

ESSENTIAL WORDPRESS HOSTING GUIDE

WEBHOSTING COOKBOOK
FOR NON-TECHNICAL USERS



HARSH AGRAWAL

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CHAPTER ONE



What is Web hosting



Introduction

When you are starting a website online, you think about few things such as: What platform our website should be on? Where to host the website and what should be the name of our website. In this eBook you will learn everything about web hosting and domain name.

To start your own website/blog you need to purchase two things: **Domain and Web hosting**. Think of domain name as your house address and webhosting as your house. Webhosting is the place where all the files (Images, CSS, coding) of your website will be placed, and when users type your domain name, they will be accessing those files from your web-server to their browser in the form of website.

In order to have your Website accessible from everywhere in the world, you need to host your blog (WordPress, Images, files). You can do it on your computer too, but you can't guarantee 24 X 7 online access. Moreover, you have to set up everything including backup, security for your home computer.

Solution to this is to rent (buy) a hosting space from a renowned web-hosting company, as your website will be up 24*7. Moreover, these webhosting companies will also take care of other aspects like security of server, taking timely backup of your website and other services to run a smooth WordPress website.

How website works?

Before you understand more about webhosting, it's important for you to understand how website works. As I explained above, domain name is the address (ex: ShoutMeLoud.com is a domain name), and all the files are stored on a web-server which is what we call web-hosting. This webhosting have an I.P address such as 172.156.76.89 and when a user type the domain name on their browser (ex: shoutmeloud.com) your browser sends request **to DNS (domain name service)** which tells browser to access website at the following I.P address (172.156.76.89).

In short DNS does the mapping between domain name and webhosting.

Note: You can buy domain name from one service and buy webhosting from another. All you need to do at your end is, point the Name-server of your domain to your webhosting. Don't get confused with these technical terms, as I have explained it in detailed below.

Useful Web-hosting terms:

Webhosting space:

The amount of space you are allowed to store on your webhosting server is called Webhosting space. This is usually measured in GB (Gigabyte).

Let me simplify GB for you:

High quality photo taken from your iPhone or Android: Usually takes 1MB-2MB

1000 MB = 1 GB

This would give you an idea about how much space 1 GB offers. Usually a simple blog post with 5-6 good quality images is not more than 4-5 MB (Extreme case).

For example, if you are uploading an image on your blog, which is of size 1MB, it means you will be consuming 1MB of your web-space. Usually this size is huge and you can host a huge number of files on your server. For hosting WordPress blogs, I recommend you to purchase hosting from that webhosting company, which offers unlimited hosting space.

Webhosting Bandwidth:

Another most common used term in webhosting is bandwidth. Bandwidth is the amount of data transfer allowed for your hosting. For example, if you upload an image of 1MB and one of your readers opens that blog post, he will be consuming minimum 1MB of your bandwidth. Similarly if 100 readers read the same post, your total bandwidth consumption will be 100MB. Usually for a new WordPress site I suggest you to buy hosting from companies that offer either unlimited bandwidth or relatively high bandwidth usage (ex: 200Gb, 500GB).

cPanel:

cPanel is a webhosting control panel which offers graphical interface to manage your server. It's because of cPanel that you will be able to manage your webhosting server without much technical skill. The graphical interface makes it easier to do various tasks like Installing WordPress, adding or deleting files, creating new FTP users and so on. cPanel is one of the standard control panel you will find in all the shared hosting. (Read about shared hosting below)

Here is an image that illustrates cPanel:



CHAPTER TWO



Types and Features of WordPress Webhosting



Types Of Hosting

In this section, I will focus on those webhosting packages, which you need to know for your career in blogging. There are different types of WordPress Webhosting

Shared hosting:

This is one of the most common and cheapest hosting package type. For any newbie Blogger, this is the most affordable package type as it starts from \$4- \$15/month depending upon which company you are opting for. *Shared hosting package can further be classified into limited and unlimited hosting.*

In a shared hosting environment, your Website will be hosted along with many (10-200) other Websites. Which means, all these Websites will have the same I.P and all of them will be sharing the resources of the same server. **Shared servers are the most popular hosting choice for a newbie blogger** or a new website which doesn't need high resources.

If you are starting with a new WordPress site, shared hosting is the best place to start with, as they are cheap and offers great resources.

VPS hosting: Virtual Private server

VPS is similar as shared hosting where your website will be hosted with many other websites. However, one major difference between shared hosting and VPS hosting is that your website will get dedicated resources.

Virtual private server bridges the gap between dedicated server and shared hosting server. Despite of sharing the same server with other websites, your Website will have dedicated I.P., dedicated computing resources and any faulty Website will not affect your Website.

One of the most common myth about VPS is that moving to VPS is always better than shared hosting, but here is a tip: Common shared hosting package offered by webhosting companies like [Bluehost](#) or [InMotionHosting](#) offers better resources than entry level VPS package.

Dedicated hosting:

In dedicated hosting, you will be the only one hosting your website on a server. **Dedicated servers are costly and recommended for high-traffic websites.**

There are managed and unmanaged dedicated servers, and depending upon your technical skills, you can pick either of them. You will require dedicated server after your website starts getting millions of hits or you are facing running memory issue with your WordPress blog.

Managed WordPress hosting:

Managed WordPress hosting is a latecomer in hosting type but now one of the most popular hosting package for WordPress blog. There are companies that configure and optimise their server for hosting WordPress blog.

This type of Webhosting is recommended for those who are running a business WordPress site or worried about their blog down time. Managed WordPress hosting takes care of every inch of server optimization for hosting a WordPress blog/Website. Their technical team is trained to manage WordPress servers and the best part is they know in's and out of WordPress blog.

The only problem with managed WordPress hosting is the pricing, as managed WordPress hosting are costlier than shared and VPS. The best part about Managed WordPress hosting is; you have to worry the least about your WordPress blog performance, security and any technical glitch. If you are not

tight in budget, I would suggest you to opt for managed WordPress hosting.

In fact, ShoutMeLoud is hosted on [Kinsta Managed Hosting](#)

Features of a good hosting for WordPress platform

So far you have learned the basics of WordPress hosting and before you purchase your first hosting, here are the **list of features** that you should look before buying. Don't get overwhelmed with the list of features as I have also listed down best Webhosting companies for WordPress. This section is crafted to make it understand for non-tech savvy users also.

Server compatibility with WordPress

One of the important features that you need to look into a web hosting company is **compatibility with WordPress blog**. It uses PHP and MySQL and your server should have latest version of PHP and MySQL. Always **prefer Linux Hosting for WordPress** or web-hosting which are dedicated for WordPress. For running a WordPress blog, a server should have minimum of:

- PHP version 7 or greater
- MySQL version 5.6 or greater
- OR MariaDB version 10.0 or greater

Server Uptime:

A web-host with excellent uptime *is essential*. There are many web-hosting companies that offer you a hosting space *for free*, but they don't, and can't, guarantee good uptime. This is just one reason why you should *avoid free web-hosting* companies, and *buy reliable* web-hosting.

If your website is down, you not only lose traffic, but it also affects your website/blog's search engine ranking. Free web-hosts have serious issues with uptime; most of the time your site will go down and customer service will respond with the message: "*We are looking into it*".

The best way is to go for hosting companies that offer **maximum uptime**. That said, *it's impossible to achieve 100% uptime*, but anything above 99% is what you should look for. I have suggested best web-hosting for WordPress at the bottom of this eBook.

Bandwidth and storage:

The higher the bandwidth and storage is; better is it for your website. There are renowned hosting companies that offer

unlimited bandwidth and storage. In my recommended hosting companies section (Below), I have listed down those amazing hosting companies for WordPress, which offers unlimited resources.

SSL Certificate:

In 2017 & coming years, having SSL certificate is essential. It's an official search engine ranking factor & more over it offers better security for you & for your readers. There are many hosting companies now offer integrated free SSL that is one feature you must look at.

If you are running a blog or simple information based website on WordPress, you can use free SSL. If you are running an e-commerce store where people are going to do transactions, you should use paid SSL from a reputed supplier. No need to worry about this, as I have covered only those hosting that are reputed & offers everything you require for running your blog.

Support:

There are times when you will need technical assistance from your hosting company. You should *ensure that you could connect with your hosting support team*. They should at least offer support by telephone or live-chat. Moreover, ensure that that support is given **in real-time** so you don't have to wait for hours to have your issue addressed.

What is Who.is guard or domain Privacy?



