

How To Create A {nearly} Free Church Website with WordPress

by Jeremy Phillips

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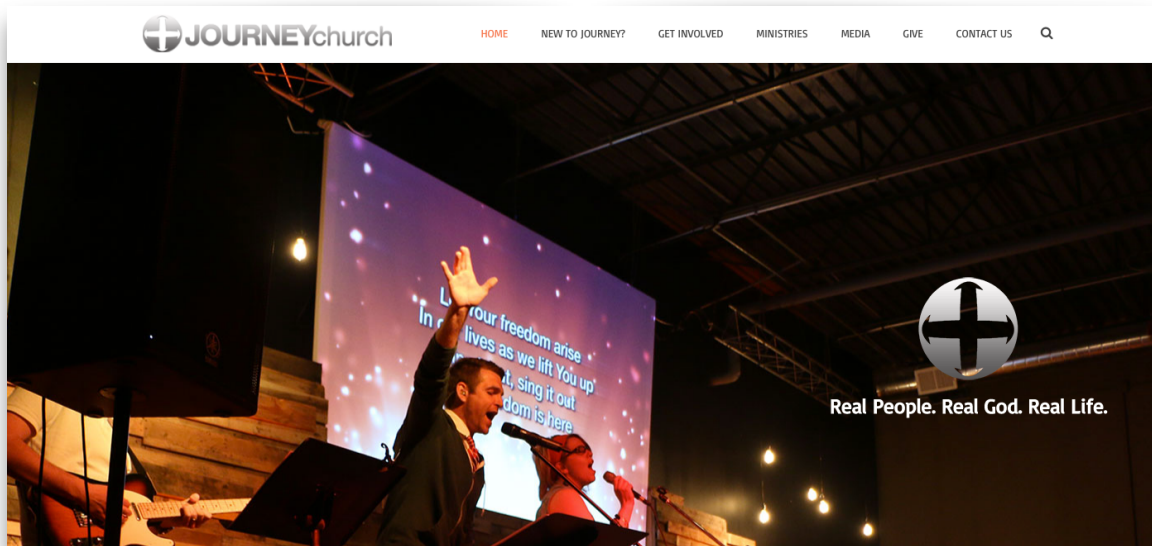
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Toolbox Link: www.findingyourchurch.com/Toolbox

{Resources to help your Church GET FOUND Online}



Would it help you if FindingYourChurch installed WordPress for you, or even created your entire Church Website?



If you follow the steps below, you should be able to install a WordPress Website for your Church. But, it can still be a challenge if you do not have the time or technical skill to do it.

Consider having us install and develop your Church Website for you on the Jupiter Theme mentioned in the Themes Section of this Guide.

This website would be similar to the website we built for Journey Church at www.journeykc.com, but would of course be YOUR Church content. It WILL be ready for Mobile Devices too.

Send an email to the address below for more details.

>> getfound@findingyourchurch.com <<

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Introduction:

Welcome to the FindingYourChurch.com WordPress Website Training designed to show you Step-by-Step how to create a Church Website nearly free for under \$150.

There is a minimal cost involved, which is website hosting and a theme design your website. But compared to paying a website designer, this cost is minimal.

It is {nearly} free for what you can create with your WordPress website.

Who is this Guide for?

My name is Jeremy Phillips, creator of FindingYourChurch.com. My goal is to help you launch your Church website quickly, and make the process as easy as possible for you to follow.

Many of you will will have the time and technical skill to be able to go through this entire manual very fast, and will be up and running completely before the day is over. Some of you may need to take more time to make sure you understand how to do each step.

To make the content easier to use, I have separated the training into Sections.

This will hopefully keep the information simple to understand, and let you work toward accomplishing one step at a time regardless of how fast you are able to work on it.

I have written these instructions with the intention that even someone completely new to creating a website can hopefully complete the process.

If you are already familiar with some of the steps covered, simply complete the step and move on. We cannot leave out steps however for those who do not have as much knowledge.

So, if you are ahead in your technical knowledge while doing some of the steps, just do it and move on.



If you follow along closely however, you should be able to have a basic Church Website up very quickly no matter what your skill level.

The first step is to purchase website hosting, and then we will install WordPress on your new website hosting account. Let's get started.

Please Note: My goal with this training is to teach you how to install and create self-hosted WordPress websites. This is NOT the same as creating a free blog site at WordPress.com. We will get our website files from WordPress.org to create a custom install of WordPress.

SECTION 1: Start Here - Do This First.

No matter what kind of custom website you want to create, you will need website hosting.

Whether you use a software to create your website, hand-code your site using a simple html editor, or use the free WordPress software - you WILL need a Website Hosting Company.

This means you will pay a yearly minimal fee to cover your website hosting and domain website address name ownership cost.

In case you are not familiar with website hosting, it acts kind of like a hard drive online. When you download the free WordPress software from WordPress.org to your computer, you will need a place to put those files online where people can access them to see your website.

Your website hosting account provides that online location for your files to be served to those who want to view the content, graphics, audio, video and documents on your website.

Website hosting also allows you to create email addresses branded with your website name. Most web hosts give you at least 100 email addresses connected with your website address to use included in your account.

So instead of pastor@yahoo.com, yours could be something like pastor@yourwebsitename.com. Obviously you would have your actual website address at the end of the email. This helps you look more professional by getting rid of an email address like pastor@yahoo.com.



You will also have access to many other tools in the administrator side of your website. This includes access to an Easy WordPress Install option.

Now you may be thinking... "I don't want to have to pay for website hosting to create my website." The truth is that neither do I!

But, whether you pay someone to setup a site for you or you do it yourself using WordPress, you WILL have to pay for website hosting to get the job done. It may just be included in what you pay to a website development company.

Can you create a website without having to purchase website hosting?

Yes, there are options for creating websites without having to purchase website hosting. You can even create a WordPress website for free without an initial hosting cost at WordPress.com

But, you WILL sacrifice functionality.

When you use the completely free option you have some restrictions.

First, you will have a website address that is not customized. Instead of having a website at www.yourwebsitename.com, you will have a website at yourwebsitename.wordpress.com

It can be difficult to inspire the confidence you want from your Church Website Visitors that you have a professional site with that kind of website address.

You can purchase additional options to connect a customized domain name and more to a free WordPress.com site, but then you are starting to spend money for a "free" website.

You are also limited on the theme design options you can use with your WordPress.com site. This restricts your design options to the themes they were willing to offer you for free, which is VERY limited.

That is one of the main reasons I choose to use the free software available at WordPress.org that I install myself. With WordPress.org you can use any free or premium purchased theme that you can find on the web.

I would rather spend a small amount of money on website hosting and do it the more customized way, than nickel and dime my way through WordPress.com or other similar sites like Blogger.com.



In the end, it is up to you. But, this tutorial is about creating websites using website hosting and the free WordPress.ORG software. Even if you choose the other route, the information in the upcoming sections will still be valuable to your WordPress experience.

We will purchase website hosting next, but first you will have to choose a domain name *[website address]* for your website.

SECTION 2: Purchase Website Hosting

During the process of purchasing website hosting you will need to select a domain name.

In case you are not familiar with the term, a domain name is the name of your website, and is what your users will type into the address bar of their web browser to find you online. An example of a domain name is my site at www.findingyourchurch.com

Why do you need to choose a name for your website so early in the process?

You get a FREE Domain Name when you purchase website hosting if you use the Finding Your Church recommended website hosting.

To be fair, you can get a free domain name if you use other website hosting solutions as well. The one that I recommend is definitely not the only one out there.

However, I have found this company to be very reliable, excellent at tech support, and it is the solution I use for my WordPress websites.



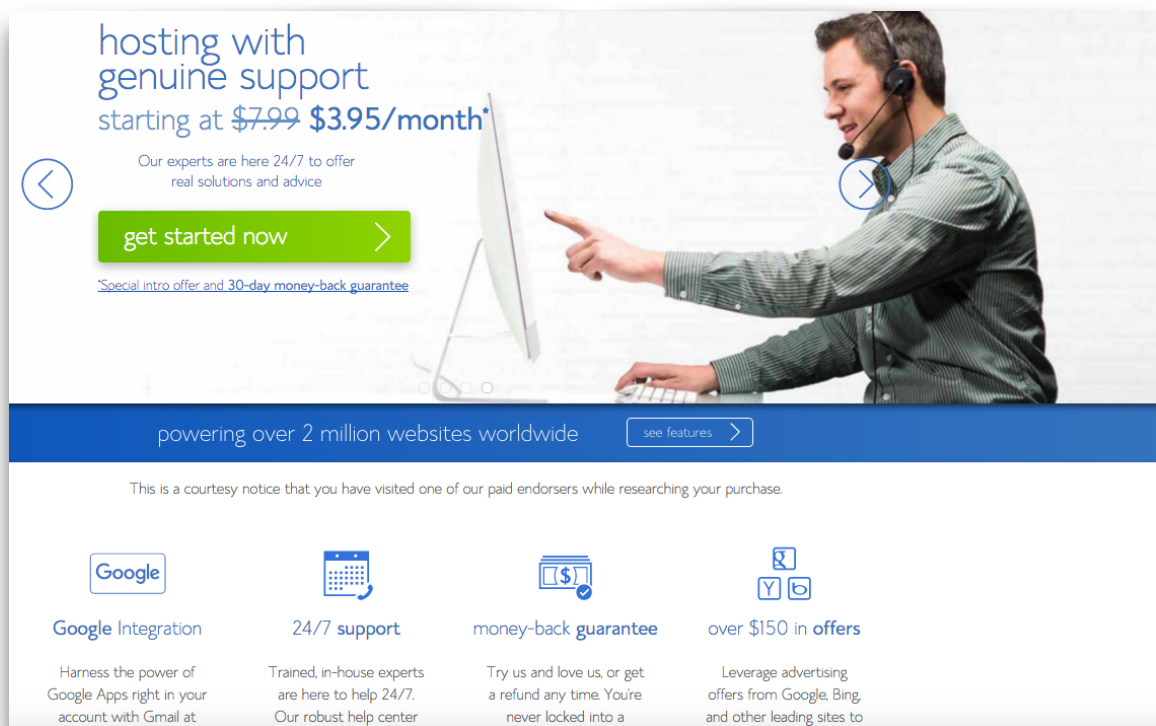
The other benefit of using my recommended website hosting solution is that it will be easier for you to follow along with these tutorials.

All of the screenshots that show the web hosting administration panel throughout the process will be from my web hosting account, which will look identical to yours if we use the same one.

This will make it simple for you to see exactly where to go to accomplish each step of the installation process.

No matter which website hosting company you choose, you will still need to decide on a domain name before beginning the process.

One of the biggest challenges of choosing a domain name for your site is finding one that you actually like AND is still available.



