

# SETUP SETUP

by Christopher Moshier





My Media Helper EBook Instructional Series
- Volume I WordPress and GetResponse SetUp
by Christopher Moshier
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# **FORWARD**

By Christopher Moshier

If you're deciding the write a BLOG, engage in Marketing, start an E-Commerce business you'll need to build an email list in order to generate income. You'll need engaging content to do this and you'll also need a website to help in those endeavors.

I put the following E-Book together to help you get started. In this book is a step by step process to purchase a domain and webhosting service, setting up WordPress using the WordPress Wizard and Adding, and Activating Plugins I would suggest you use for your site.

We will also sign up for and implement <u>GetResponse</u>. GetResponse is the leading Email collection software on the market and you're going to need a service like GetResponse or something like it that allows you to collect Email addresses in



order to build your list of potentional clients and viewers.

For additional training on how to proceed from beyond this Ebook can be found at My Media Helper YouTube Channel. I'll present advanced How To's as well as Helpful Tips that will move you towards your ultimate goals.

You can also check out our website at My Media Helper for more information or sign up for our Updates and Newletters HERE.

I hope this EBook is helpful in beginning your journey and please feel free to contact us with any questions at:

contact@mymediahelper.com

- Christopher Moshier



# **HOSTING and DOMAINS**

It's extremely important to find a reliable webhost service with little to no down time and a whole bunch of redundancy. I personally use <u>HostMoster</u>. There are other good services out there. <u>HostMonster</u> has never been an issue since I've had it and the Customer Service Chat feature in manned with knowledgeable agents who have corrected more than one of my site's issues in the past.

I personally would stay away from GoDaddy. It does offer a quick way to put up a website, however, the backend control panel is what I would call clunky.

Here are the Webhosting Services I Highly Recommend.

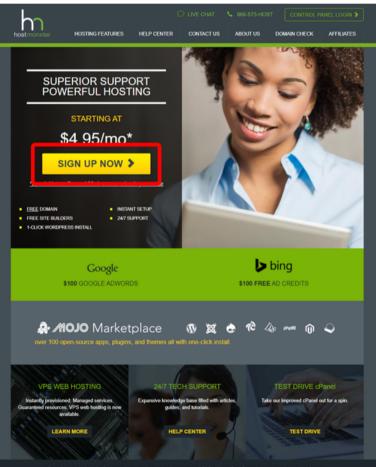
(click on the links to compare)

- HostMonster
- HostGator
- BlueHost



For this instructional EBook I will be using the Domain and Hosting Services of HostMonster. As indicated, I've never had issues with HostMonster so why break what's already fixed?

Go ahead and SIGN UP NOW using this LINKS.



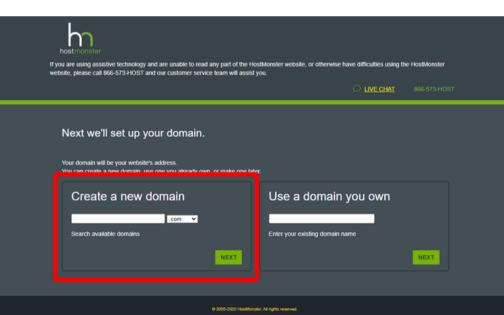


If you just want to dabble your feet in the water, you can pick up the basic plan. For those looking to go full speed ahead I recommend the PLUS plan. That's all you'll need to start and build your digital asset. You'll be able to carry on multiple domains with unlimited hosting.



You will also need to purchase a Domain Name. I highly recommend purchasing both your Web Hosting and your Domain Name from the same company.

Your Domain Name will be unique to your business branding. You won't want anything to long and you'll want it to be something people can generally think about and remember. You'll also have to check if the Domain Name is taken by another entity.

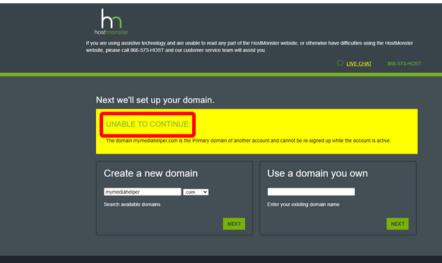




I took an opposite approach with My Media Helper when choosing my Domain. The name was created by looking through the Domains Available and seeing what would best fit a name of the type of business I wanted to create.

That approach made it easier to find a name that wasn't already taken. But if you already have a name for your business let's see how close we can get to that name with the Domains that are available.

You'll see here that if the Domain Name you enter on this page is already taken, you'll get that warning message in yellow.

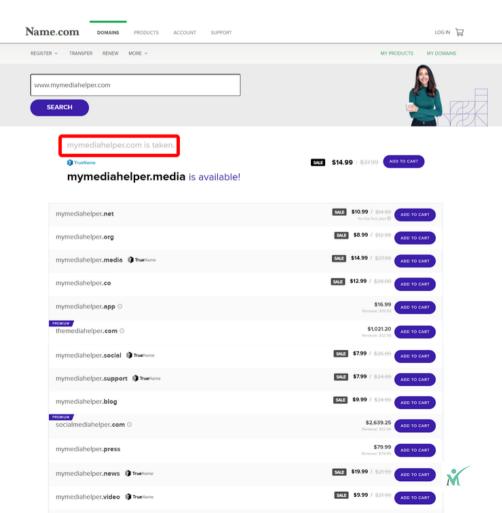




You can go to the website <u>Name.com</u> to search to see if a Domain has been taken. **DON'T** purchase your Domain Name there.

Just do a search to see what is available.

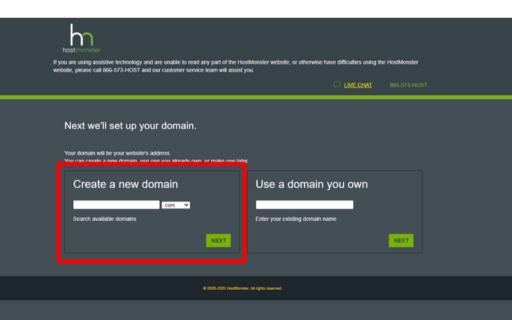
Give it a try. If the Domain Name is already taken it will give you suggestions towards what is available. Choose one and we will continue the next page.



