:15](#)

Adding A Blog Post To The Menu

Let's come back here to dashboard. Let's go back to appearance, menus. Let's go to posts. Let's pretend for some reason I wanted to put one of my blog rolls

WordPress Setup: New Website Setup Essentials

up into my menu. I can actually add that to the menu if I wanted to. It might get crazy, but let's click save menu. Visit site. Look at that. It's right here. This is part of the blog, which also is going to show up here. See here? Now this is the actual blog roll. All right, let's go back to dashboard. Let's go to menus. Let's remove this. You can remove it by simply coming down here and clicking remove. Now it's gone, but we do have to save the menu.

[00:58:05](#)

The other thing I wanted to show you is okay, let's click manage locations. Maybe we want the menu to be down below too. Now we could have a separate menu, but let me first show you this. Main menu. Save changes. Okay, go up to visit site. Let's look at the very bottom. You can barely see it, but there it is. Sample page, blog roll, homepage. Again, all of this is customizable. You might want to put things like your privacy policy, and other specific information down here that you would not want to have up here in year main page menu.

[00:58:46](#)

Naming Pages

All right, and finally let's talk about how you set up a page, and how you set up a post. We'll start with pages first. Again, the page is the static unit on your website. A post is what goes into your blog roll. We're going to start with a page. Let's go to dashboard, pages, add a new page. Let's call this about, because it's about the website. One thing about pages is, generally speaking, the title is also the navigation. You want to try to keep it as short as possible. One, two, maybe three words at the very most. Look at other people's websites. See how they did it. Get some ideas, and then organize your content. Try and use short words. We got about.

[00:59:49](#)

I sometimes like to stick the title, again, here. Now one thing that you can do with your title is you can bold it. You can click on the paragraph here. These are headings. A heading gives a special look, generally a larger look, to that particular text. The heading is defined or controlled in your theme settings. It's completely customizable. Let's click heading. All right, so that's about. That's, again, just to bring attention to what the page is. Click down. You'll notice that it goes back to the paragraph, which is what you're going to generally be working in.

[01:00:30](#)

You can type your text in here, but I usually type everything in Word and then copy and paste. Let's just do that. I have just some sample text here that I happen to have laying around. I'm just going to drop it in for the heck of it. Now you're going to notice that when you drop text in, usually there's this extra space in between paragraphs. Unfortunately, you have to go through and delete these extra spaces. It's ridiculous. I don't know why. They haven't figured that one out, but they have not.

[01:01:01](#)

Adding Hyperlinks To Text

All right, so now we have some text. Let's say we want to hyperlink. Well, we hyperlink using this hyperlink tool. You click it. Generally speaking, I go straight to the actual website, and I click the hyperlink itself in the URL. Maybe I should show you that. Usually, I go to the website. I grab the actual URL. That way I

WordPress Setup: New Website Setup Essentials

know for a fact it's exactly right. I copy it. I add it in here. I click okay, and we're all good. You notice that it's red. I actually like and prefer blue. I always prefer blue. The reason why I like a blue hyperlink is because everybody knows what a blue hyperlink is. I'll leave that up to you, but that hyperlink is there.

[01:01:54](#)

Using The WYSIWIG Editor Box

Now up here is your editor box. You can click this button, and you get more tools. Text, color. You can add a horizontal line. Watch what happens. That's interesting. The line is either invisible, or it's not working. I don't know which, but we can take a look. We can preview and see what happens. It's super thin. It just isn't showing up on the editor for some reason. Usually, you can see it in the editor. You can't see it in this editor. I don't know why. I think it's a glitch. It's probably a glitch in this particular program.

[01:02:34](#)

Adding Images To A Story

All right, so we have our about, and we have our text. Let's say you want to add an image. Let's say you need an image right here. You click add media. Click select files. Here's something. Just something somebody sent to me. Notice the size. I already had a whole Photoshop tutorial, so I'm not going to go into the whole image what's what. I'm just going to load up an image. What I want you to take a look at though is, first of all, this is the size. It's 1,272 pixels wide, but 2,000 pixels tall. It's a very large image. In Photoshop I may want to reduce that, or not. It all depends upon what I'm trying to do.

[01:03:21](#)

Image and Text Alignment

I also want you to look down here. The WordPress system will actually automatically reduce it for you to these different sizes, or you can leave it at full size. Then this is also important, alignment. Alignment is where the text goes. If you click none, the text will go above and below this image. If you text left the text will go to the right of the image, and so on and so forth. You can also link to a custom URL. Let's say I want to link this image to something. Let's drop in this link that I had handy. All right, no alignment. Now you can add a caption. Pandora. Alternate text is for search engine purposes. Then you can also describe what this image is as well.

[01:04:16](#)

Let's insert that into the post. There it is. Very large. Notice here is where the caption is. It's a very large image, and you will see that it's above and below a bit. There's text above and below it. Let's preview this. Notice how incredibly large that image is. That turns out okay. I have a 1,920 pixel wide screen that you get to see all of. Now let's scroll down. This is a responsive theme, so you can see how everything expands and goes back out based on what's in here.