The screenshot shows a landing page for a website hosting service. The main headline is "hosting with genuine support" in blue, followed by "starting at ~~\$7.99~~ \$3.95/month*". Below this, a green button says "get started now" with a right arrow. A small text line below the button reads "Special intro offer and 30-day money-back guarantee". To the right, a man in a headset points at a computer monitor. A blue bar at the bottom of the main section says "powering over 2 million websites worldwide" and "see features" with a right arrow. Below this is a notice: "This is a courtesy notice that you have visited one of our paid endorsers while researching your purchase." The bottom section features four columns of benefits, each with an icon, a title, and a description:

Google	24/7 support	money-back guarantee	over \$150 in offers
Google Integration Harness the power of Google Apps right in your account with Gmail at	24/7 support Trained, in-house experts are here to help 24/7. Our robust help center	money-back guarantee Try us and love us, or get a refund any time. You're never locked into a	over \$150 in offers Leverage advertising offers from Google, Bing, and other leading sites to



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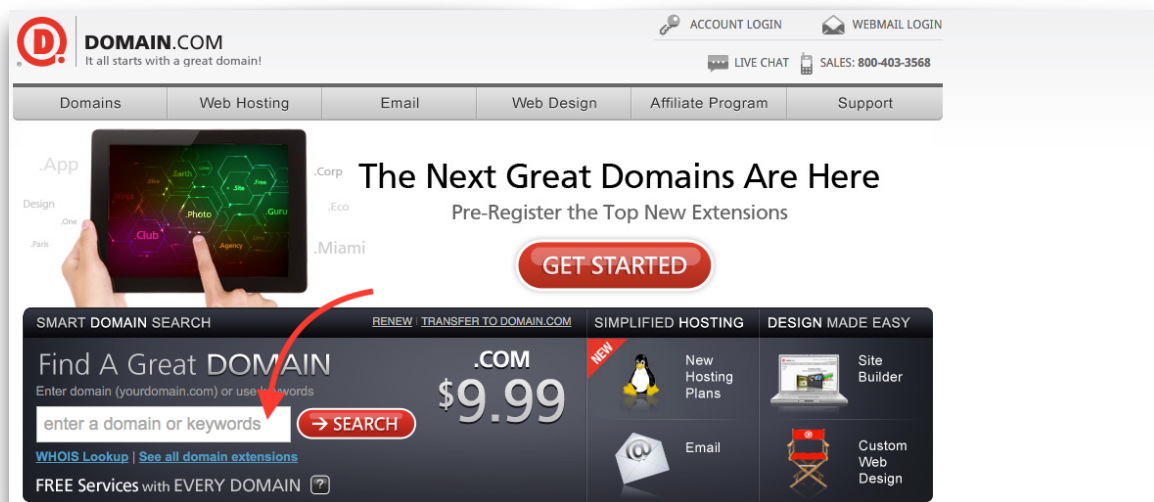
With thousands of websites being created regularly, the good names get taken pretty fast.

If you already know an available domain name, or if you are going to use a domain name you already own, you can go ahead and purchase website hosting here - <http://www.bluehost.com/track/findingyourbusiness/>

If you have NO IDEA yet what your website address is going to be, I suggest using the search tool at www.domain.com. I have found it to be simple and easy to use.

DO NOT PURCHASE your domain name through Domain.com. You will get this FREE when you purchase Website Hosting.

When you visit www.domain.com you will want to have thought through some name options other than just your Church Name to make sure you get something that is at least close to what you want.



A couple of ways to give yourself more options is to add the word “the” or “my” to the beginning of the name. So if your Church name is Journey Church and www.journeychurch.com is not available, you could try something similar to www.myjourneychurch.com or www.thejourneychurch.com

Another solution is to include dashes in the name such as www.journey-church.com

If you do not want or cannot find a .com version, you can also look for a .TV or .CHURCH or many other extensions that are now available.

Just remember to try to keep things simple as you want to make it easy to explain to people.

Not only will you be using this web address in conversation, in print, and over the phone, but this will also be in your custom email address.

pastor@the-journey-church-of-timbuktu.com is going to get really annoying to type and explain after awhile. So keep it simple.

After you choose a domain name and find that it is available, you are ready to purchase website hosting.

Click the Graphic or link, then follow the instructions on the next page to complete your website hosting purchase.



Link: <http://www.bluehost.com/track/findingyourbusiness/>

When you arrive at the site click the “Get Started Now” Button.



Step #1: Choose your Website Hosting Package

	basic	plus most popular	pro
	normally \$7.99 \$3.95* per month	normally \$10.99 \$6.95* per month	normally \$23.99 \$14.95* per month
	select	select	select
websites	1	10	unlimited
website space	50 GB	150 GB	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	High Performance
included domains	1	1	1
parked domains	5	20	unlimited
sub domains	25	50	unlimited
email accounts	5	100	unlimited
email storage	100 MB per account	500 MB per account	unlimited
marketing offers	—	\$150 included	\$300 included
	select	over \$24/yr in extras Global CDN 1 SpamExperts select	over \$180/yr in extras Global CDN 2 SpamExperts 1 SSL 1 Dedicated IP

Choose the BASIC Package if you only plan to create ONE Website on this hosting account.

Choose the PLUS Package if you plan to develop multiple websites on this one hosting account. This allows you to create up to 10 Websites on one account.

The cost of website hosting can vary and change at this company's discretion, and will also depend on which package you choose.

PLEASE NOTE: Even though it gives you a per month cost, they actually charge you an annual rate. So you will pay for this website hosting YEARLY. And, you will pay a small fee yearly for your website address [domain name] after your first FREE year as well.

The monthly amount on the front page is just an example to show you what it averages out to per month. When you purchase, the cost will be for a year at a time. This is how nearly every web host does billing.



Step #2: Enter your Domain Name

bluehost +1 (855) 984-4546 live chat

have questions?

sign up now

Thank you for choosing Bluehost. You have made the right choice in selecting us as your web hosting and eBusiness provider. We provide excellent customer service, reliable hardware and affordable prices.

We appreciate your business and look forward to a great relationship.

new domain

Help me get my free domain!

Type your domain name above

next

i have a domain name

I want to sign up with my existing domain

Type your domain name above

next

If you are starting fresh with a New Domain or wanting to use your existing Church Website domain name, enter it in the correct box, then click “NEXT”.

If at ANY POINT during this process you need help, click on the “Live Chat” button at the top of the page.

This company has EXCELLENT Chat and Phone Support, and can walk you through setup and even creating your WordPress Install if you need it.

Step #3: Enter your Contact & Billing Information

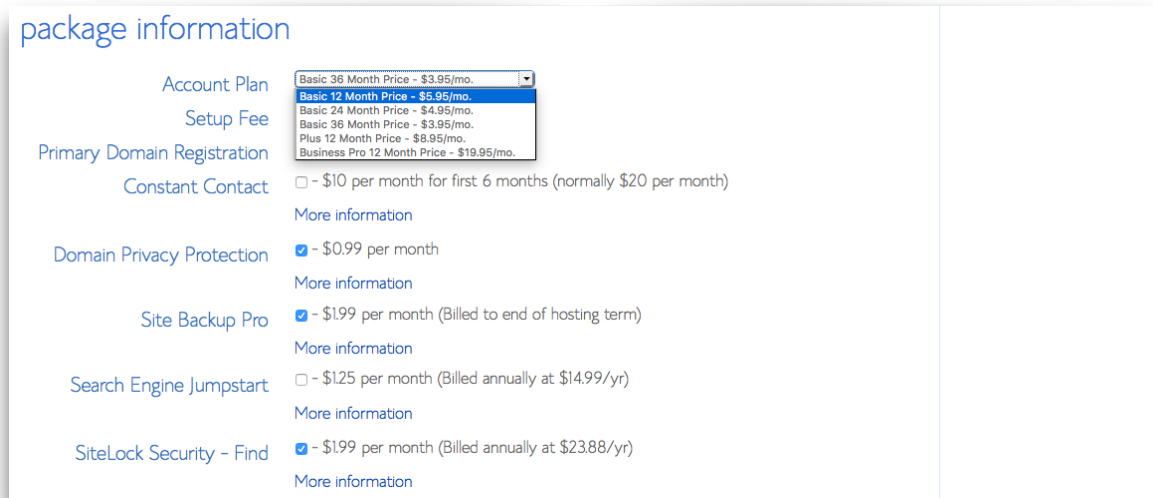
You will also be asked to choose a username and password that you will use to login to your website hosting administration panel.

You will definitely want to write down and save your username and password in a place where you will be able to find it later. That should be obvious of course, but I want to remind you to write it down.



After entering your billing information, scroll down.

You will see a place to choose whether you want your hosting account for One Year or up to Three Years. You get the cheapest overall price if you purchase for Three Years of hosting in advance.



package information

Account Plan	Setup Fee	Primary Domain Registration	Constant Contact	Domain Privacy Protection	Site Backup Pro	Search Engine Jumpstart	SiteLock Security - Find
☐ Basic 36 Month Price - \$3.95/mo. ☒ Basic 12 Month Price - \$5.95/mo. ☐ Basic 24 Month Price - \$4.95/mo. ☐ Basic 36 Month Price - \$3.95/mo. ☐ Plus 12 Month Price - \$8.95/mo. ☐ Business Pro 12 Month Price - \$19.95/mo.			☐ - \$10 per month for first 6 months (normally \$20 per month) More information	☒ - \$0.99 per month More information	☒ - \$1.99 per month (Billed to end of hosting term) More information	☐ - \$125 per month (Billed annually at \$14.99/yr) More information	☒ - \$1.99 per month (Billed annually at \$23.88/yr) More information

You will also see a few other options and add-ons available to purchase.

Right under the One Year - Three Year choice is domain privacy. This hides your Church or Personal contact information that is associated with your account from the web. By default it is open for anyone to see.

Domain Privacy hides that information from possible spammers and identity thieves. If that info is already going to be on your website anyway, such as on your contact page, then I probably would not worry about it. But if hiding this is important to you because it is personal information, you will want the extra peace of mind that domain privacy provides.

There are a few other products they offer. You can look those over and decide if they would be helpful to your site. I typically do not purchase them, but I am sure they are useful tools.

Remember to look this over completely as they may have some options already pre-clicked. Be sure to look over all of the boxes to make sure you do not have something clicked that you do not want to purchase.



Step #4: Click “SUBMIT” and complete the checkout process.

They will contact you by email and give you a receipt to let you know that the purchase was completed.

The key thing though is that you have the username and password to get back into your account. As soon as you receive confirmation that your account has been setup, you will want to go back to [Bluehost](#) and login to setup WordPress.

Use the website hosting LIVE SUPPORT to your advantage.

One feature that I want to make you aware of is the support section of your website hosting account. Even though the process of installing WordPress is simple if you follow the instructions in this tutorial, there is always a chance something could go wrong.

I have usually found that if something does go wrong, it is my fault. There is typically something small that I did not do correctly. So before contacting support, go back and make sure you have completed all of the steps correctly as much as you know how.

But if you do hit a snag, simply click on the support button for online chat, or you can call them for phone support.

That is what they are there for. I use this live support all of the time.

I prefer to use their chat support feature, because sometimes you may need to copy and paste something for them to see. It is a lot more difficult to explain a website address, link, or something you are seeing on screen over the phone.

Copy and paste over chat is a much easier option.



SECTION 3: Use the Easy WordPress Install Tool

It used to be necessary to go through a complex series of steps to install WordPress. Now many website hosts, including [Bluehost](#), offer an Easy Install option.

You can do it the hard way if you want using a complicated series of steps, uploading files via FTP and creating a database. But I would not recommend that for someone who is new at this.

