A Beginner's Guide to...

WordPress

Building a Wordpress Website

The Correct Way

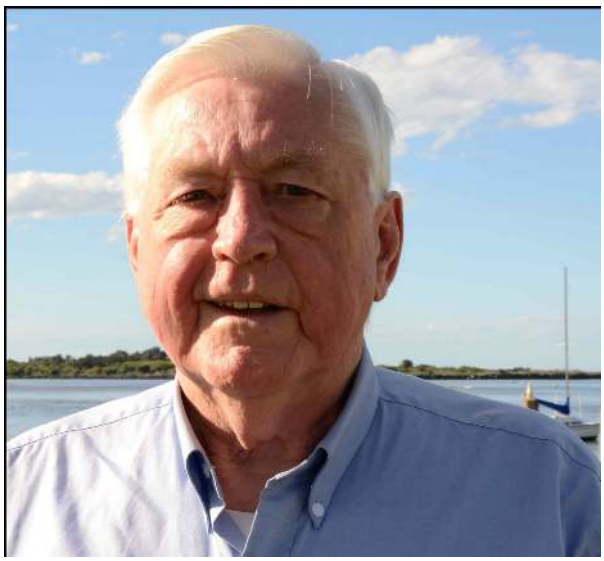
Disclaimer

I can't promise that you will make a cent with this product or advice. I hope you do make money, but if you don't, I am not personally responsible. In addition, you only have personal use rights to this product and no PLR, RR, or MRR rights of any kind. In other words, don't share it. Just use it for your own purposes.

Also, there could be some affiliate links in here, meaning that I get a commission if you purchase from my link. It won't cost you any extra, though, because any commission is paid by the product or program creator.

Also, I give you my word I won't ever recommend anything that is junk.

About The Author



Terry Chadban, aka The Internet Marketing Bloke, bought his first computer back in 1985, complete with a 1200baud modem, and first started marketing online in the same year.

Yes, that was before the birth of the World Wide Web, and before a lot of the so-called 'Internet Gurus' was even born.

He now resides in the Port Macquarie area and is running Port Macquarie Online Marketing as a way to keep on top of things in the online world, as well as give something back to the local community which has welcomed him into their world.

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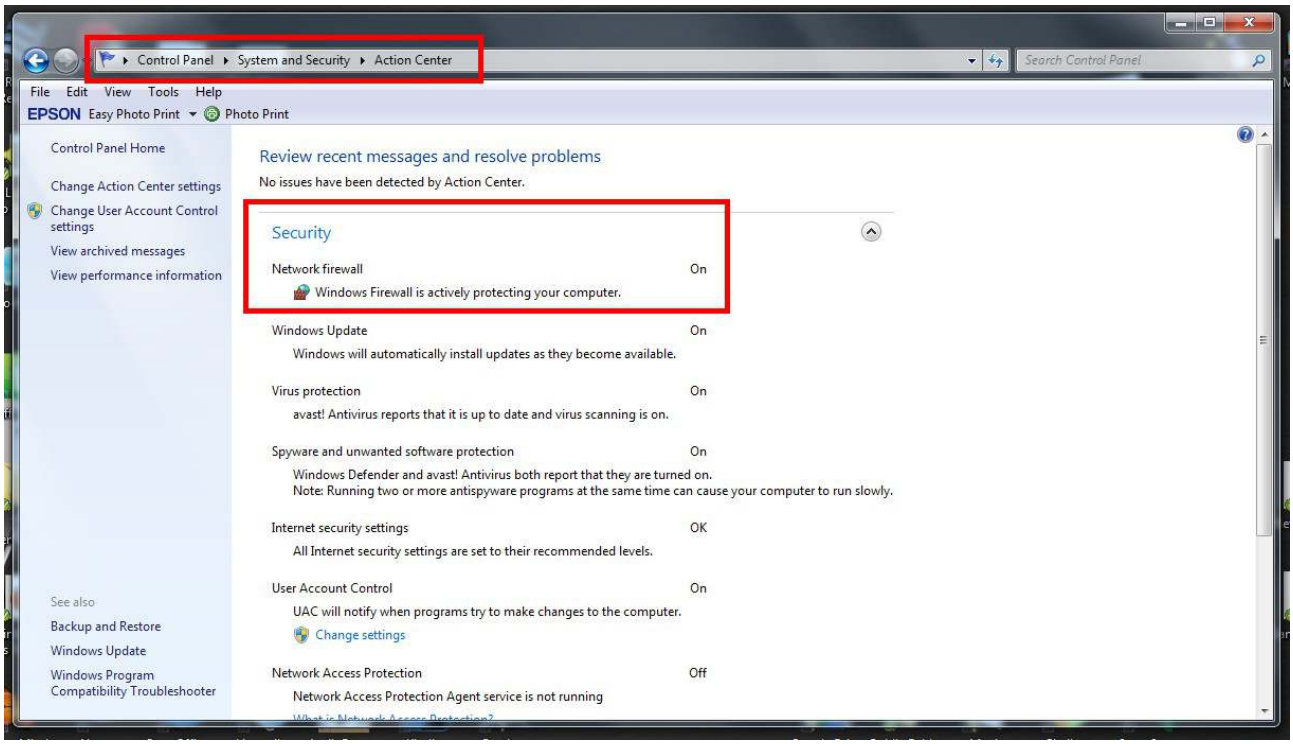
Step 1 Preparation

Before you even start to consider building a new Wordpress website, or any other type of website for that matter, there are a few things that you need to do first. Most important of these is making sure that the bad guys can't take advantage of the fact that you will be exposing your computer and website while you are working on it.

Always bear in mind that the internet is a two-way street, meaning that whenever you are connected to the internet it is just as easy for the bad guys to download viruses and malware onto your computer as it is for you to upload files from your computer to your website, so we need to take precautions to try and prevent that!

The first thing that we need to do, if you haven't already done it, is to install a firewall program onto our computer and set it up. A firewall program is exactly what it sounds like, it puts up a firewall or physical barrier between your computer and the internet to prevent the bad guys from getting to your computer.

Windows comes with a firewall program already installed, to configure it in Windows 7, click on the Start button, then go to Control Panel → System & Security → Review Your Computer's Status and you will see the Firewall options as below:



For Mac users, the following link will explain how to configure the Application Firewall on your computer (Mac OS X and above): Configuring the Mac Application Firewall

The next thing we need to do is to install a password manager if you don't already have one. We need this for two reasons, firstly to store and manage all of our passwords and login details, but just as importantly, to generate secure passwords for us, so that the bad guys won't be able to guess our passwords and login names. The two most popular are Roboform, and LastPass. Both have free trial versions, but Roboform has a very limited trial version and you will very quickly run into its limits

and need to upgrade to the paid version, which isn't very expensive anyway, currently on special for $US9.95/year, reduced from $US19.95/year.

But my recommendation is LastPass, which is the one I have been using for a number of years now. The free version will hold literally thousands of passwords and login details, so it is probably all you will ever need. The premium version is currently $US24/year for up to 100 users, which is great value for businesses, but as I said, the free version will be all most of you will need.

Finally, you should all already have anti-virus and anti-malware programs installed and configured, but make sure that they are kept up-to-date. For Mac users, it is a myth that the Macs are not affected by viruses and malware, they **are**, but the numbers are a lot less because there are a lot fewer Macs around than Windows PCs, so they are more newsworthy than Mac attacks. And more and more Mac users are now running Windows programs on their Macs using emulator programs like Parallels, so there is a good chance of becoming infected by a Windows virus. Here is a link to a Comparison of Mac Antivirus Software which may help you.

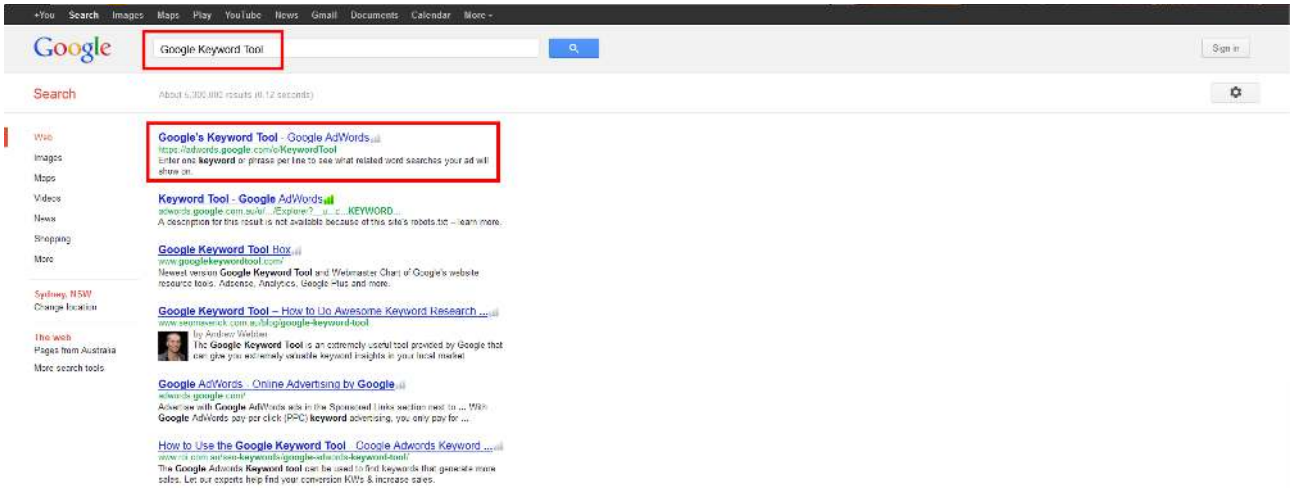
Once we have taken care of all that preparation, it is time to get into the actual website stuff!

Step 2 Keyword Research

Keyword research is not too sexy, but it is vital for the overall viability of your website, because you need to know what keywords people are typing into the search engines to try to find your website. Once we know this, we can optimise our website in order to help the search engines point the potential viewers to our website. This will be covered in more detail later on, in the SEO module, but it is better to do the research before we start rather than later on down the track.

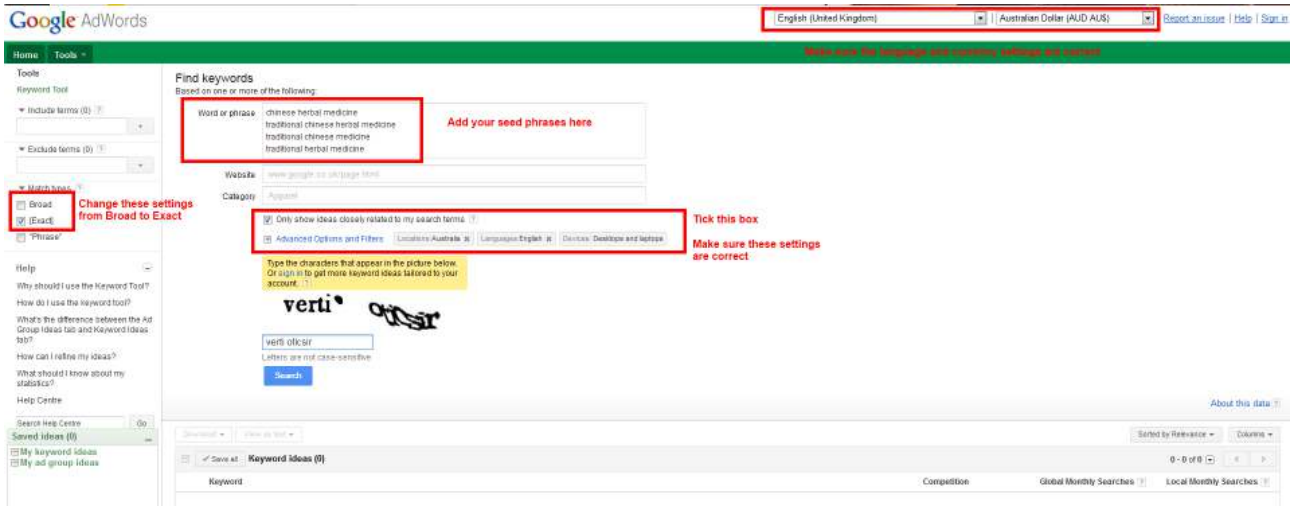
If you already have an existing business, then you will most likely want to register your business name as the domain name for your website, but in a lot of cases that may not be possible, so we may need to come up with an alternative name. So let's go and do some keyword research.

There are a number of very good keyword research tools out there, but all we need at this stage is the free Google Keyword Tool. It changes around a lot, so if you go to Google and type in “Google Keyword Tool”, it will be the first one in the search results.

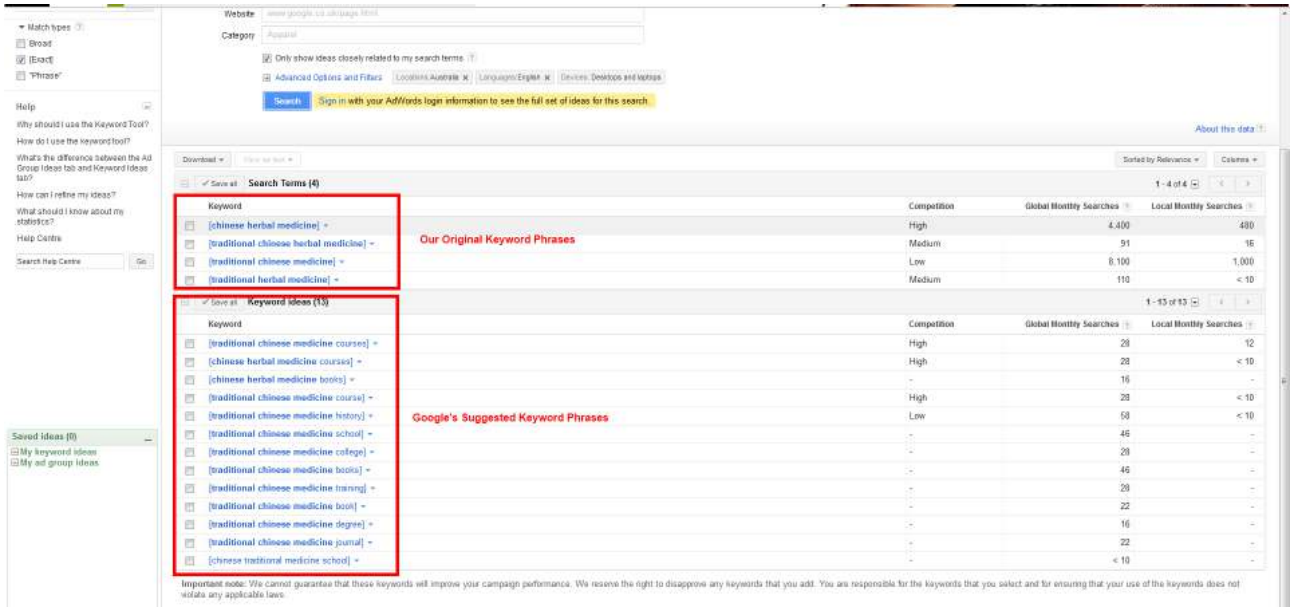


If you have a Google Adwords account, the tool will display up to 800 results, but without an Adwords account it will still display up to 100 results, which is enough for us for now.

