

HOW TO CREATE A WOW WEBSITE

Q&A ONE AND TWO



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How To Create a WOW Website: Q&A Session 1

Pat: Good evening, this is Pat Iyer and Paul Taubman. This is the first Q&A Session that goes along with the course "How to Create a WOW Website". We appreciate you being a part of this discussion tonight and are interested in answering any questions that you might have about the material that you've gone through so far.

We have some people on the call tonight with questions. We thought we would start by again reminding you that the slides and the videos are in the Members Area. Paul and I have recorded all of the programs that are part of this course. We finished up the last session just earlier this week, so you've got all of the videos and I believe three out of the four transcripts, and slides wherever we used slides.

If I haven't done it already, I will be loading up the continuing education form so that you can apply for credits. When I calculated the amount of hours that I thought would be involved in going through the course I believe I came up with 16 hours. If you are in a position where you need continuing education credits for nursing licensure or certification these are specific to nurses. They don't apply to other professions. You can use the form that you will find in the Members Area and then send that in with a single check for \$15 to the provider whose address is on your form. That's a great deal to get 16 credits for \$15. I don't think you can match that anywhere and it will be useful for you for your professional purposes.

At this point Paul it looks like we've got some questions from Susan. Susan, I don't know what kind of environment you're in, in terms of a background. If you've got any noise in your background, if you have barking dogs or screaming children, we'll probably figure that out quickly, but I would like to offer you the opportunity to talk with us by unmuting you. We then have additional questions from people who have been brought them up in the meantime, so we will see what else we can answer.

Paul: All right, it sounds good to me.

Pat: It looks like Susan is a legal nurse consultant. Susan, I'm going to unmute you right now so that you can talk. Now Susan you are unmuted and you have an opportunity to ask your questions.

Paul: And that is if your mic is hooked up to the computer, so that could be an issue then perhaps.

Pat: All right, so Susan, can you type a response on where you've been putting your questions to let us know whether you have a microphone you could use? If not, then I will look at the questions that you have put in the box and then we'll discuss those.

Paul: Yes that's a good idea. Let's give her a chance to type in.

Pat: “No I don't think so, I could call in”, Susan said. All right, so we'll start with your question Susan, although of course that doesn't help you because as soon as you disconnect from your computer you won't hear what we are saying. How about if you call in and then Paul will address a couple of other questions that have come up in the meantime. We'll have you back on the call and you can ask your questions. I'm going to mute you back since you will be disconnecting and then we will see you pop-up once you're on the phone call.

Paul, one of the questions that came up was related to the difference between WordPress.com and WordPress.org.

Is there really a difference between those two and if so what is it?

Paul: WordPress.com vs. WordPress.org: that's a great question that usually comes up. It's a common one and I've got the answer for that. I like that we're starting off with a question I can answer.

At the heart of things they are both actually the same company. The same people who run WordPress.com actually control WordPress.org as well. The big difference as far as we are concerned right now is that you want to stay away from WordPress.com and you want to utilize the software that's available from WordPress.org.

What I mean by that is if you wanted to you could get a free website right now. You could go to WordPress.com and you could say, "I want to start my own website here." If I were to do that I can then create a website using WordPress software and I would have the URL

or the domain name that would look something like PaulTaubman.WordPress.com. Whatever I do I would still have WordPress.com in the URL, which people would realize is not necessarily my website. I'm not in full control of it.

Now they do give you the option and I think it's anywhere from \$75 to \$100 where you can take your own website/domain name, register it at someplace else or even if you wanted to could register it through them. You could get something let's say like SomervilleBestBakery.com.

We went through in Module 1 where we showed you how you can register a domain name over at Namecheap. You could still do that by getting your own domain name. Use that for about \$75 and point your domain name @WordPress.com, so it would look like you have your own hosted website. The truth is that you're still on WordPress.com and you're just kind of masking that domain name. On the outside it could look like you're really on your own or what we call self-hosted.

The big issue with that is that you are still using WordPress.com and the problem with that is you need to follow their rules. You have to follow their Terms of Service. You cannot do everything that you want there. I think I used the analogy of it's like a house. You are renting your space from somebody else. If you wanted to paint your living room purple or add an extra window, blow out the side and put in a bay window to make it a little bit bigger, you have to get permission from your landlord. He or she may not want you to do that. They just might say no and you may have had your heart set on it. Well because you're renting, you can't do things like that.

When you're on WordPress.com you cannot do certain things like market products that aren't your own or work with somebody else and sell their products. I think the only thing you can do if you are an author is sell your own books and things like that. If they catch you doing something that's not in the Terms of Service, they can turn off your website without any warning. You could wake up one morning and find out that your website is just not there. That can be a really scary thing if that's your main business's website, so that are the disadvantages and the advantages of WordPress.com.

I guess the advantage of it is that it is free and if you wanted to do it as a hobby or wanted to kind of come up with your own online diary or your personal journey website, that's okay. There is nothing wrong with it, but if you're trying to use it as part of a business or if you're trying to earn some income off of it you want to stay away from it.

Now WordPress, on the other hand, is a website where you can actually get all the software that you need that runs WordPress and you can get it for free. The WordPress software that you get on your website will not cost you anything. It's free software and you can just download it. If you go to WordPress.org, there's a button right there. Let me show you since I'm showing you my screen.

I'm going to open up another tab and go to WordPress.org. It's right here, "Download WordPress 4.5.2". They are giving it away literally and they make it easier for you to do that. Using their software you could put it on your own hosting account, which we talked about. You then can do whatever you want. You have built your own website. You have put it on property that you control. You are the landlord in this case, so you can do whatever you want. You own it. If you want to put in that bay window that's great, if you want to blow away the first floor ceiling to make it vaulted ceilings all the way up to the second floor, you can do that. Anything that you want to do, you can do by using the WordPress software that's available at WordPress.org.

I bet you didn't think this would be such a long answer, but in addition many of the hosting companies provide you with the software automatically for WordPress. You may not even have to come here to download WordPress and install it. They will have that on the hosting account and you can just say, "I want to install it" just like we did. That's the big difference between WordPress.com and WordPress.org.

Pat: Terrific. That was one of the questions that Susan had asked, which was is there a separate cost for WordPress and I think you've identified that WordPress.org is a free download.

Mary has also asked a question. Mary, I'm not sure if you have a microphone as well, but I'm going to read your question to Paul and then if you have a microphone I will unmute you. If I unmute you and we don't hear anything, I will assume that you don't have any way to respond.

Mary's question was,

"Prior to starting your WOW website course I signed up for a website to do my husband's blog - he's a writer - through Bluehost. I bought one of their programs through their MOJO Marketplace for a theme. I can't figure out how to change the border of the theme. The color is pink and he's a macho kind of guy. I guess he doesn't relate to those pink shirts that guys wear or pink borders on websites. It only accepts photos in square format and not rectangular. When I called the Bluehost 24-hour hotline for help I was told that they only help with getting me on the Internet, but that was it and they referred me to WordPress. I feel I have been had. Do you have any suggestions?"

Paul: Well Mary, Mary quite contrary the first thing is that I actually have a couple of pink shirts and when I go to events I wear them. People love the fact that I can wear pink. It sounds like you've already asked your husband to wear those pink shirts or keep those pink borders and he doesn't like it. I completely understand that.

