



# WordPress Training Guide



Prepared by  
**NextGen Biz Marketing**

# Introduction



## WordPress

WordPress is one of the most popular content management systems (CMS) in the world, powering millions of websites. Its ease of use, flexibility, and vast array of themes and plugins make it a preferred choice for bloggers, businesses, and developers. Hostinger is a reliable web hosting provider that offers a one-click installation process for WordPress, making it simple for anyone to get a website up and running quickly. This guide will walk you through the steps to install and configure WordPress on Hostinger, ensuring you have a solid foundation to build your website.



## Why WordPress

WordPress is a popular website platform due to its flexibility, user-friendliness, and cost-effectiveness. With countless design options and plugins, it can be tailored to various websites, from simple blogs to complex online stores. Its intuitive interface makes it accessible to beginners while offering advanced customization for developers. Additionally, WordPress is SEO-friendly, boasts a large support community, and often proves to be a cost-effective long-term solution.



# Your Hosting Account

## WordPress Host

We will be using Hostinger for our host. We have found out that Hostinger is a very reliable and solid WordPress host company. Plus they are very economical compared to most other companies. Hostinger has many WordPress templates as well. In addition, they offer AI sites that can be built in minutes. You can use the link below to get an even bigger discount with Hostinger. If you are serious about your digital Marketing career or business, then consider getting a guaranteed rate for 3-4 years with the available plans. Click the link below (or copy and paste into your browser) to sign up for Hostinger.

<https://cart.hostinger.com/pay/ae44f834-88cd-4ad7-97cf-c973a0607339>

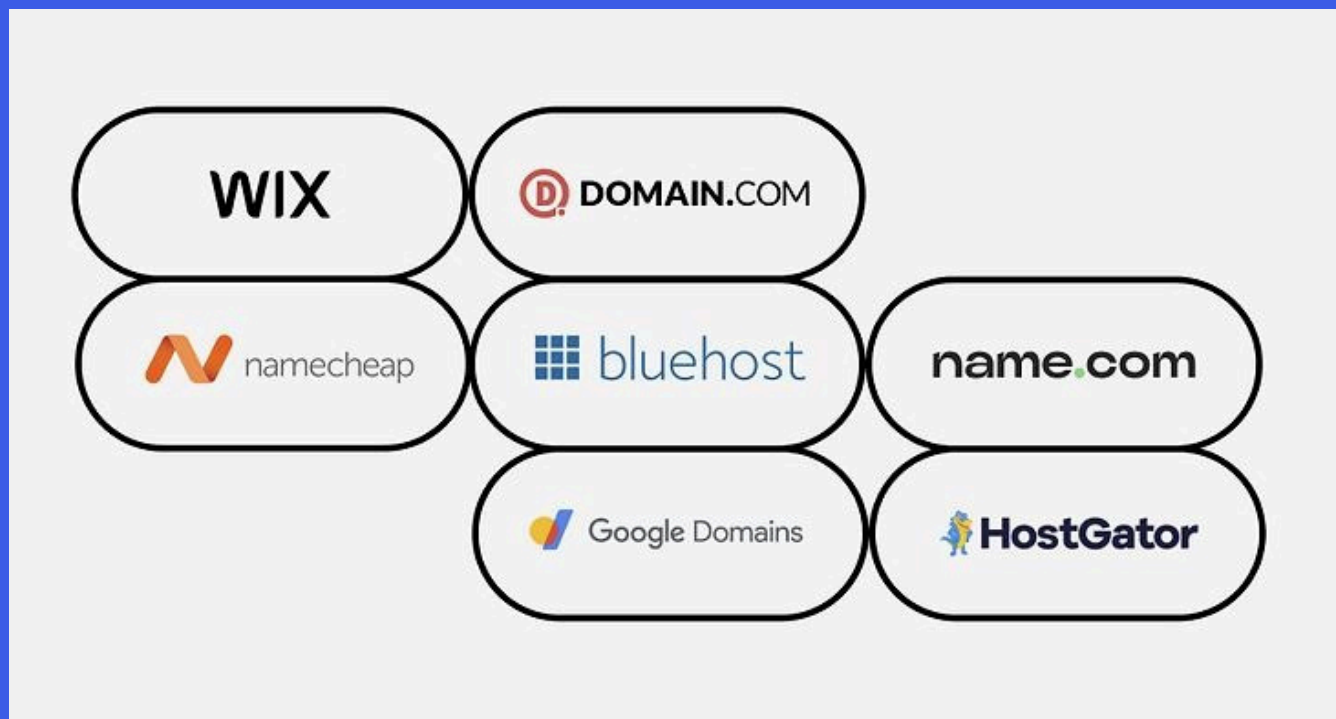
The screenshot displays the Hostinger website's promotional page. At the top, the Hostinger logo and language selector (English) are visible on the left, while navigation links for WordPress, Website builder, Hosting, Pro, and Domains are on the right, along with a Log In button. The main content area features a large heading: "Everything you need to create a website" with a sub-heading "Up to 75% off Hosting + Website Builder". Below this, three bullet points list benefits: "Free Domain", "Free website migration", and "24/7 customer support". The price is prominently displayed as "\$2.99/mo" with "+3 months free". A "Claim deal" button is present, along with a countdown timer showing "02:19:44:20" and a "30-Day Money-Back Guarantee" icon. To the right, a woman is shown presenting a laptop, with a "99 Performance Score" badge and a "Joyce Beale, Art photograph" image. The bottom of the page features four review sections: Trustpilot (4.6 rating, 30,067 reviews), Google (4.8/5 rating, 1,237 reviews), hostadvice (4.6/5 rating, 12,432 reviews), and wpbeginner (4.7/5 rating, 1,874 reviews). An "Ask AI" button is located in the bottom right corner.

# Obtain Your Domain Name

## Free With Hostinger

Obtaining a domain name before building your website is crucial for establishing an online identity. It's your website's unique address on the internet, serving as the foundation for your online presence. Securing your desired domain name early prevents someone else from claiming it, ensuring you have exclusive rights to that digital real estate. Additionally, having a domain name in place allows you to plan your website's structure and content effectively, as it becomes the central focus around which your online project will revolve.

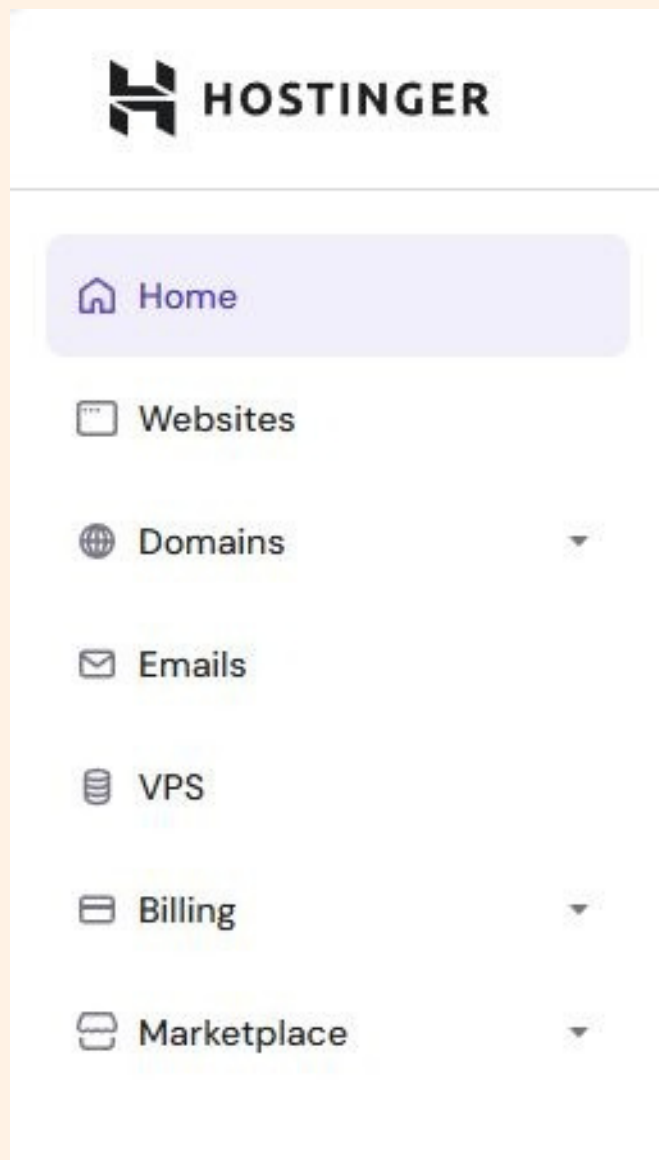
Your first domain name is free with Hostinger. However, there are many other domain registrars. Godaddy is probably one of the most well known. Domain.com, Name.com, Namecheap, Google Domains, and HostGator are others. Getting a domain name through your webhost makes it easy and quick to attach to your website without having to transfer the domain name (which is OK as well).



# Create Your Site

## Login To Hostinger

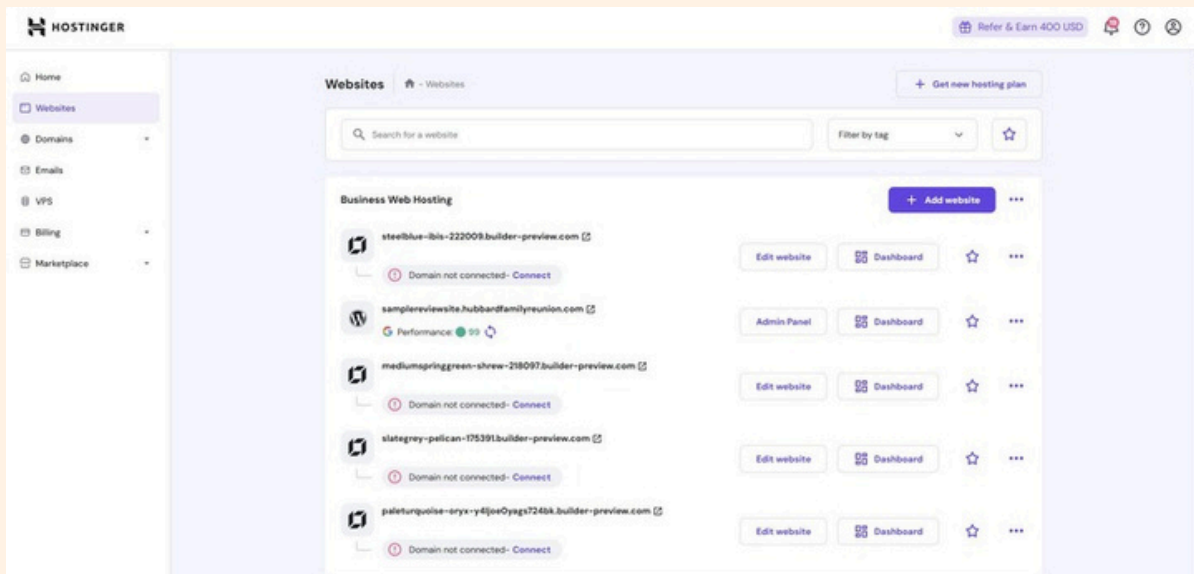
After you have subscribed to Hostinger, log in and click on Websites on the left hand side of the screen (from a desktop computer).



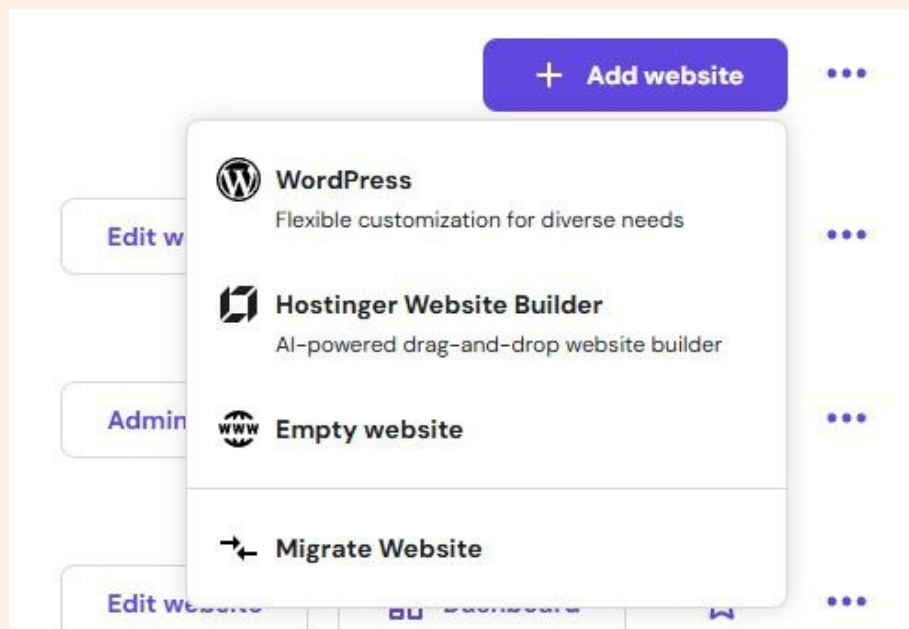
# Create Your Site

## The Website Area

After clicking on Websites, you will come to this area. To add a new WordPress website, click on **Add Website**.



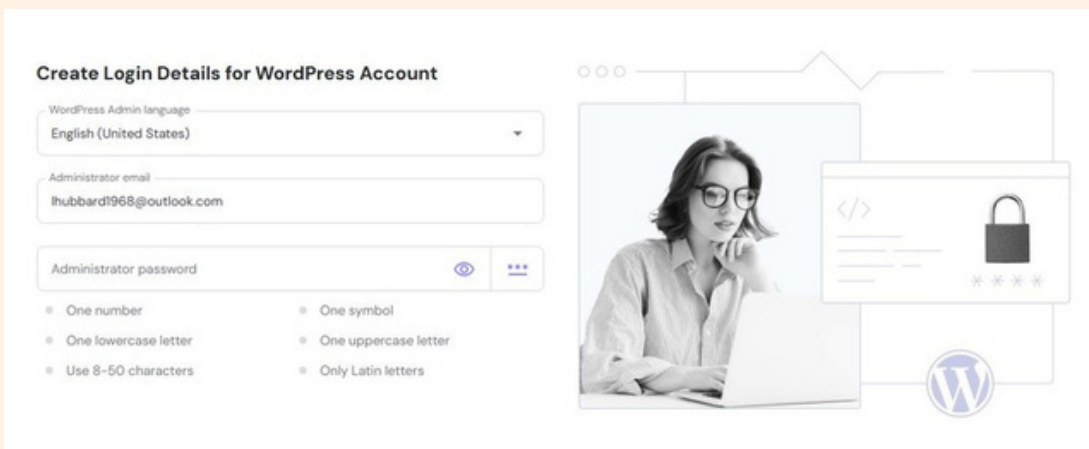
Choose **WordPress**.



# Create Your Site

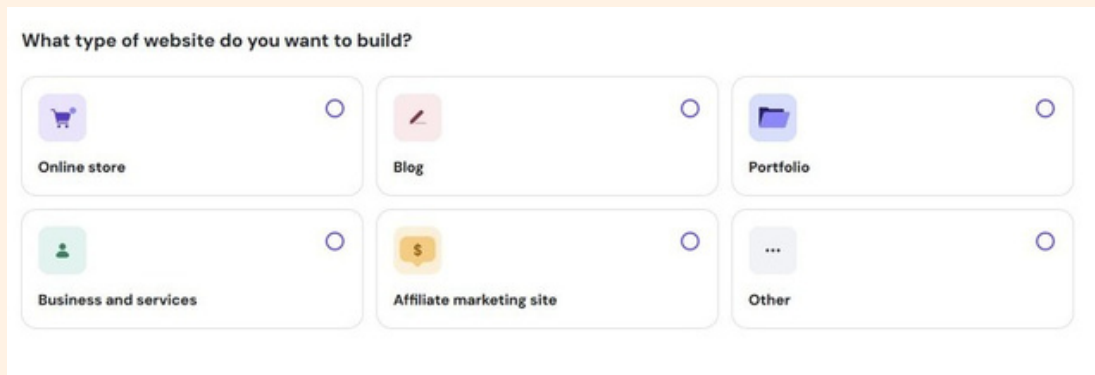
## Create Your Login Credentials

Next you will create login credentials for your WordPress site. Be sure to log these credentials down somewhere in case you forget. Do not use one of your standard or easy to remember passwords. Make it difficult for hackers to access. Click **Next** to proceed.



The screenshot shows the 'Create Login Details for WordPress Account' form. It includes a dropdown for 'WordPress Admin language' set to 'English (United States)', an 'Administrator email' field with the value 'lhubbard1968@outlook.com', and an 'Administrator password' field with a strength indicator. The password requirements are: one number, one symbol, one lowercase letter, one uppercase letter, use 8-50 characters, and only Latin letters. To the right is an illustration of a woman at a laptop with a security overlay.

Choose the type of website you would like to build. If you do not know at the time, click Other. Click **Next** when you have decided.