Once you find a Domain Name that hasn't been taken you can go back over to <u>HostMonster</u> or the service you are going to use for your Web Hosting and make your purchase.

For any reason you already have a domain name from another provider, <u>HostMonster</u> will be able to request that Domain Name to be brought over to them. Just put the Domain in the "Use a Domain You Own" box and follow the prompts.

HIT NEXT





As I indicated in the beginning, it's always to your benefit and just easier due to organization sake to have everything through the one Hosting Service.

On the next page of this EBook you will fill out your information to begin your purchase. I will assume we've all filled out order forms online so I'm not going to get ultra specific on that. I have confidence in you!

The one thing I do want to point out is the Auto Payment Feature for renewal. From personal experience I would highly recommend allowing payment to be taken out automatically. You will get renewal messages in your email, but if you change Email Addresses or are just a natural procrastinator you come into serious chances of losing your domain name and/or all your files you have uploaded to your service if you don't renew in a certain time period.





LIVE CHA

866-573-HOS

## Create your account

The domain wordpressgetresponse.com is available!

# USE GOOGLE SINGLE SIGN-ON TO MAKE CREATING YOUR ACCOUNT EVEN EASIER.



### Account Information



# Package Information Account Plan Plus 36 Month Pitte - 96 95 mo Hosting Price \$250.20 (\$6.96 for 36 months) Primary Domain Registration Free Let's Encrypt SSL Free | terms



# Payment Information

Credit Card Number
Signature/CVV2 Code
Expiration Date

10 v / 20 v

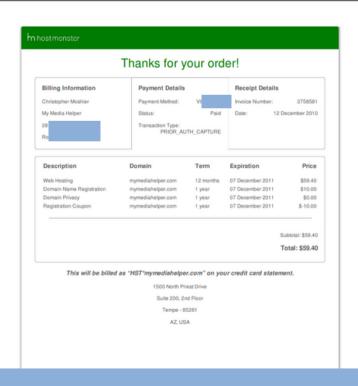
Auto Renewal Terms: Introductory prices apply to the first term. Money-back guarantee applies to hosting and domain privacy. All plans and products automatically renew unless you cancet. The renewal will be for the same term length and at the regular rates reflected in your Control Planel. The payment method you provide today, or we have on file, will be used for renewal, unless you change it or cancel. You may cancel at any time, prior to your renewal date, by logging rate your account online or by calling customer support at +1 866-573-4678. Do Not Self My Personal Information

■ I have read and agree to HostMonster's Auto Renewal Terms, Terms of Service and Cancellation Policy and acknowledge receipt of the Privacy Notice.



Once you make your purchase you should be sent your login information with a link in your email. You should also get something like what is pictured below or at least a link to view your purchase invoice.

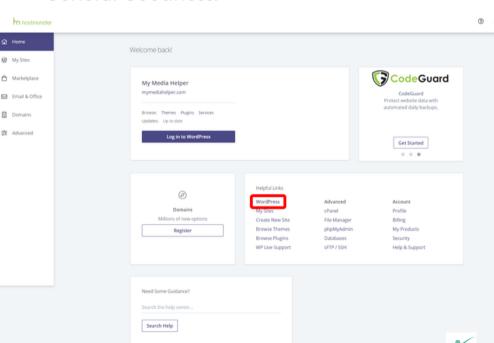
Go ahead and use your new sign in information to sign into your spanking new dashboard.





The interface may look a big different depending on the service you are signed up for. Overall, they are pretty much universal. Let's click on the WordPress Wizard and begin.

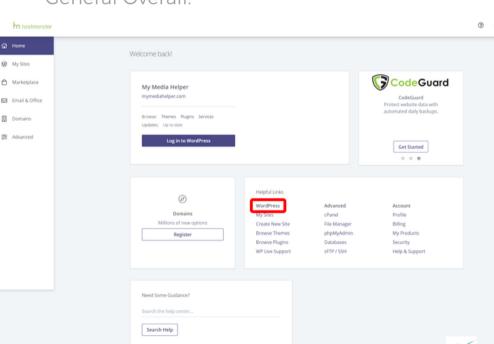
We are going to cover the basics of how to setup your WordPress website and adding GetResponse. For more in-depth and pinpointing tutorials please link over and join the My Media Helper YouTube Channel as well as signing up for our Newsletter that will contain more How To's, Free and Discounted Events and Products and General Goodness.

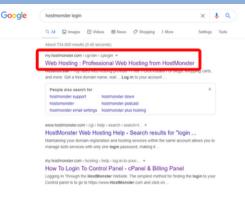




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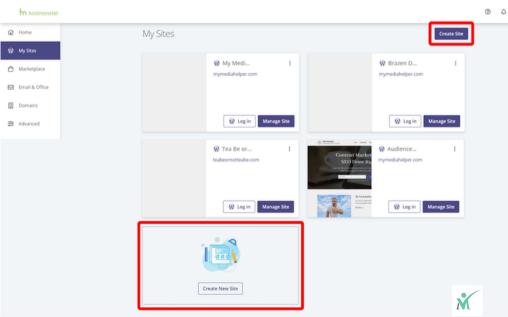
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If you lose the link to sign into your Dashboard just perform a Google Search. In this case it would be for "HostMonster Login."

Your page will most likely be clear of any other websites. I have a few in the example that I've already created. You'll either hit one of the two options framed in red on the upper right hand side or the bottom helpfully labelled "Create Site." This will begin the WordPress Wizard Set Up.



We're starting to get to the fun stuff now. Here you'll want to put your Business and/or Website name. For the purposes of this training I appropriately put "EBook Training." Clever, aren't I?

After you put your Site Name, you'll add a Site Tagline. Don't stress yourself to much about the Site Name or the Site Tagline. Both can easily be changed once the WordPress site is setup. Put something there for now as a place holder.

Click on the Advanced Tab and you'll be entering a Business Domain Email Address we're going to create the next few pages.

Create a Username and Password. Both can be anything you want them to be.