We haven't talked a whole lot about branding, but one thing you want to try to do is to have your website reflect the logo of your company and have maybe the same colors. We can have a whole session about branding, how you need to coordinate everything with your business, your website, your literature, your brochures, your letterhead and all that kind of good stuff. But for the time being you just want to change the way your website looks and I completely understand that.

The theme that you have - if you happen to know what it is you can type it in. I would not say that you've been had. I would say that you've been caught in-between. Kind of them selling you something and then saying we don't support it and you have to get that from elsewhere. This whole MOJO Marketplace is actually like it sounds. It's a marketplace where you can purchase themes and your particular hosting company is not the only one who kind of works with them. A lot of hosting companies partner up with them so that they can provide other different types of themes, looks and feels etc.

Number one, don't feel badly about what you're doing or that you have been had because you haven't. You're just kind of stuck right now. In terms of changing the colors when you're working with a theme sometimes they will make it easy for you to change the colors and

sometimes it's not so easy. There may be some options or some configuration that you're allowed to do within the theme and changing colors could be one of them. I would first suggest that you go into your website that you've installed your husband's blog and go down and look to see if they give you any color options.

If I went into SomervilleBakery.com, I'm not sure with this particular theme if it allows me to change any colors or not. Depending on the theme this could actually end up in different places. The first thing I would do is go under "Appearance" and under "Customize". So in the "Dashboard" once you've logged in under "Appearance" down the left side select "Customize".

There may or may not be an area here where you can do something with color. For example, here I have "Colors", so if I click on this here you can see I have the ability to change certain things. In this case I don't have borders on mine, but I do have a background color. I can change this background color to red. You can see how this border out here, which is really the background because my content doesn't fill it so it looks like a border, I can change the red to kind of match the strawberries. If I want, maybe drag it over to get kind of a green or lime from one of those treats or match the stem on this blueberry, but you get the idea.

In here in the "Customization" I can change some of the colors for the background. I can also go in if I wanted to change the color of all the text. I can make it all blue, so there are different options that are available this way. I am going to actually go back to my default background color. I kind of like the blue, but let me find something out while I'm here.

I made my text color the same thing as the link color, so it will be very difficult to see which parts of the site are links if I made it a link. I'm going to come here and change my link color and make this kind of a red. You can see over here with "Recent Posts" that these are links and they kind of stand out. When they were blue it doesn't really look like you can tell if this is a link in here or if this is a link in here, so you always want to make those a little bit different. I'm going to make those kind of a reddish kind of thing for now. That's one thing that you can do, so once I have this I'm going to save it and publish it. Now if anybody comes to the site they will see my new colors.

The other area is sometimes under "Appearance" and it may say something about the theme setup or theme configuration. In some cases I've also seen it in the actual menu area down here where it had its own site. Let me actually go on the site that I was working on here to give you an example of that.

I come down here and I know that this theme has this "RB Admin" area, so when I click on that it gives me some options here that are specifically for this particular theme. I have style options here and you can see that I can change some colors. You have to just kind of play around and check.

Pat: Mary has responded back that the name of the theme is called "Sweet & Simple" and her husband wore a lavender shirt to their wedding. I guess he's not opposed to that pink color spectrum, but his site is writing about life on the streets where he grew up, so no pink borders on the blog site would be appropriate.

Paul: All right I see it here and you're right. Here's the theme that you purchased and you can see "Why Buy from MOJO Themes." Let's take a look at the demo here.

The demo may or may not give us some information about how we can do things. This is just going to be some extra information. I see the pink here. Let me see if I can do something for you real quick.

Pat: I like all the pictures of the food.

Paul: Yes I kind of like the theme, but I'm guessing the author is not blogging about the food here, is he?

Pat: We do definitely see the pink border.

Paul: Yes, so through some magic I can get rid of it and now it's gone. I can make it that lime green that I am so fond of. Since I can't actually get into the options of your site take a look there. If you have difficulties still, you can shoot me an email and I will take a look for you.

What I'm doing right now by the way because I'm developing websites, I have tools where I can actually go in and change some of the things. I'm not changing this actual site. I'm not really changing anything. I'm just changing some of the information that's in my

browser. I've loaded their information on how to build a site and it's stored in my browser. While it's in the browser, I can tweak some things to see if it's possible or what it looks like or if I want to change something, so that's how I'm able to change the green here.

The answer is that you can always change a theme like this, the border. It's just a matter of if it's nice and easy. Does the designer of the theme give you that capability or is it something that you need to kind of do custom to make some changes to the code a little bit? What you're trying to do is not a very big deal, so I hope that answers that question.

Pat: Mary, if it's still not clear to you feel free to send me an email and I will forward it on to Paul or Paul you could give Mary your email and that way she can reach you directly if she needs further clarification.

Paul: Sure, you can just shoot me an email at Paul@DigitalMaestro.com.

Pat: Now I think we will address Susan's questions. I'm going to unmute you Susan just in case you have dialed in by telephone, so I'm going to see if you can speak now. If I don't hear anything, I will assume that you're on the computer connection.

Susan, you're now unmuted, can you speak?

Okay it looks like you cannot. Susan asked, "I have GoDaddy for my domain name, should I use them to create my professional email address? They try to sell many services."

Paul: GoDaddy is really good at that. If you go there and say, "You know what I just want to buy a domain name for like \$10." They go, "Great, here's your domain name".

"How would you like hosting?"

"How would you like email?"

"How would you like SiteBuilder?"

"How would you like extra protection?"

"How would you like extra emails?"

They pummel you with all of those extra kind of stuff. My first suggestion is with GoDaddy you said that you registered the domain name, so that means that you have the URL and that's where that is. You're not necessarily saying that you have hosting with them. GoDaddy will sell you an email package where they will take care of your email for you. You really do not need that.

Once you get hosting at someplace else you will probably be able to get email included in your hosting. If you are not building a website and you only wanted email at that domain name, then I would say that you might want to consider it. However, if you're planning on building a website stay away from GoDaddy's email because there's an additional charge for that and you can just get that built into your hosting account.

When you're picking a hosting account, for example when you go to MomWebs.com, they will actually include email into your hosting, so you can have as many emails as you want. I believe with GoDaddy they charge per email address per month or they give you a break if you prepay for the year, but it's still something that's not really necessary or required for most people.

There are email solutions where there's something called an exchange or an Outlook Exchange server where it goes through Microsoft and they give you access through like Office 365, which is all of the Microsoft Suite of products. You get those accessible online and there's a subscription to that, but that's kind of going above and beyond just the email question. I just want to say that there are some cases where you may want to go with it, but chances are probably not. If you're just looking for an email with your domain name, stick with it on your own hosting account that you get someplace else.

While we're talking about that, there was a question I saw that came up about having hosting and why we need to have hosting, and a registrar for the domain name as a different company. I'm a firm believer that you should have two different companies to do this. That's why I registered my domain name at Namecheap and I registered my hosting at MomWebs.com. When you have two different companies like that, you have that five minute extra process that I did in the video where I told Namecheap where my hosting was

located. We're only talking about an extra five minutes to connect those two.

The reason why you should have them separate is because if something ever happened at one of them the other one is okay. The alternative is if you put them both together then you have all your eggs in one basket. Let's say for example some reason your credit card doesn't go through and in that case they can shut down everything. They can shut down your domain name, they can shut down your hosting and then you're stuck completely while you have to figure all of this out.

Well, if it's just the hosting account that has a glitch with the credit card, you could always quickly get hosting someplace else. Point your domain name over there and within a couple of hours you're back up and running while you sort out the whole other issue why they said your credit card was wrong. That's just one example.