For the purposes of this tutorial, I am going to build a fictitious website for a fictitious business, a Chinese Herbal Medicine practice. So we will go to the Keyword Tool, and type in a few phrases which people might use to find the business, and see what we get.

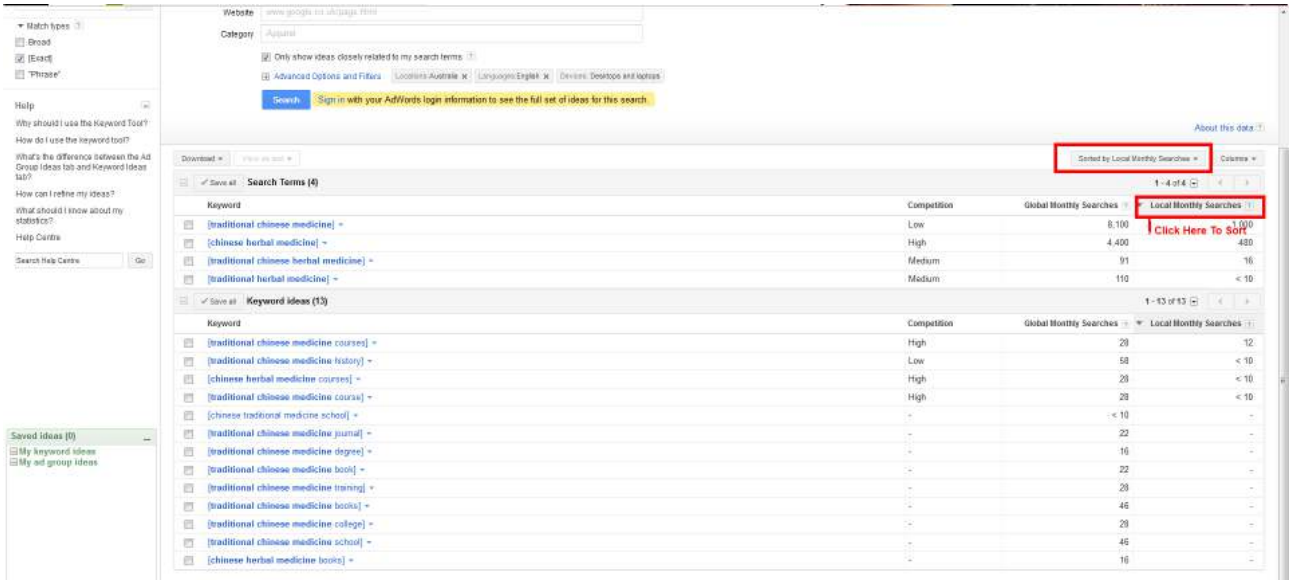


Make sure that you check the language, currency and match type settings before you type in your keywords and the stupid Captcha form. If all goes well, you should get something like the following screenshot:



Here you can see our original four keyword phrases, plus the phrases that Google has suggested. But there is more thing I suggest you do before going any further, and that is to sort the results by Local Monthly Searches. If you click on the heading “Local Monthly Searches”, it will sort from highest to lowest results. If you click again, it will reverse the results, and show you lowest to

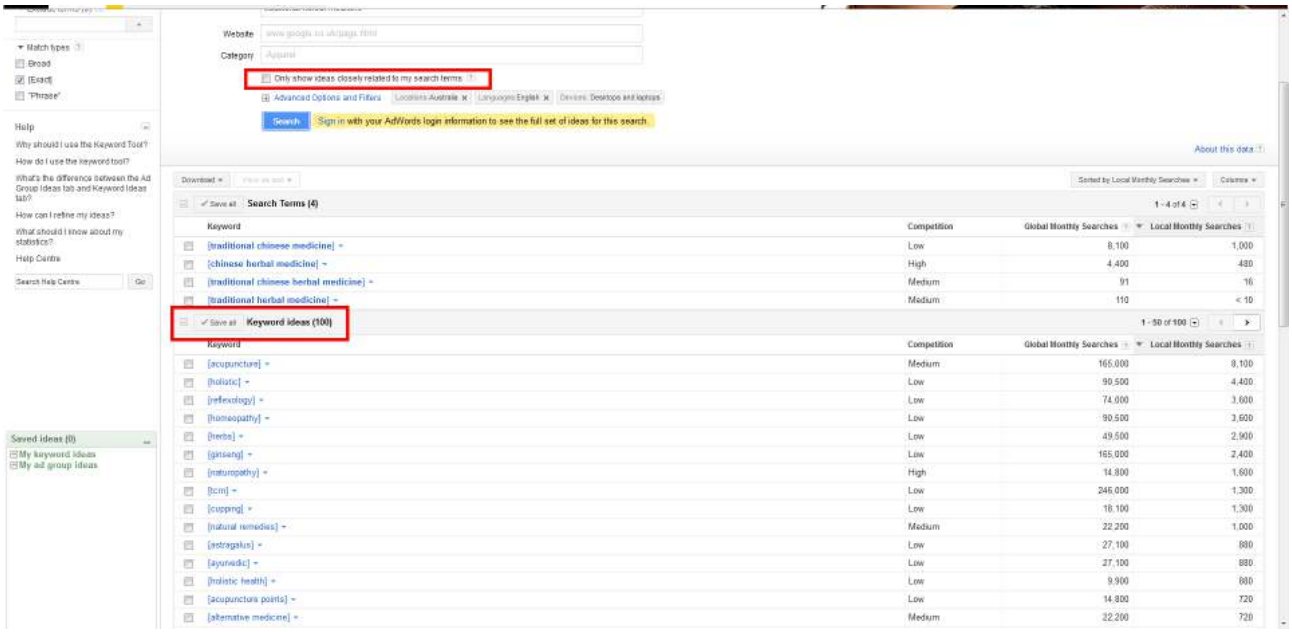
highest. You can do that with all columns. Once we have done that, we get:



Looking at the results, we can see that the phrase “traditional chinese medicine” is getting around 1000 searches in Australia monthly and 8,100 searches globally, yet Google is telling us that the Competition for that phrase is Low. Compare that to the phrase “chinese herbal medicine”, which is showing 480 monthly searches Australia-wide, and 4,400 globally, but has a High Competition rating, and there is no doubt in my mind that the phrase “traditional chinese medicine” is the better choice for our website.

None of Google's suggestions come anywhere near those results. But one thing that does stand out is that nearly **all** of Google's suggestions are related to information about the topic, so that is something to bear in mind down the track.

Now, to get ideas for keywords related to our website, which we can use for inspiration for writing articles for our website later on, we go back to the Keyword Tool and uncheck the “ideas closely related” box, and now we get the following:



Notice that now we have the full 100 keyword phrases. Once we have this list, we can either click on the Download button and download all the results, or click on the Save All buttons to save the ones we want. And we are done with keyword research for now. We have a good idea of what we want for our website name, and a list of related terms and phrases which we can use for our content later on when we start to build out our website. Now, we head out to buy our domain name!

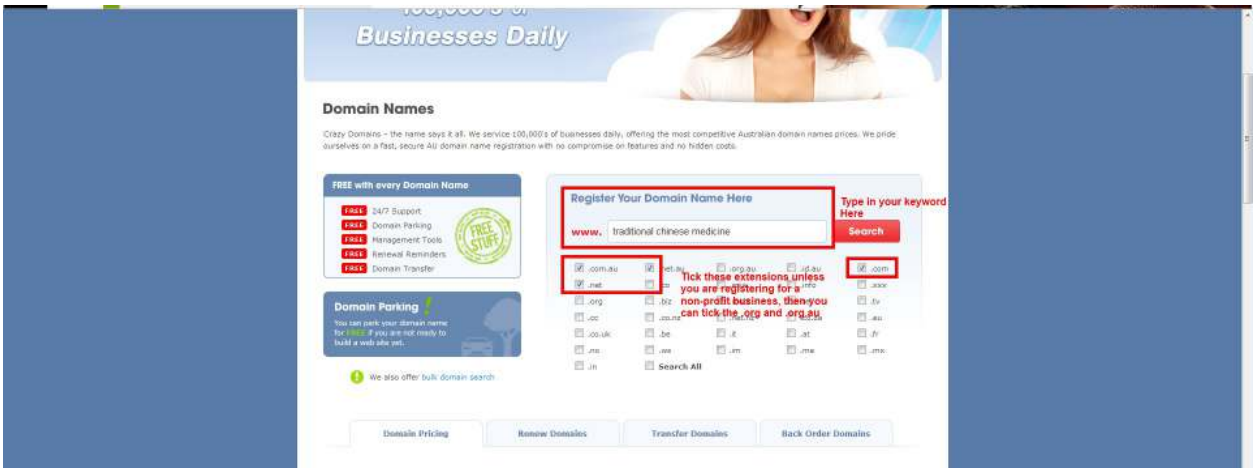
Step 3 Selecting And Purchasing a Domain Name

Next step is to head on over to a domain name register to select and purchase our domain name. The domain name is just the website address, the http://www.yourbusinessname.com bit that people type in to get to your website.

If you already have an established business then you will want to try to register that name if possible, but if you are starting from scratch then you can use the keyword research to try to find a domain name that incorporates your main keyword.

My personal choice for domain name registration is Crazy Domains for Australian-extension domain names (.com.au, .net.au, .org.au, etc) and NameCheap for all others, but if you are only going to be buying one or two domain names then Crazy Domains is fine. You will need to open an account with whichever one you decide to go with, but both are free, and easy enough to fill in, so I won't waste your time telling you how to fill in your name and address. :-)

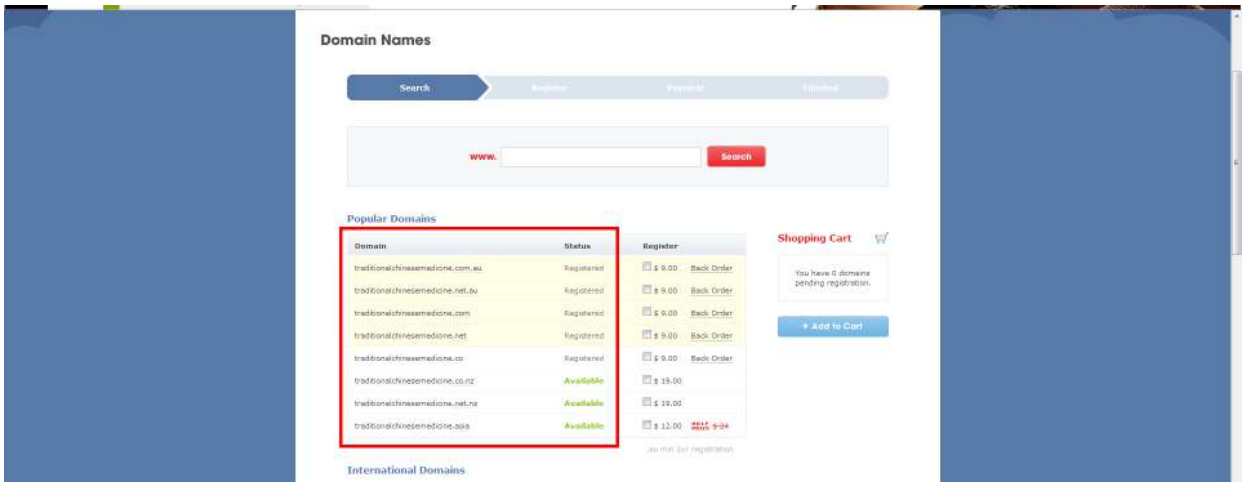
When you open your account and login to Crazy Domains, you will find the following search box:



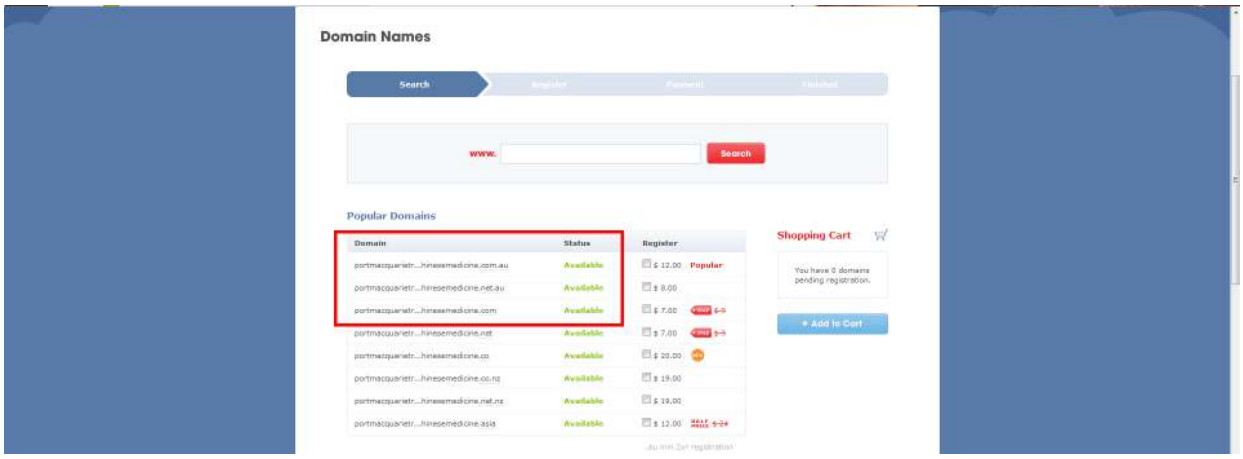
Unless you are going to apply for a non-profit domain name, just tick the .com, .com.au, .net and .net.au boxes, because these are the only domain names worth chasing. My personal preference is for a .com domain, but the search engines are becoming more and more local-focussed, so I would consider the .com.au domain as well. My next preference would be a .net, then a .net.au domain.