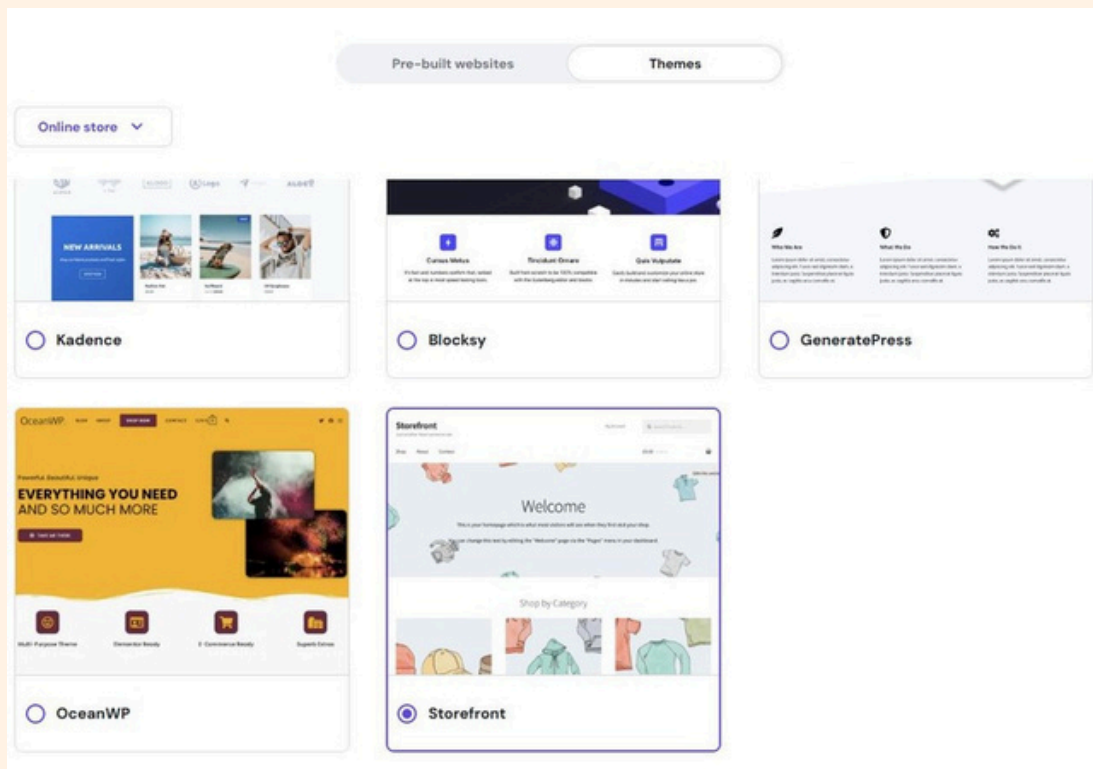


The screenshot shows the 'What type of website do you want to build?' selection screen. It features six radio button options: 'Online store' (shopping cart icon), 'Blog' (pencil icon), 'Portfolio' (folder icon), 'Business and services' (person icon), 'Affiliate marketing site' (dollar sign icon), and 'Other' (three dots icon).

# Create Your Site

## Choose A Theme

We will be building a storefront to sell products. For the sake of this tutorial, please choose **Themes** at the top and choose the **Storefront** theme. We will change this later. Click **Next** when finished.

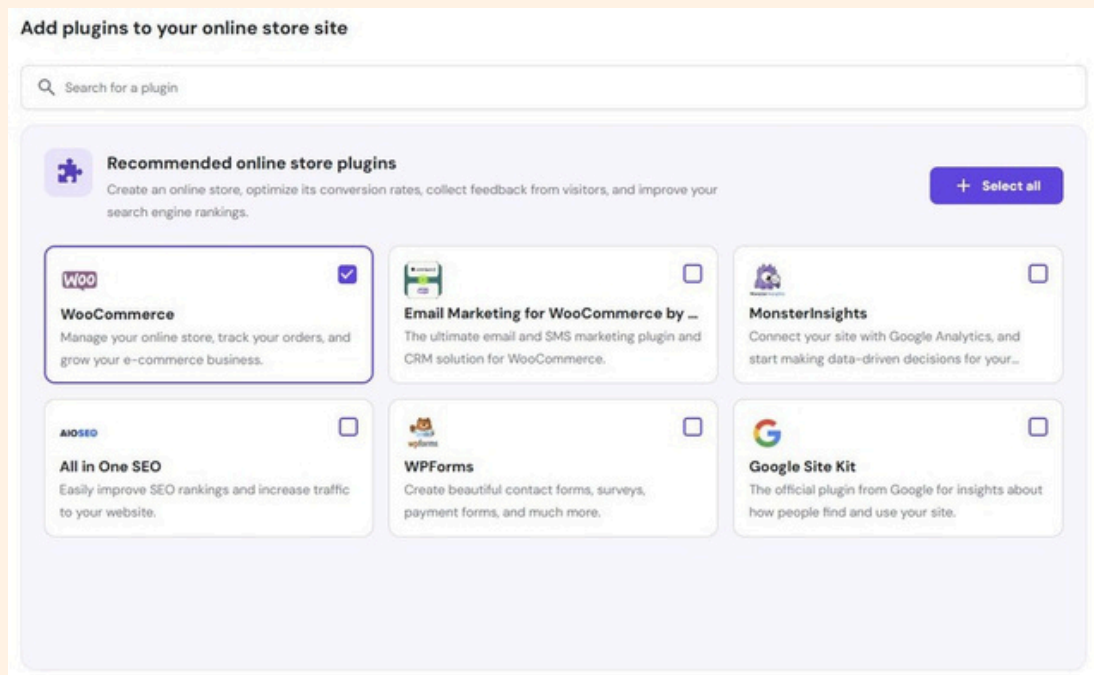


Don't worry about the theme too much. Remember this will be changed at a later time. Our main goal here is to get WordPress installed.

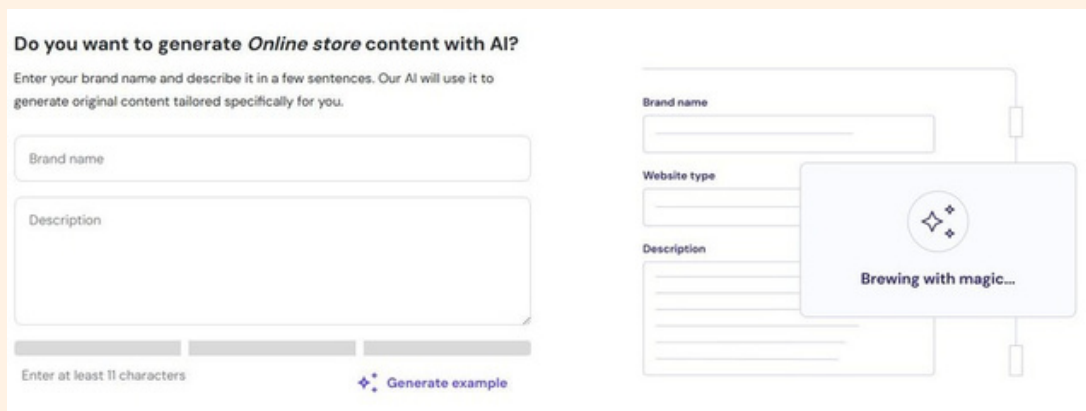
# Create Your Site

## Choose Plug-Ins

The beauty of WordPress is that there are thousands of plug-ins to help you implement all types of functionality to your site. Uncheck all of the plug-ins and leave WooCommerce check. Click **Next** when finished.



In the next step, try generating online store content with AI. You can also choose to skip this step if you want as most of this will be changed later. Continue to the next page for a good prompt.

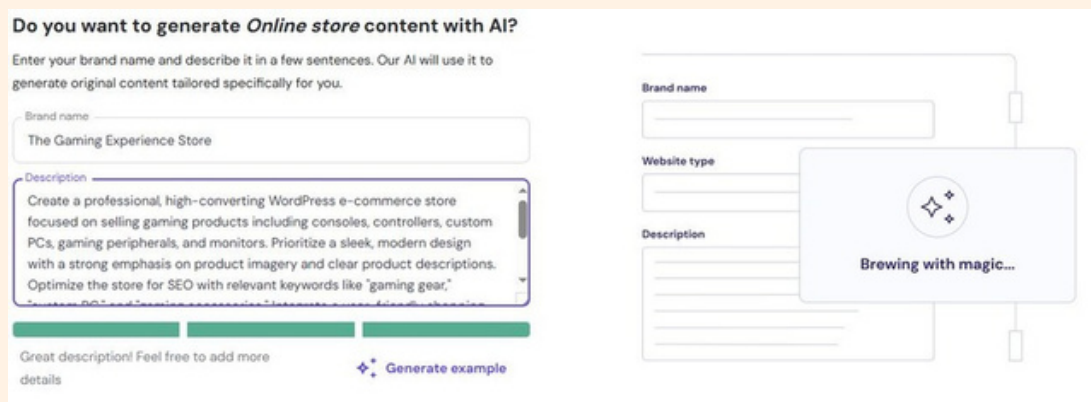


# Create Your Site

## ChatGPT Prompt

In this example, we are creating a video gaming products store. We will use the following prompt.

Create a professional, high-converting WordPress e-commerce store focused on selling gaming products including consoles, controllers, custom PCs, gaming peripherals, and monitors. Prioritize a sleek, modern design with a strong emphasis on product imagery and clear product descriptions. Optimize the store for SEO with relevant keywords like "gaming gear," "custom PC," and "gaming accessories." Integrate a user-friendly shopping cart, secure payment gateways, and fast shipping options. Consider adding features like product reviews, wish lists, and customer account creation. Ensure the store is mobile-responsive and offers excellent customer support channels.

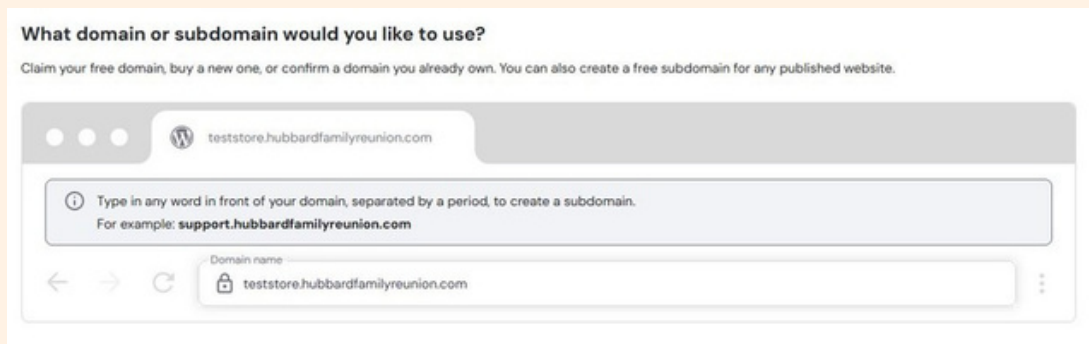


Click **Next** to continue.

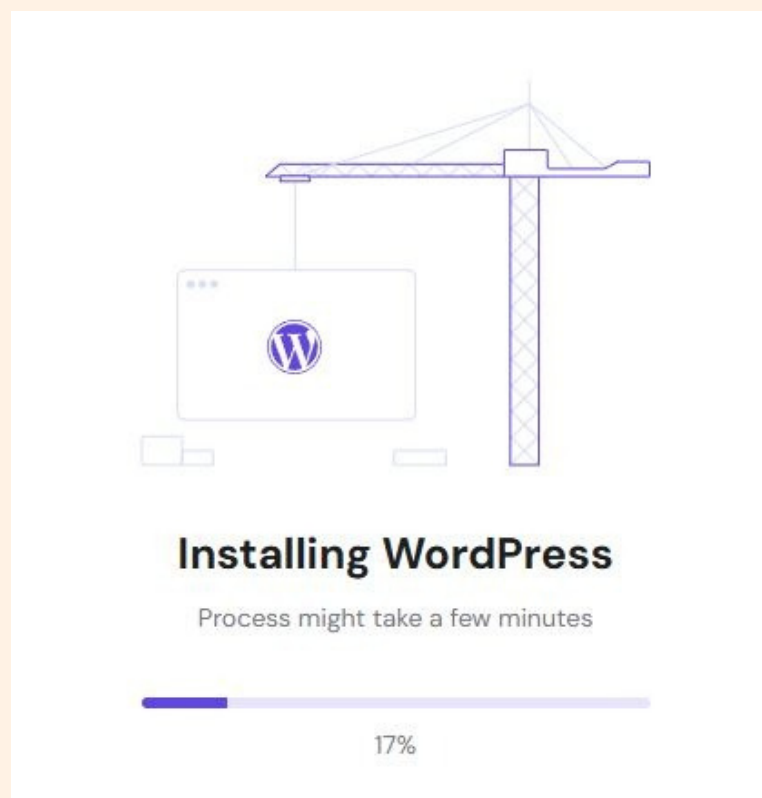
# Create Your Site

## Your Domain Name

Input your domain name. If you have not gotten a domain name yet, you can also purchase one here. Remember that Hostinger provides a FREE domain name with your initial purchase. Below we are using a subdomain to a previously purchased domain. Click **Next** to continue.



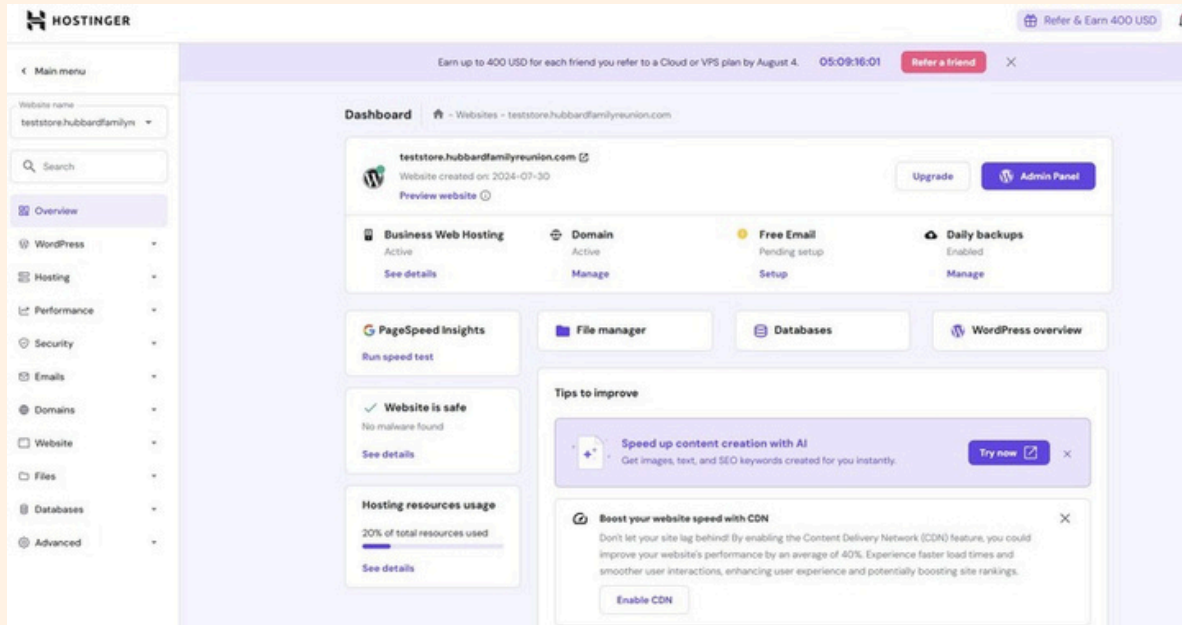
WordPress will now install.



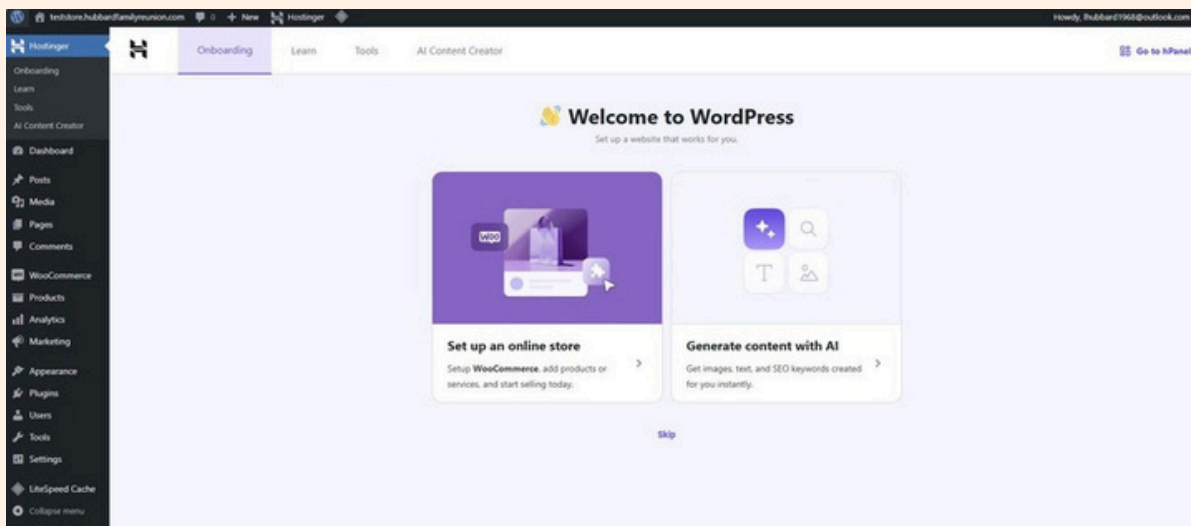
# Create Your Site

## Your Dashboard

Once the installation is complete, you will be taken to your **Dashboard**. Here click on Admin Panel on the right side of the page to continue.



You have installed WordPress!



# Configure Your Site

## Create Content

Let's let A.I. create content.