Create a new WordPress site	
Site Name	,
EBook Training Site Tagline	_
This Site Is For EBook Training Purposes	~
Advanced ^	
Email Address	
WordPress Admin Username	
WordPress Admin Password	
Show	
Cancel	Next



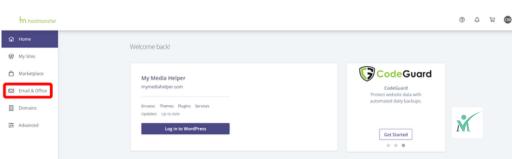
# **CUSTOM EMAIL**

Let's go ahead and create that Custom Email Address I mentioned on the previous page. This makes your business stand out more professionally.

DO NOT use accounts that end in; @gmail.com, @hotmail.com, @yahoo.com, etc. I'm sure you get the idea. NO FREE FMAIL ACCOUNTS!

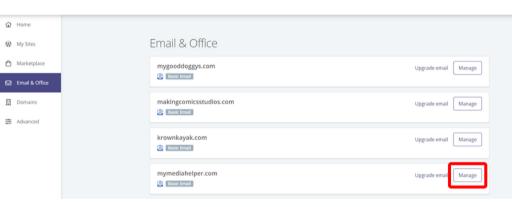
My business name is My Media Helper. I use contact@mymediahelper.com in order for people to contact me. We're going to setup a custom email address for your business.

Open yourself a new tab in your browser and bring up your Dashboard again. The tab should already have you logged in. Click on "Email & Office."

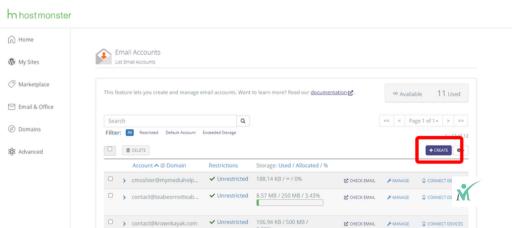


You're seeing a list of all of our existing Domains. Don't concern yourself about that. The only Domain that should be there for you is the initial one you signed up for.

Click on the "Manage" button outlined in red in order to continue.



On the next page you'll hit on the "Create" button.



In creating your Custom Email Address, on the next page you'll want to choose which domain you would like to generate it for. Because you just signed up for your Webhosting and Domain Name it should already default to what you purchased.

I will be using the following for purposes of this training manual:

ebooktraining@mymediahelper.com

Examples you could use are:

- contact@yourdomainname.com
- infor@yourdomainname.com
- yourfirstname@yourdomainname.com
- firstlastname@yourdomainname.com

and ect, ect, ect.

You can make as many email addresses as you need. With the <u>HostMonster</u> PLUS plan there's unlimited email accounts you can create.



You can let the system generate your password or just create your own.

You can add the size of your email capacity or just set it to Unlimited. I personally just set it to Unlimited. Keep everything else the same. Once you completed everything is the red borders hit the "Create" button.



# h host monster

(n) Home

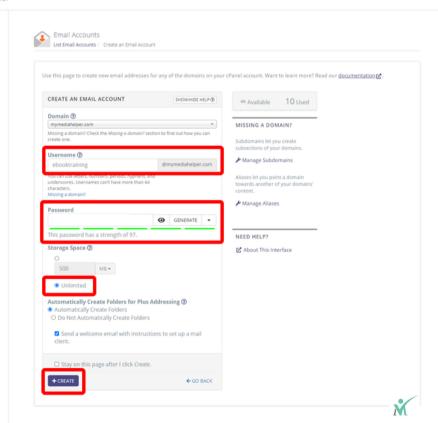
My Sites

Marketplace

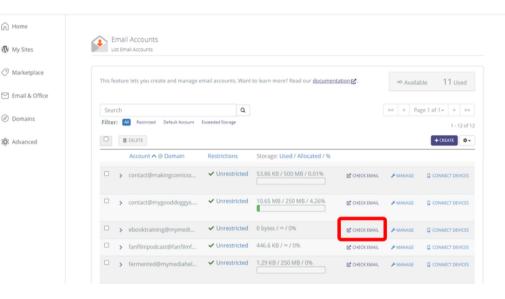
Email & Office

(P) Domains

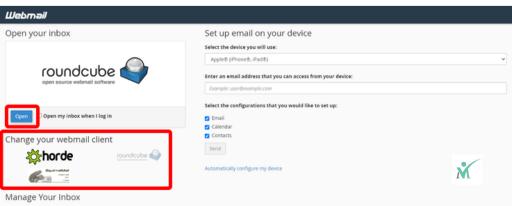
8 Advanced



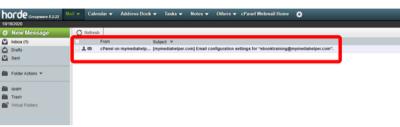
Let's take a look at your new account. Click the "Check Email" button highlighted in red.



There are three different services you can use to check your account; "horde", "Squirrel Mail", or "roundcube." Click on the Email Client you would like to use and then click "Open."



For this example, I used Horde. All the Email Clients are similar. Notice you have your first message appearing in the "Inbox."



In the Email are your Mail Client Manual Settings you can use to link to your other email clients I listed before; @gmail.com, @hotmail.com, @yahoo.com.

Do you want to link this email to your Gmail Account for easier access? Link over to the My Media Helper <u>YouTube Channel</u>. I have a video there that will teach you.

Secure SSL/TLS Setti	ngs (Recommended)
Jsername:	ebooktraining@mymediahelper.com
Password:	Use the email account's password.
ncoming Server:	mail.mymediahelper.com IMAP Port: 993 POP3 Port: 995
Outgoing Server:	mail.mymediahelper.com SMTP Port: 465
MAP, POP3, and SMT	P require authentication.
Non-SSL Settings (NO	T Recommended)
Username:	ebooktraining@mymediahelper.com
Password:	Use the email account's password.
Incoming Server:	mail.mymediahelper.com IMAP Port: 143 POP3 Port: 110



# **WORDPRESS WIZARD**

We will now head back over to the WordPress Wizard to continue that setup. Now you can put in that customer Email Address we just created making your Site and Business shine with professionalism.

Go ahead and create a User Name and Password for your WordPress Setup if you haven't already and then click on the "Next" button.