Never ever even consider a .info domain, no matter how cheap they are offered to you. Because they are usually very cheap compared to the other domains, they are a favourite of the spammers who buy them by the hundred, but the search engines are aware of this, and penalise **all** websites with a .info domain now.

As you will see in the next screenshot, all the good domains for 'traditional chinese medicine' are already taken, but never fear, we have another option in mind.



What I recommend doing in this case is adding what is known as a 'local modifier', which is just a fancy-pants way of saying “bung your town or area name in front or behind the keyword”. In my case, because I am living in the Port Macquarie area, and our fictional business will be based in the Port Macquarie area, I tried “port macquarie traditional chinese medicine” and got the following results:



Bullseye! As you can see, the .com and .com.au domains are both available. In this case, I would go with the .com domain, partly because of the fact that the search engines still prefer .com domains at the moment, but also because the domain name is already a bit longer that I would normally like.

However it does contain our keyword and our local modifier, so anyone looking for traditional chinese medicine in the Port Macquarie area should be able to find us in the search engines. We could also have gone with something like 'hastings traditional chinese medicine', which may have been more appropriate if our business was going to be operating in more than one area of the Hastings, but you get the idea. Last step is to click on 'Add To Cart', and go ahead and pay for the domain name. Next we move on to the all-important area of purchasing web hosting, which is just the area or computer where our website will eventually be stored.

Step 4 Purchasing Web Hosting

Okay, I am obviously a little biassed here, but I think that the website hosting service we provide at Port Macquarie Online Marketing is just about the best value in Australia, but for the purposes of this report we will mention another service that I can recommend, Hostgator.

When you go there, you can totally ignore the prices that state “Starting from....”, these are only applicable if you sign up for three years or more! Below are the annual prices, and in some cases you can sign up for monthly payments for around the same price.

For most small businesses, the Hatchling Plan will be sufficient, but be aware that it only allows you to have one website hosted for that amount. The other two plans offer unlimited domains, so even if you think you may want to include another website down the track, we recommend either the Baby Plan, or the Business Plan if you think you may need a toll-free number or a private SSL certificate for your business.

Once you pick your plan, it is the same rigmarole, create an account, sign in, and purchase the plan that you need. I will leave you to do that on your own. Next step once you have your domain name and web hosting sorted is to join the two together. Don't worry, this is not as difficult as some 'experts' make it out to be!

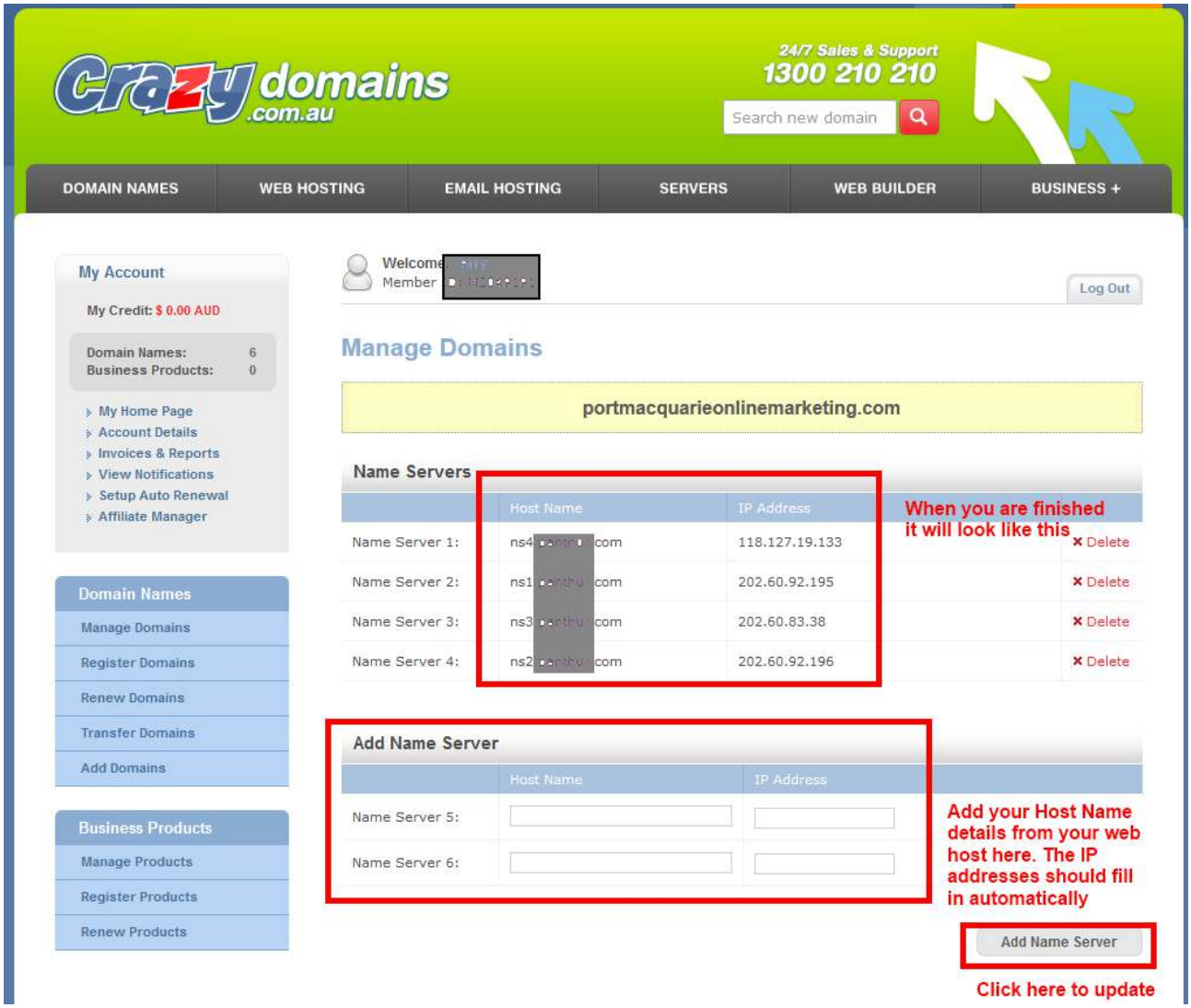
Step 5 Connecting The Domain Name To Web Hosting

Before we get into the details here, a brief explanation of what we are doing and why might be a good idea. Each computer that is connected to the internet is allocated a unique IP address, so that they can be identified. An IP address is a number which looks like 212.125.91.128 or something similar. Now IP addresses are fine for computers because they 'speak' in numbers, but human beings don't. So we need a way of translating the IP addresses into usable addresses like http://PortMacquarieOnlineMarketing.com, which is easier for us mere mortal to remember.

This is done by dedicated computers called Domain Name Servers, or DNS, and they are simply computers with a huge list of IP addresses and the equivalent domain names. Now obviously all the domain names in the world wouldn't fit on one computer, so we use a series of interlinked computers to do the job.

When we create a new website, we need to tell everyone which Domain Name Server our new website is listed on, and that is what we will be doing next. Different Domain Name Registrars will have slightly different names for the settings, but if you look for a link or a tab that says something

like DNS Settings, or Name Servers, you should be able to find it okay.



Your web hosting service will give you a series of Domain Name Servers (here in Crazy Domains you will see that they are referred to as Host Names) which will look something like:

ns1.hostname.com

ns2.hostname.com

ns3.hostname.com

ns4.hostname.com

All you need to do is to login to your domain name account, find the option to Add DNS, or something similar, and type in these values. Normally the IP addresses will be added automatically, but your web host will have supplied them as well. Just confirm that they are correct, then save them. And that is all there is to it. Your domain name and website are now joined.

Now let's get to the fun part and start to actually build our WP website!

Step 6 Installing Wordpress The Correct Way

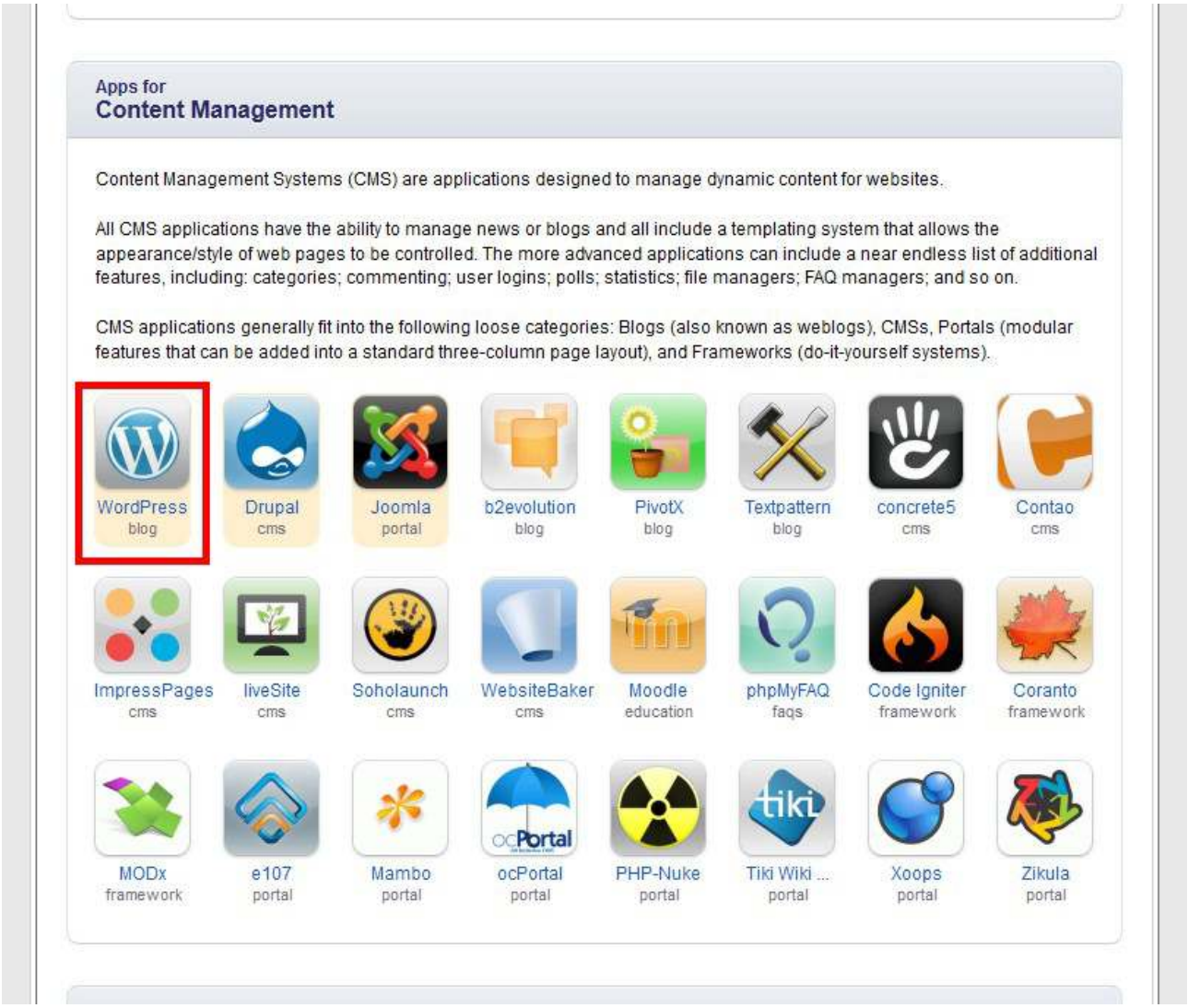
There are a number of ways of installing Wordpress, and the actual method will depend slightly on what web hosting service you are using. Most modern web hosts will include an application called Fantastico, or Fantastico Deluxe. Some will also have an application called Installatron, which is my favourite or a number of reasons. But if your web host doesn't have any of these options, or you are a born masochist, you can also install it manually. It really isn't all that hard to do it manually, and here is a link to the famous Wordpress 5 Minute Install:

http://codex.wordpress.org/Installing_WordPress

Simply go to http://wordpress.org/download/ and download the latest version of the Wordpress zip file, and you can also click on the link to the 5 Minute Install from there as well.

For this demonstration, I will use Installatron to install Wordpress, but the procedure is basically the same in all three automated options. Firstly, login to your Cpanel for your website. It will normally be http://www.YOURDOMAINNAME.com/cpanel. Look for the icon for either Fantastico, Fantastico Deluxe or Installatron and click on it.

