

A GUIDE TO LEARN

How to Build a WordPress Website from Scratch.

NO NEED OF CODING KNOWLEDGE



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Why WordPress?

Because WordPress is Free & Easy, an ideal platform for building websites

Due to its flexibility, ease to use, and extensive ecosystem. Here are some key reasons why it stands out: -

1. **User-Friendly Interface**: - WordPress has an intuitive interface that makes it accessible for beginners. You don't need to know coding to create and manage a website, thanks to its visual editor and easy-to-use dashboard.

2. **Customizable**: - With thousands of themes and plugins available, WordPress allows for extensive customization. You can modify the appearance and functionality of your site to meet your specific needs, from simple blogs to complex e-commerce sites.

3. **Open Source**: - WordPress is open-source software, meaning it's free to use and has a large community of developers and users who contribute to its improvement. This also means you have access to a wide range of tools and resources.

4. **SEO-Friendly**: - WordPress offers various SEO plugins, like Yoast SEO, that help optimize your website for search engines. It also provides features like permalinks, meta tags, and easy content management to enhance SEO.

5. **Mobile Responsiveness**: - Many WordPress themes are designed to be mobile-responsive, ensuring your site looks good and functions well on various devices and screen sizes.

6. **Regular Updates and Security**: - WordPress is regularly updated to fix bugs and enhance security. Additionally, there are numerous security plugins and practices to help protect your site from threats.

7. **Community Support**: - The vast WordPress community offers a wealth of tutorials, forums, and support resources. Whether you're troubleshooting an issue or looking to expand your knowledge, help is readily available.

8. **Multilingual Capabilities**: - WordPress supports multiple languages and has plugins that help create multilingual websites, making it a good choice for global audiences.

9. **Integration with Third-Party Services**: - WordPress integrates well with various third-party services, including social media platforms, email marketing tools, and payment gateways, enhancing the functionality of your website.

Setting Up Your Domain and Hosting

What is Domain Name?

- a. A domain name is your website's online address, like "[example.com](#)," A domain name is your website's unique address on the internet, like "example.com." It's necessary because it provides a memorable, easy-to-type address for users to find your website, rather than relying on complex numerical IP addresses. A domain name also helps establish your online identity and credibility, making it essential for branding and accessibility.
- a. **Purchasing a Domain Name:** - You can Purchase your domain From [Bigrock.com](#), or [hostinger.com](#) or [cloudways.com](#), click here go to website, search for your desired domain name, and select "Register." Follow the prompts to create an account, fill in your details, and complete the purchase. OR You can also Purchase your domain From [Domain.com](#) Visit [Domain.com](#), use the search tool to find your preferred domain name, and click "Add to Cart." Proceed to checkout, create an account, and finalize the purchase. Now You need a hosting service to store your website's files and make them accessible on the internet.

What is Web Hosting?

- a. Web hosting is a service that stores your website's files and makes them accessible on the internet. It's necessary because it provides the infrastructure needed to keep your site online, ensuring that users can visit and interact with your website anytime. Without web hosting, your site wouldn't have a space on the internet to exist and be accessed by others. Sign up for a hosting plan. Most providers offer WordPress-specific hosting plans for easier installation. You'll typically receive an email with login information to access your hosting control panel (cPanel).

- a. **Purchasing a Web Hosting:** - Purchasing Web Hosting: - You can purchase web hosting either From [Hostinger.com](https://www.hostinger.com), Navigate to [Hostinger's](https://www.hostinger.com) website, choose a hosting plan that suits your needs, and click "Add to Cart." Create an account or log in, and complete the payment process. OR you can purchase most affordable we hosting from [Cloudways.com](https://www.cloudways.com) cheap and best or [bigrock.com](https://www.bigrock.com)

Install WordPress

Installing WordPress can vary slightly depending on your hosting provider. Heres a quick guide for each:

If you purchased Domain name and web hosting from different - different service providers than you will have to change DNS records in domain name provider and connect your domain name with web hosting please contact us for free consultancy if you have any problem.

1. **Hostinger** (cPanel): - If you purchased web hosting from hostinger.com than

a. Log In to Hostinger:- Access your Hostinger account and go to your control panel.

b. Go to hPanel: - Hostinger uses its own custom control panel, so look for “Website” or “Auto Installer” in the dashboard.

c. Use Auto Installer:- Click on “Auto Installer” or “WordPress” under the “Website” section. Fill in the required details such as the website name, admin username, password, and email address. Select the domain where you want to install WordPress. Click “Install” and wait for the process to complete.

d. Access Your Site:- Once installed, you can access your WordPress admin area by visiting `yourdomain.com/wp-admin` and logging in with the credentials you set up.

2. **BigRock:** - If you purchased web hosting from Bigrock.com

a. Log In to BigRock:- Access your [BigRock](#) account and navigate to your control panel.

b. Go to cPanel:- Click on “cPanel” to enter the cPanel dashboard.

c. Use One-Click Installation:- cPanel dashboard. Click on “WordPress” under the “Blogs”

d. Install WordPress:- Fill in the installation details, such as the site name, description, and admin credentials. Choose the domain you want to install WordPress on. Click “Install” and wait for the process to complete.

