

# 10 Steps

## Design A WordPress Website with SmallBiz Theme

Laura Heuer



## Step 1

Choose your domain name

# How to Choose a Name For Your Web Presence

So, you've decided to get a website for your business. That is great!

One of the first things you need to do before your website can be built is to **choose a name for your web presence**.

Your website address (also known as your "domain name") will be a core element in your **business branding**. You will be putting it on your business cards, your business stationery, your brochures and any other advertising or marketing materials you create.

Choosing a domain name is kind of like choosing your house: You will be living with it for a long time, and it will become a part of your core identity. That is why you need to take your time, evaluate your options, and choose your domain name carefully.

With that in mind, here are some tips for choosing a great website address (domain name) for your business.

### Choose a name that is available as a **".com"** address

For example, [www.yourbusinessname.com](http://www.yourbusinessname.com)." When you begin researching domain name options, you will often find that the .com version has already been taken. That's because the **".com extension" on a domain name gives businesses an automatic credibility boost**. While you could choose a domain name ending in .net, .biz, .info or .org, it's likely that your customers will search for your business online by typing in "[www.yourbusinessname.com](http://www.yourbusinessname.com)."

If they can't find you online the way they expect to find you, it could cost you business.

### **Make your domain name as short as possible**

**The shorter your domain name is, the easier it is for your customers to remember.** It is also easier for your customers to direct people they know to your website. Lastly, short domain names are easier to type into a computer, and that is a good thing.

### **Choose a domain name with commercial appeal**

Imagine seeing your domain name in advertisements, hearing it mentioned on TV, and seeing it on billboards. **Is it catchy? Memorable?** Does it represent your business in a way that makes you proud? If not, keep looking.

### **No Hyphens**

Avoid choosing domain names that have two or more words with hyphens separating them. **People tend to forget that hyphens are needed** and hyphenated domain names are less likely to get found. So, make sure your domain name is available to purchase as "[www.mylocalbusiness.com](http://www.mylocalbusiness.com)" and not "[www.my-local-business.com](http://www.my-local-business.com)".

### **Protect Your Brand**

Buy Other Versions as Well. Once you find a domain name that fits all the above criteria, it's a good idea to **buy all its variations (.biz, .info, .org)** to protect your brand and prevent anyone else from buying a domain name that is virtually identical to yours. Then, you can set things up so all variations of these domain names "point" to your .com domain.

## **Keyword Rich Domain Names**

It's a good idea to look for a domain name that is "keyword rich." That means, if you own a jewelry store, you should consider a domain name like "[www.mytownjewelers.com](http://www.mytownjewelers.com)" and / or "[www.mytownjewelry.com](http://www.mytownjewelry.com)".

## **Easily Understood**

When someone reads or hears your domain name for the first time, they should easily understand what your website is all about – and communicates your brand at the same time.

## **Copyright issues**

Spare yourself future headaches by making sure your chosen domain name does not infringe on any existing copyrights or trademarks. You can use the online search function at the [U.S. Copyright Office](#) to ensure your domain name does not infringe on existing copyrights before you buy.

## **Unique**

A unique domain name that is short and keyword rich will be easier to remember, and can pay big dividends throughout your years in business.

## **Memorable**

Will people be able to remember your domain name after hearing it once? Even better!

## Step 2

Purchase your host and domain name.

## Get your domain name and host!

See if your chosen domain name is available at [Bluehost](#). Bluehosts includes a FREE domain name with your hosting package.

Save your passwords! BlueHost will call you to make sure you purchased your hosting package with them.

Hosting is approx. \$5.95 a month.

BlueHost

Domain Name \_\_\_\_\_

User \_\_\_\_\_

Password \_\_\_\_\_

We look forward to seeing you in class! : )

## Step 3

## Installing WordPress

To install Wordpress log into your Bluehost or hosting account.

bluehost Affordable, Reliable Web Hosting Solutions [Control Panel Login](#)

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- Anytime Money Back Guarantee

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We specialize in customer service. Call or Chat!

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1 (888) 401-4678

[Live Chat](#)

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**VPS PROTECTION**  
at Shared Hosting Prices

[More Info](#)

» How Does It Work?

Test Drive cPanel

View our demo site, try out our tools, and see what Bluehost can do for you.

[Demo Login](#)

FREE 1-Click Script Installs! from [SimpleScripts](#)

WordPress Joomla! Drupal Roundcube Zen Cart phpBB Magento Concrete5 50+ More...

Log in with your [www.domain](#) and password

bluehost [HELP](#)

Account Manager Login

Domain:

Password:

[LOGIN](#)

[Forgotten Password?](#)

Click on the Wordpress icon

The screenshot shows the Bluehost cPanel dashboard. At the top, there's a navigation bar with 'bluehost' logo and 'Logout' link. Below it are tabs for 'cPanel', 'Domain Manager', 'Upgrades', 'Postini', 'Dedicated IP', 'SSL Certificates', 'Profile/Billing', and 'Checkout'. A 'HELP' button is on the right. The main content area is divided into several sections: 'Notices' with a 'Go Pro' special offer; 'Partners' with icons for SiteLock, Professional Web Design, Free Search Engine Submissions, Incredible Website Templates, FREE Shopsite Cart, faxpipe Online Fax Services, and Payment Accept Online Payments; 'Promotional' with offers from Google, Bing, and Yahoo!; 'SimpleScripts Installations' where a red arrow points to the WordPress icon; 'Preferences' with options like Change Language, Shortcuts, Change Password, etc.; and 'Search Engine Optimization (SEO) Tools' with icons for Get In Google, Google Score Card, Google Maps, and Link Building.

Click on the install button

The screenshot shows the 'Install WordPress' page in the Bluehost cPanel. At the top right, there are links for 'Account Preferences' and 'Leave Feedback'. Below the Bluehost logo, there are tabs for 'My Installs', 'Support', and 'Back to cPanel'. The main heading is 'Install WordPress' with a sub-heading 'My WordPress Installs'. A table shows the current installation version '3.1.2' with a URL and links for 'Admin Login', 'Uninstall', and 'Advanced'. Below this, there are 'WordPress Support Options' and 'Install WordPress' instructions. A red arrow points to the green 'Install' button, which is labeled 'a brand new version'. Other options include 'Location & Options' and 'Script Installed' leading to an 'Import' button for 'an existing installation'. A 'Click on Install' link is also present at the bottom.

