Ultimate WordPress Blogging

FREE copy for Blogging Den Readers



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Satish Kumar Ithamsetty

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Thank you for subscribing Blogging Den Newsletter.

Use this guide to start your blogging journey.

About Founder and Author



Hello, I am Satish Kumar Ithamsetty, the Founder and Author of Blogging Den. I hail from a tiny agriculture-based village Mangalapalem in Kothavalasa Mandal, Vijayanagaram District, Andhra Pradesh state of India. I am married and blessed with two kids.

I am a Postgraduate in Biochemistry with a vast experience of 12 academic years in teaching. I am very much interested in the technical aspects of computer knowledge. So I have started my blog with new writings on technical aspects regarding the basics of the usage of computers.

So I started my blogging journey in 2008 September on the BlogSpot platform with Google Adsense at low connectivity internet speed (57kbps). Hence, I left my teaching profession in 2012 as I was fascinated by computer science and its progressive developments.

My blogging journey began in 2013 by choosing to host a self-hosted WordPress blog at Bluehost web hosting after crawling for several years. Yet, I am quite confident with my online assets. Because of this experience, I prepared this ebook (worth $90) on the subject “How to Create a Blog” (Complete WordPress Blogging Guide) and supplied it free of cost for Blogging Den readers.

In this ebook, I have written the subject to provide information about Blogging with the Self-hosted WordPress Platform. Every effort has been made to make this ebook reach enthusiastic readers to feed as complete and accurate information as possible to those in need. So, the readers can use this ebook as an essential guide to starting their new blog, configured correctly without spending additional dollars.

If a reader feels to acquire some more updates or gets any doubt, he can make use of this book, and if he gets any doubt, he is at liberty to call me at

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What is blogging?

Blogging is a form of online journaling or diary-keeping where people can share their thoughts and experiences with others on the internet.

It is also a way for people to connect with others who have similar interests and to share information and resources. Blogging can be a hobby, or it can be used for business or professional purposes.

There are many different types of blogs, and they can be used for a variety of purposes.

The Importance of Blogging

There are many reasons why blogging is important.

For one, it helps you connect with other people who share your interests. When you blog, you can share your thoughts and ideas with the world, and you may even inspire others to start their own blogs.

Additionally, blogging can help you improve your writing skills.

The more you blog, the better you'll become at communicating your ideas clearly and concisely. And finally, blogging can be a great way to promote your business or website.

If you have something to sell, a blog is a great platform to reach potential customers and generate interest.

The Benefits of Blogging

There are many benefits to blogging, including the ability to share your thoughts and ideas with the world, connect with like-minded people, and build a platform for your business or personal brand.

Blogging can be a great way to connect with more people and build relationships. When you blog, you are sharing your thoughts and ideas with the world, which can lead to interesting conversations and connections with like-minded people.

Let us see the benefits of blogging

- This is an excellent weapon for your online presence
- You can earn or make money by using your skills.
- You can build your online identity
- You can maintain strong relations with your customers
- You become a good authority in your industry

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- You will get money, freedom, and more confidence
- No need to start a rat race for your regular jobs
- No traffic jams during your office hours
- You can educate people with your writings on your blog
- You can easily explain your products

Additionally, blogging can be a great platform to build your business or personal brand. By regularly sharing your knowledge and insights, you can get more attention and followers, which can lead to more opportunities.

What topics are the best to start blogging for newbies?

There are a few things to consider when choosing a topic to start blogging about.

Think about what you are passionate about and what you can share knowledge about. It is important to choose a topic that you will be able to keep up with and that you won't get bored with after a few posts.

When selecting a topic, keep your audience in mind.

What will they be interested in reading about?

Make sure to choose a topic that you can write about in an interesting and engaging way. Here are some topics I add as topics to start blogging about in an interesting and engaging way.

Here are some good topics to start blogging on: personal finance, travel, fashion, beauty, food, and current events.

These are just a few ideas to get you started; the sky is the limit when it comes to blogging topics!

What are the topics that are present in blogging?

There are a wide variety of topics that can be covered in a blog. Some of the most popular topics include travel, food, fashion, beauty, lifestyle, and entertainment.

There are endless possibilities when it comes to blogging, and new bloggers are constantly coming up with fresh and interesting ideas to keep their readers engaged.

No matter what your interests are, there is sure to be a blog out there for you.

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What is WordPress?

WordPress is one of the most popular blogging platforms because it is an open-source content management system (CMS).

PHP and MySQL strength. WP was created by Matt Mullenweg, who also started WP's parent company, AUTOMATTIC, in 2003.

Nowadays, nearly 24.6% of websites are WordPress-based, and WordPress powers those websites.

The company AUTOMATTIC offers two types of blogging platforms, and they are Free WordPress (extension with ".com") and Self-hosted WordPress (extension with ".org").

Most professional and full-time bloggers have started their journey with self-hosted WordPress hosting. The WP team suggested Bluehost as a recommended hosting to store the files.

There are 47,715 plugins available in the plugin directory, which have thousands of themes also free of cost.

What is the difference between WordPress.com and WordPress.org?

There are two different types of WordPress blogging platforms available. They are WordPress.com (free) and WordPress.org (self-hosted WordPress).

What WordPress version is suitable?

It is either WordPress.com or WordPress.org.

Which is better?

It is better to use a free version of WordPress.com or self-hosted WordPress.org. When I started looking for answers to my questions, it took me 20 days to decide on self-hosted WordPress.org because it was easy to use and gave me the most freedom. At last, I have launched this blog.

This article provides a few points on that comparison between WordPress.com and WordPress.org. Here is a list to help anybody choose between Automattic and another open-source platform. I aim to provide the basic idea of comparing WordPress.com and WordPress.org. Using WordPress for blogging is the first choice for every blogger, including me.

There is a difference between WordPress.com and WordPress.org, and the central point is customization control. There are so many benefits to using WordPress as a blogging platform. WordPress has a few advantages and disadvantages, and I will be discussing them point-wise.

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About WordPress.com



WordPress.com is a hosting platform that facilitates online publication. The software is hosted and the blog is maintained by the team at Automattic, and the blogger can only focus on writing content because there is no backup. It is a turnkey Blogger-type Typepad, etc.

WordPress.org is provided by the same people who work on WP, and the open-source blogging was previously downloaded on WordPress.org, which is the original, and it is the full version of the WordPress blogging tool.

Commonly called a “self-hosted solution,” the blogger should buy a domain name and host, then install WordPress, and the bloggers are free to change everything, customize, etc.

Advantages WordPress.Org

- Ability to upload custom themes
- Ability to upload plugins
- Complete control of the code
- Total control of your domain

Disadvantages WordPress.Org

- Requires more technical knowledge
- You are responsible for updates to the software
- You are responsible for your accommodation
- Freedom, choice, and total customization.
- The ideal solution for your Windows sites or corporate blogging pro.

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Which type of WordPress is suitable for a new blogger?

If a reader wants to write a personal blog and doesn't want to make money from it, WordPress.com is a good place for him to share his thoughts.

If a new blogger wants to work as a full-time or part-time blogger and earn money, self-hosted WordPress.org is the correct platform.

It is very costly for those people who were expecting self-hosted WordPress. But it is entirely incorrect. Most hosting service providers are offering innovative plans to start their blogging career with only a few simple steps.

Their charges may range from $2 to $10, depending on their needs. Visit my old posts for huge discounts on new hosting plans for bloggers.

ChoosingThe choice between WordPress.com and WordPress.org depends on the blogger's needs and the type of review that clarifies the differences between WordPress.com and WordPress.org.

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How to Start a Blog from Scratch?

How to start a new blog? It is the first question for every new blogger on their blogging journey. Making money online is the most common issue that we hear about nowadays, and everybody should show their keen interest in business improvement through online marketing.

The internet has become more important and popular over the last five years. As a result, many companies now conduct business online.

We have access to complete information online from the past to the present. On the internet, we are exposed to many new topics every day. We can also learn about blogging through our interests. In this section, I explain the entire process of setting up a new blog.

I have been running these blogs successfully for a few years. Making money from online marketing remains a question for me.

Though I have spent more than one year on this blog, I am only a learner. I have been learning a lot from this blog.

I focused on content feeding for the first ten months, but I didn't expect to make money because I was too busy embedding things, writing articles, and publishing them all at the same time. With this experience, I am writing this e-book.

There are thousands of benefits if you become a blogger. To do this step, you need to know and follow these major sub-steps.

- Pick a perfect domain name for your blog
- Choose a good and quality Web Hosting
- Then it’s time to set up your hosting account

Pick a Perfect Domain name for your blog

Every blog needs a domain name, and when you type your domain name into your browser, you can see your blog posts. It is the main point where it will store your web hosting and data online.

Choosing a domain name for blogging and online business is the first step. Domain names should be short, easy to remember and spell. You can choose between a.com,.net, or.org extension. You have the option of using a.com,.net, or.org extension. Other extensions such as.biz,.me,.tv,.online, and.pro should be avoided.

Most of the domain names are already registered. Here are a few tools you can use to find good and easily spelled words. InstantDomainTools.com and LeanDomainSearch.com are two of the tools available, and they can help you identify the domain you're looking for.

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Remember these points before choosing a domain name

1. Recognize your niche:

Here are a few things to consider before registering the domain name. It would be best if you had a complete idea of your topic. First, you should decide on your domain name with relevant keywords. Example:

- The keywords related to Blogging would be blogging, blog, blogo, bloggy.
- If it is tech blogs, it would be Tech, Techno, Geek, Nerd, etc.

2. Do not use numbers and special characters

Do not use numbers in the domain name, and there is no additional value in the SEO aspect if you are using numbers. For your online brand's reputation, try to avoid numbers in domain names. Try to avoid using special characters like "hyphen (-)." This type of domain is not easy to tell anybody if a hyphen and other special characters are used. If putting the number in the domain name is important, use words instead of numbers.

When to use it? It is good if the number represents something in your brand name. For example, note 99 means 99 cents per note. Customer marketing/perception is OK as long as they can link the number to something related to your business.

3. Be Creative:

If your domain name is creative and meaningful, that's good, and it helps you promote your brand and business in a good way. The domain name you register should be significant, and it should know What does the name imply to you?

4. Rhyme Everything:

Your domain name should be simple, meaningful, and easy to pronounce. Do not go for long names as your domain names.

You can use Godaddy, Namecheap, Namesilo, and Bigrock services for your domain registration and register yourself.

Choose a good and quality Web Hosting

Your blog's web hosting is the space to store your content and your information. Before choosing the best web hosting, you must remember a few points.

- You should know your hosting needs.
- Check the hosting server uptime and reliability guarantees
- Read Web host upgrading options and its features
- Check the additional features like unlimited domains feature based on your needs · Check plans, pricing, and renewals pricing details
- Check the web hosting cPanel

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- You must read the server usage policy and Company Terms of Services and many more. · If you need to check the other supporting features like Site backup and environmental friendliness.

Bluehost is my personal recommendation. I have used Bluehost to host my blogs for many years. Their uptime, support, and ease of use are excellent. Bluehost has more than 2 million customers worldwide.

Why am I suggesting Bluehost?

There are many reasons for this recommendation for your WordPress blog. Honestly, I am suggesting this is the best web hosting service. The reasons are

- **Access:** for people to have access to your website.
- **Reliability:** The web hosting companies use dedicated servers and display Web pages. Also, they have systems to ensure that your website is accessible all the time. · Ease of Use With the use of a panel similar to the Windows control.
- **Economic**: Best of all, you can get hosting for as little as only $ 4.95 per month. There are hundreds or possibly thousands of Web Hosting available. However, based on the experience I have gained from different research I've done, I recommend Bluehost. for the first time. I It will help. I have everything laid out for you using the screenshots in the coming steps. You can always contact me at any time.

How to Install WordPress on Bluehost and Start a Blog That Makes Money?

Blogging has become one of the most popular ways to share information and ideas on the internet.

Bloggers can use their blogs for business and career growth, sharing their thoughts and expertise with people worldwide.

Blogging has many benefits, such as increasing your visibility and credibility, giving you the chance to network and find new clients, and giving businesses the chance to market themselves.

If you install WordPress locally on your computer, it won't be available for others to see on the internet.

But before starting a blog, you should answer some critical questions:

- What are your goals?
- What topics will you cover?
- Who is your audience?
- What is your budget for advertising? And
- How much will you need to invest in online tools?

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So, if you've been thinking about starting your own blog, let this blog post give you insight into how to get started.

Why Did I Choose Bluehost to Start A New Blog in 2022?

Starting a blog can be incredibly intimidating. There are so many new things to think about, and it can feel like there is no end to the research you need to do. But don't worry! Bluehost is here for you.

Bluehost is one of the biggest hosting companies in the world, and the WordPress team officially recommends it as a WordPress host.

The web hosting team takes care of everything from the technical side of things, so your content is all you have to worry about.

Here are some of the most important reasons why people choose Bluehost when they're starting their blog:

- They offer an unbeatable customer support team that will help get your blog set up quickly and efficiently.
- They provide every tool necessary to run a successful website (including built-in spam protection)
- They're one of the most affordable options on the market – They offer a variety.
- Many hosts will lure you in with the promise of cheap rates and plenty of bandwidth, but they won't tell you about their hidden fees or terrible support. It is why we recommend Bluehost for starting your new blog.
- It offers a free migration facility to migrate any WordPress site from another hosting to Bluehost. Most WordPress sites will be eligible for free migration.
- They offer transparent pricing and excellent customer service.
- They are so confident in the quality of their service that they offer a 30-day money-back guarantee (even if you don't use it!).
- It has been the WordPress recommended hosting company for a long time.

Bluehost is the best option for new bloggers. Bluehost has everything a new blogger needs to make a successful blog, from hosting for an unlimited number of domains to a dashboard that is easy to use.their own

When you start your search for a web host, one of the first things you'll notice is the wide range of options. There are both free and paid services out there, but which one should you sign up for?

We'll look at what's available and how it will apply to beginners to answer this question. We'll also compare Bluehost to other popular hosting services so that you can learn more about which one might be best for you.

Everybody should have their own website, and Bluehost is the best way to go!
Here are the key features of Bluehost Hosting plans

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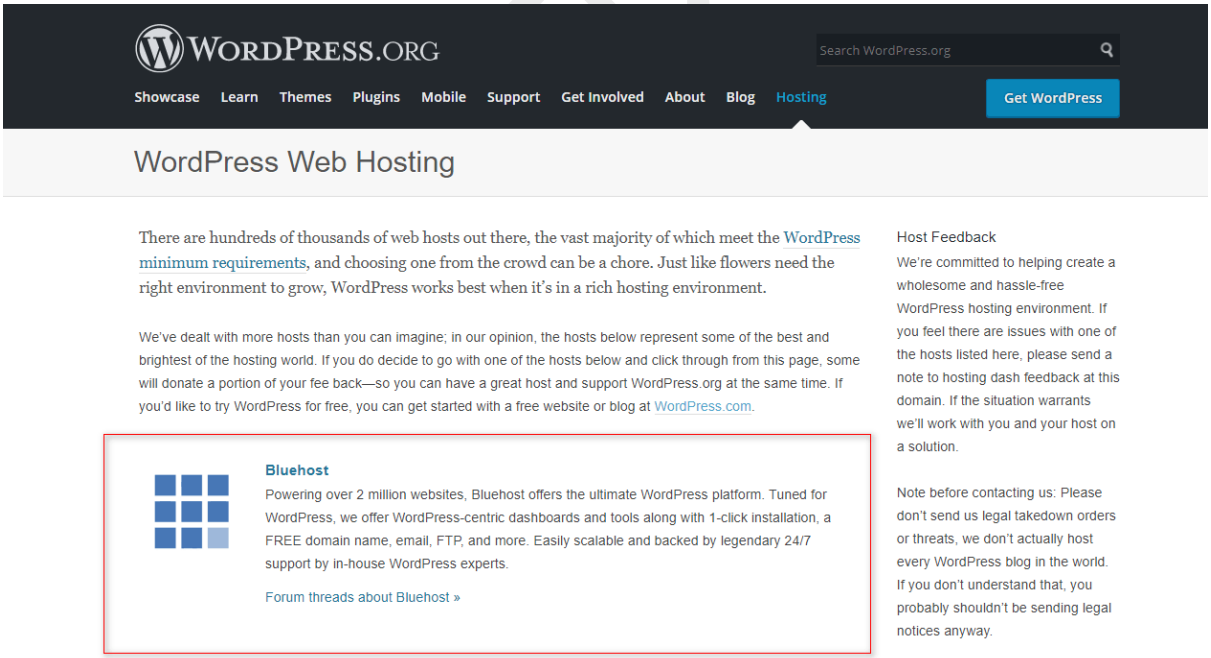
- Free domain name for the first year
- Bluehost offers quality free migration
- Free SSD drives for all shared hosting plans
- Unlimited site traffic with more storage space
- Unlimited resources like bandwidth and storage
- EHTTPS/2, NGINX caching and PHP8
- Easy WordPress installation process on their newly integrated BlueRock cpanel dashboard
- Free SSL certificate from Let's Encrypt
- Free Cloudflare CDN

Why should I use WordPress?

WordPress is one of the most popular content management systems in the world today. It is the most accessible tool to create, edit, manage, store, and distribute a website. It works on many platforms, including Windows, Linux, and Mac. The most popular content management system lets you change the look and add content to each web page.

WordPress is known for its advanced tools that simplify the process of writing a blog or website. It allows you to use themes and plugins. With the vast blogging and content management features it offers, WordPress has emerged as one of the strongest and most widely used site-building platforms (website builder). The latest version of WordPress is 6.0.3.



How to Signup with Bluehost web hosting?

Now, if you are ready to start a new blog on Bluehost, let us know a few points before you begin these detailed steps to create the first blog on Bluehost-managed WordPress hosting.

They are

- Decide on a new domain name to grab the free domain name feature from Bluehost for the first year. It should be readable and easy to notice. But do not use special characters and numbers in the new domain name.
- There are two Bluehost services. Bluehost USA and Bluehost India. To buy the web server from Bluehost USA, you need a credit card to pay your hosting charges. If you are ready to buy from Bluehost INDIA, you can pay the hosting costs through local payment systems like net banking, UPI, Rupay, Digital wallets, and Amex, along with Credit card payment.
- Choose the best premium WordPress theme to make your website load fast. Bluehost has a fantastic collection of premium themes, and you can access those themes from your wordWordPresshboard after installing wordWordPressthe Bluehost server later.
- If you are interested you are interested in knowing about these premium themes, you can read my article on the Fast-Loading WordPress Themes List.

These three are mandatory before you start the setup process for a self-hosted website on Bluehost. Once you purchase hosting and a free domain name from Bluehost, it will start installing WordPress for you.

Now let us follow the easy steps to start installing the WordPress website.

Step 1: Start Buying from Bluehost.com

The first step is to start setting up a new web hosting account to start a blog with the Bluehost website. By default, they offer a 66% discount on their official page.

Activate Bluehost Special Discount – $2.65/Month

If you go through this link, you can activate a special discounted price of $2.45 per month. Then simply click on Get Started.