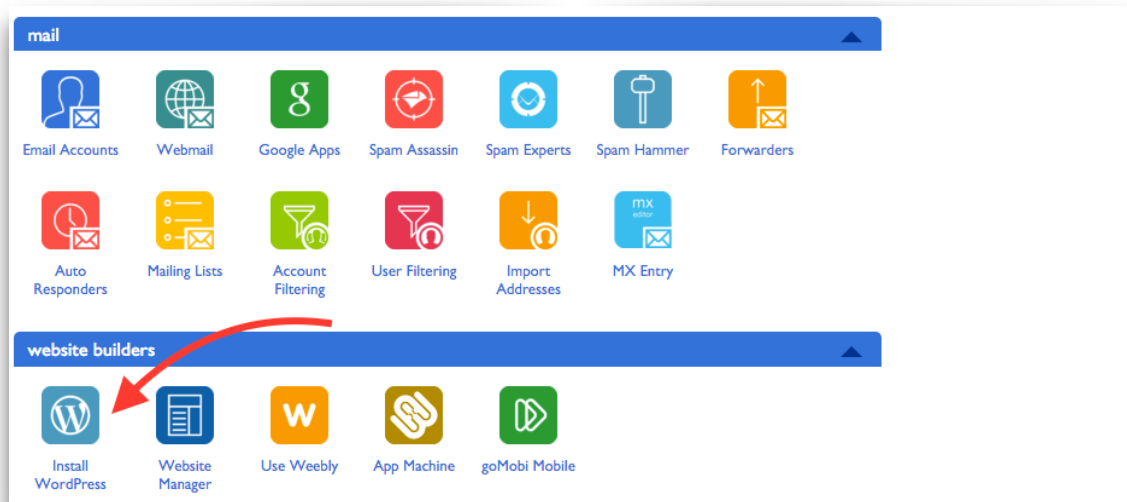
So we will only look at how to install using this simpler Easy Install option.

Remember throughout this entire tutorial, the look of the sites mentioned and shown in the screenshots can change at any time. The tools and links however should still be there.

If you find that a site does not look like the screenshot, simply search until you find the correct links.

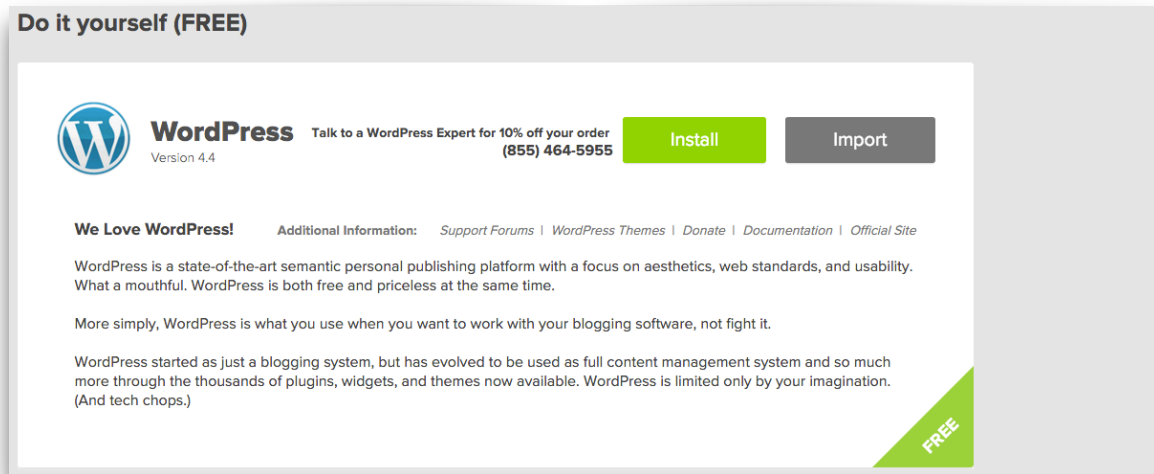
Currently when you login to your website hosting dashboard you will see the “Install WordPress” icon in the “Website Builders” section.

Click “Install WordPress” to begin.



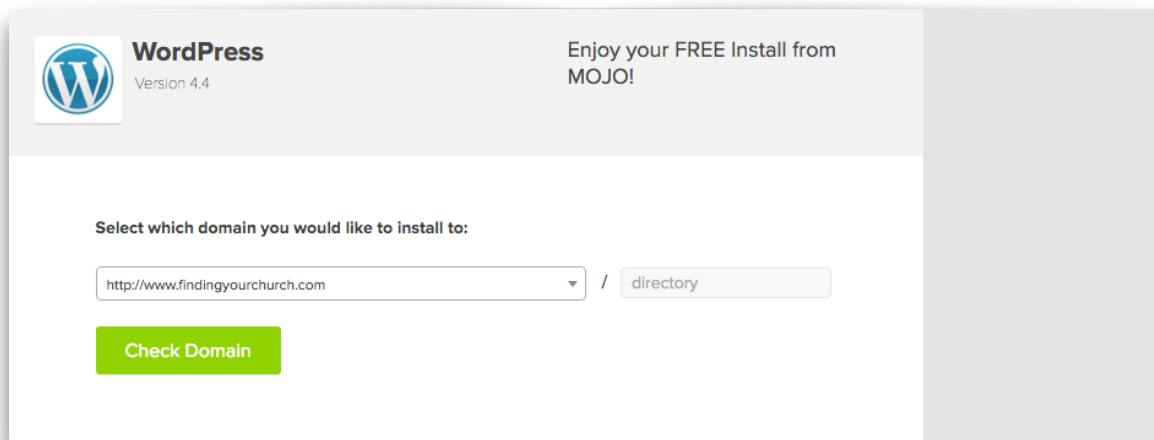
On the next page you should see a brief explanation of WordPress, and an “Install” button.

Click the “Install” button.



Next, you will need to decide where you want this installation of WordPress to be located inside of your website account.

If this is a completely NEW website, you will leave this page as is and simply click “Check Domain”.



Now you will put in the name of the Website as well as your Username and Password to login to the website.

When you arrive at this page, it will not look like the screenshot below. To get to this view, click the “Show advanced options” checkbox.

You will also want to click the “Automatically create a new database for this installation” checkbox, and that you have read the terms and conditions.

Fill out a Name for your Website and a Username and Password that you want to use to login to the site. Be sure to write this down somewhere for easy access when you need to login.

Then click “Install Now”.

WordPress Version 4.4

Enjoy your FREE Install from MOJO!

Last step, you are almost there!

☒ Show advanced options

Site Name or Title

Admin Username

Admin Password

☒ Automatically create a new database for this installation.

☒ I have read the terms and conditions of the [GPLv2](#)

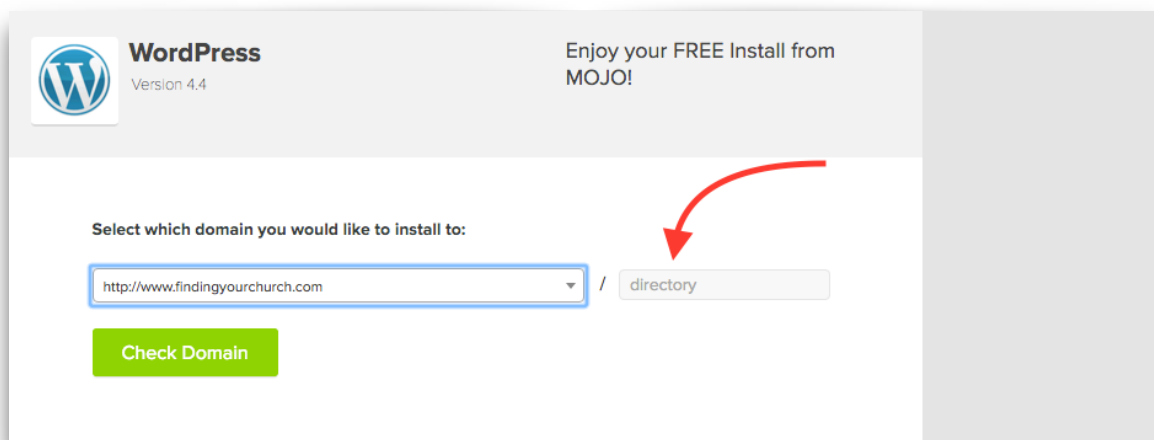
Install Now OR **Change Install Location**



If you are creating another website on the same account in addition to your main website, you can install it in a separate folder on your website.

One reason you would want to do this is possibly if you were creating a Podcast for your Church, but did not want it to be connected to your main website so volunteers could manage it. Or, maybe you are wanting to create an entire Youth Ministry website in addition to your main website.

So you would simply add a folder name to your website address in the box that says “directory” on the “Check Domain page of the Easy Install process. The easy install feature will create the folder for you to hold the new files for your new WordPress website install.



It does not matter what name you give it. It just needs to be one word with no capitals or spaces, and something that makes sense. So if your are creating a Podcast your word would be podcast. If it is a new Youth Ministry website, you may just put youth.

This is NOT the name if your website, but just a folder to hold the files. After entering the new folder name IN PLACE OF the word DIRECTORY, click “Check Domain” and complete the installation steps mentioned above.

Remember, if at any point in the process you have trouble, go back to your [Bluehost](#) dashboard and find the “Live Support” or “Help” link to get phone or chat support help with the process.



After completing the Easy Install process you should receive an email from the hosting company with your login information.

However, you should still write down your Admin Username and Password while you are creating it just in case you do not receive that email.

To login to your new site you should enter your website domain name into the address bar of your website browser then add /wp-admin to login with your username and password.

If you created your website on another folder inside the website, you will add the name of that folder to the link. So if you named that folder podcast, you would enter your website domain name in the address bar and add /podcast/wp-admin to login.

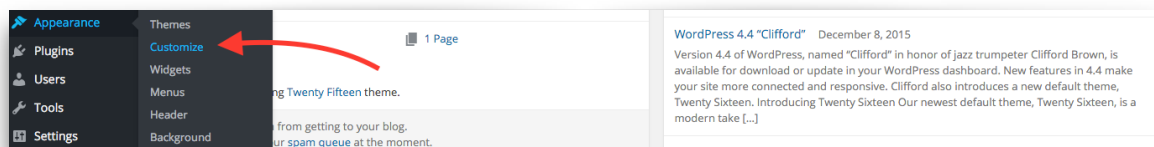
When you receive the installation confirmation email from website hosting, it should have your direct login link in the email as well.

Your initial setup of WordPress should now be complete. Again, if you have any issues, contact support.

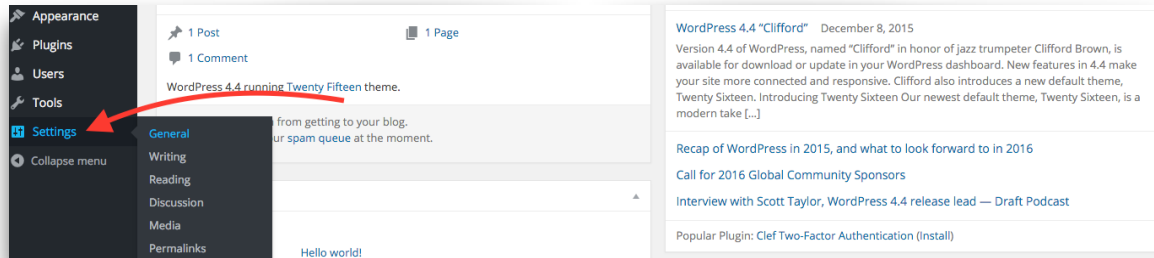
SECTION 4: Setup Your WordPress Dashboard

Before you begin setting up the rest of your website with a Theme Design and Plugins, you will want to make a couple of quick adjustments to your WordPress Dashboard.