✓ Write your main topic      ✓ Effortless and time-saving      ✓ SEO-friendly content

**What do you want to make today?**

Content Type: Posts  
Tone of voice: 3 Tones Selected  
Content length: Medium

Choose the type of content that will be generated      Choose your desired emotional impact on readers      Choose the length of generated content

**What is your content about?**

Create engaging and informative content for an online gaming store selling consoles, controllers, custom PCs, and gaming peripherals. Develop compelling product descriptions emphasizing features and benefits. Write clear and concise category descriptions for easy navigation. Generate SEO-optimized content using keywords like "gaming gear," "custom PC," and "gaming accessories." Include sections for an "About Us" page, contact information, and a list of featured products.

You're good to go, but you can share more details for better results

**What are the focus keywords of your content?** Optional  
If you skip this part, AI will automatically generate keyword suggestions after you generate the content

gaming peripherals (x)    gaming consoles (x)    gaming PCs (x)  
gaming accessories (x)    gaming controllers (x)    gaming mice (x)  
gaming keyboards (x)    best gaming setup (x) |

Press Enter key to finalize a keyword

**Create content**

Click **Create Content** when finished.

# Configure Your Site

## AI Goes To Work

AI has started to generate your content.

### AI-generated image



Use this image as:

- Set featured Image as thumbnail
- Insert this image inside content

## Enhancing Your Online Gaming Store's Content for Maximum Engagement and Clarity

Crafting compelling product descriptions is pivotal for elevating your online gaming store's content and ensuring both engagement and clarity. To captivate your audience, it is essential to meticulously detail the key features and benefits of each product in your inventory, whether it be gaming consoles, gaming controllers, custom PCs, or gaming accessories.

When describing gaming consoles, focus on attributes like processing power, graphics capabilities, and exclusive titles. Highlight how these elements enhance performance and offer immersive gaming experiences. For instance, emphasize a console's ability to deliver smooth gameplay at high frame rates, ensuring that customers understand the value of flawless performance during intense gaming sessions.

Gaming controllers should be portrayed in terms of their ergonomic design, responsiveness, and customization options. Discuss the durability of materials and the precision of controls, which are crucial for competitive gaming. Paint a vivid picture of how these controllers can transform one's gaming experience, offering advantages in precision and comfort during prolonged sessions.

When it comes to custom PCs, stress the importance of customizable specs tailored to different gaming needs. Describe the benefits of high-performance CPUs, GPUs, and RAM in handling current and upcoming game titles. Focus on the ability to upgrade components, ensuring longevity and keeping pace with evolving gaming technology. Additionally, note any superior cooling mechanisms that protect the system during intense usage periods.

For gaming peripherals, such as gaming mice and gaming keyboards, it's crucial to underscore features like DPI settings, tactile feedback, and RGB lighting effects. Explain how these accessories can enhance a player's reaction time and overall gaming setup aesthetic. Durability and compatibility with various

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gaming keyboards (x)    best gaming setup (x) |

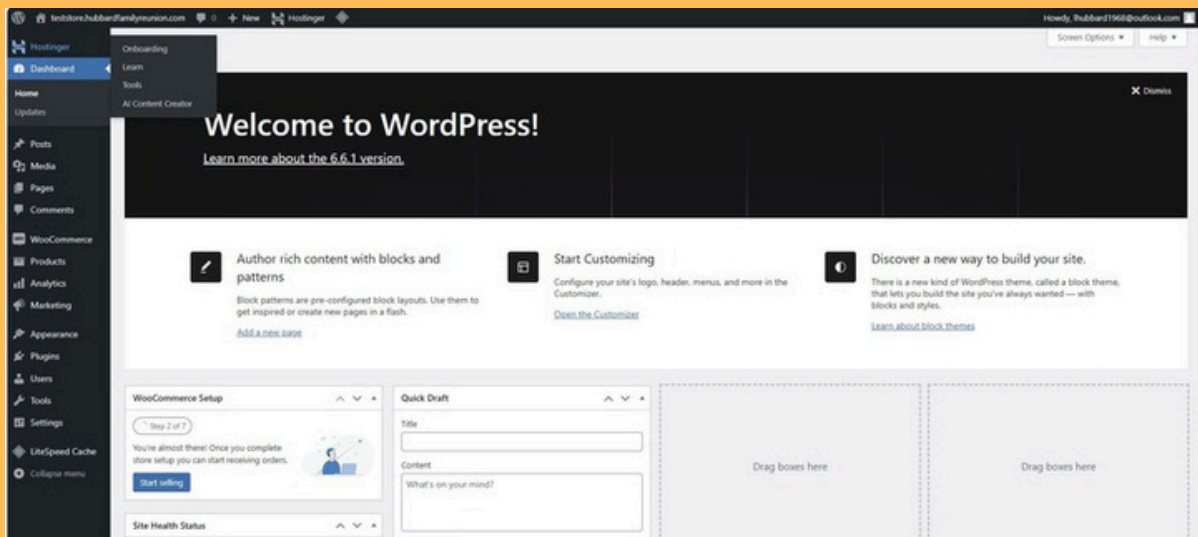
Press Enter key to finalize a keyword

**Create content**

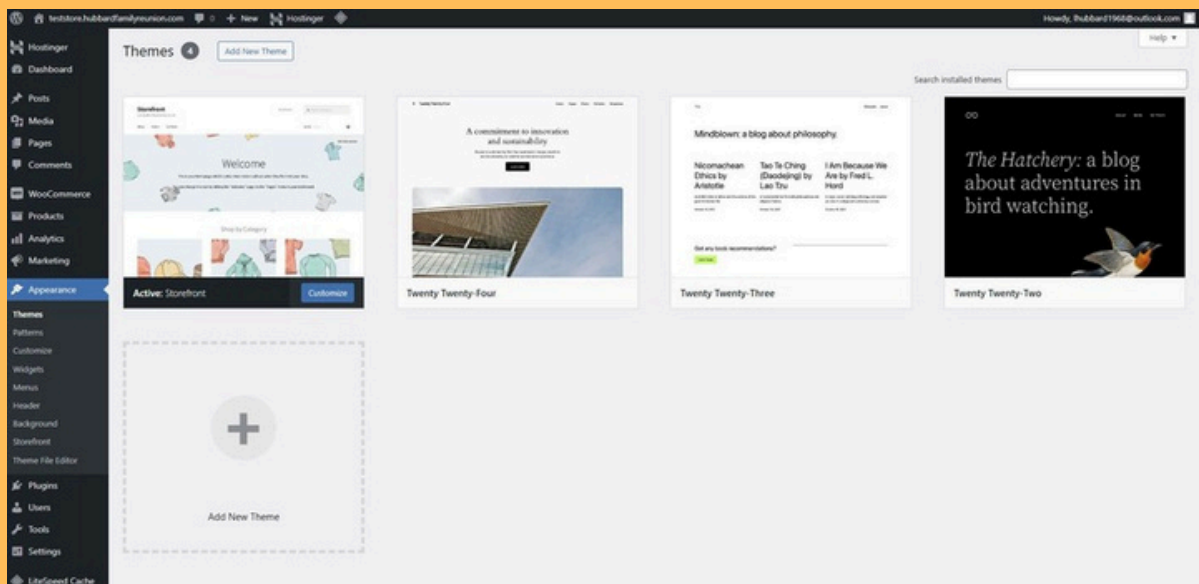
At the top left of the screen, click on your domain name and choose to visit the site.

# Configure Your Site

## WordPress Dashboard



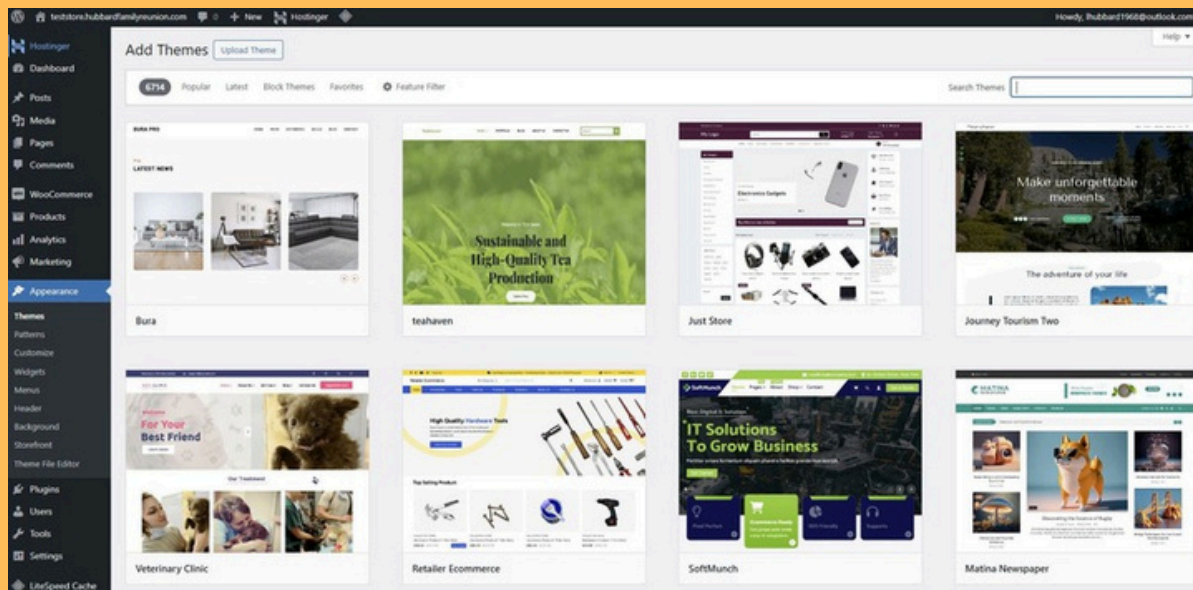
Review the dashboard. Next click on **Appearance** and then **Themes**. Click the **Add New Theme** selection.



# Configure Your Site

## Add the Sydney Theme

Once you are in **Themes**, scroll through to see all the themes. However, none of these themes will fully give us the free store for what we really want. So, in the search box at the top right, type in **Sydney**.



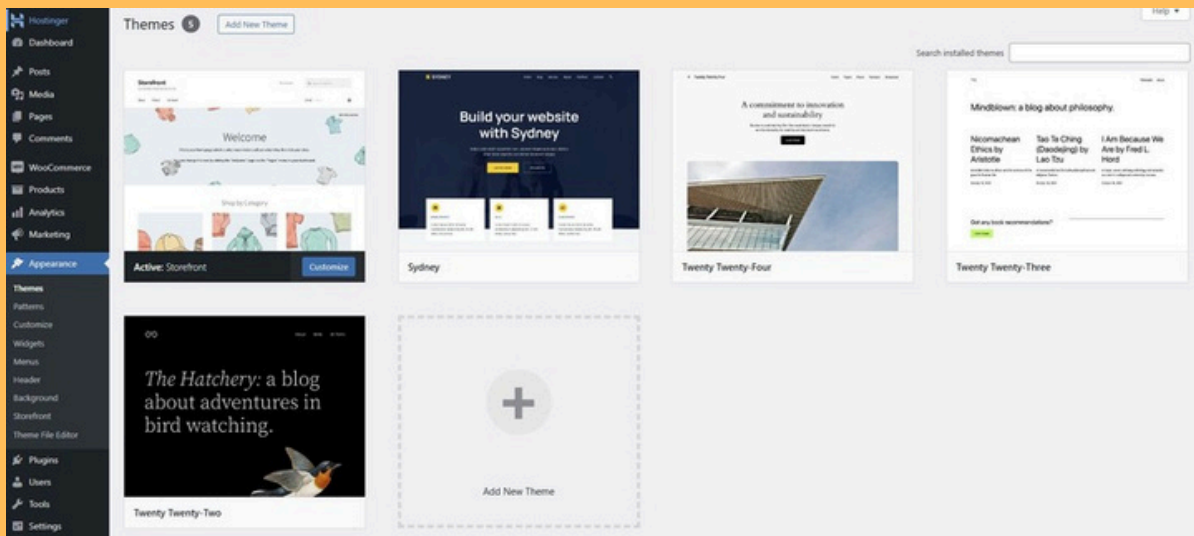
Hover your mouse over the Sydney theme. Then choose **Install** to install the new theme. You can choose to preview the them as well.



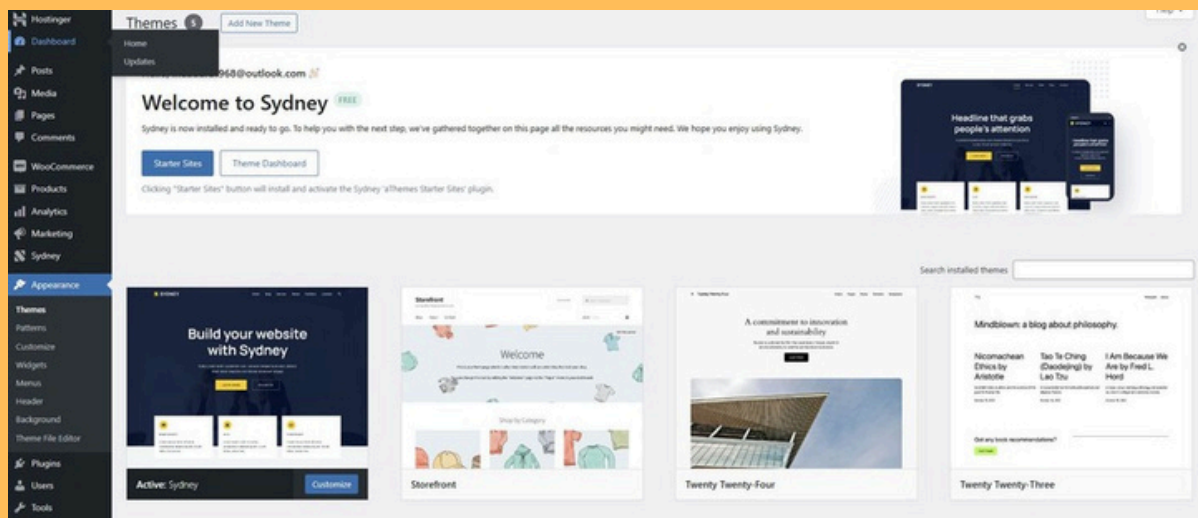
# Configure Your Site

## Activate the Sydney Theme

Click back on **Themes**. Hover your mouse over the **Sydney** theme and click to activate the theme. Sydney is now your active theme.



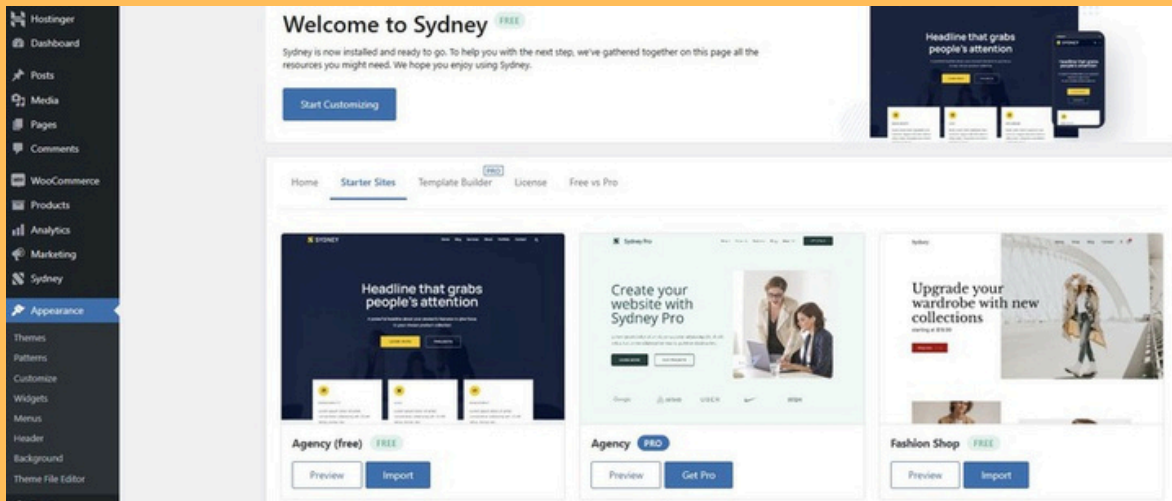
You will now see **Welcome to Sydney** at the top of your screen. You will not click on **Starter Sites** so that we can further apply features to this template vs having to start from scratch.



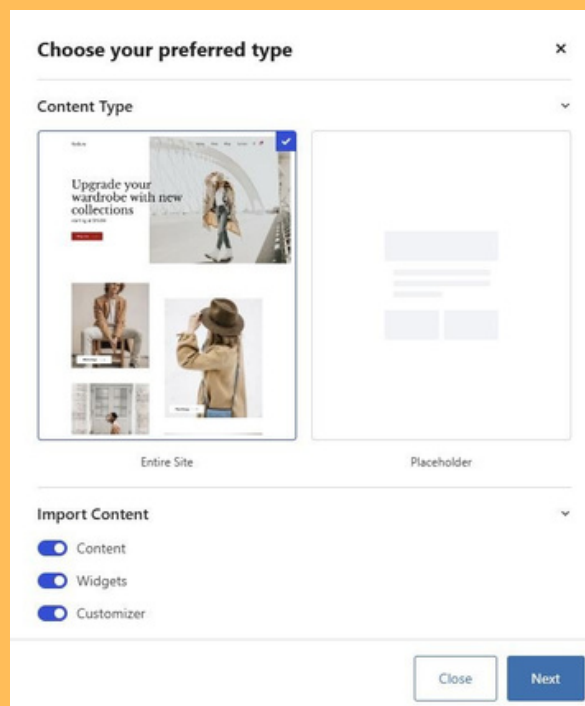
# Configure Your Site

## Choose the Fashion Starter Template

Next click on the **Start Sites** link next to **Home**. Choose the **Fashions** template. This template is free and will give us everything that we need.



