

WordPress Website Setup Tutorial



Creating a website can seem like a confusing and daunting task the first time. I have news for you, the reality is it's super simple! Follow this guide and you'll have a WordPress Website up and running in under an hour. There is no programming involved so you don't need to know HTML, CSS and PHP.

In this guide/tutorial I'll cover all the steps to create a brand new WordPress site, including web hosting and customization.

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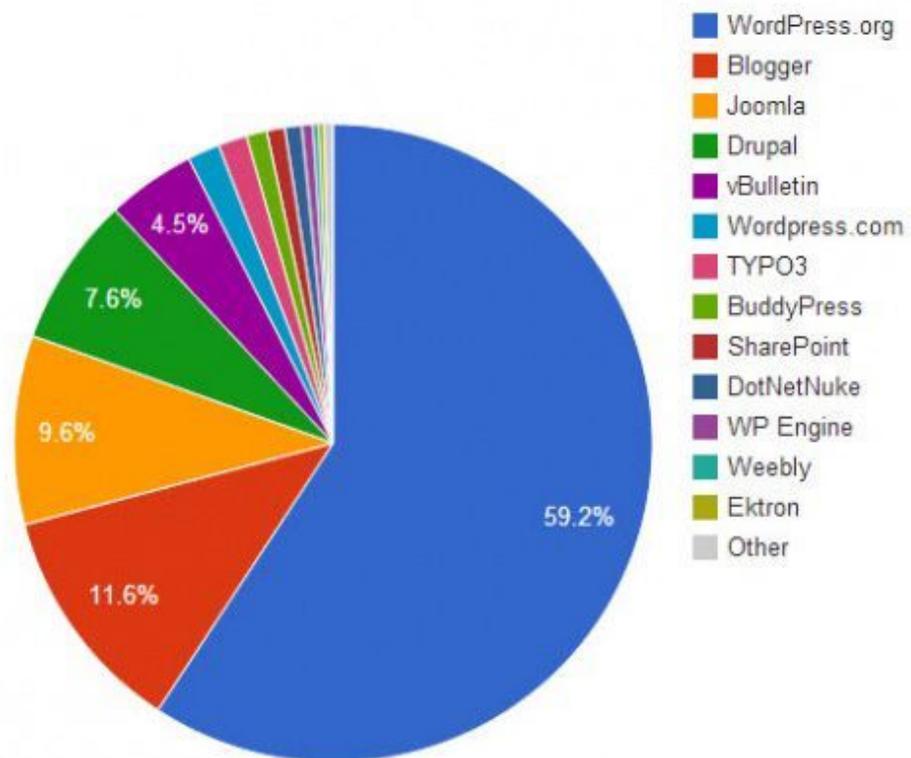
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Why Use WordPress

WordPress is by far the most popular platform for creating websites. Almost 60% of all websites who use a known content management system use WordPress. Why? Because it's simple, customizable and with a plethora of themes and templates you don't need a PhD in UX Design (or to even know what that is) to have a beautiful website. Also, a large abundance of plugins allow you to easily achieve anything you desire.

CMS Market Share



Most hosts include options for 1 click install of WordPress (as well as other CMS such as Drupal and Joomla). However if this is your first website I would highly recommend sticking to WordPress.

Choosing A Domain Name

When choosing your domain name you'll want to go with something short, easy to remember and relevant to what you'll be doing. If you run a dog cleaning business a domain like "wecleanyourdoggyindenversoyoudonthaveto.com" is far too long. However a domain name like "denverdogcleaner.com" is fine.

For blogs I would recommend going with your name (as I have) or screen name. This will help your site come across as your own and build trust with your audience.

If you're running a business, .com (or your country's equivalent) makes sense. You can also use .com for blogs or go with something that looks a little different, like .tech. It's really up to you. However note that using uncommon extensions can harm your SEO and make your website look unprofessional.

Hosting, Hosting, Hosting...

For people to view your website you need to have it hosted. While it's possible to run a Web Server in your home and map your domain name to your Public IP Address, this is a terrible idea for security and availability. Web Hosting is cheap and for the price of a Coffee per month you can have safe, reliable hosting.

I recommend going with [SiteGround](#). They're fast, secure and have a great uptime record of 99.99%. [SiteGround](#) also give you the option to pick where your Website is hosted to maximize speed for your audience. While not the cheapest, trusting your website to the lowest bidder isn't a good option when you can easily choose a reputable host at a good price. Check out this [speed comparison by Bitcatcha](#).

“If we had to just stick with one web hosting brand for the rest of our lives, we'd most definitely go with SiteGround. All the brands featured in this article are awesome, with top tier service and tech, but SiteGround takes the cake with the fastest shared hosting we've seen, comparable to other brands' cloud hosting speeds!”

I moved from HostGator to [SiteGround](#) and noticed my pages load over twice as fast now. On HostGator I was experiencing 8+ second load times. You can browse my website yourself to judge how fast SiteGround will be for you (On US Servers)!

*[SiteGround](#) affiliate links are used, therefore I get a kickback if you use my links to [SiteGround](#). Writing this guide takes time so I really appreciate anyone using these links.

1: Choose Your Hosting

For this guide I'll cover the "Reliable Web Hosting" method of setup on [SiteGround](#) due to it giving you more flexibility than the "Managed WordPress Hosting" option.

Managed hosting options don't give you cpanel access, making it difficult to manage aspects of your website yourself.

The image shows the SiteGround website's main landing page. At the top, there is a navigation bar with the SiteGround logo and links for HOSTING, TECHNOLOGY, ABOUT US, AFFILIATES, HELP, and LOGIN. The main heading is "Web Hosting Platform" with the subtext "CRAFTED FOR EASY WEBSITE MANAGEMENT" and "Trusted by the owners of 2,000,000 domains". Below this, there are four cards representing different hosting options:

- RELIABLE Web Hosting:** "Get fast and secure hosting for small & medium sites." The "GET STARTED" button is circled in red with an arrow pointing to it.
- MANAGED WordPress Hosting:** "Manage your WordPress sites easily and with more freedom." "GET STARTED" button.
- HIGH PERFORMANCE WooCommerce Hosting:** "Boost your business with optimized Woo hosting." "GET STARTED" button.
- AUTOSCALABLE Cloud Hosting:** "Choose managed cloud for high-performing sites." "GET STARTED" button.

2: Pick Your Plan

Once you select Web Hosting, you'll be presented with the 3 hosting plans:

- StartUp
- GrowBig
- GoGeek

For a beginner I would choose StartUp. This will cover you up to ~10,000 views per month and starts at US \$3.95. It's hard to go wrong here for a new website starting with low traffic.

If you experience larger amounts of traffic you can always upgrade.

The image shows a promotional banner for web hosting with the title "Fast & Secure Web Hosting" and the subtitle "FOR SUCCESSFUL PERSONAL AND BUSINESS WEBSITES". Below the banner are three plan cards: "StartUp", "GrowBig", and "GoGeek". Each card includes an icon, a description, a price comparison (Special Price vs. Regular Price), and a list of features. The "StartUp" plan is highlighted with a red circle and an arrow pointing to its "GET PLAN" button.

| Plan Name | Icon | Tagline | Special Price | Regular Price | Key Features |
|-----------|-------|-------------------------------|---------------|---------------------|--|
| StartUp | House | Crafted for a Great Web Start | \$3.95/mo. | Regular \$11.95/mo. | 1 Website, 10 GB Web Space, ~10,000 Visits Monthly, Essential Features |
| GrowBig | Star | Crafted for Your Web Growth | \$5.95/mo. | Regular \$19.95/mo. | Unlimited Websites, 20 GB Web Space, ~25,000 Visits Monthly, Essential Features, Premium Features |
| GoGeek | Crown | Crafted for Real Web Geeks | \$11.95/mo. | Regular \$34.95/mo. | Unlimited Websites, 30 GB Web Space, ~100,000 Visits Monthly, Essential Features, Premium Features, Geeky Features |

3: Domain Name Registration

I hope you've decided on your domain name because it's time to register it. Domain Registration costs \$15.95 per year.

