Introduction

Hello and welcome to my "WordPress Guide". Here you get the experience to find a webhoster, download WordPress, create a database and install the content management system "WordPress", customize the default template, buy a professional template and customize this. Learn how you can install some plugins and optimize your blog for search engines like Google, Bing and Yahoo. And last but not least learn how you can earn money with your blog.

The complete Guide is online available at:

coming soon...

What you learn

1. Find and buy webspace and your domain.
2. Download the current WordPress version.
3. Create a database for WordPress.
4. Install the WordPress blog.
5. Customization of your blog.
6. Buy and install a template.
7. Customization of your template.
8. Install plugins and my favorite plugins.
9. Search engine optimization.
10. Earn money with your blog.

About my person and intention

My name is Jon and I am a 26 years old freelancer web designer from Germany (European). Since more than 6 years I employ in web design, web development, programming, graphic design and online marketing. I am trained specialized computer scientist today and work for a large advertising agency.

Intention

At the beginning of this guide I congratulate you, you are on the right way to start a solid internet business that makes you independent and satisfied. The only prerequisite is that you must exactly keep on my instructions and use the suppliers that I recommend for you. If you follow this guide you can earn between 10$ and more than 1.000$+ a month dependent on your work.

I wish you all the best and if you should have any questions feel free to send me an e-mail. :-)

jondelectar@gmail.com

Hoster

One of the most important factors for a successful blog are the loading time of your website and this is the point where you should take some money into your hand for a professional webhoster with highspeed connection.

My recommendation would be the hoster **Bluehost** were you get unlimited storage, unlimited email accounts, one domain included (the name of your website), automated backup (if you would be hacked), 24/7 support and this only for $3.95 per month.

Please note this is the first and last moment where you must spend money at the other moments in the guide it is recommend!

Benefits of Bluehost

One of the 20 largest webhoster in the world.

Very fast support (email or phone).

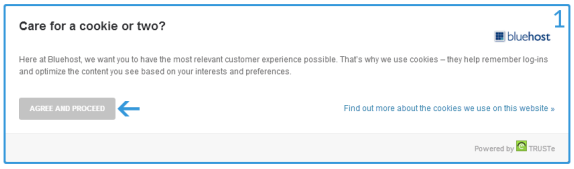
Cheap webspace.

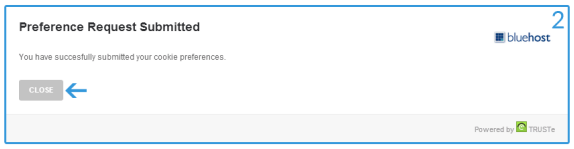
Sequence of events

Visit **Bluehost**

And follow the image introductions.

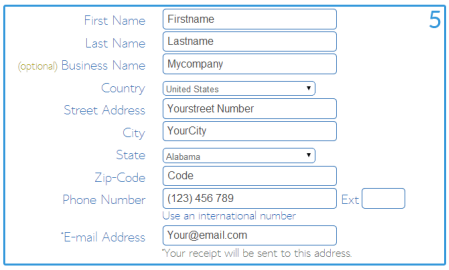
An explanation is on the end of the image.

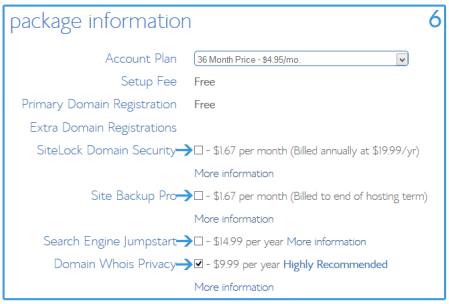

1
Care for a cookie or two?
bluehost
Here at Bluehost, we want you to have the most relevant customer experience possible. That's why we use cookies – they help remember log-ins and optimize the content you see based on your interests and preferences.
AGREE AND PROCEED
Find out more about the cookies we use on this website »
Powered by TRUSTe