It's always best to keep them separate so this way you're in control of both of them and if something happens to one you can make adjustments. When something happens to both of them and they're both connected and they are at one company, it's almost like you're held hostage.

Pat: A question from Tina came up. Tina has registered a URL at GoDaddy and ran the gauntlet that you're just describing in terms of do you want this, do you want that or do you want this.

She asked, "What are the advantages and disadvantages of using one of the quick website builder services either through GoDaddy or a couple of other places where they promise you a real simple website that you can build yourself that can be done in a night?"

"What's your impression of those types of services compared to WordPress?"

Paul: The advantages of those services are that it usually will make the hosting company a little bit of money. They say that you can get a site up within a day or two. If you take the modules that we did here and line them up back-to-back, you could watch everything and do it in an evening as well. That way you're self-hosted, you have WordPress and you're in complete control.

The thing that's not really good about those site builder packages or website whizzes or website wizards or whatever they're calling them is that they are not going to be as search engine optimization or SEO friendly.

1. There's going to be a lot of things that you cannot do there to get the search engines to find you as well as you can with WordPress.
2. You are locked into typically certain configurations of how they are going to allow you to build the site.

They may say there's millions of different ways, that could also include blue colors as one way, having red colors another way and having yellow as a third way. It's really not as flexible as it may seem.

Typically, with a lot of those sites getting support is not going to be as easy because they say it's your site and you're building it. They may give you some technical advice, but again you're still on your own. If you do need outside assistance, you have to find somebody who is familiar with that hosting company's website builder program. You're narrowing down the scope of assistance where you can reach out if you need that help as opposed to WordPress which is open source, which means anybody can use it.

It means that there are tens of thousands of developers who are intimately knowledgeable about how it works on an extremely technical nature. Let alone the hundreds of thousands of people who know how to work with WordPress and how to do things, plus all the videos that are on YouTube and all over the place, and courses that are available. It will be so much easier to get the assistance you're looking for on a WordPress site rather than on GoDaddy with their program.

I say GoDaddy because I believe you mentioned that's your hosting company, but pretty much every hosting company has their own version of that.

Pat: Let's see if there are additional questions from people on the program. Mary is asking about the hosting.

She said, "Prior to signing up for this course I signed up for a year through Bluehost, which was their shortest option. They set up both my husband's domain name and acted as a registrar. Can I register with another company such as MomWebs so I don't have all my eggs in one basket as Paul says?"

Paul: So the hosting and the registrar are both on Bluehost right?

Pat: Yes, that's what she said.

Paul: When was this done? When were these registered?

Pat: The end of April.

Paul: Okay so it's really freshly created and here's what I'm going to suggest in that case. The big part of what you paid to Bluehost is for your hosting account, so you probably paid I'm going to say maybe about \$100 for the year or probably around there depending on which package you got.

Let's say it was \$100 for that and it may even have included the domain name registration. Chances are with Bluehost if you cancel their hosting package tomorrow they probably will not give you a prorated amount back. They might. You're kind of close to that amount of time when a hosting company will give you your money back, but I'm pretty certain that they're going to say you're not going to get that money back.

It's still \$100 and I would rather see you keep that in your pocket or not waste it, so what I would suggest is that you change the registrar. Go to a company like Namecheap and register or create an account. It will be free and once you have that account set up, what you then want to do is transfer the domain name from Bluehost over to a company like Namecheap.

Now here's where it gets a little confusing. To transfer a domain name from one to the other is free. There's no charge for that at least at Namecheap. However, what they will do is charge you next year's domain registration fee.

Was it April 22nd?

Pat: She said the end of April.

Paul: Okay let's say April 25, 2016 is when you registered it, so at Bluehost if you don't do anything they are going to charge you again on April 25, 2017. You paid for one year and your next period will be a year from that date.

When you transfer this over to a company like Namecheap the transfer by itself will be free as I said, but they are going to charge you their rates, which is about \$10, to extend the registration for another year. You will be paying \$10, but once that domain comes into your account you will see that your renewal date is no longer April 25, 2017, but they've added that year that you paid for. You won't have to worry about registration until April 25, 2018.

Once you do that you will have to kind of set it up so that it knows that it's pointing to Bluehost and that actually will happen automatically. Because you have your hosting on Bluehost and it's paid for, develop your site there and see how that's working. See if the speed is okay. See if you're okay with the service and any questions that you might have over at Bluehost. See if you're happy with them. If you're happy and everything is good then great, you can actually stay on Bluehost, be there and live happily ever after.

If for some reason you don't like the service or if you find that your server that your website is on is slow, then you can consider either moving it before it comes up for renewal next year to another company. If you're happy with it, you can keep it there. If maybe after a couple of months you're going "Oh my gosh! I'm tearing my hair out. It's too slow and takes me an hour to talk to somebody. This is not worth it. Oh my gosh!" Then you can make the decision to switch midterm as well. I hope that answers the question.

Pat: Mary responded that I think in context to a prorated refund that they said that they would give her that. I think that's what Mary's comment referred to.

I know that I've worked with Bluehost and also with Liquid Web. I was able to get a prorated refund from Liquid Web when I changed to a different hosting company.

Paul: Yes, some companies allow it and some don't.

Pat: Do you have any other questions Paul, that you've seen?

Paul: Not really a question, but while we're talking about hosting companies you mentioned Liquid Web and I talked about MomWebs, Bluehost and GoDaddy just a couple of things to keep in mind when you're getting your hosting.

- "You want to make sure that your hosting company is responsive in terms of their service, so should you need assistance how long does it take?"
- "Will you have to be waiting a half an hour on hold or an online chat?"
- "Do they have online chat?"
- "Do they have phone support?"

That might be important for you. You might be the type of person who doesn't like to call. Some of the Millennials now don't ever pick up the phone. They are either texting or online chatting, so if you're like that you might want to make sure that they have online chat.

Surprisingly GoDaddy does not have an online chat support. You have to pick up the phone and talk to them. That might be a good thing for you because maybe you don't like the online chat or maybe you want both depending on what it is. These are the types of things that you can look at when it comes to support for a hosting company.

The next thing if you can is to talk to other people and find out what their experience is with a particular host. You can search online and look for reviews for that hosting company. See if they are putting many websites on one server which is causing everybody's site to slow down. Are they conscious and aware that the more they put on there is going to slow people down so they don't overload them? They are not trying to save money. They want to give the service that people want. Kind of do some due diligence that way.

- "What is their refund policy?"
- "Will they allow prorated return of your time if you decide if you have to go someplace else?"

These are the types of things to consider when you're looking for a hosting company.

Pat: One of things you brought up Paul, was really important because I had hosting with Liquid Web and the website was down more frequently then I was comfortable with. When I spoke with them about the problem they said, "You could always buy your own server and it would only cost you \$60 a month." I stopped and said, "Wait a minute. That's a whole lot of money per year for hosting." I went with a different company called Site5 that was less expensive and provided for my intents and purposes the same amount of space and the same type of service for a significantly less money.

Paul: Yes, you have to kind of look around and shop around. In the case of Liquid Web they used to be one of my hosting companies of choice. I loved them, but they seem to have definitely in the last couple of months to have stopped hosting towards the small business. Now you can't even get a hosting package for under \$40 and that's like their minimum, which is quite expensive compared to others. It seemed that prior to that they were trying to whittle people down or out or something.