Account Preferences | Leave Feedback

**bluehost** My Installs Support Back to cPanel

**Step 1: Installation Preferences**

**Which version of WordPress would you like to install?**  
It is highly recommended to choose the latest version to ensure your website's security and enable the latest features.

3.1.2 (Stable) **Choose the version. Usually opt for the latest**

**Where would you like WordPress installed?**

http://www.annasgiftobooks.org/ **Choose where you would like to install**

Access URL: http://www.annasgiftobooks.org/  
Server Path: /home8/annasgif/public\_html/

**Step 2: Advanced Options**

Please give your new site a name.  
My Blog **Give your site a name**  
ie. My Site, etc.  
This field is optional.

Generate a random Administrator username and password for me.  
If this box is checked, we will create a random administrator username and password for you.

Username: admin **Choose an user name**

Password: **Choose a password**

Automatically create a new database.  
If this box is checked, we will attempt to create a new database for this installation.

**Step 3: Legal Information** **Check the legal information box**

I have read the terms and conditions of the [GPLv2 license agreement](#).  
**Before you click complete write down your Username and password then click complete**

**Complete**

Powered by SimpleScripts | Legal

If you do not see step two click on the *click here to display*

http://www.annasgiftobooks.org /

Access URL: http://www.annasgiftobooks.org/  
Server Path: /home8/annasgif/public\_html/

**Step 2: Advanced Options**

These options include administrative privileges, database configuration, and more. Changes are optional.  
**Click here to display:**

**Step 3: Legal Information**

I have read the terms and conditions of the [GPLv2 license agreement](#).

**Complete**

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Keep your username and password

User Name \_\_\_\_\_

Password \_\_\_\_\_

You will be given your information

Site URL \_\_\_\_\_

Login URL \_\_\_\_\_

Username \_\_\_\_\_

Password \_\_\_\_\_

Account Preferences > | Leave Feedback >

bluehost

My Installs | Support | Back to cPanel

### In Progress

You do not need to stay on this page for this process to complete.

- **Installing WordPress 3.1.2 (Stable) to <http://www.annasgiftofbooks.org/wp>**
- ✕ Installation Complete! You can access your new website using the following information.  
This information has been e-mailed to mandmsaliday@annasgiftofbooks.com for your convenience.

**Site URL:** <http://www.annasgiftofbooks.org/wp>  
**Login URL:** <http://www.annasgiftofbooks.org/wp/wp-admin>  
**Username:** admin  
**Password:** jYWueQg0

Sponsored by TemplateSOLD: Now that you've installed your blog, why not spice it up with a premium WordPress theme?

**HOT**

**300+** PREMIUM WORDPRESS THEMES

Spice up your blog, instantly! **GET STARTED NOW!**

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Click on the login URL

You will be directed to your Wordpress site

From here enter our username and password

**WORDPRESS**

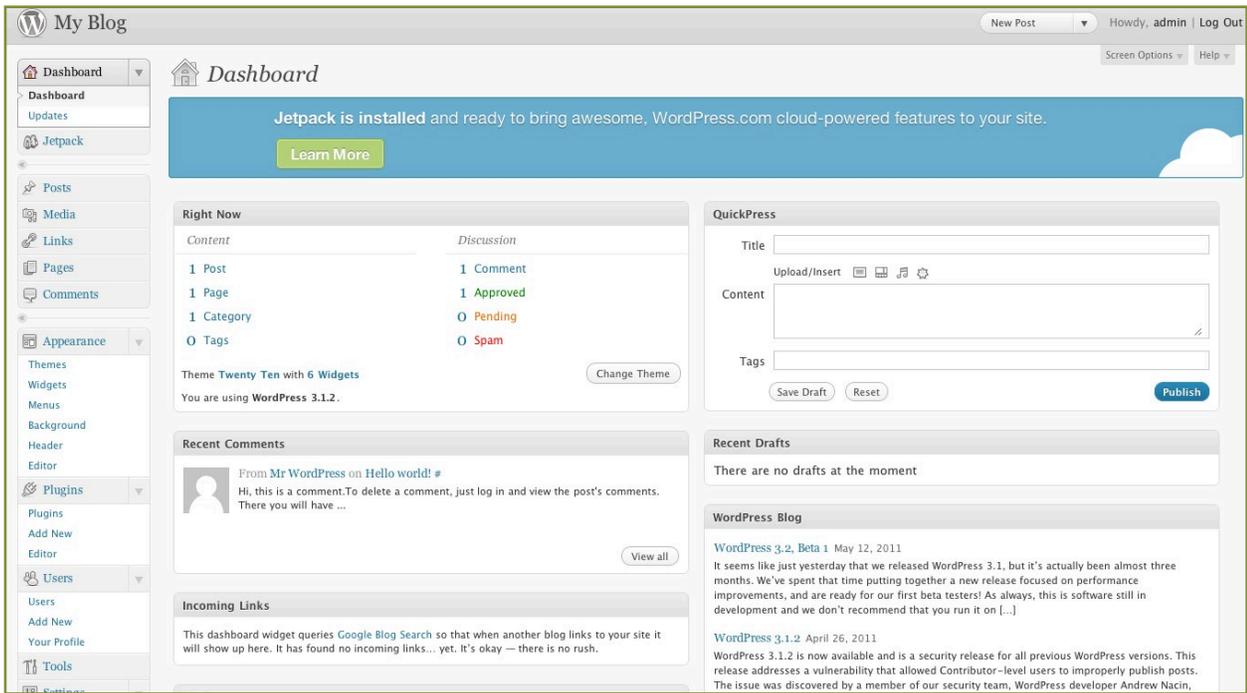
Username

Password

Remember Me **Log In**

[Lost your password?](#)

You will now be logged in to your new Wordpress site!