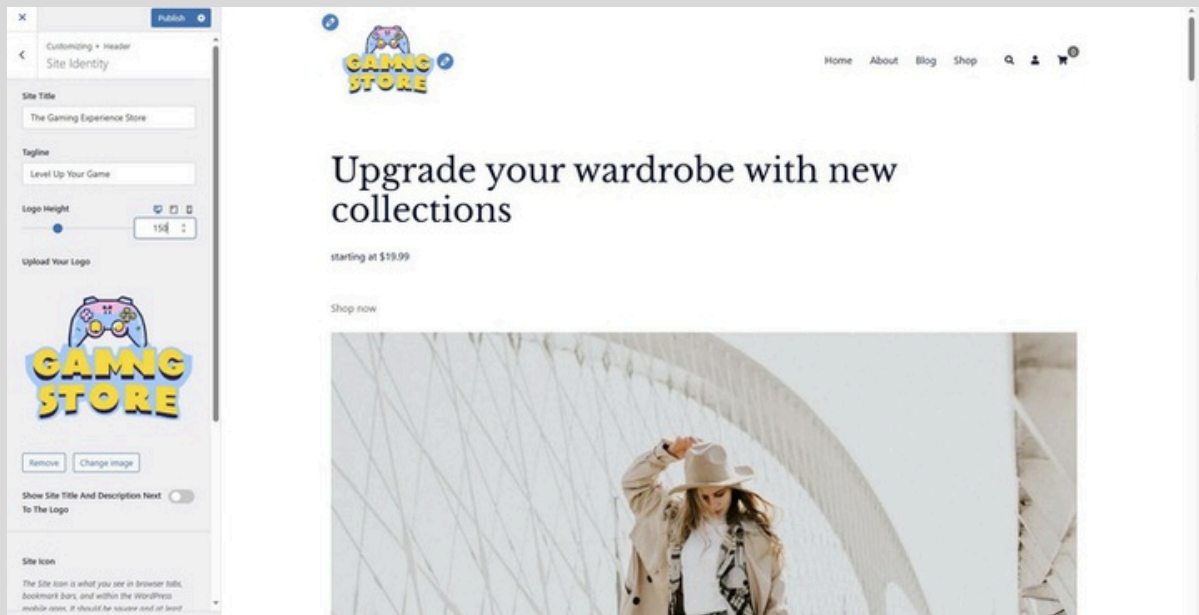
You can click the Preview for the Fashion template to see what it looks like but come back and click Import. Leave everything checked and click **Next**. On the next screen you can customize the colors. Click Next once finished.



# Design Your Site

## Site Identity

In Site Identity, put in your Site Title, Tagline, logo if you have not already, and if you scroll down, there may be other details. View the site in desktop, tablet, and mobile phone modes with the icons at the bottom of Site Identity. Once complete, click Publish at the top of the top of the screen.



The site title is important. It lets Google know what your name is and what you do. The tag line is all about expressing your brand and your brand values. Use ChatGPT for some great wording based on your brand and products/services.

Do you need an easy way to create your logo? Go to the following link.

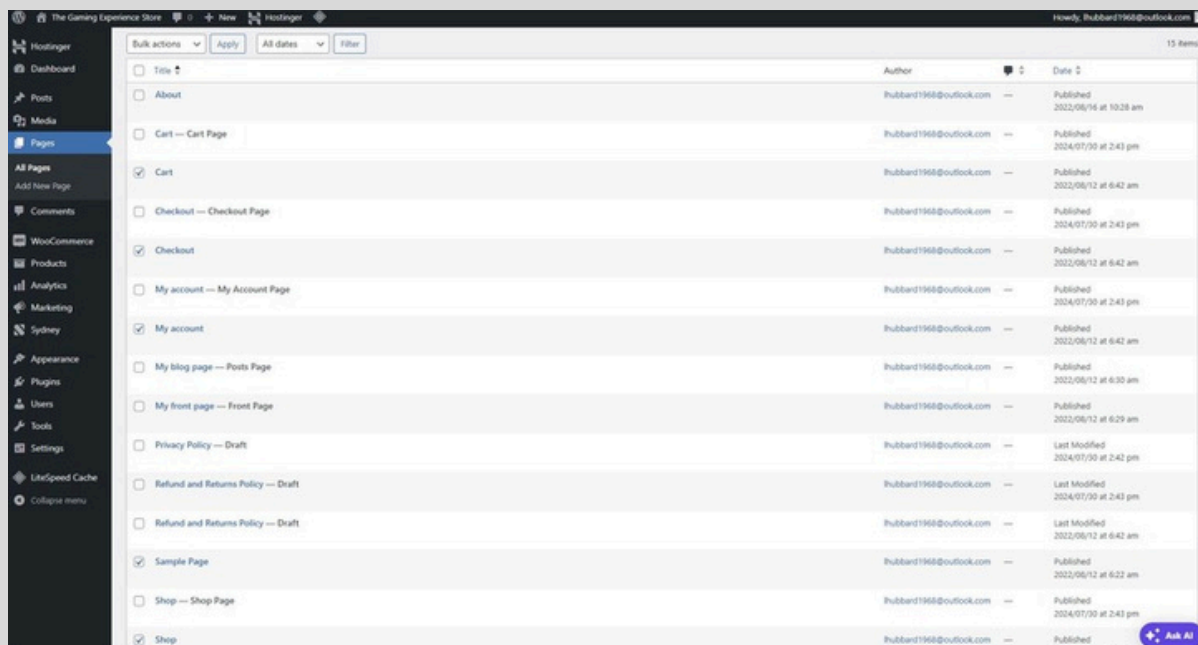
<https://www.shopify.com/tools/logo-maker>

Be sure to also create your Favicon logo/art. This is a small 100x100 logo. This is the small graphic that websites see and display.

# Design Your Site

## Pages

Click the **X** at the top of the **Site Identity** page. You should now see your changed **company name** at the top left. Click on it and click **Dashboard**. Click on **Pages** in the Menu on the left and click **All Pages**. Because we used a starter kit, there are a lot of pages added. The problem here is that the various themes created various pages. So we will need to delete what we do not need. Check the pages that are not being used. In this case we will keep the Cart Page and delete the Cart only page. Do the same for other duplicates. At the top, click on **Bulk Actions** and **Move to Trash** on the drop down. Click **Apply**.

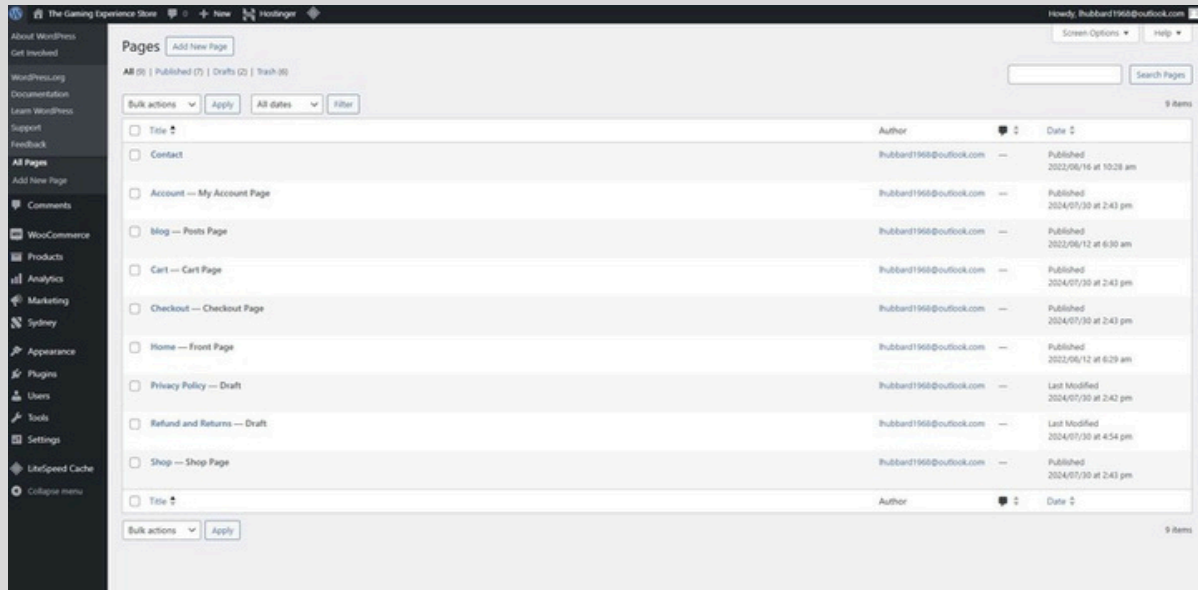


Review the remaining pages. To see how your pages look, **hover over the page name** and click **View**. Hover over the **About** page. Choose **Quick Edit**, and rename it **Contact**. This will become the contact page. Rename the **slug** to lower case **contact**. The **slug** is what your URL will see for the name of the page after the slash that follows your domain name. This makes for easy navigation. Click on Update. Do the same to shorten other pages like account, blog, and change the front page to home. Click on update after changing each.

# Design Your Site

## Pages Continued...

Your Pages/All Pages should look similar to this.



Let's now ensure that our Privacy Policy and Refund and Returns pages are configured properly. This helps you legally, especially if you are selling a physical product. It is also good to have a Terms and Conditions page. Use ChatGPT for your content. We will generate 3 prompts to get our content.

1. Generate a Privacy Policy: Act as a legal expert. Write me a comprehensive and GDPR-compliant privacy policy for my website. My website name is [WEBSITE] My business name is [BUSINESS NAME] I sell [PRODUCT] for [NICHE] My email is [EMAIL] My address is [Adress]. Today's date is [DATE].

Make sure it covers data collection, storage, usage, sharing, and security measures, while also addressing users' rights and how they can exercise them. Make sure to include any necessary legal language and provisions to maintain transparency and protect user privacy effectively.

# Design Your Site

## Legal Related Pages

### 2. Generate Terms & Conditions:

Act as a legal expert. Write me a comprehensive terms and conditions page for my website.

My website name is [WEBSITE]

My business name is [BUSINESS NAME]

I sell [PRODUCT] for [NICHE]

My email is [EMAIL]

My address is [Adress].

Today's date is [DATE].

### 3. Generate a Refunds & Returns Policy:

Act as a legal expert. Please write a comprehensive refunds and returns policy for my website that clearly explains the process, conditions, and timeframes for product returns and refunds. Include information on how customers can initiate a return, any fees or costs involved, any specific product requirements, and contact information for customer support. Make the policy easy to understand, user-friendly, and fair for both the customers and the business.

My website name is [WEBSITE]

My business name is [BUSINESS NAME]

I sell a [PHYSICAL/DIGITAL] product.

My email is [EMAIL]

My address is [ADRESS].

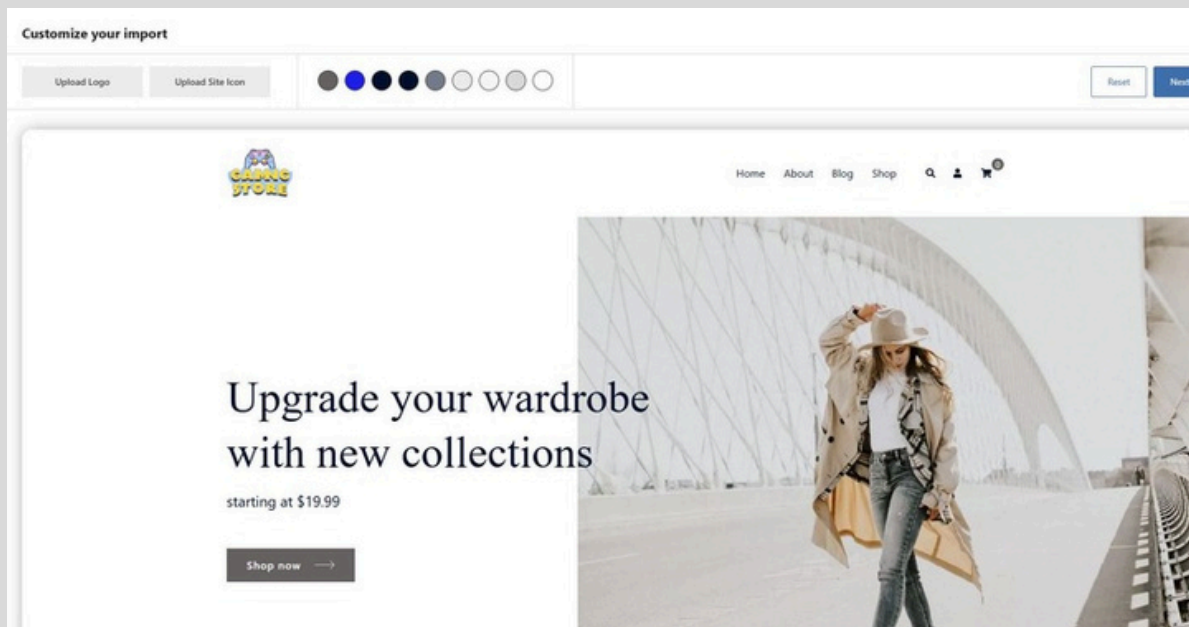
Today's date is [DATE]

Copy all of these responses to a document. Back in the **All Pages** section, restore the 2nd **Refunds and Returns Policy** page from Trash. Rename to **Terms and Conditions** with the slug being **term**.

# Design Your Site

## Configure the Fashion Starter Template

You can now choose to configure the template's colors. You may also upload your transparent company logo at this time. Don't worry about the fashions graphics and looks. This will all be changed up later. Click Next when finished.



On the next pop-up screen, click “**Subscribe and Start Importing**”. Click View Site on the next screen. Check out your new site. Our next steps are to continue to configure the site for how the store will actually look. We are going to add in our own text and graphics to create “The Gaming Experience Store” design.

We will create the website title and more. Click on **Customize** at the top of the screen. Click on **Header**. Next click on **Site Identity**.

# Design Your Site

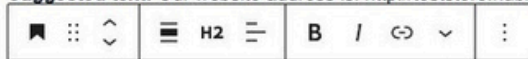
## Copy Content To Pages

Back in the All Pages section. Hover over **Privacy Policy** and click **Edit**. This will bring you to the Privacy Policy page. Select all of the current content and delete it. Now copy in your new content. Ensure that you keep the title at the top. The title should be labeled as a **H1** tag. The other section titles can be **H2** Tags. If a section title branches further under a section, it should have an **H3** tag. Once the page is formatted properly, click publish in the top right hand corner of the page.

# Privacy Policy

## Who we are

**Suggested text:** Our website address is: <http://teststore.hubbardfamilyreunion.com>.



## Comments

**Suggested text:** When visitors leave comments on the [site](#) we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

## Media

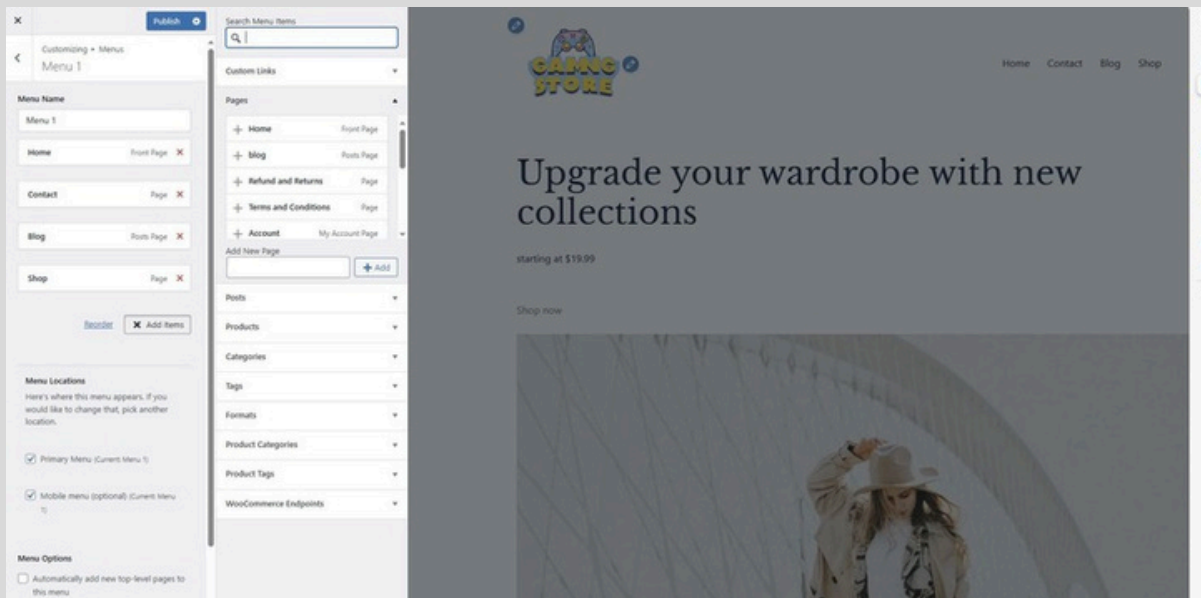
**Suggested text:** If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

Do the same for the other two pages.

