

# Creating and Publishing a WordPress Blog

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## About The Author

After working for nearly 30 years in a challenging technological environment, Brian Stephens now lives and works in the Languedoc Roussillon region of Southern France. Since moving to France he has been involved with developing a new [web design business](#) which is supplemented by his Internet marketing and [blog writing](#) activities.

Brian has created and published a number of blogs on the Internet using both the free blogger platform provided by Google and by registering his own domains to support his independent WordPress blogs.

This eBook has been written to provide a step by step procedure which can be used as a general guide to anyone who wants to register their own domain name, create a new WordPress blog and publish it independently on the Internet.

There are many benefits to taking this approach when blog writing, not least of which is maintaining full ownership over the content material and value of the blog.

## Using and Sharing this eBook

You are welcome to use and share this eBook with whomever you wish, this includes posting it on websites, blogs or passing it on via email or any other suitable media.

The information has been provided in good faith for the purpose of assisting people to create their own independent WordPress blogs. You cannot change the information contained within it in any way and especially not for the purposes of claiming it as your own or to try and sell it for commercial gain.

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## Domain Registration

The process of registering a domain name in terms of physically going on line and making a purchase is actually relatively straight forward. The hard part is coming up with a unique name that is likely to attract traffic to your site. Making the name match a high inquiry search term is one means of attracting traffic, particularly if there is not a high level of competition for the term selected. That however is a whole different subject which you can find out more about by visiting A Good Time is Blog Time under the category [Keyword Optimization](#).

Lets assume for the moment though that you have a domain name in mind and now you want to find out if it is available and how much it costs.

My 2 favorite places for registering domain names are:



Click on the banner above for a UK based company that offers all the standard tld's such as .com, .co,.uk, .eu etc. All you need to do is enter the domain name you want after the www. in the search box and click on search. The results will show what tld's are available, how much they cost and for how long before the registration needs to be renewed. Note: you do not actually own the domain name outright, if you do not renew at the required time, it can be sold on to a 3<sup>rd</sup> party

Check the tld you require and click on 'add to basket' , remember to uncheck any you don't want.

When you are ready to pay click on 'OK, let's continue and follow the payment instructions.

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If the results indicate that a domain is already taken but can be transferred I would tend to avoid using any of these and try a different name that is available. Otherwise it just becomes a little complicated and usually they aren't really available anyway.



Click on the banner above for A US based company that offers .com, .net, .org, .biz and .info tld's.

Enter your domain inquiry into the form box after www. then check the tld's you are interested in. Put in the captcha code and click on 'Lookup'.

Remember not to include a tld as part of the name, only select them using the check boxes.

The results will tell you if the name is available or not and invite you to order now if it is, the price will also be displayed.

Note: depending on the host you decide to use you may need to redirect the domain name to different named servers than the ones allocated. This is so that when the hosting company you eventually select is used that the website can be found via its URL. For information, the named server is effectively the address for the physical location of the files on the server.

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That said if you are registering your domain with Hostazar then you would also be as well to host with them as a joint package. The service is well suited to blogging requirements and is a very affordable option. I have to be honest though, this site was recommended to me and I have not used them personally as I have a multi-account with Hostgator which I now use exclusively.

123-reg is another excellent 'value for money' domain registration option but was not originally considered to be as well suited to hosting for blogs as say HostGator who are my number one hosting choice and one that meets all the hosting requirements you are ever likely to need as a blogger, or website designer for that matter.

[123-reg](#) has upgraded some of their hosting options more recently and their 'Plus' package does now offer 1 click WordPress support, so for simplicity's sake you may decide that using them for your hosting is a good option, your choice at the end of the day.

The package is certainly affordable and you don't need to redirect the named servers if you decide to both register your domain with them and host with them.

Remember when you purchase your hosting, to keep a note of the user name you select and your password as you will need these to access the control panel at a later time. They should be sent to you via an email from your company of choice, but it is a good idea to make a note of them in hard copy as well, just in case something goes wrong with your PC or you lose the email.

Have a look at the web hosting options available on the next page and then make your decision as to which domain registration and web hosting package is the best for you.

If you decide to go with an alternative hosting package, then make sure it offers all the tools that you will need as a blogger. Specifically a means of creating your blog and then a means of updating and maintaining it, ideally beyond standard features.