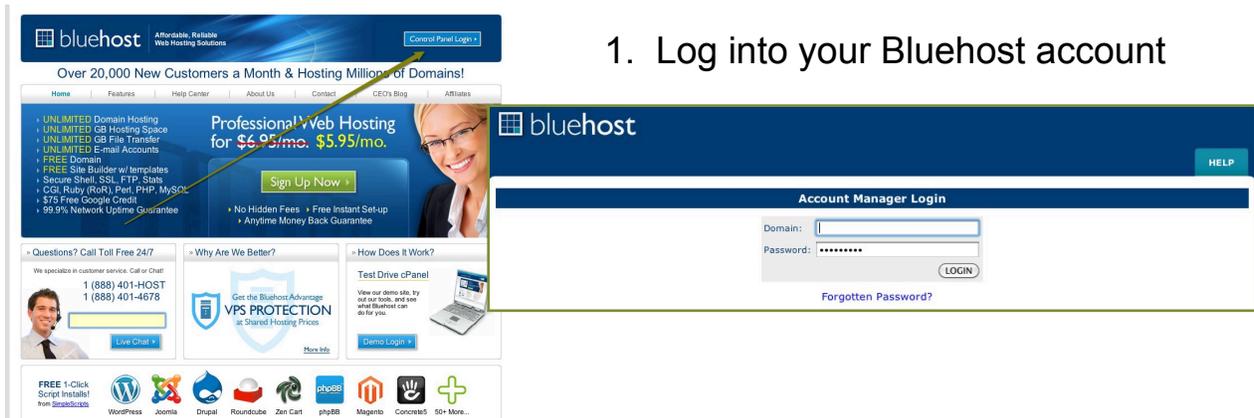
## Step 4

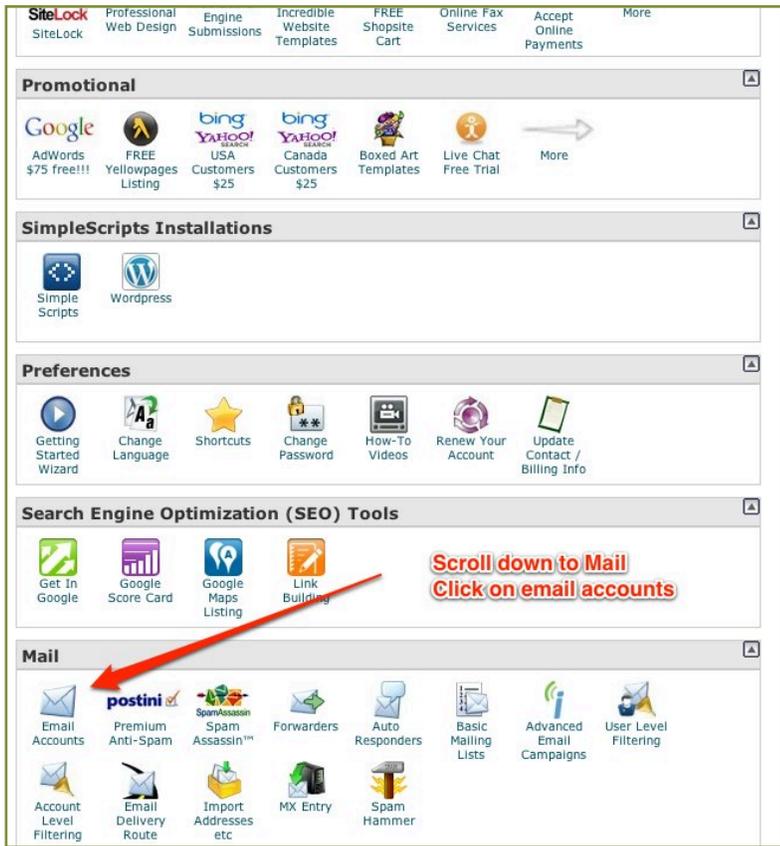
Create an email account

There are a few things that need to be done before installing your theme and creating your new small business website.

**First create a email account with your domain name.**

1. Log into your Bluehost account

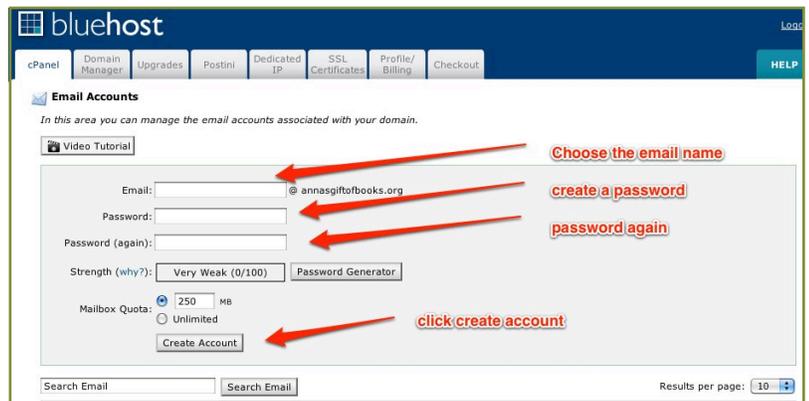




2. Scroll down to Mail and click on email Accounts.

3. Choose your
  - ✓ email [name@domain.com](mailto:name@domain.com)
  - ✓ Password
  - ✓ Password again
  - ✓ Click Create Account

A good starting point is to create  
[info@domain.com](mailto:info@domain.com)  
[yourname@domain.com](mailto:yourname@domain.com)