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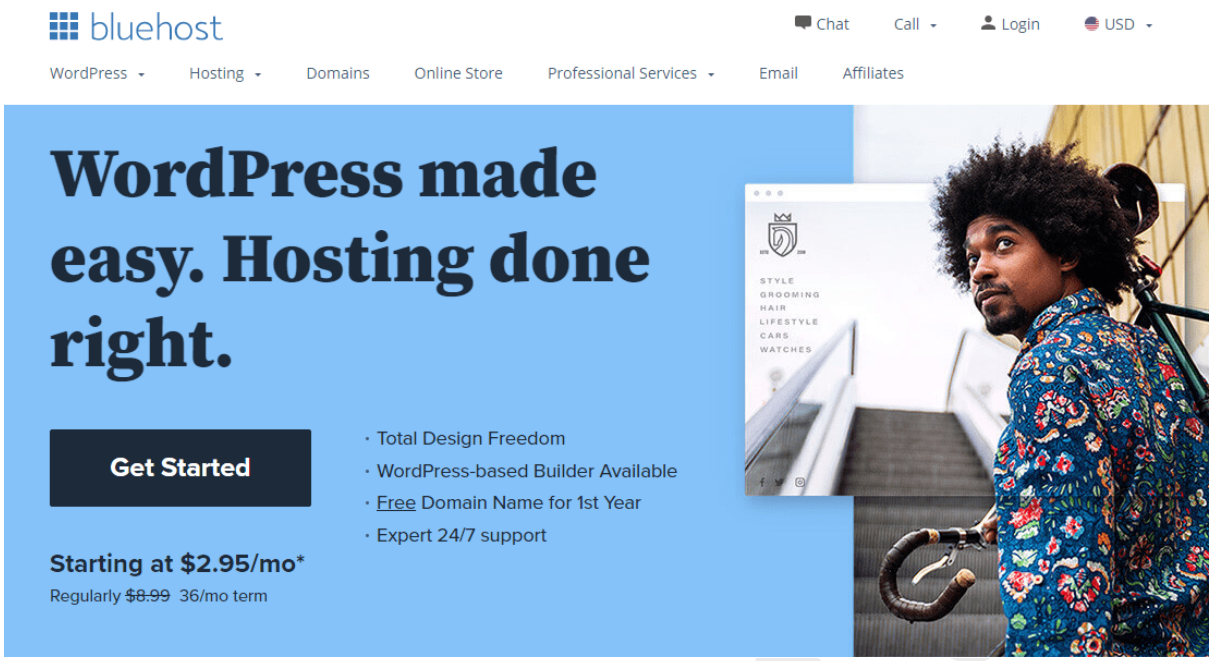
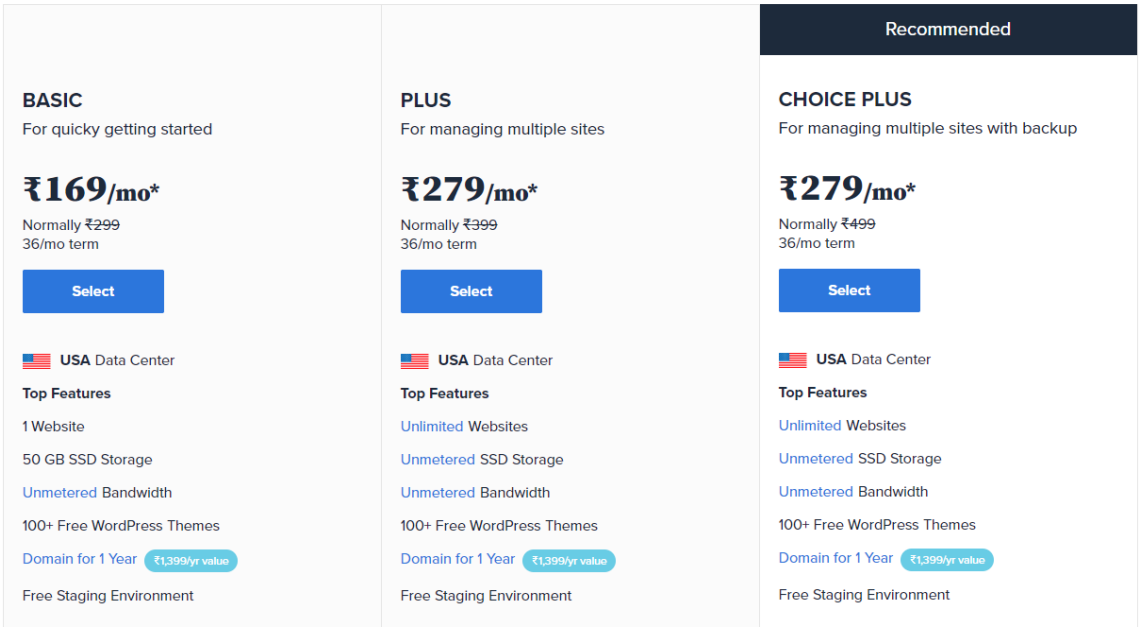


Bluehost has the best plans for WordPress users at prices that are easy on the wallet. This is because their servers are always updated with the latest PHP, extra tools, and server-side optimization.

Step 2: Pick the best Bluehost Plan

After clicking on Choose a Plan, the offer page will redirect to the Bluehost plans and prices. Here you will find the three different plans. Bluehost offers three other WordPress shared hosting plans. They are the Basic, Plus, Choice Plus, and Pro plans (all of which are available on shared hosting).

I recommend the Choice Plus plan because of its unlimited domain hosting feature. When compared with the basic plan, the price of Choice Plus is not high. So choose the choice, please, is the perfect choice in this.



Let us see the details of Bluehost's shared hosting plans.

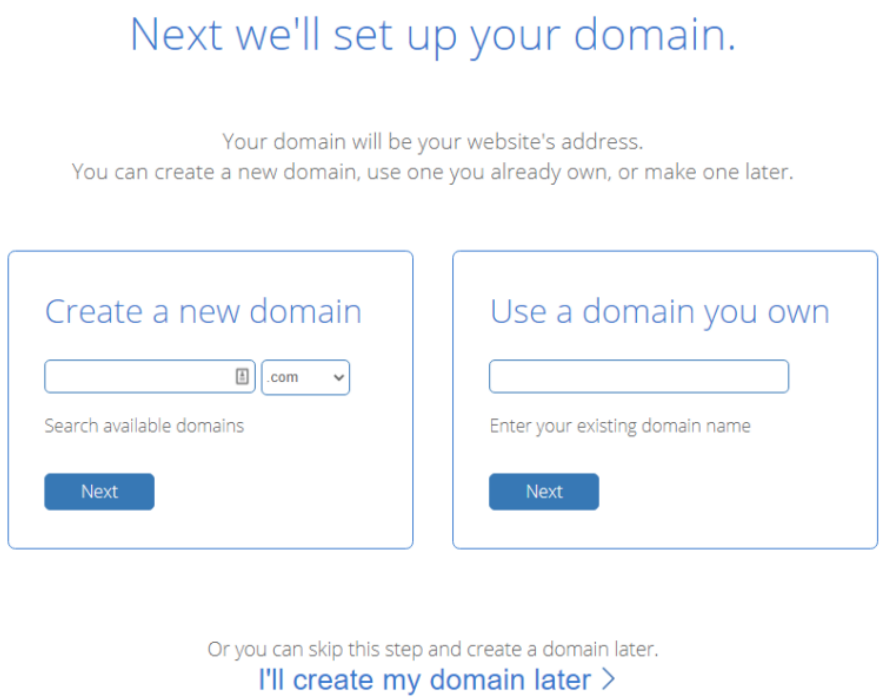
- **Bluehost Basic Plan:** It is an excellent choice to start with a single site at $2.95/Month.
- **Bluehost Plus Plan:** This is a recommended plan to host unlimited websites in one place at $5.45 per month.
- **Bluehost Choice Plus Plan:** It comes with a code guard, free domain privacy and free automatic backup features for the Plus plan pricing. I recommend this plan over the Bluehost Plus plan for additional benefits at $5.45 per month.
- **Bluehost Pro Plan:** This plan comes with all three plans and free dedicated IP at $9.50 per month.plan

For beginners, the basic plan is perfect. It is the cheapest Bluehost shared hosting plan to start a new blog in 2022. If you are already running blogs, go for the Choice Plus plan for more additional benefits than the Plus plan.

Now choose the plan, then click on SELECT.and

- **Step 3: Register for a Bluehost Free Domain on SELECTION.** Next, choose the right , you'll be taken to a screen where you can claim the Bluehost free domain offer. Here you will find two options to choose from.

If you already own the domain name, you can choose to use it. Your domain name needs to be pointed to the hosting account by changing the DNS settings, or by adding the Bluehost Nameservers at your third-party domain registrar like Godaddy or Namecheap.



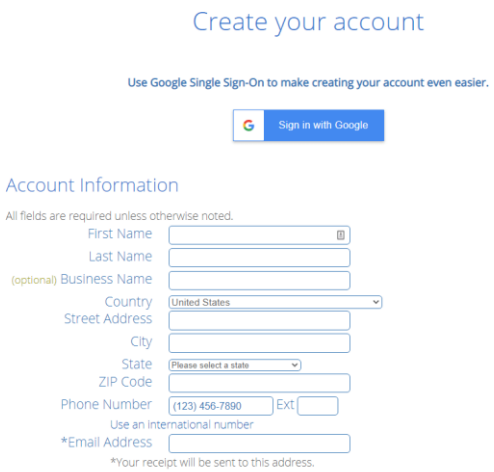
If you do not have a domain name or are new to starting a new blog, you can do some research to finalize the proper domain name.

Then, to claim the Bluehost free domain, type your chosen domain name into the domain search box in the Create a new domain section and click Next.

Bluehost will show you the list of available domain name extensions and similar domain names for you. You can take this advantage to claim the free domain name from Bluehost.

Step 4: Add Account information

After setting up the domain name, you will be directed to the next screen. On this screen, Bluehost will ask for your account information. For registration, you need to provide details like your name, address, active email address, and phone number.



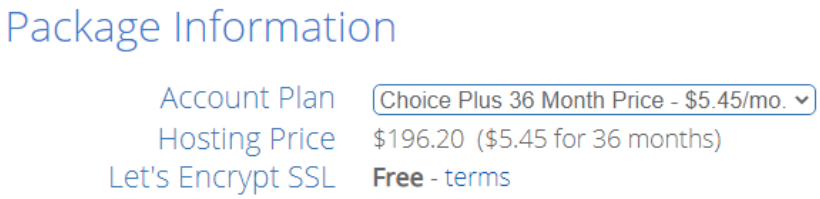
On the registration form, you need to give accurate information so that you can get all information about hosting and Cpanel login information sent to your email address.

If you feel this is a time-consuming process, you can use the option to sign in with Google to speed up your process.

Step 5: Choose a big plan for maximum discount

After filling out the account information, you need to choose the plan details and confirm them. It is better to choose a 36-month plan to avoid high renewal charges every year.

Bluehost only gives big discounts when you sign up for a new account. They don't offer any discounts when you renew your hosting plan after the first year is up.

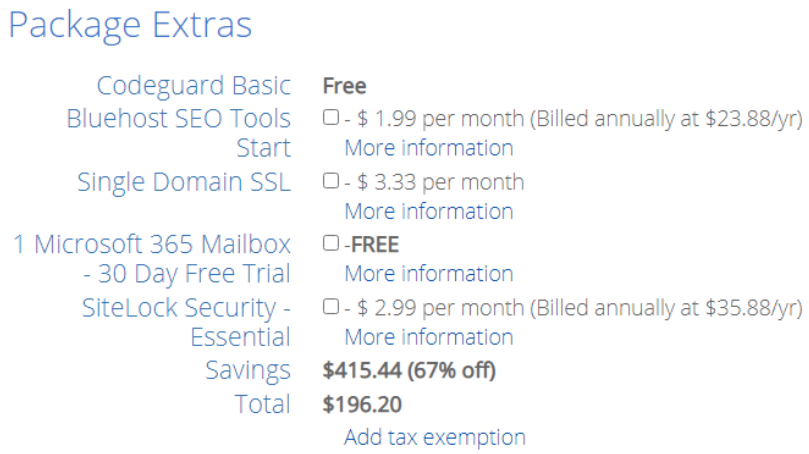


Move your cursor away from this page to get more than 70% off the regular 66% discount. You will get a popup with a 70% discount. Just claim the savings to save some more money than regular discounts.

Step 6: Untick Bluehost Extra addons

In this section, you have to check them carefully. Because Bluehost will add a few of the premium package extras by default, It may be

- **Domain Privacy protection** – $11.88 per year ($0.99 Per Month)
- **SiteLock security** – $23.88 per year (billed annually at $35.88 per year)
- **CodeGuard Basic** – $2.99 per Month (billed annually at $35.88 per year)
- **Bluehost SEO tools** – $23.88 per year ($1.99 Per Month)

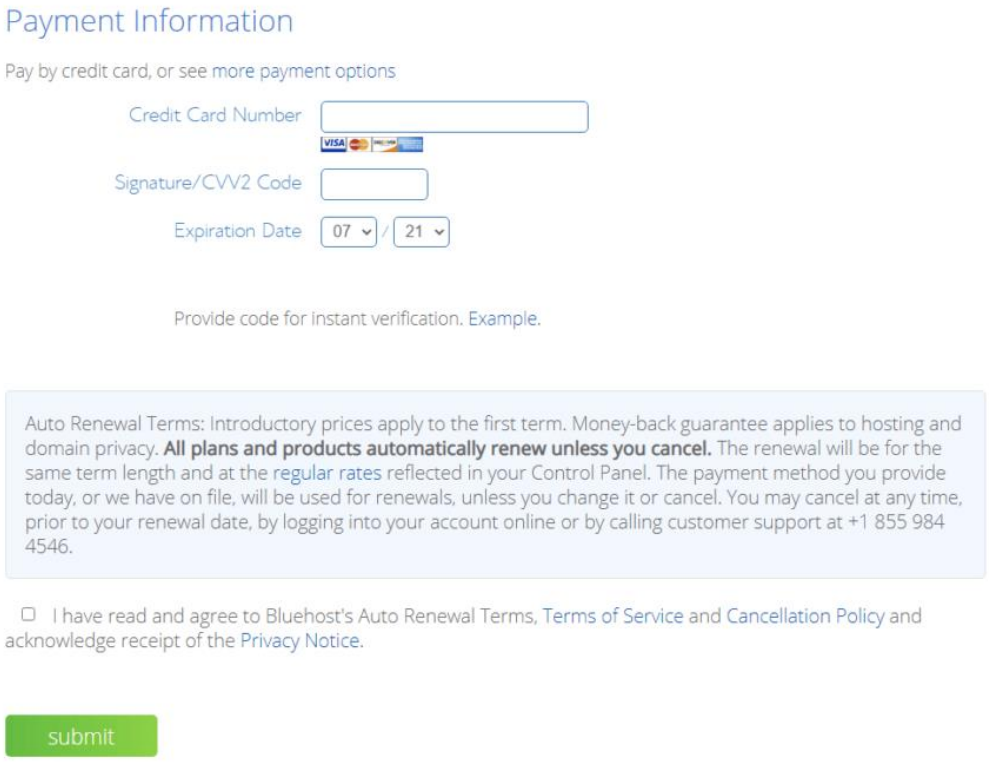


You can deselect these addons from this page. If you need these services, you can add them later. Now check the package information to confirm the maximum discount that you are getting on this plan.

If you choose the ChoiceChoice plus plan, the domain privacy and Codeguard add-ons will be included in your hosting costs. There is no extra cost to you. But the Choice plus renewal changes are significant. So now is your time to make a good decision before choosing the perfect Bluehost plan.

Step 7: Choose and Add Payment details

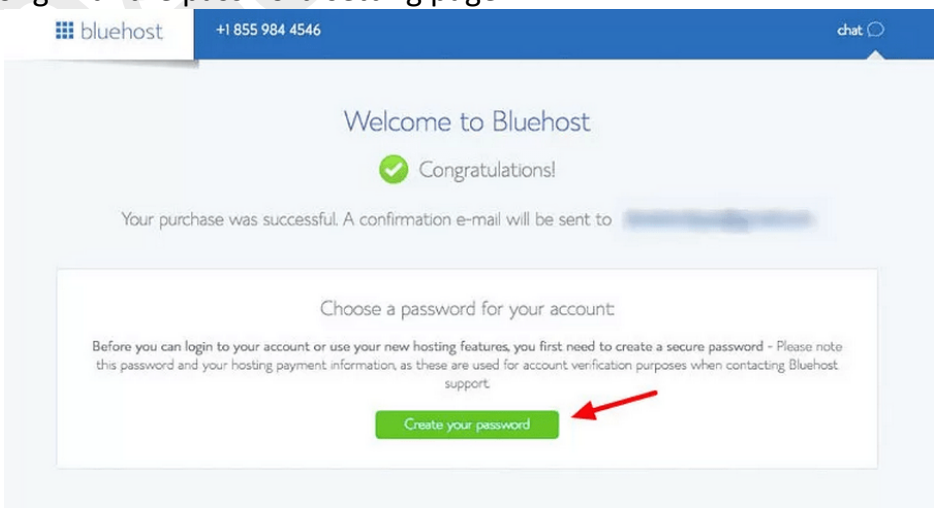
It is the last step of the Bluehost signup process. In this step, you need a credit card to complete the payment process. You can pay the money by using a credit card or debit card, net banking, UPI, and e-wallet options.



Now you have to enter the payment details by providing the credit card information like credit card number, CVV code, and expiry date, then simply click on the Submit button to complete. Before hitting this button, you have to agree with the Bluehost terms and conditions by placing the tick mark before submitting the button.

You can use any UPI payment option like Gpay, Phone Pay, Paytm or any other option to complete the payment process.

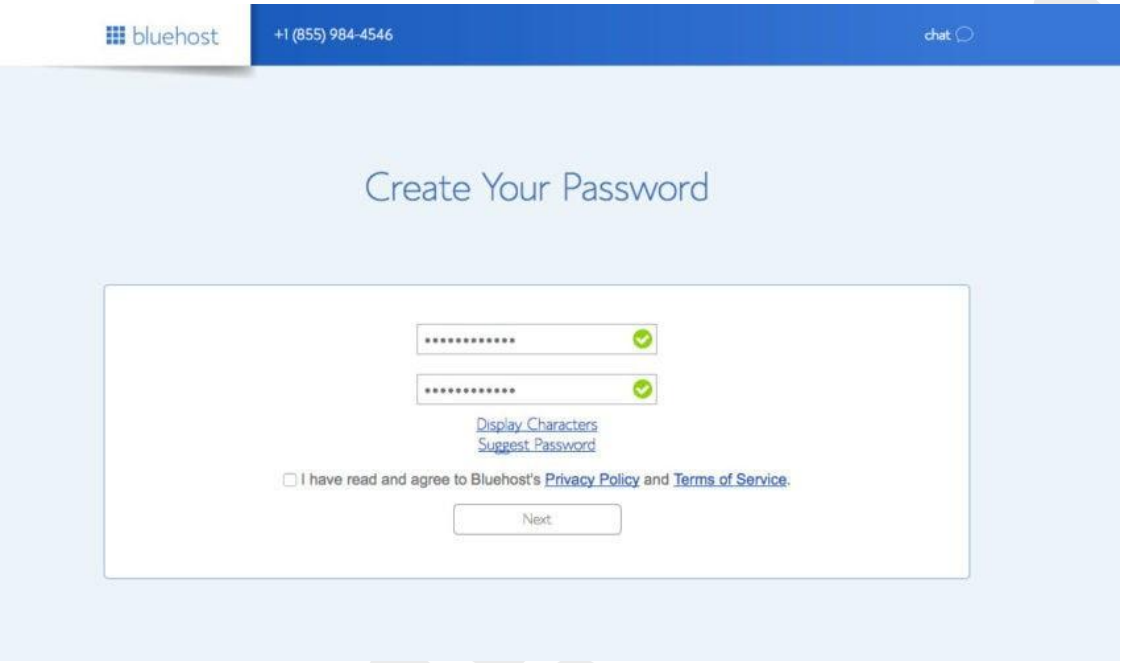
After a few seconds, you will get the confirmation email with your billed invoice to the registered email address along with the password setting page link.