I don't know what the issue was with that, but that's just another point to keep in mind. Hosting companies are businesses and their business plans always seem to change as well. Just because you're picking a hosting company now, you may not be with them forever.

Pat: Mary says that Bluehost is always trying to sell her more software all the time through MOJO.

Paul: That's interesting, so Mary what you might want to do is send them an email back and just say, "Please stop or I will consider taking my business elsewhere." I would just also recommend taking a look at the email. Does the email come from Bluehost or is it from MOJO because sometimes it's the partners that will start emailing you saying "buy more stuff."

Pat: That's a good point and there may be an unsubscribe link at the bottom.

Let's see if there are any more questions from the people on the call or anything that has been sent in to you previously, Paul.

Paul: I've exhausted the questions that came to me.

Pat: Okay.

Paul: These are good questions though.

Pat: They absolutely are, and we're certainly here to help you if you have come up with questions. In the meantime we have another Q&A call scheduled for the first week in June. I believe it's on June 2nd and that will cover the additional videos that we have put on the site that has information about setting up posts, pages and inserting images as well as some other content.

It is on June 2nd and we will be delighted to have you back joining us for that call and to be a resource for you if there's something that comes up in the meantime.

I'm checking the box, Paul, to see if there's anything else coming in from the people on the call. I don't see anything yet, so I'm going to assume that they are digesting what we've said tonight and don't have anything else that is rising to the top as a concern.

Paul: Okay, well we're available should people need us, so stop by at the next Q&A call and keep the card and letters coming with the questions.

Pat: This program was recorded tonight and you will be getting access to the recording. It will go into the Members Area.

Mary has a question about Bluehost. Her question was, "So Bluehost won't take anything away from me if I change registrars, is that right?"

Paul: Mary, I can't say for sure. Did they give you registration free with the hosting? Was that kind of a package deal that they had or did you pay for the registration, as well as pay for the hosting?

I would just check with them and see what they say. In the worst case for hosting you will be out probably about \$10. You can decide if you want to save that \$10 or if it's worth it to separate your eggs.

Pat: She said that she would have to look it up.

Paul: Okay.

Pat: Well then Mary, again if you have any difficulties with changing the border for the Sweet & Simple theme be sure to contact Paul. He would be happy to help you with that technical detail.

Susan, if there's anything that's going on with you in terms of needing assistance to move forward please contact us. We will be very happy to assist you so that you've got the support that you need.

Mary says thank you, Susan says thank you, Tina says thank you and we have got some more people saying thank you.

Paul: One last question on the pink border for the Sweet & Simple. If you need to, I can always log into your account and take a look from the inside as well. We will be in touch about that if you need me.

Pat: Sure, we don't want you to be stymied on that issue.

Okay it looks like that's it, Paul. Thank you, everybody for participating in the call and asking your questions. We're delighted that you're here and want to see you succeed, so please stay in touch and move past your barriers. We will love to see you succeed.

Thank you for joining us and good night.

How to Create a WOW Website: Q&A Session 2

Pat: Welcome to the second Q&A of "How to Create a WOW Website". We're delighted that you've joined us tonight. This is an opportunity for you to ask questions and give us an update on your progress since you started the course. Paul Taubman and I are available to respond to your needs and to figure out what we can do to help you move forward.

This Q&A can cover any aspect of what you have learned in the course. Everything is in the Members Area now in terms of all of the videos. I've also loaded the contact hour form for the 16 contact hours. That's available to you if you're a nurse and you're looking for continuing education units. All of the transcripts are there with the exception of the Q&A call that we had last week.

Paul, is there anything that you wanted to cover and then we'll see if the people who are attending this Q&A have questions that we can help them with?

Paul: Okay sure. Welcome everybody. It's nice to see you here for those of you who are here live and if you're watching the replay, welcome as well. If any of you come up with questions as we go along, feel free to just put them into the question box. We will be checking that out, so feel free to put those in there. If you're watching the replay and have questions, just leave a comment or reach out to Pat or myself and we will get some answers for you.

I did receive a few questions and some things from some folks taking the course, so I want to address some of those. This is always going to be an issue, but it's always something that we face when we do training. What I'm talking about is that we train on one thing and then before you know it there's an update and it kind of changes everything.

Right now I'm logged in the backend. You should be able to see my "Dashboard". When I first installed iThemes Security the version that we were on was great, everything went well and all was hunky-dory.

Somebody waited a week or so or they went through and did it themselves and by that time there was a new version that was out.

So what happened? If I come down here to "Security" and I go to the "Dashboard" if you recall, this is what we had last time. We went to install it and we had what I call the nice little four-button install to make your site really nice and secure. I'm going to dismiss this for now. However, I'm going to use this to teach two things right now.

The first is when you log into your "Dashboard" and you look down the left side here, you'll notice that we have "Plugins" and it has a big "1" in what I call the *meatball*. We have a "1" in the meatball which means that there is one update available for a plugin. If we move up here at the top of the "Dashboard", you will see that it also says updates there and good enough it's the same number "1".

I'll click on "Plugins" so we can go take a look at the plugins of the four that we have. You can see iThemes Security is a little orange. It tells us that there's a new version of iThemes Security available. If we click on the first part that says "View version 5.4.5 Details" or we could "Update Now". I always like to look at the details first to find out what changed, what do I need to be aware of and what's going on. It tells me that there was a bug that was fixed. It fixed SQL query for data backups when backup full database is enabled. Most people might not really understand that. You might say okay that it does something with the backups and the database.

You can scroll down and it fixed the bug that can cause some sites to lose settings, so that would be a good one to do. I just kind of scrolled down to see from the version that I have until the new version what changed and is it something that I need to look at. Chances are you would want to upgrade.

In order to upgrade that, once we're looking at it here we can just simply click on "Install Update Now". If I click on this, it goes away and that was fast. There's a little orange circle almost like the recycling, but that's it updating and now it's done. Now that's how you can update a plugin. Themes also get that same notice that will say that there's an update available.

Let's say with "Plugins" you have a "3" meatball here. Suppose you come here to "Dashboard" and you look at the updates here and it might have the number "5". We know three of those came from the plugins, so I would go under "Appearance" and "Themes". We will be able to see that there are two themes in the example that I just used that have updates as well. That would be pretty similar to how we updated the plugin. You would just click on the theme that needs an update and then there would be a little message up here that says the same type of thing: "Version 1.6 is available. View the details or Update Now" and you will just simply upgrade it.

If we go back to iThemes Security, first of all, we will notice that the menu is very different. There are many different things. Now we just have "Settings", we have "Logs" and a short little commercial that says "Go Pro". Remember we are using the free version of iThemes Security. They do have a premium version, which you can pay for and that's their Pro version.

If we click on settings now you will notice that this is very different looking. The functionality is the same, so it is the same functionality. They just decided to rather than have all the different screens that if you looked at it scrolled on-and-on they are now broken up into various different areas.

There are some settings in here that we can make so tight that if you type in your own password incorrectly three times too quickly you could be locked out of your website forever. That can be a problem if you're the only user in your database of your WordPress website. If you can't get in and you're the only one in there, you can't really call a friend to log-in and get you out. That could be a little disheartening, so we don't want you to do that. That's sort of an extreme example, but there are certain settings that you can change that could cause things to break.

I hope that makes sense and that's why if you were following along just a few days after we did the initial training you would have seen something that looks very different, so stick around. That's kind of a big difference of things that came up as far as doing the course of this live training.