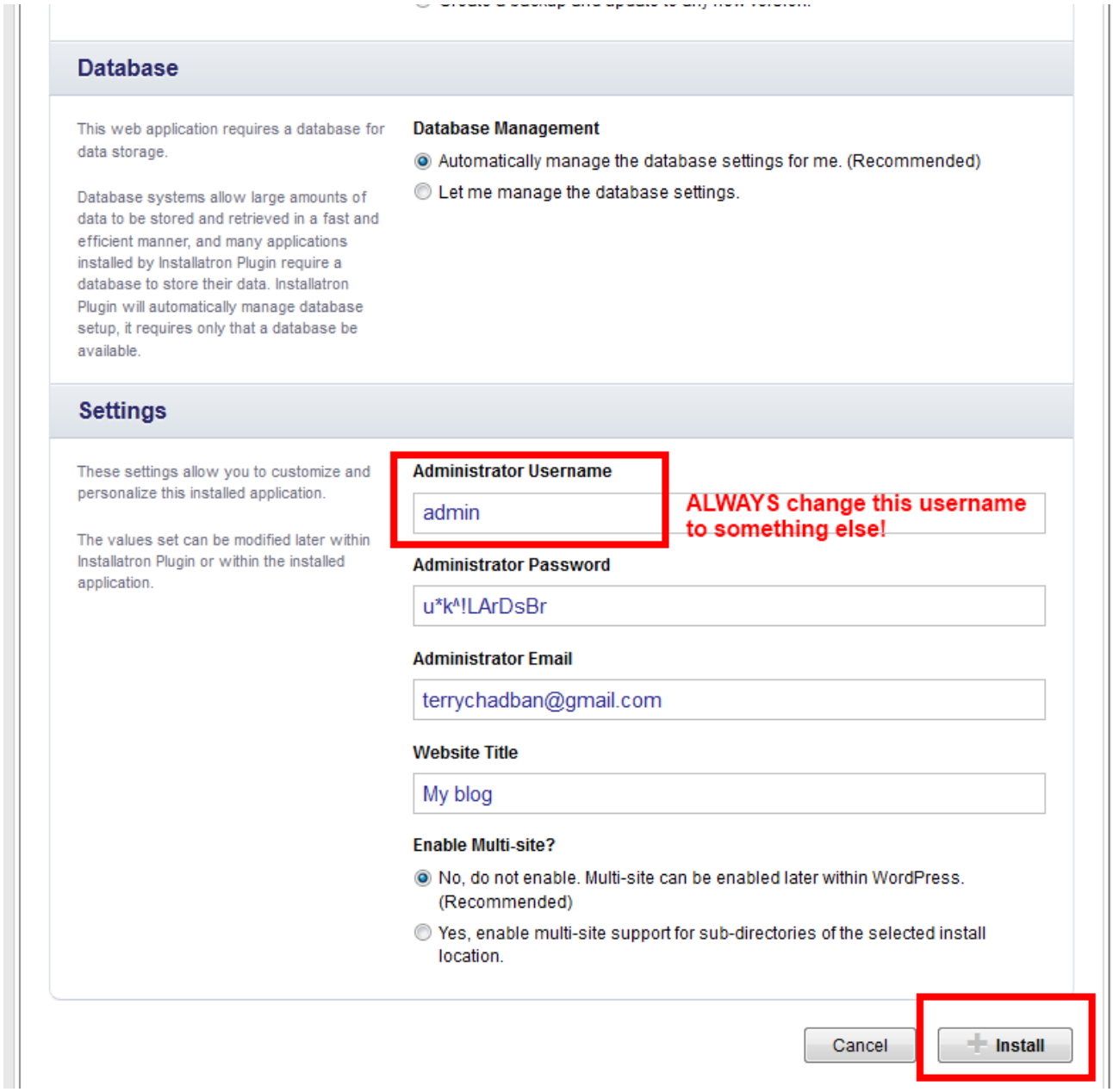
Find the Wordpress icon and click on it.



Click on the Install Application button.

With Installatron, you can fill in the blog name details, and just leave everything as-is **except** for the default username of 'admin'. Change that to something else, something unrelated to your blog preferably. With Fantastico, you don't have a choice, so go with it for the time being, and we will fix that later. Make sure you keep a record of the Username and Password somewhere safe.

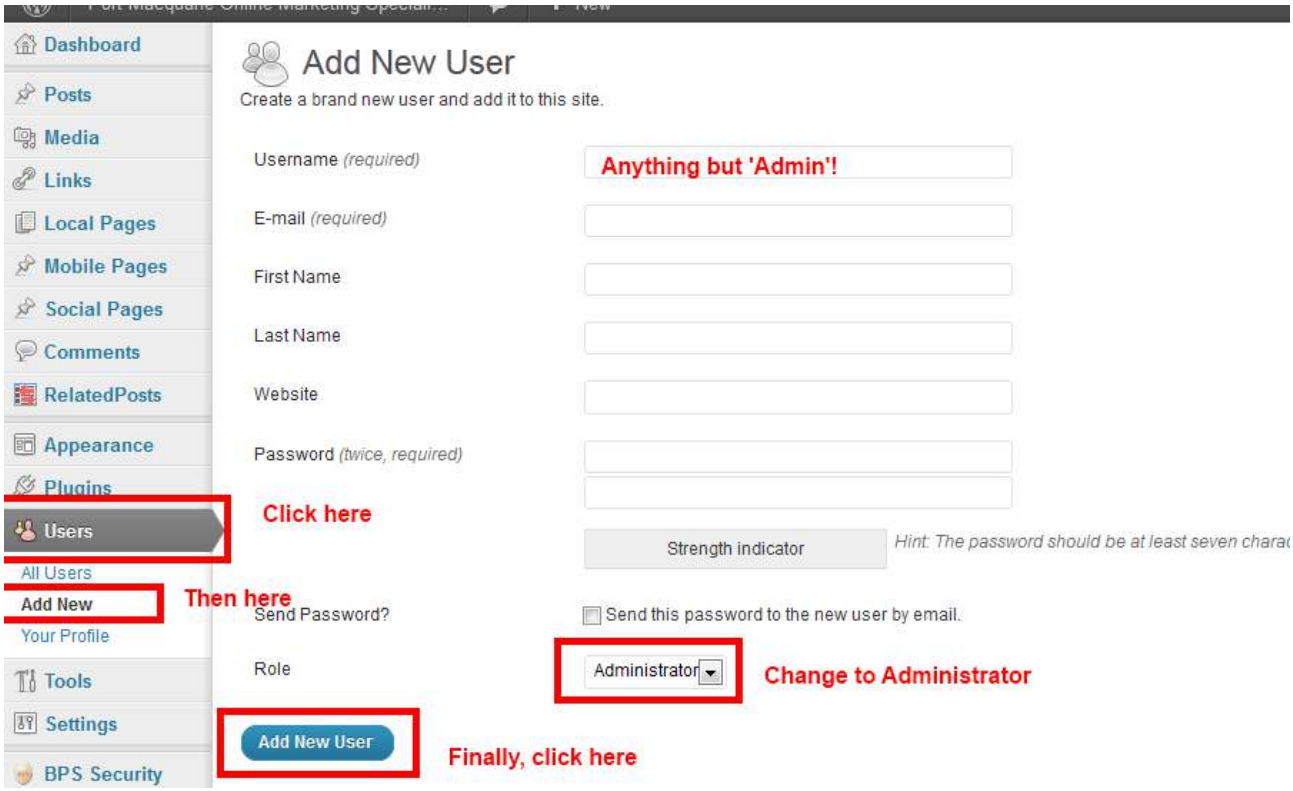
Then click on Install, and you are done!



Once your Wordpress website is installed, you can now login to your new website using the following link: http://www.YOURDOMAINNAME.com/wp-admin and enter the Username and Password you just created.

If you used Fantastico or Deluxe to install Wordpress, you will need to go to your Dashboard and create another User, give them Administrator privileges, check that the new Username and Password work, then delete the original Admin Username altogether.

Why do we need to do this? Because 99% of all Wordpress websites have the default username of Admin, and the hackers know this, so their job is half-done for them! If we change the Admin Username to something that they can't guess then they will normally just give up and go away and hack someone else's website.



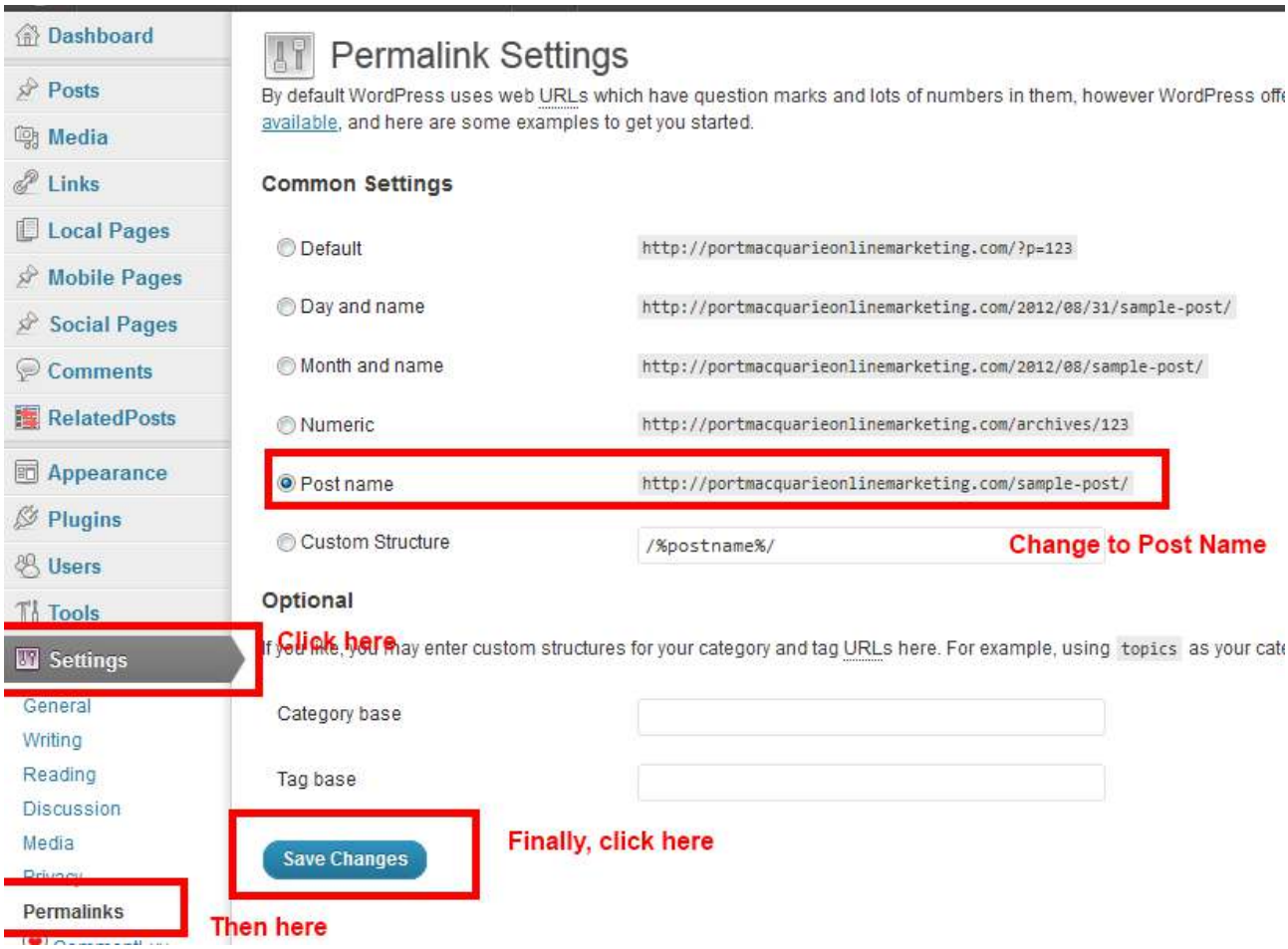
Now we have started to make our Wordpress website secure. The next step is to install a few plugins to make it even more secure! This is not hard to do, and once you have installed and activated one plugin, you are right to go and install as many plugins as you like to make your website unique.

Step 7 Installing Plugins The Correct Way

When you first go into your new Wordpress blog you will find that there are already a few plugins installed, to show you the idea. One of these is the famous “Hello Dolly” plugin which simply plays snippets of Louis Armstrong tunes at random times. You can safely de-activate and delete this plugin – unless you are a Louis Armstrong fan, of course.

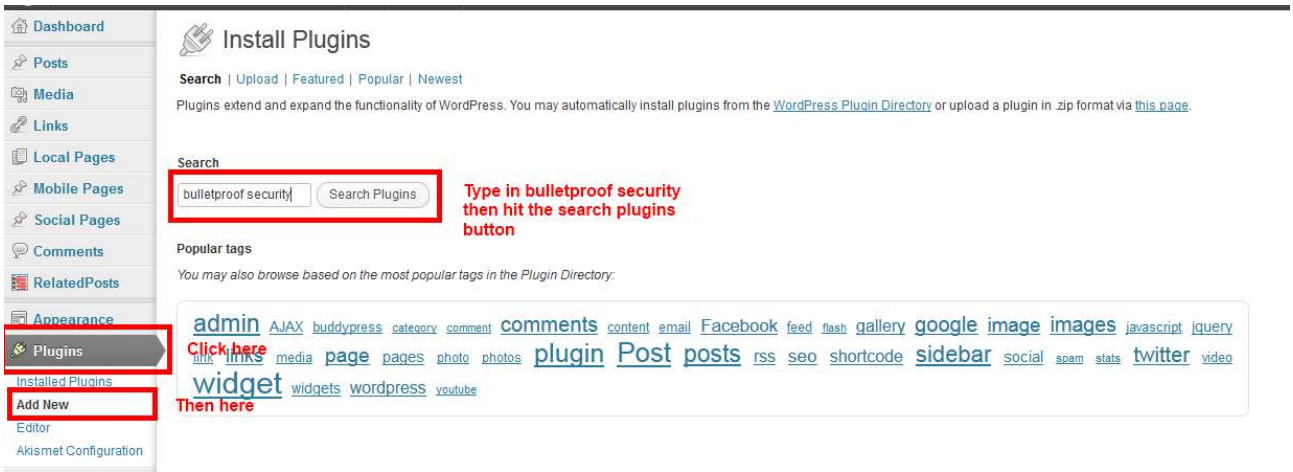
The other one is called Akismet and is a great anti-spam plugin. It needs to be activated, and you will need to go to the Akismet website to get a free activation key but the system is well documented so you shouldn't have much trouble activating it. Leave the settings as-is, and it is good to go.