For this guide I'll choose johnkeenwpguide.com.

If you already have a domain name you can select "I already have a Domain".

Step 1. Choose Plan **Step 2. Choose Domain** Step 3. Review & Complete

Please Enter Your Domain

Register a New Domain
 I already have a Domain

www. johnkeenwpguide .com ▼

Domain Registration: **\$15.95/year**

PROCEED

4: Fill Out Account Details

Fill in all the required details including for payment. Choosing a secure password is important as this account has access to your hosting. Therefore a hacker breaking in could do some serious damage.

| Step 1. Choose Plan | Step 2. Choose Domain | Step 3. Review & Complete | |
|--|--|---|--|
| Congratulations! Domain johnkeenwpguide.com is available for registration with your hosting account! | | | |
| Account Information Fields marked with * are required! | | | |
| Email*: | <input type="text"/> | Already have an account? Log In | |
| Password*: | <input type="text"/> | Confirm Password*: <input type="text"/> | |
| Client Information Fields marked with * are required! | | | |
| Country*: | <input type="text" value="United States"/> | State/Province*: | <input type="text" value="-- please select --"/> |
| First Name*: | <input type="text"/> | City*: | <input type="text"/> |
| Last Name*: | <input type="text"/> | Street Address*: | <input type="text"/> |
| Company: | <input type="text"/> | ZIP Code*: | <input type="text"/> |
| | | Phone Number*: | <input type="text"/> |

When choosing your billing period keep in mind choosing the 36 month option provides the best value as the price goes up after this initial billing period ends.

Payment Information Fields marked with * are required!

Card Number*:   

Card Expiration*: Cardholder Name*:

CVV Code*:

Billing Address is the same as given in the Contact Information

Purchase Information

 **Hosting Services**

Plan:

Data Center:

Period:

Hosting Price **\$3.95/mo** (Regular: \$11.95/mo) (Now bill \$142.20)

* The special initial price applies for the first invoice only. Once your initial term is over regular renewal prices apply.

 **Extra Services**

| | | |
|--|---|---|
| <input checked="" type="checkbox"/> Domain Registration | \$15.95 |  The domain name you've chosen becomes your property once registered. We will directly point it to your new hosting account as soon as it gets activated. |
| <input type="checkbox"/> Domain Privacy | \$12.00/year (Regular: \$24.00/year) |  By registering a domain name, your personal information becomes publicly available through the whois services. To protect it, use Domain Privacy. |
| <input type="checkbox"/> SG Site Scanner | \$19.80/year |  SG Site Scanner is a monitoring service that checks your website daily and immediately notifies you if your website has been hacked or injected with malicious code. |

Domain Privacy

When you register a domain name, your information becomes publicly accessible. If you don't like this then buying Domain Privacy for \$12 per year is a good option.

SG Site Scanner

This option will mean [SiteGround](#) keep an eye on your site daily and notify you if they believe your website has been hacked or infected with malicious code.

TOTAL:

158.15 USD

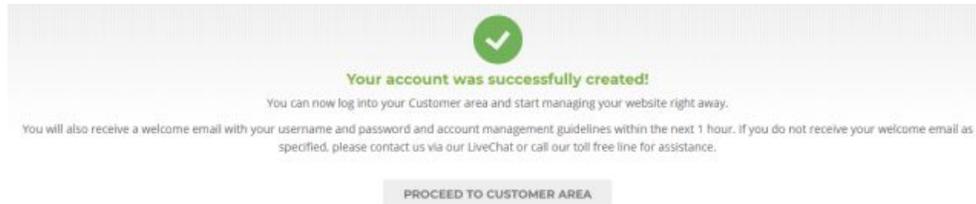
- I confirm that I have read and agree to the SiteGround [Terms of Service](#) and [Privacy Policy](#).
- I would like to receive SiteGround news and special offers by email.

PAY NOW

Confirm that you agree to their terms of service and privacy policy and then you can make your payment.

5: Success!

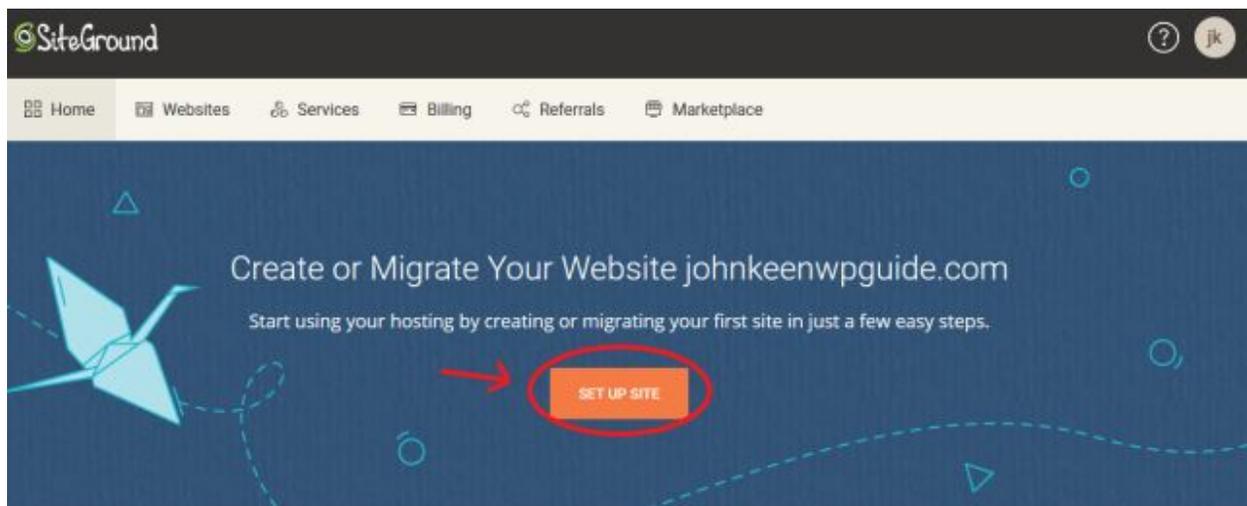
Not so difficult right? Now you can proceed to the customer area.



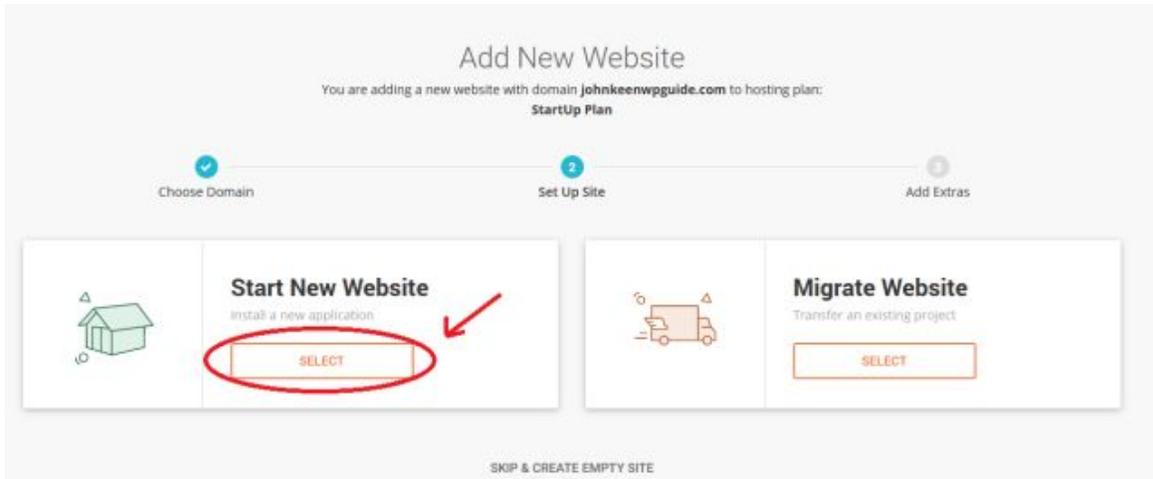
WordPress Setup

Setting up WordPress on most hosting platforms is an automated process. Many call this “1 click install” although as you probably guessed, there is more than 1 click involved. Let’s get stuck in shall we.