# Design Your Site

## The Main Menu

Your menu is one of the most important areas of your site as it allows your visitors to navigate in and around your site in an organized way. To make changes or to configure your menu, go to the **Company Name** or **Domain Name** up top, and click on **Visit Site**. Click on **Customize** up top and to **Menus** on the left side navigation. Click on **Menu1**. You will see your menu for the pages. Click Publish if you have made any changes.



Now take a look at your site thus far. Is the logo too big or too small? If you need to change it, go back to **Site Identity**. Go back and click on **Header**.

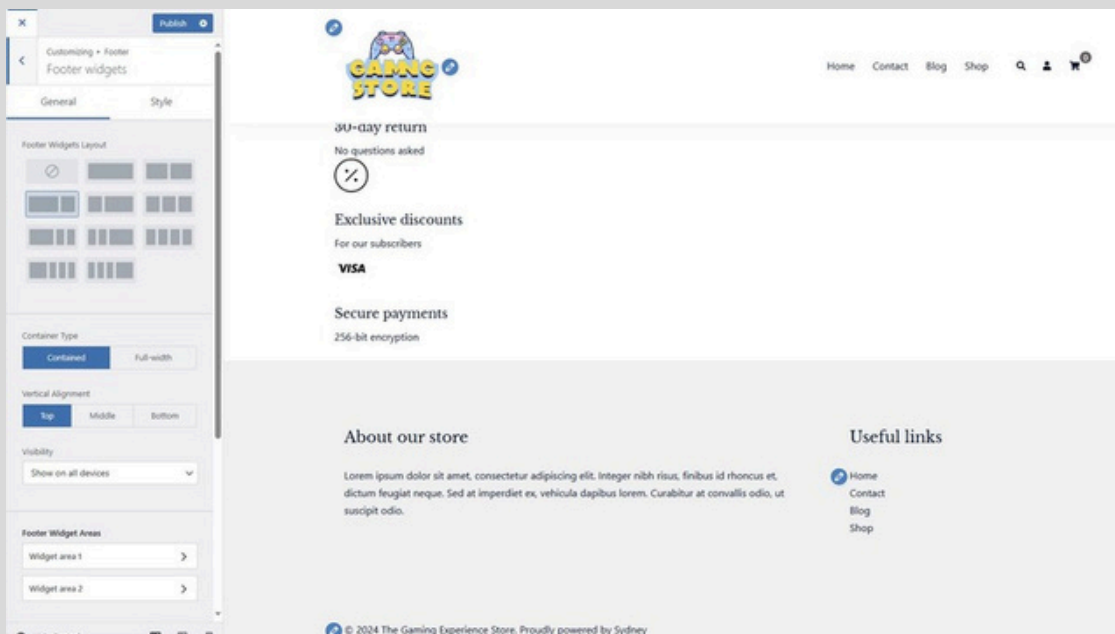
To get there, you may also go to **Customize** at the top and then click on **Header**. There you will see **Site Identity**. Once you click on **Site Identity**, you will see that you can change the logo size. If you make any changes, be sure to click on **Publish** at the top.

# Design Your Site

## Headers and Footers

View your site. Scroll up to see your **header**. Scroll to the bottom of the page to see your **footer**. Let's do some edits.

In the **Customize** menu, click on **Footer**. Go to **Footer Widgets**. **Scroll to the bottom** of your site page to the **Footer**. Let's change the bottom layout to the long **Footer Widget** on the left and the shorter footer widget on the right. In the left side of the layout, we will use ChatGPT to create an About Me, and we will add in our legal pages and important links to the right side of the layout.



Click on Widget 1 to edit the About info. Use ChatGPT to create a very nice statement:

Act as a copywriter. Write me a 2 paragraph long about us page with the following information: My website name is [WEBSITE]

It was created by [CREATOR]

We sell [PRODUCT]

We created it because [REASON]

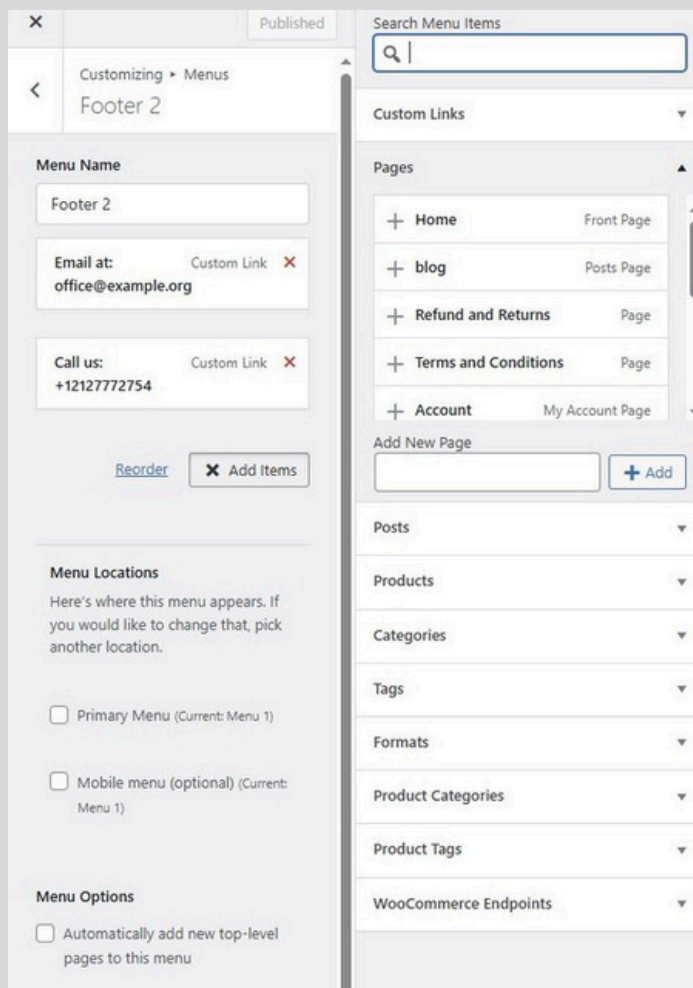
# Design Your Site

## Configuring the Footer

Copy the info from ChatGPT to the **Footer 1** editing box. Ensure that your information looks OK. Click **Publish** at the top.

Now go back and click on **Footer 2**. It may be currently showing the Main Menu1 items. Click on it and choose Footer 2. Click Publish.

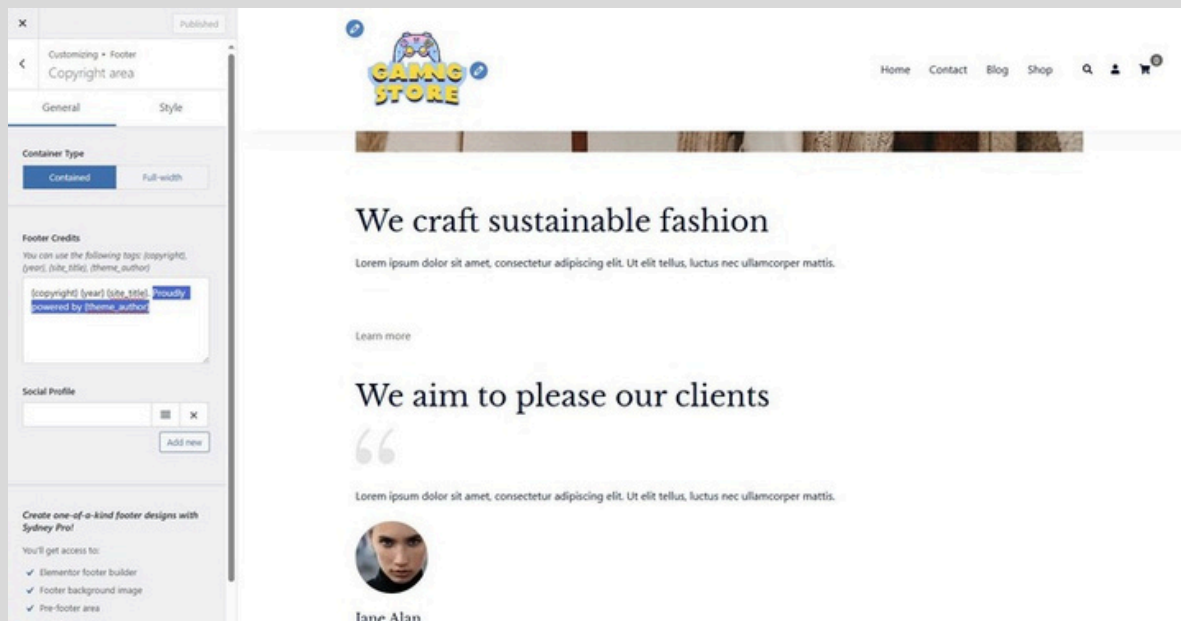
Now go back and click on **Menus** in the **Customize** section on the left of the screen. Click on **Footer 2**. Click to add in the **Home, Refund and Returns, Terms and Conditions, and Privacy Policy** pages. Drag them in the order of importance. Click **Publish** at the top and now view your site page footer.



# Design Your Site

## Change the Copyright

Go back to the **Customize** menu and back to **Footer**. Click on **Copyright** area. Let's remove the information telling our customers that its powered by Sydney. So, in the Footer Credits, remove **Proudly powered by {theme\_author}**. Click **Publish** when done.



The screenshot shows the WordPress Customizer interface for editing the footer. On the left, the 'Customizing' sidebar is open to the 'Footer' section, specifically the 'Copyright area'. Under 'Footer Credits', the text '[copyright] [year] [site\_title] Proudly powered by [theme\_author]' is visible, with 'Proudly powered by [theme\_author]' highlighted in blue. Below this, there is a 'Social Profile' section with an 'Add new' button. At the bottom of the sidebar, a note states: 'Create one-of-a-kind footer designs with Sydney Pro! You'll get access to: ✓ Elementor footer builder ✓ Footer background image ✓ Pre-footer area'. The main preview area on the right shows a website layout for 'GAME STORE'. The header includes a logo and navigation links: Home, Contact, Blog, Shop, a search icon, a user icon, and a shopping cart icon. The main content area features a hero section with the heading 'We craft sustainable fashion', a paragraph of placeholder text, and a 'Learn more' link. Below this is another section with the heading 'We aim to please our clients', a quote icon, another paragraph of placeholder text, and a profile picture of 'Jane Alan'.

# Design Your Site

## Font and Colors

You may have already set the colors of your site. It is important to keep your branding scheme the same across all of your platforms. This will entail more loyal customers. Let's use ChatGPT to help us.

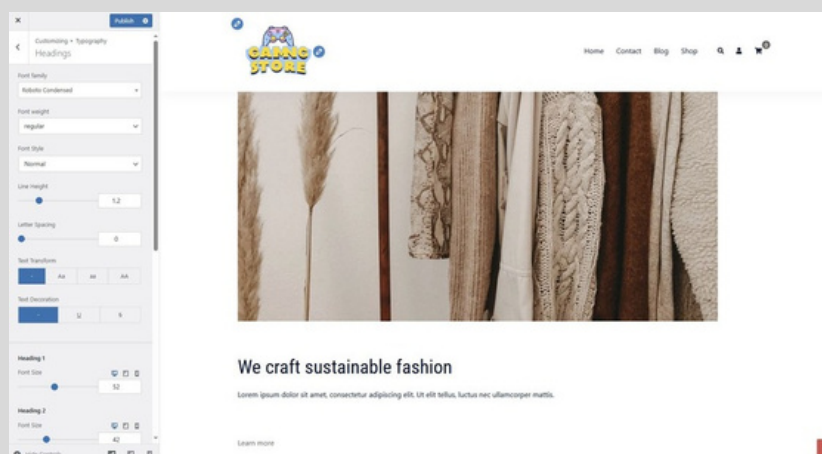
### Header & Body Fonts:

Act as a web designer. Recommend a Header and Body font for a [NICHE] website selling [PRODUCT].

### Complete Color Scheme:

Act as a web designer. What Menu color (background and text), Background color, Primary color, Body Text color, Headings color (include Heading 1, Heading 2, Heading 3, Heading 4, Heading 5, Heading 6) and buttons color would you recommend for a [NICHE] website selling [PRODUCT]? Make the theme and menu light. Provide HEX codes.

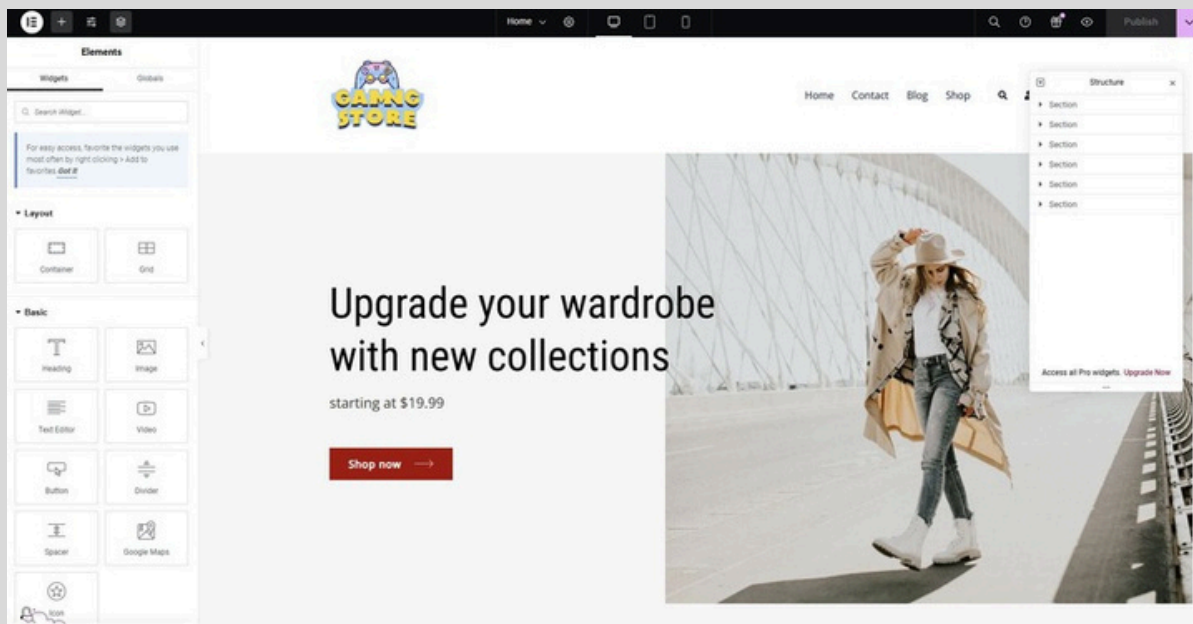
Go back to the Customize menu. Click on Typography. This is where we will set our fonts. Set your Heading based on what ChatGPT provided to you. Click Publish when complete. Go back and do the same for the body text. Now set your colors according to ChatGPT.



# Design Your Site

## The Home Page

Click back on your **site name** or **domain name** at the top left of the page. If you have not gotten out of the **Customize** menu yet, click the **X** in the top left corner. Click to access the **Dashboard**. Go to **Pages** and then **All Pages**. Be sure that the **Elementor** plugin is activated already. To check, go to **Plugins**. If the **Elementor** plugin is not activated, hover over it and click **Activate**. Now go back to **Pages**. In pages, hover over Home and choose **Edit with Elementor**. This will give you the ability to edit the page for how it looks vs the traditional WordPress editor. You can now edit the page on the screen to see your changes. This is basically desktop publishing at this point. Elementor also gives you the ability to add in widgets from the left menu.

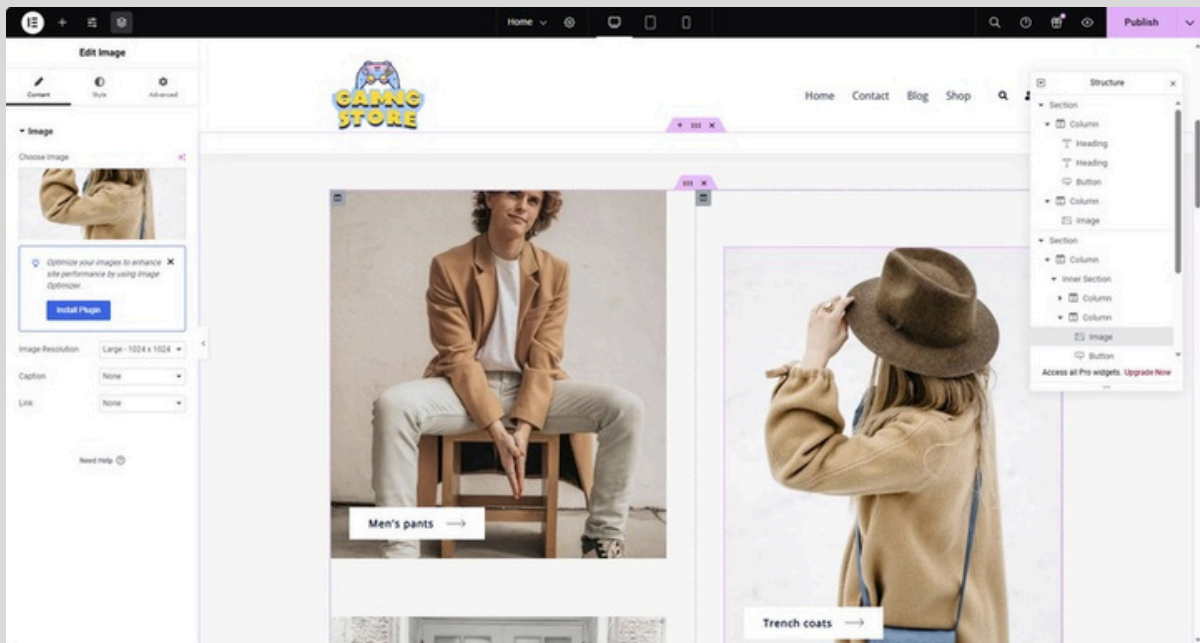


Bring the Title text to the left side of the photo by clicking on it and adjusting it. You have complete control of the way the site looks. Wait! We need some images. For now we will just download some images to use temporarily. With your site, have your images already.