[01:05:14](#)

Now let's go back. This is a preview, right? I can click out of it. Let's delete this image. Let's go back to add media. We uploaded it, so now I can just click the media from the media file. Let's make it large. Let's give it a left alignment, and insert that into the image. Let's have a link too, because we didn't do anything with the link. Click insert into page.

WordPress Setup: New Website Setup Essentials

[01:05:52](#)

Now notice what happened. There's the text above it, and then here it is. It's smaller, and I put the text right. It's left justified, so the text goes on the right. Let's preview that. Okay, and then here's what it looks like. Now if you had a lot of text, you may want a layout like this. Notice what happens when I pull it out. The text goes out as well. I go in, the text goes in. Now on a mobile, this is what would happen on a mobile. The text would go below it, but on a computer the text would go to the right because we left justified it. Okay, so that's images and text.

[01:06:43](#)

Open Link In New Window

Notice my hover turns me into a link. It links straight to Pandora, which is what I had dropped in there. Here's this link too. Let's click this link again, and let's click the edit button. In the edit button, I can actually open a tab in a new ... I can open the link in a new window. Let's click update. Let's save. Let's preview. Now you notice we're on the website. I hover and it changes color, which means you can click it. We click it. Notice it opened in a new website, new browser window. Let's close out.

[01:07:43](#)

This one, on the other hand, I did not do that to so let's click it. It goes straight over. I recommend that unless you're linking internally, that you ... In other words, to links inside your website. Look at that. I can't even get back. That you open up in a new window. That way you keep people on your website. You want people to stay on your website.

[01:08:05](#)

The Editor Box

Most of this stuff you'll know how to do. You got your indents, and you got your bullets, and your numbers and everything. It's like using Microsoft Word for the most part, but one thing that you should know about is undo. Let's delete that. Then you can undo from here. You don't go up here and go undo typing. You undo right here using this tool. I also want you to notice this is the permalink. This is the URL. You can edit that URL and change it. Generally speaking, you'll leave the URL whatever you name this, generally speaking.

[01:08:46](#)

How To Disable Ad Inserter

Then over here you have parent. You could have about under the homepage. In fact, let's do that. Let's save draft. I want you to notice what happened here on the URL. This is what it does. It sticks the homepage, and then about. That's an SEO kind of a thing that you may want to do. Let's scroll down. If you're using Ad Inserter, and you inserted a bunch of code, and you do not want it to show up on this particular page, you would disable it here.

[01:09:32](#)

Using The Yoast SEO Editor

Here is your social media. It automatically sticks in the name of your website, the name that you have under general settings. You can change that. You click edit snippet, and you can just have about. Oops. Helps if I spell it correctly. About. Your slug is the URL, and then your meta description. Hi, how are you? Okay, and then let's go to Facebook. You have to do it all over again on Facebook. About. This is your description. Now this is what would tell Facebook

WordPress Setup: New Website Setup Essentials

to see this image, and if you watch my tutorial you know that this is absolutely the wrong image entirely. You need a 16 by 9 image. This is two by four something. But we're going to click it just for the purposes of demonstration here. Then I'll click publish.

[01:10:52](#)

Breadcrumbs

Then when you publish your page, and you're completely done, click view page. Here it is. Now you will be playing around, and you will decide what you want. Now this is part of your theme. You can turn that off. This is called breadcrumbs. You can turn off breadcrumbs. It makes it like if you had a very intense page that had lots of sub pages, you might want breadcrumbs so that people can know how to find each page, and how to go back and find other categories. You would use breadcrumbs if you had a very large website. Amazon and shopping websites have breadcrumbs, for example.

[01:11:31](#)

Sharing On Facebook

This is the about that I put into the editor. Then, of course, here we have our text that we dropped in. Let me show you. Up here we have the URL. There's the homepage. There's about. Let me go copy. Let's bring in social media. Let's click. Drop it in. Let's see what Facebook has to say about it. Remember I told you about this is your ... I typed in this is your description in the Facebook Yoast box. That's what it's pulling from. Same thing with about. I'm going to click share to see what happens here, but I'm going to delete it. Share. See how it goes vertical? It doesn't even show you the 16 by 9. These kinds of images do not do well in social media. You should, in my opinion, go with a 16 by 9 that's going to go above. I will delete this.

[01:12:40](#)

Adding To The Menu

Let's get out of Facebook. Now let's come back to the dashboard. Let's go to the menus. Appearance, menus, because there's no way for people to find it yet. There is about right here under the homepage. It automatically puts it under the homepage in here, but it's not on the menu. We have to add it to the menu. It logically, because we have it set up in WordPress this way, we logically would stick this under the homepage like that. Click save menu. Come back here and visit site. Look at that. We have the dropdown. Here's the about. Click about. Here we are. All right. That's how you do a page.