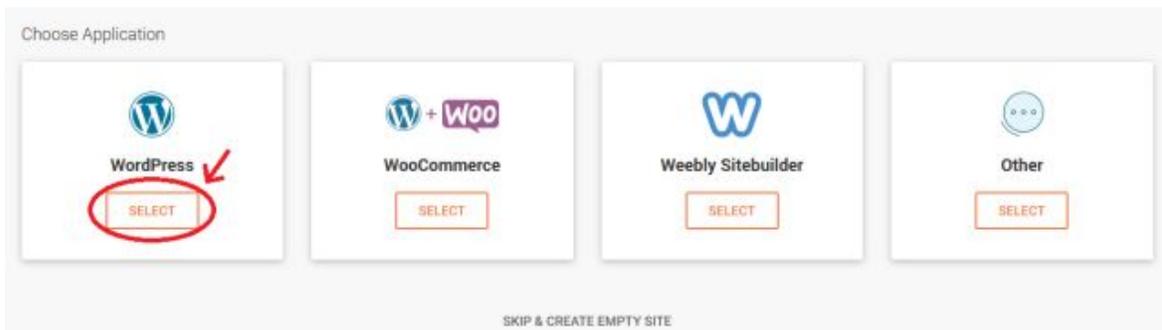
1: Set Up Site



2: Start a New Website



3: Select WordPress

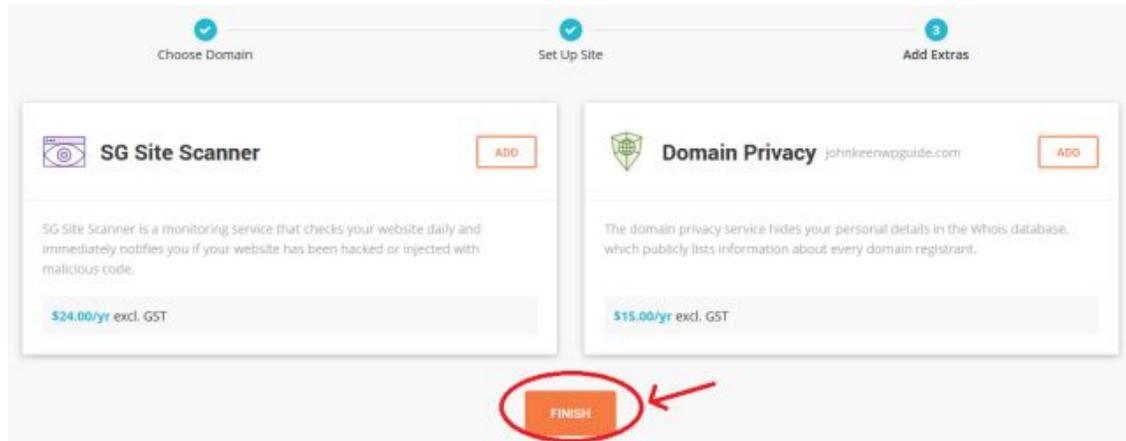


4: Choose Your WordPress Login Details

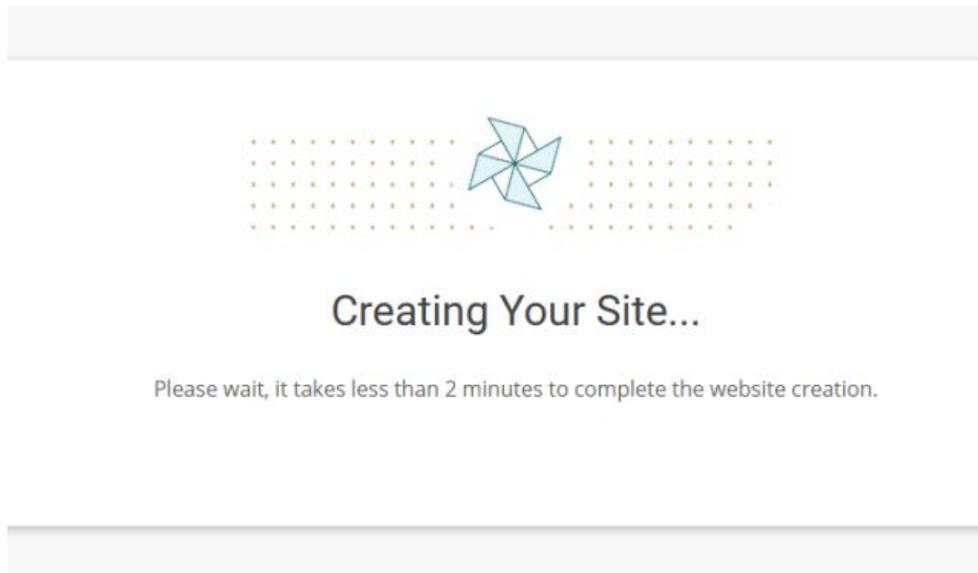


5: Finish

You may be presented with the options to choose the “SG Site Scanner” and “Domain Privacy” again.



At this point you'll have to wait for WordPress to be installed and the website created. This may take 2-3 minutes.



When it's done, you'll be presented with this page.



You Are All Set!

Your website with domain **johnkeenwpguide.com** has been created. Check out our tips how to proceed to manage your website.



Point Your Domain

Please point your domain to the new host server. Your new DNS are:

```
NS1.SGP1007.SITEGROUND.ASIA
NS2.SGP1007.SITEGROUND.ASIA
```

[Read here](#) how to work on a new site before pointing the domain.



Go to Site Tools

You can immediately start managing your site by visiting your Site Tools.

