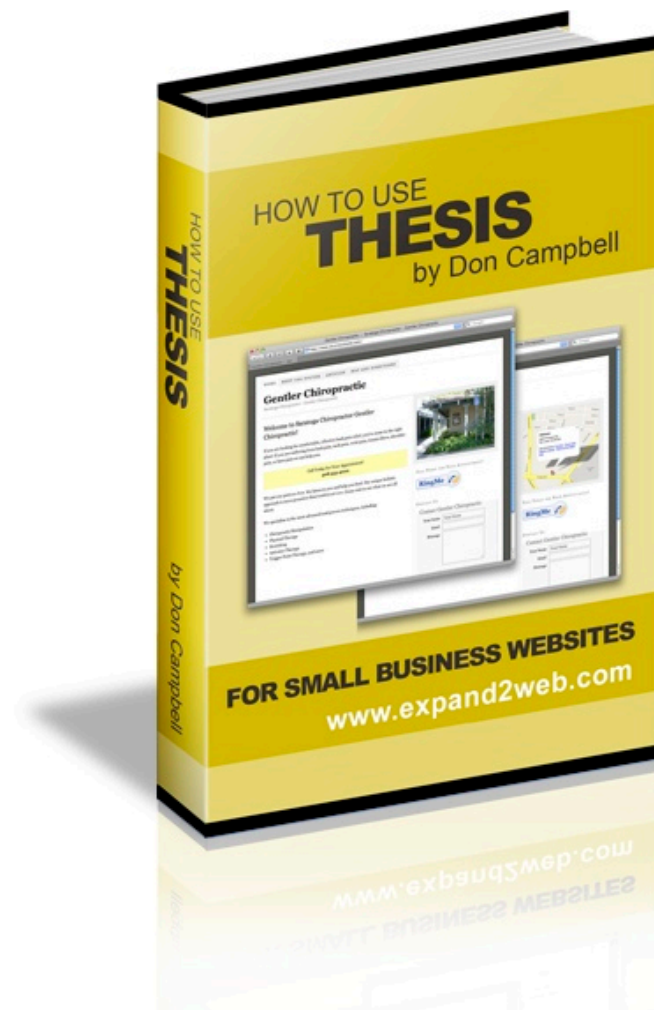


# How to Build Small Business Websites Using the Thesis WordPress Theme



**by Don Campbell**

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# Preface

## What this book will give you

This eBook is a beginner's guide to using WordPress and the Thesis WordPress Theme to set up highly effective small business websites that get great local search results.

Small Business owners are in need of a **cost-effective way to set up a professional looking website** to help them promote their business in Google and Yahoo local searches.

I've talked to many business owners who have been quoted \$2,500, \$3,500 and up for a professional website. And I know others who have paid this much and more for nice looking websites (and some not-so-nice looking ones!) that don't bring them any new customers. They end up being fancy online brochures.

In this guide I'll show you how to set up an effective website for a small business that both looks professional, and has the potential for great search results and becoming a source of new customers from the web.

If you are a **small business owner**, or a **consultant who helps small businesses**, this guide is for you.

## Why WordPress, and why Thesis?

One of the keys to top search results is great site architecture and great content.

WordPress is a powerful content management system that fulfills these requirements and also happens to be free. See [Why Use WordPress to Power Your Small Business Website](#) for more on why WordPress is an excellent choice to power your small business website.

The Thesis theme is one of the best premium themes available for WordPress. It is a highly customizable theme with a ton of great features, including some killer SEO (Search Engine Optimization) capabilities out of the box. See [9 Reasons to use the Thesis WordPress Theme](#) for some more reasons Thesis is a great way to go.

## Who is Don Campbell?

Don is a local search expert based in Silicon Valley. He was an early member of Interwoven - a highly successful web content management provider and was later the Technical Evangelist for Microsoft Office Live.

Recognizing the need for small business owners to shift their marketing efforts from the print yellow pages to the web, he left his corporate job to start his own company, Expand2Web.

Now Don helps small business owners get online and turn their websites into marketing machines that deliver a steady stream of customers from Google and Yahoo searches.

You can find out more at his blog:

<http://www.expand2web.com/blog>

### **Make sure you have the latest version!**

I am constantly updating this guide as I get feedback from readers. Make sure to check the download page on my blog to stay current with the latest version.

**This version is 1.5.**

[Click Here to Check for Updates!](#)

### **Quick summary of the steps in this eBook**

#### **Five Steps To Your Small Business Website:**

1. **Get WordPress hosting:** [Click Here](#)
2. **Get the Thesis theme:** [Click Here](#)
3. **Set it up** (follow instructions in this document)
4. **Add call tracking** (optional): [Click Here](#)
5. **Get Listed:** [Click Here](#)

# Chapter 1: Installing WordPress

I highly recommend hosting Wordpress on your own domain (rather than signing up for an account on WordPress.com) for the following reasons:

1. You should have your own domain name for your business. As you'll see later this will help you get the best local search results for your business.
2. You have more control over your website, both in terms of look and functionality.
3. You want your website to look like a business website, not a blog.
4. It's easy to set up your own website using WordPress.

You can get a free WordPress blog from Wordpress.com, and a lot of people ask me about the difference between this and hosting your own WordPress. For more details on this topic, see [WordPress.com vs WordPress.org - Which One Should I Use?](#)

## Hosting WordPress Installations

You can install your own version of WordPress on any host that supports PHP and MySQL. WordPress is freely available for download [here](#).

But I suggest that you use a hosting provider that permits *1-click installs* of WordPress. This way you don't have to worry about downloading WordPress, uploading it to your host, creating the database and editing the configuration files.

For small business websites, [BlueHost](#) is a great way to go for WordPress hosting. They only charge **\$6.95/month** for hosting, and provide these features that are relevant to the type of sites we are talking about:

- First domain included free (you can also use your own domain if you have one)
- One click installation of WordPress with Fantastico or Simple Scripts
- Unlimited add-on domains
- Ability to install multiple WordPress instances on the same account
- Tons of disk space and bandwidth (600GB disk space, 6,000GB bandwidth/month)

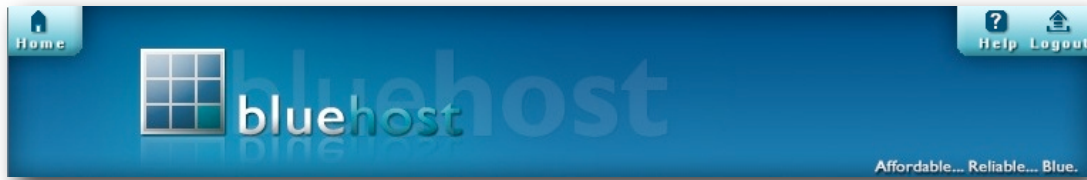
[Click Here To Get Your BlueHost Account](#)

## Installing WordPress in Five Minutes or Less

So let's get to work and show how you can install WordPress quickly. I'll show you how to do this with Simple Scripts on [BlueHost](#). Other hosting providers should work much the same as this.

### Step 1: Log into your BlueHost cPanel interface

First, go to your hosting provider and log into the administrative interface. Most providers use an interface called cPanel, like Bluehost does.



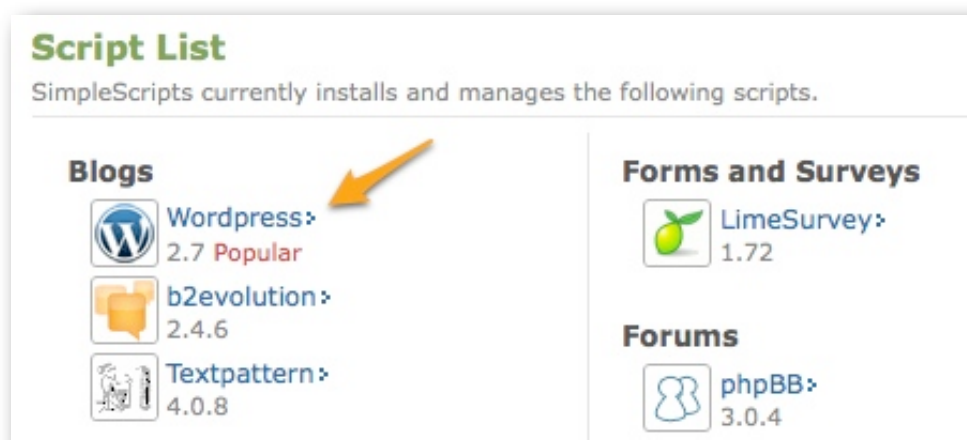
### Step 2: Click the SimpleScripts button

Find the Simple Scripts icon and click on it to begin your WordPress install.



### Step 3: Select WordPress

Select WordPress from the installation options.



### Step 4: Fill in the 3 fields

Fill in your basic information to and start the installations.

**General Configuration**

**What version of Wordpress would you like to install?**  
It is highly recommended to choose the latest version to ensure your website's security and enable the latest features.  
2.7 (Stable)

**Where would you like Wordpress installed?**  
http://www.sbusinesshome.com /  
Access URL: http://www.sbusinesshome.com/  
This is the URL your visitors will type in to view your site.  
Server Path: /home2/localsea/public\_html/sbusinesshome/  
This is the location of your website's files on your server.  
*This directory is not empty, but there no apparent file conflicts with the new installation.*

**Additional Options**

**Please give your new site a name.**  
Gentler Chiropractic  
ie. My Site, etc.  
This field is optional.

**Advanced Configuration**

Generate me an Administrator Login  
If this box is checked, we will create a random administrator username and password for you.

Automatically create a new database.  
If this box is checked, we will attempt to create a new database for you.

**Server Requirements**  
Your server meets all the minimum system requirements for Wordpress.>  
Click the above link if you're curious about which server requirements this script utilizes.

**Legal Information**

I have read the terms and conditions of the **GPLv2** license agreement.>

I have read and agree to the **SimpleScripts Terms of Service** agreement.>

[Complete >](#)

Automated Script Management. Powered by SimpleScripts.com.  
© 2008 SimpleScripts All Rights Reserved

Here are some tips on filling in these fields:

**What version of WordPress would you like to install?** - Go with the latest version; at the time of this writing that is WordPress 2.9.1.

**Where would you like WordPress installed?** - For this field, just choose the domain that you plan to use for your business, and don't add any additional directory after the slash.