The other thing that came up was how to do a plugin upgrade, which we just saw, so you know how to do that. Actually while we're talking about plugins I mentioned in the past that there are the free ones and there are the paid ones.

Let's say you purchased a plugin called "BackupBuddy", which is a great plugin. It's a premium plugin and if we search for that it's created by a company called iThemes, so here it is. You can see that this is a great plugin that you can back things up. You can move your website from one place to another and it does do a lot of good things. If we go to purchase it for one site, it's \$80 for a year. You can see that there are all sorts of different levels, \$297 for a lifetime and different plans in-between.

You can pick what works best for you and what you feel is going to be good for you. Now when you buy this you will actually get the plugin where you can download it to your computer. When you do that, you will then need to get the plugin off of your computer up to your website.

How does that happen? Actually I can log in and show you by downloading it all the way through.

Pat: Before you leave this page, Paul, I just wanted to point out something that's a very subtle marketing tip that you can use for your advantage.

When you look at that page your eye immediately goes to the "Gold" because they have used shading. They changed the color of the button. They made the word 'lifetime' another gold little box. That's a subliminal message to you that you should automatically think in terms of that \$297 and not even look all the way to the right at the \$80 option.

Paul: Yes, that's a good point. It's kind of like in the supermarket where they put things on the top shelf. In the restaurant you get top shelf alcohol. All the name brands are at eye level in the supermarket. If you want the off brands or the brands that cost less if you go two shelves down just by shopping there, you can save yourself a bunch of money.

In this case certainly they want you to spend more money, but in some cases that actually may be the better deal for you. It depends on what you're thinking, so \$80 a year. If you think you're going to be around

for 5 years, 4 years or more than 3 years then the Gold could be your choice.

Anyway, what I was going to do was log into iThemes. It redirects me to the area and I can come here to "Downloads". Just because I'm using iThemes this is only for an example. I'm not saying that this is the best and I'm not saying that this is the worst. I do use it, so I think it's a very good product. I'm just using this as an example to show you that when you purchase a plugin or a theme how you download it to your computer, and then upload it to your website.

In this case here's BackupBuddy. I'm going to click on this and it gives me a little button here that says "Download". I say "Download" and my window pops up. I'm going to save this file, click on "Okay" and now it's downloading it. Now normally when you download a plugin you're going to get a zip file which means that it's a compressed file, so it's a folder that has many files in it that are compressed.

I'm going to show you where this is, if I show my finder here and come over here. You can see that here it is, Backup 7.1.3.3.zip and that was the latest version. Now if you're on a Mac like I am you actually have two choices that you may or may not have made in the past.

When you download a zip file on the Mac, you may automatically have this expanded. If I double click on this, you may end up with something that looks like this and there you go, there's BackupBuddy. We can see that it's a folder that has many different files in it. If for some reason on the Mac when you download it, it automatically unzips it or decompresses it, what you want to do is right click on it and compress it because we want the plugin file to be a zip file. That's what you will need to do. If it comes down and you have this file already that's great and then you don't have to worry about it. If you go to wherever you downloaded it and sees something that looks like this right click on it and say "Compress" and that will zip it.

Now I have this premium plugin on my computer. I'm going to slide this over and go back to the "Dashboard". I'm going to come down to "Plugins" and I'm going to select over here where it says "Add New". You saw this feature before when we installed all the other ones.

When we searched the plugins here we're actually getting them from the WordPress repository. When we're adding in a premium plugin in that case just like we did, we had to go to the website, purchase it from there and download it onto our own computer. We're not going to be searching for plugins when we add them. Instead we're going to go up here on the upper left corner where it says "Upload Plugin".

I'm going to take the file that's on my computer and I want to upload it, send it up to the cloud into the server that my hosting account is on. I click on "Upload Plugin" and then we have a message here where it's really telling us if you want the plugin in a zip format you may install by uploading it here.

I'm going to browse to where my plugin is located and I know that it's in my download folder right now, so here it is. Remember that I'm taking the zip file and then I say "Open". I can see that I have the right file here, BackupBuddy 7.1.3.3.zip, and then I click on "Install Now". What it's doing at this moment is taking it from my computer and transferring it up to the server. You can see my little tab here spinning around. It's taking the file and putting it on the server and it's actually decompressing it up there and separating it into the files. You can see it says down here "Unpackaging the file", so it's decompressing it, putting the files where they are supposed to go and in a moment it will tell us that it's all ready.

Now it's installing it. This is actually taking a little longer than normal for some reason. Whenever we're doing live trainings it always seems to slow down.

Pat: Maybe a lot of people are on the Internet now. It's prime time.

Paul: That's it. It's 8:00, which is prime time.

There we go, so it says it has installed successfully. Now just like any other plugin that we install, we have to activate it. I'm going to click on "Activate Plugin" and we get a whole bunch of new stuff up here. You can see now that I have something over on the side here called "BackupBuddy".

Now look, half of my screen right now is taken up by all these little messages. This here came with BackupBuddy. I can dismiss it and it goes away. Here's a message from installing or upgrading the new

security. I can either go take a look at it to learn more about it or I can click the little "x" and make it go away. I can close this one and close this or I can follow the instructions to see what's new and do all that kind of stuff, so now I have more real estate back. You can see now that we have a plugin here that's installed.

That's how when you purchase a premium plugin or you get a plugin from someplace else and they require that you download it to your computer. This is how you can get it up to a server and install it.

Any questions about that from the live studio audience?

Pat: I'm not seeing any yet Paul, but maybe you could talk a little bit about the Yoast SEO plugin. I think that's a really valuable one that our students will want to use, particularly if they're going to be blogging on their site.

I do see a question from Jennifer, so this is related to the theme issue. Let me read that one to you, Paul, before we talk about Yoast.

She said, "I had the iThemes Security issue. After downloading all four plugins my WP Admin page said that they were all active, but on opening my computer screen there was a black rectangle which said "Blocked Plugin". I have a Mac also and not sure what to do. Any suggestions?"

Paul: I don't think having a Mac matters first of all. Everything that we have been doing for the most part is going to be kind of on the Internet, so it's web based. The fact that you're on a Mac or PC normally doesn't come into play.

Jennifer, does it give you any more information other than just blocked plugin?

While you answer that I'm going to go to the "Dashboard". I just want to point something out to people that you mentioned. When you come to your "Dashboard" you're going to get different things installed depending on what you have. I just installed BackupBuddy, so we now get this new piece here. If you want, you can always minimize it by the little arrow. If it's showing too much, you can always just kind of close it. Notice when I hover a mouse over it, it changes into the

crosshairs which means that I can click it, I can drag it and actually reposition things.

One final thing here while we're still kind of waiting where it says "Welcome to WordPress" there's some things you can do. After awhile you certainly know what you're doing, so if you don't want to check this out you could always click over here, click on "Dismiss" and it goes away.

Pat: I didn't see a response yet from Jennifer. Maybe she's checking and looking.

Here it is. She said, "Our power went out today and it appears that the box is gone. It could have corrected itself."

I love it when things fix themselves.

Paul: Yes, that's great.

Pat: Wonderful.

Paul: The reason I asked is because there are ways where if something gets corrupted or if you do something wrong where kind of on a more technical way you go and rename something after it's been installed.

Let's just say for example on our "Plugins" here that I don't want to call this "BackupBuddy". I can go into my server and I can actually change the name from BackupBuddy to Paul's Backup as an example. Because I renamed it, it will no longer know about BackupBuddy, so I would get a message on top that says "BackupBuddy is no longer activated because it cannot be found." That's certainly an unusual circumstance where you actually go and rename something like that, log onto your server and do things like FTP and all kinds of crazy stuff, which is completely out of the scope of this course because you wouldn't want to do it anyway.