You can also find many, but not all, of these customization options by going to **“Appearance” then “Customize”** and it should open up a customization area and a preview box showing your site so you can see the changes you are making before saving them.



There are many things you could change, but the ones below are definitely important and found in the **“Settings” Section** located in the left hand sidebar of your dashboard typically toward the bottom.



General Settings:

- Change the Site Title and Tagline to match your Church.
- Change the email address to one you use frequently.
- Change the date and time format to the way you would like it displayed.

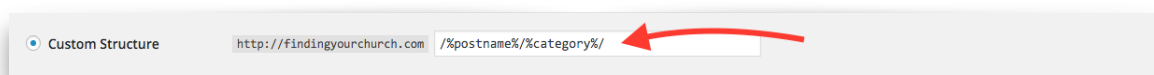
Reading Settings: Enable Search Engine Visibility

If it is still going to be awhile before you create most of your content, then you may not want Search Engines crawling your half created site until you are completely ready.

But, if you are working diligently to launch your website quickly, make sure you do NOT discourage Search Engines from crawling your site. You want to make sure you are able to be found by them by enabling Search Engine Visibility in this section of the settings.

Permalink Settings:

This is the place where you choose how your page and post links look, and what your links will include. I would suggest using the “Custom Structure” option, then copy and paste this into the blank and save it to add the post Category and Name to the links `/%category%//%postname%/`



Delete the Preloaded Content

Typically there is at least one Page, Post and Comment that are already setup in the WordPress installation. You will want to look for those and delete them.



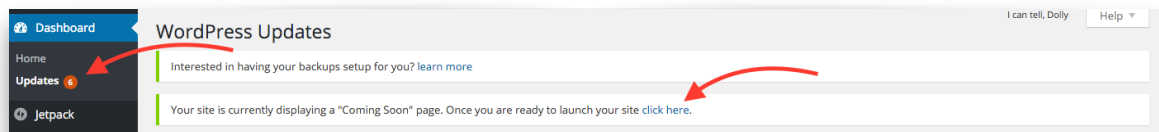
Run Initial WordPress Updates

WordPress is continually updating the software, and has a built in automatic way to complete the updates. In addition to the software, you will also find that Themes and Plugin also need to be updated.

At the end of this Guide we will look updates in a little more detail. But, when you are starting with a fresh installation it is ok to go ahead and immediately run any updates that are needed without concern that it will cause issues with your website.

To run updates, go to “Dashboard” in the left sidebar of the WordPress Dashboard, then click “Updates”.

Run all updates that it shows need to be completed. It will typically take a few seconds to a minute to complete each update. After finishing each update, go back to the “Dashboard” and “Updates” to run the next one until all are finished.



Click the “Ready to Launch” Button

Your site will display a temporary page at first. Click the button to get rid of the “Coming Soon” page as soon as you are ready. This link is toward the top as show by the arrow on the right in the graphic above.



Get the iThemes WordPress Checklist

iThemes is the company who has created the WordPress Security Plugin we will recommend later in this guide. But, they have also created an excellent free downloadable book resource titled “The Essential WordPress Website Launch Checklist”.

Download it here...

<https://ithemes.com/2014/10/29/checklist-11-things-every-new-wordpress-install/>

SECTION 5: How To Find and Install Plugins

WordPress Plugins were developed to function as extensions of your actual WordPress installation.

Most of these are created by developers who are not directly associated with the WordPress company. So this means there are various levels of quality that you will run into when using plugins.

You can, however, find plugins that can do about anything you want to accomplish on your website. But you need to be careful about what you choose. If the plugin author is no longer updating the plugin, you could be leaving yourself open to getting your site hacked in the future.

There are at least 3 things you can look for to help you choose a safe plugin.

1 - User Reviews and how many Stars it has. [5 is the best]

2 - Version of WordPress that it is compatible with. You are looking for 100% compatibility with the most recent version of WordPress. You can find out what the most recent version is by going to WordPress.org and looking at the Download WordPress button. One of the buttons should include the current version number on the button. For example WordPress 4.4



3 - Date the Plugin was last updated. If it has not been updated in a year or two, you may want to stay away.

4 - Is the Plugin author “Automattic”? This is the company that created WordPress. If the plugin has been authored by them, then it is most likely very safe to use.

Where can you find quality WordPress Plugins?

1 - Google Search:

Search for WordPress Plugins that can do the specific task you are looking to accomplish with your website. Search for Event Calendars, Audio Players, Podcast Plugins or whatever you are attempting to do.

This is a great way to do research and find information directly on the plugin authors website, but also to find reviews from real people who have already used the plugin.

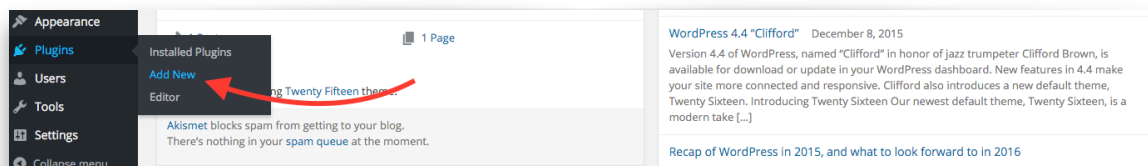
2 - WordPress Plugins Website:

Go to www.WordPress.org/Plugins to access thousands of them. This site has user reviews, screenshots, installation files, FAQ pages and support.

In fact, you will want to create a free account on this site as it allows you to access support and ask questions if you run into problems with specific plugins.

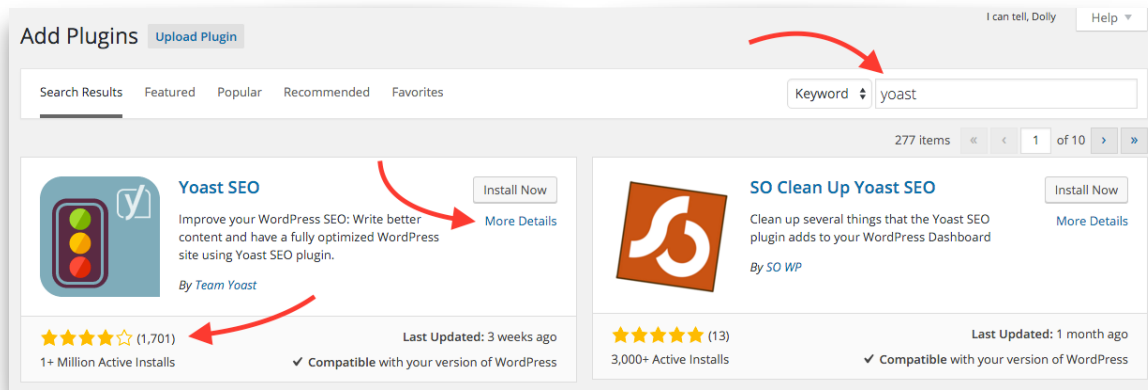
3 - WordPress Dashboard:

Once you have Googled and checked the WordPress Plugin site to find the one you need, the simplest way to install it is in your dashboard. You can also search for plugins in the dashboard, but it is more limited than options 1 & 2.



To search for and install a new plugin in the dashboard, go to “Plugins” in the left sidebar then click “Add New”. You will search for the plugin you want in the search box, then your options will show up below.

You can see their Star Rating as well as a link for “More Details” that will bring up the same basic information you would see on the WordPress Plugin site.



How do you Install and Use WordPress Plugins?

You can choose to install plugins using an FTP software, which is a slightly more complicated method than you may want to use. If you are a beginner, I would suggest using the second option of installing inside WordPress.

#1 - FTP Method:

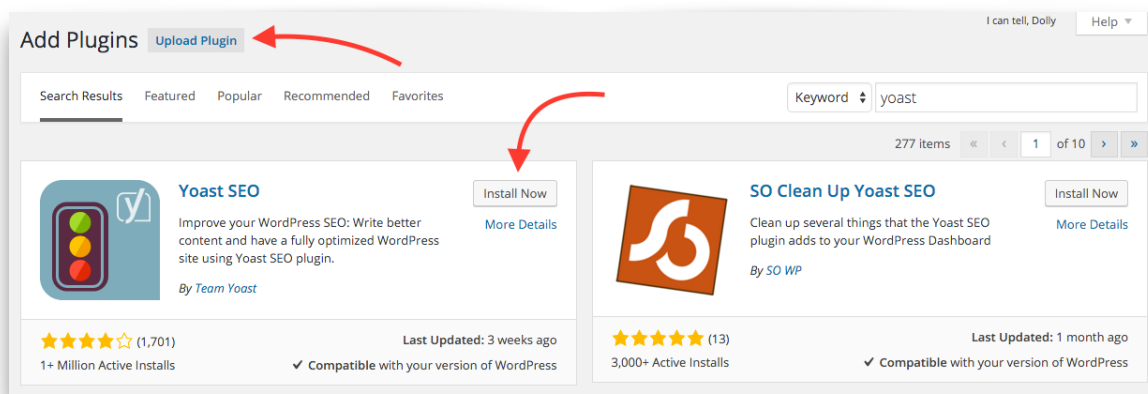
If you are already used to using FTP, you will login to your site and go to the root folder *[most likely public_html]*, find the wp-content folder, then the plugins folder. You will upload the files you downloaded from the WordPress Plugin site or the plugin authors site, and then you will see the plugin in your WordPress Dashboard under “All Plugins”. Find it and click “Activate”.



#2 - WordPress Dashboard Method:

If all of that FTP explanation sounds like Swahili to you, you will want to install your plugins using the WordPress Dashboard easy install option. I have already explained how to find the plugin you want above in the “Add New” Plugin section, and also explained where you can find quality plugins.

Once you find the plugin you want, click the “Install Now” button. WordPress will install the plugin for you. After a minute or less the installation will be complete. There should be a text link or button to “Activate” the plugin. Click it, and it will complete the activation and it should be working.



You can also upload a plugin you find on another site. When you are in the “Add New” section you should see an “Upload Plugin” button. Click that and you will have the option to choose a plugin zip file from your computer.

Once installed, some plugins have additional settings for you to make decisions on, and some just work without you having to take additional steps.

If there are options for you to adjust, you will find them in the left sidebar.

This may show up as a new main link in the sidebar, or under one of the ones already in place like “Tools”. After installing plugins, search the sidebar thoroughly to find your plugin settings and make adjustments.



A Word of Caution about Plugins and Themes

The majority of these are NOT created by the company that developed WordPress. So they may not always be kept current with new versions of WordPress.

There could be a time when you upload or update a plugin, and either the site or that plugin functionality breaks. You may find that something is incompatible with your current version of WordPress or Theme design.

It is extremely important that you create backups of your website files and databases BEFORE updating a plugin or theme.