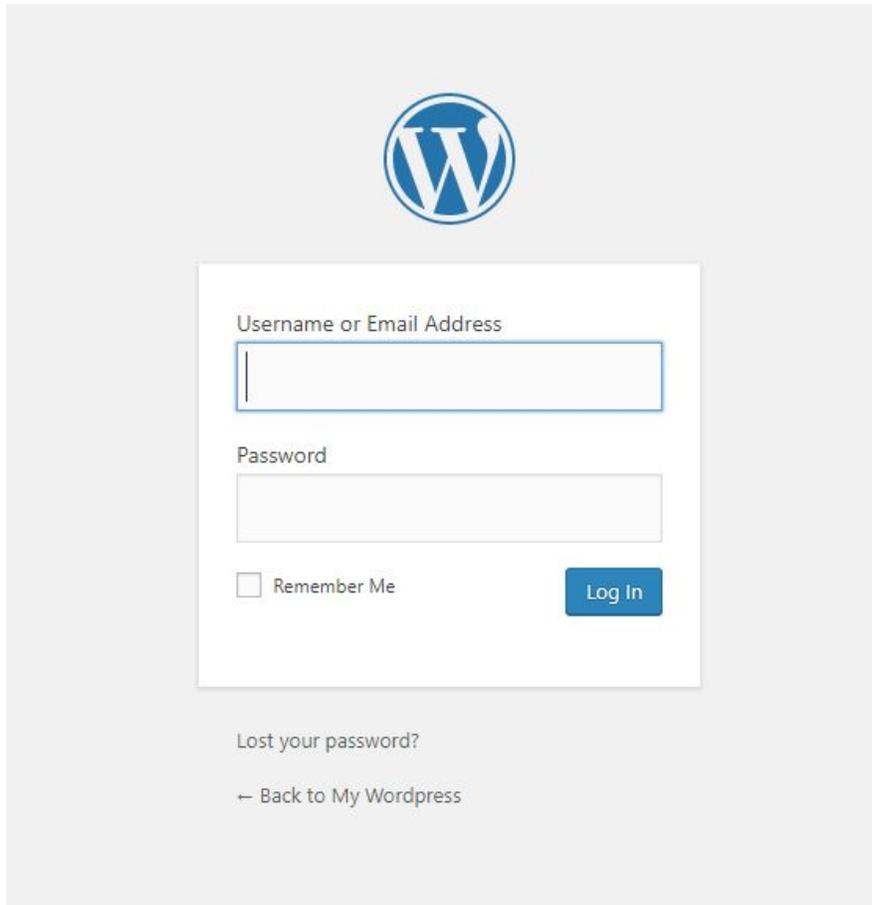
[MANAGE SITE](#)

6: Log In to Site

It's time to log in to your websites management page. To get there go to your domain name with /wp-admin added on the end. In my example domain it will be "johnkeenwpguide.com/wp-admin".

Enter your Email Address and Password that you set in step 4.

Please note that it may take anywhere from a few minutes to several hours for your domain name to become active. You may need to wait during this time before you access your website through your domain name.



7: SiteGround WordPress Wizard

Once you've logged in for the first time, [SiteGround](#) have a quick customization wizard to assist you with picking a theme and installing your first plugins.



Welcome to Your WordPress Site!

We know that learning WordPress takes time. To give you a jump start, we have prepared a quick customization wizard that will assist you in choosing design and adding functionality to your site in a few easy steps.

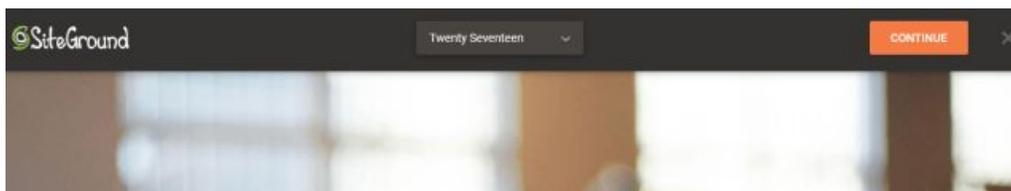
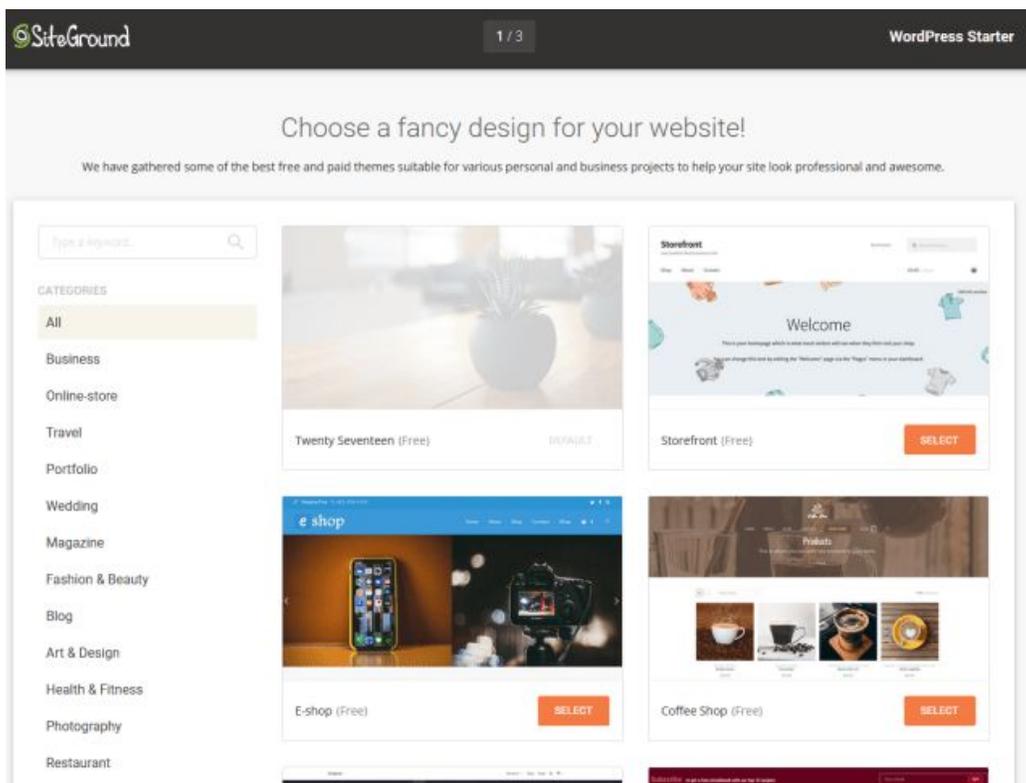
[START NOW](#)

[EXIT](#)

8: Pick your theme

This decision is completely up to you. Keep in mind you can always change themes so you don't need to pick the right one now. I recommend trying a few themes and see what you like.

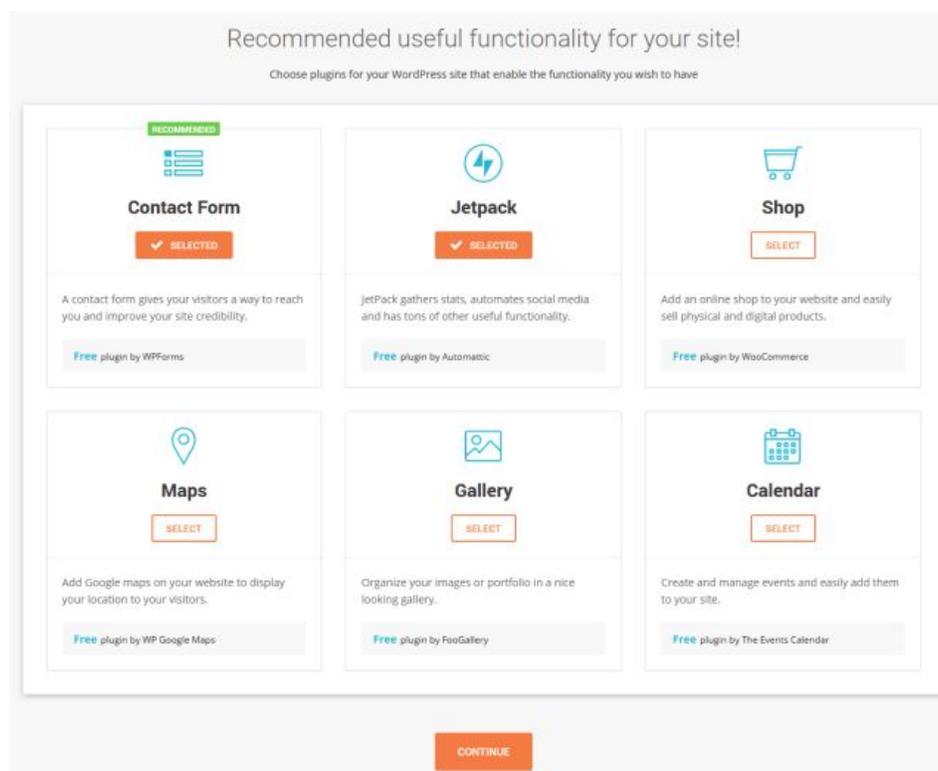
For now I'll be going with the Twenty Nineteen theme.