Jennifer, I would just say clap your hands, click your heels and be happy that things are working right now. In the future if it does come back just let me know and we will get you an answer. I hope that answers your question, Jennifer, which I think you answered yourself. What I want to do now is talk about what Pat mentioned, Yoast SEO.

We have this little menu item here called "SEO", which got installed last time when we installed "Yoast SEO", which was one of the plugins. This is going to help with your SEO, which is "Search Engine Optimization".

Let's actually go into one of our blog posts. I have a few blog posts writings. I'm going to come under "Posts" and look at "All posts". We will go into the most recent one up here from last time, which was "More Cakes". I'm going to click on "Edit" and look at the nice visual. This was the short one that was just an example of something else. I'm going to move this to trash and I'm going to use a much better one. I've deleted it and now let's go into the Chocolate Chip Cookies because this is a certainly a good one.

We have our image. We have our blog post and we did some other things with it. This is actually a good post. Every time you write a post you're writing content on your website because you want people to read it and that's why you do this. You want people to read it and you want people to find it. They have to find it first before they can read it.

Now there's a couple of ways that people can find it. You can tell your friends and your family. You can post it on Facebook, "Hey, I got a new blog post." When people see your post over on Facebook, they will be able to click on the link and come over and do that.

Let me actually give you an example on how to do that. If I come up here and just open this in another tab, here's my blog post. I clicked this over here because this gives me the entire address up here nice and easily. Let me close some of these and actually go out. This is always scary, so I hope this goes well. I'm logging onto Facebook live and you never know what's going to happen or going to see. Some of my crazy friends might be posting all kinds of craziness.

Suppose I just finished writing "Chocolate Chip Cookies". I can right click and copy this whole address, come out to Facebook and type a post. I can write in "What are your thoughts on Chocolate Chip Cookies. Me, I love them" and if I was coordinated enough I would make a little heart icon. I'm then going to simply come down here and click "Paste". Here's my address and now we can put this out here. I posted it.

Pat: You're going to have people thinking you started a bakery.

Paul: They might or actually we will see how many people tell me that I spelled Somerville incorrectly. Over here it's wrong, but in the actual URL it's right and look I did change it to a heart. This concludes our Facebook lesson for today, so I was right. I am cool enough to do that. I surprise myself sometimes. The whole point of this was getting people to the website, so if we're friends on Facebook and if we're not add me as a friend. I would love to hook up with you and check out what you're doing.

You can come here and just like any other post if I click on this I'm now driving traffic to my website. People can look at it and maybe they will start to comment and maybe they will do whatever. The point is that I'm getting people to my site and they're reading the content.

This is great for my friends. This is great for my immediate contacts, the people that I know on Facebook. I can do this on LinkedIn. I can tweet this out and do the same thing. However, most of the time if I wanted a chocolate cookie recipe maybe I would go out to Google and I type in "Chocolate Chip Cookies". I search for it here and I'm going to get all these different recipes. In a perfect world I want everything that I write to come to the top of the page of Google, Page 1 at the top of the list. What I'm saying is that I want to beat out almost 4,000 other pages that deal with chocolate chip cookies.

How do we do that? That's where Yoast enters in, so we will go back to "Posts". What I'm going to do now is scroll down past where my blog post is and here we have the Yoast SEO section. With the Yoast SEO section it's going to give us a lot of information about things that we need to do in order to help the search engines like Google, Bing or Yahoo and all the others to rank us better in the search engines.

The first thing that we're going to do is determine what our focus keyword is. You can see it says "Focus Keyword". If you don't know what that is, well we just simply put the cursor over here and it says, "Pick the main keyword or keyphrase that this is about." If we're still not sure, we can get more information by clicking on the link here which will take us over to Yoast and they have information about it.

I think it's pretty evident that right now these are going to be about chocolate chip cookies. It talks about it as a perfect snack, a great cookie and a great way to help get kids involved in the kitchen. It's not a recipe, but just overall about chocolate chip cookies. I'm just going to copy here "Chocolate Chip Cookies" so I don't have to type it out. In the keyword I'm going to put in "Chocolate Chip Cookies".

If we scroll down a little bit more, you can see we have "Content Analysis" and this is one of the real strong points or the beauty of this plugin. It gives us a little traffic light if you will with red meaning you got something pretty bad here and you really want to take a look at fixing. Orangish or yellow is kind of cautioning here - something that you might want to check out, try to fix it and do something about it, to green things which are really good.

Ideally you want to get this to be all green if you can. If there's one or two that's red or orange depending on what it is that's okay. It's just a guideline. You don't have to make sure that all of them are done, but what this tells us is a lot of good things. This can also turn into a little lesson on SEO.

Just starting from the bottom I've never used this focus keyword before, so that's good. You want to have variety with your keywords throughout all of your posts. You never want to keep using the same word as your focus keyword because then you're actually competing with yourself. It tells me that the focus up here is in the URL for this page. The reason why that happens if you recall is when we put in the title our permalink or the web URL actually takes our name and uses it as part of the URL. We changed that in the "Permalinks". You want to make sure that your permalinks are going off of the posts, so we're good there.

We're going to come back down and the page title is between the 35 character minimum and the 65 character maximum. If I just put the word "Cookies" and I come down here you notice that we get another red that says, "Chocolate Chip Cookies which is our focus keyword isn't in there" and notice it turned orangish because the number of characters isn't there. Let's put back "Chocolate Chip Cookies". The title contains the focus word and is at the beginning, which is a good thing.

The text contains more than 300 words and that's what is considered to be a good length for a blog post. The keyword density is 1.9%, which is really good. We have the keyword 10x out of the number of words, so as a percentage that brings us to 1.9%. Now if I just start adding in here the phrase "Chocolate Chip Cookies" at the end I'm going to be bringing up this percentage. This is actually going to turn out to be really bad, so let's see how fast it picks it up.

Now the keyword density is 3.5%, which is over 2.5% which is considered to be the max because I doubled it. It is telling us that if you use the word over-and-over that's not a good thing. This is known as keyword stuffing. We're taking the keyword phrase that we want and just saying it over-and-over. Normally you wouldn't say, "Chocolate chip cookie, chocolate chip cookie."

You would say something like, "If you're looking for the very best chocolate chip cookies I have the perfect chocolate chip cookie recipe for you. My grandmother used to make chocolate chip cookies because chocolate chip cookies were my very favorite type of chocolate chip cookie."

Once upon a time years ago Google would look at that and say, "Wow the phrase chocolate chip cookie is all over the place. This must be super important." When people started to abuse it like that Google got smart and they realized that if you say it too much it's not normal. People don't speak like that. They don't write like that.

Having the focused keyword in the first paragraph is a good thing. Here's actually a mix. The page has zero no-followed links and one normal outbound link. That's always an interesting fact that if you can have a link going outbound of your website. Remember we put this link down that says "Search Google for a recipe." This goes out to Google, so having a link to another page shows that you are in a sense a good citizen of the Internet and you are referring to other people's websites.

What's the Internet? A whole bunch of connected links all over the place so when you connect to Google or to any other website, the search engines see that as a good thing.

