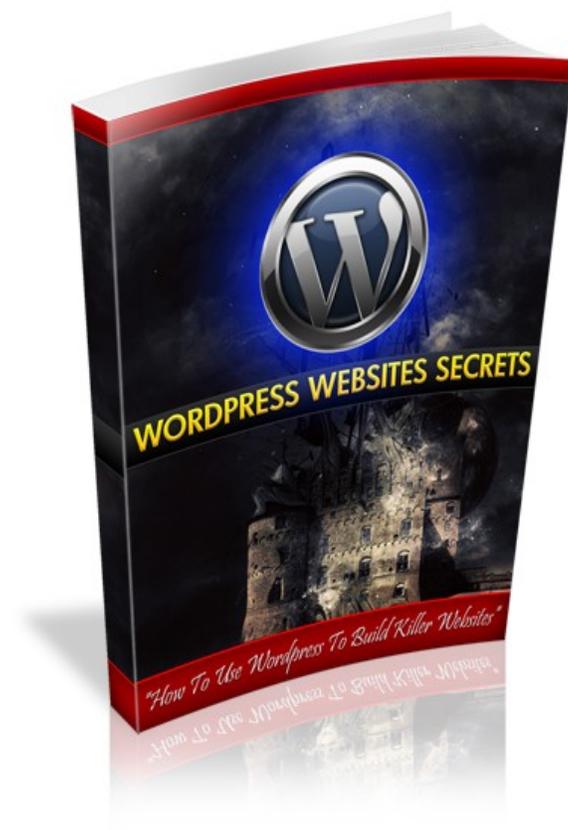


# Wordpress Website Secrets

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## WordPress' Secret Weapon

You've decided you need a static website – not a blog. So why should you use WordPress to create one? There are two excellent, time-saving, traffic boosting reasons to build your static website with WordPress:

- WordPress provides the user with a full **Content Management System** (plus many other features)
- WordPress blogs traditionally fare better with Google rankings and Search Engines, since they are so **highly optimized**

One other huge WordPress advantage that you can keep and install when you convert your WordPress blog to a static website:

- Widgets to instantly allow you to perform complex functions, such as search your site, log in with passwords, display an active calendar – to name only a few

But today, we are going to start creating your static website by first setting up a **blog** in **WordPress** on **your own domain**, using your control panel (**cPanel**) and **Fantastico DeLuxe**, a script that makes it happen.

### Setting Up Your New Blog/Website

You will need to know how to log in to your control panel (cPanel). If you haven't done it before, your web host's original "Welcome" letter contains all the details you need to know:

- cPanel address (the syntax will be like this:  
<http://000.000.000.000:2222>)
- Your cPanel username
- Your cPanel password

*HINT: If you've totally lost your welcome letter, just contact your web host and tell them you need the above 3 pieces of information.*

### Getting Started

Fire up your computer and internet connection, and **in the URL bar of your browser, type your cPanel address, and hit "Enter."** A popup will prompt you for your **username** and **password**.

# Wordpress Website Secrets

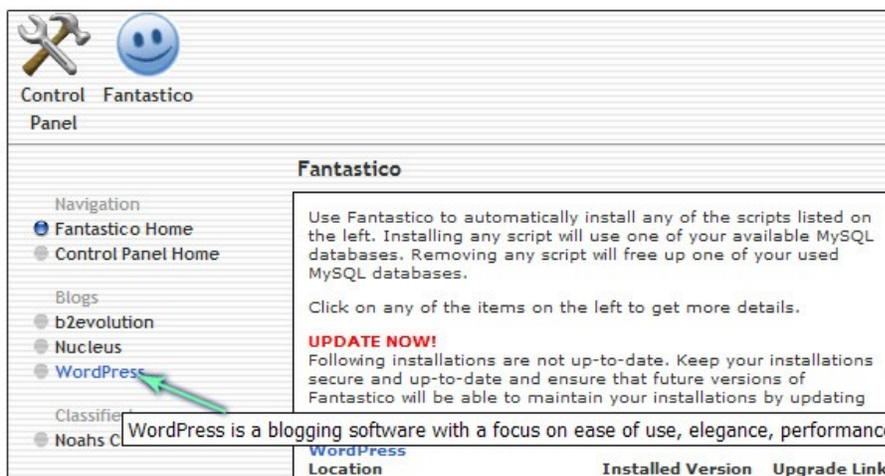
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And you're in!

You should see a page full of graphic icons... slide your eyes down to the lower right-hand quarter of the icons, and you'll find a little happy face with the words "**Fantastico De Luxe**".

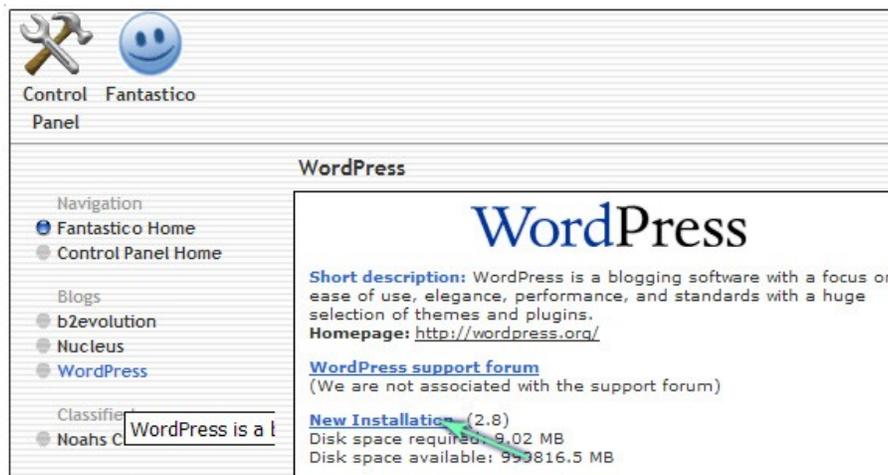


Click on the happy face...



Click on the title "**WordPress**" near the top of the left-hand column on the page that opens up next...

Slide on over to the right and click on **“New Installation”**



This next section controls where (on your domain site) your new blog/website will go. **If you want your new blog/website in the root domain, leave the “Install in directory” text area box blank.**

A screenshot of a form titled 'Installation location'. It has two main fields: 'Install on domain' with a dropdown menu showing 'footprintsnorth.com', and 'Install in directory' with an empty text box. A green arrow points to the empty text box. Below the fields is explanatory text: 'Leave empty to install in the root directory of the domain (access example: http://domain/). Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!'

**TIP:** If you want to install it as a **subdomain**, type the name you want in the blank text area box with the green arrow pointing to it.

Below this section, you'll find an Administrator setup area. Fill in the blank sections in the following diagram, then click "Install Wordpress"



The screenshot shows the WordPress installation administrator setup form. It is divided into two sections: "Admin access data" and "Base configuration".

**Admin access data**

- Administrator-username (you need this to enter the protected admin area):
- Password (you need this to enter the protected admin area):

**Base configuration**

- Admin nickname:
- Admin e-mail (your email address):
- Site name:
- Description:

At the bottom of the form is a button labeled "Install WordPress".

(Most people use "admin" as their **Administrator-username**.

Be sure to choose a strong **password**, randomly combining letters and numbers.)

**HINT:** The "**Admin Nickname**" is the post signature people will see on your blog – if you keep your signature, that is!

