

**{TechBased(Training)}**

# **Blog Setup Checklist**

No More Forgetting Minor Details

Set Up Blogs Quickly

# Attention VA's And Service Providers

**Don't Turn Down Lucrative Technical Work Because  
You THINK You Can't Do It**

*We'll Train You So You Don't Have To Send Work Away Anymore*

You know they are not going to go away right? Those requests for more technical work. If anything, they are just going to increase as the Internet matures.

Which means, you have to make a choice. Expand your skill set or stay where you are and keep turning customers away.

We understand you may be nervous, even a little afraid you won't be able to wrap your head around this tech stuff. We blame it on the many tutorials out there that are incomplete or too technical. Curt and sometimes rude responses to help requests on forums don't help either.

**No more.**

Now, you can go to one place for *quality* technical training. One place, where tutorials are designed to be clear, to the point and everything is explained in everyday plain English. What's more, the training will be highly relevant to the Internet and Internet Businesses.

But most importantly, getting technical training means **you** will soon be able to accept more work that pays better. The bottom line, you will be able to spend less time working without sacrificing the money. Visit [TechBasedTraining.com](http://TechBasedTraining.com) to find the help you need and begin training for higher profits.

*Lynette Chandler*

Chief Trainer

[TechBasedTraining.com](http://TechBasedTraining.com)

# **Blog Setup Checklist**

**Objective: Install WordPress on a website, setup common pages and get the site ready for launch**

## **1. Purchase domain**

## **2. Purchase / setup web hosting**

## **3. Install WordPress**

### **3.1 Obtain FTP and web control panel (cPanel, Webmin, Plesk) information**

### **3.2 Download WordPress**

#### **3.2.1 Unzip to your computer**

### **3.3 Log in to website via FTP**

#### **3.3.1 Upload WordPress folder to website**

#### **3.3.2 After upload is complete**

Rename wp-config-sample.php to wp-config.php

Change wp-config.php permissions to 777

### **3.4 Log in to web control panel**

#### **3.4.1 Navigate to database option**

Create a new database

Create a new database user

Enter password for database user

Connect database to database user

Record database name, username, password

## **3.5 Visit WordPress install via browser**

**3.5.1 E.g. If uploaded to /wordpress/, go to <http://yoursite.com/wordpress/>**

**3.5.2 Follow installation instructions**

**3.5.3 Enter database name, username and user**

**3.5.4 Complete install**

Save admin login information

# **4 Modify WordPress**

## **4.1 Go to Links**

**4.1.1 Delete pre-packaged links**

## **4.2 Go to Settings > General**

**4.2.1 Change blog title if necessary**

**4.2.2 Change admin email address**

**4.2.3 Change membership options**

**4.2.4 Change timezone and time options**

## **4.3 Go to Settings > Privacy**

**4.3.1 Confirm search engines blocked - this is only while you work on setting everything up**

## **4.4 Go to Settings > Permalinks**

- Change permalink structure
- If not done automaticall, copy code provided
  - Log in to web control panel
    - Use file manager, locate or create .htaccess inside WordPress folder
    - Open .htaccess, paste permalink code

## **4.5 Go to Settings > Discussion**

### **4.5.1 Modify comment options to your preference**

## **4.6 Install your favorite theme**

- Find a theme or purchase one
- Download theme, unzip to computer
- Log in to site via FTP
  - Upload theme folder into /wp-content/themes folder
  - Change permissions of theme files - only if you want to edit the theme directly in the dashboard
- Log in or go back to WordPress admin dashboard
  - Go to Appearance > Themes
  - Find uploaded theme
  - Click Activate

## **4.7 Install favorite plugins**

### **4.7.1 Log in or go back to WordPress admin dashboard**

Go to Plugins > Add New

Search for desired plugin

Click Install next to plugin you want

Click Install Now in popup

Enter FTP login information if necessary

Click Proceed

Wait for installation to complete

Go to Plugins > Installed

Remove unnecessary plugins e.g. Hello Dolly

## 4.7.2 Essential

WP SpamFree

<http://wordpress.org/extend/plugins/wp-spamfree/>

Yet Another Related Posts Plugin

<http://wordpress.org/extend/plugins/yet-another-related-posts-plugin/>

Robots Meta

<http://wordpress.org/extend/plugins/robots-meta/>

WordPress Affiliate Pro

<http://lynettesuggests.com/wpap>

Pretty Link (Pro)

<http://lynettesuggests.com/plp>

Header and Footer

<http://wordpress.org/extend/plugins/header-footer/>

Exclude Pages

<http://wordpress.org/extend/plugins/exclude-pages/>

CFormsII

<http://wordpress.org/extend/plugins/cforms/>

FeedSmith

<http://www.google.com/support/feedburner/bin/answer.py?hl=en&answer=78483>

WP DB Manager

<http://lesterchan.net/portfolio/programming/php/#wp-dbmanager>

WordPress Firewall

<http://www.seoegghead.com/software/wordpress-firewall.seo>

## 4.7.3 Recommended

Disqus

<http://wordpress.org/extend/plugins/disqus-comment-system/>

PHP Execution

<http://wordpress.org/extend/plugins/php-execution-plugin/>

Thumbnail For Excerpts

<http://wordpress.org/extend/plugins/thumbnail-for-excerpts/>

User Photo

<http://wordpress.org/extend/plugins/user-photo/>

WordPress Popular Posts

<http://wordpress.org/extend/plugins/wordpress-popular-posts/>

Customize Your Community

<http://wordpress.org/extend/plugins/customize-your-community/>

Datafeedr Random Ads V2

<http://wordpress.org/extend/plugins/datafeedr-ads/>

List Authors Plus

<http://techbasedmarketing.com/plugins/list-authors-plus-plugin/827/>

WP Wishlist

<http://lynettesuggests.com/wlm>

## **4.8 Add Content**

### **4.8.1 Pages**

Create/edit About page

Create a landing page for newsletter

Create landing page for home - if you plan on having a static home page

Create Media page

Create contact page

Create privacy policy/terms of use page

Create disclosure policy

## **4.8.2 Post**

Delete default 'Hello World' post

Add new, first welcome post

Schedule some content - try to line up about 2 - 3 weeks ahead

## **4.8.3 Setup Categories**

Rename 'Uncategorized' if you want to

Add categories if needed

## **4.9 RSS Feeds**

**4.9.1 Burn the feed at Feedburner.com for better tracking**

**4.9.2 Enter new Feed URL in Feedsmith plugin**

## **4.10 Sidebar - you can use widgets for this**

**4.10.1 Add email subscription box**

**4.10.2 Add social network icons or links**

**4.10.3 Add category links**

**4.10.4 Add Ads to your own free resources**

**4.10.5 Add Ads to your own products**

## **4.11 Customize theme based on content and site goals and direction**

**4.12 Before launch, remember to edit Privacy to allow search engine indexing**