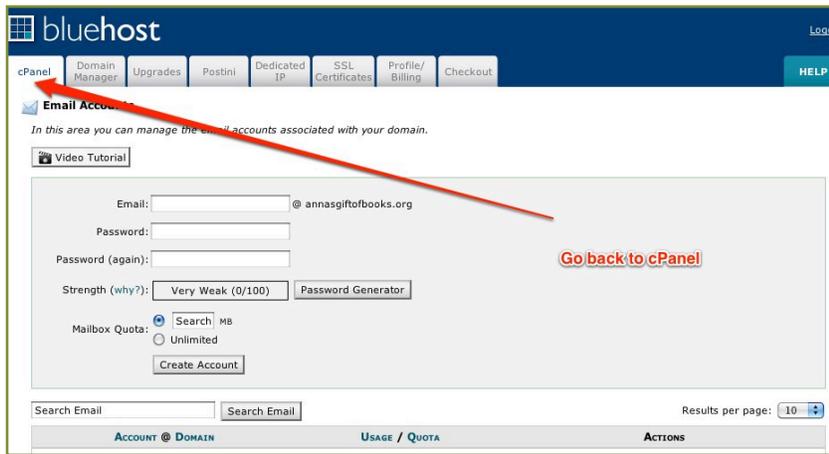


Write down your email and passwords

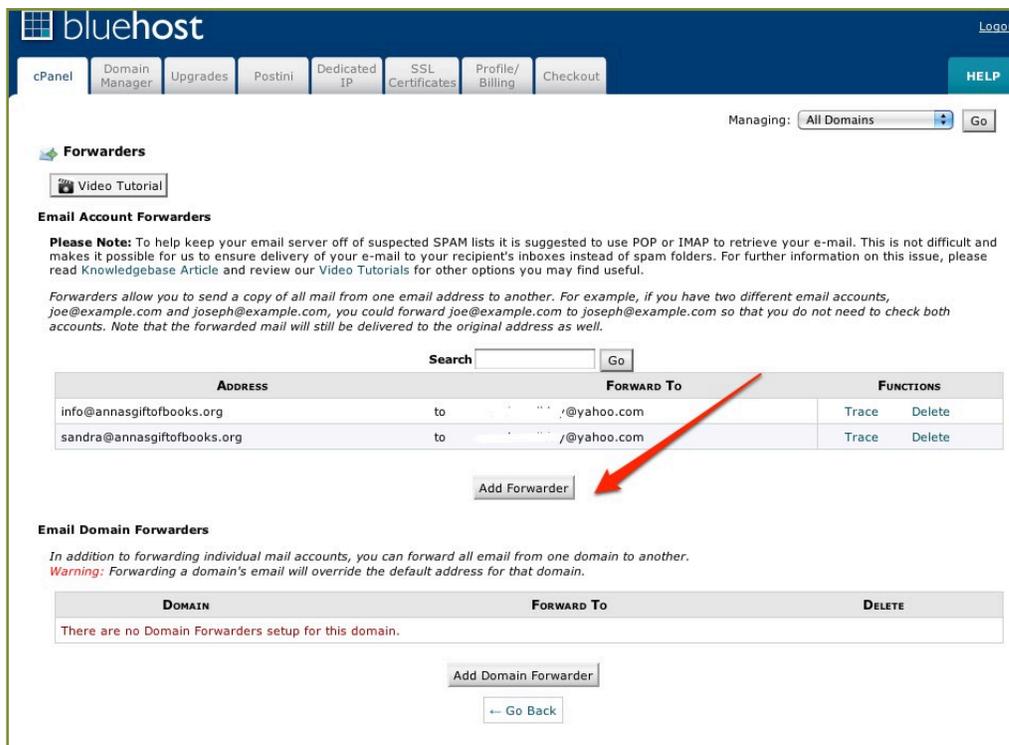
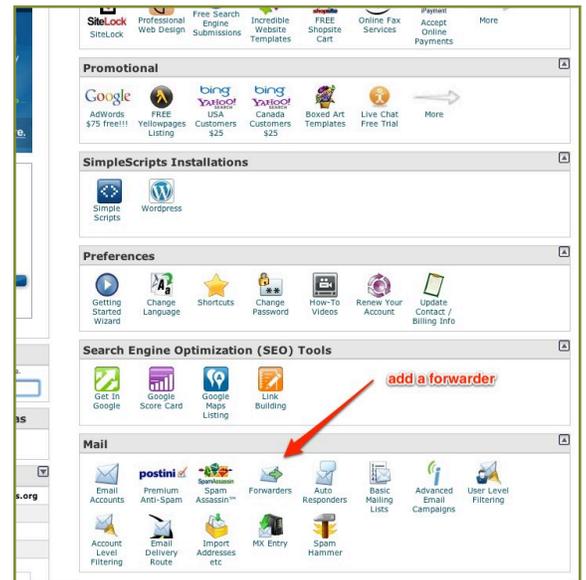
Email Account \_\_\_\_\_

Password \_\_\_\_\_

4. Go back to the cPanel



5. Forward your new email to your favorite email account. If you already look at your gmail, yahoo or other account everyday you can forward your new email to that account.



**Email Accounts**  
In this area you can manage the email accounts associated with your domain.

Video Tutorial

Email:  @ annasgiftbooks.org  
 Password:   
 Password (again):   
 Strength (why?):  Password Generator  
 Mailbox Quota:  250 MB  Unlimited

Search Email  Search Email Results per page: 10

ACCOUNT @ DOMAIN	USAGE / QUOTA	ACTIONS			
info@annasgiftbooks.org	0 / 250 MB	Change Password	Change Quota	Delete	More ▾
sandra@annasgiftbooks.org	0 / 250 MB	Change Password	Change Quota	Delete	More ▾

Note: Disk space usage is recalculated every four hours.  
 If you need an interface that uses less JavaScript click here.

**More email options** → Access Webmail, Configure Email Client

For other email options click the Configure Email Account under the More tab.

Here you will have an array of options along with a video tutorial.

**Mail Client Configuration for sandra@annasgiftbooks.org**

When you access an email account through a desktop email application such as Outlook® Express®, the email application will require specific information about your email account. You can use the auto-configure options below to attempt to automatically configure your email application. If the available options are not compatible with your application, you will need to use the Manual Settings information.

Note: IMAP email access coordinates between the server and your mail application. Messages that have been read/deleted/replied-to will show as read/deleted/replied-to both on the server and in the mail application. POP3 does not coordinate with the server. Messages marked as read/deleted/replied-to in the mail application will not show as read/deleted/replied-to on the server. This means that future downloads of your inbox or other mailboxes with POP3 will show all messages as unread.

Video Tutorial

Auto-Configure Microsoft Outlook 2000® for IMAP Access  
 Auto-Configure Microsoft Outlook 2000® for IMAP Access (SSL)  
 Auto-Configure Microsoft Outlook 2000® for POP3 Access  
 Auto-Configure Microsoft Outlook 2000® for POP3 Access (SSL)  
 Auto-Configure Microsoft® Outlook® Express® for IMAP Access  
 Auto-Configure Microsoft® Outlook® Express® for IMAP Access (SSL)  
 Auto-Configure Microsoft® Outlook® Express® for POP3 Access  
 Auto-Configure Microsoft® Outlook® Express® for POP3 Access (SSL)