One of the first plugins that we will be installing and activating requires a change to the permalink structure in order to work correctly, so we will do that first. The permalink is a fancy-pants word for the permanent website link to a particular page or post, and by default Wordpress gives the pages stupid names like: http://portmacquarieonlinemarketing.com/?p=123 which doesn't tell us or the search engines what the page is about, so we will change it to something more sensible.

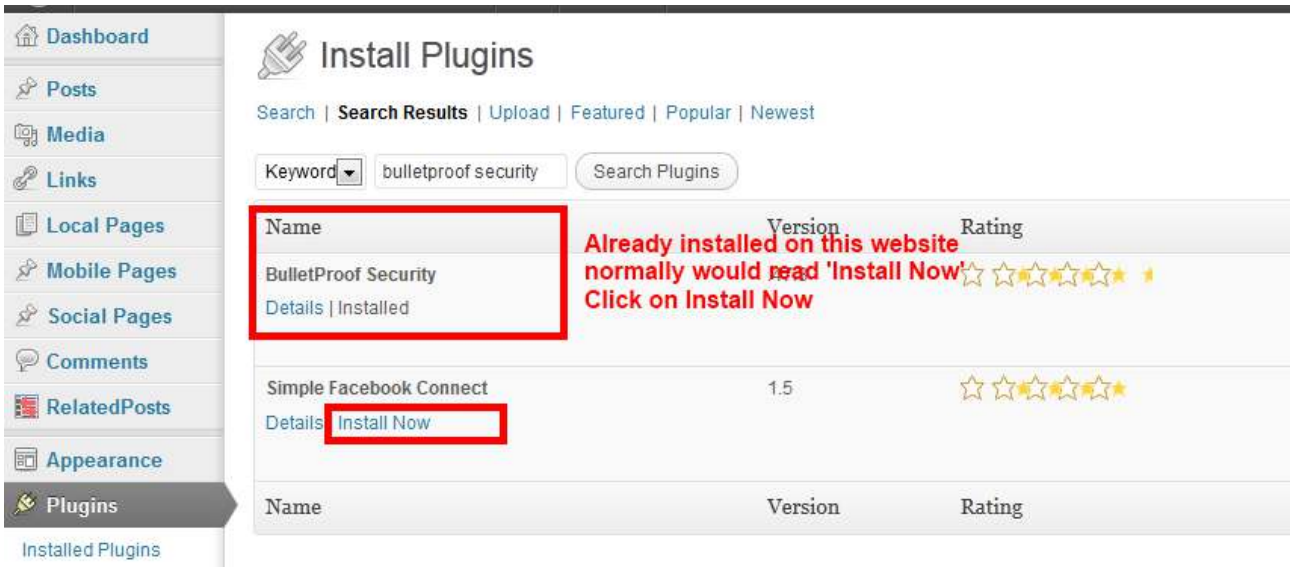


Now if we write and publish a page called 'Welcome', Wordpress will give it a permalink of http://PortMacquarieOnlineMarketing.com/welcome. Much better, right?

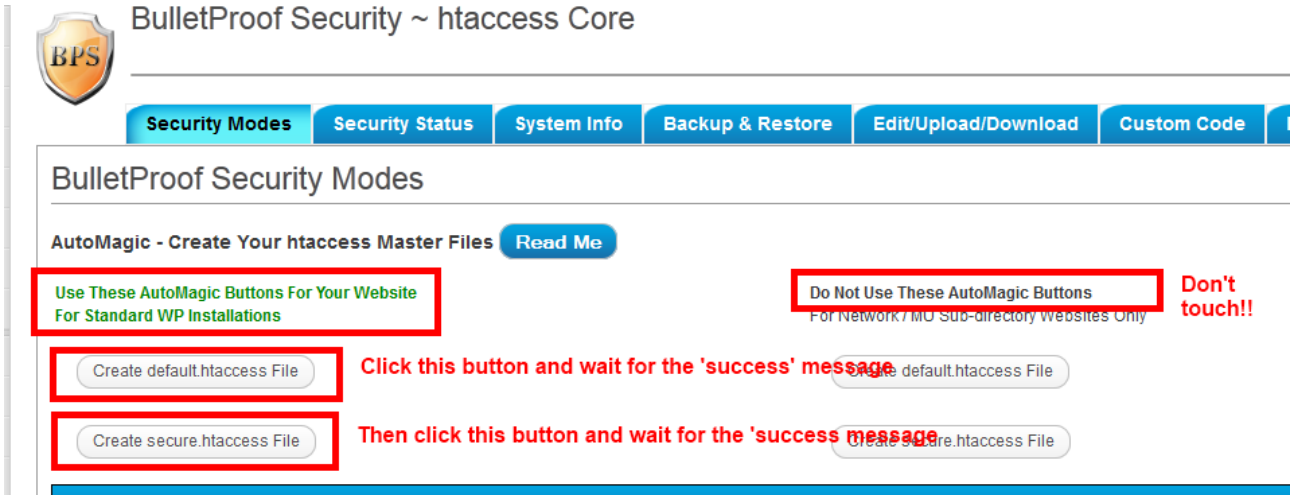
Now this is important, **as soon** as you have changed the Permalink settings, go into Plugins → Add New, and we will install, activate and configure a plugin called Bulletproof Security.



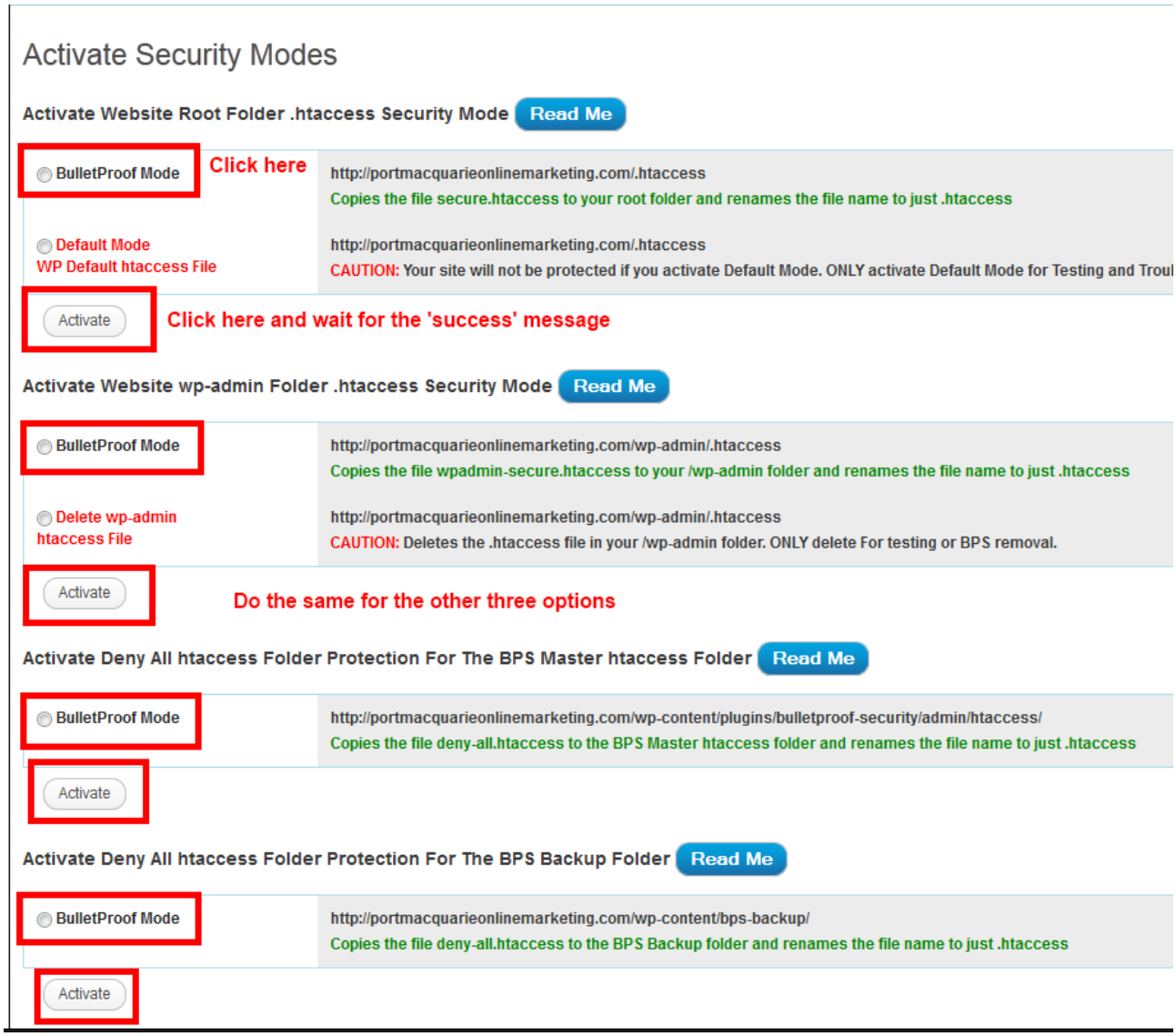
If you type in 'bulletproof security' and hit the search button, you will get the following screen.



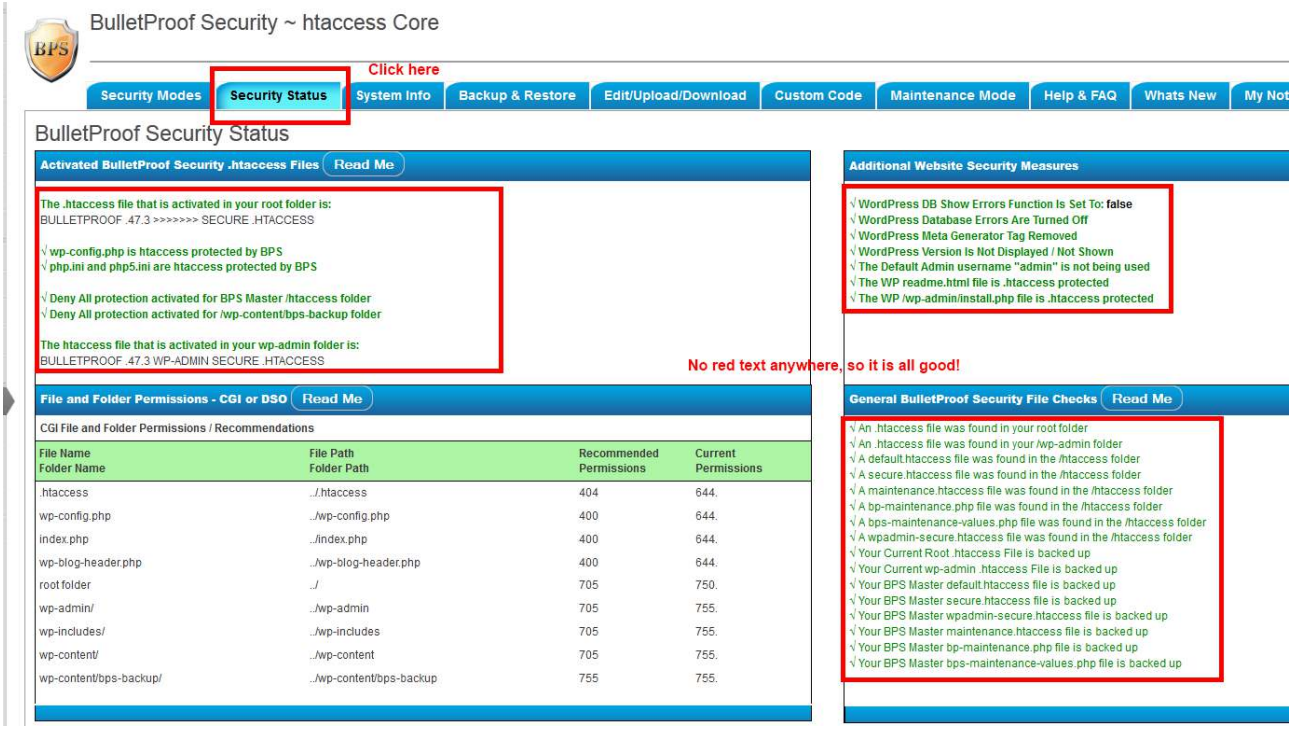
Normally you would see a link under the plugin saying “Install Now”, but in this case the plugin is already installed and activated. Click on “Install Now”, and the plugin will be downloaded and installed. Then you will see a message to “Activate Plugin”. Click on that link and the plugin will be activated and ready to configure. This particular plugin has a **lot** of options, but don't worry, it is very easy to configure.



Simply click on the 'Create default htaccess file' button, then wait until you get a message telling you that the process was successful. Do the same for the 'Create secure htaccess file' button. And no, you don't need to understand any of this computer-geeky stuff, just follow the instructions and you will be fine.