Whenever you will be buying a domain name, you will encounter terms like domain privacy or Who.is guard. It's important for you to know about this, as you might end up paying something extra for no reasons.

If I have to explain this in one word: **Who.is guard hides your domain contact information from public.** By default when you buy a domain name, anyone can see your contact details (Name and Address associated with the domain name) by using free service such as who.is.

When you buy domain privacy (Also known as who.is guard) it hides your contact information from public. This is pretty useful

when you don't want your details to be revealed to public, want to stay anonymous or running an illegal or porn websites. (Yah people do that).

The operation of WhoisGuard is pretty straightforward and clear. All it does is they put their own personal details on your Whois result, hiding any traces of your personal details.

Here's an example without WhoisGuard, the regular result:

Registrant: John Doe

Address: 1234 New York Avenue, New York 10019.

Contact: +818 789 1297

Email: JohnDoe@JohnDoe.com

Here's with WhoisGuard privacy:

Registrant: Domain Registrar, LLC

Address: 5786 New York Avenue, New York – 10019

Contact: +800 348 9456

Email: contact@domainregistrar.com

This should give you a basic idea of what Who.is Guard exactly does.

Who.is Guard displays their data on the public Who.is database -their Email and their contact details. But when someone contacts their Email, it would be **forwarded to your registered**

Email after checking for Spam and other possible threats. This would simply mask your private details from the outside world!

The only time your data including phone number and address, would be available is when the registrar receives a court order against you or a domain service from a provider involving trademark disputes.

CHAPTER THREE



What are the recommended Webhosting for WordPress



Here I have recommended WordPress hosting companies based on my preference. You can pick anyone of them. I have also listed down some of the notable features of these hosting to give you a detailed idea of what you are getting.

[Bluehost](#)

Bluehost is the **top recommended** webhosting for hosting your WordPress blog and also most affordable one. They have various **shared hosting packages (recommended for new bloggers)**, and you can use their hosting plan, which offers unlimited resources and **1 free domain at the cost of only \$5.45/month.**

Installing WordPress on Bluehost server is very easy and here is the link to one tutorial below which will let you [create your blog on Bluehost in next 8 minutes.](#)

Pointers:

- Free domain
- Unlimited Bandwidth
- Unlimited Space
- 4*7 live support
- [One click WordPress Installation](#)
- Payment via PayPal and Credit card
- \$100 Adwords credit

Hostgator:

Hostgator is the closest alternative to Bluehost. Hostgator offers almost all the features like Bluehost, but **they don't offer free domain with hosting**. Hostgator offers 3 different packages in shared hosting, and if you are shopping for Hostgator, pick the Baby plan, as it will let you host multiple Websites. I have shared a quick start tutorial for beginners on WordPress and Hostgator [here](#).

Hostgator shared hosting offers following shared hosting package:

- Hatchling plan: Host only one website
- Baby plan: Host unlimited website
- Business plan: Unlimited Site Hosting + Free Private I.P. + Private SSL

[Check out Hostgator](#)

Pointers:

- Unlimited Hosting
- Free site migration
- Free 1 year domain registration of primary domain
- 24*7 live Chat and Telephone support
- Payment via Paypal, Credit card.
- \$100 Adwords Credit

VPS Server

For VPS hosting, I recommend [Cloudways](#).

Dedicated Hosting

For dedicated hosting you should check out [Liquid web hosting](#) or [Inmotion hosting](#)

Managed WordPress hosting

For hosting your business WordPress blog, check out [WPEngine](#) or [Kinsta](#).

Exclusive WordPress Hosting Discount

Here are exclusive discount on webhosting for you.

1.[Bluehost](#): Using this special link you can get 3 year hosting from Bluehost @ \$5.45/month.

1.[Siteground](#): Using this link you will be able to get one year hosting at \$3.95/month.

2. [Hostgator](#): Use coupon code “ShoutMeLoud30” to get 45% off on your first hosting bill.

3.[Kinsta Hosting](#): Use this special link to get 20% off on WP Engine Hosting.

CHAPTER FOUR



A Definite guide to Bluehost Shared Hosting packages



Basic Package:

This is the smallest and cheapest shared hosting package that you can buy from Bluehost. This is indeed a good package that is a feature rich and **costs only \$2.95/month for 3 years package**. This package allows you to host one website and this is one reason I recommend my readers to opt for Plus package, as they allow to host multiple websites.

Starter package offers **100Gb bandwidth/month** which is more than enough for you to run your website on shared hosting. Starter package doesn't come with [Cloudflare](#) CDN offered by Bluehost, but you can always directly signup for Cloudflare and integrate free CDN. This will help you to reduce the bandwidth of your hosting account by great extent.

Note: You should choose starter package only when you are planning to host only one website and have no plans for adding more websites in future.

In case if you have more plans, check out the next package.

Plus package (Most popular one):

This is my favourite and most popular package on Bluehost. Pro package is featured rich and offers everything which starter package offers + unlimited domain hosting + free marketing

coupons worth \$200 + free CDN. These marketing coupons are usually free Adwords Coupon, Facebook Ads coupon which you can use to market your website. This package also comes with 1 free domain, which will save extra money for you.

Price for this package is \$5.45/month [with this discount link](#) (Usually \$10.99/month).

If you were looking for one recommendation from me, I would recommend plus package for you. As this is value for money and you should consider buying it for minimum 2 or 3 years term to save a lot on your hosting bill.

Note: Bluehost coupon is valid only on first bill; there is no discount on renewals).

For further reading: [How to add extra domain to your Bluehost account](#)

Prime package:

This is another package, which I usually don't recommend. This package only offers free who.is guard & cost almost the same as plus package. This package is targeted to businesses that are hosting their site on shared hosting and are looking for extra features. Do yourself a favour & pick plus package.

Conclusion: Which Bluehost Shared Hosting Package is best for you

Here is my suggestion for you to quickly pick right package for you:

1. Running only 1 site: Pick Basic Package

1. Running more than 1 site: **Pick Plus package** (Recommended)

1. Need SSL and dedicated I.P: Pick Prime

If you are planning to buy the starter Bluehost package, I would recommend grab Plus package as price difference is minimal and in future if you want to host more than one website, you don't have to spend money on web hosting.

Below link is a special discounted link to save money.

[Grab Your Bluehost Shared Hosting Package](#) (← with this link)

CHAPTER FIVE



How to Buy Webhosting and Domain



Here are few things that you need to keep yourself ready with:

Domain name:

This is the domain name **which you want to buy** and use. You will get *one free domain name* or you can use any of your existing domain names (you can claim your free domain later too).

If you have not decided on your domain name, [check out this guide](#) to learn how to select a domain name. You can use this free service called [BustAName](#) to find cool domain names for your site.

Since you are purchasing hosting from Bluehost, ***you don't need to pay extra for a domain***. You will be getting a free domain name with your package and for right now, you just need to *find a domain name that you want to buy*.

Payment mode:

You can make *payment via credit card, PayPal, or international debit cards* that allow online international transactions.

[Visit Bluehost U.S.](#)

If you are done with these two things, you are all set to **buy** your web- hosting & domain for your new blog.

Few things to know:

Here are two guides that I recommend you to read first, as this will give you basic information about Web-hosting and more over you will learn how to save money on your web hosting purchases.

- [A beginner guide to Webhosting packages](#)
- [How to save money on Webhosting renewals](#)

Step by Step Guide to Buy Web hosting Server from Bluehost:

To start with [click here & go to Bluehost site](#) and click on get started now.



have questions?

The Best Web Hosting
Starting at ~~\$7.99~~ \$2.95/month*

FREE Domain
FREE Site Builders
1-Click  WordPress Install
24/7 Support

get started now >

*Special intro offer and 30-day money-back guarantee

This will take you to a page where you will see three different packages to choose from.

	basic	plus	prime <i>recommended</i>
	normally \$7.99 \$2.95* per month	normally \$10.99 \$5.45* per month	normally \$14.99 \$5.45* per month
	select	select	select
websites	1	unlimited	unlimited
website space	50 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	Standard
included domains	1	1	1
parked domains	5	unlimited	unlimited
sub domains	25	unlimited	unlimited
email accounts	5	unlimited	unlimited
email storage	100 MB per account	unlimited	unlimited
marketing offers	—	\$200 included	\$200 included
	select	over \$24/yr in extras 1 SpamExperts	over \$80/yr in extras 1 SpamExperts 1 Domain Privacy SiteBackup Pro
		select	select

I already explained above & I'm not going to repeat myself. So, **buy Plus package.**

Note: Do remember this discount is only for the first bill. So you better purchase hosting for 2 or 3 years term.

