

# **NICHE AND WEBSITE PDF FOR GIANT EVERGREEN COMMISSIONS**

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# Choose Your Niche

Before you start your website, you have to know what you're going to write about.

What you choose to write about is called your "niche". It defines the audience you want to reach with your website.

The dictionary says that the word "niche" (in this case) means: ***denoting or relating to products, services, or interests that appeal to a small, specialized section of the population.***

Is there an audience interested in crochet related products? Yes, there is. Does it appeal to everyone? No, it appeals to a select group of people. Therefore, crochet is a niche.

Is there an audience interested in home décor related products? Yes, there most certainly is! Does it appeal to everyone? No, it appeals to a select group of people. Therefore, home décor is a niche.

## Examples of other niches:

- Gardening
- Running
- Vacuum cleaners
- Horse riding
- Musical instruments
- Accounting software
- Woodworking
- Positivity
- Self Improvement
- Fitness

A niche like "home décor" is BROAD because there are probably more people interested in home décor than there are people interested in crochet.

Plus, there are a lot more products that fall into the category of home décor.

A niche like "crochet" is NARROW because there aren't as many products in it as there might be in "home décor" and there's a smaller audience than there might be for the topic of "home décor".

Broad niches can be broken down into more narrow ones. For instance, if you were to write only about home décor that goes in a living room, your

niche would be “living room décor” which is a subset of the “home décor” category.

What often confuses affiliate marketers in choosing a niche is whether or not to go broad or narrow.

Going broad means there’s a bigger audience and lots more things to write about but going narrow means you can really specialize in a particular category of products and that might make it easier for your posts to rank in Google.

Going narrow also doesn’t mean you can’t eventually make your site target a broader niche.

You might start by writing only about living room décor, then – when you have those posts working well – start a new category for your site and write about bedroom décor. You could keep adding another narrow niche at a time until your site covered the broader home décor niche.

### **What’s more important, though, is that YOU enjoy the niche that you’re going to write about.**

Your task is just to brainstorm a list of topics you like and then whittle the list down:

1. Brainstorm a list of all the **topics** and **hobbies** you enjoy – take time with this list. I have had people brainstorm a list very quickly and then later realize they left off a HUGE topic they’re interested in because it’s something they do so often they don’t even think about it. Work on the list for a bit. Walk away. Watch TV. Read a book. I’m pretty sure more ideas for interests will pop into your head. Add them to your list.
2. When you feel confident your list is thorough, go through each item on the list and rank the topics so that the ones you would most enjoy writing about are on the top and those you would least enjoy writing about are on the bottom.

Take a day to think through your list and choose the ONE topic that you would MOST enjoy writing about. I assure you there will be things on ShareASale that you can promote that are related to that niche!

# Choose Your Domain Name

Once you've finalized your niche choice it's time to choose a domain name.

You do **NOT** want a boring, plain, affiliate-sounding domain name like "buymystuff.com" or "totalwarehouse.com".

A serious site – one that you would be proud to own – requires a more original name!

A domain name should be:

- Easy to remember
- Should not include dashes or hyphens
- Relate to the niche in some way yet still be interesting and unique

By keeping the domain name more generic you'll be able to add related products in the future without it sounding strange.

If you wanted to go with a domain like "orangetopia.com" because you think it sounds cool for a site about kitchen gadgets and envision a future logo with a large, smiling orange sitting in a kitchen, go for it.

Think more about what domain name would sound sincere and professional to your site visitors, what domain name would sound less like a thin affiliate site and more like a site built by a real person for real people, and think about the kind of name that you'd be proud to tell people you owned.

Get creative and see what kinds of neat domain names you can come up with. Just try to keep them short – three words is good. Too long and the name no longer becomes something easy to remember.

There are a couple of things it's important to check before registering a domain name (I'll cover how to do these things in the next section):

- Make sure there's no trademark for the name - if there's an existing trademark and you register a domain for a trademarked phrase you could lose the domain
- Check whois information to find out if the domain has ever been registered before. If a domain has been used before you might get saddled with someone else's bad backlinks.
- If the .com isn't available and you're considering a .net always look up the .com version of the domain name to see if it's a developed site. If

it is then you may look like a copycat of that other site and will struggle with branding in order to look different or struggle to outrank the other site for the name of your site.

- You also want to look up the domain as a phrase – for example, if the domain choice is gooddeepbreath.com then you'd look up "good deep breath" (without quotes) to see if there's anything that comes up that might cause you issues with that domain name. If there's a product that goes by that name or a site that has a different domain but uses that phrase in their branding then you might be better off with a different domain choice.

### **To find and check domain names:**

1. Come up with 10 domain name ideas using any of the following methods:
  - a. Brainstorm ideas
  - b. Ask your family and friends for ideas
  - c. Use this tool to help you come up with ideas:  
<http://www.namemesh.com/>
2. Find out which of your domain name ideas are truly available using one of the following methods:
  - a. Check with your domain registrar provider (if you already use one) to see if the name is available
  - b. Type it into Google to see if you get a message saying the domain is already taken. **If a domain is registered but showing for sale, skip it. There's no reason to pay more than \$15 for a domain for this project.**
  - c. Cross off any of your domain ideas that aren't readily available.
3. Do a trademark search to make sure there's no LIVE trademark for the phrase you want to use as your domain:
  - a. Go to: <http://www.uspto.gov/trademarks-application-process/search-trademark-database>
  - b. Click the "Search Trademark Database" button that's just a bit down the page
  - c. Click the Basic Word Mark Search option:

Select A Search Option
<p>▶ <b>Basic Word Mark Search (New User)</b> This option cannot be used to search design marks.</p>
<p>▶ <b>Word and/or Design Mark Search (Structured)</b> This option is used to search word and/or design marks. <b>NOTE:</b> You must first use the <a href="#">Design Search Code Manual</a> to look up the relevant Design Codes.</p>
<p>▶ <b>Word and/or Design Mark Search (Free Form)</b> This option allows you to construct word and/or design searches using Boolean logic and multiple search fields. <b>NOTE:</b> You must first use the <a href="#">Design Search Code Manual</a> to look up the relevant Design Codes.</p>

- d. In the Search Term box enter your domain name as a phrase – include spaces between words – and click the Submit Query button:

TESS was last updated on Wed Sep 12 04:51:02 EDT 2018

TESS HOME STRUCTURED FREE FORM BROWSE DICT SEARCH OG BOTTOM HELP

**WARNING:** AFTER SEARCHING THE USPTO DATABASE, EVEN IF YOU THINK THE RESULTS USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND

View Search History:

☒ Plural and Singular 
 ☐ Singular  
☒ Live and Dead 
 ☐ Live 
 ☐ Dead

**Search Term:**

**Field:**

**Result Must Contain:**

Please logout when you are done to release system resources allocated for you.

- e. If you see a message saying there are no trademarks, then you should be okay to use that domain name. If you see a list of possible trademarks, look for any that are LIVE and are an exact match for the phrase you're researching. If there is a Live trademark for your phrase, cross it off of your list of possible options.
4. Check whois tools and make sure the domain has no history:

- a. Go to: <http://whois.domaintools.com/>

- b. Enter your domain idea into the search box (ie, [crochetmania.com](http://crochetmania.com)) – keep in mind that you can usually only do about 10 checks on these sites for free so start with the ones that interest you most or you'll have to wait a few hours or a day before you can check any more
  - c. Scroll down the results page and see if there's any history showing the domain was registered before. If so, you might want to skip using that domain since you won't know if the previous owner ditched the domain after getting a Google penalty or building bad backlinks to the domain. The safest option is to start with a clean domain.
5. If you're looking at a .net domain because the .com wasn't available, look up the .com version of the domain. If the .com version has content on it then skip that domain choice. If the domain is simply parked or up for auction then you're okay to leave the .net on your list.
6. Go to Google and look up each domain idea as a phrase to see if there's any product by that name or some other sort of popular reference to that name that could cause some confusion with your branding efforts
7. Choose the domain that you like best, that has no domain whois history, has no live trademark, doesn't reference a product name, and doesn't have a competing .com if you're looking at a .net

## Buy Your Domain Name

Once you've chosen your domain name, it's time to buy.

### **You can buy domains one of two ways:**

1. Through a domain registrar (like [Namecheap](#))
2. Through your hosting company (if you're already set up with a hosting account – like [SiteGround](#))

Ideally, experts say to buy your domain from someone OTHER than your hosting company. The reason for doing so is basically an insurance policy.

Suppose your hosting company goes out of business and you have both your site files (which are housed with your hosting company) AND your domain name registered with the same company. You could lose both items.

Or, suppose your hosting company messes up and they close or suspend your account and you don't notice it right away. You could lose all of your site files and you can't log into the account to manage your domain name and switch it to another host.

It's sort of like when you have two sets of keys for your car and instead of keeping them in separate places you store them in one place and lose them both.

That being said, in the 9 years I've been paying for hosting and buying domain names I have always purchased my domain names from my host.

At first, I did so because I didn't know any better. Now, I know better but I still don't follow that suggestion because I've been with the same hosting company for years and never had an issue. I back up all of my site files so I won't lose those – although I could still run into challenges managing my domain names if something happened.

You have to decide what you're going to do for yourself but if you decide to buy your domain from your hosting company AND you don't yet have hosting, that means you have to now choose a hosting company in order to buy your domain.

### **I recommend two hosting companies:**

1. [SiteGround](#) – they have reasonable pricing and strong server security
2. [Bluehost](#) – they're cheap, they've been around a long time and they throw in a free SSL certificate for sites on shared hosting

I use Bluehost. However, their service has been rather poor in the past year IF you use their online chat. If you call them on the phone, they're great (and their service center is just the other side of town from me so if something happened I could always drive over to their office and make a scene!).

If I had to switch, I'd go to SiteGround. I've worked with them a fair amount when helping coaching students and like what I've seen.

You do not need expensive hosting. You do not need a private server or special WordPress hosting when first starting out.

I build all of my new sites on SHARED hosting. I have a second, Managed WordPress account with Bluehost and switch my new sites to the Managed

WordPress account only when they have about 10,000 visitors per month. This keeps my costs down while I vet a site and work through building it up.

When I buy domain names, I always choose automatic renewal so that I won't accidentally lose the domain name.

I also always get domain privacy because I don't want my hosting account or domain registrar email address out on the web to be scraped and added to spam email lists.

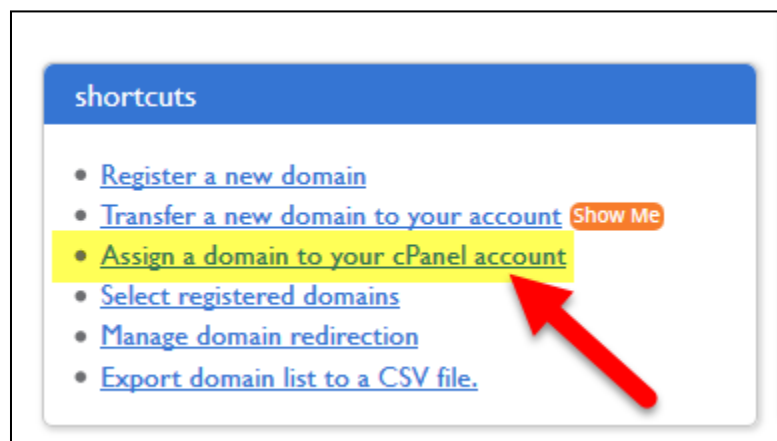
Through my Bluehost shared hosting account, the domain with domain privacy cost a total of \$23.87 plus tax.

## Assign Domain to Hosting Account

Before you can work on your new domain, you have to assign it to your hosting account's dashboard.

**If you purchased your domain name from the same company where you have your hosting:**

1. Log into your hosting account
2. Look for an option to manage your domains (most likely a tab called Domains in your navigation menu)
3. You need to make sure that your host has created a directory in your hosting account where you can put your site's files. Sometimes this means taking the step called "assigning the domain name to your cPanel". Some hosts will do this for you. If you don't see an option in your Domains tab for assigning the domain to your cPanel, check the Help section of your hosting company to find out how to complete this step:





4. Choose to assign a domain that is already associated with your account (since you bought the domain from your hosting company it should be in the list of domains already associated with your account):

**Assign Domain**

This utility will help you assign a domain to your extremereviewer.com cPanel account.

**step 1: enter domain**

First, select a domain name that you would like to assign.

☒ Use a domain that is already associated with your account.

Domain:

No more un-assigned domain available.

☐ Use a domain that is **not** already associated with your account.

Domain:

5. If the steps ask you if this is an add-on domain or not, say yes – an add-on domain is simply another domain that will be managed inside your same hosting account
6. Remaining settings have to do with the directory that will be created in File Manager for housing your site's files – I use the default settings for this step. If you have other questions to complete you can refer to your hosting companies Help resources for guidance in completing the remaining questions.

**If you purchased your domain name from a DIFFERENT company than your hosting account** then you have to do two steps – set the nameservers for your domain **AND** assign the domain to your hosting account.

Think of the place you bought your domain as your domain's address on a street map. When browsers try to access your domain, they're going to be looking in the servers of the company where you bought the domain.

If you are going to host your website at a different company, you have to change your address so that browsers know that your site files are located someplace else.

This is called setting the nameservers for your domain.

To both set the nameservers and assign your domain to your hosting account:

1. Log into your hosting account
2. Use the search tool in your hosting account or the Help resources or the Domains tab to find the NAMESERVERS for your host.  
Nameservers look something like this:
  - a. ns1.BlueHost.com ns2.BlueHost.com (that's for Bluehost – they'll be different for your own host but usually have some letters, a dot, the name of your host, and then com)
3. Log into your domain company dashboard (the site you used to purchase the domain)
4. Click on Domains (it may be called something else in your host but it's the screen that allows you to manage settings for your domains)
5. Click on your domain and find the field where you can change the nameservers
6. Enter the nameservers for your host
7. Save the change
8. It may take as many as 72 hours for that change to kick in although most changes are complete within 24 hours
9. Once 24-48 hours has passed, go back to your hosting account (if you do this before the nameserver change has taken place, it won't be an issue – you'll be asked to make this step anyway to confirm ownership of your domain)
10. Find the Domains tab (most likely called Domains but it could be called something similar – it's the page on your hosting account that lets you manage all of your domains)
11. Choose to assign a domain to your account that is NOT associated with your account:

## Assign Domain

This utility will help you assign a domain to your extremereviewer.com cPanel account.

### step 1: enter domain

First, select a domain name that you would like to assign.

☐ Use a domain that is already associated with your account.

Domain:

☒ Use a domain that is **not** already associated with your account.

Domain:

Please type a valid domain name.

12. If the steps ask you if this is an add-on domain or not, say yes – an add-on domain is simply another domain that will be managed inside your same hosting account
13. Remaining settings have to do with the directory that will be created in File Manager for housing your site's files – I use the default settings for this step. If you have other questions to complete you can refer to your hosting companies Help resources for guidance in completing the remaining questions.

## Install WordPress

A website usually consists of two things:

1. A set of files
2. A database

If you have cPanel in your hosting account (a common hosting account screen that allows you to access the tools of your hosting service), you can manage your FILES in the File Manager section and you can manage your DATABASES in MySQL Databases.

If you do not have cPanel in your hosting account, you may need to search your hosting company's Help resources to find how to access your site files and how to access your databases.

I use WordPress to build all of my websites. It's certainly the most popular option, it has been around for a long time, and it's easy to use. WordPress is software that makes it easy for website owners to build a website. It presents a set of screens to help you perform common website tasks (like create posts) without having to write all the code necessary to actually display a post on the internet.

Just one file in WordPress connects the right set of FILES to the right DATABASE for your site. It's called the wp-config file. That file includes the name of the database for the site and the username and password required for accessing that database.

### **There are 3 ways to install WordPress:**

1. **One-click install**
2. **Manual install**
3. **My AZON Breeze product**

## ***Method #1: One-Click Install***

Option #1 is the fastest way to get core WordPress files on your domain. It's extremely simple. Click a button, enter some fields, and your host does the rest.

**HOWEVER, using a one-click install *can introduce security risks to your website*:**

1. Your host may be automatically installing an outdated version of WordPress
2. Your host may also automatically include plugins that you don't need and those can introduce security risks to your website
3. Your host may not be choosing the most secure username and password options
4. Your host may not configure the most secure settings in the wp-config file for your site

**I would suggest you NOT use this method UNLESS you are very uncomfortable with following the technical steps of a manual installation.**

**If you choose this method, jump to the [WordPress One-Click Install Instructions](#) section.**

Those instructions DO include the steps you'll need to take to fix the security risks of a one-click install.

## ***Method #2: Manual Install***

When you manually install WordPress, you must download the latest copy of WordPress, upload it to your hosting account, manually create a database for your site, and run the WordPress installer.

This method gives you more control over the username and password for your database and is the more secure than using a one-click install.

**If you choose to use this method, jump to the [Manual Installation Instructions](#) section.**

### ***Method #3: AZON Breeze Install***

Most work to install plugins, configure plugins, and configure WordPress is done for you if you use AZON Breeze.

AZON Breeze is a complete WordPress site set up with theme, theme settings, plugins, plugin settings AND four custom post types that let me more quickly create affiliate marketing posts. It eliminates having to mess with any HTML or coding while creating four different kinds of affiliate marketing post layouts and it works with ShareASale links.

If you want to also use the AZON Breeze method for setting up WordPress and don't already own it, **please use this link for a 50% discount on the price as a member of Giant Evergreen Commissions:**

### **[AZON BREEZE DISCOUNT PRICE](#)**

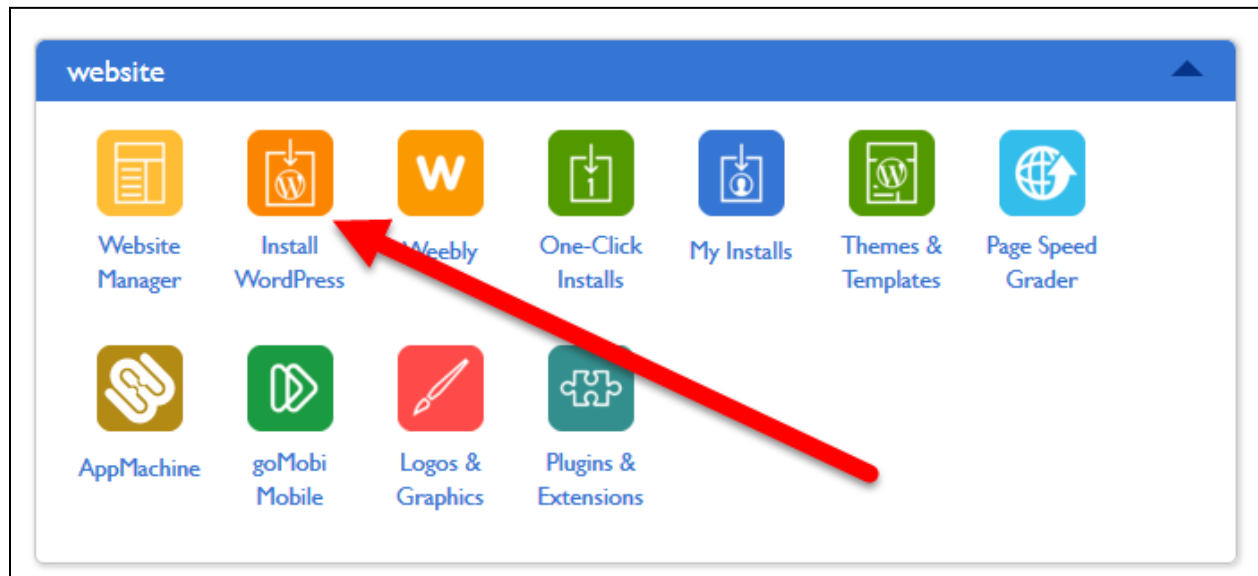
Once you click the buy button you should see the 50% discount price on the payment screen.

**If you choose to use this method, jump to the [AZON Breeze Instructions](#) section.**

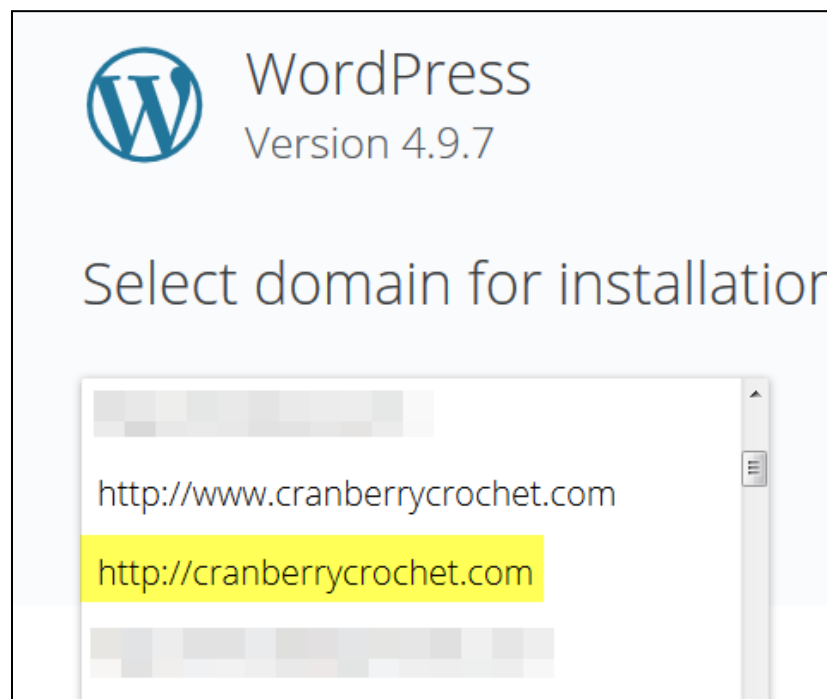
**Choose one of the methods above and click the link for that method. You'll jump to that section and can follow the steps to install WordPress.**

# WordPress One-Click Install Instructions

Find the one-click install for WordPress in your hosting account. It may look like this:



Once you do so, you need to choose the domain on which you want to install WordPress. Your host should show TWO versions of your domain in the drop down box (one version without www and one with www) like this:



I always choose the version WITHOUT www. First, it makes the default URL for my site shorter. Second, the www is no longer necessary for accessing a

website. Whether or not a person enters the www in the address bar of their browser, they will still land on my site.

My host also asks for the name of a directory. I would ONLY use this IF I wanted to put WordPress on a SUBDOMAIN of my site. A subdomain is like putting a second site on the same domain. For example, if I wanted to have both [cranberrycrochet.com](http://cranberrycrochet.com) AND a store that people could find at [store.cranberrycrochet.com](http://store.cranberrycrochet.com) and use a separate website set up for the store version of my site, I would create a subdomain directory called "store". I don't want that – I want to install my main site so I leave the directory section blank and click the Next button:



WordPress  
Version 4.9.7

Talk to a WordPress Expert 855-464-5345

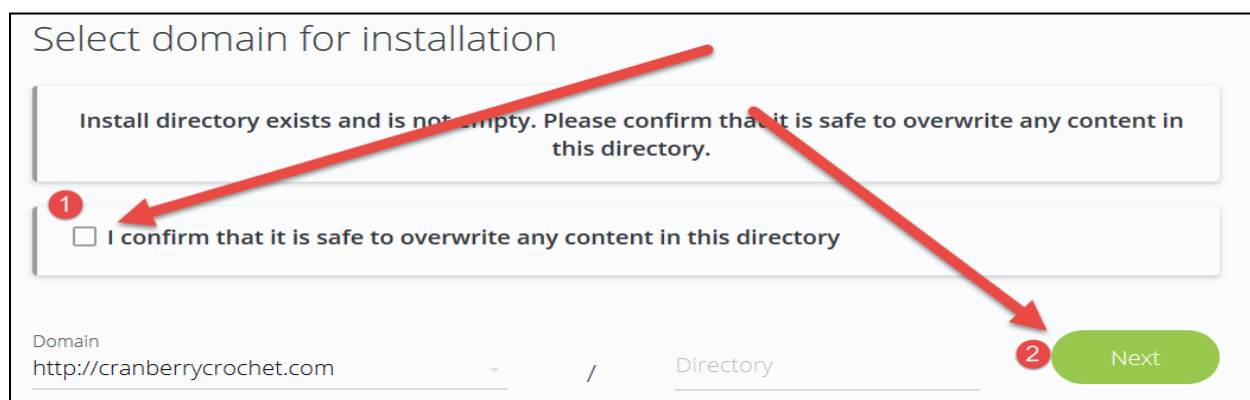
Select domain for installation

Domain  
<http://cranberrycrochet.com>

Directory

Next

It takes a few minutes for the installation to run and then you may see a screen asking for confirmation. READ THIS SCREEN CAREFULLY! This screen tells me that the directory exists but that other files are in place and are going to be rewritten. I know the directory contains only files that my host added when I assigned the domain to my hosting account and they are safe to overwrite but if you have used this domain before or if you are not sure, you want to check File Manager and make sure you're not going to overwrite anything you want to save elsewhere:



Select domain for installation

Install directory exists and is not empty. Please confirm that it is safe to overwrite any content in this directory.

☐ I confirm that it is safe to overwrite any content in this directory

Domain  
<http://cranberrycrochet.com>

Directory

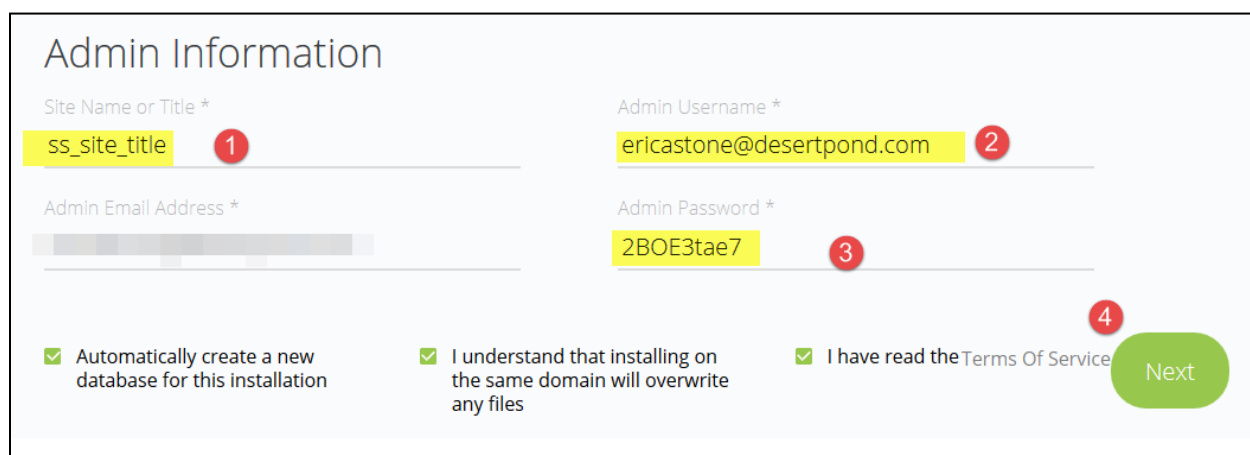
Next

The next screen presents some basic site information that the install has created for me. I want to change three things on this screen:



1. I change ss\_site\_title to the name of my site: Cranberry Crochet (change yours to the name of your site)
2. I don't want my email as the admin username so I choose something else that will mean something for me
3. The admin password is too short – I use this tool to create a password that is 15 characters long and paste it into my spreadsheet I use to track all of my logins (click the Options button to choose 15 characters as the length):

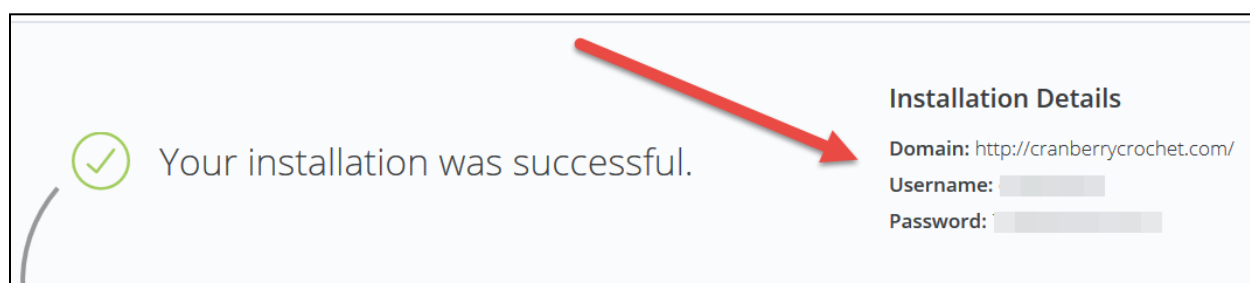
<https://strongpasswordgenerator.com/>



The image shows the 'Admin Information' form during a WordPress installation. It has four numbered red circles indicating key steps: 1. The 'Site Name or Title \*' field contains 'ss\_site\_title'. 2. The 'Admin Username \*' field contains 'ericastone@desertpond.com'. 3. The 'Admin Password \*' field contains '2BOE3tae7'. 4. The 'Next' button is highlighted in green. Below the form are three checked checkboxes: 'Automatically create a new database for this installation', 'I understand that installing on the same domain will overwrite any files', and 'I have read the Terms Of Service'.

Once you click the Next button, it will take another couple of minutes to complete the installation.

When complete, you should see a completion screen with your login details. Save those login details someplace!



Jump ahead to the section on [Logging Into WordPress](#).

# Manual Installation Instructions

To manually install WordPress you need to:

1. Create a SQL Database in your hosting account
2. Create a Username and password for your database
3. Upload a clean copy of the latest version of WordPress to File Manager in your hosting account
4. Change the wp-config file so that it contains the name of your SQL database and the username/password combination for your SQL database
5. Run the WordPress install script

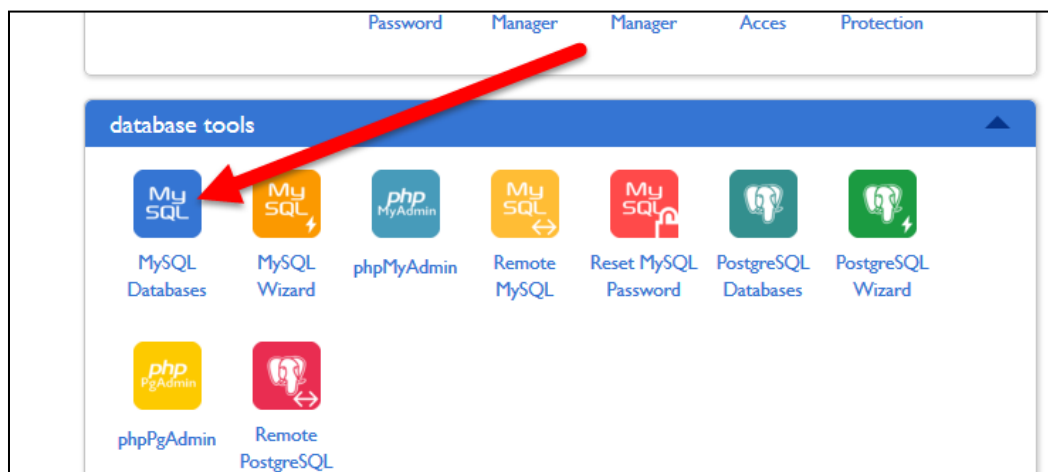
It's pretty easy once you get the hang of it but it can seem intimidating the first time. Just take it slow.

Also, keep in mind that your hosting account may not look like mine. If that's the case, do a search in the Help resources on your hosting account for instructions on manually installing WordPress. You're likely to find a better match to the screens you see.

If you have cPanel in your hosting account, though, these screens should be very close to what you see.

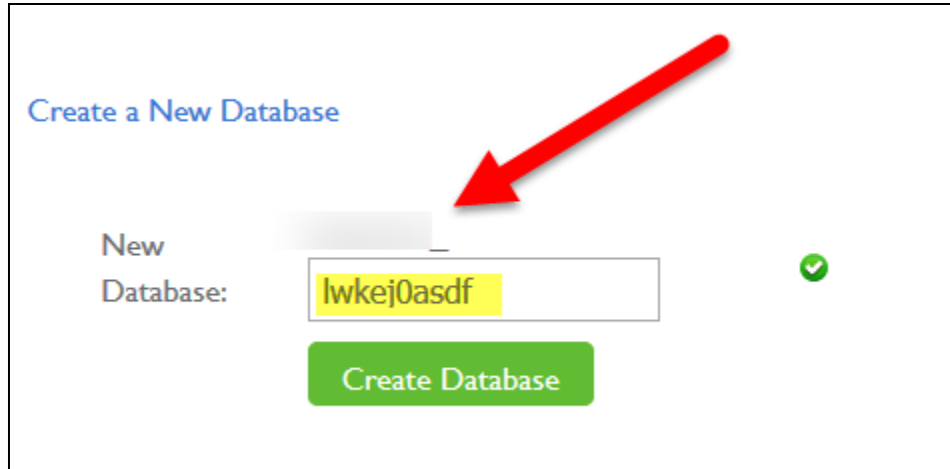
To manually install WordPress:

1. Log into your hosting account
2. Click on the MySQL Database icon (you may have to first click to go to your cPanel dashboard):



3. Enter a name for your database in the New Database field (**NOTE**: The name of your database is really whatever shows in the blurred

out section where the arrow is pointing above the name field shown in the image below – for example, you might see something like **diffsitenm\_** above that name field – that would mean that the true name of your database is the part above the name field **PLUS** what you enter in the name field such as `diffsitenm_lwkej0asdf` – make a note of the **FULL** database name):

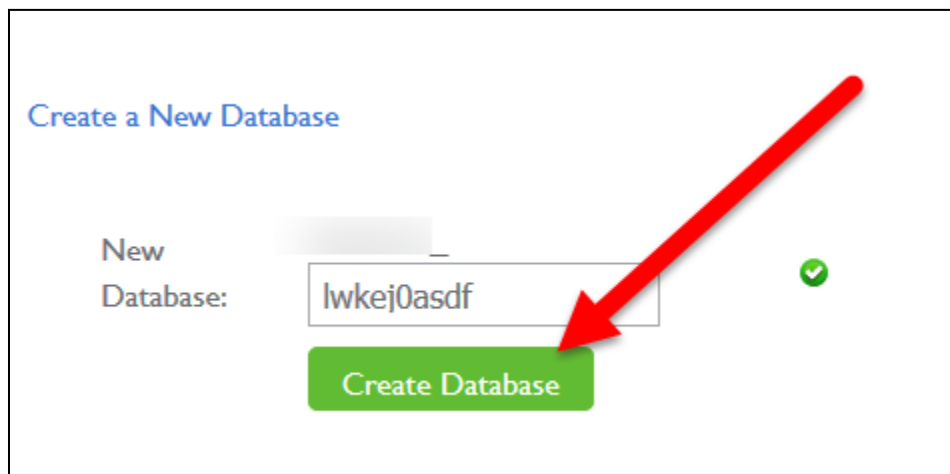


Create a New Database

New Database:

Create Database

4. Click the Create Database button:

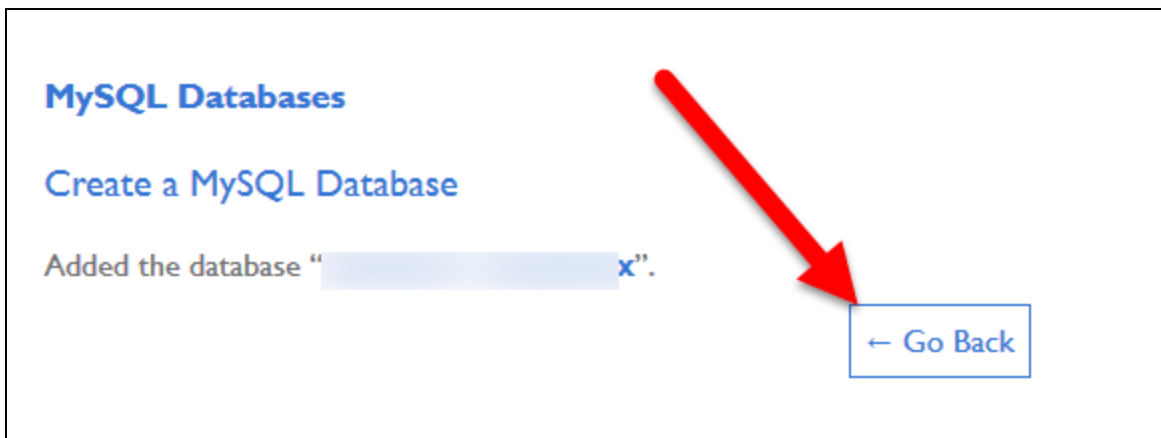


Create a New Database

New Database:

Create Database

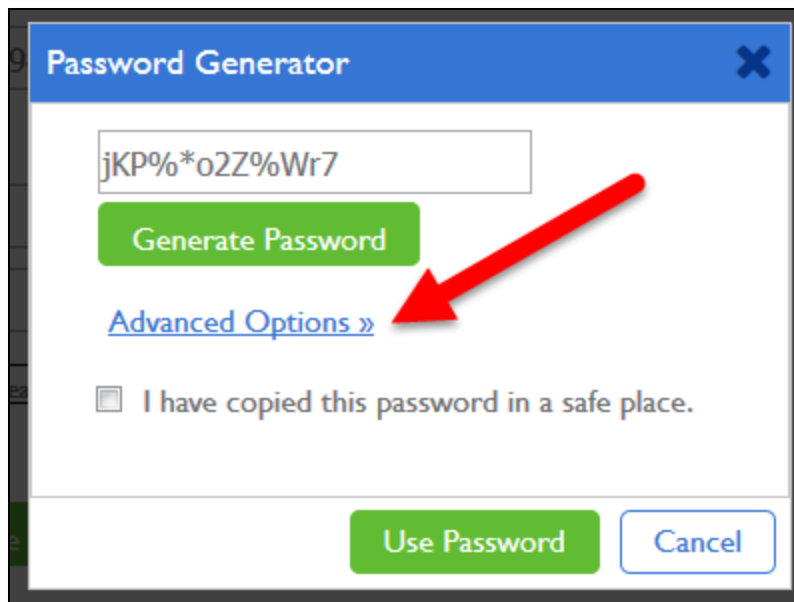
5. Click the Go Back button:



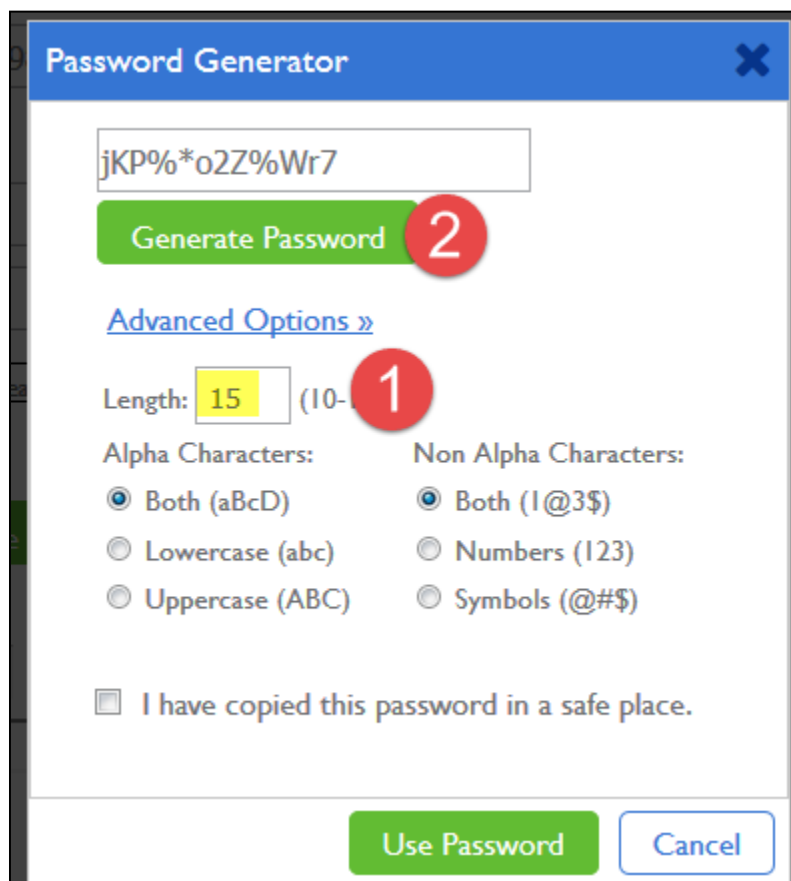
6. Scroll down to the Add a New User section and enter a name in the Username field (**NOTE**: Just as with the database name, your username is not just what you enter in the field but is whatever you see in that blurred out section where the arrow is pointing **PLUS** what you've entered in the username field – make a note of the **FULL** username):

7. Click the Password Generator button:

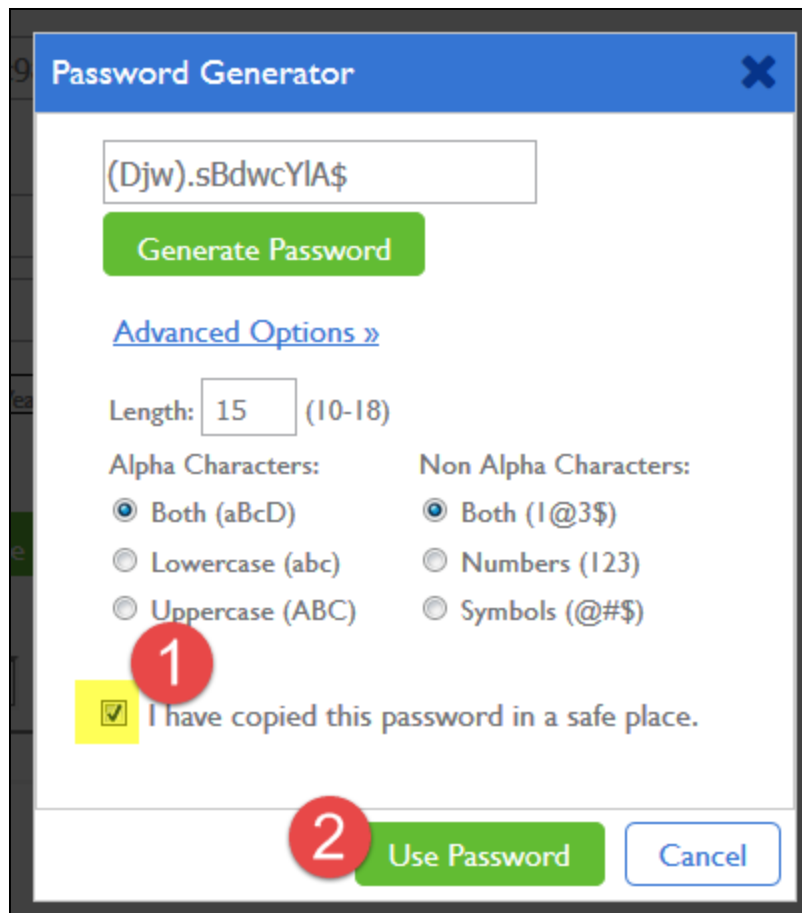
8. Click the Advanced Options link:



9. Change the password length to at least 15 characters and click the Generate Password button:



10. Copy the password, click the box saying you've copied the password and then click the Use Password button:



11. Click the Create A User button:

MySQL Users

Add a New User

Username:  ✓

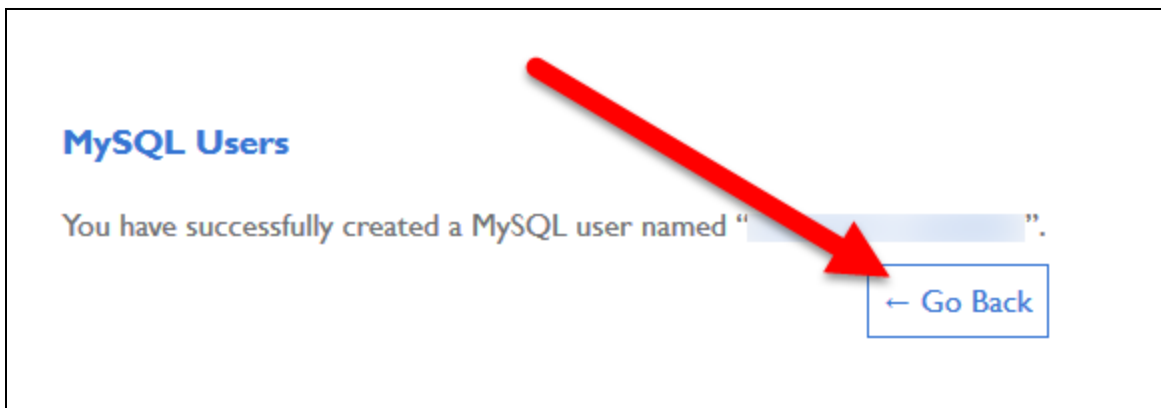
Password:  ✓

Password (Again):  ✓

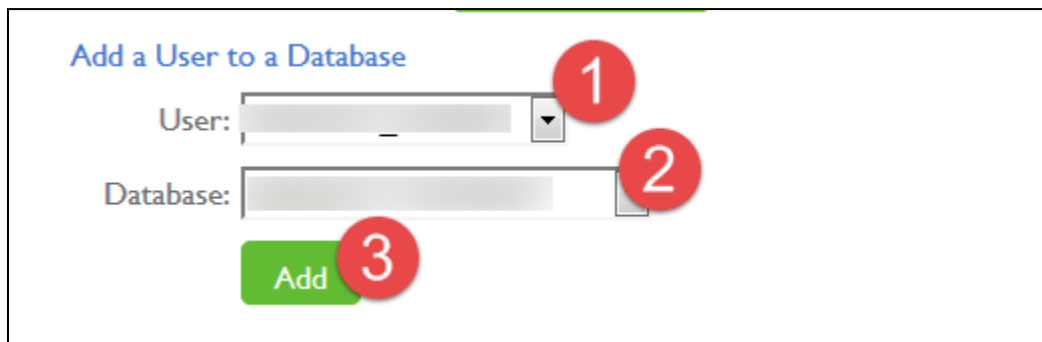
Strength ([Why?](#)): Very Strong (100/100) [Password Generator](#)

[Create A User](#)

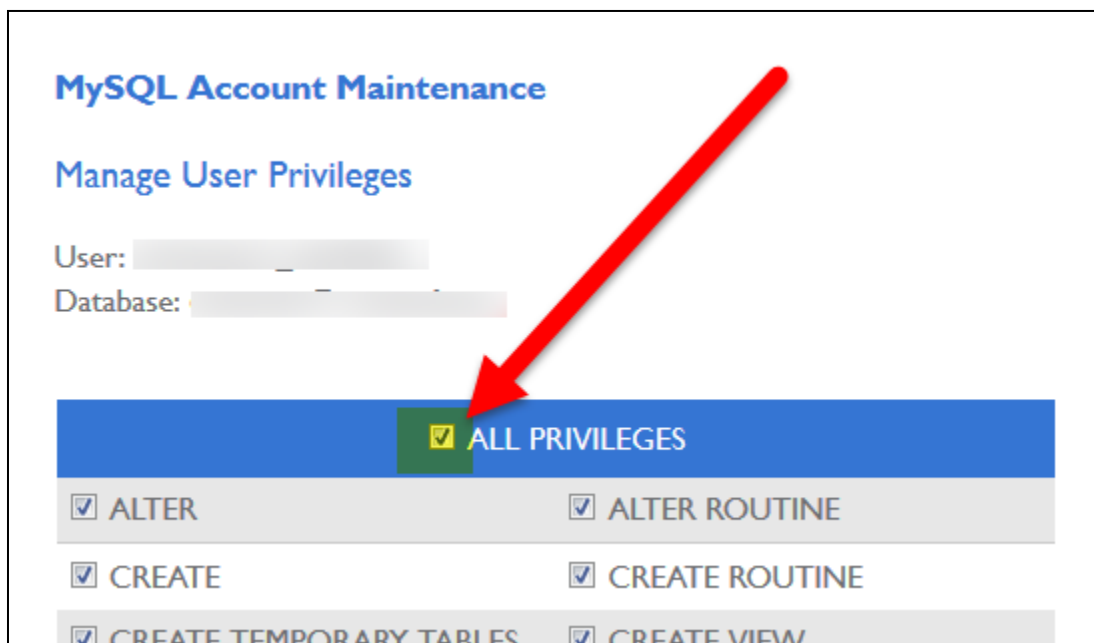
12. Click the Go Back button:



13. Scroll down to the Add a User to a Database section, use the drop down box to select the name of the new user you created, use the second drop down box to select the name of the new database you created, and click the Add button:



14. Check the All Privileges box:



15. Scroll down and click the Make Changes button:

☒ ALL PRIVILEGES

<input checked="" type="checkbox"/> ALTER	<input checked="" type="checkbox"/> ALTER ROUTINE
<input checked="" type="checkbox"/> CREATE	<input checked="" type="checkbox"/> CREATE ROUTINE
<input checked="" type="checkbox"/> CREATE TEMPORARY TABLES	<input checked="" type="checkbox"/> CREATE VIEW
<input checked="" type="checkbox"/> DELETE	<input checked="" type="checkbox"/> DROP
<input checked="" type="checkbox"/> EVENT	<input checked="" type="checkbox"/> EXECUTE
<input checked="" type="checkbox"/> INDEX	<input checked="" type="checkbox"/> INSERT
<input checked="" type="checkbox"/> LOCK TABLES	<input checked="" type="checkbox"/> REFERENCES
<input checked="" type="checkbox"/> SELECT	<input checked="" type="checkbox"/> SHOW VIEW
<input checked="" type="checkbox"/> TRIGGER	<input checked="" type="checkbox"/> UPDATE

[Make Changes](#)

16. Click the Go Back button:

✔ You have successfully granted privileges on the database " " to

☒ ALL PRIVILEGES

<input checked="" type="checkbox"/> ALTER	<input checked="" type="checkbox"/> ALTER ROUTINE
<input checked="" type="checkbox"/> CREATE	<input checked="" type="checkbox"/> CREATE ROUTINE
<input checked="" type="checkbox"/> CREATE TEMPORARY TABLES	<input checked="" type="checkbox"/> CREATE VIEW
<input checked="" type="checkbox"/> DELETE	<input checked="" type="checkbox"/> DROP
<input checked="" type="checkbox"/> EVENT	<input checked="" type="checkbox"/> EXECUTE
<input checked="" type="checkbox"/> INDEX	<input checked="" type="checkbox"/> INSERT
<input checked="" type="checkbox"/> LOCK TABLES	<input checked="" type="checkbox"/> REFERENCES
<input checked="" type="checkbox"/> SELECT	<input checked="" type="checkbox"/> SHOW VIEW
<input checked="" type="checkbox"/> TRIGGER	<input checked="" type="checkbox"/> UPDATE

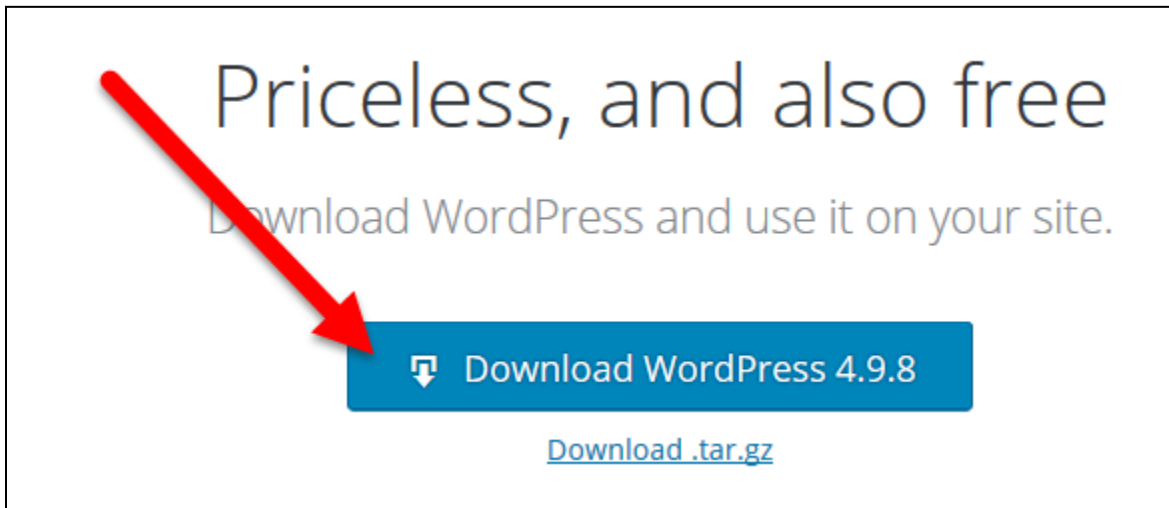
[Make Changes](#)

[← Go Back](#)

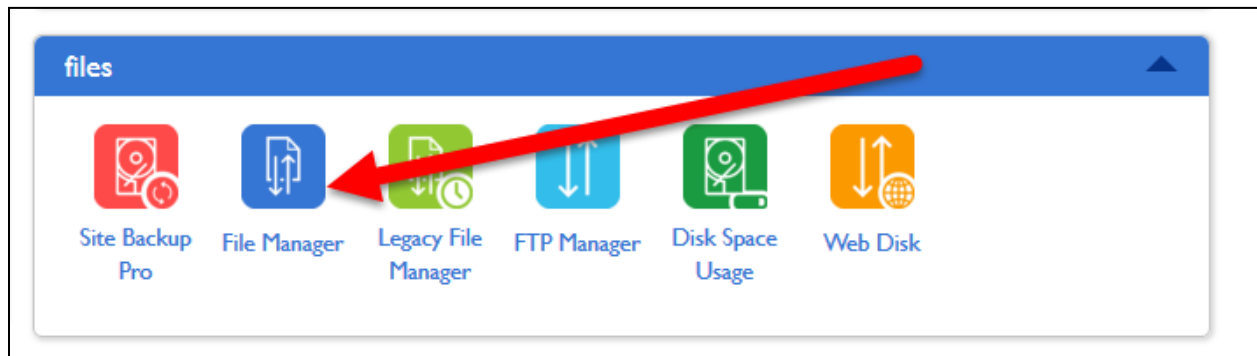


17. In another tab of your browser, go to this URL and download a new copy of WordPress to your computer:

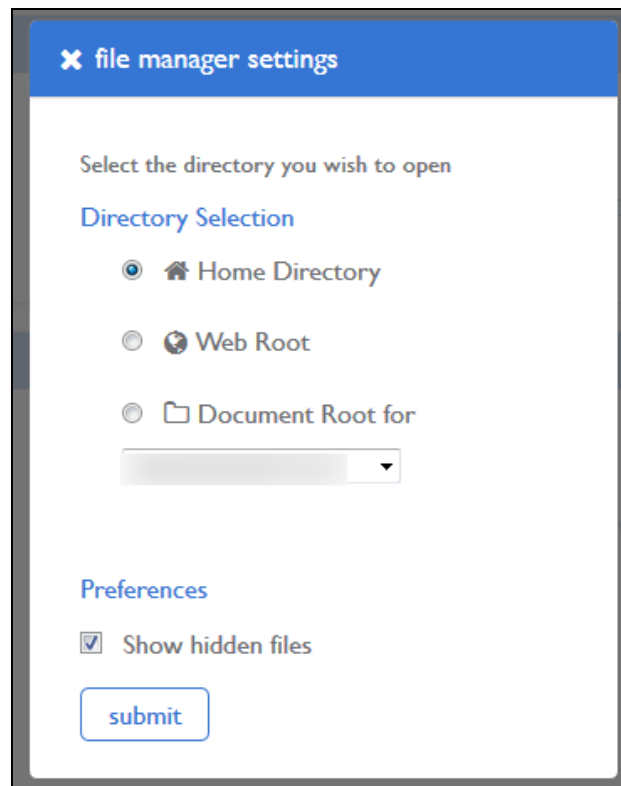
<https://wordpress.org/download/>



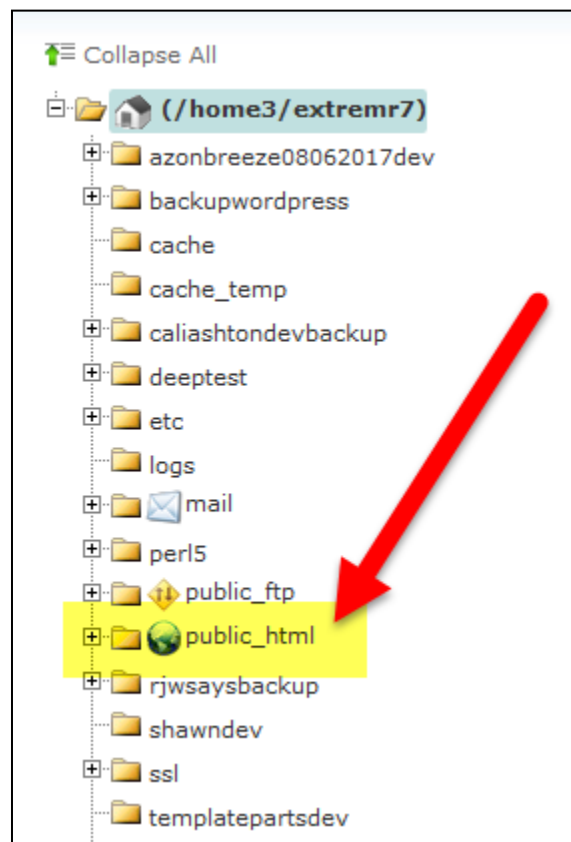
18. Go back to your hosting account and return to your cPanel dashboard in your hosting account (you might have to click a link to return to cPanel or a link that says "hosting")
19. In your cPanel dashboard, click the File Manager icon:



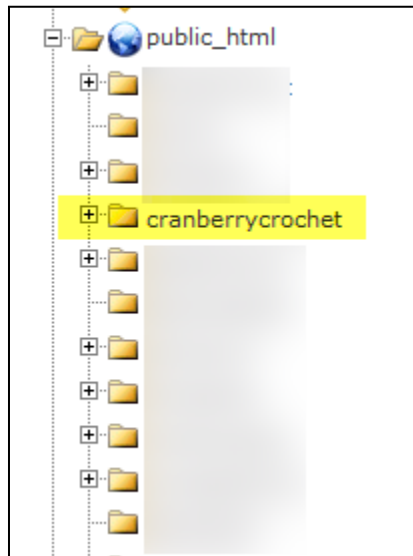
20. If you see an option to show hidden files, check that option and click the Submit (or other) button to go to File Manager:



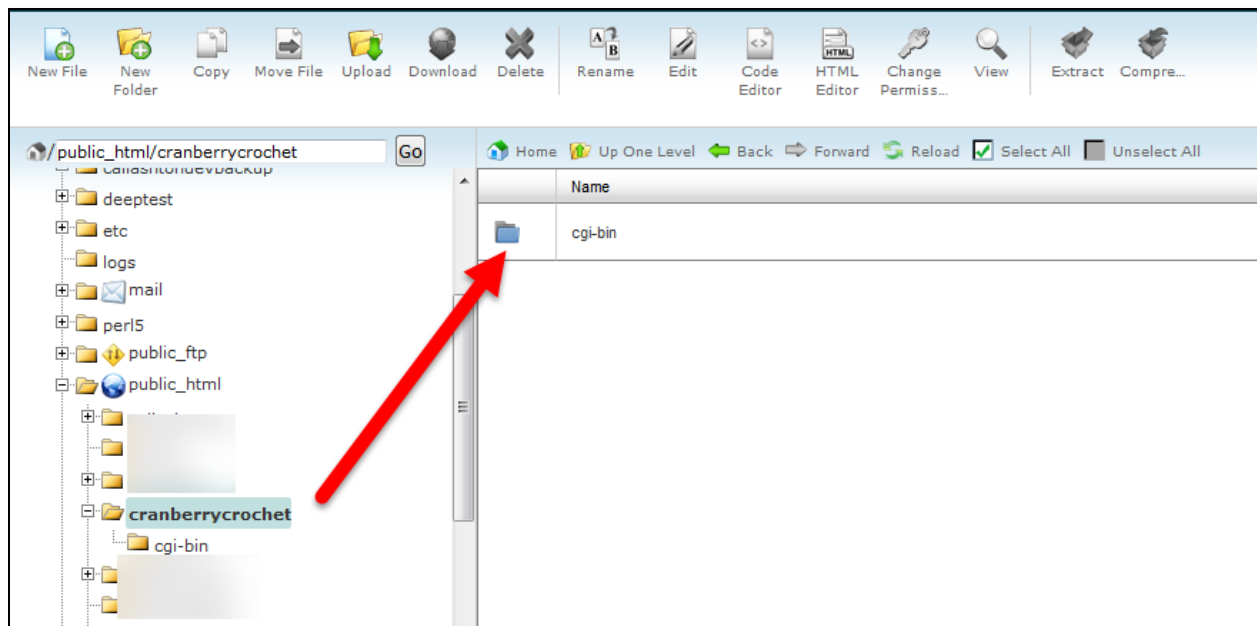
21. File Manager is just like looking at a list of folders and files on your own computer:



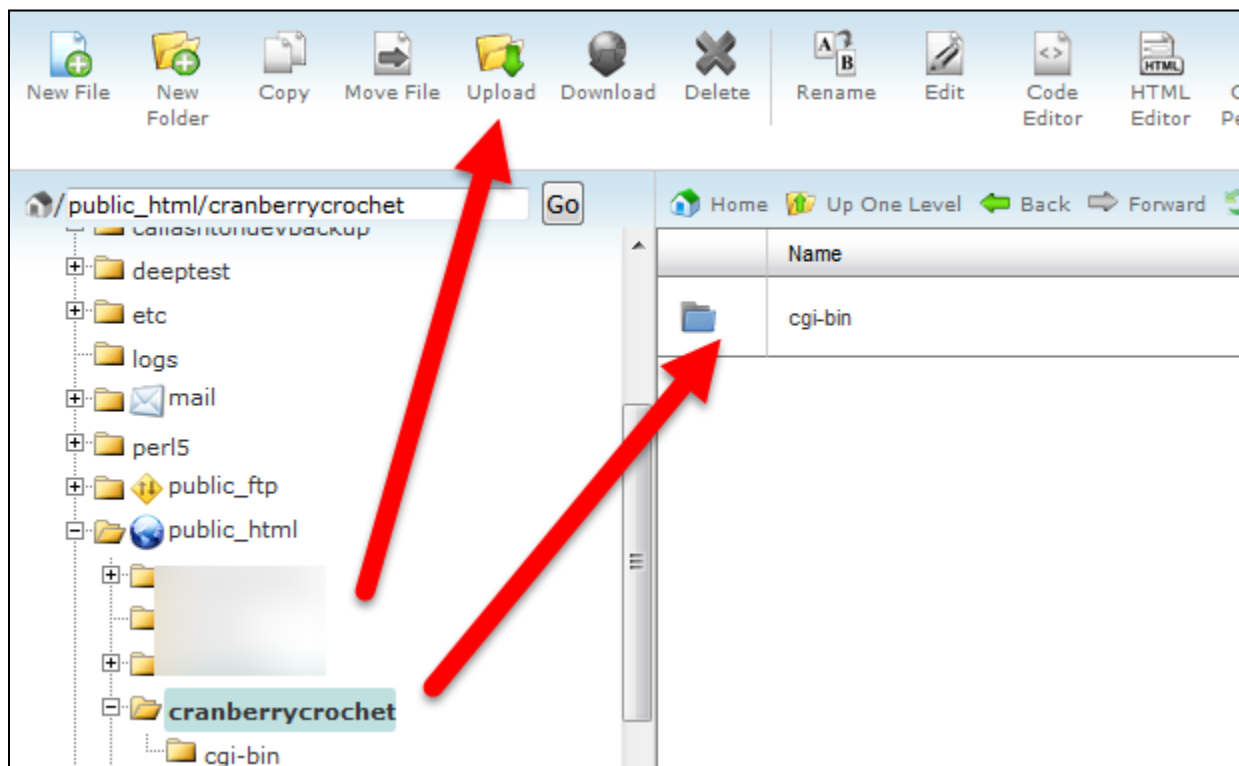
22. You need to find the ROOT directory for your domain. Many hosting companies store all site files in the public\_html folder – this is probably the case if you don't see a folder with your site's name in the main list of your folders – click the public\_html folder name to see the list of folders and files in the public\_html directory. When I click on public\_html, I can see a full list of my domains including cranberrycrochet:



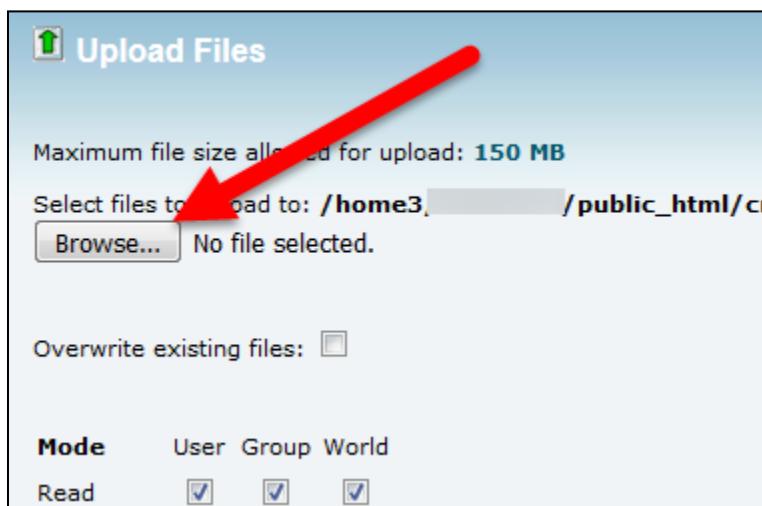
23. That's the root directory for my new site – it's the folder in which I want to upload the new copy of WordPress I saved to my computer in order to install WordPress on that domain. If the domain on which you want to install WordPress is the PRIMARY domain (the first or only domain) you have on your hosting account then public\_html IS the root directory for your site and you want to upload WordPress straight into the public\_html folder
24. Click on the root directory for your site so that you see the list of contents for that directory in the middle pane of the screen:



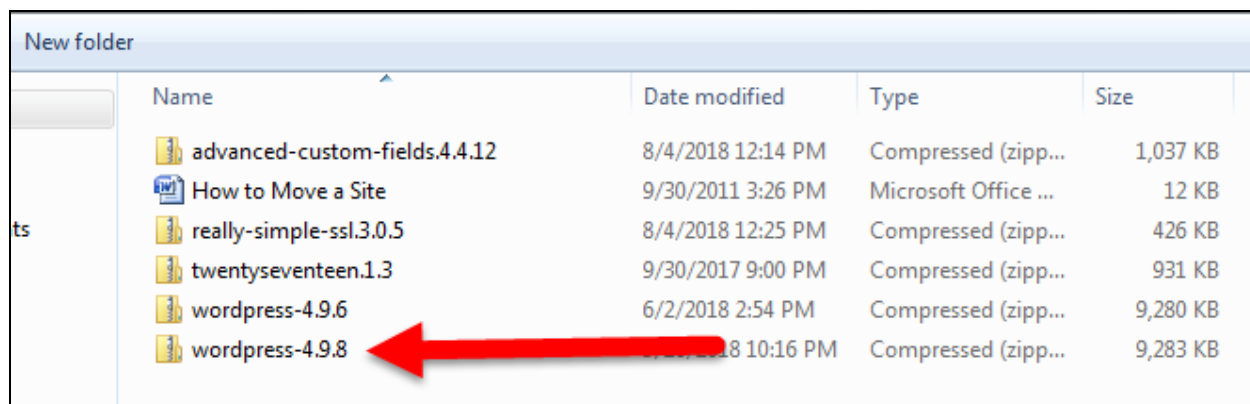
25. When you're sure you're operating in the right root directory, click the Upload button in the navigation menu (I choose to upload WordPress files right into File Manager but your host may require that you use FTP to upload files – if so, search your host's Help resources to find FTP instructions for uploading WordPress to your root directory and then go to [step #29](#)):



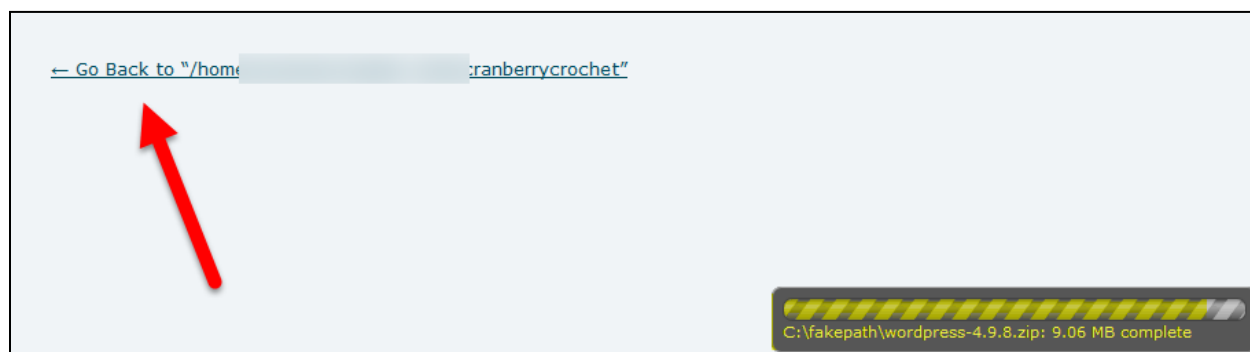
26. Click the Browse button:



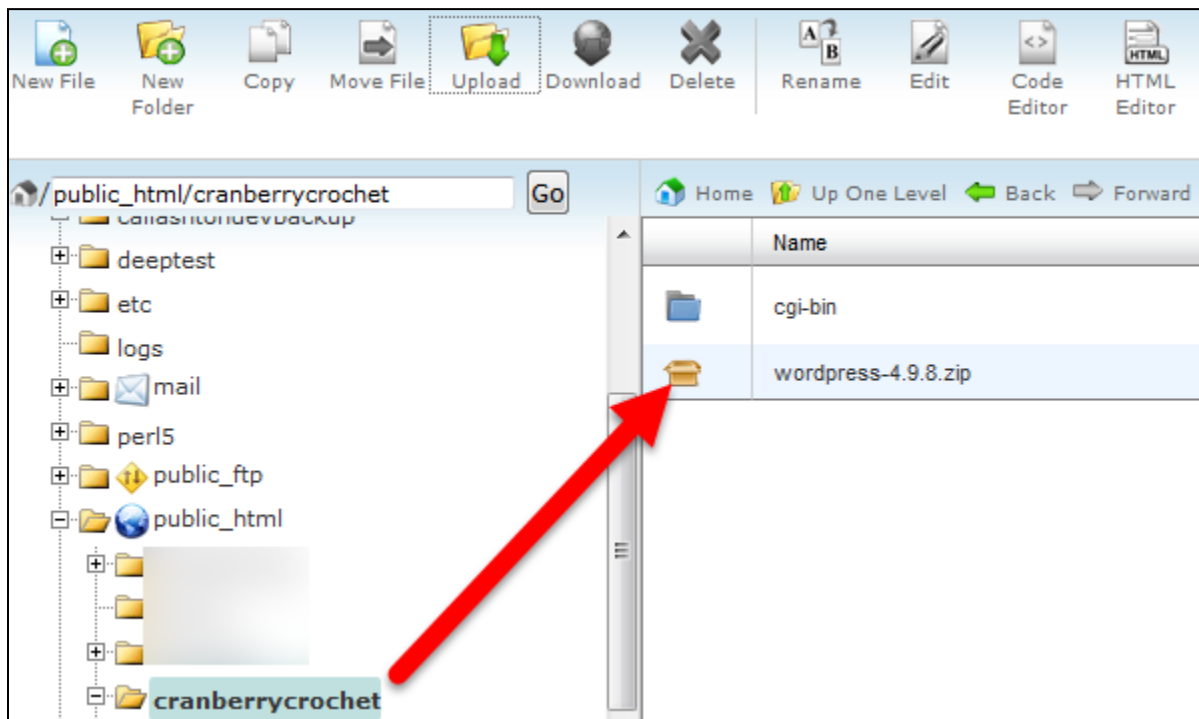
27. Navigate your computer files to find the new copy of WordPress you downloaded earlier and click on it:



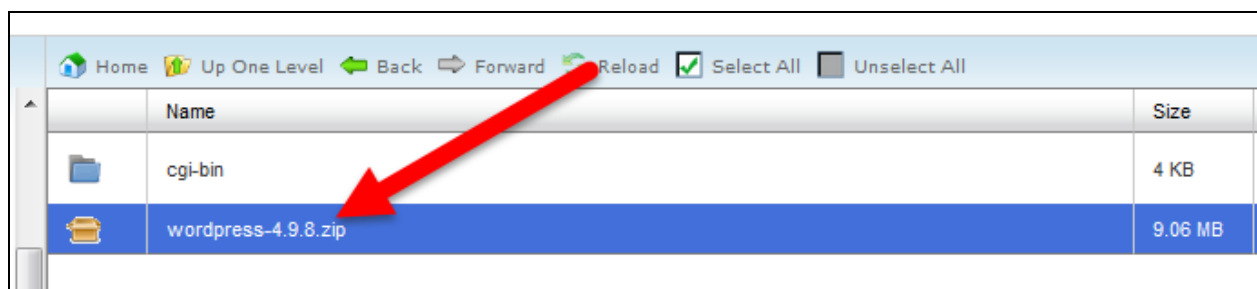
28. When you see the installation is complete, click the Go Back link:



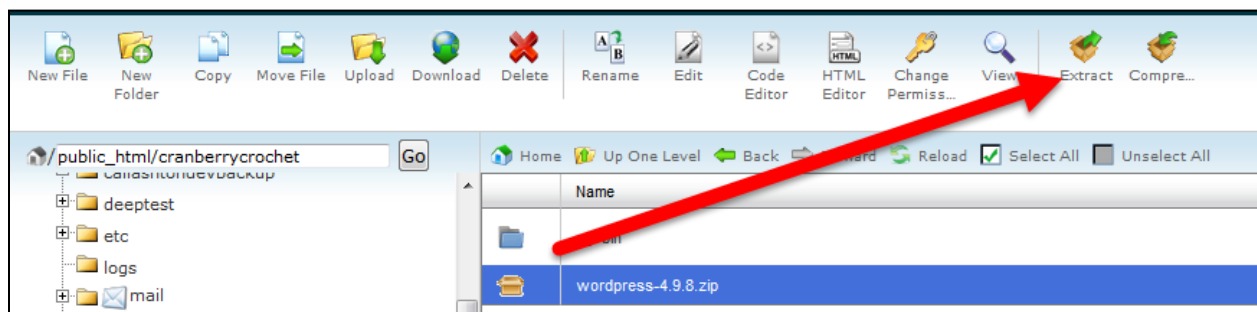
29. You should now see that WordPress is sitting in your site's root directory in File Manager as a zip folder:



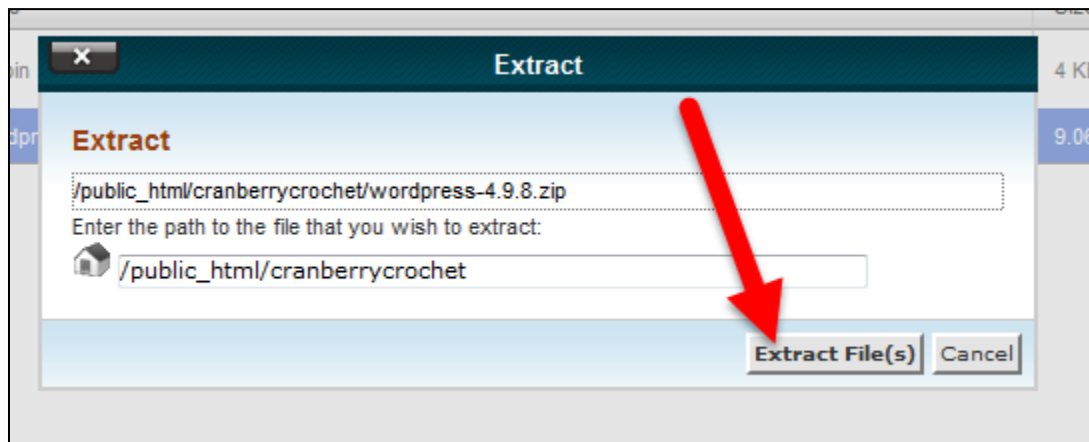
30. Click on the zipped folder of WordPress so it's highlighted:



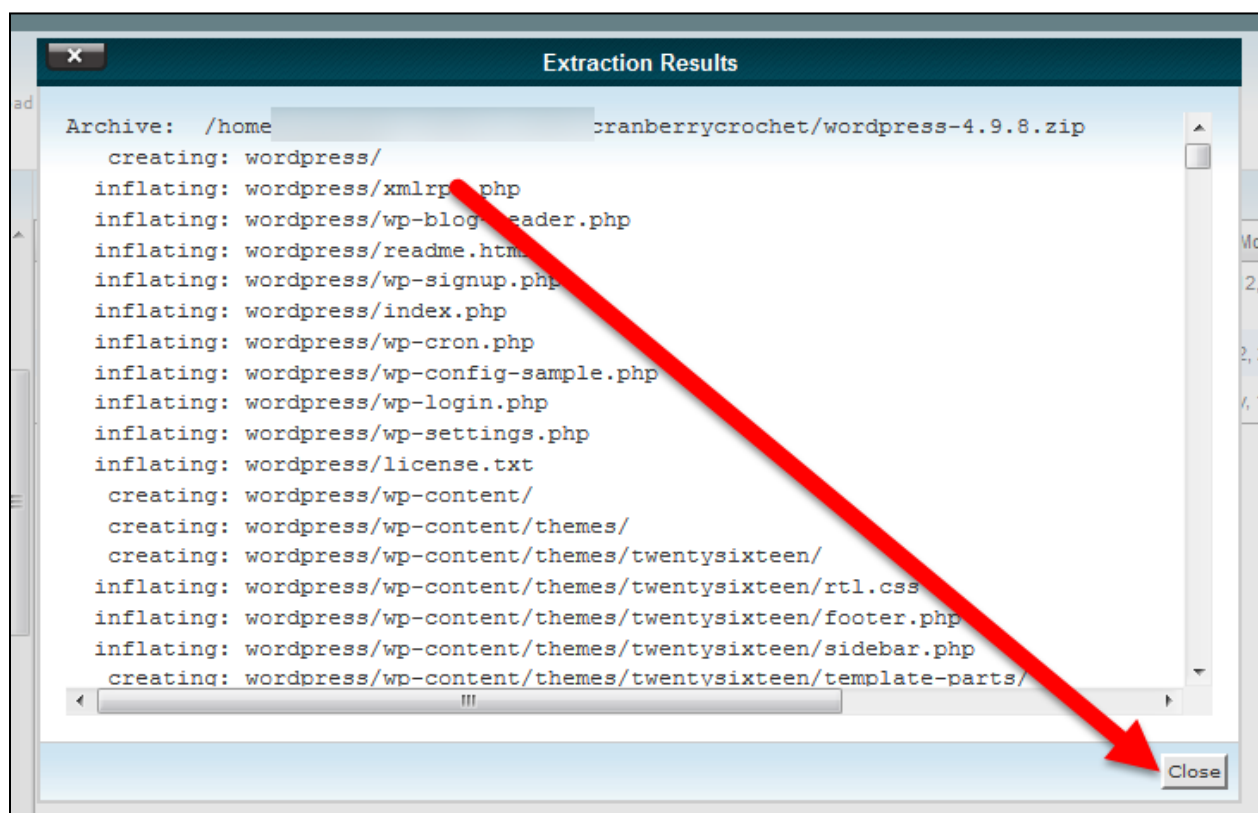
31. Click the Extract option in your navigation menu in order to unzip the WordPress folder:



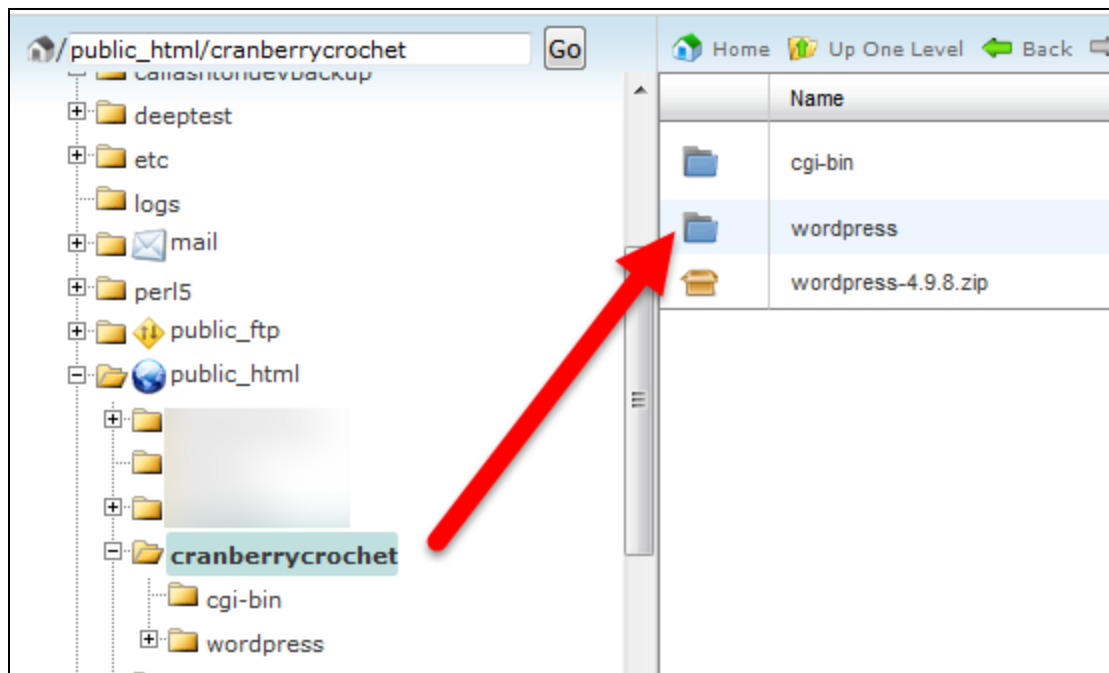
32. Click the Extract File(s) button to confirm you want to unzip the folder:



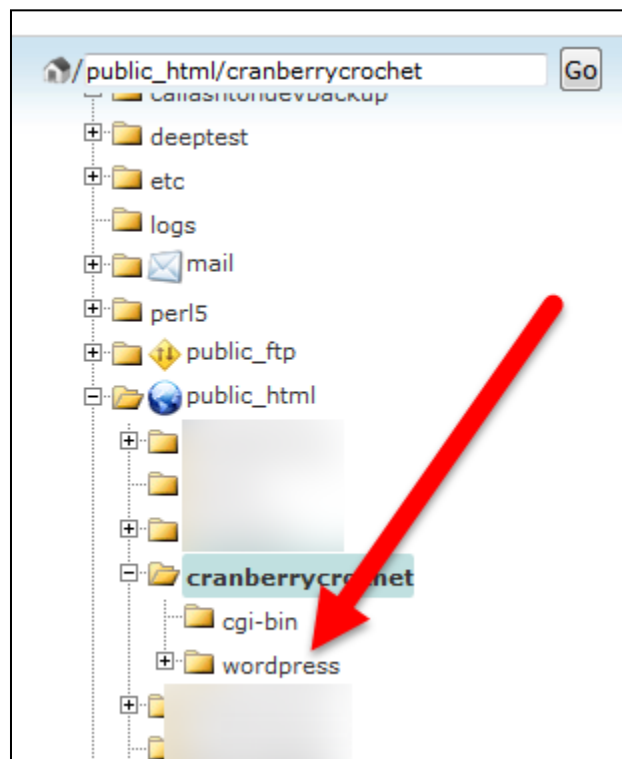
33. I like to wait about 5 minutes before I take the next step just to make sure all files have been unzipped. When 5 minutes has passed, click the Close button on the pop up screen:



34. I can see that WordPress is unzipped and the unzipped WordPress folder is now in my root directory for cranberrycrochet:

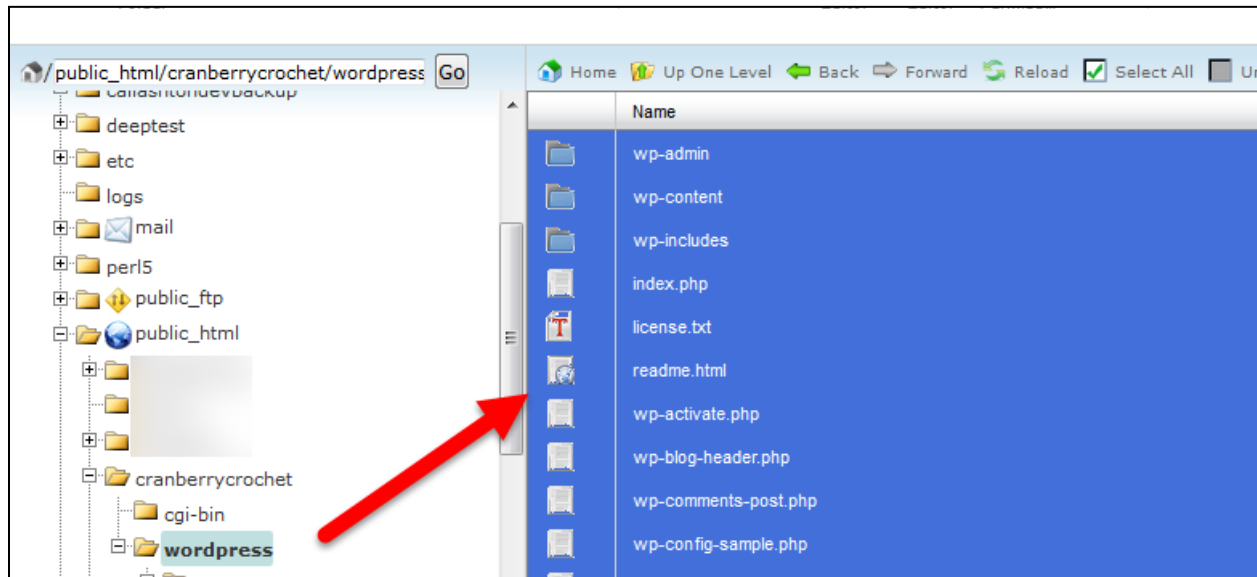


35. Now, we have to move all of the files that are inside the WordPress file to the root directory. Click the wordpress folder on the left side of the screen in the root directory:

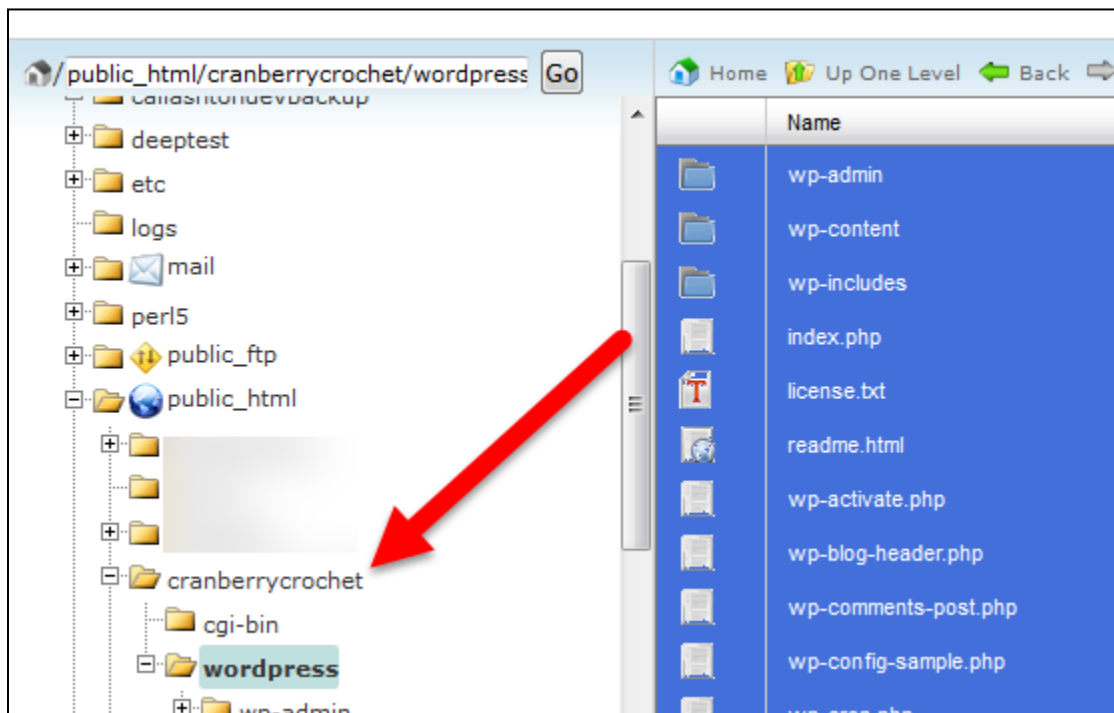




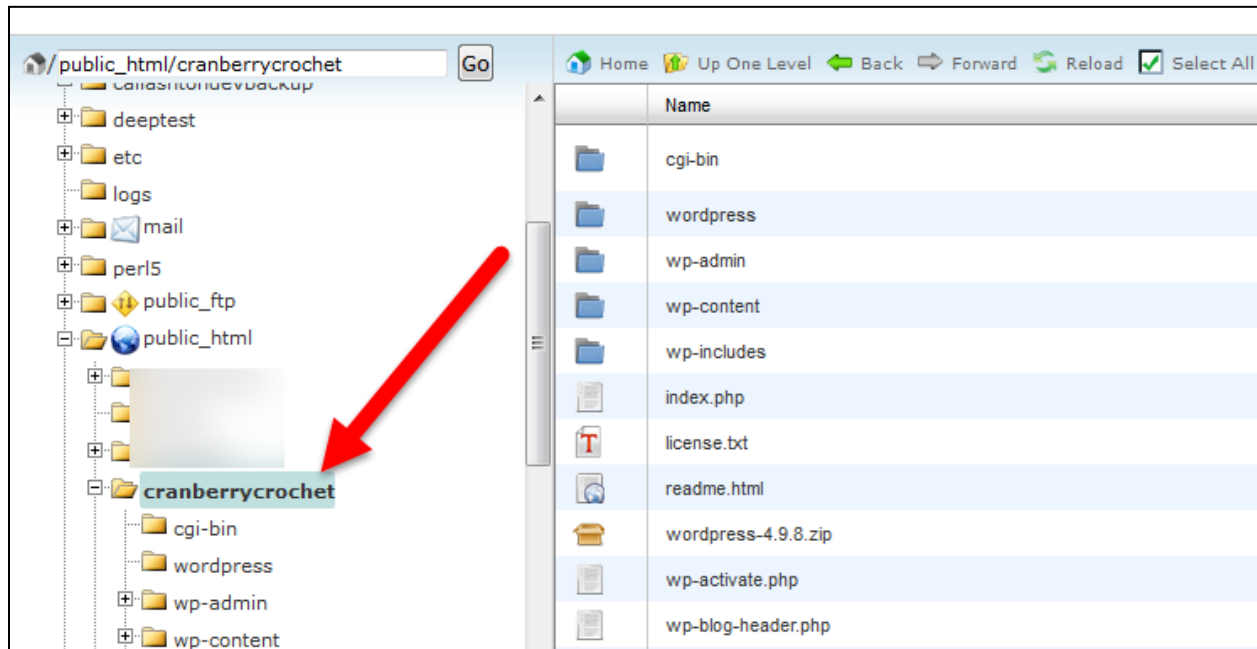
36. Highlight ALL the files showing in the middle pane of the screen (scroll all the way down to make sure you highlight EVERY file and folder):



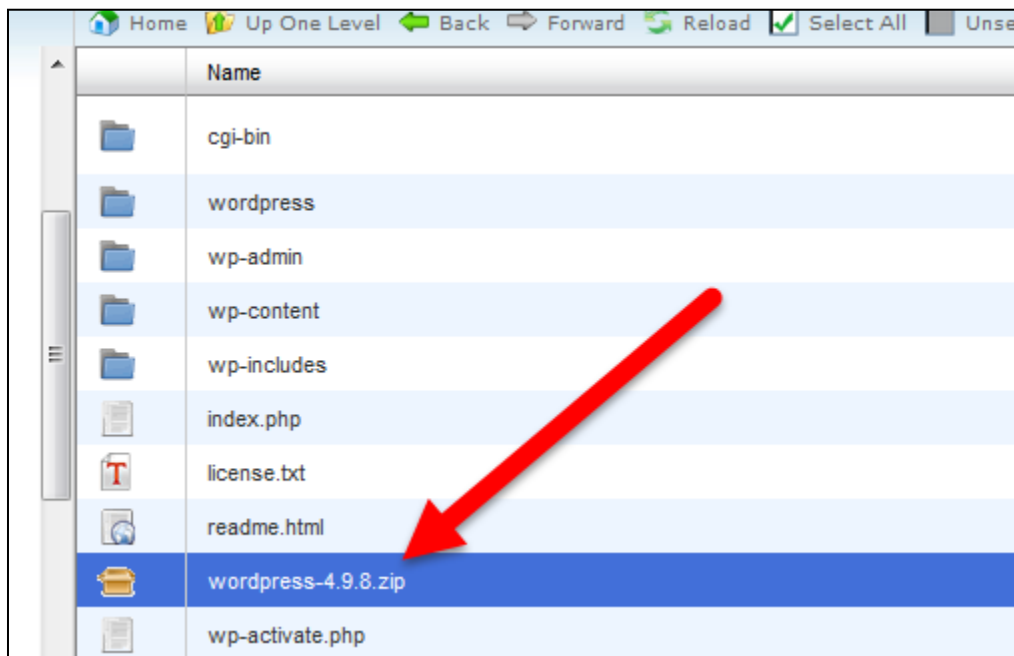
37. Click anywhere in the highlighted list of files and drag them over to the root directory for your site:



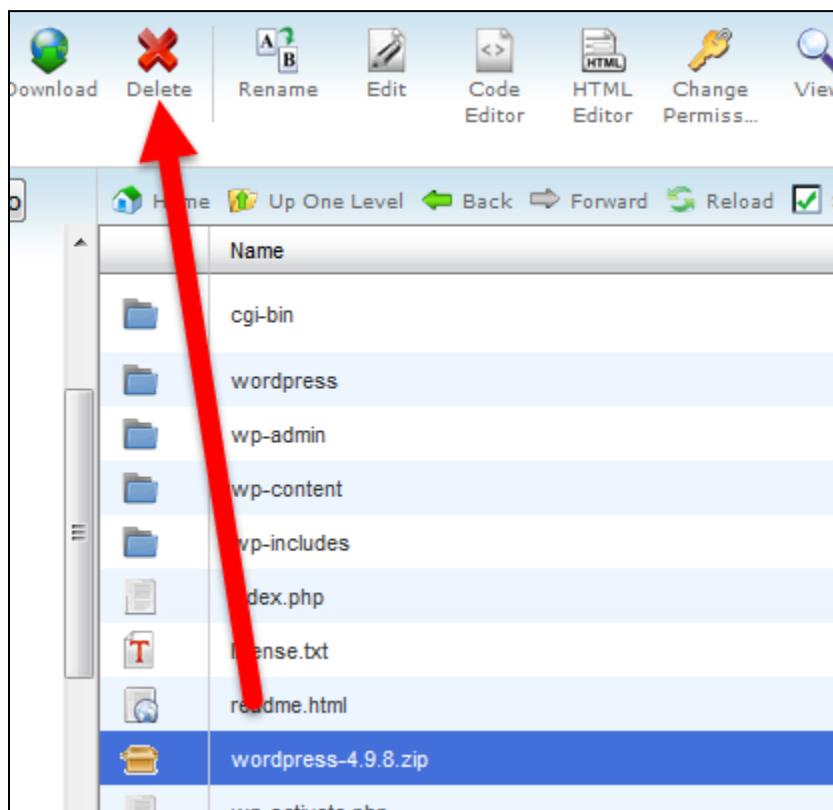
38. When you click on your root directory on the list on the left, you should now see all of your WordPress files showing in the middle of the screen:



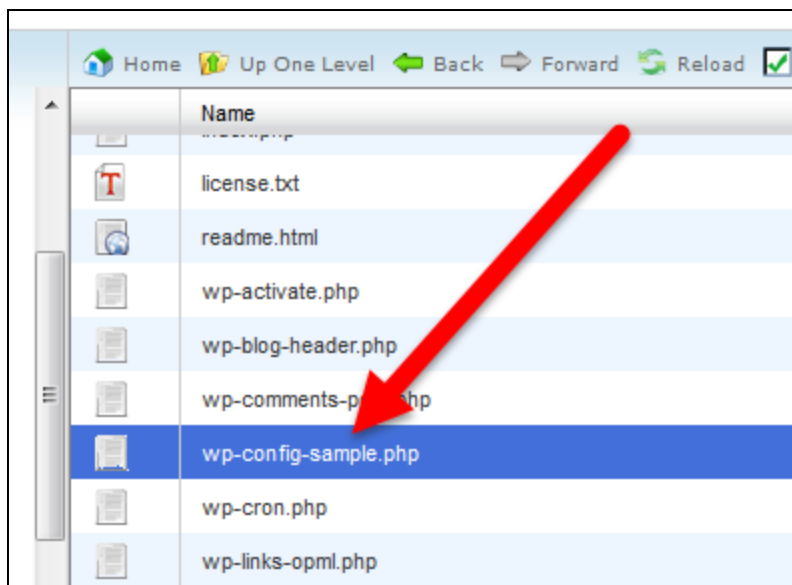
39. Click on the zipped folder of WordPress in the middle of the screen:



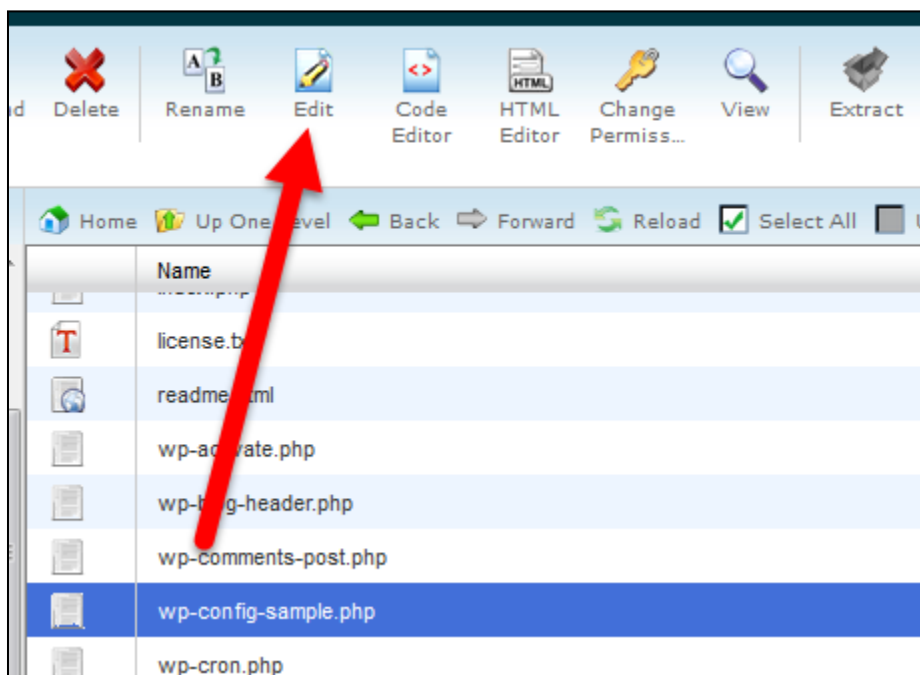
40. Click the Delete button in the navigation menu (we don't need the zip folder anymore – it's just taking up space):



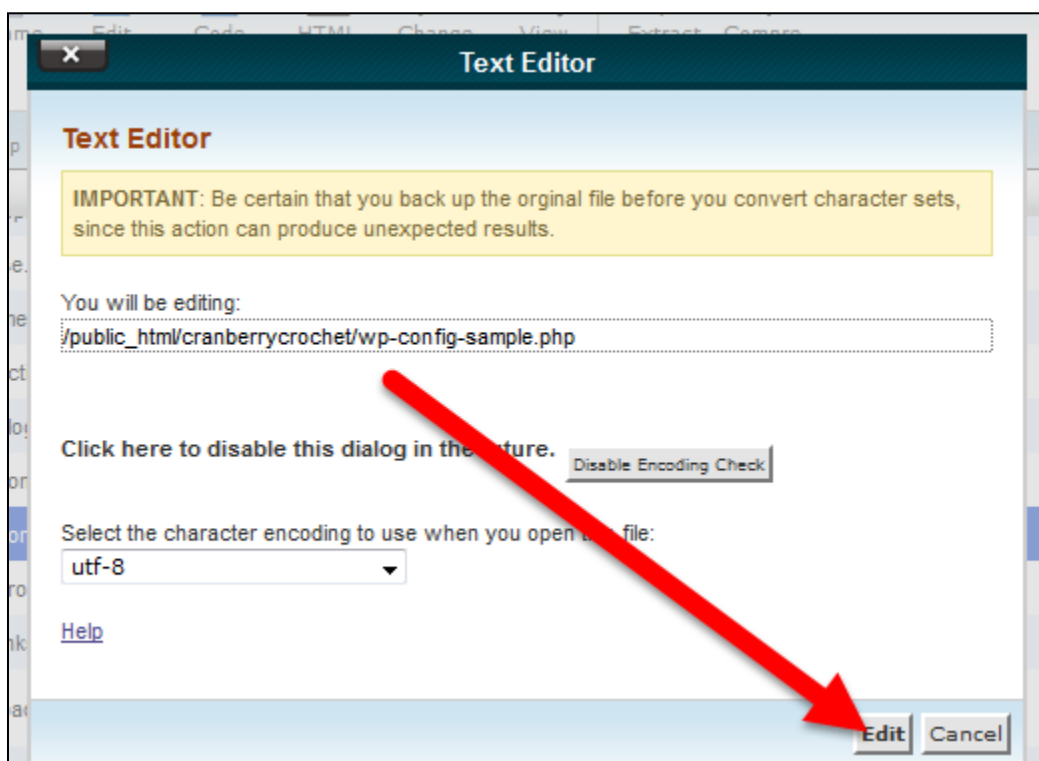
41. Click the wp-config-sample file in the middle of the screen:



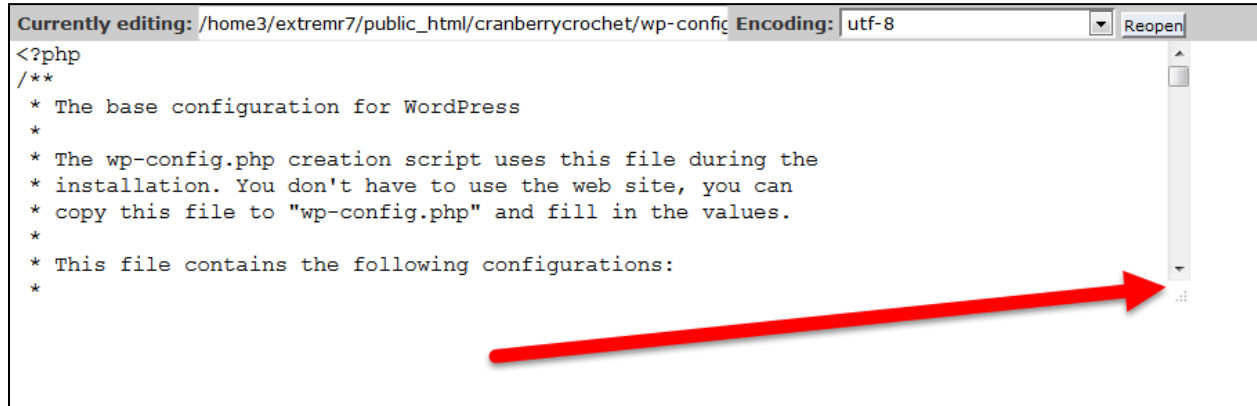
42. Click the Edit icon in your navigation menu:



43. Click the Edit button in the pop up box:



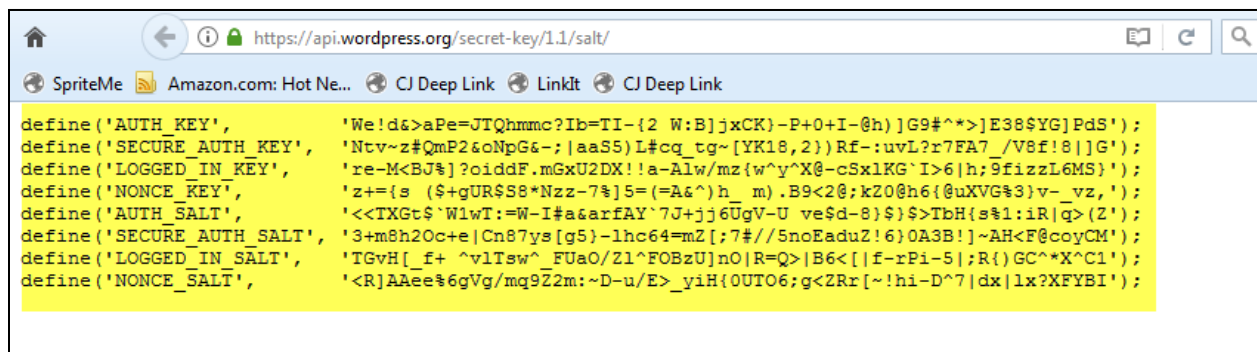
44. You might need to click and drag this little icon in order to see the full contents of the wp-config-sample file:



45. Remember the database, user, and password you created earlier in MySQL Databases? Put your full database name in **between** the apostrophes around the **database\_name\_here** field, put the database username in **between** the apostrophes around the **username\_here** field, and put the database password in **between** the apostrophes around the **password\_here** field:

```
// ** MySQL settings - You can get this info from your web host ** //  
/** The name of the database for WordPress */  
define('DB_NAME', 'database_name_here');  
  
/** MySQL database username */  
define('DB_USER', 'username_here');  
  
/** MySQL database password */  
define('DB_PASSWORD', 'password_here');
```

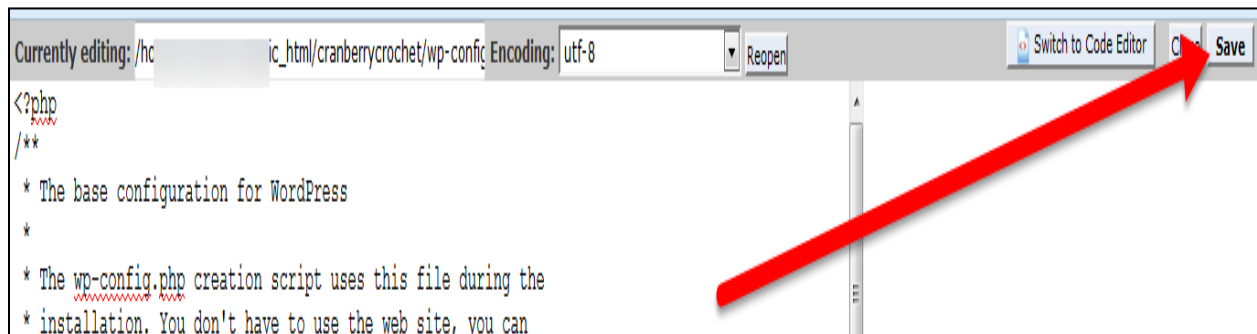
46. In another tab in your browser, go to this URL:  
<https://api.wordpress.org/secret-key/1.1/salt/>
47. Copy everything you see in the screen:



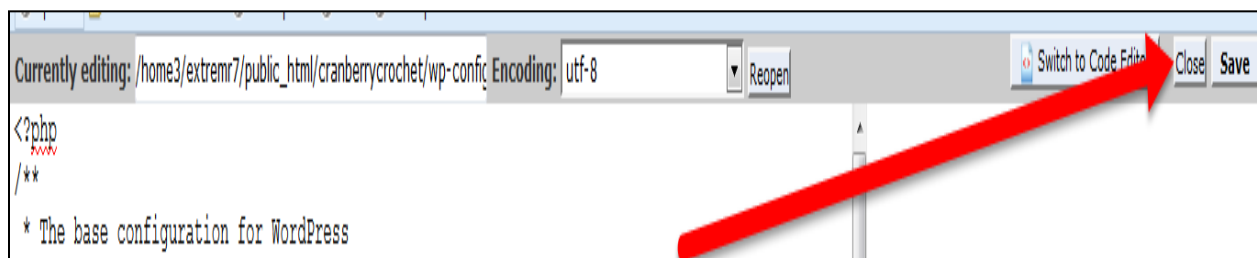
48. Go back to your wp-config-sample screen and paste everything you copied OVER the default salt keys (you don't want the default keys to show anymore so you want to replace them with the ones you copied):

```
WordPress.org secret-key service}
 * You can change these at any point in time to invalidate all ex
all users to have to log in again.
 *
 * @since 2.6.0
 */
define('AUTH_KEY',      'put your unique phrase here');
define('SECURE_AUTH_KEY', 'put your unique phrase here');
define('LOGGED_IN_KEY',  'put your unique phrase here');
define('NONCE_KEY',      'put your unique phrase here');
define('AUTH_SALT',      'put your unique phrase here');
define('SECURE_AUTH_SALT', 'put your unique phrase here');
define('LOGGED_IN_SALT',  'put your unique phrase here');
define('NONCE_SALT',     'put your unique phrase here');
```

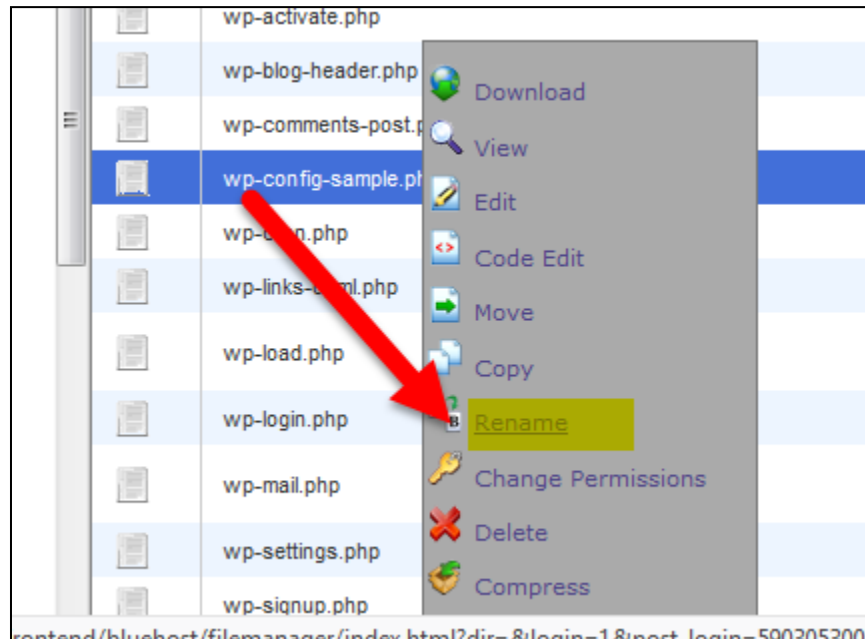
49. Click the Save button:



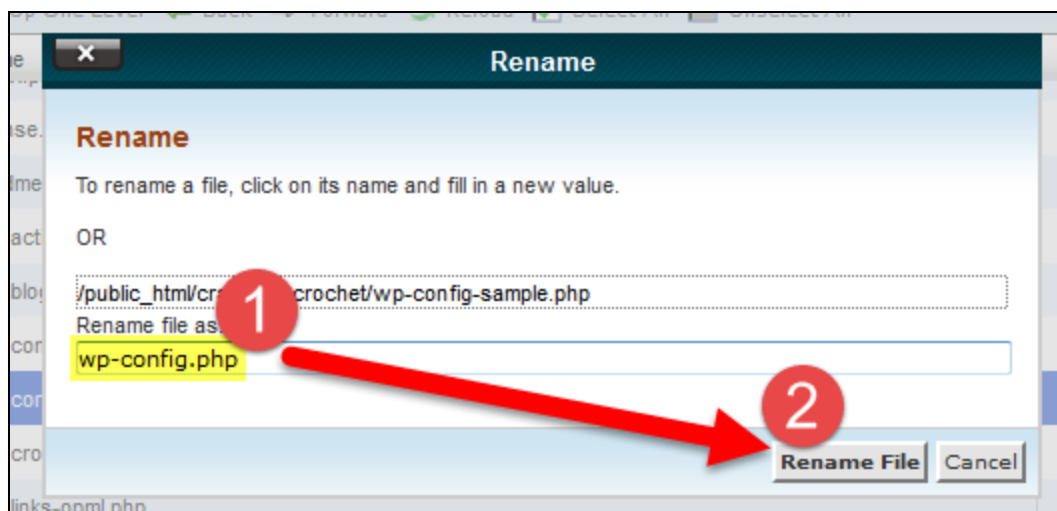
50. Click the Close button:



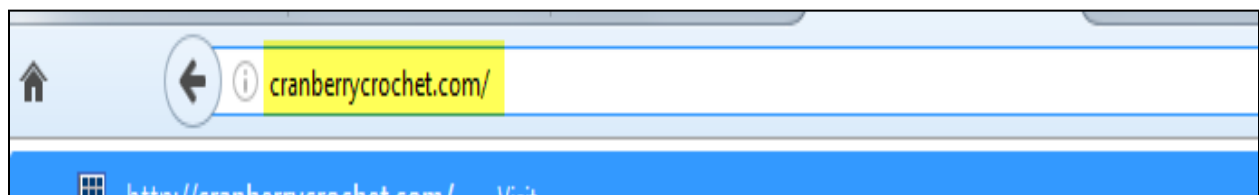
51. Back in File Manager, right click on the wp-config-sample file and choose the option to Rename the file:



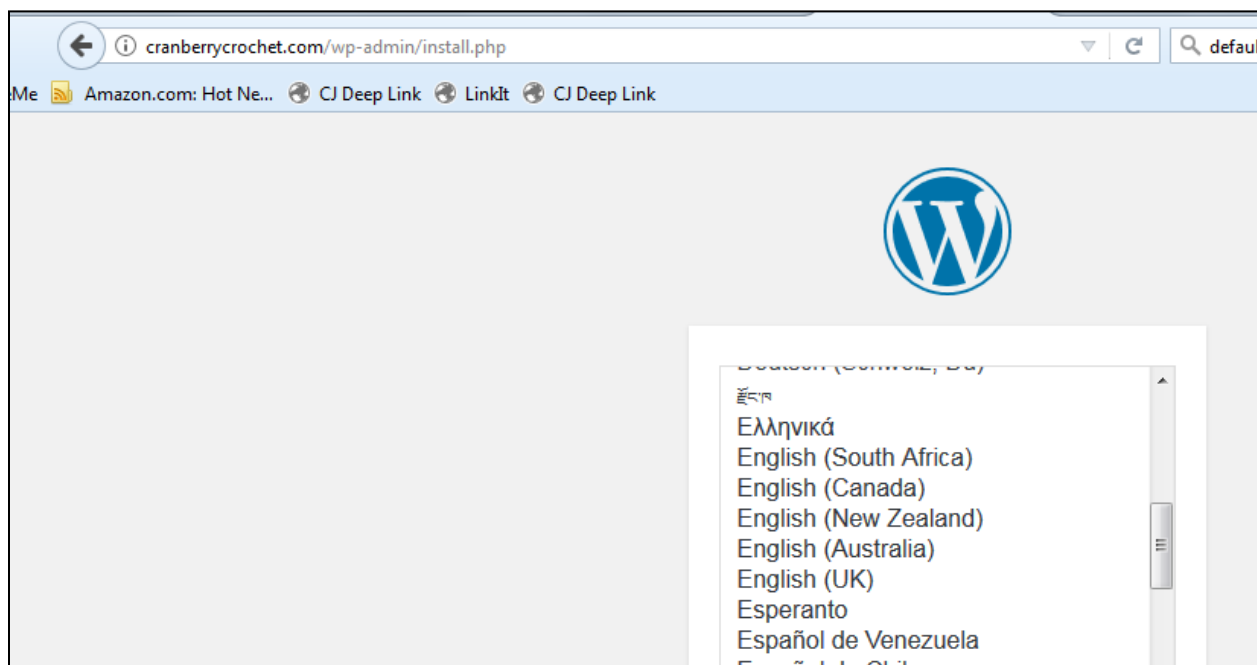
52. Rename the file to wp-config.php and click the Rename File button:



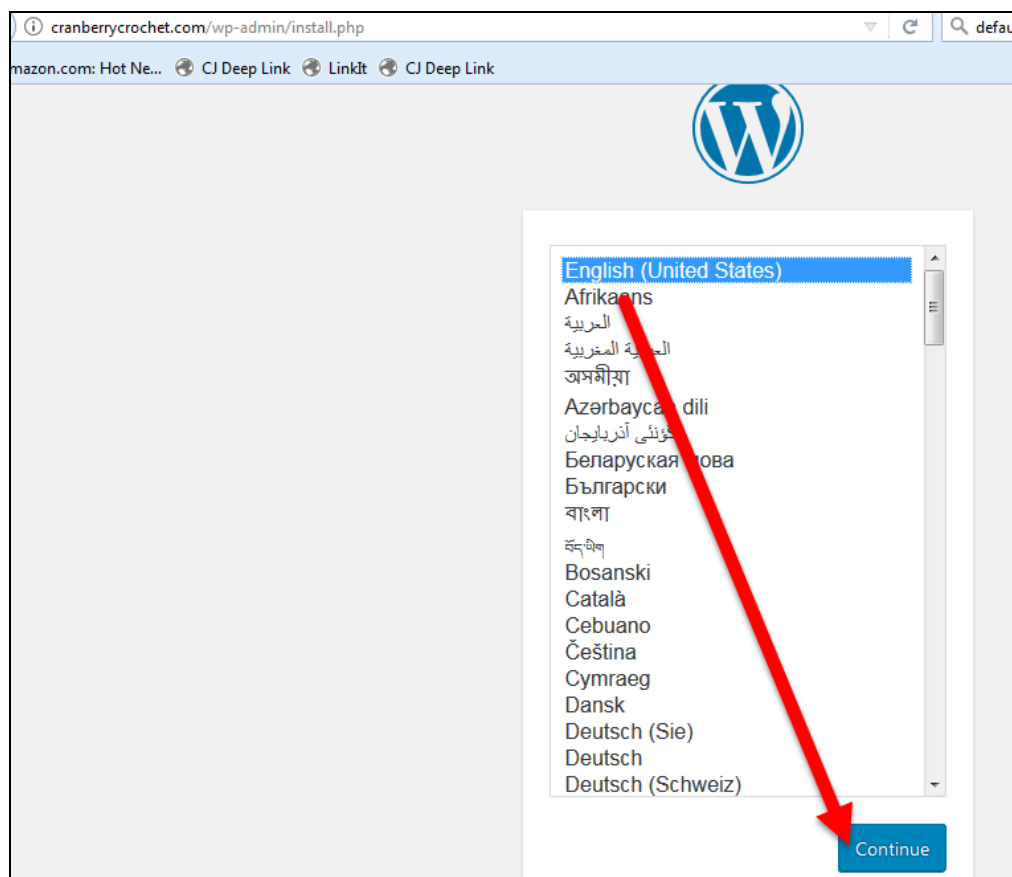
53. In another tab of your browser, bring up your site (ie, yourdomain.com):



54. Your site should come and look something like this:



55. Select the language in which you want the website published and click the Continue button:





56. Enter your site name, a username (NOT the word “admin” please!!!), a password, your email address and click the Install WordPress button:

**Information needed**

Please provide the following information. Don't worry, you can always change these settings later.

**Site Title**  1

**Username**  2  
Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

**Password**  3   
**Strong**  
**Important:** You will need this password to log in. Please store it in a secure location.

**Your Email**  4  
Double-check your email address before continuing.

**Search Engine Visibility** ☐ Discourage search engines from indexing this site  
It is up to search engines to honor this request.

5

57. Click the Login button:

**Success!**

WordPress has been installed. Thank you, and enjoy!

**Username**

**Password**  *Your chosen password.*

Jump ahead to the section on [Logging Into WordPress](#).

# AZON Breeze Instructions

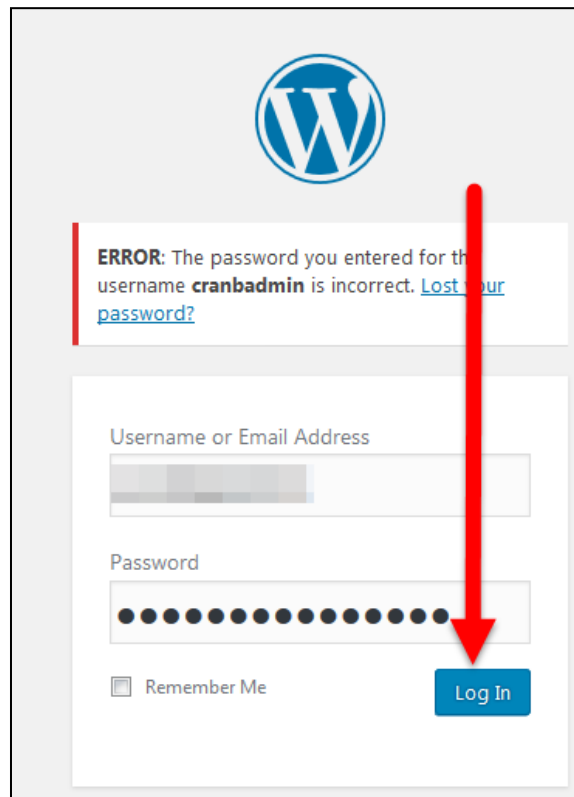
If you install WordPress using AZON Breeze, complete the steps outlined in the **installation instructions that come with AZON Breeze**.

Then, jump ahead to the **SSL** section as the rest of the steps between here and the bottom of this PDF are already done.

## Logging into WordPress

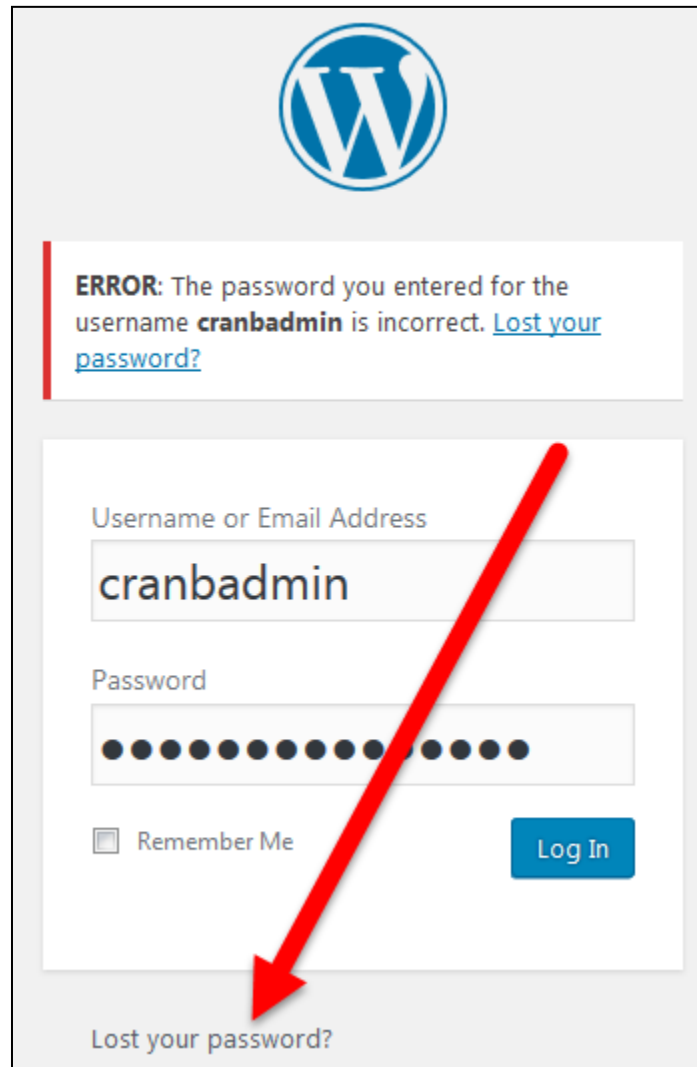
Now, you're ready to log into your WordPress dashboard and get the settings and plugins in place. This will take some time. You can stop at any point and pick up where you left off later if you have to do this a piece at a time.

1. Go to yourdomain.com/wp-admin to log into your site (for example, my login URL is <http://cranberrycrochet.com/wp-admin>)
2. Enter your admin and password information and click the Log In button:

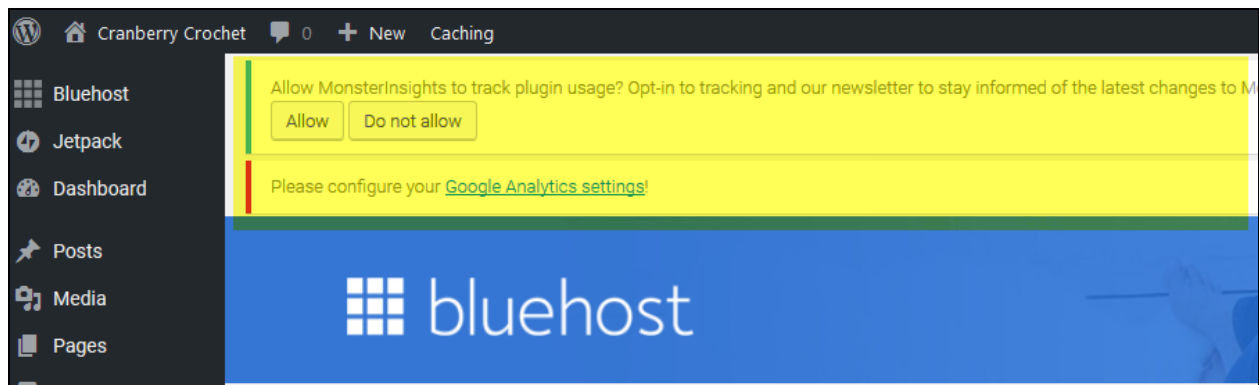


- a. In my case, the password isn't working – I've run into this before. Even though I chose the password, saved it, and

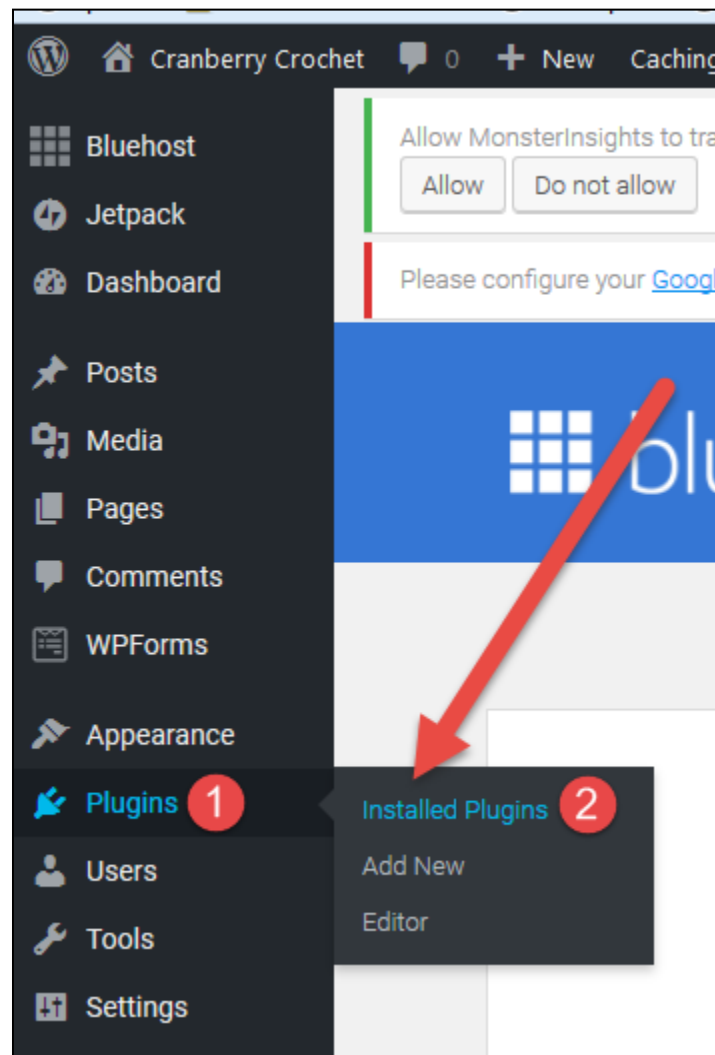
my host installation completion screen showed the same password, it isn't letting me into the site. If that happens to you, too, click the "Lost your password" option:



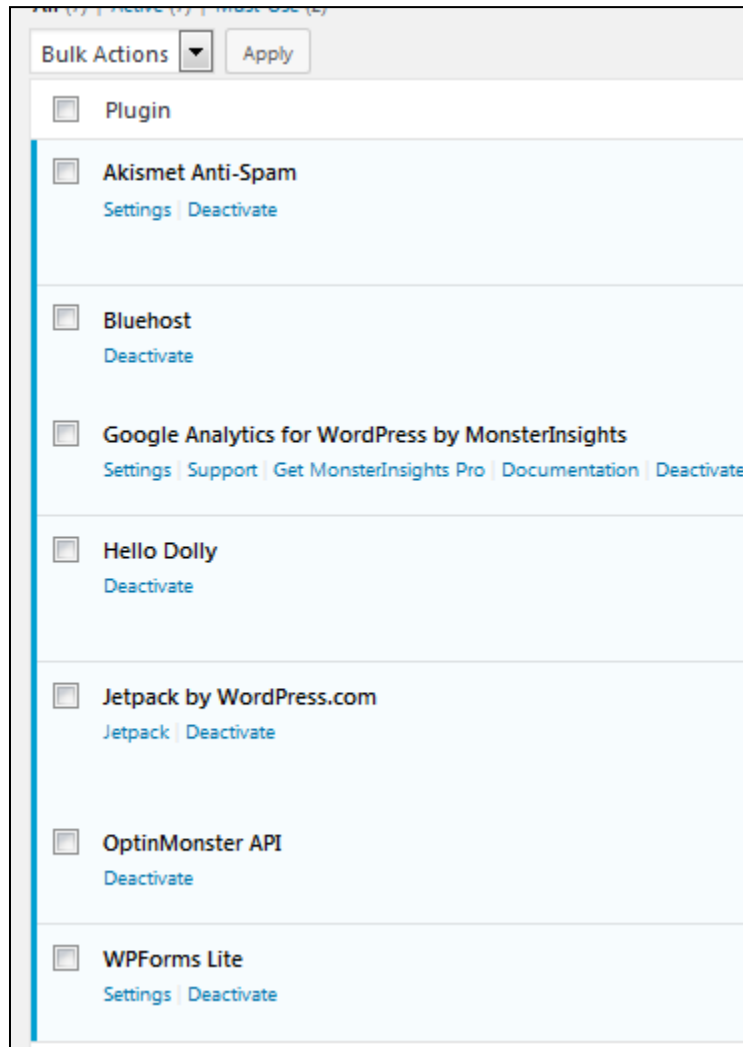
- b. Check your email for a password reset email and click the link in the email to reset your password – make a note of the new password if you end up changing it (it took a few minutes for the email to show up but I've had instances where the email doesn't show up – in those cases I click the "Lost your password" option AGAIN – such a pain!)
3. You may see some requests to do some things at the top of your WordPress dashboard. I don't want to do those things because they're coming from plugins installed by my host and I'm not going to use those plugins. Ignore any such messages for now:



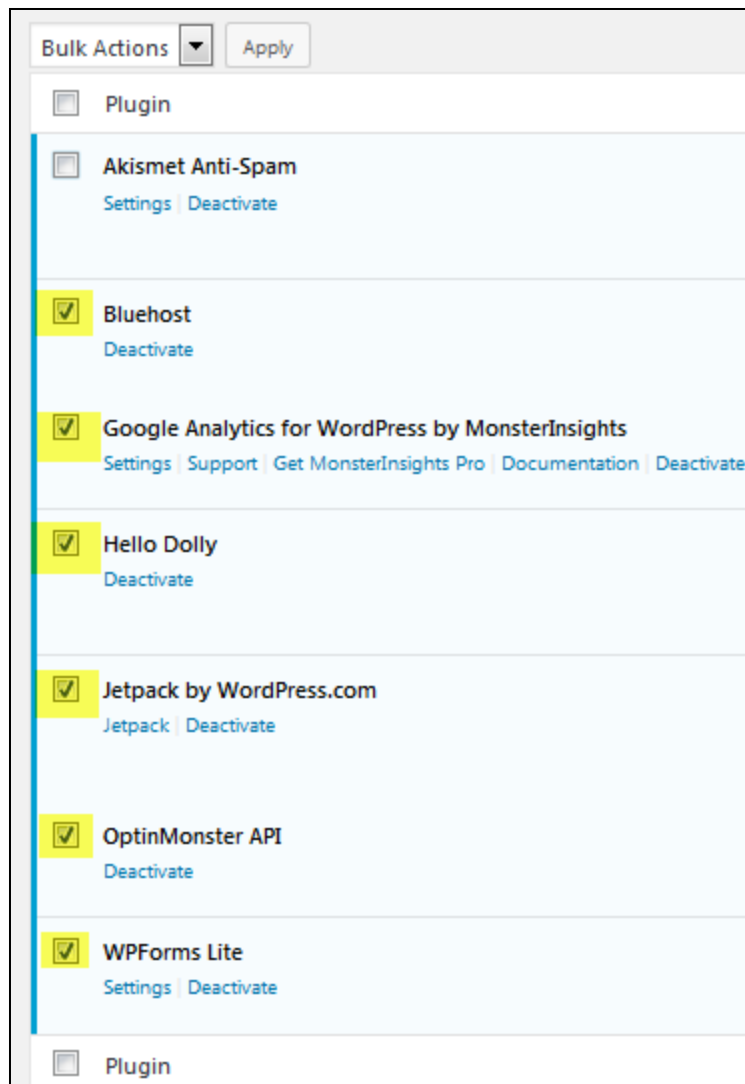
4. Hover over Plugins in the left sidebar of your dashboard and choose to go to Installed Plugins:



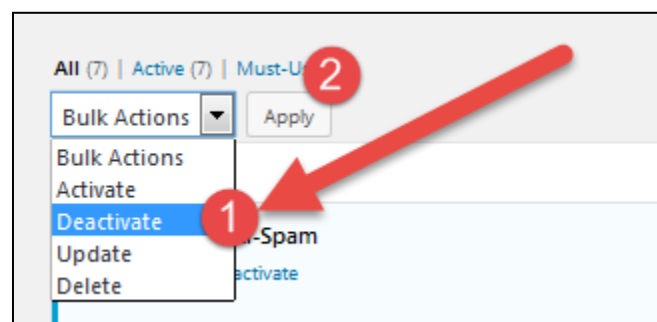
5. My host has installed the following plugins (except for Hello Dolly which is installed by WordPress):



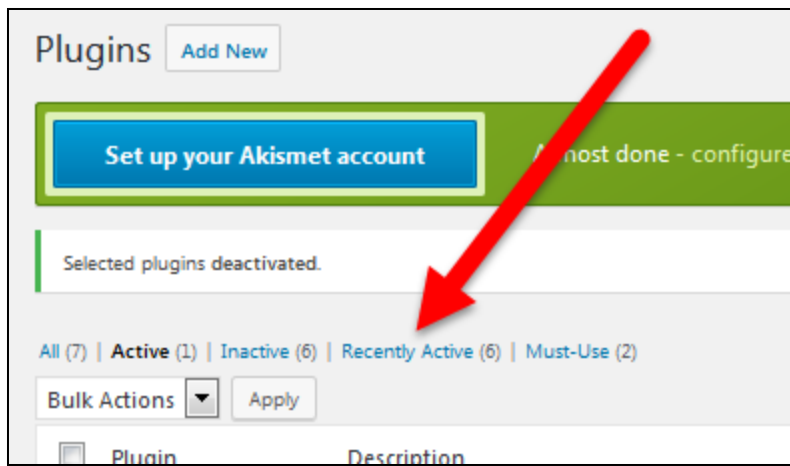
- a. I want to delete ALL of them EXCEPT Akismet – to do this, check the boxes next to all plugins except Akismet (you may have a plugin in your list that is required by your hosting account, you should see something that indicates that is the case or you’ll see a message saying so when you delete the plugin – if that’s the case, keep the required plugin):



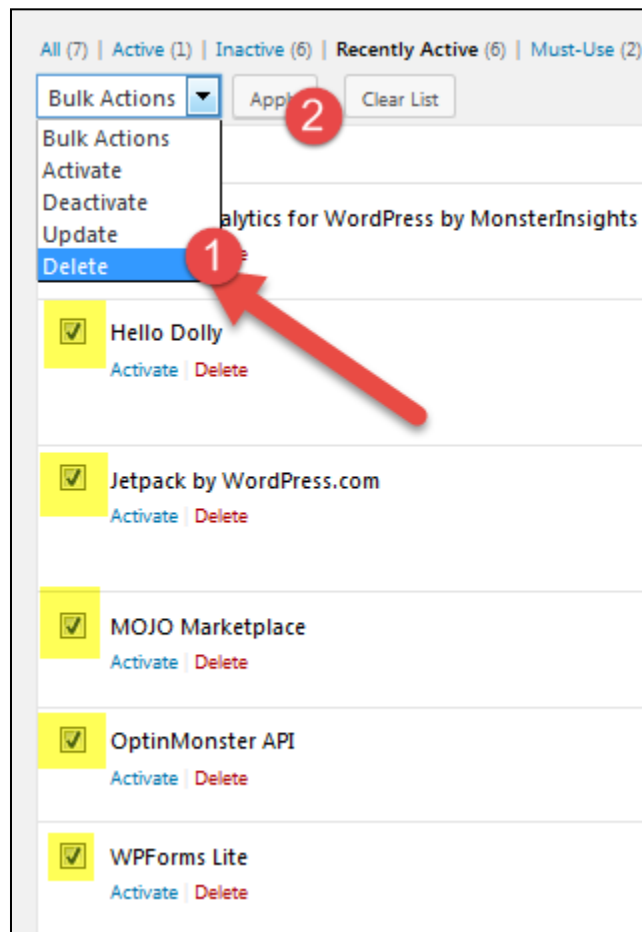
- b. In the Actions box at the top of the list, choose to Deactivate the plugins and then click the Apply button (I like to deactivate plugins before I delete them to make sure they remove any of the settings that might have been applied by the plugin when it was active):



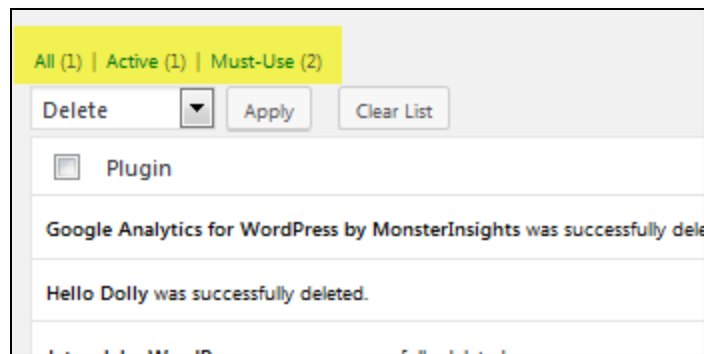
- c. The plugins have now been moved to the Recently Active tab – click that tab to see the list of inactive plugins:



- d. Check the boxes next to the plugins again and then in the actions box choose to Delete them and click the Apply button:



6. You should now see that you have only 1 plugin installed (unless there were others required by your host) and any Must Use plugins also required by your host:

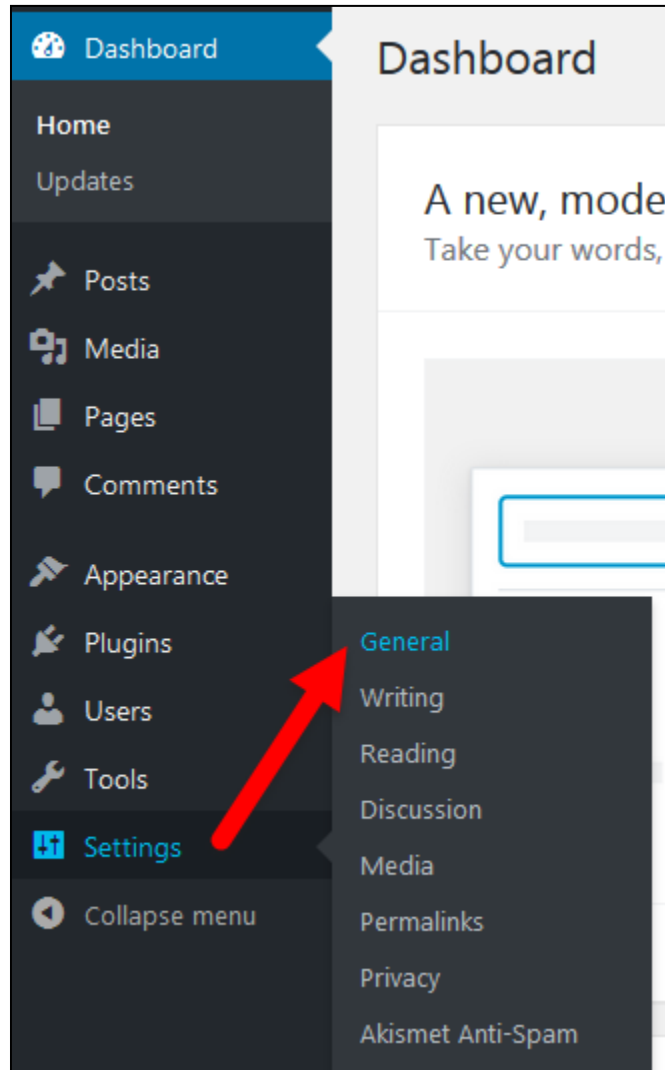




# WordPress Settings

Time to configure your WordPress settings:

1. Go to Settings/**General** in WordPress:



- a. The site title should already be filled in but you can change it on this screen. Make sure it's not your domain but the NAME of your site spelled out with capital letters and spaces in between words:

## General Settings

Site Title

Cranberry Crochet

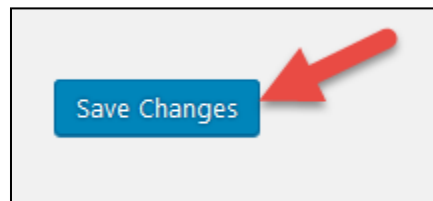
- b. Enter a few words to describe your site in the Tagline field – make sure to include reference to your niche (the word “crochet” in my case, needs to be included in the tag line):

Tagline

Crochet projects, patterns, tutorials, and gifts

*In a few words, explain what this site is about.*

- c. Everything else in the General tab can be left as-is unless you want to change the default settings for the date and time format for your site
- d. Click the Save Changes button at the bottom of the page



2. Go to Settings/**Reading** in your WordPress dashboard:
  - a. Scroll down to “Blog pages show at most” and change the number to 7 (this will force your site to limit the number of posts that show on the home page of your site no matter what theme you use – you don’t want to show a ton of blog posts on your home page as that can cause some instances of duplicate content on your site):

Blog pages show at most

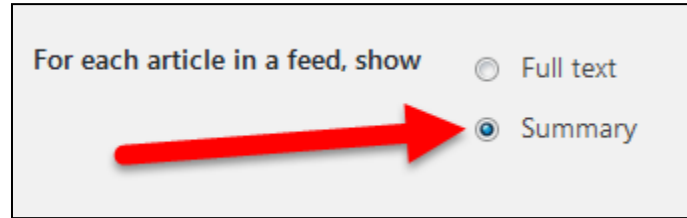
7



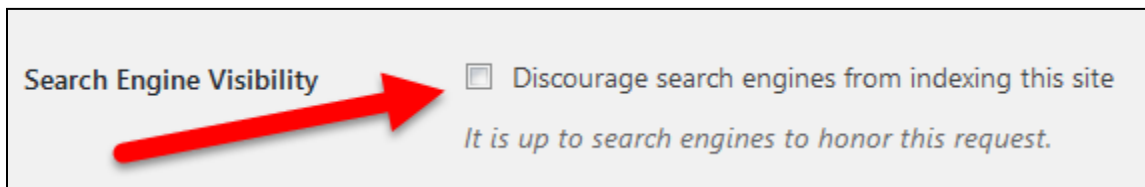
posts

- b. Scroll down to “For each article in a feed, show” and click on the Summary option (this will force only an excerpt of your post to show in an RSS feed rather than people being

able to read your entire post simply from a feed instead of visiting your site):



- c. Scroll down to the “Search Engine Visibility” option and make sure the box is UNCHECKED (there is NO need to block your search engine from getting indexed in Google even though you have no content – Google understands that sites are built over time):



- d. All other settings can be left at their default settings
  - e. Scroll to the bottom and click the Save Changes button
3. Go to Settings/**Discussion** in your WordPress dashboard:
- a. Use the settings in the image below for the “Default article settings” and “Other comment settings” fields:

### Discussion Settings

**Default article settings**

- ☐ Attempt to notify any blogs linked to from the article
- ☒ Allow link notifications from other blogs (pingbacks and trackbacks) on new articles
- ☒ Allow people to post comments on new articles

*(These settings may be overridden for individual articles.)*

**Other comment settings**

- ☒ Comment author must fill out name and email
- ☐ Users must be registered and logged in to comment
- ☐ Automatically close comments on articles older than  days
- ☐ Show comments cookies opt-in checkbox.
- ☒ Enable threaded (nested) comments  levels deep
- ☐ Break comments into pages with  top level comments per page and the  page
- Comments should be displayed with the  comments at the top of each page

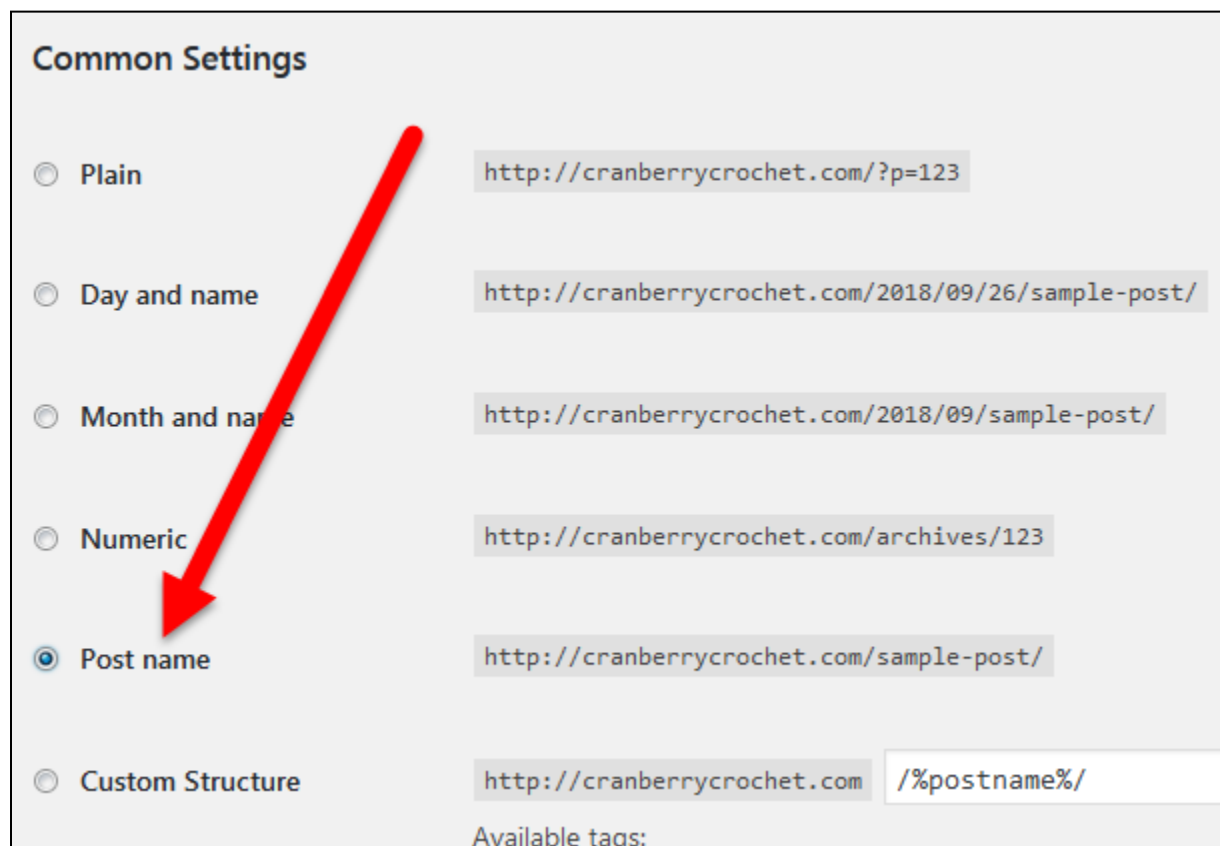
- b. Use the settings in the image below for the “Email me whenever”, the “Before a comment appears”, and the “Comment moderation” fields:



The screenshot shows the 'Comments' settings page in WordPress. It is divided into three sections: 'Email me whenever', 'Before a comment appears', and 'Comment Moderation'. In the 'Email me whenever' section, both checkboxes are checked: 'Anyone posts a comment' and 'A comment is held for moderation'. In the 'Before a comment appears' section, both checkboxes are checked: 'Comment must be manually approved' and 'Comment author must have a previously approved comment'. In the 'Comment Moderation' section, the text 'Hold a comment in the queue if it contains' is followed by a dropdown menu set to '1', and then 'or more links. (A c'.

Email me whenever	<input checked="" type="checkbox"/> Anyone posts a comment
	<input checked="" type="checkbox"/> A comment is held for moderation
Before a comment appears	<input checked="" type="checkbox"/> Comment must be manually approved
	<input checked="" type="checkbox"/> Comment author must have a previously approved comment
Comment Moderation	Hold a comment in the queue if it contains <input type="text" value="1"/> or more links. (A c

- c. All other options can be left at the default settings
- d. Scroll down and click the Save Changes button at the bottom of the screen
4. Go to Settings/Permalinks in your WordPress dashboard:
- a. Click on the “Post Name” option:



The screenshot shows the 'Common Settings' section of the WordPress 'Settings' page. It lists five permalink structures: 'Plain', 'Day and name', 'Month and name', 'Numeric', and 'Post name'. A large red arrow points to the 'Post name' option, which is selected with a blue radio button. To the right of each option is a preview of the resulting URL. Below the list is the 'Custom Structure' option with a text input field containing '/%postname%/' and a label 'Available tags:'.

<input type="radio"/> Plain	http://cranberrycrochet.com/?p=123
<input type="radio"/> Day and name	http://cranberrycrochet.com/2018/09/26/sample-post/
<input type="radio"/> Month and name	http://cranberrycrochet.com/2018/09/sample-post/
<input type="radio"/> Numeric	http://cranberrycrochet.com/archives/123
<input checked="" type="radio"/> Post name	http://cranberrycrochet.com/sample-post/
<input type="radio"/> Custom Structure	http://cranberrycrochet.com /%postname%/ Available tags:

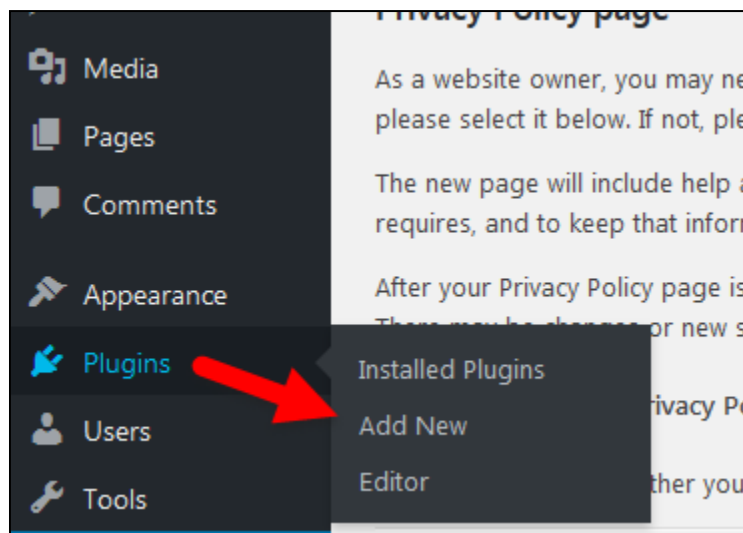
- b. Scroll down and click the Save Changes button **even if you didn't make a change** (sometimes WordPress installations do funny things to permalinks and links to pages and posts stop working – clicking the Save Changes button on this screen fixes those kinds of problems)

## WordPress Plugins

We need to install, activate and configure the settings for some plugins that will add helpful features to our site. Some of these add security, some help with site speed, some add on-page SEO and some will aid in adding required pages to your site.