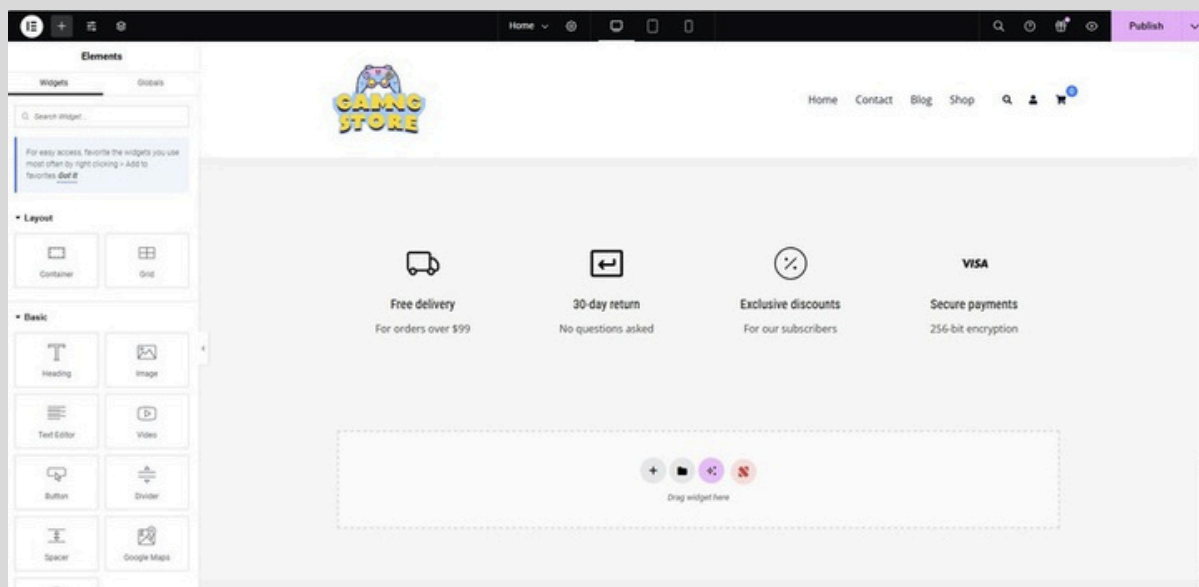
# Design Your Site

## The Home Page Cont...

Let's change out the layout. We will remove the section under the main picture. We will not need that section. Hover your mouse over the picture. You will see a pinkish item pop up with a +, some dots, and an X. Click the x to remove the section.



Now click and hold the pinkish item on the Features section. Drag it up to sit below the main photo.



# Design Your Site

## Replace Photos

Let's start replacing photos. Let's start with the main photo. Click on the photo. To the left you will be able to change the image. Click **Choose Image**. You will have to upload your images now. So choose **Upload files** and select your images. Choose the image that you want to replace this image. Fill out the attachment details. Here you will include some relevant keywords. Click Select at the bottom. You have replaced the image. Note... Your images should be smaller sized. Large images are hard to load and will hurt you in your SEO. Google wants pages to load fast.

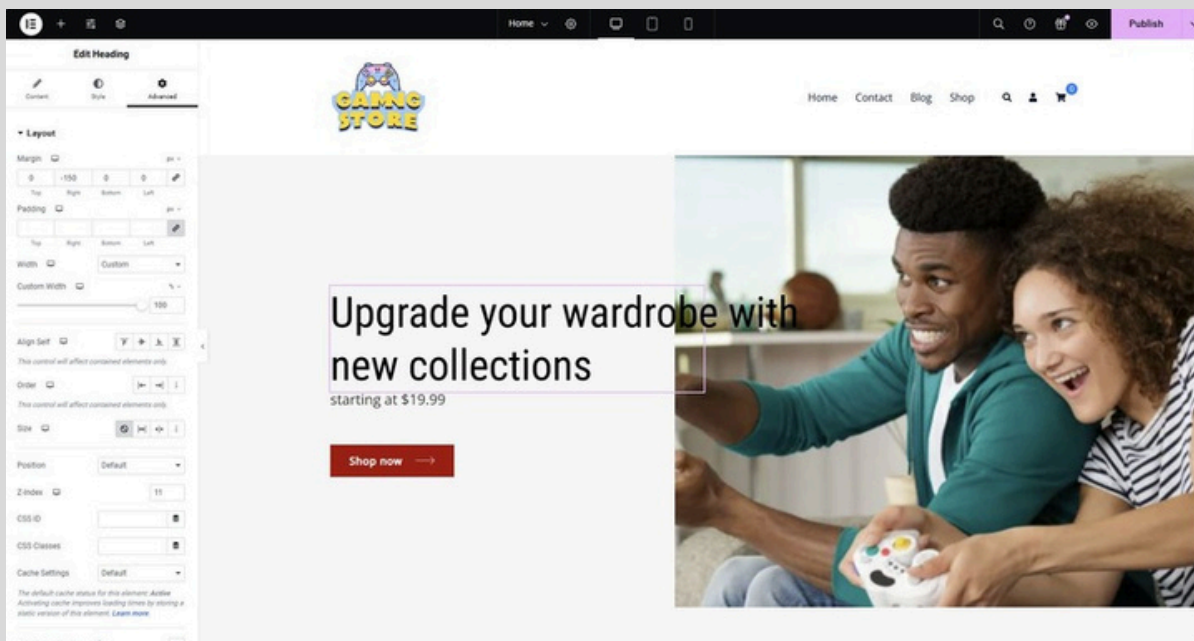
The image shows a two-part screenshot of a website editor. The top part displays a live preview of a website for 'GAMING STORE'. The main content area features a large image of a woman in a trench coat, with the text 'Upgrade your wardrobe with new collections' and 'starting at \$19.99'. A 'Shop now' button is visible. On the left, an 'Edit Image' sidebar is open, showing options to 'Choose Image', 'Optimize your images to enhance site performance by using Image Optimizer', and settings for 'Image Resolution', 'Caption', and 'Link'. The bottom part of the screenshot shows the 'Insert Media' modal window. It contains a grid of image thumbnails, including various gaming peripherals like controllers, keyboards, and mice, as well as lifestyle photos. On the right side of the modal, there is an 'ATTACHMENT DETAILS' panel for the selected image, which includes fields for 'All Text', 'Title', 'Caption', 'Description', and 'File URL', along with a 'Select' button at the bottom right.

# Design Your Site

## Resize and Edit Text Boxes

Next click on the Title. On the left side a menu will pop up. Click on Advanced. Adjust the Column Width to increase or decrease the columns. Click on the Content section and change the message. Remember ChatGPT is your friend with all of your content. Click Publish when done. Now replace other photos with relevant photos. You can also click on the Tablet and Mobile views at the top to edit how the site will look on these devices. Click the View icon at the top to view the site in a browser.

You can use the Style setting to decrease the text size. There are various other settings between all three tabs. Make some adjustments to see how a lot of these affect your site pages. Ensure your edits are based on Desktop, Tablet, and Mobile settings. Review each.



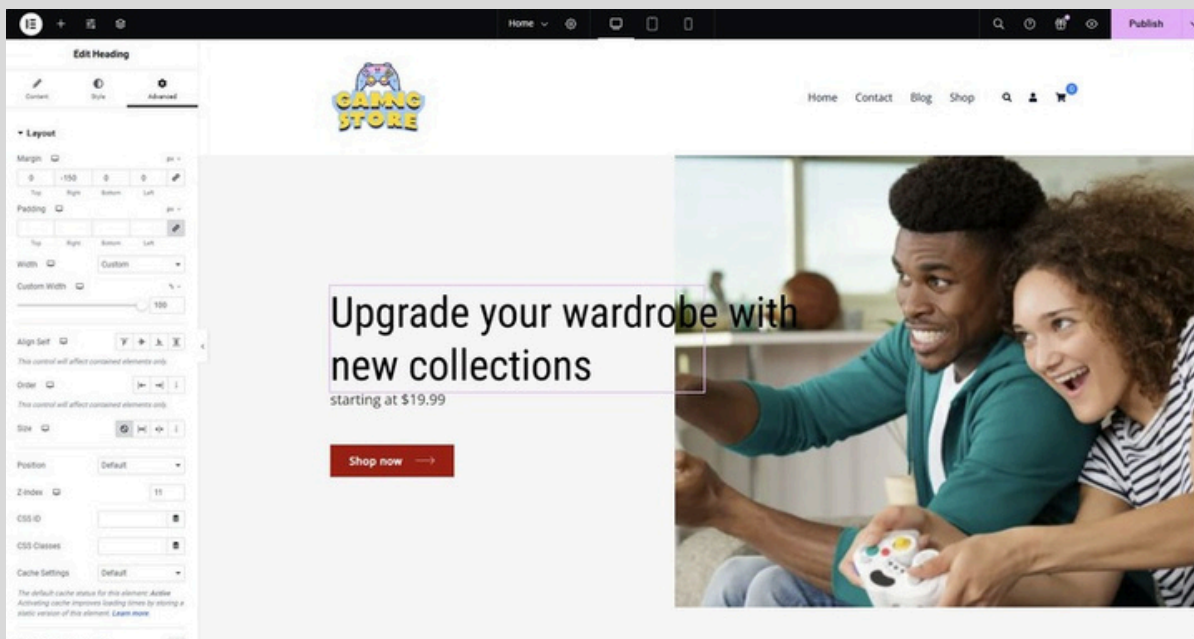
# Design Your Site

## Edit the Testimonials and Photos

Let's edit the testimonials and photos. Scroll down to the bottom of the page and edit click on the testimonials text. Replace with your own customer's testimonial. This can be a family member, friend, or a real customer.

Next let's replace the photo. Click on the photo. Replace the image as we did earlier. Complete the image details. This image should be in a very small format due to its small size. Once the image is replaced, click on the image. In the menu that pops up to the left, go to **Advanced**. Scroll down till you see **Masking**. Turn masking on. Then select **Circle** for the **Shape Size**. Choose a **position** that best fits.

Play around with these settings till you get the look and feel that you want. Publish when finished. Now you know what to do for each of the other pages in the site. Publish and Exit back to the dashboard.



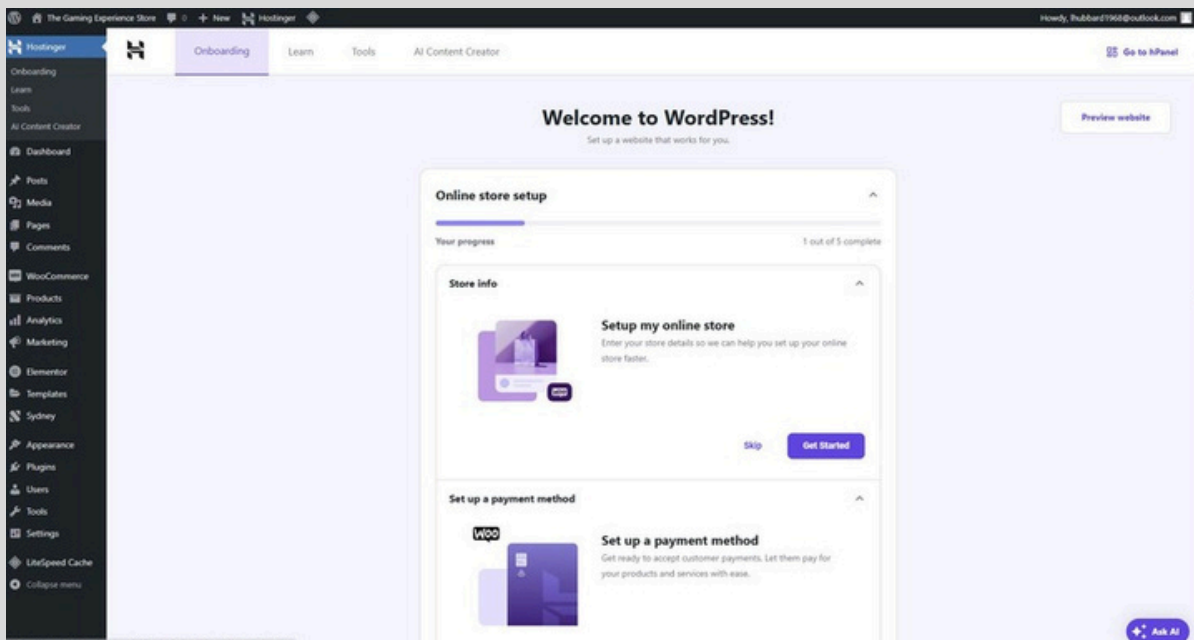
# Design Your Site

## Store Setup

We need to now setup the actual store. You need to setup payment systems so you can get paid. You also need to setup taxes. Set shipping costs for different shipping zones. Set the right metrics for where your main customers are like inches, Lbs, etc...

You will now setup WooCommerce. This is what drives your store. When back in the dashboard, click on WooCommerce. You may need to click the option at the top to finish setting up your store. Here you will configure all settings for the store.

Due to a lot of financial and personal info, we will not fully fill out for a payment processor in this demo. Add in additional plug-ins. You will need to add in WooCommerce Shipping & Tax. Be sure to activate it. You will also have to configure this.



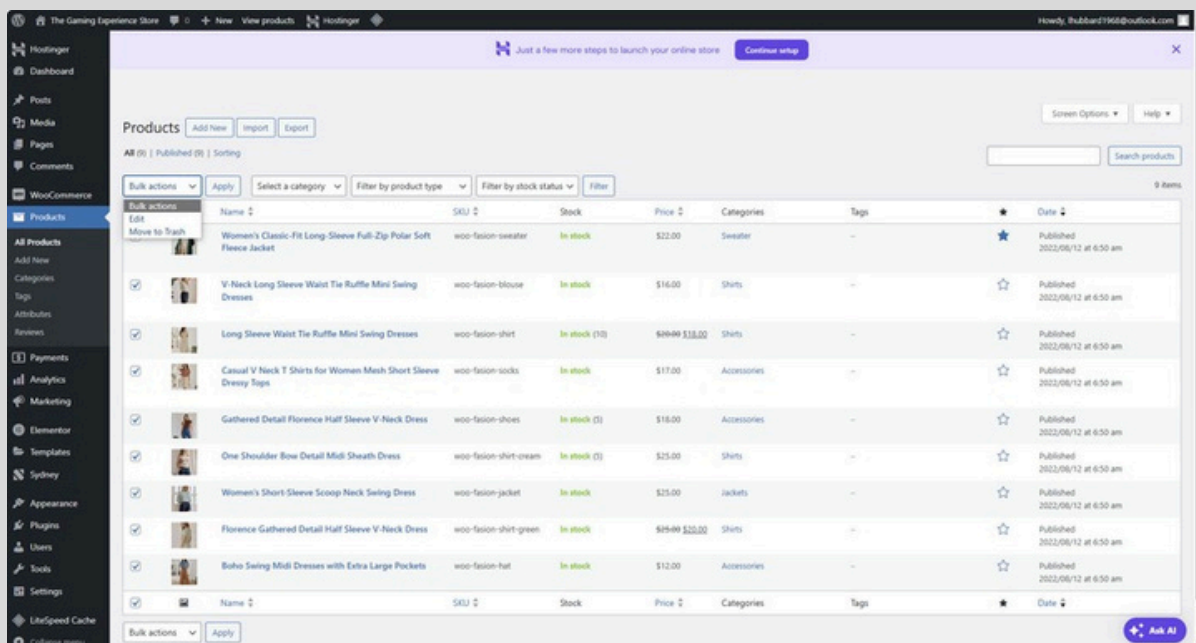
# Design Your Site

## Product Page

We now need to setup our products. First lets remove all of the existing products. Go back to the **Dashboard** and click on **Products**. Select all the existing products and choose to **Move to Trash** (select under Bulk Actions). Click Apply.

Next you will use ChatGPT to generate your products' information. The first prompt will be run to generate a list of your products. Be creative with the prompt to get what you want. The additional prompts can be run together. You will be taking the information generated from the first prompt to substitute into the second prompt. The second prompt will be run for each of your products to derive content for your product description and the product's short description. Copy this content to a document.

Be sure to gather 3-4 photos for your products. You will need a main photo and the rest will be secondary photos for the gallery.



# Design Your Site

## ChatGPT Prompts

Product Name:

Act as a copywriter. Generate a list of 10 highly engaging and memorable product names for [PRODUCT], targeting [NICHE]. The names should be unique and catchy.

Product Descriptions:

Act as a copywriter. Write a lengthy product description with the following product details, targeting [NICHE]. Product name is [PRODUCT NAME]. Include 3 benefits and 3 features in a bullet-point format. At the end, write a new paragraph as a short description.