Click on "select" to select your plan.

Choose a free domain or use your existing domain name:

On the next page you can either get a free domain name or you can use any of your existing domain names.



The image shows a screenshot of a web form with two main sections. The left section is titled "new domain" and includes the text "Help me get my free domain!". It features a text input field, a dropdown menu currently showing ".com", and the instruction "Type your domain name above". A blue "next" button is at the bottom. The right section is titled "i have a domain name" and includes the text "I want to signup with my existing domain". It features a text input field and the instruction "Type your domain name above". A blue "next" button is at the bottom. A mouse cursor is visible in the top-left corner of the screenshot.

Even if you don't use free domain feature right now, you can always get your free domain later.

Note: If you are using your existing domain name from some other domain registrar such as [Godaddy](#), you need to change your domain Name-server to

NS1.Bluehost.com

NS2.Bluehost.com

[Here is a simple to follow guide on doing it.](#)

If you want to keep things simple, better enter the domain name you wish to buy in "new domain" field and your free domain will be activated with your hosting purchase.

Click on next and from here the steps would be simpler.


Account details:

account information

All fields are required unless otherwise noted.

First Name	<input type="text" value="Harsh"/>
Last Name	<input type="text" value="SML"/>
(optional) Business Name	<input type="text" value="ShoutMeLoud"/>
Country	<input type="text" value="India"/>
Street Address	<input type="text"/>
City	<input type="text"/>
Pincode	<input type="text"/>
Phone Number	+91. <input type="text" value="(123) 456-7890"/> Ext. <input type="text"/>
	Select another country code
*Email Address	<input type="text"/>

*Your receipt will be sent to this address.



In this section you need to enter your details (name, email address, address, etc.) which is pretty straightforward. Make sure you verify every detail (***especially your email address, as you will get your login and hosting information sent to your email address***).



(Note: The above details are dummy details for reference only!)

Package Information:

This part is *crucial* and you should *pay extra attention* at this stage to ensure that you are not over-charged for add-ons that you don't need.

As I said above, pick a hosting package for a 24 or 36-month term, as you will notice the price *decreases* as the length of service *increases*.

package information

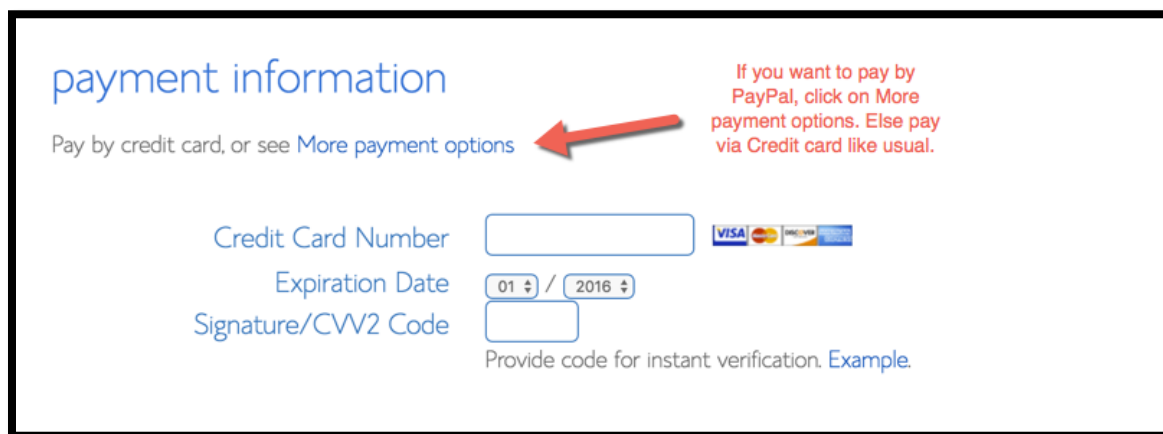
Account Plan	<input type="text" value="Plus 24 Month Price - \$6.95/mo. ↓"/>	
Hosting Price	\$166.80 (\$6.95 for 24 months)	
Setup Fee	Free	
Primary Domain Registration	Free	
Domain Privacy Protection	<input checked="" type="checkbox"/> - \$0.99 per month	
	More information	
Site Backup Pro	<input type="checkbox"/> - \$2.99 per month (Billed to end of hosting term)	
	More information	
Search Engine Jumpstart	<input type="checkbox"/> - \$2.99 per month (Billed annually at \$35.88/yr)	
	More information	
SiteLock Security - Find	<input type="checkbox"/> - \$1.99 per month (Billed annually at \$23.88/yr)	
	More information	
Savings	\$120.96 (42% off)	
Tax	\$25.02	
Total	\$203.70	

Also make sure you **deselect** the option "**Site Backup Pro**" "**SiteLock Security - Find**", as you don't need them & there are free plugins for WordPress which you can use to get these same features.

You can purchase domain privacy protection in case if you need to hide your contact info. If you are working from office & using your official contact info, then you don't need domain privacy protection.

Note: You can always add another services later from your dashboard.

Complete hosting purchase:



The screenshot shows a payment information form titled "payment information". Below the title, it says "Pay by credit card, or see [More payment options](#)". A red arrow points from the text "If you want to pay by PayPal, click on More payment options. Else pay via Credit card like usual." to the "More payment options" link. The form includes fields for "Credit Card Number", "Expiration Date" (with dropdowns for "01" and "2016"), and "Signature/CVV2 Code". There are logos for VISA, MasterCard, and American Express. A note at the bottom says "Provide code for instant verification. [Example](#)."

By default, you will see the option to **make payment via credit card** only, but if you want to make payment via PayPal, click on "More payment options" and it will **show you the "Pay by PayPal" option**.

Before you make the payment, I suggest you scroll up and *verify all the information one more time*.

After making your payment, you will see another after-sales page like this. Just ignore everything and click on "complete".

Your domains should instantly describe what you do and help visitors: Domains come in multiple f...

available domains

- bestwpseoplugin.co
- bestwpseoplugin.org
- bestwpseoplugin.net
- bestwpseoplugin.info
- bestwpseoplugin.biz
- bestwpseoplugin.cc
- bestwpseoplugin.tv
- bestwpseoplugin.ws
- bestwpseoplugin.me

Show more

Additional Upgrade Total \$0.00

complete

Want to pass on these products for the time being? [Click Here.](#)

On the next page you will get the confirmation for your hosting purchase and you will see a screen like below. Click on "create your password":

welcome to bluehost

✓ Congratulations!

Your purchase was successful. A confirmation e-mail will be sent to [redacted]@gmail.com.

choose a password for your account

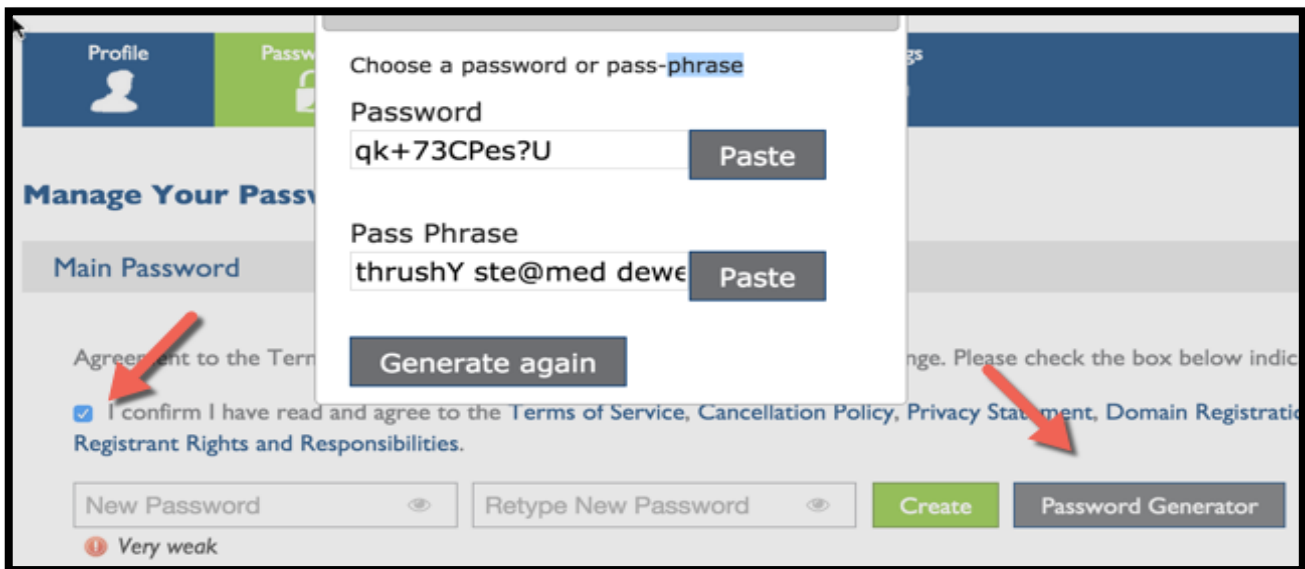
Before you can login to your account or use your new hosting features, you first need to create a secure password - Please note this password and your hosting account information, as these are used for account verification purposes when contacting Bluehost support.

create your password

Selecting the password:

This is the *last stage of your web-hosting purchase*, and now all you need to do is set the password for your hosting login. You can create a password yourself or you can use their password generator to create a complex password. (*Using their generator is **recommended**. Their password will be very challenging, so if you go this route, copy and paste this impossible to guess password in a safe place.*)

Copy and paste the password at any safe place. Click on create and that's it, now you are 98% done buying your web hosting for your blog.