**Manual Settings**

**Mail Server Username:** sandra@annasgiftbooks.org  
**Incoming Mail Server:** mail.annasgiftbooks.org **IMAP: port 143, POP: port 110**  
**Incoming Mail Server: (SSL):** box739.bluehost.com **IMAP: port 993, POP: port 995**  
**Outgoing Mail Server:** mail.annasgiftbooks.org (server requires authentication) **port 26**  
**Outgoing Mail Server: (SSL):** box739.bluehost.com (server requires authentication) **port 465**  
**Supported Incoming Mail Protocols:** POP3, POP3S (SSL/TLS), IMAP, IMAPS (SSL/TLS)  
**Supported Outgoing Mail Protocols:** SMTP, SMTPS (SSL/TLS)

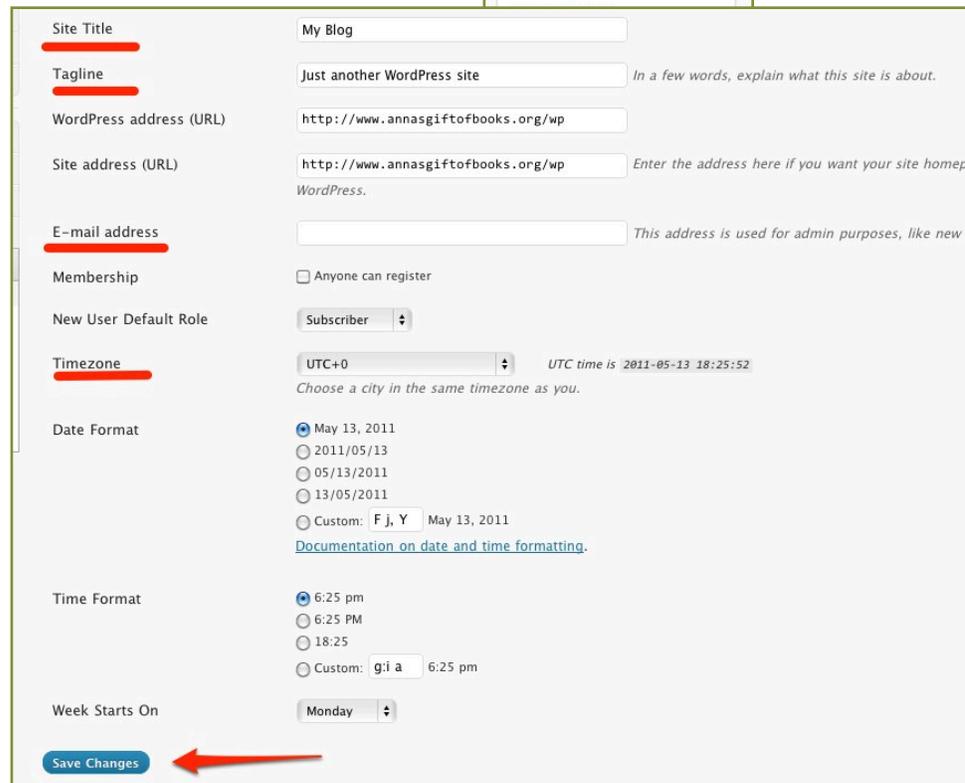
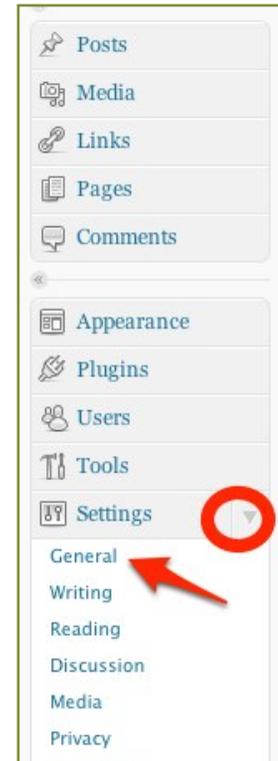
Go Back

## Step 5

## General Settings

### WordPress General Settings

1. Log into your Wordpress dashboard
2. Open or expand the settings box in the left sidebar
3. Click General
4. Give your site a name
5. Give your site a tagline
6. Enter your email address
7. Enter your timezone
8. Check the date and time format
9. Click save changes.



## Step 6

### Understanding the Small Business Theme

After you have your domain name and host it is time for your theme. We have carefully chosen the [SmallBiz theme by Expand2Web](#). Before purchasing we thought we would give you the inside scoop of why this theme is for you!

## Smallbiz Theme Features



### Website

A website optimized to attract clients in your local area is the first step to your online presence.

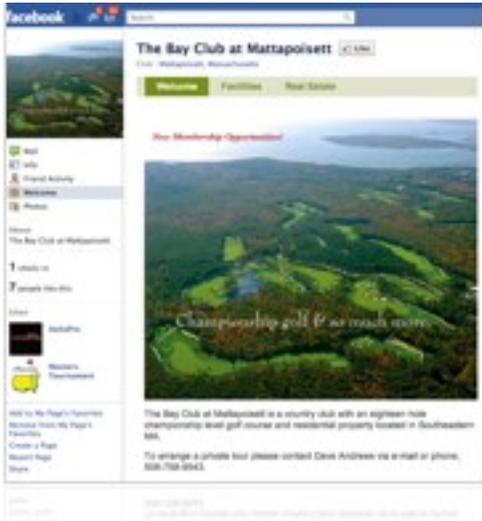
### Blog

Websites with blogs get **7x more traffic**. A built-in blog makes sure you take advantage of this trend for your business. You may change the name of the blog tab to articles or tips-let it suit your needs.



## Social

Make sure your business is represented on **Facebook**, and **manage your Facebook Page right from your website!**



## Facebook Ready

Instantly publish content to your Facebook page, and manage it with the rest of your website from one interface! Building your Facebook presence will help you engage with prospects and customers, and help drive more traffic to your website.

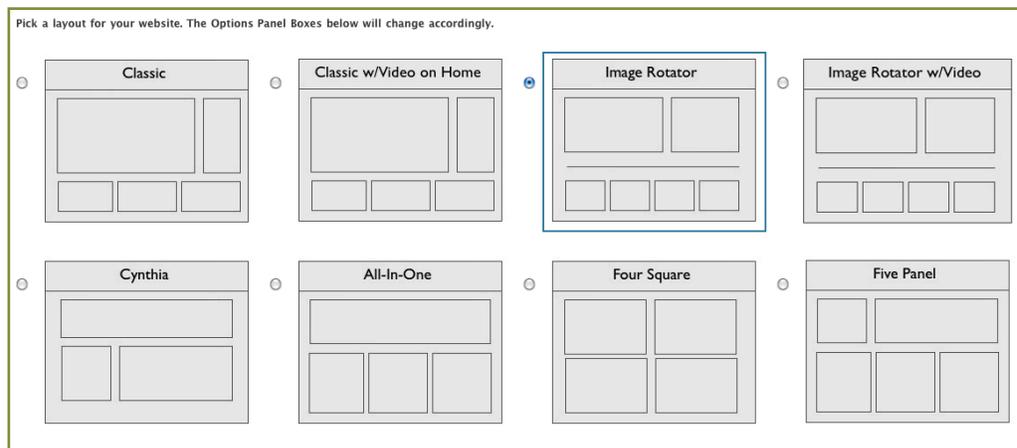
## Mobile

Touch enabled mobile landing pages are automatically delivered to visitors using mobile devices.



