



Helping Businesses and Organizations Market on the Social Web.

HOW TO QUICKLY SETUP A BLOG FOR YOUR SMALL BUSINESS USING



WORDPRESS

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WordPress Blog Setup

STEP



The first thing you'll want to do is register a domain name to tie to your blog. For example our domain name is FolkMedia.org. Although there are lots of good companies that you can register your domain with, we use and recommend [GoDaddy](#). A good domain name should be easy to spell, easy to remember (the shorter the better), and preferably include the main keyword your target audience would type into a search engine to find your product or service. If you already have a domain name, then skip to the next step.

STEP

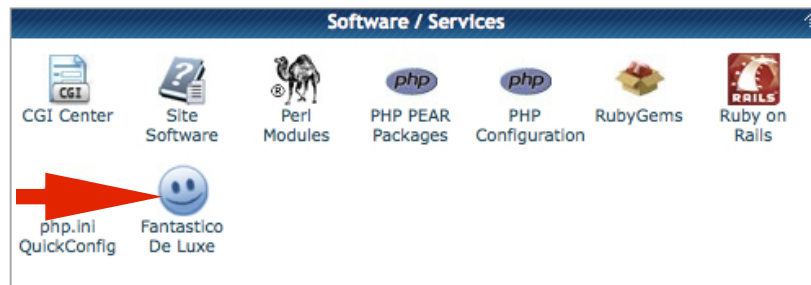


Once you have registered a domain, then the next step is to sign up for web hosting to host your new WordPress powered blog. We recommend using either [HostGator](#) or [BlueHost](#), but will providing step by step instructions for HostGator since that is the service we use ourselves and for hosting our client's blogs. You can visit their website by clicking on this link: [HostGator](#)

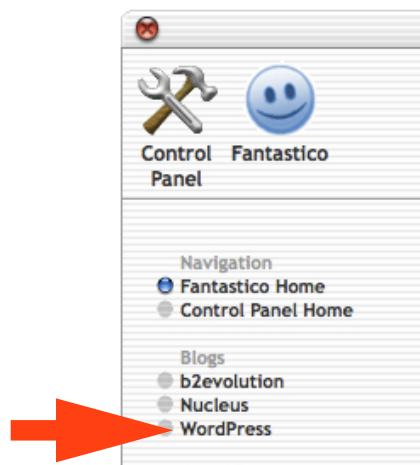
From their website, click on view web hosting plans, then select the Hatchling Plan if you will only have one blog or select the Baby Plan if you will be setting up more than one blog.

Now that you've setup your hosting account, you'll want to login to your HostGator CPanel.

Scroll down towards the bottom of the page and click on Fantastico De Luxe under Software/Services



Click on Wordpress under the Blogs section



Now click on New Installation



Select the domain name you want to attach your WordPress blog to then enter your own user name and password under Admin Access Data

Admin access data

Administrator-username
(you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

**Note* - This will be the user name and password that you will use to login to the admin area of your WordPress blog. Be sure to write this info down and keep it in a safe place so you can login to your blog later on.*

Fill in the Base Configuration info and then click on Install Wordpress.


Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description



The next step will ask you if you want to proceed with the installation. If your info is correct, then go ahead and click on finish installation

Your blog is now installed. Enter your domain name in your internet browser to make sure your blog comes up. When it comes up you can then login to the admin area of your blog to begin customizing your blog and posting content.

The admin area of your blog is typically found at:
www.yourdomain.com/wp-admin

**Note* - Be sure to enter the domain name you just registered*

STEP



Now that your blog is installed, you will want to download an FTP (File Transfer Protocol) client. We recommend using [FileZilla](#) since it's free and works great on both Mac and PC.

The FTP client will help you upload your new themes, plugins, pictures, and other files that will assist you in customizing your new WordPress blog.

Themes

WordPress comes with a default theme (pre-built design template), but it's about as vanilla as it gets. We recommend installing a new theme in order to make your blog stand out. Free themes are a good place to start, but if you're getting a blog up and running quickly for your business then premium WordPress themes can save you a lot of time, money, and hassle in the long run.

You can find free WordPress themes [here](#).

We use a [WooThemes](#) premium theme on our FolkMedia.org blog and use the [Thesis](#) premium theme on most of our personal and client blogs. The premium themes can typically be purchased for under \$100.

To add the new theme to your blog, unzip the theme folder to your computer's desktop, then access your Hostgator account using FileZilla, and upload the file(s) or theme to this folder:

public_html/wp-content/themes

Once the new theme has been uploaded to your blog, then you need to activate it in the appearance section of the dashboard in the admin area of your blog.

Plugins

Plugins are applications that expand the functionality of your WordPress blog. A good example of a plugin is the retweet button found in the top right hand corner of every blog post on FolkMedia.org. This is a free plugin created by Tweet-Meme and makes it easier for our readers to share our blog posts on Twitter. Since plugins can be updated and changed frequently, we keep a list of the current recommended plugins at FolkMedia.org/resources .

To add the plugins to your blog, unzip the plugins to your computer's desktop, then access your Hostgator account using FileZilla, and upload the file(s) or plugin folder to this folder:

public_html/wp-content/plugins

Once the plugins have been uploaded to your blog, then you need to activate them in the plugins section of the dashboard in the admin area of your blog.

**Note* - Some plugins will need to be configured in the settings section of the dashboard under the admin area of your blog.*

This report is designed as basic guide to help you quickly setup your WordPress blog, upload a new theme, and install some key plugins. Be sure to [subscribe](#) to the RSS feed for FolkMedia.org to keep up on the latest WordPress and Social Media Marketing best practices for your small business.

Best regards,

Joel Mark Witt, Publisher

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FolkMedia.org

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