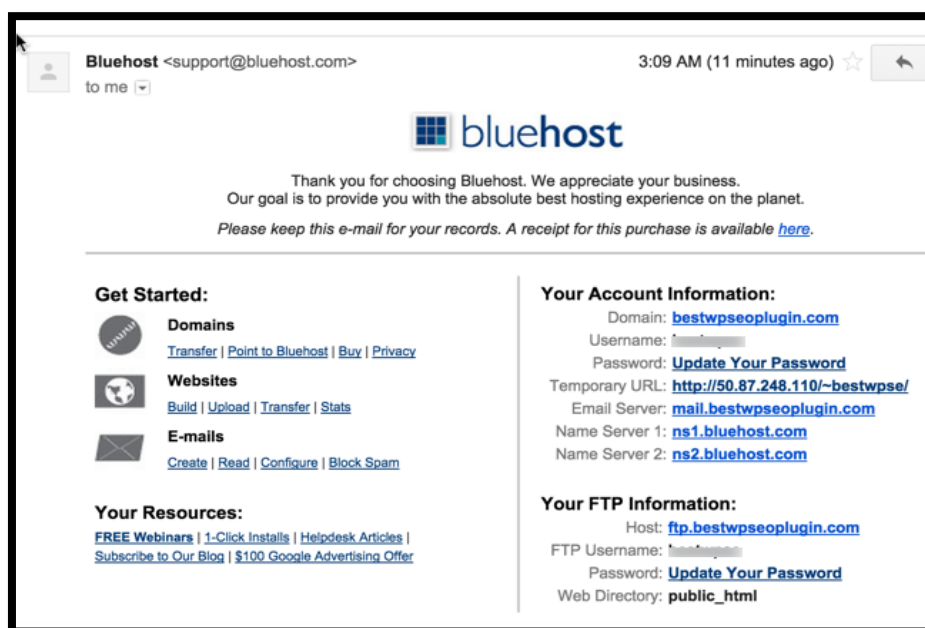


The screenshot shows a web interface for creating a password. On the left, there is a sidebar with 'Profile' and 'Password' tabs. The main area is titled 'Manage Your Password' and has a 'Main Password' section. Below this is a checkbox for 'Agreement to the Terms of Service, Cancellation Policy, Privacy Statement, Domain Registration Rights and Responsibilities.' which is checked. A red arrow points to this checkbox. In the center, a modal window titled 'Choose a password or pass-phrase' is open. It has two input fields: 'Password' with the text 'qk+73CPes?U' and a 'Paste' button, and 'Pass Phrase' with the text 'thrushY ste@med dewe' and a 'Paste' button. Below these is a 'Generate again' button. A red arrow points to the 'Generate again' button. At the bottom of the modal, there are two input fields: 'New Password' and 'Retype New Password', both with eye icons. To the right of these is a green 'Create' button and a grey 'Password Generator' button. At the bottom left of the main interface, there is a red warning icon and the text 'Very weak'.

That's it you are done with all the steps to buy your web hosting and domain name.

Log in into your Bluehost cPanel:

Check your email inbox for your confirmation email with all the login information for your new web-hosting account. The only thing, which you won't get in the email, is the password you created in the last step. This is for your own security and the reason why you should have copied and pasted it somewhere like I recommended!



Now, go to [Bluehost.com](https://www.bluehost.com) and click on “hosting login” at the top. In the login field type your domain name (username) and in the password field input your password (of course!).

hosting login | webmail login

Access your personal hosting product control panel.

bestwpseoplugin.com

.....

submit

[forgot password](#) | [create account](#)

On the next page click on Home, and you will be at the Bluehost cPanel. That's it! Congratulation as you just ended up buying your first web hosting and domain name.