9: Plugins

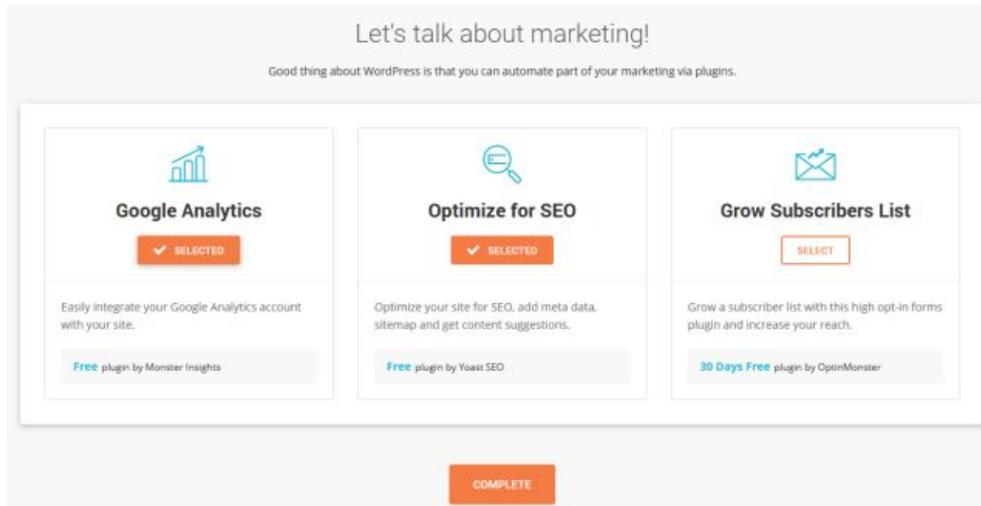
Here you may want to do some reading and make decisions based on your needs.

If you're starting a blog then the Contact Form and Jetpack may come in handy for you. However for a store you'll want the Shop (WooCommerce) as well.



On the next page I recommend getting Google Analytics (Monster Insights) and the Optimize for SEO (Yoast SEO) plugins.

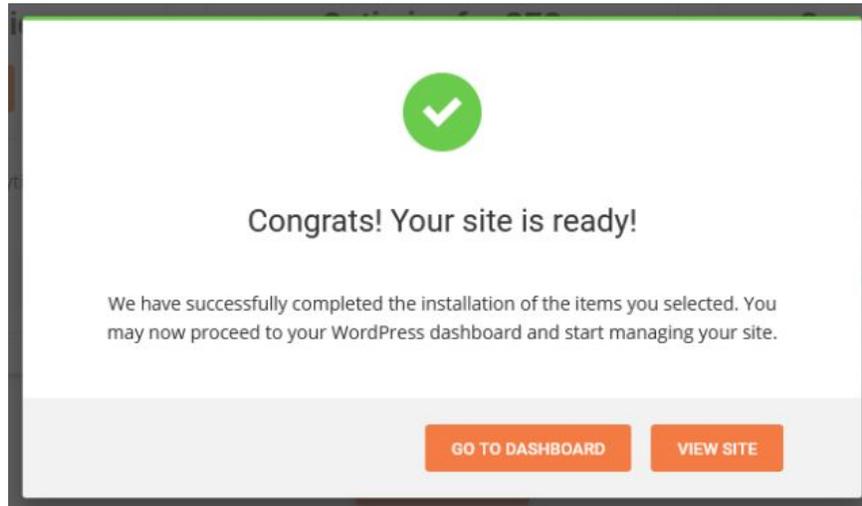
If you feel Grow Subscribers List (OptinMonster) is right for you then grab it too.



10: WordPress Is Working Now

Good job, you now have a working WordPress installation ready for you to do some customization on.

To keep following along, click "GO TO DASHBOARD".



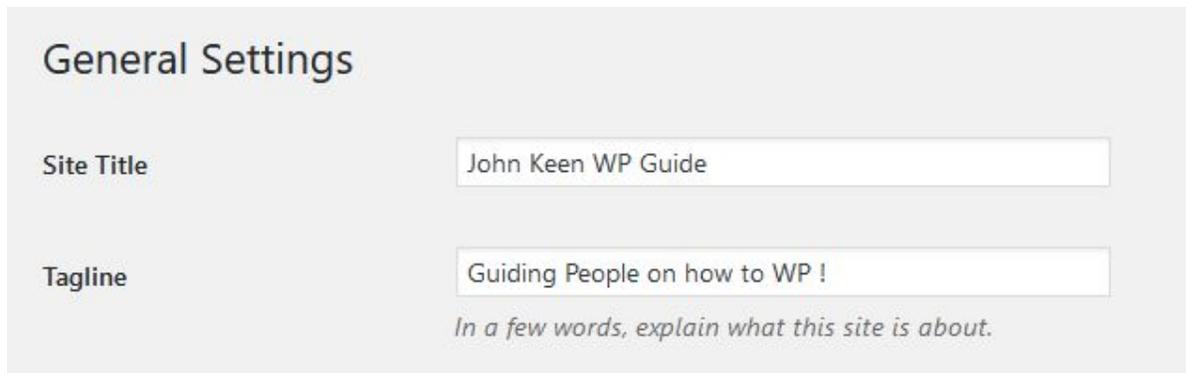
Next I'll go over settings to change on a fresh WordPress installation.

Best Practices

On a fresh WordPress install there are a few settings that should be changed.

1: Website Title and Tagline

Under Settings > General change your Site Title and Tagline to suit your website.



The image shows a screenshot of the WordPress 'General Settings' page. The title 'General Settings' is at the top left. Below it, there are two input fields. The first is labeled 'Site Title' and contains the text 'John Keen WP Guide'. The second is labeled 'Tagline' and contains the text 'Guiding People on how to WP !'. Below the tagline field, there is a small italicized instruction: 'In a few words, explain what this site is about.'

| | |
|------------------|---|
| General Settings | |
| Site Title | <input type="text" value="John Keen WP Guide"/> |
| Tagline | <input type="text" value="Guiding People on how to WP !"/> <i>In a few words, explain what this site is about.</i> |

2: Date and Time Format

Also under Settings > General you can select the correct date and time format for your region and/or preference.

The screenshot shows a settings panel with three main sections: Date Format, Time Format, and Week Starts On. The Date Format section has five radio button options: 'September 29, 2019' (format: F j, Y), '2019-09-29' (format: Y-m-d), '09/29/2019' (format: m/d/Y), '29/09/2019' (format: d/m/Y, which is selected), and 'Custom:' (format: d/m/Y). A preview shows '29/09/2019'. The Time Format section has four radio button options: '6:04 am' (format: g:i a), '6:04 AM' (format: g:i A), '06:04' (format: H:i, which is selected), and 'Custom:' (format: H:i). A preview shows '06:04'. Below the Time Format section is a link: 'Documentation on date and time formatting.'. The Week Starts On section has a dropdown menu set to 'Monday'. At the bottom left is a blue 'Save Changes' button.

| | | | |
|--|---|--------------------|--------|
| Date Format | <input type="radio"/> | September 29, 2019 | F j, Y |
| | <input type="radio"/> | 2019-09-29 | Y-m-d |
| | <input type="radio"/> | 09/29/2019 | m/d/Y |
| | <input checked="" type="radio"/> | 29/09/2019 | d/m/Y |
| | <input type="radio"/> | Custom: | d/m/Y |
| Preview: 29/09/2019 | | | |
| Time Format | <input type="radio"/> | 6:04 am | g:i a |
| | <input type="radio"/> | 6:04 AM | g:i A |
| | <input checked="" type="radio"/> | 06:04 | H:i |
| | <input type="radio"/> | Custom: | H:i |
| Preview: 06:04 | | | |
| Documentation on date and time formatting. | | | |
| Week Starts On | Monday <input type="button" value="v"/> | | |

Save changes before you leave the page!