3. **Cloudways:** - If you purchased web hosting from cloudways.com

a. Log In to Cloudways:- Access your [Cloudways](#) account and go to the “Applications” section.

b. Launch a New Server:- Click “Add Server” and choose the server provider, size, and location. Select “WordPress” as the application to install.

c. Configure the Server:- Fill in the required details for your server and WordPress installation. Click “Launch Now” or similar to start the process.

d. Access Your Site:- Once the server is set up and WordPress is installed, you’ll get access credentials.

After installation, you can access your WordPress dashboard by going to `yourdomain.com/wp-admin`.

Choose and Install a Theme

A theme determines how your website looks and feels.

1. In your WordPress dashboard, go to <Appearance > Themes.
2. Click <Add New> and browse free themes, or get a premium theme from [Envato](#).
3. Once you find a theme you like, click <Install> and then <Activate>.

What is Theme?

In WordPress, a theme is a collection of files that determine the visual appearance and layout of a WordPress site. Themes control how your website looks and feels, including the design elements, layout structure, and sometimes the functionality. Page templates, Post templates etc..

How Themes Work

- **Activation:** You can activate a theme from the WordPress Dashboard by navigating to Appearance > Themes. Once activated, the theme's design will be applied to your site.
- **Customization:** Most themes come with customization options. You can modify the appearance of your site through the WordPress Customizer (Appearance > Customize), where you might change colors, upload a logo, and configure various layout options.

Finding and Installing Themes

- **Free Themes:** Available in the WordPress theme repository accessible from the Dashboard under Appearance > Themes. You can search, preview, and install themes directly from here.

Choosing the Right Theme

When selecting a theme, consider the following:

- **Purpose:** Ensure the theme fits the purpose of your site (e.g., blog, e-commerce, portfolio).
- **Responsiveness:** The theme should be mobile-friendly and look good on all devices.
- **Customization Options:** Look for themes that offer customization options to tailor the design to your needs.
- **Performance:** Opt for themes that are optimized for speed and performance.
- **Support and Updates:** Choose themes from reputable sources that offer regular updates and support.

Install Essential Plugins

In WordPress, Plugins are extensions that add specific features or functionality to your website. They allow you to enhance and customize your site beyond the default capabilities provided by WordPress themes and core functionalities. Here's a comprehensive overview of what plugins are and how they work:

- **Types of Plugins:**

- **Functionality Plugins:** Add specific functions or features (e.g., SEO optimization, contact forms).
- **Design Plugins:** Modify the appearance of your site (e.g., page builders, custom widgets).
- **Performance Plugins:** Improve site speed or efficiency (e.g., caching, image optimization).
- **Security Plugins:** Enhance site security (e.g., firewall, malware scanning).



How Plugins Work

1. Installation:

- From the WordPress Dashboard: Navigate to Plugins > Add New, search for the plugin you want, click “Install Now,” and then “Activate.”

1. Activation:

- After installation, you need to activate the plugin from the Plugins menu. Activation enables the plugin’s features and integrates it with your WordPress site.

1. Configuration:

- Many plugins require configuration to function properly. After activation, you may find a new menu item in the Dashboard or settings under Settings to configure the plugin’s options.

4. Updates:

- Plugins may receive updates from their developers. It’s important to keep them updated to ensure compatibility with the latest version of WordPress and to maintain security.

5. Popular Types of Plugins

1. **SEO Plugins**
2. Security Plugins
3. Page Builders
5. E-Commerce Plugins



Customize Your Website

You can start customizing your website by adding your own content, changing the design, and adding important pages.

Customize Appearance:

1. Go to <Appearance > Customize to edit the colors, fonts, and overall appearance. Add a Logo and Favicon
2. Menus: Go to <Appearance > Menus to set up your navigation.
3. Widgets: Go to <Appearance > Widgets** to add functionality to your sidebar or footer.
4. Pages: Create important pages like <Home>, <About>, <Services>, and <Contact> by going to <Pages > Add New.

Set Up a Static Home Page

By default, WordPress shows blog posts on the homepage. To create a static home page:

1. Left Hand Side Menu Option Go to <Settings> Select <Reading>.
2. Under <Your homepage displays>, select <A static page> and choose your newly created <Home> page.

Configure General Settings

1. Again Left Hand Side Menu Option Go to <Settings> select <Permalinks> and choose the <Post Name> option. This makes URLs SEO-friendly.

2. Title & Tagline: Go to <Settings> General to set your website's title and tagline.

Test Your Website: - Before launching, thoroughly test your website:
Check for mobile responsiveness.

Use tools like **Google PageSpeed Insights** to test page speed.

Once you're satisfied with everything, it's time to make your website live.

Go to **Settings > Privacy** and ensure your site is **Public**.

Announce your website on social media or via email to start getting traffic.