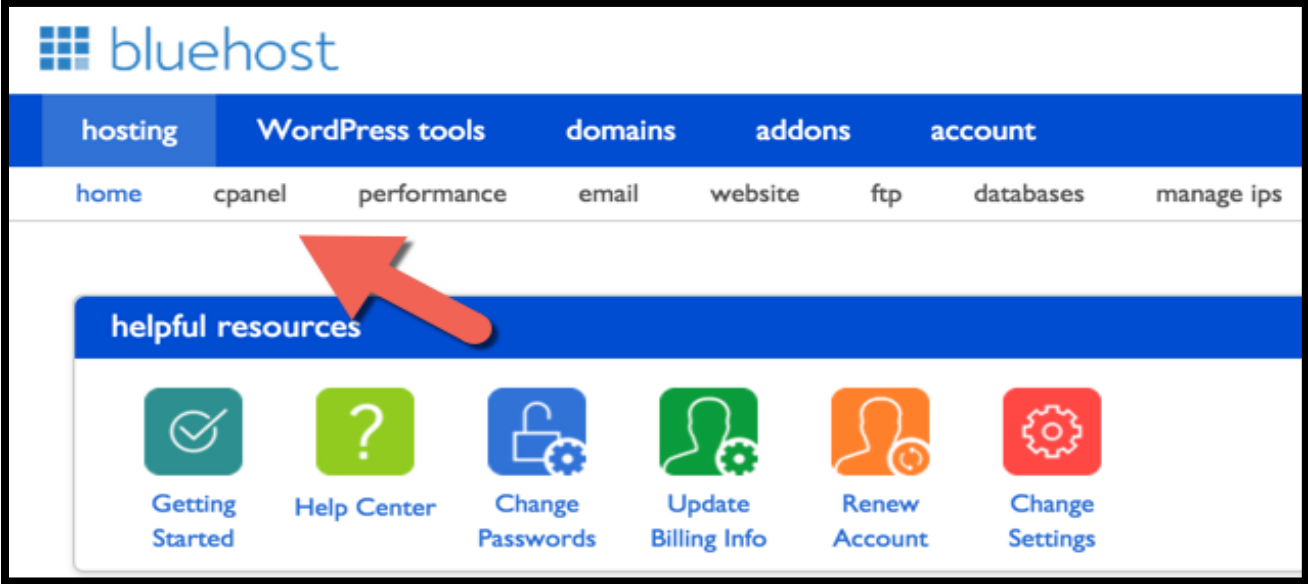
CHAPTER SIX



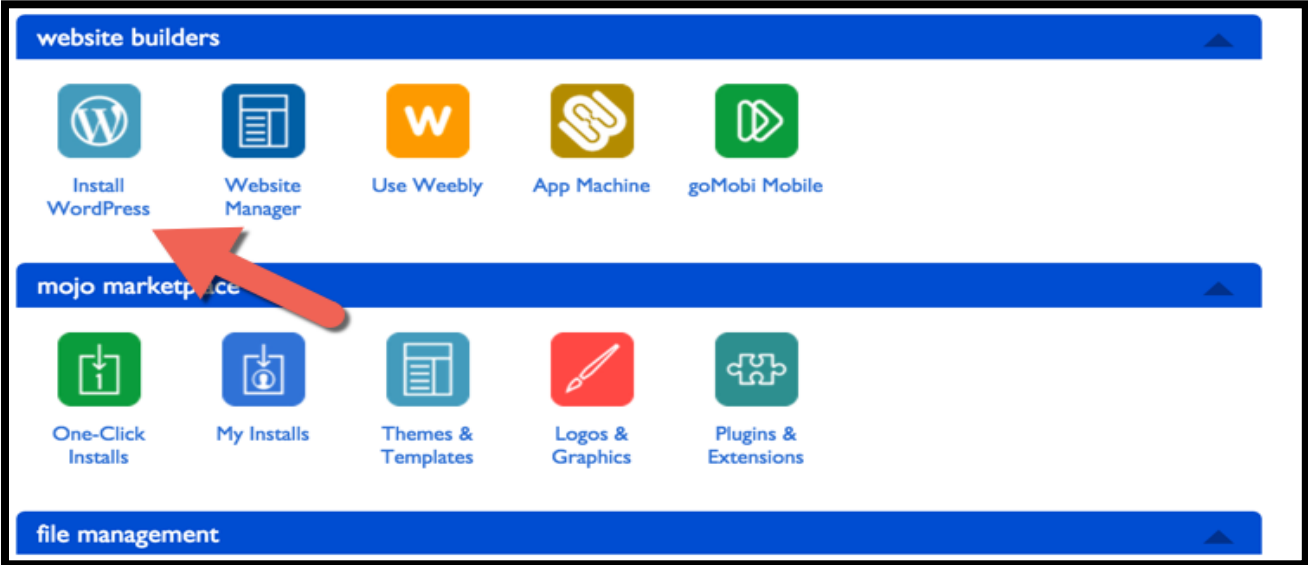
How to Install WordPress on Bluehost Hosting



Login to your Bluehost account and Click on hosting at the top, to go inside cPanel.



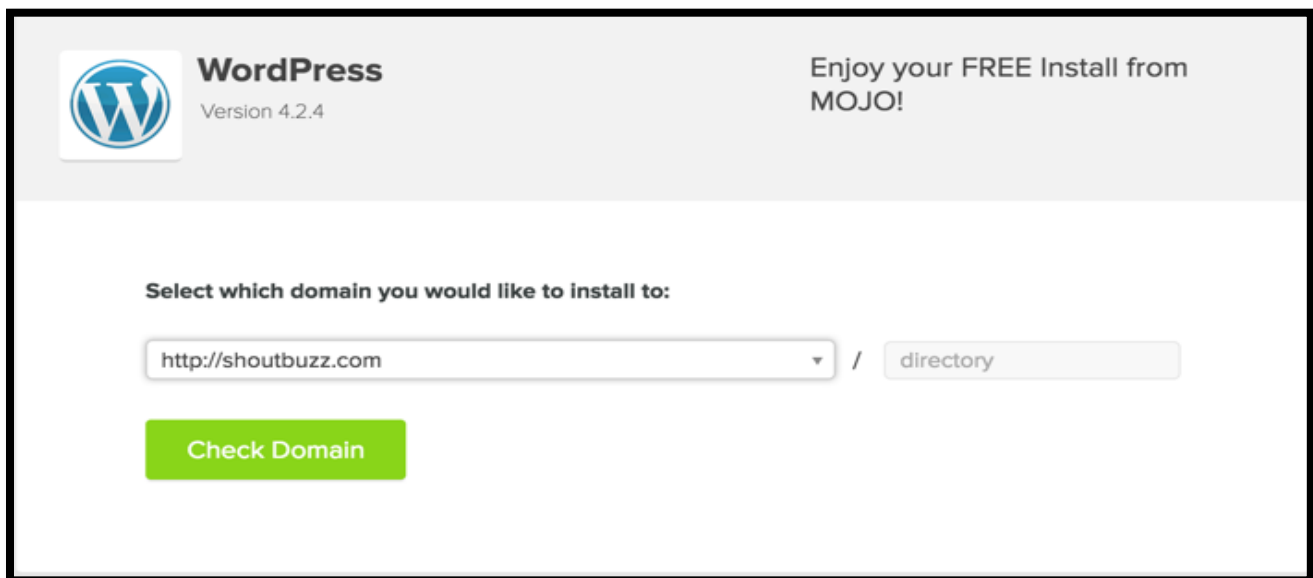
Scroll down to Website Builders> Select Install WordPress from the list.



On the next screen click on “Install”.



On the next page click select the domain on which you want to install WordPress

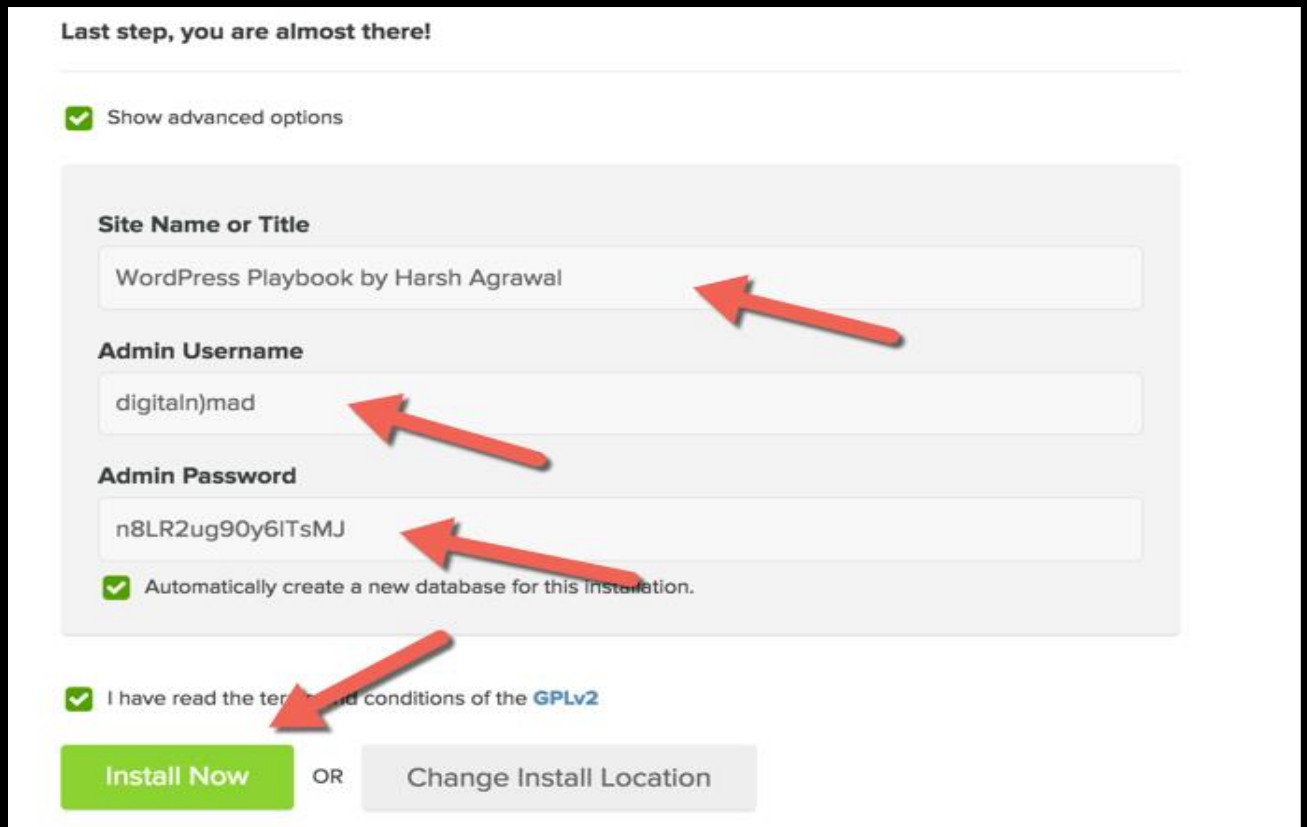


Note: Here you can decide if you want your domain to be with www or without www. In 2017, it's all about shorter URL, so I recommend select non www. (You will get this option when you click on Dropdown, refer above screenshot).

Click on Check domain & this is where you can configure final few settings to install WordPress.

Click on “show advanced options”:

In this step you can select your WordPress username and password for your login. *Make sure you don't select “admin” as the username.* Instead, use some random username and create a complex password. Also keep a check mark on “Automatically create a new database for this information”.



Last step, you are almost there!

Show advanced options

Site Name or Title
WordPress Playbook by Harsh Agrawal

Admin Username
digitaln)mad

Admin Password
n8LR2ug90y6ITsMJ

Automatically create a new database for this installation.

I have read the terms and conditions of the [GPLv2](#)

OR

Click on “Install Now”.

This will start installing WordPress.

Don't close the page until it shows that the process is complete. It will take about 1 minute for Bluehost's WordPress script to install WordPress.

An email will be sent to the registered email address along with the login and password which you can use to login to your WordPress dashboard.