### iThemes Security

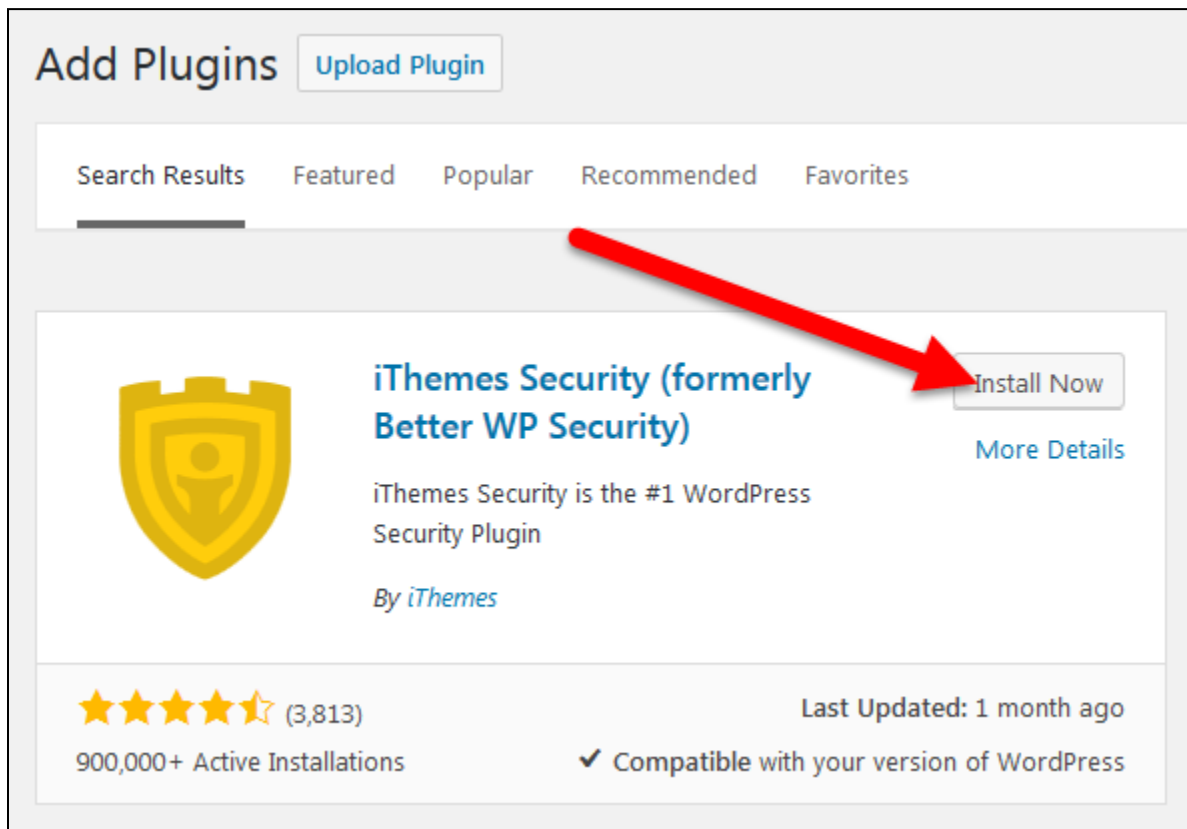
1. Go to Plugins/Add New in your WordPress dashboard:



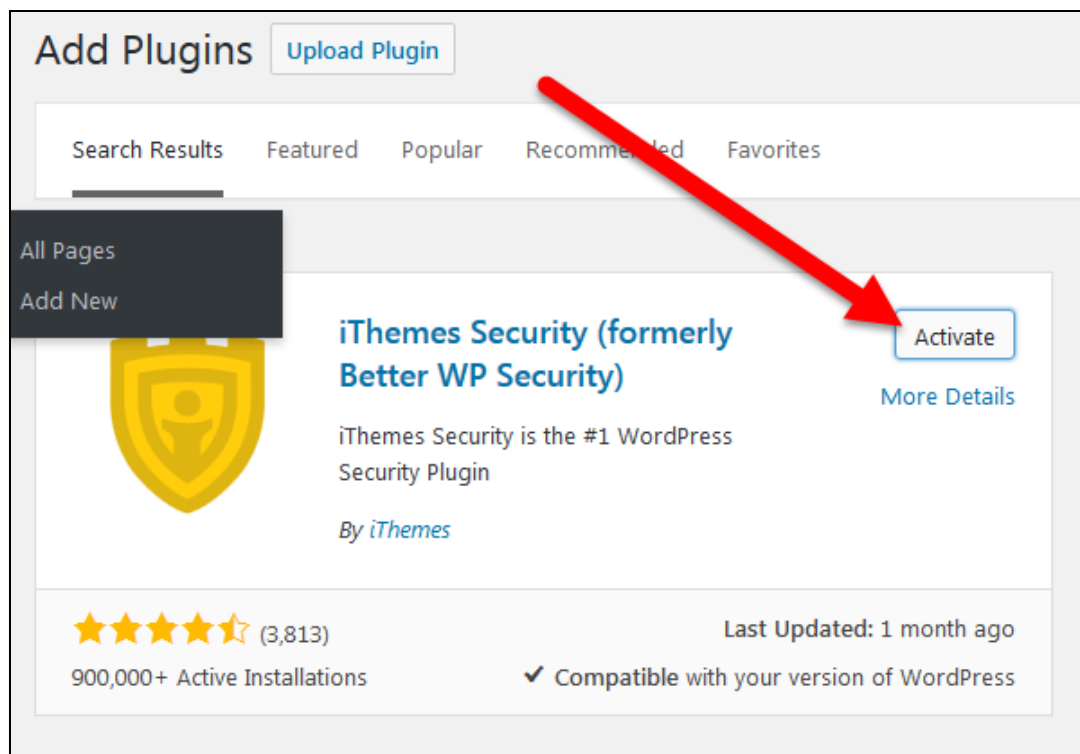
2. Enter "ithemes security" in the search box (you don't have to click a search button – WordPress will automatically start showing plugins that match your search term in the section below the search field):



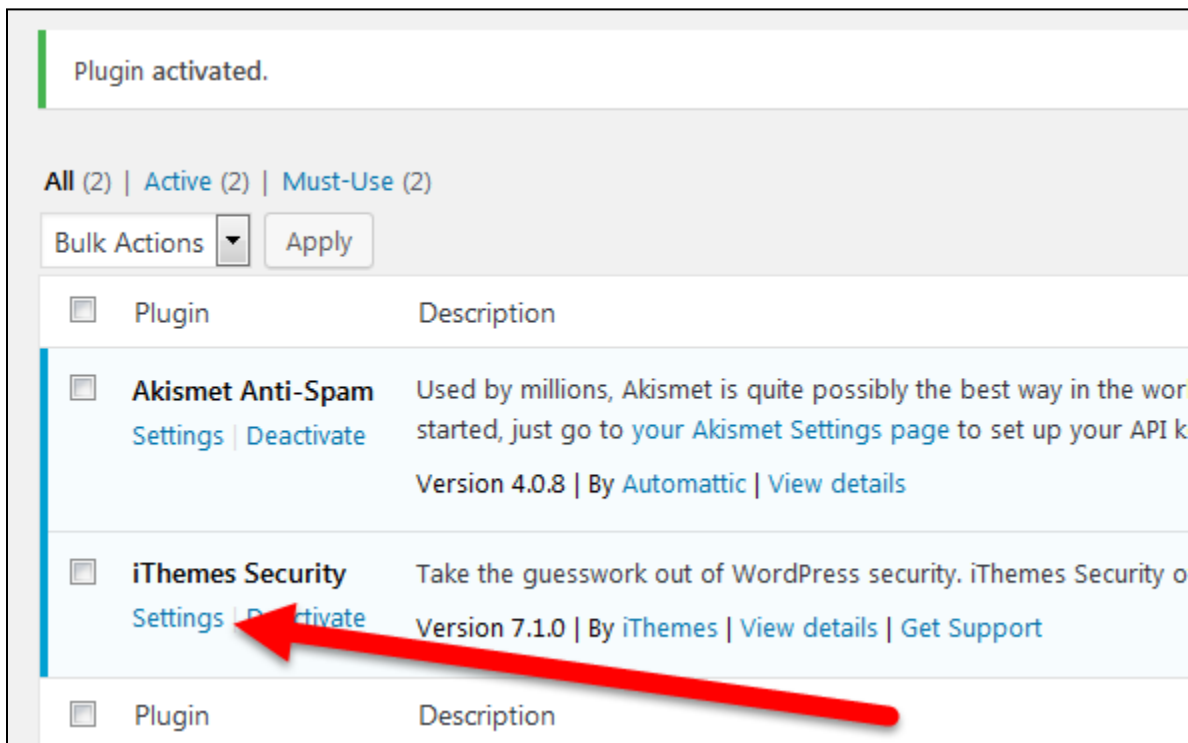
3. Click the Install Now button for the iThemes Security plugin (<https://wordpress.org/plugins/better-wp-security/>):



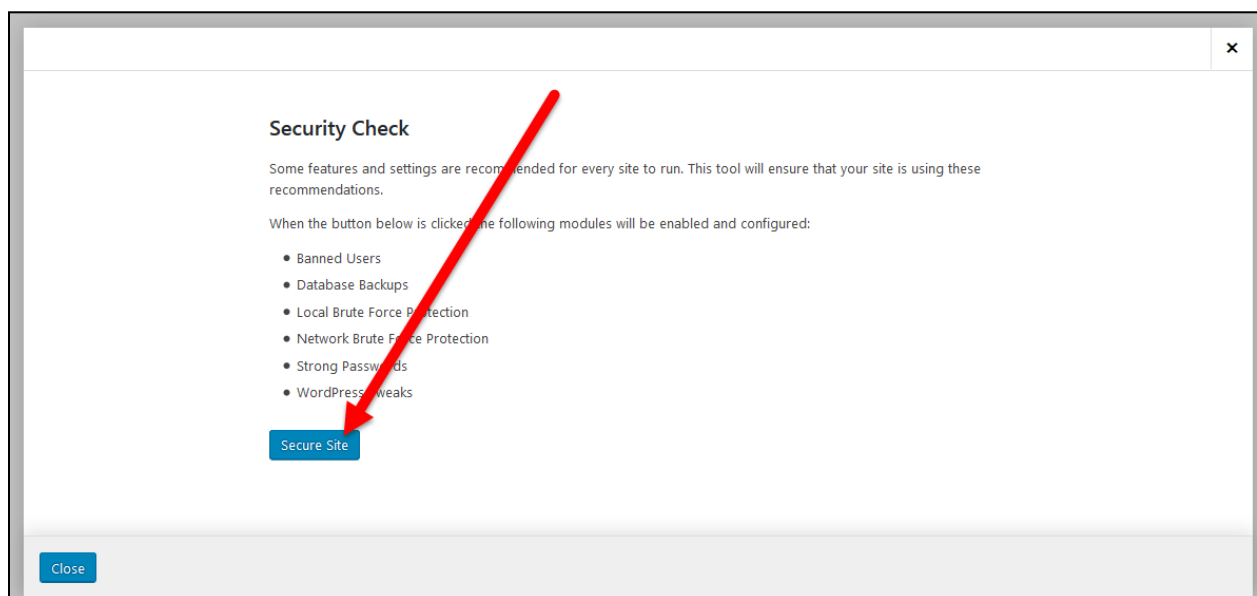
4. Click the Activate button:



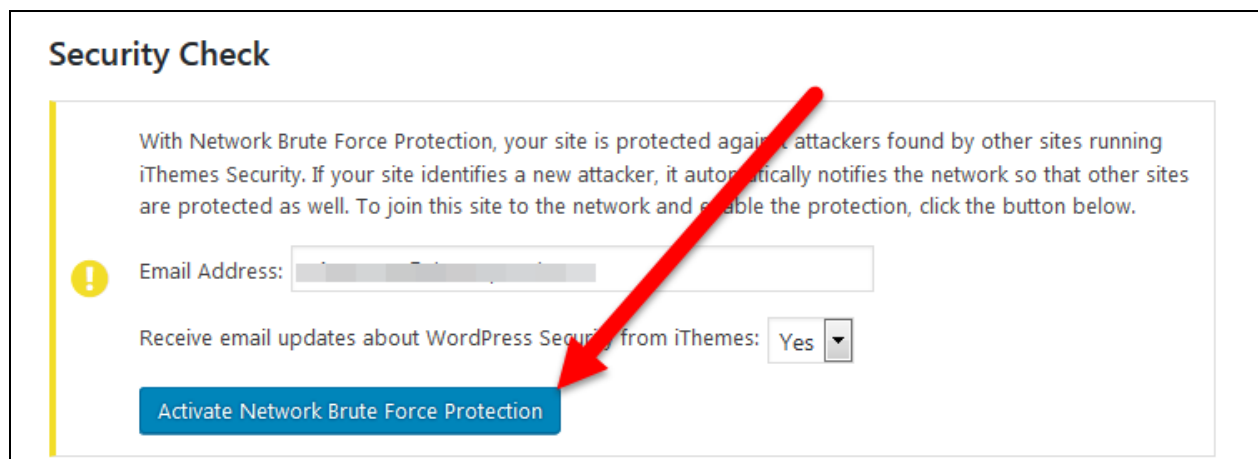
5. Click the Settings link under the iThemes Security plugin listing:



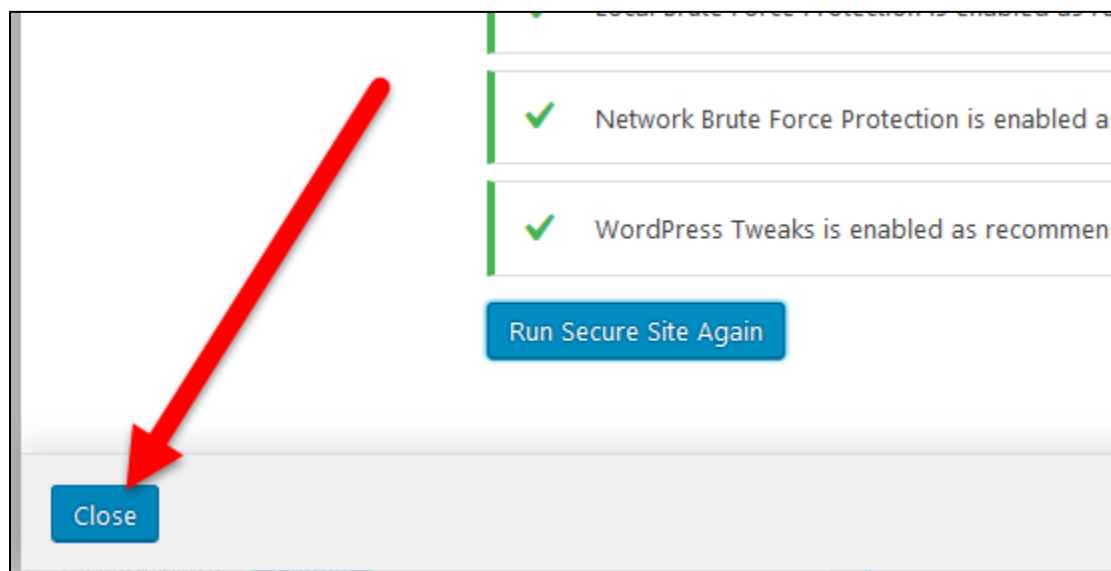
6. Click the Secure Site button:



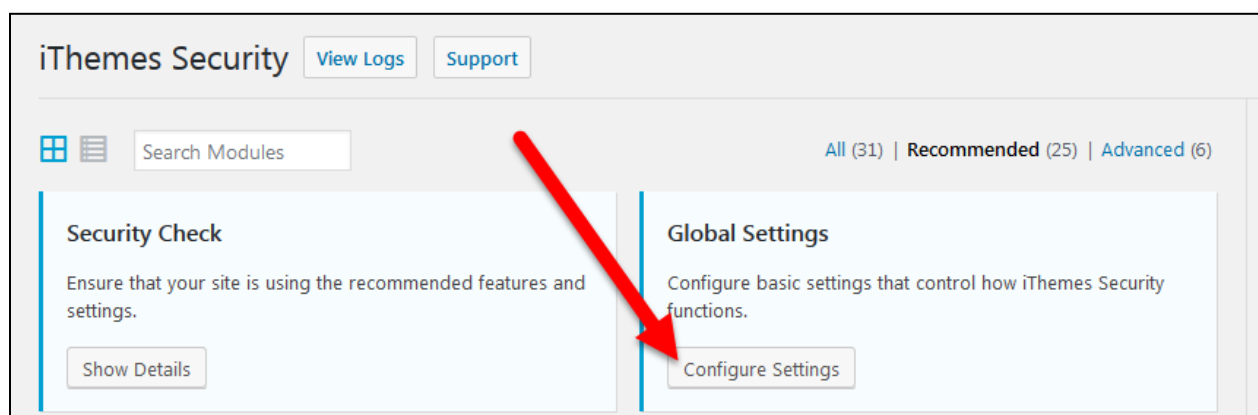
7. Click the Activate Network Brute Force Protection button (you'll get emails about your site from the plugin and while you can ignore many of them these emails will also let you know when someone is trying to attack your site – you'll see an email with repeated denials for access to your site all come in a row – that's a clue you want to check your site and make sure it's still operating as it should):



8. Click the Close button:

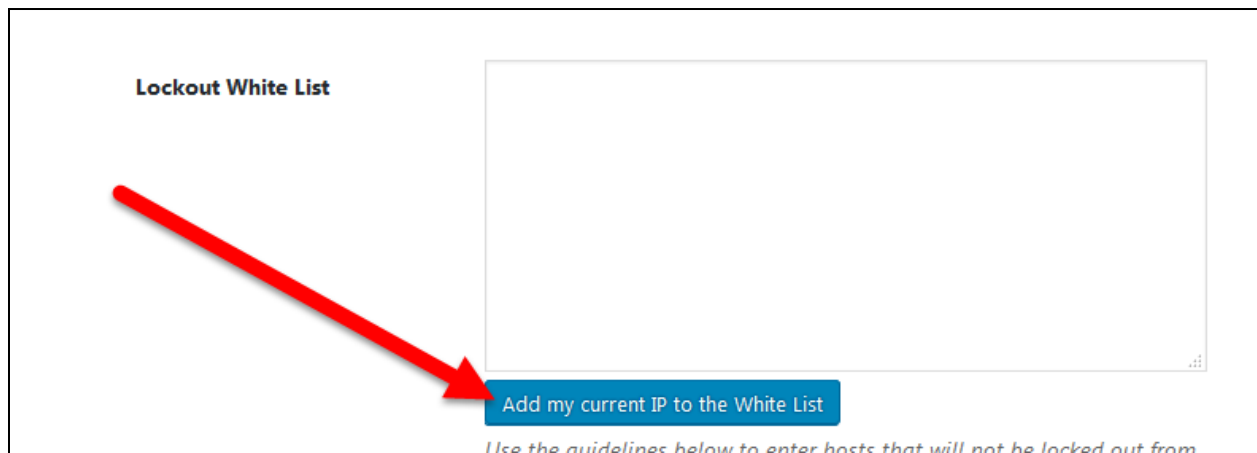


9. Click the Configure Settings button for the Global Settings box:

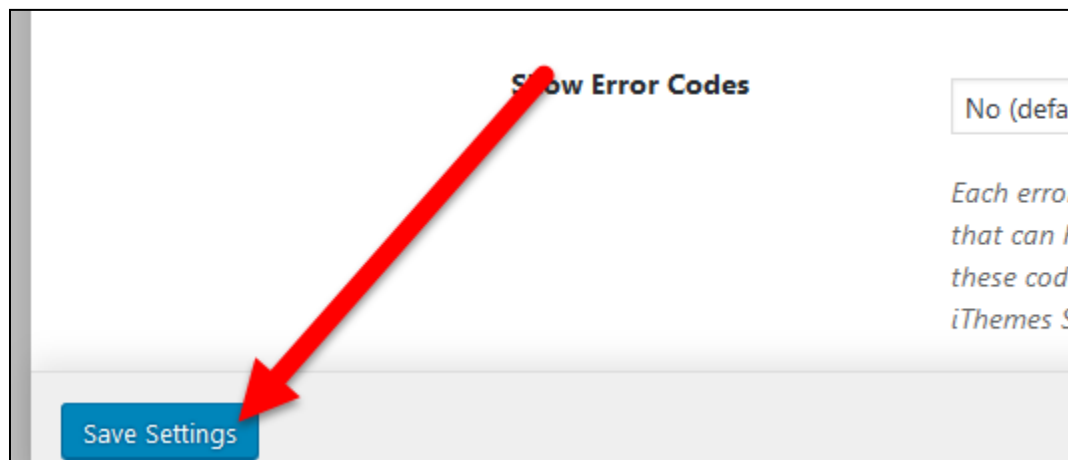


10. Scroll down to the Lockout White List section and click the "Add my current IP to the White list" button – this will make sure you don't accidentally get locked out of your site from your own IP address:

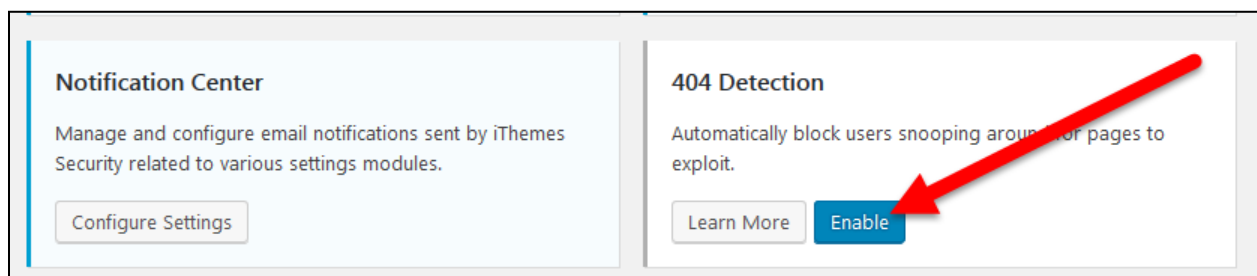




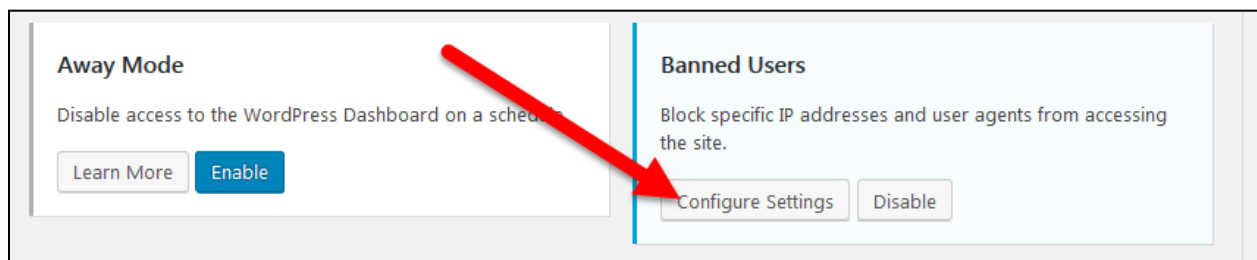
11. Scroll down and click the Save Settings button:



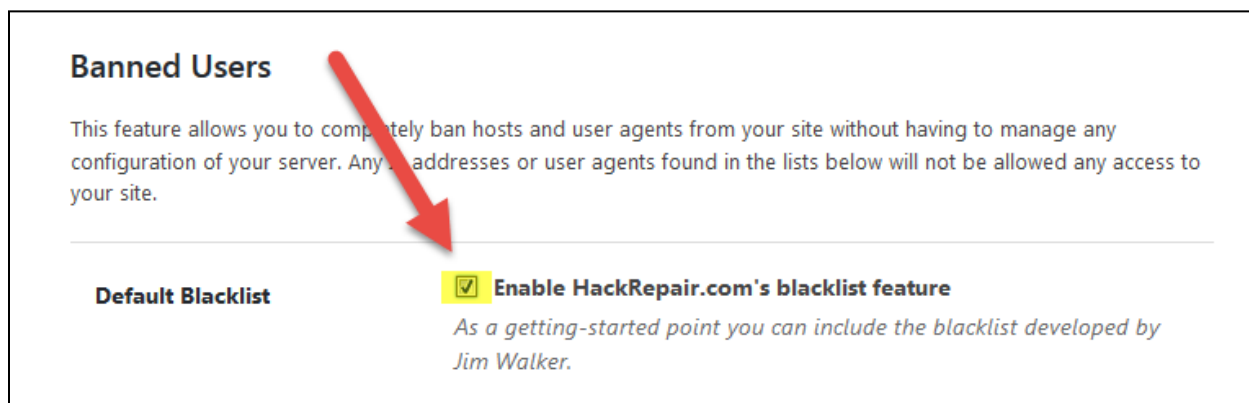
12. Click the Enable button for the 404 Detection box:



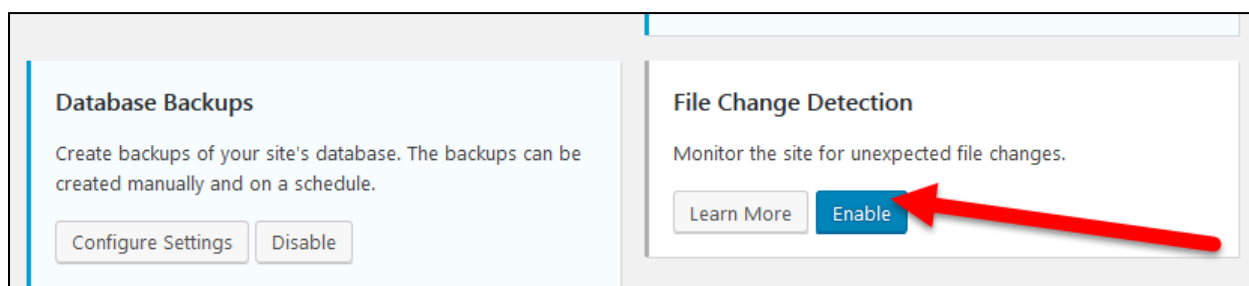
13. Click the Configure Settings button for the Banned Users box:



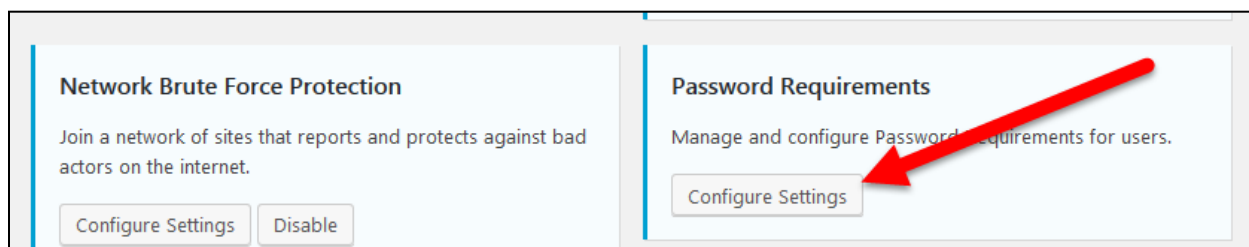
14. Check the box to “Enable HackRepair.com’s blacklist feature”:



15. Scroll down and click the Save Settings button
16. Click the Enable button in the File Change Detection box – you will now receive emails about file changes made to your site. Most of the time, these are changes you’ve made while working on the site or changes your host has made however, keep an eye out for changes to major files of your site – like your wp-config file. Emails about changes to that file could indicate someone hacking your site and you’ll want to explore your site immediately to see if everything is okay:



17. Click the Configure Settings button in the Password Requirements box:



18. Check the box to Enable strong passwords and set the minimum role to Subscriber:

## Password Requirements

Manage and configure Password Requirements for users.

### Strong Passwords

Force users to use strong passwords as rated by the WordPress password meter.

Enabled



1

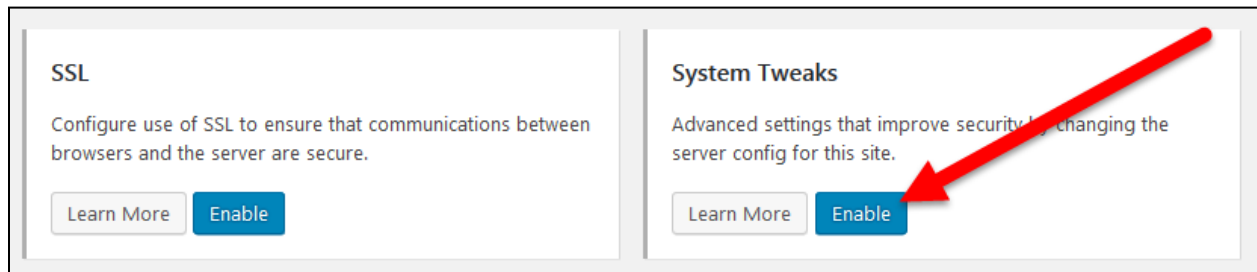
Minimum Role

Subscriber

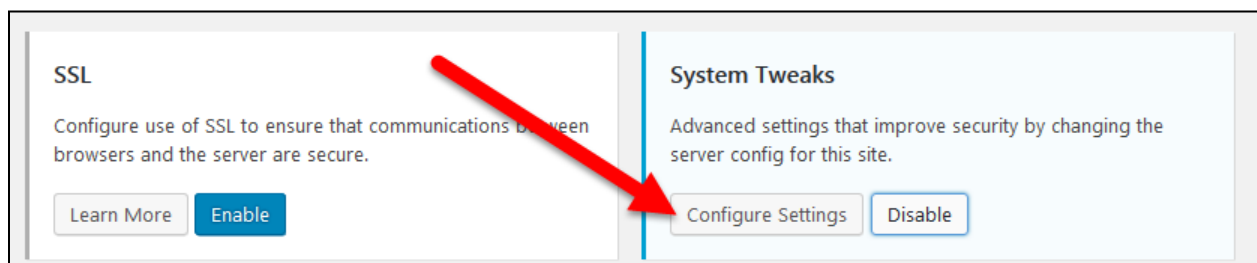
2

Minimum role at which a user must choose a strong password.

19. Click the Save Settings button
20. Click the Enable button in the System Tweaks box:



21. Click the Configure Settings button in the System Tweaks box:



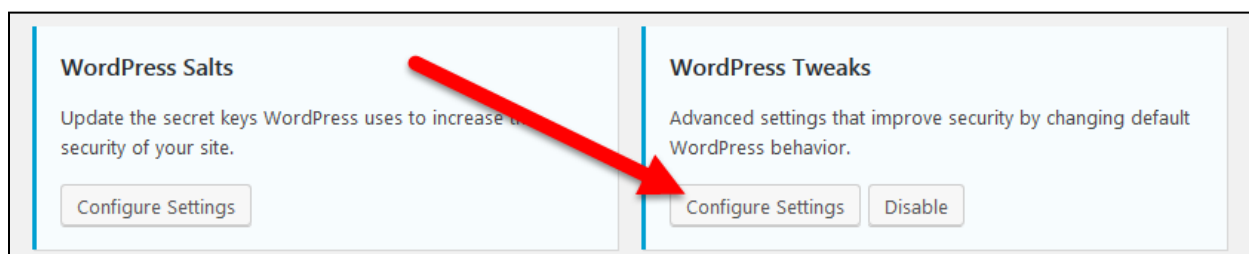
22. Check all the boxes in the System Tweaks settings showing as checked in the images below:

System Files	<input checked="" type="checkbox"/> Protect System Files <i>Prevent public access to readme.html, readme.txt, wp-config.php, install.php, wp-includes, and .htaccess. These files can give away important information on your site and serve no purpose to the public once WordPress has been successfully installed.</i>
Directory Browsing	<input checked="" type="checkbox"/> Disable Directory Browsing <i>Prevents users from seeing a list of files in a directory when no index file is present.</i>
Request Methods	<input checked="" type="checkbox"/> Filter Request Methods <i>Filter out hits with the trace, delete, or track request methods. This should not be enabled if you use the <a href="#">WordPress REST API</a>.</i>
Suspicious Query Strings	<input checked="" type="checkbox"/> Filter Suspicious Query Strings in the URL <i>These are very often signs of someone trying to gain access to your site but some plugins and themes can also be blocked.</i>
Non-English Characters	<input type="checkbox"/> Filter Non-English Characters <i>Filter out non-english characters from the query string. This should not be used on non-english sites and only works when "Filter Suspicious Query String" has been selected.</i>
Long URL Strings	<input checked="" type="checkbox"/> Filter Long URL Strings <i>Limits the number of characters that can be sent in the URL. Hackers often take advantage of long URLs to try to inject information into your database.</i>
File Writing Permissions	<input type="checkbox"/> Remove File Writing Permissions <i>Prevents scripts and users from being able to write to the wp-config.php file and .htaccess file. Note that in the case of this and many plugins this can be overcome however it still does make the files more secure. Turning this on will set the UNIX file permissions to 0444 on these files and turning it off will set the permissions to 0664.</i>
PHP in Uploads	<input checked="" type="checkbox"/> Disable PHP in Uploads <i>Disables PHP execution in the uploads directory. This helps protect your site from malicious uploads.</i>

<b>PHP in Plugins</b>	<input type="checkbox"/> Disable PHP in Plugins <i>Disable PHP execution in the plugins directory. This blocks requests to PHP files inside plugin directories that can be exploited directly.</i>
<b>PHP in Themes</b>	<input type="checkbox"/> Disable PHP in Themes <i>Disable PHP execution in the themes directory. This blocks requests to PHP files inside theme directories that can be exploited directly.</i>

23. Click the Save Settings button

24. Click the Configure Settings button in the WordPress Tweaks box:



The image shows two side-by-side panels. The left panel is titled 'WordPress Salts' and has a 'Configure Settings' button. The right panel is titled 'WordPress Tweaks' and has 'Configure Settings' and 'Disable' buttons. A red arrow points from the 'Configure Settings' button in the 'WordPress Salts' panel to the 'Configure Settings' button in the 'WordPress Tweaks' panel.

25. Use the settings shown in the images below in the WordPress Tweaks section:

<b>Windows Live Writer Header</b>	<input checked="" type="checkbox"/> Remove the Windows Live Writer header. <i>This is not needed if you do not use Windows Live Writer or other blogging clients that rely on this file.</i>
<b>EditURI Header</b>	<input checked="" type="checkbox"/> Remove the RSD (Really Simple Discovery) header. <i>Removes the RSD (Really Simple Discovery) header. If you don't integrate your blog with external XML-RPC services such as Flickr then the "RSD" function is pretty much useless to you.</i>
<b>Comment Spam</b>	<input checked="" type="checkbox"/> Reduce Comment Spam <i>This option will cut down on comment spam by denying comments from bots with no referrer or without a user-agent identified.</i>
<b>File Editor</b>	<input type="checkbox"/> Disable File Editor <i>Disables the file editor for plugins and themes requiring users to have access to the file system to modify files. Once activated you will need to manually edit theme and other files using a tool other than WordPress.</i>

## XML-RPC

WordPress' XML-RPC feature allows external services to access and modify content on the site. Common example of services that make use of XML-RPC are [the Jetpack plugin](#), [the WordPress mobile app](#), and [pingbacks](#). If the site does not use a service that requires XML-RPC, select the "Disable XML-RPC" setting as disabling XML-RPC prevents attackers from using the feature to attack the site.

Disable XML-RPC (recommended) ▼

- **Disable XML-RPC** - XML-RPC is disabled on the site. This setting is highly recommended if Jetpack, the WordPress mobile app, pingbacks, and other services that use XML-RPC are not used.
- **Disable Pingbacks** - Only disable pingbacks. Other XML-RPC features will work as normal. Select this setting if you require features such as Jetpack or the WordPress Mobile app.
- **Enable XML-RPC** - XML-RPC is fully enabled and will function as normal. Use this setting only if the site must have unrestricted use of XML-RPC.

## Multiple Authentication Attempts per XML-RPC Request

WordPress' XML-RPC feature allows hundreds of username and password guesses per request. Use the recommended "Block" setting below to prevent attackers from exploiting this feature.

Block (recommended) ▼

- **Block** - Blocks XML-RPC requests that contain multiple login attempts. This setting is highly recommended.
- **Allow** - Allows XML-RPC requests that contain multiple login attempts. Only use this setting if a service requires it.

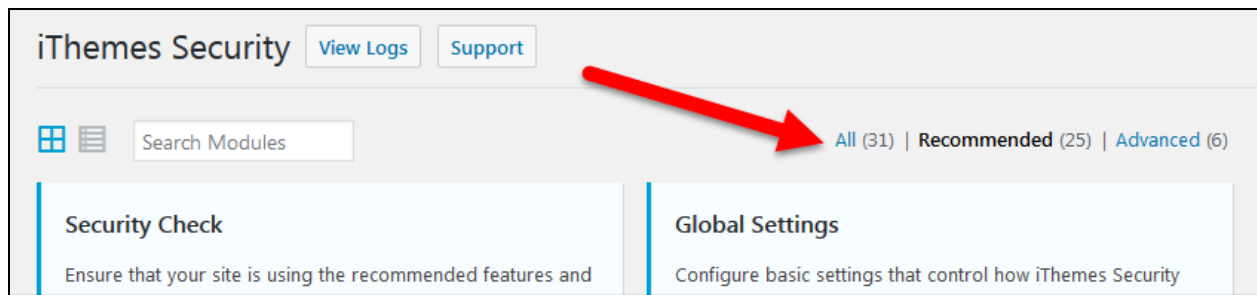
## REST API

The [WordPress REST API](#) is part of WordPress and provides developers with new ways to manage WordPress. By default, it could give public access to information that you believe is private on your site. For more details, see our post about the WordPress REST API [here](#).

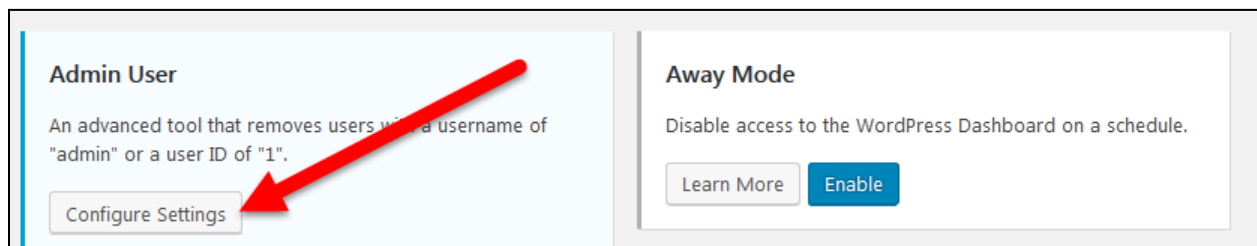
Restricted Access (recommended) ▼

<b>Login Error Messages</b>	<input checked="" type="checkbox"/> <b>Disable login error messages</b> <i>Prevents error messages from being displayed to a user upon a failed login attempt.</i>
<b>Force Unique Nickname</b>	<input checked="" type="checkbox"/> <b>Force users to choose a unique nickname</b> <i>This forces users to choose a unique nickname when updating their profile or creating a new account which prevents bots and attackers from easily harvesting user's login usernames from the code on author pages. Note this does not automatically update existing users as it will affect author feed urls if used.</i>
<b>Disable Extra User Archives</b>	<input checked="" type="checkbox"/> <b>Disables a user's author page if their post count is 0.</b> <i>This makes it harder for bots to determine usernames by disabling post archives for users that don't post to your site.</i>
<b>Protect Against Tabnapping</b>	<input checked="" type="checkbox"/> <b>Alter target="_blank" links to protect against tabnapping</b> <i>Enabling this feature helps protect visitors to this site (including logged in users) from phishing attacks launched by a linked site. Details on</i>
<b>Login with Email Address or Username</b>	<p>By default, WordPress allows users to log in using either an email address or username. This setting allows you to restrict logins to only accept email addresses or usernames.</p> <p>Email Address and Username (default) ▼</p> <ul style="list-style-type: none"> <li>• <b>Email Address and Username (Default)</b> - Allow users to log in using their user's email address or username. This is the default WordPress behavior.</li> <li>• <b>Email Address Only</b> - Users can only log in using their user's email address. This disables logging in using a username.</li> <li>• <b>Username Only</b> - Users can only log in using their user's username. This disables logging in using an email address.</li> </ul>
<b>Mitigate Attachment File Traversal Attack</b>	<input checked="" type="checkbox"/> <b>Prevent attachment thumbnails from traversing to other files.</b> <i>Disabling this feature is not recommended. This helps mitigate an attack where users with the "author" role or higher could delete any file in your WordPress installation including sensitive files like wp-config.php.</i>

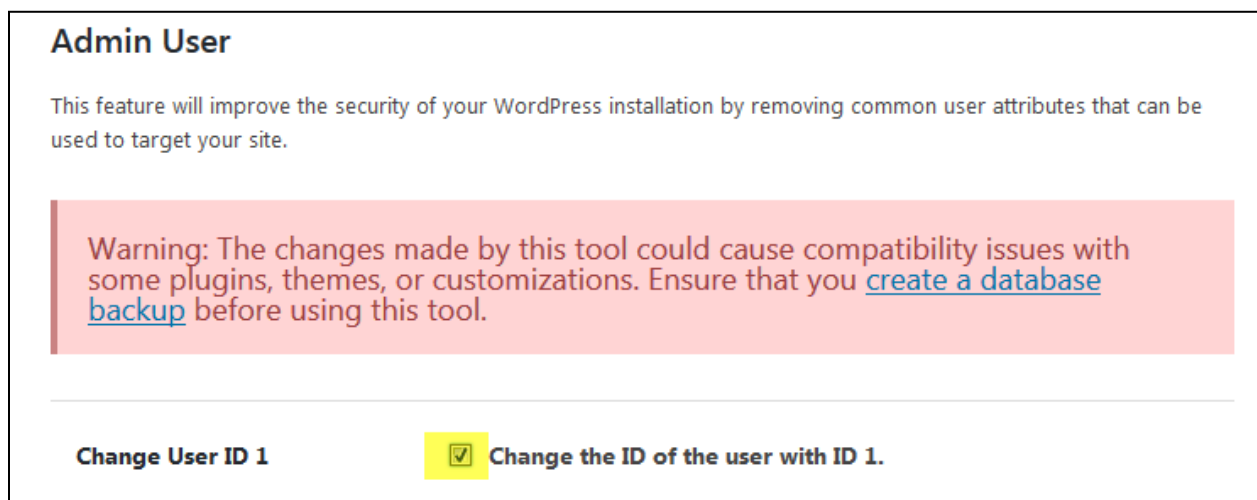
26. Click the Save Settings button
27. Scroll back to the top and click the All link:



28. Click the Configure Settings button for the Admin User box:

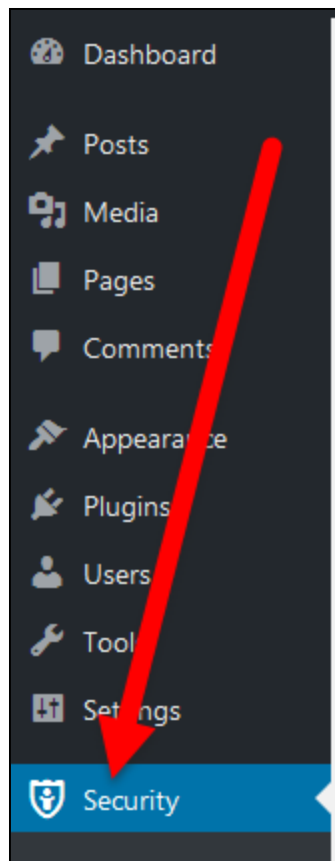


29. Check the box to "Change the ID of the user with ID 1":

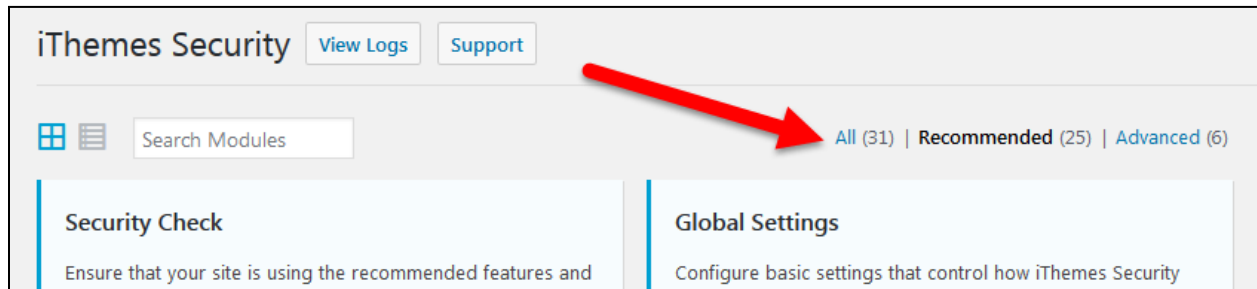


30. Click the Save Settings button (you may get logged out of your site – just log back in)
31. Click the Settings option in the left sidebar of your site to return to the Security settings screen:

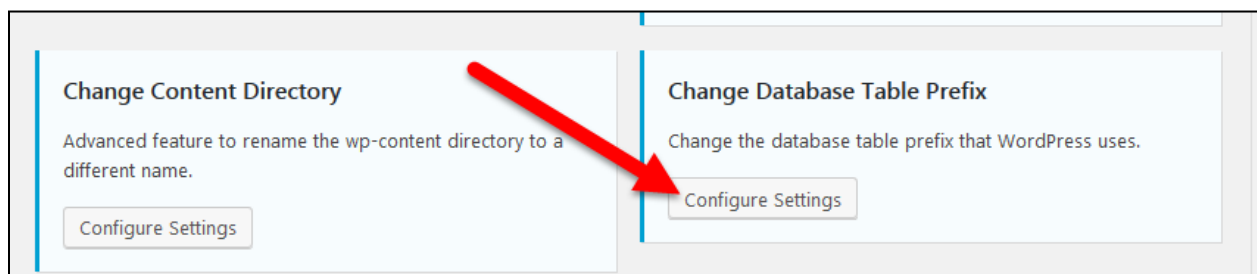




32. Click the All link again:



33. Click the Configure Settings button in the Change Database Table Prefix box:



34. Change the setting to Yes:

**WARNING:** [Backup your database](#) before using this tool.

Your current database table prefix is `wp_bxvq_`.

---

**Change Prefix**

☒ Yes

Select "Yes" and save the settings to change the database table prefix.

35. Click the Save Settings button (a pop up box will show you the new prefix for your database – you don't need to know it but you'll see it anyway)
36. Click the Configure Settings button for the Hide Backend box (if you don't see that box click the All link again at the top of the screen):

**File Permissions**


Lists file and directory permissions of key areas on the site.

Show Details

**Hide Backend**

Hide the login page by changing its name and preventing access to wp-login.php and wp-admin.

Configure Settings



37. Check the box to "Enable the hide backend feature" – this will cause more setting boxes to show up:

**Hide Backend**

☒

**Enable the hide backend feature.**

38. Change "wplogin" to something else – something meaningful to you:

**Login Slug**

**wplogin**

**Login URL:** <http://cranberrycrochet.com/wplogin>

*The login url slug cannot be "login," "admin," "dashboard," or "wp-login.php" as these are use by default in WordPress.*

*Note: The output is limited to alphanumeric characters, underscore ( \_ ) and dash ( - ). Special characters such as "." and "/" are not allowed and*

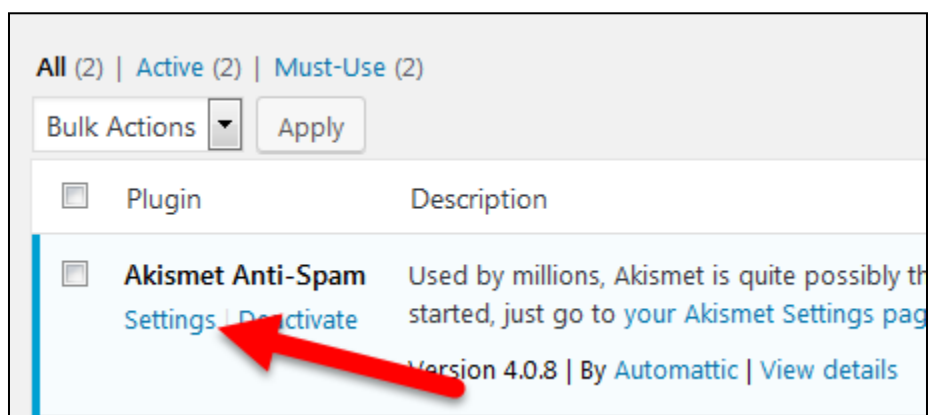
39. Click the Save Settings button – **NOTE: This step changes your login URL!!** You will no longer be able to login at [yourdomain.com/wp-admin](#). Instead, your new login URL becomes [yourdomain.com/yourchosenphrase](#). This step hides your login screen from potential hackers. **MAKE A NOTE OF YOUR NEW LOGIN URL!**

## Akismet

I use the free version of Akismet to block comment spam on my site. If you have a plugin you use to do the same, feel free to install, activate and configure that plugin instead. You can then delete the Akismet plugin.

If using Akismet:

1. Go to Plugins/Installed in your WordPress dashboard
2. Click the Settings link under the Akismet plugin:



3. If you have an API key, enter it in the API key field – if you don't have an API key click the "Get your API key" button and follow the steps to get your key so you can paste it into the API key field:

The screenshot shows the Akismet website interface. At the top is the Akismet logo. Below it is a section titled "Eliminate spam from your site" with the instruction "Select one of the options below to get started." There are two main options: "Activate Akismet" and "Or enter an API key". The "Activate Akismet" section includes a link to "Log in or sign up now." and a blue button labeled "Get your API key". The "Or enter an API key" section includes a link to "Already have your key? Enter it here. (What is an API key?)" and a text input field. To the right of the input field is a button labeled "Connect with API key".

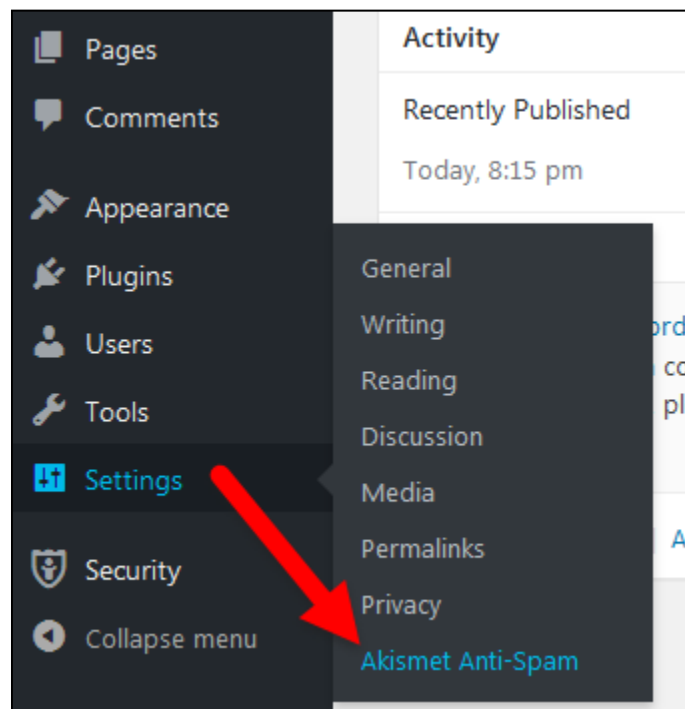
4. Once you've pasted in your API key, click the "Connect with API key" button:

This screenshot is identical to the one above, showing the Akismet activation process. A large red arrow is drawn over the image, pointing from the top right towards the "Connect with API key" button, indicating the next step in the process.

5. You should see the success screen:

Akismet is now protecting your site from spam. Happy blogging!

6. Go to Settings/**Akismet Anti-Spam** in the left sidebar of your WordPress dashboard:



7. Use the settings in the following image for Akismet:

**Akismet**

Settings

**API Key**

**Comments** ☐ Show the number of approved comments beside each comment author

**Strictness** ☒ Silently discard the worst and most pervasive spam so I never see it.  
☐ Always put spam in the Spam folder for review.  
Note: Spam in the [spam folder](#) older than 15 days is deleted automatically.

**Privacy** ☒ Display a privacy notice under your comment forms.  
☐ Do not display privacy notice.  
To help your site with transparency under privacy laws like the GDPR, Akismet can display a notice to your users under your comment forms. This feature is disabled by default, however, you can turn it on above.

[Disconnect this account](#) [Save Changes](#)

8. Click the Save Changes button

## Contact Form

Google likes to see that a site has a contact form so we're going to set one up on our sites. Feel free to install, activate and configure a different contact form plugin than I use if you have one you like.

1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search box to look for the "contact form by bestwebsoft" plugin (<https://wordpress.org/plugins/contact-form-plugin/>)

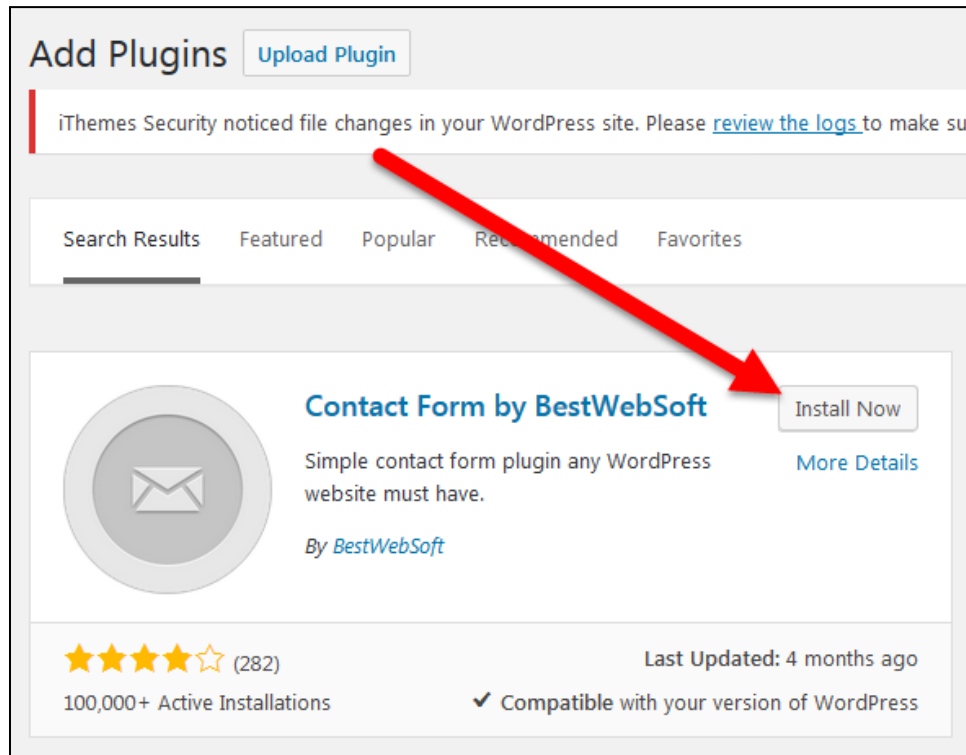
Add Plugins [Upload Plugin](#) [Help](#)

iThemes Security noticed file changes in your WordPress site. Please [review the logs](#) to make sure your system has not been compromised.

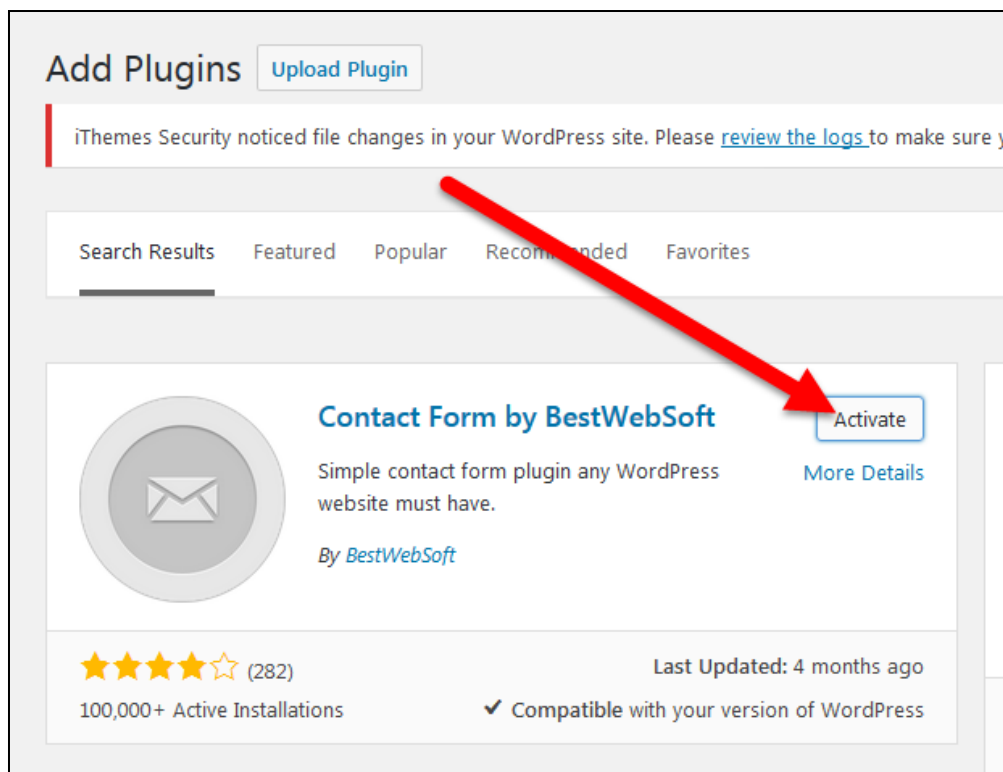
Search Results Featured Popular Recommended Favorites

Keyword

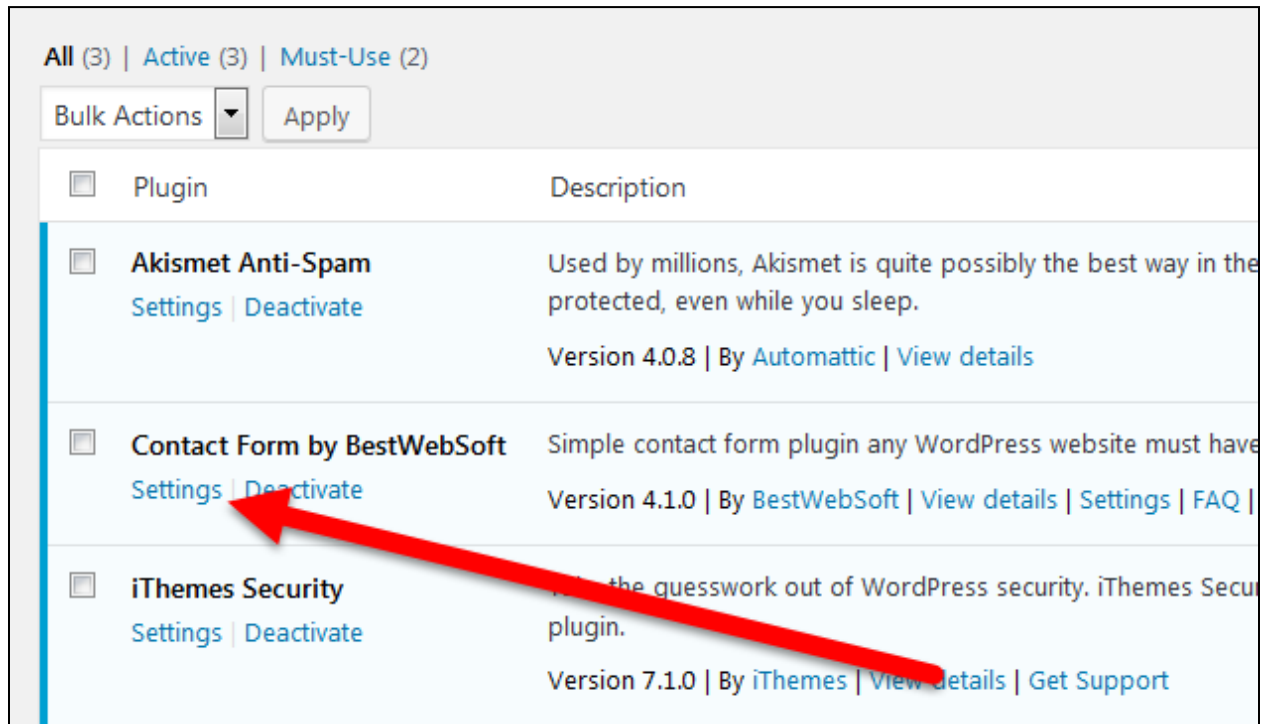
3. Click the Install Now button for the Contact Form by BestWebSoft plugin:



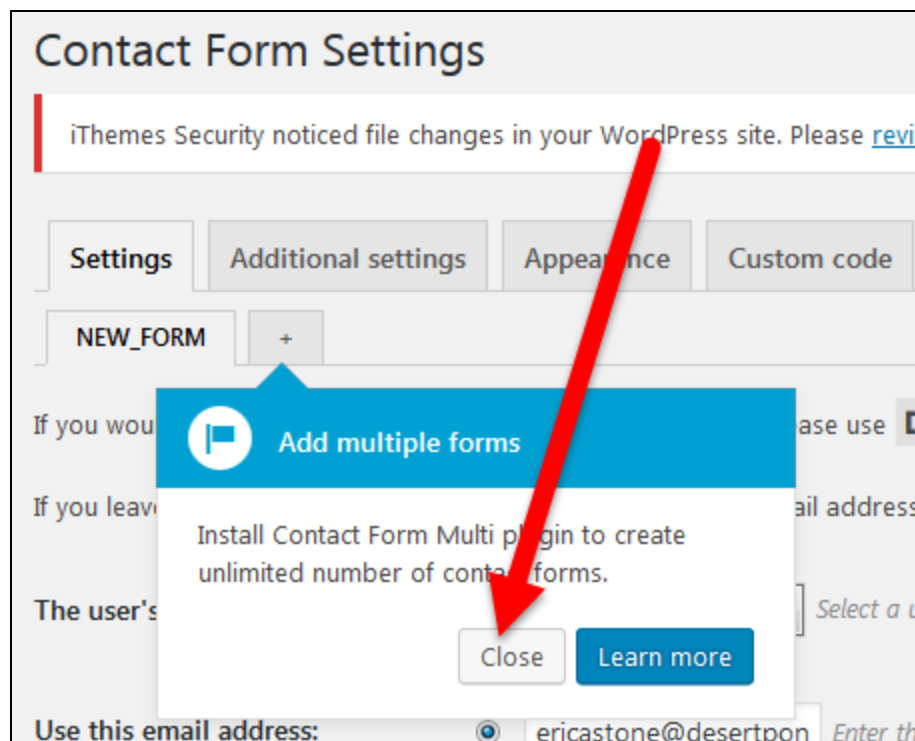
4. Click the Activate button:



5. Click the Settings link under the Contact Form by BestWebSoft plugin:

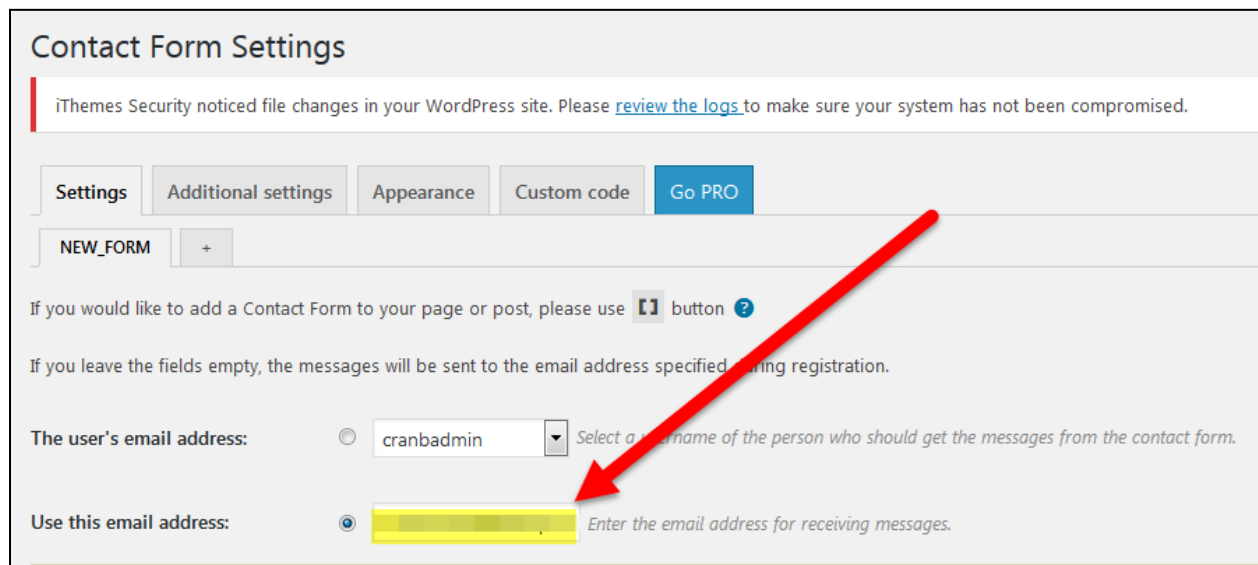


6. Click the Close button on the pop up box if one comes up:



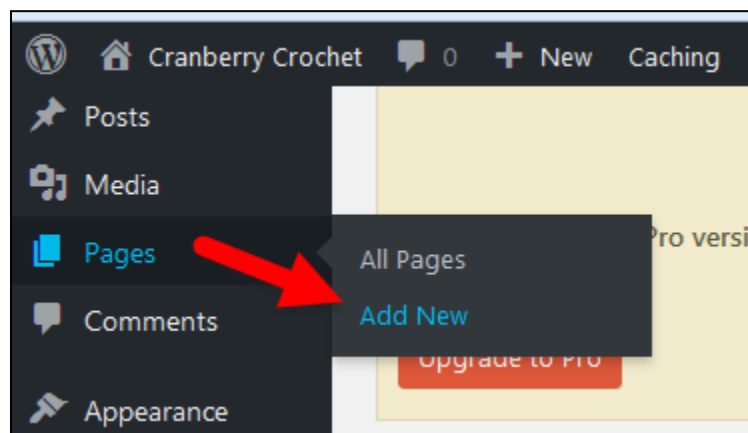


7. By default, the plugin uses your WordPress email address in the email address field – change this to something else if you want any contact form submissions to go to a different email address:

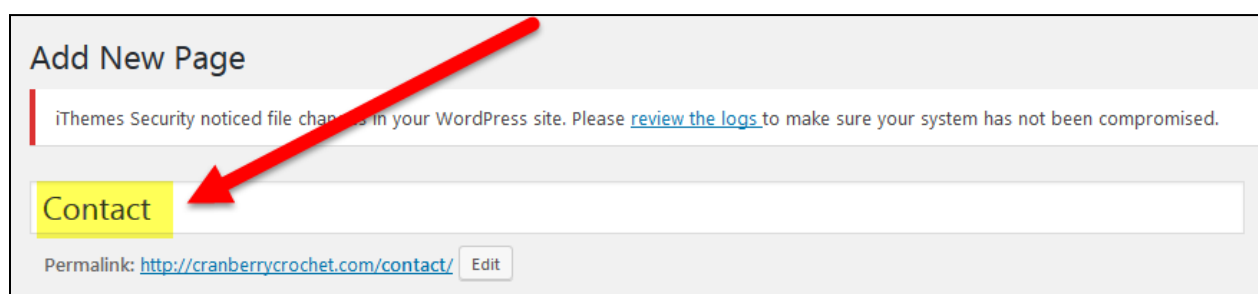


The screenshot shows the 'Contact Form Settings' page. At the top, there's a security notice from iThemes. Below that are tabs for 'Settings', 'Additional settings', 'Appearance', 'Custom code', and a 'Go PRO' button. Under the 'Settings' tab, there's a 'NEW\_FORM' button. Instructions state to use the '1' button to add a form and that empty fields default to the email address specified during registration. Two email address options are shown: 'The user's email address' (radio button, dropdown menu with 'cranbadmin' selected) and 'Use this email address' (radio button, highlighted yellow text field). A red arrow points from the instructions to the 'Use this email address' field.

8. Click the Save Changes button if you made changes
9. Go to Pages/Add New in the left sidebar of your WordPress dashboard:

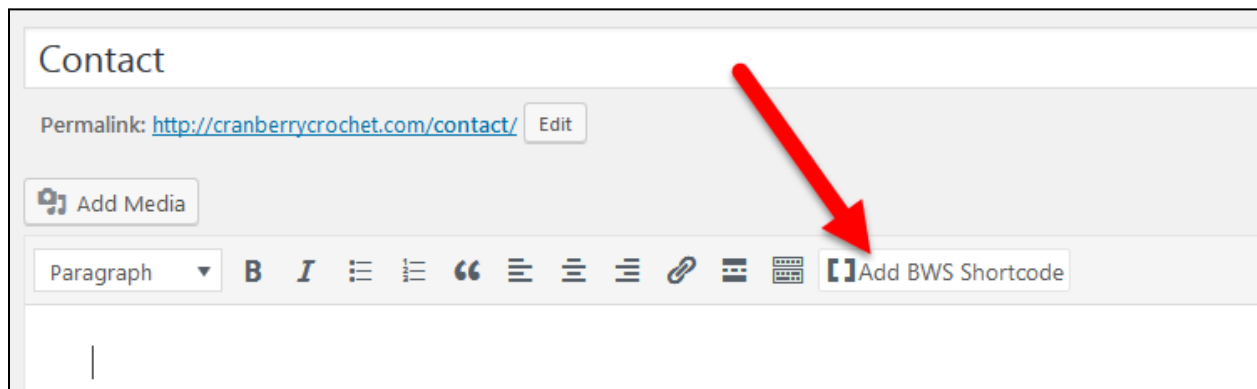


10. Title the new page "Contact" (without quotes):

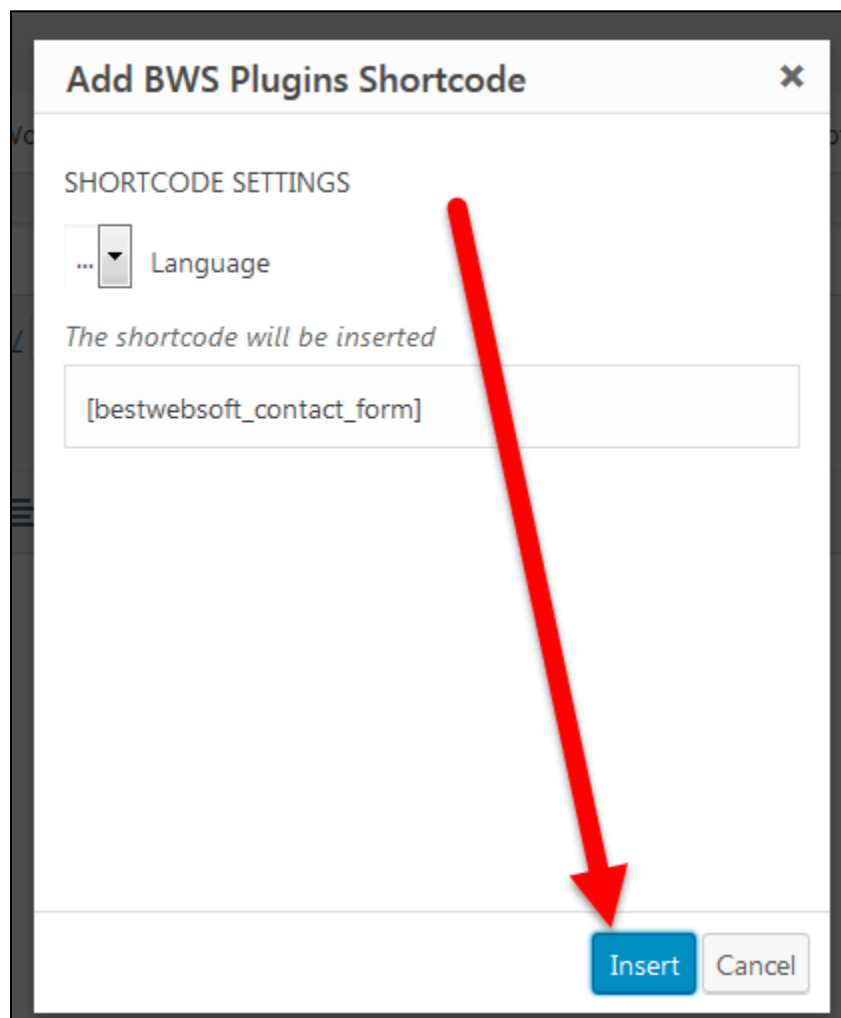


The screenshot shows the 'Add New Page' screen. At the top is the same security notice. Below it is a text input field for the page title, which contains the word 'Contact' and is highlighted in yellow. A red arrow points to this field. Below the title field, the permalink is shown as 'http://cranberrycrochet.com/contact/' with an 'Edit' button next to it.

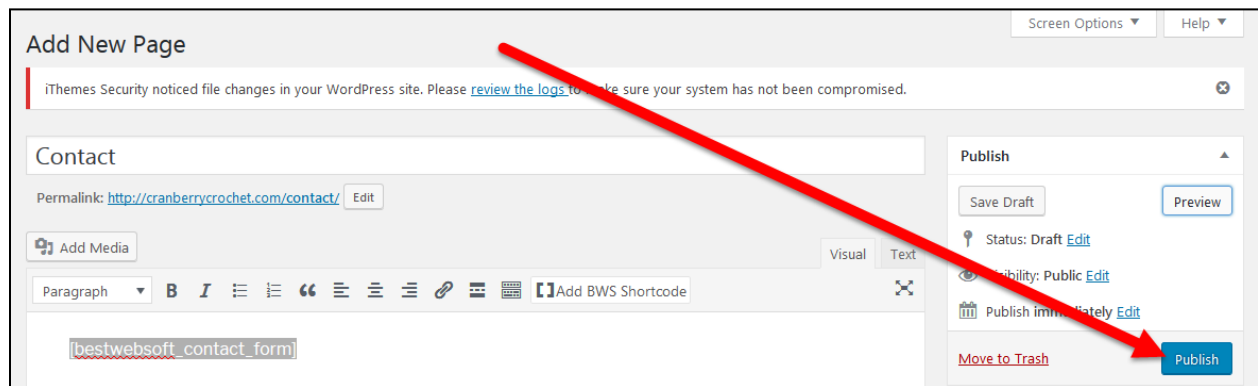
11. Click the [ ]Add BWS Shortcode button:



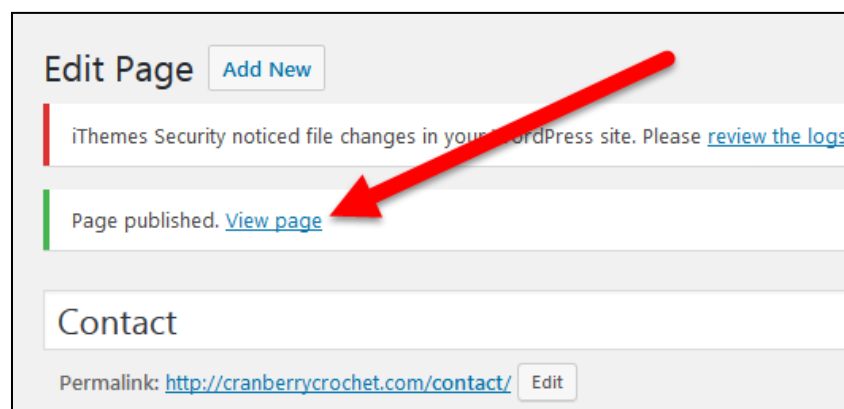
12. Click the Insert button:



13. Click the Publish button:



14. Right-click on the View Page link and choose to open it in a new tab in your browser – make sure that you see a contact form and not the shortcode that’s supposed to create the form. If you see code instead of the contact form, go back to your page editor and make sure the following code shows in the Text tab of the editor: [bestwebsoft\_contact\_form]:



15. You should see something like this on the page:

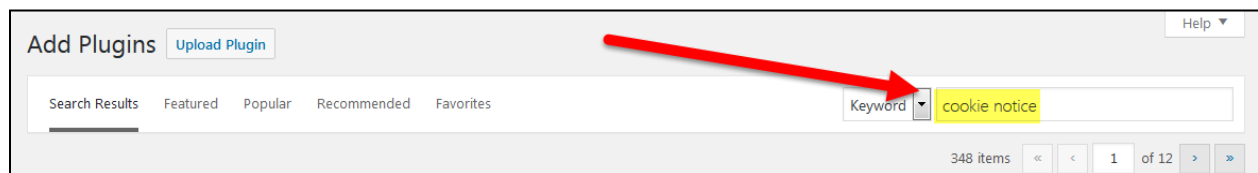
<b>CONTACT</b> Edit	<b>Name: *</b> <input type="text"/>
	<b>Email Address: *</b> <input type="text"/>
	<b>Subject: *</b> <input type="text"/>
	<b>Message: *</b> <input type="text"/>

# Cookie Notice

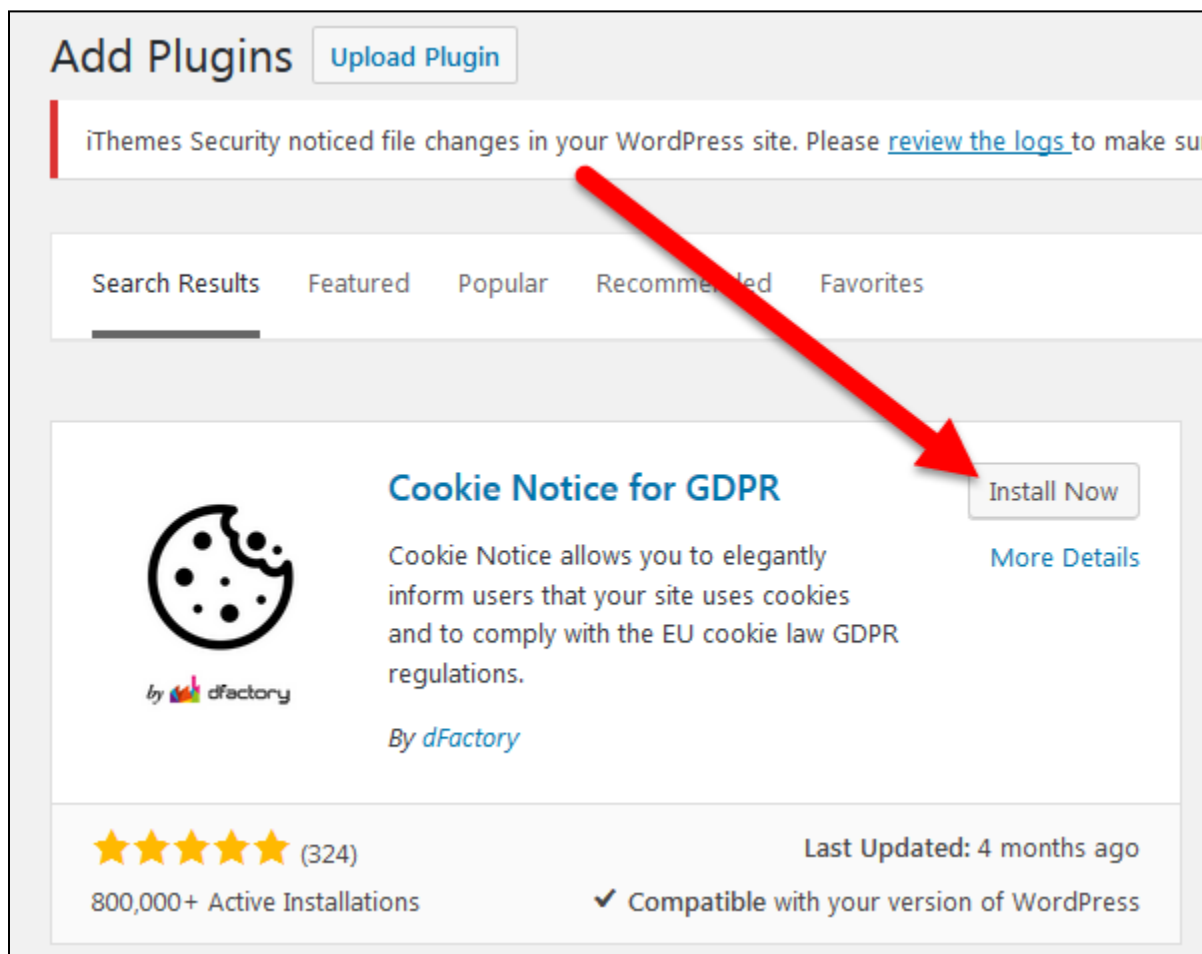
Putting a notice on your site that your site may use cookies (little bits of tracking software that embeds itself on a visitor's browser) makes your site compliant with various laws requiring such disclosures.

To add a cookie notice plugin:

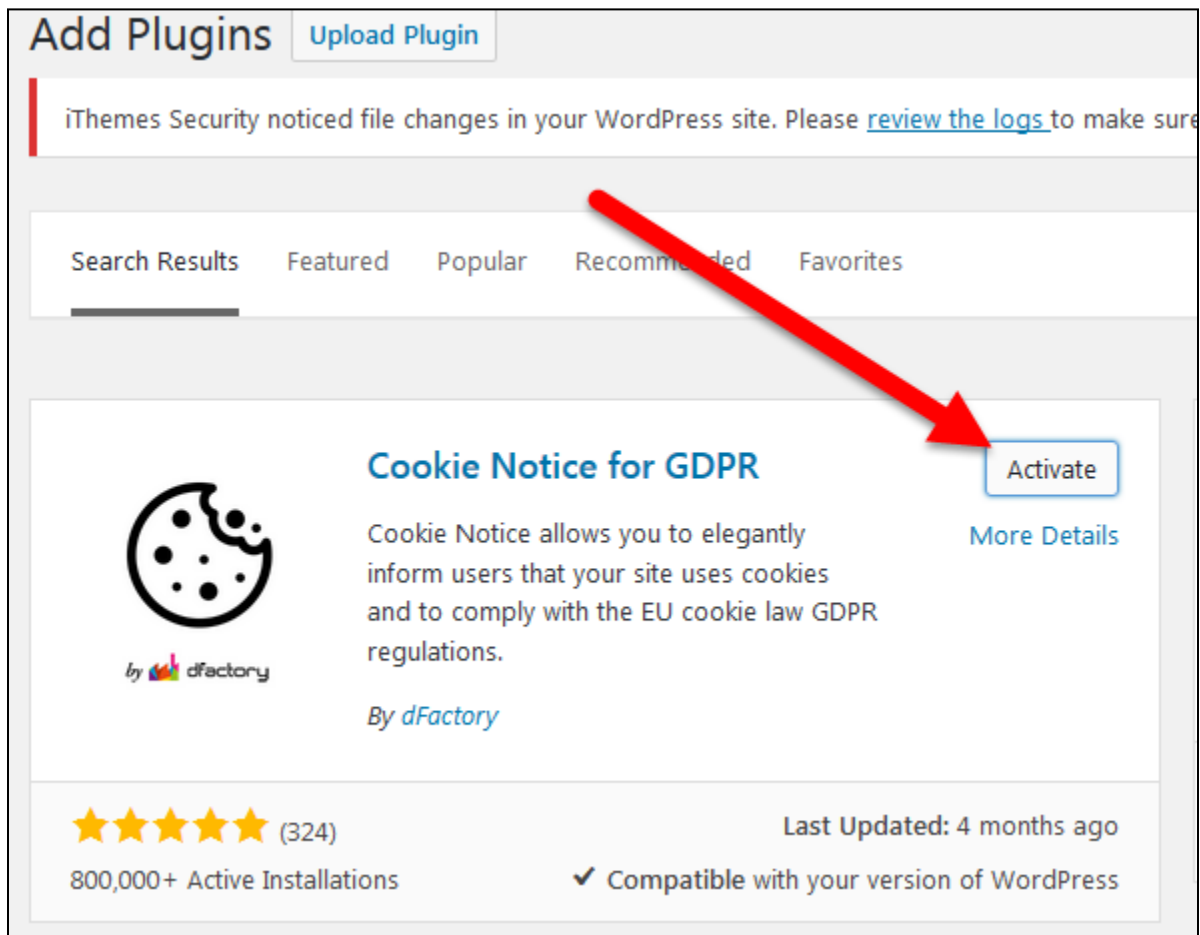
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for "cookie notice" plugin (<https://wordpress.org/plugins/cookie-notice/>):



3. Click the Install Now button for the Cookie Notice for GDPR plugin:



4. Click the Activate button for the plugin:

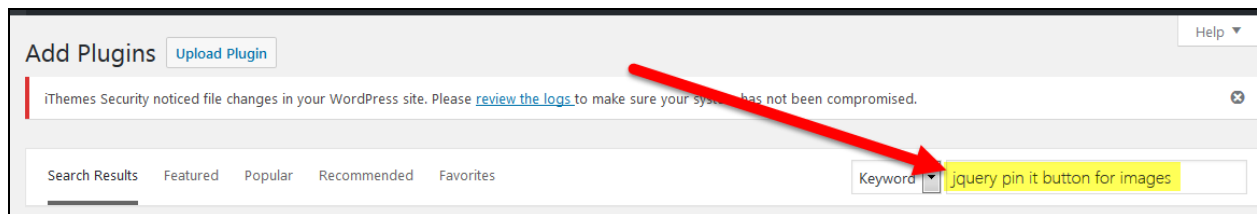


## JQuery Pin It Button for Images

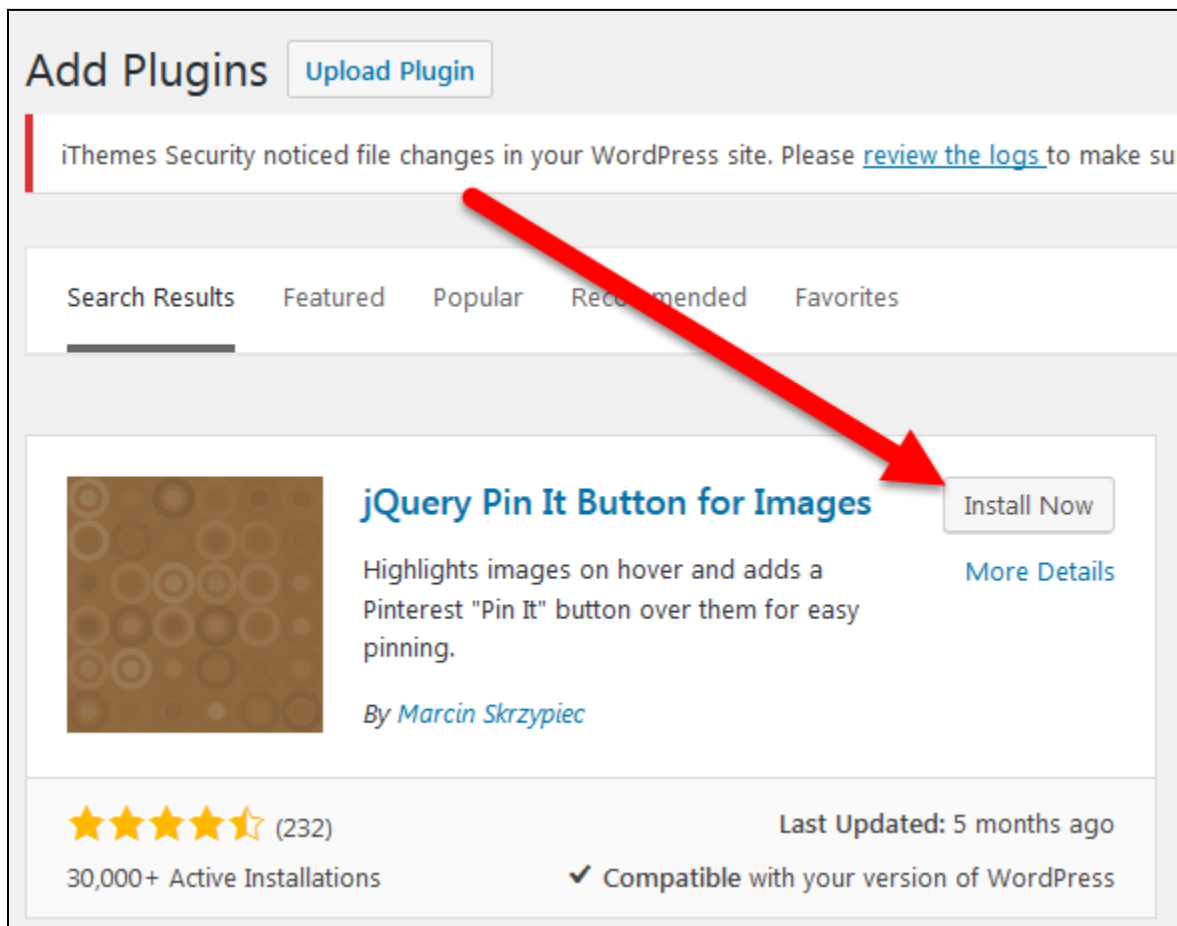
I'm a firm believer in using Pinterest for more traffic to your affiliate marketing site but I don't like to use heavy social plugins that slow down my sites. Instead, I use this one, lightweight plugin to put a Pinterest icon on the images on my site that are okay to pin to Pinterest.

To install this plugin:

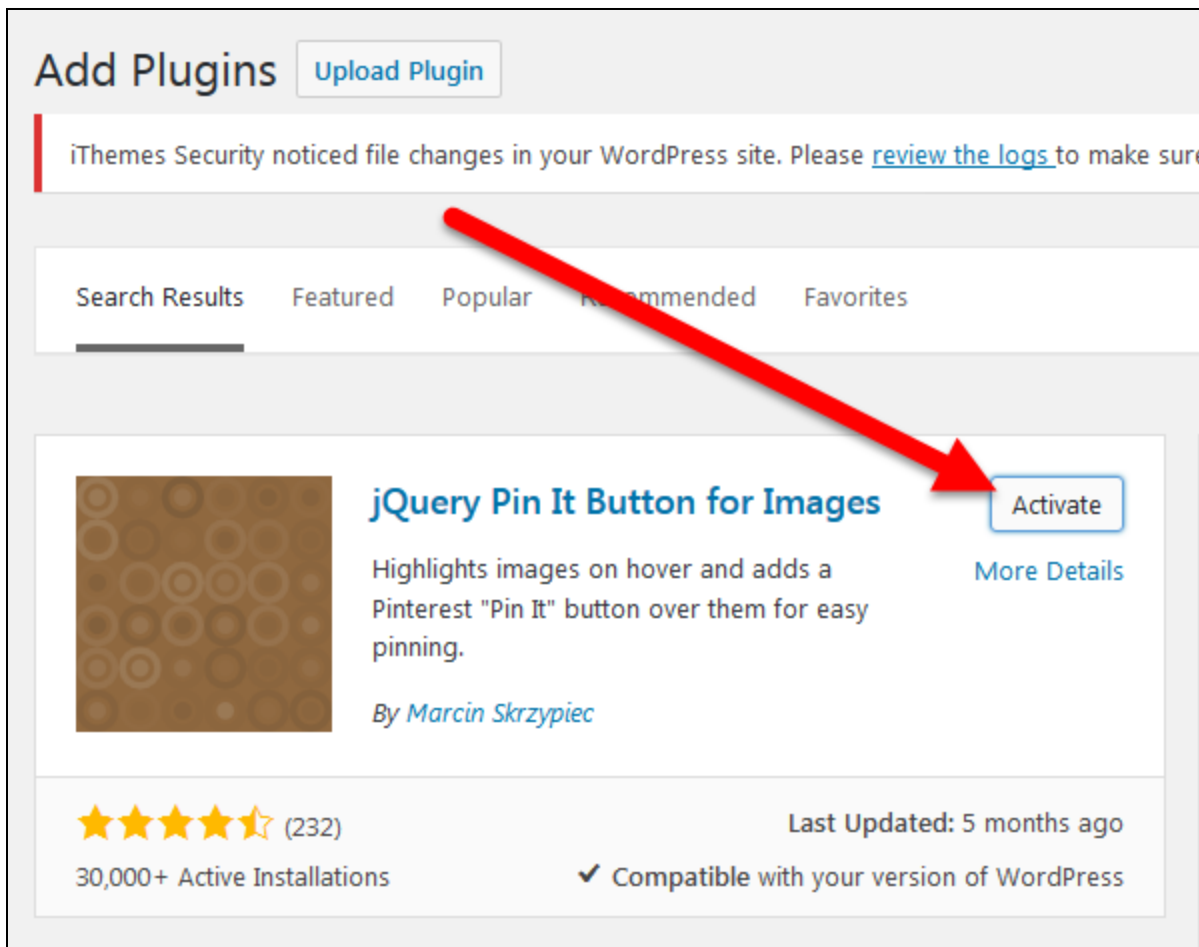
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for the "jquery pin it button for images" plugin (<https://wordpress.org/plugins/jquery-pin-it-button-for-images/>):



3. Click the Install Now button for the plugin:



4. Click the Activate button for the plugin:

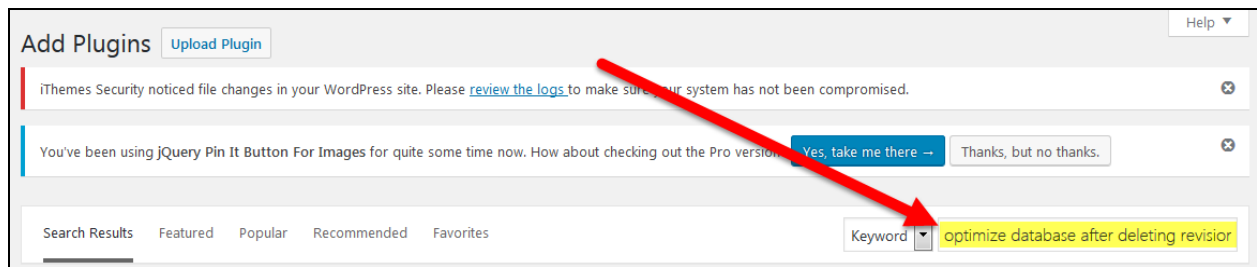


## Optimize Database after Deleting Revisions

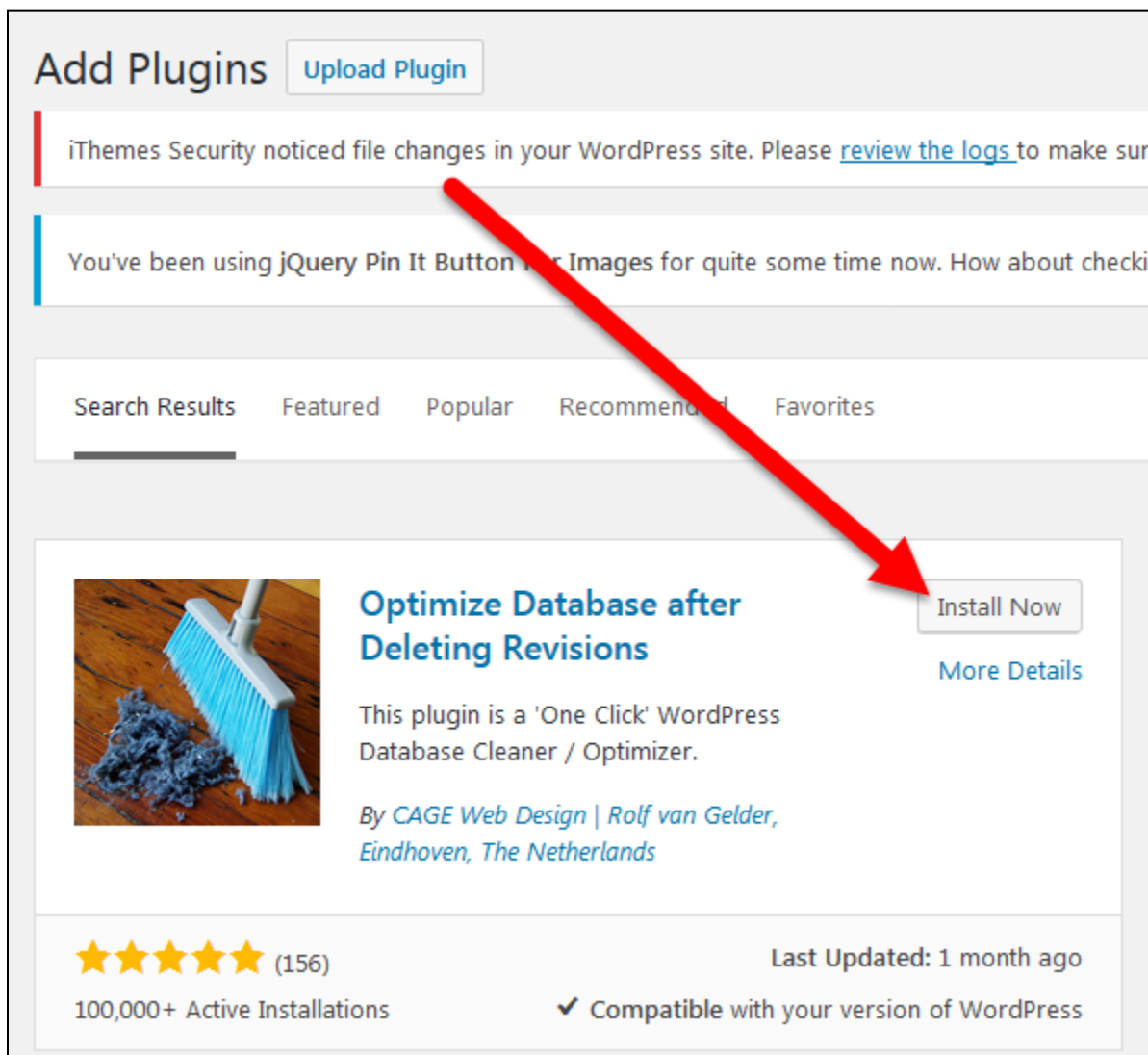
If you edit a post many times before publishing (or even after a post is published), each of those versions of your post gets stored in the database and eats up space which can slow down your site. This plugin allows you to delete those stored, older revisions.