3: Permalinks

Under Settings > Permalinks, select the Post name option as this will give you the best SEO results.

Common Settings

Plain `http://johnkeenwpguide.com/?p=123`

Day and name `http://johnkeenwpguide.com/2019/09/29/sample-post/`

Month and name `http://johnkeenwpguide.com/2019/09/sample-post/`

Numeric `http://johnkeenwpguide.com/archives/123`

Post name `http://johnkeenwpguide.com/sample-post/`

Custom Structure `http://johnkeenwpguide.com /%postname%/`

Available tags:

4: Ping Lists

Under Settings > Writing, this is a list of site update services. Your website will let them know when you publish a new post so having a good list of them can help quickly get your posts indexed.

Here is a good ping list you can paste in.

Update Services

When you publish a new post, WordPress automatically notifies the following sites:

```
http://rpc.weblogs.com/RPC2
http://topicexchange.com/RPC2
http://trackback.bakeinu.jp/bakeping.php
http://www.bitacoles.net/ping.php
http://www.blogoole.com/ping/
http://www.blogpeople.net/servlet/weblogUpdates
http://www.blogshares.com/rpc.php
http://www.blogsnow.com/ping
http://www.blogstreet.com/xrbin/xmlrpc.cgi
http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php
http://www.newsisfree.com/RPCCloud
http://www.newsisfree.com/xmlrpctest.php
http://www.snipsnap.org/RPC2
http://www.weblogues.com/RPC/
http://xmlrpc.blogg.de|
```

[Save Changes](#)

Posts, Pages and Menus

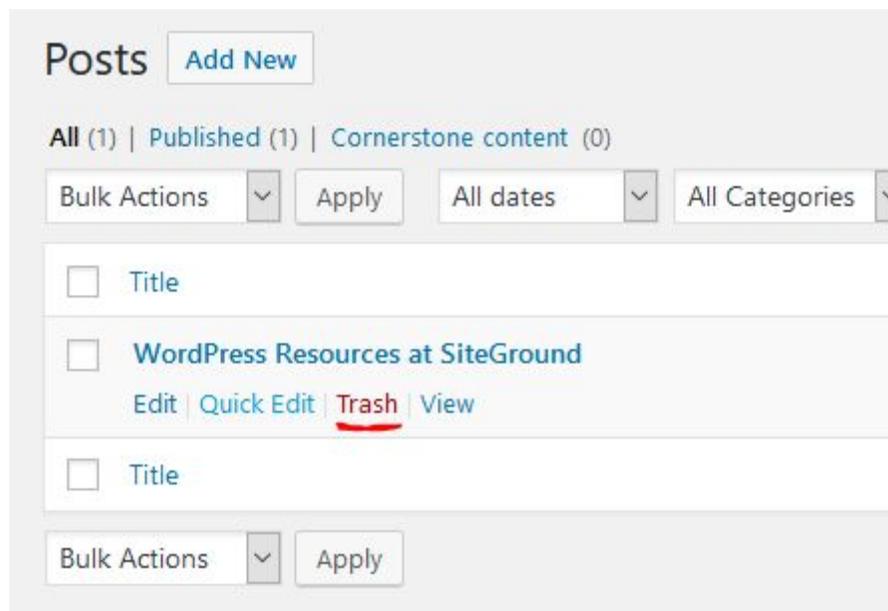
I would go out on a limb and say WordPress is the best blogging platform out there right now. Creating posts is made super easy allowing you to focus on content first. For businesses and stores, creating pages and customizing content and menus is as simple as it could be while still giving you the flexibility to achieve anything you desire.

I'll run over some basics for creating content on your shiny new site.

1: Delete Sample Content

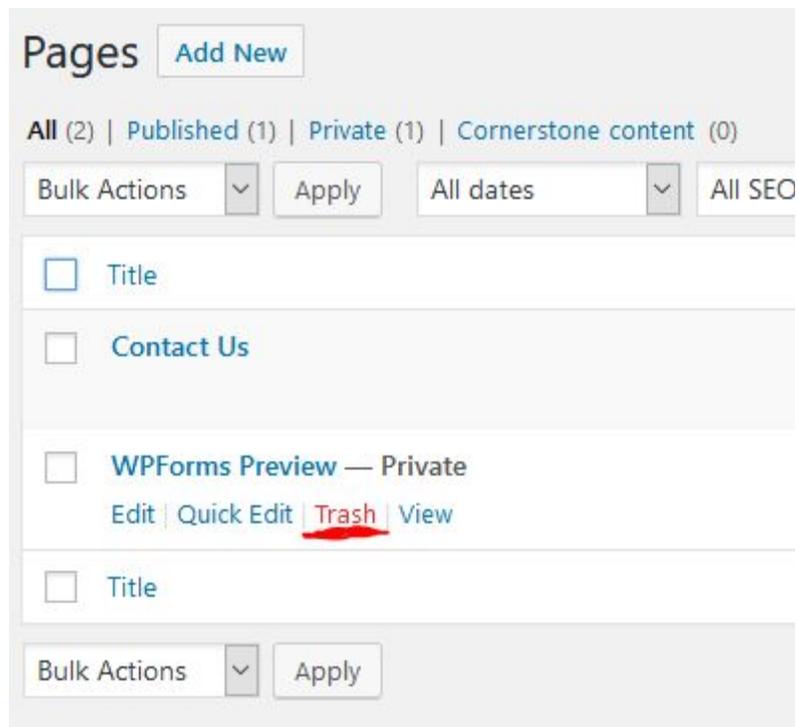
WordPress comes with a sample post and unneeded pages. First up, we'll delete these.

On your Posts page, trash the sample post.



I would also delete the pages that come on your fresh install. After all, it's easier to clean up and start with a blank slate.

Go to Pages and trash any pages that are there.



2: Creating Your First Post

Go to Posts > Add New and start typing! If you look to the top left of your post you'll see a plus button that will let you add blocks to your post. On the left hand side of your post you can click the dots to drag these blocks around and the arrows to move them up and down.

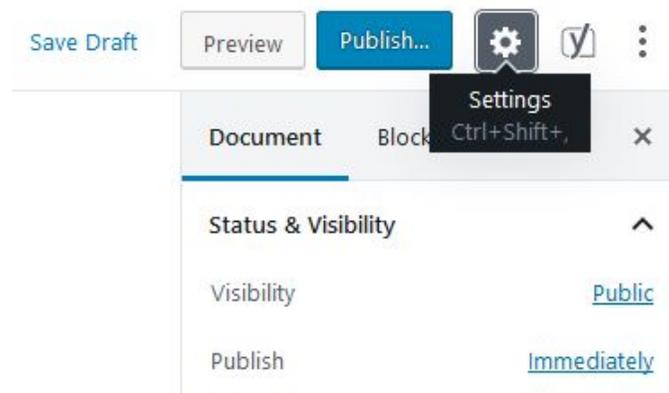


My First Post

Post Content here! Type what you like, insert images or other media.

Well... not so fast. We need to create categories, tags and feature image.