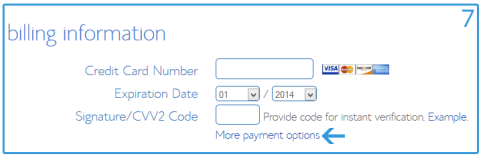

2
Preference Request Submitted
bluehost
You have succesfully submitted your cookie preferences.
CLOSE
Powered by TRUSTe

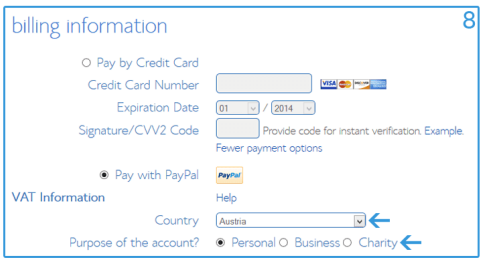
3
unbeatable technology
only $6.99 $4.95/month*
We design our software and hardware in-house to be the best.
SSH/Shell access
resource protection
enhanced cPanel
get started now
no hidden fees, anytime money-back guarantee

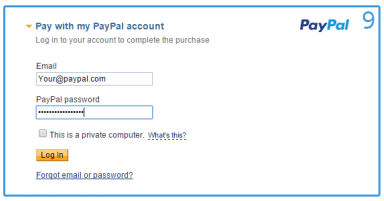
4
new domain
Help me get my free domain!
yourdomain
.com
(e.g. domainname.com)
next


5
First Name Firstname
Last Name Lastname
(optional) Business Name Mycompany
Country United States
Street Address Yourstreet Number
City YourCity
State Alabama
Zip-Code Code
Phone Number (123) 456 789 Ext
Use an international number
*E-mail Address Your@email.com
*Your receipt will be sent to this address.


6
package information
Account Plan 36 Month Price - $4.95/mo.
Setup Fee Free
Primary Domain Registration Free
Extra Domain Registrations
SiteLock Domain Security - $1.67 per month (Billed annually at $19.99/yr)
More information
Site Backup Pro - $1.67 per month (Billed to end of hosting term)
More information
Search Engine Jumpstart - $14.99 per year More information
Domain Whois Privacy - $9.99 per year Highly Recommended
More information


7
billing information
Credit Card Number
Expiration Date 01 / 2014
Signature/CVV2 Code
Provide code for instant verification. Example.
More payment options


8
billing information
Pay by Credit Card
Credit Card Number
Expiration Date 01 / 2014
Signature/CVV2 Code
Provide code for instant verification. Example.
Fewer payment options
Pay with PayPal
VAT Information
Help
Country Austria
Purpose of the account? Personal Business Charity


9
PayPal
Pay with my PayPal account
Log in to your account to complete the purchase
Email
Your@paypal.com
PayPal password
This is a private computer. What's this?
Log In
Forgot email or password?

Explanation

1. Click on the "AGREE AND PROCEED" button.
2. Click on the "CLOSE" button.
3. Click on the "get started now" button.
4. Insert your domainname and press the "next" button.
5. Insert your personal information’s.
6. Select a payment rate, I would recommend 36 or 12 month, choose "SiteLock Domain Security", "Site Backup Pro", "Search Engine Jumpstart", "Domain Whois Privacy" if you want to buy this (not required).
7. If you want to pay with PayPal choose "More payment options" or insert your credit card information’s.
8. Choose PayPal, select your country and choose the purpose of your account.
9. Now you forwarded to PayPal and login into your account.

Now click on "send now" to successfully complete the purchase and **check your emails!**

Download WordPress

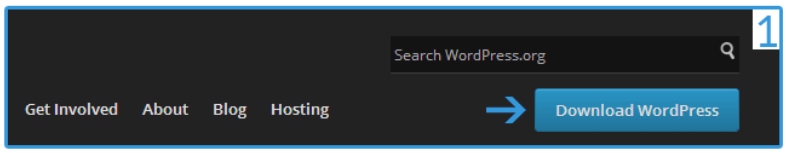
WordPress is a free and open source blog software based on PHP and MySQL. It's include a plugin architecture (for extensions) and a template engine (the face of your blog). More than 60 million websites runs with WordPress, that’s about 20% off all top 10 million websites worldwide. You see WordPress is a really nice system with which you can start your online blog.