That's it!

Now your WordPress blog is up & running.

WordPress Setup Guide:

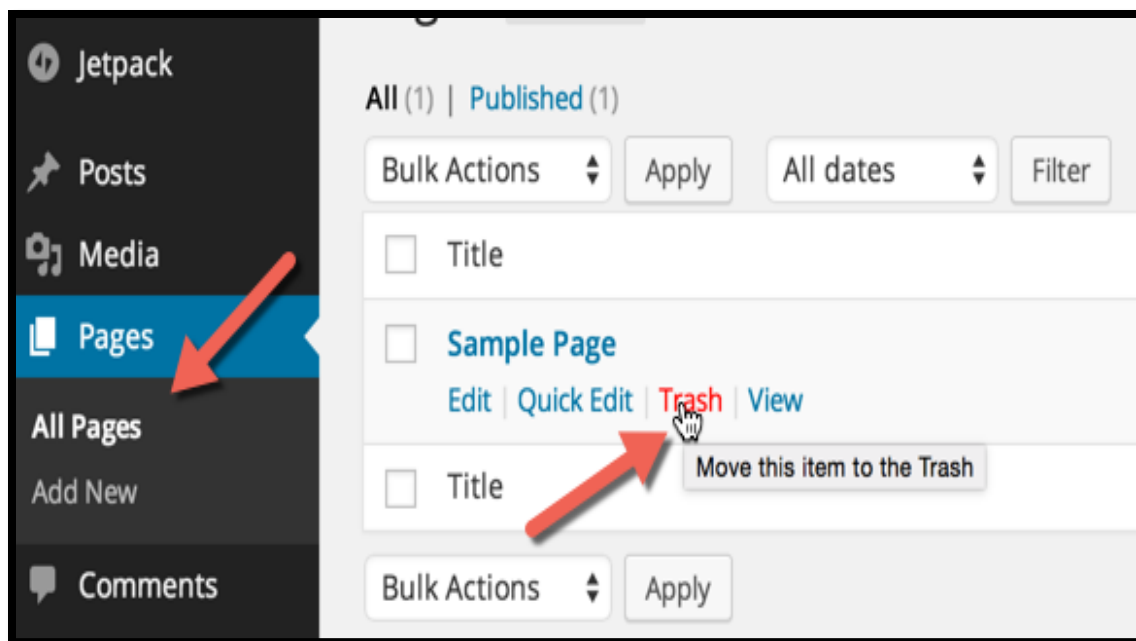
In this guide, I will add screenshots and explain every basic WordPress setting that you need to configure. Feel free to skip certain settings depending upon your own personal requirements.

For example: If you are creating a membership site or a guest-blogging WordPress blog, you should *enable user registration*. But if you're creating a blog to make money or a business website, you may not want to do that.

So, let's get started with this fun section & start setting up your WordPress website!

First, login to your WordPress dashboard by going to <http://domain.com/wp-admin> (replace "domain.com" with your actual domain name).

Delete default Posts and page:



Login to your WordPress dashboard and go to Posts > All posts and delete the default "Hello world" post. Similarly go to Pages > All pages and delete the default "Sample page".

Set up WordPress permalinks:



Common Settings

<input type="radio"/> Default	<code>http://www.shoutmeloud.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://www.shoutmeloud.com/2015/08/14/sample-post/</code>
<input type="radio"/> Month and name	<code>http://www.shoutmeloud.com/2015/08/sample-post/</code>
<input type="radio"/> Numeric	<code>http://www.shoutmeloud.com/archives/123</code>
<input checked="" type="radio"/> Post name	<code>http://www.shoutmeloud.com/sample-post/</code>
<input type="radio"/> Custom Structure	<code>http://www.shoutmeloud.com</code> <input type="text" value="/%postname%/"/>

The **default WordPress permalink** is in the format:

<http://domain.com/?p=123>

This permalink is short, but it's not good for search engines. **You need to change it** to make it search engine friendly, which is only one click away.

Go to Settings > Permalink and select "Post Name". Click on "Save". This ensures that when your permalink appears in a search engine, it will contain some of your keywords and your blog posts will ultimately rank better.

Here is an example from my blog:

Affiliate Marketing eBook - How to Make Money Like a Pro
www.shoutmeloud.com/downloads/affiliate-marketing-ebook ▾
Affiliate marketing eBook is complete solution to get started with affiliate marketing, and learn all the tricks to promote an affiliate product.

What is Affiliate Marketing & How Does It Work?
www.shoutmeloud.com/what-is-affiliate-marketing.html ▾
Jun 8, 2015 - Learn about what affiliate marketing is, how it works, and common FAQ regarding ... Learn all about Affiliate marketing in one eBook: Buy from ...
You've visited this page many times. Last visit: 7/30/15

Settings > General: (Basic WordPress configuration)

General Settings

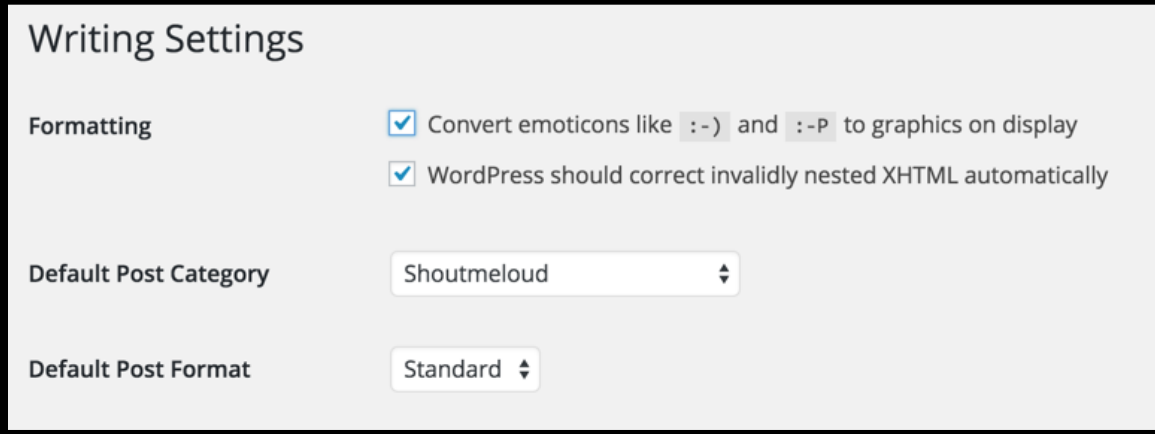
Site Title	<input type="text" value="ShoutMeLoud"/>
Tagline	<input type="text" value="Shouters Who Inspires"/> <i>In a few words, explain what this site is about.</i>
WordPress Address (URL)	<input type="text" value="http://www.shoutmeloud.com"/>
Site Address (URL)	<input type="text" value="http://www.shoutmeloud.com"/> <i>Enter the address here if you want your site home page to be different from your WordPress Address.</i>
E-mail Address	<input type="text" value="admin@shoutmeloud.com"/> <i>This address is used for admin purposes, like new user notification.</i>
Membership	<input checked="" type="checkbox"/> Anyone can register
New User Default Role	<input type="text" value="Contributor"/>

If at the time of installing WordPress on Bluehost, you added your “Site Title” & “Tagline”, you can change it anytime from this settings page. “Site Title” & “Tagline” are **very important** as **this is what shows up in Google**.

“E-mail Address” will be your site admin’s email address. This is where you will get all email notifications related to your site.

Make sure you set up the time zone to your local time as this will make sure your scheduled posts get posted according to your own time zone.

