

# Instructions for creating web pages in Wordpress from A to Z (Part 2)

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## 1. Instructions for creating websites with WordPress from A to Z (Part 1)

On-site tasks are mainly related to configuring WordPress installation and installing plugins and themes. You need to perform all these tasks from the WordPress admin area by logging into **<http://www.yoursite.com/wp-admin>** URL with the username and password created when installing WordPress.

### 1. Install a security plugin

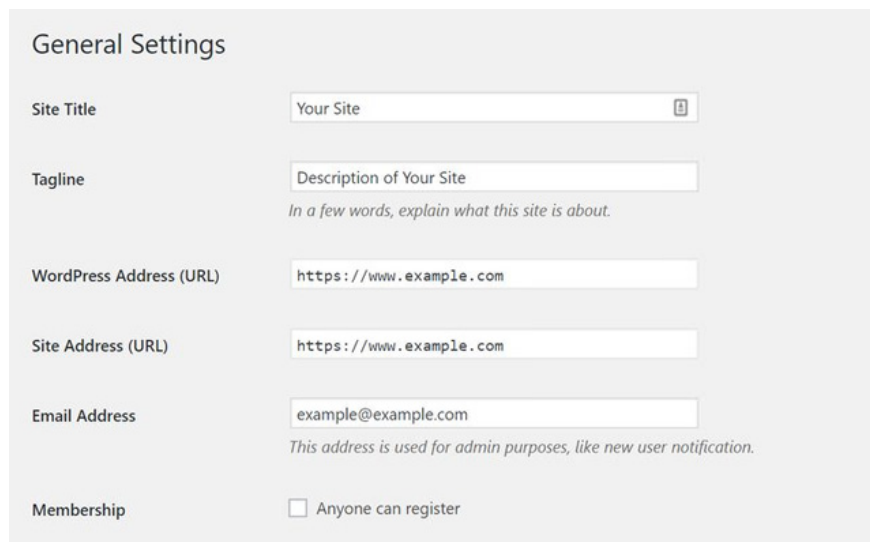
WordPress sites are very easy to hack, so the first thing to do after logging into the WordPress site is to install a security plugin. There are many security plugins to choose from, but only use one plugin because the features are often the same and can cause problems if two plugins do the same thing as security login or IP blacklist.

If you want to store comments or contact forms, you also need a spam protection plugin for security reasons. Users can choose another anti-spam plugin like Akismet, but some security plugins such as BulletProof Security, also offer anti-spam features.

### 2. Configure settings

In WordPress administrators, there are a variety of settings that can be used to configure. You can find them in **Settings** in the left bar. The admin area of WordPress has a good user interface, so most settings are easy. Here, the article only mentions two things you must not forget.

If using SSL certificates on the site, note that the WordPress Address (URL) and Site Address (URL) options in **General Settings** use the HTTPS version of the URL.

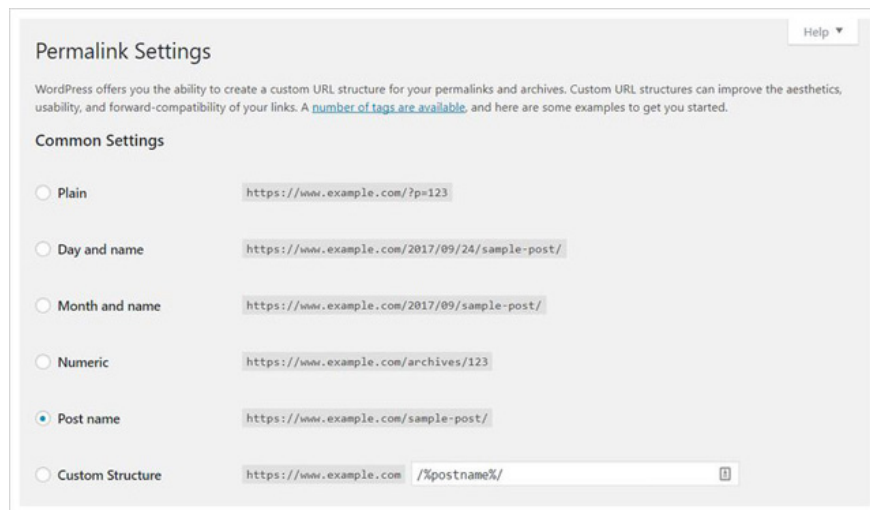


The screenshot shows the 'General Settings' page in WordPress. It contains several input fields and a checkbox:

- Site Title:** A text input field containing 'Your Site'.
- Tagline:** A text input field containing 'Description of Your Site'. Below it is a subtext: 'In a few words, explain what this site is about.'
- WordPress Address (URL):** A text input field containing 'https://www.example.com'.
- Site Address (URL):** A text input field containing 'https://www.example.com'.
- Email Address:** A text input field containing 'example@example.com'. Below it is a subtext: 'This address is used for admin purposes, like new user notification.'
- Membership:** A checkbox labeled 'Anyone can register' which is currently unchecked.

