

Table of Contents



Introduction: Fire Your Web Designer and Give Your Website a Promotion

Your website's new job description

Chapter 1: Why WordPress?

Goodbye website, hello blogsite

Chapter 2: Getting Started with WordPress

WordPress.com – Your sandbox

Installing WordPress at your website address

Shopping for website hosting

The one-click WordPress install

The 5-minute WordPress install

Chapter 3: WordPress Designs

Free themes

Installing your Premium Theme

Chapter 4: Blogsite Pages

Setting up your home page

How to create a simple blogsite page

How to change your Front Page from a blog page to a static page

Creating your Menu bar

Chapter 5: Posts

How to create a blog post

Publish a post in the past or in the future

Password-protecting a post

Manage Your Posts

Chapter 6: Feeds and Blog Subscriptions

What is RSS?

What is a feed?

How can others subscribe to my blog?

Chapter 7: Plugins

What is a plugin?

How to work with WordPress plugins

Chapter 8: Customizing Your Sidebar and Footer with Widgets

Customizing your WordPress sidebar

Chapter 9: Blogroll Links

How to add a link to a blogroll

How to create a password-protected page

Chapter 11: Using WordPress and WishList Member to manage a membership site

Chapter 12: Visitor Interaction, Community and Social Media

Visitor interaction

Bookmarking

Chapter 13: Going Mobile

Chapter 14: Search Engine Optimization

Permalinks

Slug, a funny name for a useful tool

All in One SEO Pack

Sitemaps

Chapter 15: Adding Media to Your Blogsite

Images

Videos

Audio and Podcasts

Chapter 16: How to Make Money on Your Blogsite

Set up for e-commerce

Sell from your sidebar

Chapter 17: Editors, Authors and Contributors

WordPress user roles

Creating Editor, Author and Contributor Accounts

Chapter 18: Statistics

Who, Where, What and When

Google Analytics

WP Stats

Chapter 19: Livin' La Vida WordPress (Living the WordPress Life)

Donating to WordPress

Plugins, resources and tools