Bluehost comes with a 30-day money-back guarantee policy. You can request your money at any time within 30 days of the purchase.

Step 8: Create a new Bluehost account with a new password

After you confirm your email, you'll be taken to Bluehost's welcome screen, where you can set up a new password. Now it is time to create a strong password for your Bluehost cPanel hosting. Here we have a built-in password generator to make strong passwords and complex passwords.



So choose the password carefully by using case-sensitive letters, special characters, and numbers within your password by following the Bluehost password rules. But it should not be a complex password.

After making a new, strong, and secure password for your Bluehost Cpanel hosting, you can use the set login details to get into your Bluehost account. You can store these login credentials in a notebook safely.

The Bluehost Cpanel dashboard interface is excellent and easy to use, even for newbies. Now the Bluehost setup process is completed.

Let us go to the next section to learn how to install WordPress on Bluehost.

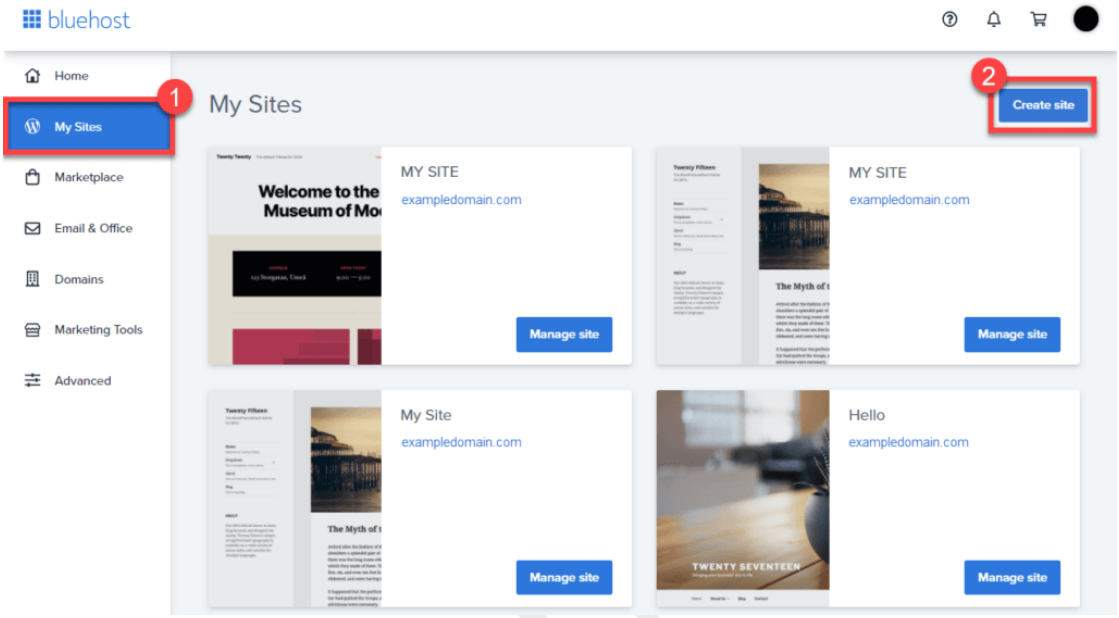
How to install WordPress on Bluehost Servers?

Installing WordPress on Bluehost is the next step after buying a hosting plan. With Bluehost's newly improved user-friendly interface and 1-click WordPress installation, the process is easy to understand.

Let us start with the WordPress installation steps.

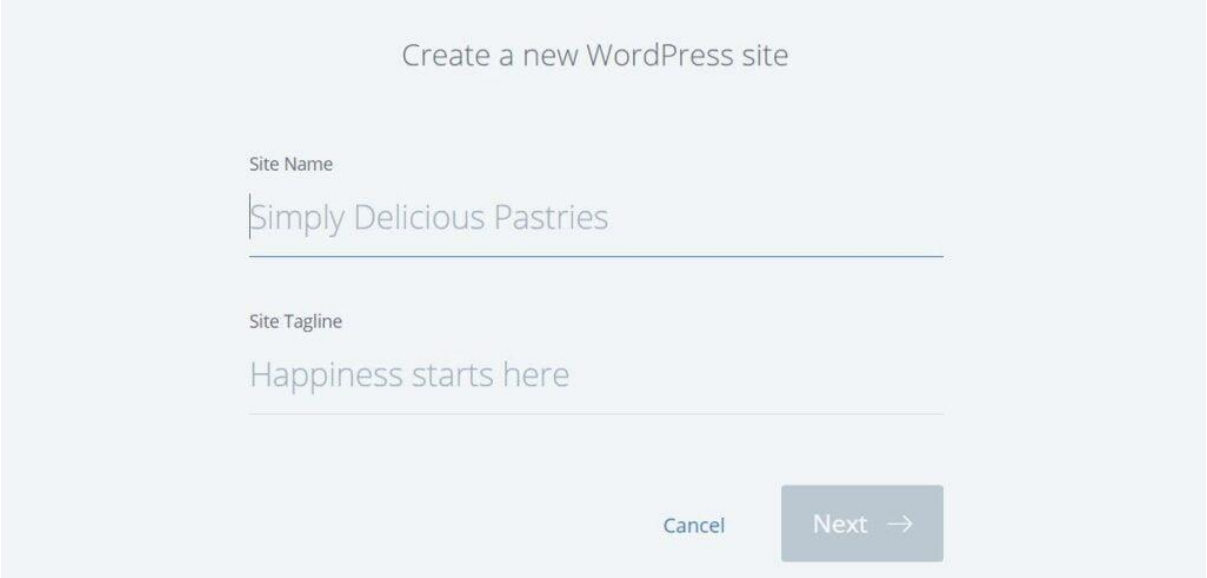
Step 1: Log in to Bluehost hosting

First, you need to log in to the Bluehost Cpanel dashboard, then go to **My Sites > Create Site** from the right side of the screen. The Bluehost control panel interface is clean and easy to use. On the screen, it will ask for the site title and tagline.



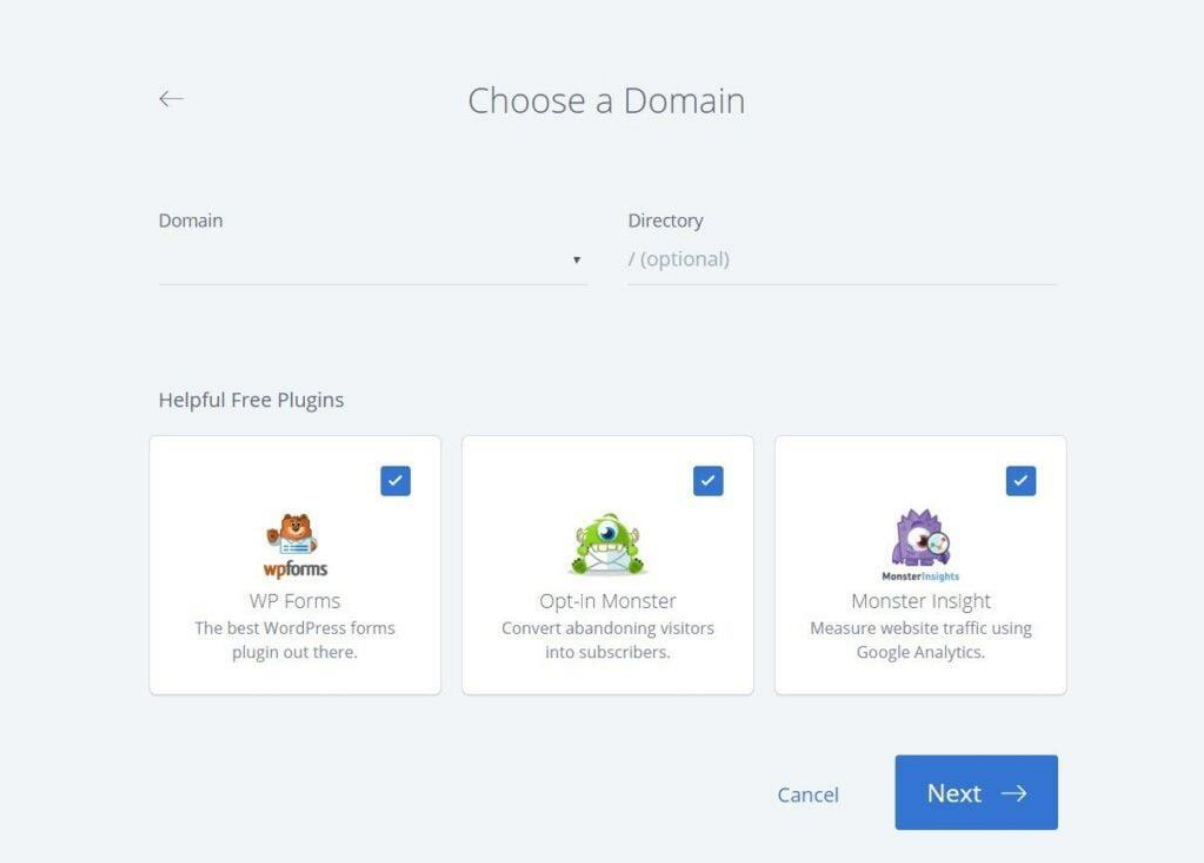
Step 2: Add Website information

Now you have to enter the basic information like site name or site title and site tagline. You can change the site title section later if you need any changes.



Step 3: Choose your domain name

Choose the domain name you put in when you set up your Bluehost account from the drop-down menu on this page. This is where you will install the WordPress software.



Bluehost will suggest a few essential and helpful plugins to install for your blog. You can check it out and install it along with the WordPress core files. Leave it if not needed.
Finally, start the WordPress installation after clicking on the Next button.

Step 4: Start WordPress installation

After hitting the Next button, Bluehost starts installing WordPress automatically. After a few seconds, Bluehost shows the WordPress login information to finish the installation. Once finished, you will see a success message with a link to your WordPress admin area.

It comes with a username and password for a newly created database. No need to create it separately as in the old method. Note the WordPress login details in a notebook separately.

Blogging



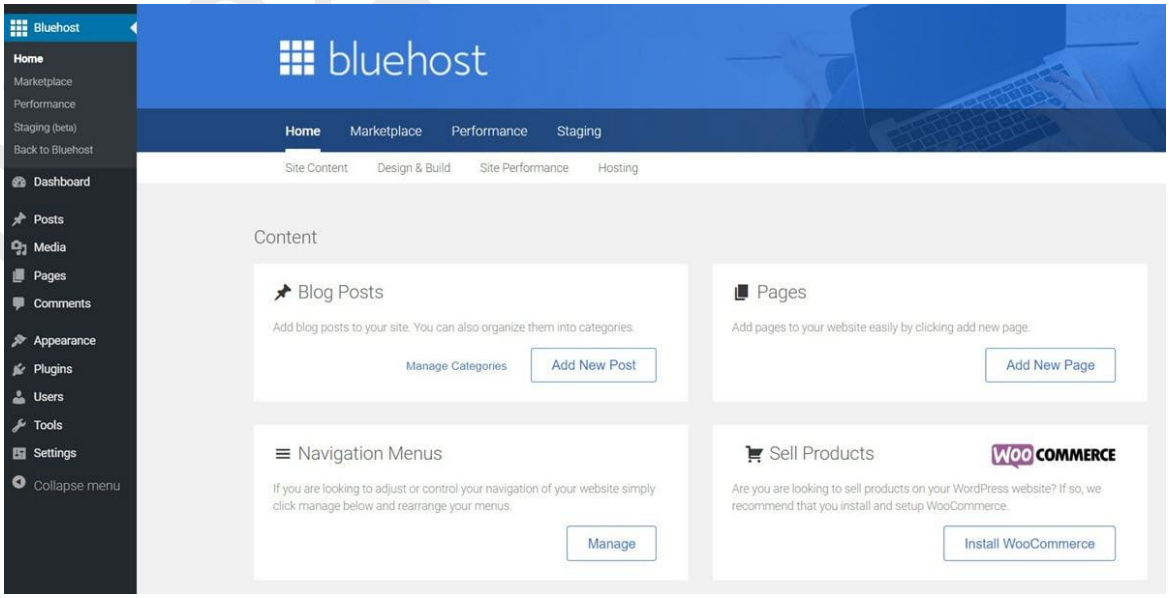
You can log in to your new WordPress site by using the Login to WordPress link for the first time. The installer will show you the WordPress overview.

The next time you have to login to the WordPress specified URL, like this. Here you have to enter the site details such as email or username and password in the specified fields.

YourdomainName .com/wp-login.php

How to set up a WordPress site with Bluehost's tools?

After finishing the above steps, you can do the WordPress standard basic settings after the new installation. If you are confused about where to start, you will find the Bluehost area after logging into the WordPress dashboard.



You will find the following sections in the Bluehost tools area.

- **Blog posts:** The area to write new articles with well-researched topics and images.
- **Pages:** The place to create all necessary pages within your site like contact us, About us, Terms of services, Privacy policy and Disclaimer, etc.
- **Navigation Menu:** The WordPress menu is the place to create a menu for easy content navigation.
- **Sell Products:** You can create an ecommerce store by using the WooCommerce WordPress plugin to move your business online. Woocommerce is one of the best and top rated ecommerce plugins.
- **Staging environment:** It helps you to test your website condition like design.

The Bluehost dashboard is the place to start the new site's basic setup and gives perfect guidelines for getting started. Start learning WordPress interface details step by step to understand the WordPress platform's power.

Step 1: Start using the Quick Launch Wizard.

After logging into the WordPress dashboard, you will find the Bluehost Quick Launch Wizard tool. It is the advanced WordPress installation wizard, which helps you start the site in a new way.

Follow the steps in the wizard to set up the plugins and themes you need for a fresh start.

QuickInstall is another popular auto-installer used by many hosting companies like HostGator and others.

Hosting companies like Bluehost, HostArmada, and InMotion Hosting use Softaculous in their control panels.



Different hosting companies use different auto-installer scripts. Bluehost is using the quick launch wizard tool, which gives you the amazing feeling of getting your website started in a couple of LiteLite and Caching.

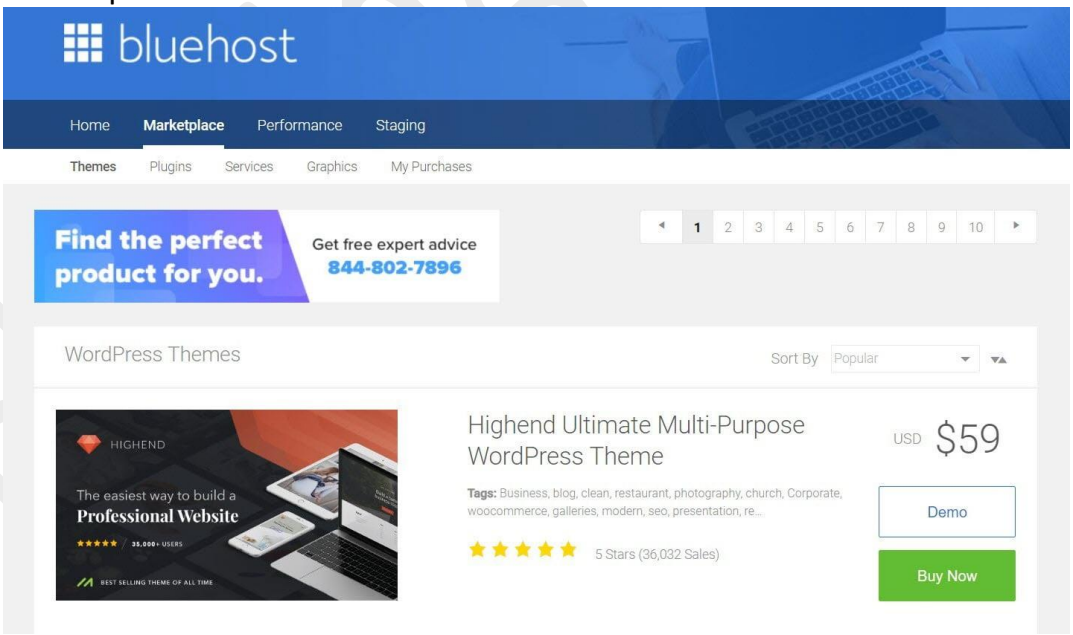
- **Jetpack:**

    - Jetpack is the powerpack plugin developed by WordPress developers.
    - It helps you to secure your site for better performance.
    - It has social sharing features like auto-posting to social networks.
    - The Jetpack's site stats is another improved site analytics area to know the best performance post and more.
    - To use this plugin, you need to authorize it with a WordPress.com account.
- **WPForms Lite:**
    - Every serious site should have a contact form to enable your blog visitors to connect with you.
    - It helps you to create a contact form for your site.
    - It increases lead generation.
    - It is a simple and easy to use WordPress plugin to create simple forms.
- **Caching:**
    - Bluehost comes with a built-in caching system to make your website load faster.
    - After activating this feature, the site will load faster for better user experience and search engine ranking per SEO.