WordPress comes with the default permalink structure that can be found on the **Settings > Permalinks** admin page. The default structure does not include the post name, just an ID (eg <http://yoursite.com/?p=12>). This permalink structure is not a search engine friendly, so consider changing it to other options.

According to Yoast, the most friendly URL structure with SEO is the structure based on the name of the post. Think about which permalink structure is best before launching the website because it is difficult to change later (because the search engines will point to the old URL).



The screenshot shows the 'Permalink Settings' page in WordPress. It includes a 'Help' button in the top right corner and a paragraph of introductory text: 'WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.'

Under the 'Common Settings' section, there are six radio button options, each with a corresponding URL example:

- Plain: <https://www.example.com/?p=123>
- Day and name: <https://www.example.com/2017/09/24/sample-post/>
- Month and name: <https://www.example.com/2017/09/sample-post/>
- Numeric: <https://www.example.com/archives/123>
- Post name: <https://www.example.com/sample-post/>
- Custom Structure: [https://www.example.com /%postname%/](https://www.example.com/%postname/)

### 3. Create users

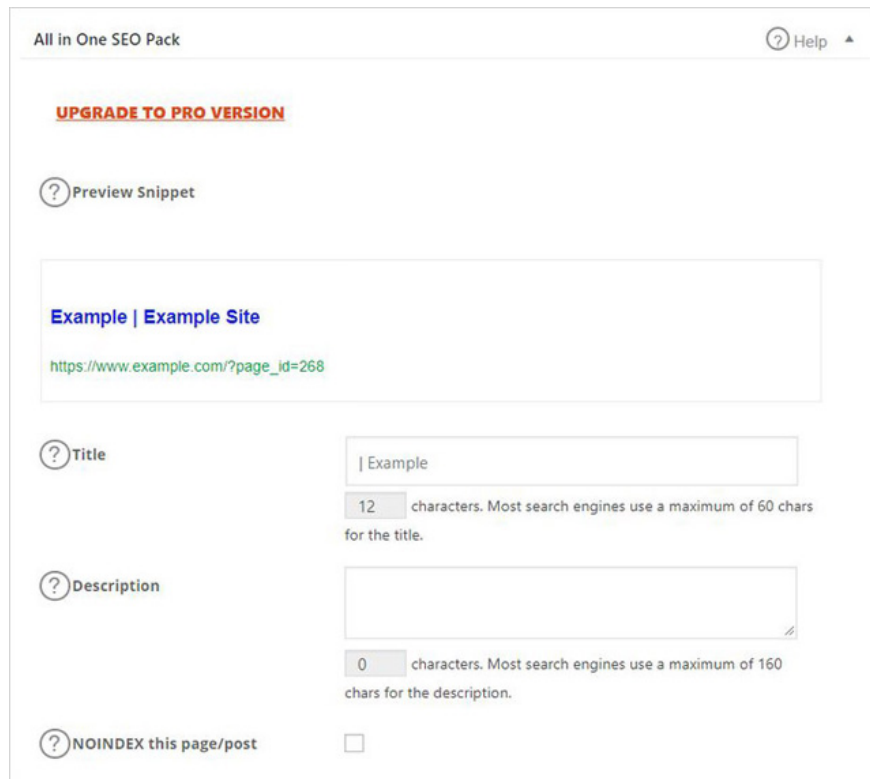
Before launching the website, you should think about how to manage users. WordPress has different user roles (administrators, editors, authors, contributors, subscribers). Never give users a higher role than what they really need. For example, for subscribers (who follow your blog) may not write or edit posts.

Even if the site has only one user, it is advisable to create a non-administrator user and write public posts. This way, it is difficult to find an administrator username. As a general rule, only use administrative users to manage profiles and websites.

You can create new users in **Users> Add New** in the left bar.

#### 4. Install an SEO plugin

To work well with search engines, you need an SEO plugin on the site. This is the best way to install and configure the SEO plugin before starting content creation as it adds additional fields to the '**Add New Post**' and '**Add New Page**' admin pages.



