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Disclaimer

The following lesson is based on my personal experiences and the methods I personally use which may or may not be the best or most effective practise.

Please read:

The method outlined in this publication is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek the services of competent professionals in the legal, business, accounting, and finance fields.

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The following guide is provided for anyone who is not accustomed to the basics. This tutorial was originally produced for my complete niche marketing training platform ([Niche Synergy](#)), so please disregard references to other domains and case studies...

Domain & Hosting

Buy your domain now if you haven't already. Sign up for a hosting package which has CPanel (tutorials use CPanel). Domain should be as generic as possible if you plan on many projects.

For example if you wanted to promote

A hives product

A herpes product

And a hair loss product

A niche specific domain won't work. In the case study I simply use IKKONIK.net, it means or says nothing, I'm only using it because I had it lying around (and it's generic).

Add your Domains to hosting

If this is the first time you have set up hosting the account will be set up with a domain, so the domain will be added to your account automatically. If not follow the following guide:

Log into your CPanel (Host)

Your host will normally send you a welcome email with your log-in details or use the following URL: <http://www.yourdomainname.com/cpanel>

Once inside your CPanel click 'Addon Domains' (See Picture)



On the following page; fill in your domain details as the picture below shows (with your domain). Then click 'Add Domain'

Addon Domains

An addon domain allows visitors to reach a subdomain of your site by typing means that you can host additional domains from your account, if allowed by Subdomains are relative to your account's home directory. The  icon sign /home/bish67.

Create an Addon Domain

New Domain Name:	<input type="text" value="nichesynergy.com"/>	✓
Subdomain/FTP Username:	<input type="text" value="nichesynergy"/>	✓
Document Root: 	<input type="text" value="public_html/nichesynergy.com"/>	✓
Password:	<input type="password" value="....."/>	✓
Password (Again):	<input type="password" value="....."/>	✓
Strength (why?):	Very Strong (100/100)	Password Generator
<input type="button" value="Add Domain"/>		

Hint: This feature must be enabled for your account before you can use it. A domain name is registered with a valid registrar and configured to point to

That's all there is to it. If you completed the required information correctly you will see the following page:

Addon Domains

Addon Domain Additions

✓ The addon domain "nichesynergy.com" has been created.

If you would like to manage the files for this domain, you can do so here:

✓ [The File Manager for "nichesynergy.com" has been created.](#)

[← Go Back](#)

That's it; you have now added your domain to your hosting account. I'm using HostGator as my site host, if you're using another hosting provider then your CPanel and pages may differ slightly.

Change Name-Servers

If you purchased your domain name from one provider and your hosting package from another as I do; then you will need to change the Name-servers for the domain to point at your host. That may sound complicated if this is all new to you but it's actually very easy (Instructions below). When you sign up for hosting your host will send you a welcome email which will contain two or more Name-Servers

I purchase all my domains through Godaddy and always use HostGator for hosting my sites. I have found this to be the best combination (Just my personal opinion).

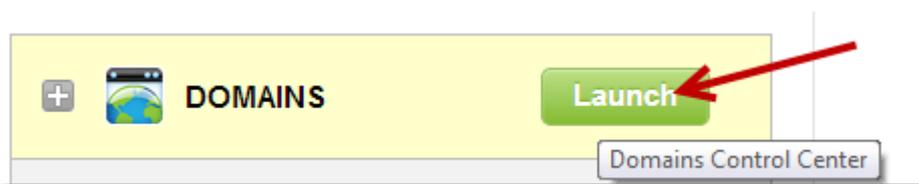
- [Godaddy](#)
- [Hostgator](#)

Any combination will suffice, or simply use one provider for purchasing your domain and providing hosting, that way you won't need to change name-servers, but make sure it has cPanel.

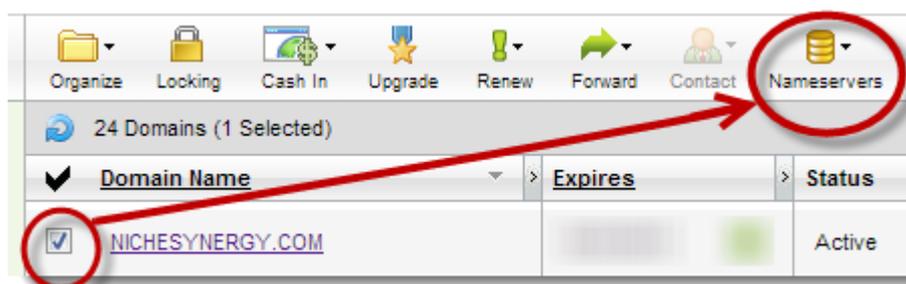
If you are following my recommendations I.e. Godaddy for domains and Hostgator for hosting; follow the example below to change your Name-Servers:

Note: The following example uses Godaddy

Log into your account, and then launch domains (as picture shows below)



Check the box next to your domain, and then click 'Nameservers' (see picture below).