This will save you a ton of headache because if something breaks, you can just re-upload the backup over the updated version. This would have to be done with FTP [File Transfer Protocol program like [Filezilla](#)], but it is much better than having to try to fix something that is broken with NO backup.

The flip side of that is that if you do not keep your plugins and themes updated, you are leaving yourself open to your website being hacked. This is something you DO NOT want to have happen as it is a huge mess.

So remember to...

- 1 - Use reputable plugins and themes
- 2 - Create backups of files and databases before updating
- 3 - Run regular updates of your WordPress install, plugins and themes

What if you run into problems with WordPress?

There may be a situation that you run into that is beyond your ability to handle or a WordPress issue that you cannot fix. First step is to check with “Live Support” to see if they can help you fix the issue.

If not, there is a company that can handle these issues for you. Go to the link below and click “Sign up Today”. You will see options to either get a monthly maintenance plan, or you can request a fix for a single issue. The monthly plans also include keeping your website, themes and plugins updated as well.

>> WordPress Maintenance Help Link...

<https://op139.infusionsoft.com/go/wpcurve/findingyourbusiness>



What are some Plugins to consider adding to and configuring for your WordPress Installation?

Akismet - This Blog Spam filter comes preinstalled and it already in your WordPress Plugin dashboard. Follow the instructions in your dashboard to get an API key that will activate it. Get rid of the Spam in your life!

Yoast & Yoast Google Analytics - Search Engine Optimization Plugin

iThemes Security - We will go over this one in the Security Section below.

Bluebrry PowerPress for Podcasting - Turn your blog into a podcast.

Social Media Sharing Buttons - Add sharing buttons to the bottom of the posts and pages on your website.

SECTION 6: How To Find and Install Theme Designs

Themes are website designs you can install that give you a head start on creating the look of your site.

They are NOT a magic button of website awesomeness however. Themes will still need to be adjusted and customized to your needs for your specific site.

Most themes being developed now have a “Theme Options” space in the dashboard that gives you somewhat easy to understand choices for making adjustments to how your website looks WITHOUT you having to adjust any HTML or CSS code.

This makes it much easier for you when updating the themes. If you manually change theme code without using the Theme Options and run an update, your changes could be lost.



A brief note about Child Themes

One way around this problem is to use what is called a “Child Theme”.

This theme is still connected to the main installation, but you can make adjustments to it so that does not get affected when you update your main theme files.

If the theme you choose has a Child Theme, it is a good idea to use it. Otherwise you will want to be careful not to change theme code, and make sure you have a back up before updating your themes.

To learn more about Child Themes check out this information from WordPress.
https://codex.wordpress.org/Child_Themes

Make sure your WordPress Theme Design is “Responsive”

Responsive simply means that your WordPress Theme responds and changes how it is displayed no matter what desktop or mobile device people are using to view it.

Google is demoting website ranking in search on websites that do NOT have responsive WordPress Theme designs.

Google's goal is to deliver the best possible search results to searchers in a way that looks great to that end user no matter what mobile device they are on. If your site is NOT mobile ready, you will be taking a hit and become harder to find in your local Church search terms.

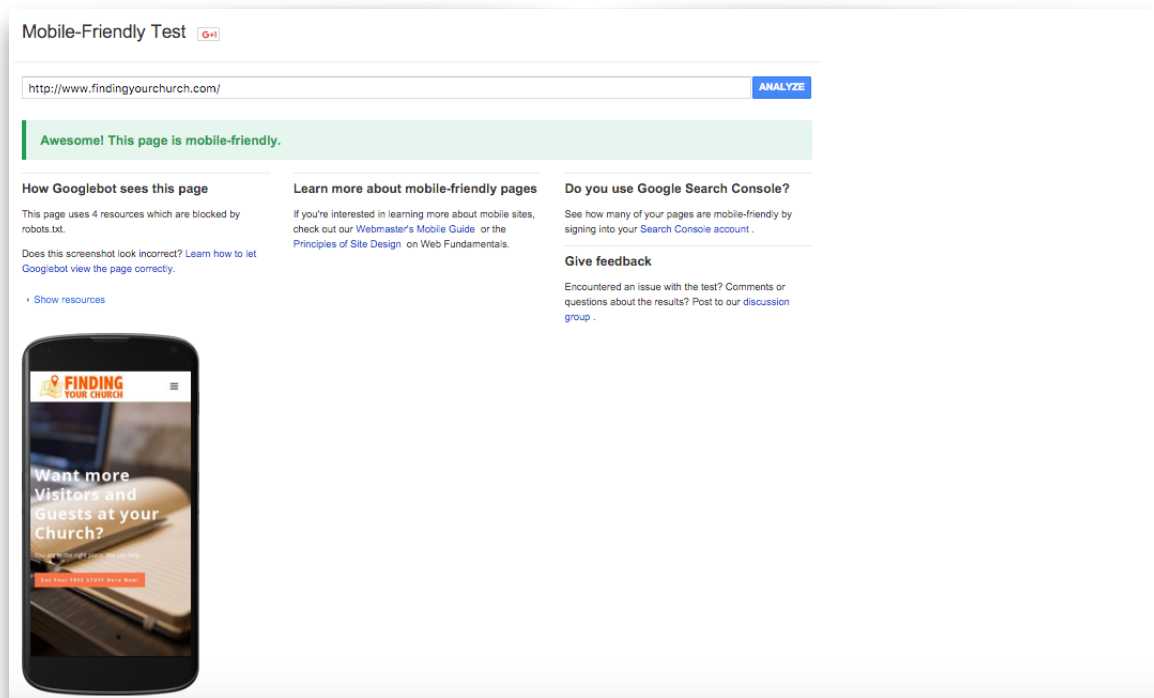
Upgrading your Church Website to a responsive WordPress Theme design is worth it just to get better found in Google Search.

But there is a better reason to do it - potential NEW Guests who want to VISIT your Church. The more easily they can see your content on any device, the more likely they will choose your Church to visit.

This is also a huge benefit to your regular Church attenders. The more easily they can interact with your website, the more easily they can engage with your website content and events.



How can you tell if your site is Mobile Ready and Responsive?



The first way is obvious. Pick up a couple of different mobile devices and take a look. The way you see it is how a potential new visitor or your current Church member is seeing it.

A HUGE percentage of people are viewing your website on mobile so you NEED to be ready for them.

Another way is to see how Google views your website. Google has created a tool you can use to see how your site looks to them inside a mobile device.

Enter your website at the link below to check it out.

<https://www.google.com/webmasters/tools/mobile-friendly/>



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Where can you find Responsive WordPress Themes?

Google Search:

There are a ton of sites that sell WordPress Themes. There are a few that you can find for free in the WordPress Themes directory, but for the most part you are at least going to want to invest \$15-\$50 or so to get a theme that has created easy to use tools for you to adjust site settings in the dashboard.

WordPress Theme Directory:

This is located at www.WordPress.org/Themes and functions very similar to the plugins directory. You should be able to find any theme you like here in the WordPress Dashboard Theme search as well.

ThemeForest:

This site has thousands of quality trusted WordPress Themes that will give you an excellent chance of having a great experience creating your website. These vary in price, but you can get a decent Theme for as low as \$10. An average price to pay for a functional Theme with a lot of features would be anywhere from \$40 to \$75.

Use My Link: <http://themeforest.net/?ref=jeremymphillips>

WordPress Dashboard:

You can search for, upload and install Themes directly from the WordPress Dashboard similar to plugins. Go to “Appearance” then “Themes”. Here you will find the preinstalled themes already on your site, which may be good enough for a simple Podcast install, but probably not for your entire Church website. This is also where you will find the Themes you have installed, and you will Activate your Themes from this page.

To search for Themes or Upload Theme files from your computer, click “Add New”. You can choose to upload files or search for Themes on this page using Featured, Popular and Latest searches.

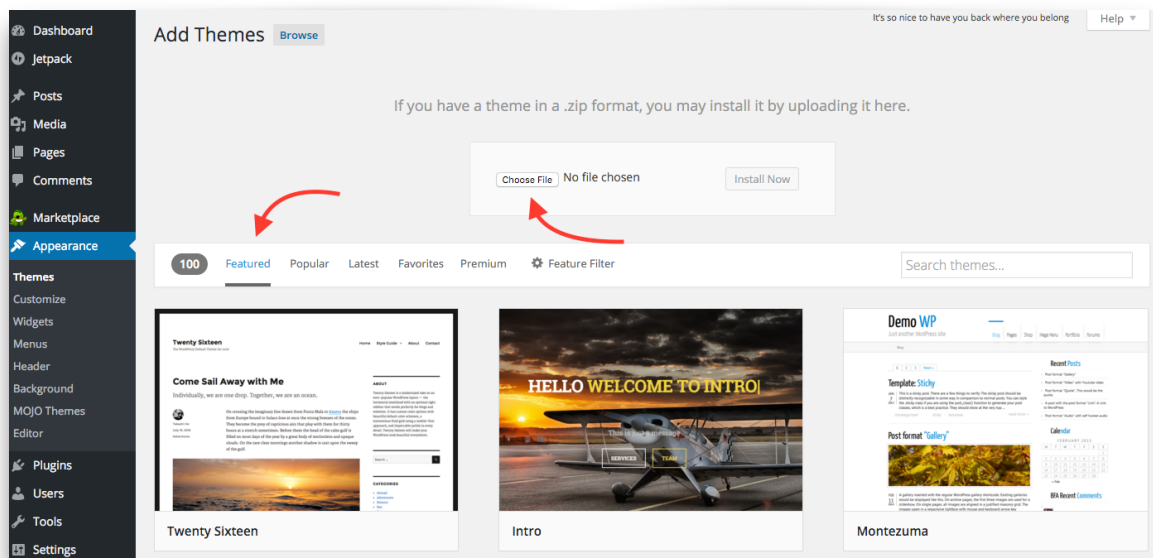


If you used the Easy Install option with the website hosting process explained earlier, you should also have access to Premium Paid Themes through the Mojo Marketplace.

If you use a Free Theme, click install. If you choose a Premium Theme, you will purchase then install.

You can also hover over a Theme and click “Details and Preview” to get more information and a demo of the Theme. Just know the many times it is challenging to get your site to look exactly like the demo as each Theme has a different way of organizing their Theme Options. It will take some time to figure it out.

After installing you will go back to the main “Themes” page under “Appearance” in your sidebar, hover over the Theme you installed then click “Activate” to put it in place as your Church Website design.