Step 2: Choose a suitable WordPress theme

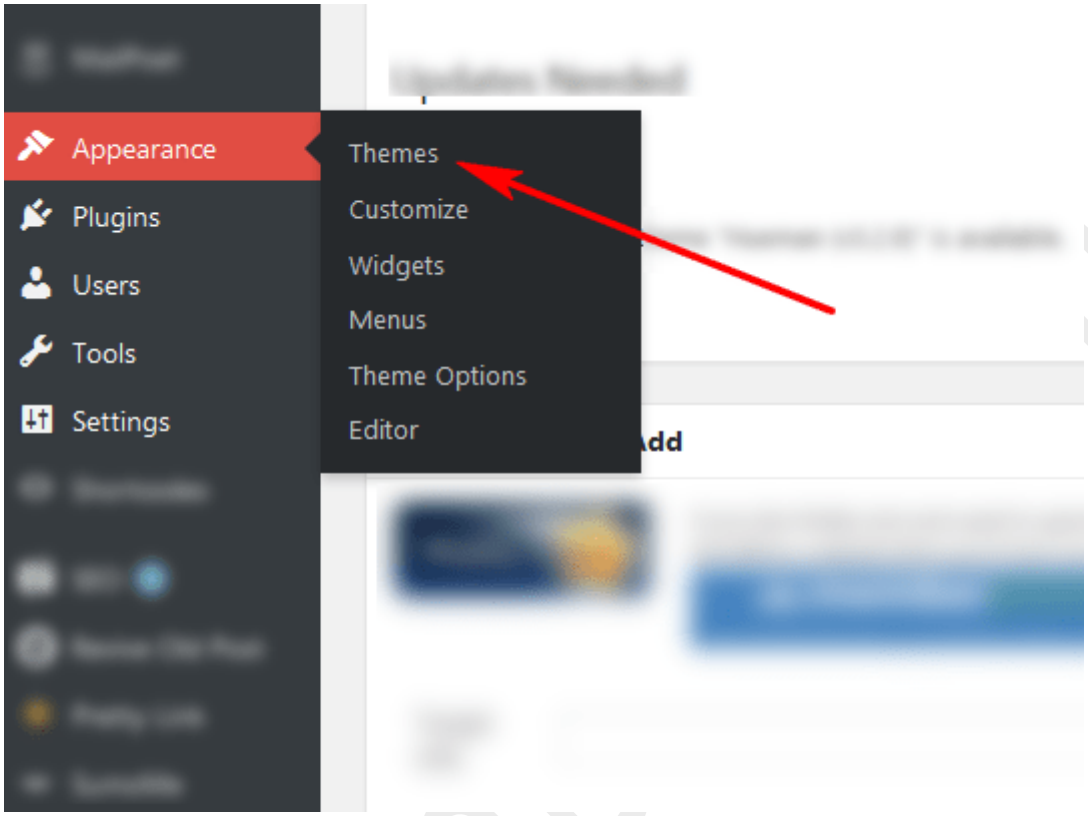
The name of the second section of the Bluehost dashboard wizard is Marketplace. It has premium WordPress themes. You can browse the themes and install them according to your website's requirements.

The Bluehost team has taken extra steps to collect the high-quality WordPress themes to place them in the marketplace for their users' access.



If you don't have much money, you can install a theme from the Appearance > Themes directory of default WordPress themes. You will get thousands of free WordPress themes to start the installation.

But in the case of free WordPress themes, there are more restrictions on how you customize your site. If you go for the premium themes, there are no limitations.



There are plenty of great places to buy WordPress premium themes. But I strongly recommend the following themes:

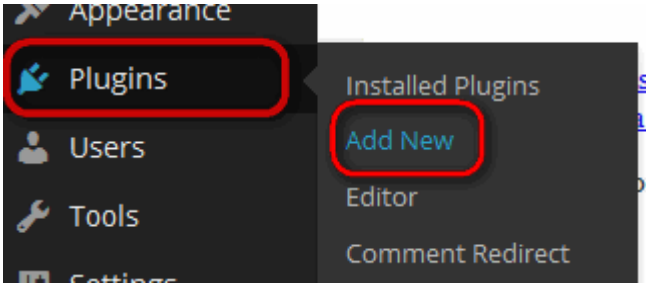
- Generatepress theme,
- Kadence theme,
- NewsPaper 11 theme
- Divi Themes,
- Any StudioPress,
- Mythemeshop themes

- I use the GeneratePress and Kadence themes on all my blogs. A fast-loading WordPress theme with lightweight. You can grab this theme from this magic link.

Step 3: Add necessary WordPress plugins.

By default, Bluehost installs minimal plugins during WordPress installation. It may be Akismet, MonsterInsights, Jetpack, and WPForms lite plugins. But if you do not want to use it, you can delete any of the default plugins.

For every new WordPress site, there are more than ten must-have WordPress plugins to start your blogging journey.



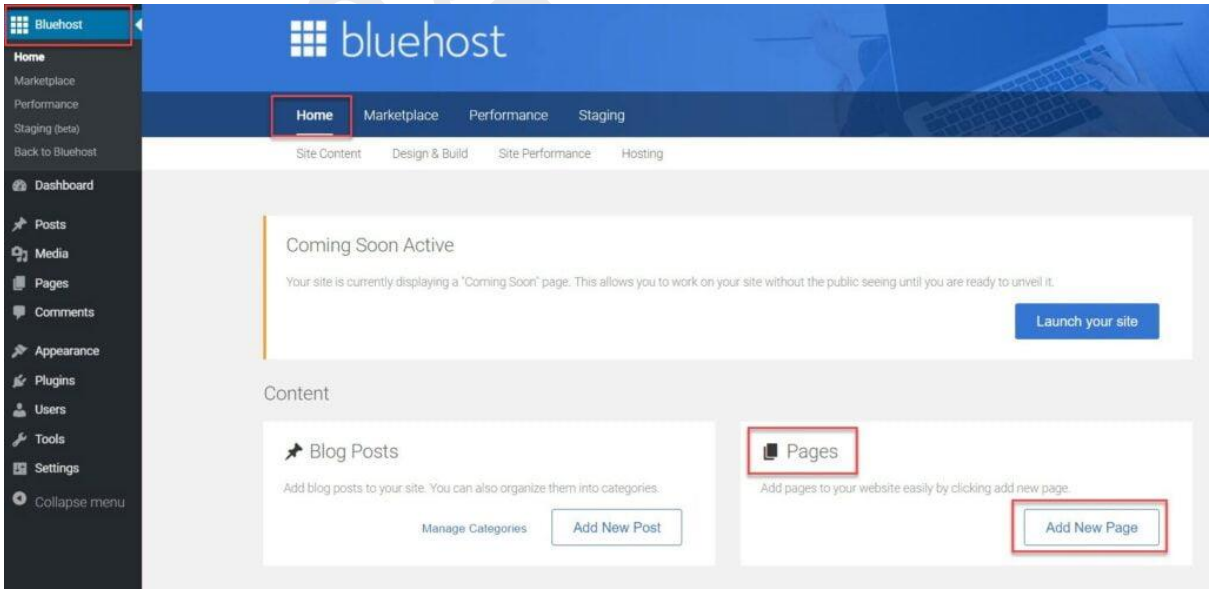
To install plugins, go to **Plugins > Add new** and search for the plugin name within the plugin search box. You will get tons of plugins with the same functionality. Please choose the best-rated plugin, install and activate it. You can manage WordPress plugins all from one place, from the WordPress dashboard.

Some of the essential plugins to install

- Yoast SEO (or) Rank Math SEO – To prepare your site and content SEO friendly
- Elementor – to design attractive landing pages
- iThemes security – to protect your site from hacking and spamming
- UpdraftPlus – To backup your data to cloud storage like Google Drive
- WP Rocket (Premium plugin) – to make a site easy to load
- LiteSpeed cache: This is the best WP rocket alternative plugin which helps you to make your site load faster. It is a free plugin.
- Thirsty affiliates – to shorten affiliate links as easy to readable
- Google Site kit – to integrate Google services like Google search console, Analytics and Adsense.

Step 4: Create primary pages

It is the final step to finishing the WordPress setup, which is ready to launch the WordPress website. First, start creating content for your website by adding content to the major pages. Before you start posting content, you have to create some essential pages



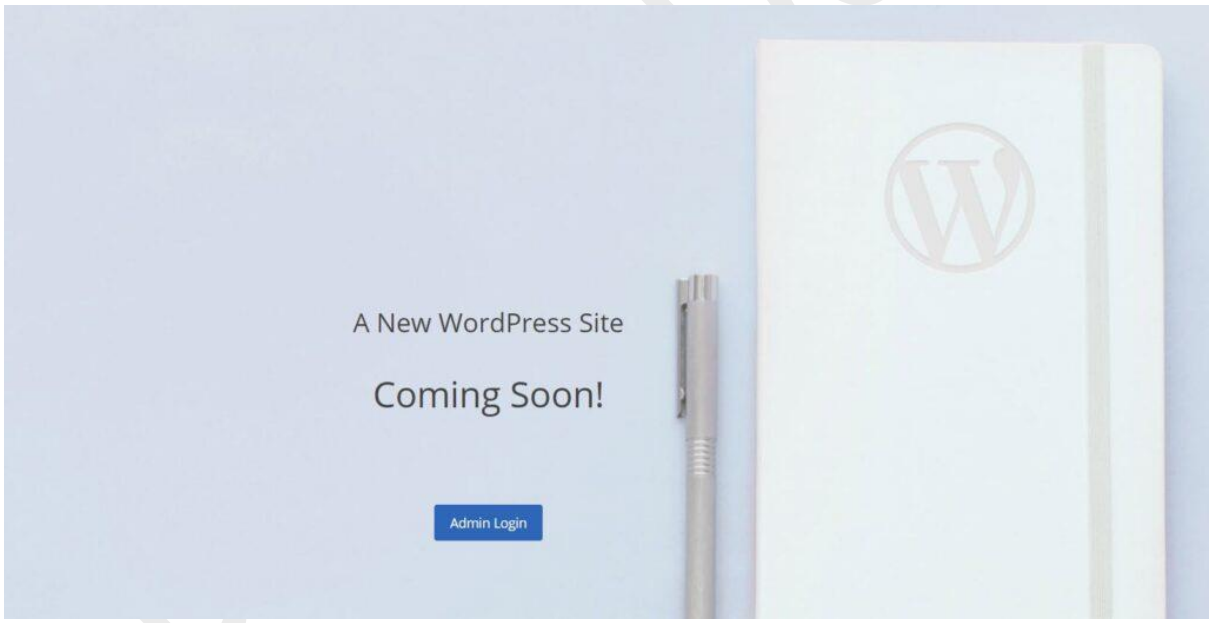
- **HOME PAGE:** This is the first page to land your visitor when they visit your URL. You have to design this page with suitable images and content, which helps you capture your visitor's attention.
- **About Page:** I created this page to share your story and introduce your team and business motto information. It helps you to build a good relationship with your visitors.
- **Contact Page:** Create this page to show your business timings, location and social links.
- **Portfolio:** Create this page to showcase your work.
- **Blog:** This is a must-have page to keep your visitors thanks to SEO.

To create these recommended pages, go to **Pages > New** from the left column.

Start 5: Launch your website

Once you're done creating content, adding it to the site, and making changes to the site, you can open the Bluehost WordPress dashboard.

Bluehost activates the "Coming soon page" by default once the WordPress installation is completed. When your site is ready to launch, simply click the button to **launch your site** from the Bluehost WordPress dashboard.



Once your WordPress starts running, you can start your blogging journey by posting content in the new post section regularly.

What next after installing WP on Bluehost?

If you are using any popular web hosting service, once WordPress is installed, you must follow a few things. After installing WordPress on the Bluehost hosting server and making sure it works, move on to the next step, follow the instructions, and set up carefully.

If you have any problems with installation, do not hesitate to use the comment box to drop your queries. I will help you solve the problem.

Step 4: Basic WordPress setting for Newly Installed Blog

In this step, we'll talk about the most important settings to make after installing WordPress (basic setting up of your WordPress site) but before you publish your great content. It is a very important setup for every new blog. To do this, you must spend 5 to 10 minutes on these basic steps for setting up a WordPress site.

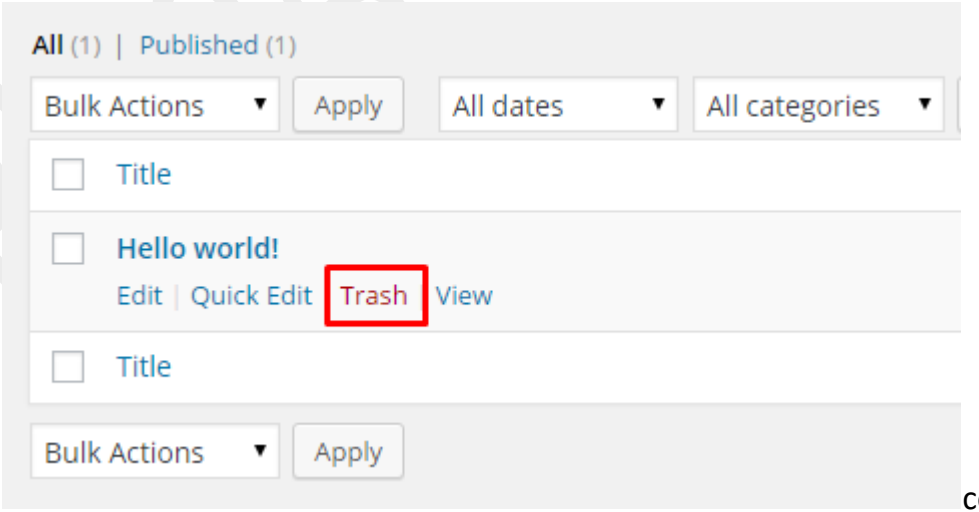
WordPress is the most popular Content Management System (CMS) for bloggers. Because it is strong in the Search engine optimization part and is an open-source CMS software, which PHP and MySQL Powerful MySQSelf-hosted WordPress CMS powers 35% of the blogs. Recently, I discussed WordPress installation methods in my old posts. The WordPress installation will be completed within 30 minutes. Now your brand new blog is ready.

Setting up a self-hosted WordPress site can be done quickly, and you only need a few simple plugins to improve its functionality and visibility on the web.

1. Remove Dummy Content

Once you install a WordPress blog, you will get a default post “Hello World” and a default comment. Delete them and follow the rest of the tutorial:

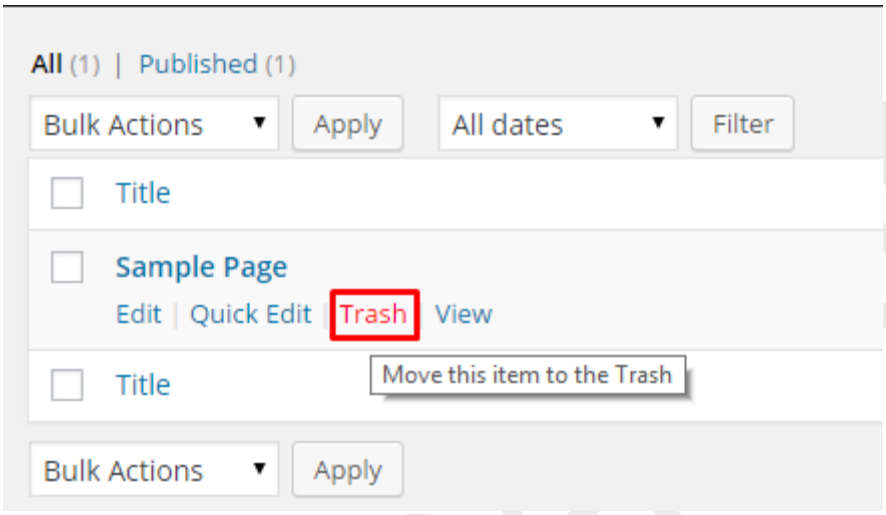
> **a. Sample Comment:** This is the WordPress CMS's default sample comment. To remove this comment, click the “Comments" link from the Dashboard (from the left column). Hover over the comment body and click on “Trash.”



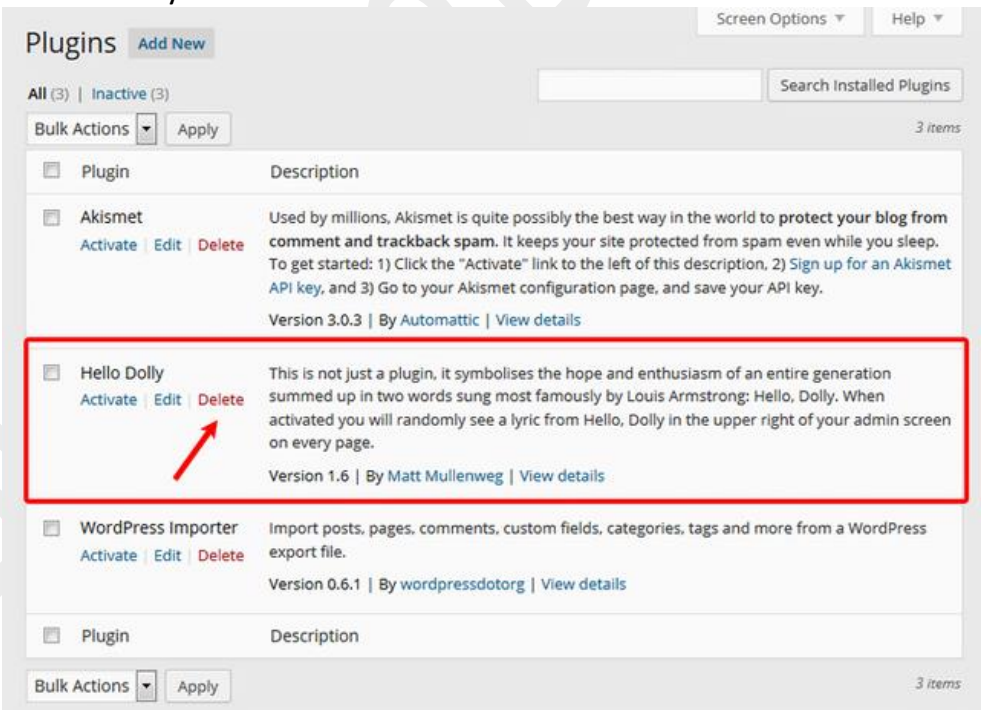
comment

b. Sample Post: This also comes with the WordPress CMS "Hello World" post body, then click "Trash." This will remove the post.

c. Sample Page: This default page comes with the WordPress CMS script along with posts and . To eliminate this sample page, go to **Pages > All Pages**. To remove this, hover over the page titled “Sample Page” and click “Trash.”



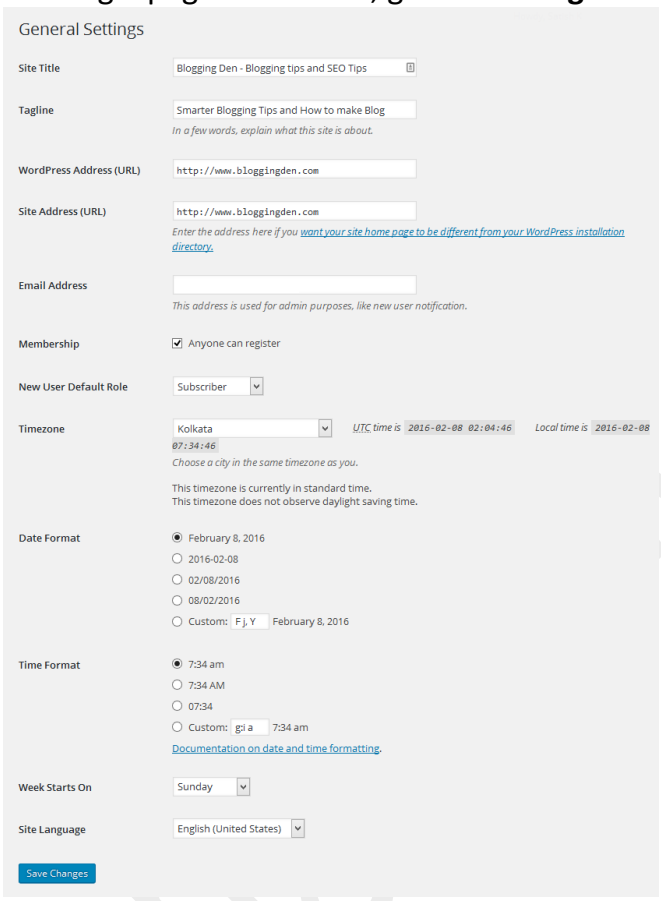
d. Hello Dolly Plugin: This is a dummy plugin installed with WordPress scripts like dummy posts, pages, and comments. To remove it, navigate to **Plugins > Installed Plugins** and uninstall "Hello Dolly."