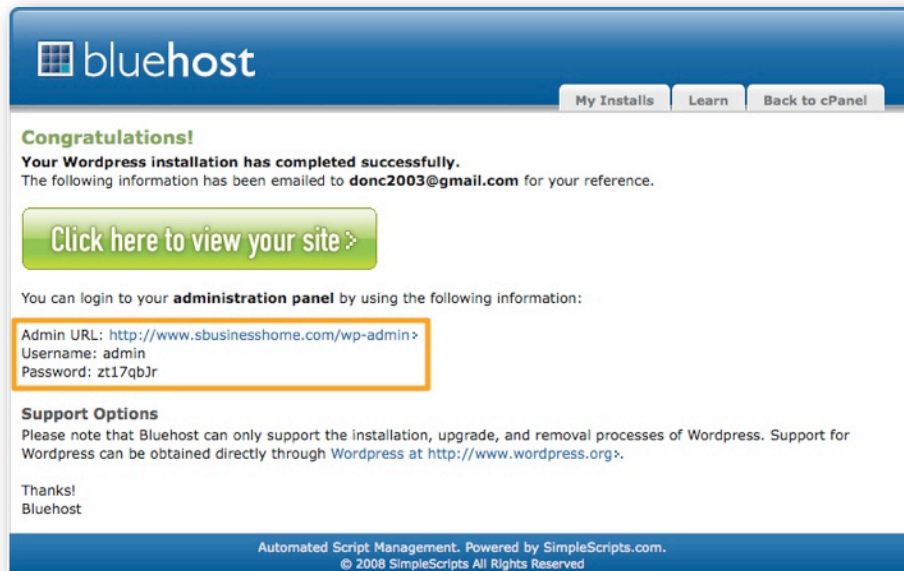
If we were setting up a "blog" then we might want to add a directory name like "blog" there, but in this case we're going to install WordPress right at the root directory of the domain, and make it look like a website instead of a blog.

**Please give your site a name** - Just put the name of your website here. You can change it later from the WordPress admin UI if you would like.

**Advanced Configuration** - Leave these defaults - it will automatically create the database (you don't want to worry about that do you?) and generate an administrator login for you.

### Step 5: Login to your new site

That's it! Within a minute after you click the "Complete" button, WordPress will be installed for you and ready to go. Login to your new site by clicking on the link provided in the results page or the email confirmation.



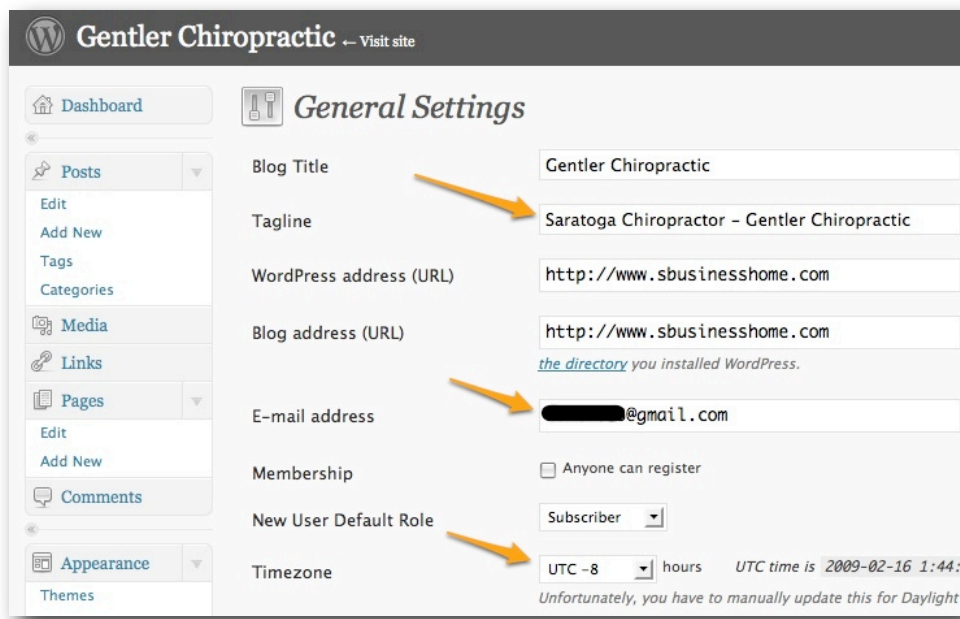
**Note:** Write down the username and password on this screen. You should also get an email confirmation with a link to login to your new website, and a userid and password. Just make sure you record this information so you know how to get in to your new website.

### Logging Into the WordPress Admin UI

Now you are ready to log into WordPress. You can click on the link in the final screen after your installation, or just type in `http://www.yourdomain.com/wp-admin` to get to the WordPress admin screen. The WordPress admin login screen is shown below.



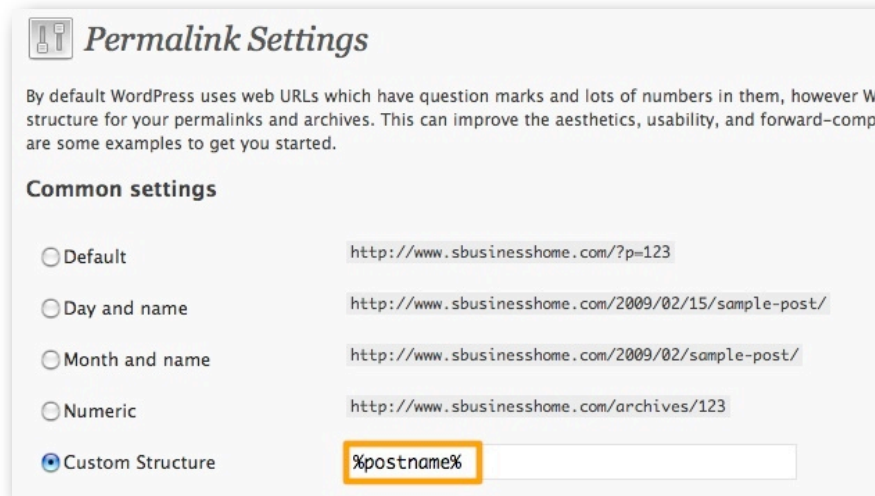
Just enter the username and password that you wrote down after the installation (it was also emailed to you) and you will be taken to the WordPress Admin UI.



There are a few things we'll do here to get your site ready to go. These are things that I do after every WordPress installation.

First, you'll want to change some of the **General Settings** by selecting **Settings** on the left hand side menu. Change the fields highlighted in above - **Tagline**, **E-mail** address and **Timezone**.

Next, the "Permalinks Structure" of your site. To do this, choose **Permalinks** on the left hand menu. Set your permalinks structure to look like the screenshot below.



This makes the urls of your website pages more friendly to the search engines. Now they will look like: `www.sbusinesshome.com/sample-post` instead of `http://www.sbusinesshome.com/?p=123`.

## Chapter 2: Installing the Thesis WordPress theme

### Step 1: Download the Thesis theme

The theme we are using to build our site is the Thesis WordPress Theme. Thesis is a “premium” theme that you will need to purchase. At the time I write this, it costs \$87, and is well worth it.

There are many WordPress Themes available, both free and paid, but for purposes of this walkthrough I’m using the Thesis theme. It is the theme I use on several of my websites, and is very customizable for what we want to do here.

[Click Here to Download Thesis](#)

### Step 2: Upload the theme to your site

**Note:** Starting with WordPress 2.8, you can upload your theme ZIP files in the WordPress Admin UI *without using FTP*. Check this video to see how: [How To Install Themes in WordPress 2.8](#).

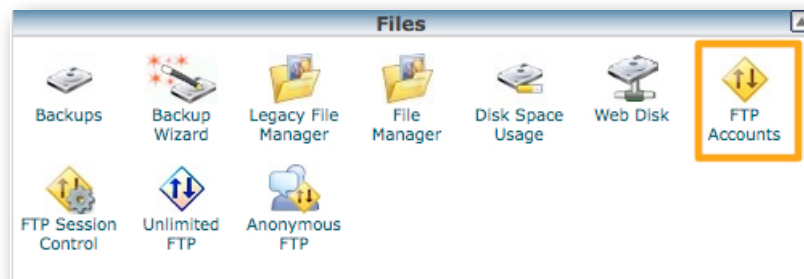
If you still want to install using FTP, read this section below.

Once you’ve purchased the theme, you should have a **thesis.zip** file on your computer. Unzip that file and you will end up with a folder called “thesis”. For this next step, you’ll need something called an FTP program. We’ll use this program to upload it to your hosting provider account.

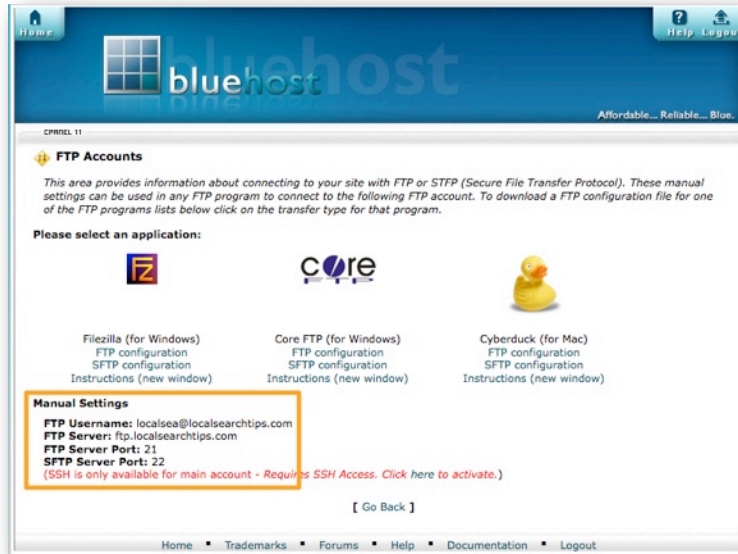
I’m using a Mac FTP program called Transmit, but there are many free FTP tools available for both PC and the Mac.

If you don’t have an FTP client already, here are a couple of free options: [FileZilla](#) is a free FTP client program that works on both PC and the Mac. [CoreFTP](#) is a free FTP client for the PC.

Download one of these clients and then go back to your BlueHost cPanel to get the settings for your new FTP client.