To install this plugin:

1. Go to Plugins/Add New
2. Use the search field to look for the "optimize database after deleting revisions" plugin (<https://wordpress.org/plugins/rvg-optimize-database/>):

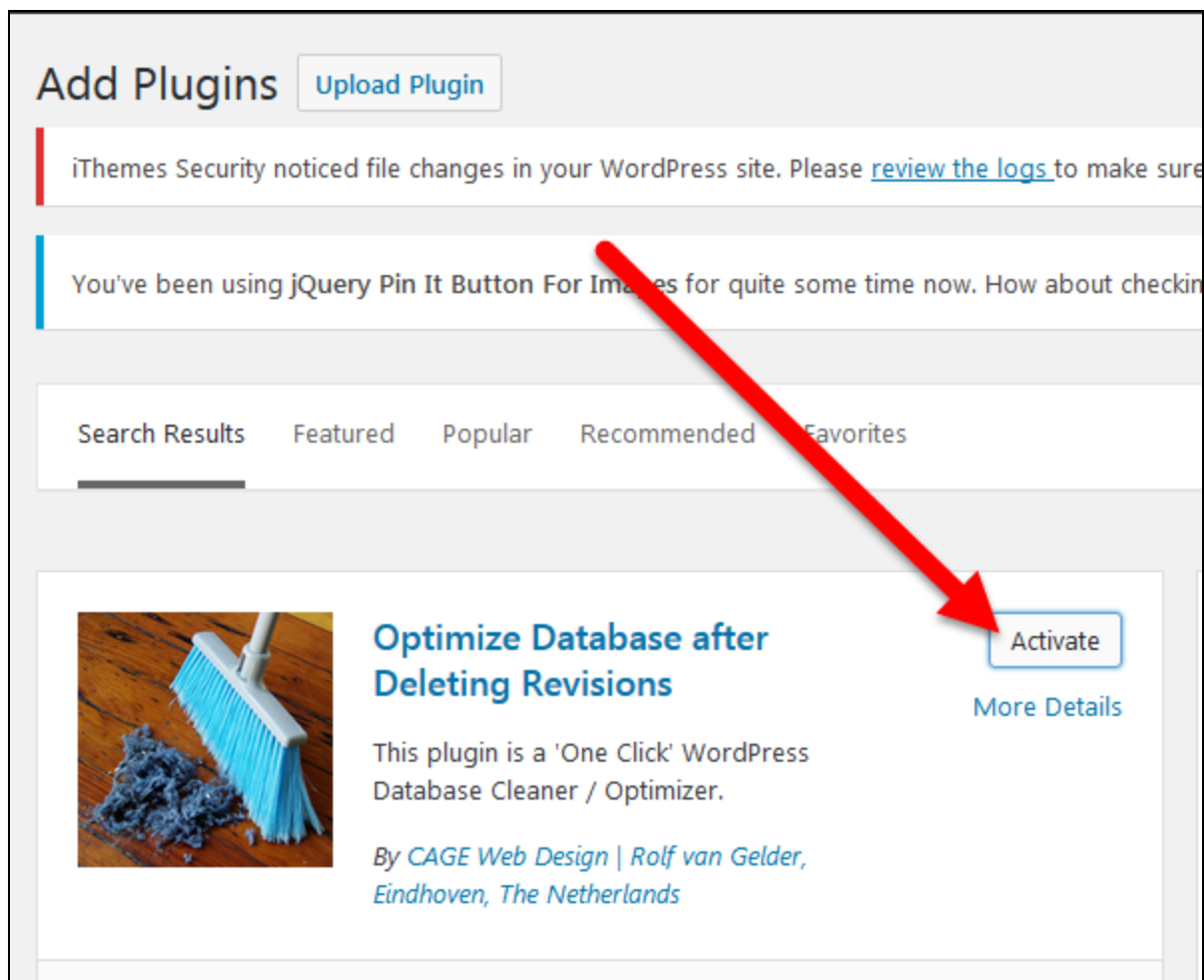


3. Click the Install Now button for the Optimize Database after Deleting Revisions plugin:



4. Click the Activate button for the plugin:



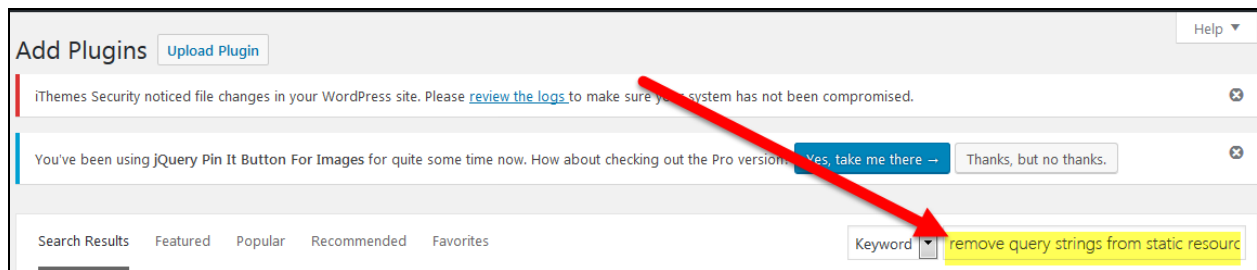


## Remove Query Strings from Static Resources

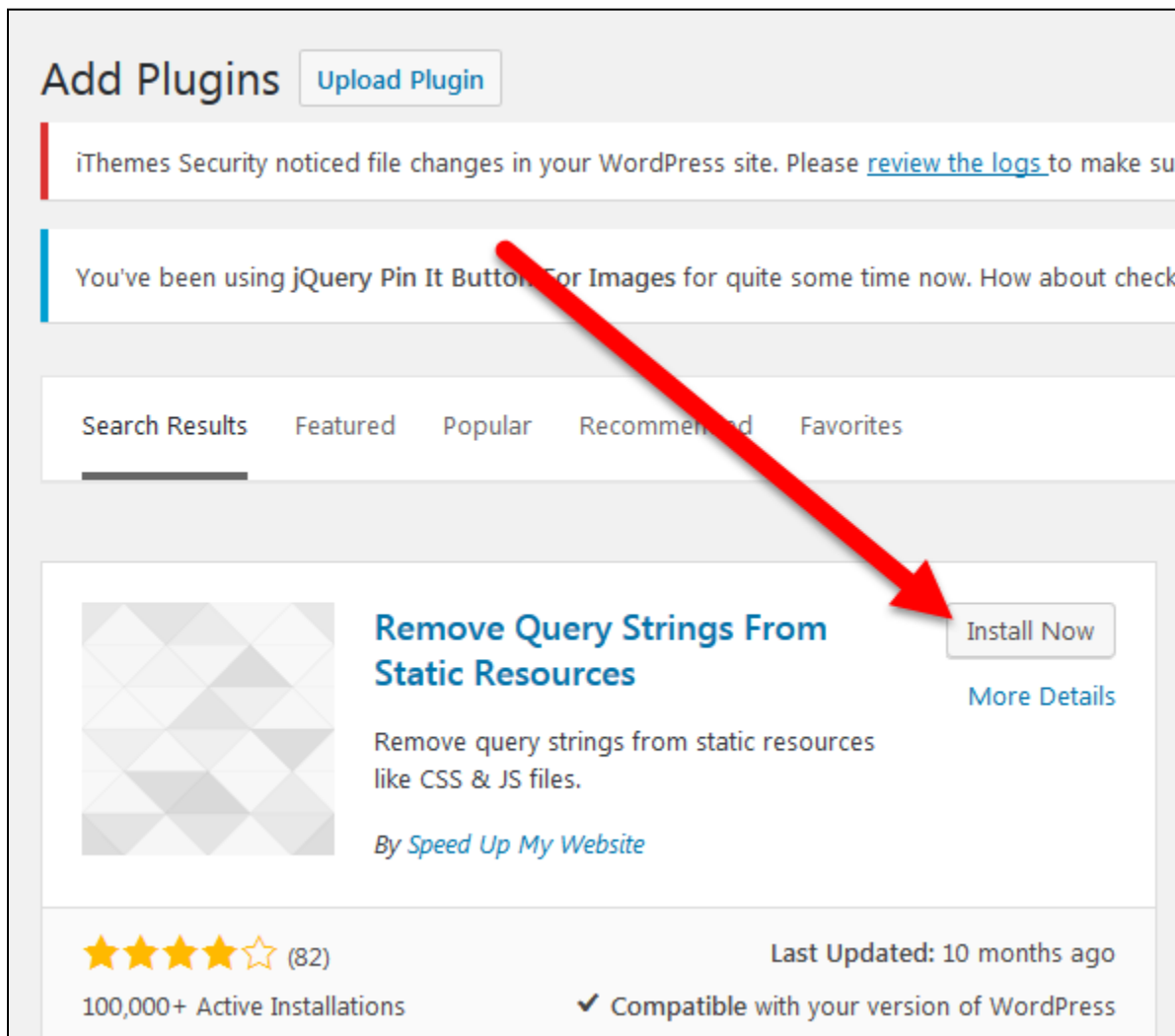
Some files on your site result in URLs that have a query string inside of them and these kinds of links can slow down your website. This plugin will cleanup those kinds of links.

To install this plugin:

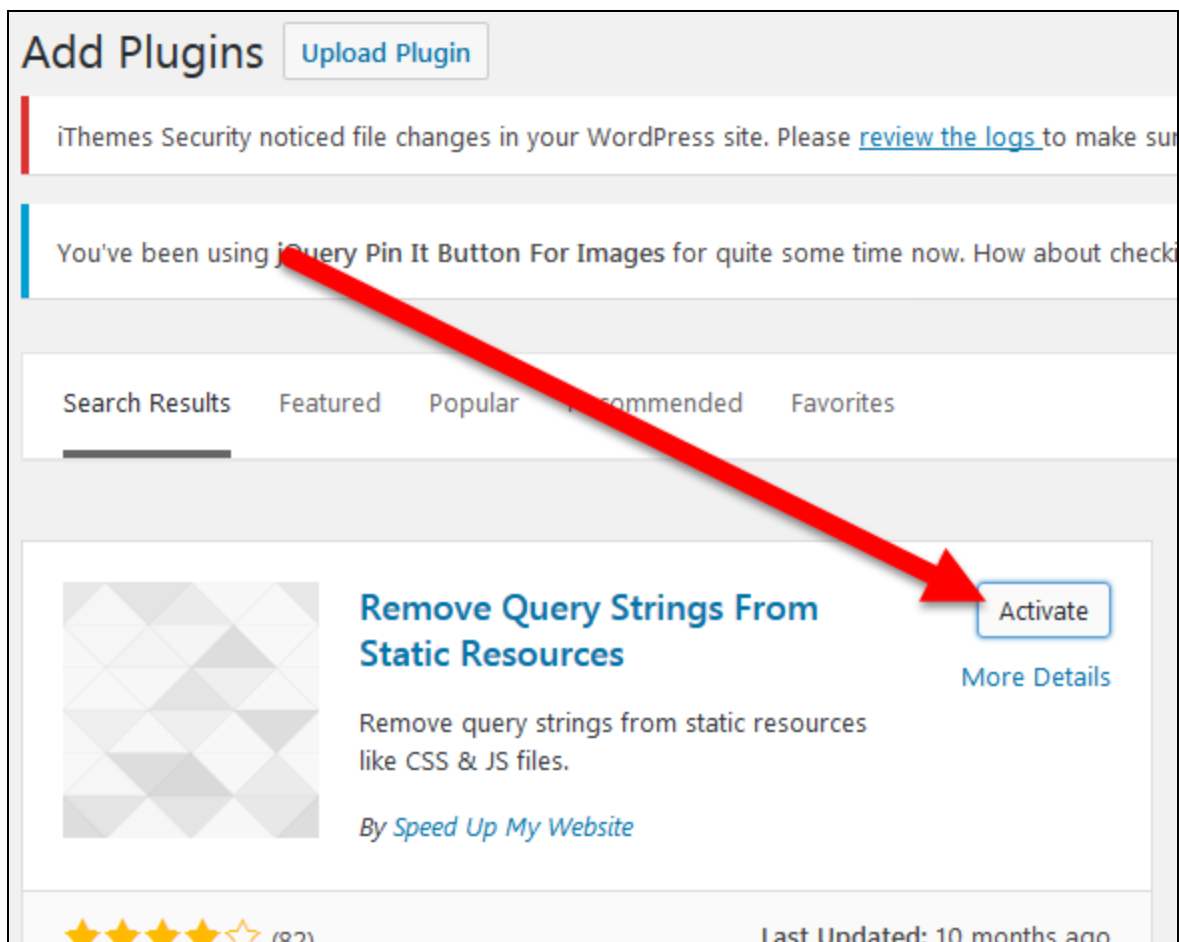
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for the "remove query strings from static resources" plugin  
(<https://wordpress.org/plugins/remove-query-strings-from-static-resources/>):



3. Click the Install Now button for the Remove Query Strings from Static Resources plugin:



4. Click the Activate button for the plugin:



## Simple Sitemap

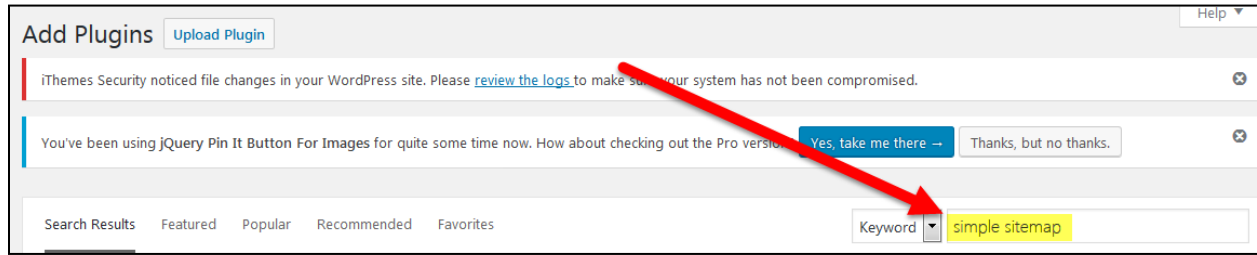
There are two kinds of sitemaps:

1. HTML sitemap – this kind of sitemap can be used to create a page on your website that lists all of your posts and pages. It's meant to be a resource for your site visitors so they can see how your site is laid out and can find various sections, pages, or posts.
2. XML sitemap – this kind of sitemap is formatted to be read by search engine bots. It's written in a code and layout that Google, for example, can more easily crawl in order to understand your website's layout, structure, posts and pages.

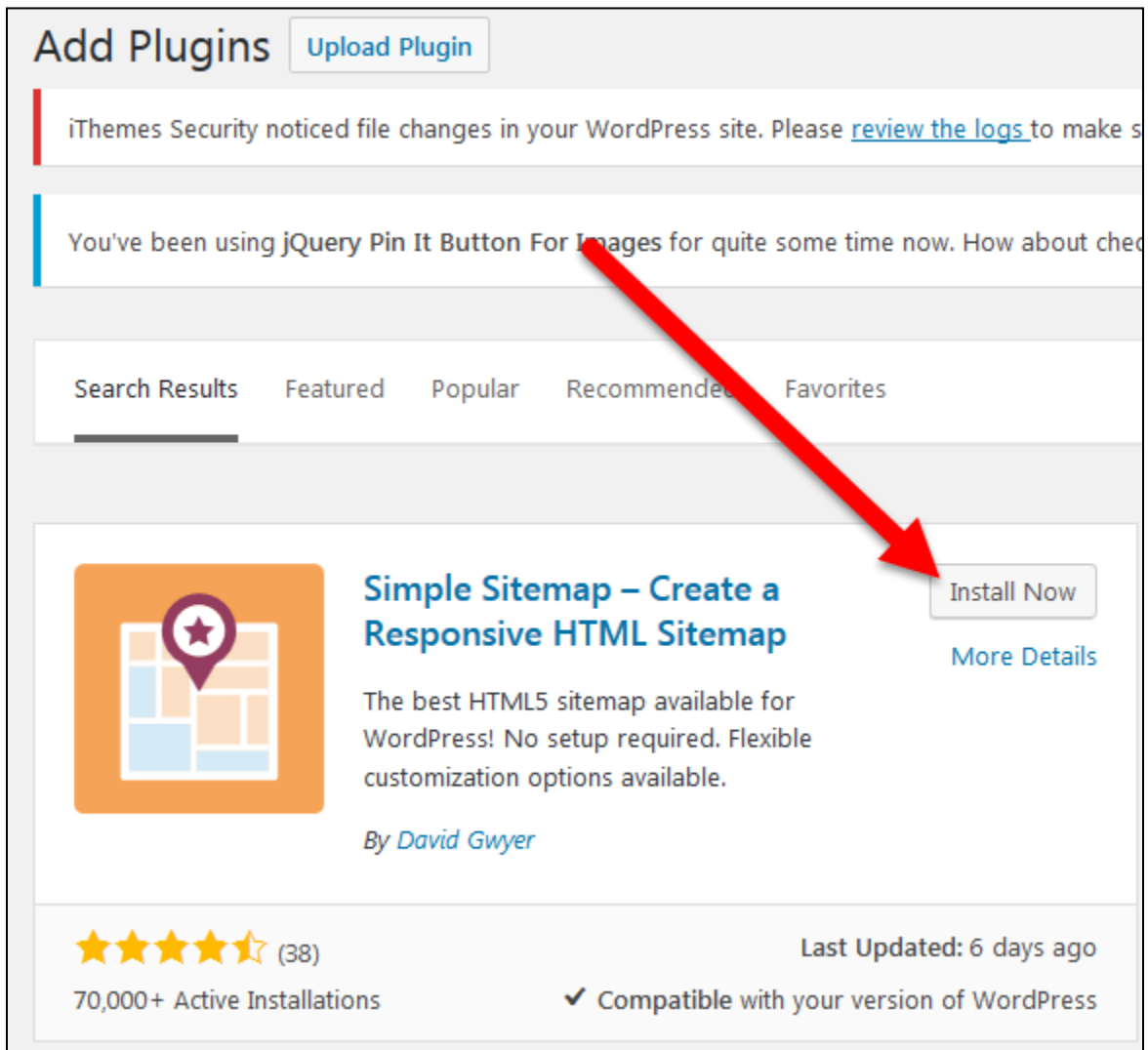
Ideally, you should have BOTH kinds of sitemaps on your site. In this step, we're going to add the HTML sitemap.

To install this plugin:

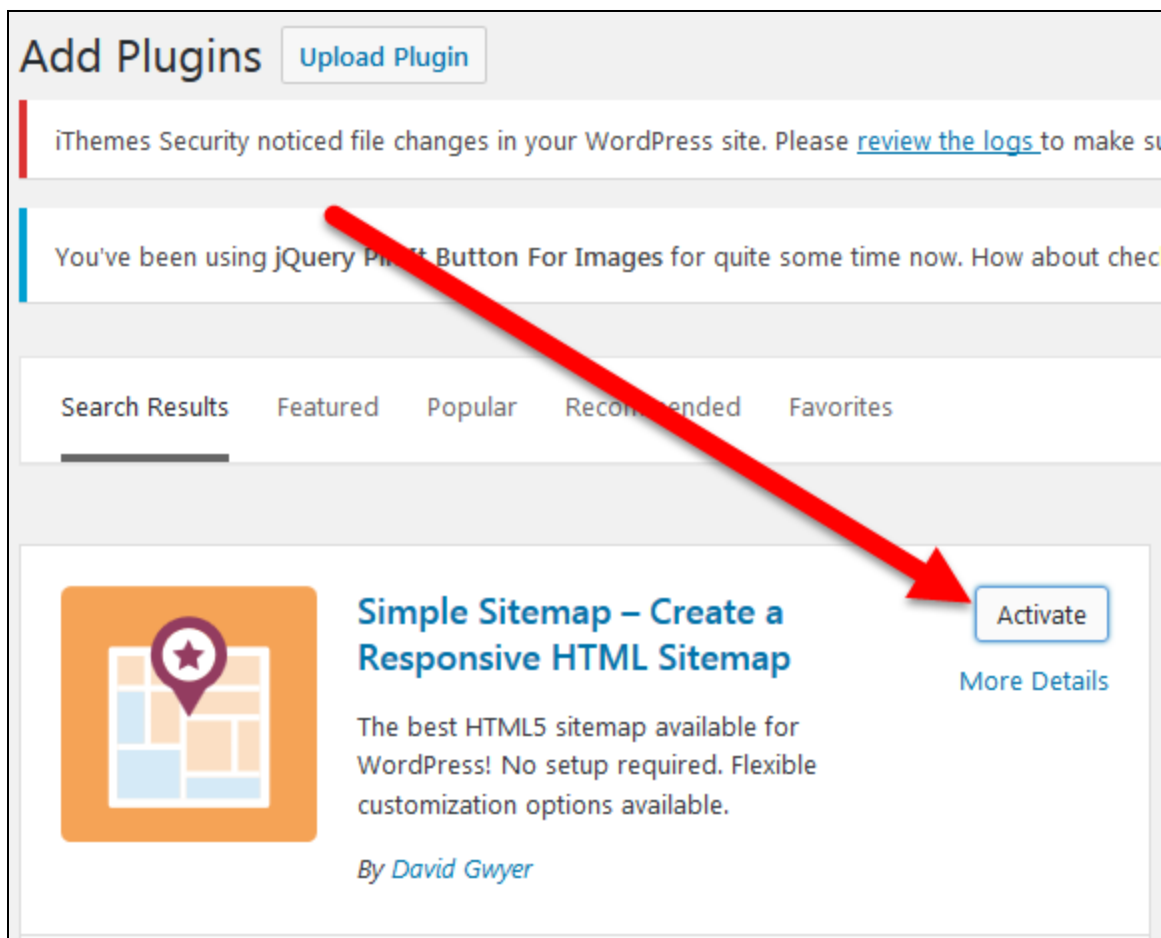
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for the "simple sitemap" plugin (<https://wordpress.org/plugins/simple-sitemap/>):



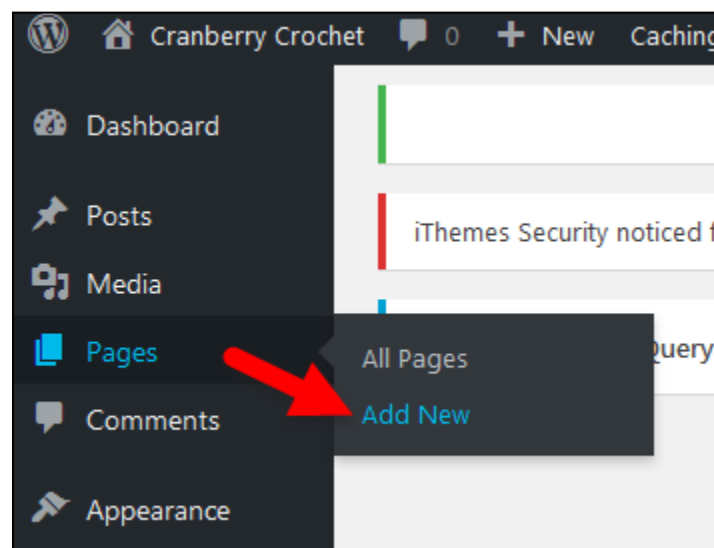
3. Click the Install Now button for the Simple Sitemap plugin:



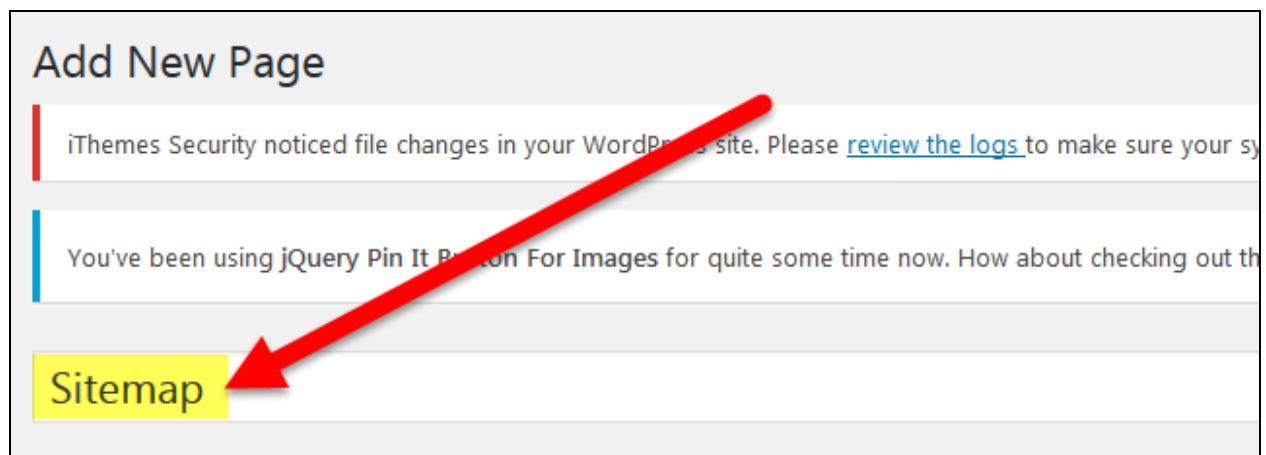
4. Click the Activate button for the plugin:



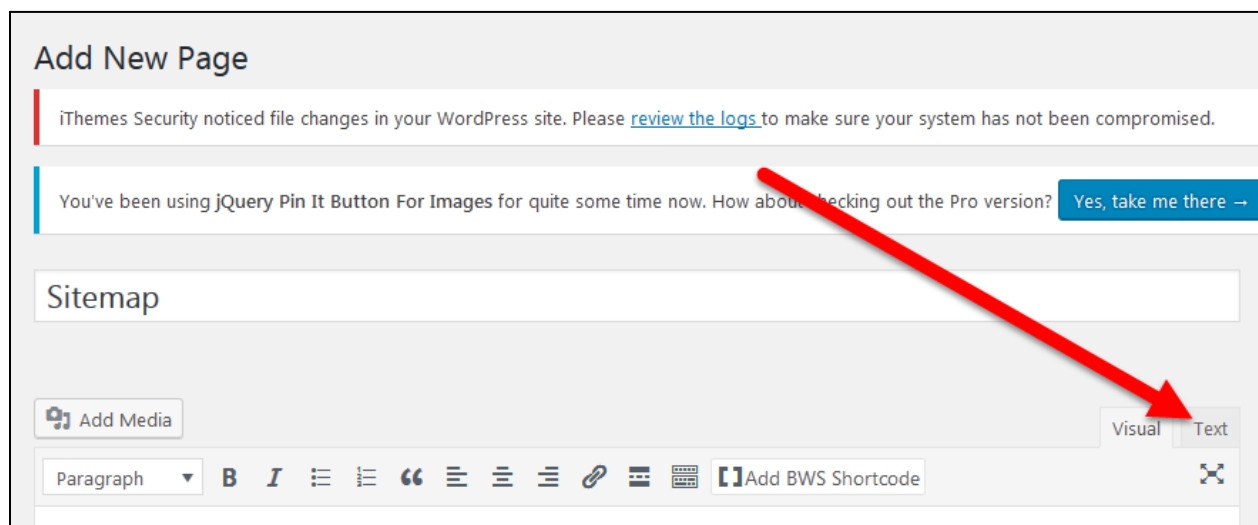
5. Click on Pages/Add New in the left sidebar of your WordPress dashboard:



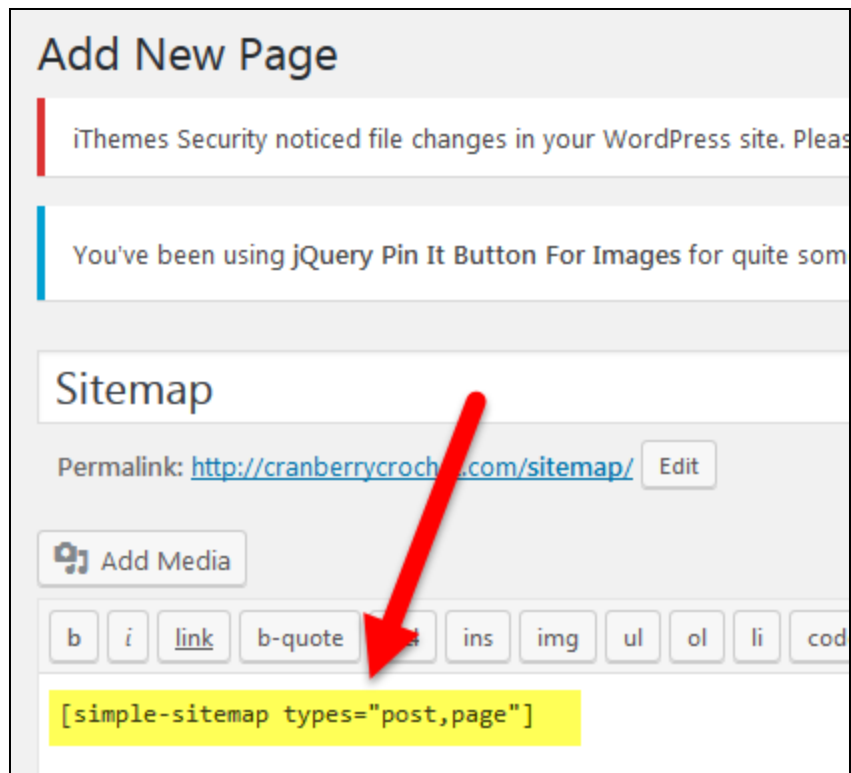
6. Give the new title the page of "Sitemap" (without quotes):



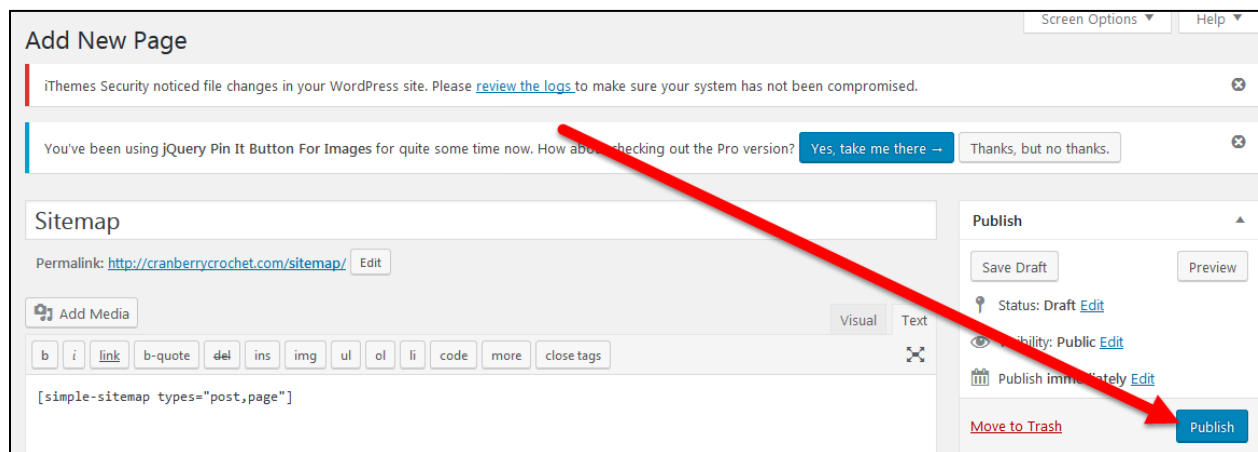
7. Click the Text tab:



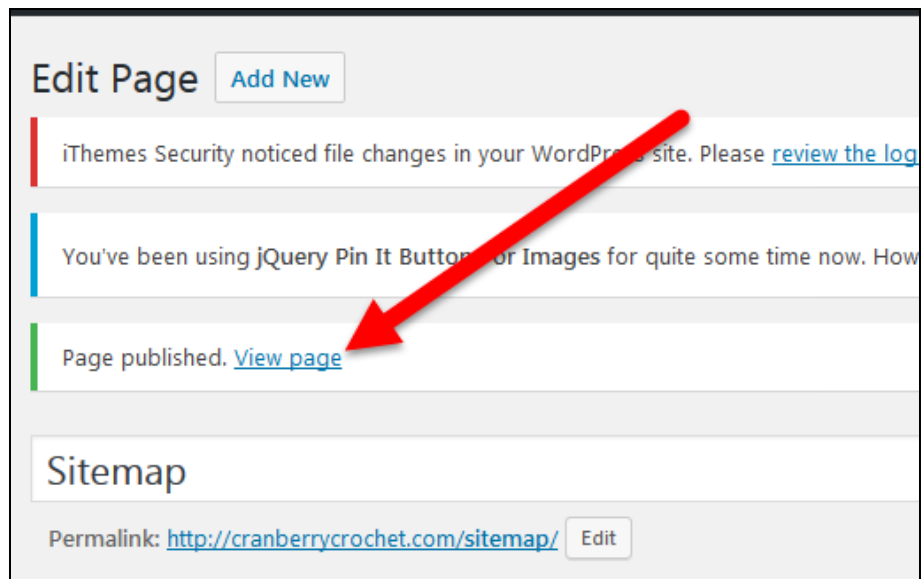
8. Enter this shortcode in the content box for the page:
  - a. `[simple-sitemap types="post,page"]`



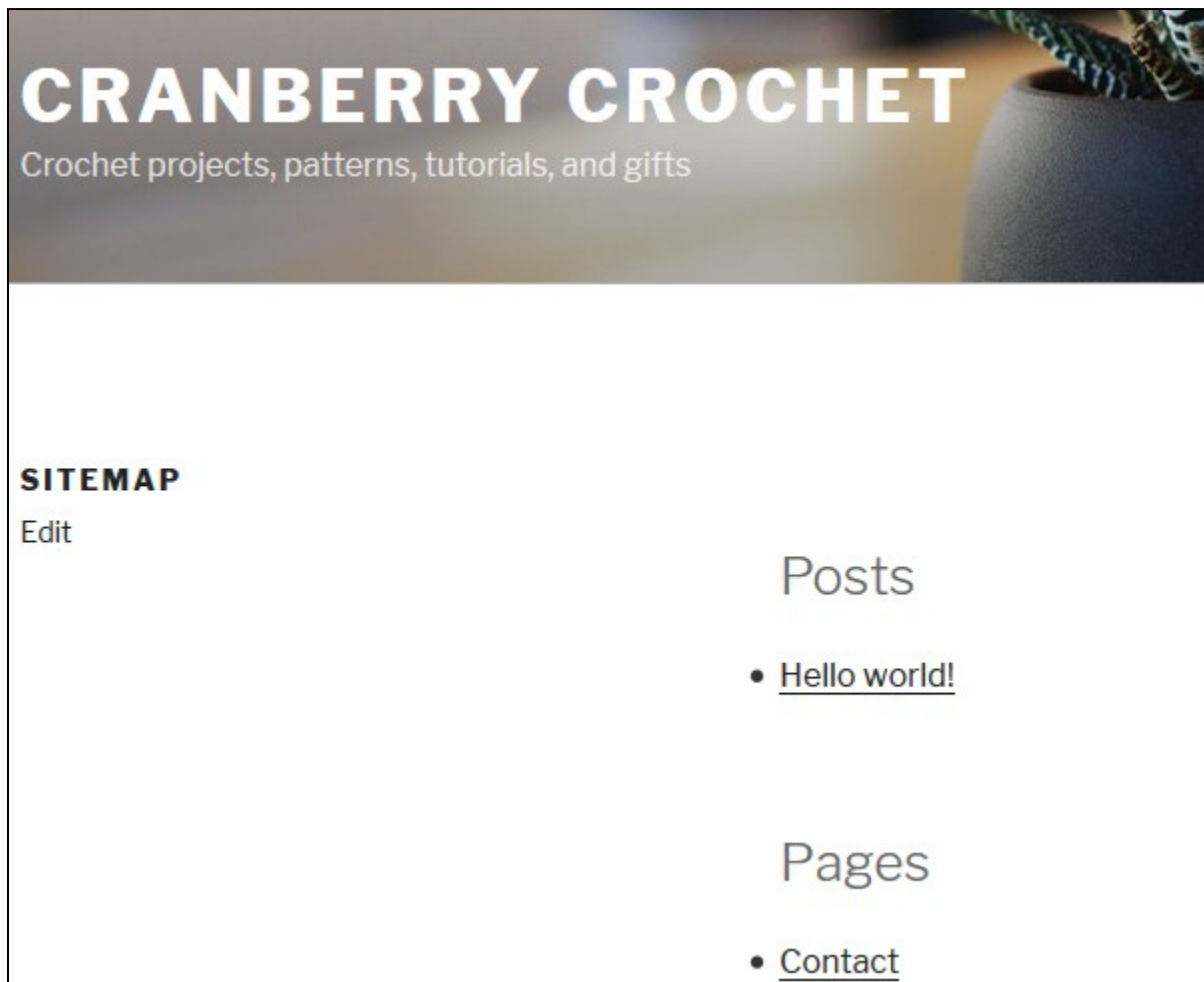
9. Click the Publish button:



10. Right-click on the View Page link and choose to open the page in a new tab of your browser to make sure it looks as it should:



11. The page should look something like this – if it doesn't, go back to your page editor and make sure your shortcode is accurate with no extra characters and that the code is in the TEXT tab of your editor and NOT the Visual tab:





# Smush Image Compression and Optimization

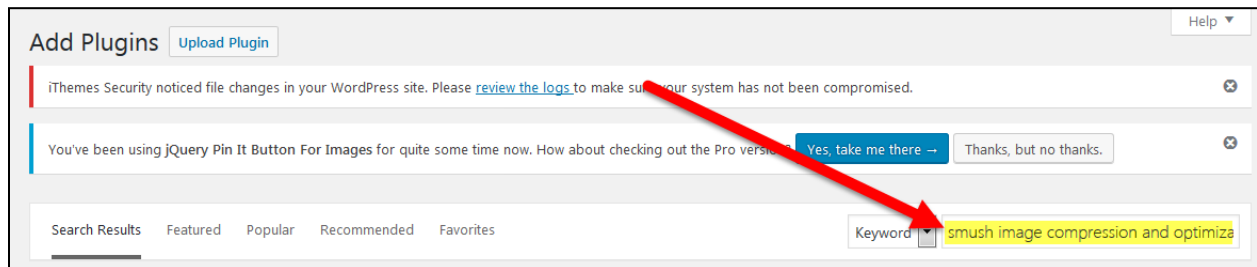
If you haven't already heard, the speed with which your websites loads IS a ranking factor in Google. We want to use all the tools at our disposal to keep our sites loading as quickly as possible.

Images are a big problem for websites. You certainly want them on your site but the file size of images is often very large.

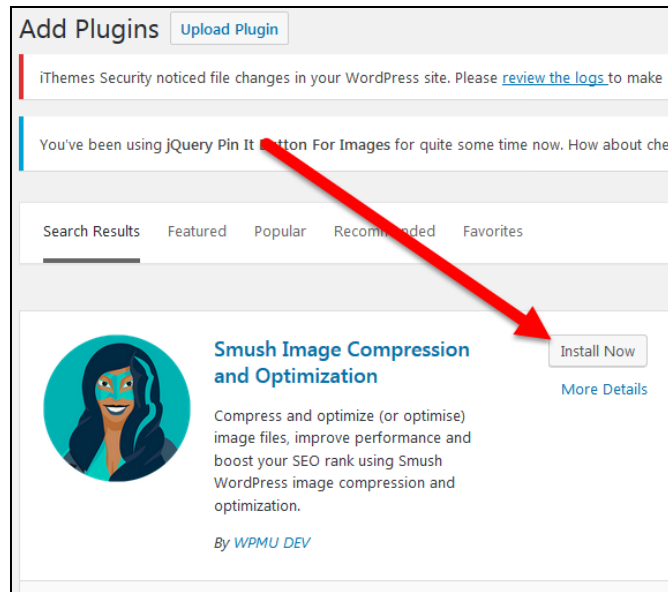
This plugin compresses images that you upload to your site so they take up as little space as possible.

To install this plugin:

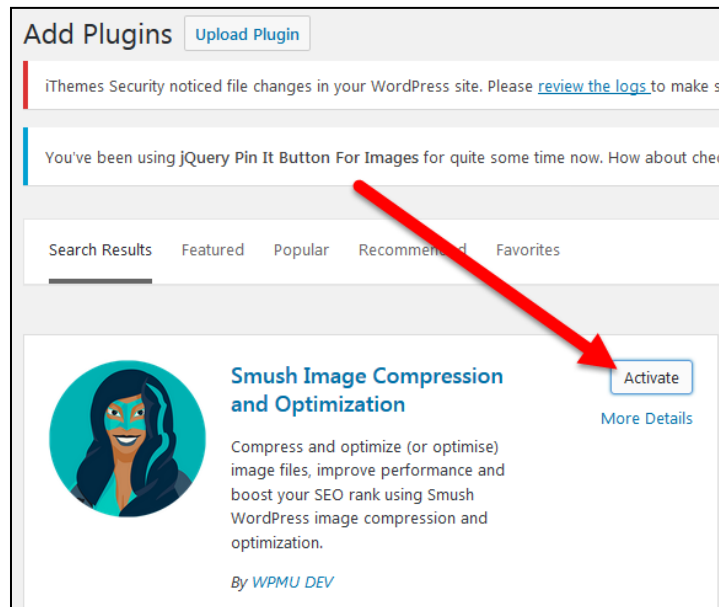
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to find the "smush image compression and optimization" plugin (<https://wordpress.org/plugins/wp-smushit/>):



3. Click the Install Now button for the Smush Image Compression and Optimization plugin:



4. Click the Activate button for the plugin:



5. Use the 3 features shown in the image below in the settings pop-up box:

1

**Automatically smush my images on upload**  
When you upload images to your site, Smush will automatically optimize and compress them for you.

2

**Strip my image meta data**  
Whenever you take a photo, your camera stores metadata, such as focal length, date, time and location, within the image.

**Resize my full size images**

Detect unnecessarily large oversized images on your pages to reduce their size and decrease load times.  
  
Note: Image resizing happens automatically when you upload attachments. To support retina devices, we recommend using 2x the dimensions of your image size. Animated GIFs will not be resized as they will lose their animation, please use a tool such as <http://gifgifs.com/resizer/> to resize then re-upload.

3

**Show Smush stats in Gutenberg blocks**

6. Click the Get Started button at the bottom of the pop-up box:

and decrease load times.

Note: Image resizing happens automatically when you upload attachments. To support retina devices, we recommend using 2x the dimensions of your image size. Animated GIFs will not be resized as they will lose their animation, please use a tool such as <http://gifgifs.com/resizer/> to resize then re-upload.

**Show Smush stats in Gutenberg blocks**

Add statistics and the manual smush button to Gutenberg blocks that display images.

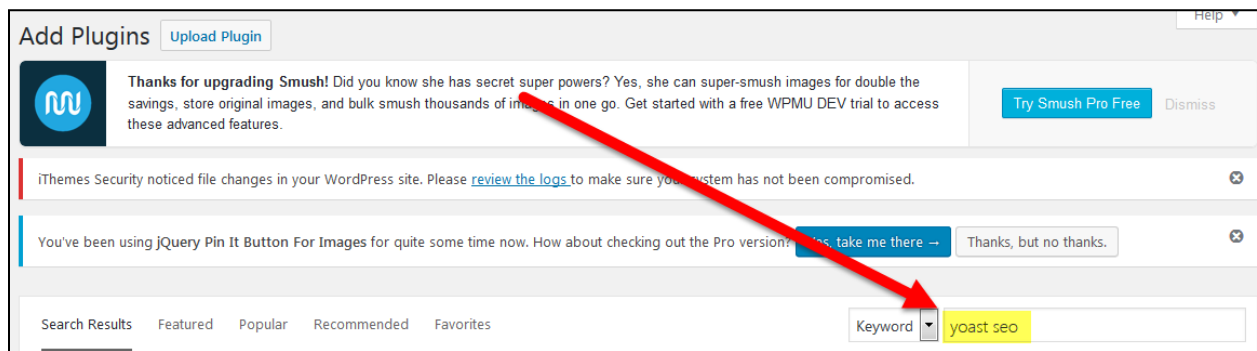
GET STARTED

# Yoast SEO

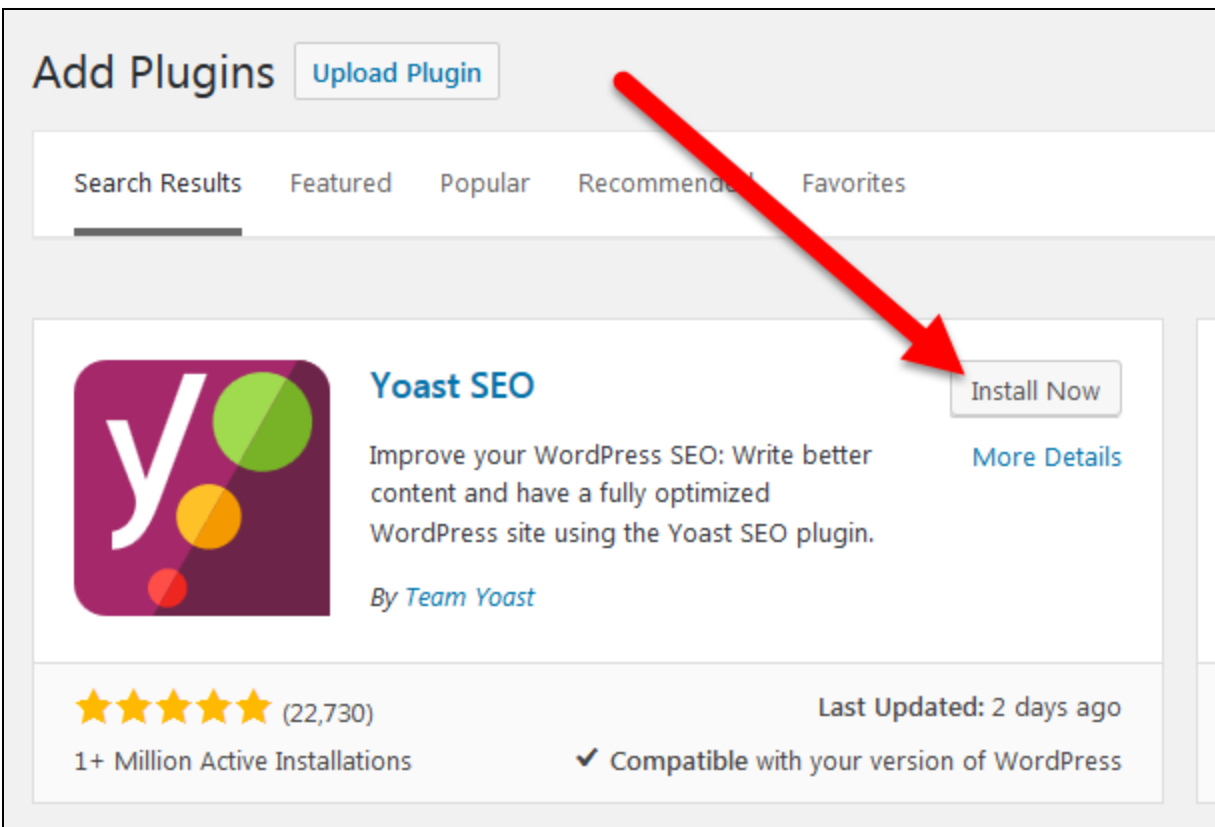
A plugin for SEO can be used to configure settings on your site that can help your posts rank better in Google. I have used the Yoast plugin for years and prefer it over any other but if you have one you prefer instead feel free to use the other plugin.

To install this plugin:

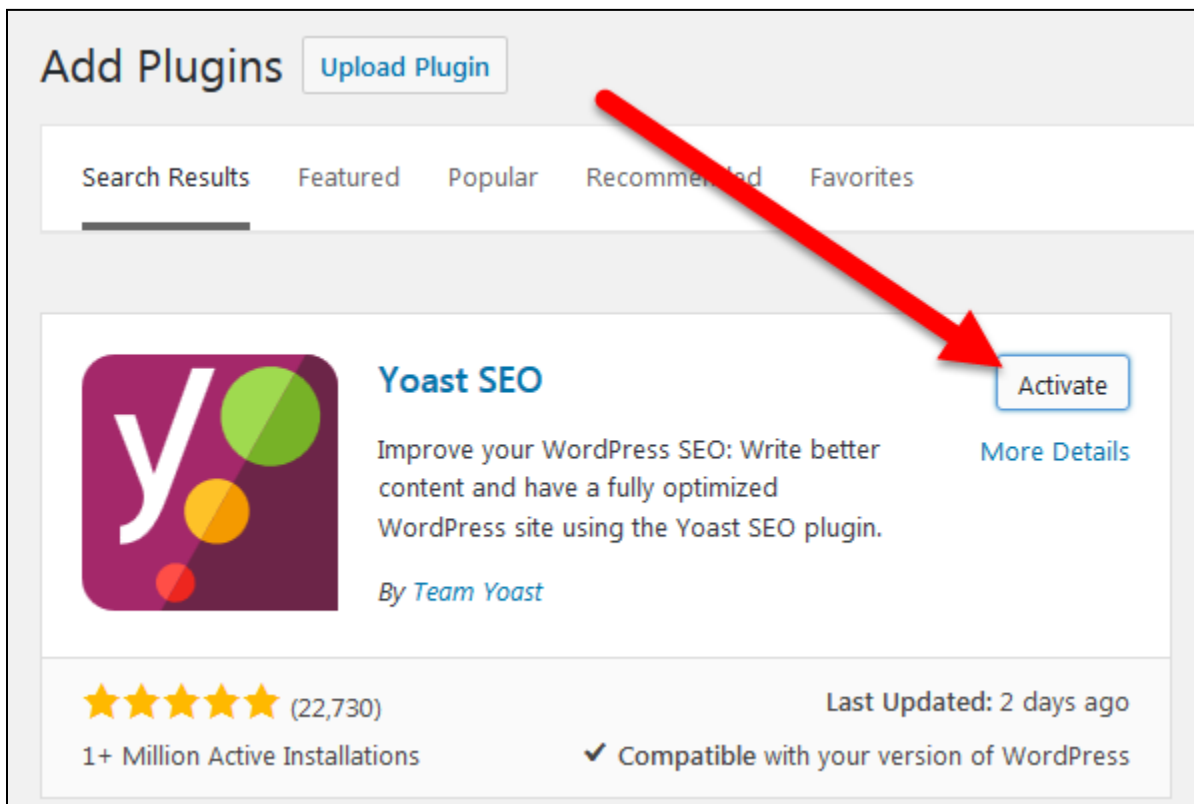
1. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
2. Use the search field to look for the “yoast seo” plugin (<https://wordpress.org/plugins/wordpress-seo/>):



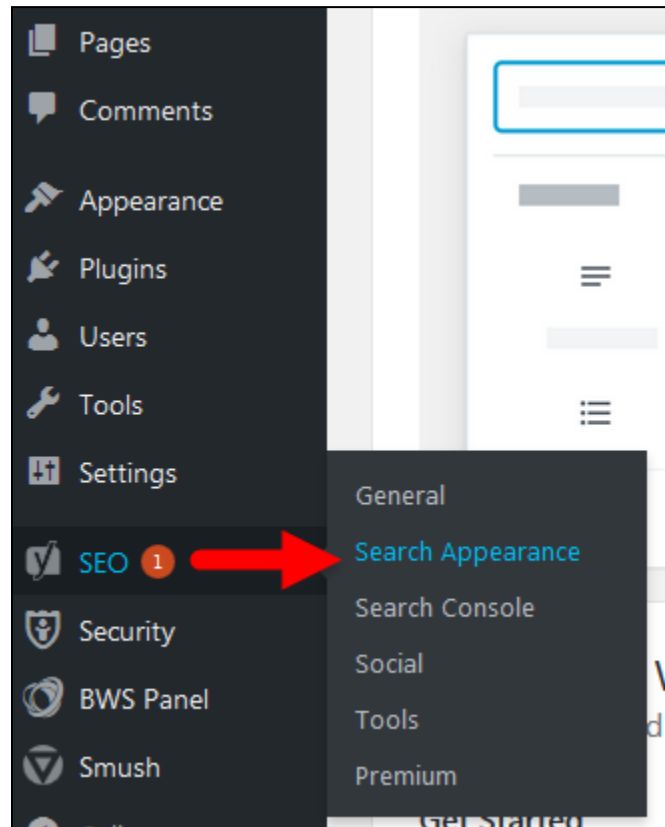
3. Click the Install Now button for the Yoast SEO plugin:



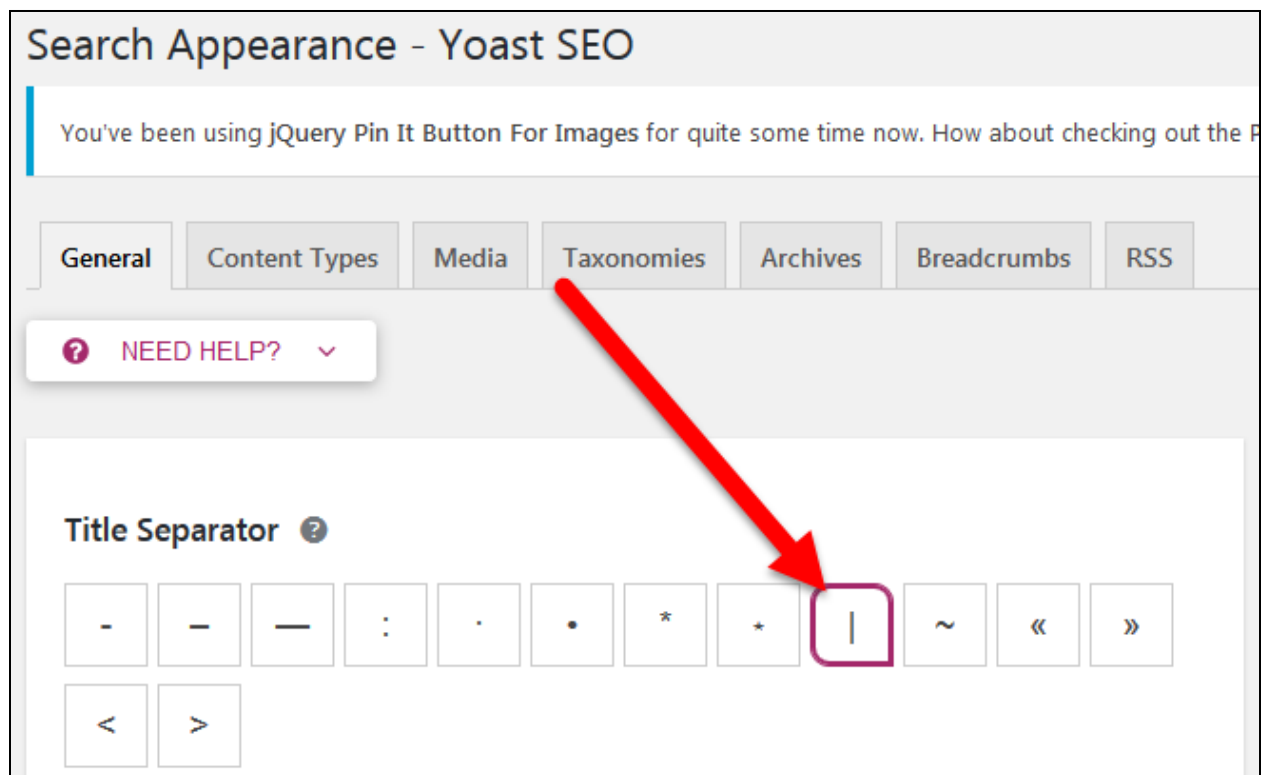
4. Click the Activate button for the plugin:



5. Go to SEO/Search Appearance in the left sidebar of your WordPress dashboard:



6. Select a separator – the separator symbol you choose will show up in title fields that show two or more pieces of information. For example, the meta title of your posts might be structured as the post title followed by the name of your site. The separator symbol would show in Google search results between the post title and the site name. I like to use the pipe symbol:



7. Scroll down to the Homepage section:



- a. The SEO title field shows us how the home page's meta title (the title that will show in search results) will be structured. The home page will consist of the site title followed by the page number (home pages showing all of your blog posts often run over into multiple pages) followed by the separator you chose in the previous step

followed by your site's tagline – we're going to leave that as-is

The second field asks for your meta description. The meta description for your site's home page is – usually – the text that would show in search result listings UNDER the site title.

Consider this your free advertising spot in Google search results!

A meta description tells people what a page or post is all about. When searchers see that meta description in search results, it can draw them into wanting to visit your site OR it can push them away if it isn't clear or well written.

You have 158 characters you can use in your meta description before the text is cut off in Google.

Mobile devices only show about 120 characters.

Therefore, you can write meta descriptions that are up to 158 characters long BUT you want to make sure to have your most important words in the front of your meta description since the last 38 characters may be cut off on mobile devices.

The meta description for your home page should mention your site's niche as close to the front of the description as possible. It should clearly explain what people will find on your site. It should give people a reason to WANT to visit your site.

This post gives some insight onto how to write strong meta descriptions:

<https://neilpatel.com/blog/how-to-write-meta-descriptions/>

Fill in the meta description field for your site:

1. Write a meta description for your site's home page that is no more than 158 characters long and put it in the meta description field of the SEO/Search Appearance tab:



**Homepage** ?

SEO title + Insert snippet variable

Site title Page Separator Tagline

Meta description + Insert snippet variable

Find the best crochet patterns, hooks, tool reviews, tips, tutorials, projects and gifts for every experience level.

2. Scroll down to the Knowledge Graph section and choose whether you want to be known as a company or a person. Because my site is going to have a sort of blog approach, I chose to be known as a person and used the first name "Erica" for the person name. If you want your site to be known as a company, you could enter your site's name as the company name. You also do not have to use your real name as the person name. You CAN use an alias instead:

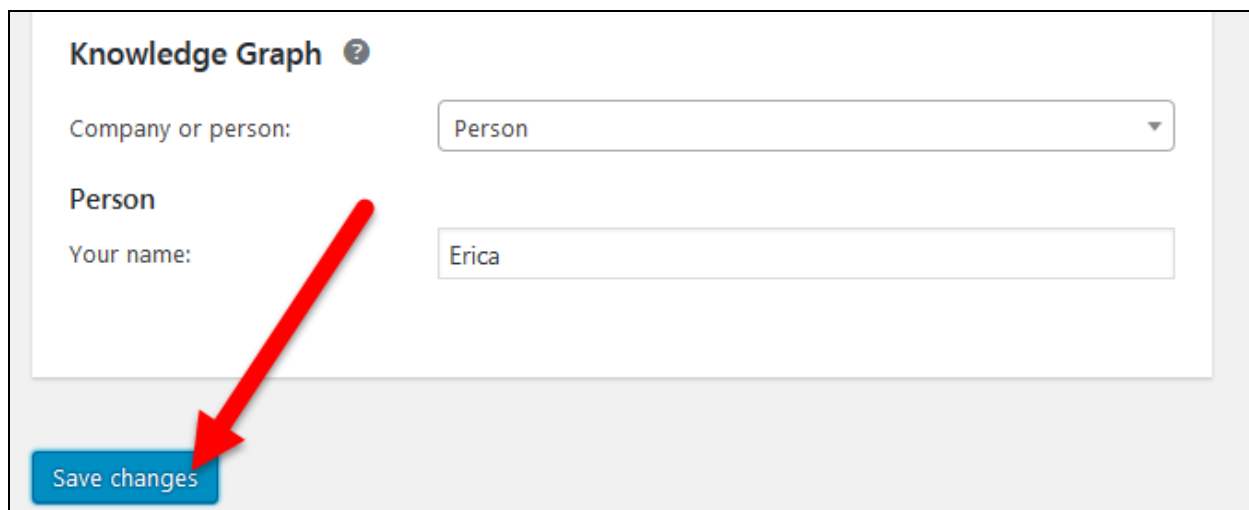
**Knowledge Graph** ?

Company or person: Person

Person

Your name: Erica

3. Scroll down and click the Save Changes button:



**Knowledge Graph** ?

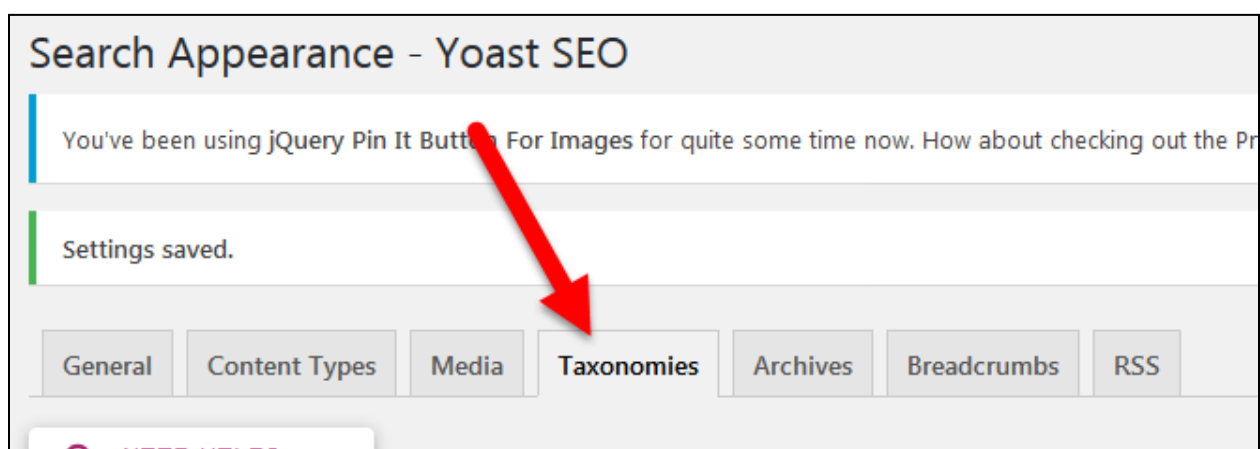
Company or person: Person

**Person**

Your name: Erica

[Save changes](#)

4. Click the Taxonomies tab in SEO/Settings:



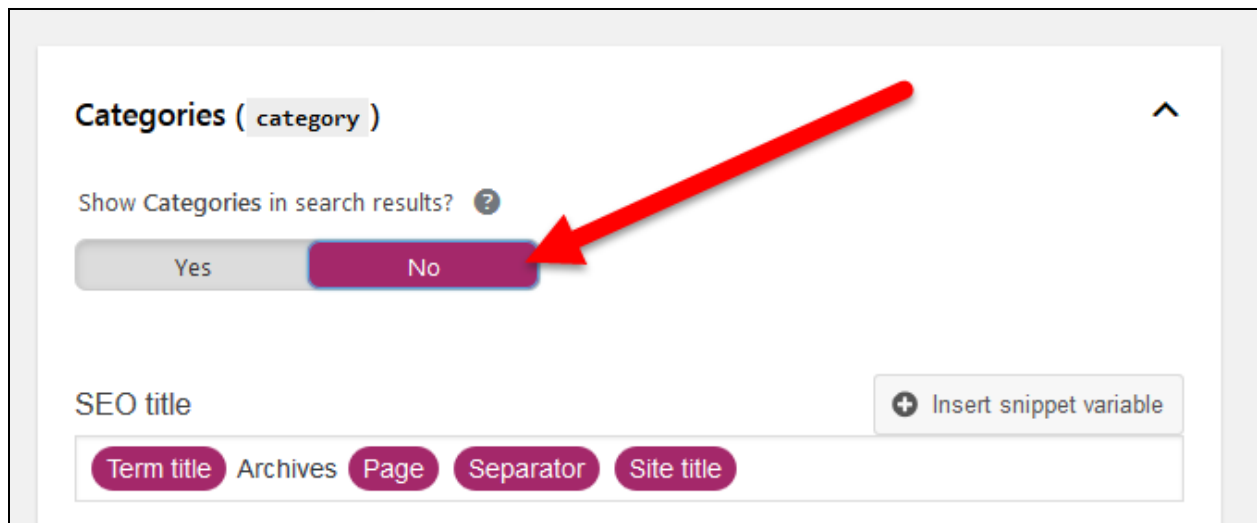
## Search Appearance - Yoast SEO

You've been using jQuery Pin It Button For Images for quite some time now. How about checking out the Pr

Settings saved.

[General](#) [Content Types](#) [Media](#) **[Taxonomies](#)** [Archives](#) [Breadcrumbs](#) [RSS](#)

5. Under the Categories section, change "Show Categories in search results?" from Yes to NO (you don't want your category URLs to be in the Google search index – it's bad for SEO as Google doesn't like to show those kinds of pages due to the poor search user experience they present – by removing those from the index Google will see that you're doing a good job of controlling what shows in their index and helping them improve the user experience):



6. Scroll down and click the drop down arrow for the Tags section:



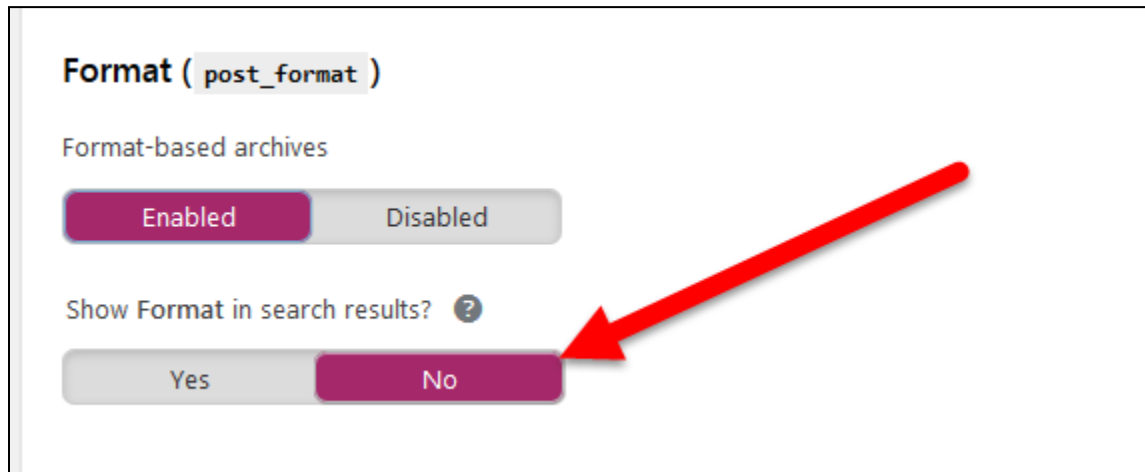
7. Under the Tags section, change "Show Tags in search results?" from Yes to NO (for the same reason as Categories):



8. Click the drop down arrow for the Format section:



9. Under the Format section, change "Show Format in search results?" from Yes to NO (for the same reason as Categories):



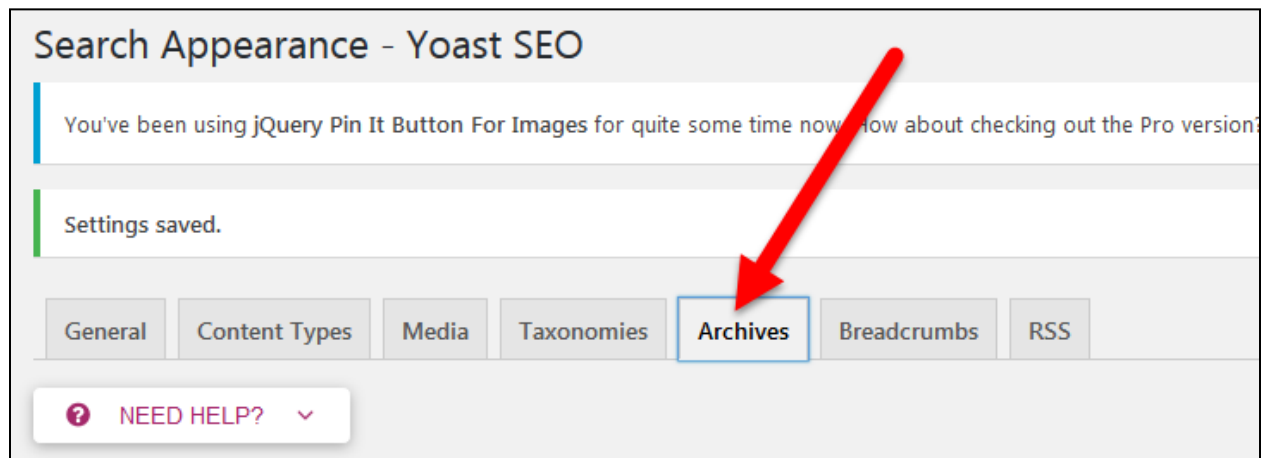
10. Scroll down to the Category URLs section and change the setting from Keep to REMOVE (I don't like my post URLs to include the category name – I think it makes them too long and I want my post title itself to be as close to the front of the URL as possible for SEO purposes):



11. Click the Save Changes button:



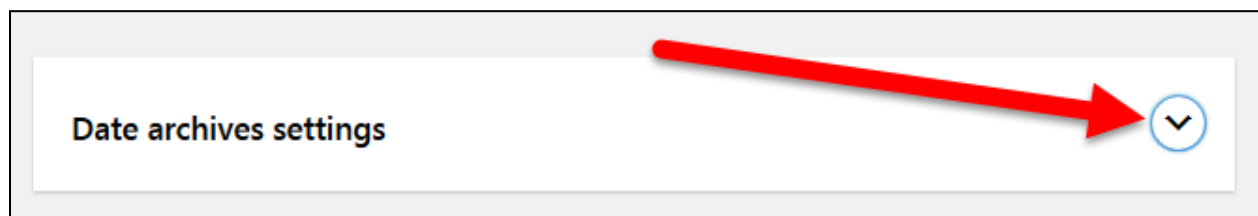
12. Click the Archives tab in SEO/Settings:



13. Change "Author archives" to Disabled:



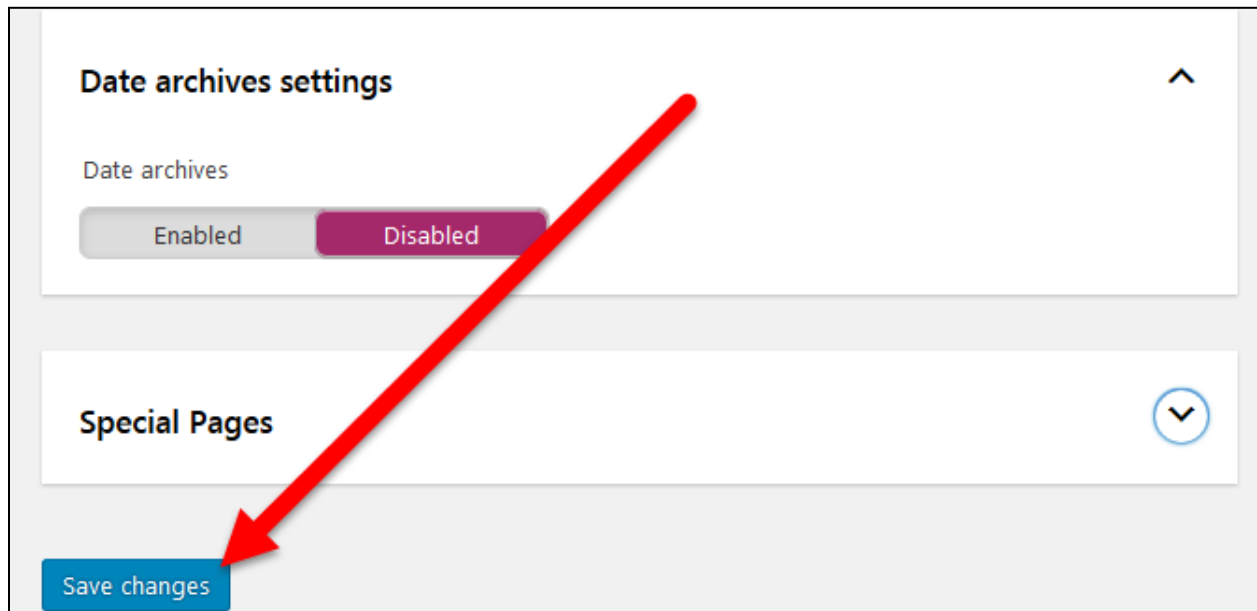
14. Click the drop down arrow for the "Date archives settings" box:



15. Change "Date archives" to Disabled:



16. Click the Save Changes button:



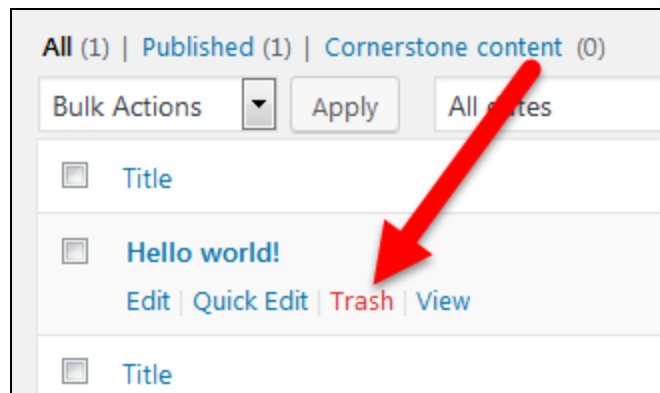
All the plugins are now installed, activated, and configured!

## Delete Default Post and Page

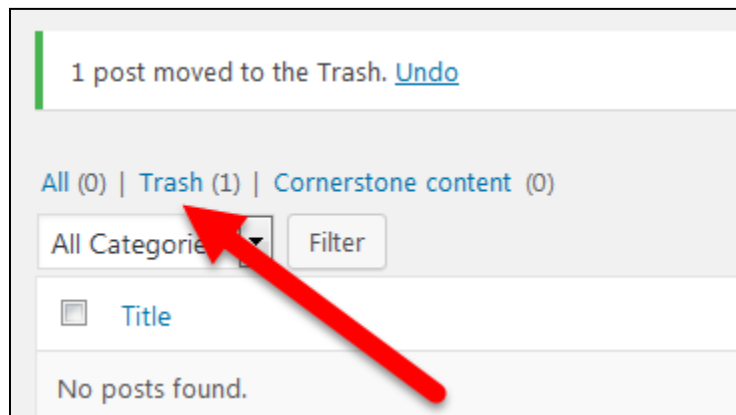
WordPress adds a dummy post and page to your site when you first install. We want to delete those and remove them from our site.