Sequence of events

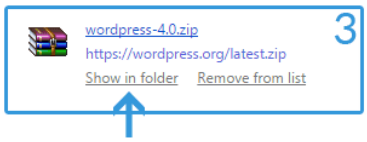
Visit **WordPress**

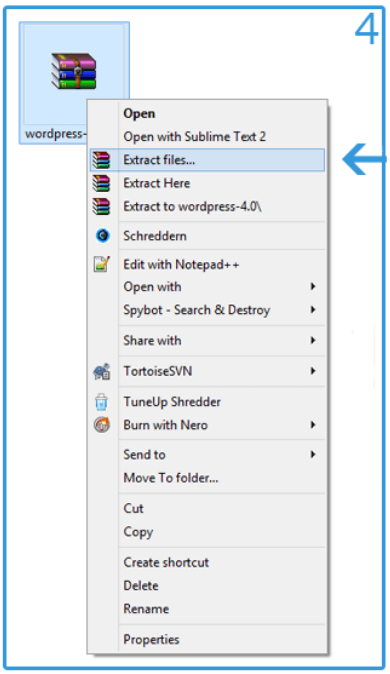
And follow the image introductions.

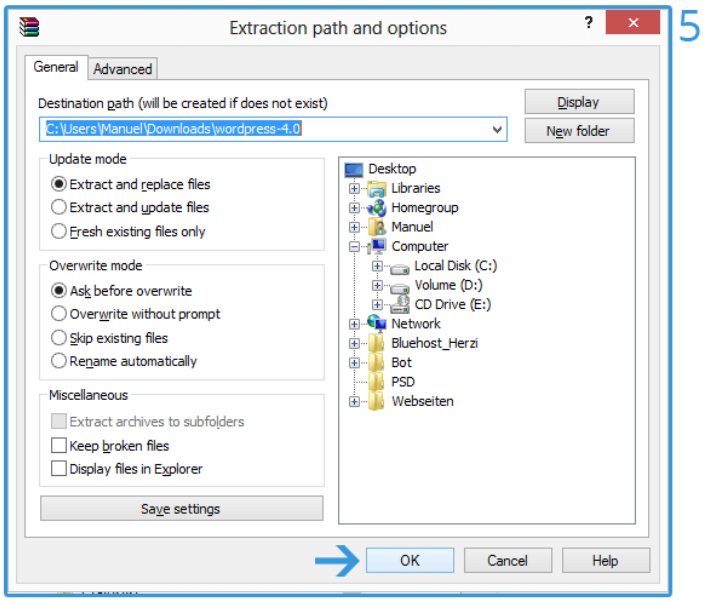
An explanation is on the end of the image.


1
Search WordPress.org
Get Involved
About
Blog
Hosting
Download WordPress

Download WordPress 4.0
2
.zip — 6.3 MB
Download .tar.gz — 5.8 MB
Release Notification
We've got a handy mailing list that we send a friendly message to whenever there's a new stable release for you to enjoy.
Join


wordpress-4.0.zip
https://wordpress.org/latest.zip
Show in folder
Remove from list
3


4
wordpress-
Open
Open with Sublime Text 2
Extract files...
Extract Here
Extract to wordpress-4.0\
Schreddern
Edit with Notepad++
Open with
Spybot - Search & Destroy
Share with
TortoiseSVN
TuneUp Shredder
Burn with Nero
Send to
Move To folder...
Cut
Copy
Create shortcut
Delete
Rename
Properties


Extraction path and options
5
General
Advanced
Destination path (will be created if does not exist)
Display
C:\Users\Manuel\Downloads\wordpress-4.0
New folder
Update mode
Extract and replace files
Extract and update files
Fresh existing files only
Overwrite mode
Ask before overwrite
Overwrite without prompt
Skip existing files
Rename automatically
Miscellaneous
Extract archives to subfolders
Keep broken files
Display files in Explorer
Save settings
Desktop
Libraries
Homegroup
Manuel
Computer
Local Disk (C:)
Volume (D:)
CD Drive (E:)
Network
Bluehost_Herzi
Bot
PSD
Webseiten
OK
Cancel
Help

Explanation

1. Click on the "Download WordPress" button.

2. Download the current version.

3. Navigate to the download file.

4/5. Extract the file.