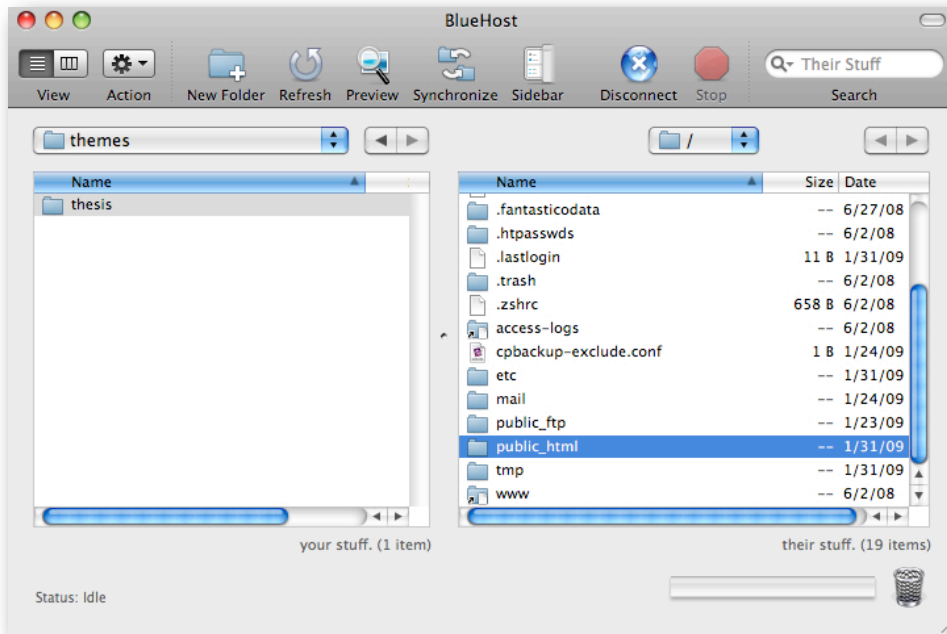


Click on **FTP Accounts** from the main cPanel screen, then click on **Configure FTP Client**. You'll get a screen with your FTP settings on it that looks like this:

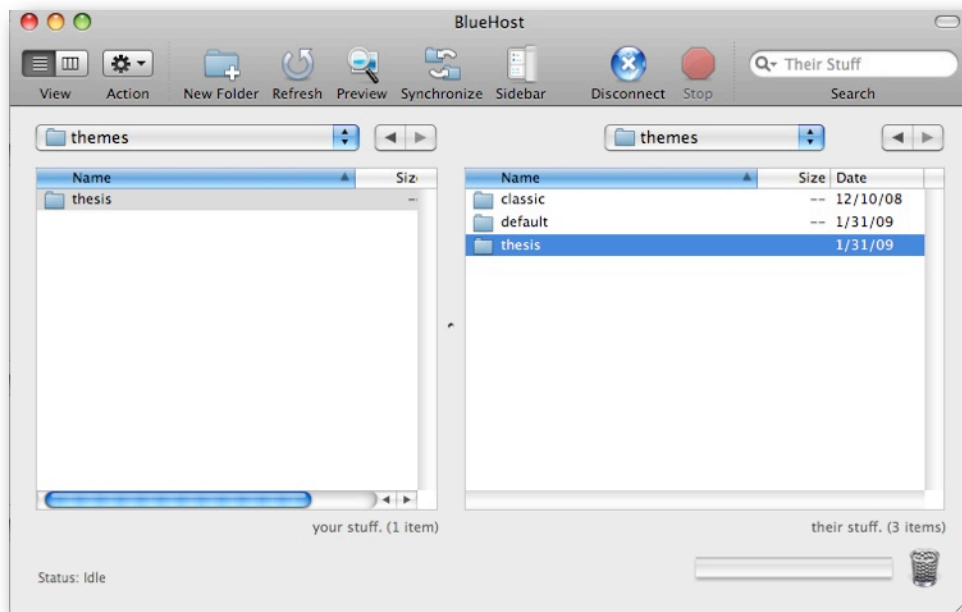


Use these to configure your FTP client so you can use it to upload files to your server. BlueHost provides instant configuration files for Filezilla, CoreFTP and Cyberduck. to make configuration easy.

Once you are able to connect to your server with your FTP program, upload the **thesis** folder from your computer to the **public\_html/wp-content/themes** directory on the server.



When you are done it should look like this:

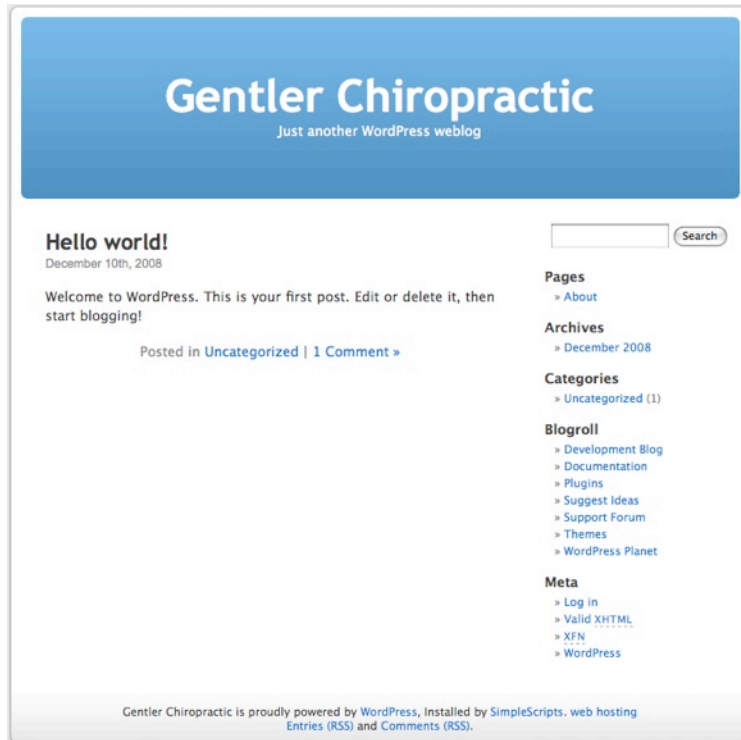


The **classic** and **default** folders you see are the basic themes that come with WordPress. Your **thesis** folder should now be right alongside of them.

### **Step 3: Activate your new theme**

Now that you've uploaded your theme, you can activate it from within the WordPress Admin UI.

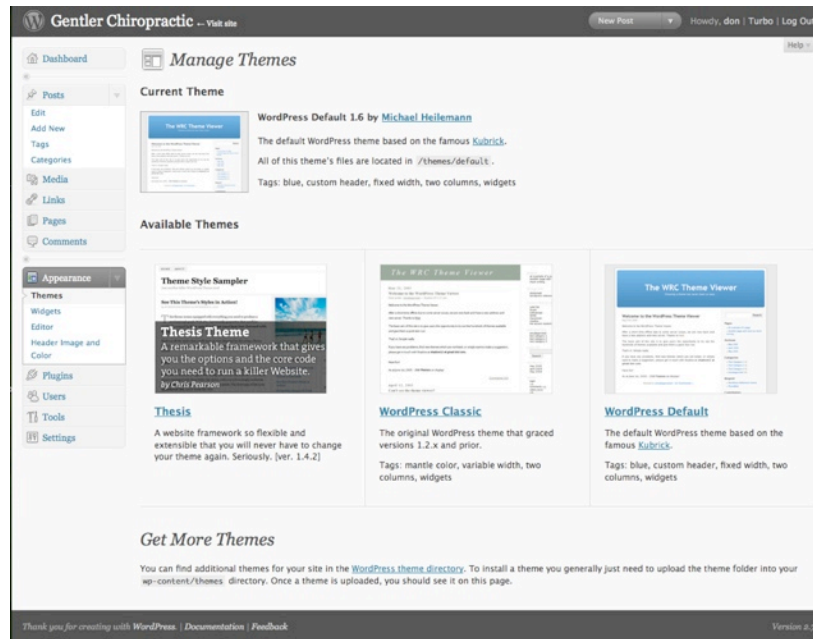
If you look at your website now by typing your domain name into the browser, it will look something like this:



This is the default theme that comes with WordPress. Our job now is to switch the look of our website to our new Thesis theme.

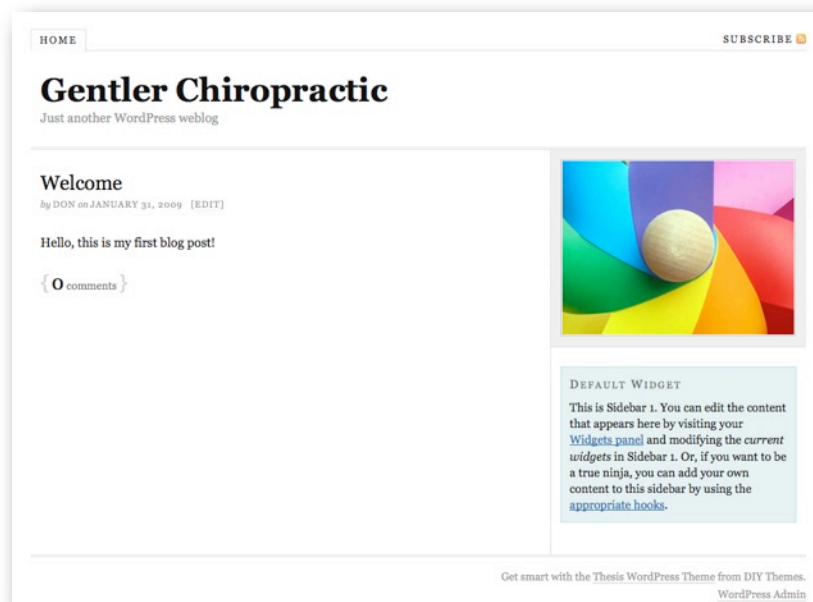
To do this, we need to log back in to our WordPress Admin UI. Remember that is located at: <http://www.yourdomainname.com/wp-admin> - where you will replace yourdomainname with your actual domain name.

Once you are logged into the Admin UI, select **Appearance** on the left hand side menu. Select the **Themes** sub-option, and you'll see all of the themes available for your site.