To do this:

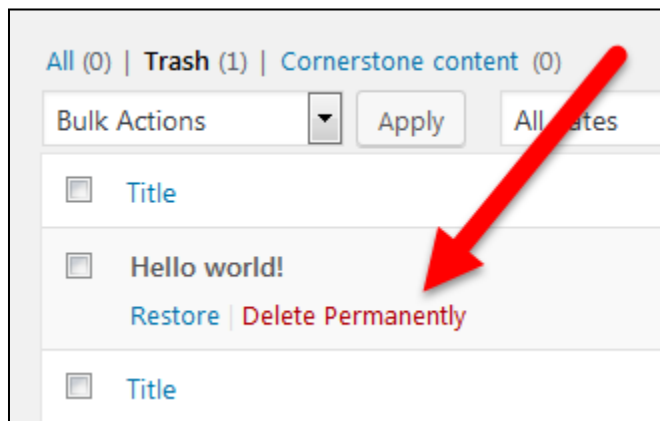
1. Go to Posts/All Posts in the left sidebar of your WordPress dashboard
2. Hover over the "Hello world!" post name and click the Trash link underneath:



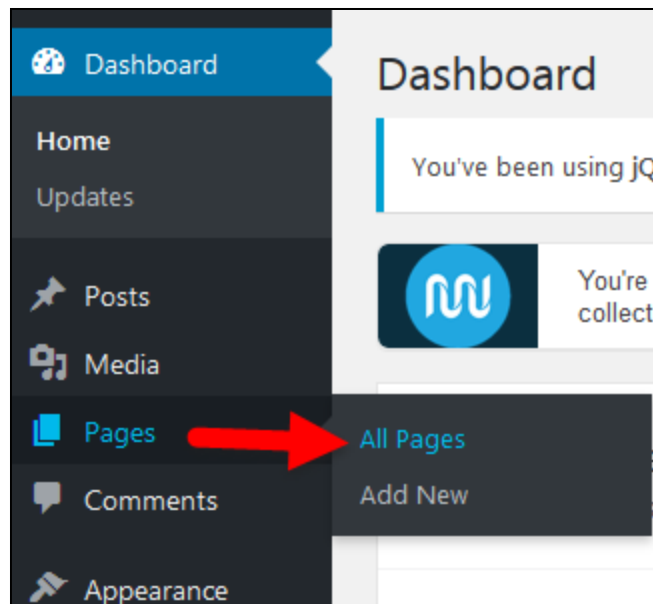
3. Click the Trash tab to see your trashed post:



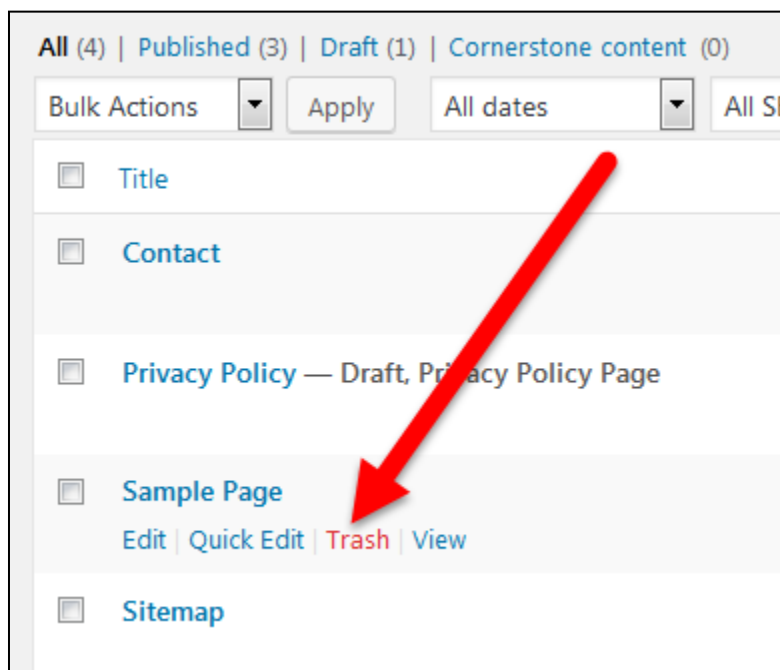
4. Hover over the "Hello world!" post name and click the Delete Permanently link underneath:



5. Go to Pages/All Pages in the left sidebar of your WordPress dashboard:

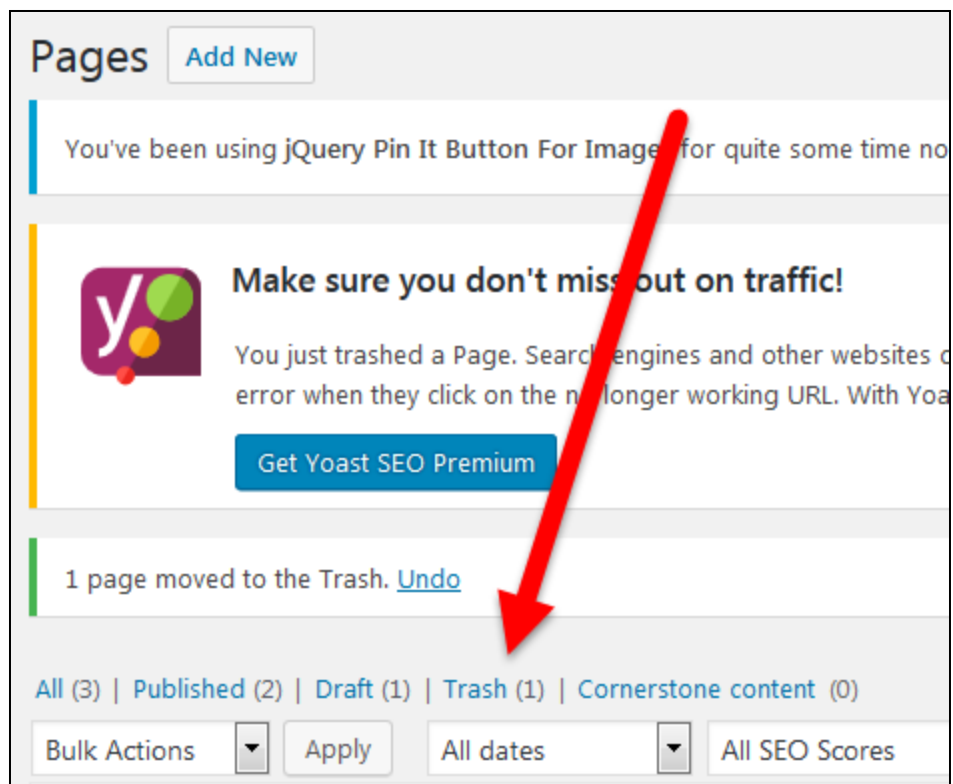


6. Hover over the "Sample Page" page name and click the Trash link underneath:

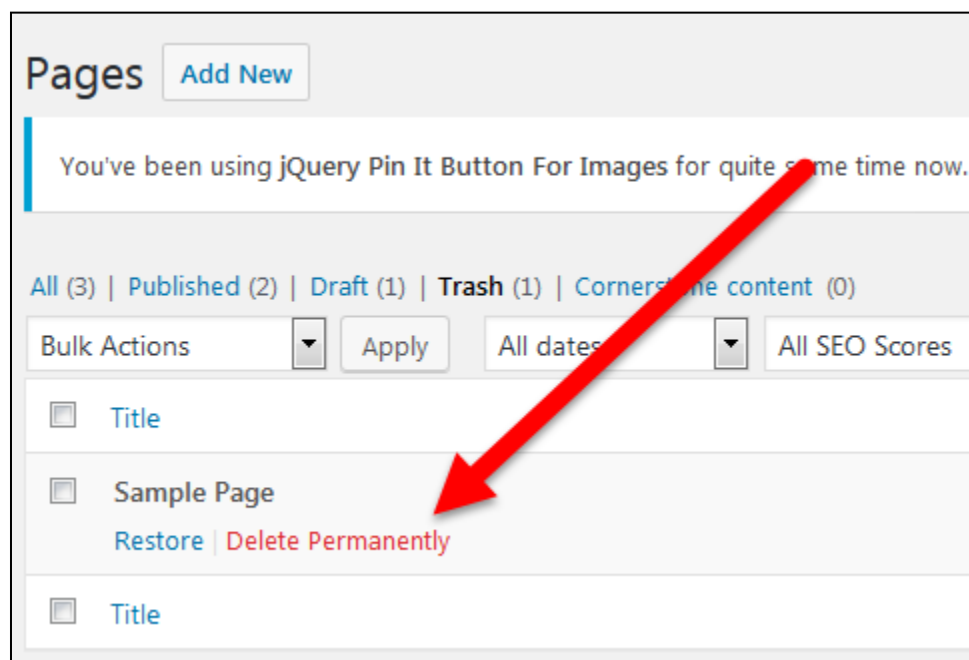


7. Click the Trash link to see your list of trashed pages:





8. Hover over the "Sample Page" page name and click the Delete Permanently link underneath:



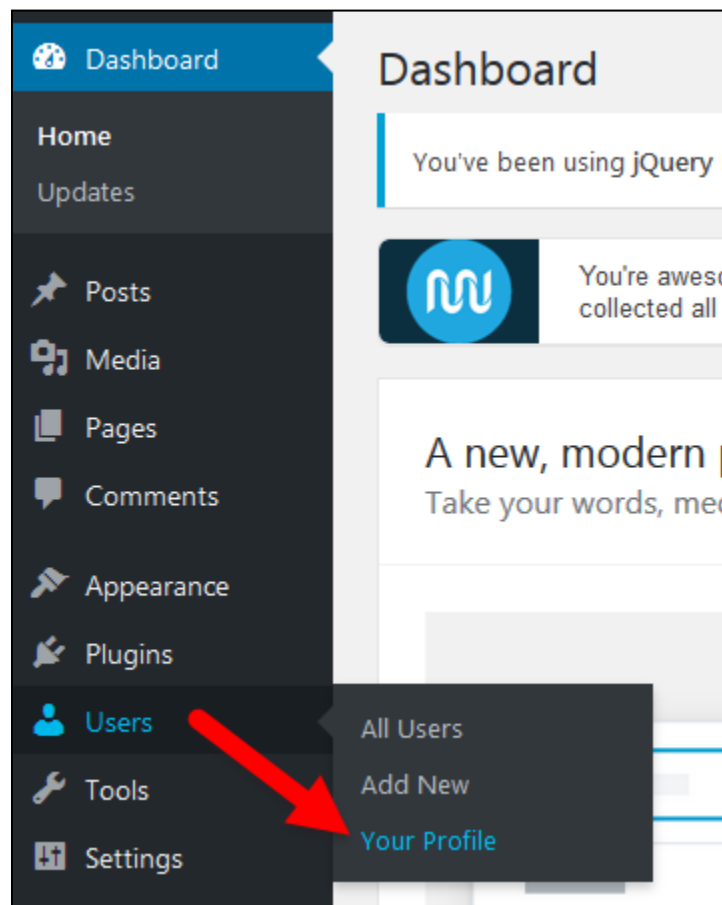
# User Nickname

By default, WordPress uses your login username as the name assigned as the writer of your posts. If the theme you use on your website hyperlinks the author's name, that hyperlink will give readers your login username. Not very secure, right?!

We want to change the username showing in posts to a "nickname".

To do this:

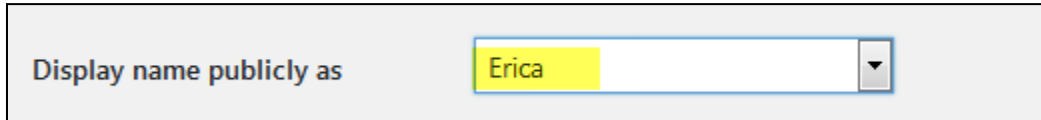
1. Go to Users/Your Profile in the left sidebar of your WordPress dashboard:



2. Scroll down to the Nickname field and replace whatever is showing in that field with the author name you want to show on posts:

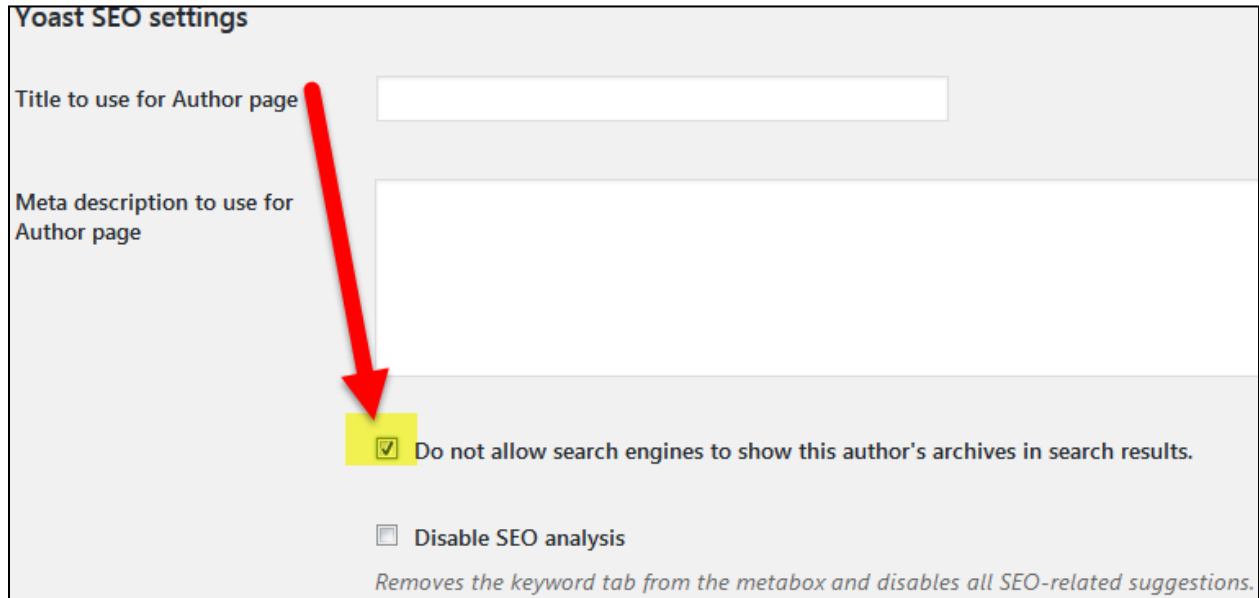
Nickname (required)	Erica
---------------------	-------

3. Use the drop down box in the "Display name publicly as" box to the nickname you set above:



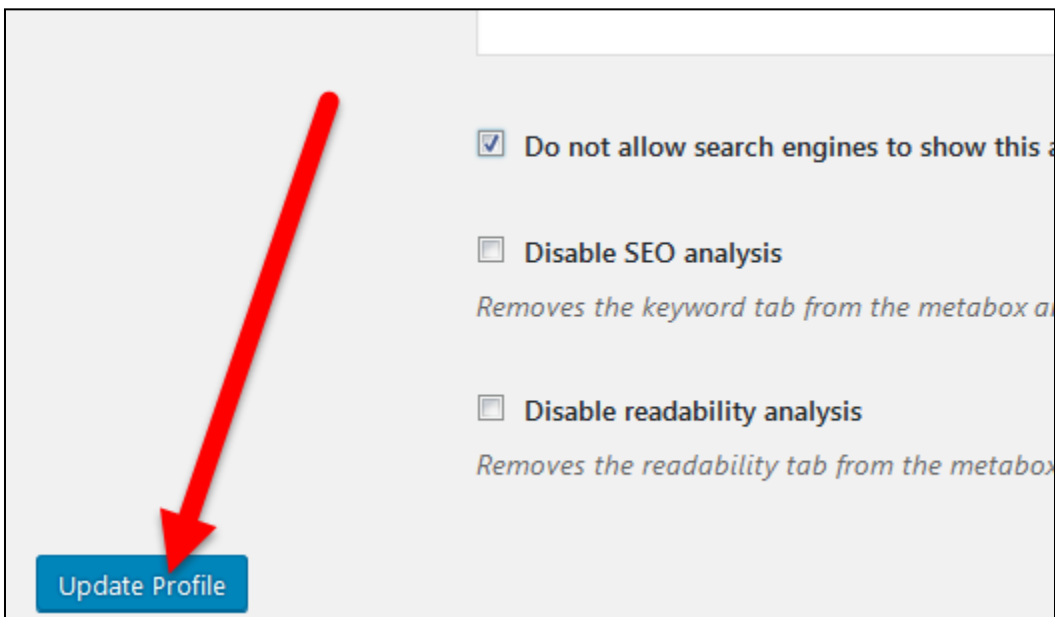
A screenshot of a user profile settings section. It features a label "Display name publicly as" followed by a dropdown menu. The dropdown menu is open, showing the name "Erica" selected and highlighted in yellow. A small downward arrow is visible on the right side of the dropdown box.

4. Scroll down to the Yoast SEO settings section and check the box that says "Do not allow search engines to show this author's archives in search results":



A screenshot of the "Yoast SEO settings" section. It includes fields for "Title to use for Author page" and "Meta description to use for Author page". Below these fields, there is a checkbox labeled "Do not allow search engines to show this author's archives in search results." which is checked and highlighted with a yellow background. A red arrow points from the "Meta description" field down to this checkbox. Below the checked checkbox is another checkbox labeled "Disable SEO analysis" with a descriptive note: "Removes the keyword tab from the metabox and disables all SEO-related suggestions."

5. Click the Update Profile button:



A screenshot of the bottom of the profile settings form. It shows the "Update Profile" button, which is a blue rectangle with white text. A red arrow points from the top left towards this button. Above the button, the "Do not allow search engines to show this a" checkbox is visible and checked, followed by the "Disable SEO analysis" checkbox and its description, and then the "Disable readability analysis" checkbox and its description.

# Privacy Page

You may be aware that the European Union instituted a new regulation referred to as the GDPR:

[https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules\\_en](https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en)

This regulation is meant to protect the data of website visitors who reside in any country that is a member of the European Union.

While you might not live in one of those countries, it is (heavily) suggested that you make your site compliant with GDPR requirements.

We've done part of that already by turning on a GDPR notification for anyone leaving a comment on our website and by turning on a cookie notice plugin.

Google suggests websites have a Privacy page (which means having one can be good for SEO) and we can use the content of the Privacy page to make our sites compliant with GDPR requirements.

I have modified a version of Privacy Page content was available through a free WordPress plugin so that it covers the GDPR requirements for my websites.

I am not an attorney and cannot be liable for whether or not this content does cover all of the GDPR requirements but you are free to use the same content if you so choose.

You may choose to use one of the free plugins available through WordPress here: <https://wordpress.org/plugins/search/gdpr+privacy/>. If you do, install and activate the plugin and follow any steps to set up our new Privacy Policy page on your website.

If you want to use my Privacy Policy language:

1. Go to Pages/Add New in the left sidebar of your WordPress dashboard
2. Create a new page called "Privacy Policy and Terms of Service" (without quotes):

## Add New Page

You've been using jQuery Pin It Button For Images for quite some time now. How about checking out the

### Privacy Policy and Terms of Service

3. Open the text file that came with this PDF called "Privacy Page Content"
4. Copy the entire contents of that text file
5. Make sure you're on the Text tab of the Page editor and paste the contents of that text file into the content box of your new page:


## Add New Page

You've been using jQuery Pin It Button For Images for quite some time now. How about checking out the Pro version?


[Yes, take me there →](#)

### Privacy Policy and Terms of Service

Permalink: <http://cranberrycrochet.com/privacy-policy-a...terms-of-service/> [Edit](#)

 Add Media

Visual **Text**

[link](#) **quote**  **ins**  **ul** **ol** **li** **code** **more** **close tags**

```
<h2 id="atospp-toc" class="auto-tos-pp tospptoc">Contents:</h2>
<ol class="auto-tos-pp tospptoc">
  <li><a href="#atospp-privacy">Privacy Policy</a></li>
  <li><a href="#atospp-terms">Terms of Service</a></li>
</ol>
<div class="auto-tos-pp-separator" style="width: 100%; border-bottom: 1px black solid; margin: 20px 0 20px 0;"></div><h2 id="atospp-privacy" class="auto-tos-pp pheading">Privacy Policy:</h2><p>YOURSITENAME (&quot;
<strong>YOURSITENAME</strong>&quot;) operates YOURDOMAIN.COM and may operate other websites. It is
YOURSITENAMEPOSSESSIVE policy to respect your privacy regarding any information we may collect while operating our
```

6. Scroll to the bottom of the content in your page and replace the four areas in all capital letters that ask for your city/state/location or language information (if you don't have cities and states use the type of format familiar to your country – the point is to control where any legal issues related to the site should be handled so that you won't have to travel in the VERY rare instance that some legal issue comes up with your site):

**Miscellaneous.** This Agreement constitutes the entire agreement between YOURSITENAME and you concerning the subject matter hereof, and they may only be modified by a written amendment signed by an authorized executive of YOURSITENAME, or by the posting by YOURSITENAME of a revised version. Except to the extent applicable law, if any, provides otherwise, this Agreement, any access to or use of the Website will be governed by CITY/STATE /COUNTRY, excluding its conflict of law provisions, and the proper venue for any disputes arising out of or relating to any of the same will be the state and federal courts located in YOURCOUNTYANDSTATEORCOUNTRY. Except for claims for injunctive or equitable relief or claims regarding intellectual property rights (which may be brought in any competent court without the posting of a bond), any dispute arising under this Agreement shall be finally settled in accordance with the Comprehensive Arbitration Rules of the Judicial Arbitration and Mediation Service, Inc. (&quot;JAMS&quot;) by three arbitrators appointed in accordance with such Rules. The arbitration shall take place in YOURCITYANDCOUNTRY, in the YOURLANGUAGE language and the arbitral decision may be enforced in any court. The prevailing party in any action or proceeding to enforce this Agreement shall be entitled to costs and attorneys' fees. If any part of this Agreement is held invalid or unenforceable, that part will be construed to reflect the parties' original intent, and the remaining portions will remain in full force and effect. A waiver by either party of any term or condition of this Agreement or any breach thereof, in any one instance, will not waive such term or

## 7. Mine now looks like this:

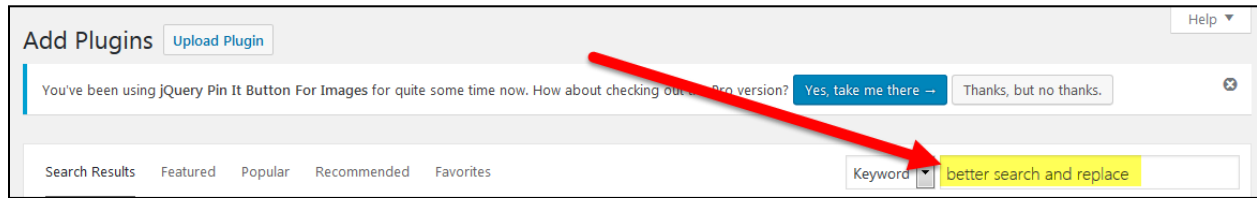
concerning the subject matter hereof, and they may only be modified by a written amendment signed by an authorized executive of YOURSITENAME, or by the posting by YOURSITENAME of a revised version. Except to the extent applicable law, if any, provides otherwise, this Agreement, any access to or use of the Website will be governed by Glendale, Arizona, USA, excluding its conflict of law provisions, and the proper venue for any disputes arising out of or relating to any of the same will be the state and federal courts located in Maricopa County, Arizona, USA. Except for claims for injunctive or equitable relief or claims regarding intellectual property rights (which may be brought in any competent court without the posting of a bond), any dispute arising under this Agreement shall be finally settled in accordance with the Comprehensive Arbitration Rules of the Judicial Arbitration and Mediation Service, Inc. (&quot;JAMS&quot;) by three arbitrators appointed in accordance with such Rules. The arbitration shall take place in Glendale, Arizona, in the English language and the arbitral decision may be enforced in any court. The prevailing party in any action or proceeding to enforce this Agreement shall be entitled to costs and attorneys' fees. If any

## 8. Click the Publish button:

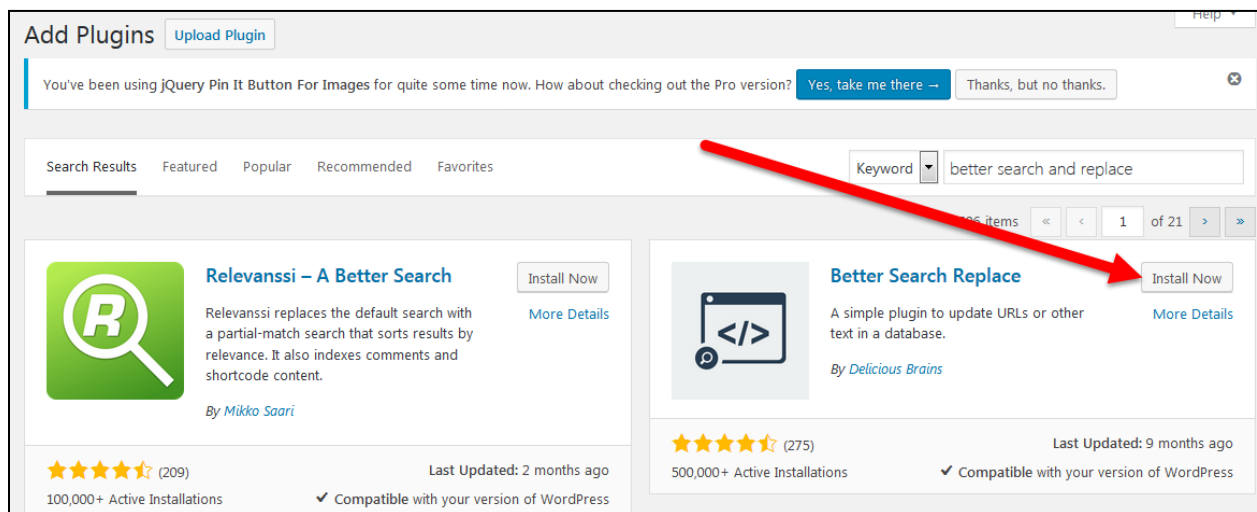
The screenshot shows the WordPress 'Add New Page' editor. The page title is 'Privacy Policy and Terms of Service'. The permalink is 'http://cranberrycrochet.com/privacy-policy-a...terms-of-service/'. The editor has a 'Visual' tab selected. The right-hand sidebar shows the 'Publish' section with buttons for 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', 'Readability: Needs improvement', 'SEO: Not available', 'Move to Trash', and a blue 'Publish' button. A red arrow points to the 'Publish' button.

## 9. There are some additional fields to replace in the content but we'll use a plugin to make those changes more easily:

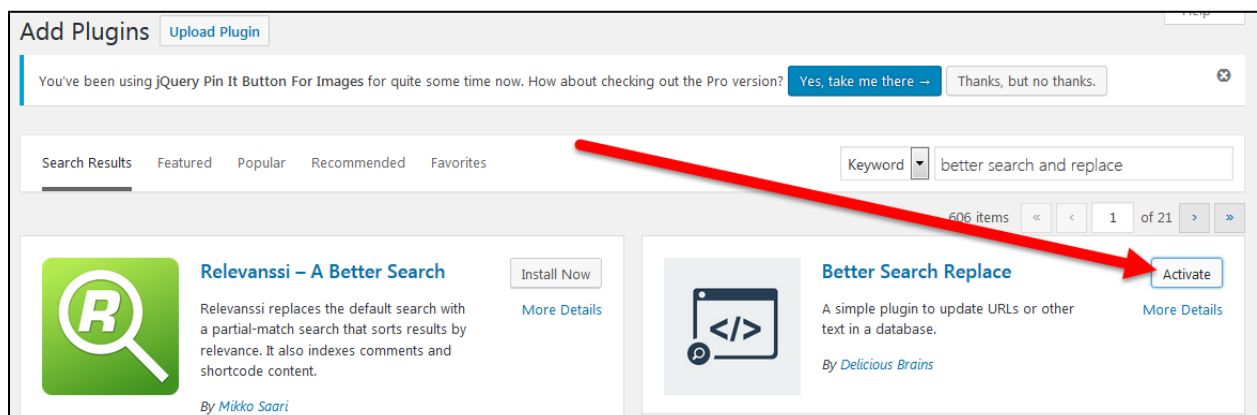
- a. Go to Plugins/Add New in the left sidebar of your WordPress dashboard
- b. Use the search field to find the "better search and replace" plugin (<https://wordpress.org/plugins/better-search-replace/>):



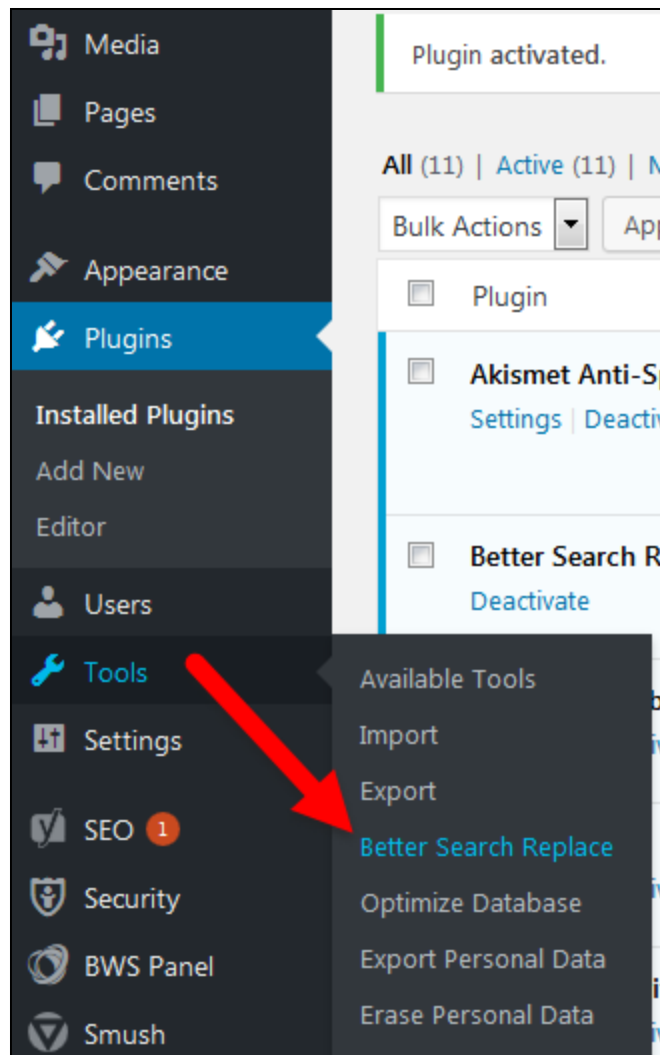
- c. Click the Install Now button for the Better Search and Replace plugin:



- d. Click the Activate button for the plugin:



- e. Go to Tools/Better Search Replace in the left sidebar of your WordPress dashboard:

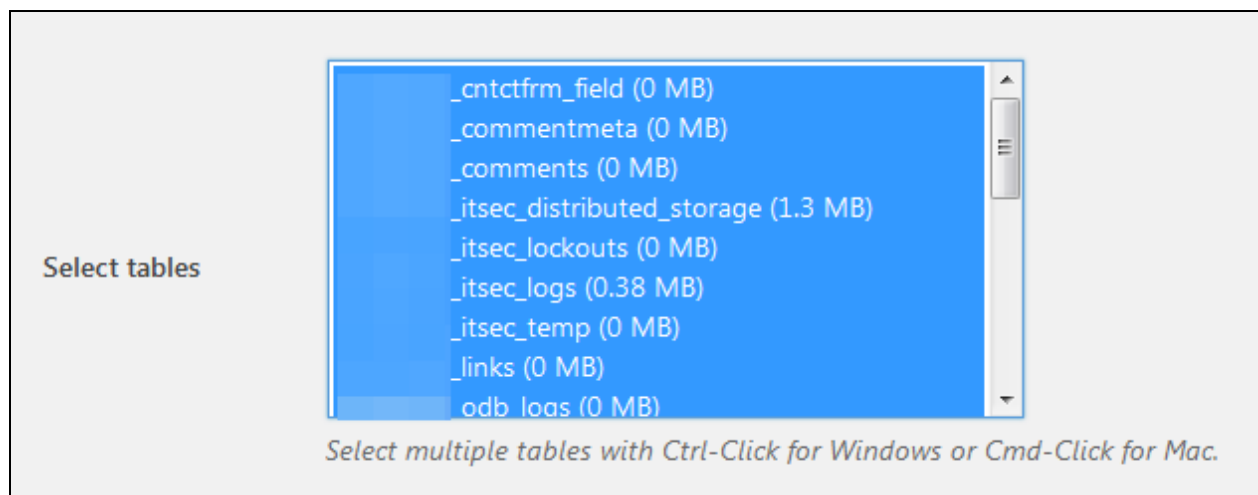


- f. Enter **YOURSITENAMEPOSSESSIVE** in the "Search for" field and the possessive form of your site's name in the "Replace with" field (remember to enter YOUR site's possessive name and NOT my site's name – the possessive form of your site's name should have "s" – apostrophe s – at the end unless your site name ends with "s" in which case you'd add just an apostrophe at the end of your site's name *most of the time*)

Search for	<b>YOURSITENAMEPOSSESSIVE</b>
Replace with	<b>Cranberry Crochet's</b>

- g. Highlight ALL the tables in the Select Tables section:





- h. Use the settings in the image below for the section under the tables box:

Case-Insensitive? ☒ Searches are case-sensitive by default.

Replace GUIDs? ☒ If left unchecked, all database columns titled 'guid' will be skipped.

Run as dry run? ☐ If checked, no changes will be made to the database, allowing you to check the results beforehand.

- i. Click the Run Search/Replace button:

Case-Insensitive? ☒ Searches are case-sensitive by default.

Replace GUIDs? ☒ If left unchecked, all database columns titled 'guid' will be skipped.

Run as dry run? ☐ If checked, no changes will be made to the database, allowing you to check the results beforehand.

Run Search/Replace

- j. When the search/replace tool is done, repeat steps f through i above but with **YOURSITENAME** in the "Search for" field and the non-possessive form of your site name in the "Replace with" field:

Search/Replace

Settings

Help

This tool allows you to search and replace text in your database (supports serialized arrays and objects).

To get started, use the form below to enter the text to be replaced and select the tables to update.

**WARNING:** Make sure you backup your database before using this plugin!

Search for

Replace with

- k. When done, repeat steps f through i above but with YOURDOMAIN.COM in the "Search for" field and your actual domain in the "Replace with" field (remember to put .org or .net, etc, at the end of your domain in the "Replace with" field IF you are not using a .com domain):

Search for

Replace with

- l. When done, bring up the live view of the Privacy Page on your site (should be ***yourdomain.com***/ privacy-policy-and-terms-of-service/) and make sure that any links in the content work and there are no default references to YOURSITENAMEPOSSESSIVE, YOURSITENAME, or YOURDOMAIN.COM

# Theme

A theme is like a “skin” you put on your phone or app that changes the colors and layout of your WordPress site.

By default, WordPress installs with their Twenty Seventeen theme.

I prefer to use a different theme. Choosing a theme can be a very time consuming process because the choices are ENDLESS. Once you start looking, you might find yourself taking days to make this decision.

Instead, I use the same theme on all sites. It makes the decision process go much more quickly and I’m familiar with the theme I use so that setting up the site goes very quickly.

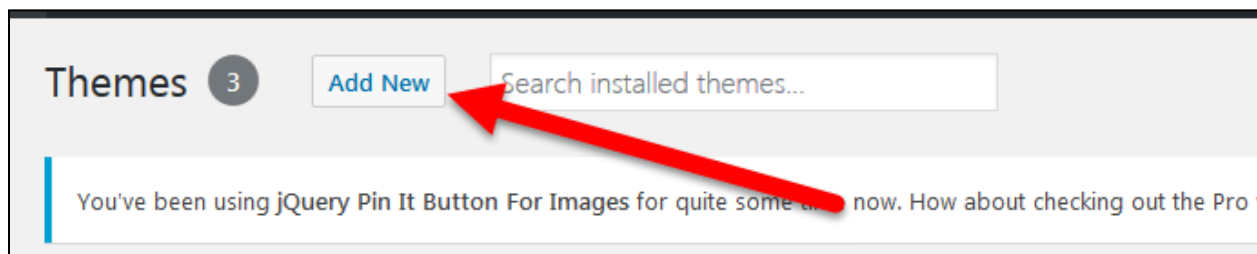
If you have a theme you prefer, go ahead and use it. Install the theme and customize any settings.

I use the free version of the Magazine Basic WordPress theme on most of my sites because it’s a very simple theme. It runs fast which is important since site speed is a ranking factor in Google. It’s also easy to configure and has solid, built-in SEO.

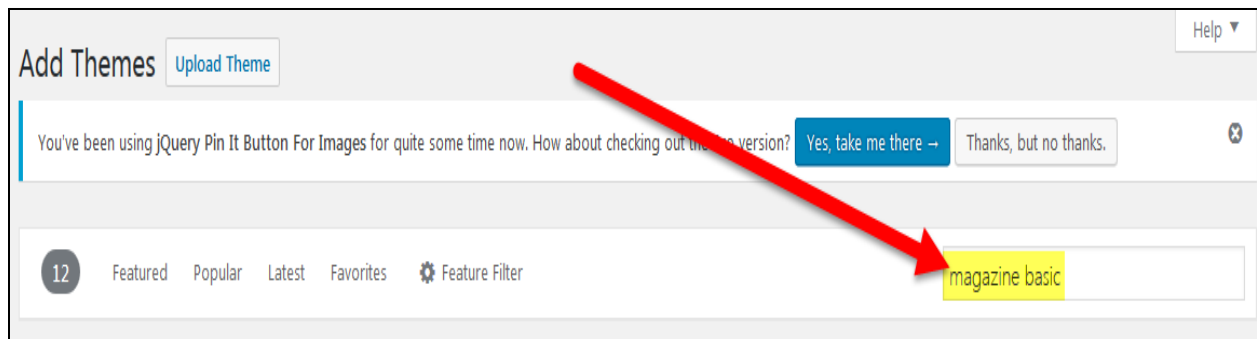
It’s not very flashy but since getting content up and ranking well is our #1 goal, this theme can help get the job done. Rather than spend days hunting down the perfect theme, I’d rather install one I know and think about changing the theme later after I’ve published a fair amount of content.

To use the free version of the Magazine Basic theme:

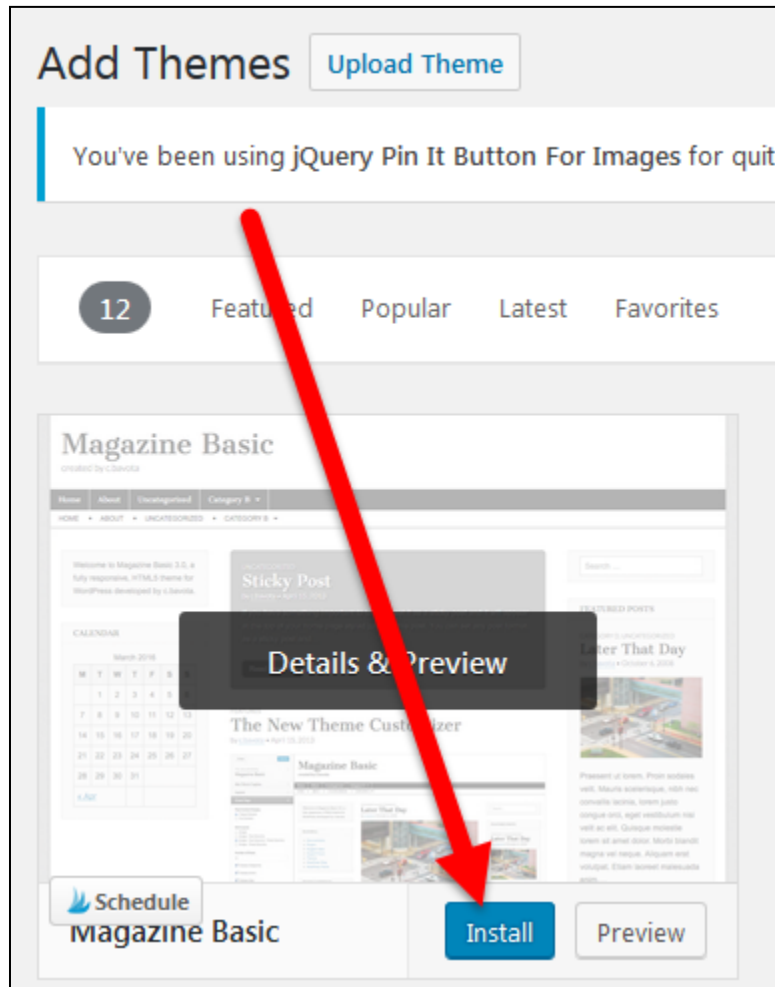
1. Go to Appearance/Themes in the left sidebar of your WordPress dashboard
2. Click the Add New button:



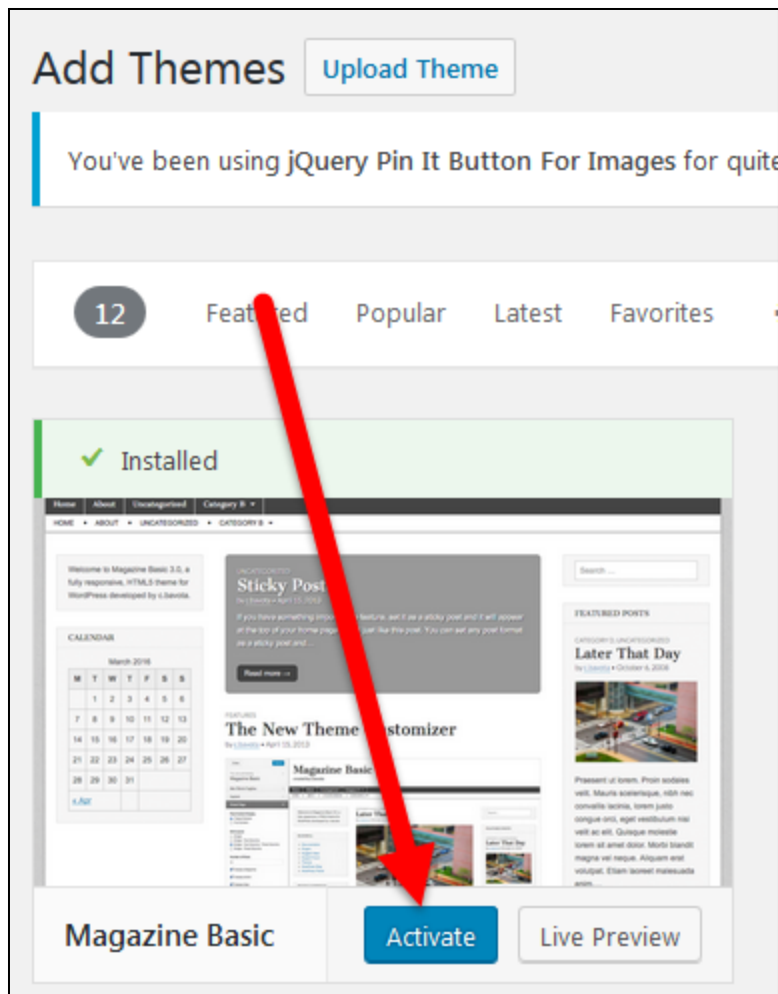
3. Use the search field to look for the “magazine basic” theme:



4. Hover over the Magazine Basic theme and click the Install button:

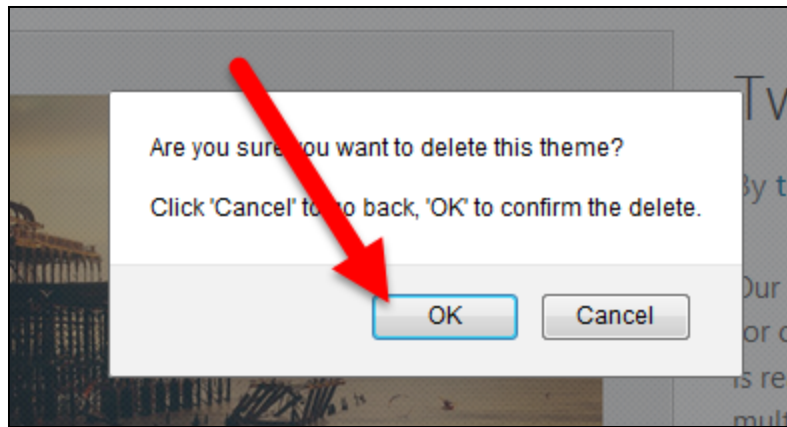


5. Click the Activate button:



6. You'll see you now have four themes installed and those extra themes are eating up valuable server space. You can delete each of those three extra themes:
  - a. Hover over the name of an unused theme and click the Theme Details button:





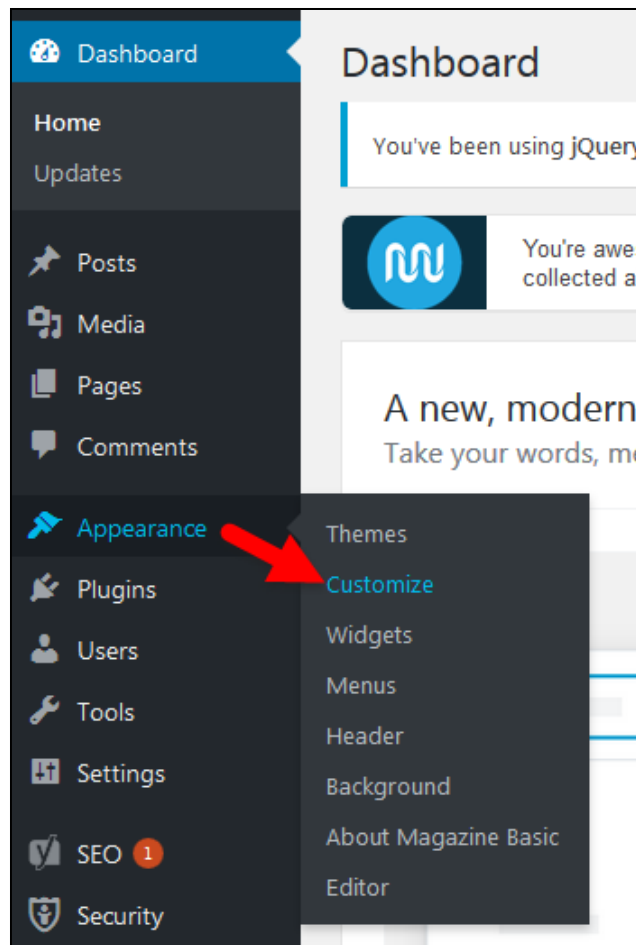
- d. Delete the other two themes so that you only have the Magazine Basic theme in your list of installed themes

If you accidentally delete the Magazine Basic theme you can always go back through the steps to add the theme to your site.

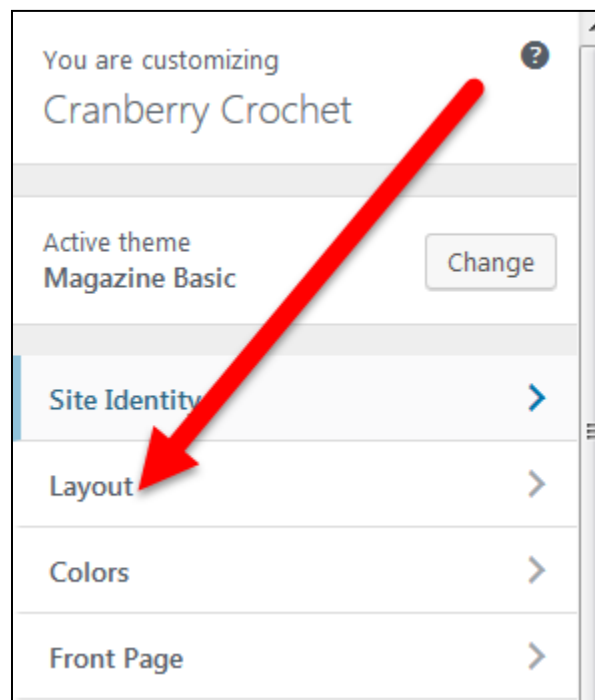
Changing themes does not erase any content you already have published on the site. It ONLY changes the look of your site.

Once the theme is installed, you want to configure the theme settings:

1. Go to Appearance/Customize in the left sidebar of your WordPress dashboard

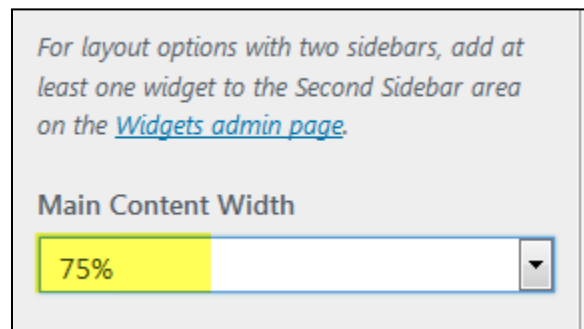


2. Click the Layout tab:

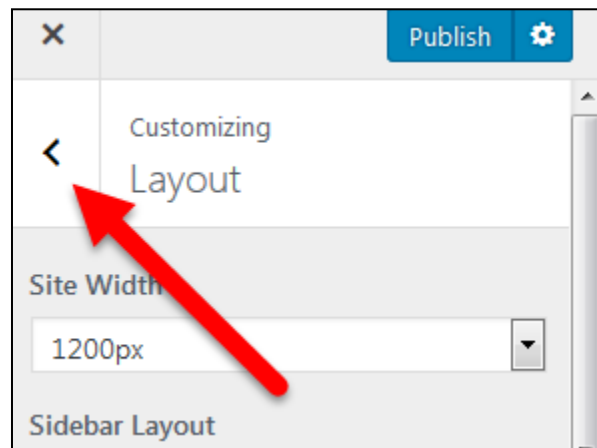




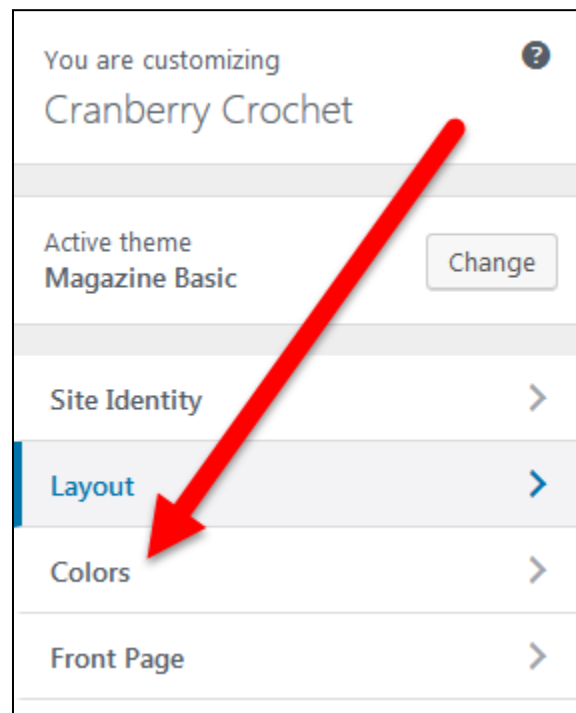
3. Scroll down and change the Main Content Width to 75%:



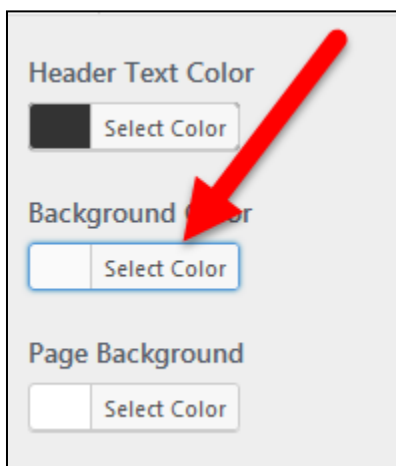
4. Click the back button:



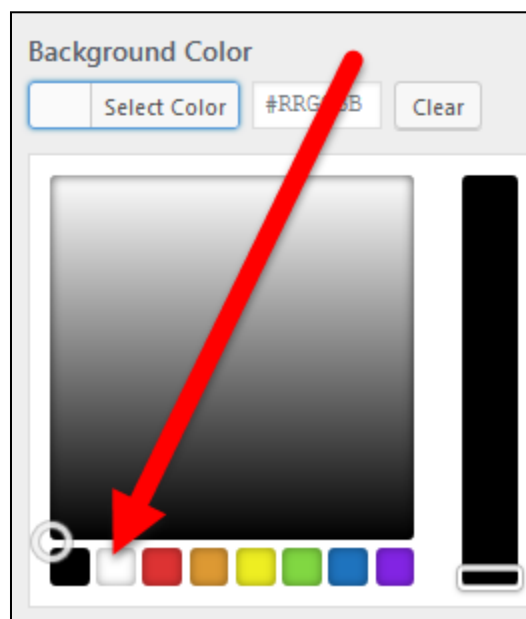
5. Click the Colors tab:



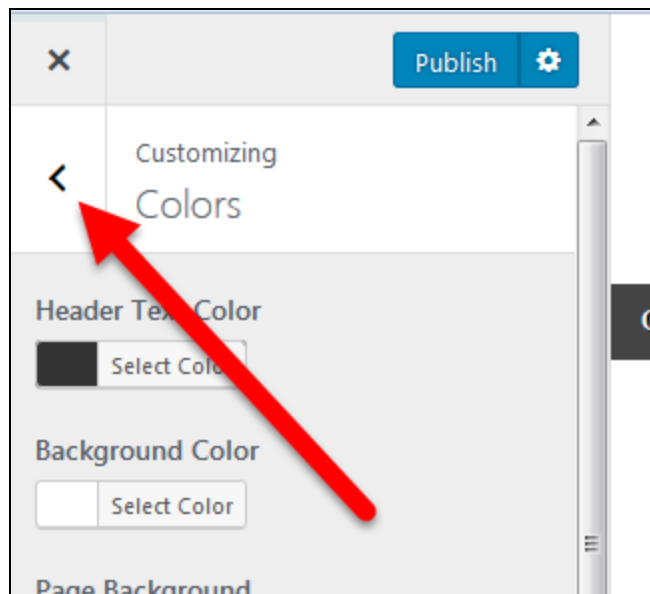
6. Click the Background Color – Select Color button:



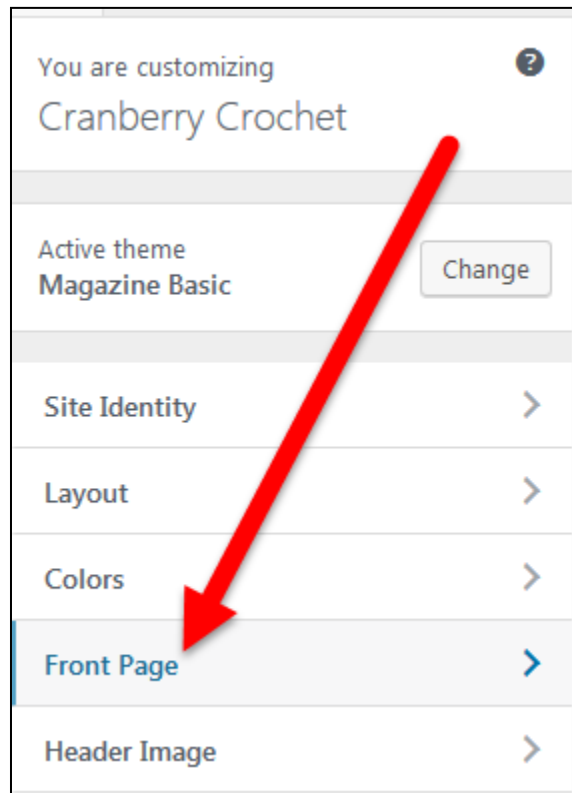
7. Click on the white square to change the background color to white:



8. Click the back button:



9. Click on the Front Page tab:



10. Use the settings in the below images for the Front Page tab:

**Post Content Display**

☒ Teaser Excerpt

☐ Full Content

**Grid Layout**

☐ Single

☒ Single - Two Columns

☐ Single - Two Columns - Three Columns

☐ Single - Three Columns

**Number of Posts**

7

☐ Display Categories

☐ Display Author

☐ Display Date

☐ Display Comment Count

**1 Column Image Width (pixels)**

75

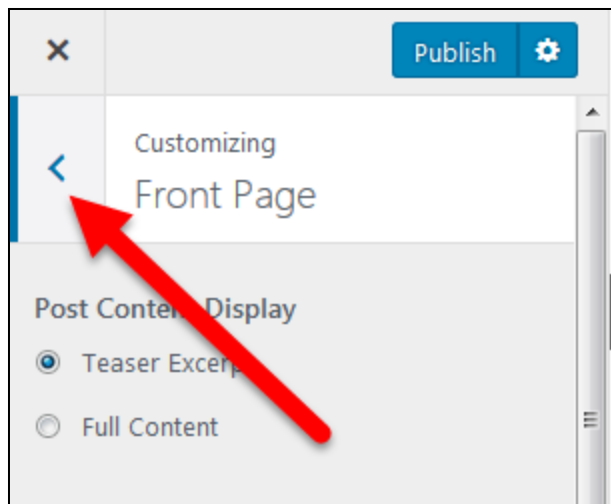
**2 Column Image Width (pixels)**

260

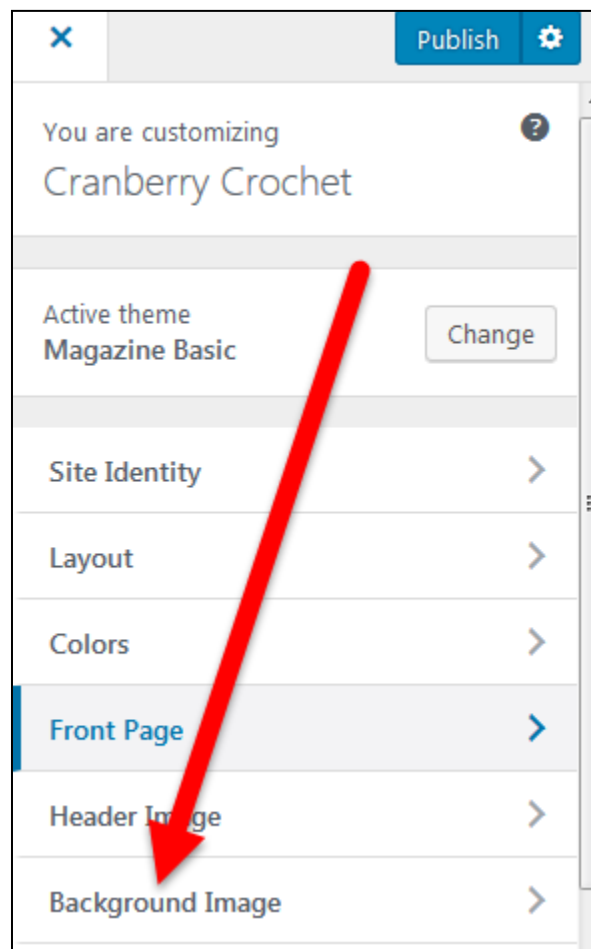
**3 Column Image Width (pixels)**

160

11. Click the back button:



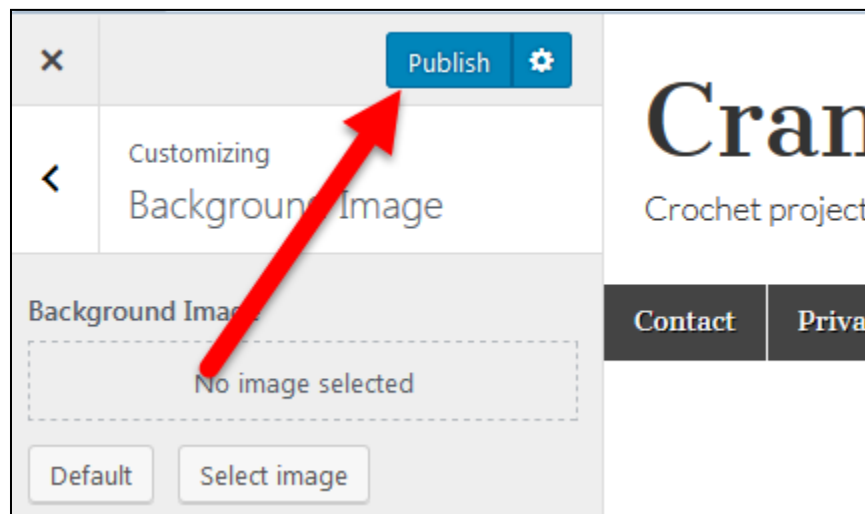
12. Click the Background Image tab:



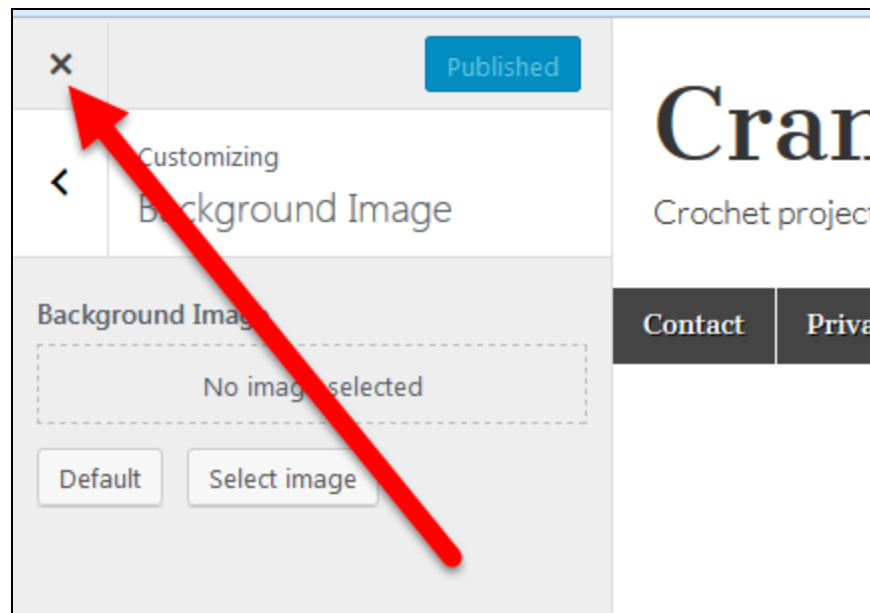
13. Click the Remove button under the default grey background image:



14. Click the Publish button to apply all of your changes:



15. Click the X button to return to your WordPress dashboard:

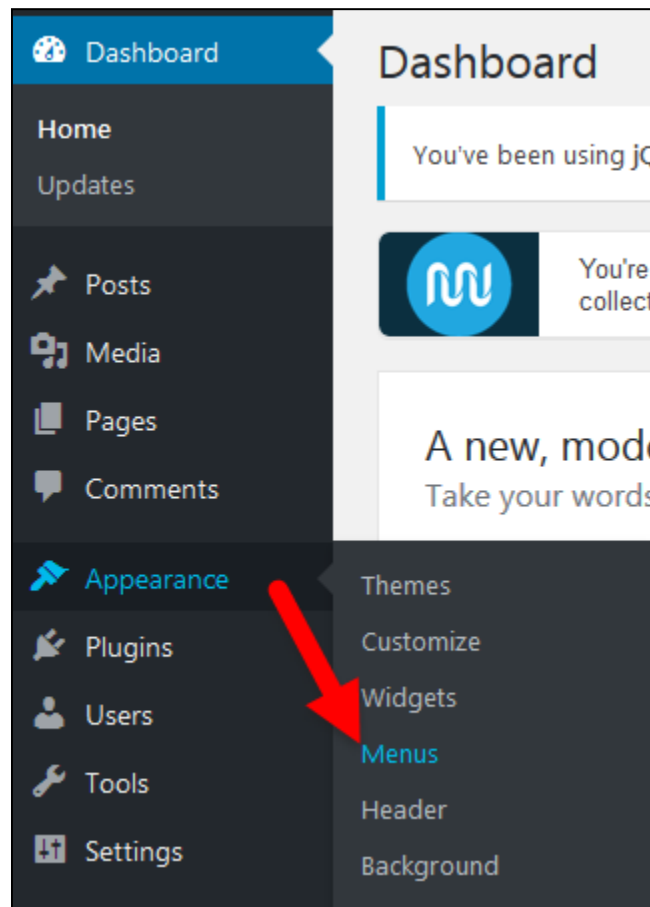


# Navigation Menu

The navigation menu of your site is critical. It helps visitors understand the kinds of topics covered on your site. We don't want to waste that space by listing to any of the Pages we created. We want to keep that space open for linking to our site's categories in a future step.

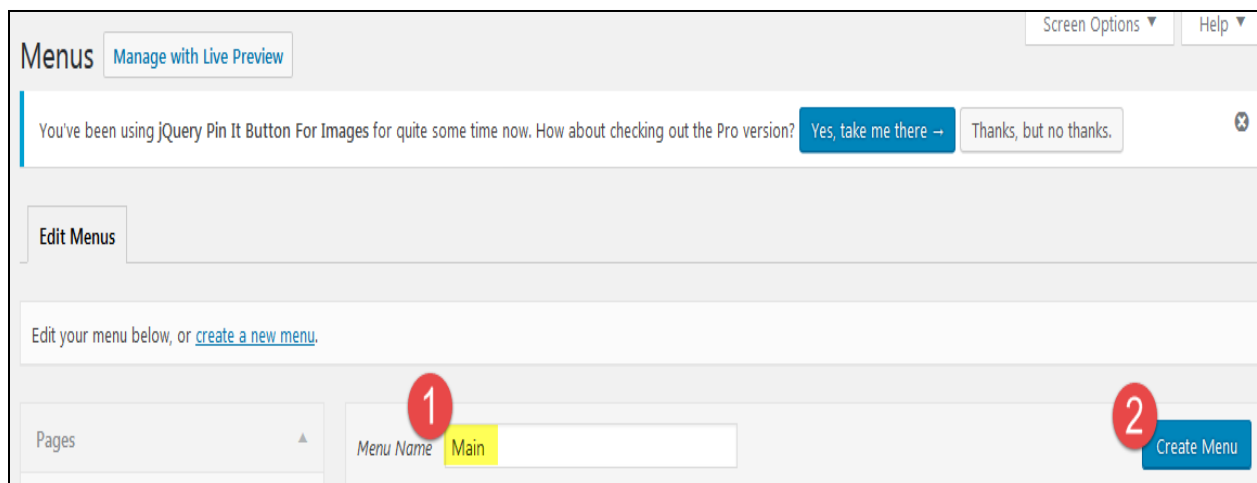
To clean up the navigation menu:

1. Go to Appearance/Menus in the left sidebar of your WordPress dashboard:

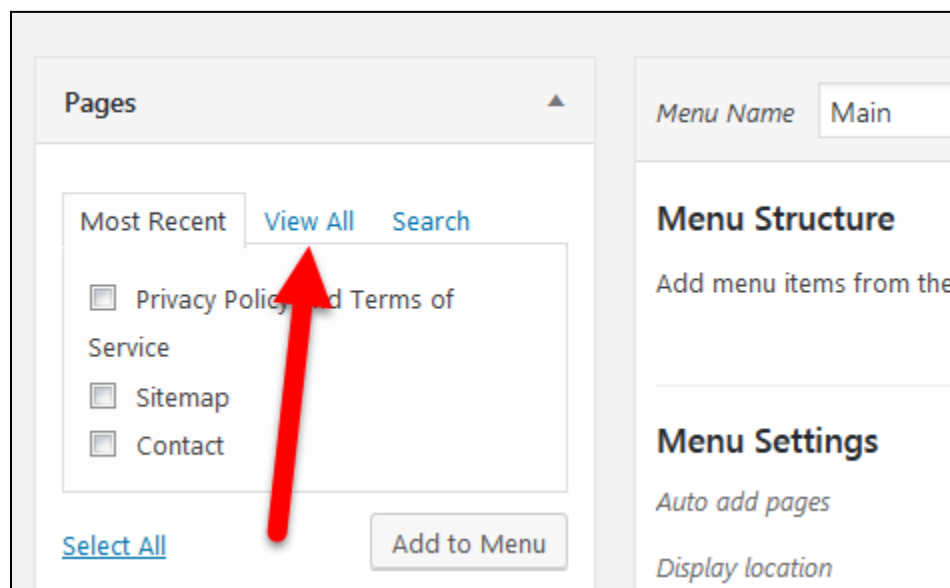


2. Enter the word "Main" (without quotes) in the and Menu Name box and click the Create Menu button:

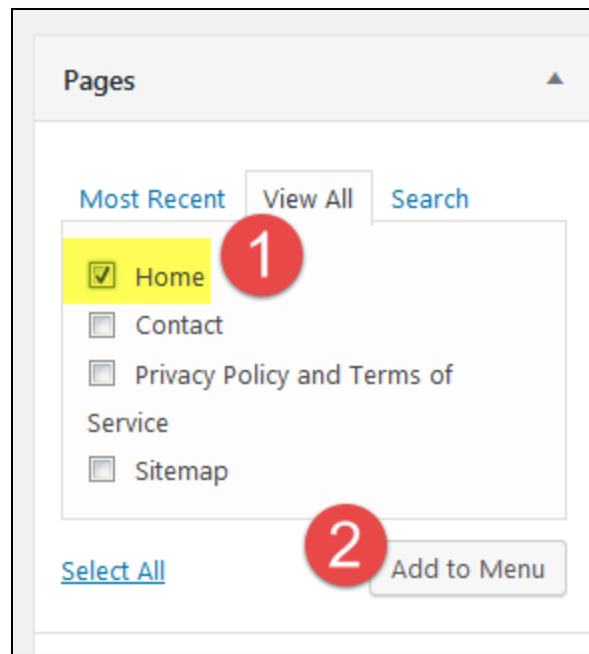




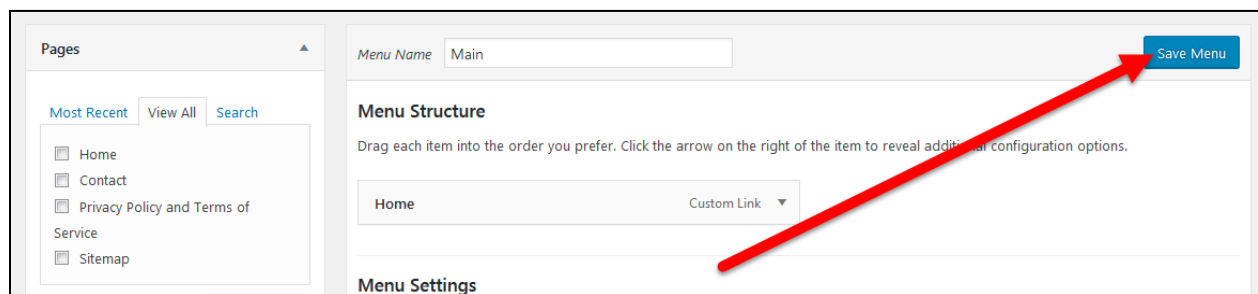
3. Click the View All link in the Pages box:



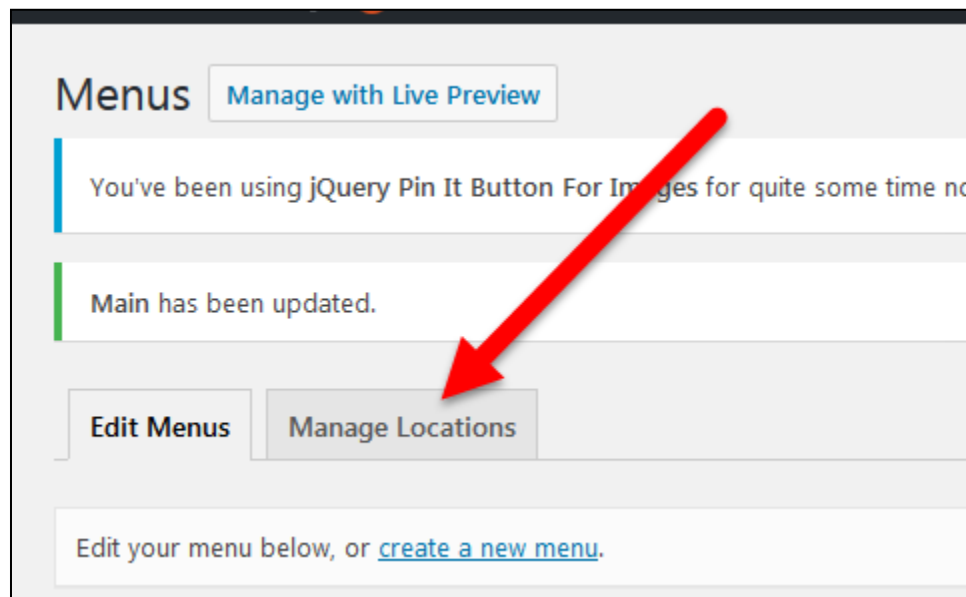
4. Check the box next to the Home page option and click the Add to Menu button:



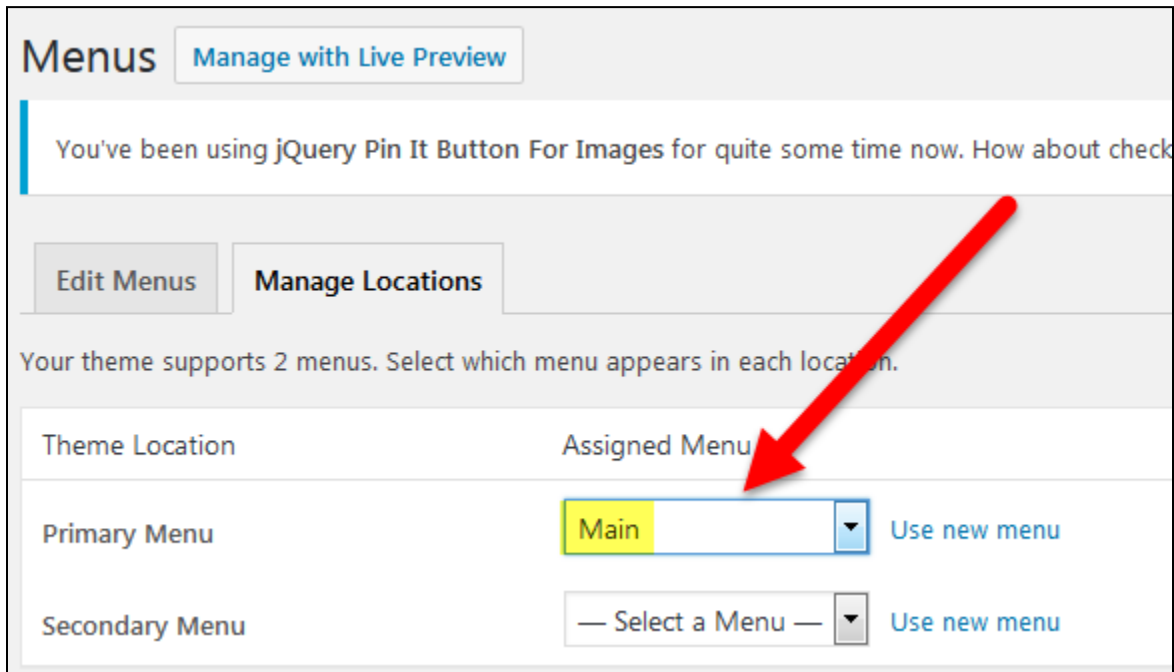
5. Click the Save Menu button:



6. Towards the top of the screen, click the Manage Locations tab:



7. Use the drop down box for the Primary Menu field to choose the new "Main" menu that you created:



**Menus** [Manage with Live Preview](#)

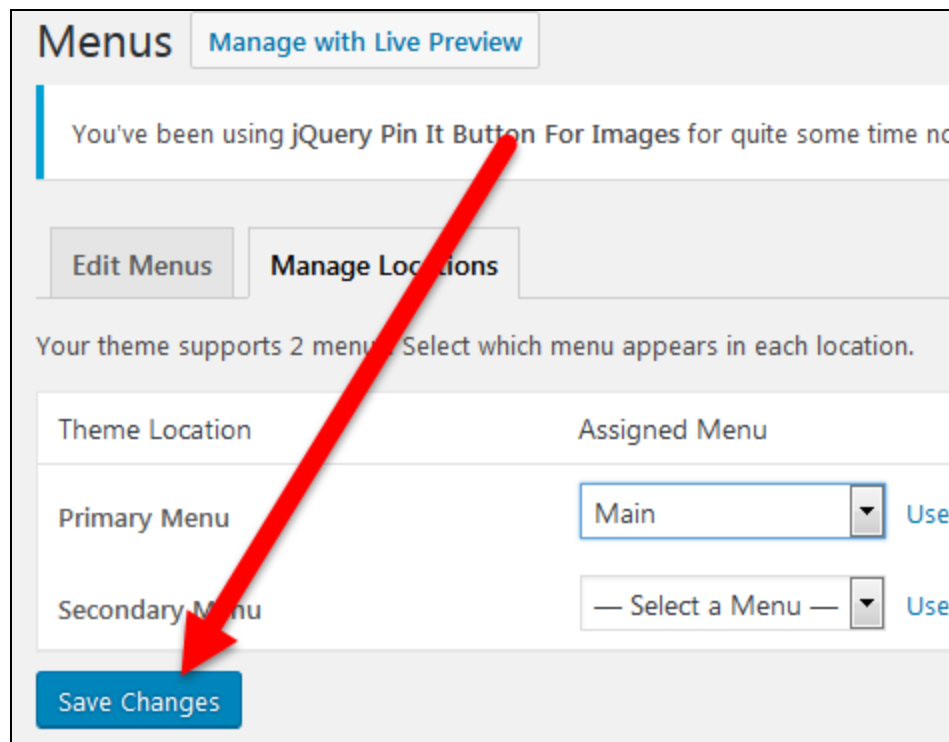
You've been using jQuery Pin It Button For Images for quite some time now. How about check

[Edit Menus](#) [Manage Locations](#)

Your theme supports 2 menus. Select which menu appears in each location.

Theme Location	Assigned Menu	
Primary Menu	Main	<a href="#">Use new menu</a>
Secondary Menu	— Select a Menu —	<a href="#">Use new menu</a>

8. Click the Save Changes button:



**Menus** [Manage with Live Preview](#)

You've been using jQuery Pin It Button For Images for quite some time no

[Edit Menus](#) [Manage Locations](#)

Your theme supports 2 menus. Select which menu appears in each location.

Theme Location	Assigned Menu	
Primary Menu	Main	<a href="#">Use</a>
Secondary Menu	— Select a Menu —	<a href="#">Use</a>

[Save Changes](#)

Check the home page of your site and your navigation menu should now look something like this:

# Cranberry Crochet

Crochet projects, patterns, tutorials, and more

Home

## Nothing found

# Sidebar

By default, there are often lots of very unnecessary (and risky) links in the sidebar of your WordPress installation.

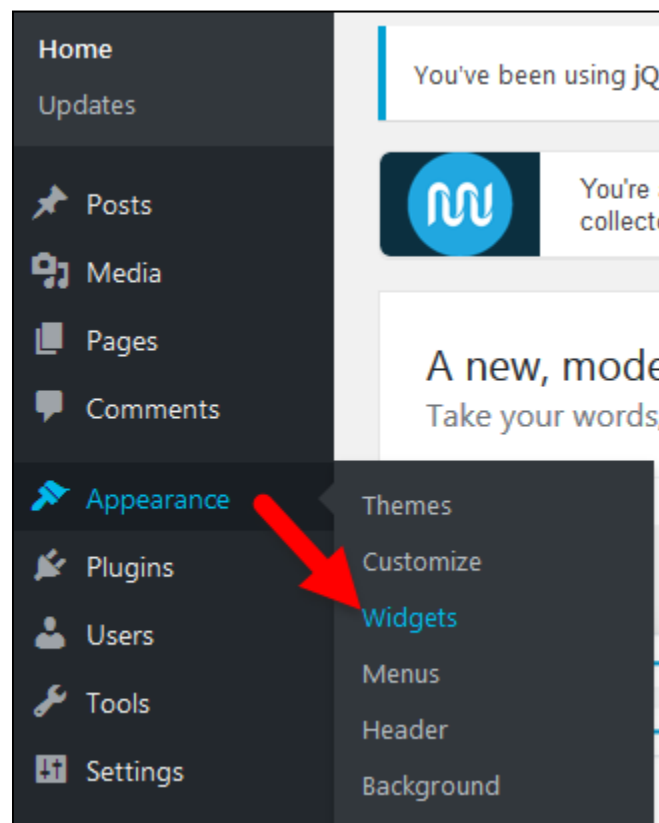
For example, there's usually a link to your site's login screen which – since we want to hide it from hackers – doesn't seem very smart at all!!!