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## Web Hosting Options

The first hosting package of choice is [HostGator](#):



A key feature of any web hosting package you choose for blogging is that you have access to the 'Fantastico' function that comes as a part of 'Control Panel'. Both [HostGator](#) and [Hostazar](#) offer this facility.

Fantastico is the 'control panel' feature that is used to upload the WordPress functionality onto your hosting server under the domain name you have selected and makes the process of creating and setting up your WordPress blog very easy.

Without going into too much detail, there are other features that will also be required such as .php support for example, so selecting the recommended web hosting suppliers will mean that you can be pretty confident all your blogging needs will be met.

It is worth noting that for HostGator the prices offered per month are only typically available if you purchase 3 years in advance. If you find that a little daunting then you may want to consider going through a [reseller hosting service](#) that offers the same facilities but usually at a reduced rate or time period. Bit like using a retailer rather than a wholesaler.

[123-reg](#) is also a good value for money hosting package as long as you are not overly concerned with having the control panel option available. Certainly the one click WordPress feature makes creating a WordPress blog pretty straightforward and removes the need for using Fantastico via the control panel.

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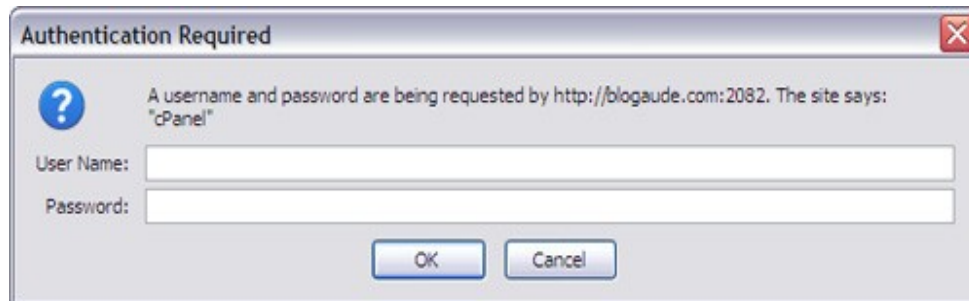
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## Getting Your Blog Published

Assuming you have chosen to register your blog domain name and host it on one of the first two recommended hosting platforms, the next stage is to create a WordPress blog using the Fantastico facility available through the control panel that comes as a part of your package.

To access the control panel you type your domain name into the address bar of your browser e.g. `http://` then `yourdomain.com/cpanel` and press return.

Next you will get a login box:



You need to enter the user name and password that you created when you purchased the hosting package. Then click on 'OK'.

The control panel will open and you will get a screen asking if you need help, just click on 'No I'm fine'.

Now you can scroll down to find the 'Software/Services' box which contains the 'Fantastico De Luxe' icon.

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Click on the 'Fantastico' icon to open the next screen.



Click on 'Wordpress' under the 'Blogs' section.

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On the next screen you need to click on the 'new installation' option.



When you click on new installation you will get a form to fill in, complete the form as follows:

Leave the directory box blank so that the blog gets installed directly under your main domain directory.

Create an 'admin' name and 'password'.

Assign a suitable 'nickname' to suit your preference.

Once you have done this, you are ready to install.

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Click on 'Install WordPress'

**WordPress**

Install WordPress (1/3)

**Installation location**

Install on domain:

Install in directory:  **Leave this blank**

Leave empty to install in the root directory of the domain (access example: `http://domain/`). Enter only the directory name to install in a directory (for `http://domain/name/` enter name only). This directory SHOULD NOT exist, it will be automatically created!

**Admin access data**

Administrator-username (you need this to enter the protected admin area):  **Put in a user name here**

Password (you need this to enter the protected admin area):  **Put your admin password here**

**Base configuration**

Admin nickname:  **You can put a nickname here or just use your admin name**

Admin e-mail (your email address):

Site name:

Description:

At the next screen you just click on 'Finish Installation' and you are done.

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## Using the WP-Admin Function

Once you have WordPress installed you can now access the WP-Admin function via your web browser. Enter your domain name in the URL address bar of your browser as you did to access control panel but this time instead of typing '/cpanel' you type '/wp-admin' as the suffix. This will take you to the WP login, enter the user name and password you created when installing WordPress earlier, you can check 'remember me' as well if you want to for future access. Then click 'Log In'.