[01:13:33](#)

URL Post Titles and SEO Strategy

Okay, let's talk about how to set up your posts, which is your blog roll. There's different ways of setting up your blog roll. The way the URL is constructed, this is your URL, and how it relates to searchability, search engine visibility. Let me show you my website. I have the categories of my posts in the URL, and then the title comes after it. Here's the title. The title comes after it. I do this for search engine optimization. Vaccine injury is a key phrase that someone might search on. Search engines place high value on words that are in the URL. So depending upon what you're doing, you very well may want to have the category name in your URL. I do.

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[01:14:41](#)

Setting Up The Permalinks

Let's look at our test website here, what I will probably turn into my website when I'm done showing it to you guys, and how to set it up. Let's go over here to dashboard. We're going to go to settings, permalinks. So right now, here's some common settings of what's going to show up here. You can show nothing, and just have it numbered. You can have the day and the name of your post. You can have the month and name, numeric, just the post name, or you can have a custom structure. Now what I would do is go category, and the name of your post. See how I did that? But you could use any of these, who the author is. Let's say you had a well-known author, for example. Maybe that would be important. The year, the month.

[01:15:45](#)

You can have this set up any way you want, but I warn you that however you set it up, you should never change it again because you will screw up SEO, and you will screw up everyone who ever linked to you, to that particular page. You'll just have broken links if you ever change this. Think about it. This is what I do. What you see is exactly what I have. Then we click save changes.

[01:16:13](#)

Selecting A Category For Posts

Now let's go do a post. We go over here to posts. Add a new post. I'm just going to grab something that I already have set up that was just laying around, you might say. It happens to be a summit. I will either hit tab or click down here. Oh, see? I already made a mistake. But it's easy to fix mistakes, so let's go over here. I want you to notice here's the web URL. It's in the uncategorized folder or category. Then here's the title. WordPress automatically strips out things that don't work as a URL.

[01:17:02](#)

Let's go down. Here are the categories. It automatically selects uncategorized, because that's what was already there. Let's select marketing. Let's come back up here and click save draft. Look at that. Marketing. If you had a website about marketing, and you wanted to have that rank higher in search engine optimization, this would be one reason to do this. Okay, so that's the URL, and that's the permalink. The permalink is the URL. You can also edit if you need to. Sometimes you need to, but usually if you make changes everywhere then and click save draft, it will update.

[01:17:51](#)

Setting Up Content In The Editor

All right, so now let's just grab that. We can stick it down here for the heck of it. Let's make it a heading too. Let's make it bold. Then let's drop in some more text just for the heck of it. Boom. Remember, we need to delete these spaces between paragraphs. This is short text copy, so it doesn't have a whole lot going on. We already went over images and everything. You'll pretend like you'll upload in image. You will click edit snippet. You'll add your custom title here. That's not the title. You'll add your title. Here's your slug. You'll add your description. Down here you'll add your Facebook title, your Facebook description. You'll select your image for Facebook. You may hyperlink, and then you're all done. Then you can click save draft.

WordPress Setup: New Website Setup Essentials

[01:19:07](#)

Click preview. Scroll through. Make sure everything is what you want it to be. This is part of the theme, how that looks. This is what I added in. This is your heading number two, also customizable. Here's the Facebook that we had added in an earlier lesson that we could add to it. Let's click out. You can also disable the Ad Inserter, the block one that we set up earlier. You can add tags. Let's say marketing. Marketing. Add that in. Now you have a tag. You can click save draft. We can publish it.

[01:20:03](#)

We can come up here, and we can view the post. Here it is. Now it's really large text. I set it up that way. Now click blog roll. Notice here is the other one that we had, and here is the next one, the one I just now added. Again, all of this is customizable. Size, and how much is shown, and how much text is shown, and whether or not there's an image that's shown. It's all customizable. It's totally up to you, and what you want to do. In the blog, of course, then you can click continue reading. Here we get right to that, what we just posted.

[01:20:48](#)

Buy A WordPress Book

That's it. That's everything for this. We have gone over how to set up a page, a post, how to do a hyperlink, how to set up an image. You are good to go. That concludes my tutorial of what I think are the essentials that you need to know about WordPress. I highly recommend getting a book on WordPress, and reading through it as well. As you can see here on Amazon, there are a lot of books that you can take a look at. I would scroll through the books on WordPress here in Amazon, and I would read the reviews, and I would buy a book or two, because books have table of contents. They sometimes will also have an index. If you can't find the solution quickly in one book, you might find it quickly in another book. I recommend you get yourself a book.

[01:21:47](#)

Stuck? Search On Google

I also recommend that you use Google. For example, let's say how do I install a plugin on WordPress? Bingo. You will have all kinds of information come up. I hope you now have enough information to get going in WordPress, and to get your website set up, and to start making waves out there as an activist, and as a social media activist.