# Create a new WordPress site

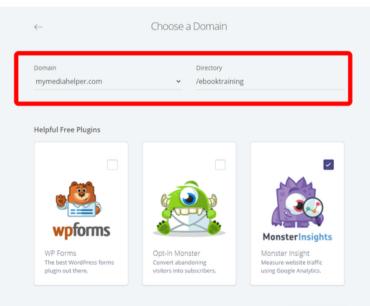
Site Name	
EBook Training	~
Site Tagline	
This Site Is For EBook Training Purposes	~
Advanced ^	
Email Address	
ebooktraining@mymediahelper.com	~
WordPress Admin Username	
ebooktrainer	~
WordPress Admin Password	
Show	





The Wizard now wants to know where you would like to put your new WordPress installation. If you've just signed up for your Webhosting and Domain name, you'll want to put WordPress in the root directory. This means you will leave "directory" BLANK.

The only time you would add a directory is if you want the WordPress installation in another file folder. Once you start registering and setting up WordPress for more than one Domain then you'll be filling in the "Directory" information.

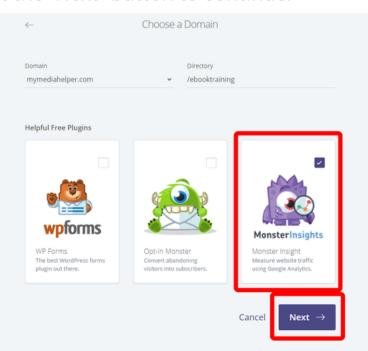


You'll see I have "ebooktraining" typed in as my Directory. That's because I already have My Media Helper in the root directory. This is a whole new installation of WordPress for this EBook's example.

**FUN FACT:** WordPress is used by more than 60 million websites including 33.6% of the top 10 million websites as of April 2019,

Under "Helpful Free Plugins" the only one you're going to need is Monster Insights. WPForms and Opt-In Monster you can disregard.

Hit the "Next" button to continue.





You have now completed installing the WordPress Content Management System for your Website. Pretty simple isn't it? A lot different than when WordPress first came out almost two decades ago. You used to have to set everything up manually.

Excellent job making it this far!

**FUN FACT:** The first WordPress Installation was released May 27, 2003.

Make sure you grab your login information. If you forgot your password already you can click on the eye icon in the red frame and you'll be able to see what it is. We're going to login to WordPress now so hit the link in the red frame below.



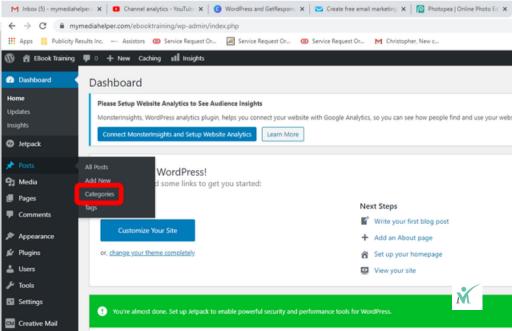
Congratulations, WordPress installed successfully!

# 

We're now on the WordPress Dashboard. In this EBook I'm going to give you the bare bones of what you'll need to setup your first post and publish your first article with a GetResponse Opt-In form.

Make sure you join our <u>Mailing List</u> in order to receive new volumes of our instructional EBooks when they're released and/or join the My Media Helper <u>YouTube Channel</u> where we add new tutorials and tips every single week.

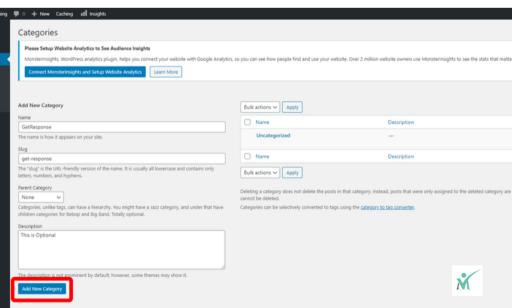
Let's setup our Dashboard. On the left hand side of the menu Hover Over Posts and then click on Categories.



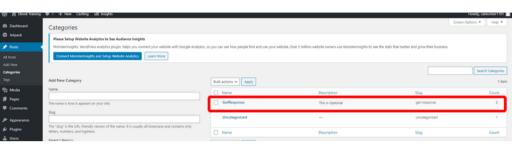
Under the "Add New Category" name your first category. It doesn't have to be GetResponse. Make the category relevant to what type of content you'll be posting.

In the "Slug" box you'll want to put in something as close to your Category Name as possible because this will show up in the web address link when you publish your post. Make sure you put the slug in lower case and if you have more than one word separate them by dashes ( - ).

Adding a description is optional. That's for your own organization and doesn't make a difference as far as your ranking in Google.

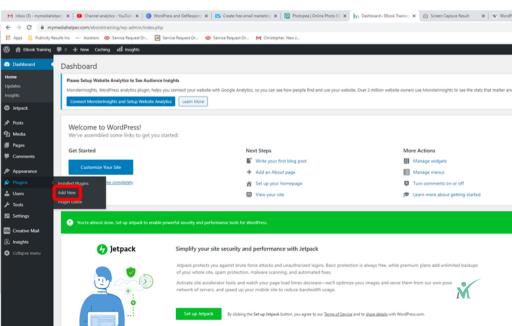


And there we have it. Our new category.



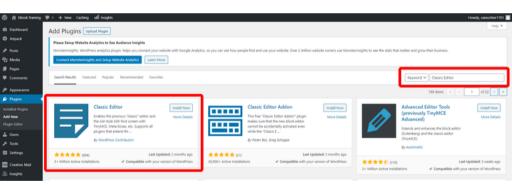
We're now going to learn how to add a Plugin to our WordPress Dashboard.

Go ahead and click on Plugins and Add New framed in red.