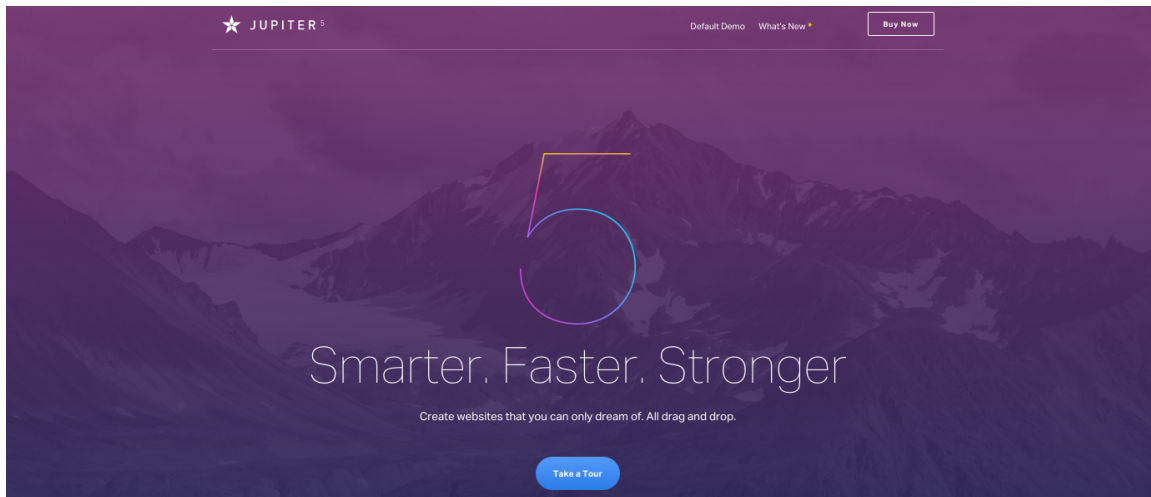


Jupiter WordPress Theme:

This Theme design is extremely flexible and can do nearly anything you would want for your Church Website. It is very responsive, and looks great on every device when setup correctly.

>> Check out JUPITER at my link here...

<http://themeforest.net/item/jupiter-multipurpose-responsive-theme/5177775?ref=jeremymphillips>



Jupiter Video Tutorials:

<https://www.youtube.com/playlist?list=PLUsiPal9zBNHyZrZRR-CDsgfaYn0IL1sI>

SECTION 7: Setup Your Front Page & Blog Page

WordPress was actually designed as a blogging software, which is what makes it so great to use for blogs and podcasts.

It does have the ability however to function as a complete website. The simple key to this is to set one of your Pages to be the Front Page of your website.

If you do not do this, the front page will be set to a Blog Post page displaying your most recent posts.

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The process is simple most of the time.

Some WordPress Themes do have their own system for setting the Front Page, but doing these steps is a good place to start.

1 - Create a Home Page & Blog Posts Page in WordPress

You will go to “Pages” in the dashboard sidebar and then click “Add New”. Name the page “Home”, or whatever you want your front page to be named, then click “Publish”.

Next create another page named “Blog”, or whatever you want your Church Blog posts page to be named. You need these two pages to be able to complete the next step even if you are not going to have a blog section.

2 - Set the Front Page in Settings

Go to “Settings” in the sidebar, then click “Reading”. Toward the top it should say something like “Front page displays” then it will give options for “Your latest posts” or “A static page”.

Choose “A static page”. Then select your new Home page as the Front Page selection and your new Blog page as your Posts page selection.

3 - Create content for your new Front Page

Now when you go to the front page of your website it should be the page that you setup. This page is where you will now create your home page content.



SECTION 8: Setup Your Blog Section

After you change the Front Page settings and set your blog page, your Blog Posts should now show up on that page. These posts could also act as Podcast Posts if you add the [Blubrry WordPress Plugin](#) and setup your Podcast.

If you are not going to include a Blog or Podcast, then all you have to do is leave it out of your Menu Navigation. We will discuss menus in a coming section.

If you are going to have a Blog, there are a couple of things you will want to do to make it function better.

1 - Change your default Blog Post Category

By default, WordPress starts with one category named “uncategorized”. Not very usable, and looks terrible to your blog post readers.

If you want to change the category you will have to create at least one more first. To do that, go to “Posts” then “Categories” to create more. You can also create new categories inside the post creator as you are writing new entries.

After creating the Category you want to use as your default, go to “Settings” in the left sidebar and click “Writing” then change the “Default Post Category” to the one you just created.

2 - Change the Blog Pages & Feed Posts Number

There are a couple of settings you may want to adjust related to how many posts show up in certain places.

To change these settings, go to “Settings” then “Reading”.

To change how many posts appear on each archive page of Blog Posts, change the number near “Blog posts show at most” to how many blog posts you would like to show up on each page.

To change how many posts show up in the blog or podcast syndication feed that people can subscribe to, change the number near “Syndication feeds show the most recent”. This setting changes how many Podcast Episodes show up in the iTunes feed for example if you have created a Podcast.

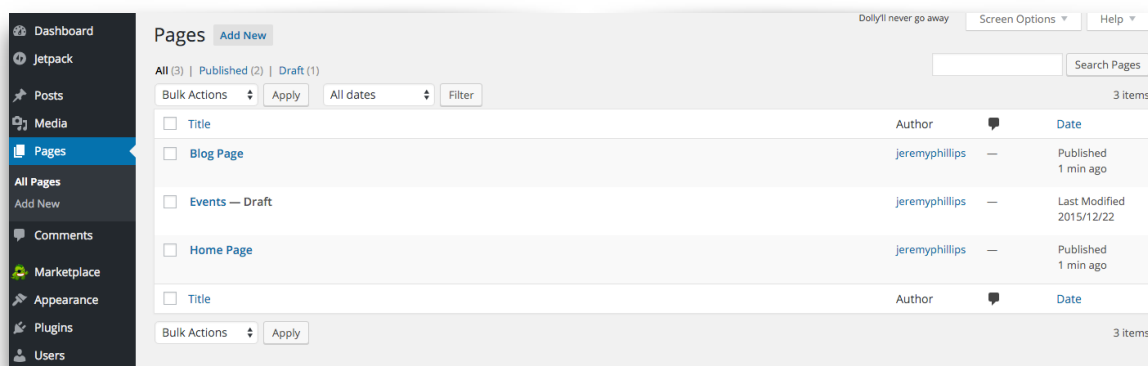


SECTION 9: Creating and Editing Posts & Pages

We have went over creating pages briefly while looking at how to change a page to the front page, but we definitely want to go over this in more detail.

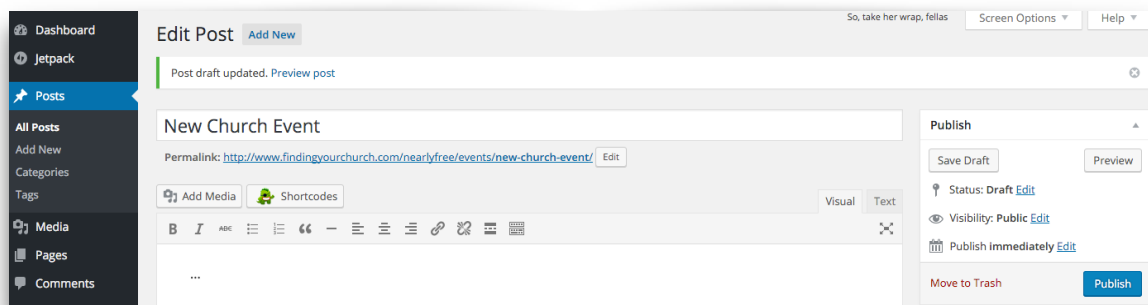
For both Pages and Posts you go to their section in the sidebar and click “Add New”. You can work on pages and posts, save as a Draft if you are not ready to post yet, or you can go ahead and Publish.

To access Pages and Posts you have already created, just click Pages or Posts in the sidebar and it will take you to a list. You can filter these by All, Published, Drafts or just by searching in the search bar.

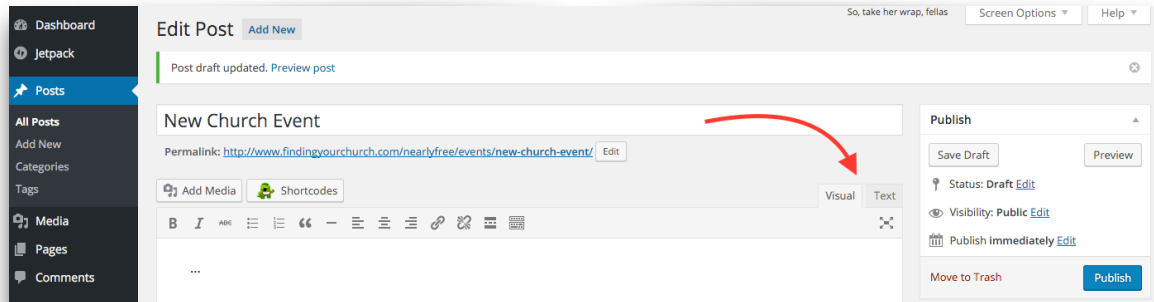


You can also schedule Posts to come out at a specific time in the future remaining hidden on your Blog until then. So if you wanted to have a Blog Post saying Happy New Year come out at 1am on January 1st, for example, you can simply change the date in the blog post to be at the exact time in the future when you want it to autopost.

If you have your Blog setup to autopost to your Social Media accounts when a Blog post gets Published, then that will happen automatically as well.



You have the option of choosing to edit in either “Visual” or “HTML Text” modes.



Visual lets you edit more like a Microsoft Word document mostly using the Toolbar above the editing area. You cannot add HTML code if you are using this side of the editor. It will simply show as the code, and not how you wanted that code to display content in your Post.

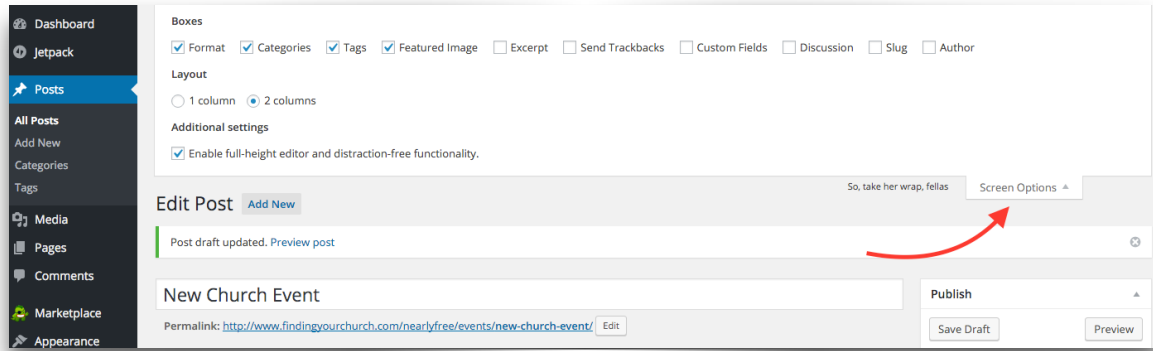
If you are going to embed a YouTube video for example, you will either need to find an embed tool in the WordPress editing Toolbar, or click over to the HTML Text side and add the embed code.

HTML Text still allows you to use some functions of the WordPress editing Toolbar, but when you use them it adds the code to make it work. So when you click Bold on the Visual editor, it just makes it bold. When you highlight an area of text on the HTML editor side and click to make it bold, it adds the code tags around it like this - `<strong>your text</strong>`

There are a lot of benefits to being able to use the HTML side, but if you are not comfortable with it then stick with the Visual editor.



Screen Options: When you scroll to the top of your WordPress Dashboard, click the “Screen Options” tab and you can add/remove sections to the editing area such as plugin options and you can even make it a one or two column view. You can also change the setup of the editing screen sections by dragging and dropping them into a different layout.



Some of the settings you see on the editing pages will depend on the Theme and Plugins you are using. This would include plugins like Yoast so you can add Search Engine Optimization to each Page and Post. Scroll down to the very bottom of the editor to see all of the options you have available to you.

