



## WordPress Basics

### Part 1 — Why WordPress?

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WordPress is used by over \_\_\_\_\_ of the web making it the most popular \_\_\_\_\_ in use today.

CMS is an acronym for \_\_\_\_\_ .

Some of the reasons that make WordPress so popular are:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Part 2 — 7 Plugins your really **need!**

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Any site should really have the following functionality going for it...

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

So that it \_\_\_\_\_ and provides a good \_\_\_\_\_.

The 7 plugins that will help you with that are as follows:

1. \_\_\_\_\_ for \_\_\_\_\_.
2. \_\_\_\_\_ for \_\_\_\_\_.
3. \_\_\_\_\_ for \_\_\_\_\_.
4. \_\_\_\_\_ for \_\_\_\_\_ and \_\_\_\_\_.
5. \_\_\_\_\_ for \_\_\_\_\_.
6. \_\_\_\_\_ and \_\_\_\_\_ for \_\_\_\_\_.

Due to the nature of WordPress being \_\_\_\_\_  
\_\_\_\_\_ you will need to choose a hosting company.

What you need to consider when choosing a hosting company are...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

We recommend \_\_\_\_\_ for higher tier sites or  
\_\_\_\_\_ for beginners.

Part 3 — The **only** page design you should **ever** use!

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What's the purpose of a site? \_\_\_\_\_.

How do we sell stuff? \_\_\_\_\_.

Example customer journey:

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The homepage is usually step \_\_\_\_\_ or \_\_\_\_\_ in any customer journey.

At this point traffic to your site will be \_\_\_\_\_.

Cold traffic has only a vague idea of \_\_\_\_\_ . No idea \_\_\_\_\_ or \_\_\_\_\_.

This means a homepage has to do the following things (in order of priority).

1. \_\_\_\_\_.
2. \_\_\_\_\_.

3. \_\_\_\_\_.

4. \_\_\_\_\_.

You have \_\_\_\_\_ seconds to make your case for why a customer should stay on your site.

The most important part of your homepage is what's \_\_\_\_\_ the \_\_\_\_\_.

## **EXERCISE!**

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### **Example Sites:**

- McGuire Financial: <https://www.mcguirefinancial.ca>
  - That's Ambitious: <https://thatsambitious.com>
  - Groundhogg: <https://www.groundhogg.io>
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Continue the customer journey below the fold.

There are three options for the kind of content you should share.

A. \_\_\_\_\_.

B. \_\_\_\_\_.

C. \_\_\_\_\_.

Exercise:

A. Write down 3 options/services you can offer your clients.

a. \_\_\_\_\_.

b. \_\_\_\_\_.

c. \_\_\_\_\_.

B. Write down 3 features of your most popular product.

a. \_\_\_\_\_.

b. \_\_\_\_\_.

c. \_\_\_\_\_.

C. Write down 3 plot points of an interesting story of how you go to where you are.

a. \_\_\_\_\_.

b. \_\_\_\_\_.

c. \_\_\_\_\_.

Finally, we need to be conscious of your \_\_\_\_\_.

Your footer **needs** to have the following things.

1. \_\_\_\_\_ and \_\_\_\_\_.

2. \_\_\_\_\_ to \_\_\_\_\_.
3. \_\_\_\_\_.

### **For next session:**

1. Get a WordPress site up & running on Siteground or Kinsta.
2. Install the recommended plugins & themes.
3. Create your Privacy Policy & Terms and Conditions.  
PP: <https://www.freeprivacypolicy.com/>  
T&C: <https://www.termsandconditionsgenerator.com/>
4. Create draft content in a document of the content you want on your homepage using the provided template.

Header bar with a small rectangular box on the right side.

Large rectangular box on the left side.

Large rectangular box on the right side.

Small rectangular box on the left side, below the first large box.