Create a database

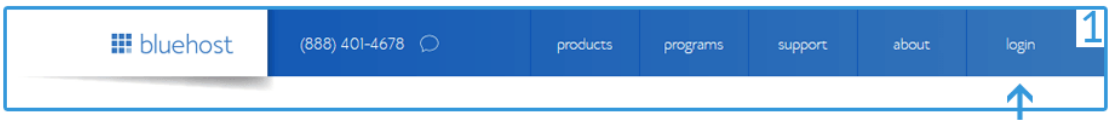
WordPress based on the free and open source database system MySQL which contains all information's about your blog. For example the blog information's (title, keywords), articles, categories and many more.

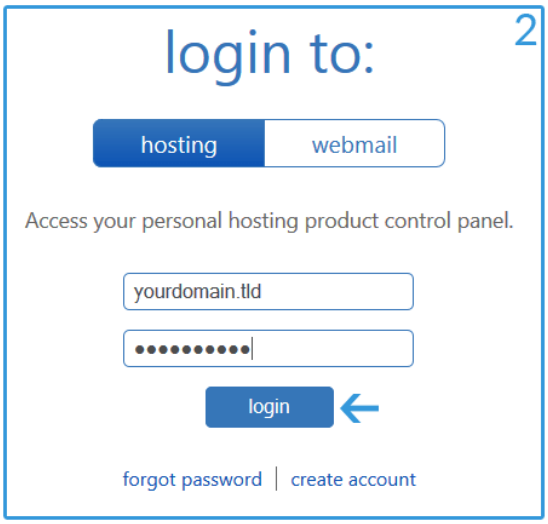
Sequence of events

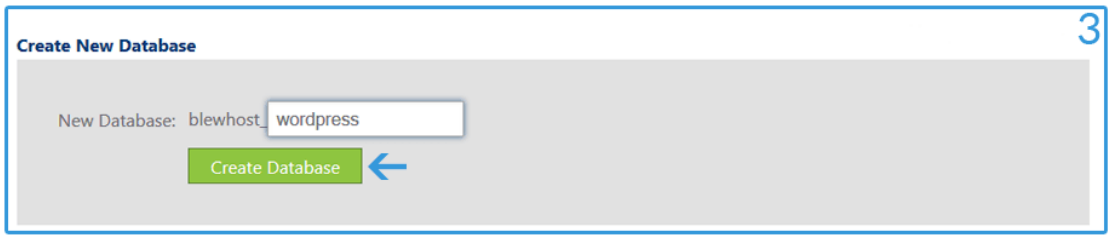
Visit **Bluehost**

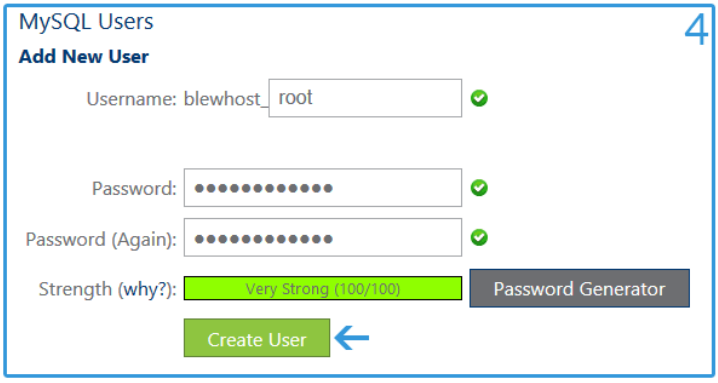
And follow the image introductions.

