OVERVIEW

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- What People Are Saying
- Hosting & WordPress
- Do You Have a Domain?
- Theme for Website
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- Google Business Listing

- Seo & Other Resources
- Word Press Plugins
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ARE YOU READY TO GET YOUR BUSINESS FOUND?

Before we dive into this information overload, know two things:

- You can do all of the Items listed

- If you get stumped, contact me

This outline is aimed at setting up a WordPress Business Website. I created this to help save you time and money. No more guessing what it will take to make your website great.

These instructions and suggestions have been tested by me personally and other entrepreneurs with unbelievable results.

If you have a little patience and creativity, you will notice much separation from your competition.

MENTORING

I have mentored in some way many people with their businesses. For example:

- Hansen's Lawn Care
- FJ Lawn Care
- B & B Lawn Care
- Beppes Lawn Care
- Bottem Landscaping

These are just a few entrepreneurs that had a real business sense before we met. They also had a real love for their industry, but just needed a little shove. Do not just take my word for it, check out the reviews on Facebook Page @ RingahDing

They will agree, that a WordPress business website is one of the greatest ways to capture leads and new clients.

Do I have the "**Latest & Greatest**" software? NO! Everything in this **outline** can get your business found and website created by simply using your personal computer.

Now let's get your business discovered!

HOSTING

WORDPRESS

LET'S GET STARTED

These are the two things you need before you can proceed.

*Hosting Account - Blue Host - Get the 3 year package (cheaper)

*Domain(website address) If you have a name for your company, attempt to find one closest to that name.

EXAMPLE: Ring Lawn Care = ringlawncare.com 99% of the websites I have built are on the Blue Host server. The tech support is incredible!

INSTALLING WORDPRESS

What is WordPress? Okay so now you have a pretty good idea of what WordPress can do for your business.

•Once inside your Blue Host account look for **CPANEL.** Now look for **"Install WordPress" - Click It.**

•You will be taken to a page titled **-- MOJO Market Place - Click Install**

Now that WordPress has been installed, make sure to copy your login credentials and keep them in a safe place.

TRANSFER DOMAIN TO BLUEHOST OR KEEP IT PARKED WITH CURRENT HOST

TRANSFER DOMAIN ACTION

To transfer your domain to BlueHost you will need an EPP Code from your current hosting provider.

You will need to bring this code with you when purchasing a new BlueHost account.

POINT DOMAIN

If you choose to keep current hosting provider as the primary domain holder, you will need to point your domain to BlueHost.

You will need to give these two items to your current hosting agent.

ns1.bluehost.com
ns2.bluehost.com

ELEGANT THEMES

UPLOADING THEME

These are the themes I use and you can purchase them as well here -->>Elegant Themes

Elegant Themes will make you look professional in seconds! I cannot begin to tell you how many compliments that I have received about my website.

Compliments from new Ring Lawn Care customers, website clients or even my own competition. You will be amazed before your site is halfway finished!

WHAT MAKES THESE THEMES SO GOOD?

Responsive (IPad, IPhone & Android Ready)---This is where your clients are.

Creativity is endless!

Will make you look professional---Oh we went over that already, just being thorough.

Functionality like no other website builder or themes on the market.

There are plenty of themes on the internet, but I have found none with the capabilities of Elegant Themes

GOOGLE BUSINESS LISTING

THIS IS ONE OF THE KEY FACTORS FOR YOUR BUSINESS BEING FOUND ONLINE. GET YOUR BUSINESS LISTING SET UP TODAY FOR FREE! *GET VERIFIED TODAY*

GOOGLE ANALYTICS

Everything regarding your website, you better do it to please Google!

- Sign up for a free Gmail account
- Google Search Console - Set up an account/verify website
- Google Analytics - Set up an account/copy Google Analytics code
- Google Analytics Code - Place this in the **header.php** (Theme Header) of your site before this tag </head>

This is very important stuff to not overlook if you want your site to be tracked by Google and be found.

SEO & OTHER RESOURCES

- [YOAST]() — SEO & WORPRESS

- [SOCIAL MEDIA EXAMINER]() - SOCIAL MEDIA EVERYTHING

- [KEYWORD RESEARCH]() - SEARCH FOR YOUR KEYWORDS

- [GETPAINT.NET]() - USE THIS TO RESIZE PHOTOS

- [TINY PNG]() - PHOTO FILE OPTIMIZER, USE THIS TO COMPRESS FILE SIZE AFTER RESIZING

- [BLUE HOST]() — WEBSITE HOSTING

- [ELEGANT THEMES]() - WORDPRESS THEMES

WORDPRESS PLUGINS

PLUGINS 101

- WordPress plugins are created by developers from all over the world. There are some very responsible developers and not so responsible.