These are all simple and are on the right hand side of your screen. If you can't see them click the Settings cog at the top of the image below.

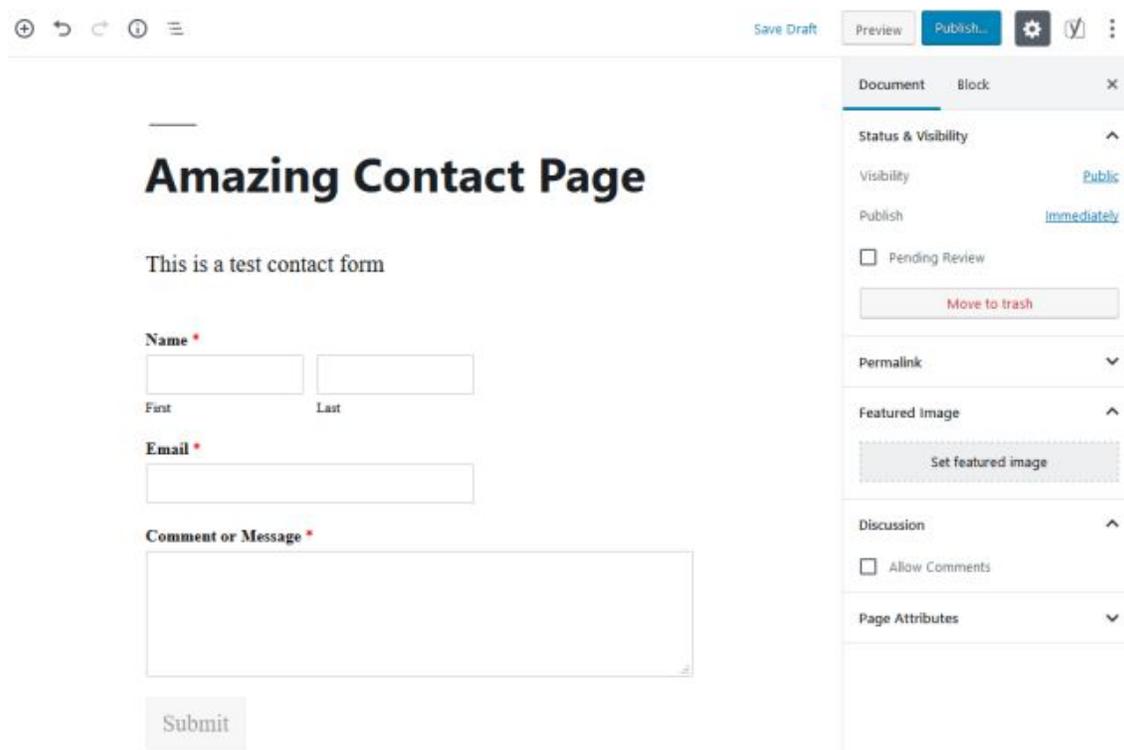


3: Creating Pages

Pages are something you'll be making less often than posts. They're generally accessible via menus and form the back bone of your site.

Go to Pages > Add New. You'll see the same editor come up that you had for your post. Creating pages can be done in the same way as posts. Some plugins allow you to add extra features to pages, such as contact forums, galleries and lists of products for an online store.

Here you can see I have added the WPForms block and created a contact form page.



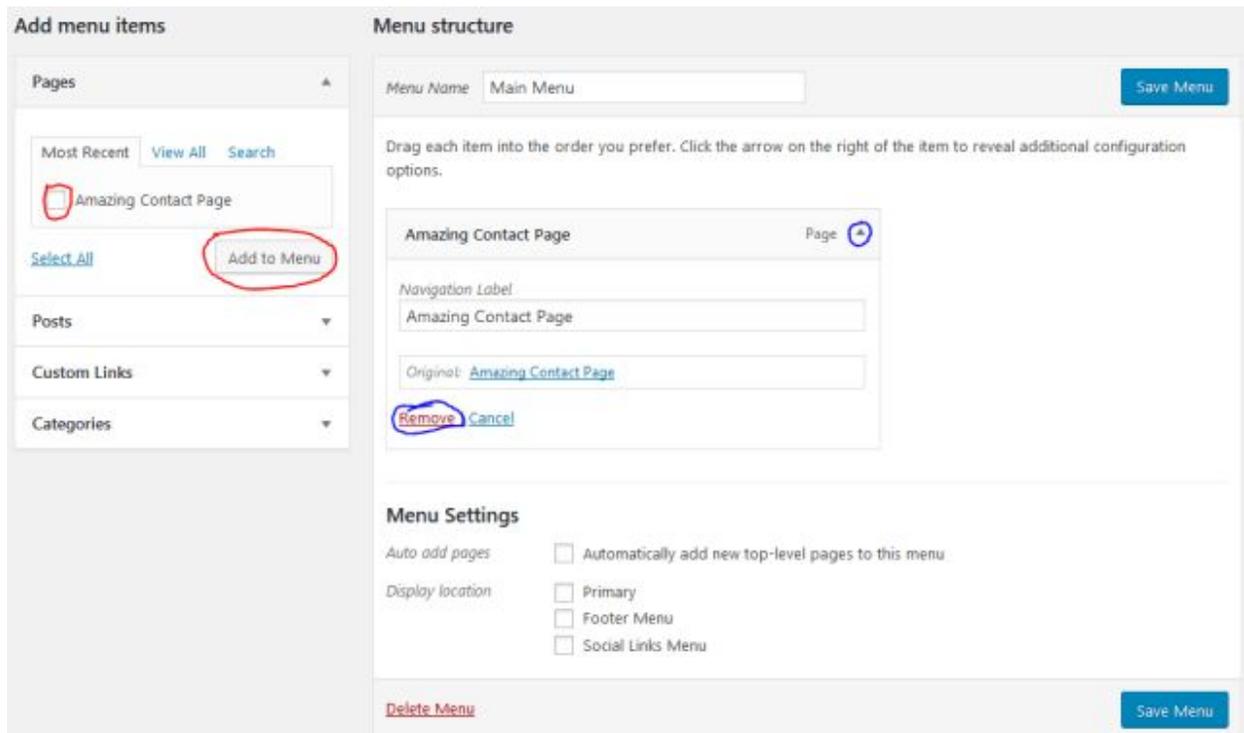
The screenshot shows the WordPress page editor interface. The main content area displays a page titled "Amazing Contact Page" with the text "This is a test contact form". Below the text is a contact form with the following fields: "Name" (split into "First" and "Last" sub-fields), "Email", and "Comment or Message". A "Submit" button is located at the bottom of the form. The right-hand sidebar contains several settings sections: "Status & Visibility" (with "Public" and "Immediately" options), "Permalink", "Featured Image" (with a "Set featured image" button), "Discussion" (with an "Allow Comments" checkbox), and "Page Attributes". At the top of the editor, there are navigation icons and buttons for "Save Draft", "Preview", and "Publish...".

After you're happy with the page you can click the blue Publish button.

4: The Main Menu

On most websites, at the top, you have a Main Menu. Your website should be no exception, unless you're going for a single page site.

Go to Appearance > Menus. In this image I have indicated in red how to add pages to your menu and in blue how to remove pages.

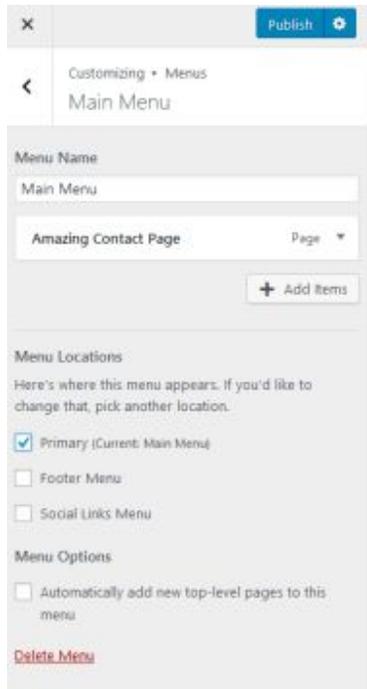


The screenshot displays the WordPress Menus editor interface, divided into two main sections: 'Add menu items' and 'Menu structure'.