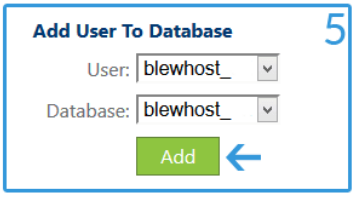
An explanation is on the end of the image.


bluehost
(888) 401-4678
products
programs
support
about
login
1


login to:
2
hosting
webmail
Access your personal hosting product control panel.
yourdomain.tld
login
forgot password
create account


Create New Database
3
New Database:
blewhost_
wordpress
Create Database


MySQL Users
4
Add New User
Username:
blewhost_
root
Password:
Password (Again):
Strength (why?):
Very Strong (100/100)
Password Generator
Create User


Add User To Database
5
User:
blewhost_
Database:
blewhost_
Add

Explanation

1. Click on "login".
2. Insert your domain and password and click on "login".
3. Insert a new database name and click on "Create Database".
4. Create a new user and click on "Create User".
5. Select User and Database and click on “Add”.

Install a blog #1

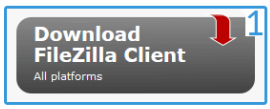
In this section you learn how to install the free FTP (File Transfer Protocol) client software FileZilla and how to upload all WordPress files on your webspace.

Sequence of events

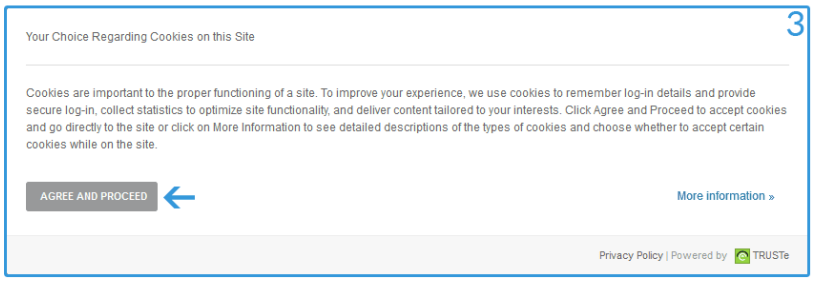
Visit **FileZilla**

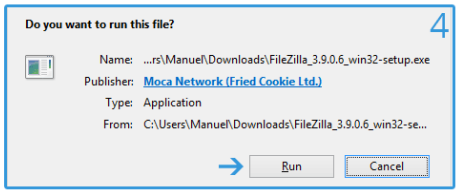
And follow the image introductions.

An explanation is on the end of the image.

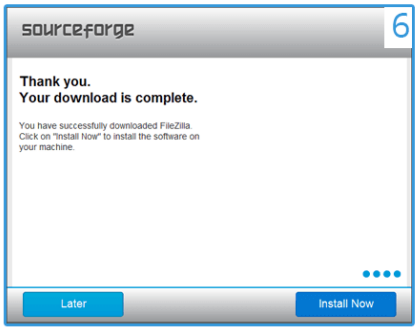

Download
FileZilla Client
All platforms
1

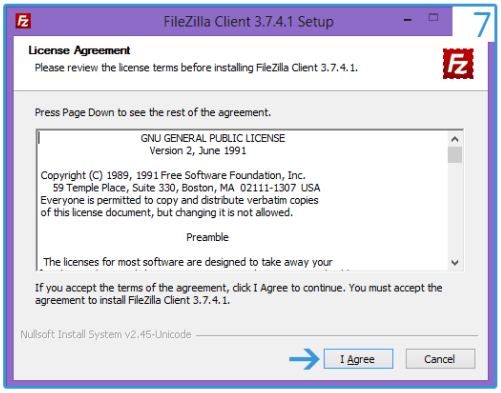
Download Now
SOURCEFORGE · Trusted for Open Source
2