## Layout Options

Choose from eight different layout options. Choose video on your home page!

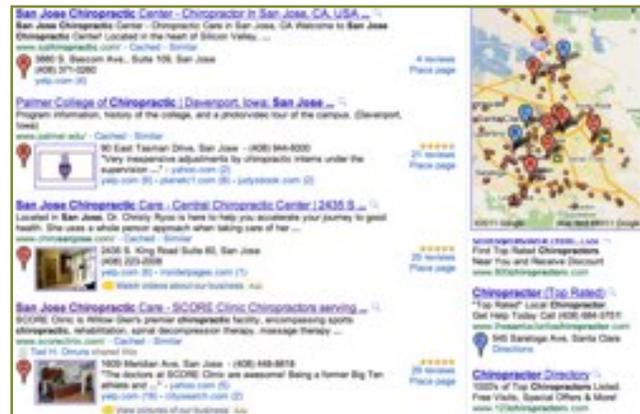


## Benefits: Google Rankings and Conversion

If you want a complete web presence for your business, one that delivers you new customers, then this is your product. You will build a professional website for your business that not only looks great, but ranks highly for searches in your local area.

## Optimized for Top Google Rankings

Our websites are designed with a foundation for *top Google rankings in your area*. Proper title tags, descriptions, and micro-formats, coupled with a site structure built for Google, ensures you get the best chance at ranking well for local searches in your area.



## Professional Design

When your visitors come to your website, it needs to present a professional appearance and clear call to action. It needs to represent the brand of your business. Our website are professionally designed to ensure *top conversion rates*.



## Benefits: Easy to Update

An ideal website and blog solution would make it easy for you to make changes to your content. You won't have to go through a webmaster to make basic changes to your site. You can even add **videos, photos and audio** to your text!

Your website should be easy for you to change and update when you need to. With our solution, if

you can use Microsoft Word, you can update your website!

## Video and Media Ready

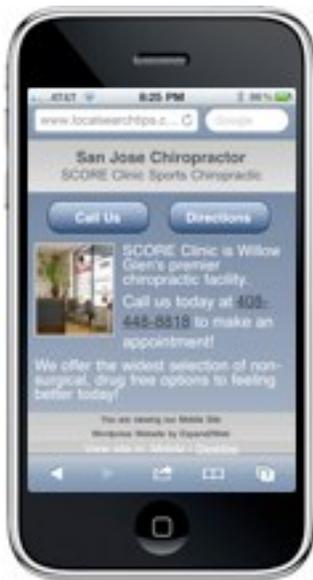
Another key requirement is the ability to embed various media types like photo galleries, videos and audio podcasts. Creating website pages and blog posts with embedded media like this is very easy with our websites.





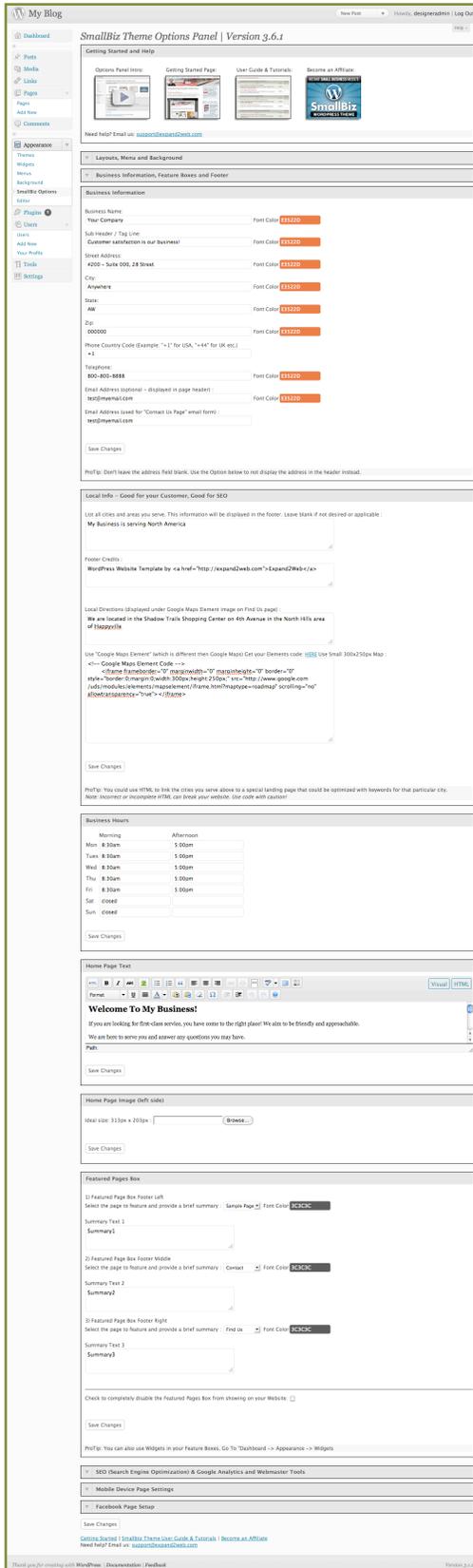
## Benefits: Facebook and Mobile Ready

A Facebook Page and Mobile-ready website are critical components to your businesses web presence. With over **600 million Facebook** users, you need to be there. This year, Internet-enabled mobile devices are outselling PCs too, so having a mobile presence for your business is no longer optional.



## Mobile Visitor Ready

You will be able to set up your website to *automatically detect* when visitors are using mobile devices, and deliver special touch-enabled landing pages making it easy for them to call you or visit your business.



