DIY WORDPRESS WEBSITES

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For Small Businesses & Non-profits
Is this session for me?

- I want to build a website for my small business or non-profit and:
  - I’m no developer but I can find my way around a computer.
  - Although I likely have a blog on my site, my business is not primarily blogging
  - I don’t want to spend any more time or money than I have to
  - I do like to do things the simple way!
What I will *not* tell you...

How to use WordPress
(create pages, posts, upload images, etc*)

*though I will provide terrific resources where you can learn all that, too*
What I *will* tell you...

How to Implement WordPress

(the nuts & bolts you need to know & do to create a freaking awesome website that boosts your business success... without wasting your precious time or hard earned money)
Let's start at the beginning

1. Get Your Spot
2. Make Your Plan
3. Build Your Site
Remember when...

Cut was something you did with a pocket knife,
Paste required glue,
A web was a spiders home, and
A virus was the flu?

Let’s build...

DOMAIN & HOSTING = ADDRESS & LAND LEASE
A Domain is...

- Your web address:  **www.thisisme.com**

- Usually around $10/yr
  - Often purchased at your hosting company
Selecting your Domain provider

- **Where do you plan to host?**
  - Many places include a free domain with hosting plan

- **Do they include private registration or is that additional?**
  - Some places will nickel & dime you to death
Hosting is...

- The place that stores all your data & serves it up when people type in your website’s address

- Generally $10-$30/mo (standard vs managed)
Selecting your Hosting provider

One-click WordPress installation = 😊

Your new best friend!
Selecting your Hosting provider

- **Allowed amount of space & traffic?**
  - Unlimited is not uncommon
    - Sometimes it includes unlimited sites, too (bonus!)

**NOTE:**
Super specials rarely work out less expensive over the long term

*ie: $3.95/mo*
Selecting your Hosting provider

- Speed, security & backups?

**Standard Hosting**

- (<$10/mo, ie: DreamHost>)
  - Add CloudFlare (Free!) for speed & basic security
  - Add WordFence (Free or $18/yr) or Sucuri ($90/yr) for more official security
    - Remember Sucuri just in case… they unhack you 😊
  - Add Backup Buddy ($75 once) for easy backups

**Managed Hosting**

- (~$30/mo, ie: WP Engine)
  - Most do all that + regular updates for you
  - No hassle, no worry, no problems

*Tip: DreamHost offers free hosting to non-profits*
Weaseling out of things is important to learn. It’s what separates us from the animals... except the weasel.

~ Homer Simpson
Why plan?

- 78% of internet users conduct product research online

We all know the first impression lasts...

- You need to be there, be found, and be offering the right info in the right way
Visual Design not your thing?

Hire someone

You can’t afford NOT to

*If every client met you in your home before deciding to do business with you, you would make sure it reflected you well, n’est pas?
Gonna DIY it?

- Be at least moderately techie
- Be a clear, concise, *visual* communicator
- Be an awesome writer (or use a tool that helps you seem like one)
Site Purpose: Provide Info + Motivate Action

- **Put yourself in your customer’s shoes**
  - What do I need to know, first & then overall?
  - What are my questions/concerns/objections?
  - Why should I trust/choose you?
  - How can I contact/remember/stay in touch with you?
Make an Outline: Basic Example

- **Home**
  - Visually enticing, easy access to contact info, newsletter/social connections, compelling offer or info

- **About**
  - Info your customers need to trust you & get to know your company culture/style/essence

- **Services/Specials**
  - Clearly listed, ideally listing pricing, sub pages/drop-downs as needed. Keyword rich!

- **Portfolio/Testimonials/FAQ**
  - Build trust & excitement, overcome objections

- **Blog**
  - Yes! Write to educate, excite & entertain... you will sell

- **Contact**
  - Make it clear, make it easy
Now that you have an outline...

Select a theme
A website template that makes it easy to look good?
Yes, please!

(themes are like model homes – so crazy beautiful you fall in love with the possibilities. All that’s required is your time, creativity and content)
Selecting your Theme

- Ease of use
  - Intuitive to use
  - Shortcodes! Templates!

Pricing Tables

Buttons

Tabbed Content

Columns
Selecting your Theme

- **Cost**
  - Themes are always an incredible value, some even more so

- **Flexibility**
  - Plug-in compatibility
  - Mobile Friendly
  - Colors & Fonts
Pick a theme that will enhance your branding…

You do brand, right?!?! 😊

- **Branding is what makes people remember you**
  - Despite their daily exposure to thousands of marketing messages

- **Branding, simplified**
  - Use a consistent logo + tagline, “voice” in your writing and colors + images… all that have been specifically chosen to show your target client who you are and motivate them to action

- **Gives you an advantage in the small business market**
  - My branding is a large part of how I was able to accelerate my business success to have my dance studio gross well over 6 figures in Year 1 and over a quarter million each year since Year 2… trust me… it works
Selecting your Theme

- **Support for when you get stuck**
  - Q&A forum for the inevitable questions

- **Company/designer longevity**
  - For ongoing support + WP compatibility updates
The perfect place to start

- A playground of ~80 incredibly well-built themes for you to practice on/use + excellent support... for $39

They make you look good... and make it as easy on you as possible

Amazingly Beautiful WordPress Themes
Get 100% complete access to our entire collection of 79 themes for only $39!