On the following page (as picture below), check 'I have specific Nameservers for my domains'. Then add your host provider's Nameservers (one for each box) and click OK.

*Some of the pages and screens inside Godaddy have changed slightly in appearance since this guide was first produced. However the process remains the same.

Your host provider will normally send you a welcome email containing the Nameservers (If not; just ask them).

Set Nameservers

If you are hosting your Web site with us (you have a hosting account with us associated w domain) or you want to Park or Forward your domain, we will automatically set your names for you.

I want to **park** my domains.

I want to **forward** my domains.

I have a **hosting account** with these domains.

I have **specific nameservers** for my domains.

Nameserver 1: *

Nameserver 2: *

[Add more](#) | [Manage DS Records](#)

[Cancel](#)

You should then see a conformation box like the picture below (or similar).

Set Nameservers

Your changes have been submitted.

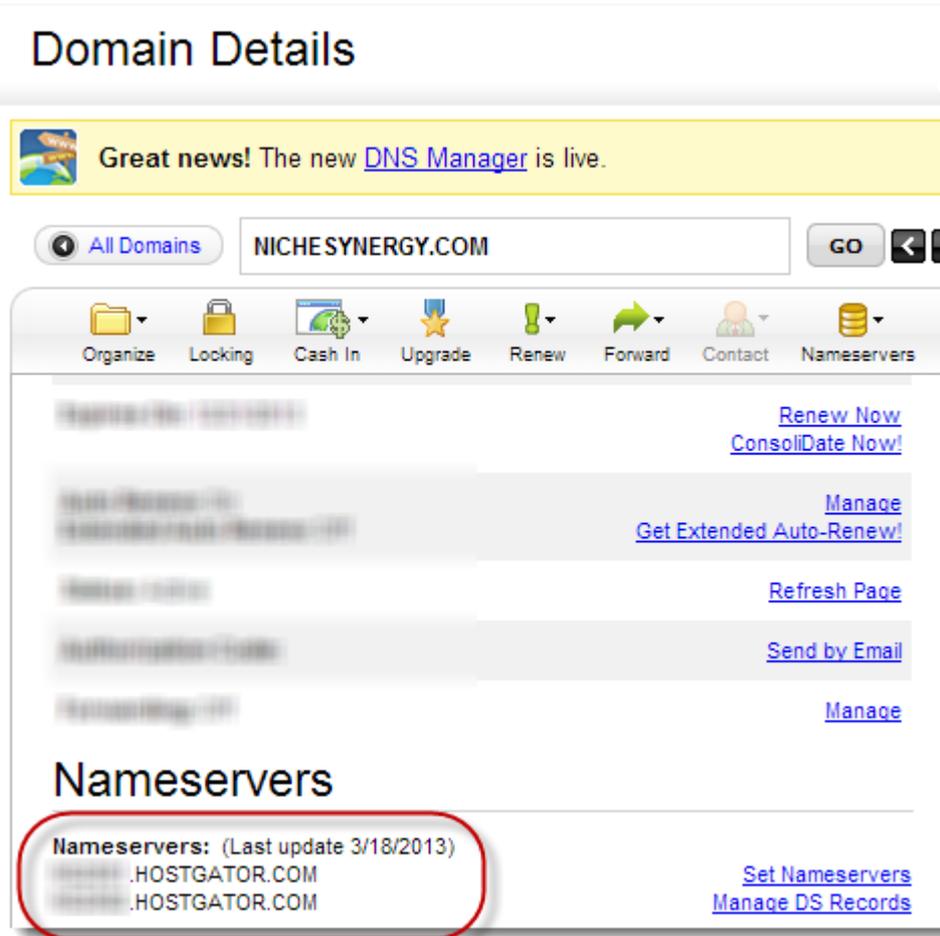
These changes usually take 2 hours. However, it may take up to 48 hours for these changes guaranteed.

[Learn more >>](#)

To check that your Nameservers have changed (it may take a couple of hours); launch domains in your account (as explained above). Then click the domain name (see picture)



The domain details page will show you when the Name-servers were last changed (see picture; bottom left).