# Wordpress Website Secrets

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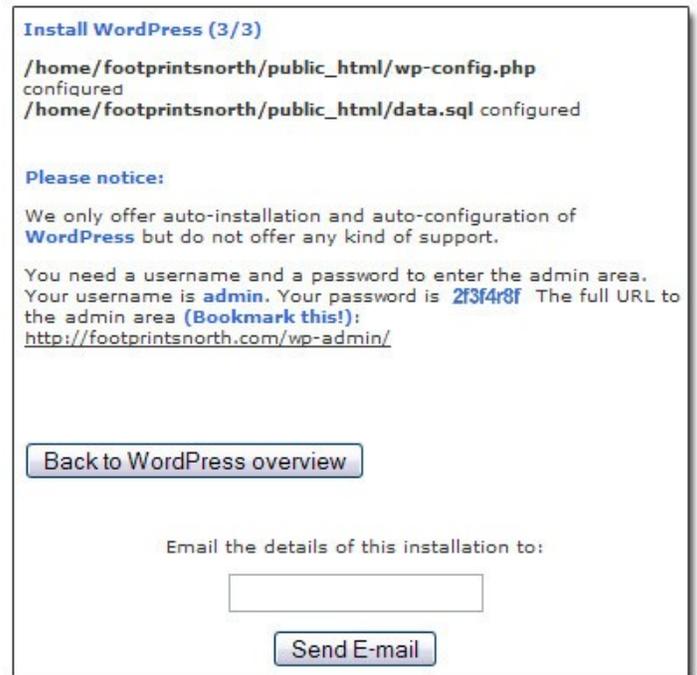
**HINT:** You can set up your new domain email later – but still put your new email address for the moment. It won't matter for now if it's not set up.



Click on the “**Finish Installation**” button.

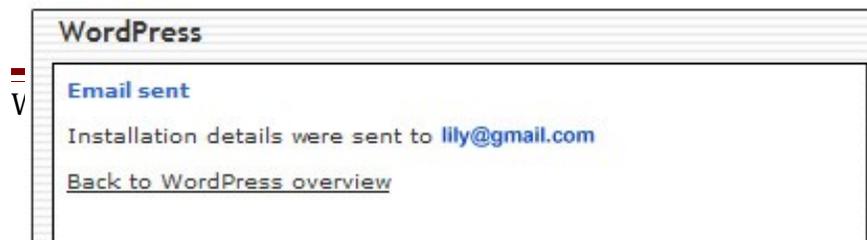
The next page you will see concludes this stage of setup...

**BOOKMARK** the page as instructed. The email address you enter here should be your **main currently active email address** – not the one you are going to set up on your new domain.



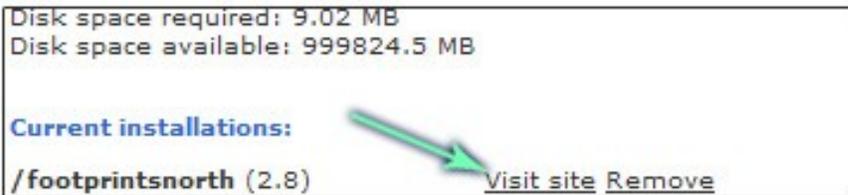
Click the button “**Send E-mail**”.

Click on the underlined words “**Back to WordPress overview**”...



## Wordpress Website Secrets

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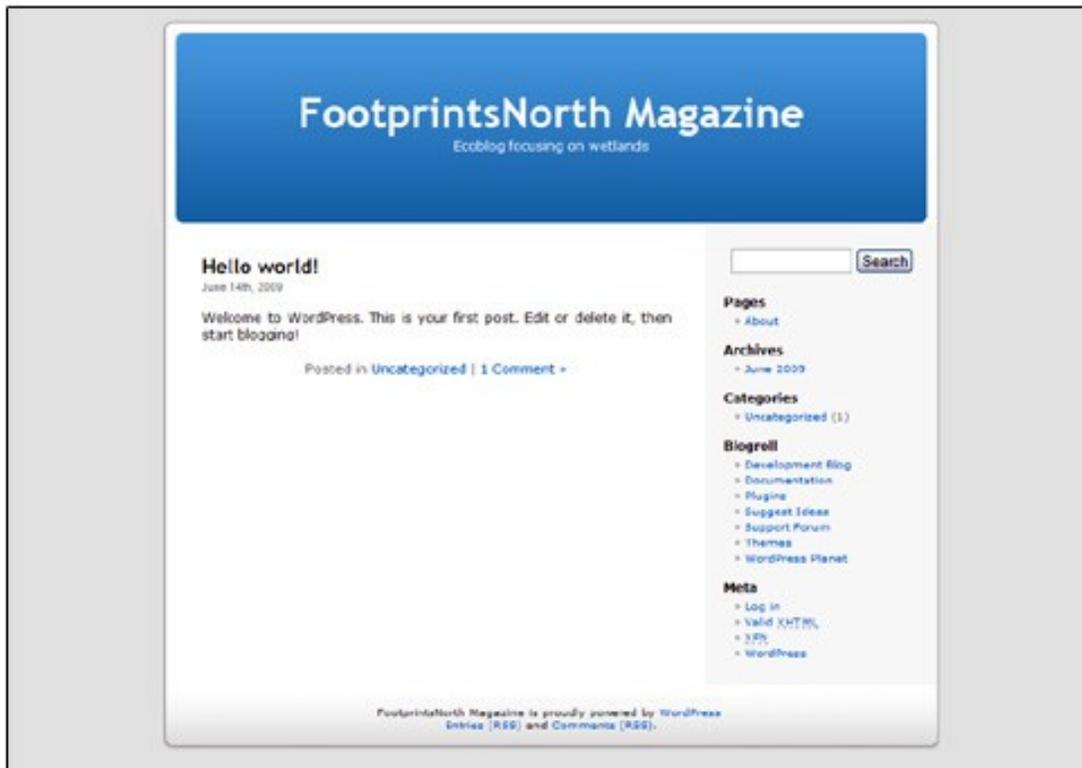
On the page that appears next, next to your blog name, click "**Visit Site**

Congratulations! You have successfully created your blog!

# Wordpress Website Secrets

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This is what you see in your browser, once you've selected "Visit Site"...



It's currently showing up with WordPress' default blog theme applied. Not very exciting, is it?

You'll most likely want to choose a **new template** – but we'll get to that shortly.

Now to make your brand new WordPress blog look like a **static website**...

## Wordpress Website Secrets

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Your first step – **log** in to your new blog. This first time, you are going to do it by clicking on the “**Log in**” link in the bottom right-hand quarter of your browser page.



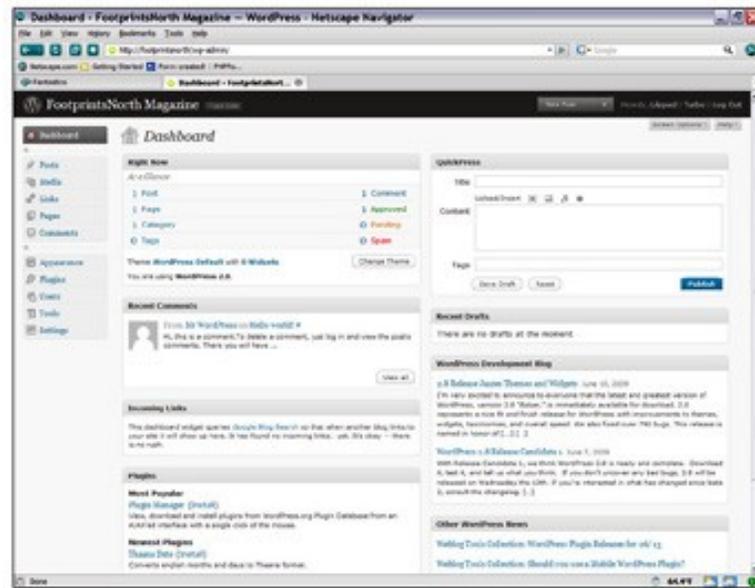
(**TIP:** All other times, you will **log in** by entering the URL you bookmarked into your browser URL bar. (In our example, this would be

<http://footprintsnorth.com/wp-admin/>)

Right now, enter your **Log in Username** and **Password** into the box that appears on your screen...