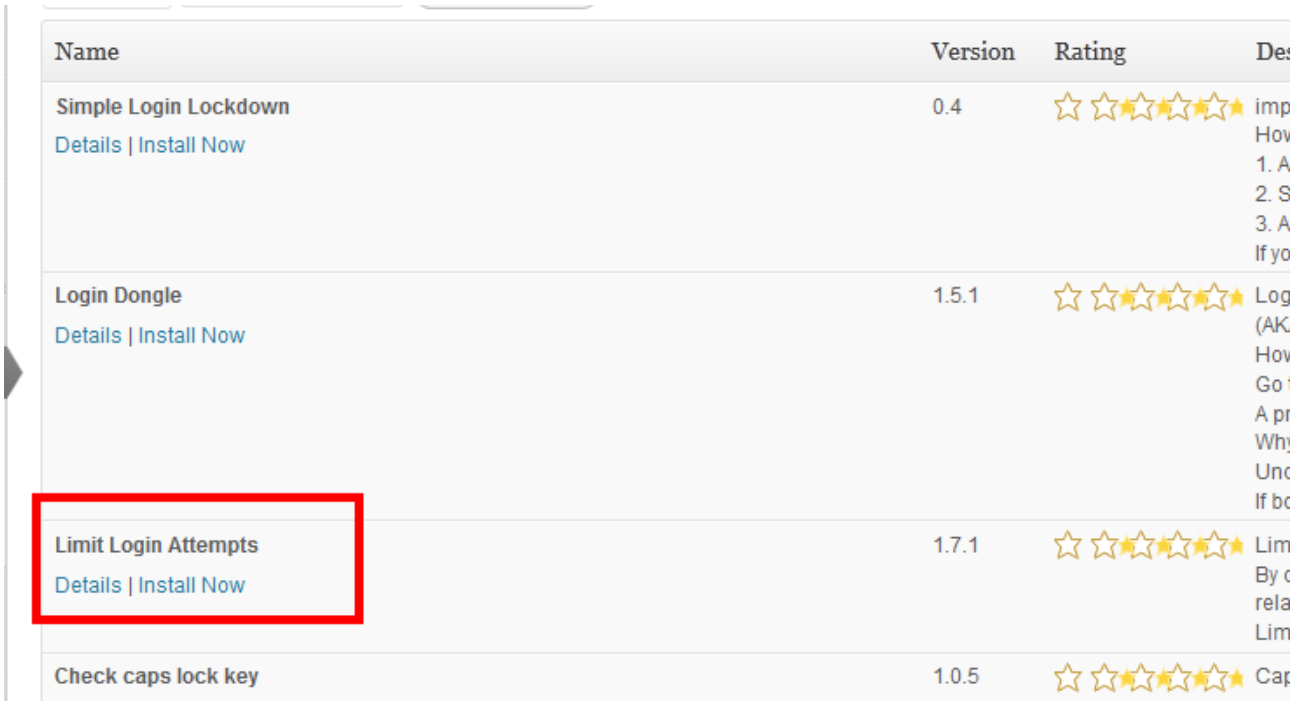
In this section all you need to do is to go down the page one option at a time, click on the 'Bulletproof Mode' button and 'Activate'. Again, wait for the 'success' message, then go on to the next one, and so on. Once you have done all four, you can click on the 'Security Status' tab at the top, and if all went according to Hoyle then you should see lots of green text and no red text as in the next screenshot. If you do get any red text, read what it says, then do what it says and you should be right. Normally it will simply be because you have missed an option.



And you are done! Now we will install and activate one more plugin, to help make our website more secure. This one is easy-peasy, because the default options are fine for our needs.

Go back to Plugins → Add New, and type in Login Lock.

Unfortunately Login Lock, the one I normally recommend, is not currently listed for some reason, probably being updated, so the next best one is the following:



So go ahead and install and activate that one instead, if Login Lock is not available, it does the same job. Now, if any would-be hackers try to hack into your website, firstly they will get the Username wrong because we changed it from the default 'Admin', then they will be limited to about five attempts to guess your password before they are banned from your website.

Once you get the idea, you can go crazy adding hundreds of plugins to your website, but don't, each plugin takes up space and resources, so if you add too many they will slow your website down and make it unusable. Just add enough to make the website look and act the way you want it to do.

Here is a list of some of the plugins that you might decide to add to your website:

All In One SEO	Helps to set up your website the way search engines like
Comment Luv	Helps with getting people to comment on your blog
Sociable	Puts social media buttons on your website
Google XML Sitemap	Creates a sitemap especially for the search engines
Contact Form 7	Create multiple contact forms for your website
WP Complete Backup	Backs up your website
NextGen Gallery	Adds a photo slideshow to your website
WP Customer Reviews	Allows your customers to leave a testimonial or review
YARPP	Adds a list of related posts to your post to help readers

Finally, a word of warning. Wordpress will notify you whenever there is an update to either the core Wordpress program itself, or any of the plugins that you install through the Wordpress Dashboard. Make sure that you keep both the core program and all plugins up to date at all times, because a lot of the updates are to fix potential security problems with both. If you keep everything up to date at

all times it will only take you a few minutes each week, and it will make your website much more secure, so don't neglect it.

Next step is to install and activate a theme.

Step 8 Installing a Theme The Correct Way

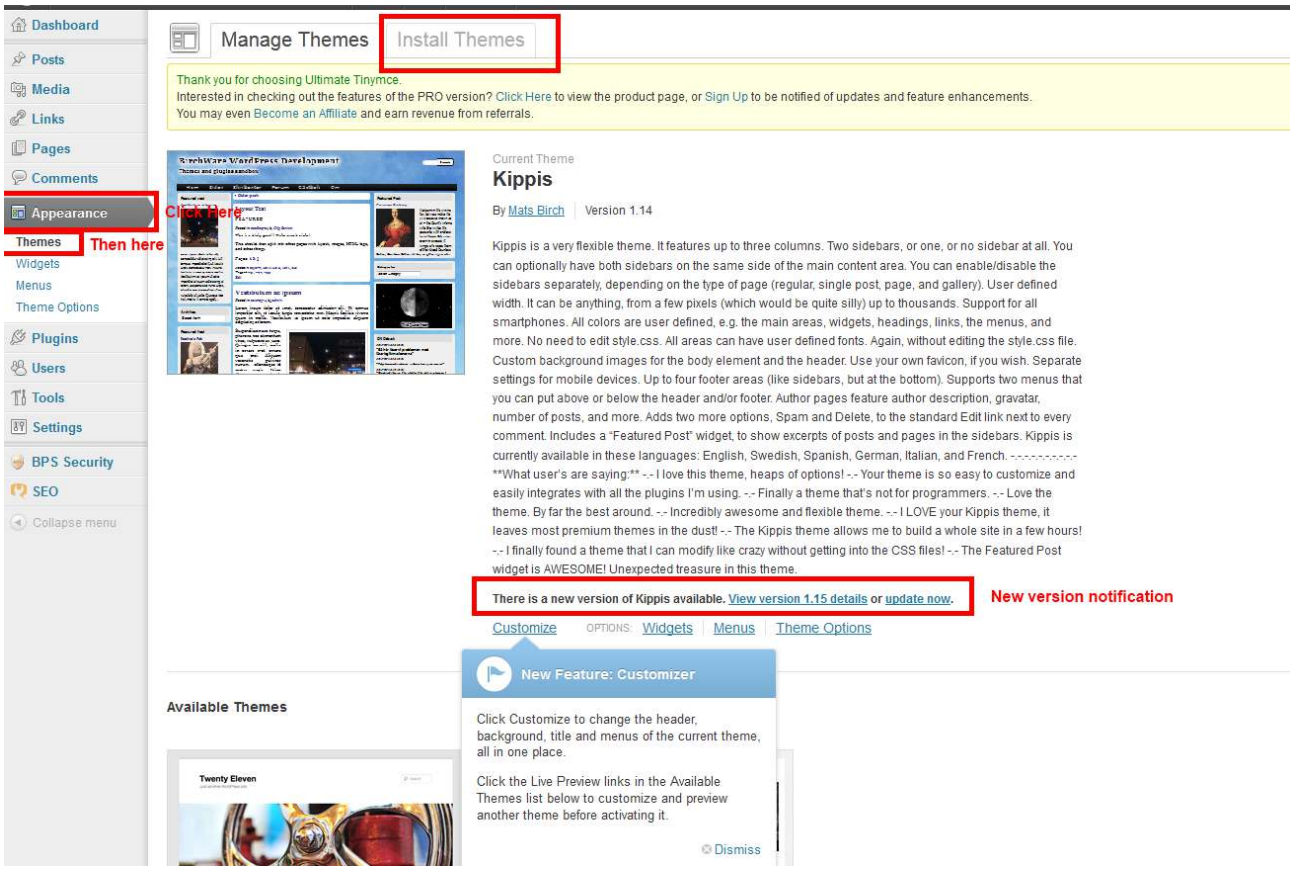
One of the many great things about Wordpress is the ease of changing the complete look of your website. This can be done in literally seconds, because Wordpress uses a system called 'themes', which are packages which include matching headers, footers, sidebars and widgets, all based on the same look, or theme. So if you build your website using a particular theme, then decide that you want to include a sidebar with an opt-in box to your newsletter, it is just a matter of changing the theme to one that supports sidebars. Most modern themes will also give you the choice of including or excluding footers, sidebars, etc, so chances are you might be able to change the whole look of your website within the current theme.

Now a word of caution! Because Wordpress is so popular, the bad guys write a lot of free themes and plant malware inside the programming code, which could compromise the security of your website, especially if you are selling anything and collecting private information, so **never ever** download Wordpress themes from anywhere except the official Wordpress website. There are literally thousands, probably hundreds of thousands of themes available there, they are all free, and have all been checked to make sure that they are malware-free and comply with Wordpress's standards.

By default, Wordpress comes with a theme already installed and activated, and it is a very good one which would probably be enough for most people. All you would need to do is to change the header graphic and configure it the way you want it, but for the purposes of this report I will show you how to install and configure one of my favourite free themes, one called 'Kippis'. The main reason that I like this particular theme is that it contains a lot of features that you would normally need to pay for, but it is still easy to configure. Another reason is that I happened to mention to the programmer recently that the theme would be a whole lot better if it had a couple of extra features, and he promised to look at my suggestions “in the next major update of the theme”. Less than a fortnight later all my suggestions were included in a new major update! Can't beat that for service, especially in a free product!

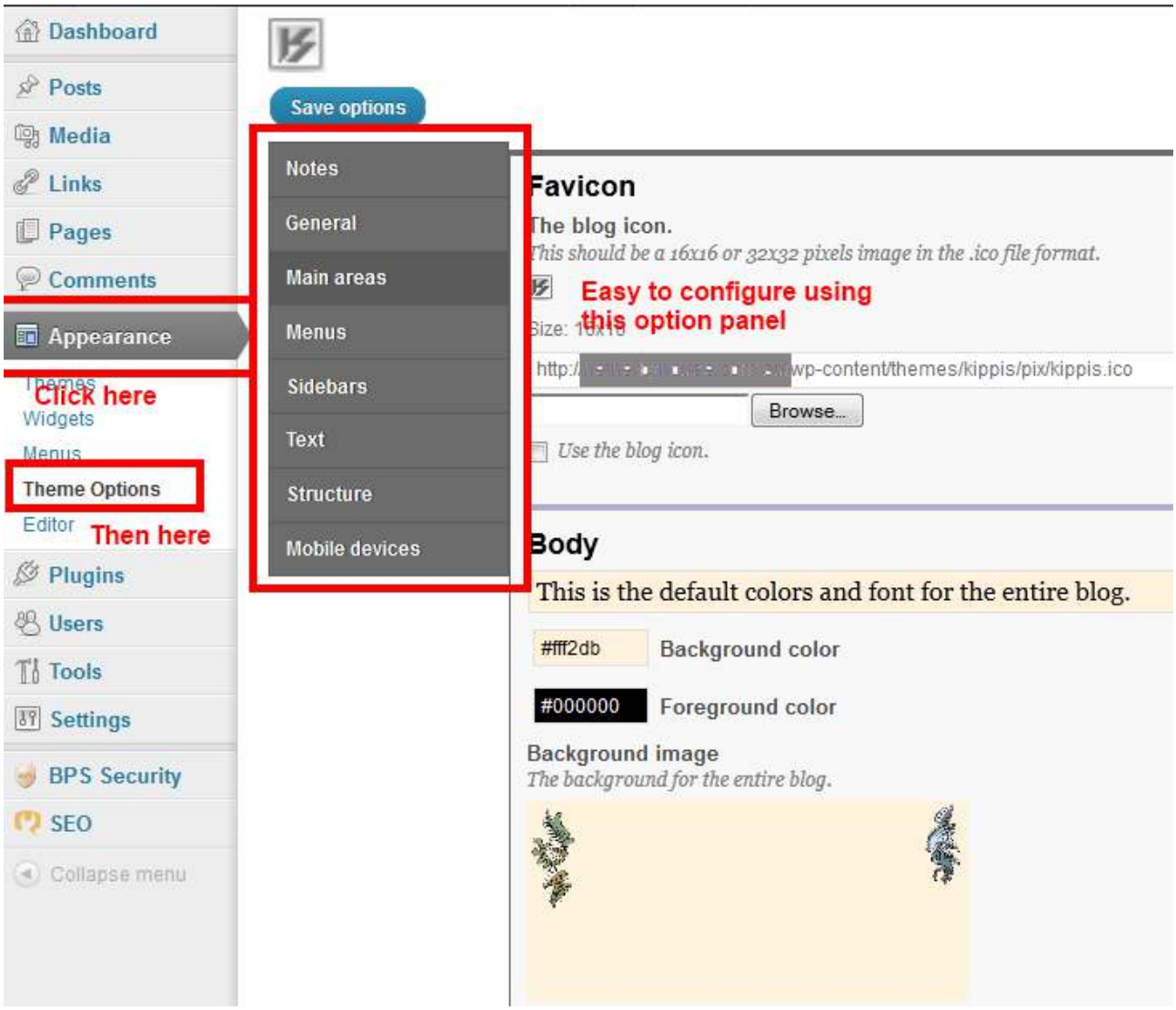
Installing and activating themes is very similar to the process of installing plugins, so it won't take you long to get the hang of installing and configuring themes. Login to your Wordpress Dashboard and click on Appearance → Themes → Install Theme.

In the screenshot below, you will see that the Kippis theme is already installed, but as it happens there is an update available so I will show you how easy it is to update themes and plugins, as well as find new themes.