## Business Information Control Center

### Location & Contact Info

Easily change your business name, tagline and contact information in this section.

### Areas Served

List the nearby cities, towns and neighborhoods you serve for an SEO boost.

### Business Hours

Change your business hours any time.

### Home Page Content

Update the text on your home page any time you want!

### Home Page Image

Upload or change the home page image here.

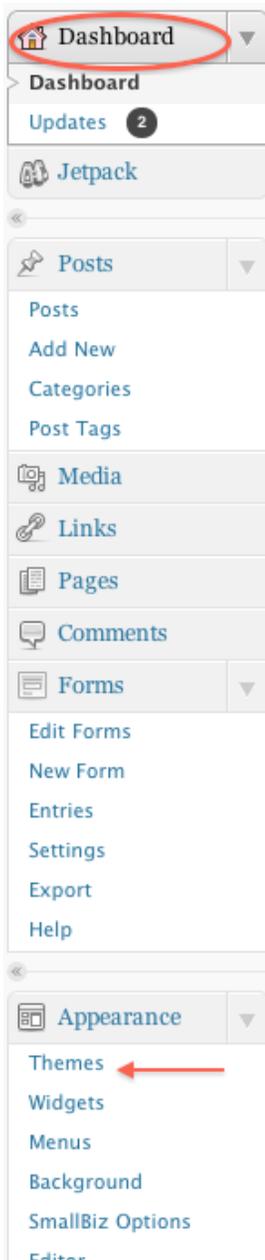
### Feature Boxes

Flexible boxes in the footer to feature different areas of your site.

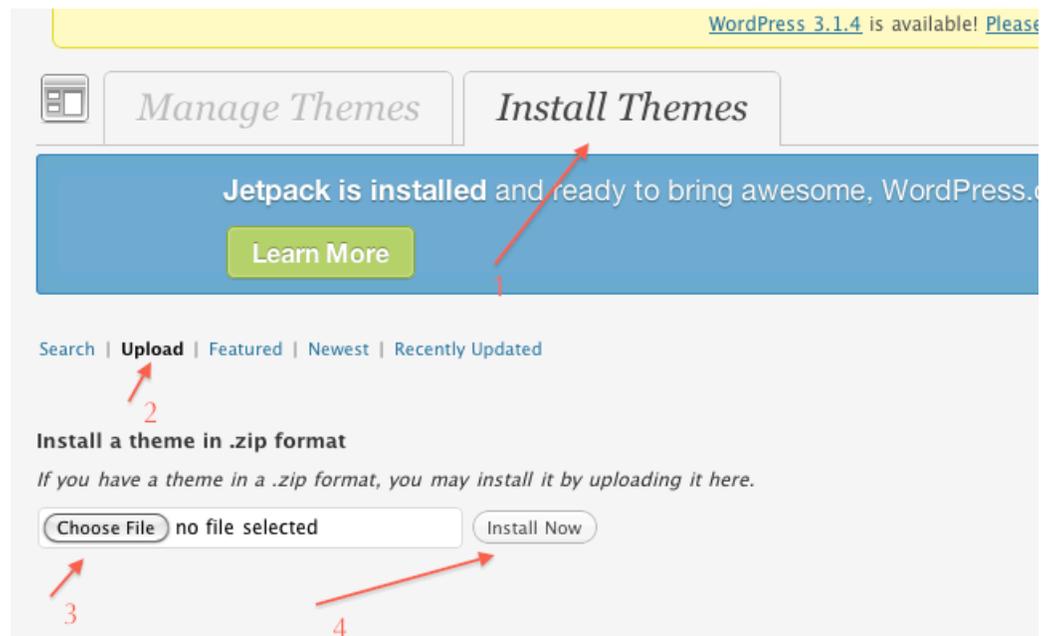
## Step 7

Purchase and install the [SmallBiz theme](#)

Go to your WordPress dashboard click on themes.



1. At the top click on install themes.
2. Click on upload
3. Choose the file you have just purchased (usually in download file or desktop)
4. Click Install Now



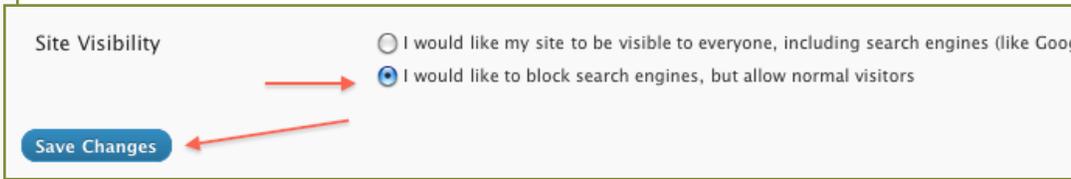
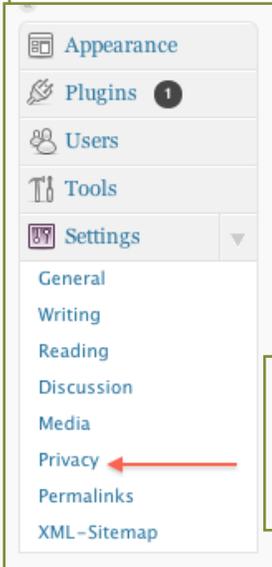
5. Click Activate

# Step 8

## More General Settings

### Privacy

1. Expand settings by clicking on settings
2. Click on privacy
3. Block search engines while you



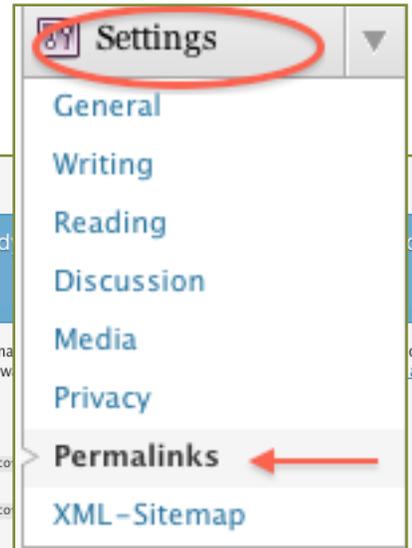
### Permalink Settings

Click Permalinks

Type in Custom Structure

/%postname%/

Click save changes



## Step 9

## Plugins

### Adding the right plugins

Plugins are great! Plugins can do almost anything. They help make your site run better, do things easily but you want to make sure not to over use because WordPress sites can get hacked via plugins.