Settings > Writing:

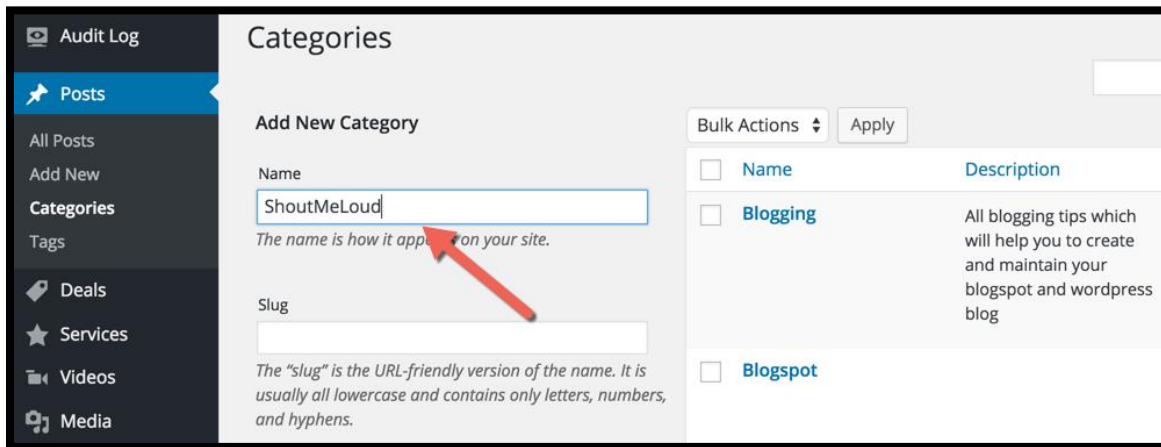


The screenshot shows the 'Writing Settings' page in WordPress. It features a 'Formatting' section with two checked checkboxes: 'Convert emoticons like :-) and :-P to graphics on display' and 'WordPress should correct invalidly nested XHTML automatically'. Below this is the 'Default Post Category' dropdown menu, which is currently set to 'Shoutmeloud'. At the bottom is the 'Default Post Format' dropdown menu, which is currently set to 'Standard'.

On this page you will set up WordPress's settings related to writing.

By default, WordPress adds the category "Uncategorized" which doesn't look so good. Here you can change (and in my opinion, *should change*) the "Default Post Category" to **any other category**.

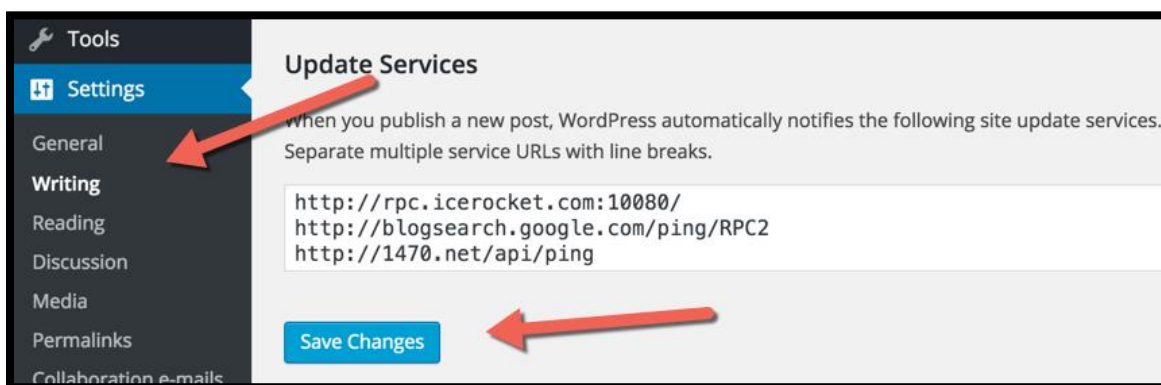
*(You can go to **Posts > Categories** from the left side panel to add new categories. See screenshot. Come back to the "Writing Settings" page and change the WordPress "Default Post Category" to your newly created category.)*



On this same settings page, you need to **update the WordPress ping list**. But before we do that, let me first explain what ping is.

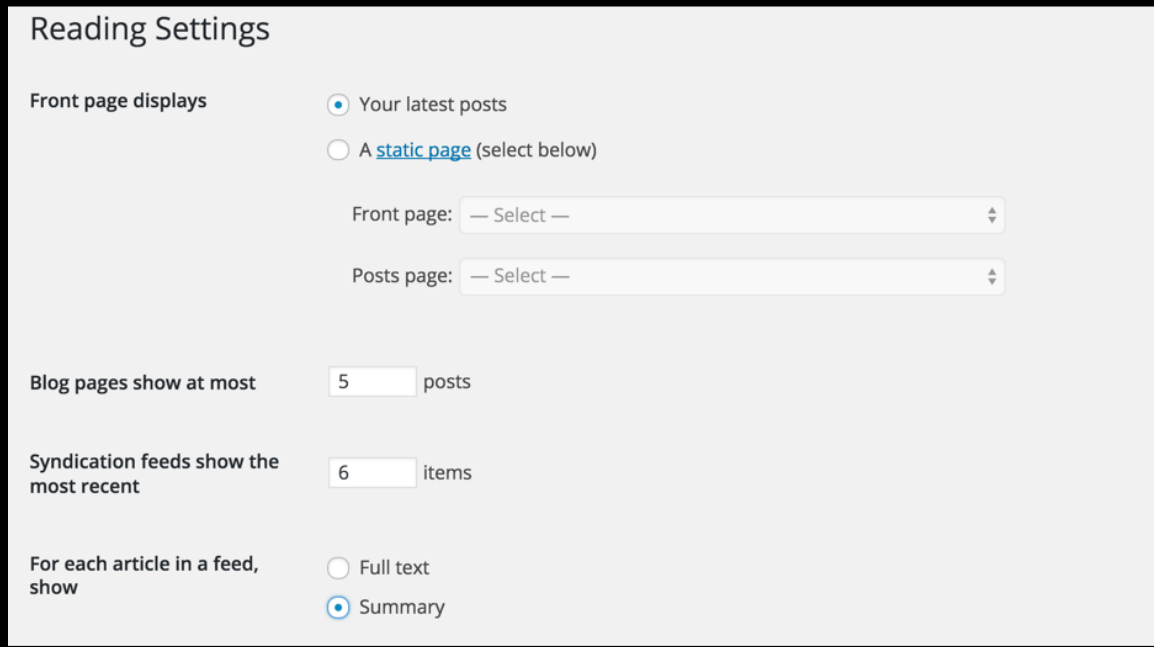
WordPress ping list:

One of the major differences between a static website and a blog is the ability to ping. By pinging, our WordPress blog notifies search engines about newly published blog posts. You should update your ping list with **all the major ping services**. (You can get a list of updated WordPress ping services [from here](#).)



Add all the ping services' URLs and click on "Save Changes".

Settings > Reading:

A screenshot of the WordPress 'Reading Settings' page. The page has a light gray background and a black border. At the top left, it says 'Reading Settings'. Below this, there are three sections. The first section is 'Front page displays', which has two radio buttons: 'Your latest posts' (which is selected) and 'A static page (select below)'. Below these are two dropdown menus: 'Front page: — Select —' and 'Posts page: — Select —'. The second section is 'Blog pages show at most', with a text input field containing the number '5' followed by the word 'posts'. The third section is 'Syndication feeds show the most recent', with a text input field containing the number '6' followed by the word 'items'. Below this is a section for 'For each article in a feed, show', with two radio buttons: 'Full text' and 'Summary' (which is selected).

Here you can configure the number of maximum blog posts to show on your homepage and in feeds. Also, you can choose if you want to publish full content or just partial content in the feed. Personally, I prefer to offer partial feeds (summary). The reason for this is that I want more activity to happen on my site (i.e. more clicks) and also to avoid RSS theft.

WordPress Discussion/comment settings:

This is another section which you should set up after installing WordPress. Just follow the screenshot and put a check mark in front of the fields as shown in the above screenshot.

Discussion Settings

Default article settings

- Attempt to notify any blogs linked to from the article
- Allow link notifications from other blogs (pingbacks and trackbacks)
- 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 e-mail
- Users must be registered and logged in to comment
- Automatically close comments on articles older than days
- Enable threaded (nested) comments levels deep
- Break comments into pages with top level comments per page and the comments on each page

Comments should be displayed with the comments at the top of each page

E-mail me whenever

- Anyone posts a comment
- A comment is held for moderation

Before a comment appears

- Comment must be manually approved
- Comment author must have a previously approved comment

Avatar settings:

Now, if you are new to WordPress, I suggest you to go to Gravatar.com, create an account, and upload an image for your email address.

This way your image will be shown on any WordPress site where you are posting, commenting, or guest posting.

Settings > Media

You can skip setting up this part, but I would *recommend you do this now* to avoid a lot of future hassle. By default, when you upload images in WordPress, it creates images in 3 different sizes.

Media Settings

Image sizes

The sizes listed below determine the maximum dimensions in pixels to use when adding an image to the Media Library.

Thumbnail size Width Height
 Crop thumbnail to exact dimensions (normally thumbnails are proportional)

Medium size Max Width Max Height

Large size Max Width Max Height

Uploading Files

Organize my uploads into month- and year-based folders

[Save Changes](#)

Here you should set all sizes as “Max Width - 0” and “Max Height - 0” which will tell WordPress not to create different sizes of the same image. This will save a lot of space and confusion.