2. General settings: Change the Site Title and Taglines and more

Adjusting these WordPress General Settings is very important. Most of the newbies are not configured properly. You shouldn't make the same mistake.

You can make changes from a single page. To do this, go to "**Settings > General**"



1. **Site title:** This is the title of the WordPress site. You can adjust the site title, tagline and some other relevant options to make your blog seem more professional. You should give the blog a short and unique title in the "Site Title" field.
2. **Tagline:** Your blog can be described with smart words in your "Tagline." Just don't use the long one.
3. **WordPress Address (URL):** Check your blog URL either with a WWW or without a WWW. Adding a WWW does not add much value.
4. **Site Address (URL):** If you want your site homepage to be different from the directory of your WordPress installation, enter the address here.
5. **Email Address:** Here is where you can enter your Professional Email address.
6. **Membership:** Users may register as Subscribers, Contributors, or Authors. If you are using a multi-author blog, you need to allow multi-author registration here. Enable it by checking a box. Now, if your blog is single-authored, for security reasons. I recommend disabling the WordPress registration feature. If you want anyone to be able to register for an account on your site, check this box.
7. **New User Default Role:** The newly registered user is given this role by default. My suggestion is to keep it as a "Subscriber."

8. **Time Zone:** This is the WordPress Timezone Setting. Choose a city which is in the same time zone as UTC (Coordinated Universal Time).
9. **Date Format:** Choose the style of date format to display in your blog posts.
10. **Time Format:** Choose the style of Time to display in your blog posts.
11. **Week Starts On:** It depends on the type of blog and its country. If you decide the week begins with Sunday choose it. By default, it is on Saturday.
12. **Site Language:** By default English (United States) will be selected as the site language. You can change your language here.

3. Updating WordPress Ping List in Writings section

At this stage, we will set up WordPress blog settings related to writing.
By default, WordPress adds a category "Uncategorized", which doesn't look so ideal. Here you can change the default category to any other category.

You can go to **Posts > Categories** from the left side panel, and add a new category.
Come back, and change the WordPress default category to the newly created category. This is one of the important WordPress settings.

An important difference between a static website and a blog is the ability to ping.

By sending pings to search engine bots, our WordPress blog lets search engines know about new posts.

Updating your ping list with all the main ping services is a good idea. Just add the URLs of all the ping services and click the update button.

I also recommend you use the PushPress plugin to ping cloud ping servers.
To do this, **Settings > Writings.** In the page scroll down and you will find Update Services.

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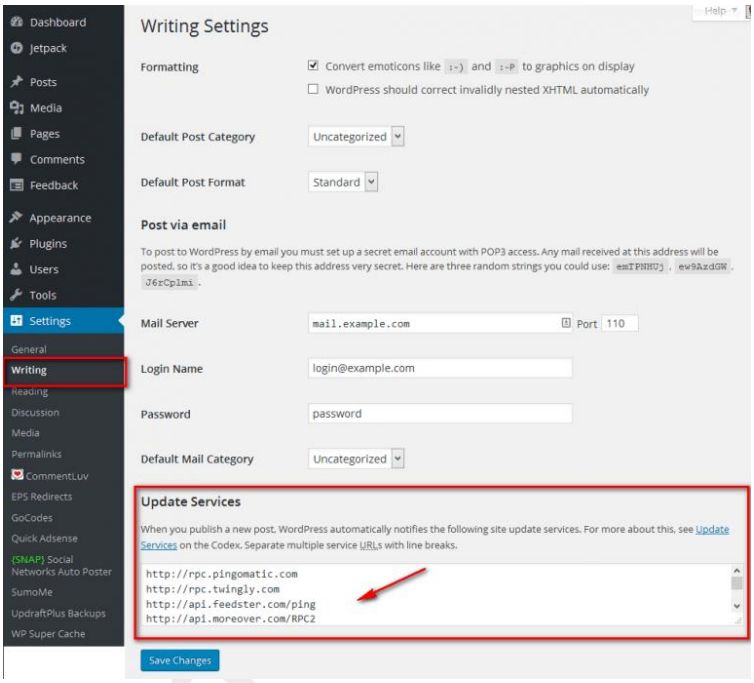
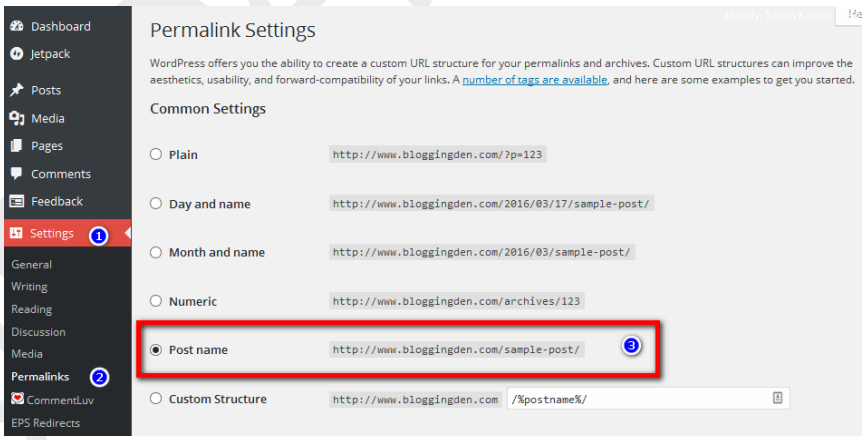
Now click on the Update Service link and copy the ping list and paste it into the below empty box on the Writings page then click on Save Changes. (Or) Copy the below-given ping list into your Writings **Page > Update Service box**.



Here I have compiled a list of Ping services for WordPress, which will help you with more services.

- Updated Ping List
- An alternative is Feed Shark, which pings over 60 services for free.

4. Change your permalink settings



Permalinks are the addresses for the posts and pages on your WordPress site. The default permalink structure is not perfect for regular bloggers.

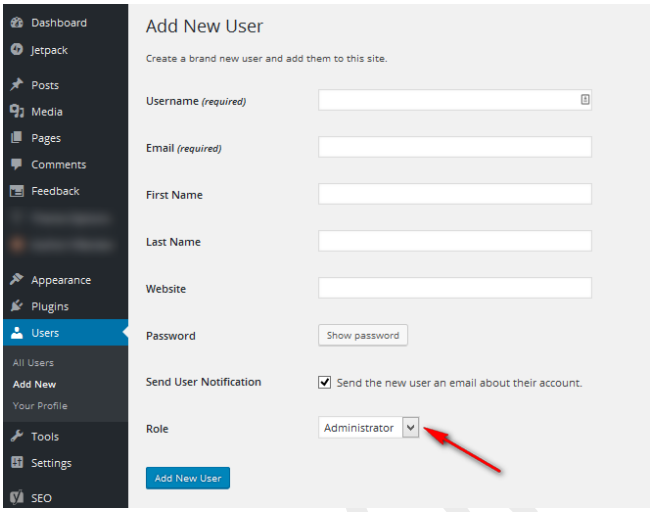
This is not SEO-friendly. It needs to be easier to remember, so you need to change it.

The default permalink structure is as follows:

In **Settings > Permalinks**, you can choose one of the "**Common settings**" or enter your own in the "**Custom structure**" field using the structure tags as – /%postname%/.

5. Change your default admin account

Changing the default admin account is very important. To do this, just go to **Users > New User,** then click on New User and fill in all the details like username, first name, last name, website, and enable the user role as Administrator.



After these changes, click on Add New User.

Now, with your newly created user account login details, into your WordPress Blog. From WordPress. Now delete the default old user details. This is a vital security tip.

6. Configure the Reading settings

Now, on this WordPress setup page, you can configure many things, like what should be your blog homepage. We are using a custom home page and not a regular blog page.

So, we changed the homepage to the custom static page we designed.

For a regular blog, you can let the setting be “Your latest posts” as shown in the screenshot.
The given steps are essential in the WordPress blog settings. This can be done under the reading setting as shown in the image below.

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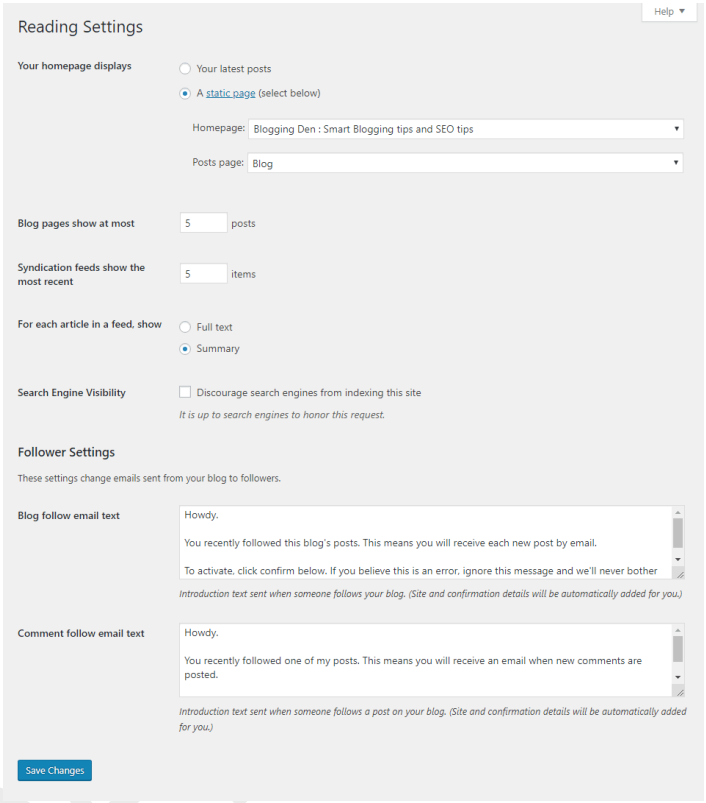
Here we configure comment related blog settings on our blog, and also one important setting which happens due to comment pagination.

Here are a few blog settings which I usually use on my blogs: I'm writing down the blog settings that need to be on.



- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (Pingbacks and Trackbacks)
- Allow people to post comments on new articles
- Comment author must fill out the name and email
- Enable threaded (nested) comments
- Anyone posts a comment
- A comment is held for moderation
- An administrator must always approve the comment

7. Choose Your Avatar in Discussion settings

This is the page to moderate the comments and set its settings. Read each option carefully before choosing as per your blog's needs.

Now, if you are new to WordPress, I suggest you go to Gravatar.com and create an account and upload your image for your email address. And here, you can make changes like a gravatar rating and default gravatar.

If you are new here, I wrote a complete guide on how to create a Gravatar account. Just follow the steps.

In AVATARS section, choose given below

- Avatar display: Tick mark in Show Avatars
- Maximum Rating: G-Suitable for all audiences
- Default Avatar: Gravatar Logo

If you are really paranoid about your site's loading speed, you might like to disable the Gravatar.

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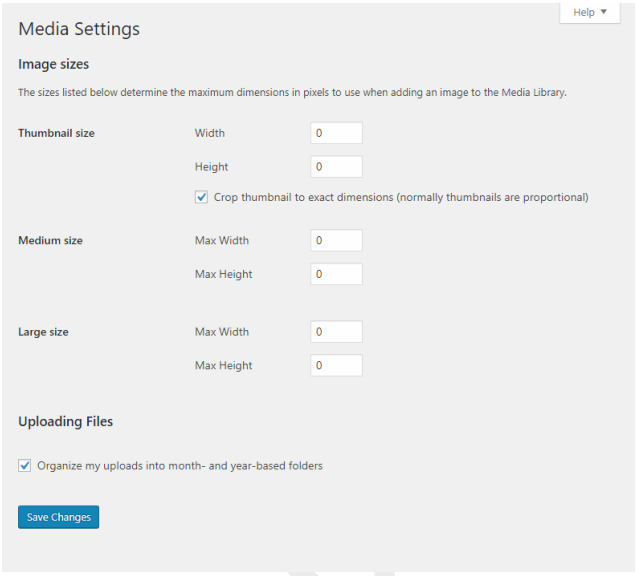
8. Change the default image sizes in Media

Though you can skip setting up this part, I usually suggest users make the necessary changes to avoid lots of image files.



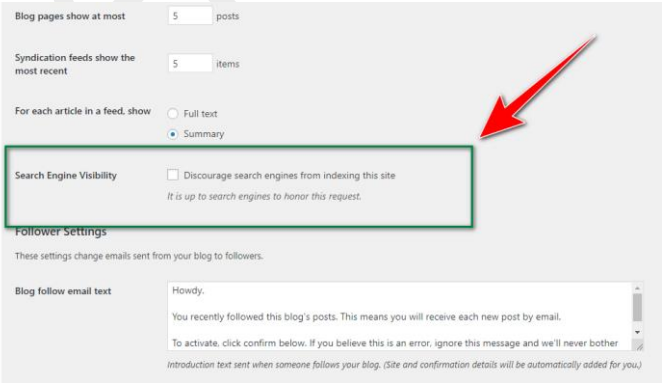
By default, when you upload images to WordPress, it creates images in 3 different sizes.

Here you can set sizes as 0 X 0 and keep only one desired size as enabled along with size. This is the default primary setting in Media.

The image dimensions will change along with the themes, which you have to choose in further steps.

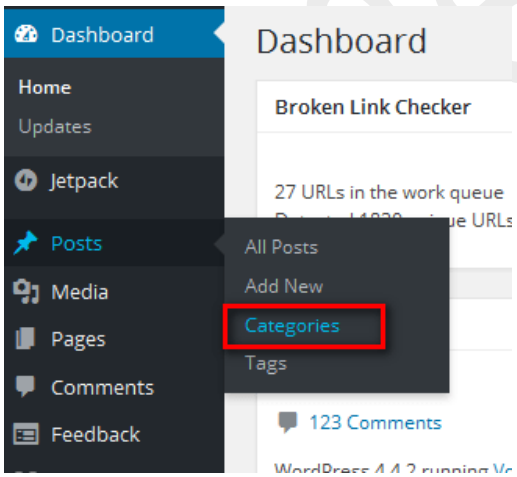
9. Choose WordPress Privacy settings

This is the blog settings tab, where you can specify whether you want Google to index your blog in search results.



Usually, I leave it off until I am completely done setting up WordPress and ready to write my first post.

If you are done with the setup, select Settings > Reading and deselect "**Discourage search engines from indexing this site**."



10. Creating Categories

You can create different categories and tags for your posts. The "Uncategorized" category is the default. If you do not create any categories, your posts will be included in the Uncategorized category.

By adding categories, the user experience will be better, and you'll be able to look through your blog faster. To create a new category, go to **Posts > Add New Categories** and create as many as you want.

If you are installing WordPress for the first time, this post will help you to quickly set up a WordPress site. Once done with all the settings above, it is time to install themes and plugins.

After getting a domain name and WordPress hosting, you must install WordPress on your hosting account and adjust a few WordPress settings to get the full functionality of your blog. The Essential Settings after WordPress Installation for the first time are essential.

I have explained ten important points about setting up a WordPress site. You can refer to this post to quickly check these settings.

The article on WordPress settings after WordPress installation (Setting up WordPress site) is very helpful for every WordPress user to check or configure the blog in the proper way.

Step 5: How to Create Categories and Menu Bar?

In the previous step, you learned the most important steps for setting up the new WordPress installation. In this step, you need to know secondary configuration details like creating categories and adding a menu bar to a WordPress blog.

After this, no matter what you post or share on your WordPress blog,

But you want to learn the minimum basics of this WordPress blogging platform. There is no need to update on a regular basis.

How to Create Categories?

Categories are the most effective tool for organizing your content and making it easy for users to find it.

By creating parent and child categories, you can easily organize your posts. Child categories will be added to subcategories. The process of creating categories is straightforward.

What is a category?

In WordPress, a category is a predefined taxonomy. Categories help you to categorize your blog content.

You can separate the content into separate sections when you publish new content. The dog training blog will give you some ideas.

Here are some categories like Dog Bread, Dog Matchup, Puppy names, Dog Health, etc.

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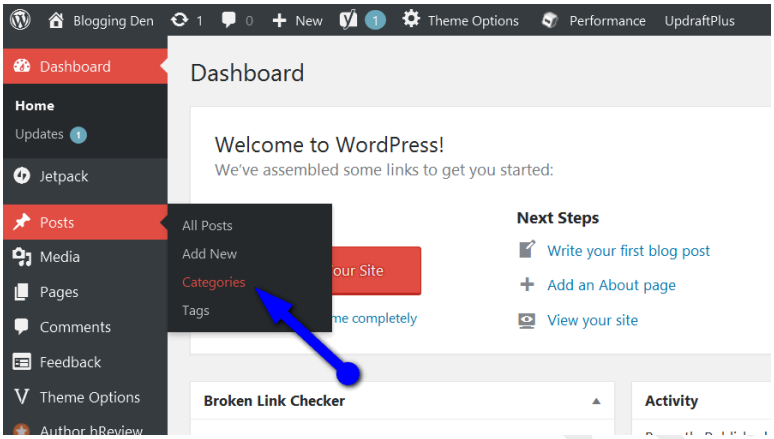
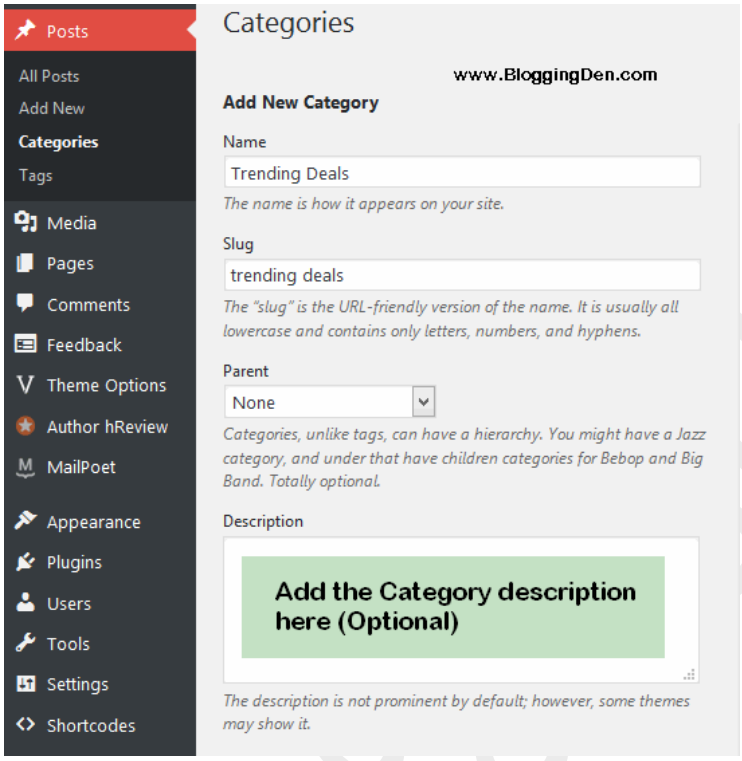
How do I create categories in WordPress?

