



How to Set Up a (Self-Hosted!) Wordpress.org Website

WHAT YOU'LL NEED:

- Server space
- Domain name
- File Transfer Protocol (FTP) manager (optional)

INTRODUCTION:

SERVER

The server is where all your files are stored, like your web pages and images. You can get access to your server by logging in here to your control panel. (ex: HostGator)

DOMAIN NAME:

The domain name is the URL you want the web page to direct to. For example: myfirstwebpage.com. Many start at \$10/year. (ex: GoDaddy)

FTP MANAGER:

An FTP manager helps get files from your computer to your website. You most likely won't need this to set up.

WHAT ABOUT WORDPRESS.COM?

Wordpress.com platform for website/blogs that Wordpress hosts themselves. Customizations options are limited unless you pay a premium for additional services.

At which point, it's more cost effective to pay to host yourself.

If you choose not to purchase a domain name, for example, you'll website will have a URL like: *yourname.wordpress.com*

It is now the expectation that small businesses (and even individuals, in some industries) have a web presence. But just expectations have changed, doesn't mean you have been magically endowed with the knowledge to program and design your own website.

Setting up a Wordpress.org website is an easy and cost-efficient solution that many people are turning to. It's easy enough for the average person, but flexible enough that even large companies can use it. For example The New York Times, CNN, and eBay websites all use the Wordpress content management system (CMS). Using Wordpress itself is free, however, you will have to pay for your own server space and domain name.

At the end of this tutorial, you'll have...

- A public URL link to your website, complete with a standard template
- A URL link to log on to your website to make changes
- Email confirmation of your login information

WHAT IS WORDPRESS.ORG?

Wordpress is an open-source content management system which provides the framework for your website with a user-friendly way to update and manage your website. Additionally, it provides users with a standard template to get their website started but the flexibility of designing or installing different templates (called "themes") as desired. Updating a website through wordpress feels much more like updating a word document (or blog, if you're familiar) rather than coding.

It's important to note, *Wordpress.ORG* is different from *Wordpress.COM*. This tutorial assumes that you have made the decision to create a wordpress.org website and just need help installing it onto your website.

Let's get started!

1. INSTALLING WORDPRESS

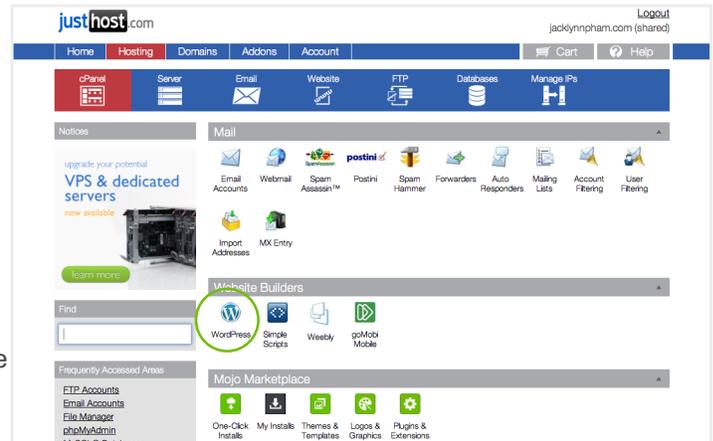
WEB HOST CONTROL PANEL

Note, I'll be using the control panel for JustHost.com. They all have similar features.

I don't necessarily recommend JustHost. Other popular servers are: HostGator and 1and1 in the budget category; and BlueHost in the premium level.

Again, this is where you bought your server space. It is possible to buy your domain and server space from the same company.

Log into your web host control panel. On your control panel, look for something that says "Wordpress." Since Wordpress is so common, almost all hosts have a button to install the wordpress files on to your server. On the example to the right, it was found on the "website builders" section.



Click to install and you'll be walked through the following steps:

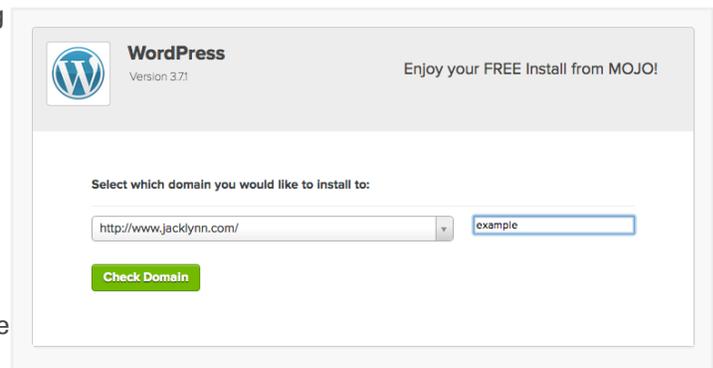
2. DEFINING YOUR URL

SUB-DIRECTORIES

If , however, you're just adding a "blog" or "news" section to your website, you'd put it in a sub-directory like: *yourwebsitename.com/news*

You will be asked something like "Select which domain you would like to install to" with a drop down of your domain names (you'll probably only have one at this point) and a text input field if you want to put in a sub-directory of your domain name. Here, you are defining what you want the public URL of this site to be.

Since this is your first website, you will probably want it to be on the highest level of your website so you would leave the input field blank.



3. SETTING UP YOUR LOGIN INFORMATION

YOUR LOGIN INFORMATION

Wordpress.org is a way to edit and manage your content **online**, so it only makes sense you get a URL and login information to get to the "back end" of your website. Otherwise, you'd use your FTP to get to those pesky files.