All right in this case the "Flesch Reading Ease Test" looks at how you're speaking. Mine is at a very nice 74.9 and that's a very high number for the scale, which means anybody can read it. Now if I was writing a blog about I'm an ancient Greece scholar by default I would think that my blog will be at a much higher level reading because it's very academic. If I'm doing research about it, it will not read as simple as my little Chocolate Chip Cookie post. As a result, I may get dinged with this, so keep in mind to always think about your audience. That's why I said that you don't have to worry about getting all of these to be green. If your audience is expecting a higher level reading or more intellectual, that will certainly affect you here. I would not suggest that you increase the ease of reading just to get a better score here.

Now we're coming into the bad things, so I hope going through all of this is helpful for good blog content. The next thing that we're seeing as we work our way up is that there are no subheading tags like H2 that appear in the copy. We talked about those headers H2, H1, H3 and etc. They actually help with your SEO.

Notice in this blog post I don't actually have any heading items and this is actually more important when you are writing a longer blog post. This is 515 words. That doesn't necessarily need to be broken up completely, but it doesn't matter. I'm going to come in here and I had another question about this. Sometimes when I make a heading the whole paragraph gets big and bold, so let's see if maybe we will run into that.

I'm actually going to put a heading in here and I'm just simply going to call it "Grandma's House". I'm going to select it, come up to my paragraph and make this a "Heading 2". Maybe down here I'll put "World Famous Chocolate Chip Cookies" because chocolate chip cookies are the most famous kind of cookies. I'm going to put this title here. I'm going to put the paragraph and say "Heading 2". We don't want this whole paragraph to be a big header like this, so I'm going to undo this.

I'm going to press "Control + Z" or "Command Z" to bring it back to show you that if you ever do this, go to highlight something because you want to make it a heading and the whole thing does that, there's a quick easy fix. What I like to do is put the cursor at the end of the line where I want to make it a header. I'm going to press the "Delete" key

and that brings everything right up together, so then I press the "Return" key. When I do that, now I can select this and the "Heading 2" will be okay.

Now I have a couple of headings in here with one talking about Grandma's house and one talking about World Famous Chocolate Chip Cookies. Just by having two because it's not a very long post I think we're good. If we come down here notice that we got rid of one of our orange dots. It just dropped off the list.

Next the images on the page do not have any "Alt Attributes" containing your focus keywords. Now this is probably one of the things that a lot of people miss out the most. We come up here and when we added our picture here notice we did give it a caption, but what we didn't give it was that "Alt Attribute". What that means is that I'm going to click on the "Edit" and we get a little pop-up menu here. Actually we do have it and it says, "Wouldn't you like a chocolate chip cookie."

Pat: It's singular.

Paul: Very good, so I'm going to change this to say, "Don't you like chocolate chip cookies."

Pat: Paul, I thought the "Alt Text" was supposed to be the description of what the picture is so that if somebody is blind and is going to a website it will tell them what that picture is.

Can you just clarify what that text is supposed to say? I've done exactly what you have done of maybe making sentences or phrases in there?

Paul: Technically speaking you just want to put a description of what this is, so the best thing to do would be to put down something that says, "A picture of a child's hand reaching for a plate of chocolate chip cookies with a glass of milk in the background."

Pat: So you got your keyword in there with the description?

Paul: Yes and the reason for this is if somebody is visually impaired there are special readers that somebody whose blind can hook up to their computer and it will actually read the page.

I'm just going to save this. When they come to this the reader would say something like "Chocolate chip cookies" and the first thing it sees is the picture here, so it reads the "Alt Text".

"A picture of a child's hand reaching for a plate of chocolate chip cookies with a glass of milk in the background. If you are like me, you remember how much..."

It literally will read it that way, so that's technically the best thing to do. I've seen everything from like I did when I put in a question or a statement to people just putting in keywords, but that's how you do the "Alt Texts".

Actually let's say we were going to insert another picture, so I'm going to put this one to the right over here. I'm going to still click to the left if you remember and "Add Media". I'm going to take this picture here. You can actually put the "Alt Text" in as we are inserting the image over here, so we can save ourself a step of having to go in. If I wanted to, I could put here "Three tier wedding cake" and let people wonder what this cake is doing here. I could put this to the right. I'm not going to link it to anything. I put the medium size in there and boom. We come back here and edit it. We will see here's our three tier wedding cake, so not to confuse others we will eliminate it.

Let's come down here now. Sometimes it misses something and sometimes it takes a little bit for it to catch up.

Pat: Did you spell chocolates correctly?

Paul: That's the alternate version of spelling.

Pat: Okay.

Paul: Yoast has its limitations and doesn't realize the alternative spellings that I like to use. All right so at least we got rid of that. Finally the last one here says, "No meta description has been specified," so the search engine will just like copy from the page instead.

What does that mean? If we scroll up just a bit, we get this little snippet preview here of what it's going to look like when Google comes through and indexes this page. You can see that we have Chocolate Chip Cookies - Somerville Bakery and

somervillebakery.com/chocolate-chip-cookies. It looks like it could be something that we would see here.

Simply by giving it the default you notice it says "You loved it because you g", so that's probably not the best. What we can do is click on this here and edit the snippet. We can actually come up here and change this "Meta Description".

"Everyone loves chocolate chip cookies – here are some interesting facts that you may not have known."

I'm not feeling creative in my copywriting at the moment, but these are some things that you can do. You will notice that this is actually a newer feature as we get up to the limit that Google likes to have us we have that little progression, the orange bar saying that at this point we get an orange rating. The yellow rating is right in the middle. It's acceptable, but it's not the best. They call it a description, but this is really your split-second infomercial to get people to click on your link and that's the real thing that you want to do.

Your top line here is kind of like your headline. Think of it as a mini sales page. This is your headline and this is the copy that you're writing to try to get people to click you. When you get on a page like this you want to say, "Pick me," which is the one to get. That's what this is doing over here.

"Grandma always gave me a belly full of cookies which made..."

We went over and the letters turned red, so I can come back here and I'll just stop it at "Grandma always gave me a belly full of cookies." I can close that and so now this is like a perfect score. We can see it up here under the "Publish" area where it shows us that we have a green light.

Pat: Wonderful.

We have a couple of more questions, Paul.

Paul: Okay, I'm going to update this and go ahead.

Pat: "Do you suggest buying more similar domains to make your site more accessible?"

Paul: If this is your first website, the answer is no. Concentrate on one website. Having one website is enough work by itself. When you start going on multiple ones and trying to keep them up, it's like having your second child. While you might know what you're doing with it, it's still twice as much work, so I would say hold off on that.

Having multiple sites with similar domains as far as subject and content is actually kind of an advanced strategy where you can crosslink from one to the other. You can strategically use that to your advantage for SEO purposes, so in that case it's good. Now unless you were asking should I create another domain called "BakeryofSomerville.com" and just link that to here well if you do it as a separate website it's still twice as much work.

One thing you do not want to do is duplicate your content necessarily from one website to another website because Google knows what's out there. Google is the big brother and when they start to see your second website is just a copy of the first one it's going to bury that second site so far down below that it's not really going to help you.

Pat: Okay and then the second question is, "When creating my pages after following your instructions carefully I'm still having problems with the page labels showing up on my site. I've tried adding About Me and there is no Home either."

Paul: Okay so specifically for pages when you add a page, so let me do that. I'm going to come under here to "Pages" to "Add New Page" and I will call this page "Sugar Free".

"Here is a bunch of information about sugar free treats."