www.elegantthemes.com
Theme to site: Example

innovative design is our passion
we work hard every day to bring ideas to life

beautify your online presence

We find great people for you, fast
You need the right employee for the job. Your evolving vision and project scope requires technical expertise. Your timeline and milestones are fast approaching. There is no time to waste seeking the ideal candidate to fit your permanent, contract or temporary position.
Allow Enable Staffing to manage the recruitment process for you. We listen to your needs, focus on the details of your requirements and submit candidates from our network of resources to deliver the best talent solution for you.
you can stay the course, focused on running your business while Enable delivers results. Together we can achieve your staffing goals.

www.enablestaffing.com
Theme to site: Example

-Chameleon is an extremely versatile theme with a myriad of options and styles-
Aliquam venenas enim in mi laculis in tempus lectus tempor et convallis erat pelientesque

Mission Statement

Who We Are

What We Do

From The Blog

Multi Media Bar

Recent Posts

Recent Comments

Test Widget

“Chameleon is an extremely versatile theme with a myriad of options and styles”
Aliquam venenas enim in mi laculis in tempus lectus tempor et convallis erat pelientesque

“Ross Family Dentistry

Meet Our Team

Services

New Patients

FAQ

Contact Us

CALL TODAY: (970) 667-1234

The world always looks brighter from behind a smile
Welcome to Ross Family Dentistry, your Loveland dentist! We are passionate about providing the best dental care possible. Call about our new patient special - free teeth whitening...

“A smile is a curve that sets everything straight”
Looking for a friendly Loveland CO dentist? You are in the right place.

You can count on a friendly smile and professional excellence from every member of our staff - your comfort is our priority. We simply love what we do, and it shows.

Meet Our Team

Services

Contact Us

Get directions

What our patients say

Read our reviews

Ross Family Dentistry

1907 Bola Avenue, Suite #25
Loveland, CO 80538
p: (970) 867-1234
f: (970) 276-6666
e: info@rossfamilydentistry.com

Located just minutes off the freeway, our office is convenient to Loveland, Fort Collins, Windsor, Greeley and all the surrounding communities.

www.ross-family-dentistry.com
Theme to site: Example
Need more flexibility?

If you don’t mind getting trickier...

- **ThemeForest**
  - Lots of unique themes with fancier features

- **Genesis Framework/Thesis Framework**
  - Many designer’s & blogger’s favorite
  - Ultra flexible (pro for pros, con for newbies)
Theme to site: Example

Sed hendrerit, arcu eu consectetur eleifend, magna est aliquet purus, ac tincidunt elit nulla ac risus. Curabitur id dignissim odio. In elementum fermentum rutrum.

Check it out →

Check out our fabulous feminine fitness classes – each designed for the everyday adult woman.

www.expressmie.com
Theme to site: Example

www.expressmie.com
Plugins

- **Top 3 Universal (& free) Plugins**
  - **Yoast SEO.** It’s dummyproof.
    - Teaches you how to do the right things in the right places on every page.
  - **WordFence.** It’s like a guard dog.
    - Scans your site daily for security issues.
  - **Defensio & Cookies for Comments.**
    - Protection against spam if you allow comments on your site (blog).

(assuming you have your backups, security & speed/caching handled via either managed hosting. CloudFlare/etc, otherwise, there are plugins for that, too.)
Plugins: Customize your site

As before...

Less is more

If you can wish for it, chances are there’s a plugin that will do it

- Need a job board? No problem.
- Want a membership site? Check.
- Want to use your special font? Done.
- Want to collect names that will autofeed into your CRM system? Most likely possible.
Example: Useful Plugins for Non-Profits

Membership Plugin

Volunteers & Board Members need different levels of access to site + you want to accept donations on your site

- **S2 Member**
  - Manage members/levels
  - PayPal button (incl auto-pay)
  - If you have content that you want to sell and protect access to
  - Syncs with MailChimp & AWeber

Event Management Plugin

Event management for classes or functions: manage attendees & ‘staff’

- **Events Manager or Event Espresso**
  - Event & Attendee Management
  - Automated Emails
  - Customizable Registration

*There are many plugins available – your situation determines the best one for you*
#3 Build Your Site

You are not alone...

ONLINE HELP/Local Help = Advice from Experts
Local Help

- **Mentors at Gangplank**
  - Mentors offer free 1:1 support
  - [www.gangplankhq.com](http://www.gangplankhq.com)

- **Meetup at Gangplank**
  - 2nd Thursday of each month: WordPress Meetup
  - Also in other parts of Phoenix/AZ at various times
  - [www.meetup.com](http://www.meetup.com)
Online Help: Free Manual

- Easy WP Guide: www.easywpguide.com
  - Free Instruction Manual

- Perfect for beginners
  - How do I?
  - What does that button do?
  - What the heck is a widget?
20 Free Video Tutorials

- What is WordPress?
- WordPress.com or WordPress.org?
- How to Install WordPress
- The Dashboard
- Create a New Post
- Edit an Existing Post
- Using Categories and Tags
- How to Create and Edit Pages
- How to Add Photos and Images
- How to Embed Video
- Using the Media Library

- Managing Comments
- How to Create Links
- Changing the Theme, Header, and Background
- Adding Widgets
- Building Custom Menus
- Installing Plugins
- Adding New Users
- Useful Tools
- Settings & Configuration
As easy as 1... 2... 3...

Get Your Spot
- Domain
- Hosting

Make Your Plan
- Outline
- Themes + Plugins

Build Your Site
- Local Help
- Online Help
HAVE FUN!