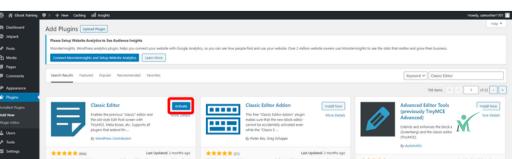


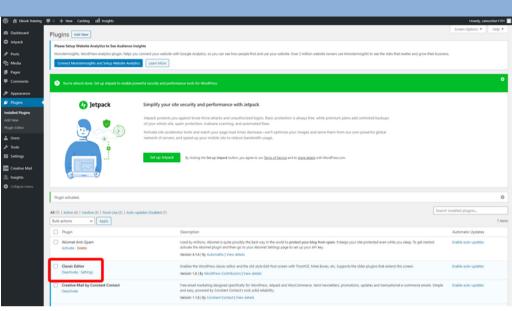
The Plugin we're going to install is called "Classic Editor." It should be right there on the "Featured" page or just type on "Classic Editor" in the search box.

A couple WordPress versions ago the designers introduced a Page Building Tool for the Content Management System. In this writer's opinion the tool makes it much more difficult to create a new Page or Post. The Classic Editor allows the user to utilize the old-fashioned posting functionality. And trust me, it's 10x better.



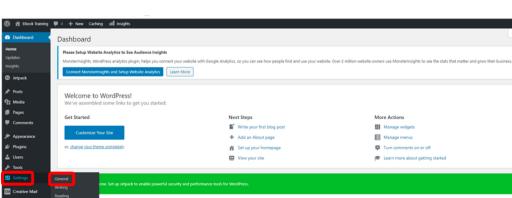
Click "Install Now" and then once done Click "Activate" in the red frame.





And there we have it. A freshly installed "Classic Editor" Plugin.

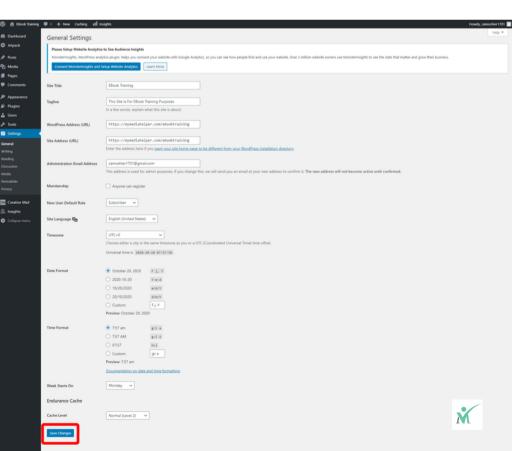
I want to go over a few settings with you. We're not going to make any major changes in this module. This EBook is just intended to get you started and we will explore more in-depth in future volumes and on the My Media Helper YouTube Channel.



In the "General" tab under "Settings" is where you can change both the Name and Tagline of your website if you so choose.

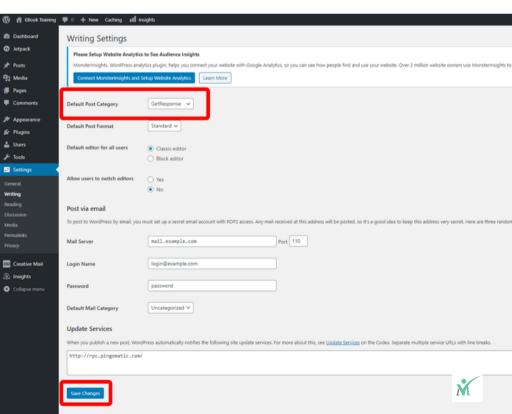
DO NOT change the WordPress Address URL or the Site Address (URL) or you're going to have some major issues.

Everything else can be changed. Leave the Cache Level at "Normal (Level 2)." Make sure you "Save" your changes.



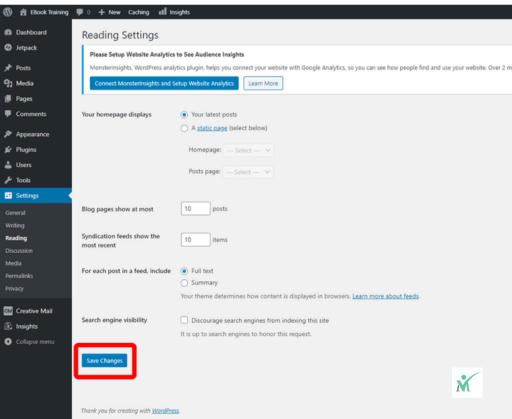
In the "Writing" tab under "Settings" go ahead and add the Category you'd like to use from the drop down. That category would be tagged to the majority of your posts. If you look at the image, I put in the "GetResponse" category as created a few pages ago. I'll show you what that's used for as we move forward in this instruction.

Everything else just leave as it is. Don't forget to "Save Changes" if you changed anything.



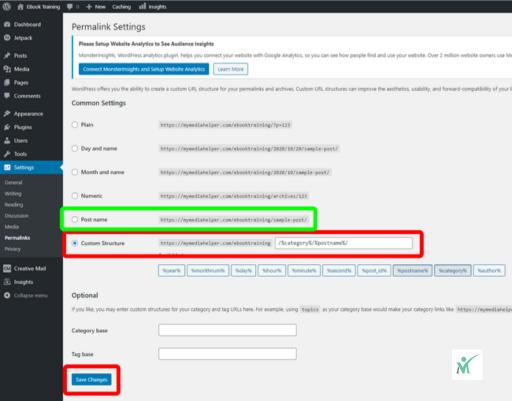
In the "Reading" tab under "Settings" you can change your Homepage Displays and Postings per Page. Don't make any changes on this page unless you've had experience with WordPress before. I just wanted you to be aware of the page's existence and that we'll be revisiting it in a later module.

If you happened to have made any changes make sure you hit the "Save Changes" button framed in red.



In the "Reading" tab under "Permalinks" we'll set your Website (URL) Structure. There are two ways I suggest. I highly recommend clicking on the "Custom Structure" Radio Button adding %category% and %postname% using the available tag buttons.

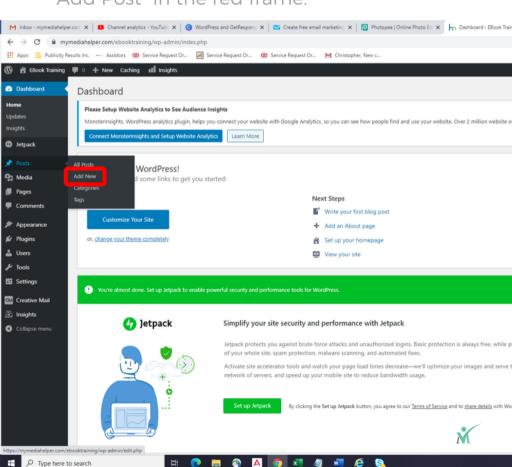
It's also acceptable to click the Post Name as well. Either of these links structures help with your SEO (Search Engine Optimization). Don't miss out on potential traffic by not setting them appropriately.