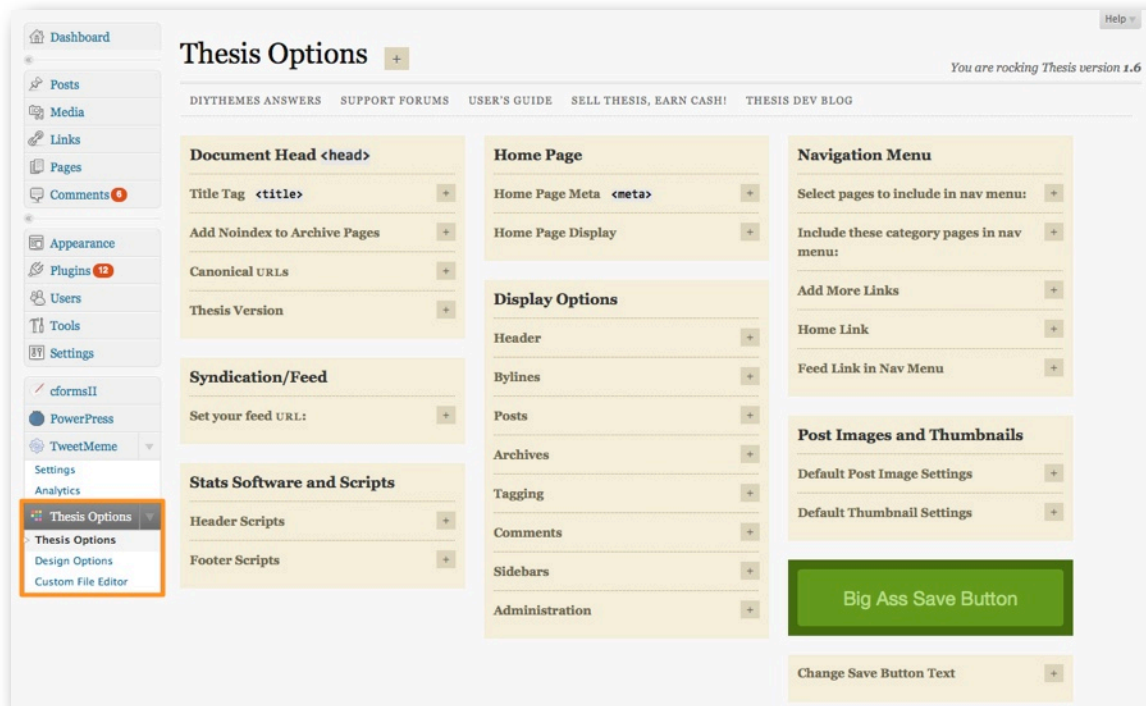
Click on the Thesis theme here, and you will be presented with a Preview window. **Activate** the theme.

Now if you visit your website, the Thesis theme is active, and it will look something like this:



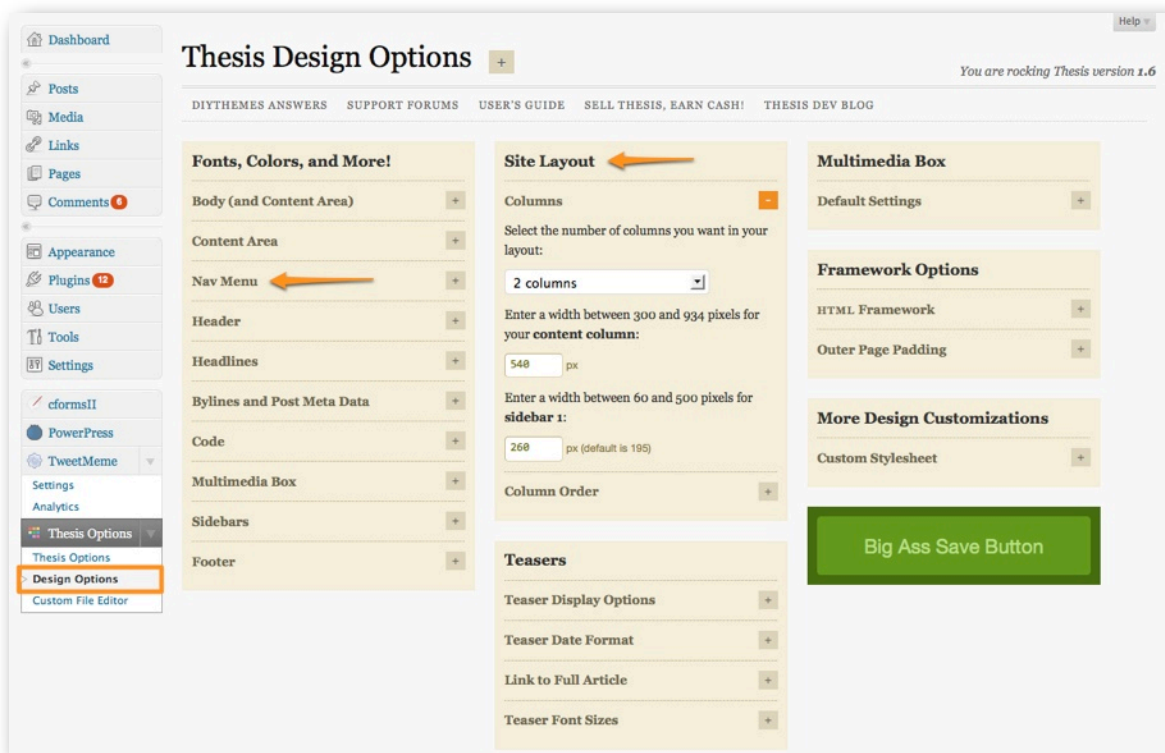
Now that we have a basic website up, I want to take you on a tour of the powerful **Thesis Options** panels. One of the great things about Thesis, is that it provides the most complete options panel in the WordPress Admin UI that I have seen from any theme.

Let's use this panel to change some of the options for our new website.



In this panel we are going to change the following settings:

1. In the **Home Page** box, set the **Home Page Meta** for your home page. Make this a short and compelling description of why someone would want to visit your website. It shows up directly beneath your URL in the Google search results.
2. Under Display Option the last choice is **Administration**, turn off “**show edit post links**” and “**show edit comment links**” by deselecting the check boxes.
3. Uncheck the checkbox in the **Feed Link in Nav Menu** box in the Navigation Menu section. Unless you think your site visitors understand what an RSS feed is, you probably don't need this distraction on your website. You can turn it on later if you want.
4. One of the choices on the under Navigation Menu reads “show home page in nav menu” - ***you should uncheck this*** because we will be making a custom home page in the next section, and if you don't uncheck this you will end up with two Home link in your nav menu.



Next, go to the **Design Options** link, right under **Thesis Options**. This is also provided by the Thesis theme, and provides a ton of great options for the layout of your website.

On this panel we're going to change these options:

1. Under **Site Layout: Columns** change to a 2 column layout with 540px and 300px columns.
2. Under **Nav Menu** change the font to **Arial Black** so your navigation menu shows up more prominently.
3. You may also want to change the background color of the current tab so that it is easy for visitors to know which page they are on. You can change this by setting the "**current background color**" to whatever color you want.

Now let's add some pages and content to your website.

## Chapter 3: Making WordPress look like a website

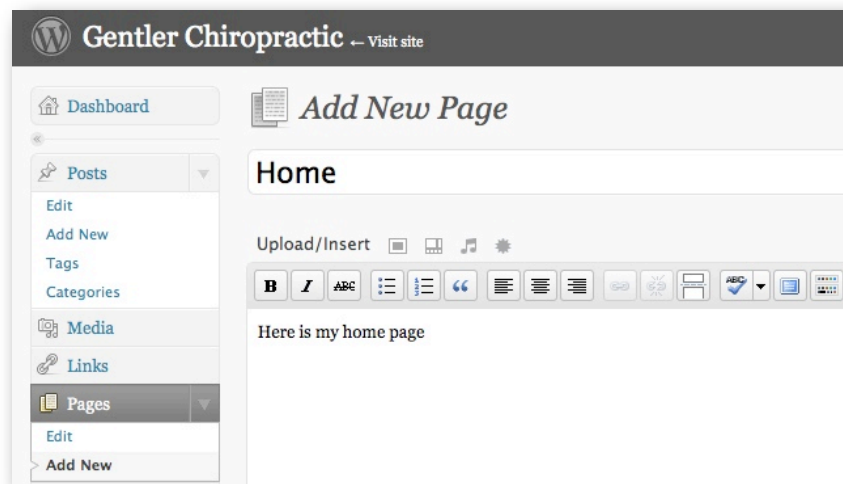
Ok, now we've got our website up and running. But it looks more like a blog. Normally, when someone visits your WordPress website they will see a list of your latest blog posts.

Since we are building a business website, we want our home page to look different.

### Step 1: Create Your Home Page

So our first step is to create a WordPress "Page" that describes our business and provides a clear call to action, rather than just listing blog posts.

The way to do this is to go into your WordPress Admin UI (at `yourdomainname.com/wp-admin`) and under the **Pages** menu on the left, select **Add New**.



Name this page **Welcome to Saratoga Chiropractor Gentler Chiropractic** (your business name), and add a nice description of your business in the content section. This page will become the home page of your new site. Here is an example of what you could add to your home page:

## Welcome to Saratoga Chiropractor Gentler Chiropractic!

If you are looking for comfortable, effective back pain relief, you've come to the right place! If you are suffering from back pain, neck pain, wrist pain, tennis elbow, shoulder pain, or knee pain we can help you.

Call Today for Your Appointment!

**408-335-4000**

We put our patients first. We listen to you and help you heal. Our unique holistic approach is more proactive than traditional care. Come visit to see what we are all about.

We specialize in the most advanced and proven techniques, including:

- Chiropractic Manipulation
- Physical Therapy
- Stretching
- Activator Therapy
- Trigger Point Therapy, and more

After you've entered your content, and before you publish, scroll down to the **Discussion** box near the bottom of the page, and uncheck the Allow Comments and Allow Pings boxes.

trackbacks and pingbacks.'" data-bbox="207 588 779 702"/>

**Discussion**

Allow Comments

Allow Pings

These settings apply to this page only. "Pings" are [trackbacks and pingbacks](#).

Now hit the **Publish** button to create your page!

### Step 2: Create a Blog/Articles Page

Since we are going to change the home page of your blog to be a static page that describes your business, you'll want to make another page to publish your articles or blog content, should you decide to do that later.