Be sure to add your Post to a Category before you Publish. If you do not see a Category you want, you can create it at the bottom of the Category Section.

SECTION 10: Create a Plan for Website Content

We still a few more technical steps to take before your website will begin to take shape, like creating navigation menus and using widgets.

But your technical efforts will not matter much if you do not have a plan for your content.

With WordPress, you do not have to create your content start to finish in a linear way. You can create your content with random pages as you complete them, then tie them together and organize them with your navigation menu.

But without a plan, you will just begin creating a lot of random pages with no real thought as to how they will be organized.

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FREE RESOURCE - Website Development Content Organizer

We have created a free tool for you to use to organize your website development thoughts and plans into one place.

As you work through the document you will begin to have a clearer direction for how you want your site to come together, both in the pages and navigation menu.

The tool can be found in your FREE “Finder Resource” Membership.

In addition to many sections of content showing you Step-by-Step how to help your Church get found online, we also have the “Improve Your Website” Section designed to show you changes you can make that will help your site become better found by potential NEW Church Visitors.

Go to the “Improve Your Website” Section and look for the “Church Website Development Questions Worksheet”.

Get your FREE Membership now at...

www.findingyourchurch.com/TheFinderResource



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SECTION 11: Create Your Menu Navigation

Now that you at least have a starting point for a plan to create the content and pages for your site, you will need to make it easy for people to access those pages and get around.

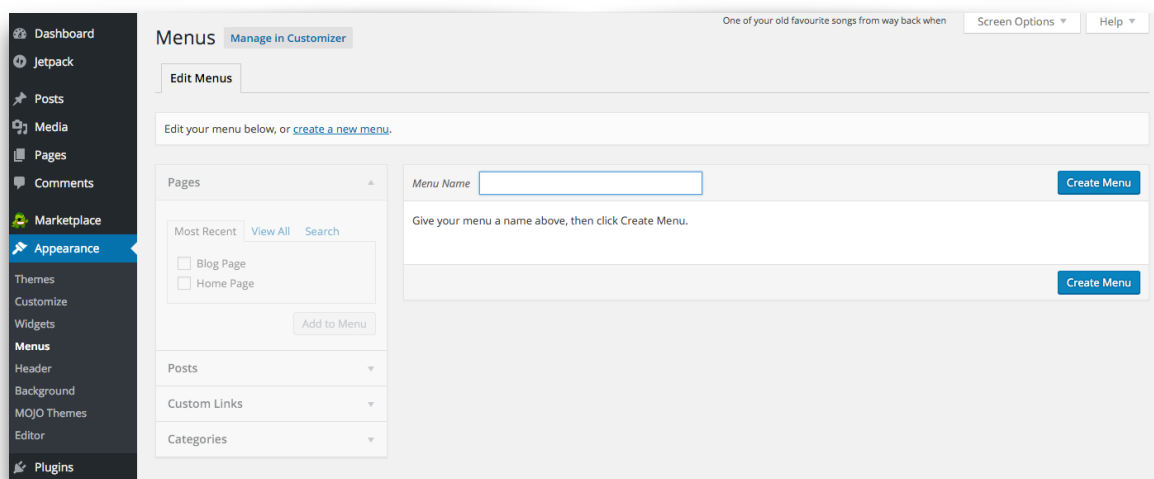
Creating a Main Navigation Menu is your first step toward accomplishing this.

You may want to add other section specific menus in your sidebar using widgets later, but if your main navigation is setup people will be able to find what they need.

Sometimes Themes can make change how this process works. You may have to setup your menus in your Theme Options panel for example. But I am going to walk you through the most likely way you will need to do it.

Go to “Appearance” then “Menus”. Go to “Manage Menus” to check and see if there is an option already setup for you to select as your “Primary Navigation”. This will most likely be in the form of a drop down menu choice. There may already be a “Main Nav” Menu created that is ready for you to use.

If there is not a “Main Nav” Menu setup, go to “Edit Menus” and click to “create a new menu”. Name is whatever you like. Then go back to “Manage Menus” and assign the menu you just created as the “Primary Navigation. Then you can go back to “Edit Menus” and begin to build your navigation.

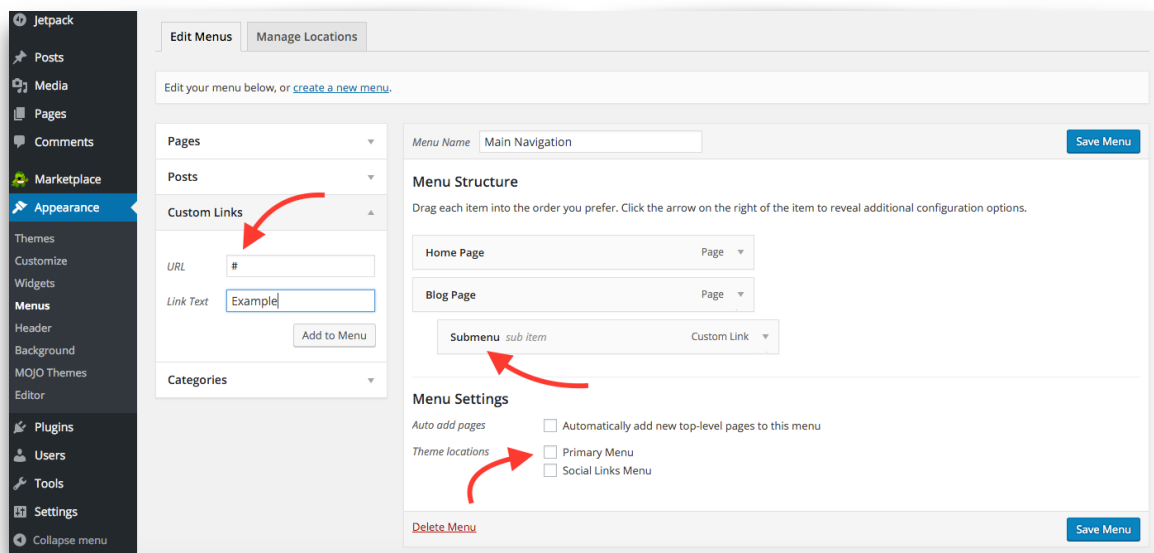


Any Page, Post or Category can be added to your Menu. You can also create a Custom Link to link to a website outside of yours. Just choose Custom Link and add the text that you want to be visible as well as the link.

After you choose the Pages, Posts, Categories or Custom Links on the left, they will show up at the bottom of the list in the Menu creation area.

You can then drag these boxes anywhere in the Menu you want. If you want to create a submenu, drag a box below the link you want it to be under and move it to the right a little. It will become a submenu item of whatever you have above it, and you can stack more under that one until your submenu is complete.

One other note about creating submenus. If you want a main section link in the menu to NOT be linked to anything, create a custom link with the section name text and a # sign in the place where the link should be. This will allow it to show up, but not linked to anything.



In addition, after you have your Menu setup you can go any link and change the text even on existing pages and posts to make your Menu function better. For example, if you have a really long page name that is too long for the Menu area you can shorten it.

Setting up your navigation in a way that is complete and makes sense to the person using your site is critical to the usability of your website.



SECTION 12: Use Widgets for Footer & Sidebars

One of the features that makes WordPress so functional is that it allows you to create what are called Widgets.

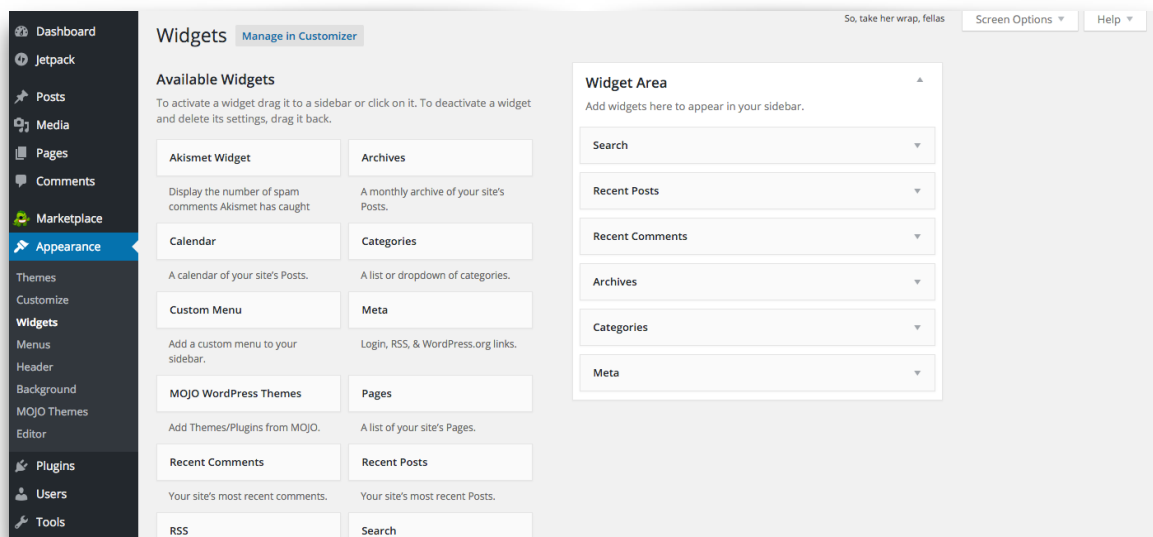
The Widgets that are available to you will depend on your Theme and installed Plugins. There are a few that come with the initial WordPress design, but your other installations expand your options.

Typically the main locations where these Widgets will show up in your site are the Footer and Sidebars.

The basic WordPress installation usually has a place for at least one Sidebar. It might even have a separate one for your Front Page and one for your Blog Post Pages. The way you add content to these areas is in the Widgets Section.

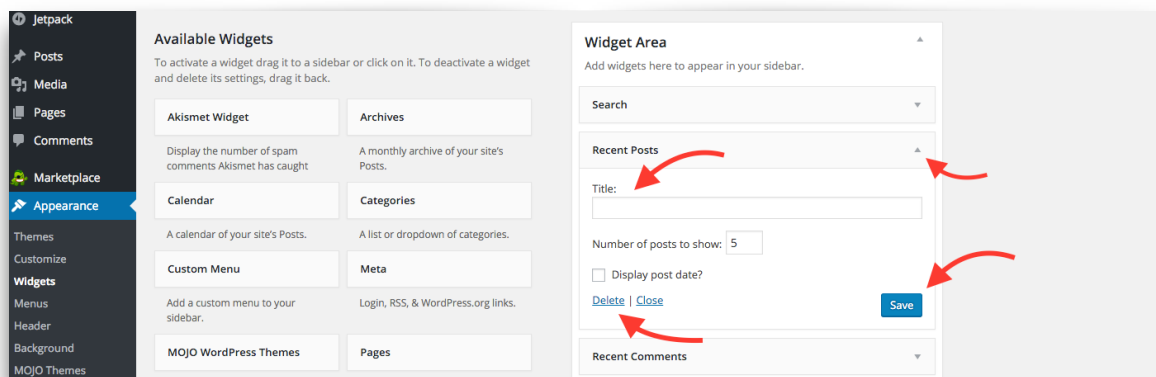
Some Themes allow you to create as many sidebars as you want, and then you can assign them even to a specific Page or Post. You assign these page or post specific sidebars below the editing space when you are editing them.