[PRODUCT DETAILS]

A product page is where your customers can find all the information they need about a specific product you're selling. It includes a product title, description, images, price, and a button for customers to add the item to their shopping cart.

Beyond the obvious use of a product page being where visitors can purchase your product, it has multiple additional benefits:

1. Building trust: A detailed product page shows customers that you know your stuff and you're confident in what you're selling. By providing all the necessary information, you're making it easier for customers to trust your brand and feel comfortable making a purchase.

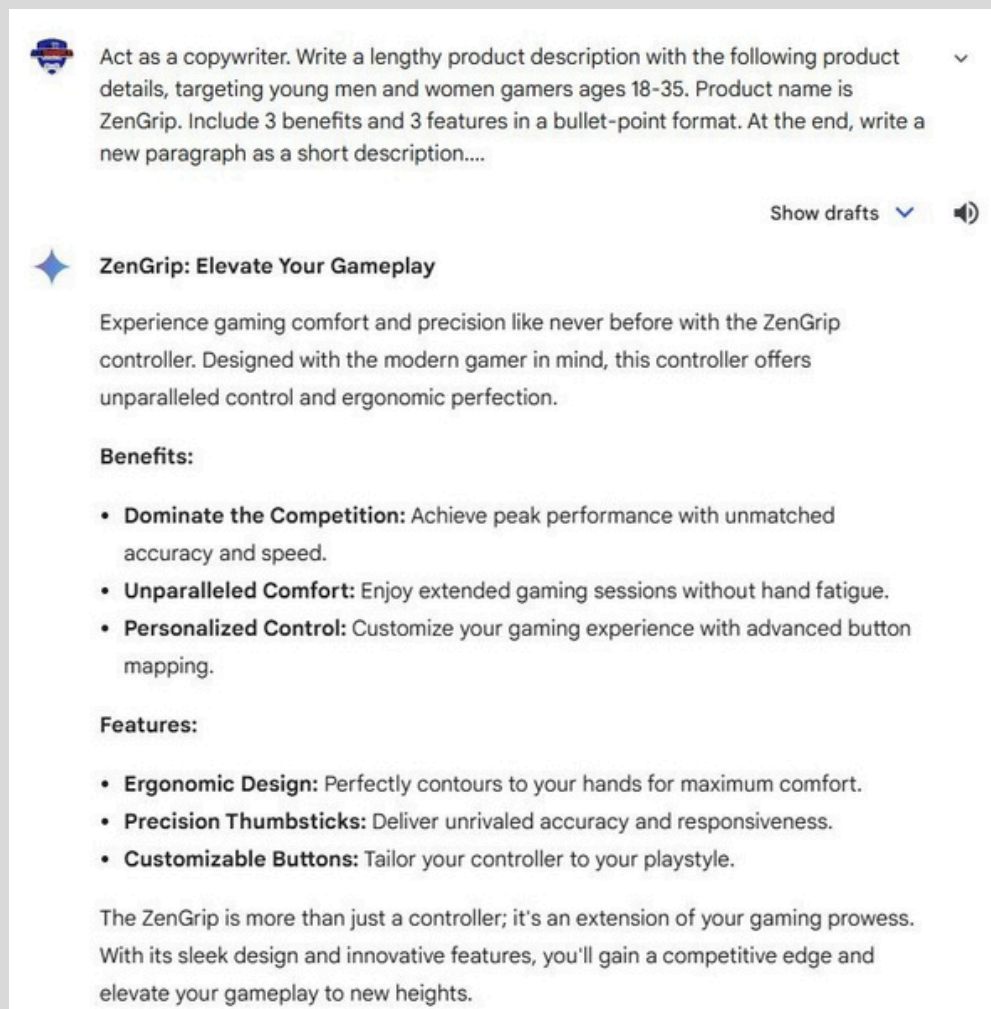
2. Answering questions: Your customers might have questions about your product, such as its size, material, or how it works. A well-crafted product page can address these questions, eliminating any doubts that might prevent customers from making a purchase.

# Design Your Site

## ChatGPT Prompts Cont...

3. Boosting SEO: A well-written product page can help your website rank higher on search engine results, making it easier for potential customers to find your products online, especially for customers with a purchase intent. We'll be talking a lot more about this in the SEO section of the strategy.

Use this to generate long and short product descriptions for each product. You will replace each product name as you run this for each individual product. Copy each to a document. These will be utilized to create products.



Act as a copywriter. Write a lengthy product description with the following product details, targeting young men and women gamers ages 18-35. Product name is ZenGrip. Include 3 benefits and 3 features in a bullet-point format. At the end, write a new paragraph as a short description....

Show drafts ▾ 🔊

◆ **ZenGrip: Elevate Your Gameplay**

Experience gaming comfort and precision like never before with the ZenGrip controller. Designed with the modern gamer in mind, this controller offers unparalleled control and ergonomic perfection.

**Benefits:**

- **Dominate the Competition:** Achieve peak performance with unmatched accuracy and speed.
- **Unparalleled Comfort:** Enjoy extended gaming sessions without hand fatigue.
- **Personalized Control:** Customize your gaming experience with advanced button mapping.

**Features:**

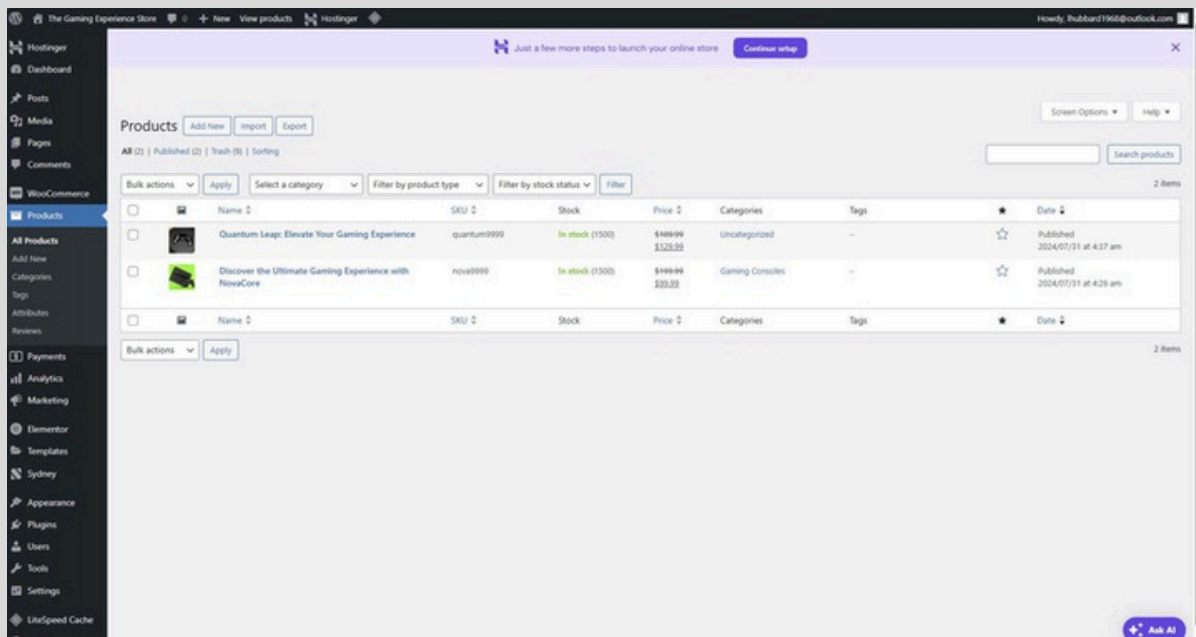
- **Ergonomic Design:** Perfectly contours to your hands for maximum comfort.
- **Precision Thumbsticks:** Deliver unrivaled accuracy and responsiveness.
- **Customizable Buttons:** Tailor your controller to your playstyle.

The ZenGrip is more than just a controller; it's an extension of your gaming prowess. With its sleek design and innovative features, you'll gain a competitive edge and elevate your gameplay to new heights.

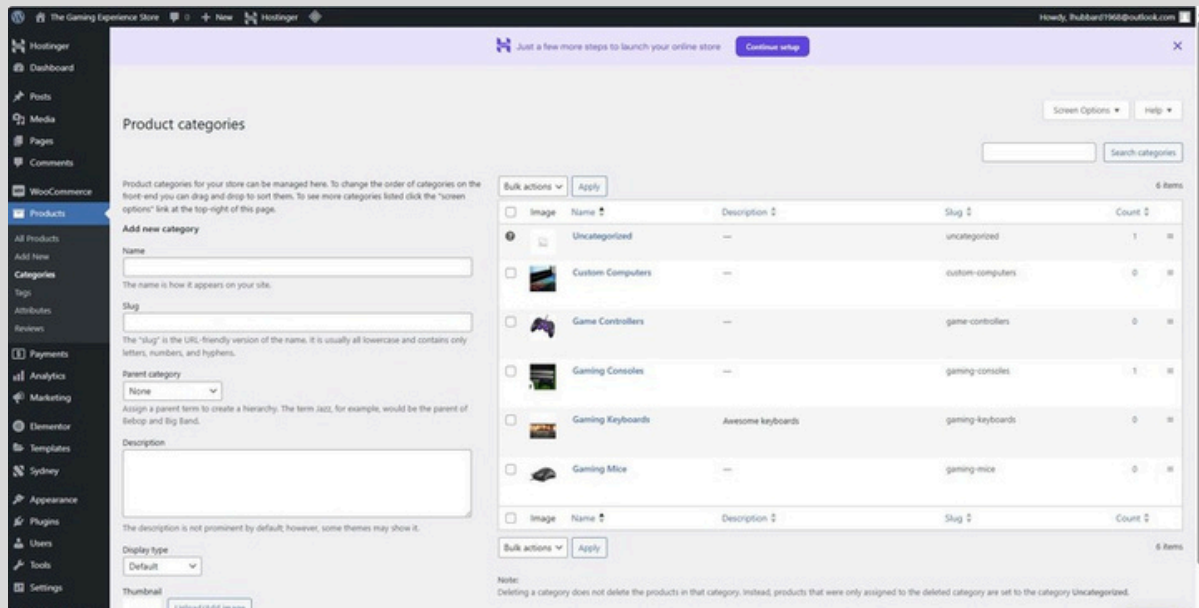
# Design Your Site

## Create Your Products

As you create your product pages, these will be populated on your site. You will create a product page for each actual product. Go to the Dashboard. Click on **Products** and **Categories**.



Before you configure your products, create categories if you will be selling products across different categories.



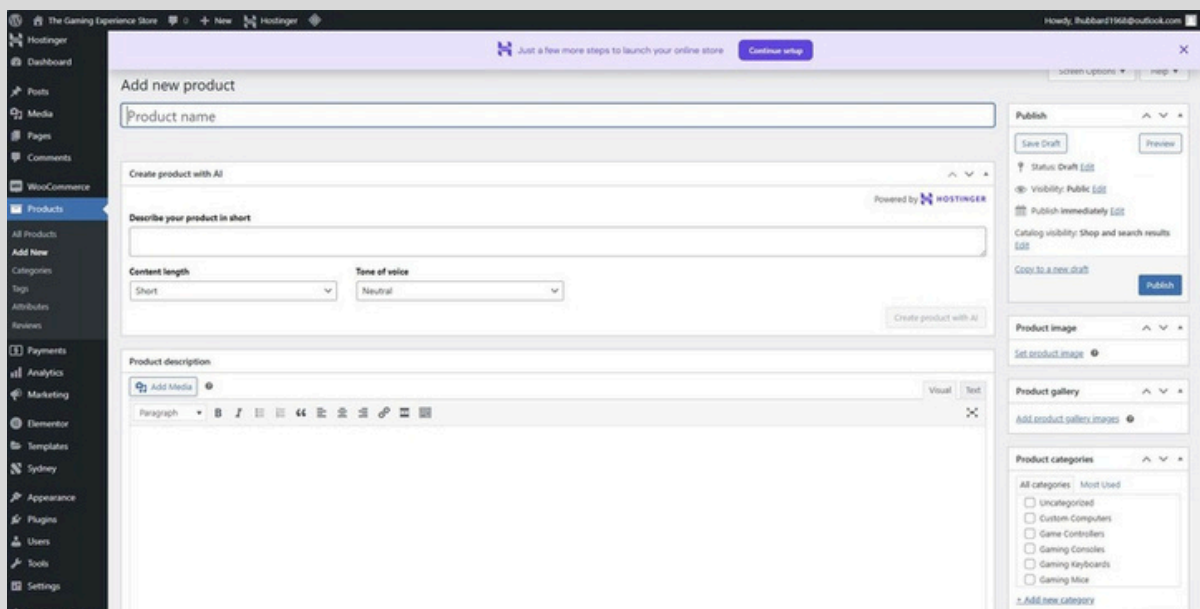
# Design Your Site

## Add New Products

Now it is time to add new products to your store. In the Dashboard, ensure you are in Products. Click on Add New. You will be able to configure the new products with the info that you input into ChatGPT for each individual product. Have relevant photos ready to also upload. From the information you created in ChatGPT, you will have a Title for your product, a long description, and a short description. Ensure that all the information that you are putting in the descriptions actually match your products. Be sure to select the category for the product if you set up categories.

A good idea for each product will be to create folders for your categories in Windows Explorer. Then create folders for each product that falls under each category. Now in the product folder create a text file to contain the descriptions. Copy in each photo that will be utilized for that product.

Be sure to fill out the product data sections, give it a slug (short name), and even tags if you have any in mind. Publish when complete.



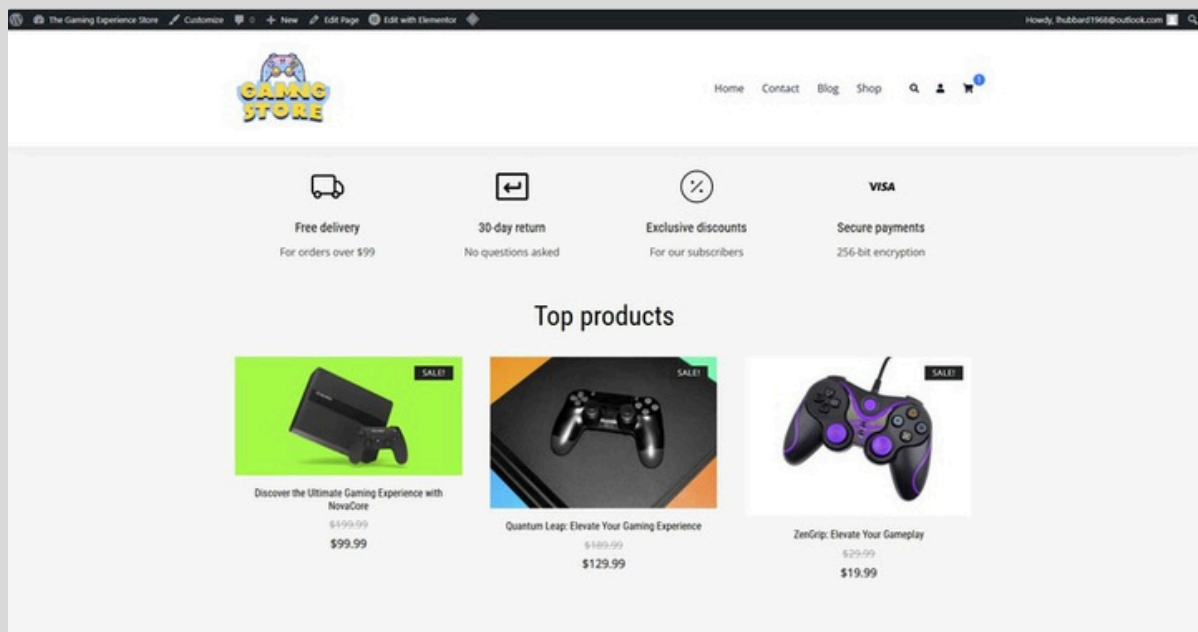
# Design Your Site

## Continue to add your products

As you complete configuration of a product, continue to view your site and to add new products. Ensure that you are putting in proper pricing for your products. Test out the site as you go. Click on a product page. Review the product page. Add items to your cart. View your cart. View your checkout process. You may not yet have a payment processor, so you will only be able to get to the Checkout page. Once your payment processor is in place, then you can go through a full end to end process with you selling your products.

Hint...

Once you setup your payment processor, make one of your products price at \$1. This money will be coming back to you minus payment processing fees. Test out your store from end to end. Once you have thoroughly tested, then set the pricing back to its proper cost.