- Add menu items:** This section contains a list of content types: Pages, Posts, Custom Links, and Categories. Under the 'Pages' section, the 'Amazing Contact Page' is listed. A red circle highlights the 'Add to Menu' button next to this page. Other buttons like 'Select All' and 'View All' are also visible.
- Menu structure:** This section shows the configuration for the 'Main Menu'. It includes a 'Menu Name' field set to 'Main Menu' and a 'Save Menu' button. Below this, there is a list of items in the menu. The 'Amazing Contact Page' is currently in the menu, with a 'Page' icon and a blue circle around it. Below the item name, there is a 'Navigation Label' field containing 'Amazing Contact Page' and an 'Original' field containing 'Amazing Contact Page'. A red circle highlights the 'Remove' button, and a blue circle highlights the 'Cancel' button.
- Menu Settings:** This section contains several checkboxes: 'Auto add pages' (unchecked), 'Automatically add new top-level pages to this menu' (unchecked), 'Display location' (unchecked), 'Primary' (unchecked), 'Footer Menu' (unchecked), and 'Social Links Menu' (unchecked).
- Buttons:** At the bottom of the 'Menu structure' section, there is a 'Delete Menu' button (highlighted in red) and a 'Save Menu' button (highlighted in blue).

Since I am using the theme Twenty Nineteen as an example, I'll have to enable my Main Menu.

To do this go Appearance > Customize. On the left bar click Menus > Main Menu and tick the Primary box. Nin



[John Keen WP Guide](#) [Just another John Keen WP Guide](#)
[Amazing Contact Page](#)

Nothing Found

Ready to publish your first post? [Get started here.](#)

[Search ...](#)

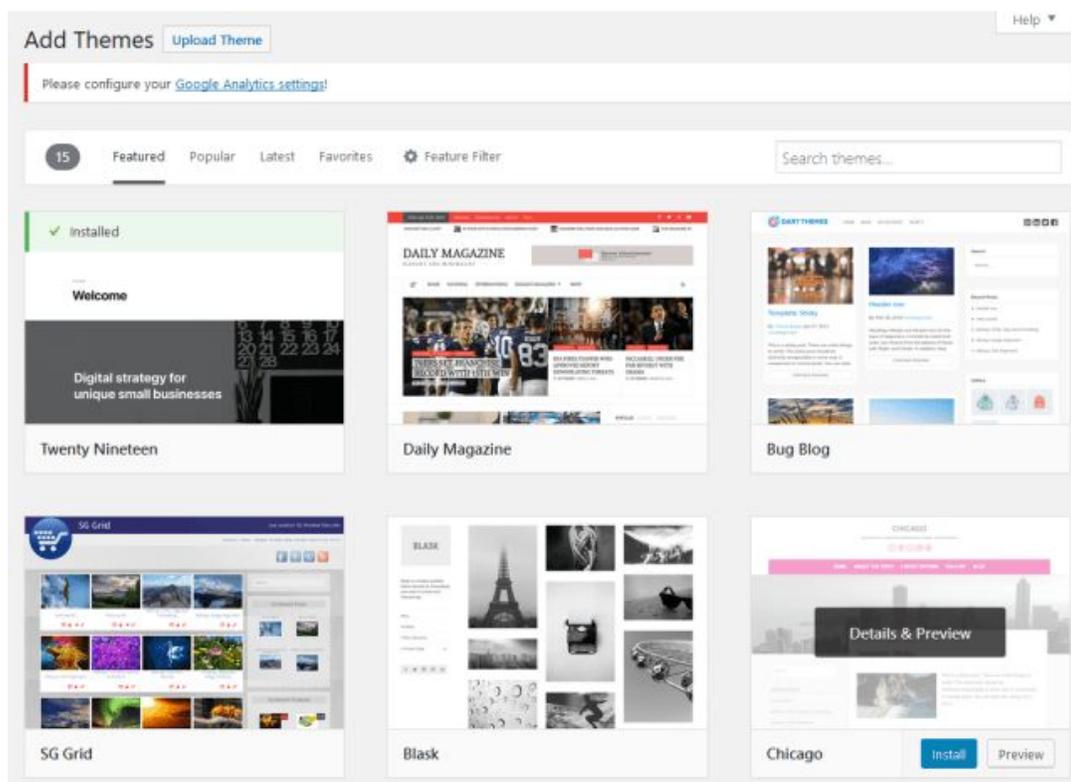
[R](#)

Themes and Customization

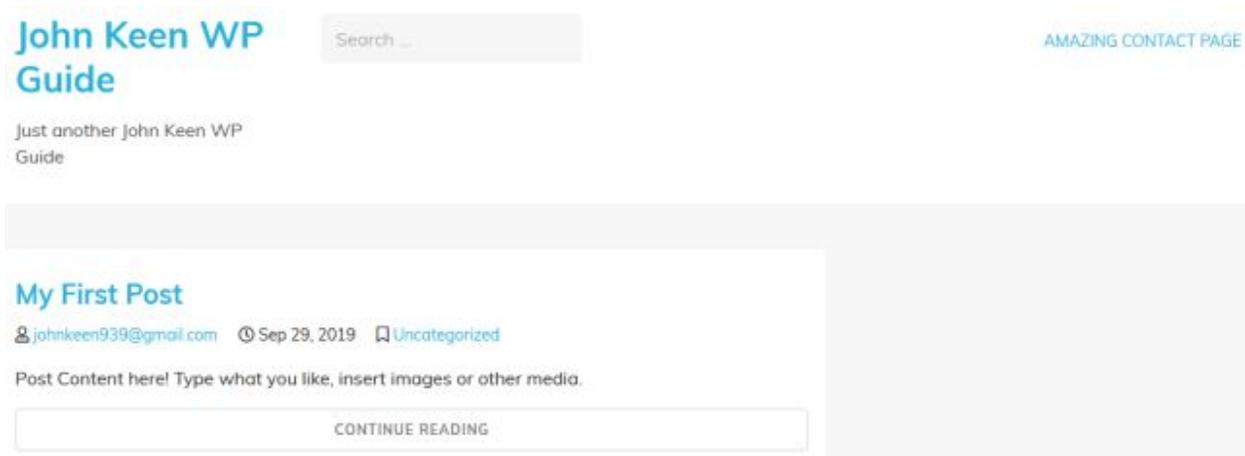
One great feature of WordPress is the incredible amount of Themes on offer. There really is one out there for everyone! From simple themes that have done most of the work for you to complete website builders like Elementor that allow you to tweak every little nuance to your liking.

Elementor could use a full guide in itself so I'll leave that for now. However trying and changing themes is super simple and fun.

On your Dashboard, go Appearance > Themes. At the top of this page click Add New. Here you can browse, install, preview and activate all different themes and get an idea of what you like.



As an example, here is what my website looks like with the Bug Blue theme installed and activated.



Spend some time learning the ins and outs of WordPress and you'll be amazed what you can accomplish. Even someone like me with zero design skills can make a functional website.

I hope this guide has been helpful. If you have any questions post in the comments below and I'll be sure to reply. Also, don't forget to use my affiliate link for [SiteGround](#) as it gives me a good kickback and will support future posts on this website.