# Wordpress Website Secrets

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As soon as you've logged in, you'll see your brand new **"Dashboard"**. This is the user-friendly **Content Management System** that will allow you to do all your customizing and adding of content .

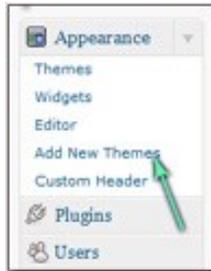
The first thing we need to do, however, is to change that basic WordPress Theme!



Notice on the left hand side of your Dashboard you have an **expanding vertical menu**. Any one of these menu tabs will expand into a drop down if you click on the little grey arrowhead at the right-hand side of each title. (Above green arrow.)

# Wordpress Website Secrets

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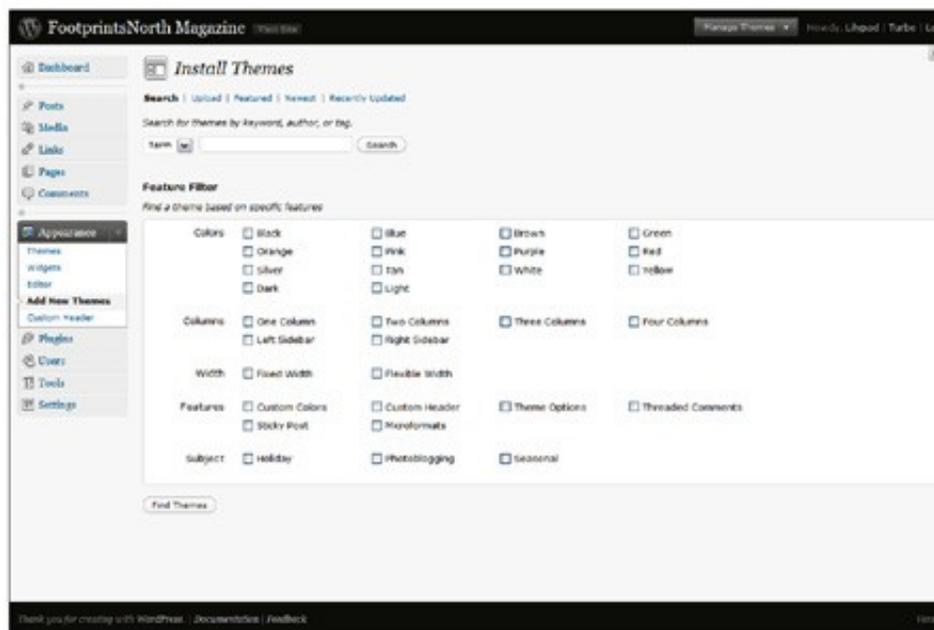


To change our Theme, we are going to click on the “Appearance” tab grey arrowhead...(You can barely see it, but it’s there...)

This will open up to reveal interior menu tabs.

Click on “**Add New Themes**”.

In the latest version of WordPress (**2.8** at this writing) you may notice the “Themes” screen is somewhat different from previous versions, if you are at all familiar with WordPress:



# Wordpress Website Secrets

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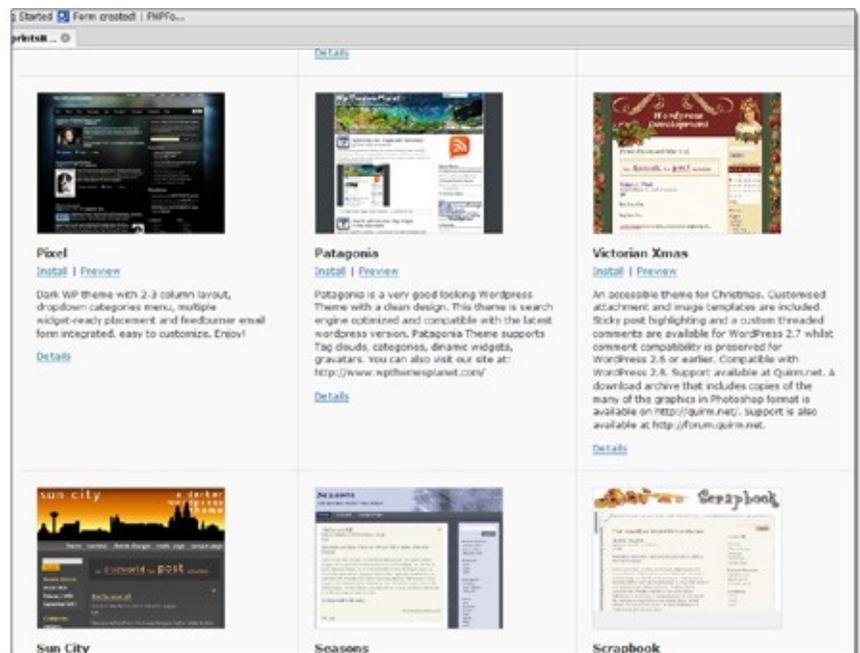
Click on ANY of the blue hyperlinked options under the “Install Themes” heading, up TOP...



And you will see a selection of themes you can just click on and instantly install...

However, we are going to install a theme we picked earlier – the [PRINZ Branford Magazine](#).

If you are on the page above (with all the graphic Theme samples) just use your back button to return to the previous page.



Then click on the “**Upload**” hyperlink, and you will see this screen:

Installing an independent Theme you've downloaded is usually as simple as browsing your computer directory till you find the zip file you downloaded, and clicking "**Install now**"

If the install fails – which sometimes happens when a theme is improperly zipped – you can install it manually by:

- unzipping it
- double-clicking on the folder to see if there's an "extra" version inside – the usual cause of themes not being where they're supposed to be
- uploading it to your blog's "**themes**" folder, inside "**wp-content**"



(That is actually what happened just now as I was attempting to install our "**Branford Magazine**" theme.

By "extra" version, I mean that you unzip the file, and instead of just an

## Wordpress Website Secrets

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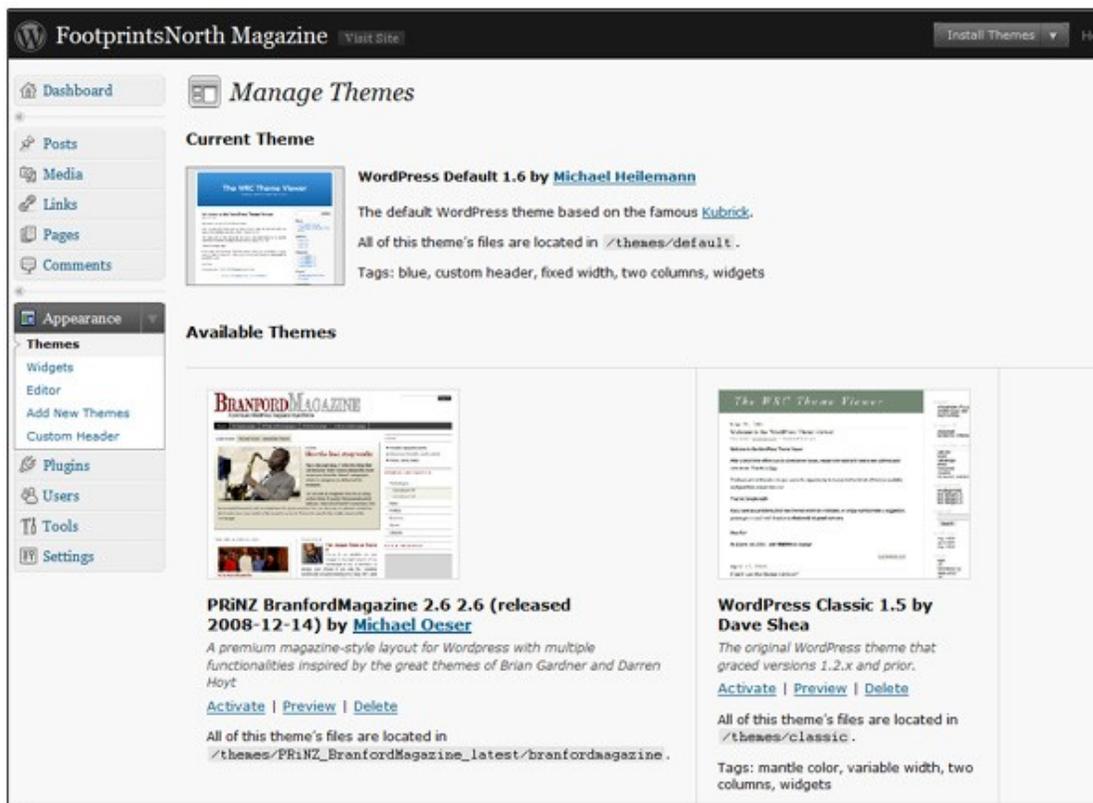


