

WordPress Website Getting Started Checklist

WordPress Website Pre-planning

1 - Keyword research & content planning

- Choose main topic/idea for site
- Choose domain name
- Choose “silo” pages/categories (3-5 ideal)
 - These are related topics/keywords to your main site topic
 - Business Services or Products, or LSI related keywords for niche site
- Use the related searches at bottom of Google search page, Google search auto suggest, Google AdWords Keyword Planner, and/or keyword tools (see [mindmap](#)) to find related topics/keyword phrases

WordPress Website Hosting & Domain

1A - Buy hosting & domain name

- Recommended host: <http://www.HostGator.com> (affiliate)
 - My discount codes: **MIKESave30** – 30% off first invoice
 - MIKESave10** – first month for \$0.01
- Domain name (see mindmap for 2014 recommendations)
 - Buy domain with hosting –ok
 - Buy domain separately – better
 - [NameCheap](#) is my main domain registrar

WordPress Website Starter Content

2 – Site Content

- Business or site name
 - Site title (home page meta title)
 - Brief description of your business or website (home page meta description)
- “About Us” content
- “Services/Products” content

WordPress Website Getting Started Checklist

(site content continued)

- Site categories (your main topic “silo” pages – services/products categories)
 - Each main “silo” page is a related keyword phrase/topic to your main (home page) topic
 - Also make blog categories with the same or similar related phrases/topics
 - For ex.: if you have a related (to main topic) phrase/topic page named “Best Heat Pumps”, you could have a blog category named Heat Pumps (see mindmap and this [example](#))
- Contact details (proper business name, address, phone #, email, etc)
- Home page content: relevant to main topic including related topics/keywords
- Images: products/services, business, personnel, etc.-- royalty-free in .jpg. .png, .gif formats
 - **see mindmap for multiple sources of royalty-free images**
- Initial blog posts – ideally for each silo category, scheduled for different days
 - Each blog post has link in the content to the related “silo” page
- Links (URL’s) of other sites you want to link to

You can have your content written for you; there are some very good writers who do excellent work for reasonable rates. I like using:

Odesk: <https://www.odesk.com/>

3 – WordPress Theme: Your Site’s Design/Look/Layout

Choose your website’s WordPress theme

Free WordPress Themes

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

Premium WordPress Themes (affiliate)

Theme Forest: <http://themeforest.net/>

StudioPress: <http://www.studiopress.com/>

Elegant Themes: <http://www.elegantthemes.com>

Themify Themes: <http://themify.me>

WordPress Website Getting Started Checklist

4 – Graphics

You can either create your site graphics yourself, or pay to have them done, such as: logo, header, banners for your sidebars, etc.

Some things to keep in mind for your graphics/images:

- Correct format: .jpg, .png, .gif
- Correct size: (Tip: Firefox (and Chrome) app called MeasureIt lets you approximate size needed. Also keep the width of your content area in mind – don't upload images wider than content area width.)
 - Resize images before uploading.
 - Header size is usually provided (Appearance → Header)
 - Make logo big: size can be reduced easily, but image becomes pixelated (looks grainy) when trying to enlarge.
- Transparent PNG images are usually used for logos, etc. (lets background around image show through).
- List of keywords and LSI/Related keywords for title, alt text, caption and description image fields.

To get graphics created, here are some online services you can try:

Fiverr: Get all sorts of things done for \$5 (don't buy SEO packages here!)

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

Logo Nerds: <http://www.logonerds.com> (affiliate)

Eance: <https://www.elance.com>

Freelancer: <http://www.freelancer.com>

WordPress Website Getting Started Checklist

5 – Social Accounts

Link from your social accounts to your website, and have links to your social accounts on your website.

- Facebook (business page best)
- LinkedIn
- Twitter
- YouTube channel
- Google Plus (good to connect to your other social accounts on G+)
- Pinterest

6 - Additional (Optional) Site Content

- Customer testimonials – real comments from customers, product owners, associates, etc. Having customer images provides more social proof.
 - See mindmap re: Testimonial display plugin
- YouTube videos
- FAQ/SAQ section (frequently asked or should be asked questions)
 - Videos of owner/employee answering questions can work well
- Promotional banners linking to products/services
 - Make sure the banners are correct size for the sidebar of WP theme
- Terms of Use/Disclaimer page(s)
 - Important to have if your site sells items online or links to offers
- Newsletter or RSS subscription widget
- Community news or interests page

Disclaimer: Some of the links in this PDF may be "affiliate links." This means if you click on the link and purchase the item, I will receive an affiliate commission. Regardless, I only recommend products or services I believe will add value to my readers. Most - if not all - I use, or have used myself.