With all these changes, you are done with the basic, yet most important, configurations of your WordPress website/blog.

Now it’s time for you to learn doing the **essential stuff** such as installing new plugins, changing themes, maintenance & so on.

You will be surprised to know that this is **so easy** & you didn’t need to wait so many months (or years) because you were afraid of not being technically smart enough to set up a website!



How to Save Money on Webhosting Renewals



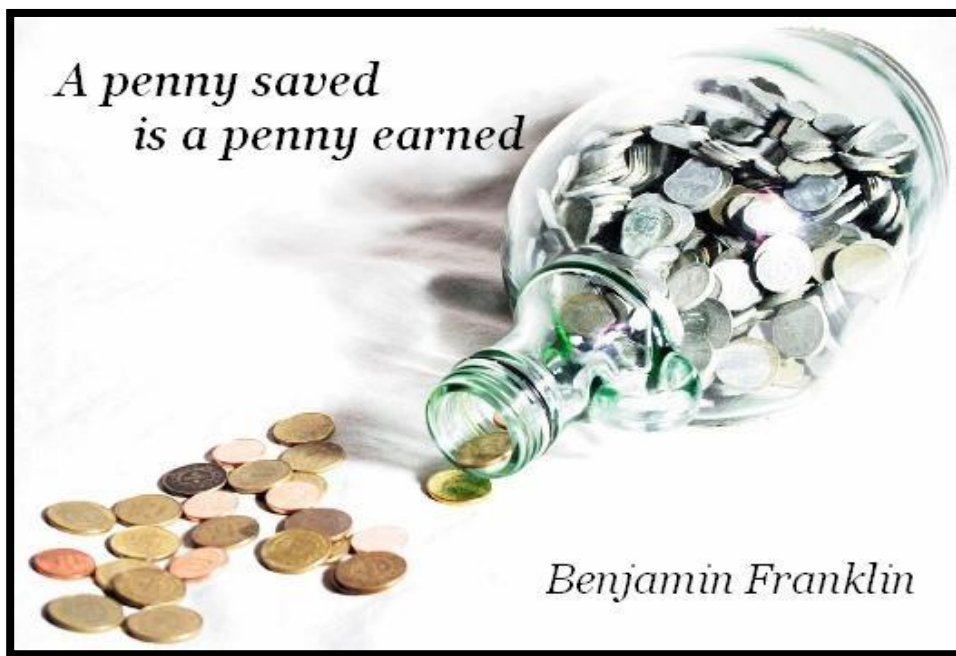
Usually a cheap and reliable shared hosting for WordPress starts from \$4/month and depending upon your requirement it can go up to \$20/month for shared hosting, and it goes really up when you move to VPS or managed WordPress hosting.

When a newbie blogger takes baby step to self hosted blog, he is not aware of the cost involved in web-hosting, and they usually end up buying web hosting at higher price (without any discount), or even if they get discounted hosting, they end up paying a fortune when renewal time comes.

Here I'm sharing pro tips, which will help you to save money on your web-hosting renewal. Some of the ideas could be use from day 1 (From your first hosting purchase), and some of the ideas could be used when your hosting time is about to expire, and you have to pay for the renewal.

How to save on Hosting Renewal bills:

There are many scenarios, which you need to consider, as many of you might be about to buy a hosting, and many of you might be about to renew your hosting account. So, I will point out various methods that will fit and will help you to save your



money. This guide is for shared hosting only, but will work for any other hosting plans too (VPS and dedicated too)

For new Hosting purchases:

If you are about to buy a hosting package for your blog, this is the right time to save money for long-term. One mistake which many bloggers make is, they buy hosting for 1 year only, and next year they have to pay in full for hosting renewal. Usually, there is no discount coupon for renewals, and you will end up saving zero.

Trick here is: When you make the first purchase, you have an option to buy hosting for more than 1 year, and **a good idea is to stick to a reliable hosting company, and buy a package for 2 or better 3 years.** I have purchased hosting from Bluehost for 3 years, which costed me \$3.95/month, and helped me to save a

lot.

Let me do a quick calculation for [Bluehost hosting](#) here:

If I purchase for 1 year with the discounted link, and pay in full for next 2 year renewal: $\$4.95 * 12 + \$166.8 = \$226.2$

Now, lets consider that I buy hosting for 3 years from Bluehost with discounted link: $\$3.95 * 36 = \142.2

That's straight away saving of \$84, which is a lot, when you buy 2-3 hosting packages for multiple websites.

Now, lets look at Hostgator Hosting, and I will be considering [Baby plan](#) in this case. Hostgator offers maximum possible 30% off (Coupon code= Shuotmeloud30) on your first bill, and again no discount on renewal.

Hosting purchased for 1 year with discount + 2 year renewal payment without any discount: $\$89.55 + \$191.04 = \$280.59$

Hosting purchased for 3 year with discount: \$214.65

So, this is one way to save money by purchasing webhosting for longer term, and get better hosting discount. Though problem with this approach is, you are stuck with same hosting for long. I usually use this technique for my small niche websites.

Move hosting to save money on webhosting:

This is 2nd technique which you can use every time on renewal to save money on your hosting renewal bill. From my experience, Hostgator, Bluehost offers almost same quality, so it doesn't make much difference, where your blog is hosted.

When your hosting term is about to expire, you can sign up for hosting package from alternative hosting company, and move your sites there. Good part is, few of them offer free migration, so you don't need to worry about tech hassles.

Usually moving a WordPress site is not very tough, and you can refer to this guide to learn [how to move WordPress site between any hosting company](#).

This way you will end up saving a good \$20-\$40 every year. People prefer this trick who are technically smart, and don't mind changing the hosting company, but for non-technical people, first trick is suggested.

Ask your hosting company for discount:

This trick will work with almost every hosting company. Retaining a customer is upmost priority for any hosting company, and when your hosting term is about to expire, you can ask your hosting sales team for a discount on your renewal.

You could straight away say:

Hey, I'm getting a decent discount on (competitive hosting company name), and I want to save some money. Since renewal with you will cost me \$120 and if I move my website to X hosting, I will save at least \$50. I was hoping if I could get some discount on renewal, as I would love to stay with you, and at the same time I want to value my hard-earned money.

This may or may not work, depending upon the policy of a hosting company. But, if you put your words in the right way, you will surely end up getting a decent discount. Else, you always have trick number 2 to save money.

Since it's our hard-earned money, with bit of smartness and social engineering, you could save a decent amount. Most of the people ignore such small saving for the sake of their comfort level, but do remember "**Money saved is money earned**".

This comes down to the end of Webhosting guide for beginners and here I'm sharing other useful blogging resources which I use for my blogs.

Email software:

- [ConvertKit](#) (Email marketing platform)
- Aweber (Free account for the first month)

Web-hosting:

- [Bluehost](#) (Shared hosting)
- [InMotion Hosting](#) (Shared & VPS)
- [Kinsta](#) (Managed WordPress Hosting)

Domain Names:

- [Godaddy](#) (Use this link to get domain name for one dollar \$1)

WordPress Themes:

- [Genesis Theme](#) (The best WordPress theme in my opinion, and also the one that I use at ShoutMeLoud.com & WPSutra.com)
- [MyThemeshop](#): Beautiful WordPress themes in budget. This is what most of the bloggers use for their blog these days.

Social Media Management Tool:

- [Socialpilot](#): Perfect for keeping your social-media profile updated.
- [AgoraPulse](#): For replying to all the social media comments, tweets from your phone.

Image Capturing Tool:

- [Snagit!](#) (Best tool for screen-capture and image editing.)

Screencast Software:

- [Camtasia](#) (This is the video recording tool I use for creating videos for my YouTube channel. You can [check out my video blog here.](#))

SEO Tools:

- [SEMRUSH](#) (This is the only SEO tool that you will ever need. You can do keyword research, track backlinks, Site Audio & many useful stuff that would help you to grow your traffic. You can check out a free [tutorial here](#) and [here](#)). This is a special link that will get you free account worth \$149.

Monetization Programs:

- [Google AdSense](#): Best contextual ad network.
- [Viglink](#): Best way to monetize your outbound links.
- [Media.net](#): Another popular ad network by Bing & Yahoo
- Affiliate marketing: Learn all the [tricks with this eBook](#)

If you have any question, feedbacks for this eBook feel free to Email me at admin@shoutmeloud.com. You can also reach me on various social- networking sites listed below

I would love to connect on [Facebook](#)
and [Youtube](#)