For now, I only want the following to show in my sidebar:

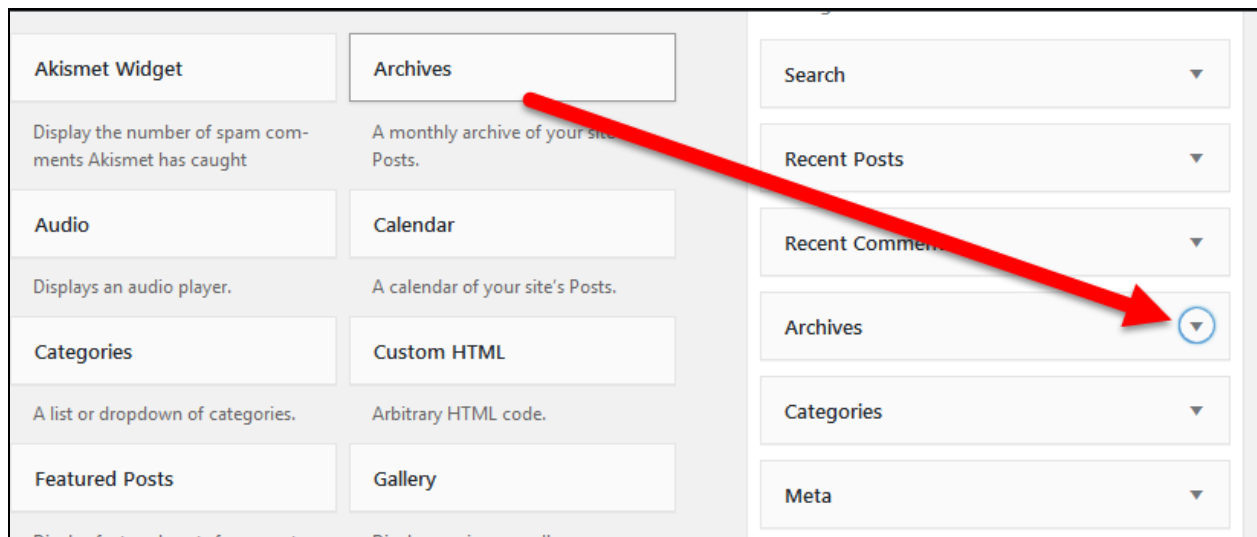
1. A search box
2. List of recent posts
3. List of Pages on the site (since I've removed them from the navigation menu)
4. My required Amazon disclosure

To clean up the sidebar:

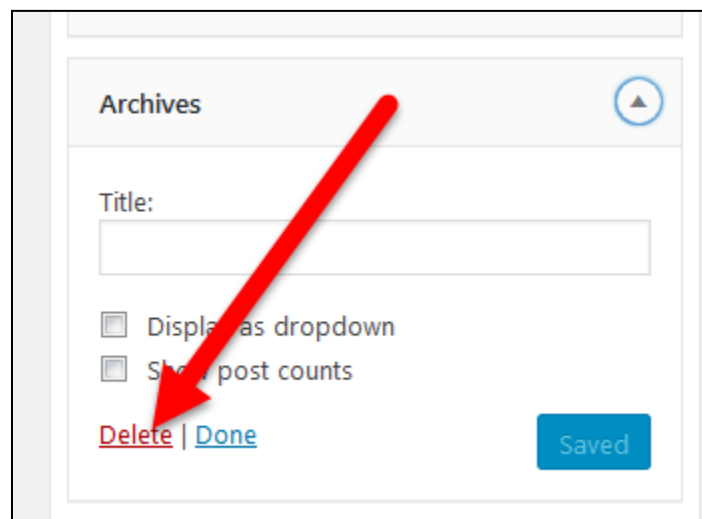
1. Go to Appearance/Widgets in the left sidebar of your WordPress dashboard:



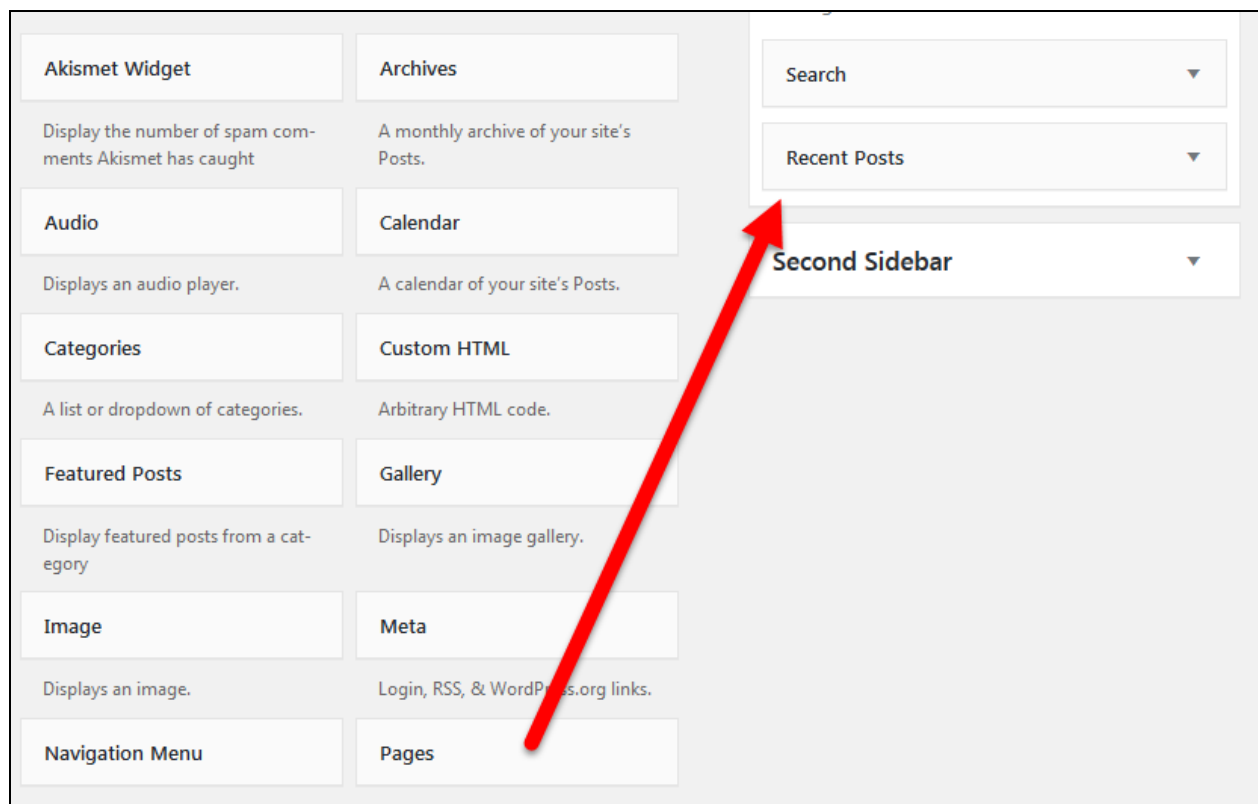
2. Click the drop down arrow on any widget that you want to remove:



3. Click the Delete link for that widget:



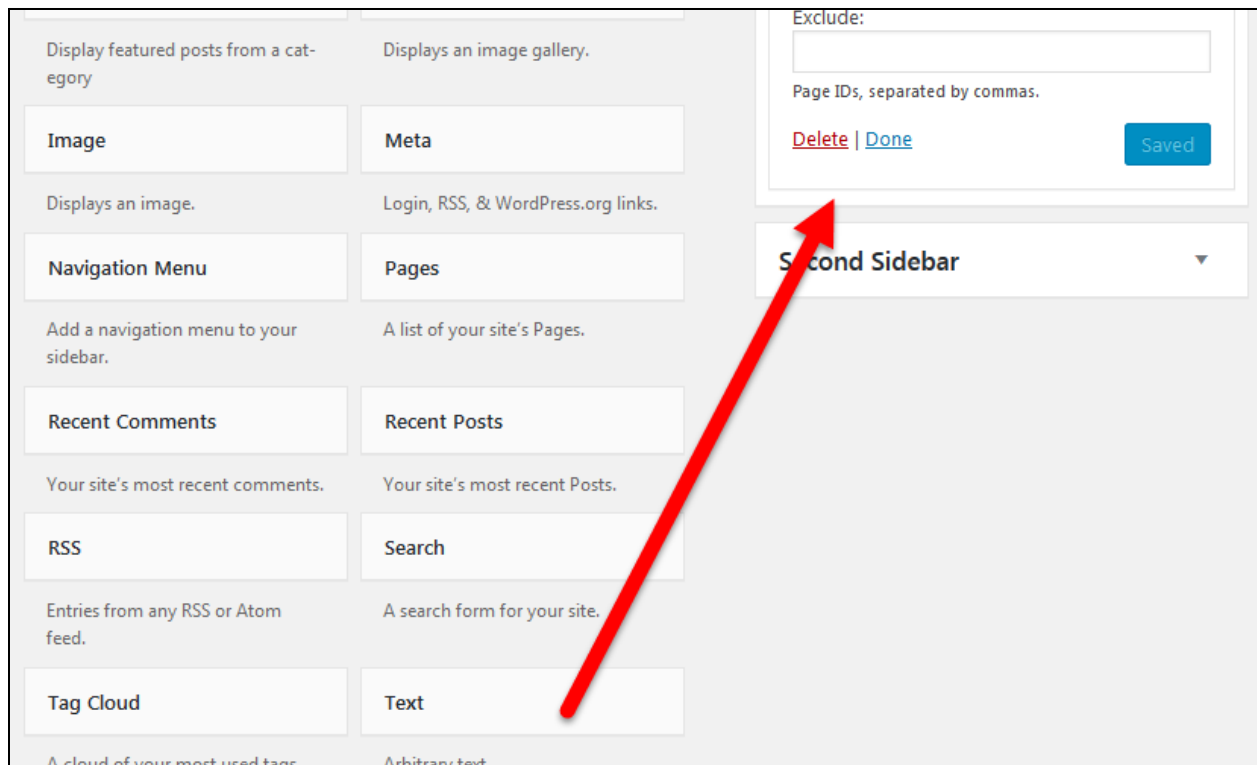
4. Repeat the above steps to DELETE any widget you don't want in the sidebar
5. To ADD new widgets to the sidebar, click on a widget on the left side of the screen and drag it into place under your First Sidebar. For example, I want to add the Pages widget so I click on it in the list on the left and drag it so that it falls under the Recent Posts widget in the First Sidebar list:



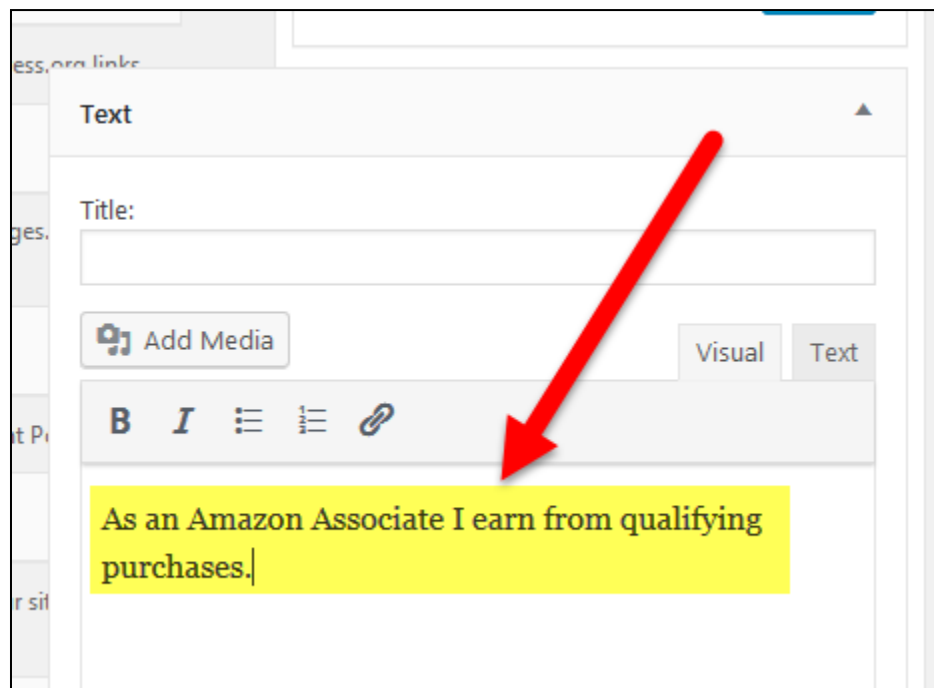
6. Enter a name for your widget and click the Save button (I used the name "Pages" for my Pages widget):

7. If you're going to be promoting Amazon affiliate links on your site, you are required to include a specific disclosure from Amazon somewhere on your site. I choose to put this in my sidebar:
  - a. Drag a Text widget from the list on the left and position it at the bottom of your First Sidebar list:

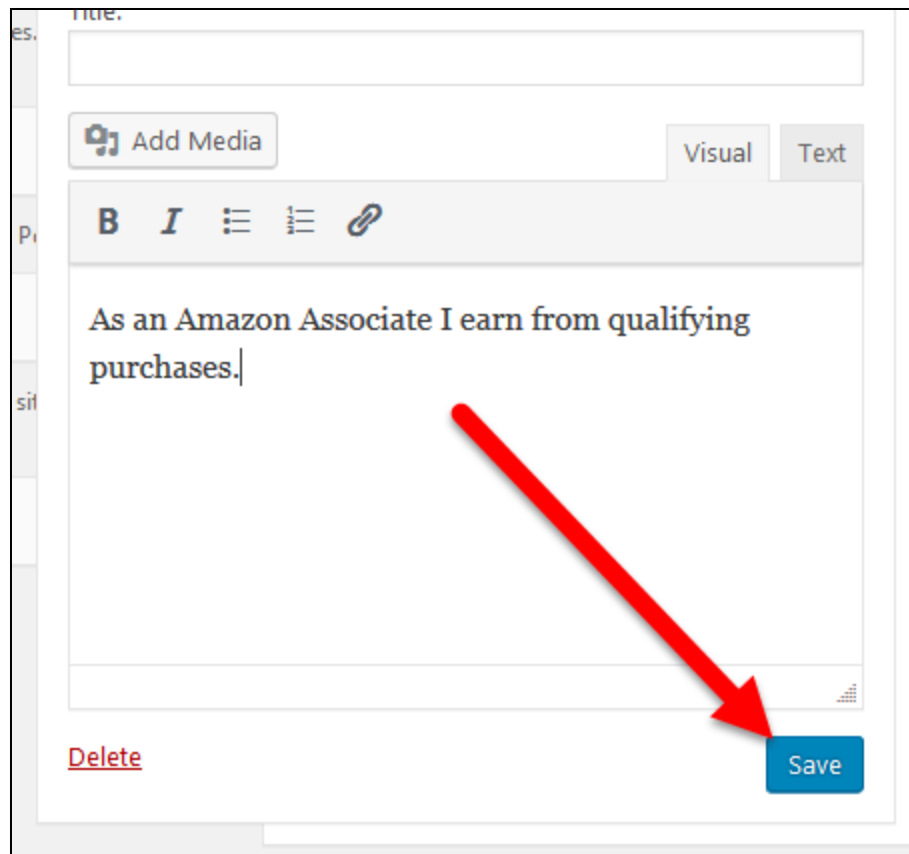




- b. Paste the required Amazon disclosure into the content portion of the Text Widget (the current required disclosure is "As an Amazon Associate I earn from qualifying purchases."):



- c. Click the Save button:

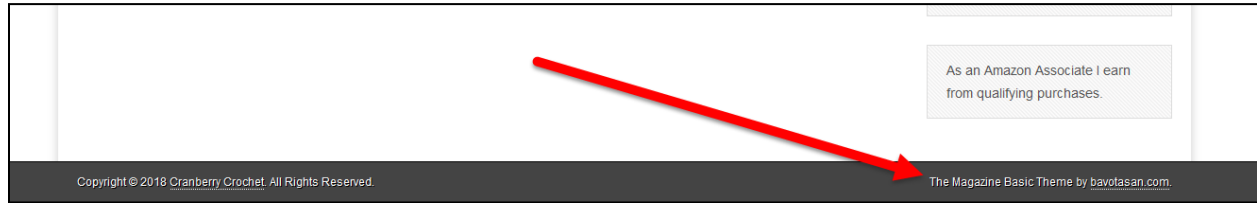


The site now looks like this as there are no published posts yet:



## Remove Footer Link

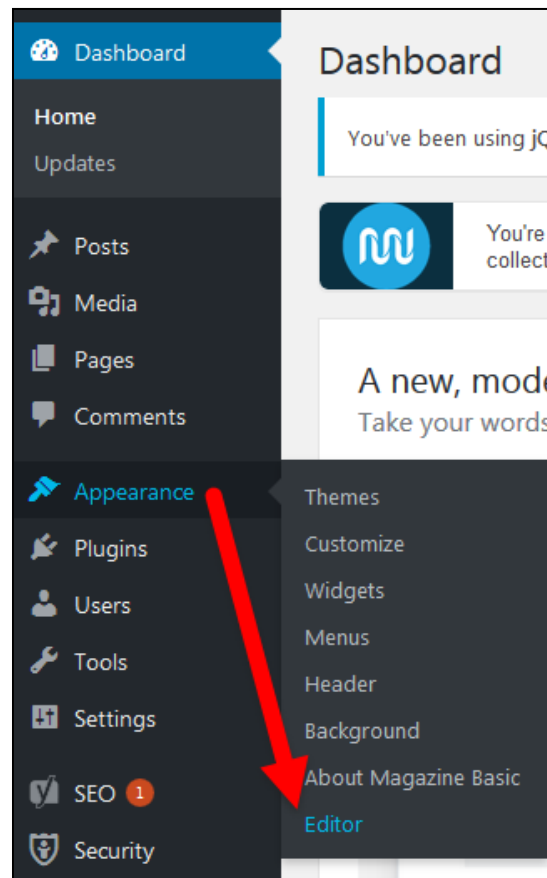
At the very bottom of my site is a link to the website of the person who created the WordPress theme I'm using:



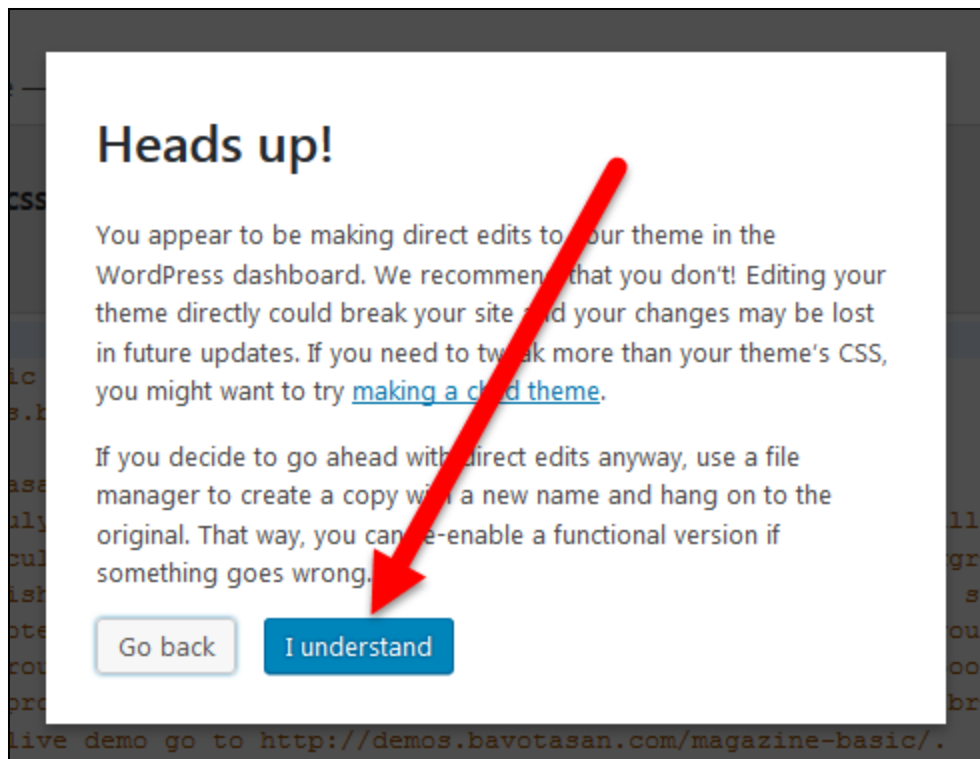
That link is on every page of my site. For the free version of the Magazine Basic theme that I'm using, I'm not required to keep that link in place and I don't want it there so I'm going to remove it.

To do this for the Magazine Basic theme:

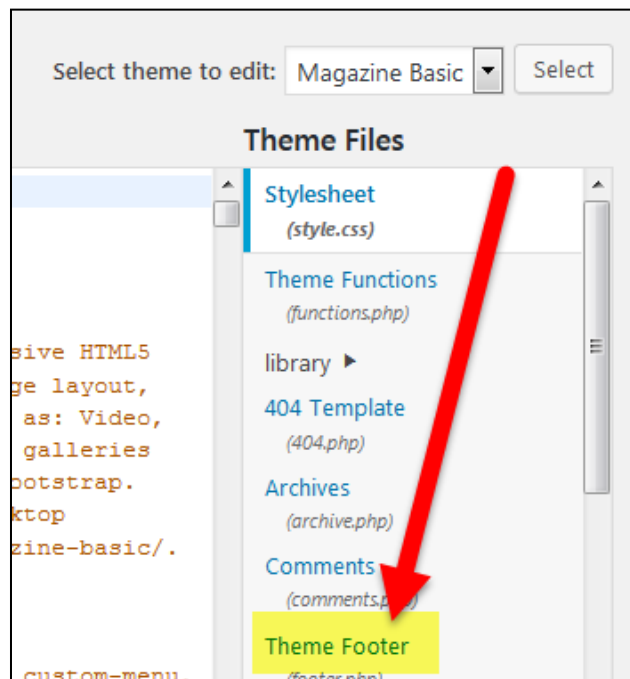
1. Go to Appearance/Editor in the left sidebar of your WordPress dashboard:



2. You'll be warned that making direct edits to your theme could break your site – as long as you're comfortable moving forward, click the "I understand" button:



3. In the list of files on the right side of the screen, click on the Theme Footer file (footer.php):



4. Find this section of code in the center of your screen (the content of the footer.php file) and delete ONLY the portion highlighted in yellow:

```

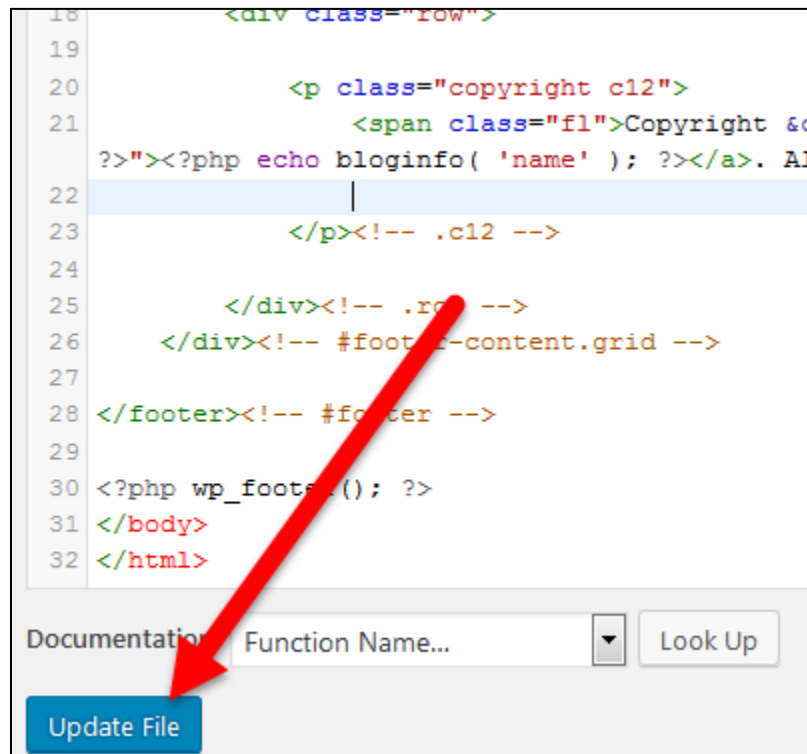
<div id="footer-content" class="grid <?php echo esc_attr( $bavotasan_theme_options['width'] ); ?>">
  <div class="row">

    <p class="copyright c12">
      <span class="f1">Copyright &copy; <?php echo date( 'Y' ); ?> <a href="<?php echo home_url(); ?>">?><?php echo bloginfo( 'name' ); ?></a>. All Rights Reserved.</span>
      <span class="fr"><?php printf( __( 'The %1$s Theme by %2$s.', 'magazine-basic' ), BAVOTASAN_THEME_NAME, '<a href="https://themes.bavotasan.com/">bavotasan.com</a>' ); ?></span>
    </p><!-- .c12 -->

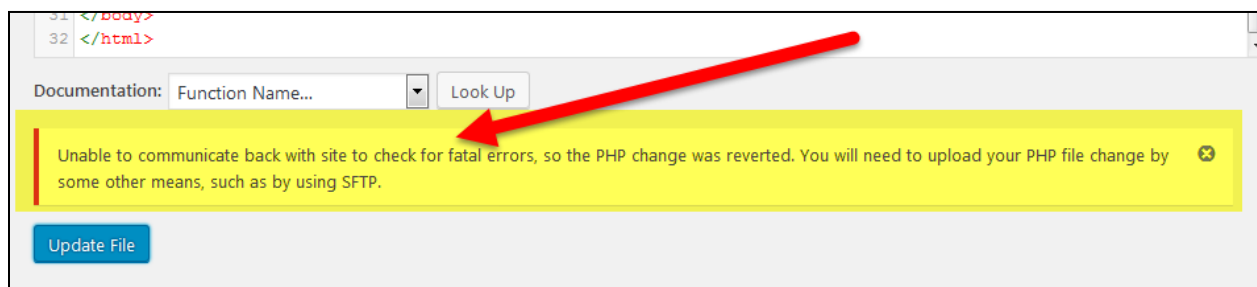
  </div><!-- .row -->
</div><!-- #footer-content.grid -->

```

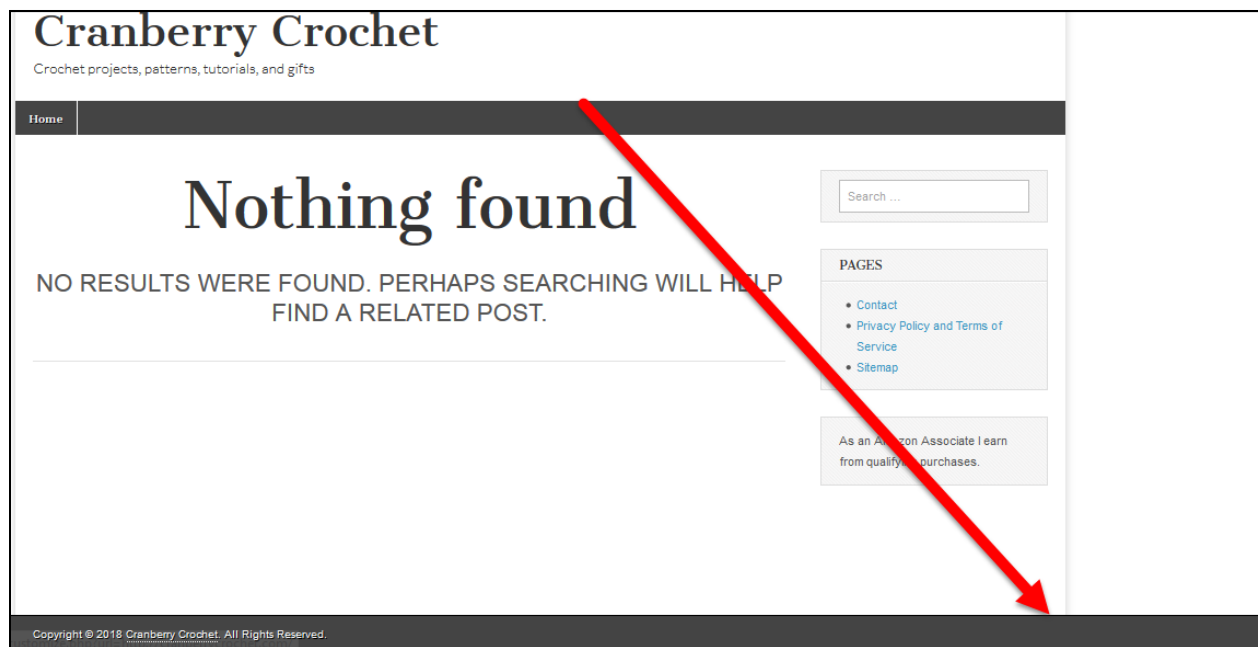
5. Click the Update File button:



6. If you see a "fatal error" message when editing a file on your site, go to Plugins/Installed, deactivate all of your plugins, try to make the file change again and then go back to Plugins/Installed and reactivate all of your plugins:



The footer link is now gone:



## Google Webmaster Tools

Normally, I would put an [SSL](#) certificate on my site before setting the site up on Google Webmaster Tools and Google Analytics because it saves me a bit of time and because I know I'm going to put an SSL certificate on every site I create.

However, I'm going to do things in the opposite order because not everyone wants or can get an SSL certificate right away. By setting up Google tools first, I can then show you what you have to do when you add an SSL certificate to an already existing site.

If you want to better understand what an SSL certificate is and want to set that up first before adding Google tools to your site, jump ahead to the section on [SSL](#) and then come back to this section.

I have every site I own set up on Google Webmaster Tools (also known as Google Search Console).

Some bloggers in the industry have, at least in the past, said they don't ever use Google Webmaster Tools because they don't want Google to have information about their site.

Whether you set up Google Webmaster Tools or not, Google WILL have information about your site. Google Webmaster Tools simply allows YOU to see some of that data. Why would you NOT want to know what Google has to say about your site?!

If you do something wrong on your site and you get a penalty from Google, you might never know unless you have set your site up on Google Webmaster Tools. That's something I'd want to know.

Google Webmaster Tools also has a very useful set of reports that can help you improve the results of your site. Why would you pass that up?

### **There are no negative repercussions for setting your site up on Google Webmaster Tools.**

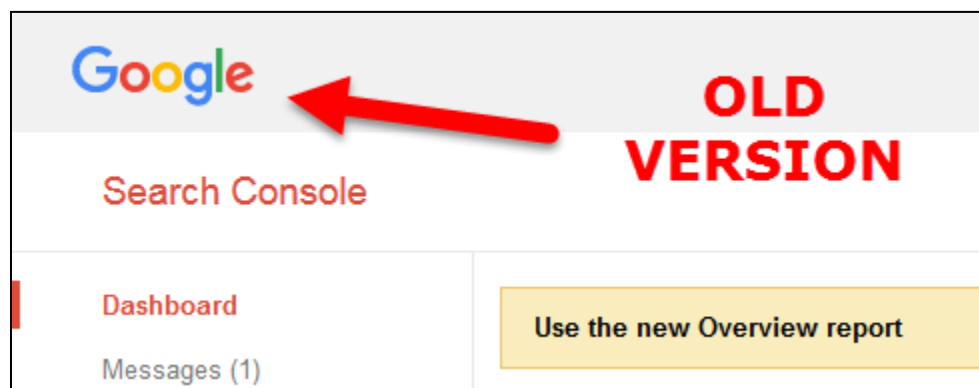
What I don't do is use a plugin or the settings in Yoast SEO to bring my Google Webmaster Tools data INTO my WordPress dashboard.

Those kinds of plugins (plugins that pull in reporting data) can slow down a website. I'd rather keep my site load times operating at as fast a speed as I can get and if that means that I have to access my Google data by logging straight into Google Webmaster Tools, so be it.

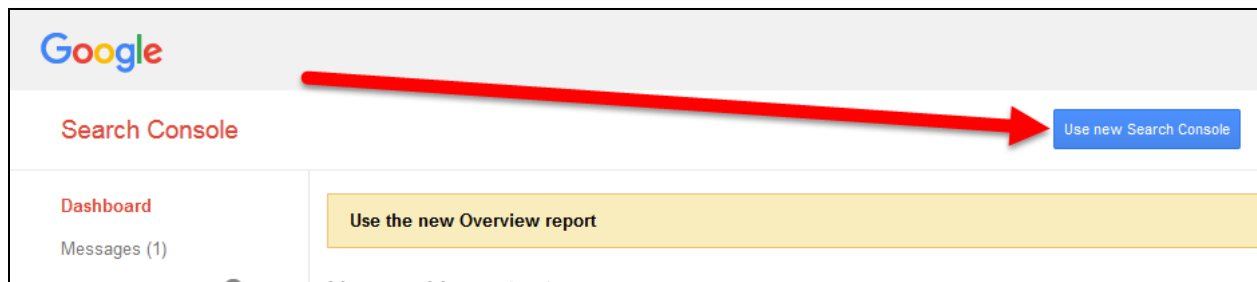
Google Webmaster Tools is going through some changes at the moment. They've tried to switch their name to "Google Search Console" but it doesn't seem to be sticking and that might be the result of still logging in with a URL that says "webmaster". However, when you have the dashboard up, it does say "Search Console". They're the same thing.

In addition, they're changing the look of the dashboard. Currently, there are two versions of the dashboard – the old one and the new one. We can still access both versions.

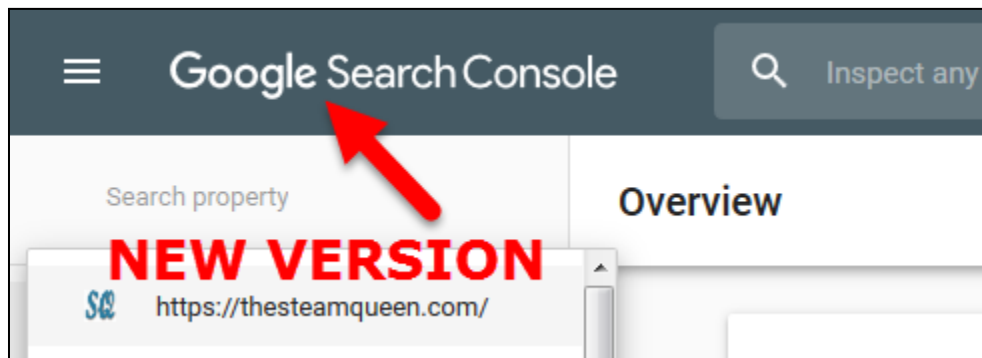
The old version looks like this in the upper left corner of the screen when you've logged in:



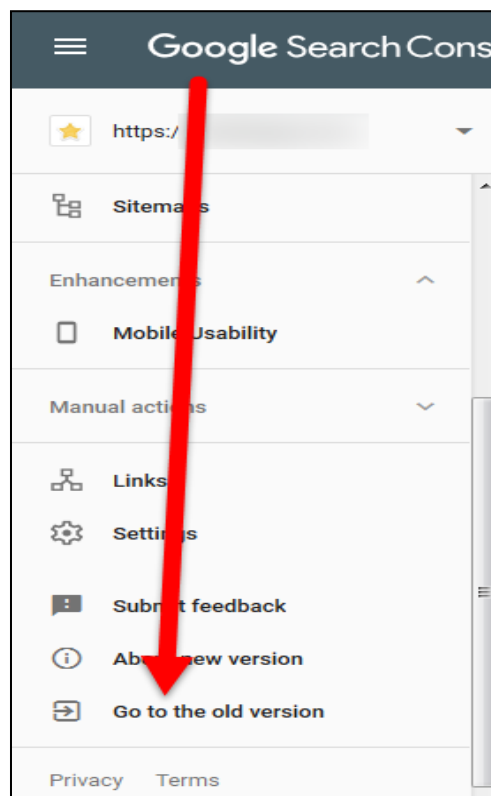
When you're in the old version, you can get to the new version by clicking the blue button that says "Use new Search Console":



The new version looks like this in the upper left corner when you log in:



When you're in the new version, you can get to the old version by scrolling all the way down the left sidebar and clicking on the option to "Go to the old version":

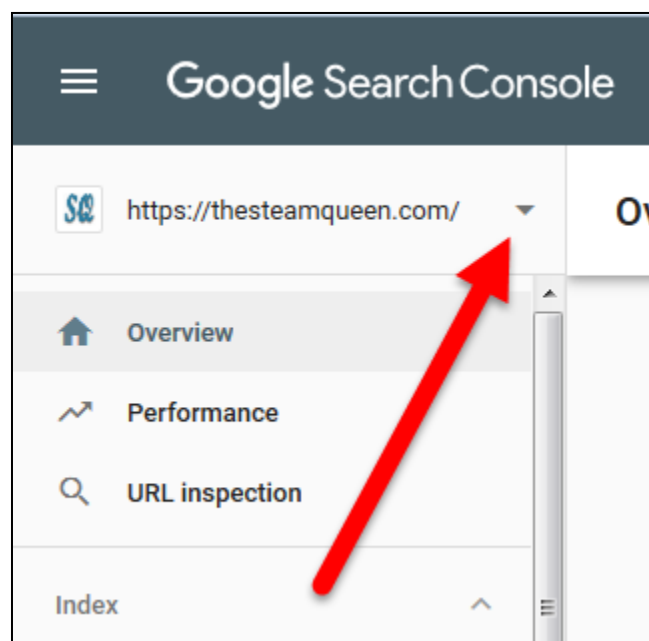




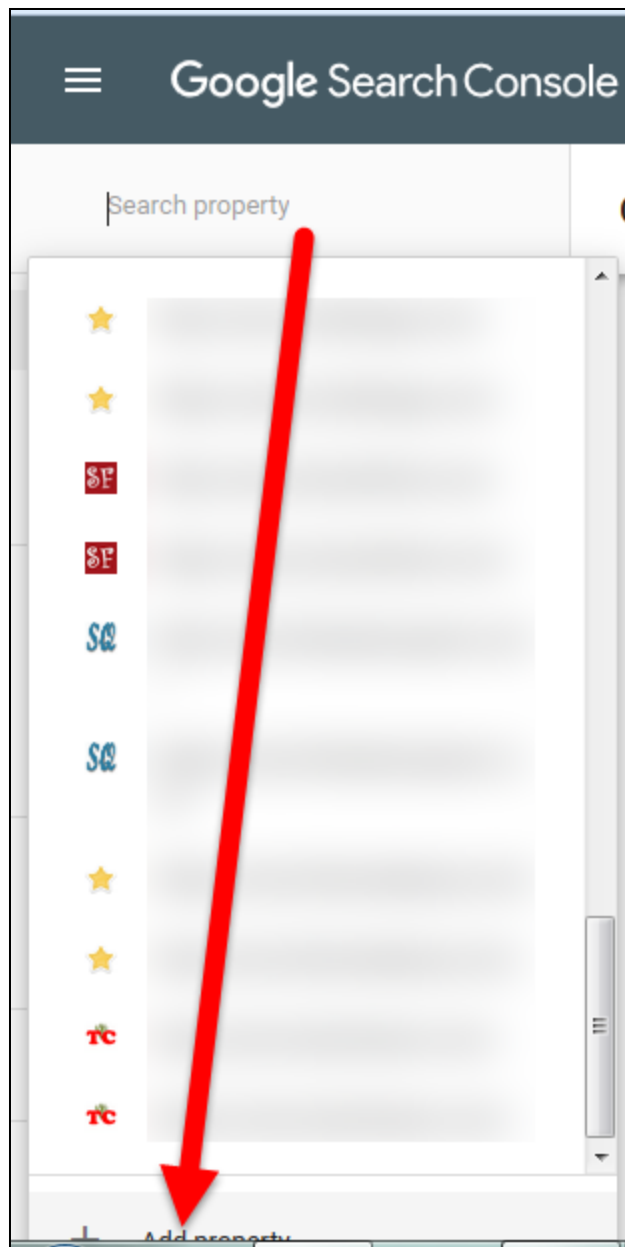
Since there's no way to know how long access to the old version will remain in place, I'm going to write the instructions to add a site to Google Webmaster Tools using the NEW version.

### To add your site to Google Webmaster Tools:

1. Log into Google Webmaster Tools:  
<https://google.com/webmasters/> (NOTE: Someone asked if I use a different Google account for each site. I do not. I use ONE Google account for Google Webmaster Tools and list all of my sites in that one account. This makes it easier to access all the data for my sites versus having to log into separate Google accounts.)
2. Click the drop down arrow next to the property name field:

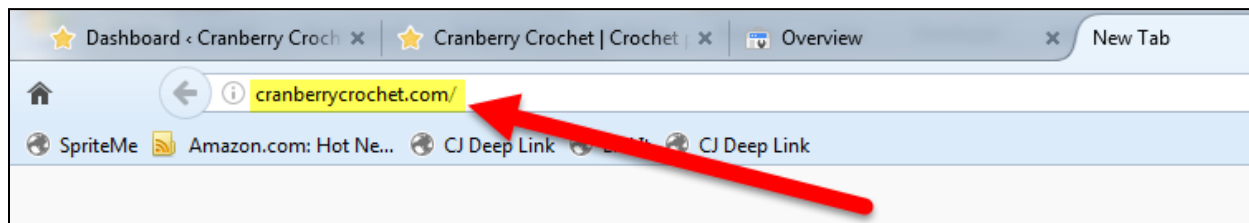


3. Scroll all the way down the list of sites in the pop up box and click on the Add Property option at the bottom (if you have a long list like mine you might BARELY be able to see that option at the very bottom of the list – see how it's cut off in my image?):

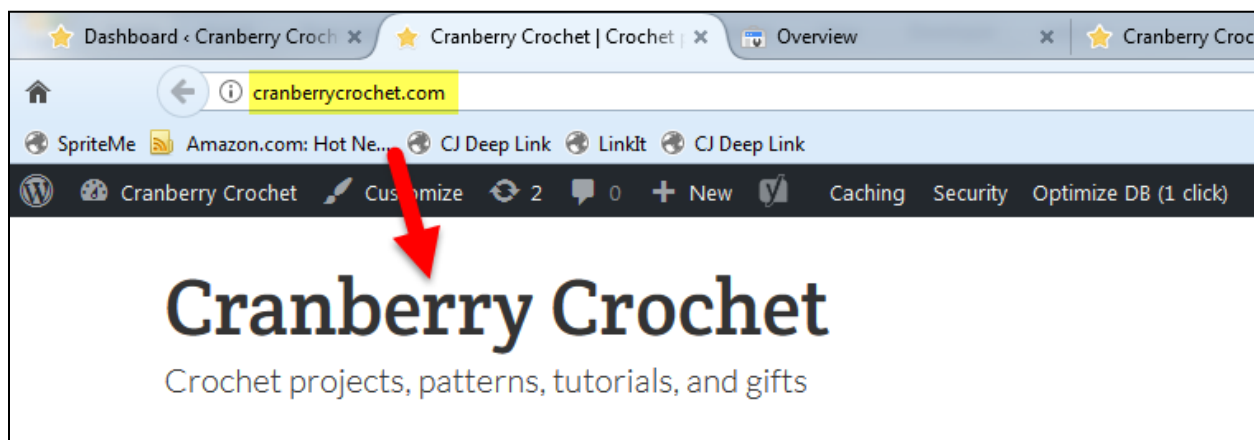


4. Find your site's DEFAULT URL. What is your site's DEFAULT URL field? **This is important!**
- a. Any domain can be accessed by typing in ANY one of the following in the address bar of a browser:
    - i. ***http://www.domain.\**** (example: `http://www.cranberrycrochet.com`)
    - ii. ***http://domain.\**** (no www – example: `http://cranberrycrochet.com`)
    - iii. ***domain.\**** (no http at all – example: `cranberrycrochet.com`)
  - b. However, if the address you type in is not the default URL for that site, the address bar will redirect to the proper

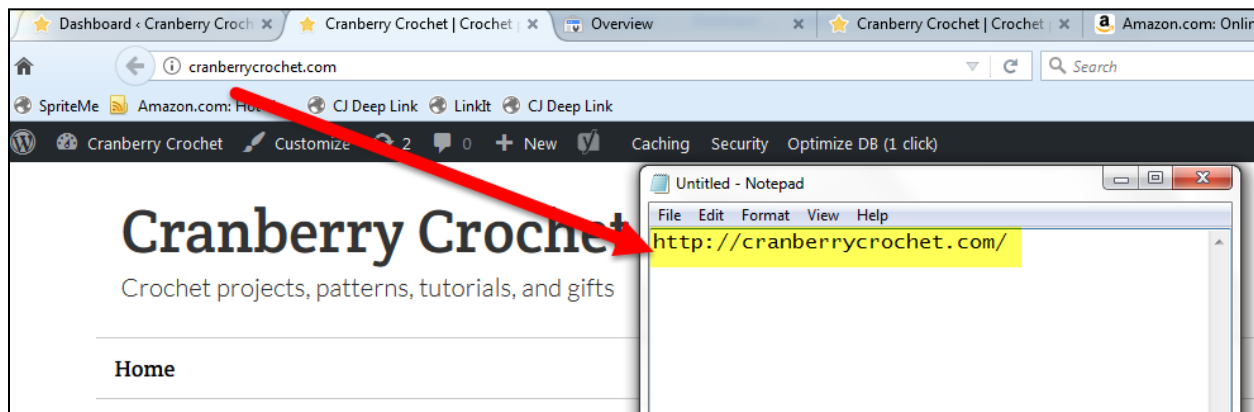
default version of that site's URL. Try putting just this in your browser's address bar - ***cranerrycrochet.com***:



- c. Hit the enter button on your keyboard to bring up the site and note how the site comes up:



- d. Now, copy the address bar and paste it into something like a blank Notepad file or email or Word and you get this:



- e. See how I've copied the address bar which showed no http and pasted it into Notepad and now I have ***http://cranerrycrochet.com***? THAT is my site's DEFAULT URL. It shows my site's URL starts with http and does NOT have a www in the URL.

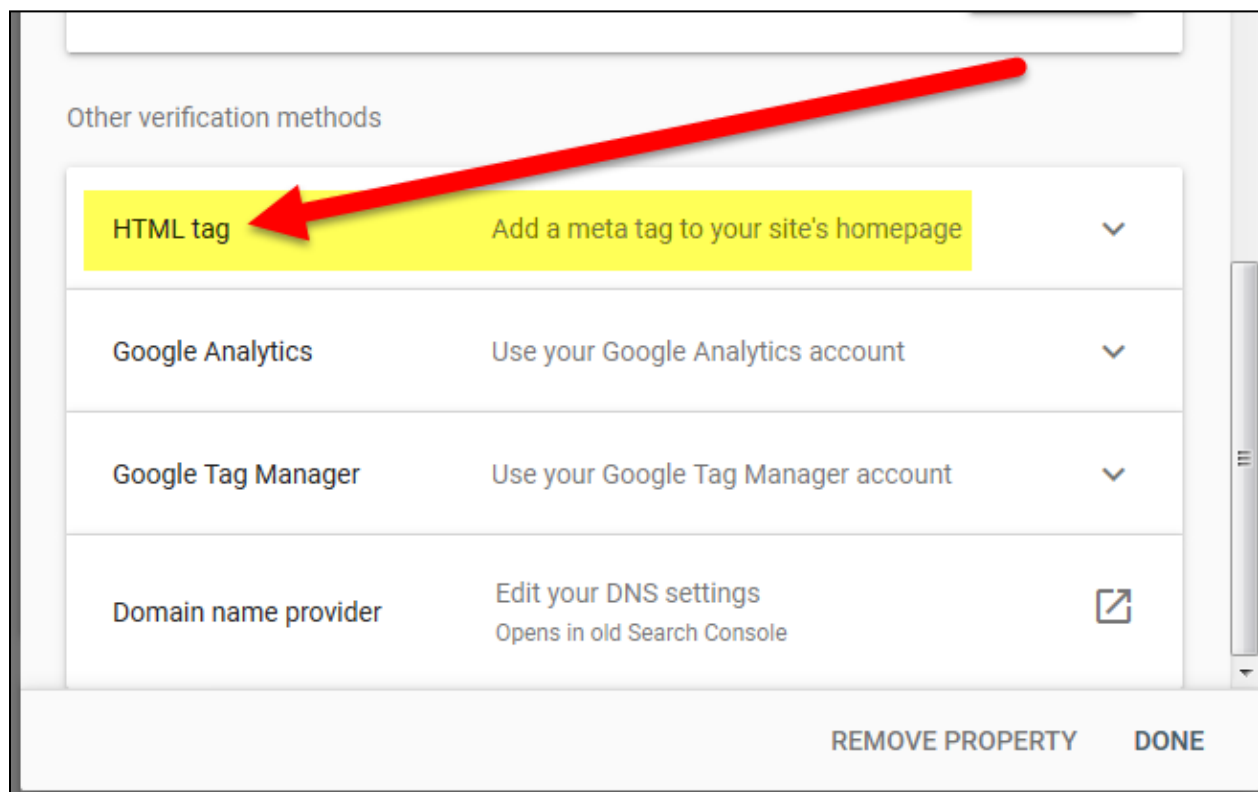
- f. Bring up your site's home page, copy the address in the address bar of your browser and paste that into the "Add site URL" field to make sure you are adding your site's default URL and click the Continue button:

The screenshot shows the 'Add property' form in Google Analytics. At the top, the title 'Add property' is in a dark blue header. Below it, a red circle with the number '1' points to the 'Add site URL' label. The URL 'http://cranberrycrochet.com/' is entered in the text field and is highlighted in yellow. Below the field, there is a note: 'Use the exact address of your property – for example, http:// and https:// are counted as different properties. [Find out more](#)'. At the bottom right, there are two buttons: 'CANCEL' and 'CONTINUE'. A red circle with the number '2' points to the 'CONTINUE' button.

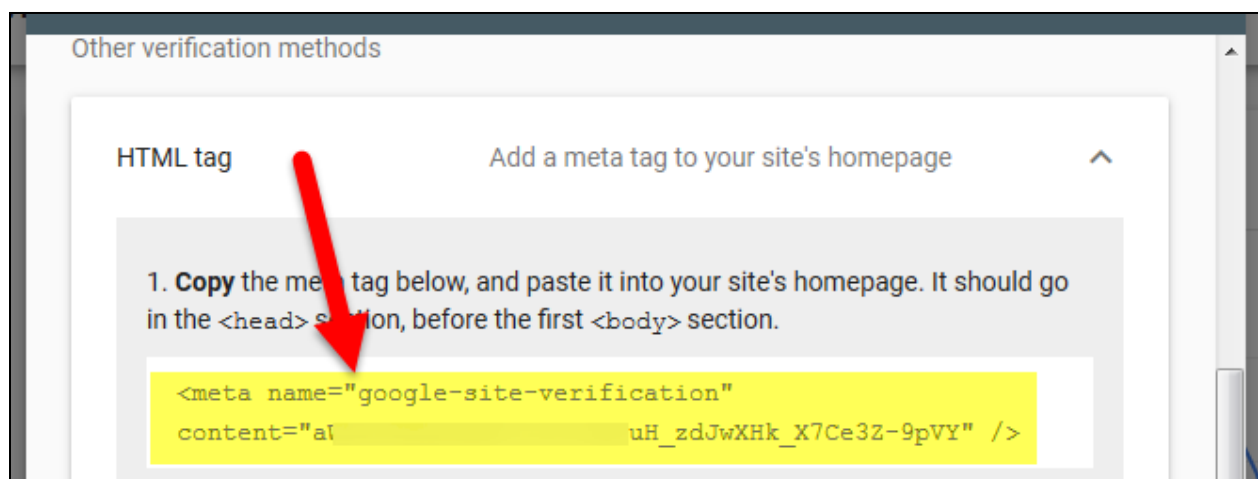
5. I'm shown an opportunity to download a file I can then upload to my site to verify ownership but I find it easier to use a different method so scroll down to see the Other Verification Methods:

The screenshot shows the 'Verify ownership' form in Google Analytics. The title 'Verify ownership' is in a dark blue header, with the URL 'http://cranberrycrochet.com/' below it. The main section is titled 'Recommended verification method' and contains a box for the 'HTML file' method. This box has a title 'HTML file' and a subtitle 'Upload an HTML file to your website'. Inside the box, there are two steps: '1. Download the file:' with a download icon and 'goog' followed by '7f.html', and '2. Upload to: http://cranberrycrochet.com/'. Below these steps, it says 'To stay verified, don't remove the file, even after verification succeeds.' and a 'Learn more' link. A 'VERIFY' button is at the bottom right of the box. A red arrow points from the 'VERIFY' button down to the 'Other verification methods' link, which is highlighted in yellow. At the bottom of the form, there are two buttons: 'REMOVE PROPERTY' and 'DONE'.

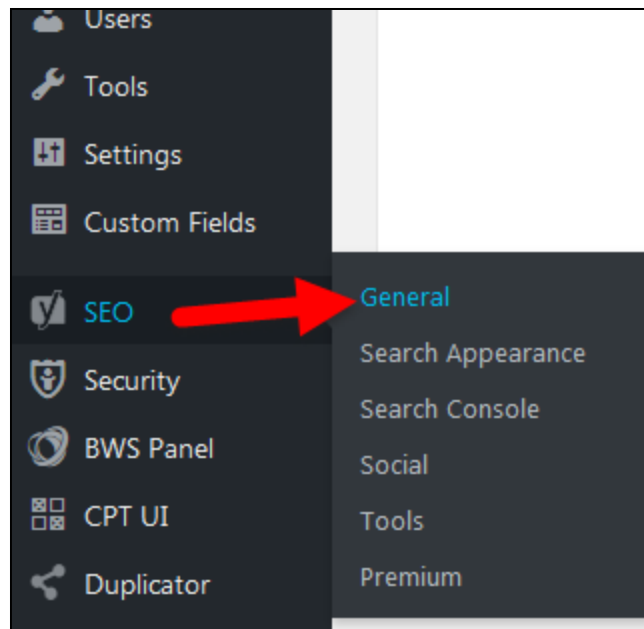
6. Click on the HTML tag method:



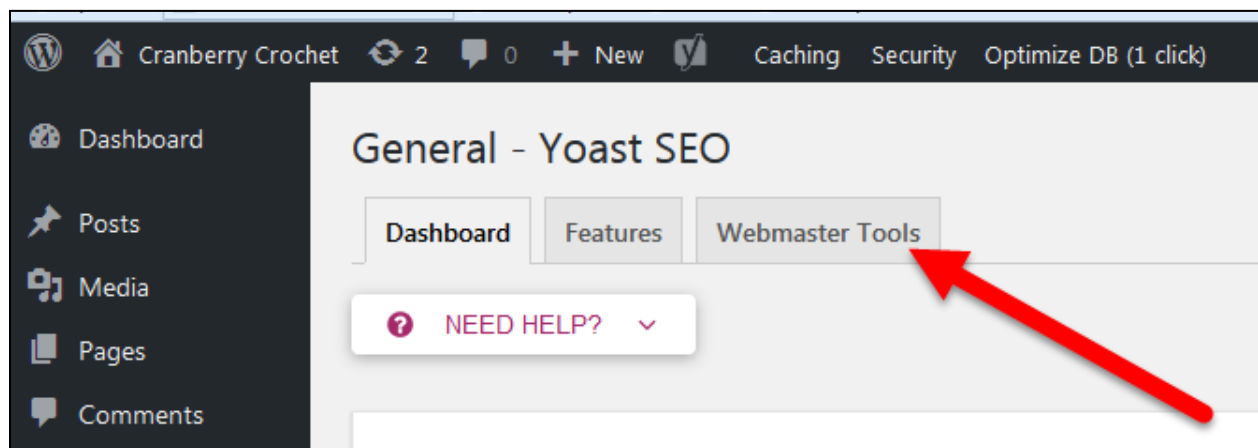
7. Copy the entire bit of code provided for your site (the part I've highlighted in yellow):



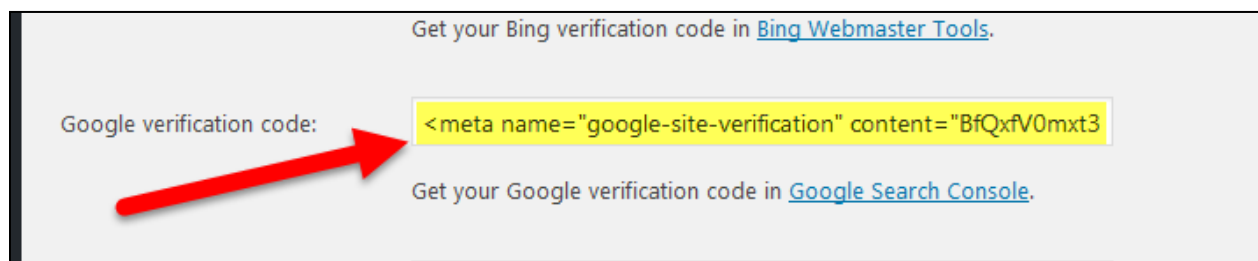
8. Keep the Google Webmaster Tools tab open in your browser and in a second tab of your browser, log into your WordPress dashboard
9. Go to SEO/General in your WordPress dashboard:



10. Click the Webmaster Tools tab:



11. Find the "Google verification code" field and paste ALL of your code into that field (the box really only needs the characters that are shown as "content" but you can paste all of the code in and the plugin will pull out what it needs):



12. Scroll down and click the Save Changes button:

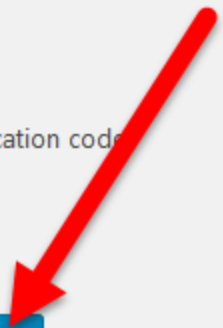
Google verification code:

Get your Google verification code in [Google Search Console](#).

Yandex verification code:

Get your Yandex verification code in [Yandex Webmaster Tools](#).

[Save changes](#)



13. Go back to your browser tab for Google Webmaster Tools, scroll back down to the Other Verification Methods and click on the HTML Tag option AGAIN (if you try to click the Verify button for the wrong method, you'll get a message saying the verification method did not complete):

**HTML tag** Add a meta tag to your site's homepage ^

1. **Copy** the meta tag below, and paste it into your site's homepage. It should go in the <head> section, before the first <body> section.

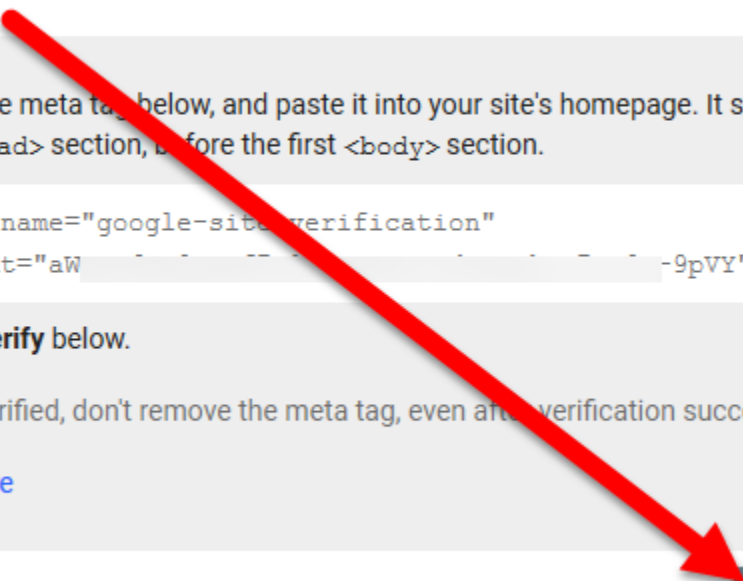
```
<meta name="google-site-verification" content="aW...-9pVY" />
```

2. Click **Verify** below.

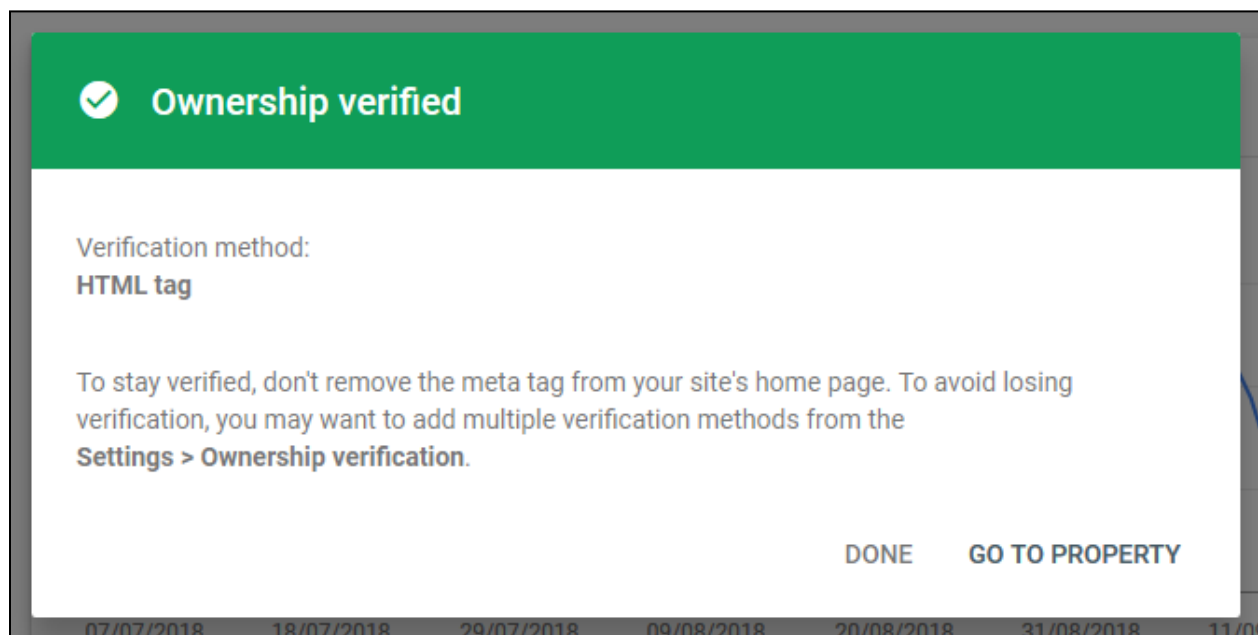
To stay verified, don't remove the meta tag, even after verification succeeds.

[Learn more](#)

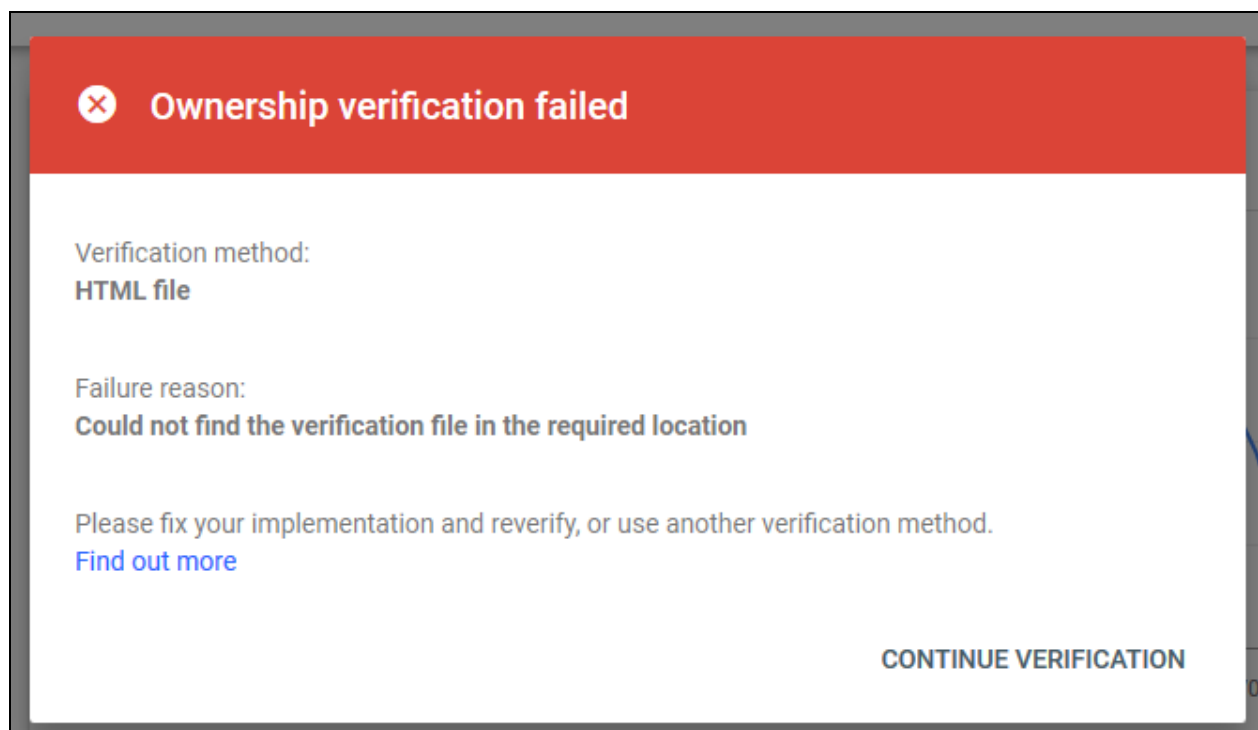
[VERIFY](#)



You should see this message if the verification was completed:



If, instead, you get a message like this then the verification did not complete:

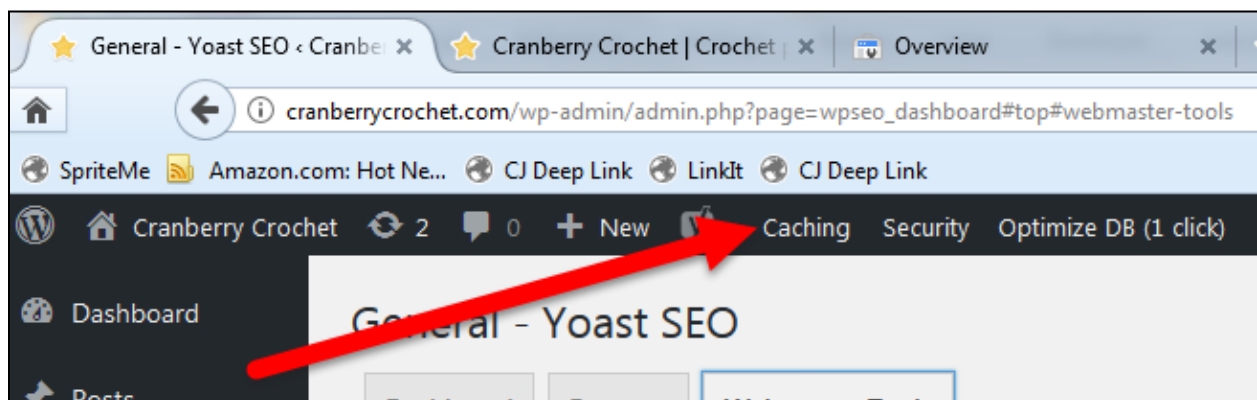


If you see that red message, check the following:

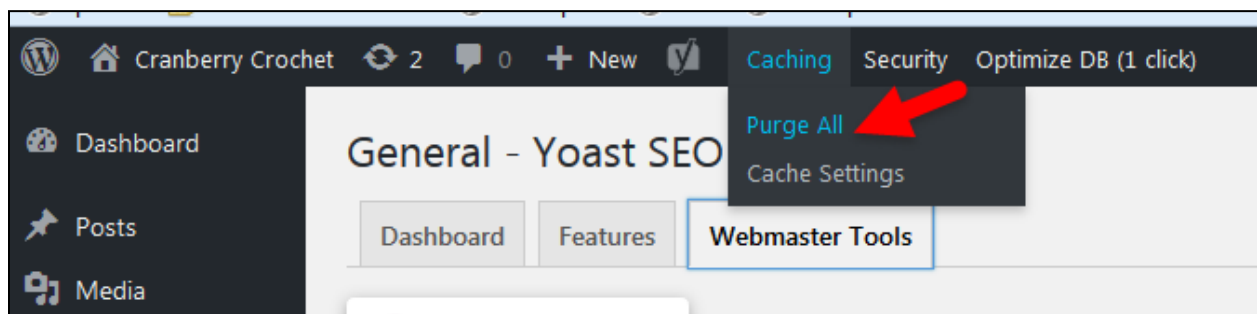
1. Look at the words under "Verification method". Make sure it says "HTML Tag" instead of "HTML file". I had you use the HTML Tag method but if you click the Verify button under the HTML file



- method then you've clicked the wrong Verify button. Click the Continue Verification option at the bottom of that message, scroll down to look at the Other Verification Methods, click the option for HTML Tag and then click THAT Verify button.
2. Wait a few minutes and click the Verify button again – sometimes it just takes a few minutes for your site's server to reflect the change
  3. Go back to SEO/General in WordPress and click the Webmaster Tools tab. Make sure the verification code is showing in the Google verification code field. If not, repeat the steps to paste the HTML tag code into that field and click the button to save the change. Go back to Google Webmaster Tools, click the Continue Verification button, scroll down to look at the Other Verification Methods, click the option for HTML Tag and then click the Verify button.
  4. Go back to your WordPress dashboard and look for a Caching option at the top of your site:



- a. If you see the caching option, hover over it and choose Purge All:



- b. Go back to Google Webmaster Tools, click the Continue Verification button, scroll down to the Other Verification Options section, click the HTML Tag option and click the Verify button.

## Add XML Sitemap

The issue of sitemaps is sometimes confusing.

There are TWO kinds of sitemaps and they do not perform the same function.

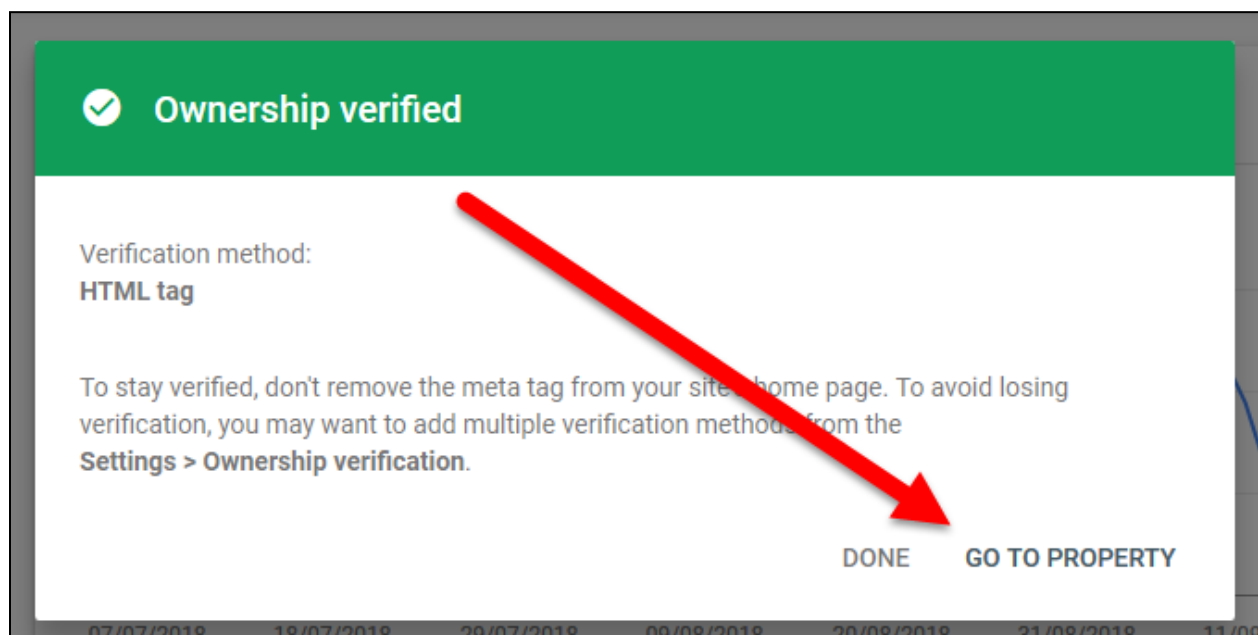
When we were setting up the new site, I used a plugin to create a page called Sitemap. That kind of Sitemap – the one that is a page on your site – is called an **HTML Sitemap**. Its purpose is to help your site **visitors** better understand how your site is laid out.

The second kind of sitemap is called an **XML Sitemap**. This type of sitemap is meant to help search engines crawl your site more efficiently. It is written in a specific format that search engines can read quickly. It helps **search engines** understand how your site is laid out.

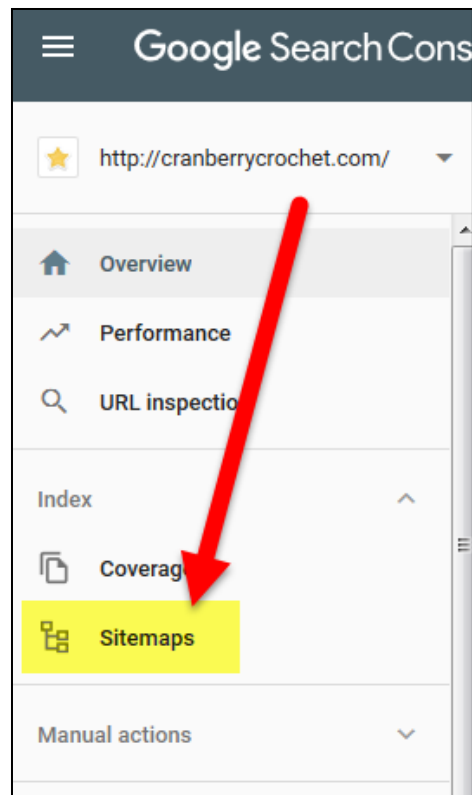
To help Google find your XML Sitemap we need to input the link to that sitemap in our Google Webmaster Tools settings.

### To do this:

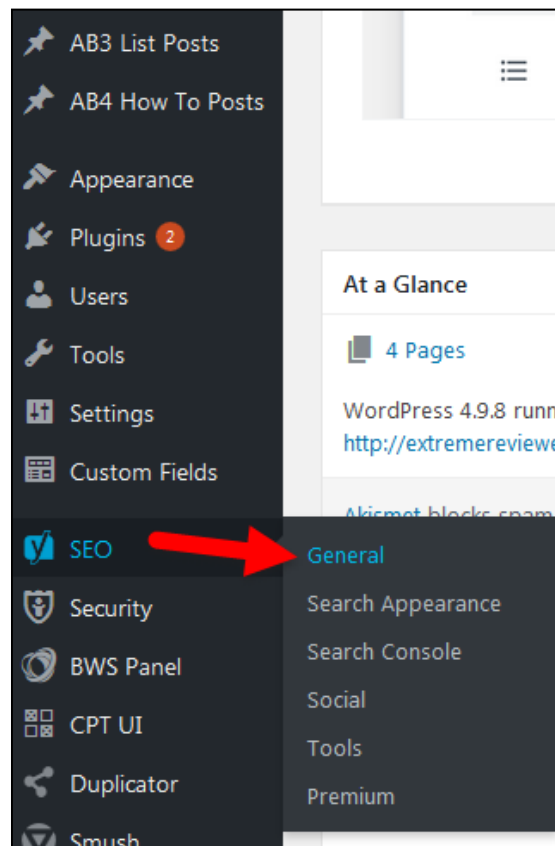
1. If you're doing this right after the step above to verify your site in Google Webmaster Tools, click the "Go to Property" link – if you logged out of Google Webmaster Tools, log back in and make sure you're on the Google Webmaster Tools dashboard for your new site:



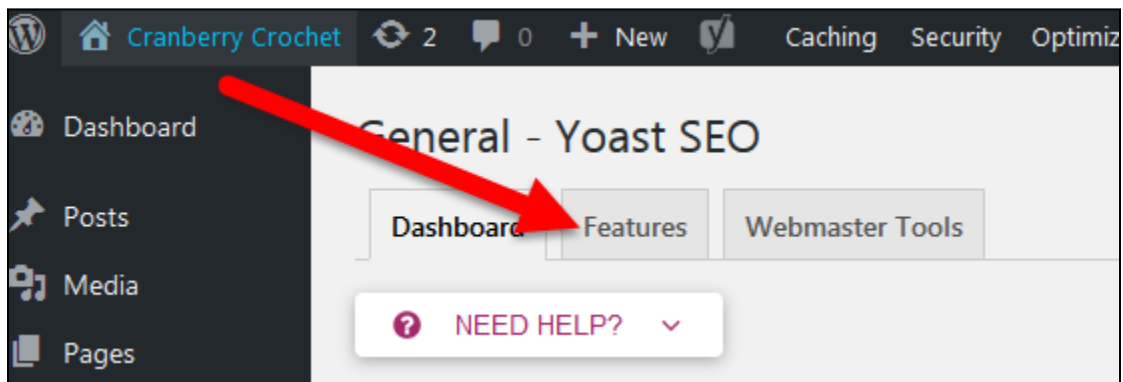
2. Click the Sitemaps tab in the left sidebar:



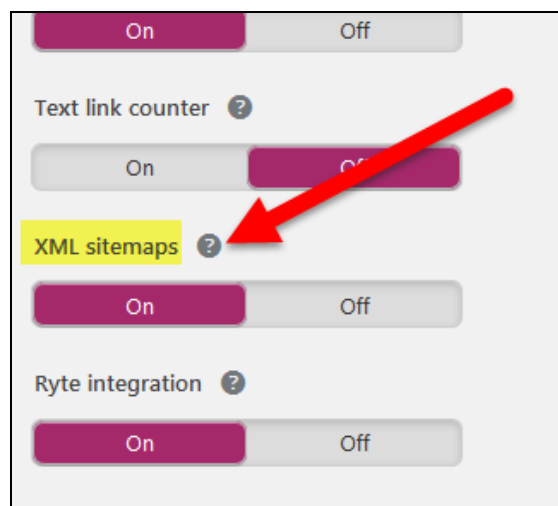
3. In another tab of your browser, log into your WordPress dashboard
4. Go to SEO/General:



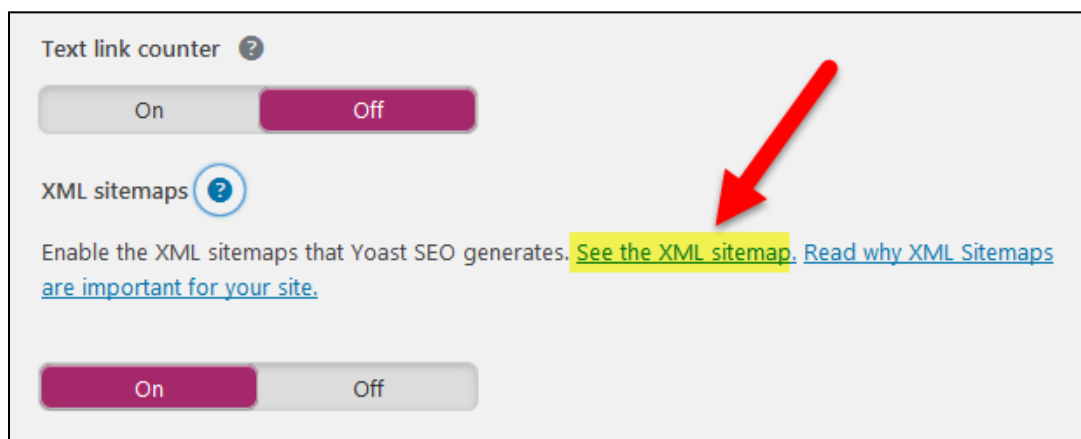
5. Click the Features tab:



6. Scroll down and click the little question mark icon next to XML Sitemaps:



7. Right-click on the "See the XML sitemap" link and choose to copy the link location (that link location IS the URL for your XML Sitemap):



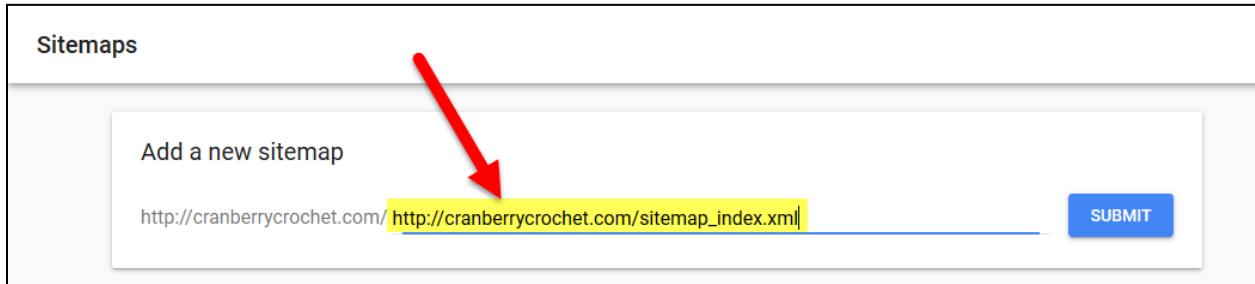
8. Go back to Google Webmaster Tools and paste the copied URL into the sitemap URL field (**NOTE: DO NOT** click the Submit button yet!):

Sitemaps

Add a new sitemap

http://cranberrycrochet.com/ http://cranberrycrochet.com/sitemap\_index.xml

SUBMIT



9. See how the sitemap URL field already has the start of my URL in front of the field? If I leave it like that the URL I submit will be wrong:

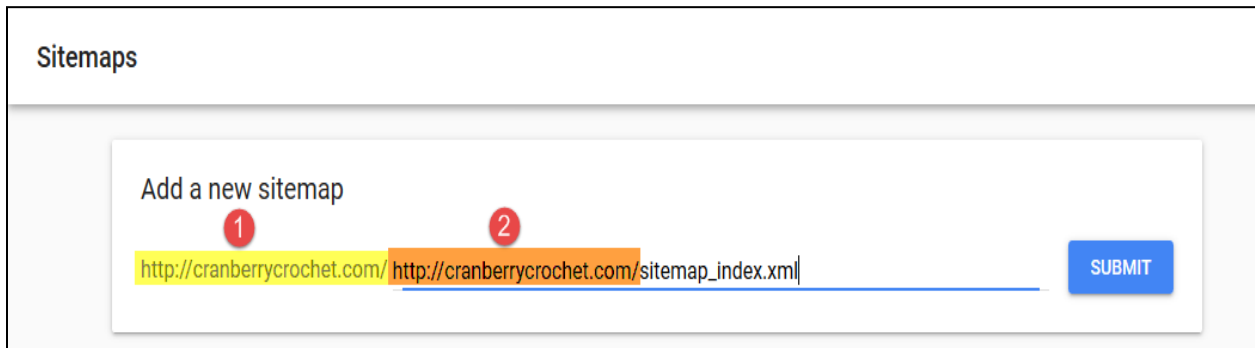
Sitemaps

Add a new sitemap

1 2

http://cranberrycrochet.com/ http://cranberrycrochet.com/sitemap\_index.xml

SUBMIT



10. Delete the part of the URL field that repeats and click the Submit button:

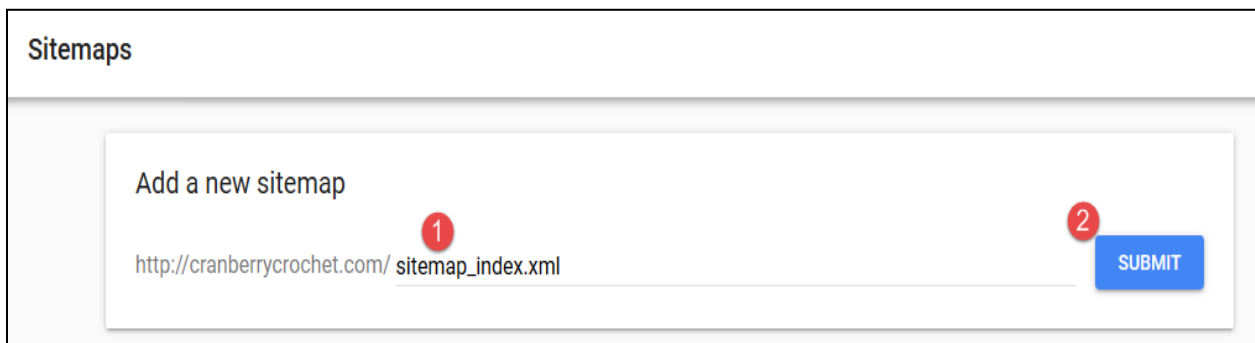
Sitemaps

Add a new sitemap

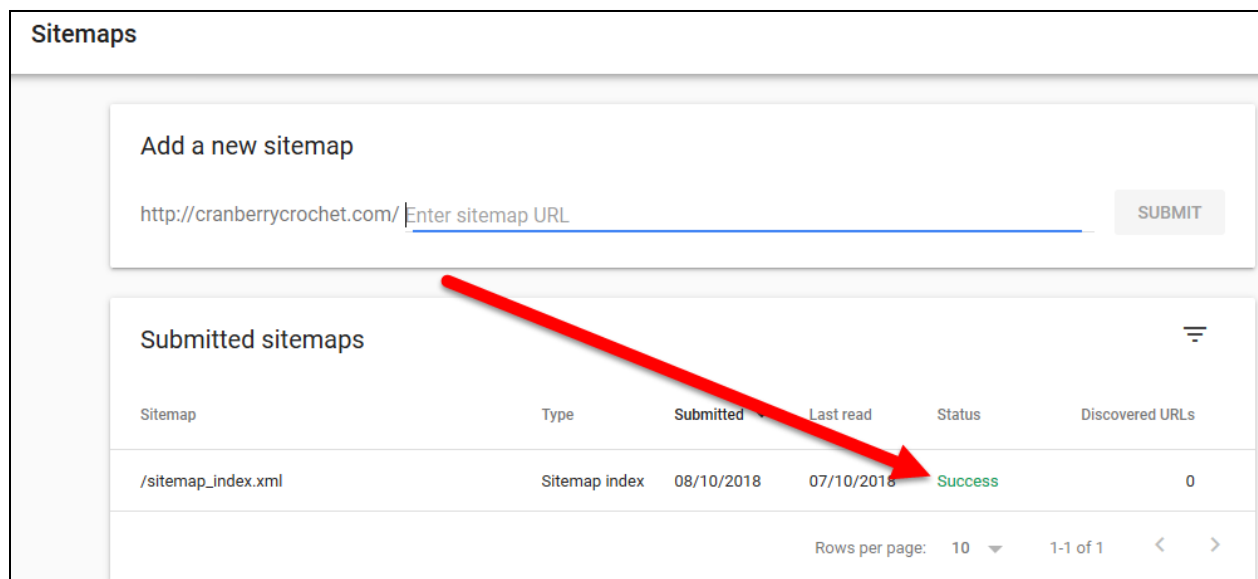
1 2

http://cranberrycrochet.com/ sitemap\_index.xml

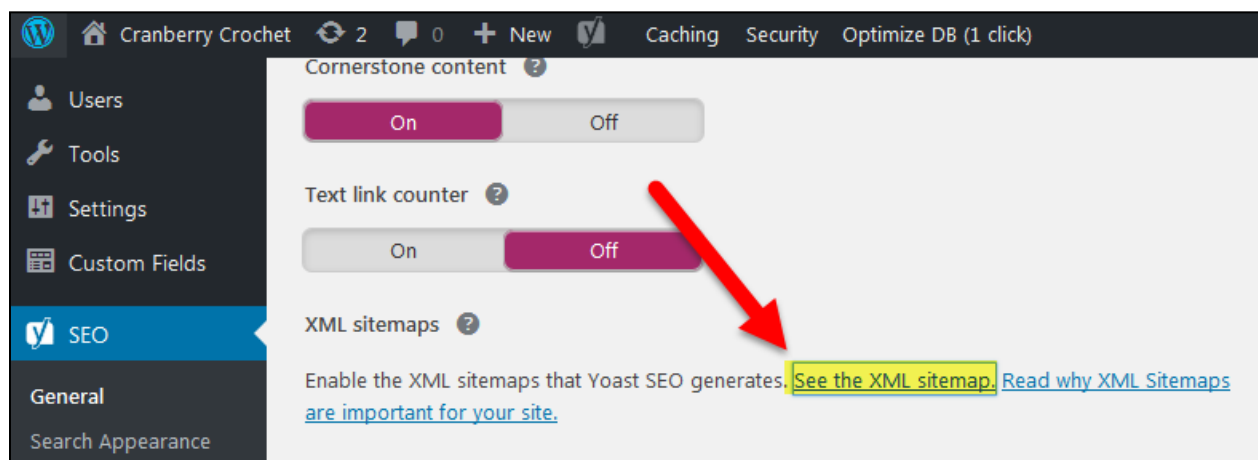
SUBMIT



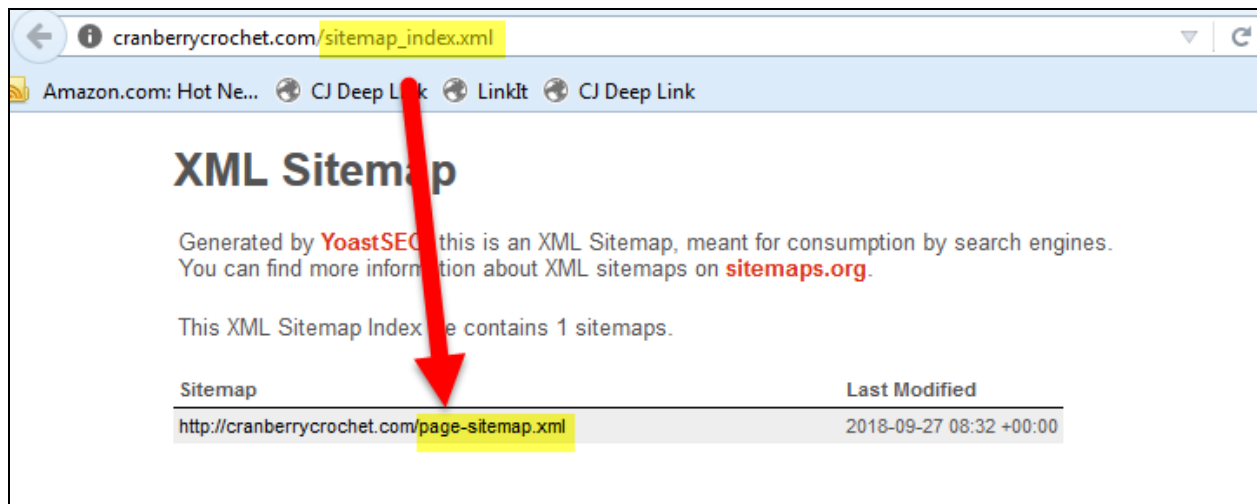
11. Make sure you see the word "Success" showing in the status field – if not, you may need to try resubmitting the sitemap URL and make sure you haven't added an extra "/" in the URL field:



It's a good learning experience to take a look at your XML Sitemap to see what it shows. To do this, go back to WordPress and click the "See the XML sitemap" link (this will open the XML Sitemap in a new tab in your browser):



See how the URL in the address bar says "index\_sitemap.xml" but then there's a different XML Sitemap URL in the list (page-sitemap.xml)?