I create this whole page about this and notice if we scroll down Yoast is down here as well. You can always keep that in mind that it's on "Pages" as well. When I don't have a key focus word here we actually get fewer items here to look at and correct or to say that things are good. As soon as I put in "Sugar free treats" and get things moved around I'm going to publish this. Now this is published. I can click on here to view the page and look at that. Here's my page and it's beautiful, but if this is a page we look up at my menu up here and it's still not here.

I'm assuming this is where you're saying the page labels aren't showing up. Technically speaking this is known as your "Navigation Menu". People refer to them as tabs all the time. Let me come into one of these and close some of this.

I'm going to go into the "Dashboard". If I may be permitted for a moment I'm going to go under "Settings" and under "General" so I can spell Somerville correctly. Thank you for indulging with me once I saw the error of my ways.

What we're going to do now is go under "Appearance" and "Menus". When we create the menu here notice we have "Pages" on the left and it's showing us our most recent. We can view them all because we just have a handful of pages right now. Actually it is different and these are the ones that we have created and when we view them all this is where you're going to see your home page. This is where this one comes, so if I wanted to add this page "Sugar Free" I click on it and I say "Add to Menu".

It will automatically add it to the end. I can slide this up and I'm going to put it right here after "About Us" and before "Product/Services". Now I can save it and click on the button. It tells me that it's been saved and Menu 1 has been updated. I can then come in here and here's our menu. If I refresh this now, you can see "Sugar Free". It's bold for this particular theme because that's the page that we're on. If we go to the "About Us" page this one gets bold. That bolding is only because of this particular theme. Your theme may vary. Your theme is probably going to do something different.

While we're on the menu area over here a lot of times a particular theme may have multiple menu locations. If we click on "Manage Locations" we are able to see that we have a "Primary Menu" and they give us something called a "Social Link Menu".

Where is that? We actually make both of them Menu 1 because that's all we did and save the changes. When we refresh this we can look around and because there was a menu specifically for social media it doesn't make sense to have what we have here, but you can see in the lower left corner that that's where we can put our pages. It's showing us that here is our "About Us", "Sugar Free" and etc.

That's how the menus work and that's probably why you may or may not see what you have. There is a default setting by the way that automatically adds new top level pages to the menu. Basically that means if I had this checked off anytime I create a new page it will automatically add it to the menu, so I don't have to come here and do that.

I don't like that by the way, so I always keep this off. If we created this new page "Sugar Free" just like when we put it at the end, most of the time I don't want pages that I just created to be stuck at the end like that. I'll come into here, and again this was under "Appearance" and "Menus", and I can manually change it the way I want it to be.

Pat: All right, this is an opportunity to ask any additional questions that you might have before we wrap up tonight. I particularly thought figuring out the Yoast SEO and how to make it work was important, Paul. I appreciate that because that gives you some training as you go through the Yoast SEO menu it teaches you what you should be doing as you're creating your pages and your posts, so your behavior becomes conditioned. You want to please Yoast and therefore end up creating more effective pages.

Paul: Yes, that's so true. Today as I write a post I kind of do much of that automatically. It just happens, so once I'm done before I publish it I'll scroll down and I'll say, "What did I miss or what needs to be tweaked or what needs to be adjusted?" It doesn't necessarily seem to be as time consuming.

One other thing that you can quickly do is when you go to all your posts you actually get a column with the plugin that shows you what your SEO score is based on Yoast. We just worked on Chocolate Chip Cookies so that's why this one is a nice green. These other ones you're always using them, but we haven't configured it. We didn't do any of the work. It doesn't have a focused keyword.

You can then filter them out here. Suppose I wanted to see which ones don't have a focus keyword. Just like that you can filter it and only the one that we worked on goes away because none of these other ones have them.

Pat: One more question: "Should I hook up my site to my eBay store?"

Paul: Absolutely. If you're an eBay seller, if you're selling things on Amazon, Etsy or if you have some sort of product that you're selling already through some sort of marketplace, you should be using your website that you are creating here to help position you as the expert. That's what you want to do. You want people to come here and maybe learn all about what you're doing.

Let's say you're selling antique watches on eBay and that's your niche. You can create your website that talks about antique watches. You can write blog posts about certain types or time frames of certain fixtures that were used. Even handling and caring for them or cleaning them, and what to look for when buying them so people know that if they need any information they can come to your site and you become the expert in pocket watches, antique watches or whatever your niche is.

There's nothing wrong with having links over to eBay, Etsy or wherever you're selling specifically to your store or even sometimes specifically for your products. That's certainly something that you should be doing because that will integrate the two different areas together.

Pat: I'm not seeing any additional questions, Paul. I want to thank everybody for being part of this program and for taking the course. We will let you know when the additional video is ready.

One more question coming in under the wire there, Paul, that asks "How do I create the links?"

I'm assuming she's referring to linking her site to here eBay store or maybe linking in general. You could show if you're going to link to an outside page as well.

Paul: Sure, so I'm going to head over to eBay. I don't know anybody's store so I'm just going to search for an Apple watch. I'm going to come here. This person is top rated, so they probably have a store. Again this is not an endorsement or anything, I'm just kind of checking them out.

Suppose I was Direct by Wireless and this is my store. What I would do is come up here, grab my store address and come back to my posts or even this would be something that I might want to put on a page, so where's my "About Page".

It will say, "Somerville Bakery and Discount Electronics established in 1992. Check out the latest specials on our eBay store."

I can highlight "eBay store", come up here to the link and insert edit link and click on that. I'm going to right click and paste in my eBay store address. Remember because this is going off of our website it's going to a different web location that is not on SomervilleBakery.com. I'm going to click the gear to say "Open this in a new tab" and "Update".

Now we have this link here. I can click on "Update" and when we view the page now we can see Somerville Bakery - read all about this watch and check out our latest specials on our eBay store. I can click on this and it comes to my store. It opens it up in a new tab and you can see everything that I have at my store.

Now with eBay it's a little bit tricky if you wanted to highlight something specifically. Let's say I wanted to talk about this cellular flip phone. I can do the same thing. I can come up here, get the entire URL and come back here. Maybe now I want to make this a new post, so I talk all about the ROKR flip phone. I can talk about how great this phone is and all the features.

"Get it now before it is gone" and in this case say "ROKR flip phone" and then make this a link to the page. Again link options and I'm going to open this up in another window. I can publish this and now this is the latest and greatest post I have, so when I visit the site this is actually going to come up on top. I can go to the page here and now people can grab it.

Now the only issue I think with this is if this was a one off item. If you're a store and you actually have multiple items that you're always selling and you keep it at a certain level, so I might get a case of these and sell them off. This doesn't look like it's an auction so we're good with this, but if it was an auction I think the most we get is seven days. That would mean that my post over here is not going to be applicable in seven days.

The content will be good, but I don't want people clicking over there to see that this has already been sold four weeks ago, so just keep that in mind. If it's your store and you keep it in stock, and it's like this

where it's a "Buy it now" because this is truly an item you're selling in your store and you have 400 of them in stock, then it's going to be much better to make it manageable for you to handle that. Yes, link back to it.

Pat: It makes sense. “Awesome and thanks”, she says.

All right well again thank you for joining us tonight. Thank you so much for joining us in this course. I want to remind you that you have lifetime access to this, which is my lifetime not your lifetime. If you need to go back and watch the videos, they will stay there for you. You won't have to worry about them disappearing and we appreciate your involvement in the course.

Paul: Yes, it's been a lot of fun. Thank you.