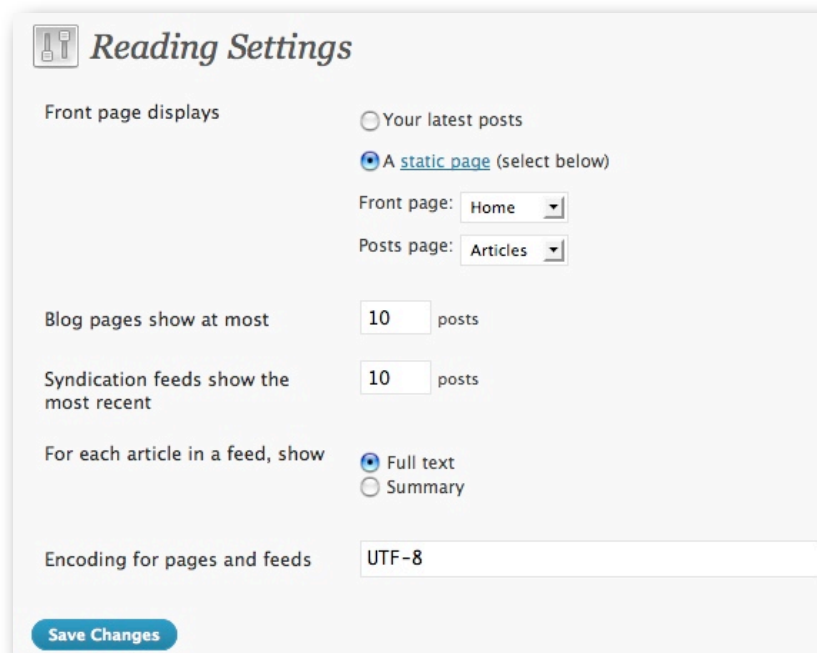
This is easy - just follow the same procedure as in **Step 1** above. Name the Page **Articles** or **Blog** or whatever you want to call it, turn off the Allow Comments and Allow Pings, and **Publish** it.

**Note:** There is no need to put any content in this page, WordPress will automatically list your recent blog posts on this page when it is displayed.

This page is important because the key to good search engine rankings is fresh content. That's one of the reasons we are using WordPress, because once you get it up and running it is super-easy to add new content to your site, and WordPress automatically notifies the search engines that you've got new content ready for it to crawl!

### Step 3: Setting Your New Home Page

Now we'll go into the WordPress Settings and set your new home page to display. Go to the **Settings** menu on the left hand side of your WordPress Admin UI. Select the **Reading** menu item under that, and you'll see a screen like the one below:



The screenshot shows the 'Reading Settings' page in the WordPress admin interface. At the top, there is a title 'Reading Settings' with a wrench and screwdriver icon. Below this, the 'Front page displays' section has two radio buttons: 'Your latest posts' (unselected) and 'A static page (select below)' (selected). Under the selected option, there are two dropdown menus: 'Front page:' set to 'Home' and 'Posts page:' set to 'Articles'. The 'Blog pages show at most' section has a text input field with '10' and 'posts' next to it. The 'Syndication feeds show the most recent' section also has a text input field with '10' and 'posts' next to it. The 'For each article in a feed, show' section has two radio buttons: 'Full text' (selected) and 'Summary' (unselected). The 'Encoding for pages and feeds' section has a text input field with 'UTF-8'. At the bottom left, there is a blue 'Save Changes' button.

Change the **Front page displays** radio button to **A static page**. Select your home page and articles page in the two drop downs, and hit the **Save Changes** button.

Now you've changed your home page from a standard blog page to your own content!

#### Step 4: Adding Pages To Your Navigation Menu

If you create additional pages on your site, for example a Map & Directions page, Thesis makes it easy to add that page to your Navigation menu.

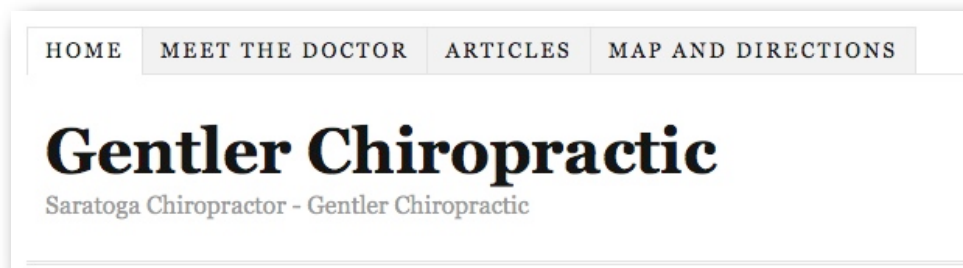
Let's use the **Thesis Options** panel to tell Thesis we want to display our **Articles** page on the navigation menu.



This will give you a list of all the Pages you have created, and all you need to do is check the ones you want to show up on your navigation menu.

You can also drag and drop your pages in this section to reorder them on your Nav menu!

Now your navigation menu will be updated automatically for you.



Ok - great work. Now we've got a fully functioning website for your business.

In the next chapter we'll fill out the rest of your site and do some optimizations for the search engines, and install a plug-in that allows you to measure your website traffic trends.

# Chapter 4: Filling In and Optimizing Your New Website

Let's further customize our site and make it our own.

In this chapter, we'll replace the default images that come with Thesis, add a Map & Directions page with an interactive Google Map, add a Widget to our Sidebar, and learn about SEO and Analytics for our site.

## Replacing the Thesis images in the Multimedia box

Looking at your new website, you'll notice a box in the upper right hand side of your website that displays a different image every time you load the page. These images are pulled from the `wp-content/themes/thesis/rotator` directory of your theme.



To change these images, all you have to do is FTP to this directory, delete the images in that directory, and replace them by uploading your own images. Remember you set up your FTP client in Chapter 2. [Click here to go back to those instructions.](#)

I recommend you put images of your storefront, your reception area, and yourself and your staff if possible. You want to help your visitors get a sense of who you are and make them feel comfortable with you and your office.

## Setting a background color

Under **Fonts, Colors and More!** in the Thesis Design Options, if you expand the **Body (and Content Area)** section you can set a background color for your site. Change the “site background color” using the color chooser to a color that looks good to you. I also like to check the “Add a cool shadow effect to your layout” checkbox to make the page “pop.” Try it out!

<input type="text" value="FFFFFF"/>	site background color
<input type="text" value="FFFFFF"/>	page background color
<input type="text" value="111111"/>	primary text color
<input type="text" value="2361A1"/>	primary link color
<input checked="" type="checkbox"/>	Add a cool shadow effect to your layout
<input checked="" type="checkbox"/>	Show interior layout borders

## Adding a Map & Directions Page

Another best practice for a small business website is to have a Map and Directions page. This makes it easy for your visitors to see exactly where your business is, and get directions quickly.

Fortunately, Google Maps gives us a way to create a map of our business and add it to our site.

To get your map, go to <http://www.google.com/webelements/maps/> and type in your business address in the “**Marker address**” field. You can also customize the label that will show up on the marker with your business name in the “**Marker title**” field.

Google will give you an interactive map of your business location.

### Maps Element

Add the Maps element to your site, so visitors can find your location and get directions using [Google Maps](#).

**Size**

**Map type**

**Marker address**

**Marker title**

**Preview** Adjusting the map will affect the default view of your embedded element.

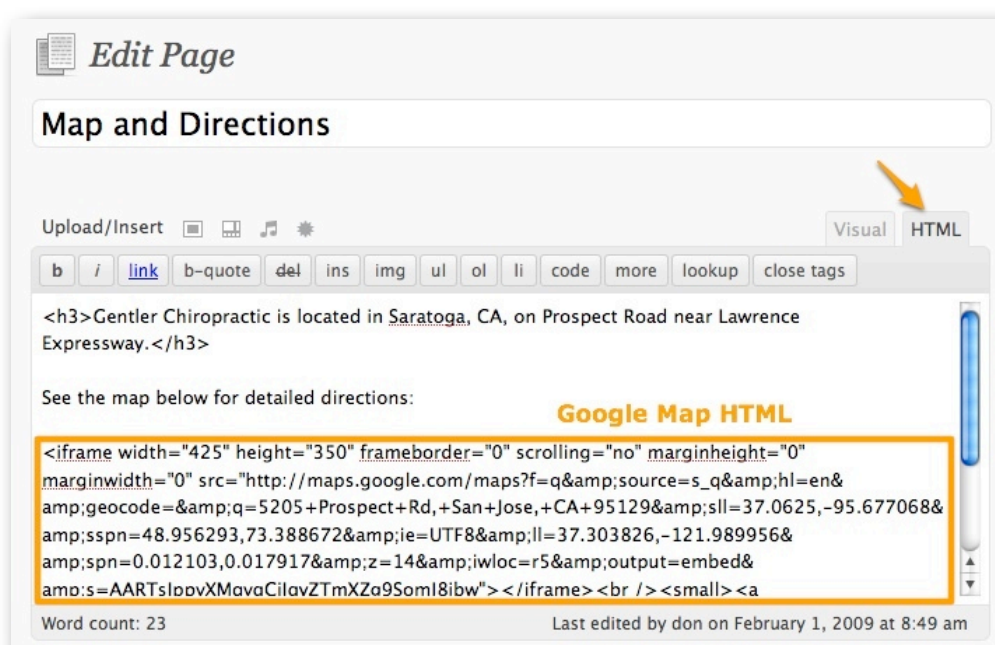
**Copy and paste this snippet of code into your webpage**

```
<!-- Google Maps Element Code -->
<iframe frameborder="0" marginwidth="0" marginheight="0" border="0"
style="border:0;margin:0;width:300px;height:250px;" src="http://www.google.com
/uds/modules/elements/mapselement/iframe.html?mapttype=roadmap&
amp;latlng=37.290439%2C-121.991988&amp;mlatlng=37.290439%2C-121.991988&
amp;address=1330%20El%20Paseo%20De%20Saratoga&amp;address2=San%20Jose
```

Go to the bottom of the page and copy the HTML. We'll take this snippet of HTML code and put it on your website.

Now let's go to login to your WordPress site. Remember that is at <http://www.yourdomain.com/wp-admin>. Once you are logged in, create a new Page, just like in **Chapter 3, Step 1**. Name this page **Map and Directions**, or whatever you would like it to show up as on the navigation menu of your website.

When editing this page, type in any special instructions that you use to help people find you, and then switch to HTML editing mode by clicking on the HTML tab on the top right of the editing box.



While in HTML editing mode, just paste in the HTML snippet that you got from the Google Maps page.

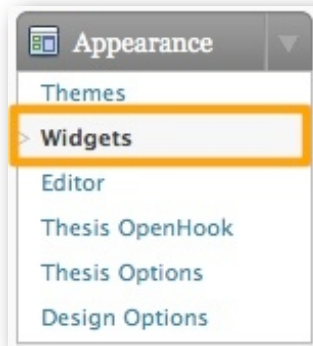
Turn off **Comments** and **Pings**, just as we did when creating our other pages in **Chapter 3**, and then hit **Publish**.

Finally, add this page to your navigation menu in the **Thesis Options**, just like we did in **Chapter 3 Step 4**.

### **Adding a Sidebar Widget**

WordPress has a nice ability to easily add “Widgets” to your sidebar. There are many pre-made widgets for all kinds of things to add to your website.