No need to change anything else.

And if you don't know by now, make sure you hit the "Save Changes" button once you're done.

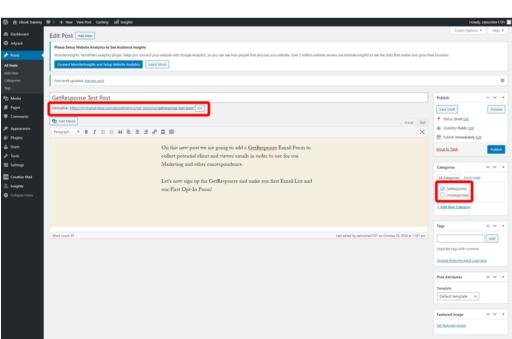
We're now ready to create our first post in order to add our GetResponse Opt-In form. Hover over Posts on the left menu and click "Add Post" in the red frame.



Let's go ahead and write out your post in the editor.

I want to point out two areas of interest on this page. At the top, you'll see in the red frame where it says "Permalink" is the %category% and %postname% structure we created under the "Settings" + "Permalink" section.

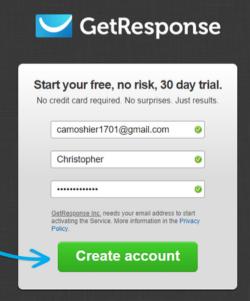
Also, look at the other red frame on the right. That is where you can choose the category for your posting. You can see "GetResponse" has been chosen as the article category. And speaking of GetResponse let's sign up for that now.



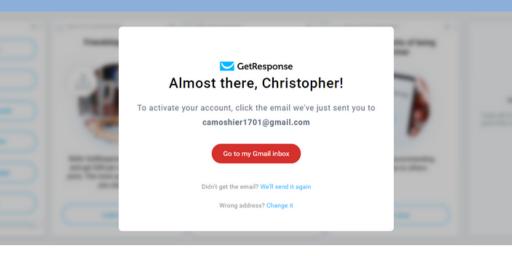
## **GetResponse**

In order to sign up for <u>GetResponse</u> make sure you use this <u>LINK</u>. You will not only get a 30-Day free trial with no obligation you will also help My Media Helper in creating more content like this EBook and our <u>YouTube Channel</u> Videos for free. All this instructional type of content does take a lot of hours to produce so we appreciate your support!

NO PAYMENT or CREDIT CARD NEEDED for your 30-Day Trial. Only pay if you enjoy the service and feel that it will benefit your business. I guarantee you'll love it.

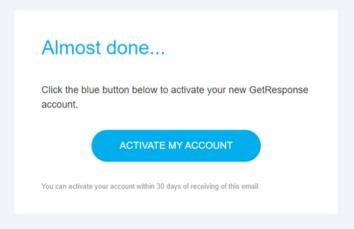






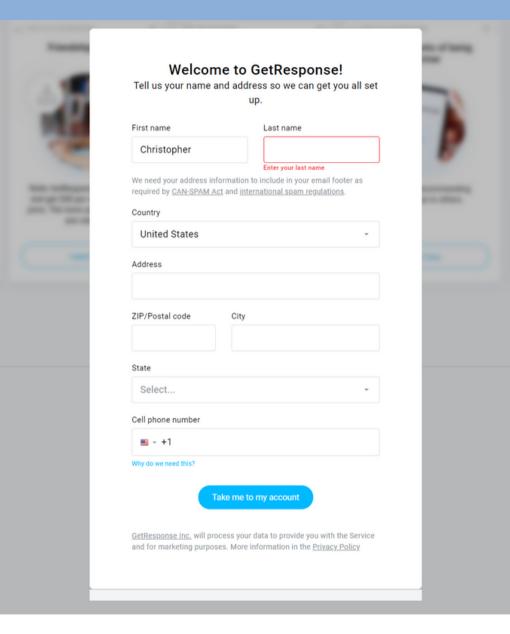
Once you fill in your Name, Email Address and Password hit the Create Account Button and check your email to Active Your (My) Account.





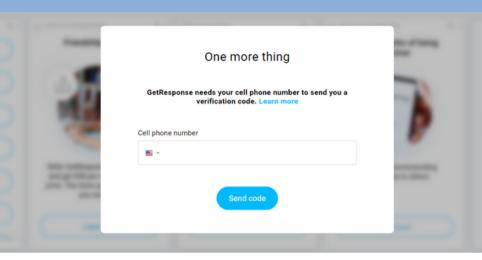
Best, GetResponse Team



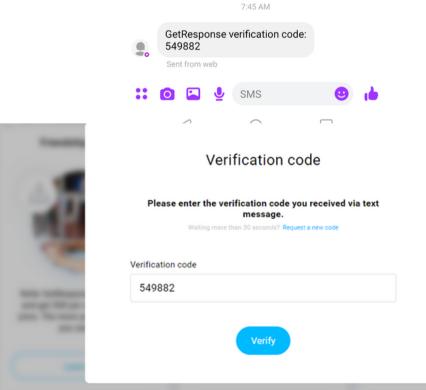


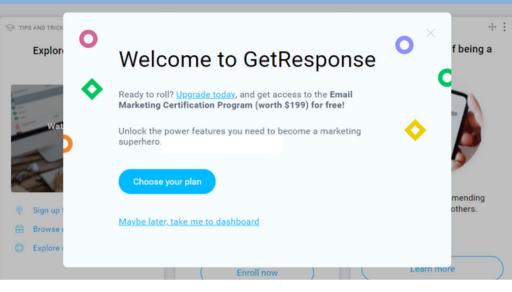
Pretty self explanatory here. Fill out the from with your information.