Where do I find categories in WordPress? You can create categories by following these steps. To do this, go to the **Posts > Categories** section of the main WordPress dashboard.





Go to the left side and click on the "Add New Category" option on the next screen. This option helps you to create a new kind of content.

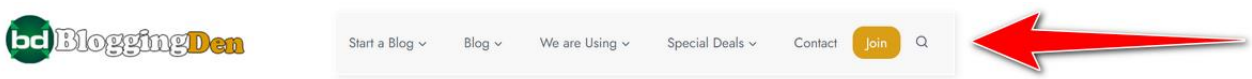
- Enter the **Category name** in the Name field and in the slug (*Slug is the web-friendly name that helps categorize pages for quick and easy searching and navigation*).
- Add the description of the category in a few words. It gives a better understanding of users.
- Choose the parent option that suits the subcategory you made and then click on Add new category.

Repeat the same steps given above for new category creation. That's it.

How to Create a Menu bar?

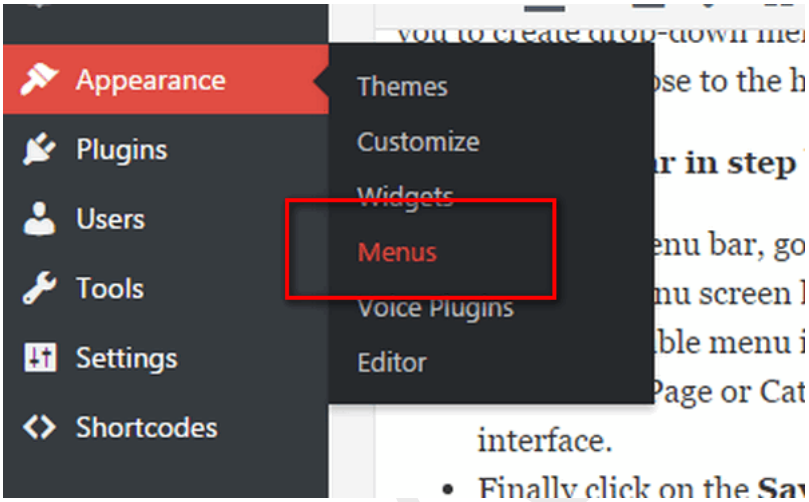
The menu bar is essential for navigating the blog's content. Drag and drop is an easy way to use the menu interface. With it, you can create drop-down menus.

This helps you present your site's structure to your users. Therefore, the navigation menu is crucial, and it is located near the header.



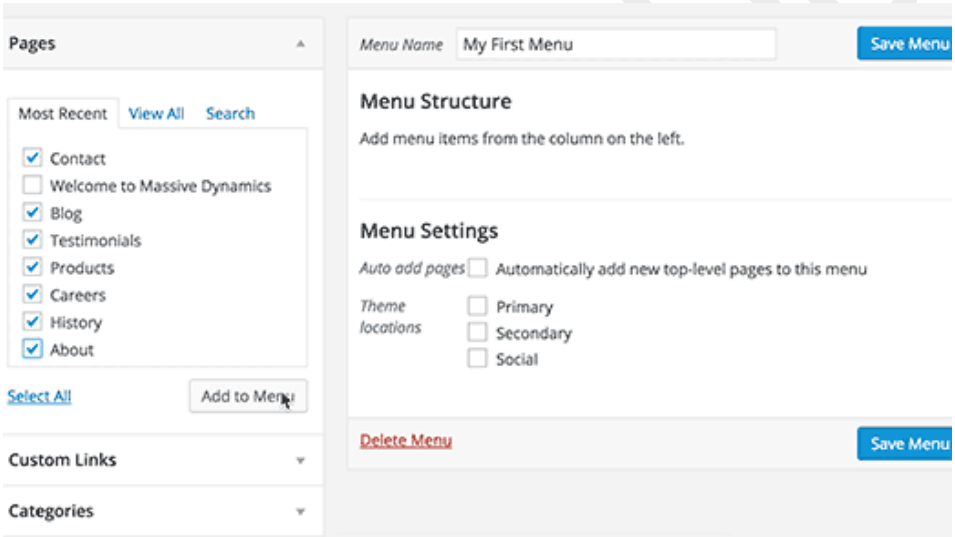
Creating a menu bar step-by-step

To create a menu bar, go to **Appearance > Menus** from the WordPress dashboard. It brings you to the Edit menu screen.



There are two columns on the Edit menu screen. You will find your pages, custom links, tags, and category tabs in the left column.

On the right-hand side columns, there is a drag-and-drop interface for menu items that can be changed.



Choose the page or category and put the check mark on the desired page and click on Add to Menu.

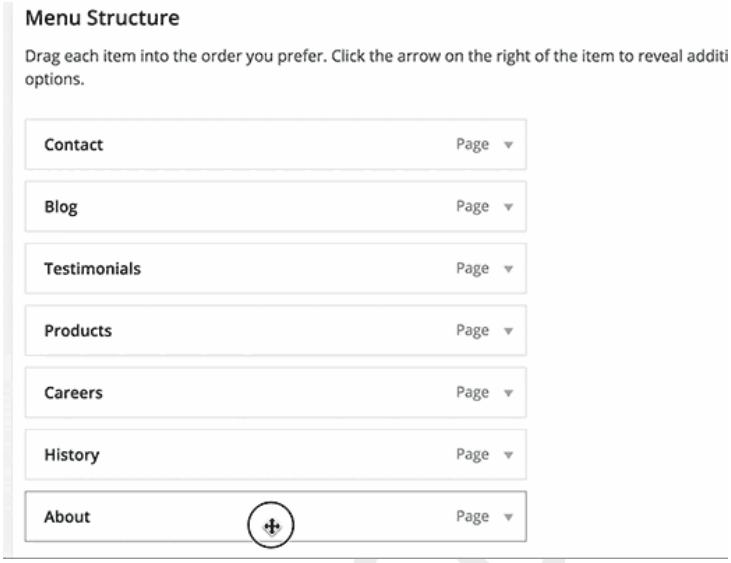
The page will be added to the right-hand interface.

Click on the Save menu to store the above settings.

Create a second menu for the About Us, TOS (Terms of Service), Privacy Policy, and Contact Us sections in the top menu bar.

Go to Manage Locations and select Primary from the menu, then pick a main menu from the top or secondary menu and choose another main menu.

Last but not least, save all the menu settings.



Step 6: How to Install WordPress Plugins

In this step, you will learn how to install a plugin from the WordPress Blog dashboard. Here I listed a few of the must-have plugins for every new WordPress blog.

What is a WordPress plugin?

WordPress plugins are pieces of software that can be added to your site to make it do more and do it better.

WordPress plugins have been playing a vital role in maintaining a blog on WordPress.

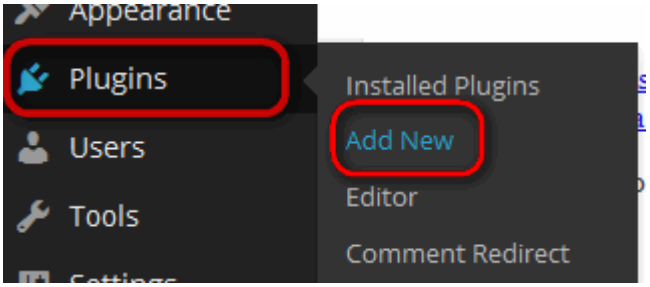
- There are 60,317 Plugins present in the plugin directory.
- These plugins are very useful for all works in attractive options for visitors by handing over from the blog.
- These are helpful for SEO and site optimization purposes on the web.
- Along with these plugins, there are other plugins that are also available on the specified website.
- You must download the selected plugin from the specified site.
- Adding plugins to WordPress is very easy. After that, follow the instructions for the given steps.

How to install plugins from the WordPress Dashboard?

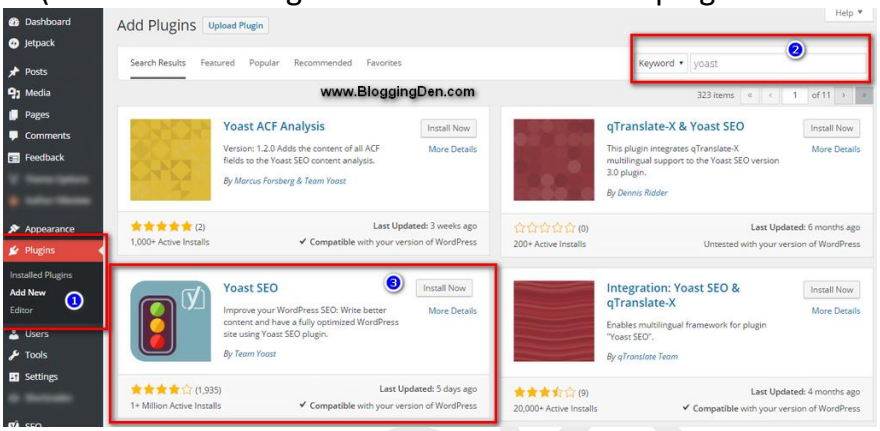
This is a WordPress Install Plugin without an FTP method.

Method 1: Search for the Plugin from the Dashboard and Install it

- Just go to the “Plugins” option at the left side of your WP Dashboard



- Search for your Plugin in the “Search” box and you will get the Plugin. Simply, **Plugins > Add New > Search** (In the below image I have taken Yoast SEO plugin as an example).



- Just click on the “Install Now” button to get the particular plugin functionality for your WP Site/Blog.
- After the installation has been completed, just activate the plugin.

Method 2: Install the Plugin from the downloaded zip file

In the second method, you just need to download the plugin from the site given. This method helps you upload premium WordPress plugins from places other than the WordPress free plugin directory.

- Go to “**Plugins > Add New**” option from the left side
- Select the “Upload Plugin” button.

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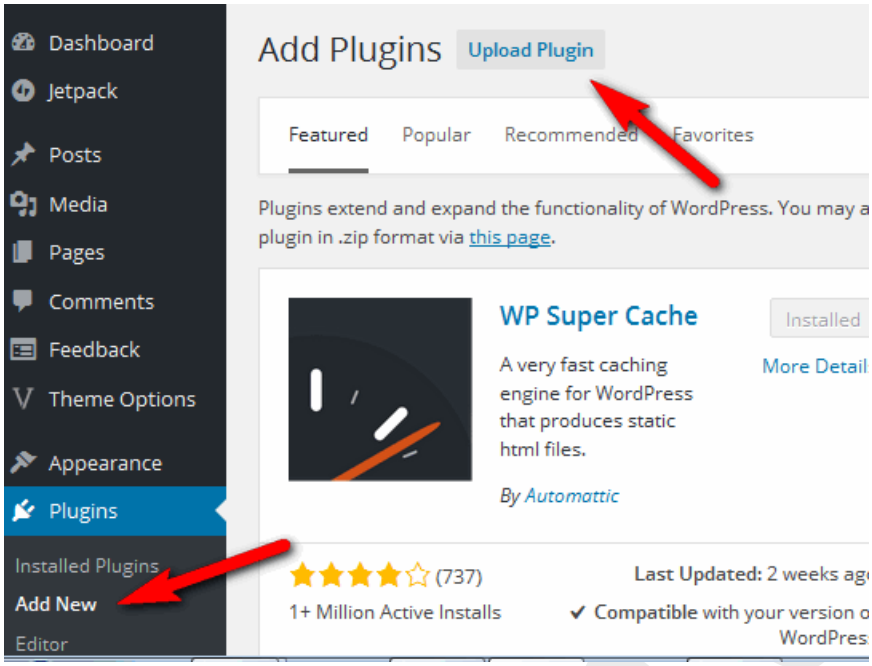
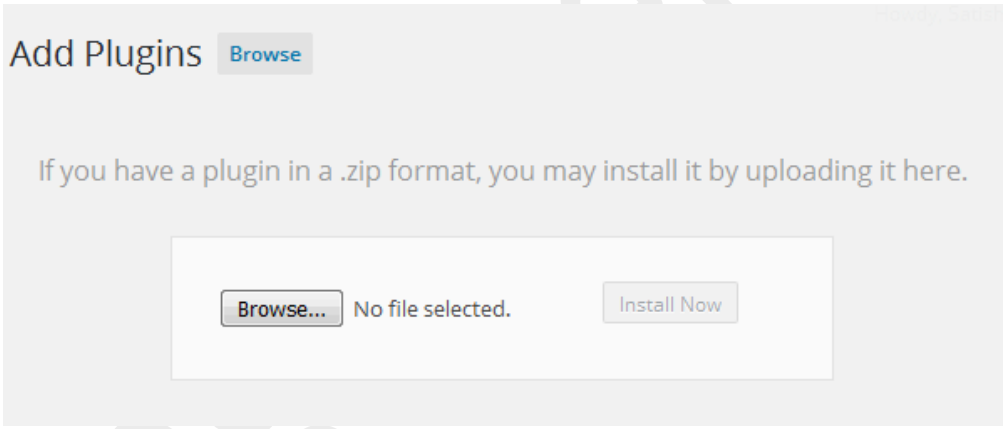


- Next, “Choose File” option from Install a plugin in “.zip“ format



- Locate the downloaded zip file and click “Install Now”.
- After this step, activate the plugin to get the plugin functionality to your WordPress site/blog.

Must have these WordPress Plugins for the new blog

Every WordPress blogger should know the importance of plugins. WordPress plugins are pieces of software or simple code from third parties that can be downloaded from the WordPress repository and installed on your site. Here is the list of must-have WordPress plugins.

1. Akismet

Akismet is an official service provided by Automatic Developers Company. Millions of WordPress sites trust the plugin.

Features:

- Akismet checks your comments against the Akismet Web service to see if they look like spam or not.
- This plugin gives excellent protection to my blogs from thousands of spam comments.
- Every WordPress user must have this plugin.
- It is a free plugin.
- You need to create and authenticate on the Akismet official site to activate this service.

2. W3 total cache:blog

It is the best plugin to improve the site/blog speed score. It is an alternative plugin for hyper-cache and the WP Super Cache plugin.

Features:

- Its function is minimizing scripts, queries of the cache database, and expiry headers to static images and others.
- Database Caching is very good with this plugin.
- Install the plugin in the W3 Total cache and configure it properly.

Recommended Plugin: I strongly recommend the WP Rocket plugin for better results. WP Rocket is a premium plugin. It is easy to configure and gives great page loading speed. I am using the WP Rocket plugin on all of my blogs, including this one. Here is my complete review and working guide for WP Rocket.

3. Broken Link Checker

This plugin will check your posts, comments, and other content for broken links and missing images and notify you if any are found.
Features:

- It Monitors links in your posts, pages, comments, blogrolls, and custom fields (optional).
- Detects links that don't work, missing images, and redirects.
- Notifies you either via the Dashboard or by email.
- Makes broken links display differently in posts (optional).
- Prevents search engines from following broken links (optional).
- You can search and filter links by URL, anchor text, and so on.
- Links can be edited directly from the plugin's page without manually updating each post.
- Highly configurable.

4. Rank Math SEO Plugin

Rank Math is a new generation of SEO plugin for WordPress. All SEO professionals are waiting for the most popular plugin, Yoast SEO. Because of this multiple focus keyword optimization feature, here is the Rank Math WordPress SEO plugin.

The best SEO plugin for on-page activities and technical optimization is the Rank Math SEO plugin. Here are the awesome features of Rank Math SEO. After reading these features, you cannot leave this plugin without grabbing it.

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Features:

- It is LightWeight and Full optimized for Speed
- Simple modular interface design
- Simple User-Friendly Interface
- Helpful Content In-depth SEO Analysis
- Advanced SEO settings
- Easy Rich Snippet setup
- XML Sitemap creation
- 404 Monitoring
- Redirection
- Social Media Sharing set up feature
- Easy Schema setting
- Robots.txt and .htaccess editor

4. UpdraftPlus Backup and Restoration

Backup and restoration made it easy. Complete backups, manual or scheduled. This plugin helps to back up my blog in 'backup to S3, Dropbox, Google Drive, Rackspace, FTP, SFTP, email + others'. Install the plugin right away to back up your blog data safely and move it from one host to another.
Features:

- It is an excellent plugin, and I suggest it for every WordPress blog admin.
- It helps to back up the data from hosting to cloud hosting.

5. Thirsty Affiliates

If you promote products on your blog, this is a perfect plugin. The Thirsty Affiliate Plugin shortens your ugly affiliate links into smart and short links. The plugin helps you to monetize your WordPress website with affiliate marketing.network

Features:

- Easy to set up and no need for coding skills
- The better link management interface
- Inbuilt affiliate link shortening/link cloaking feature
- Easy tracking feature
- No follow, adding a feature and many more.

The thirsty affiliates team is adding more features to their premium version, such as Automatic Keyword Linking, Advanced Statistics Reports, Links Import-Export Features, etc. Here are more details about this premium version.

6. Social WarFare

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It is the best plugin for sharing on social media that the Social Media Experts group made for WordPress. It helps you increase the social sharing of your blog. You can choose from the top social sharing buttons, including Facebook, Twitter, Instagram, Pinterest, LinkedIn, and Mix.

This plugin is available in the WordPress Plugin repository (Free). For new blogs, the free version is enough. You can choose the Social Warfare Pro version if you need additional features.

7. JetPack

Jetpack is another popular plugin by WordPress developers. It is a super plugin for WordPress blogs. This plugin helped me track my site's statistics and downtime, add more widgets to the sidebar, and do many other things.

Step 7: How to Install WordPress themes

There are tons of free WordPress themes that are available in the WordPress themes directory. You may want to try a few themes for your site until you select one that is suitable for your needs.

In this step, I will be explaining how to install a theme on your newly installed WordPress blog. Before doing that, you should know a few things about WordPress themes.

- There are tons of free WordPress themes that are available in the WordPress themes directory.
- The total themes in the WordPress themes directory are 7,760+ themes.
- You may want to try a few themes on your site until your selected theme is suitable for your needs.
- In this beginner's guide, I am presenting a complete step-by-step procedure on how to install a WordPress theme from your WordPress dashboard, from cPanel, and by using FTP software.
- Before learning how to install a theme in a WordPress blog, we must be clear about the content and structure of our blog.
- When choosing a WordPress theme and especially if you do not have a graphic designer or programmer to your service, I recommend the following WordPress themes.
    - Kadence theme,
    - GeneratePress theme
    - Thrive themes,
    - HappyThemes, and
    - MyThemeShop themes.