To see a list of these, go to your WordPress Admin UI and click the **Widgets** menu item in the **Appearance** section of the left hand menu.



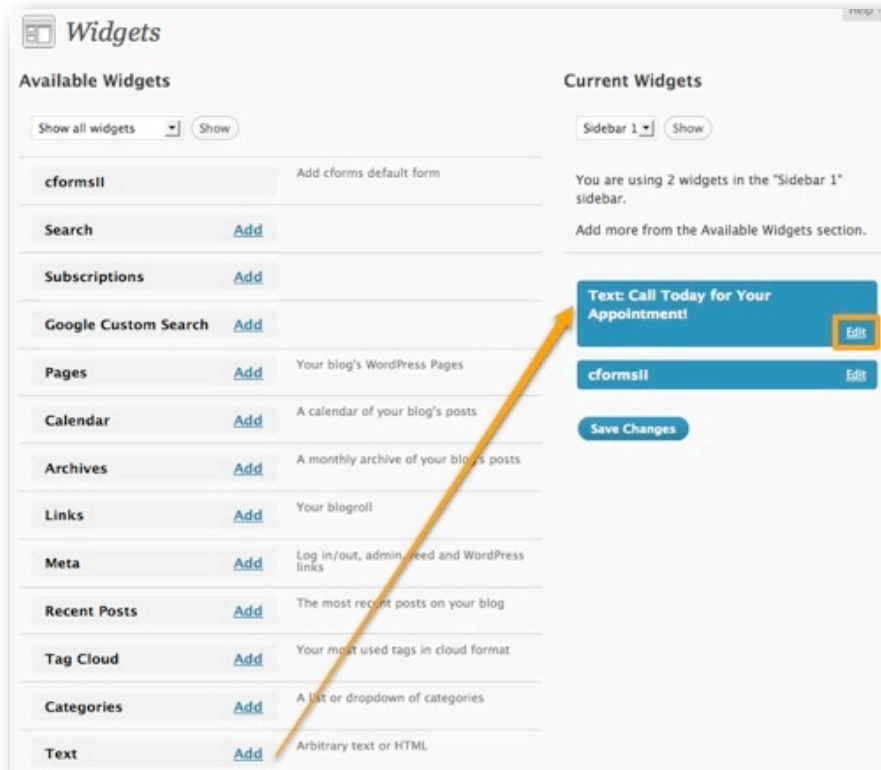
Once you click this menu item, you'll see a list of the widgets that are available.

One of the things that I like to do on a small business website is to add a “Ring Me” or “Click-to-Call” button. This makes it **easy for your visitors to call you**, and also gives you **a way to track how many phone calls your website is generating**.

There are several services that offer this capability. My favorite is a service called [RingCentral](#). They provide a virtual phone system service (also called a virtual PBX) where you can get a local or 800 phone number, and route calls made to this number to your existing phones with call routing rules.

It's a very powerful system for small businesses, and is only \$9.95/month. Once you sign up with them you can get a **click-to-call button** to put on your website. They offer a free 30-day trial, [so click here to try it out](#). You can always cancel within the trial period.

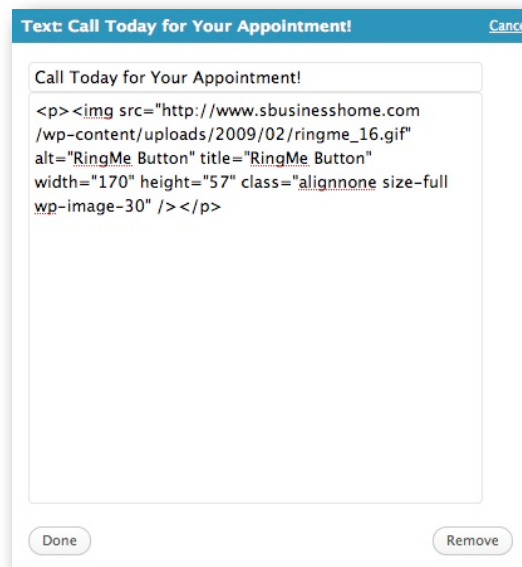
So here is the Widgets panel in the WordPress Admin UI.



On the left, you see a list of Widgets that you can place in your sidebar. Let's add a click-to-call button to ours. We want the Text Widget, which allows us to put a widget on our sidebar with anything we want to it.

Click **Add** next to the Text Widget and it will be added to the sidebar on the right.

Now click **Edit** in the blue box of the Widget you just added so we can change the contents of it. You'll see a box pop up that allows us to put our own text in there.

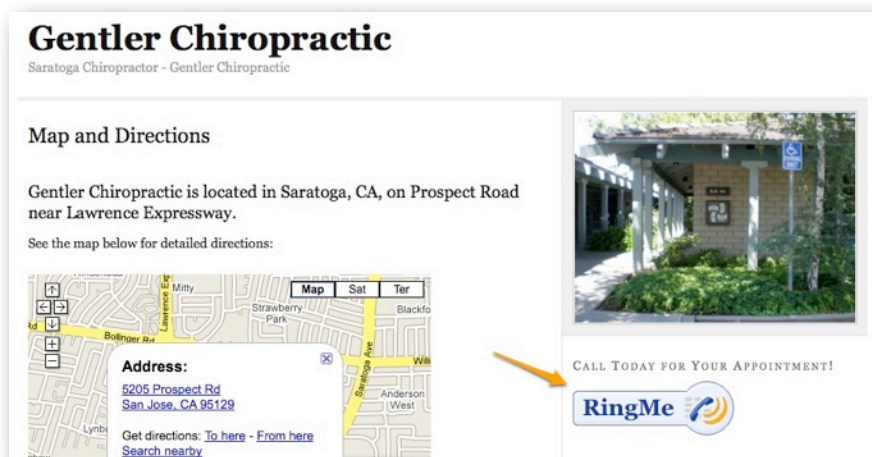


Put the text **Call Today for Your Appointment!** in the first text field. In the next text area we'll paste the Click-to-Call code that I got from my RingCentral Admin panel.

If you are interested in doing this, I've published a video called [How To Get Your Website Visitors to Call You](#) that shows you how to get this code snippet for the Click-to-Call button.

If you don't want to do the call button, you could put any text in here to test out the widget functionality.

Once you've made your changes in this box, click the **Done** button and the box will close. Then click the **Save Changes** button to save the changes you've made to your sidebar.



Now when you view your website, you'll see the widget we added in the right sidebar.

Now your site should look something like this:

# Gentler Chiropractic

Saratoga Chiropractor - Gentler Chiropractic

## Welcome to Saratoga Chiropractor Gentler Chiropractic!

If you are looking for comfortable, effective back pain relief, you've come to the right place! If you are suffering from back pain, neck pain, wrist pain, tennis elbow, shoulder pain, or knee pain we can help you.

Call Today for Your Appointment!  
**408-335-4000**

We put our patients first. We listen to you and help you heal. Our unique holistic approach is more proactive than traditional care. Come visit to see what we are all about.

We specialize in the most advanced and proven techniques, including:

- Chiropractic Manipulation
- Physical Therapy
- Stretching
- Activator Therapy
- Trigger Point Therapy, and more



CALL TODAY FOR YOUR APPOINTMENT!



### CONTACT US

#### Contact Gentler Chiropractic

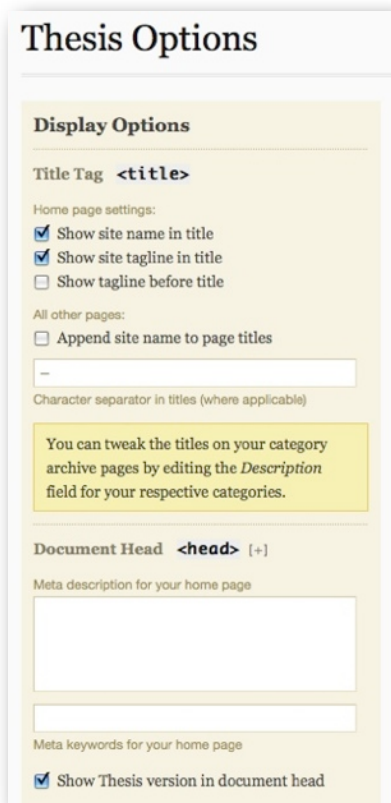
Your Name

Email

Message

Submit

## Optimizing Your Website for the Search Engines - SEO



The image shows the 'Thesis Options' panel in a WordPress theme. It is divided into several sections:

- Title Tag <title>**: Home page settings with checkboxes for 'Show site name in title', 'Show site tagline in title', and 'Show tagline before title'. Below this, there are checkboxes for 'All other pages' and 'Append site name to page titles', followed by a text input field.
- Character separator in titles (where applicable)**: A text input field.
- Document Head <head> [+]**: A section for meta tags. It includes a text area for 'Meta description for your home page', a text input field for 'Meta keywords for your home page', and a checkbox for 'Show Thesis version in document head'.

A yellow callout box states: 'You can tweak the titles on your category archive pages by editing the *Description* field for your respective categories.'

For most WordPress websites, the All-In-One SEO Pack plugin is one of the first plugins that I install.

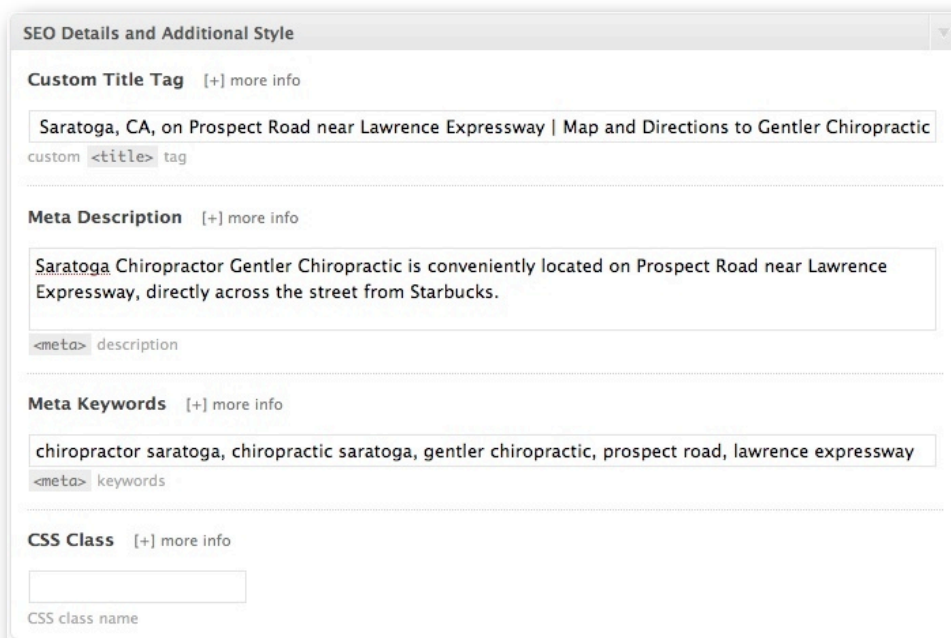
It gives you control over the `<title>` and meta description tags for your website, and allows you to override these for every page or post on your site as well.