images folder and PHP files being inside the "PrinzBRANFORD" folder, there is *another* "PrinzBRANFORD" folder – kind of a double-wrap.)

Upload this last-level interior PrinzBRANFORD unzipped folder via your FTP program.

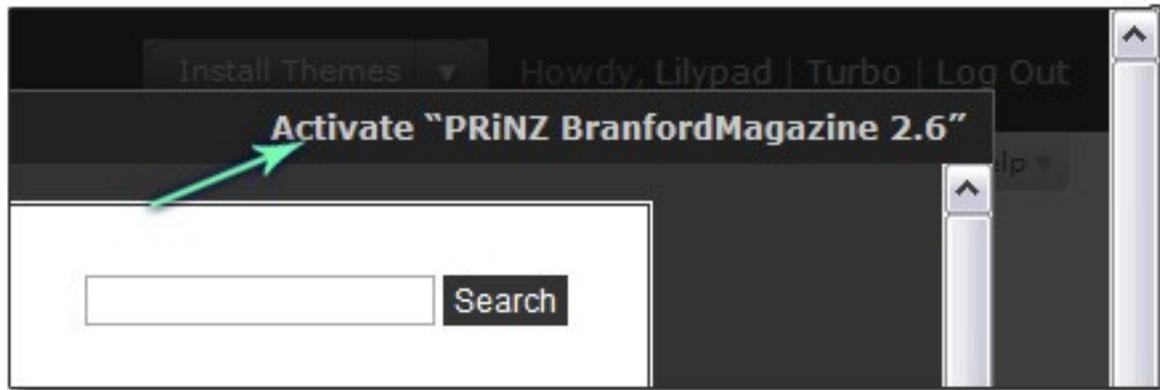
Return to your Dashboard, and click "**Themes**" in your left-hand "**Appearance**" tab drop-down menu...

Your new theme should now show up ... And there it is, below!



Just **click on the Theme screenshot** to apply it to your blog. Your screen will darken, you'll see a little "barber pole" status bar working... and then your new theme fills the page.

There is one more important step to take when you reach this stage. Go to the top right corner of the screen and click the "Activate" button.



At this point, you can click on "Visit Site" on the left-hand top area of your browser, to see what your new theme looks like. When you have admired it and visualized where you want things to go, just hit your browser's back button to return to the Dashboard.



## Your Settings

Now it's time to introduce you to the very last – but definitely not least – tab on your left-hand drop down menu bar: The "Settings" tab.

Click the little arrow to activate its drop down sub menu, and you'll see quite a variety of settings

you can play with.

Every time you add a new plug in, you should always check here when you've done everything else, to see if there are any settings that have to be manually configured.

## Wordpress Website Secrets

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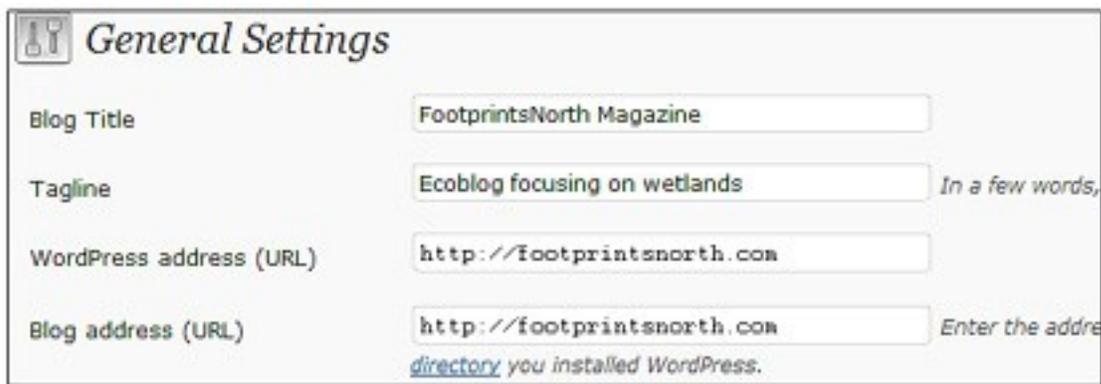
The first tab we're going to start off with is the "**General**" tab.

Now is your chance to easily change the Header and Description for your blog/website. Just replace what is typed in the "**Blog Title**" and "**Tagline**" boxes...

Next, go down to the "**WordPress address (URL)**" box and the "**Blog address (URL)**" settings.

CHANGE the "http://footprintsnorth.com" to "http:  
[www.footprintsnorth.com](http://www.footprintsnorth.com).

Do the same for both URL settings.



The screenshot shows the 'General Settings' section of a WordPress dashboard. It contains four input fields:

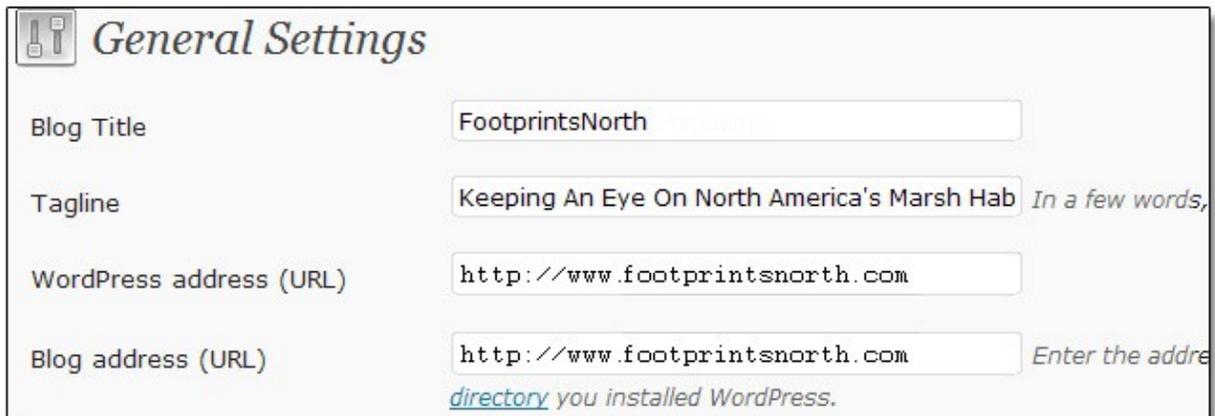
- Blog Title:** FootprintsNorth Magazine
- Tagline:** Ecoblog focusing on wetlands
- WordPress address (URL):** http://footprintsnorth.com
- Blog address (URL):** http://footprintsnorth.com

(In other words, you have just manually inserted the "**www**" into the URL addresses above.)