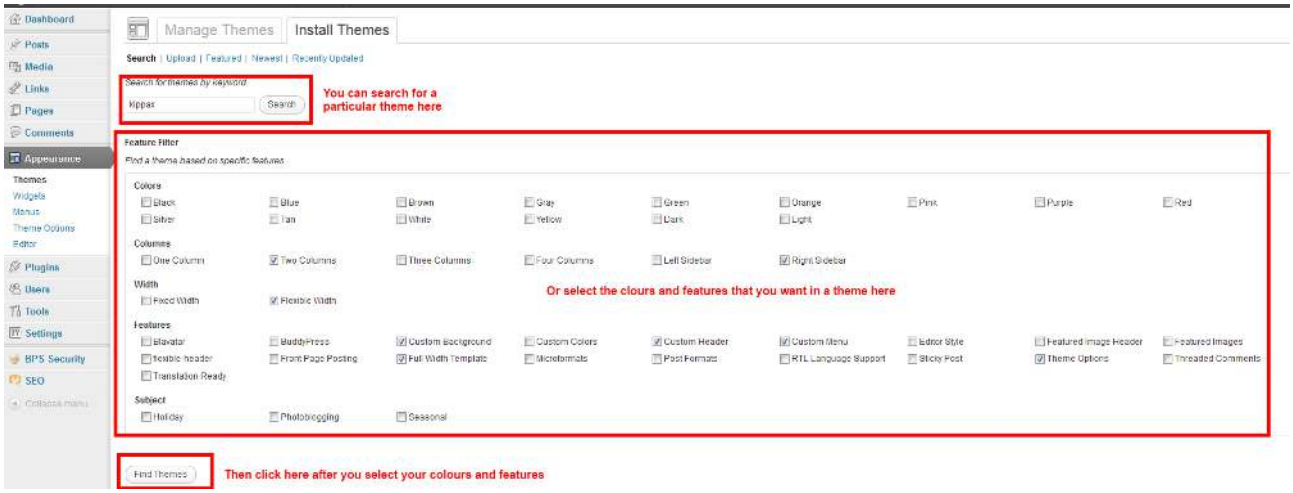


All you need to do to update themes and plugins is to click on the 'update now' link and it is all done for you. In some cases you may need to re-configure your settings, so it is always a good idea to keep a copy of any settings that you have changed, just in case.

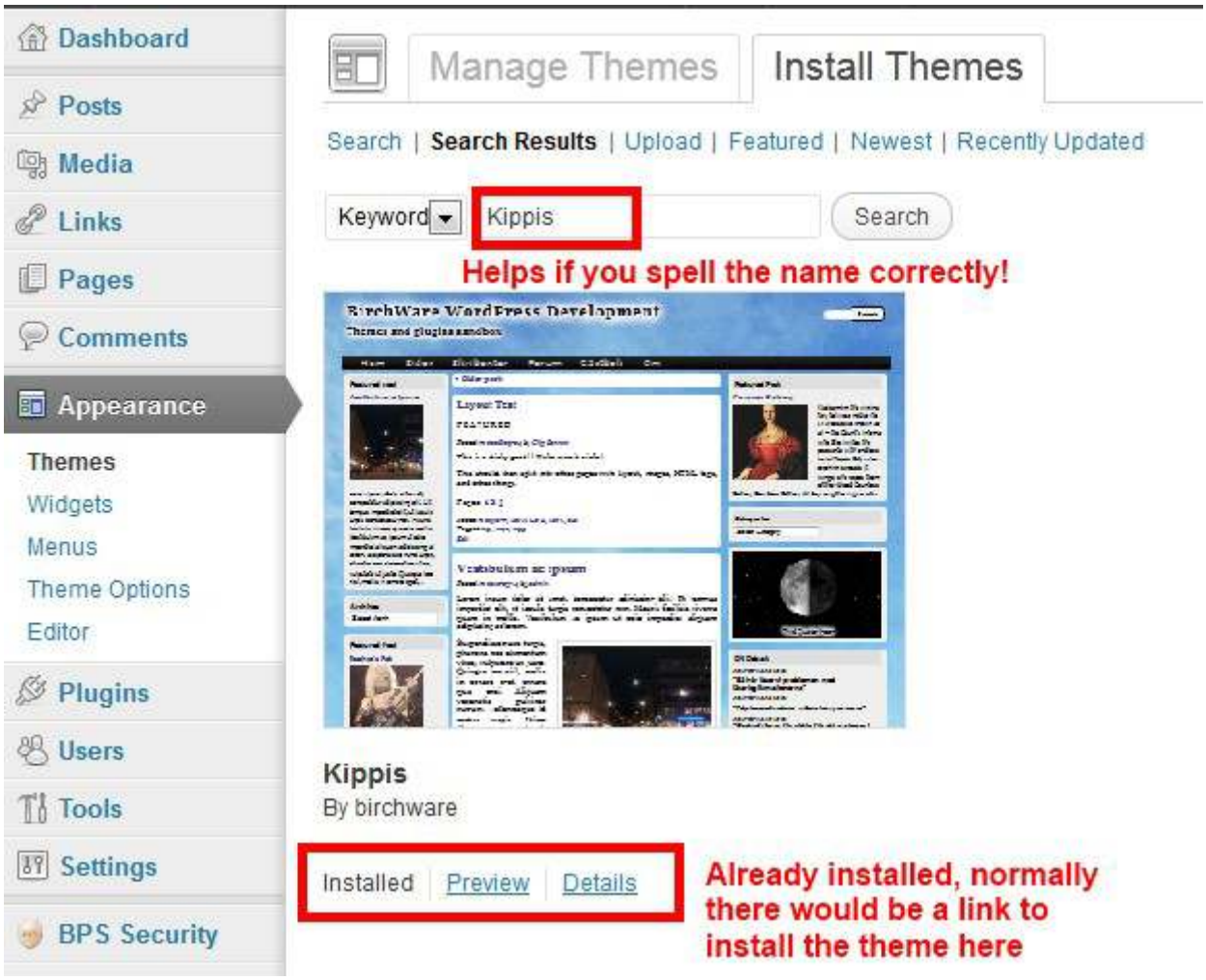
Here is a screenshot of the configuration options in Kippis, most themes will have similar options, but not necessarily all of the options in the Kippis theme:



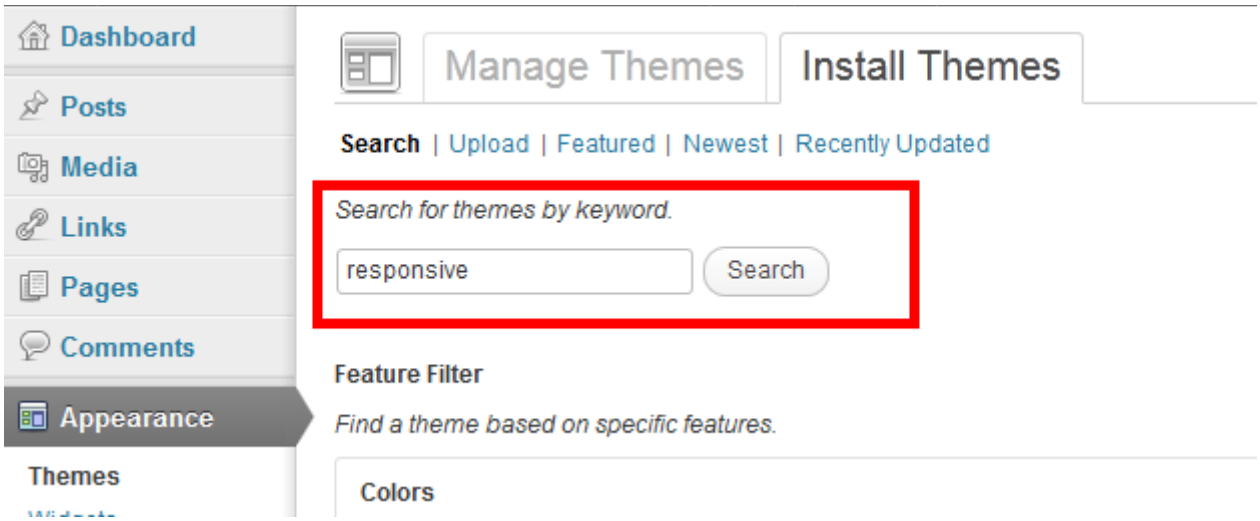
Now back to installing new themes!

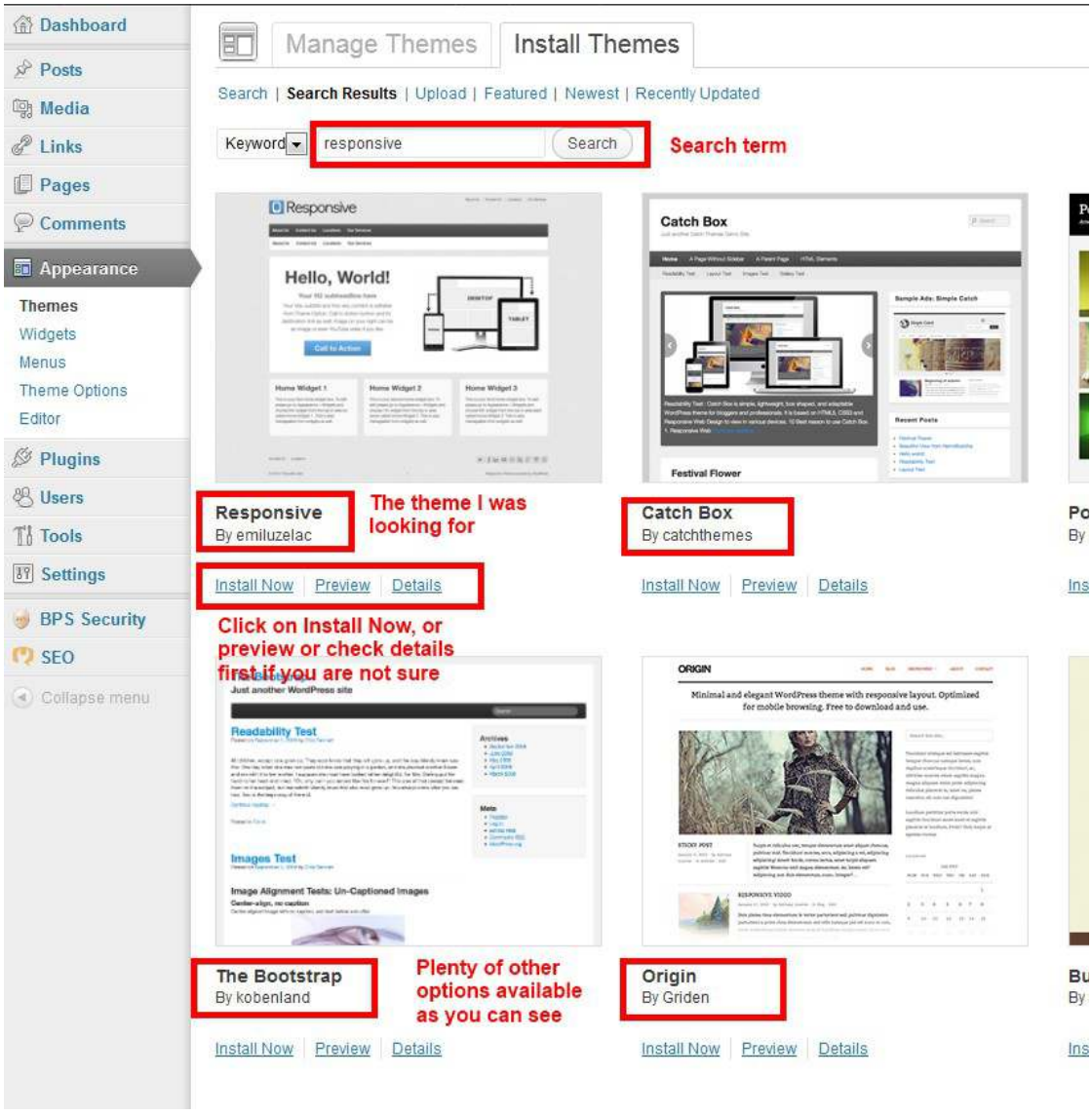


As you can see, you can either search for a particular theme, or select the colours and/or the features that you want in a theme.



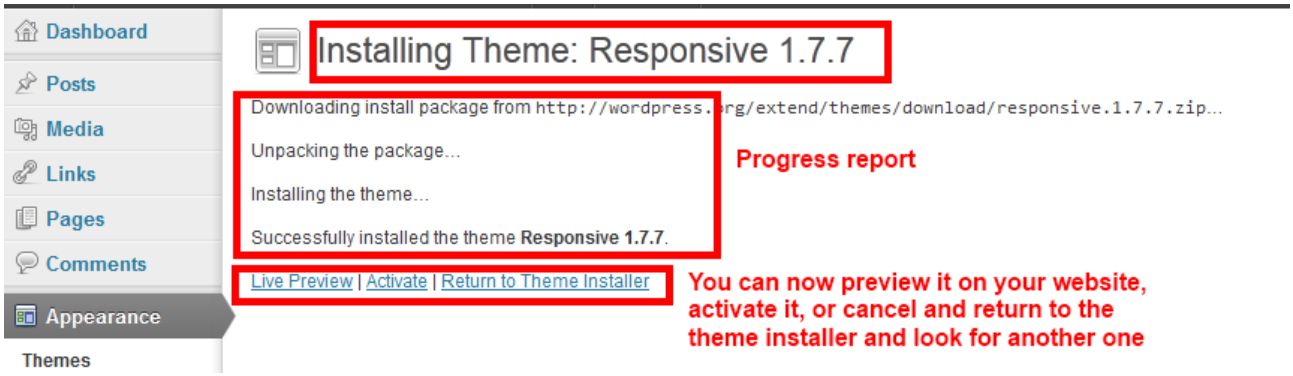
When I type in kippis (instead of kippax!), it comes up with the theme that I want. Since it is already installed on this website, it tells me that, but normally it would have a link to 'install now', which I will show you in a minute. This time I have typed in the name of another theme that I recommend, the 'Responsive' theme:


Dashboard
Posts
Media
Links
Pages
Comments
Appearance
Themes
Manage Themes
Install Themes
Search | Upload | Featured | Newest | Recently Updated
Search for themes by keyword.
responsive
Search
Feature Filter
Find a theme based on specific features.
Colors


Dashboard
Posts
Media
Links
Pages
Comments
Appearance
Themes
Widgets
Menus
Theme Options
Editor
Plugins
Users
Tools
Settings
BPS Security
SEO
Collapse menu
Manage Themes
Install Themes
Search | Search Results | Upload | Featured | Newest | Recently Updated
Keyword
responsive
Search
Search term
Responsive
By emiluzelac
The theme I was looking for
Install Now | Preview | Details
Catch Box
By catchthemes
Install Now | Preview | Details
Click on Install Now, or preview or check details first if you are not sure
The Bootstrap
By kobenland
Plenty of other options available as you can see
Install Now | Preview | Details
Origin
By Griden
Install Now | Preview | Details

As you can see, it has found the theme that I wanted, the one called 'Responsive', and also listed a stack of themes that **are** responsive, meaning that they respond and resize themselves to suit the size of the web browser. So on desktop computers they will show a certain sized version of the website, but on tablets and smartphones they will display progressively smaller versions of the website. This is important because more and more people are using mobiles and tablets to scope out websites before they buy, or visit the store. So, free tip – make sure your website theme is either responsive, or at least mobile-friendly.