The image shows the WordPress login interface. At the top left is the WordPress logo, a circular 'W' icon, followed by the word 'WORDPRESS' in a blue, serif font. Below the logo is a white login box with rounded corners. Inside the box, there are two text input fields: the first is labeled 'Username' and the second is labeled 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with white text that says 'Log In'. At the bottom of the login box, there are two links: 'Register' and 'Lost your password?'.

WordPress

Username

Password

Remember Me

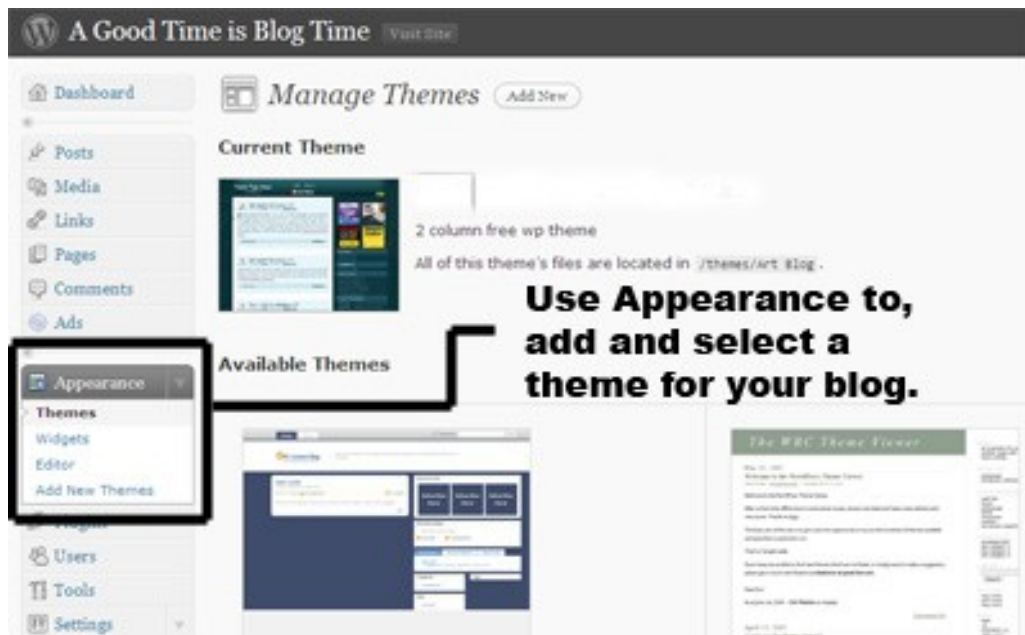
Log In

[Register](#) | [Lost your password?](#)

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At the next screen the area you are interested in is the 'Appearance' box, this is where you can add more themes, select a theme of choice and adopt it for your blog.



If you select 'Add New Themes' at the bottom of the menu, you will get a search option which you can use to find additional themes. It actually allows you to select from a list of features you would like by clicking the check boxes. This is a bit hit or miss, sometimes you get results and other times you don't; or what you get is not what you want.