But the [Thesis](#) theme has this capability built in. You can set the `<title>` tag, meta description and meta keywords for your home page in the **Thesis Options** panel.

And for any Page or Post you create, you have total control over these items on the editing screen too.

For example, on our Map and Directions page, you should include keywords in the title of that page indicating the city name and perhaps even cross streets.

You can specify these in the SEO Details and Additional Styles box near the bottom of the screen where you edit your Post or Page.



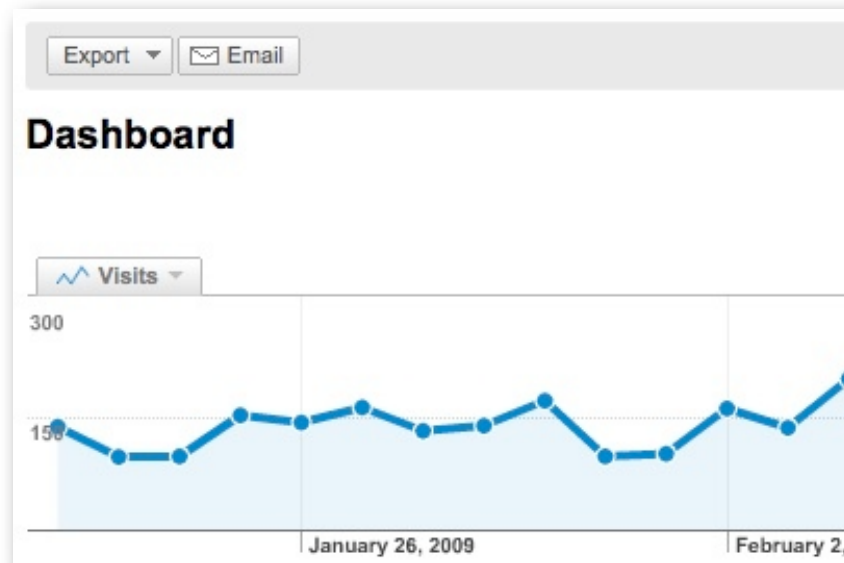
The image shows the 'SEO Details and Additional Style' box in a WordPress editor. It contains the following fields:

- Custom Title Tag [+]** more info: A text input field containing 'Saratoga, CA, on Prospect Road near Lawrence Expressway | Map and Directions to Gentler Chiropractic'. Below the field is the label 'custom <title> tag'.
- Meta Description [+]** more info: A text area containing 'Saratoga Chiropractor Gentler Chiropractic is conveniently located on Prospect Road near Lawrence Expressway, directly across the street from Starbucks.' Below the field is the label '<meta> description'.
- Meta Keywords [+]** more info: A text input field containing 'chiropractor saratoga, chiropractic saratoga, gentler chiropractic, prospect road, lawrence expressway'. Below the field is the label '<meta> keywords'.
- CSS Class [+]** more info: An empty text input field. Below the field is the label 'CSS class name'.

This is a very powerful capability as you optimize your site for local search engine rankings!

### **Tracking and Measuring Your Website Traffic - Analytics**

Another very important thing you'll want to do for your site is to add the free [Google Analytics](#) tool.



This allows you to measure all kinds of things about your site, like how many unique visitors you have, which keywords they are using to find you, and what pages on your site are the most popular with your visitors.

It is very important to set this up right away on your website, so that you can measure its effectiveness over time.

When you go sign up for a Google Analytics account, you will get a small code snippet that has to be added to every page on your website.

Once again, Thesis comes to the rescue and provides an easy way for us to add this to our website.

In the **Thesis Options** panel, you'll see an area called **Software Stats & Scripts** that contains a text area for the header and footer of your site. Anything you put in here will show up on every page of your website.

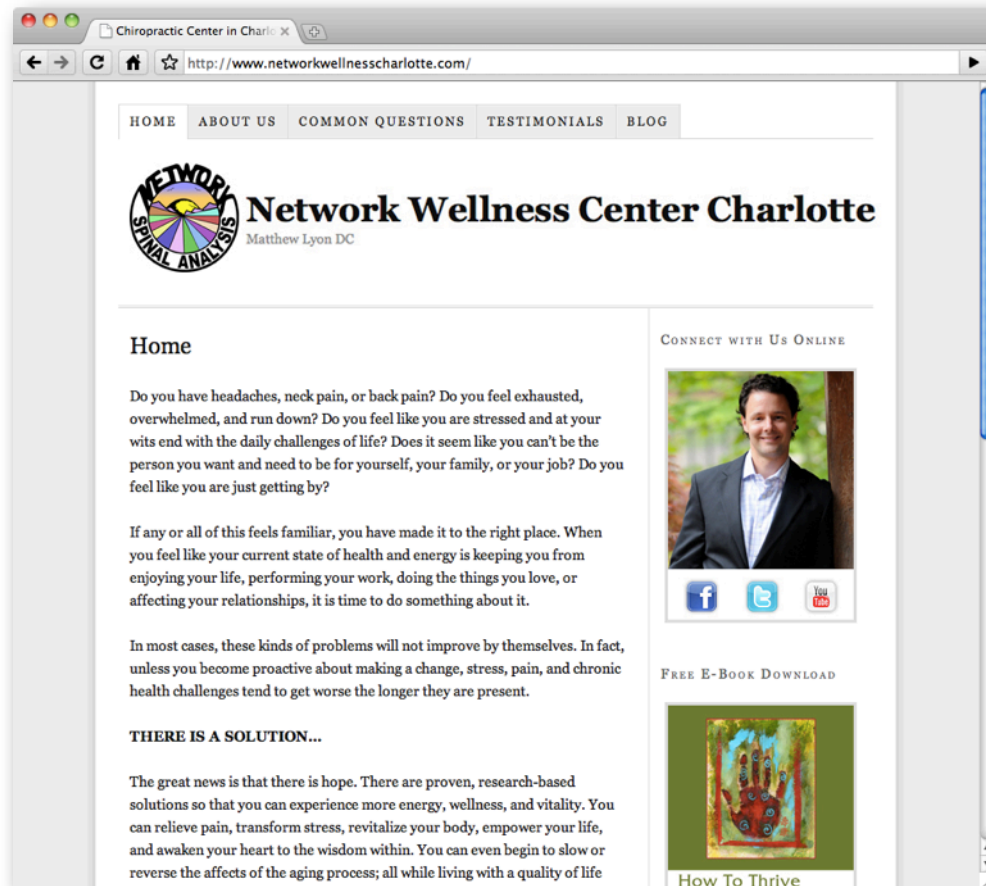
We need to put our Google Analytics script in the **Footer Scripts** area.



Now Google Analytics will track all kinds of metrics about your website. You can go back to <http://www.google.com/analytics> and log in any time to see how your site is doing. You can even set it up to email you a report every week, or whatever frequency you like.

## Chapter 5: Small Business Website Examples

Here are a few examples of small business websites that were built using Thesis. As you can see, although Thesis starts off pretty “plain” looking, you can create a nice looking design - simple and direct like the sites below:



<http://www.networkwellnesscharlotte.com> - Chiropractor in Charlotte, NC

Health Club | Fitness Center x

← → ↻ 🏠 ☆ http://keylargofitness.com/ ▶

HOME NEWS ABOUT MEMBERSHIP CLASSES EXTRAS TANNING CONTACT US SUBSCRIBE

**KEY LARGO**  
FITNESS & TANNING

**KEY LARGO FITNESS & TANNING**  
We are the best part of our members' day, every day.

**Columbia Health Club for the Whole Family**  
~ [Holiday Hours 2010](#) ~

Key Largo Fitness and Tanning is a health club with two [locations](#) in Columbia, MO.

Our fitness centers are staffed with friendly, certified instructors and are open seven days a week for your convenience. Our mission at Key Largo is to help anyone of any level of condition become fit and healthy.

You're sure to find something that suits your interest and fitness level; we offer a variety of [classes](#) (including **Les Mills' popular classes!**) and group training programs as well as [Personal Training](#) and specialized [workshops](#) in addition to modern fitness and gym equipment of all types.

Our Kids Cabana offers your children a safe, fun environment so that they can enjoy themselves while you're focusing your mental and physical energy on achieving better health.

Please come see us, and request a [Trial Membership](#) – we realize that you can't choose the right health club for you without visiting the facility and trying a few classes. Learn more about [how to choose a health club](#) – here's what the American Council on Exercise

RECENT POSTS

- BodyStep & BodyPump Launch
- 2010 YogaFit Training at Key Largo
- Bootcamp Challenge EAST
- 1st Boot Camps of 2010!
- Holiday Hours 2010

"My fitness is important to me. Key Largo Fitness has the people and equipment to keep me in shape and an atmosphere that makes workouts fun."  
- Carl Edwards

<http://www.keylargofitness.com> - Health & Fitness Club in Columbia, MO



<http://www.eileenlonergan.com> - Internet Marketing Consultant in Marion, MA

## Chapter 6: Essential WordPress Plugins

One of the great things about WordPress is that you can extend it with all kinds of functionality with WordPress Plug-ins. There are *hundreds* of plugins that you can use, but here I'd like to list a few of the essential ones.

In WordPress 2.7 and above you can search for and install new plug-ins from within the WordPress Admin UI. In the past, you had to find them in the Plug-in directory, download them, and then upload them to your WordPress installation. WordPress 2.7+ simplifies this process a lot!

Here are a few of the essential plug-ins that you'll want to install on your new website.

### OpenHook

Another powerful feature of the Thesis WordPress theme is the ability to add "hooks" to customize where things appear on your site.

You can add something just before your header, or just after. Just before your sidebar content, or just after your footer. You get the idea.