The screenshot shows the 'All in One SEO Pack' configuration interface. At the top, there is a header with the text 'All in One SEO Pack' and a 'Help' button. Below the header, there is a red button labeled 'UPGRADE TO PRO VERSION'. Underneath, there is a 'Preview Snippet' section with a question mark icon. The preview shows a blue link 'Example | Example Site' and a green URL 'https://www.example.com/?page\_id=268'. Below the preview, there are three main configuration sections: 'Title' with a text input field containing 'Example' and a character count of 12; 'Description' with a text area and a character count of 0; and 'NOINDEX this page/post' with an unchecked checkbox.

The two most popular SEO plugins are All in One SEO Pack and Yoast SEO. Both are great, choose what you like or something else if you want. Both All in One SEO and Yoast SEO plugins allow linking Google Webmaster Tools and Bing Webmaster Tools accounts to WordPress websites.

#### 5. Create content

The next step is to create some content on the site. Basic WordPress installation allows creating two types of content at the page level: posts and pages. Posts with dates are great for blogs, while pages without dates are ideal for content like About pages, Contact pages, and legal documents. .

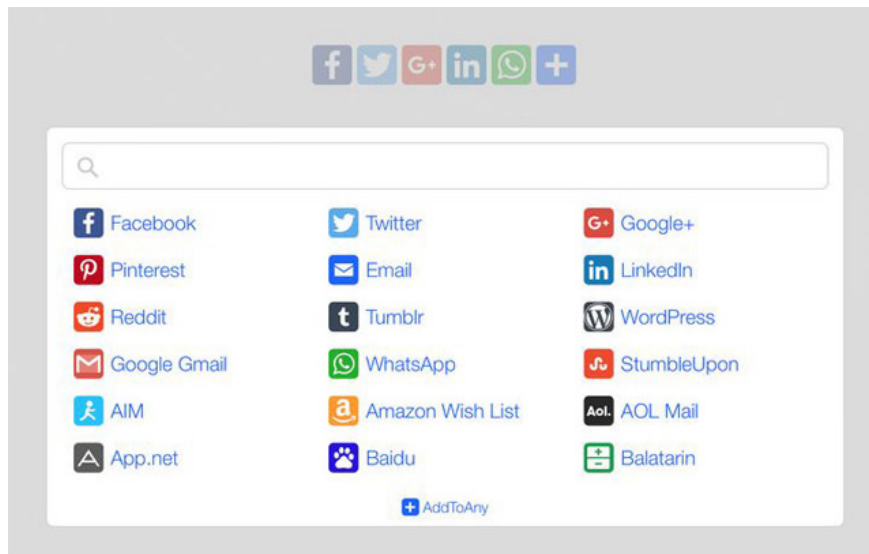
Pay attention to classification: tags and categories because they affect users who rate your site. You can manage tags and categories in the **Post** menu > **Categories** and **Post> Tags** in the left bar.

#### 6. Add social buttons

There are two types of social buttons you can add to your site: share and follow buttons. Sharing buttons are placed before or after each post (or page) and they allow users to share that post on various social networking sites like Facebook or Twitter.

The tracking button is usually in the page title or footer (sometimes in the sidebar) and they allow users to follow your social media accounts. You need a separate account on each social media to connect it to the WordPress website.

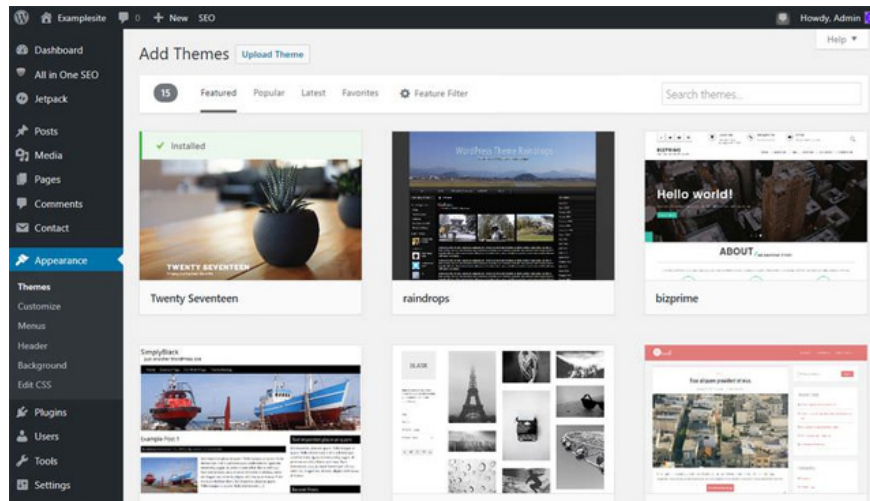
There are many free social network plugins in WordPress repository. You may need different plugins for tracking and sharing buttons, but there are some such as the AddtoAny Share Buttons plugin that can perform both of these tasks.