This step is not mandatory – but it will help your Search Engine Optimization (SEO) noticeably – and it will make it easier for people to find you. (If they

are guessing at your site name, most people will type it in with the “www” included.)

Your top 4 settings now look like this:



**General Settings**

|                         |  |
|-------------------------|--|
| Blog Title              | <input type="text" value="FootprintsNorth"/>   |
| Tagline                 | <input type="text" value="Keeping An Eye On North America's Marsh Hab"/> <small>In a few words,</small>  |
| WordPress address (URL) | <input type="text" value="http://www.footprintsnorth.com"/>  |
| Blog address (URL)      | <input type="text" value="http://www.footprintsnorth.com"/> <small>Enter the address of the <a href="#">directory</a> you installed WordPress.</small> |



**DON'T FORGET TO SAVE YOUR CHANGES!**

(Blue button at the bottom of your screen)

(TIP: You will have to log in again – so make sure your username and password is handy.)

## Permalink Settings

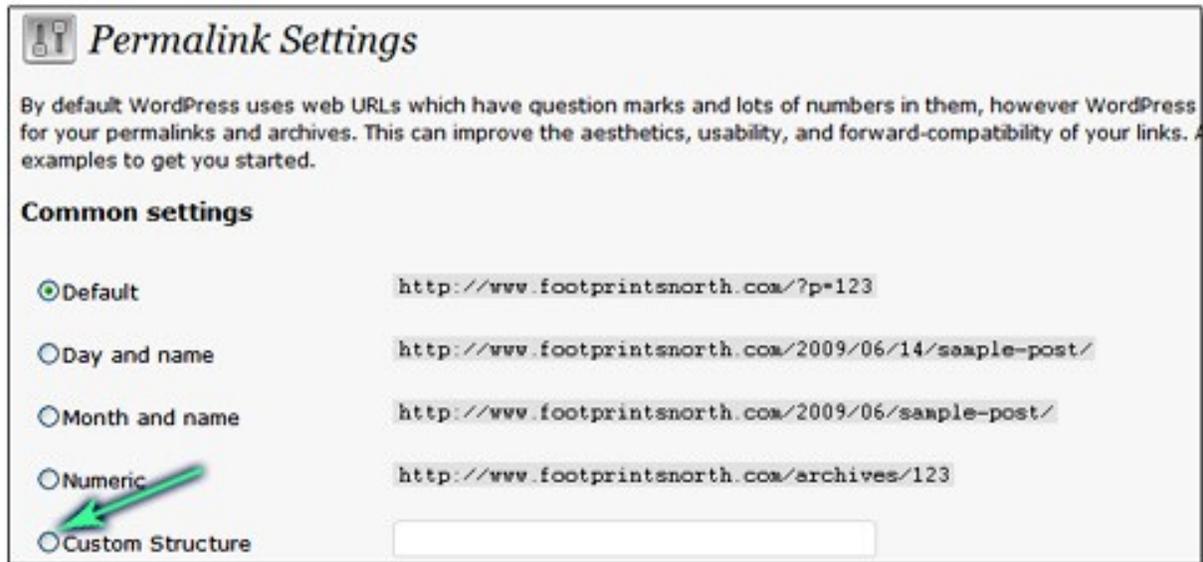
After you’ve logged in again, open the “**Settings**” drop down menu and select “**Permalinks**”.

## Wordpress Website Secrets

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Click on the “**Custom Structure**” button. The bar beside it will be blank.

Type into the blank text area bar: `/%postname%.html`



That's it! (**DON'T FORGET to save the changes!**)

## Plugins

Plugins are the powerhouse engines that drive WordPress – and that's true both for blogs or static websites. And where else could you get high-level custom code written for you, to perform any one of a variety of complex functions – all installed with one click!

Plugins perform tasks like create perfectly coded and customized Privacy Policies, build you a customized Google Sitemap from scratch, protect your website from spammers and spyware, help you run photo galleries and videos, optimize your content for the Search Engines – and a whole host of other tasks too numerous to mention.

That being said; let me offer one warning: The more plugins you have, the slower your site will run. Try to stick with the essentials only.

## 2 Absolute "Must-Have" Plugins

[Google Sitemap](#) and **Akismet**.

In fact, let's go activate Akismet now – you'll find it's already sitting there in your Dashboard, ready to be activated. (This will serve as your plugin installation "demo".)

Click on the "Plugins" tab on your left hand menu, and when the Plugins page opens up, you'll find Akismet waiting to be activated. Select it with a checkmark, and click on "Activate".



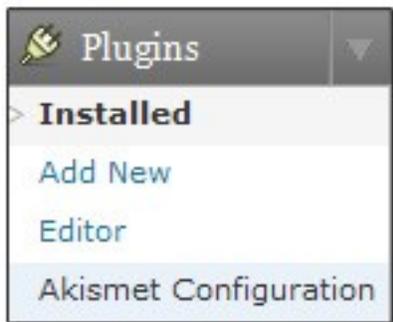
Now this one has an **extra step** to it... you need an **Activation Key**. Click on the words WordPress Activation Key in the Akismet description, and a

## Wordpress Website Secrets

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page will open up at WordPress.com. Sign up for a free WordPress.com account, and your personal activation key will be emailed immediately.

TIP: You will use **the same Activation Key** for all your WordPress blogs – so make a note of the number.



Once you have your *Activation Key*, go to the “**Plugins**” tab on the left menu, and you will see that “**Akismet Configuration**” has been added to the drop down menu. This means you have to do something with it – in this case, click on it, and enter your API key.



(**TIP:** The “*Plugins*” tab will also display a little orange circle when any of your plugins need upgrading – a one-click process.)

Always check either the “**Plugins**” drop down menu, or “**Settings**”, to see if there’s further action you need to take on any plugin.

With previous WordPress versions, you could search more plugins right from the Plugins page – but that function seems to be missing on my brand new upgraded WordPress 2.8. So I will include some links to my favorite plugins. Just download them, unzip, and upload to your site via FTP. (Put them in your “**plugins**” folder, inside “**wp-content**”.)

You can also find most popular plugins by searching the [Wordpress.org](http://Wordpress.org) site.

### **My Favorite Plugins**

- [All In One SEO](#) - the name says it all! Check it out for a full list of features
- [Sociable](#) - adds automatic links to your favorite Social Networking sites
- [Privacy Policy](#) - Essential if you are going to monetize your site at all
- [WP Security Scan](#) – scans your WordPress installation for security leaks; suggests fixes
- [Google Sitemap](#) – a sitemap is essential for proper SEO
- [Adsense Manager](#) – also handy if you're thinking of monetizing with Adsense

And of course, we've already dealt with Akismet.

### **Free Wordpress Themes**

While we're at it, we may as well take a look at some good solid sources of free WordPress Themes. Some are more suited to converting into static websites than others.

[Smashing Magazine's 100 Free WordPress Themes](#)

<http://themes.wordpress.net/>

<http://www.wpthemesfree.com/>

The truth is, there are thousands of great Themes, both free and paid, out there.

And of course, don't forget to check out the free Themes at [Wordpress.org](http://Wordpress.org) itself!