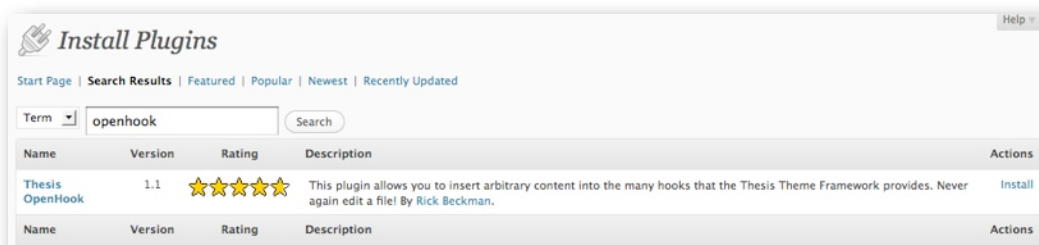
To do this, you need to know a little bit about coding PHP. There is an excellent tutorial that Sugarrae made called [Thesis Hooks for Dummies](#).

Then Thesis Ninja Rick Beckman made a WordPress plugin called OpenHook that simplifies things for you even further. You'll want to install this plugin because it allows you to do some powerful things to your website without having to write a line of code!

We're going to use it to update the footer of our website with our business address. This way, every page on your site will have your business location - something that will help you in the local search results in Google and Yahoo.

To install OpenHook, log into your WordPress Admin UI and select the **Plugins** menu on the left, and the **Add New** submenu item underneath it.

Once you are in there, search for OpenHook. You should get a result like this:

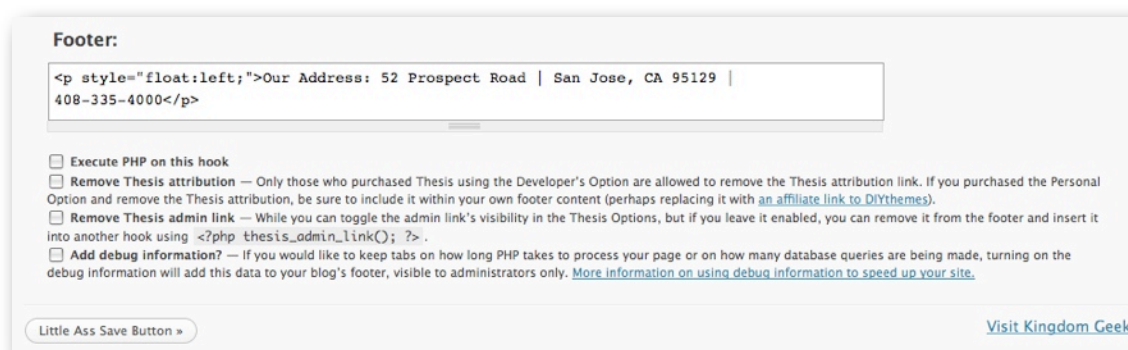


Click the **Install** link to install and activate this plugin.

Now you'll see a new option under the **Appearance** menu on the left side. You will see **Thesis OpenHook** submenu item there. Select it and you will see the options for the plugin.

Once you are on the OpenHook settings page, you'll see a bunch of text box entry fields. You can enter content in these fields that will show up on various places on your website.

Scroll all the way down to the bottom until you see the field for **Footer**:



The screenshot shows the 'Footer:' settings section. It features a text input field containing the code: `<p style="float:left;">Our Address: 52 Prospect Road | San Jose, CA 95129 | 408-335-4000</p>`. Below the field are four checkboxes with descriptive text: 'Execute PHP on this hook', 'Remove Thesis attribution', 'Remove Thesis admin link', and 'Add debug information?'. At the bottom left is a 'Little Ass Save Button >' and at the bottom right is a 'Visit Kingdom Geek' link.

Here, you'll enter your business address so that it shows up on the footer of every page on your site. For example, you can copy and paste this code and modify it for your address:

```
<p style="float:left;">Our Address: 52 Prospect  
Road | San Jose, CA 95129 | 408-335-4000</p>
```

## WP-DB Backup

You should install this plugin, because you can use it to instantly back up your WordPress database to a ZIP file and download it.

Even better, you can tell it to back up your WordPress database on a schedule - once per week for example - and email it to you. It's a great way to back things up automatically.

To get this plugin, just go to your **Plugins** menu and select **Add New**, just like you did before, and search for **WP-DB-Backup**.

You can also download it here: <http://www.ilfilosofo.com/blog/wp-db-backup>

## Contact form

If you want to add a contact form to your website, Cforms is the best plugin I've found. For some reason this one doesn't show up when you search for plugins in the admin panel, but you can download it here: <http://www.deliciousdays.com/cforms-plugin>

You'll need to use your FTP program like we did when installing the Thesis theme above, except instead of putting this in `wp-content/themes` you'll put it in `wp-content/plugins`.

### All-In-One-SEO Pack

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

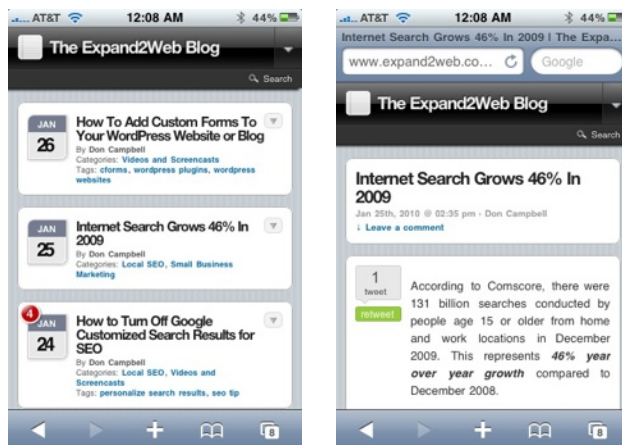
This is an outstanding WordPress plugin for optimizing your site for the search engines. However, if you are using Thesis 1.4+ you don't need to install it.

I cover how to use the Thesis SEO functions in Chapter 4.

### WP-Touch

<http://www.bravenewcode.com/products/wptouch/>

WP-Touch is a mobile theme for your WordPress website. It loads quickly and makes sure your blog looks great on the iPhone, iPod Touch, Android or Blackberry Storm. This is a quick and easy way to mobile-enable your website!



### NextGen Gallery

<http://wordpress.org/extend/plugins/nextgen-gallery/>

If you want a great looking image gallery on your website this is a great plugin to go with. It includes a nice administration back end to handle multiple photos, galleries and albums.

### Google Analytics Plugin

<http://wordpress.org/extend/plugins/google-analytics-for-wordpress/>

One of the most important things you should do is to track what is going on with your website. Google Analytics is a very good, free tool for this. But it requires you to add a JavaScript snippet to every page on your site.

This plugin makes it easy to add this snippet to all your WordPress pages. But once again, Thesis minimizes the number of plugins you need to worry about and maintain.

The Thesis Options panel gives you a text box to enter your Google Analytics code snippet into, and it takes it from there so you don't have to worry about it.

I describe how to do this in Chapter 4.

## Chapter 7: Get your business listed in Google and Yahoo local business directories

Now that you've got a small business website. You need to get it listed in the Local Business Directories for Google, Yahoo and MSN.

***This is probably one of the most effective ways to improve your search results quickly*** - to list your business in these directories so you show up when people search for your type of business in your local area.

Google is constantly adjusting and improving its search algorithms, and one of the areas that is developing rapidly is "local search." When someone types a query into the search box, Google tries to determine if they are looking for a local product or service.

For example, when someone types "plumber" or "chiropractor" into the search box, or "plumber 95129" or "plumber san diego" Google thinks you might be looking for a plumber in your area, and so it leads with local plumbers in the search results.



This local search result is sometimes referred to as the 10-Pack. These results float up before the other natural search results, and even before the paid results in most cases.

The first step in local search optimization, after getting your website is to get your business listed in here. The profile is free, so take advantage of it.

There is a very cool service to help you do this called [GetListed.org](http://GetListed.org). It will check the directories for you, and help you claim your business listings there.

To get truly great local search results you'll have to spend some time and work at it, but building a [Thesis](#) based website and getting yourself listed in the local search directories is a great start.

# Chapter 8: Final Thoughts

## Step by Step Summary

If you are new to WordPress there is a lot to digest in this book. So I want to provide a summary of the steps involved.

Believe me, if you just follow these *5 simple steps* one at a time, you will be amazed at how easy it really is to build an effective web site, and effective web presence for your small business using WordPress and Thesis.

### Five Steps To Your Small Business Website:

1. **Get WordPress hosting:** [Click Here](#)
2. **Get the Thesis theme:** [Click Here](#)
3. **Set it up** (follow instructions in this document)
4. **Add call tracking** (optional): [Click Here](#)
5. **Get Listed:** [Click Here](#)

## Your Feedback is Welcome and Appreciated

I am always looking for feedback. If you find a mistake, have a suggestion or have an idea to make it better please let me know! There is a contact form on my blog that you can use to get in touch with me:

<http://www.expand2web.com/blog/contact>

## Full disclosure

Some of the links in this document are affiliate links. If you need to sign up for WordPress hosting, get the Thesis theme, or use Call Tracking, I'd appreciate it if you would use my links. It costs you nothing extra, and I will earn a few bucks to help me write more tutorials like this!

## Please Share This Guide!

This guide is completely free and I would like to have as many people read it as possible. Please feel free to distribute it - upload it to your blog, email it to your friends share it in any way you like - all I ask is that you don't modify or remove the attribution links.

(Licensed under the [Creative Commons Attribution License](#).)

Thank you for reading!

# Appendix: External Resources

This section contains links to a few of the websites that I find useful. I'll keep adding to this in future versions of this guide.

## WordPress How To Resources and Videos

- WordPress Websites article and video series on Expand2Web: <http://www.expand2web.com/blog/wordpress-small-business-websites/>
- Excellent videos that show how to use WordPress: <http://WordPress.tv>
- Expand2Web Video Tutorials Channel on YouTube: <http://www.youtube.com/expand2web>
- WordPress Plug In Directory - <http://wordpress.org/extend/plugins/>
- Nice WordPress Publishing How To Video: <http://tinyurl.com/cr2c6h>
- Sherman Hu's WordPress Tutorials: <http://www.wordpresstutorials.com/>

## Thesis Resources

- Kingdom Geek: <http://rickbeckman.org> (Thesis guru)
- Kristarella: <http://www.kristarella.com> (Thesis guru)
- ThesisNinja.com: <http://www.thesisninja.com> (Thesis tutorials)

## Local Search Optimization Resources

- [GetListed.org](http://GetListed.org) - This is a great way to organize your local business listings
- [LocalSearchNews.net](http://LocalSearchNews.net) - Articles written by local search experts
- FriendFeed Room - Local Search Experts - <http://friendfeed.com/list/local-search-experts>