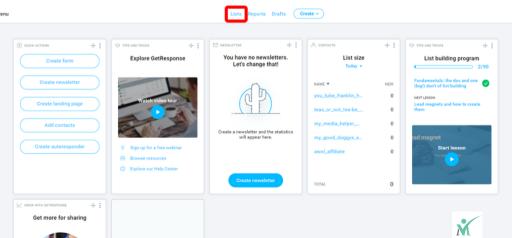
Put in your Cell Phone Number so the system can send you an activation code. "Send Code." Check your phone. Enter the code received and "Verify."





No need to choose your plan right now. You have a 30-day free trial to make sure this service is right for you. Either click on the "Maybe Later..." link or "x" so we can create your first list and your first form.

We want to create a new list so click on the "List" Hyperlink.



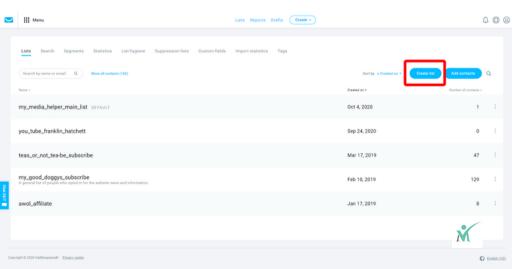
Add new widget

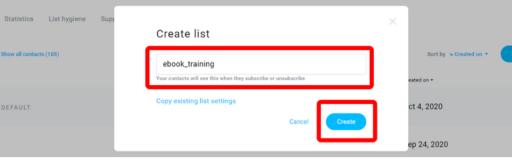
I've now switched over to the My Media Helper GetResponse account, so you won't see the 30-day trial message at the top of my screenshots.

Notice you have a default list. Mine is "my\_media\_helper\_main\_list" and then there are other lists for my various websites.

For the purposes of this training let's create a new list by clicking on the "Create List" button represented in the red frame of the picture shown.



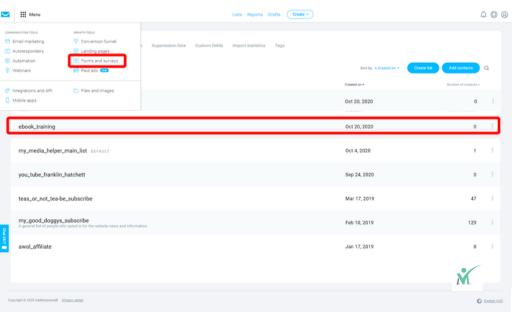




Type in the name for your new list. The name doesn't allow for spaces. Once entered hit the "Create" button.

And there we have our new list. We will now create a form for people to Opt-In for that particular list.

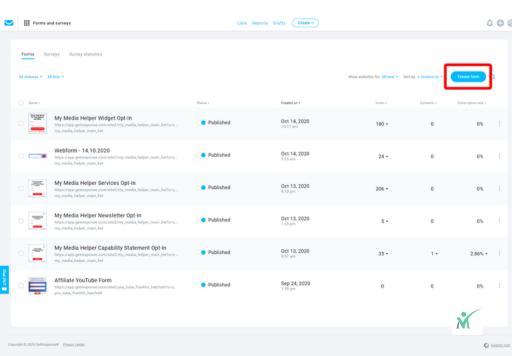
On the upper right hand side you'll see a menu with nine stacked dots. From that menu choose "Forms and Surveys."



There will be no "Forms or Surveys" on your next page. You can look at the ones I've already completed. These are all very recent at the time of putting together this book.

There's an unlimited amount of forms you can create. If you look, I have Opt-In forms going to the same Email List. These different forms allow me to know who's opting into which form letting me know what I can work on to increase traffic. It can be considered a form of split-testing.

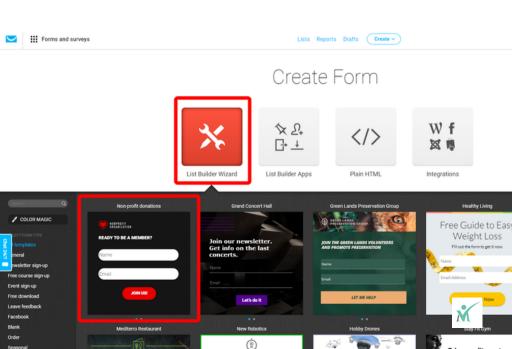
Let's click on the "Create Form" button in the red frame.



For the sake of this training we're going to choose one of the templates available from the "List Builder Wizard." I'm going to use the first template "non-profile donations." Go ahead and hover over that template and we'll use it to make some edits.

Take some to sit down and explore the different options when you have a block of time and play with all the features available on this page.

<u>GetResponse</u> has a great deal of features which is well worth the cost. Check them out. You have the 30 days.

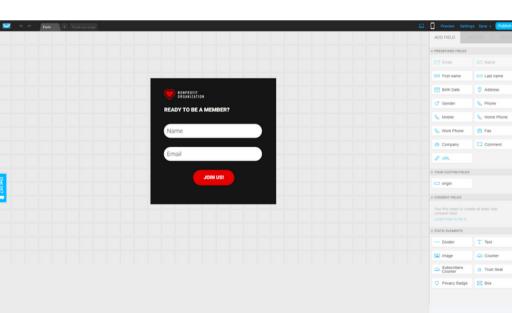


I won't get to involved with using these tools in these instructions. It's really going to be trial and error for you to tweak this template to your liking.

The "Add Field" allows you to drag over elements to the template.

The "Layout" tab allows to pinpoint the forms width. You can also click on the form to drag it to the size you want it.

The "Style" tab changes the element of the form. Just click on the element on the form itself to make changes.



A Fax

You'll see I've made some changes to the original form with my logo and a different color scheme.

If you happen to make a mistake or want to go back to a previous version of your work look to the two arrow keys at the top left of the page. Use those arrows to go back in time to a previous version.

The links at the very top in the black area are self-explanatory. You'll see both a laptop and a smart phone icon that will display what the form will look like utilizing either device.

The "Preview" link does exactly what the link suggests giving you a preview of the form you've created.

The "Settings" link we'll further explore on the next couple pages.

The "Save" tab simply saves the form.