A site can have different kinds of XML Sitemaps. There can be one that's an Index of all the other sitemaps, a Page sitemap showing all of your published Pages, a Post sitemap showing all of your published posts, a Media showing all of your media items, etc.

You ONLY need to submit the Index sitemap (sitemap\_index.xml) to Google Webmaster Tools. That XML Sitemap lists all other XML Sitemaps on your site so that Google can find them.

In the case of the cranberrycrochet.com site, I do not yet have any published posts so only the Page sitemap is currently in the list. As soon as I publish a post the Posts sitemap will get added to this Index.

## ***Add Other URL Versions to Google Webmaster Tools***

Remember how I explained the importance of adding the DEFAULT site URL to Google Webmaster Tools?

Every time you add a URL to Google Webmaster Tools, you're adding a PROPERTY. Google considers different versions of the same URLs as different properties.

For example, it does not consider <http://cranberrycrochet.com> to be the same property as <http://www.cranberrycrochet.com> even though those two URLs lead to the same website.

Google suggests that we add all versions of a site's URL to Google Webmaster Tools in order to get access to all possible data Google may have for your domain.

1. <http://cranberrycrochet.com> (default URL)
2. <http://www.cranberrycrochet.com>

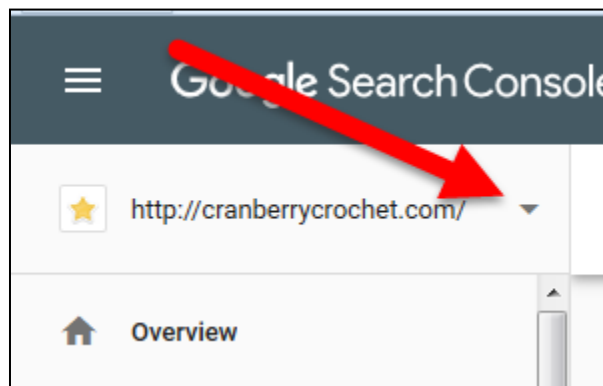
3. <https://cranberrycrochet.com>
4. <https://www.cranberrycrochet.com>

Your list of the four possible version of your own site's URL will look like mine but your DEFAULT URL version may be different.

I've already added the default URL but now I need to add the non-default URLs as new properties in Google Webmaster Tools.

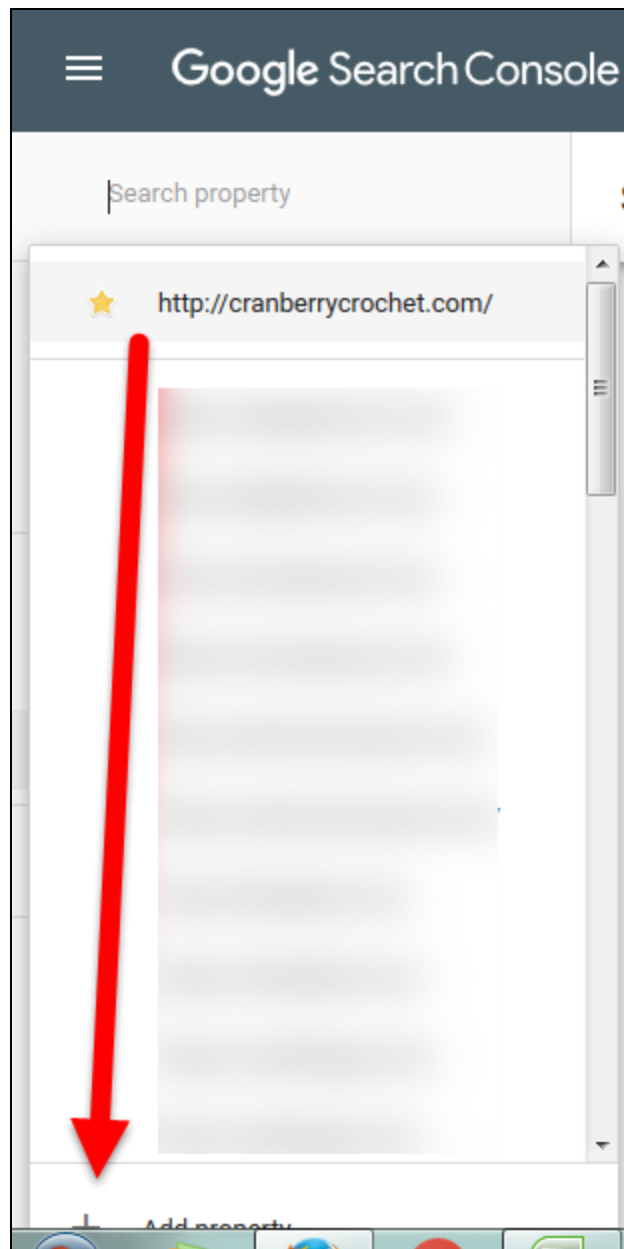
To add a non-default URL as a new property to Google Webmaster Tools:

1. Log into Google Webmaster Tools
2. Click the drop down arrow next to whatever domain name is showing in the property field:



3. Scroll to the bottom of the list of properties and click the Add Property button (when you have a long list of domains you might barely be able to see that option!):





4. Put your first non-default URL into the property URL field and click the Continue button:

## Add property

Add site URL

**1**

<http://www.cranberrycrochet.com>

Use the exact address of your property – for example, http:// and https:// are counted as different properties. [Find out more](#)

**2**

CANCEL CONTINUE

5. Scroll down to the “Other verification methods” section:

## Verify ownership

<http://www.cranberrycrochet.com/>

Recommended verification method

HTML file Upload an HTML file to your website

1. Download the file: [google58054cd2931b447f.html](#)

2. Upload to <http://www.cranberrycrochet.com/>

To stay verified, don't remove the file, even after verification succeeds.

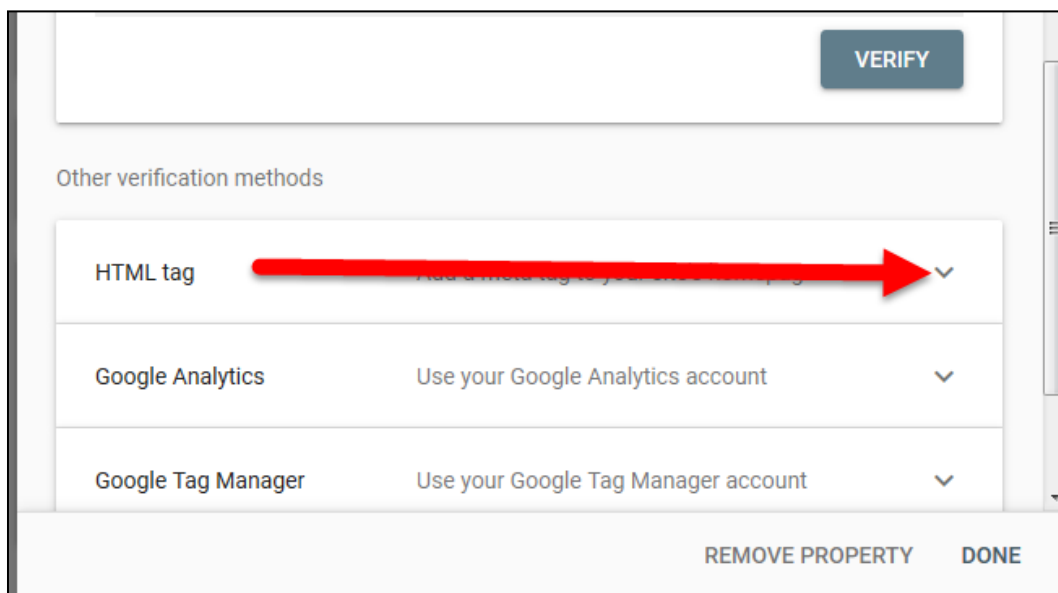
[Learn more](#)

VERIFY

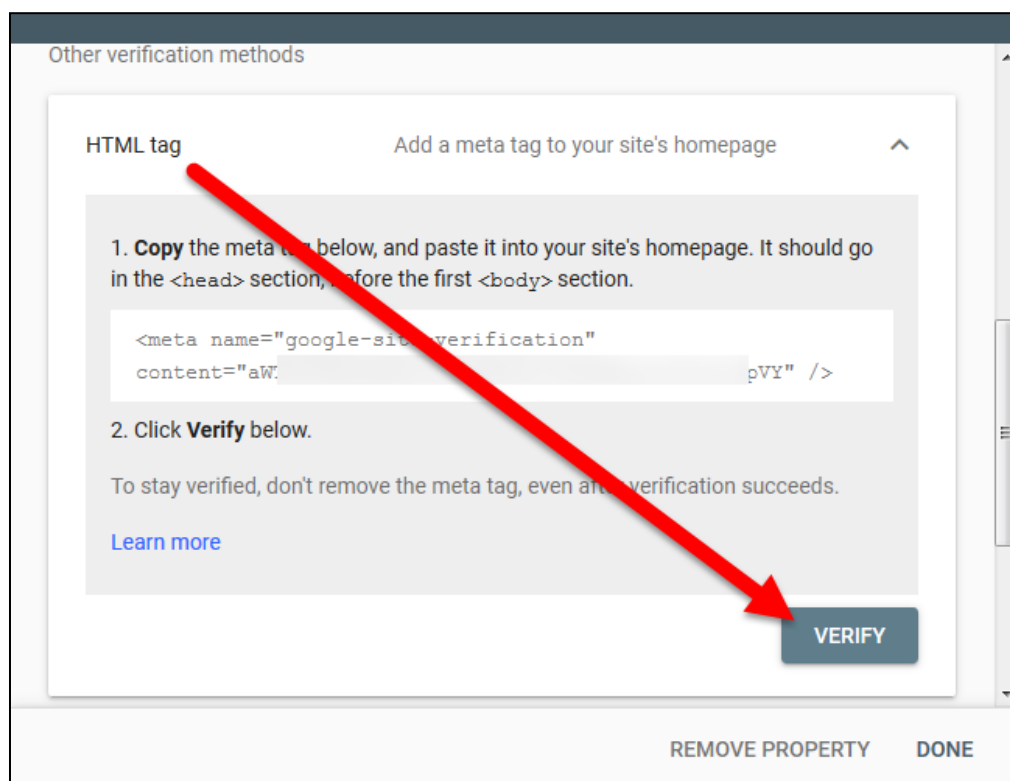
Other verification methods

REMOVE PROPERTY DONE

6. Click the drop down arrow for the HTML Tag option:



7. Click the Verify button (while Google treats the different URL versions as different properties it does recognize that the domains are the same and the meta tag it provides is the same as it gave us for the first version of the URL we submitted – since that code is already on the site we don't have to do that step again):



8. Repeat the steps outlined in the Add XML Sitemap section to add your sitemap to the property: [Add XML Sitemap](#)
9. Repeat the steps above to add the remaining two non-default versions of your site's URL to Google Webmaster Tools as new properties (on these last two you may not even be shown the option to click the Verify button – verification may happen automatically and you'll know that was the case if you see the green "Ownership auto verified" message)

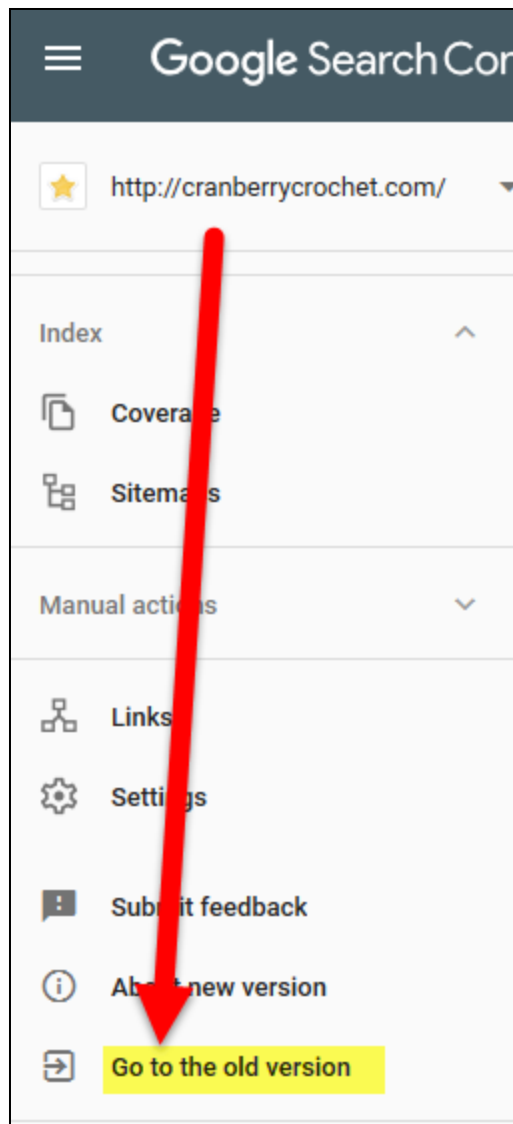
Even though most of your report data will show in the DEFAULT version of your site's URL in Google Webmaster Tools, you'll now have Google gathering all the possible data for any version of your site's URL. Should your URL switch for whatever reason such as adding an SSL certificate later you'll be all set for Google to continue gathering data on your behalf.

### ***Other Google Webmaster Tool Settings***

There are a few settings you can put into Google Webmaster Tools that can further help your site in search results. For most people, these settings may not make a huge difference but for those who live in one country but are targeting an audience in another, these settings can have an impact.

At the moment, these settings are only available in the OLD version of Google Webmaster Tools so we're going to have to use that old version to make these changes.

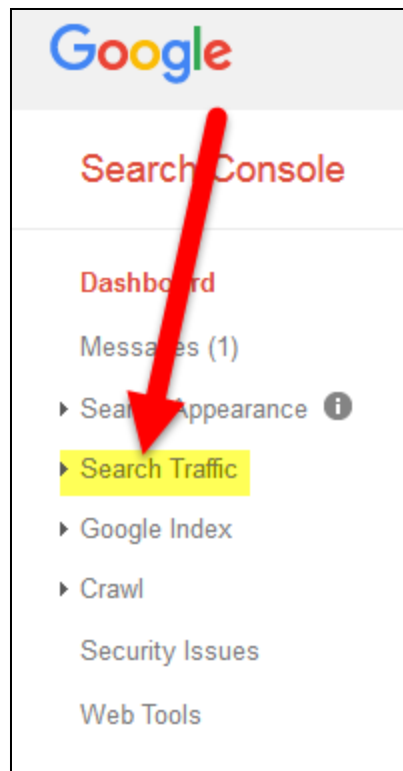
1. Log into Google Webmaster Tools
2. Scroll down the left sidebar and click on "Go to the old version":



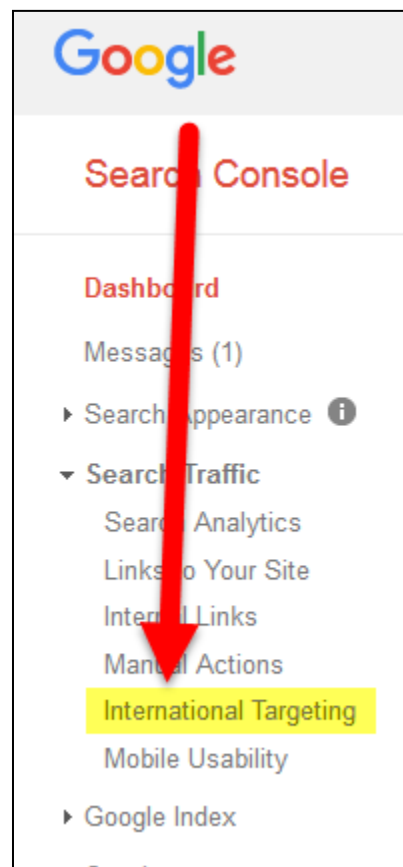
3. Make sure you're looking at the dashboard for the DEFAULT version of your site's URL:



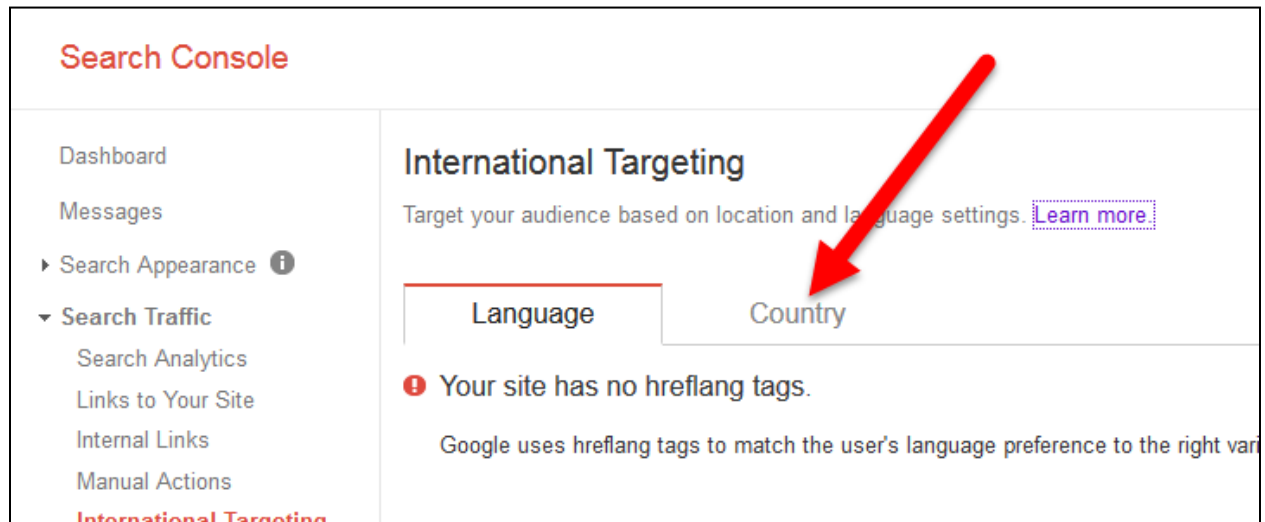
4. Click on Search Traffic in the left sidebar:



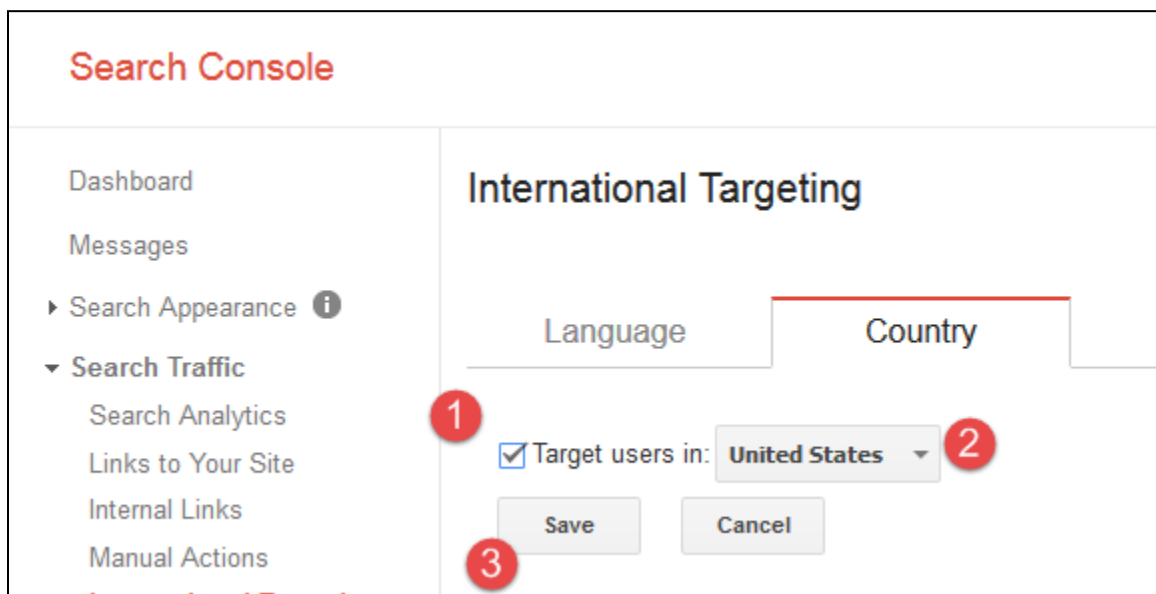
5. Click on International Targeting:



- Click the Country tab (the Language tab notes that there are no hreflang tags on the site – hreflang tags are useful for sites that have the same content on their site in multiple languages – I don't use that so I ignore the hreflang tags):



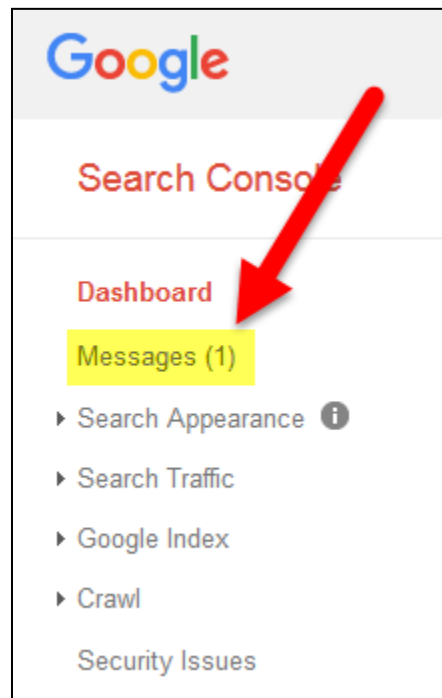
- Click the box for "Target users in", choose the country you want to target (I'm targeting the US audience), and click the Save button:



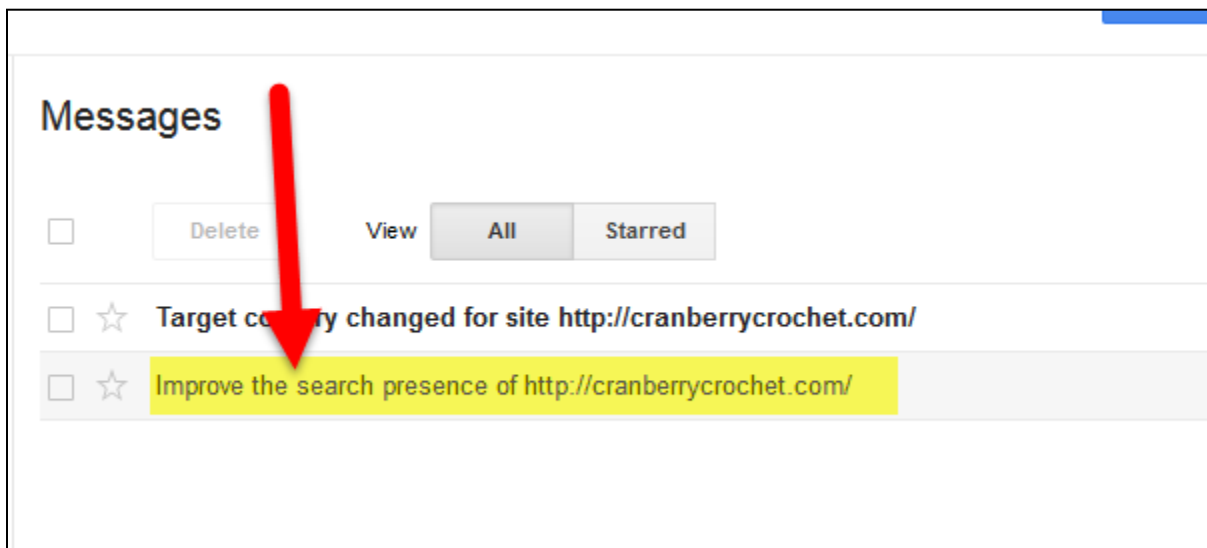
Setting the country to the US doesn't mean my site won't show up in other countries – it just means that I want Google to know that country is my priority. You do NOT have to list a country at all but as I know my target audience is the US I always use this setting.

## Message from Google Webmaster Tools

While in the old version of Google Webmaster Tools, you may see that you have a message.



If you click on that message notification you'll see the following:



The first message notification in the list confirms I have changed my target country.

The second message in the list says "Improve the search presence of http://cranberrycrochet.com". This message shows up every time you add a new property to your Google Webmaster Tools account.



If you click to read the message you get a list of suggestions for improving the presence of your site in search results:

★ **Improve the search presence of <http://cranberrycrochet.com/>**

To: Webmaster of <http://cranberrycrochet.com/>

Google systems show that you recently verified your site in [Search Console](#) (or created a site with Blogger or Google Sites which does this automatically). We have some tips to help you get the most of this free service and maximise your site performance on Google Search.

**Set up your Search Console account now:**

**1** Add all your website versions

Make sure that you add separate Search Console properties for all URL variations that your site supports, including https, http, www and non-www.

Add a site

**2** Share access with co-workers

If you want other people to access your error reports and search analytics in Search Console, add them with the appropriate access levels.

Manage site users

**3** Submit a sitemap file

This helps Google better understand how to crawl your site.

Submit a sitemap

**4** Learn how to work with Search Console

If you read only one document, this is it.

Using Search Console

We've already covered suggestions #1 and #3. Suggestion #2 is only needed if you have co-workers who need access to your site on Google Webmaster Tools (I don't have that) and suggestion #4 takes you to a guide that will help you learn more about Search Console should you need it.

You can safely delete this message at this time.

## Google Analytics

Google Analytics provides important data about your site's traffic. It tells you things like how many people visited your site, how those people got to your site, whether those people were using a desktop computer or a mobile device to access your site, how long they stayed on your site, and how many different pages or posts of your site they visited.

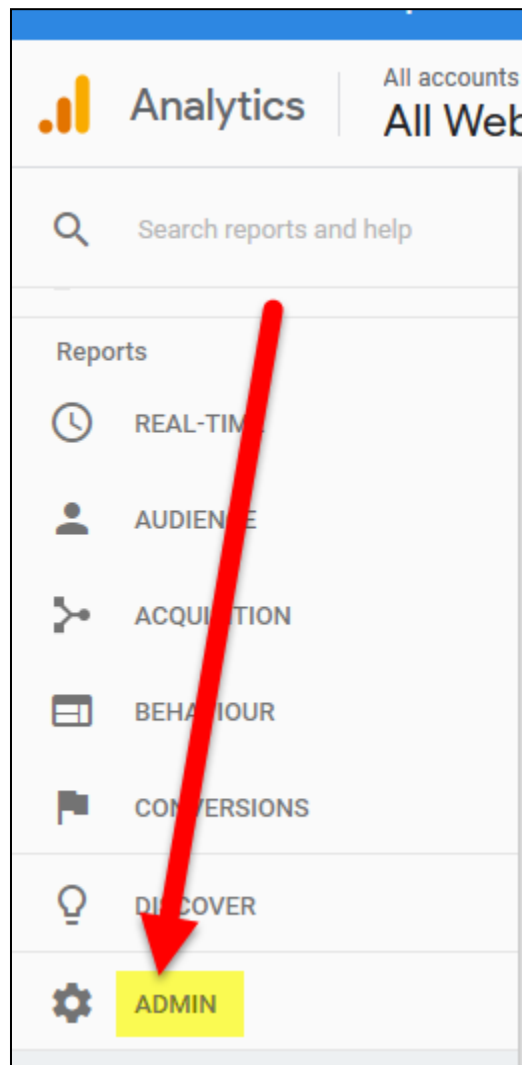
If you find that all of your visitors leave your site within a few seconds of landing on a post or page, it's a clue that you might need to work on how your site looks to your visitors.

This is information you don't want to miss!

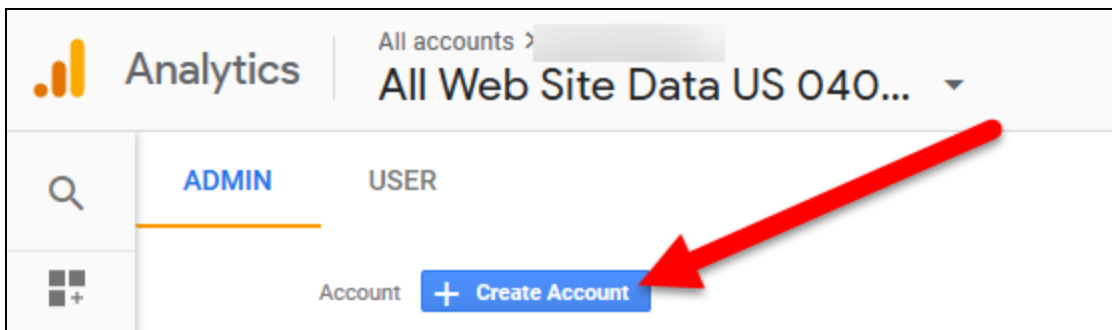
In order to get Google Analytics reports, you need to get a tracking code from Google Analytics and put that tracking code on your site.

**To do this:**

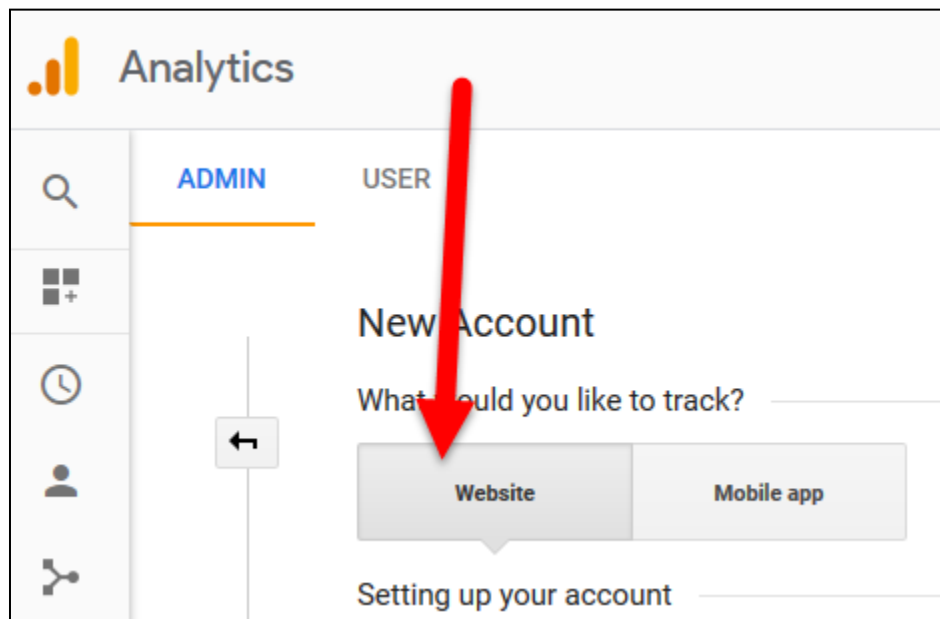
1. Log into [Google Analytics](#) (I use the same Google account that I've used for Google Webmaster Tools and put all of my sites in that one account so I only have to log into one account to see reports on all of my sites)
2. Scroll down the left sidebar and click the Admin option:



3. Click the Create Account button:



4. Make sure you're on the WEBSITE tab (we're not setting up tracking for a mobile app, right?):



5. Enter a name for your account (I use the name of my site with no spaces), enter your website name, enter your DEFAULT website URL, and use the drop down list to choose an Industry Category (my crochet site fits in the Hobbies and Leisure category – try to find the best match for your niche and if you can't find anything that matches then choose the Other category):

**Setting up your account**

**Account Name**  
Accounts can contain more than one tracking ID.

1 CranberryCrochet

**Setting up your property**

**Website Name**

2 Cranberry Crochet

**Website URL**

3 http:// cranberrycrochet.com

**Industry Category**

4 Hobbies and Leisure

6. Set a Reporting Time Zone – the time zone selection determines when the clock starts for one day of data. I choose to use my own time zone so my data collection for a day starts with midnight in my time zone:

**Reporting Time Zone**

United States (GMT-07:00) Phoenix Time

7. I leave the Data Sharing options all checked although you may choose to uncheck any that make you uncomfortable – these options allow Google to use your data to improve their service or access your account to assist with any technical issues:

**Data Sharing Settings** (?)

Data that you collect, process and store using Google Analytics can be used to help you perform system critical operations and in rare exceptional circumstances to help protect your account.

The data sharing options give you more control over how your data is used.

- ☒ **Google products & services** **RECOMMENDED**  
Share Google Analytics data with Google to help you use Google products and services. This data is associated with Google user accounts. This setting is linked to your property. Visit the product linking page for more information.
- ☒ **Benchmarking** **RECOMMENDED**  
Contribute anonymous data to an aggregate database that can be used to benchmark your performance against other businesses. Your data is removed and combined with other anonymous data.
- ☒ **Technical support** **RECOMMENDED**  
Let Google technical support representatives access your data to help you troubleshoot issues.
- ☒ **Account specialists** **RECOMMENDED**  
Give Google marketing specialists and your account manager access to your data to help you optimize your account.

8. Scroll down and click the Get Tracking ID button:

**USER**

- ☒ **Benchmarking** **RECOMMENDED**  
Contribute anonymous data to an aggregate database that can be used to benchmark your performance against other businesses. Your data is removed and combined with other anonymous data.
- ☒ **Technical support** **RECOMMENDED**  
Let Google technical support representatives access your data to help you troubleshoot issues.
- ☒ **Account specialists** **RECOMMENDED**  
Give Google marketing specialists and your account manager access to your data to help you optimize your account.

Learn how Google Analytics [safeguards your data](#)

You have access to 11 accounts. The maximum number of accounts you can have is 11.

**Get Tracking ID** **Cancel**

9. In the Google Analytics Terms of Service Agreement pop up box, make sure to use the drop down box to select YOUR country (you

want to be held to the terms that apply to where YOU live) and check the box to accept the terms (make sure to read them!):

**Google Analytics Terms of Service Agreement**

To use Google Analytics you must first accept the terms of service agreement for your country/region.

United States 1

Modifications have been made to the Google Analytics Terms of Service. Please review accordingly. [×](#)

Google Analytics

Google Analytics Terms of Service

☒ 2 I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

10. Read and check the box to accept any other terms:

**Additional Terms Applicable to Data Shared with Google**

You indicated that you would like to share your Google Analytics data with Google products and services. [Learn more](#)

To enable this setting, you must review and accept the below Measurement Controller-Controller Data Protection Terms, which apply to data that you share with Google under the GDPR.

If you don't wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

**Google Measurement Controller-Controller Data Protection Terms**

The Measurement Services customer agreeing to these terms ("**Customer**") has entered into an agreement with either Google or a third party reseller (as applicable) for the provision of the Measurement Services (as amended from time to time, the "**Agreement**") through which services user interface Customer has enabled the Data Sharing Setting.

☒ 1 I accept the Measurement Controller-Controller Data Protection Terms for the data that I share with Google.

11. Scroll down and click the I Accept button:

If you don't wish to accept these terms, you can always go to the [Privacy screen](#) to disable data sharing and proceed with account sign-up.

party has relied on, and no party will have any right or remedy for a statement, representation or warranty (whether made negligently or innocently), except those expressly stated in these Contract Terms.

*Google Measurement Controller-Controller Data Protection Policy*  
1.0

May 10, 2018

☒ I accept the Measurement Controller-Controller Data Protection Policy and the data that I share with Google.

12. You should see two things – a tracking ID and some bit of code:

Tracking ID	Status
UA- <span style="background-color: #f0f0f0; padding: 2px 20px;"> </span>	No data received in past 48 hours. <a href="#">Learn more</a>

**Website Tracking**

**Global Site Tag (gtag.js)**

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA- -1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
```

The Tracking ID is unique to the property you just added to your Google Analytics account. If you add multiple sites to your Google Analytics account

(as I do), you want each site to have its own tracking ID so that you have unique reporting for each website.

The code that you see needs to be placed on your website so that Google can track all the activity that takes place on each page or post of that website.

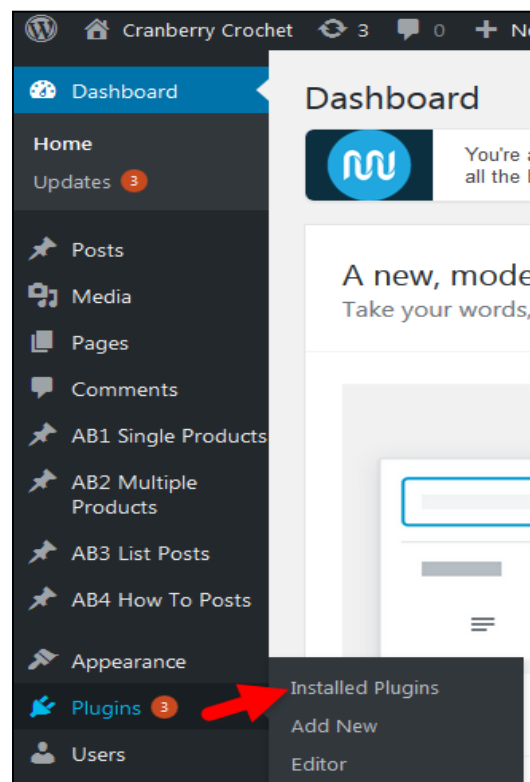
I like to put the code on my site manually by pasting it into my site's theme files. If you're uncomfortable following the manual steps then you can install, activate and use this plugin to get the code on your site: <https://wordpress.org/plugins/analytics-cat/>.

The benefit to using a plugin is that if you change themes or update your theme in the future the Google Analytics tracking ID won't get erased when those files are replaced with new ones.

However, I'm using a child theme on my site and am aware of what happens when I update or change themes so I (almost) always remember to put the tracking ID into any new theme I use so I still stick with the manual method.

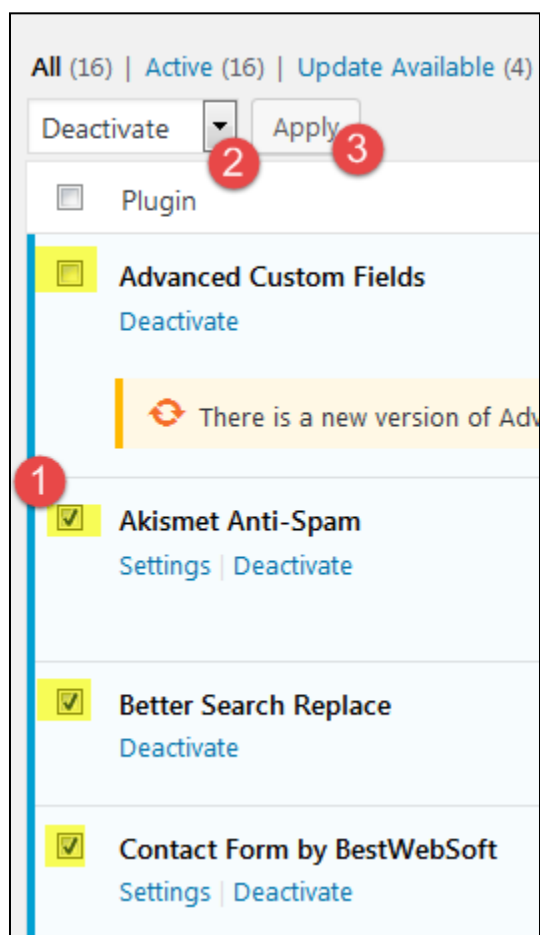
To manually put the Google Analytics Tracking ID into your site:

1. In a new tab in your browser, log into your WordPress dashboard
2. Go to Plugins/Installed:

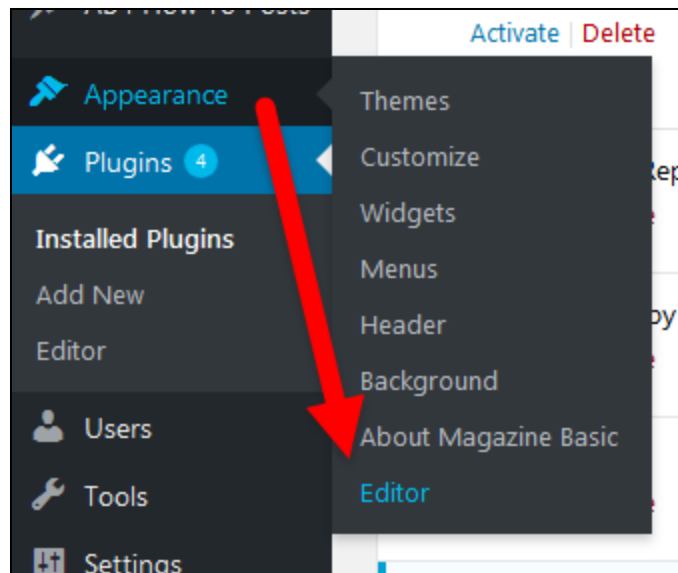




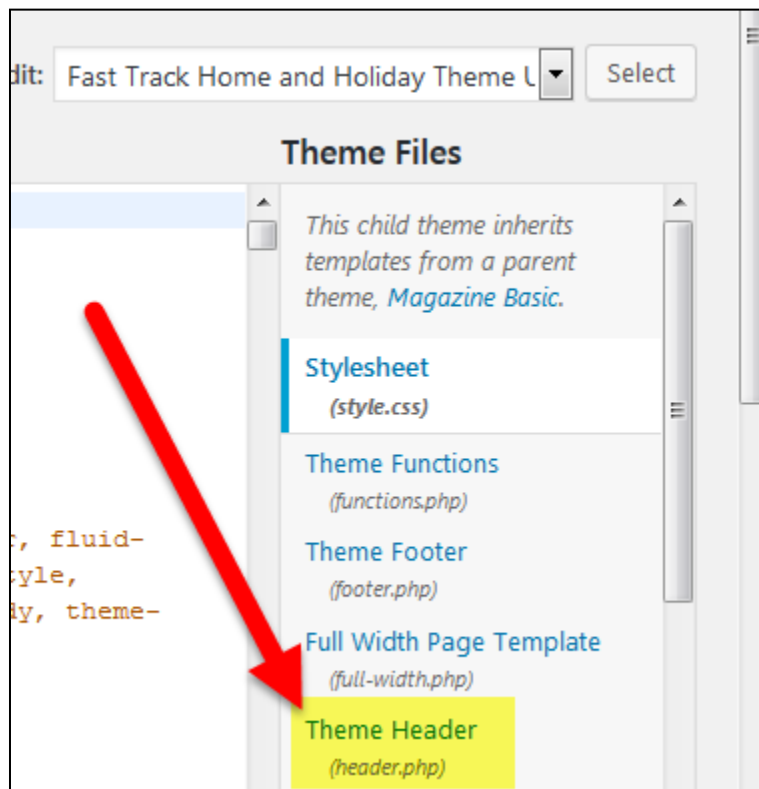
3. Make a note of the plugins that are active (so you remember which ones have to be turned back on after this step) and DEACTIVATE all plugins (**EXCEPT** *Advanced Custom Fields* and *Custom Post Types UI* **IF** you have those two plugins installed) - the reason for deactivating plugins is that the latest version of WordPress often fails to save changes to files when some kinds of plugins are active – this doesn't seem to happen with the Advanced Custom Fields and Custom Post Types UI plugins and if you have those two plugins on your site then they need to stay active for your theme to work properly – check the boxes to select the plugins you want to deactivate (except the two mentioned above), use the drop down box to choose the Deactivate option and click the Apply button:



4. Go to Appearance/Editor in the left sidebar of WordPress:



5. Click on the header.php file in the list of files shown on the right side of the screen:



6. Go back to the Google Analytics tab in your browser and copy ALL of the code in the code box:

## Website Tracking

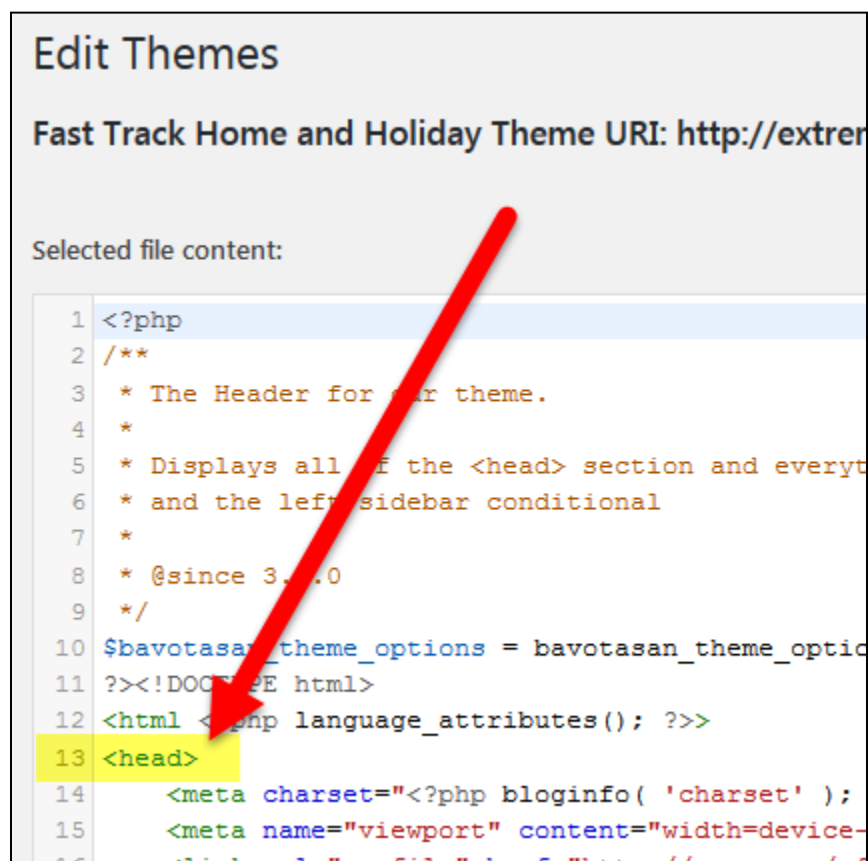
### Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-123456789-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-123456789-1');
</script>
```

7. Go back to your WordPress tab in your browser and find the
8. Find the <head> line of code in your WordPress header.php file:

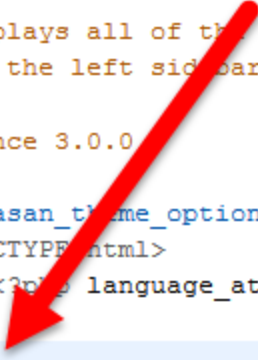


9. Put your cursor at the end of that <head> line of code and click the return key on your keyboard to create a blank line:

```

1 <?php
2 /**
3  * The Header for our theme.
4  *
5  * Displays all of the <head>
6  * and the left sidebar condit
7  *
8  * @since 3.0.0
9  */
10 $bavotasan_theme_options = bav
11 ?><!DOCTYPE html>
12 <html <?php language_attribute
13 <head>
14
15     <meta charset="<?php blogi
16     <meta name="viewport" cont
17     <link rel="profile" href="

```



10. Put your cursor in the empty line and paste in your entire Google Analytics tracking ID code:

## Edit Themes

Fast Track Home and Holiday Theme URI: <http://extremereviewer.com/>: Theme Header (header.p

Select th

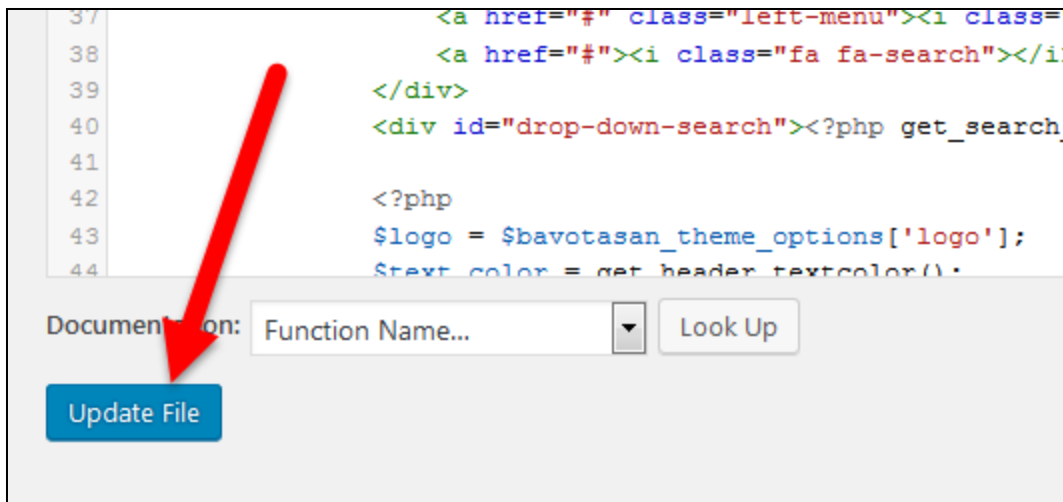
Selected file content:

```

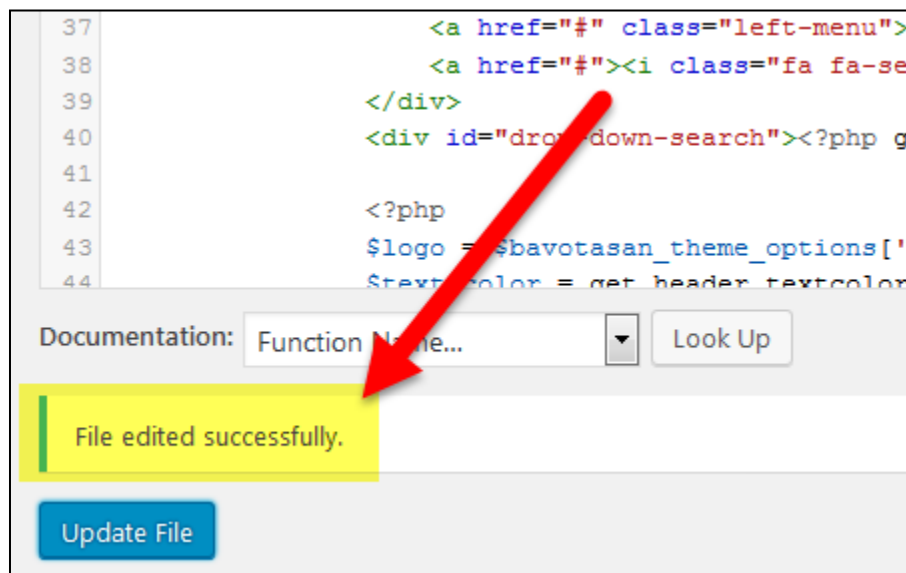
6  * and the left sidebar conditional
7  *
8  * @since 3.0.0
9  */
10 $bavotasan_theme_options = bavotasan_theme_options();
11 ?><!DOCTYPE html>
12 <html <?php language_attributes(); ?>>
13 <head>
14 <!-- Global site tag (gtag.js) - Google Analytics -->
15 <script async src="https://www.googletagmanager.com/gtag/js?id=UA-111111111-1"></script>
16 <script>
17     window.dataLayer = window.dataLayer || [];
18     function gtag(){dataLayer.push(arguments);}
19     gtag('js', new Date());
20
21     gtag('config', 'UA-111111111-1');
22 </script>
23 <meta charset="<?php bloginfo( 'charset' ); ?>" />

```

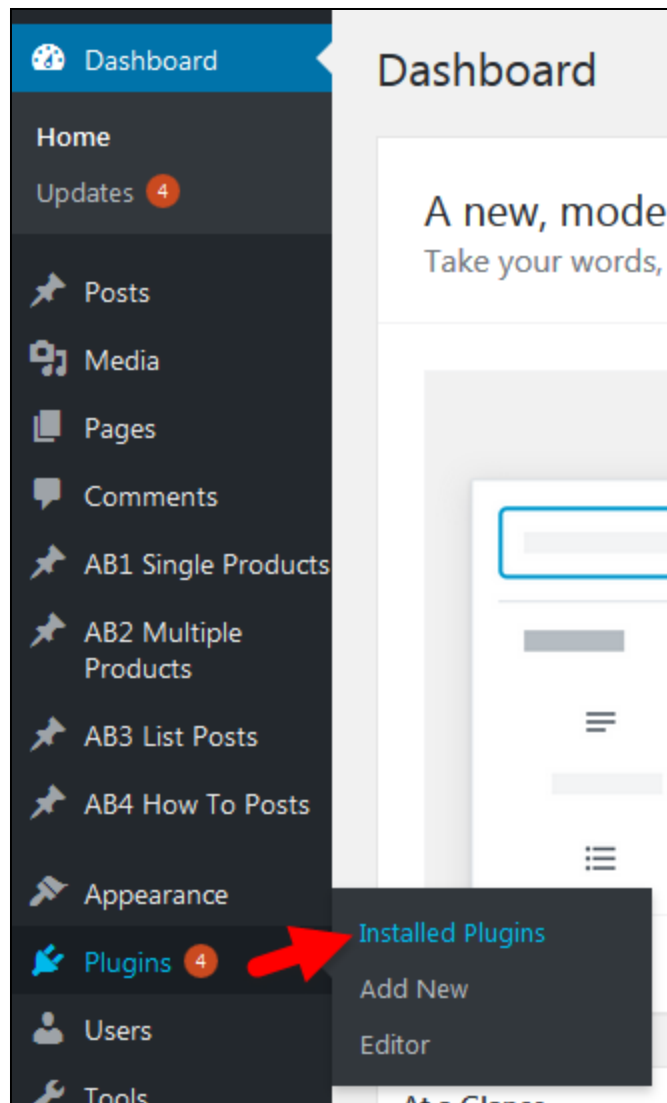
11. Scroll down and click the Update File button:



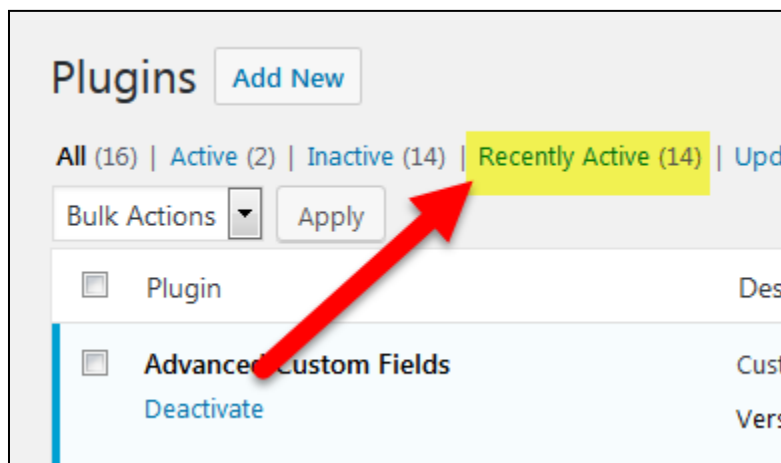
12. If your update was saved you should see a message saying "File edited successfully" (if you see a failed message, you may still have a plugin that was enabled that is stopping WordPress from saving the change – check your installed plugins and deactivate any **EXCEPT** the *Advanced Custom Fields* and *Custom Post Types UI* plugins):



13. Go back to Plugins/Installed in the left sidebar of WordPress:

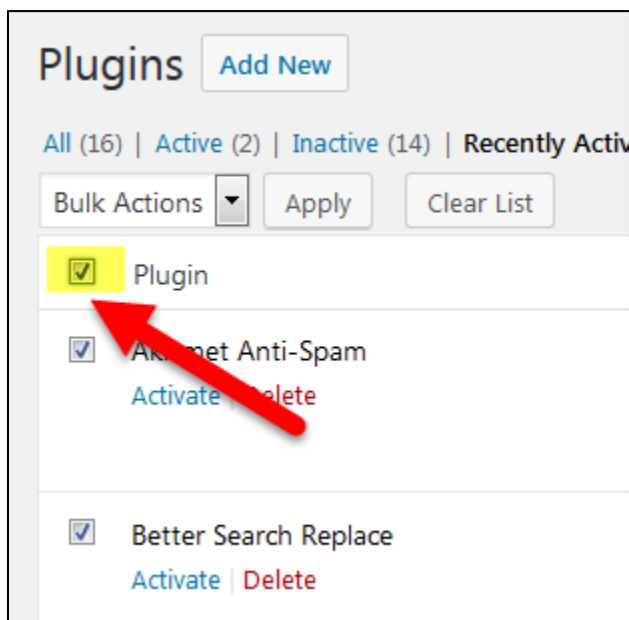


14. Click the Recently Active link:

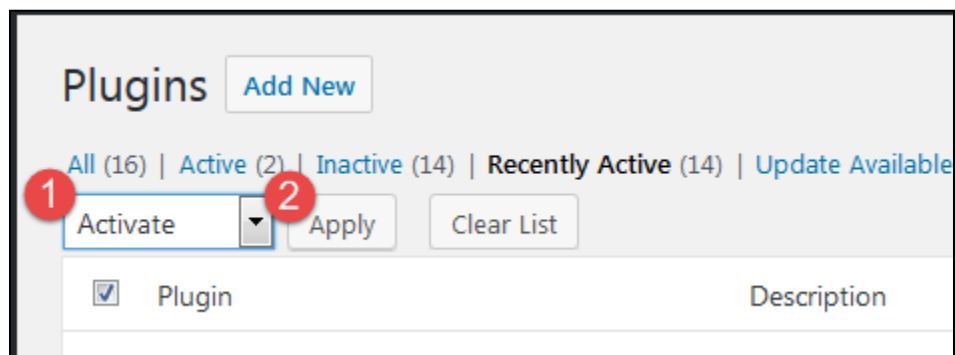


15. Check the box to select ALL of the plugins (this should be a list of all the plugins you deactivated in an earlier step but IF you see

some that you don't want to reactivate then uncheck the box next to those plugins):



16. Use the drop down box to select the Activate option and click the Apply button:



We now have our Google Analytics tracking ID in place and our plugins are turned back on.

# SSL

An SSL certificate is a piece of information on your site that allows your site to use a more secure transmission method (https instead of http) for sending data from your site to a visitor's browser and vice versa.

This secure transmission method does a better job of protecting data than using regular http transmission methods. This is certainly important if you have visitors entering personal information into your site such as credit card numbers, social security numbers, and addresses.

Affiliate marketing sites don't generally require that kind of information from site visitors yet it's still worth having an SSL certificate because Google has made it clear that having an SSL certificate IS a ranking factor in their algorithm.

This means that if you don't have an SSL certificate for your site you might not rank as well as you could if you did have one – *even if you aren't collecting persona information from your visitors.*

In addition, browsers are starting to make changes that warn a visitor that is headed to your site that your site might not be safe if it doesn't have an SSL certificate. So, even if you do rank well in Google without an SSL certificate, browsers may start showing warnings that will keep people from going to your site.

Some hosting companies offer a free SSL certificate for those on shared hosting accounts (or even for some non-shared hosting accounts). These are often "short term" certificates. For example, Bluehost offers a free SSL certificate for those on their shared hosting plans but the certificates expire every 3 months. Therefore, they are short-term certificates. You have to renew the certificate every 3 months to keep it active.

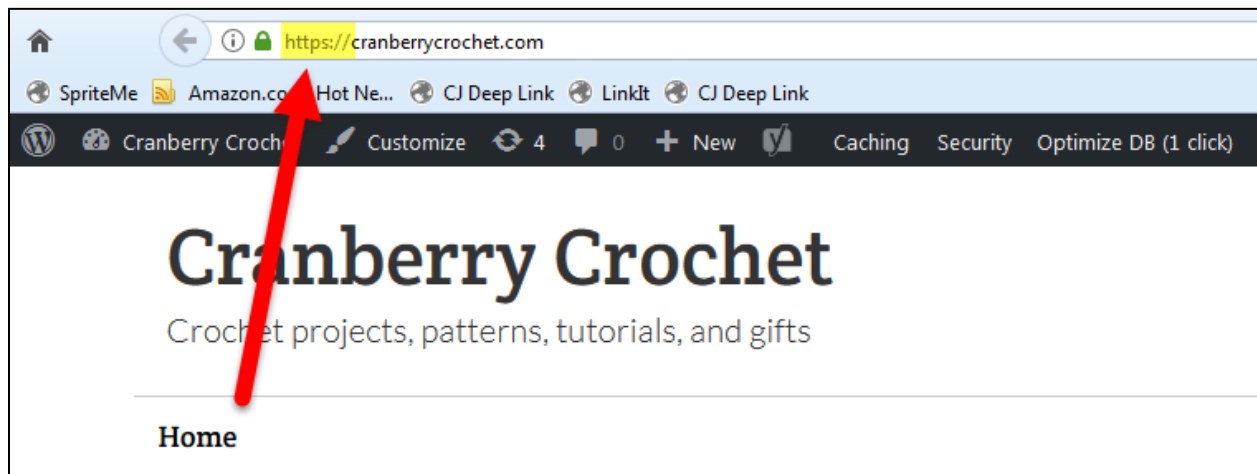
If your hosting company doesn't provide a free SSL option or you don't want to use a short-term certificate, you need to buy an SSL certificate and those can cost around \$50/year.

Should you decide to buy an SSL certificate, you will likely see there are several different options. Almost all of us (affiliate marketers) only need the cheapest, first-level SSL certificate. We don't need one that will cover multiple domains because we run a business that has only one domain tied to it. Someone like Microsoft that runs many domains that are all tied to their business need the more expensive options. We only need a simple

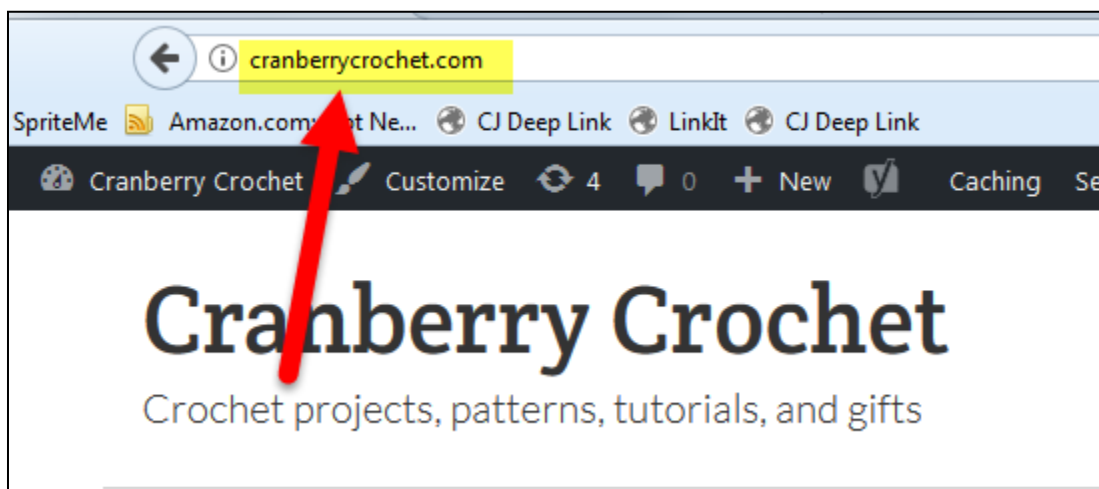


certificate that covers our one domain. Even if you have multiple affiliate marketing sites, there's usually no commonality between those domains that would tie them together (for example, you don't have the word "Microsoft" in all of your domains so that they could be identified as belonging together).

In my case, I'm using Bluehost's shared hosting plan for my new website. But I noticed something interesting. I had not yet taken the step to add an SSL certificate to my cranberrycrochet.com site yet I can bring up the site using https:



I can also bring up the site WITHOUT https:



That's not good. It means BOTH the http and https version of my site are live. We only want ONE version live at any time. This could result in some confusion in Google.

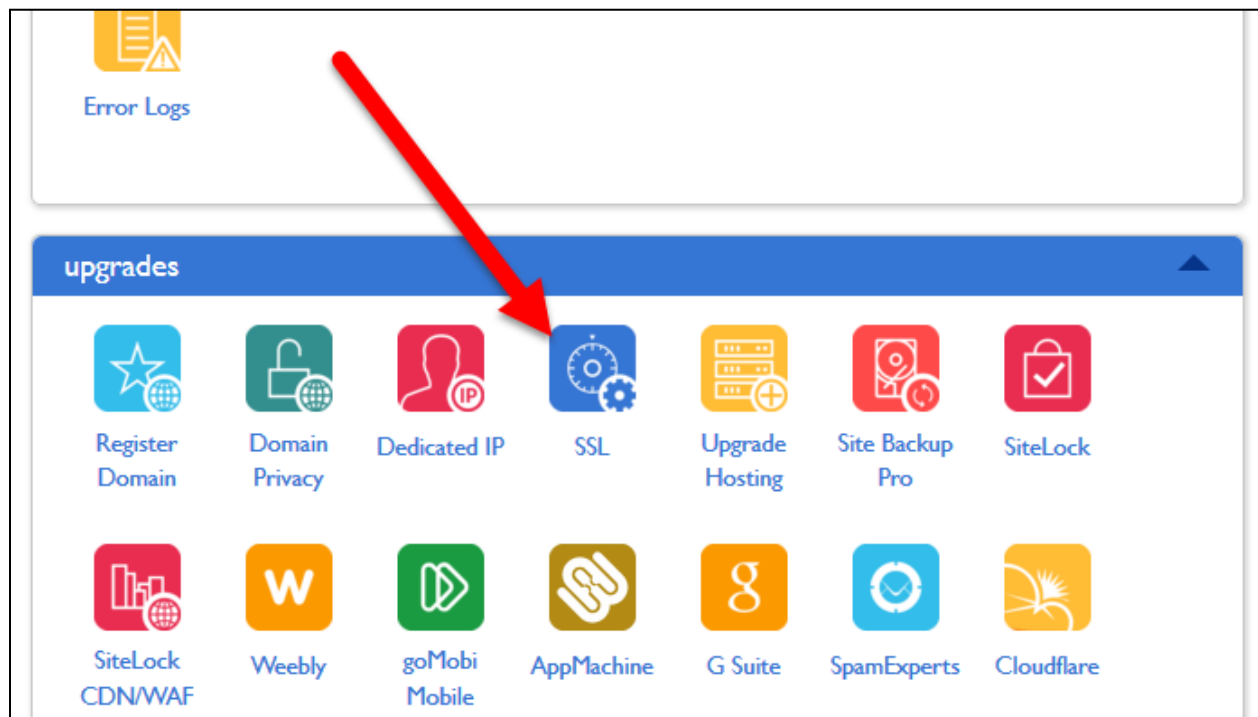
Bluehost must either be adding SSL certificates automatically to all new domains now OR I have a setting on my Bluehost hosting account that is now automatically adding the SSL certificate to all of my domains.

(If you jumped to this section only to read up on SSL but have not completed the steps in the Google Webmaster Tools section, click here: [Google Webmaster Tools](#).)

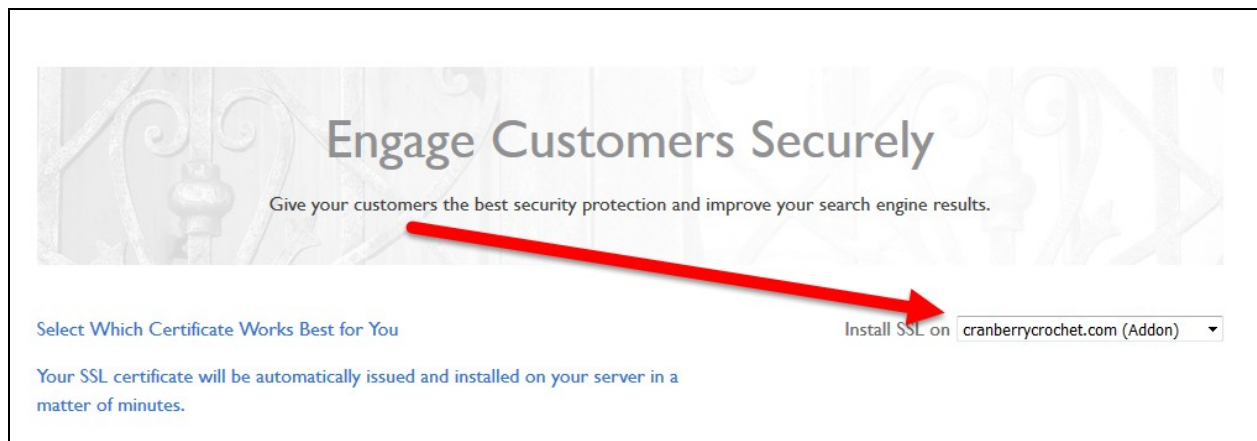
In either case, an important step in setting up an SSL certificate is to redirect all of your site's http URLs to their https version so that both versions are not live.

I can fix that but first, I want to make sure the certificate is properly added to the domain.

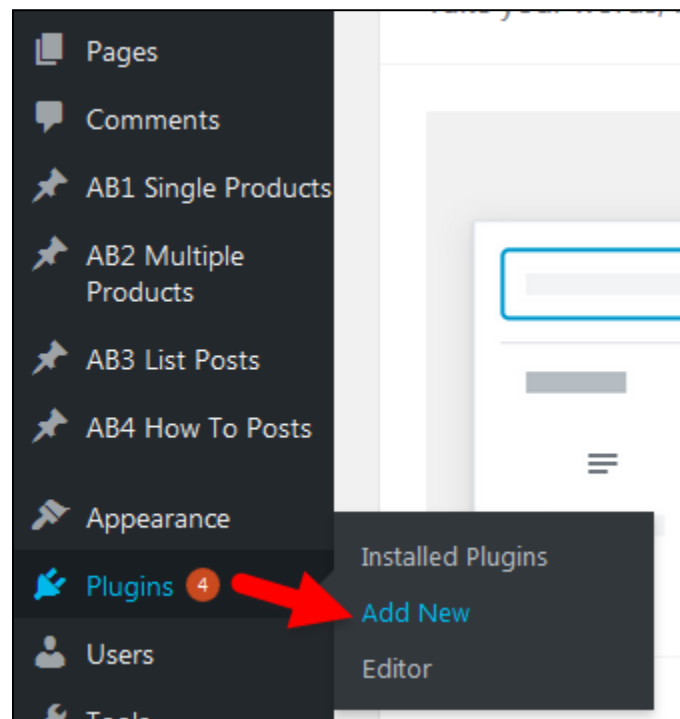
1. Log into your hosting account
2. Look for an option to add an SSL certificate:



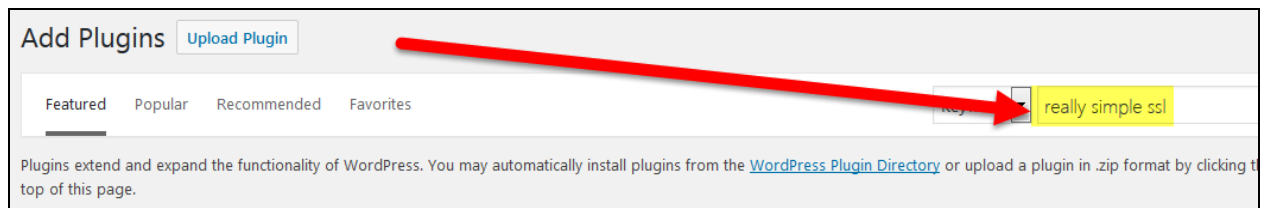
3. Decide if you're going to add an SSL certificate:
  - a. If you have an option for a free SSL certificate, follow the steps to install it on your chosen domain:



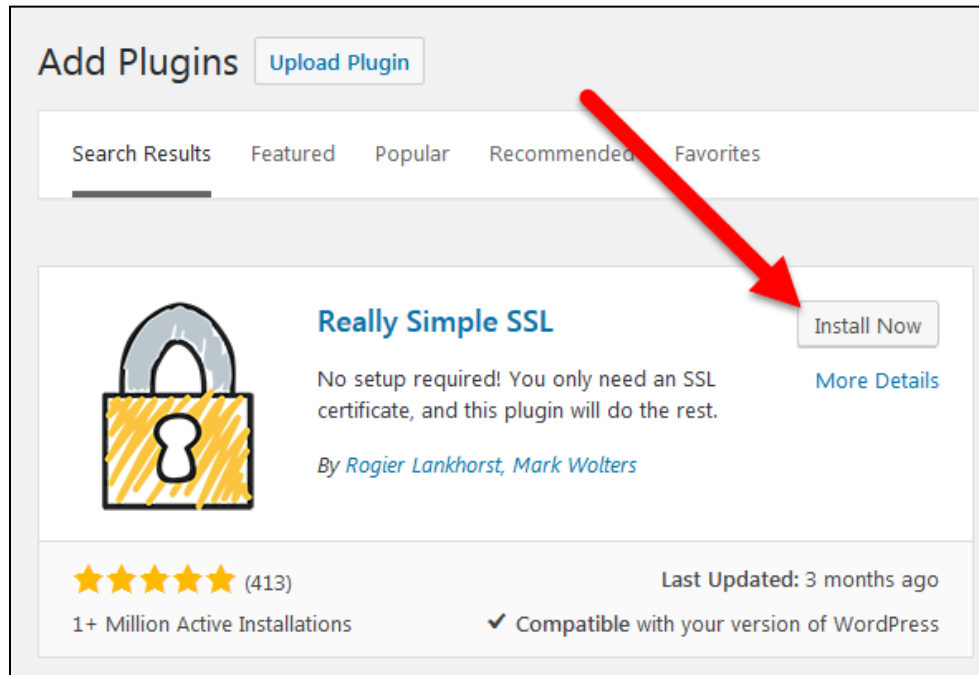
- b. If you don't have a free option, decide if you're willing to buy one at this time – you can always wait and add one later
4. Once the SSL certificate has been added to your site (your hosting company will put the certificate on your server and sometimes that can take up to 24 hours), go to Plugins/Add New in your WordPress dashboard:



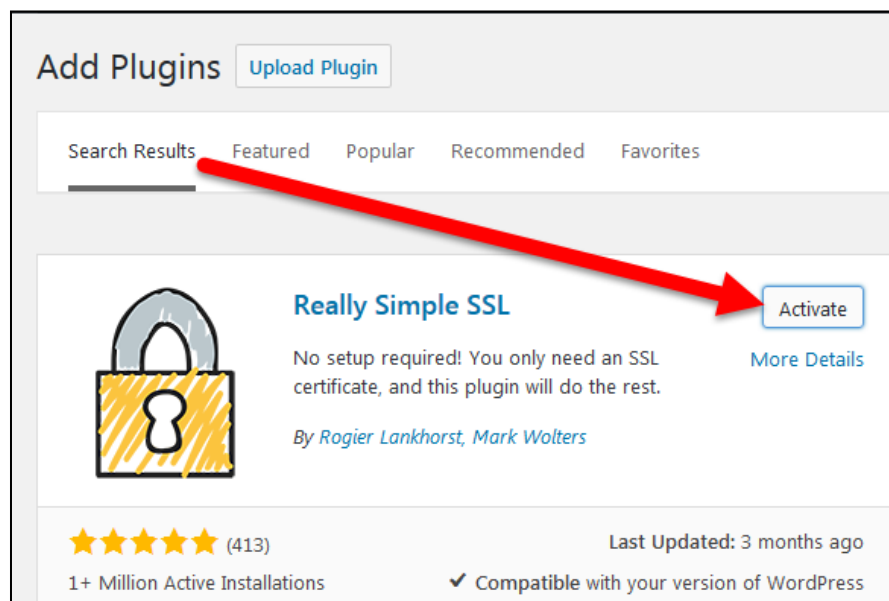
5. Enter "really simple ssl" in the search field:



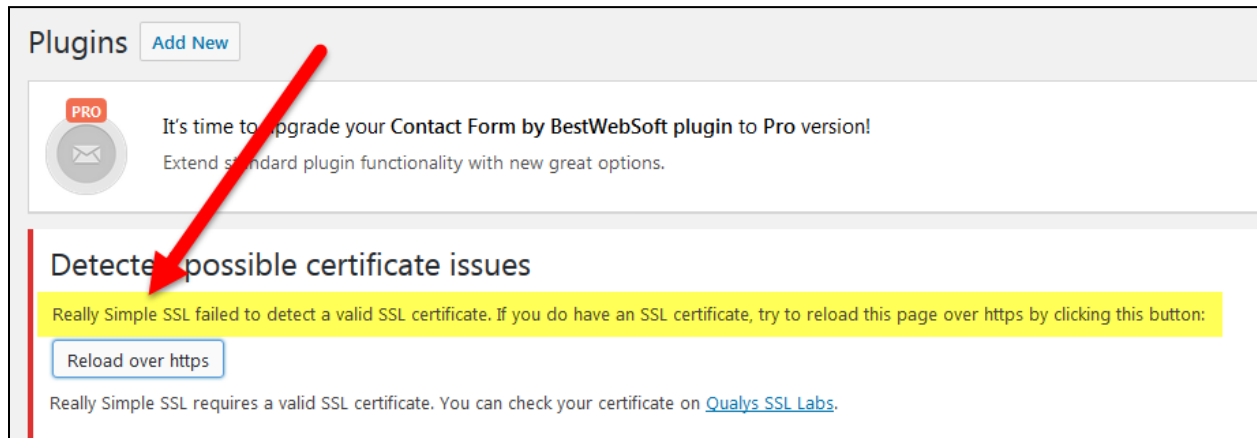
6. Click the Install Now button for the Really Simple SSL plugin (<https://wordpress.org/plugins/really-simple-ssl/>):



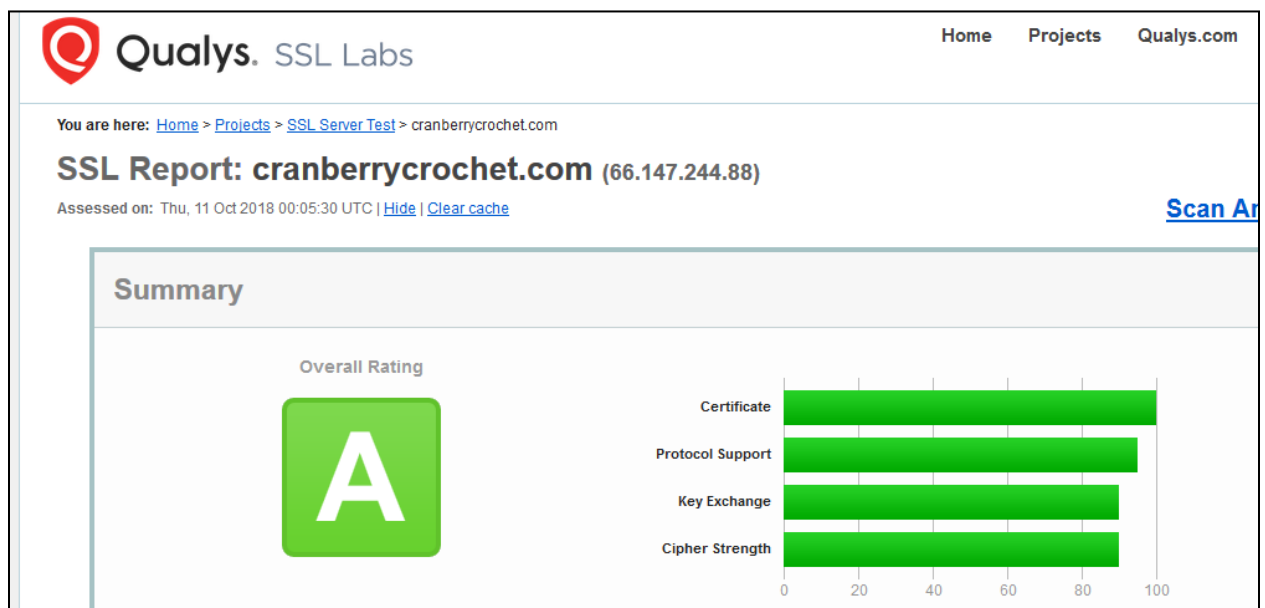
7. Click the Activate button:



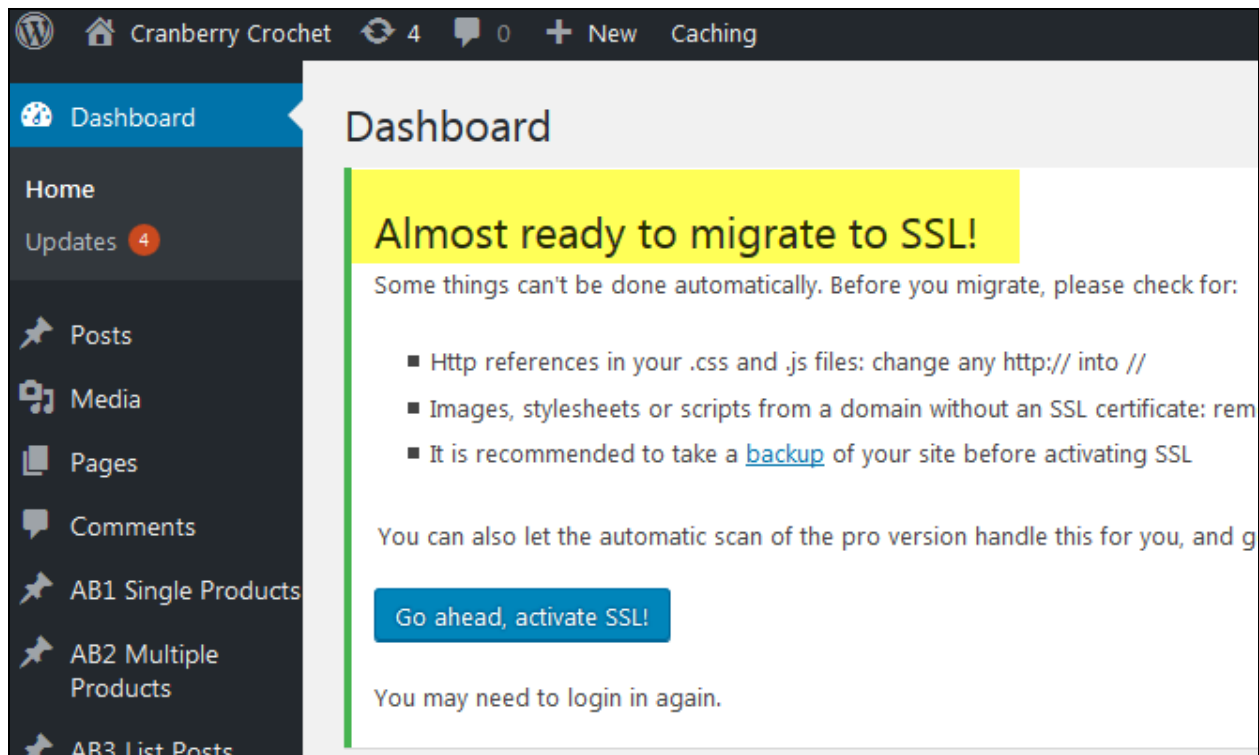
8. And....you might get an error message (so odd because I can bring my site up using https!):



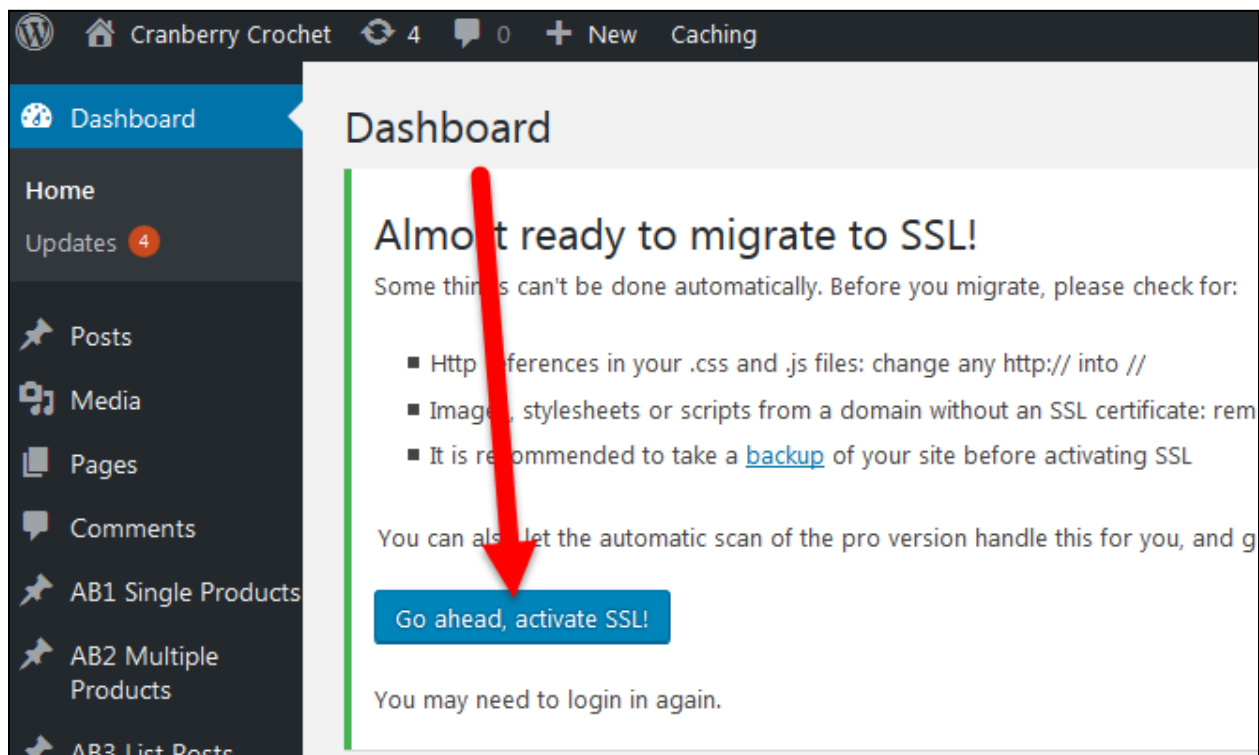
- a. If you run into an error message, you can go here and test your domain to see if the certificate is truly loaded on your server - <http://www.ssllabs.com/ssltest>:



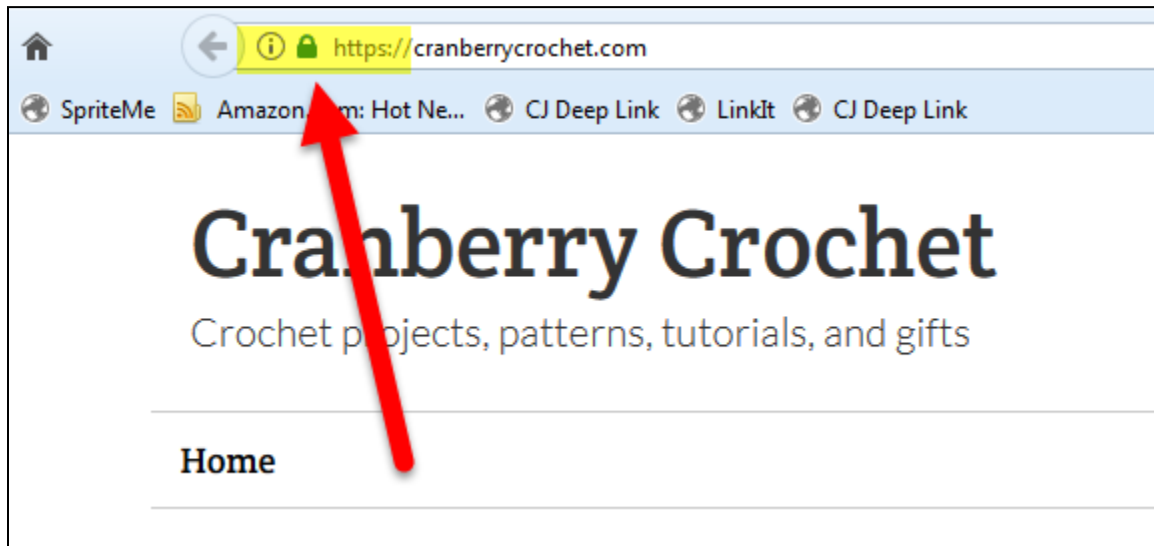
- b. On cranberrycrochet.com, the certificate is being found
- c. My first attempt to fix this was to deactivate all plugins (except Advanced Custom Fields and Custom Post Types UI) and then reactivate only the Really Simple SSL plugin in case other plugins were causing a conflict – that didn't do the trick so I reactivated all the plugins I had turned off
- d. I next logged out of my site and logged in using the https:// login URL and that brought up the success screen:



- e. If neither of those options works for you, contact your host for support – hosts handle SSL in a number of ways so there's no clear one-size-fits all fix
9. Once the Really Simple SSL plugin detects your SSL certificate, click the "Go ahead, activate SSL!" button:



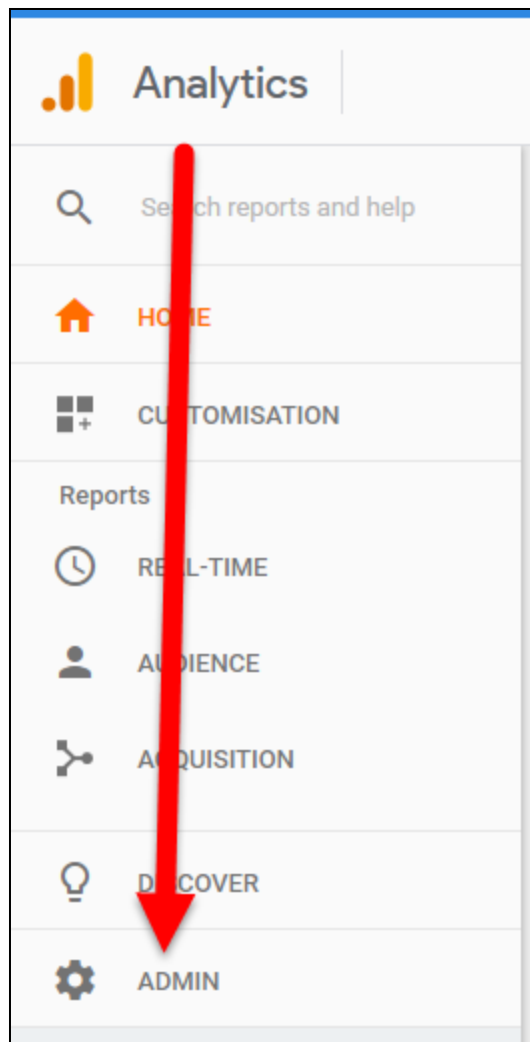
Now, when I try to bring up my site using only http:// I get redirected to https and see only the https version in my browser:



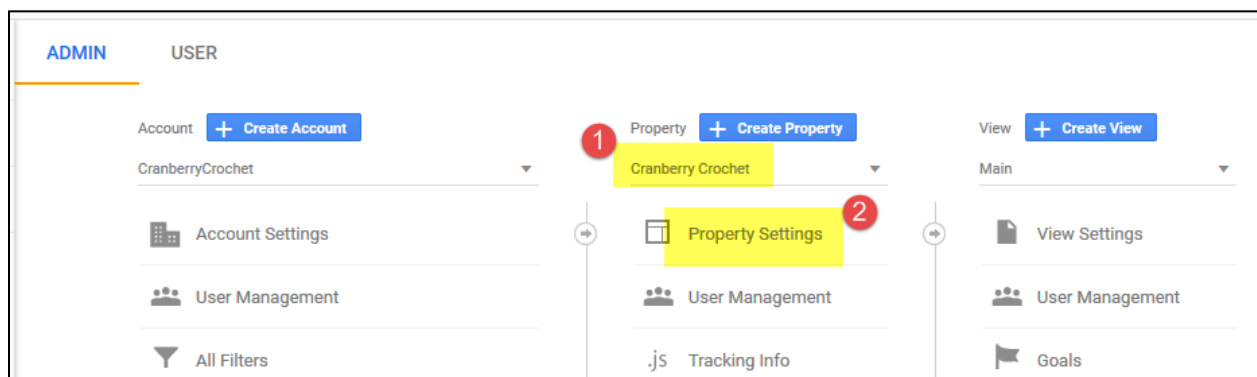
That fixes the issue of having both versions being accessible and now only the https version is accessible.