Once you click on the 'install now' link, you get a progressive report as below:



Once you get the 'success' message, you will have the options to preview the theme live on your website to see how it looks, activate it directly, or cancel and go back to find another one. If you elect to preview it first, make sure that you activate it afterwards.

Once it is installed, simply go to Appearance → Themes and configure the theme the way that you want it. Don't be afraid to experiment with the options, you can always cancel them if you don't like the way that the website looks. It is hard to break the modern Wordpress websites. :-)

If you chose to select the features and colours that you wanted in a theme instead, the process is exactly the same. Pick a theme from the list that you like, preview it, and if you like it, install and activate it and configure it as above.

And if you have no idea at all what theme you want, try the 'Featured' or 'Recently Updated' links at the top of the page and see if anything there strikes your fancy.

Now you have a secure website, set up with the colours and features that you want, so it is time to start adding pages and posts.

Step 9 Adding Posts and Pages

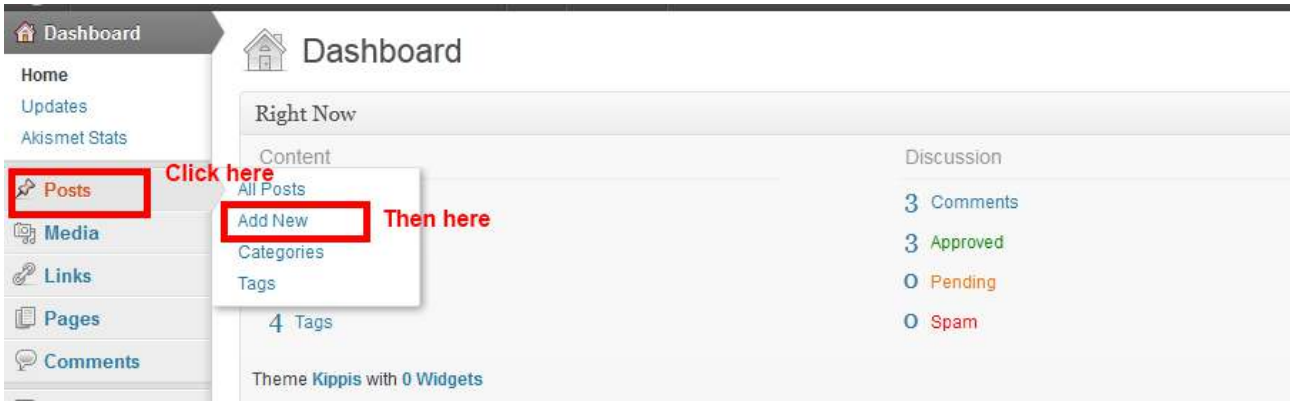
Now we get to the fun stuff, but the part that scares most people! Nearly everyone I speak to has the same two questions, “What do I write about”, and “Where do I find the time to write, I am too busy running my own business”. But once you get into the habit, it should only take you fifteen to twenty minutes to write an article of around 500-600 words, and I will show you a few secrets to finding more topics than you could ever find the time to write about! Let's get started!

If you go to your Dashboard, on the left menus you will see two options, Posts, and Pages. Pages

are static stand-alone pages which don't change much, like your About Us page, while Posts are your typical blog posts which are published on top of each other. Other than that, the process is exactly the same.

Go To Posts → Add New, or Pages → Add New as below:

Then:



Then you get the following options:

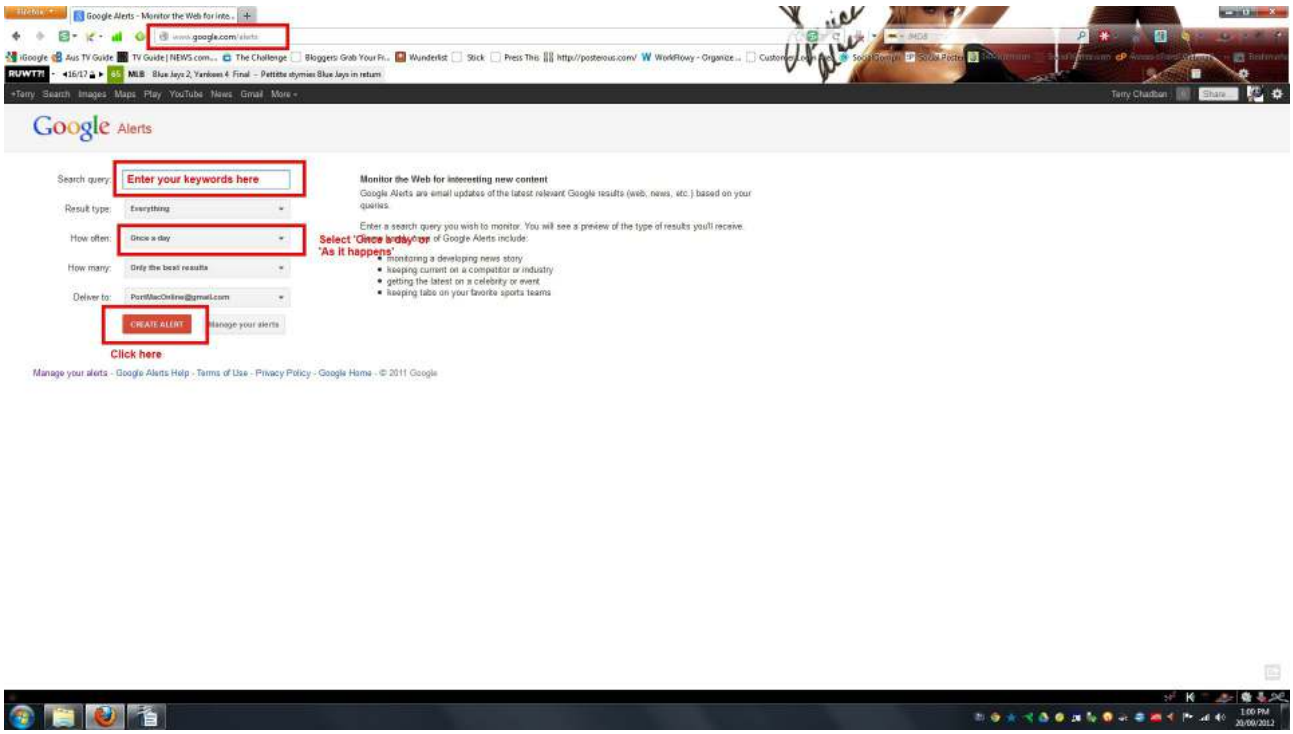
Hopefully you will know how to use a word processing program like MS Word or the like, so this screen should be familiar to you. Make sure you have included your keyword phrase in the title, in the first sentence of the main body of the article, the last sentence, and once or twice in the middle of the article, but don't over-do it, make sure that the article is readable for your readers.

Include a couple of graphics or photos in your article, either from your own collection, or from one of the many free graphics sites online like Flikr. Just do a Google search for “free graphics” or “royalty-free graphics” but make sure your read the fine print to make sure you have the right to publish them on your site!

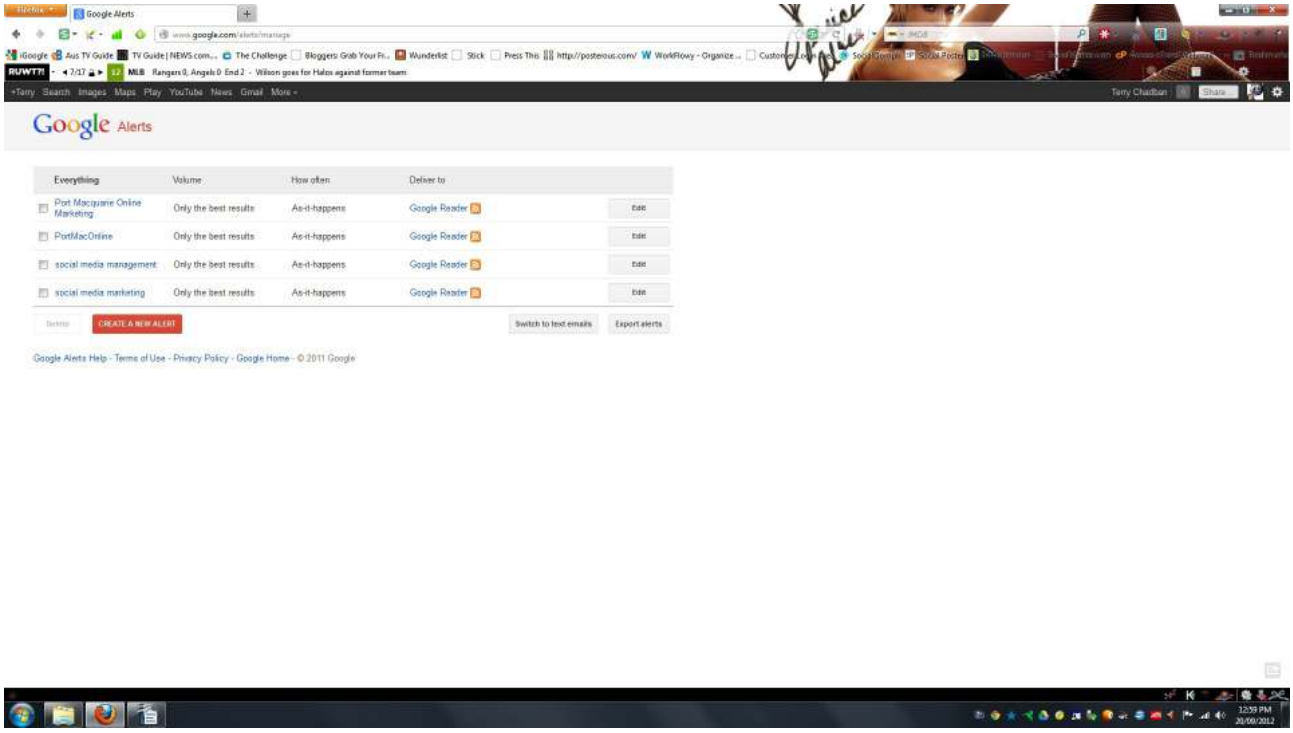
When you have finished writing the article, add a couple of relevant categories, hit publish and you are done! How hard was that?

Now I promised you a few ways to find plenty of topics to write about. For the first one you will need a Google account, if you already have a Gmail account you are sweet. Log in to your Gmail account, then go to:

http://http://www.google.com/alerts and enter your main keyword into the box. Select 'Everything', and 'Once a day' and click 'Create alert'. You can elect to have the alerts sent to you by email to your Gmail account, or you can elect to read them in an RSS Reader. For now, the email alerts will do you, if you get more involved in blog writing you can always change to the RSS Reader option later. You can set up more than one alert, so go ahead and make alerts for your business name, your personal name, names of your key employees, as well as words that are specific to your business. I recommend that you set the business and personal names to 'As it happens', that way if anyone mentions your business name, or you, on their blog you will be notified immediately and you can respond to the mention.



Here is a screenshot of the alerts for our business:



(Ignore Jessica Alba lounging around in the background!) :-)

Here is another website which is not as well known, but very handy:

http://www.socialmention.com/

It works the same way as Google Alerts, but creates alerts based on mentions in social media platforms rather than blogs or websites. Do the same thing here, create alerts for your business name, employee names, main keywords, and any specific keywords for your industry. Be aware that if your name is John Smith, you will gets tons of mentions about every John Smith on the planet, but better to have too many mentions than none, just in case one of them **is** about **your** John Smith!

Social Mentions also has a 'Trending Topics' page at: http://www.socialmention.com/trends/

which gives you up to the minute trending topics – I see that Mel Gibson has made the top twenty again today!

Another website which is not too well known is Alltop at: http://alltop.com/ This is a **huge** website with links to all the major websites around the planet. You can do a search for your keywords, etc, there, or browse through the different categories for news that is relevant to your industry.

By now you should have heaps of ideas for writing articles, you can simply put your personal spin on any of these topics and write an article about them. Keep your articles to around 500-600 words unless you really need to go into a lot of detail for your article, remember that people's attention spans are getting shorter all the time!

Step 10 Website Additional Tasks And Maintenance

Nearly there! All we need to do now is to establish some routine maintenance habits, to keep the website up to date. What I suggest is that you log into your website WP-Admin at least once a day, check to make sure that Wordpress and all plugins are still up to date (you will get a warning message if there are any updates available), if there are then just go to Plugins and update them. It is always a good idea to make a backup of your website before any updates, just in case, but I haven't had any problems updating either Wordpress or any plugins or themes for a couple of years now, the system is very stable now.

Next, check to see if you have any comments on your blog, and answer them if there are any. Check to see if there are any comments waiting for your approval and deal with them, either approve them, or delete them.

Check to see if there is any Spam messages and skim through them. Very occasionally you will find one that is not Spam, you can Restore the message, then Approve it if you need to, otherwise just delete any Spam messages. Wordpress will do this automatically after 30 days, but if you are getting a few then it is worthwhile deleting them manually, to save the load on your website.

Conclusion

And that is all there is to it! By now you should have a safe, well-researched and well-maintained website with plenty of articles which are relevant to your potential clients, and Google will love you for that and hopefully reward you with a high ranking in the search engine results pages.

If you have any questions, or need anything clarified a bit more, don't hesitate to leave a message on our website at Port Macquarie Online Marketing, or send me an email at:

portmaconline@gmail.com

Enjoy!