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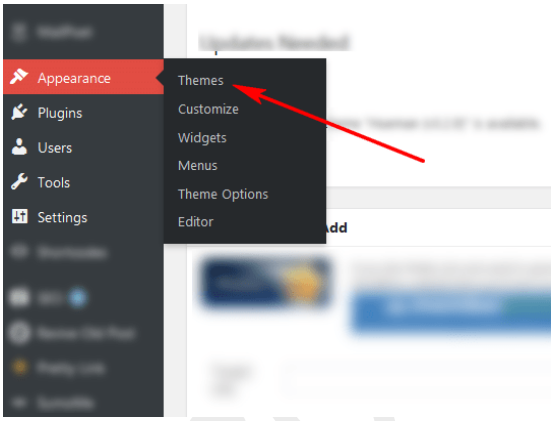
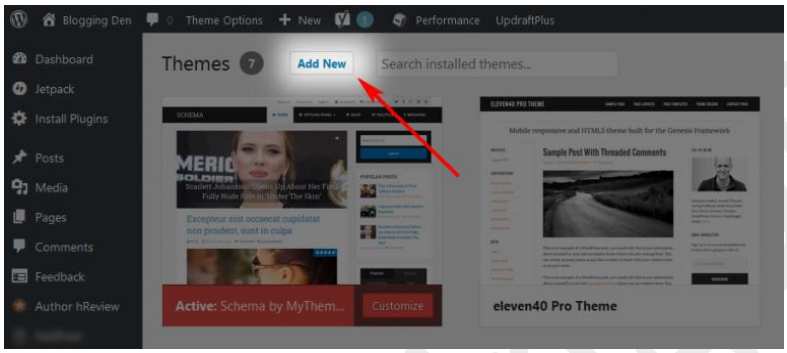
Start installing a WordPress theme on a WordPress blog

GeneratePress is one of the free, lightweight, SEO-optimized, page builder-friendly, and best-rated WordPress themes. Take action on your design projects to improve WordPress performance.

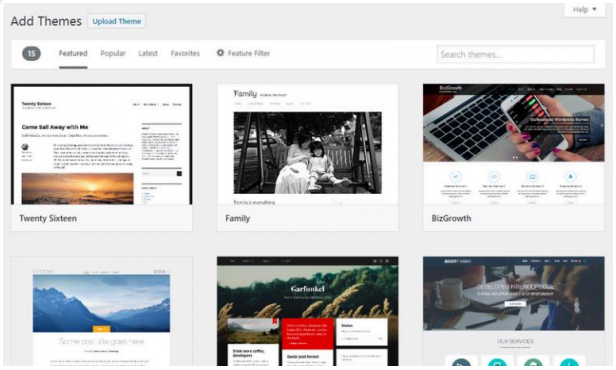


- Log in to the WordPress dashboard of your blog.
- Select the Themes from Appearance to install a theme.



Now select **Add New**. and choose the theme you would like to use by using the Feature, Popular, Latest, Favorite, and Feature Filter options.

Here I searched for the GeneratePress theme for my needs and then clicked on the Preview link to preview the theme, or if you click on the Install Now button to upload the theme.



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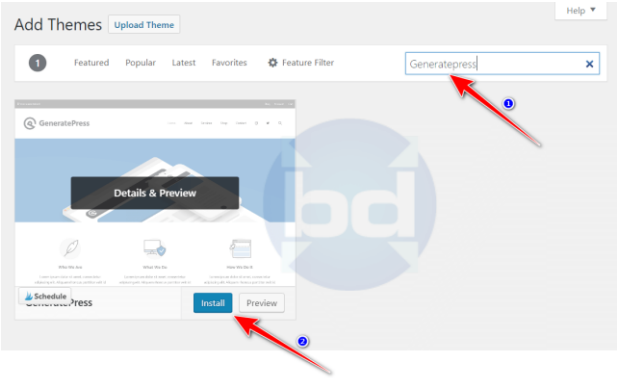
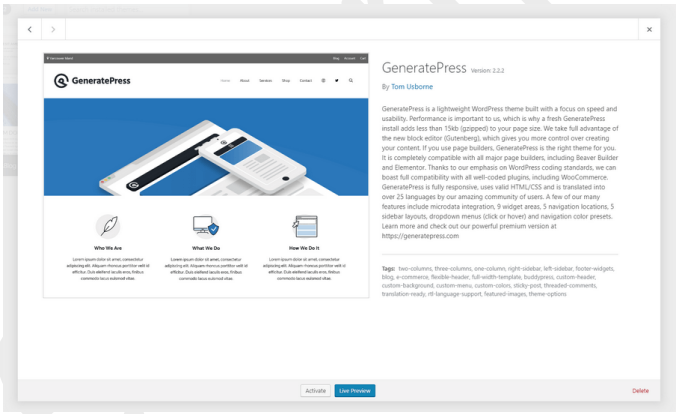
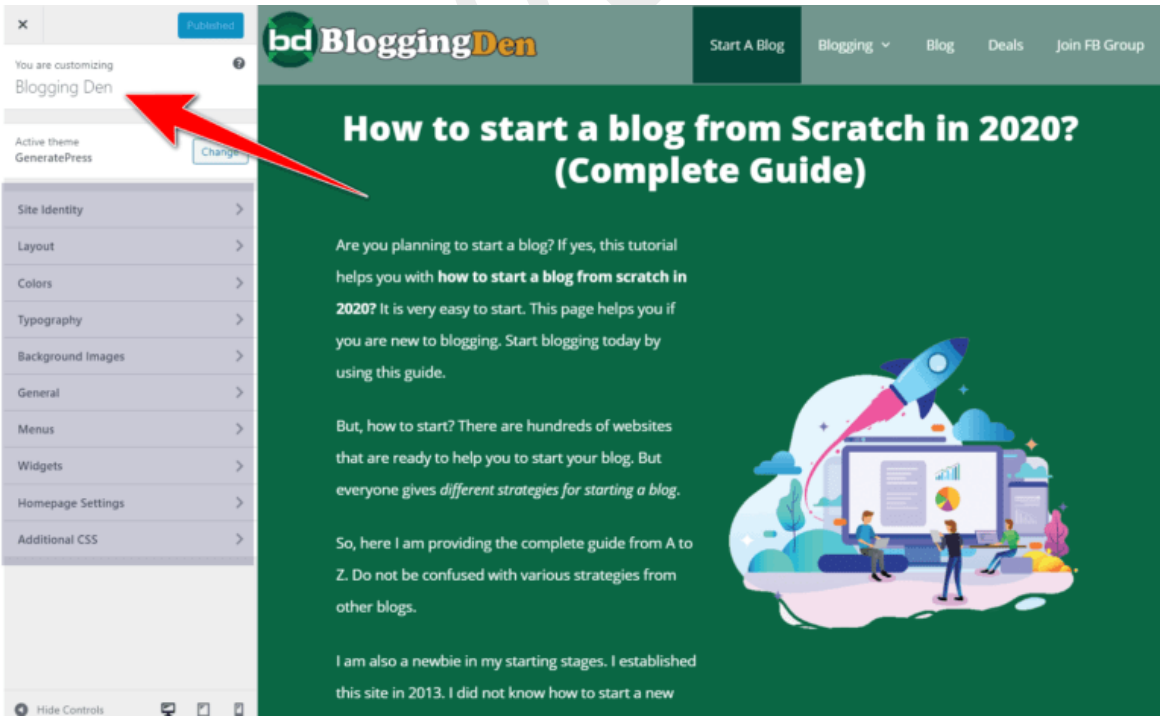


WordPress will start your theme installation and show the success message. Now click on Activate. Your selected theme is uploaded and activated as your chosen theme on your blog.



These are the basic steps to installing a theme from a free WordPress repository.



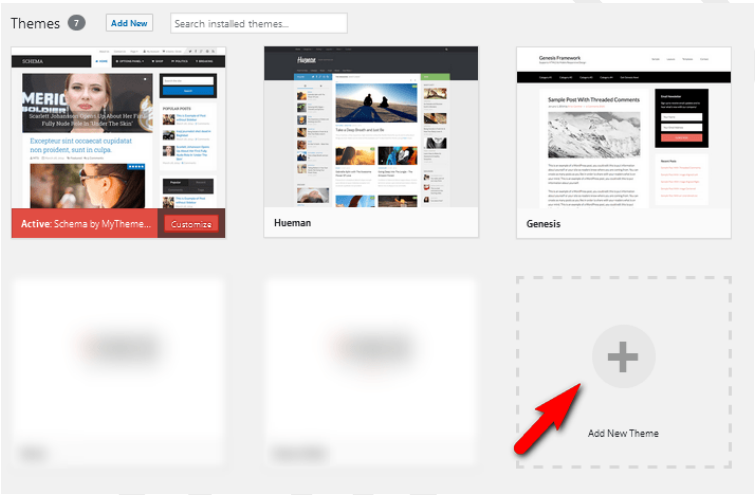
How to Upload a Premium WordPress theme from the Computer?

Most of the themes for WordPress are free. My first recommendations are the GeneratePress and Kadence premium themes, if you want to switch from your free theme to a premium theme. You will not find these themes in the WordPress theme directory.

It must purchase these themes from its official sites. It will deliver the themes in ZIP format after purchasing. Follow the below steps carefully to download those themes to your computer's desktop.

You can upload a custom or premium WordPress theme to your blog

- To upload custom or premium themes downloaded from their official site, go to the Add New from Appearance option.
- Then click on the Upload Theme button, located at the top of the Themes page, or click on the "+" symbol on the box located on the page or end of all themes.



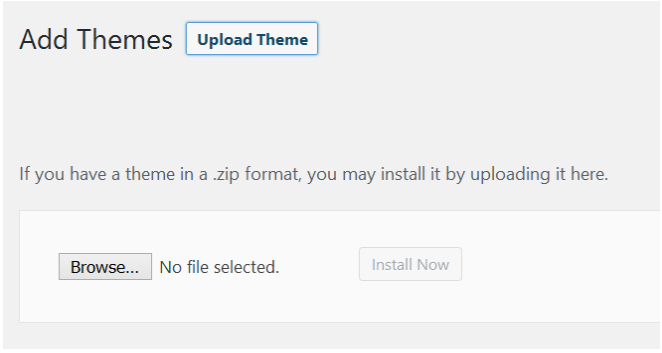
Now it's time to upload your downloaded theme. There is an option to upload.

Click on the Browse option, and choose the upload theme location.

Select the theme from the drive and add it to the dashboard. Finally, click on Install Now to install a theme.

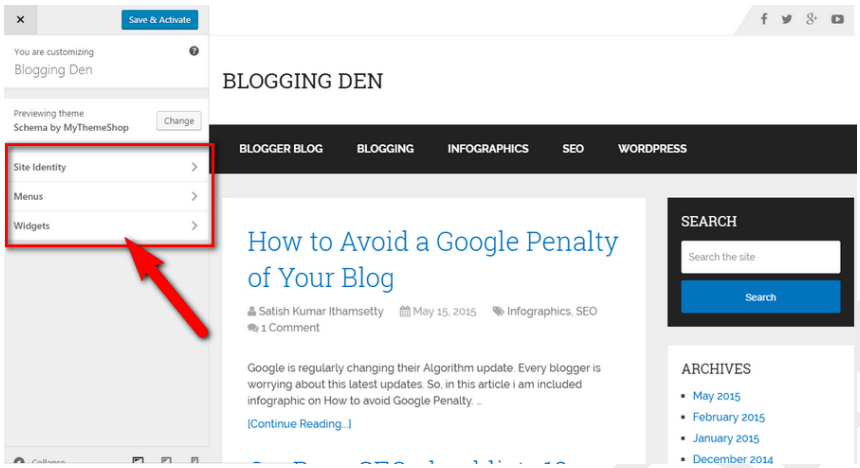
Now the installation of the newly uploaded theme will start. After a few seconds, this process will be completed.

Before activating the theme, you need to check the preview and make the minimum theme settings like site title, widget placements, menu adjustments, and some other few steps. Finally, click on the "Activate" button.



If we click on the option “Live Preview", we will see the first and detailed theme information on the left and right preview of the topic and the way in which it appears within the WordPress environment.

After the adjustments, click on the Save & Activate button to activate the theme as your default theme.

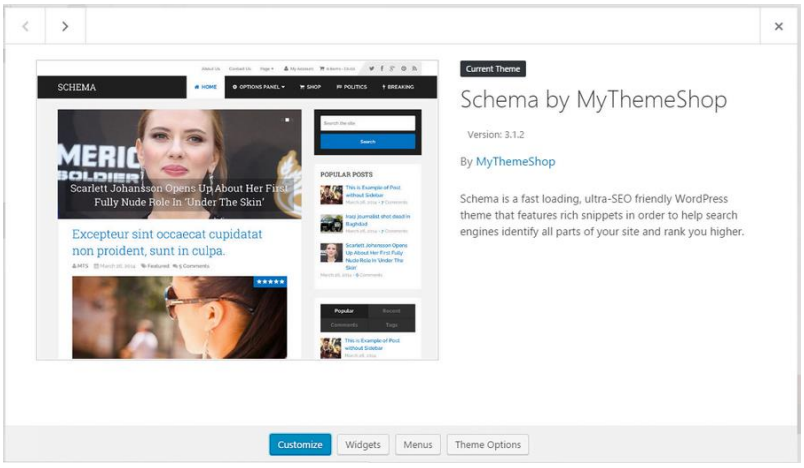


If we are not convinced yet, we have the option of seeing him again live with “Live Preview“ or returning to the installer (“Return to Theme Installer") to select a new theme and then perform the steps above.

Suppose we decide to activate it after clicking the Activate button. In that case, we will open the initial themes window, in which the subject appears as in our case, Schema by MyThemeShop as the current theme.

With the current topic in use, we will also see that the deployed topic window presents at the bottom the buttons to start customizing the chosen theme. These buttons are Customize, Widgets, Menus, Install Plugins, and Theme Options.

We have installed our theme! Now use the WordPress Blog for the first time. For this, you need to be familiar with the post-creation process, uploading images, and managing blog comments. After learning these basics, you will customize all aspects of your WordPress blog.



Don't be afraid to contact me if you are still having trouble following the above and present tutorials.

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Step 8: How to use WordPress Blog After New setup and Configuration?

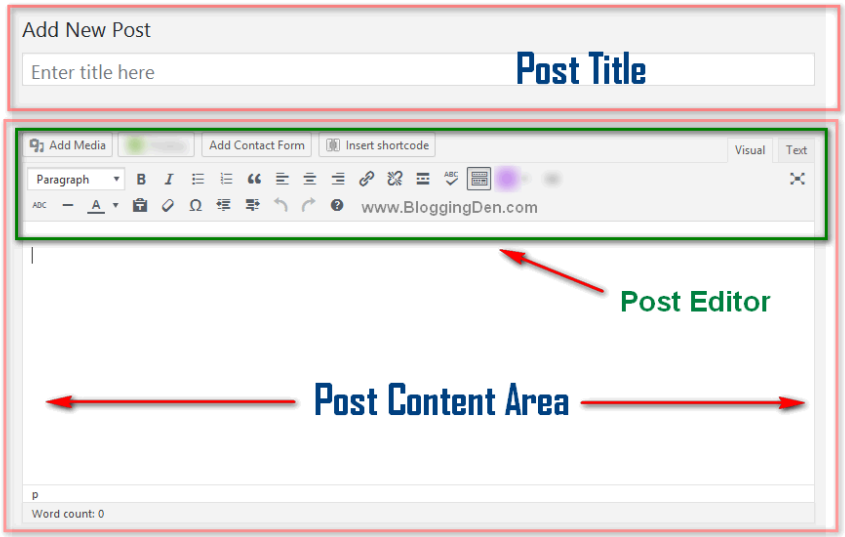
WordPress makes it very easy to create a new post or page. This tool lets you add new content to your website, like articles. This is the main feature that lets you use WordPress.

How do I create a new WordPress post?

Click **Posts>Add New** in the left-hand column to start creating a new post on the WordPress dashboard.

On this screen page, you will find two essential things, they are

- **Post Title:** This is the top thing on the page. You must add the content title here.
- **Post Content:** This is the actual place to add textual information, images, and Videos. You can see this area in full coding mode (HTML mode) or Visual mode (Text mode).



Your post is now ready to be published. Check it for grammatical errors, rearrange it if necessary, and then click "Publish" for others to see it.



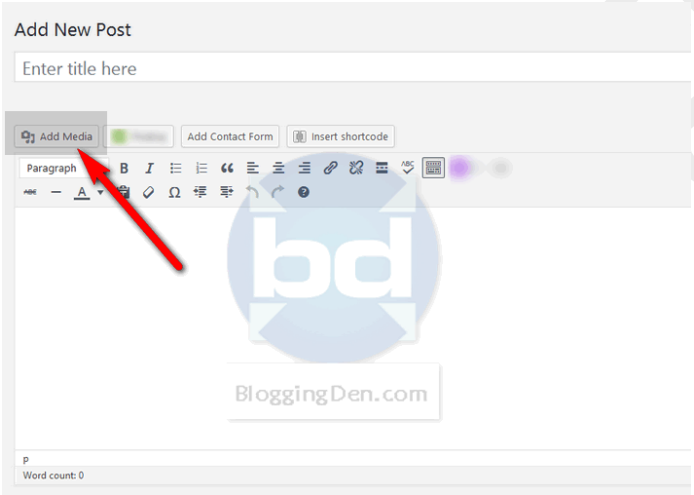
After publishing the post, you will be able to check the post from the blog home page.

Basic Options in Publish Panel



How Do You Insert Images or Multimedia into Your Posts?

Follow the new post or page's creation. To do this, you will need to add images or other multimedia formats to your content to make it exciting and unique.

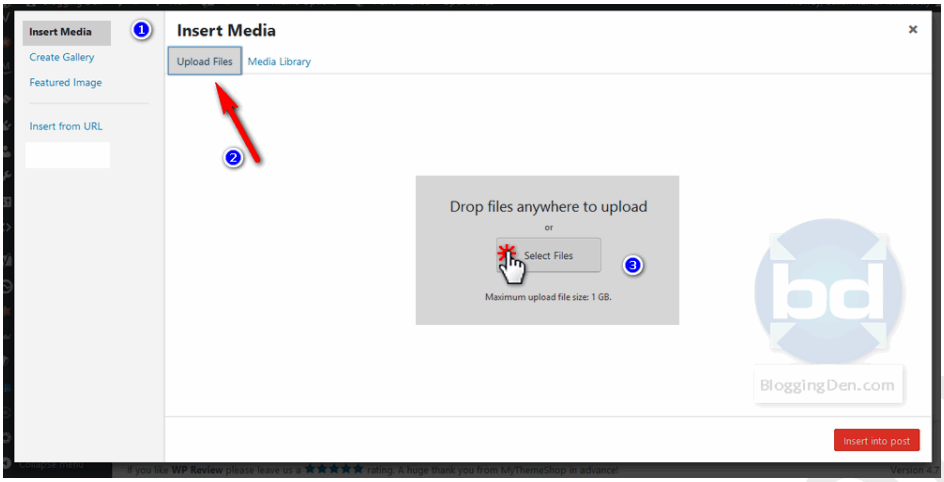


Adding images or videos to text-based content will keep it engaging, and the user will understand it easily. In the WordPress blog, this is very easy.

Open the page/post where you intend to insert the media file.

Adding media to a page or post is as simple as clicking on the "Add Media" button.

