

# **PART ONE: HOSTING, WORDPRESS .ORG VS .COM**

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# What Is WordPress?

- It is a content management system (CMS) used to create blogs and websites.
- Created primarily in PHP, MySQL, and HTML/JavaScript.
- Software is free and open-source.
- Powers 27%+ of the top million websites.

*What Are We Going To Talk About?*

**WORDPRESS .ORG VS. .COM**  
**DIFFERENT TYPES OF HOSTING**  
**HOSTING COMPANIES**  
**INSTALLING WORDPRESS**





**RENT vs OWN**





*WordPress.com*

# HOSTED BY WORDPRESS

## Pros:

**You don't have to worry about any technical details.  
Free to start, but with limits (no custom domains, etc.)**

## Cons:

**Limited Plugins.  
Limited Themes.  
Limited Monetization  
Pay To Remove Branding**

*WordPress.org*

# HOSTED BY A HOST THAT YOU PAY

## Pros:

**Full Theme Support**

**All Plugins Allowed**

**Monetization and Branding Freedom**

**SEO Flexibility And Analytics**

## Cons:

**You Have To Pay For Hosting, Domain Fees.**

**High Traffic Sites Can Get Expensive**



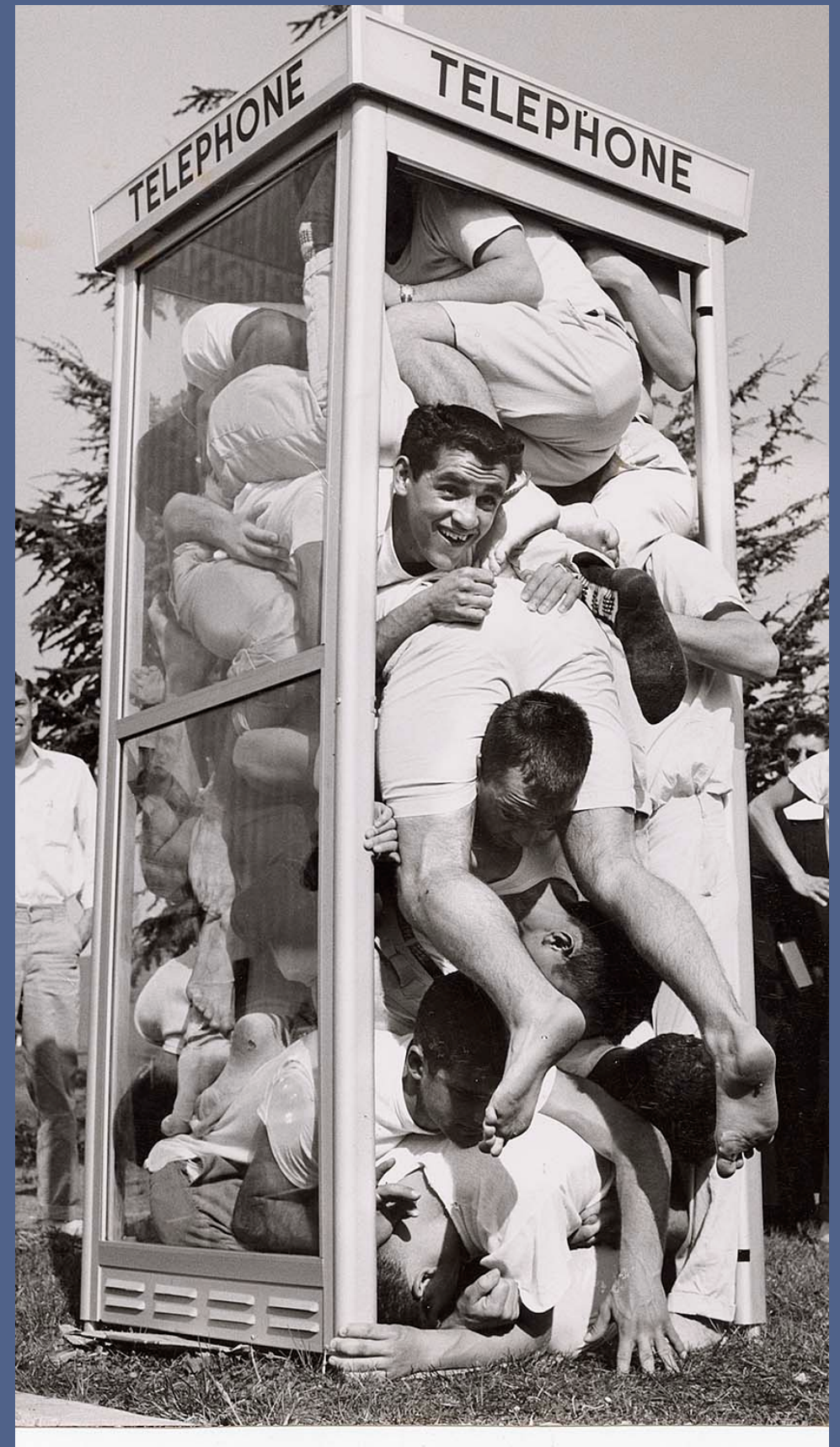
# Shared Hosting

## Pros:

Most popular type of hosting.  
Most affordable.  
Good starting point for new users.

## Cons:

Resources (and growth) limited.  
Performance might be limited.  
You Get What You Pay For.



# VPS Hosting

## Pros:

Better privacy and control.  
Better performance than shared.  
Managed VPS for those non-IT.

## Cons:

Still Sharing A Physical Machine.  
More technical and maintenance overhead.





# Dedicated Hosting

## Pros:

Full control.

Best option for scaling BIG sites.

## Cons:

Expensive option.

Not for beginners.

Needs a managed dedicated server if you have no IT guru.



# WordPress Hosting

## Pros:

Servers optimized for WordPress.  
WordPress experts for support.  
Flexibility for scaling.  
Usable by beginners.

## Cons:

More expensive than shared.  
Possible restrictions.  
Plans Determined By ???





*Which Hosting Company Should I Use?*

## SHARED HOSTING

**SiteGround**

**BlueHost**

**HostGator**

**DreamHost**

*Which Hosting Company Should I Use?*

## WORDPRESS MANAGED

**WP Engine**  
**FlyWheel**  
**HostGator**  
**Bluehost**

**Liquid Web**  
**GoDaddy**  
**Pressable**  
**MediaTemple**



# WordPress Installation

## Welcome to our Website Setup Wizard!

Our Website Setup Wizard will help you get started with WordPress in no time! Start now and get:



- ✓ **One-click** automatic WordPress installation
- ✓ **Free migration** of an existing WordPress website from another host
- ✓ **Hand-picked** WordPress themes created by our own design team
- ✓ **Helpful** WordPress tutorials all the way from basic to advanced use

### Ready to get started?

- ☒ **Get WordPress preinstalled on this account**  
Get automatic WordPress installation and enjoy our WordPress optimized hosting services
- ☐ **Set up a new site, but not on WordPress**  
Choose different software to be automatically installed on this account
- ☐ **Transfer my existing website**  
Let us migrate your existing website from your previous host for FREE
- ☐ **I don't need help setting up**  
I am an experienced WordPress user/I have a web developer and don't need assistance

**PROCEED**

Remind me to set up later ➡

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## Account Setup Assistant

1. Website preferences

2. Software Installation

3. You're set!



We'll just need to you to choose your WordPress login details and preferences. Once you submit them, we will install WordPress automatically for FREE and go straight to publishing your website live along with your selection.

### Choose Login details for WordPress:

These are the user and pass through which you will log into the backend of WordPress to manage your site.




Admin email:

Username:

Password:

Strong

Re-type password:

Name: Clean Green	Name: Universe	Name: World
Price: <b>FREE</b>	Price: <b>FREE</b>	Price: <b>FREE</b>
		
<a href="#">Preview</a> <a href="#">Get Template</a>	<a href="#">Preview</a> <a href="#">Get Template</a>	<a href="#">Preview</a> <a href="#">Get Template</a>

[SUBMIT](#)

# WordPress Installation (FTP)

# *How Do I Install WordPress via FTP?*

## **STEP ONE: DOWNLOAD FTP PROGRAM**

Transmit, FileZilla, Cyberduck, Free FTP

## **STEP TWO: GET FTP INFORMATION FROM YOUR HOST**

Username, Password, Host and Port (FTP/SFTP)

## **STEP THREE: DOWNLOAD FROM WORDPRESS.ORG**

## **STEP FOUR: UPLOAD FILES / CREATE DATABASE**



# DEMO: INSTALLING WORDPRESS

**THANK YOU.**

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