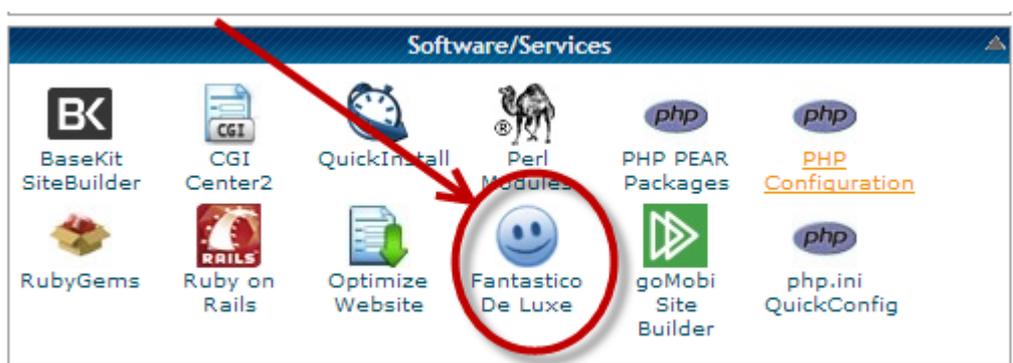


As I said; it may take a while for these changes to take effect even though the domain details are already showing that the changes have been made (give it a couple of hours). You have now changed your Name-servers.

WP set-up

Setting up WordPress on your root domain is very simple.

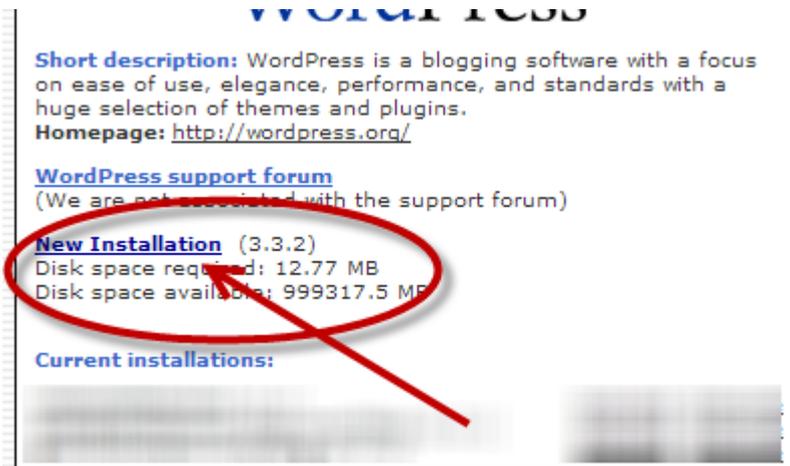
1. Log into your host CPanel
2. Scroll down to the Software/Services area. And then click 'Fantastico De Luxe' (see picture below)



3. Click the WordPress text (as shown in the picture below)



4. Step 4; click the New Installation link (shown in the picture below)



5. Then fill out the details as the picture shows below.

WordPress

Install WordPress (1/3)
Choose domain from drop down list of domains

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: http://domain/).
Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

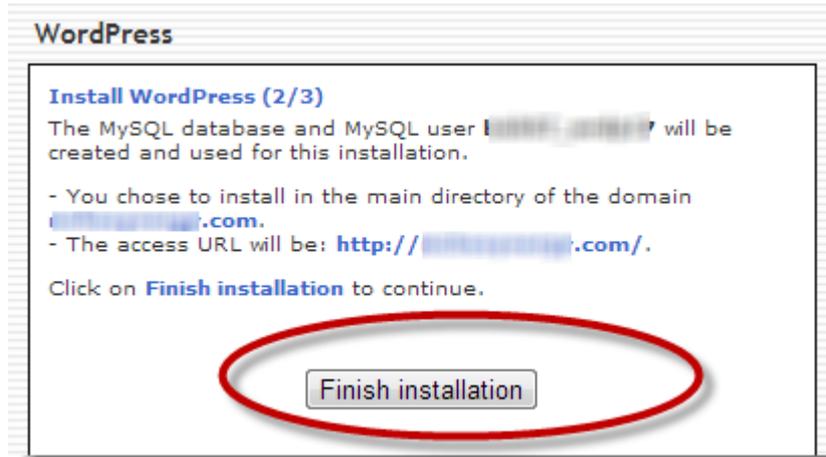
Admin nickname

Admin e-mail (your email address)