#### These are our choice plugins

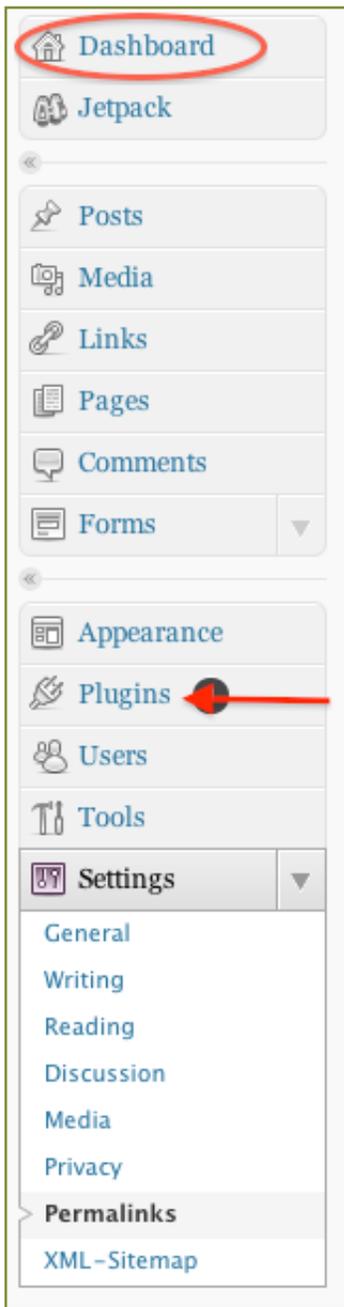
[Google XML Sitemap Plugin](#) (this tells google about your pages and posts)

[WP-DB-Backup](#) (Back up your site)

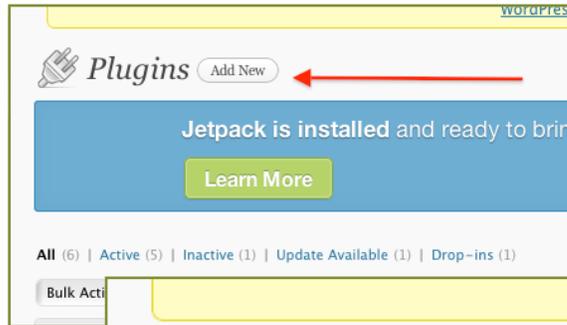
[Invisible Captcha](#) (Anti Spam- you need this!)

[Gravity Forms](#) (Forms-this is a paid form but if you need forms with some bite this is the way to go! )

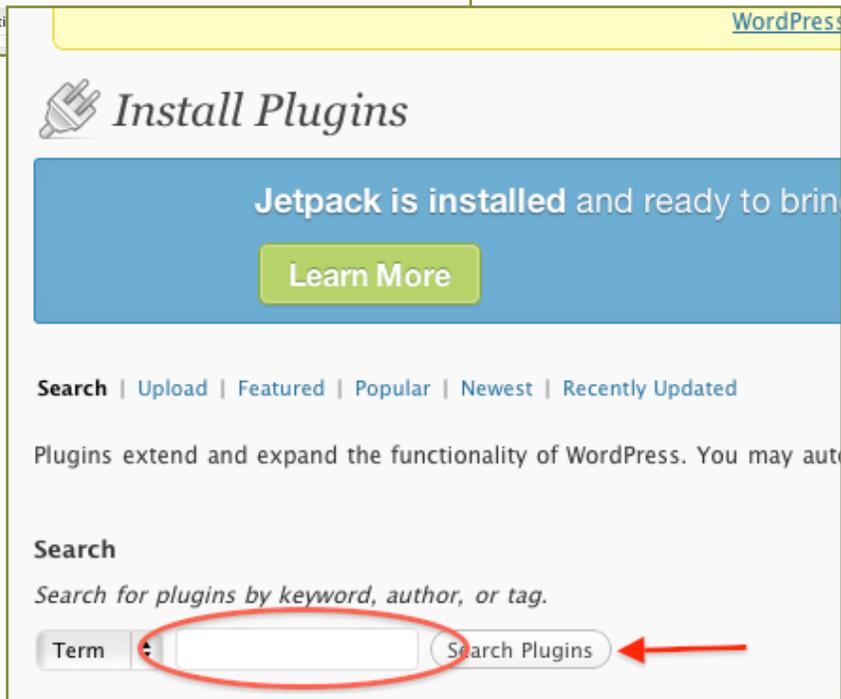
We use several others for particular needs. If you have a need please contact us and we will let you know what we have used.



1. Go to the dashboard
2. Click Plugins
3. Click Add New



4. Type in the plugin you want and click Search Plugins

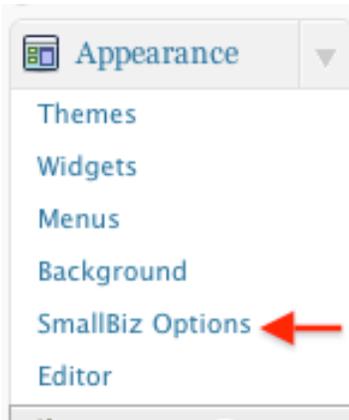


5. Once you find the plugin click Install

Name	Version	Rating	Description
Google XML Sitemaps	3.2.4	★★★★★	This index more major
<a href="#">Details</a>   <a href="#">Install</a>			
Better WordPress Google XML Sitemaps (with	1.1.1	★★★★★	Welcome

## Step 10

# Setting up your SmallBiz WordPress Website!



Click SmallBiz Options under appearance

It is time to fill in all the wonderful SmallBiz options!

We have classes if you need more help and coaching as well. Contact us at-

[info@greencastlewebdesign.com](mailto:info@greencastlewebdesign.com)

717-643-0347

**Getting Started and Help**

<p>Options Panel Intro: Start Here:</p> 	<p>Getting Started Page:</p> 	<p>User Guide &amp; Tutorials: User Guide:</p> 	<p>Become an Af Affiliate Opti</p> 
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Need help? Email us: [support@expand2web.com](mailto:support@expand2web.com)

- Layouts, Menu and Background
- Business Information, Feature Boxes and Footer
- SEO (Search Engine Optimization) & Google Analytics and Webmaster Tools
- Mobile Device Page Settings
- Facebook Page Setup