## 7. Activate and customize the theme

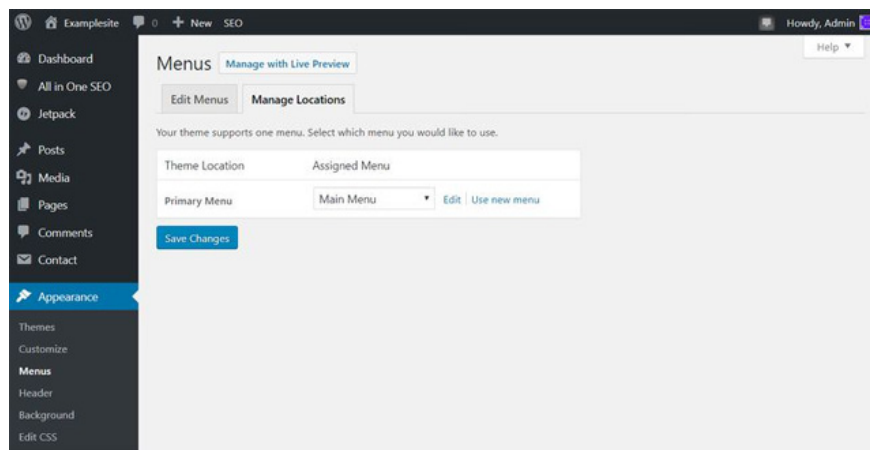
In addition to plugins, the WordPress site will also need a theme. The default WordPress installation comes with an annual default WordPress theme or hosting provider theme.

There are a number of free and paid WordPress themes, please choose a theme that matches the website's goal. You can access themes directly from WordPress, WordPress Theme Directory or in the WordPress admin area in **Appearance > Themes > Add New** .



After activating the theme, you can customize it using custom theme in **Appearance**> **Customize**. However, you need to create one or more separate menus by visiting the **Appearance**> **Menu** admin page > **Edit Menu** .

Note that some themes have multiple menu locations (title menu, footer menu, sidebar menu, etc.). You need to create a separate menu for each location by assigning a menu to a menu location in the **Appearance**> **Menu**> **Manage Locations** page .



## 8. Connect the website with Google Analytics

To connect the WordPress website to your Google Analytics account, you need a plugin. There are many free Google Analytics plugins in WordPress plugin repositories, their features are often the same so use only one plugin.

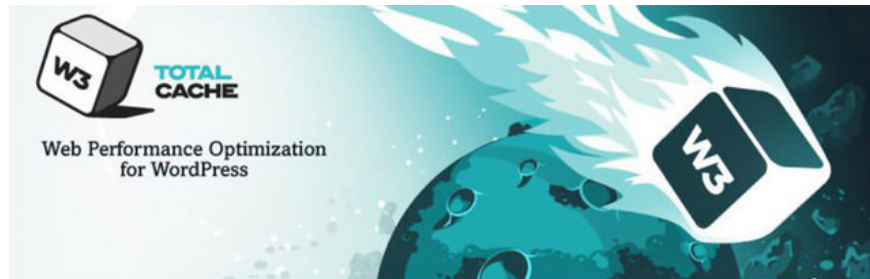
The main goal of the Google Analytics plugin is to add the JavaScript code that belongs to the website and to connect your Google Analytics account, but it also has other additional features. You must add your Google Analytics ID to the admin page of the plugin.

## 9. Install a cache plugin

The WordPress page will also need a cache plugin, because the cache improves performance (the site will load faster). Cache basically means web documents, such as HTML and static resources (static assets), such as images and scripts, that are constantly changing from temporary cache .

Installing the cache plugin is the last thing you need to do before launching the website, because when the cache is enabled, it may not see the results changed immediately unless the cache is cleared.

There are many cache plugins available in the WP repository, but two of the most popular plugins are the WP Super Cache and W3 Total Cache. WP Super Cache setup is easier, so this is a better choice for beginners or for websites that want a reliable cache solution with a quick setup. W3 Total Cache comes with more options but it is difficult to configure.



## 10. Check the website

Finally, don't forget to check everything on the site. Check all posts, pages, contacts, social buttons and all the other features you have on the site.

Another thing is don't forget to check the website from different browsers and mobile devices. You can also use external tools such as the Pingdom website speed test tool or Google's phone-friendly testing tool to analyze performance and find potential problems.

You finished reading the article "**Instructions for creating web pages in Wordpress from A to Z (Part 2)**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.