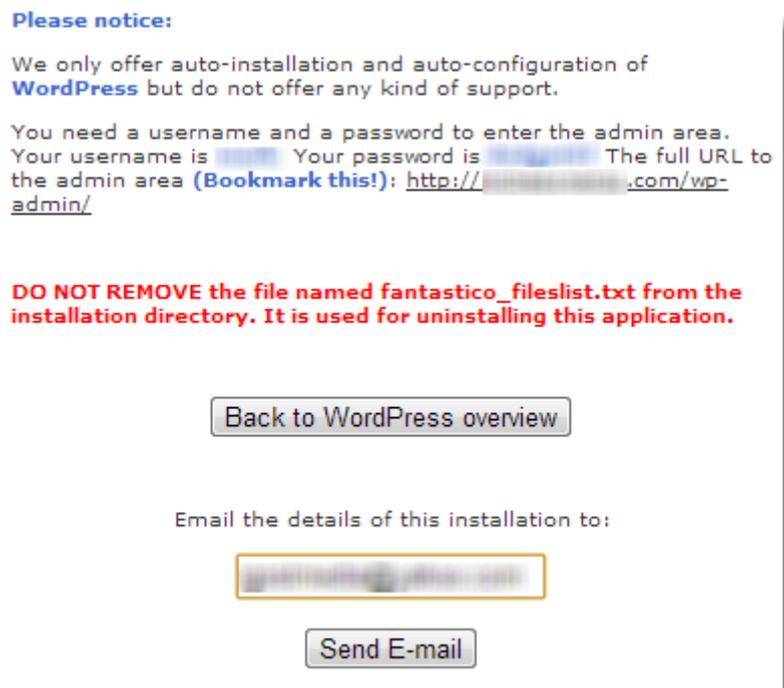
Site name

Description Tagline

6. Once you have filled in all of the required information; click the 'Install WordPress' button at the bottom of the screen (see last picture)
7. Check details and then click 'Finish Installation' (picture below)



8. The following page shows you that WP has been set up and gives you details of your WP admin URL, user name and password; which you will need to log into your WordPress admin dashboard.
9. Add your email address to have all of these details emailed to you (optional).