To add content to the Widgets, go to “Appearance” and then “Widgets”. Find the correct Widget you are wanting to edit and expand it using the small arrow on the right of that Widget box.



All of the sections you can add are in the “Available Widgets” area. To add to a Footer or Sidebar you drag and drop a section from the Available into the Widget area. When you drag it into that area it will be live on your site.

Most sections in the “Available Widgets” area have settings that you will want to double check, and possibly text titles you will want to add. Once you are done editing the Widget you will need to click “Save” for those changes to be live on your site.



Sometimes these Widgets already have sections in them that you do not want. To delete them, expand the Widget by clicking the small arrow on the right and click “Delete”.

Lastly, if you want to add text, a graphic or embed something like a YouTube video you will use the “Text” Widget. You can add text just by typing it in the Widget area, but if you want to add a graphic or video, you will need to add the HTML code in this area to make it show up on your site.

You will need to make sure that whatever pictures, graphics or YouTube video you add to the Sidebar is the correct size for the space. These are typically around 250-300px wide to fit the Sidebar, but you will have to test to see what works for your website. If you get the graphic or video too large it will not show up.



SECTION 13: Secure Your WordPress Site from Hackers

You DO NOT want to have your website hacked. It is a mess to fix.

You would think your Church Website would not be a target. But one tactic hackers use is to take over sites that are not that significant to create a larger network to attack their more significant targets.

Every site can be a target, so you need to do what you can to keep this from happening.

Thankfully you do have a couple of great options.

Option 1: Install and Configure the free iThemes Security Plugin

Search for and install the iThemes Security plugin using the steps that we went over in that Plugins Section of this Guide.

Here is the direct link from the WordPress Plugins Directory...

<https://wordpress.org/plugins/better-wp-security/>

After installation, you will need to configure the settings and optimize it for optimal site safety.

iThemes has created a guide to setting up the Pro version of this plugin, but most of it will work for the basic version as well.

This can be risky to setup as it may change how your site functions, so be sure to have your site database and files backed up. Make these changes at your own risk. If the changes you make break something with your site, you should be able to go into your “Installed Plugins” and deactivate it to fix the issue.

Best Settings for iThemes Security Plugin...

<https://ithemes.com/2015/10/12/best-settings-for-ithemes-security-pro-checklist/>



Option 2: Purchase Sitelock Security

This service protects your website from hackers for you without you having to mess with the details. It does cost however, and the amount depends on what level of service you want.

Go to www.sitelock.com or get on live chat support in your [Bluehost Website Hosting](#) account and ask how to get Sitelock to protect your website.



SECTION 14: Maintain Your WordPress Website with Regular Updates

One step you can take on a regular basis to protect yourself from hackers is to keep your WordPress Install, Themes and Plugins updated.

When these are out of date hackers can exploit those weaknesses. This is why security updates are available on a regular basis - to clean up problems and stay one step ahead of the hackers.



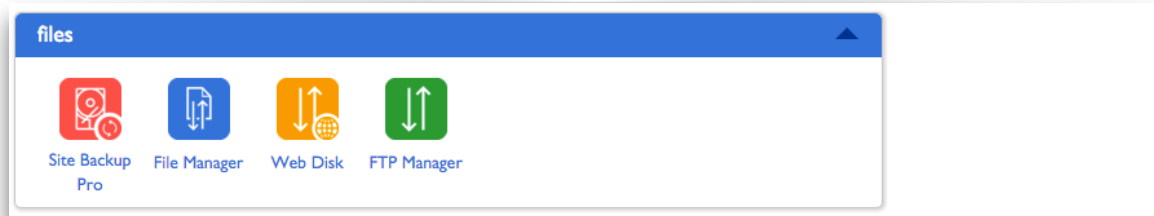
But first, you will want to protect yourself from the updates themselves!

Sometimes these updates can cause problems with your site, and you will want a backup to be able to revert to if that happens.

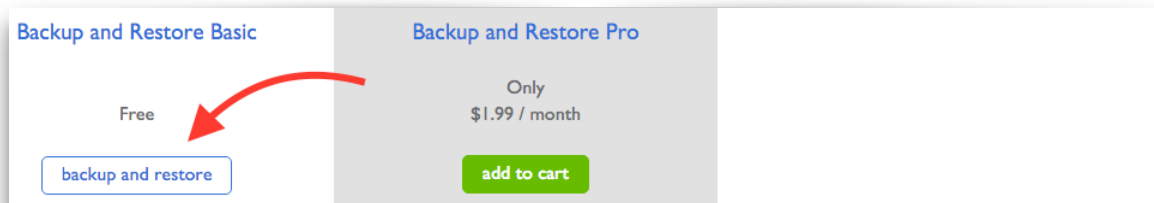
1 - Backup your Website with your Website Hosting Dashboard

Thankfully, our [Website Hosting Company](#) has provided us with a way to create backups easily. If you did not use our recommended website hosting, you will need to contact your website host to see if there is an easy backup option.

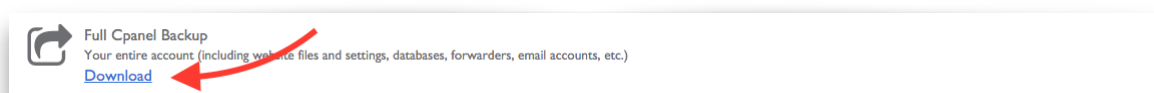
To create a backup using [Bluehost](#), login to your dashboard and go to the “Files” Section, then click on “Site Backup Pro”.



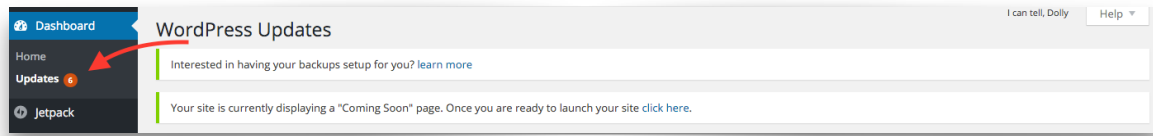
Click the free “Backup and Restore” option, then scroll down and click “Download” under the “Full Cpanel Backup”. Follow the instructions to complete your backup download.



If something were to happen to your website after completing the updates, at least you would have all of the files you need to fix it even if you do not know how to do it yourself.



2 - Run WordPress Updates



After you have completed the backup process, you are ready to run the updates.

Go to the “Dashboard” link in your WordPress Dashboard sidebar, then click “Updates”. If updates are available, run the updates. Not only will you see the Themes and Plugins that you installed, but also a few default Themes that came with the initial install. Keep these Themes updated too.

If you want to be extra safe, you can run each update one at a time and test your site to make sure everything is still working correctly. You can also check multiple updates at once to make the process go quicker.

Usually the update process only lasts a few seconds, but some site functionality may be suspended while updates are being run.

3 - Need help with Website Issues?

There may be a situation that you run into that is beyond your ability to handle, or a WordPress issue that you cannot fix.

There is a company that can handle these issues for you. Go to the link below and click “Sign up Today”. You will see options to get on a monthly plan or you can request a fix for a single issue. The monthly plans also include keeping your website, themes and plugins updated as well.

> **WordPress Maintenance Help Link...**

<http://op139.infusionsoft.com/go/wpcurve/findingyourbusiness>



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SECTION 15: WordPress Basics Video Tutorials

Even though we have covered the basics of creating your WordPress website in some detail, you may benefit from a set of free video tutorials that take you even further in your knowledge of how to use WordPress.

WP Beginner has created an excellent video series to teach you. These are free, but you will need to create an account to access them.

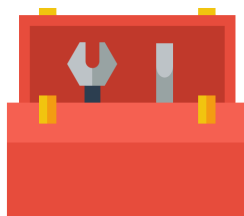
Free WordPress Video Tutorials Link...

<http://videos.wpbeginner.com/>

Resource Toolbox: Help your Church Get Found Online

In addition to the FREE “Finder Resource” Membership that you can access at www.findingyourchurch.com/TheFinderResource, we also have many other links, tools and resources that can help your Church get found online by potential NEW Guests who could VISIT your Church.

For a complete list of these links and resources as well as all of the links mentioned on the Finding Your Church iTunes Podcast visit our Resource Toolbox link below...



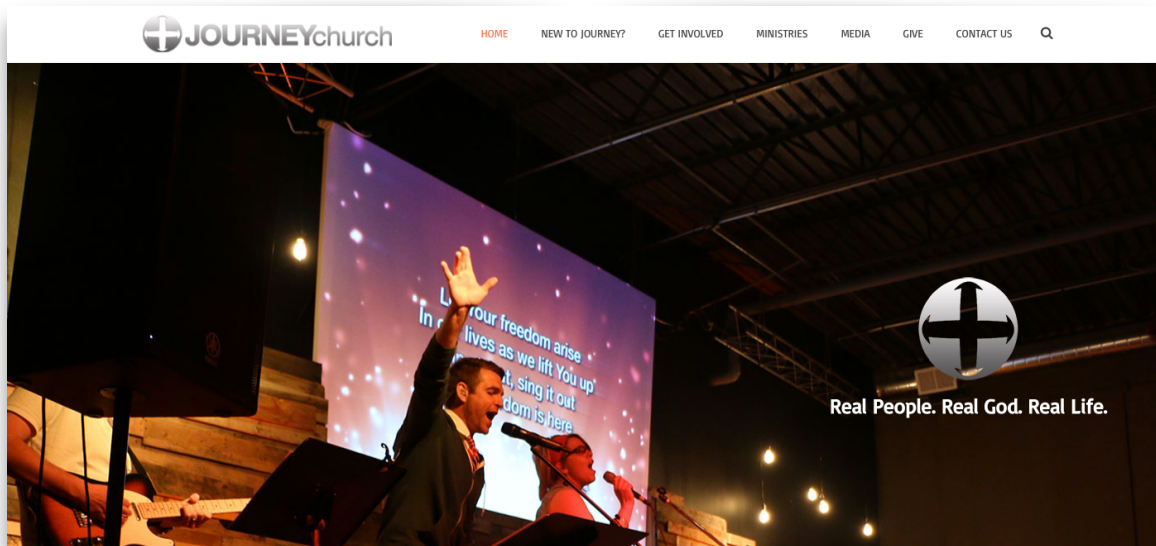
www.findingyourchurch.com/Toolbox



Sharing the path to increased CHURCH Findability.

>> www.FindingYourChurch.com/TheFinderResource <<

Would it help you if FindingYourChurch installed WordPress for you, or even created your entire Church Website?



If you follow the steps below, you should be able to get an install a WordPress Website for your Church. But, it can still be a challenge if you do not have the time or technical skill to do it.

Consider having us install and develop your Church Website for you on the Jupiter Theme mentioned in a section of this Guide.

This website would be similar to the website we built for Journey Church at www.journeykc.com, but would of course be YOUR Church content. It WILL be ready for Mobile Devices too.

Send an email to the address below for more details.

>> getfound@findingyourchurch.com <<

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Sharing the path to increased CHURCH Findability.

>> www.FindingYourChurch.com/TheFinderResource <<