

# 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/Products or LSI related keywords for niche site
- Use Google AdWords Keyword Planner, related searches at bottom of Google search page, Google search auto suggest, and/or keyword tools (see mindmap).

## 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
- Site categories (your main topic “silo” pages – services/products categories)

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(Site content continued)

- 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 post(s) – ideally for each silo category, scheduled for different days
- 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>

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## 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>

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## 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

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