## Removing The Time And Date Stamp

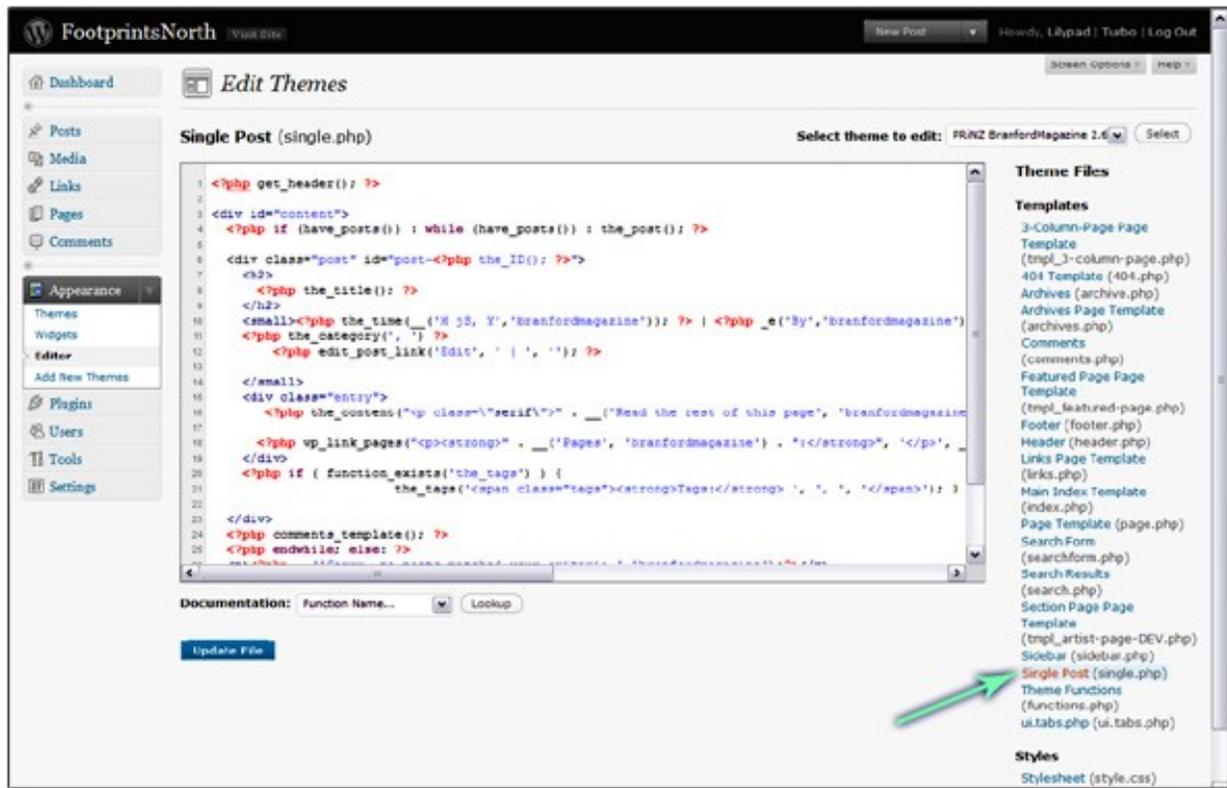
The one thing that still makes your website look like a blog is the time and date stamp. There are a few different ways to remove these features – but not all of them work with every template.

The most foolproof method is this:

1. Go back to your **Dashboard**
2. Click on the "**Appearances**" tab in the left menu
3. Select "**Editor**", click
4. Find "**Single Post**" in the list of files on the RIGHT HAND side of the new screen, click once (it's probably called something like "Single.php")

# Wordpress Website Secrets

Immediately, the code for that file will appear in the big text area box:



Find the code that says:

```
<?php the_time('d M Y'); ?>
```

If it is not in the "single post" file, try the "Page.php" file.

(For the Prinz Branford Magazine theme, which we are using, you need to delete:

```
<?php the_time(__('M jS, Y','branfordmagazine')); ?> | <?php  
_e('By','branfordmagazine');?>
```

(10<sup>th</sup> line down in the "Single.php" file.)

When you are finished, click the blue "Update File" button...

## Adding Your Pages

Adding an actual page is easy. In your left-hand menu bar click the drop down menu on the "**Page**" tab.

Click "**Add New**". A very user-friendly screen will open up, and you can begin copy-pasting text (or keying it directly in), adding graphics, inserting a title, saving your drafts – and previewing your work before you click "publish".

## Wordpress Website Secrets

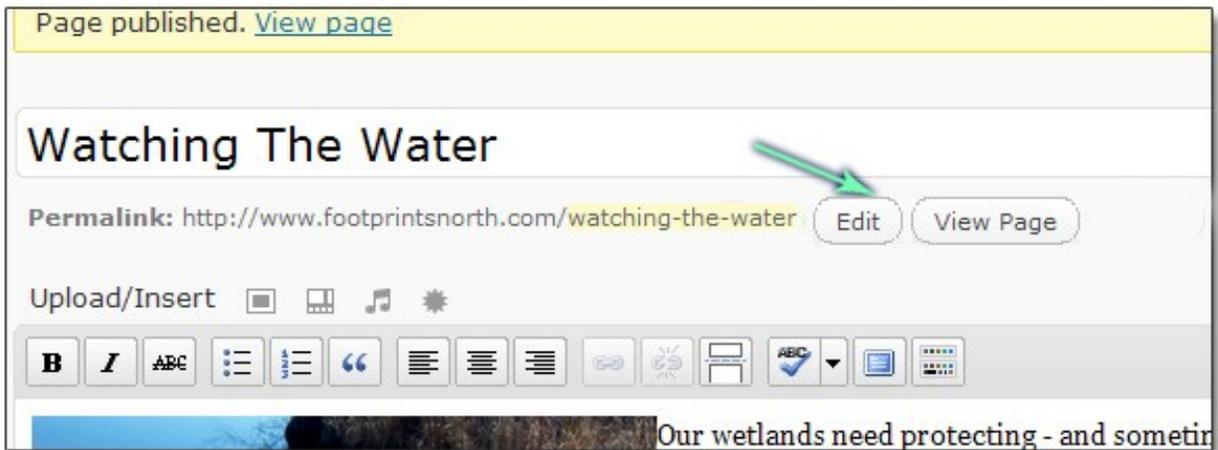
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**TIP:** Don't copy text straight from Microsoft Word – there is usually hidden formatting that can mess up the look of your page. Instead, either copy it from Open Office, or copy paste it from Word into a plain text editor first as an interim step.