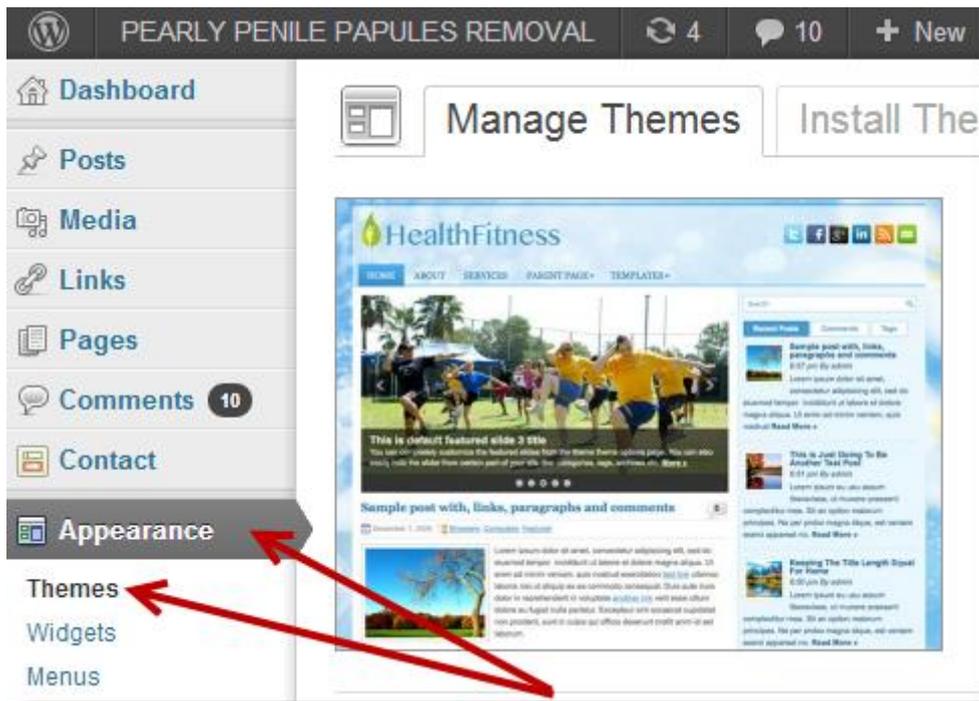


Themes & Plugin's

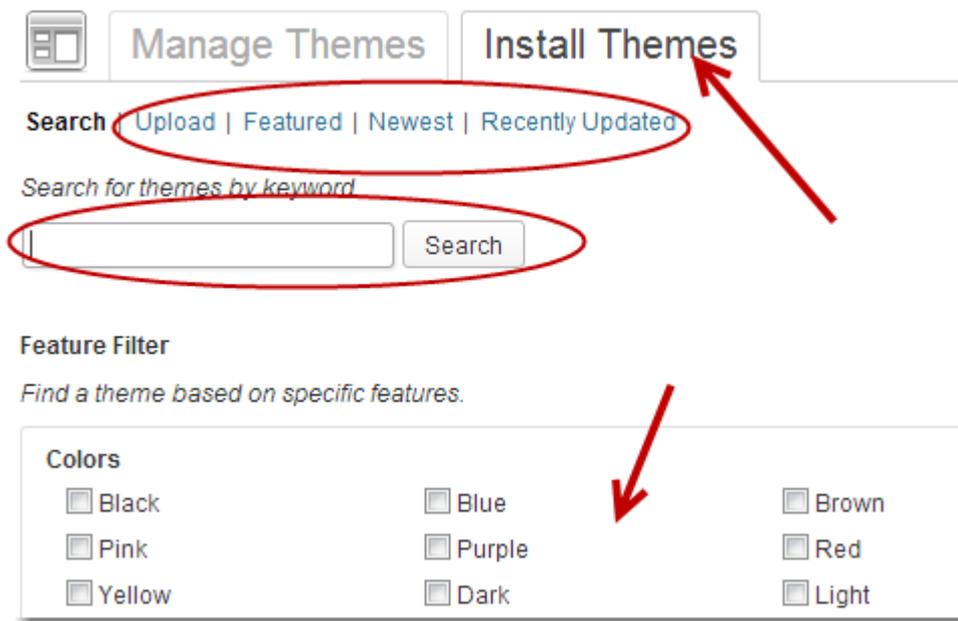
Themes; WordPress is installed with a default theme which at the time of writing is Twenty fourteen (I think). I personally use OP2 however there are a number of free themes which work (search for a theme which allows full screen and no side bars)

Theme's

How to change your theme; log into the admin area, then click 'Appearance'; this will open up a page showing your existing theme plus a choice of alternative themes which usually consist of themes which were added during the WP installation and any themes which you have uploaded or added.



Click 'Install Themes'; you will find the link just above your existing theme (See screen shot below).



Once you have found a theme which you are happy with simply click 'Activate'.

Plugin's

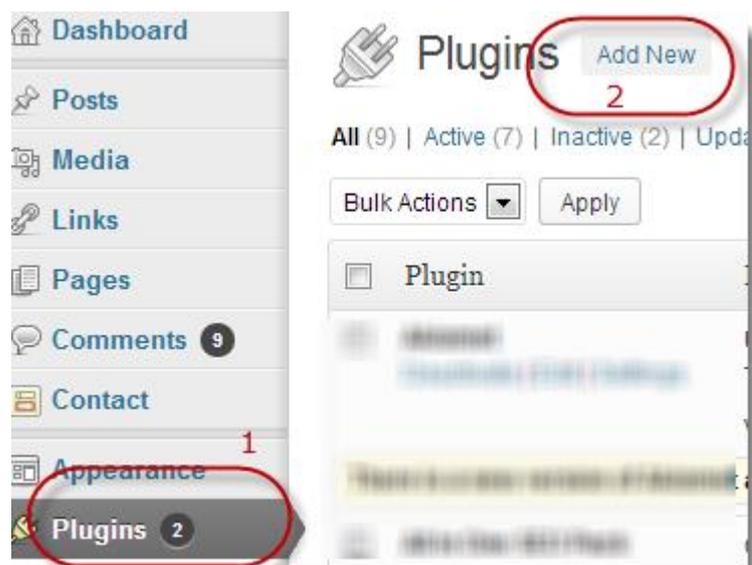
Plugin's perform specific site tasks which will save you a good deal of time. There are literally thousands of Plugin's available for WP sites, but for IPS we keep it simple (see video)

How to install a Plugin

Use this process to install all of your Plugins (apart from paid plugins).

Click Plugins from the menu on the left of your admin dash (see picture: Fig 1). Then click 'Add New' (Fig 2).

Next: copy and paste or type the name of the Plugin into the search bar and click search as the picture below shows.