Once you have your SSL certificate working and your site now redirects to https:// we have to update Google Webmaster Tools and Google Analytics.

1. Google Webmaster Tools:
  - a. Repeat the steps in the [Google Webmaster Tools section](#) to add the https:// and https://www version of your site's URL as new properties (your site's default version of your URL now starts with https so you want to make sure that property is showing in your Google Webmaster Tools dashboard)
2. Google Analytics:
  - a. Log into [Google Analytics](#)
  - b. Click on the Admin tab in the left sidebar:

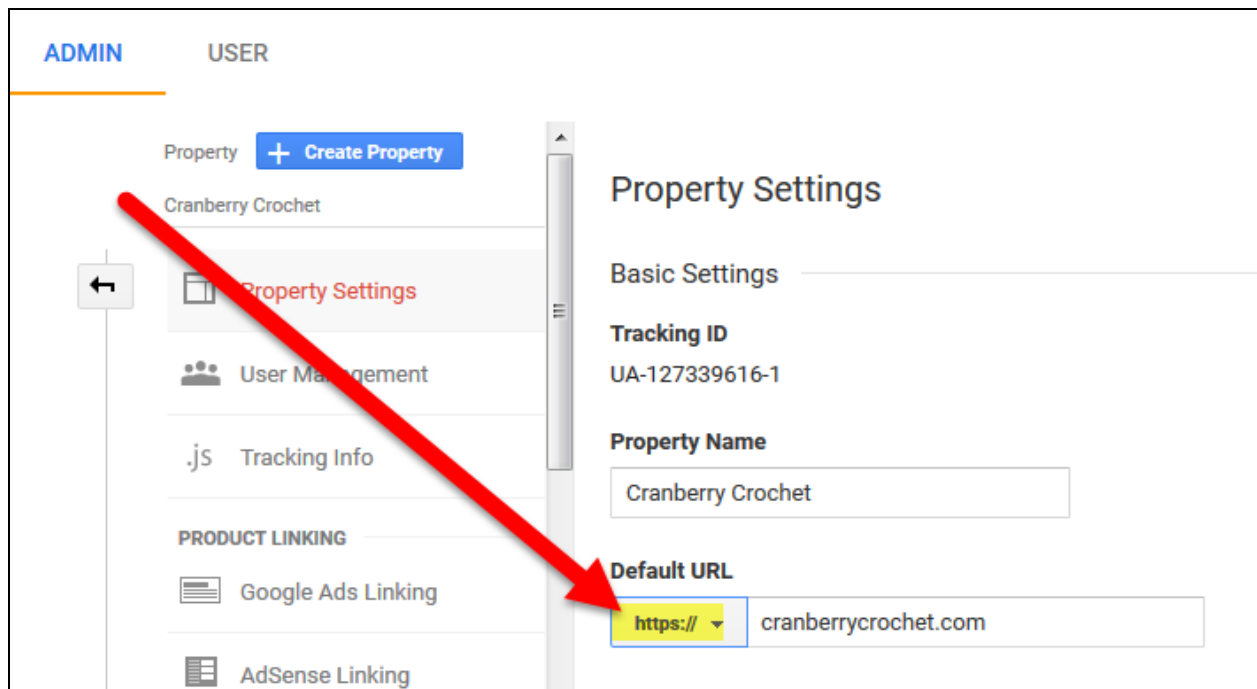


- c. Make sure you're working with the dashboard for the right domain (#1 below) and click the Property Settings option (#2 below):

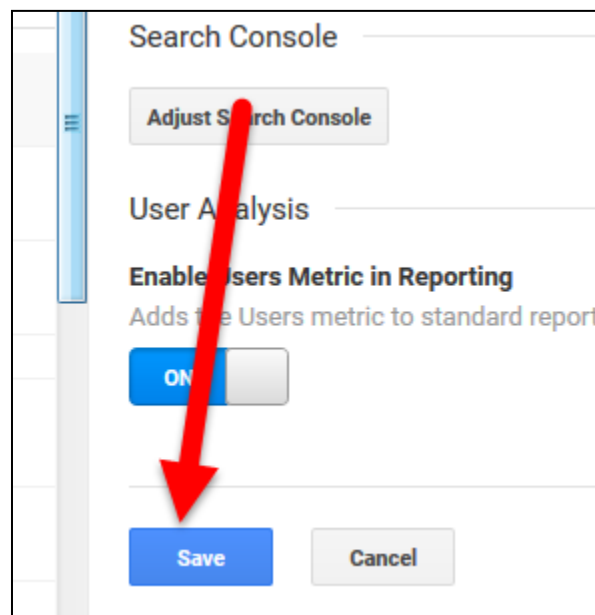


- d. Use the drop down box to change the start of your Default URL setting to https://:





e. Scroll down and click the Save button:



Now, both Google Webmaster Tools and Google Analytics will know your proper default URL and collect the full amount of data for your site.

# Header Image

I mentioned in a previous email that you only have a few seconds to impress your visitor before they click the back button on their device.

A site that looks blah and lifeless could cause someone to leave your site before they've read a single word of content.

For that reason, and because of the theme I'm using, I like to add a header image to my sites to dress things up.

In my head, I have an idea for a header image. I'd love something with a white background and a picture of me with something I've crocheted or me with the wind blowing through my hair and strands of yarn curled around it blowing across the full length of the site.

In reality, I don't have all the tools to create that kind of image and I don't want to slow down to work on it.

A header image helps your site look inviting and can be used to help visitors quickly understand the nature of your site – *but header images don't make money*. Content does so don't get hung up spending too much time on making a header image!

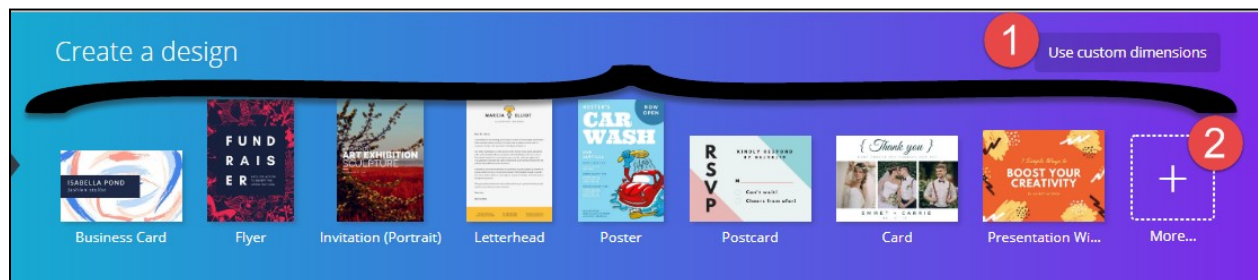
I'm just going to create something quick at this point. I can always worry about a more professionally done header image in the future.

I'm going to show you how I created my header image but I don't want you to use the same exact header image. My showing you how I did mine will show you how to use the different tools in Canva so that you can create one that works best with your site. And it's free!

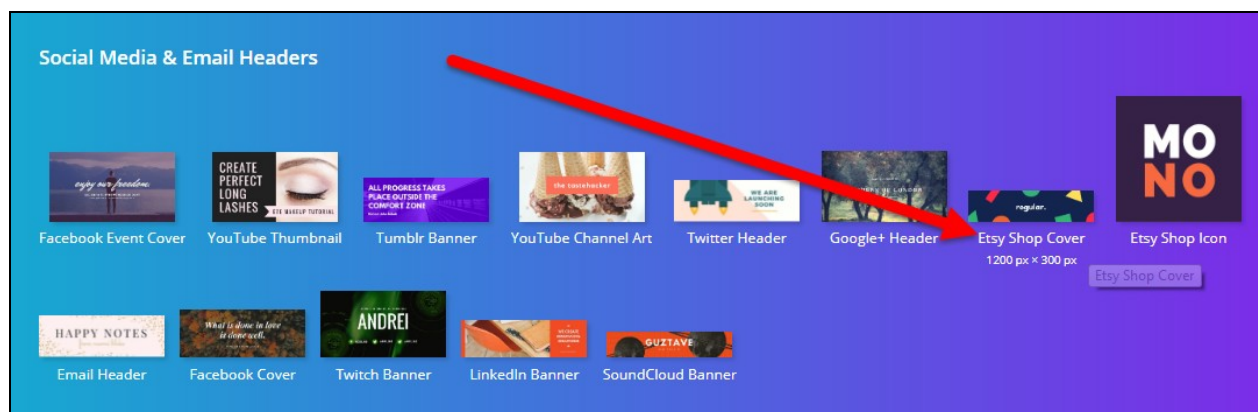
## Here's how I created my header image:

1. Go to <https://www.canva.com/>
2. Create an account or log in if you already have one (it's free!)
3. From the main screen, you can choose two options for creating a new image:
  - a. #1 (in the image below) is to click "Custom Dimensions" to create an image for a unique size (pixel height and width). You have to do more work to put a background onto the image and add elements like lines and text.

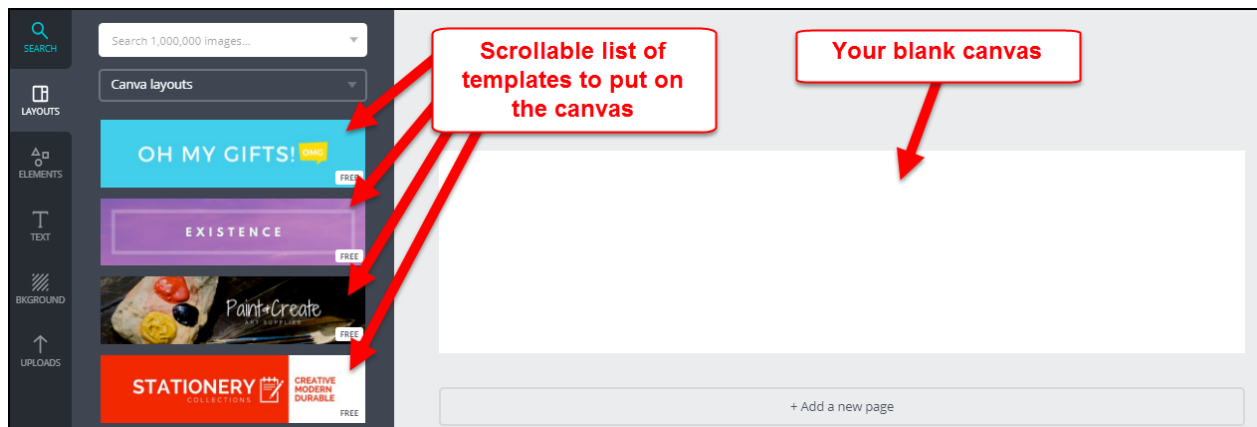
- b. #2 (in the image below) is to click the + symbol to see some pre-set options. The pre-set options come with background images in place and text you can edit to match your own site. (***This is the option I'm using this time***):



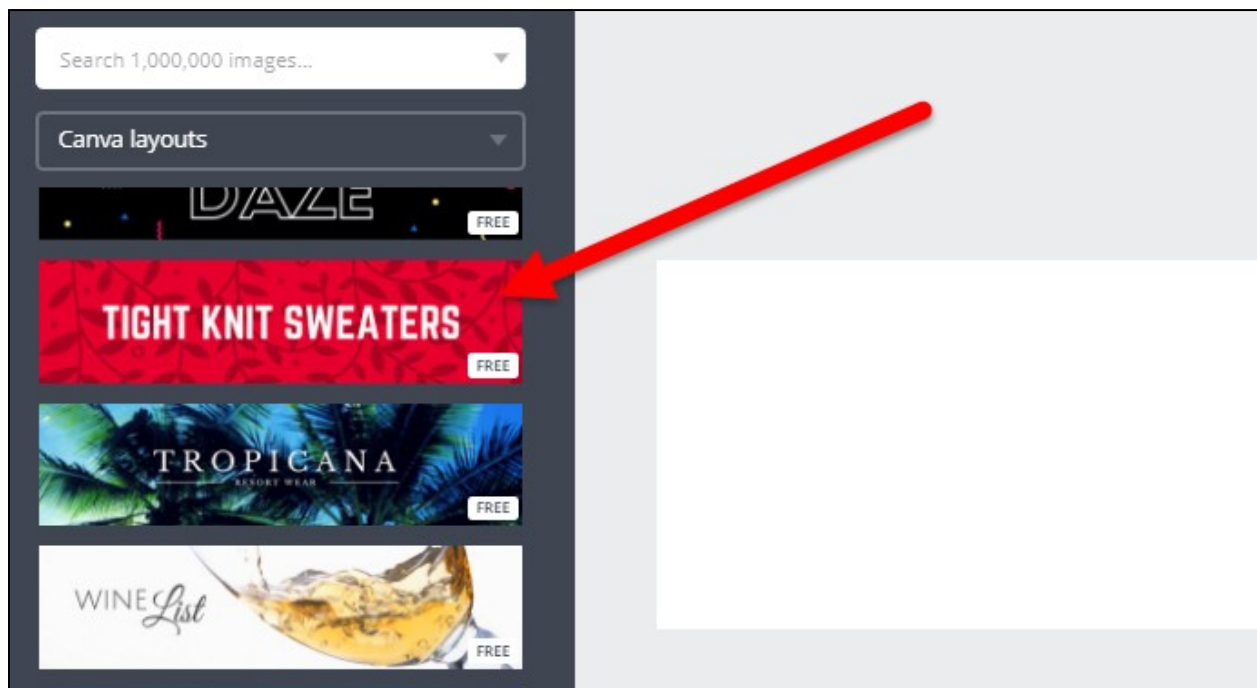
4. My site is set to 1200px wide and my theme works well with a header image that is the same width. Your WordPress theme might use something different. Hovering over each of the options in the list will give you the dimensions of that option. The Etsy Shop Cover option in the Social Media & Email Headers section shows it is 1200px wide and 300px tall. That will work for my site so I click on Etsy Shop Cover (you might need to find a different option with a size that matches your own WordPress theme requirements but 1200px wide works if you're using the Magazine Basic or AZON Breeze WordPress theme):



5. Your blank canvas is in the middle of the screen and a list of scrollable list of templates to put on the canvas is on the left:



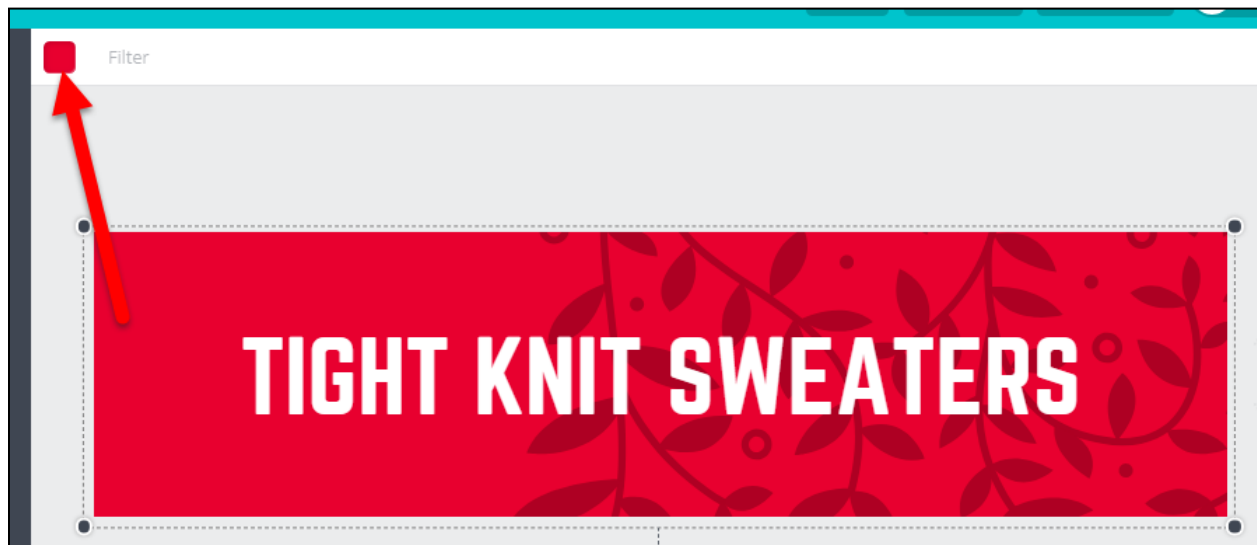
6. Scroll through the list of templates on the left looking for one marked FREE that you think would match the look of your site (ignore the text on the template as you can change that later) and then CLICK on that template. I chose this one:



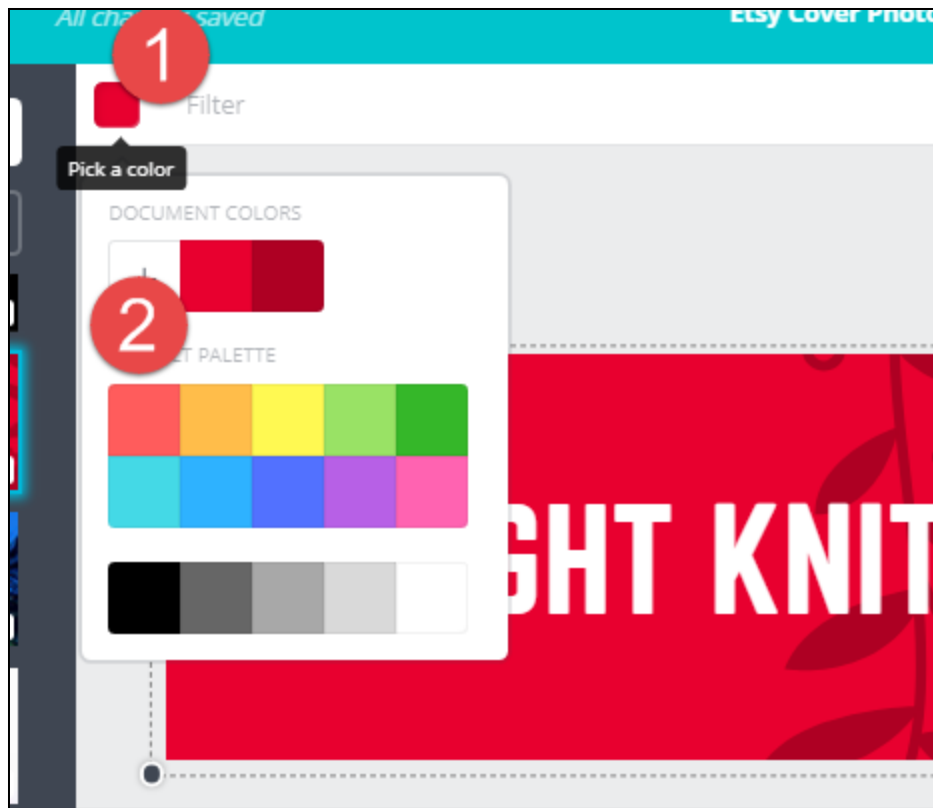
7. A template usually involves a background color, some shapes or designs added on top, and then text added on top of that. You can change the color, size, and font of these items. You can also move some of these things around to reposition them on the canvas. If I click on the outer edge of my canvas, it highlights the design of leaves on this template. I can then drag that design to the side so I can work on the background color:



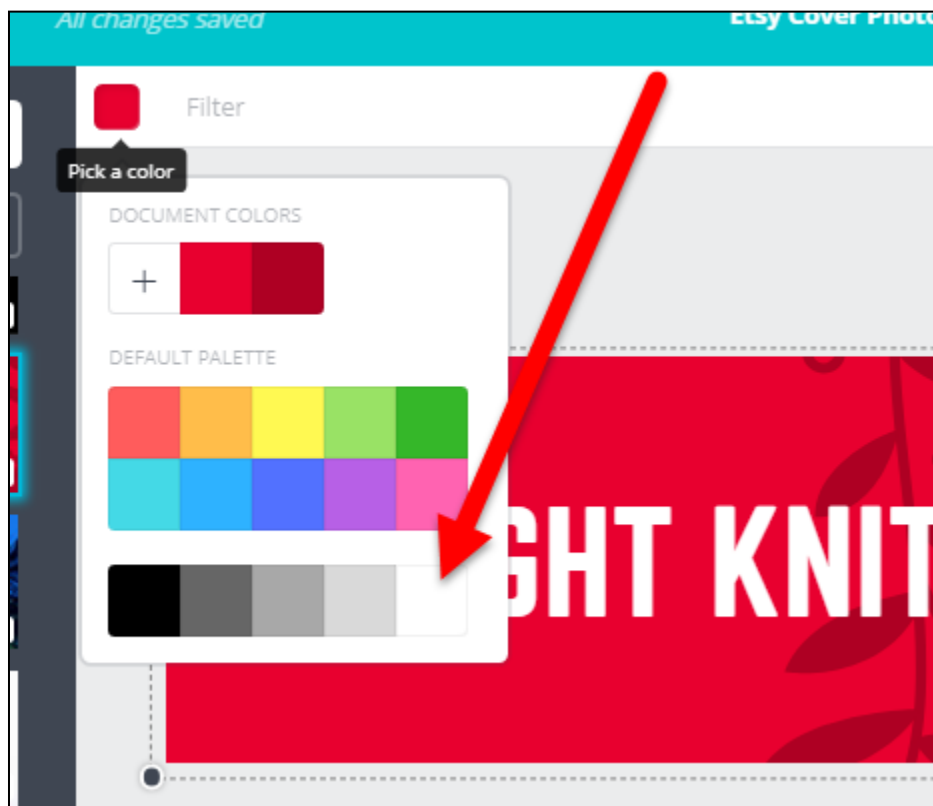
8. By clicking on the edge of the background color, a box showing the chosen color shows up in the navigation menu:



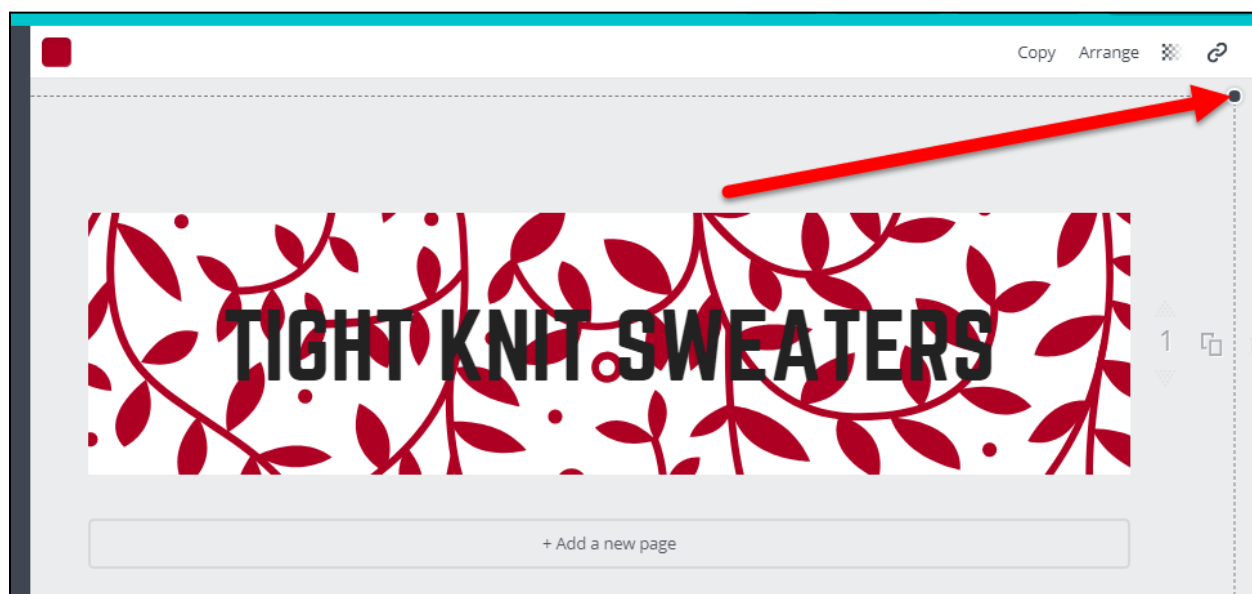
9. Click on the color box to change a color – when the pop-up box comes up, you can choose a pre-set color option or click the + symbol and choose from a color wheel (this is how colors are changed for anything – background items, text, shapes you add to the canvas, and designs added to the canvas):



10. I want a white background (just because it's my favorite....) so I click on the white box in the pre-set options:



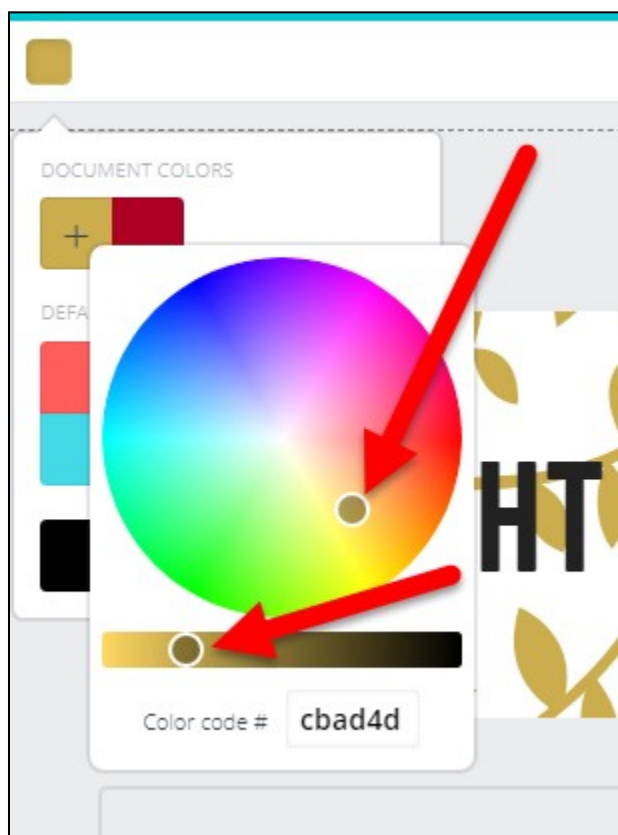
11. When I chose a white background, the color of the text was changed to black automatically. This doesn't always happen but it does help because the text was white before and would disappear on a white background. (If the text color doesn't change, you have to click around to find the text in order to edit it.) By clicking on the leaf pattern, I can drag and drop it back into place but I don't like the way the leaves and circles are showing unevenly on each side of the canvas. When you click on an item and see the handles at the corners, you can click and drag on a handle to change the size of the item. I've increased the size of the leaf pattern so that I can make it look a little more symmetrical on each side:



12. I want to change the color of the leaf pattern so that it's not so dark – I need my text to show through and be easier to read. By clicking on the leaf pattern in the canvas, I get the color box to show up:

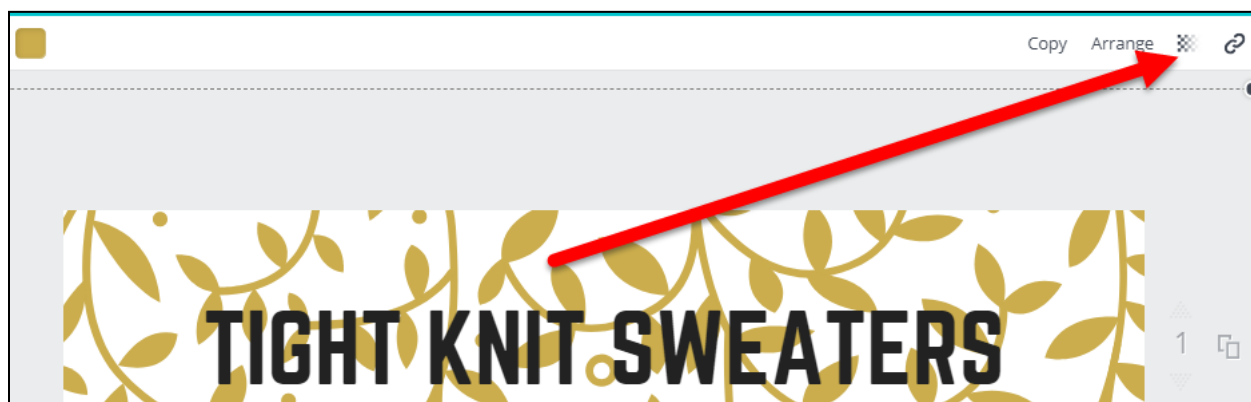


13. This time, I clicked the + symbol so I can use the color wheel. By moving the two dots in the pop-up box, I can change the color and lighten or darken the shade:

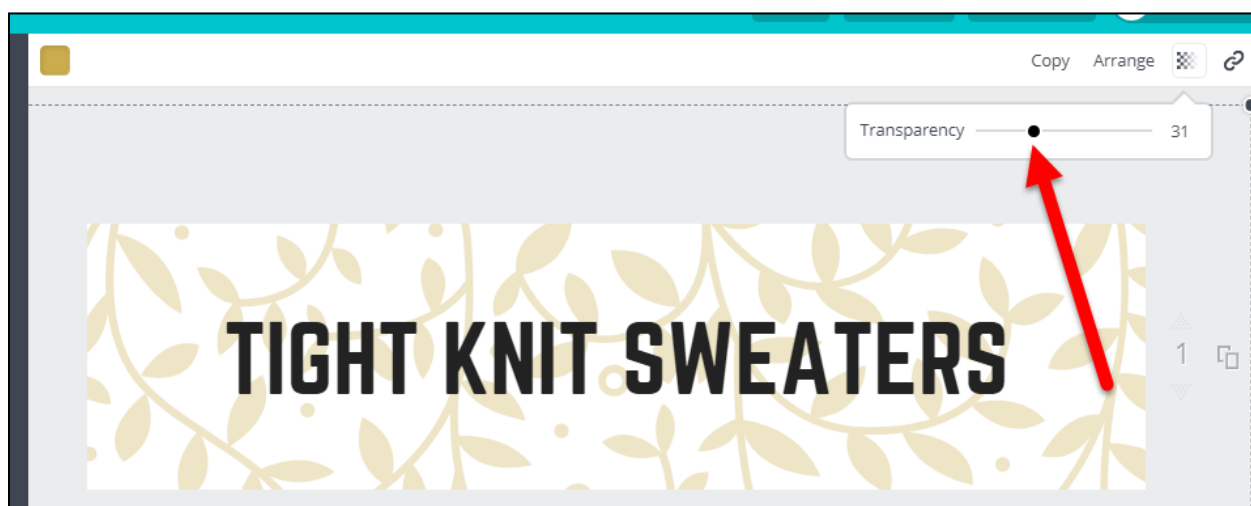




14. The color is still not quite what I'm after – it's too bright. Clicking on the Transparency icon while the leaf pattern is still selected will let me make the leaf pattern less visible:



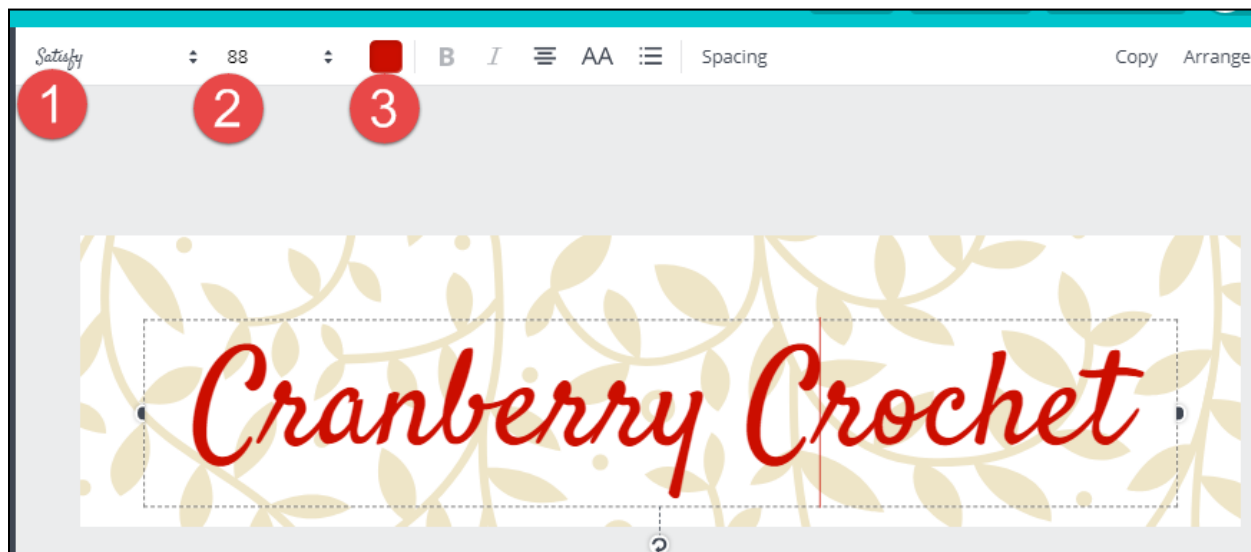
15. Slide the button for the transparency setting to make something less visible:



16. Next, I click on the text "TIGHT KNIT SWEATERS" and type the name of my site in its place:



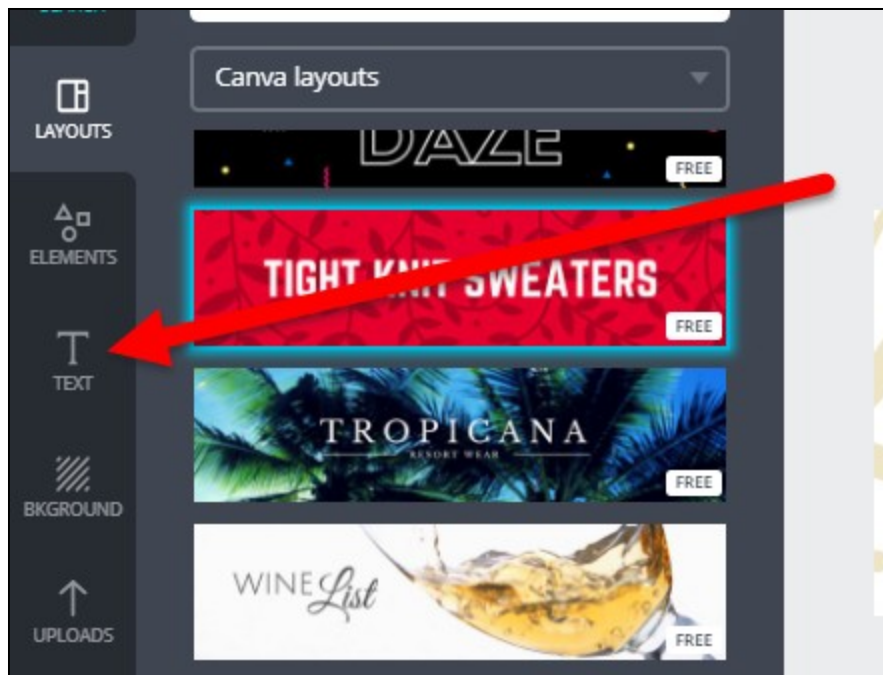
17. While making sure the Text box is the one selected, I (1) click on the font name to change the font type, (2) click on the size option to increase the size, and (3) click on the color box to change the color of the text:



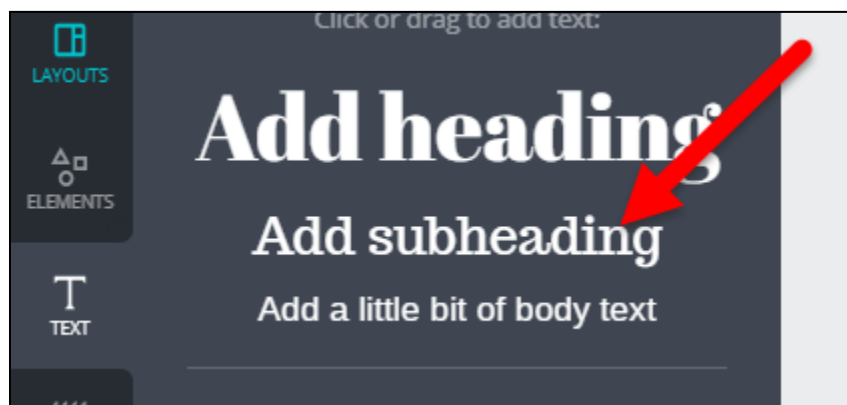
18. I want the text higher on the canvas so that I can add a tag line – a short bit of text that will tell people what they might find on the site. You can click on the text item and drag it to a new position. A dotted line will show up when the item has been centered between the two sides of the canvas (those dotted lines are a HUGE help – they show you when you’ve centered something horizontally, centered something vertically, centered something both horizontally and vertically or aligned an item at the top/bottom/middle of another item on the canvas):



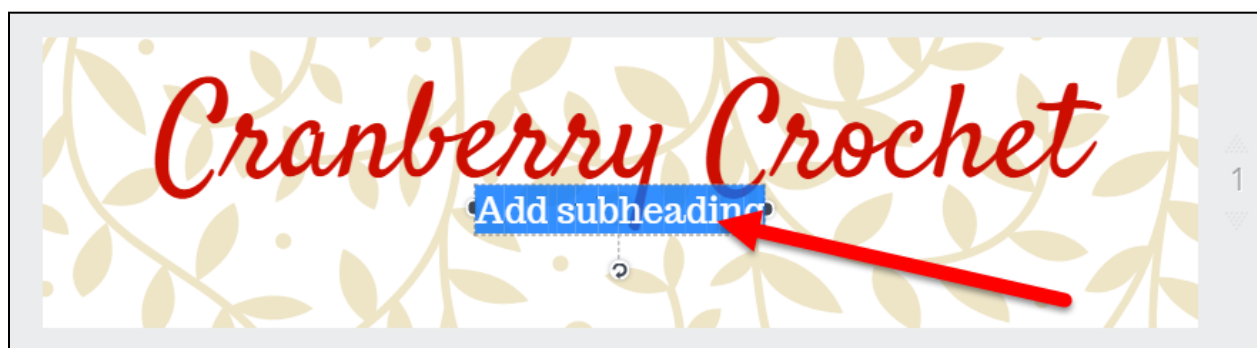
19. Click the Text tab on the far left to add more text:



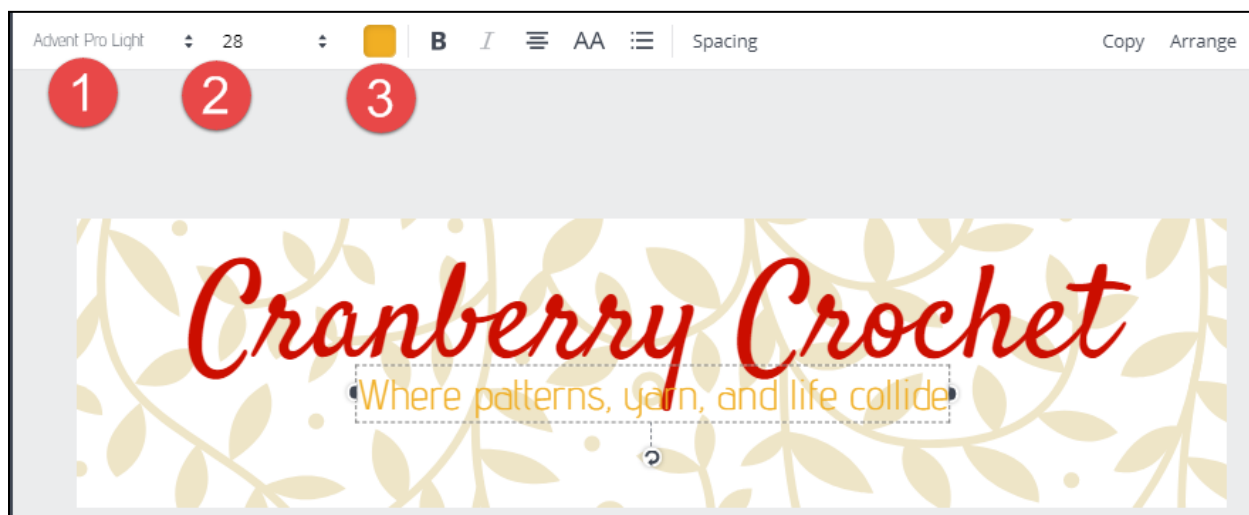
20. Click on one of the sizes (you can always change it later):



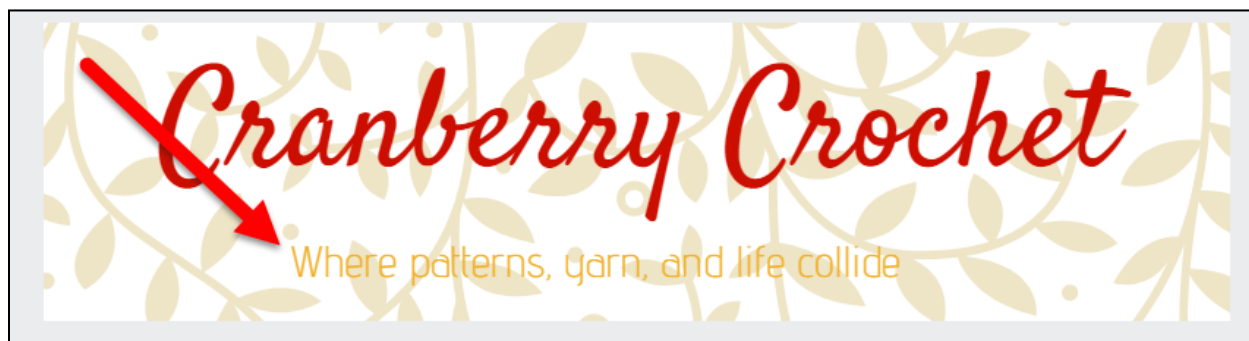
21. Highlight the text in the new text box and replace it with your own tag line for your site (just a short explanation of what folks might find on your site – Google can't read this so you can write whatever you want without worrying about keywords – this is for your visitors!):



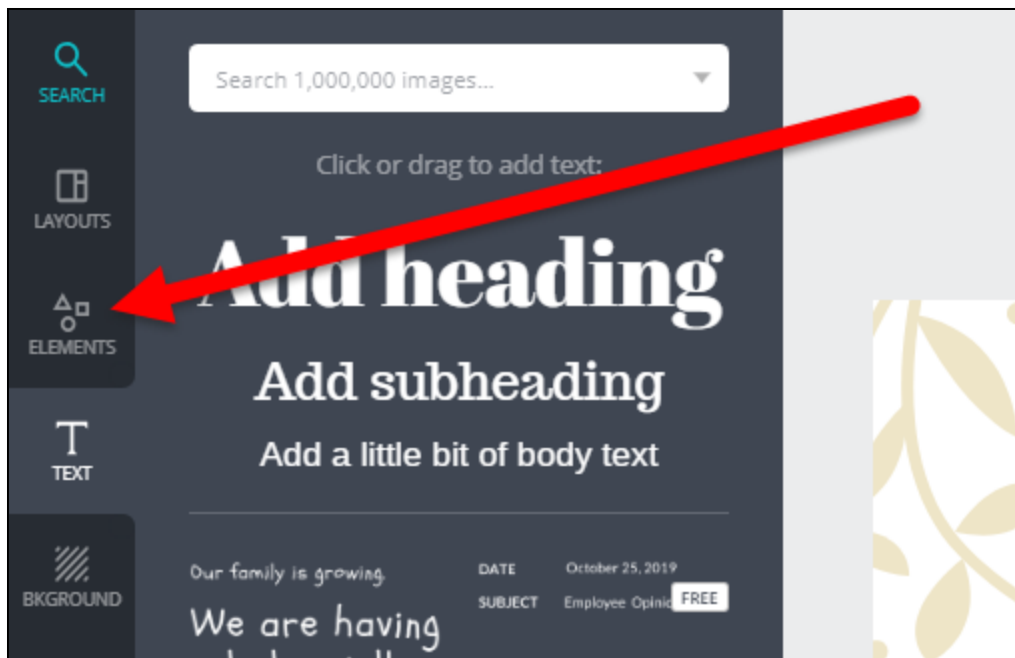
22. With the new text box selected, use the options at the top of the screen to change the font, the size, and the color to suit your needs:



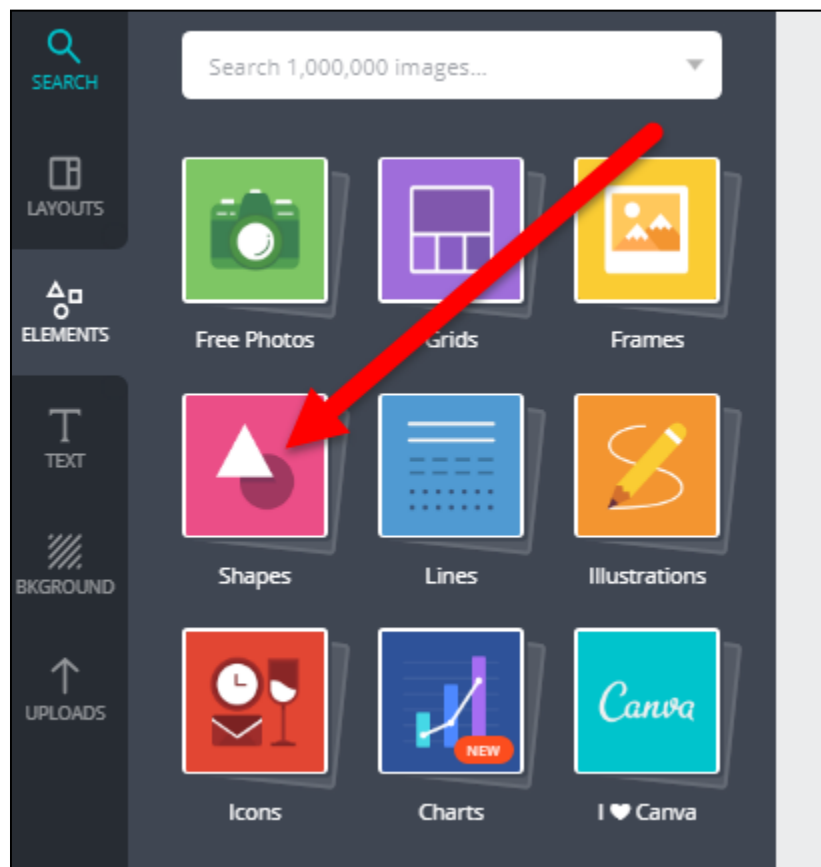
23. Click and drag on the text shape to move it to a new spot on the canvas, if necessary:



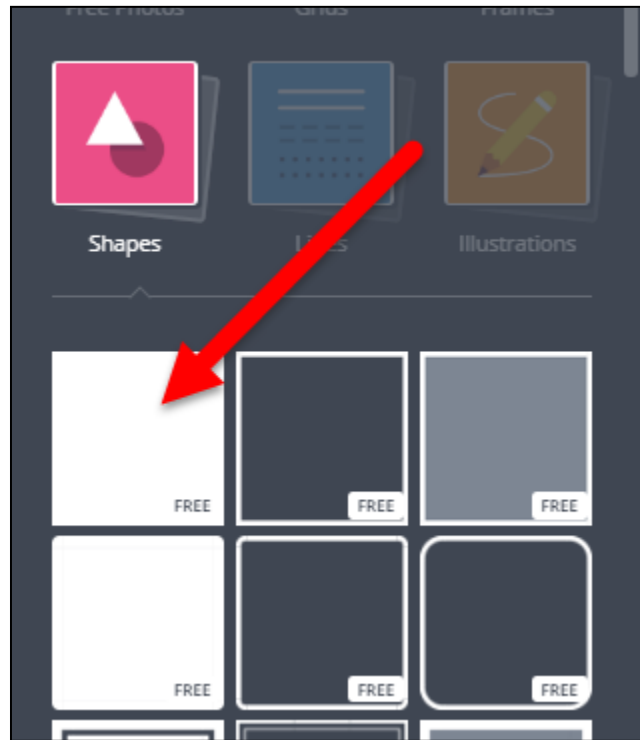
24. Because I can't read the tag line text very clearly because of the leaf pattern behind it, I decided to add a white box under that piece of text. To add shapes, click on the Elements tab on the far left:



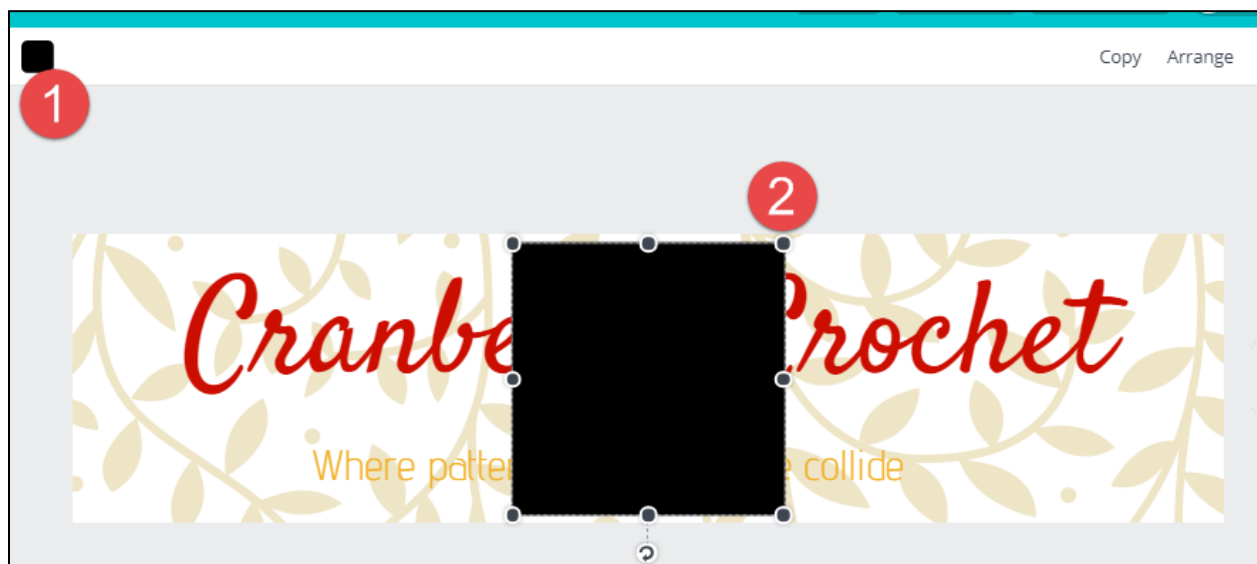
25. You'll find all kinds of free "Elements" to add to your canvas. In this case, I want a shape so I click on the Shapes icon:



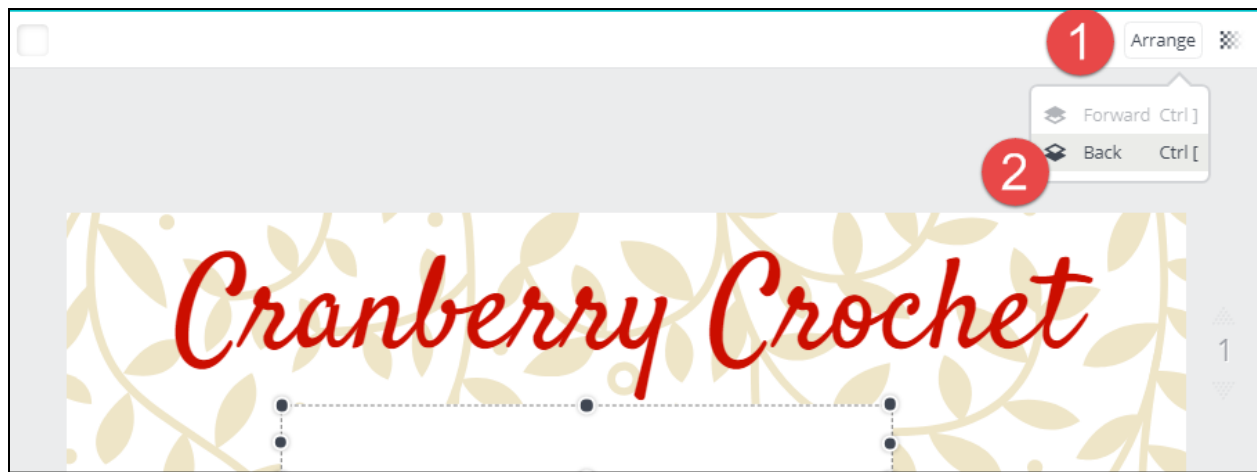
26. Click on any of the free shapes to add to your canvas. I'm choosing the blank, white square (although you can change the color of shapes, too – it's just white by default):



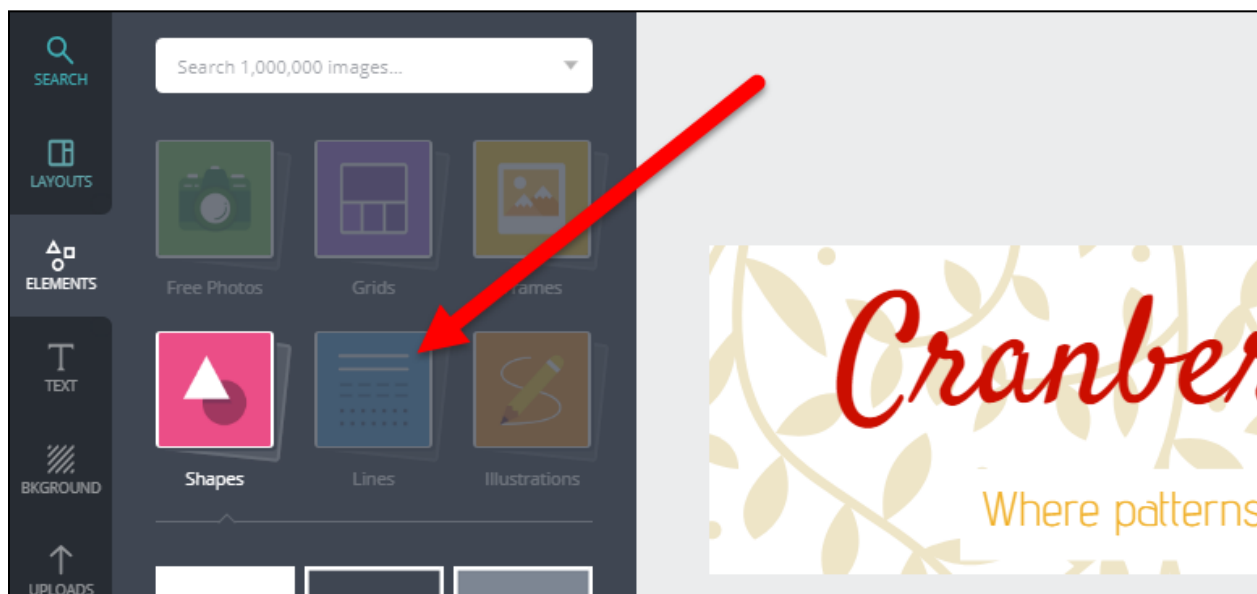
27. Click the color box to change the color of the square and click and drag the dots in the corners or sides (the handles) to change the size of an element:



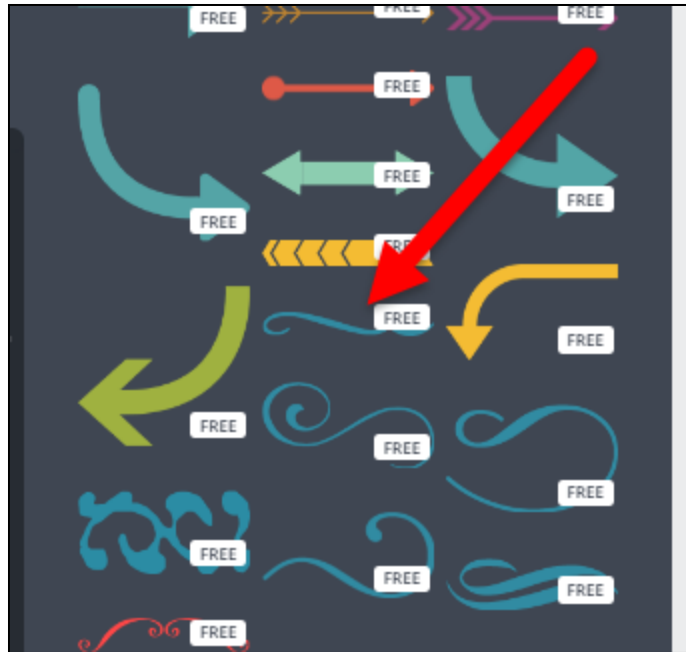
28. The shape is now on top of my tag line text. If I click the Arrange link, I can choose to move the shape back a step so it's under the text:



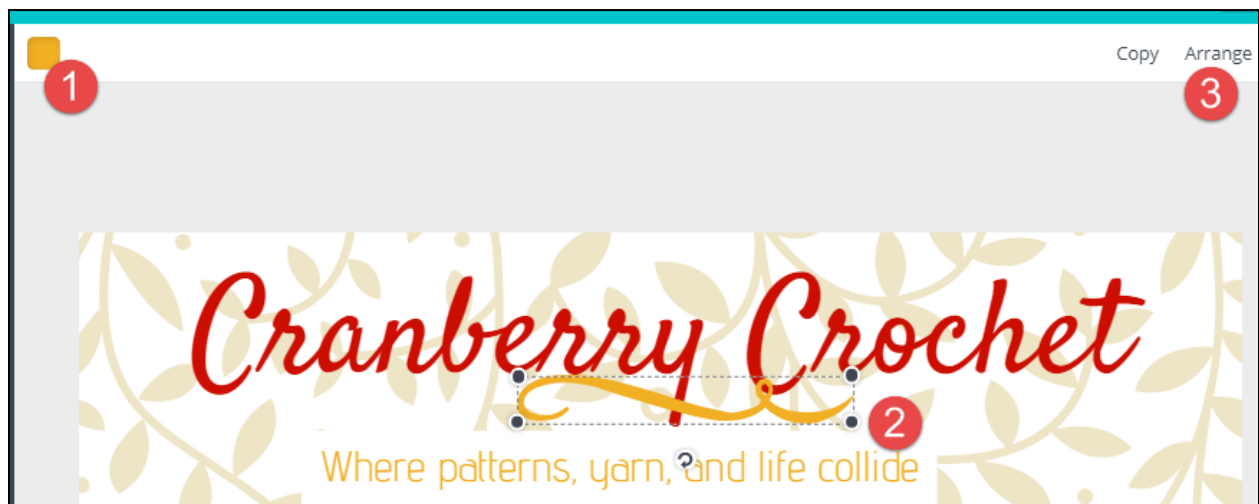
29. I still think the header is just a bit on the blah side so I want to add a flourish to the canvas. Click on the Lines tab to find lines, arrows, and flourishes:



30. Click on a line, arrow or flourish to add it to your canvas:



31. With the element selected, use the color box to change the color, click and drag on a handle to change the size, and click the Arrange link to move the item forward or backward so that it's visible the way you'd like:



32. When you're done with your design, click the Download button, choose the jpg file type (the file size is smaller so it will load more quickly on your site – remember site speed!), and click the Download button:





33. Save the header image to your computer

That gave me the following header image:



## Putting the Header Image on Your Site

Your WordPress theme usually controls how you put a header image on your site. You might find the settings for doing so in the Appearance/Customize or Appearance/[your theme name] Options screen.

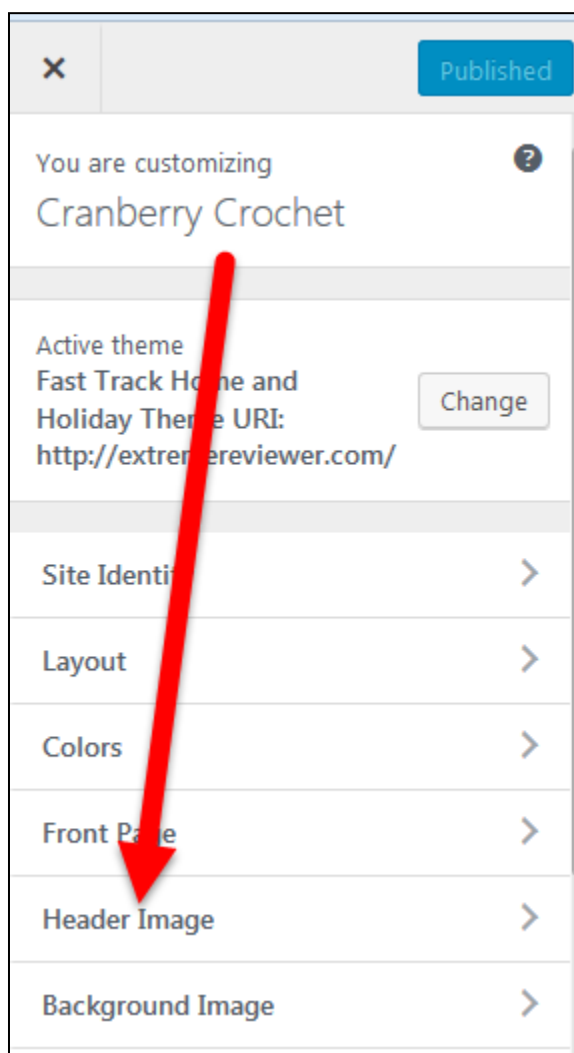
Since I'm using AZON Breeze (a child theme of the free Magazine Basic theme for WordPress), this is how I put the header image on my site:

1. Go to the file on your computer where you saved your finished header image, right-click on the image and choose to rename the file – give it the same name as your site OR your site name plus the

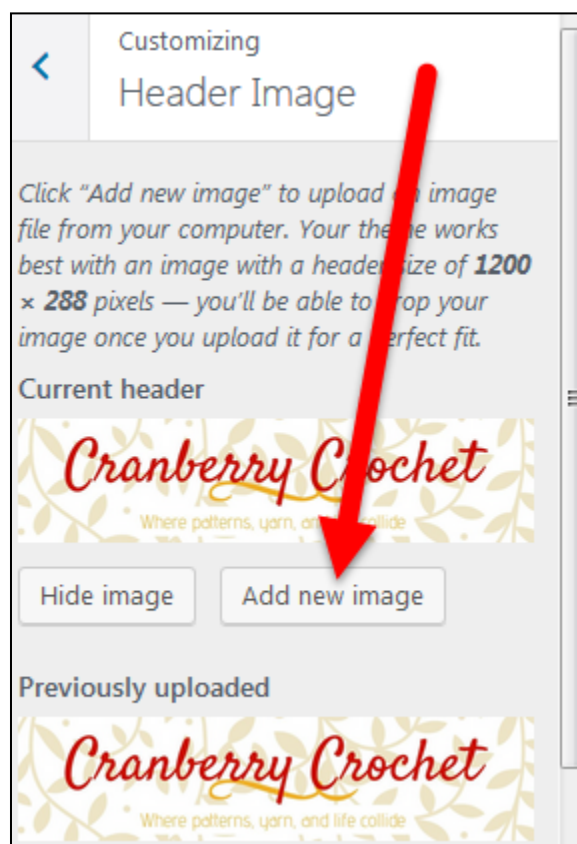
word "header" (example, I'd save mine as "cranberrycrochetheader" – I only have a number at the end because I had multiple versions I'd created):



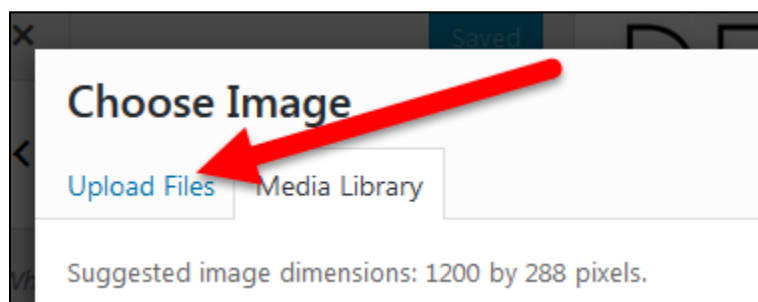
2. Log into your WordPress site
3. Click on Appearance/Customize in the sidebar
4. Click on the Header Image tab:



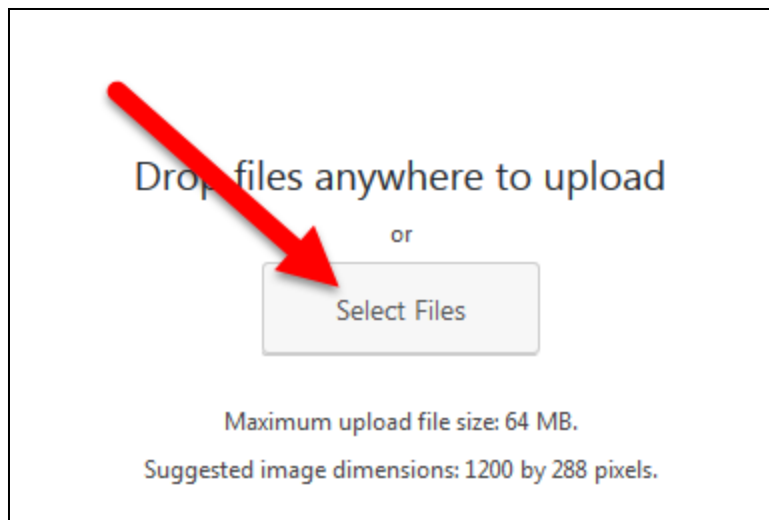
5. Click the Add New Image button:



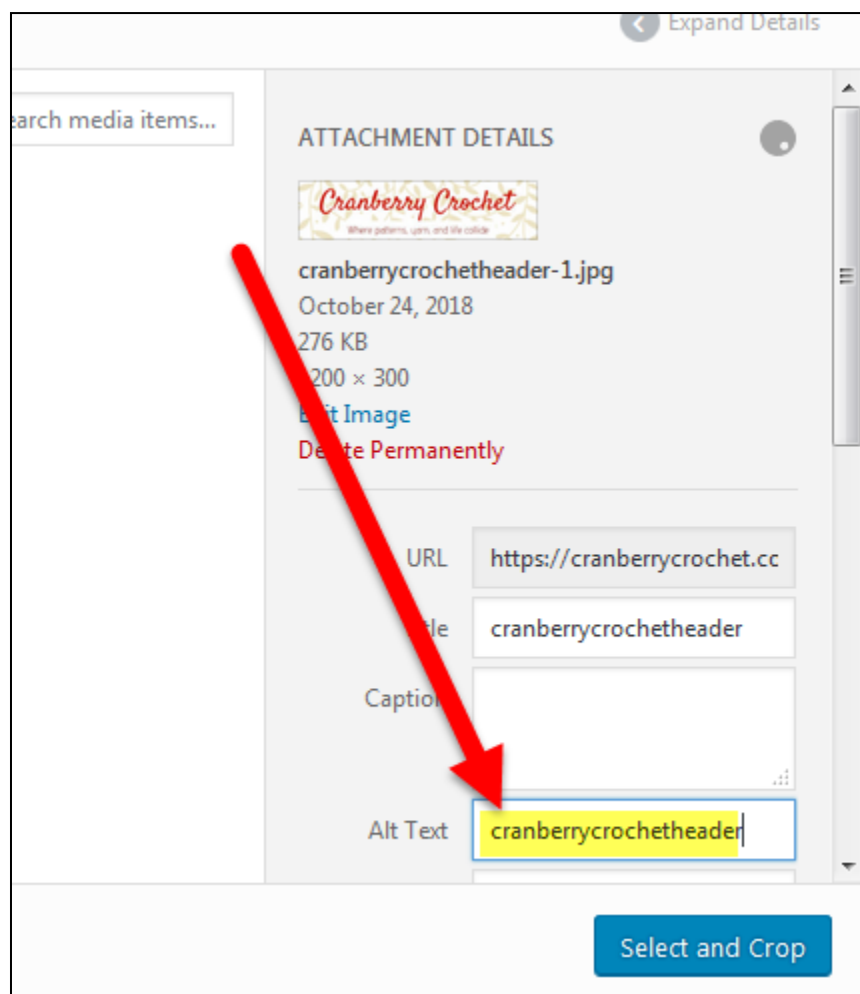
6. Click on the Upload Files tab:



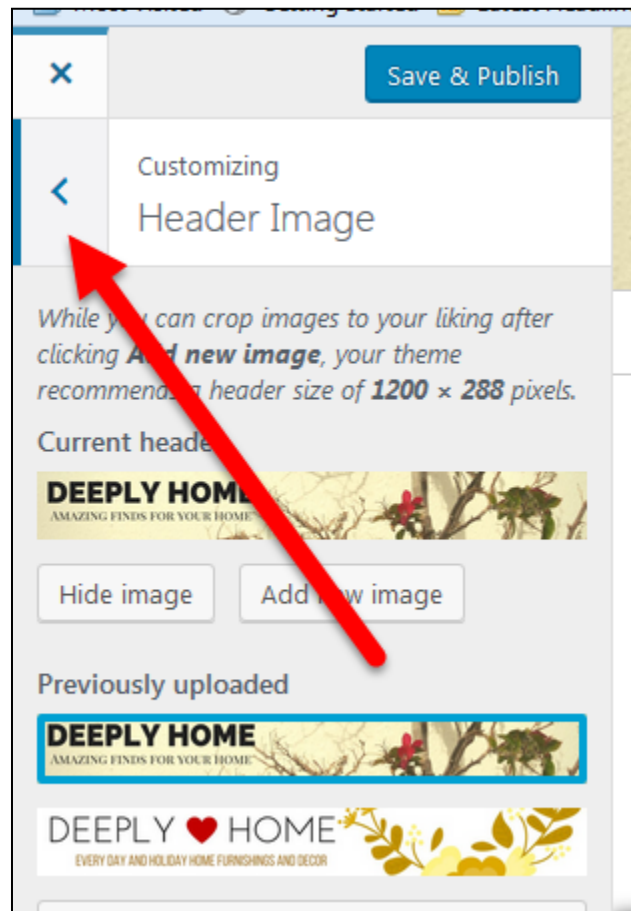
7. Click on the Select Files button:



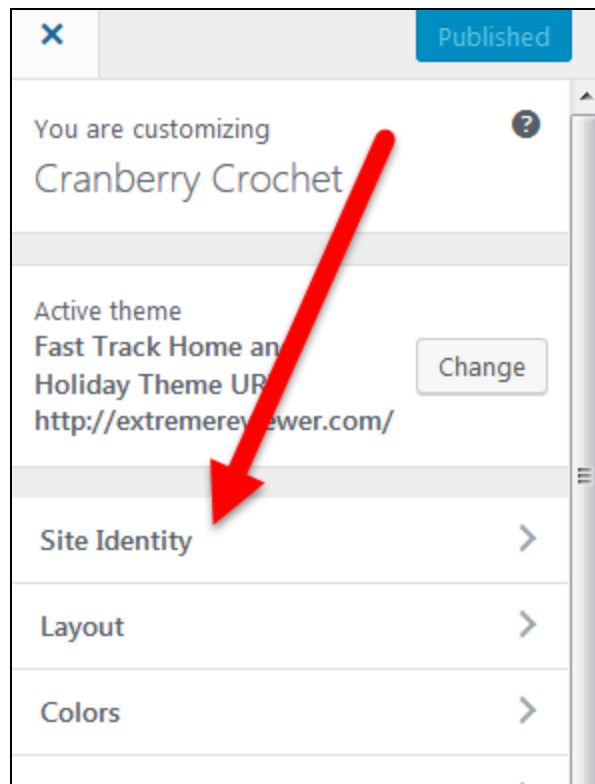
8. Navigate your computer files to find your header image, click on that image and complete the upload
9. Put the name of your image file in the Alt Text box and then click the Select and Crop button:



10. You should see an option to crop the image and, if so, you can use the handles at the corners of the image to change the portion of the image that will show in the header image field – you can choose to crop the image or skip cropping if the image shows just as you'd like
11. Once you've decided to crop or skip cropping and the header image has been set, click the back button in the customizer screen:



12. Click the Site Identity tab:



13. Uncheck the Display Tagline and Display Site Title **AND** Tagline boxes (there are two boxes that you want to make sure are UNCHECKED):

Site Title

Cranberry Crochet

Tagline

Crochet projects, patterns, tutorials, and

☒ Display Tagline **1**

Site Logo

No image selected

Select image

Header Alignment

Left

☐ Display Site Title and Tagline **2**

14. Click the Publish button:

×

Publish ⚙

< Customizing Site Identity

Site Title

Cranberry Crochet

Tagline

Crochet projects, patterns, tutorials, and

☐ Display Tagline

Site Logo

15. Check the home page of your site and make sure the header image shows as you'd like. If you're not pleased with the results you can make changes to your canvas in Canva and download the modified image or select a different background image.

**Just don't get too hung up on this step for too long because you can always change your header image in the future!**