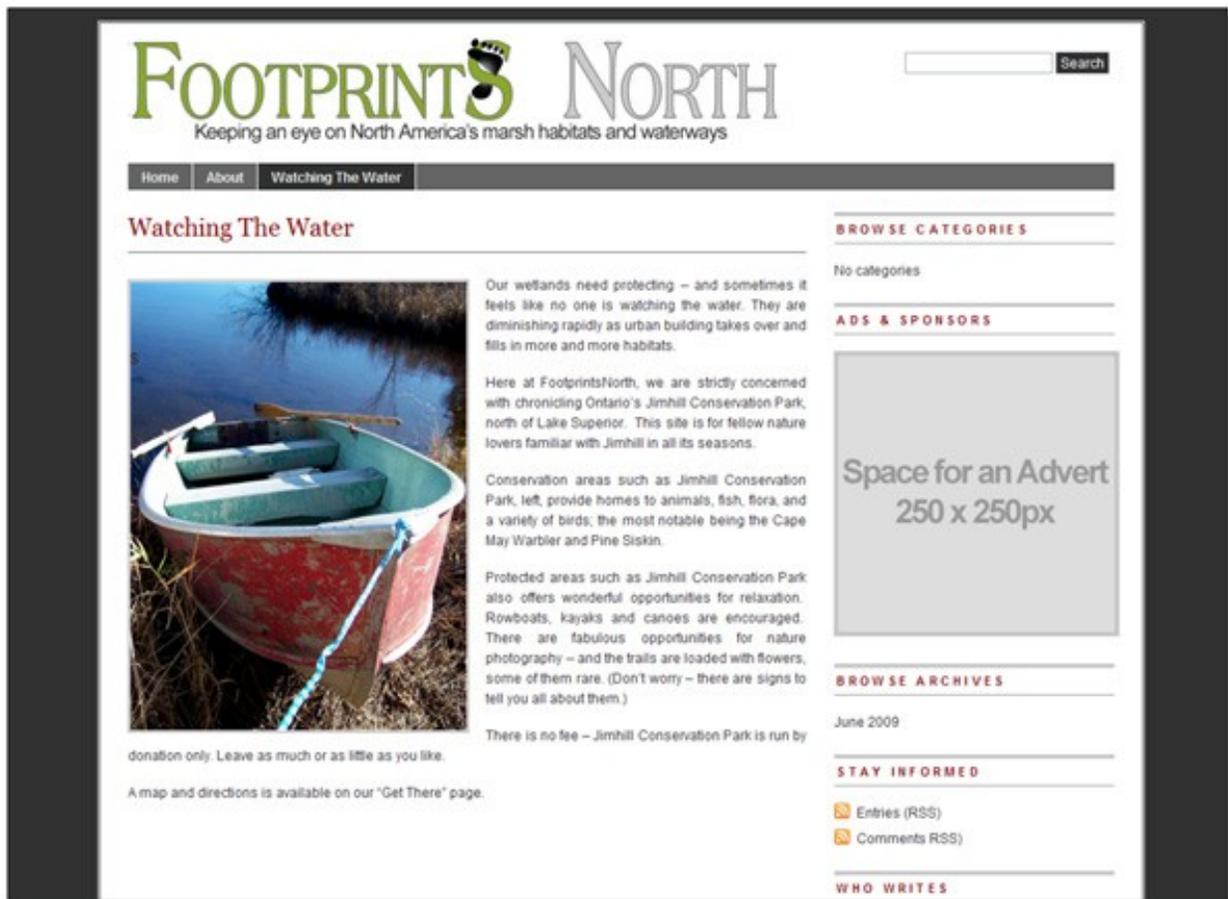
The only other thing you'll need to do is scroll to the bottom of the page (not shown here) and **un-select "allow comments"** and "allow pings".

NOTE ALSO you can **change the Permalinks for each page** by clicking "edit" and substituting whatever filename you want, while in "**Add Page**" or "**Edit Page**" mode. (You won't need them on a static website.)



In the example above, you might want to change the highlighted filename “watching-the-water” to “watchingthewater”, to better optimize your keyword. (Don’t worry about the “index.html” convention – **you can easily designate any page you create as your home page** with one click of your mouse!).

At this point, if we preview it, our new website looks like this:



**Note that we've already loaded our custom header** via FTP to the appropriate spot in our "wp-content/themes" files. You can have a custom header created for your theme (or make one yourself, as we did here) – just upload it into the appropriate spot into your images file via your FTP program.

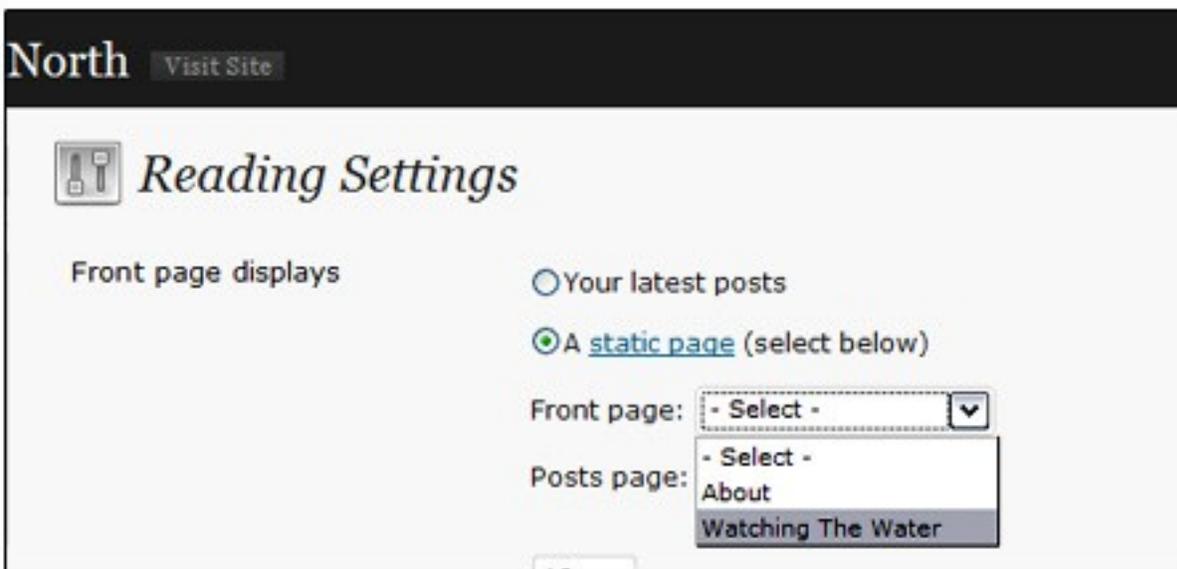
(You may have to hunt a little to find the correct header graphic to replace, if you're doing it yourself. The graphic file you want to alter or use as a template is usually called "**header.png**", "**header.jpg**"... or maybe "**logo.gif**" or "**logo.jpg**"... (You get the idea.)

In the case of our Prinz Branford Magazine theme, however, you'll find it within the images directory, in the backgrounds sub-directory – and it's called "**bg\_branding.png**". (That's about as hard to locate as I've ever seen.)

Finally, before you click the "**Publish**" button on the right hand upper side of your page, uncheck the "comments" and "pings" boxes down near the bottom of the Dashboard. You won't need them with a static website.

Now we want to get rid of more clues that it's a blog.

1. **Setting Your Home Page** - Go to "**Settings**" and click on the "*Reading*" tab in the drop down. Select "**A static page**" – and select the page you want as your home page from the drop down menu.



If you want to customize it further, be warned – you will need some knowledge of PHP, CSS and HTML. You would need to alter files in the “**Appearance/Editor**” settings. (Left menu drop down tab.) Getting into PHP, CSS and HTML detail is beyond the scope of this Special Report, but here are some tips to help you get started..

**Be sure to SAVE the original version of any file you edit first!** That will save you more grief than any other precaution you can take. To do this, **Select the whole file within the text area box**, and **paste it into a plain text editor like Notepad**. Save it onto your desktop temporarily with its original filename. (**Be sure to select “ALL FILES” from the Notepad dropdown** when you save your backup original file!)

**Have a look at each file** within your Dashboard text area box. See what code you can safely remove. Experiment – as long as you’ve saved the original file and can copy paste it back in and “Update” it, it won’t permanently harm your site.

Some clues as to what to remove: Check **Page.php** and remove any “comments” coding (making sure you don’t unnecessarily remove bits of adjoining code.) Usually a complete code command will be contained within brackets like this: < >

(In the Prinz Branford Magazine theme, it's not necessary to touch

**Page.php** – eliminate sections from the **Sidebar.php** file instead, like this:

```
<li>
  <h3><?php _e('Stay informed','branfordmagazine');?> </h3>
  <ul class="feed">
    <li><a href="<?php bloginfo('rss2_url'); ?>">Entries (RSS)</a></li>
    <li><a href="<?php bloginfo('comments_rss2_url'); ?>">Comments
RSS)</a></li>
  </ul>
</li>
```

For example, removing the above chunk of code eliminates the Comments and RSS feeds, along with the heading "Stay Informed".