It takes you to the Upload Featured Screen.

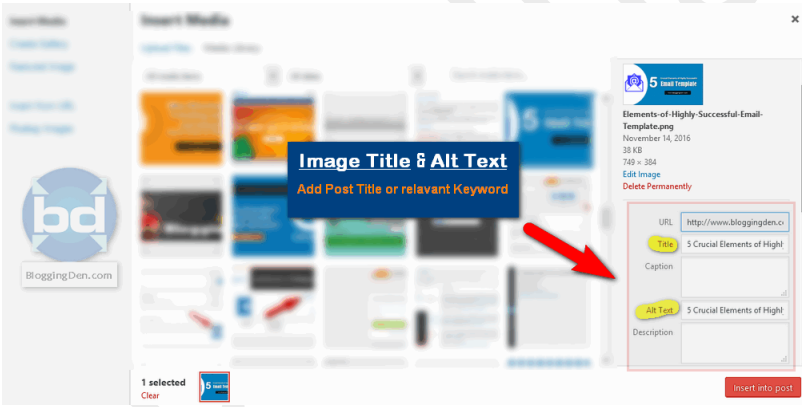


Then click on "**Insert Media > Upload Files**". Choose the file to upload and place it within the content by clicking on the Select Files button. This gives you the option to locate files on your computer or network.

After choosing the file, click the Upload button and click Insert into Post. In the post, you may use an image or video in the appropriate place if it is relevant to the post.

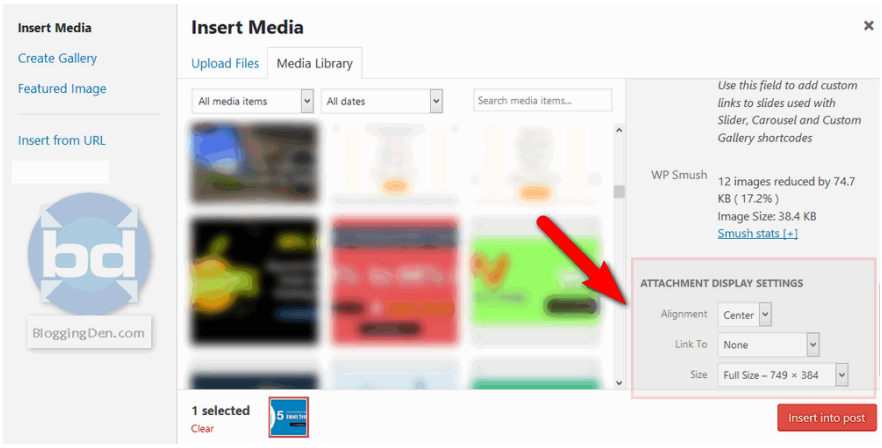
The first thing you need to do before uploading an image is called "Image SEO."

It is simple. Put your primary keyword in the title and alt text. I use the titles of my blog posts as the images because the titles are already optimized for on-page SEO and contain the main keyword.



Then, you have to adjust the important and specific parts of the image so that it fits with the text.

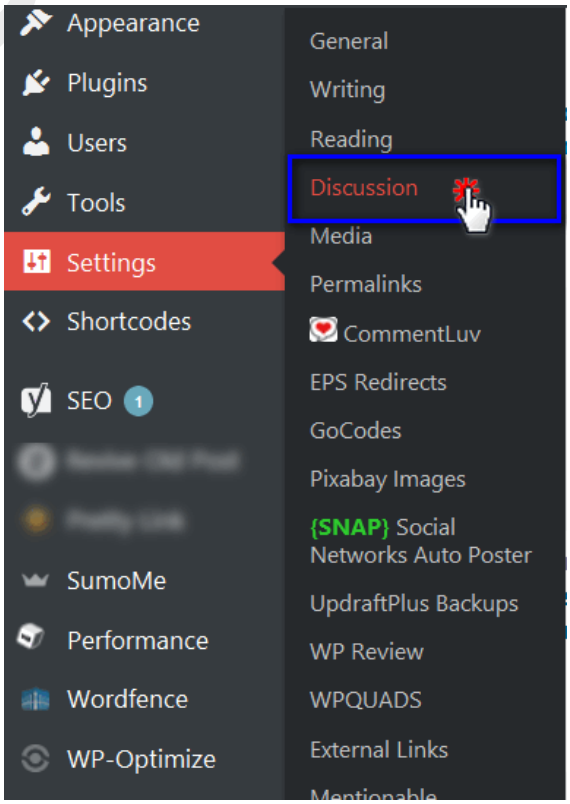
- **Alignment:** There are three locations in the image alignment: the Center, Left, and Right. This option moves the image and adjusts it at proper content placement.
- **Link:** This is the option to place the hyperlink. When you add the URL, It helps you redirect the page to another post or page or another website when the user clicks on the image.
- **Size**: Choose the best dimensions which are suitable for your post. I am suggesting a Full-size image to make your page look clean and unique.
- After this adjustment in the proper way (mentioned above), now place the media file within your content by clicking the button “Insert into post.” The image/media file will be inserted automatically.



Finally, save the post or page as a draft by clicking Save. You can view the newly placed image in a preview.

What is the best way to manage and moderate comments on a WordPress blog?

WordPress blogs make moderation and dealing with comments very easy. Comments are a way for users to communicate with the authors of posts. Typically, they are found at the bottom of posts, and people express their opinions and queries about the content in the comment section.



It is a handy and helpful feature provided by WordPress. You should visit the existing comments and separate the spam comments, and delete any spam comments that you find as soon as possible. When you use a WordPress blog for the first time, you need to check the comment moderation settings.

It would help moderate comments to prevent spam from appearing on your blog. It helps to make your business more authentic.

First, you need to go to "**Settings > Discussions**" from your WordPress dashboard to manage comments.

On the Discussions page, configure the options as you require. Now let you adjust things like below;

- **Allowing Comments:** Turn it off if you don't wish to have a comment section within your blog post. By disabling the section, you will change the settings for ALL posts.

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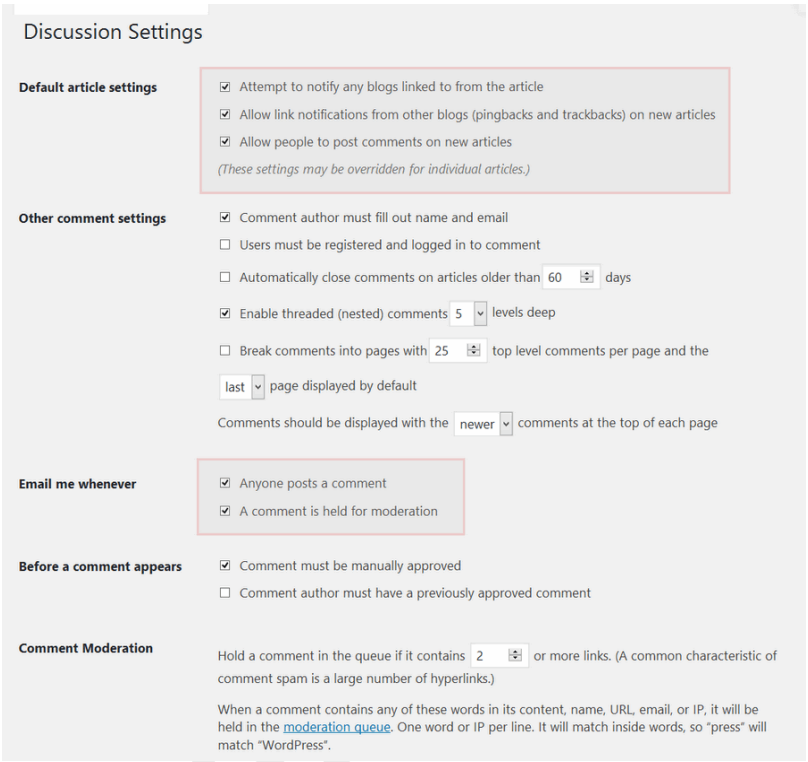
- **Approvals:** It is an important option. Every comment will be moderated if you enable this option, and comments will appear after approval by the blog administrator. By doing this, you prevent spam and abuse from being posted.



By choosing the right options on the Discussion settings page, every comment is kept safe and moderated. Another option to protect your blog from spam comments is to use the Akismet plugin.

The Akismet plugin is easy to install and configure.

- You can do this by going to **Plugins > Add new** and searching for "**Akismet**". Then activate the Akismet plugin by clicking the Install button in the result page.
- To get your API key, go to the Akismet settings page after activating the plugin.
- On the Akismet homepage, choose the Free option, fill out your name and email, then click Sign Up. Your API key will be added to your blog.
- Built-in features of the plugin include spam-sending Emails and usernames. Install it now on your blog without any delay. Congratulations! You now have an anti-spam blog.

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Step 9: How to promote your blog and How to increase blog traffic?

One of the most common questions I often get from people is: "How can I get more traffic from search engines to my site?"

Adding more posts or pages to your site is not easy, and the process takes time. As such, increasing your search traffic is the fastest way to build a profitable blog that makes money.

What is the best way to manage and moderate comments on a WordPress blog? In it, you'll find a few of the evergreen SEO tips that will help you get targeted traffic to your site in 2022 and beyond.

Promoting your blog and getting people to visit it are two of the most important parts of both blogging and affiliate marketing. Without traffic, there is no money, and every new blogger faces this problem.

They didn't know how to get there or find it, and it was a challenging task. Currently, there are more than 300 million blogs on the internet.

No matter how old your blog is. To get massive traffic and a high ranking, you need to focus on a few things. These are some of the best places to promote your blog posts.

A. social media is the Major source to promote your blog

Social media is the best way to reach target users. More than 2 billion users are still on social networking sites like Facebook, Twitter, LinkedIn, and Pinterest. Promote your blog on these sites.

1. Facebook



The most popular social networking site is Facebook. Millions of people worldwide use it, and you can use it to drive immediate traffic to your blog and blog posts. For the most benefit, you should join relevant Facebook groups and create one Facebook fan page.

Facebook Group:

- Create one Facebook group with your blog name.
- Interact with your group members personally.
- Write the tips and helpful info for your group members to engage.
- It helps you to get good traffic to your blog.

Promote your URL by following these simple rules.

- Copy the post title, description with a few lines, keywords with Hashtags, and Blog post URL in notepad.
- Paste the above notepad content in your Facebook profile, Fan page, and Group.

Facebook Page:

- First, create a Facebook page for your business. Invite all your friends from your Facebook account to like the page.
- Create one Facebook group and send the invitation to join your Group or add the members.
- Upload the profile picture and timeline picture to your Facebook page and Facebook group. When anyone sees this Page and Group, it remembers your branding.
- Enable post moderation by Admin option in the Facebook group. It protects the spam and unrelated stuff postings in your Group.

A few points about Facebook:

- Facebook is the biggest online social networking site.
- There are more than 1.79 billion monthly active Facebook users worldwide. Every year is increasing up to 16 percent.
- Every day 300 million images are uploading
- The average time spent by a Facebook user is 20 minutes.
- Every 60 Seconds: Posting more than 510 comments, 293,000 status updates, and more than one lakhs images.
- The average time spent per Facebook visit is 20 minutes.

2. Twitter



Twitter is one of the most popular microblogging sites on social media. Each user can post 140 characters or less at a time, and you can post a text update, an image, or a video. You're missing out on the potential traffic by using Twitter for personal sharing. I think you should make a profile for your domain, which can help you brand yourself.

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- There are 500 million registered Twitter users; 200 million are active, regular users.
- Every day, more than 400 million tweets are sent
- There are 208 followers for each registered user.

If you want to share your blog URL, copy the title, a few hashtags (from your content keywords or tags), and the URL and paste them into Notes. Shareable content should not exceed 140 characters. Paste the prepared content into your Twitter profile and blog profile and click "Post."

Your task on Twitter:

- Follow the top-tier people who tweet regularly. Retweet their top posts. It will help you connect your Twitter profile with your Twitter profile.
- Read the industry-level articles regularly.
- Use your brand name or blog name as your Twitter username.
- Upload profile pic and timeline picture into your Twitter account.

3. LinkedIn



LinkedIn is one of the biggest professional social networking sites, and it is a great place to promote your blog. It is also a great professional social site for people who are looking for jobs or employees.

- There are more than 225 million registered users on LinkedIn
- LinkedIn has 110 million unique monthly users

Make a LinkedIn "company brand" on the page.

- It should update the profile pic and other relevant information.
- The cover page image will catch people's attention, making it fantastic.
- Promote your company page by using the "Company Follow" button like on Facebook
- Update your blog with reviews and offers of the products.

Promote the following on your profile:

- Update your profile status with a link to your blog post.
- To update a share, use the post title, a few lines of description with hashtags, and the URL.

LinkedIn is a great site for professional networking and getting good referral traffic. LinkedIn groups are also a great way to get referral traffic. You can share updates with LinkedIn groups.

4. Instagram

Instagram is an excellent social bookmarking site. It is used for a variety of purposes. Instagram is a web and mobile app that is easy to use and lets you save all of your content online in a safe way. It can bookmark the URL of the blog, video links, images, and other information. One of the great features of this social bookmarking service is that you can open saved links without being distracted by distractions from web pages. It provides a friendly reading environment for users.

Do this task now:

- Create one account. Fill out the settings page with your details.
- To add a link, click on the Add link button on the right top side of the page.
- Add the blog post URL and Save it.
- To add a Video URL, click on the Add video button and paste the Video URL like YouTube URL and Vimeo URL. Save it.

5. Pinterest

Pinterest is a social bookmarking and image-sharing site with over 90 million registered users. However, it is strictly for visual media sharing, not content sharing.

To get intelligent traffic, you can share your blog images, URLs directly or use the Pin it options to share your blog images.

When users follow each other, their pinned images will appear on the other's page.

Do this task now:

- You need to copy the blog post URL
- Log in to your Pinterest account. Create a board with your domain brand name.
- Go to the Pinterest dashboard (top right corner of the site) and click on the upload button.

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- Paste the URL in the upload box and select the image you would like to share by clicking the image pin button. It will share your pictures with your followers.
- That's it

6. Flipboard

Flipboard is a social bookmarking website. Links are organized into categories. It was designed for news aggregation purposes, but its purposes are becoming more popular. It is a perfect place to promote your links—increase followers on this site.

- Create one new account and activate it
- Submit your blog post URL and save it.

B. Create a Mailing list to capture Emails



The goal of every blogger is to share their great content with their readers every day. Unfortunately, more than 70% of users don't return to the same blog again.

To grab the reader's attention, it is a good idea to include their email addresses.

It will revisit your blog more often if you do this. It would help if you began by creating a mailing list.
One of the ways to accomplish this is by using an email marketing service provider. There is MailChimp, Constant Contact, GetResponse, and ConvertKit.

To capture visitor email addresses, you must first install the popup plugin.

There are many free and premium newsletter plugins available.

Install one plugin on your blog. Connect to the email marketing service provider to store the plugin's list.

By subscribing, the user will get an email whenever you post a new blog post. Using this mailing list, you can send offers, product reviews, and valuable information to your readers.

Do this task now
If you are a new blogger,

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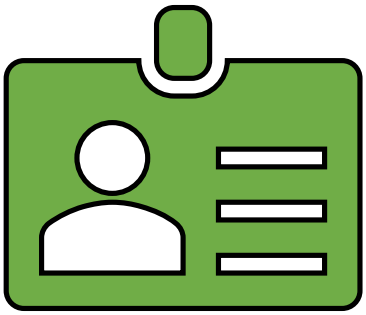
- Create a new account in MailChimp.
- Activate the new account and fill in the profile and settings page details.
- Create a List and name it
- Create an RSS-Campaign and design the Email template by choosing the proper template for sending readers.
- Then save the page.
- Go to your blog dashboard; install an email listing plugin suitable for email capture.
- Configure it correctly.

No matter what you are doing with your blog.

First, start an email list. It is a great way to get in touch with your users and make them regular visitors.

C. Start Guest Posting



Guest blogging refers to writing an article for another blog. It is the most effective way to build links. You can either place one or two of your blog links within the article or place one within the article and the other in the author bio box. The author's bio box appears at the end of the article.

Every blogger must update their blog regularly. "Guest blogging" is when you post a new article written by someone else on your blog. This type of blogger is called a "guest blogger."

Guest blogging has both advantages and disadvantages, and there are more advantages than disadvantages. Most bloggers prefer guest posts. You will also get free traffic, free backlinks, and subscribers from this blog.

It is the best way to gain attention for your blog if you start contributing guest posts for free to their sites in your niche relevant niche blog.

If the blog is relevant to your niche, your links from guest posting on high-authority blogs are potent. Most of the high-authority blogs are not accepting all guest articles from all bloggers. Because they are getting guest articles from other bloggers, they write quality content.

D. How do you find guest posting-enabled blogs?

It is simple. Open Google.com and search for the below keyword patterns.

- Keyword "submit a guest post."
- Keyword "guest post."
- Keyword "guest article by"

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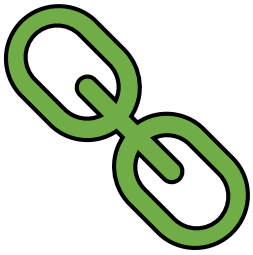
- Keyword "guest post guidelines."
- Keyword "accepting guest posts."
- Keyword "guest post by"

Use the Google Search engine to find high-authority blogs to write guest articles for. You may need to register with some blogs to submit your guest post. Sometimes you can send the articles directly via email.

Create high-quality content with a minimum of 1000 words. So they will accept your article.
Do not forget to place your blog and blog post-URLs within the article. Only two links are enough.

E. Add the Experts and their resources as Outbound links



Outbound links mean other referral links placed within your article. Another name is "external links." Add the other highly authorized blog URLs as your referral links within your blog.

- It increases blog traffic, shares, and backlinks.
- It makes your content a better resource
- Google will give high priority to this type of good outbound link placing.
- It helps you to provide valuable resources to your readers.

Most highly regarded blogs use this method to get more tweets, shares, and backlinks for their high-quality content.

So, what next:

Getting traffic is the biggest game in the blogosphere. Most of the bloggers get frustrated here and stop their journey at these initial stages. The methods mentioned above cause massive traffic from various sources.

Here, media sources are excellent places. A key way to get people to come back is to add them to your email list and send them updates.

After getting good traffic from various sources, you need to know how to monetize your blog to earn a good commission. Now it’s time to take a further step.

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Basic Blogging Resources

The list of resources mentioned in this ebook



Web Hosting

- Bluehost (Recommended)
- HostArmada (Recommended)
- A2 Hosting
- GreenGeeks
- WPX hosting



WordPress themes

- GeneratePress (Recommended)
- Kadence (Recommended)
- Elegant themes
- MyThemeShop
- StudioPress themes
- ThemeForest themes



WordPress Plugins

- WP Rocket (Recommended)
- Social warfare
- Elementor
- WP Coupons



Domain Registration services

- Godaddy
- NameCheap
- NameSilo (recommended)
- Google domains



Email marketing Services

- Mailchimp (Free)
- Convertkit (30 days trial)
- Constant contact (30 days trial)
- GetResponse (30 days trial)

With best wishes

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