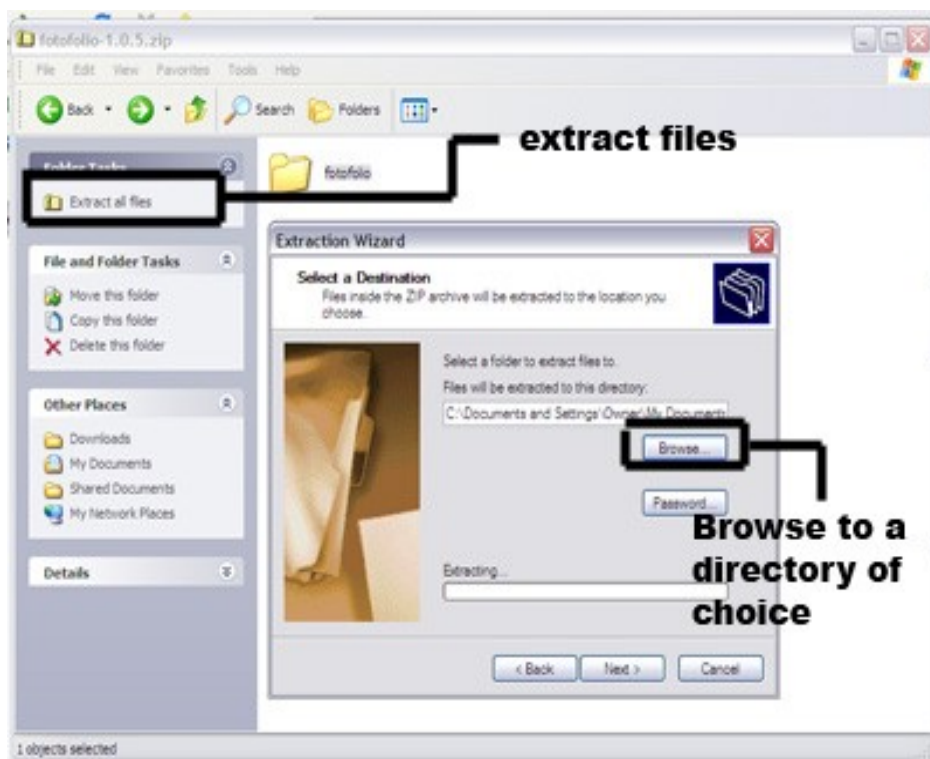
A better way is to use a search engine and look for 'free WordPress templates', you will find absolutely loads of themes to choose from. The norm is that you can view and download a theme that grabs your imagination. Then all you have to do is upload it to your server in the correct directory so that you can choose it as your option via the appearance menu above.

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## The Long Way of Getting a New Theme onto Your Server

When you find your new theme and download it to your PC, it will be normally be saved as a .zip file. Go to the directory you downloaded it to using 'explorer' and double click the .zip file to open it up. You should then be able to see the folder that contains the theme files. Use the 'Extract all files' option to place the folder in a location you can find, 'temp' is a good choice.



Now you can use Cpanel to upload the directory to your server.

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Access Cpanel as previously described using the '/cpanel' suffix in your browser address bar. This time you will be using the 'Files' option and specifically 'File Manager'



Navigate to your domain directory, the path is normally:

public\_html/yourdomain.com/wp-content/themes/

This is the directory you want to be in to upload your new theme. Now all you do is click on 'Upload'



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Use the 'Browse' option to locate the extracted directory for your chosen theme, select it and click on 'Open'. The file will now upload into the 'themes' directory. Use the 'Back to' option to go back to file manager and check the files are in fact there.



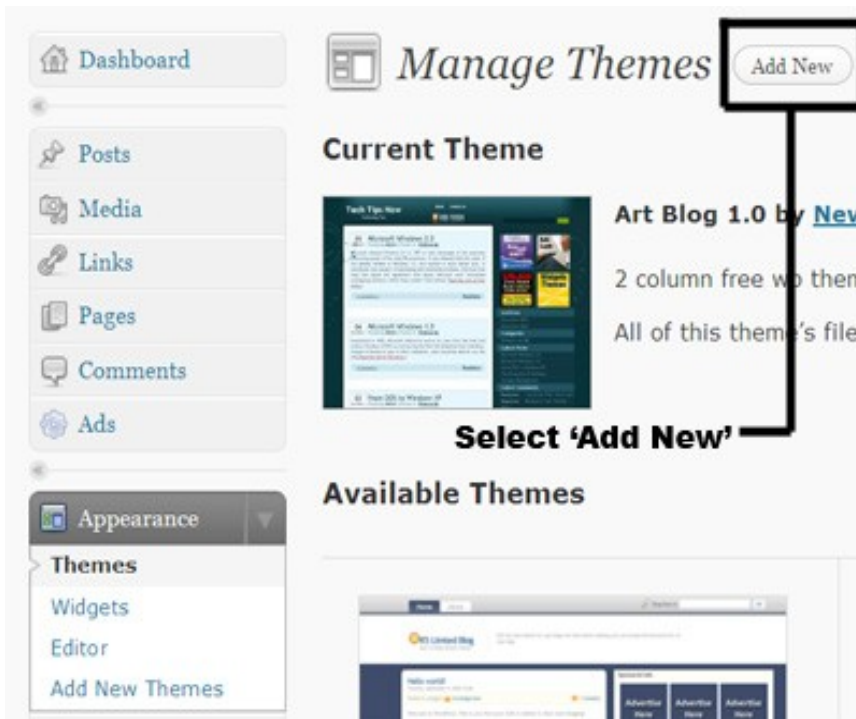
That is it, you can now return to the wp-admin screen and select the theme from the available options.