Also remove any bits of code dealing with **author**, **date**, **time of posting**, and **comment** references. The sort of code you need to look for would look like this:

```
<h5>by <?php the_author('nickname'); ?> on <?php the_time('F jS, Y') ?
></h5>
```

(Here's another example...)

```
<h5><?php comments_popup_link('No Comments', '1 Comment', '%
Comments'); ?></h5>
```

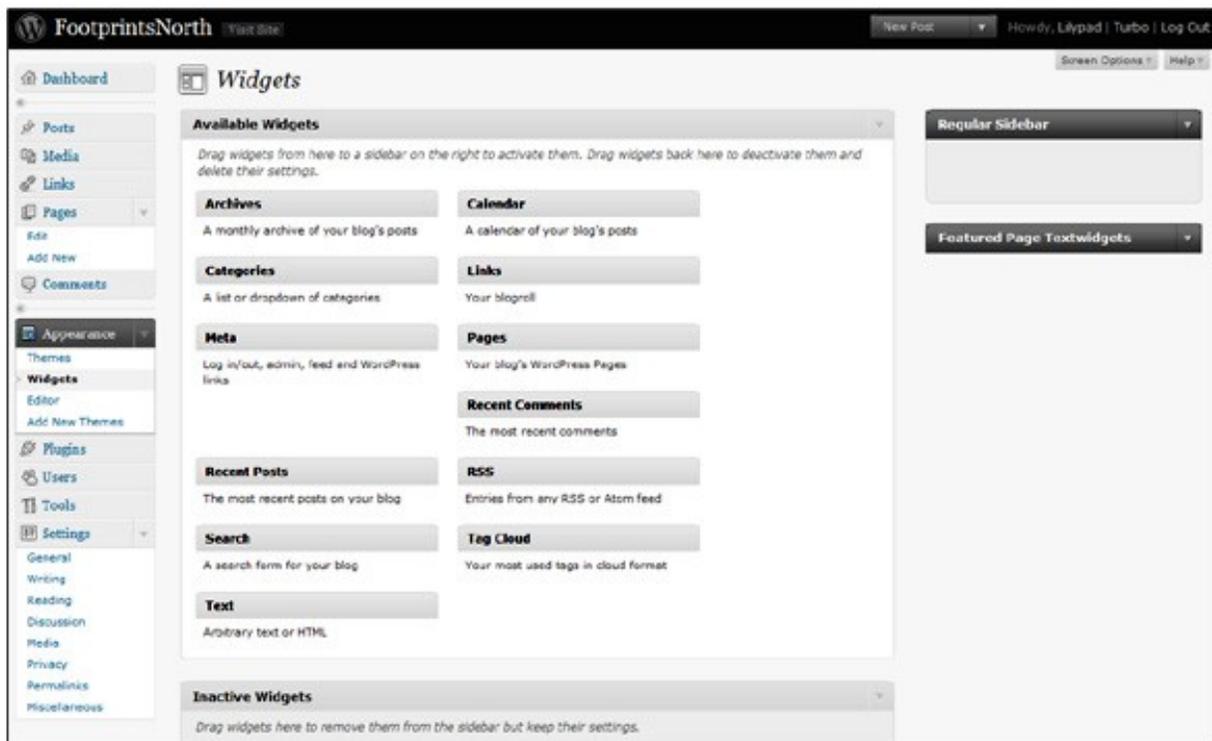
You have to look for similar chunks of code in all your template files.

Again – **COPY AND SAVE THE ORIGINAL FILE FIRST** as a backup before you do any editing! Your success is entirely dependent on your own abilities, so I make no guarantee!

## Widget Mastery

One more thing I'd like to show you – how to add a “widget” to that right-hand sidebar, to fill up the space we've created there by removing the basic sections.

Go to the menu “**Appearance**” tab again, and select “**Widgets**”. In WordPress 2.8, this is what you will see:



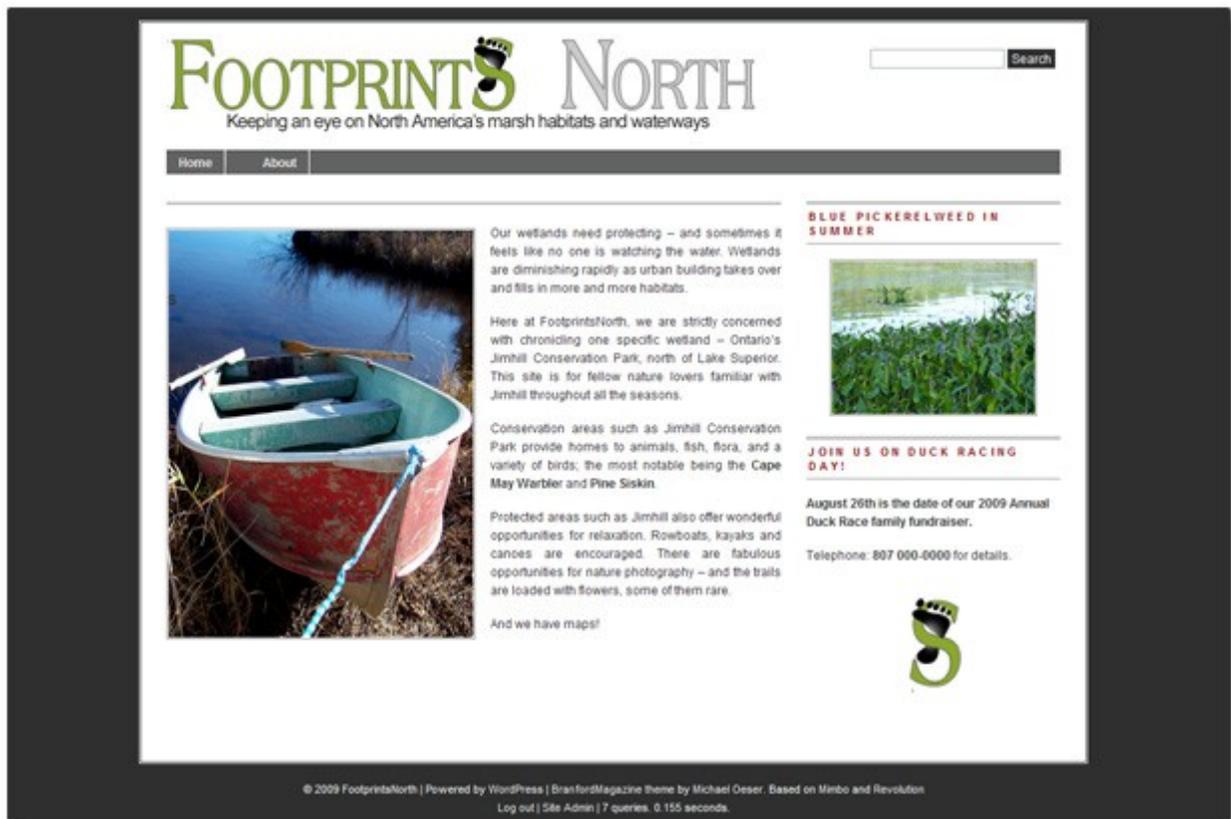
You can select from the **Available Widgets** listed, and drag them over to your sidebar . You can choose from such widgets as a search form for your site, links, RSS entries and more.

## Wordpress Website Secrets

Or you can make your own – just select “**Text**” widget, and drag it (in this theme) over to “Regular Sidebar” on the right. It will open up, and you can insert your own code in it.

You can write a blurb, or add a logo, or a photo – anything you like!

And here is our finished home page – with all the “built-in” sidebar sections removed, and our own custom “text” widgets (including graphics) replacing them:



And that’s about as far as we can go in one sitting!

## Wordpress Website Secrets

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I hope this “how to” primer has given you a good start on installing a WordPress blog – as well as a good start on turning it into your highly optimized static website!