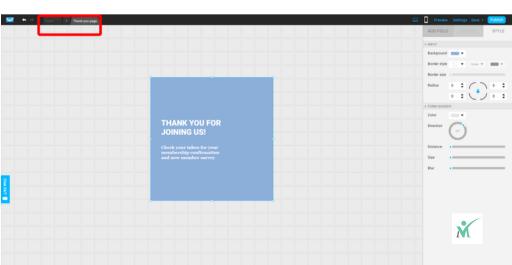




At the top of this webpage you'll see in the red frame an area where you can add new tabs. Let's specifically key into the "Thank You" tab once someone enters their information and hits send.

If you click on that tab the system allows you to also customize that particular form. For this training we will only need the Opt-In form and then the Thank You response.

Make sure you utilize the "Thank You" tab as a courtesy for those who took the time to Opt-In. It not only acknowledges the fact their information was received, but it's just all around good client/customer service.



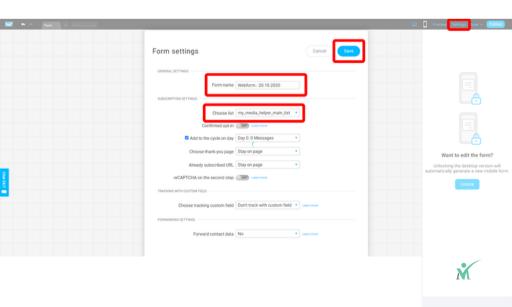
Now click on the "Settings" link at the top right.

When the "Form Settings" window pops up you can put in a Form Name.

Under Subscription Settings there will be a dropdown to where you can choose which list you want for this particular form. In this case, you should just use the one we created in this tutorial.

Leave everything else as is for this example and then click "Save".

Once the "Form Settings" window closes click on the blue "Publish" tab.



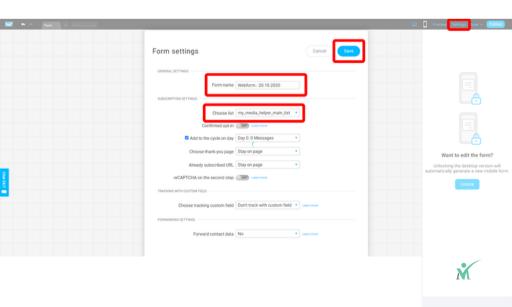
Now click on the "Settings" link at the top right.

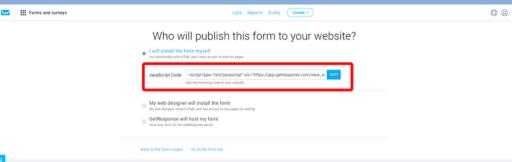
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Leave everything else as is for this example and then click "Save".

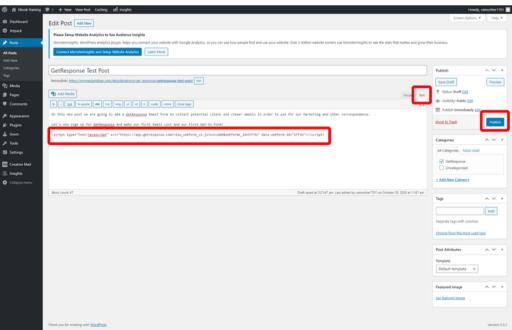
Once the "Form Settings" window closes click on the blue "Publish" tab.



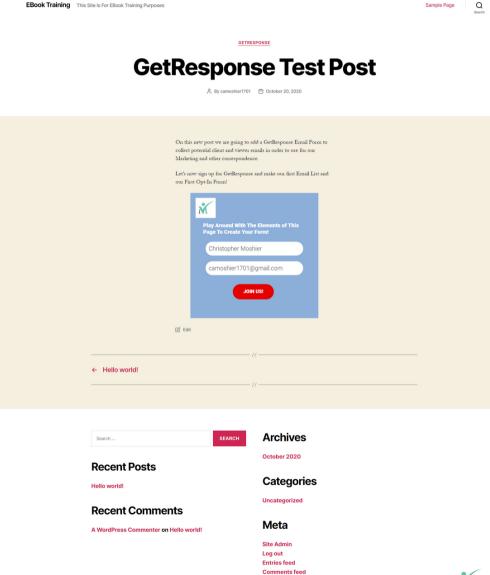


Once you hit the "Publish" button, let it cycle through until the next page appears where you'll copy the JavaScript code you will use for the post you've already created in WordPress.

Go back to WordPress and change the view from "visual" to "text." Paste your copied JavaScript code underneath the text you already wrote for this posting. And then hit the blue "Publish" button.



Once published, click on the permalink in your posting to preview what you've accomplished.



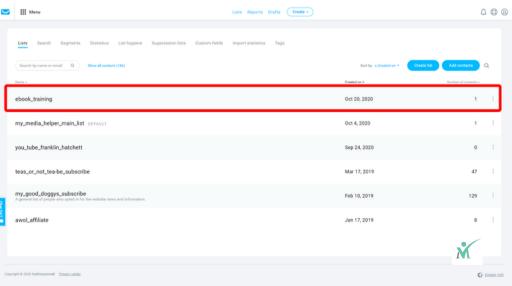
WordPress.org

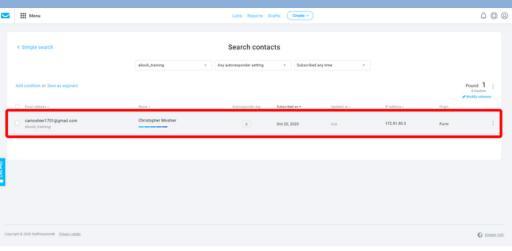




Now go ahead and enter contact information and let's test how well your new form works. Once the details are entered and you click on the "Join Us!" button. Let's head back on over to GetResponse to see the results.

And across from the EBook Training List you'll see under the number of contacts "1".





And there you have your first contact. Of course, it's you, but you're now ready to add more content to your website and build up pages with forms in order to collect more Email Addresses

There you have completed setting up your WordPress Content Management Website and how to add forms to those websites. Now it's up to start writing engaging content to make people want to link toy your site.

I hope this module was helpful for you. We will explore much more in future modules.

Thank You!

My Media Helper