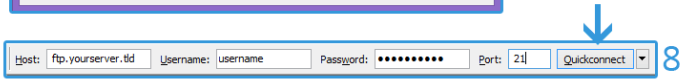

3
Your Choice Regarding Cookies on this Site
Cookies are important to the proper functioning of a site. To improve your experience, we use cookies to remember log-in details and provide secure log-in, collect statistics to optimize site functionality, and deliver content tailored to your interests. Click Agree and Proceed to accept cookies and go directly to the site or click on More Information to see detailed descriptions of the types of cookies and choose whether to accept certain cookies while on the site.
AGREE AND PROCEED
More information »
Privacy Policy | Powered by TRUSTe

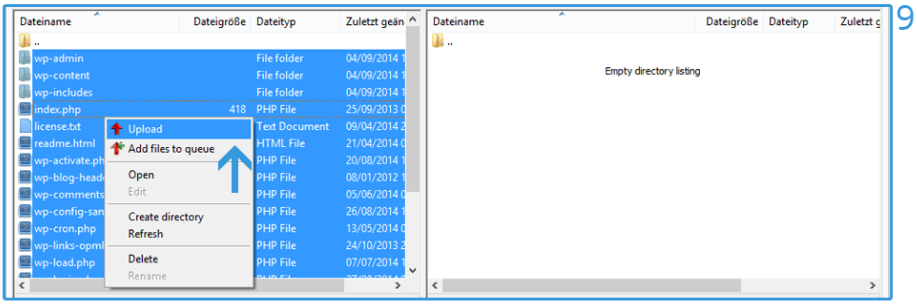

4
Do you want to run this file?
Name: ...rs\Manuel\Downloads\FileZilla_3.9.0.6_win32-setup.exe
Publisher: Moca Network (Fried Cookie Ltd.)
Type: Application
From: C:\Users\Manuel\Downloads\FileZilla_3.9.0.6_win32-se...
Run
Cancel

5
sourceforge
Welcome to the SourceForge Download Manager
This will download and install the software on your computer.
Click "Next" to continue.
FileZilla
File Name: FileZilla_3.9.0.6_win32-setup.exe
File Size: 6.1 MB
Date Added: 2014-10-16
FileZilla is a cross-platform FTP, SFTP, and FTPS client with a vast list of features, which supports Windows, Mac OS X, Linux, and more. FileZilla's dynamic tools help you move files between your
© 2014 SourceForge
Terms of Use | Privacy Policy
Next


6
sourceforge
Thank you.
Your download is complete.
You have successfully downloaded FileZilla.
Click on "Install Now" to install the software on your machine.
Later
Install Now


7
FileZilla Client 3.7.4.1 Setup
License Agreement
Please review the license terms before installing FileZilla Client 3.7.4.1.
Press Page Down to see the rest of the agreement.
GNU GENERAL PUBLIC LICENSE
Version 2, June 1991
Copyright (C) 1989, 1991 Free Software Foundation, Inc.
59 Temple Place, Suite 330, Boston, MA 02111-1307 USA
Everyone is permitted to copy and distribute verbatim copies
of this license document, but changing it is not allowed.
Preamble
The licenses for most software are designed to take away your
If you accept the terms of the agreement, click I Agree to continue. You must accept the agreement to install FileZilla Client 3.7.4.1.
Nullsoft Install System v2.45-Unicode
I Agree
Cancel


Host: ftp.yourserver.tld
Username: username
Password: ••••••••••
Port: 21
Quickconnect
8


9
Dateiname
Dateigröße
Dateityp
Zuletzt geän
wp-admin
wp-content
wp-includes
index.php
license.txt
readme.html
wp-activate.ph
wp-blog-head
wp-comments
wp-config-san
wp-cron.php
wp-links-opml
wp-load.php
Upload
Add files to queue
Open
Edit
Create directory
Refresh
Delete
Rename
Empty directory listing

Explanation

1. Click on the "Download FileZilla Client" button.

2. Now you are forwarding to sourceforce, click on the green "Download Now" button.

3. "AGREE AND PROCEED" the cookies.