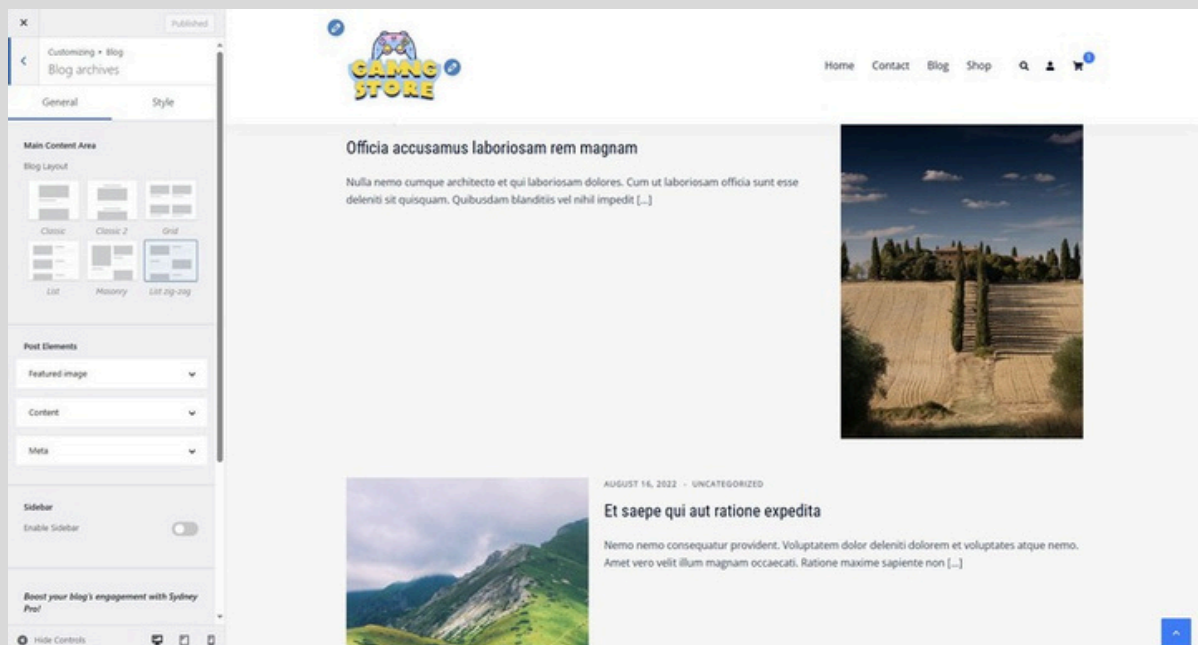
# Design Your Site

## Blog Page Layouts

Blog pages are important for your SEO and marketing efforts. Go view your site to first see how the blog page looks. You will be able to edit or remove the current blogs and add in new ones. This is where ChatGPT and maybe another AI content write is very important. You want your blogs to be authentic and not detected by AI scanners. You also want to keyword your blogs.

Once you view the Blog page, click on an article. You are able to change the look and feel of all of your individual blog pages as well as the main Blog page

So, let's go to the main **Blog** page. Click on **Customize**. Then click on **Blogs**, and go to **Blog Archives**. In Blog Archives, you can change your layout. I recommend not using a sidebar. It is just more that is in the way. Play around with your blog layouts. Also view in Tablet and Mobile modes in addition to the already Desktop mode.



# Design Your Site

## Single Blog Page Designs

Go back and click on a single post. Back in the Customize dashboard, go to the Blogs Single Post selection. Here you can play around with the design of your single blog post pages.

Scroll up and down the Single Post configuration tool to see all of the available options. These options help you to design out how your pages will look to your viewers. Be sure to check out the views in Desktop, Tablet, and Mobile formats. You can make changes in each format that does not affect the other formats. You are creating the views that your customers will see. So, ensure that each customer is getting a great experience when visiting your site.

Tip:

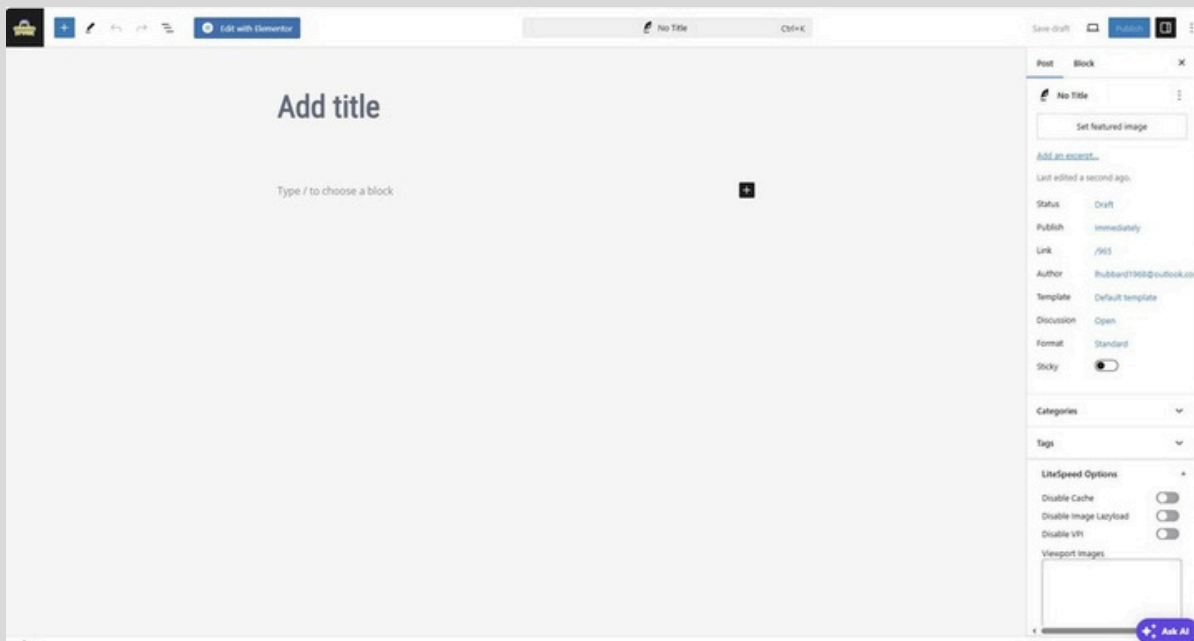
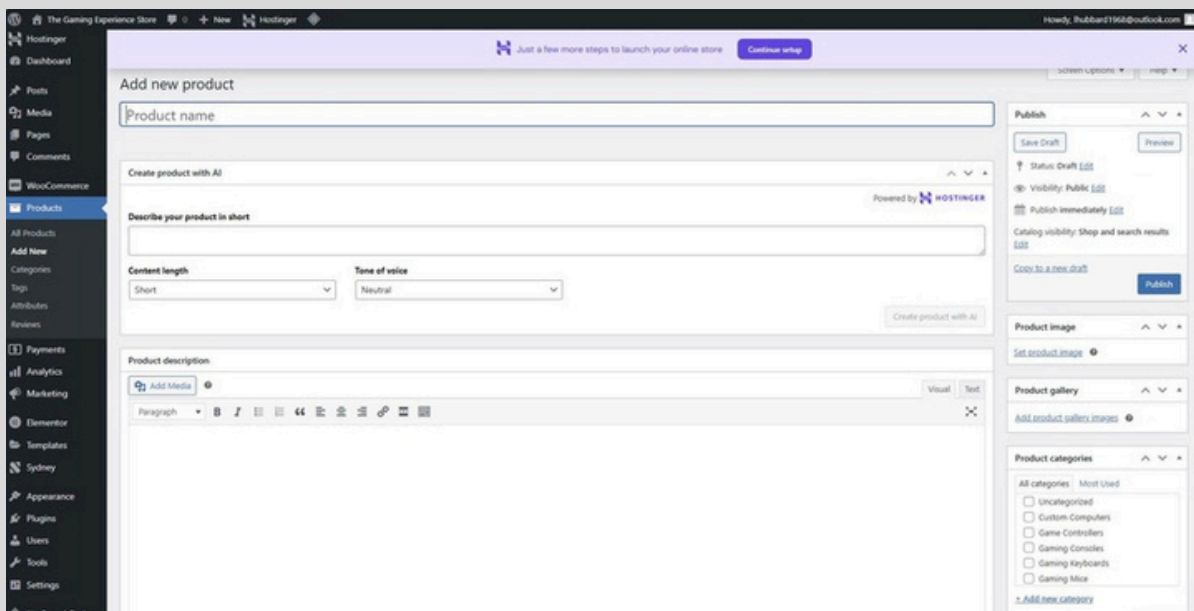
Always show a featured image. I recommend to have it below the title. Like products, you can create categories. Determine if you want all of the Meta data below the title. Publish when complete.



# Design Your Site

## Creating New Blog Pages

Let's first create a Blog post from the dashboard. So, exit and go back to the dashboard. Click on Posts. Click Add New Post. You can now configure your new Blog page. Give it a title. Add your first paragraph.

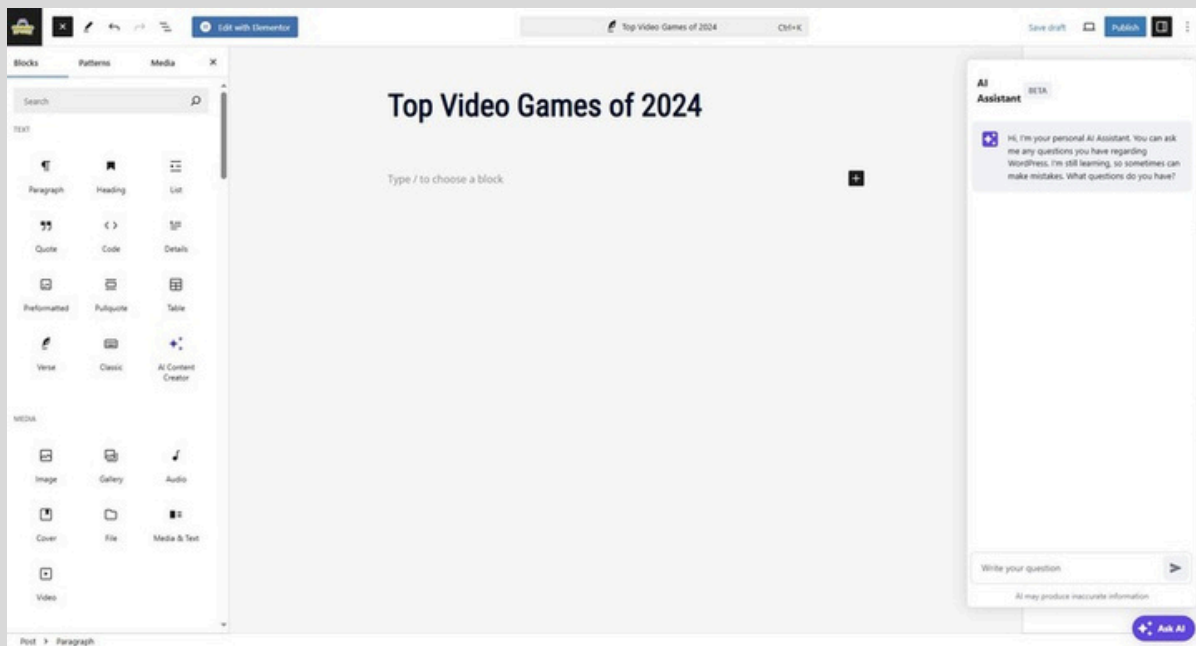


# Design Your Site

## Populate New Blog Post

Click on the + sign in the top left corner and open the design tool. Here you can use the design tools to add headings, images, audio, video, and more. Here is another opportunity to use ChatGPT or some other AI content writer like ArticleForge to create an article for you. ArticleForge content writing is not likely to be picked up by AI Detectors.

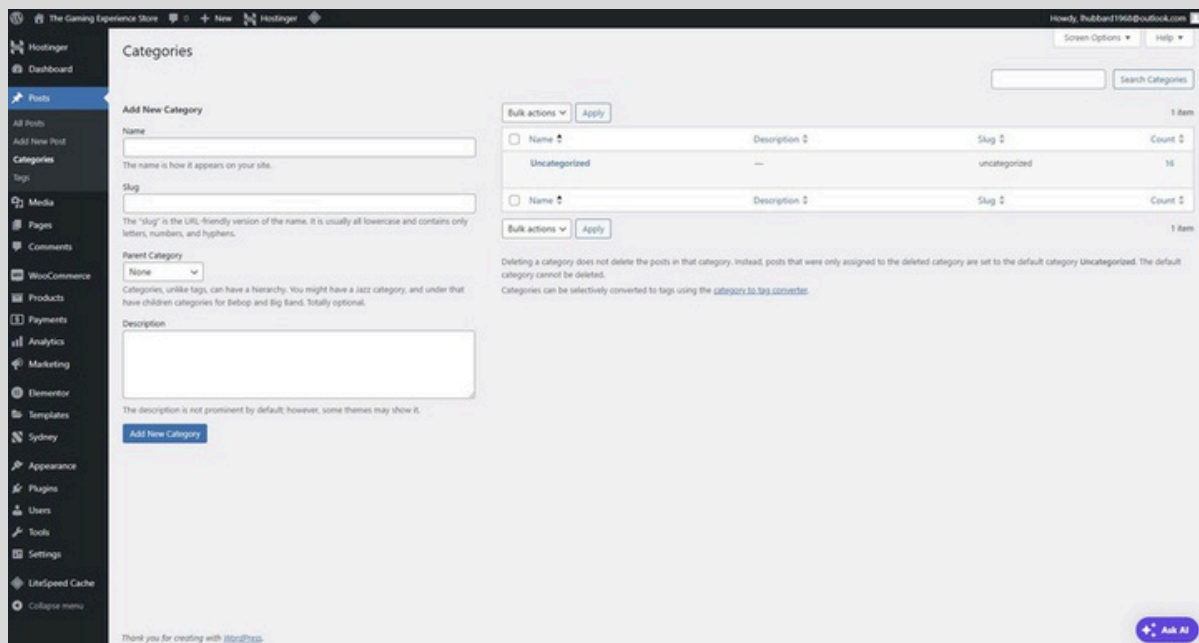
Check your content for AI detection at <https://bypassgpt.ai/>. It can also humanize your content. Depending upon what AI platform you are on, you can also have it to create relevant images for you. Go ahead. Create your first article.



# Design Your Site

## Blog Categories

It would be a good idea to create blog categories. This will help to organize your blogs and to provide a category section under each blog title whereas readers can click to read other articles in the same categories. Based on your products and services, you may have several categories to classify your blogs.



## Blog Content

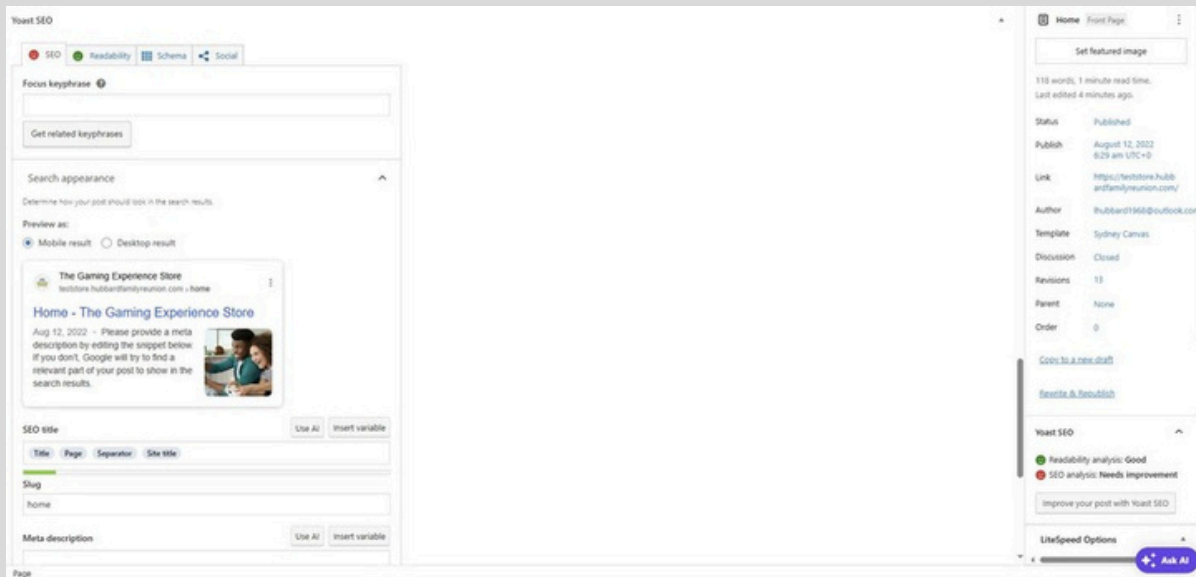
You have the world of AI to help you create content for your blog pages. If you like to write, be creative and write your own content. Then use ChatGPT, Grammarly, or some other program to correct spelling and verbiage. Ensure that you have relevant photos for each blog. Continue to practice on this. Google favors relevant content that it deems important to readers.

# Design Your Site

## Basic SEO

You will need to install the free version of **Yoast SEO** and **Yoast Post Duplicator**. Yoast SEO will add a bottom section to your pages and guide you on getting your site's OnPage SEO right for ranking. To access this, in the **Dashboard**, click on **Pages** and **All Pages**. Hover over a page and choose Edit. Scroll down to view and configure. The free version gives you so many edits daily. We will learn more about this in the SEO part of the course.

The Yoast Post Duplicator gives you the ability to clone your pages. Access this the same in **Pages** and **All Pages**. Hover over your pages to see the **clone** feature. This will duplicate the page.



## Complete Your Site

You should now have the skills to complete your other site pages. We will soon learn about SEO, Silo architectures, and Flat architectures so that your sites can be structure in a way that Google will try to rank not only your home page but other relevant pages.

# Conclusion



## Key Points in This Training

Learning to develop, design, and edit websites takes practice. WordPress sites are some of the more popular websites. Your practice should not stop here. Be creative! Your next steps after this is to work with a pre-built website template that gives you most of what you need. Edit it to your liking.

You may then want to learn how to backup a WordPress website. This will help you in the long run to protect your site from mishaps. Learn about the various plugins and how they can help you. There is a lot more to learn about WordPress.



**Thank You For  
Taking The Time  
To Learn And To  
Help Your Future  
Careers!**