- Through all of my research and website building, these are the most reliable plugins that I have found.

- These plugins will increase your SEO (search engine optimization), website speed and are free. Essential for overall success.

- Simply copy the name of plugin and paste into the "Add a Plugin" search box.

PLUGINS

- **Yoast** - This will improve your SEO like no other

- **WP Optimizer** - Extensive WordPress database cleanup and optimization tool

- **WP Super Cache** - Designed to improve user experience and page speed

- **EWWW Image Optimizer** - Automatically optimize your images as you upload them to your site

- **TinyMCEAdvanced** - Various options with plugin regarding fonts and more

- **WPForms Lite** - Great contact form

- **WP Statistics** – Incredible data regarding; Website views, where views are coming from and more

THE GUTS OF YOUR WEBSITE

EACH SERVICE OR PRODUCT PAGE SHOULD CONTAIN 250 TO 300 WORDS. YOU CAN ACHIEVE GOOD SEO WITH AS LITTLE AS 150 WORDS. WRITE ABOUT ALL SERVICES & PRODUCTS.

META DESCRIPTION (KEEP TO 150 CHARACTERS)WILL SHOW IN AN ONLINE SEARCH

TITLES (GOOD TITLE) FIRST THING POTENTIAL CLIENTS SEE (THIS WILL SHOW IN YOUR BROWSER)

KEYWORDS -VERY IMPORTANT FOR ON & OFF PAGE SEARCH ENGINE RESULTS

ON PAGE SEO -SPRINKLE KEYWORDS, BUT DO NOT OVER DO IT. THE YOAST PLUGIN WILL HELP HERE

PHOTO OPTIMIZATION (SHRINK FILE SIZE OFFLINE & KEEP UNDER 100KB)

PHOTO ALT TAGS (PHOTOS NEED DESCRIPTION)

TECHNICAL RESULTS

GTmetrix

WEBSITE PAGE SPEED

- Google holds you accountable for your websites overall page loading speed.

- You can check your site speed and other technical results here @ GTmetrix

- This will give you technical results and show you your page load speed & more!

•File Size of Photos - All photos for the web should be less than 100kb
•Photo dimensions
•Leveraging browser caching results
•And much more that you can rectify

List Your Business for FREE@:
Bing Places
Google

VIDEOS

BONUS

YOU WANT ME TO BUILD YOUR SITE?

OVERVIEW PROCESS

- 5-Pages
- Need to set up [Hosting](#) & Domain
- Each page should contain 150 to 300 words. Write about all services
- Photo alt tags (photos need description)
- [Theme](#) of your choice

MORE

- *Formatting & editing of content
- *Titles & Keywords Research
- *Photo Optimization
- *Business Listing Optimization
- *Page Optimization
- *Research Plugins suited for your site
- *Analytics Sync

MAINTENANCE

ALL OF THE WORDPRESS WEBSITES I HAVE BUILT ARE RANKED VERY WELL ON GOOGLE AND BRING IN QUALITY LEADS EVERY SEASON

WEBSITE MAINTENANCE INCLUDES:

- *Database Updates
- *Plugins Updates
- *WordPress Updates
- *Theme Updates
- *Broken Links Check

TIME IS NOW TO GET FOUND!

There is so much more to just simply building a business website.

My business and many others have benefited greatly due to building a high quality and high performing website.

SOCIAL MEDIA

SHARE YOUR POSTS EVERYWHERE

FACEBOOK/YOUTUBE

- **Video**

Short videos will capture an audiences attention. Do not overlook the power of branding your name using video for your marketing campaign. Update your fans & the public

- **Photos**

Photos say a million things about your business and are still very affective.

WEBSITE TRAFFIC USING SOCIAL

- Video & photos describing what you are up to or what your company is offering, should always have a link to your website to find out more about your business.

- Use various social media platforms for your business. Explore today and link all profiles to your business.

- Blog Posts for website; Write about what you know – Share on social

SIMPLE TECHNIQUES THAT WILL CREATE WEBSITE TRAFFIC USING SOCIAL