4. Safe the file local on your computer and start the setup.exe installation.

5. Click on "Next".

6. Click on "Install Now".

7. Now it should open the installation of FileZilla and now press "I Agree".

8. Finish the installation and start the program, fill up all information's "ftp server", "username", "password", "port" (all information are available in the email from **Bluehost**) for example ("ftp.yourserver.tld", "username", "Password123", "21") and press the "Quick connect" button.

9. Select all WordPress files and upload it on the webspace.

Install a blog #2

Now we start the WordPress web installation and configure your blog.

Sequence of events

Visit YourDomain.tdl/wp-admin/index.php

And follow the image introductions.

An explanation is on the end of the image.

1

There doesn't seem to be a `wp-config.php` file. I need this before we can get started.

Need more help? We got it.

You can create a `wp-config.php` file through a web interface, but this doesn't work for all server setups. The safest way is to manually create the file.

Create a Configuration File

2

Welcome to WordPress. Before getting started, we need some information on the database. You will need to know the following items before proceeding.

1. Database name
2. Database username
3. Database password
4. Database host
5. Table prefix (if you want to run more than one WordPress in a single database)

If for any reason this automatic file creation doesn't work, don't worry. All this does is fill in the database information to a configuration file. You may also simply open `wp-config-sample.php` in a text editor, fill in your information, and save it as `wp-config.php`.

In all likelihood, these items were supplied to you by your Web Host. If you do not have this information, then you will need to contact them before you can continue. If you're all ready...

Let's go!

3

Below you should enter your database connection details. If you're not sure about these, contact your host.

Database Name	blewhost_wordpress	The name of the database you want to run WP in.
User Name	username	Your MySQL username
Password	password	...and your MySQL password.
Database Host	localhost	You should be able to get this info from your web host, if `localhost` does not work.
Table Prefix	wp_	If you want to run multiple WordPress installations in a single database, change this.

Submit

4

All right, sparky! You've made it through this part of the installation. WordPress can now communicate with your database. If you are ready, time now to...

Run the install

5

Information needed

Please provide the following information. Don't worry, you can always change these settings later.

Site Title YOURWebsitename

Username Admin

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol.

Password, twice

A password will be automatically generated for you if you leave this blank.

••••••••••••••••••••••

••••••••••••••••••••••

Strong

Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? $ % ^ &).

Your E-mail Your@email.tld

Double-check your email address before continuing.

Privacy Allow search engines to index this site.

Install WordPress

6

Success!

WordPress has been installed. Were you expecting more steps? Sorry to disappoint.

Username	Admin
Password	*Your chosen password.*

Log In

7

Username

Admin

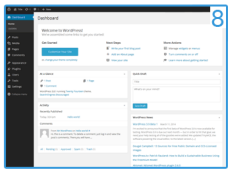
Password

●●●●●●●●●●●●●●●●●●

Remember Me

Log In

8



Explanation

1. Click on the "Create a Configuration File" button.

2. Click on the "Let's go!" button.

3. Insert the following information’s "database name", "user name", "password", "database host", "table prefix" for example ("blewhost_WordPress", "user", "password123", "localhost", "wp_").

4. Press the "Run the install" button.

5. Insert the following information’s "Site Title", "Username", "Password", "Your Email", "Privacy" for example ("Blog123", "Admin", "password123", "your@email.tld", "checked"). !Privacy should be enabled!

6. Click on "Log In".

7. Login at (yourdomain.tld/wp-admin) with your information’s for example ("Admin", "password123") and press the "Log In" button.

8. Congratulation you installed WordPress successfully now you see the administration interface. ☺

Default theme customization

Now you learn how you change the default blog information's if you are planning to use a professional template skip this section.

Sequence of events

Visit YourDomain.tdl/wp-admin/index.php

And follow the image introductions.

An explanation is on the end of the image.

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- Epub & Mobipocket (Exclusive to V.I.P. members)

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