OK I admit it, there is a quicker and much easier way to get a .zip file onto your server, which I will now tell you about. But this has been a very useful exercise as it has demonstrated to you how you go about getting any file you want onto your server. For example if you wanted to offer an eBook you could upload the file using this method and provide a URL path to it. There are also lots of other reasons why you might want to add content to your blog in this way. So knowing how to do it this way is very useful.

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## The Quick Way to Upload a New Theme



Now select upload



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When you click on upload you get a 'Browse' option. Navigate to the .zip file and select 'Open' then click on 'Install Now'.



The program will extract the files and place them in your theme options, you can then click 'activate' to make it the current theme.



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So yes this is a very good choice for uploading the various options that are configured for WordPress blogs. Adding new plugins can often be done this way also; or you can search for them in the add new screen.

If you want to find out more about customising your theme further you can find out how to do that by visiting [How to Customise WordPress Themes](#)

## General Settings and Recommendations

Once you have your blog installed it is worth taking some time to work through the Settings options and configure your set up.

### General

This is fairly intuitive just make sure you have filled in all the boxes and set the fields as required. In the 'Tagline' description try and include your primary keyword phrase for the blog.

### Writing

It is a good idea to check the XML-RPC box if you want to automate adding posts via a 3<sup>rd</sup> party software package. Doesn't hurt to do this even if you decide you are not going to use it.

Under 'Update Services' you can add ping details, this means these services will be automatically updated when you post on your blog. The list below is a good sample of services.

<http://rpc.pingomatic.com/>

<http://blogsearch.google.com/ping/RPC2>

<http://ping.feedburner.com>

<http://rpc.technorati.com/rpc/ping>

<http://api.my.yahoo.com/RPC2>

<http://ping.webloglot.com/rpc.php>

You may need to register with some of these services for them to work, others will accept the ping without registration so to be sure it would be worth taking a little time to register. You can then also enhance your web profile by registering and participating with some of the better known sites.

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### Reading

This can be arranged as per your preferences, some people decide to only show 1 post per page for example.

### Discussion

Again configure as per your requirements but note that moderating comments is always a good idea. Spammers will have a field day with you if you allow comments without moderation and you could end up with links to all sorts of unsavory sites.

Set the notification to tell you when you receive a comment so you can have a look see what it is. If you find your self being bombarded by a specific type of comment then you should be able to use the blacklist to block it.

### Media

As per your requirements

### Privacy

Select the option you want but remember if you are trying to reach the public then you need to select 'visible to everyone'.

### Permalinks

This is where you can decide the naming convention for your blog posts, if you want the post title to be used you can put */%postname%/* in the 'Custom Structure' box and then of course you need to ensure this option is selected.

### Miscellaneous

As per your requirements

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## Useful Plugins

Advertising Manager - By [Scott Switzer, Martin Fitzpatrick](#) | [Visit plugin site](#)

Askimet - By [Matt Mullenweg](#) | [Visit plugin site](#)

All in One SEO Pack - By [Michael Torbert](#) | [Visit plugin site](#)

CommentLuv - By [Andy Bailey](#) | [Visit plugin site](#)

Evermore - [Bennett McElwee](#) | [Visit plugin site](#)

Share This - By [ShareThis](#) | [Visit plugin site](#)

Top Commentators Widget - By [Lorna Timbah \(WebGrrrl.net\)](#) | [Visit plugin site](#)

## Where to Find Great WordPress Themes

One of my favorite places for free WordPress themes is [wordpressthemesbase.com](http://wordpressthemesbase.com) You will lots of fresh new themes to choose from and to ensure that you get a unique look to your blog you can always edit the theme for different colours and fonts etc. Just make sure you leave the information detailing the source of the theme so that you don't break the copyright rules.

Another great source is [freewpthemes.net](http://freewpthemes.net)

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## Blogging Tools



[WP Remix](#) this is the theme creator for the non technical person, it allows you to create your own unique Wordpress theme without having to do any coding. Visit [A Good Time is Blog Time](#) for a review of the package and additional information



### [Article Submitter](#)

this software allows you to submit articles to multiple article directories. Visit [A Good Time is Blog Time](#) for an honest review of the package warts and all.

