

## **2015-12-07 - WordPress from Amateur to Professional**

Last month we spoke about some of the free widgets which come with WordPress.com and how to use them to create a calendar on your blog and also how to add a video from YouTube to your blog and put them both in the sidebar area of your blog.

Now you may want to always keep your blog free of charges but if you want to use all of the plugins which have been created for Wordpress, then you have to host your blog at a WordPress hosting website which will mean there will be some costs to absorb for your business. Personally, I would only incur these new costs if your business is making a profit and is out of the red and into the black.

There are many companies that can provide this service to you but the 2 most popular are HostGator at <http://www.hostgator.com> and GoDaddy at <http://www.godaddy.com>.

Both services are good but Michael Dlouhy once had some issues with GoDaddy where he had to pay quite a lot of money to resolve his issue. So I would lean more to HostGator as all of us do not need any issues to contend with ourselves. I am not promoting HostGator because I am an Affiliate and will make money with your purchase. I am promoting HostGator because I have heard the experts at Mentoring for Free recommend this company as the best company to host your own private WordPress website.

There are 3 reasons which come to mind for having your own WordPress website and they are: (1) the WordPress company cannot shutdown your website because you may have inadvertently broken their rules, or (2) you want to advertise your Network Marketing company's products on your site which you cannot do when your site is on the WordPress computers, or (3) you want to make your website more professional because you want to incorporate some plugins into your website.

The costs for having your own website are under \$10 monthly when you pay monthly and under \$100 when you one time for a yearly subscription.

Currently there are over 41,000 plugins at <http://www.wordpress.org> to choose from and over one billion downloads of those plugins have been done to date. Just by coincidence, today you can download the latest version of WordPress Version 4.4 from the WordPress website. Most of the plugins are free but some will incur a nominal cost. Some also may ask you for a small donation if you like the plugin and plan to use it daily. There is a search function which will allow you to search for a plugin which will do the task that you wish to get done.

They offer the same themes as what is offered in wordpress.com so all the work you have done on your wordpress.com blog site can be ported to the hosting site, namely HostGator without losing any functionality.

We will take a little break here to answer any and all of your questions to the best of my ability.

Now let's go back to <http://www.wordpress.org> and browse around a bit to see exactly what this website has to offer. Well, they Showcase many different websites where you may get an idea of what a professionally created "blog" site may look like. You may get a number of ideas when you examine all of these websites but keep in mind that all of these WordPress websites were created and are being supported by a team of bloggers, programmers and highly technical people. They are geeks and not network marketers like us.

All of these sites are Content Management System or CMS sites which mean they consist of a computer application that allows publishing, editing and modifying content, organizing, deleting as well as maintenance from a central interface. Such systems of content management provide procedures to manage workflow in a collaborative environment. WordPress is just one of many Content Management Systems.

Like wordpress.com, wordpress.org has many themes which you can use with most of them free but some you will have to incur a small fee or cost.

To my knowledge, all the themes offered in wordpress.com are also offered in wordpress.com so nothing will change when you port it over to your hosted site. HostGator have a technical staff; who work 24/365, to help you with any issue you may have. This is good to know as you can never be alone with your problem.

They also have a plugin menu which allows you to browse and upload to your site a plugin which hopefully will enhance the appearance and functionality of your WordPress website.

You can also work on your WordPress site from your smart phone as they have apps for the Apple iOS and the Android operating systems. So you can work on your site when waiting at your doctor's office.

They also have great Support with many forums and great documentation. They have a great glossary of all the terms you see but would one day want to understand.

They have a Get Involved where you can learn so much about WordPress, you will think you have died and gone to GREEN heaven. I highly recommend that you check this out thoroughly.

They have an about page where you can get a better feel of the WordPress community and the major developers. This is another great page to learn more about WordPress.

The Blog tab will allow you to be a beta tester for the new Version 4.4 but I would recommend you stay with the production 4.3.1 version and not spend your time as a beta tester. Remember you are a network marketer and should keep that task as your main task. You do not see Michael Dlouhy beta testing WordPress.

WordPress has their own hosting service called Bluehost which could be a great topic for one of our training sessions.

We will now take our final break in order to get your questions and comments answered.