You will be taken to a new screen to set up your login information.

You will be asked to set:

- Administrator's screen name (how you log on)
- Administrator's password
- Email address
- Website title (this can be change later at any time).

LOGIN SECURITY TIP:

While you want this be memorable, for security reasons, they should be strong and unique names. For instance, "admin" is more susceptible to internet trolls.

And of course you should follow password best practices and have an alpha-numerical password that contains at least one symbol.

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You are almost there! This is the last step:

Show advanced options

Site Name or Title

Admin Username

Admin Password

Admin Email Address

Automatically create a new database for this installation.

Once you have double checked your information, hit the website's confirm button and wait while it installs the wordpress files onto your server.

This will also create a database for your website where all the content (text & image) is stored. Unless you need to move your website or change your some core part of your website (like your domain name) you will probably never interact with your database.

4. Submit!

Don't panic if nothing happens right away!

It takes some time to complete the installation, usually about 5 minutes depending on your internet speed. Make sure not to close your browser while it's loading.

Install Processes

Uploading Install Payload.

 **INSTALL:** <http://www.jacklynn.com/example/>

 **Status:** installing

- You will be taken to a confirmation page that will reiterate your administrator's login information and provide you with URL to access the back end of your website.

It will look something like: yourURL.com/wp-admin

- You will also receive an email confirmation of this information. Make sure you save it because you'll need it!

 **INSTALL:** <http://www.jacklynn.com/example/>

 **Status:** success

STEP 1: Access your new install of WordPress

Site URL: <http://www.jacklynn.com/example/>

Login URL: <http://www.jacklynn.com/example/wp-admin>

Username: studio@jacklynn.com

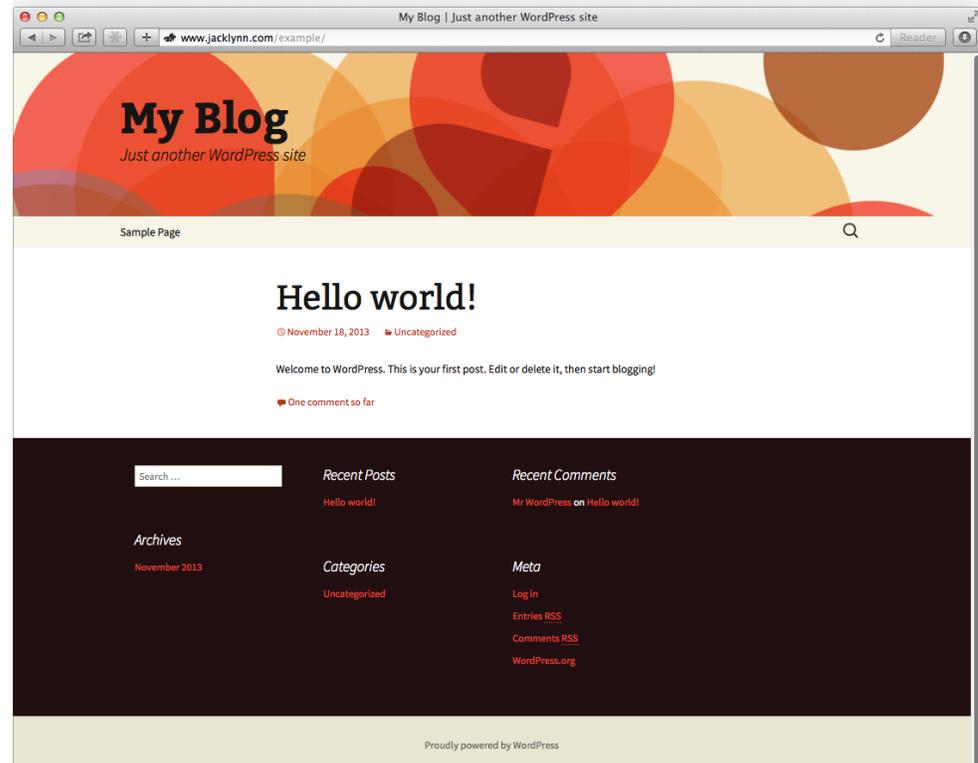
Password: ta91wljeQ52W6UV

CONGRATULATIONS!

TIP: WEBSITIFYING

Wordpress.org/.com was traditionally used as a blogging platform, so you'll notice your website is laid out a lot like a blog with posts in reverse chronological order. You can change the homepage to be a fixed page in your settings once you log on: *Settings > Reading > Front page displays...static post*

After a few minutes (installing wordpress does take time!) You now have a Wordpress template filling in for your site that will probably look a little something like this:



Now login to the back end and start making changes!

TIP: CUSTOMIZING

Themeforest.net is a great place to start looking at themes. They can be quite inexpensive at around \$30 (especially, considering how much time it would cost you to program the website yourself).

If you visit *wordpress.org/plugins*, you'll get a vast list of all the different plugins you can add.

You can also access this page when you're logged into the back-end of your website.

Both themes and plugins can be installed automatically through the wordpress system.

Remember, Wordpress is a tool to manage your website online, it is not your website itself. Using the login information and web URL you created in step 4, you can now access the "back end of your website and start creating pages, blog posts, adding media, the works!

Wordpress is very flexible and can transform quite a bit from the standard blog you start out with. But from this basic template, there are so many changes you can make:

- You can explore free and paid themes to change the look of your website.
- You can install plugins (also called "widgets") that can add functionality to your website. These could be: an image gallery, e-commerce, social media updating, analytics counting.