Install Plugins

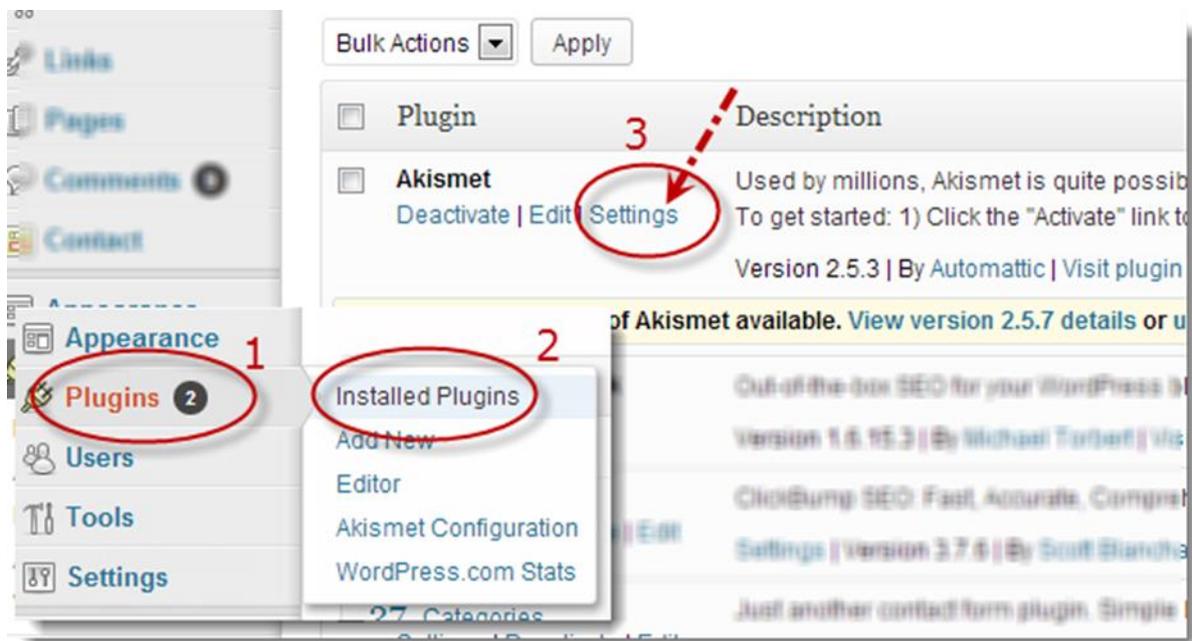
[Search](#) | [Upload](#) | [Featured](#) | [Popular](#) | [Newest](#) | [Favorites](#)

Plugins extend and expand the functionality of WordPress. You n

Search

All in One SEO Pack ✕

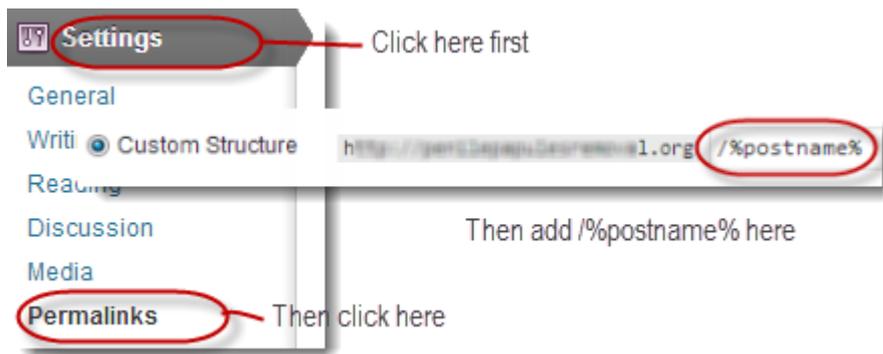
On the next page; find your required plugin and click the 'Install Now' link. Then set up the plugin, most plugin settings can be accessed as the picture below reveals



If not go to 'Settings' over on the left hand side of the dash and look for the plugin.

WP Permalink Settings

In your WordPress admin dash click 'Settings', from the settings menu click 'Permalinks'; then add the following to the 'Custom Structure' field: `/%postname%`



Changing your Permalink ensures that each post is posted with the post title instead of numbers. Here's an example:

Before change: <http://yourdomain.com/p=123/>

After change: [http:// yourdomain.com /Name-of-your-post/](http://yourdomain.com/Name-of-your-post/)

And that kind of wraps up the nuts and bolts of setting up the basics, hope it helps if you are new to this. As I mentioned in the video there are YouTube videos for just about everything nowadays, if you get stuck with the basics, simply YouTube it.