**PhotoShop** - all bloggers should utilise some sort of graphics editing package to make the images you want more interesting and on topic. The recommended package is an industry standard and you can find out more about it on [A Good Time is Blog Time](#).

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## Pointing Your Domain at a Different Named Server in 123-Reg

If you decided to use Hostgator to host your blog and 123-Reg for your 'domain registration', you will need to change the named servers for your domain. To do this go to 123-Reg.co.uk and logon to your control panel. Once in the control panel you select your domain name from the drop down menu and then click on 'Manage'.



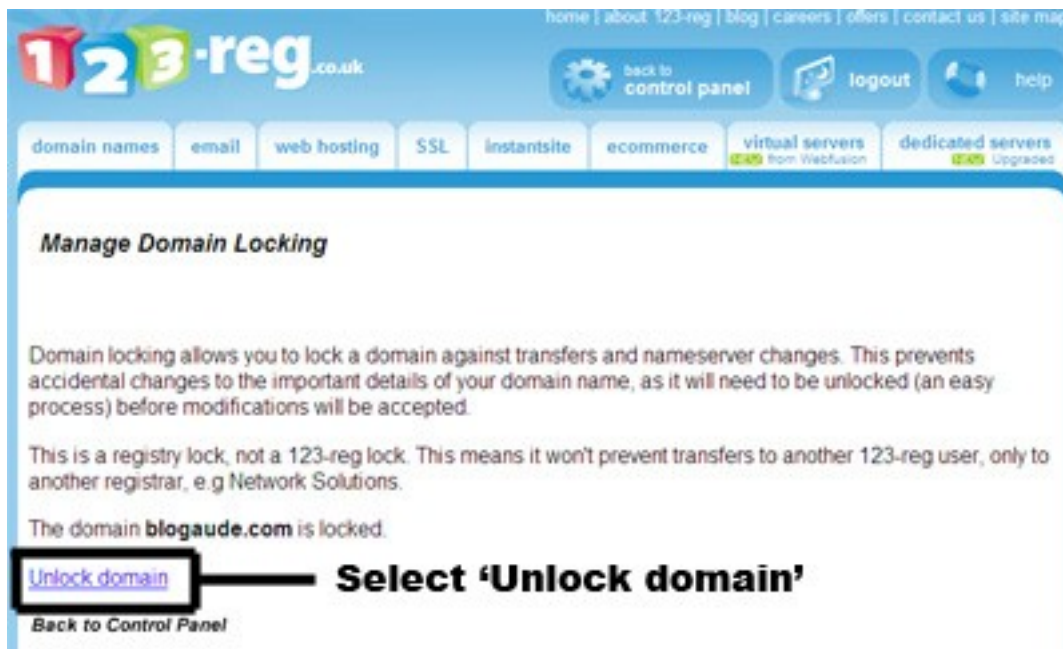
Before you can change the nameserver you will need to unlock the domain, so click on 'Manage Domain Locking'.



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As long as you had the correct domain name selected when you started, you can now select 'Unlock Domain' and then click 'Back to Control Panel'



You can now select 'Change Nameserver'



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All you need to do is change the 2 nameservers in the boxes to the ones that you have been given by Hostgator and then click on 'Change Nameservers'.

REMEMBER TO [LOCK THE DOMAIN AGAIN](#) afterwards. [MORE ABOUT DOMAIN LOCKING.](#)

## All set? Change name servers here

Enter new nameserver information:

*Required*

Nameserver 1:

Nameserver 2:

*Optional:*

Nameserver 3:

Nameserver 4:

**Click on 'Change Nameservers' when you have entered the new names**

Once you have done that scroll to the bottom of the page, click on 'Back to Control Panel' and then go back into the Manage Domain Locking and select 'Lock Domain'. The changes should then take place within 48 hours of you making the change.

So you can now log out and you will have your domain registered on 123-Reg and your blog hosted on Hostgator, a winning combination I think. Oh and by the way you will be live on the Internet so it is time to start posting. You do this in the 'wp-admin' screen under 'posts' and by selecting 'Add New'. As you are new to blogging it will probably be best to use the 'Visual' tab to write your posts as this is very similar to a word processor.

**'HAVE A GOOD TIME BLOGGING'**

**because A Good Time is Blog Time**