

# 5+DAY website CHALLENGE

## 2020 Workbook + Project Planner

shannonmattern.com

Copyright 2020 | WP+BFF LLC | All Rights Reserved

SHANNON+MATTERN

# 5+DAY WEBSITE CHALLENGE

## What's Inside

<b>What's Inside</b>	<b>1</b>
How to Use This Workbook	<b>3</b>
<b>Day 1 - Foundation</b>	<b>6</b>
1.0 - The Big Picture	6
1.1 - Shopping List	6
1.2 - Domain & Hosting	10
1.2.1 - Complete Domain Setup	18
1.2.1 - Logging in to WordPress	18
1.3 - WordPress Dashboard 101	20
1.4 - WordPress Users	21
1.5 - WordPress Settings	23
Settings > General	23
Settings > Writing	25
Settings > Reading	25
Settings > Discussion - My recommended settings are on the following screenshot.	27
Settings > Media	29
Settings > Permalinks	29
Settings > Privacy	29
1.6 - Pages + Menus	30
1.7 - Installing Plugins	36
1.8 - Business Email Address Setup	41
<b>Day 2 - Setup</b>	<b>48</b>
2.0 - The Big Picture	48
2.1 - Website Security Check off these settings as you go!	48
2.2 - Schedule Backups	56
2.3 - Comments + Image Optimization	57
2.4 - Google Analytics Setup	58
2.5 - SEO + Google Setup	69
2.6 - GDPR Setup	79

# 5+DAY WEBSITE CHALLENGE

2.7 - WordPress, Theme + Plugin Updates	84
<b>Day 3 - Email List</b>	<b>86</b>
3.0 - The Big Picture	86
Click here to sign up for my free webinar all about how to market yourself and get traffic >>	
3.1 - The Workflow	87
3.2 - Choosing an Email Service Provider	88
3.3 - Email List Setup	88
MailerLite Setup	88
ConvertKit Setup	115
<b>Day 4 - Branding + Theme Customization</b>	<b>127</b>
4.0 - The Big Picture	127
4.1 - Free Graphic Design Mini Course	127
4.2 - Intro to Canva	128
4.3 - Choosing Colors	128
4.4 - Choosing Fonts	129
4.5 - Logo Creation	129
4.6 - Homepage Banner	135
4.7 - Favicon	139
4.8 - Theme Customization 101	141
4.9 - Make Customization	141
4.9 - Divi Customization	156
4.9 - Elementor Customization	180
4.10 - Cookie Consent Colors	189
<b>Day 5 - Page Design + Go Live</b>	<b>192</b>
5.0 - The Big Picture	192
5.1 - Perfect Homepage Layout	193
5.2 - Designing Pages	194
Make Theme	194
Divi Theme	213
Elementor	233
Header Template	233
Footer Template	248
Homepage Template	253
How to apply our page template to our Homepage (or any page)	267

# 5+DAY WEBSITE CHALLENGE

Blog + Sidebar Template	268
5.3 - Formatting Your Website Copy	269
5.4 - Blog + Sidebar	270
Blogging 101:	270
Anatomy of a Blog Post	270
Blog Post Checklist - get printable checklist.	271
Creating Featured Images	271
Stock Photography Resources for Featured Image backgrounds an in-blog post images:	272
Setting up your Blog in Make + Divi	273
Card-Style Blog Layout in Divi	277
Setting up your Blog in Elementor	281
Elementor Sidebar Setup	295
5.5 - SEO Basics	295
5.6 - Privacy Policy	298
5.7 - Go Live	298
CONGRATULATIONS!!!!!!! YOU'RE DONE!!!!!!!	304
5.8 - Jumpstart Your Website Traffic	304
<b>BONUS - Keyboard Shortcut Cheatsheet</b>	<b>305</b>
<b>Password Tracker</b>	<b>306</b>
<b>Other Passwords:</b>	<b>307</b>
<b>Brand Tracker</b>	<b>308</b>
Colors	308
Fonts	308
<b>Blog Post Checklist</b>	<b>309</b>

---

## [How to Use This Workbook](#)

Hey BFF!! I'm so glad you decided to get the workbook! I put this together for you so that you have the entire [5 Day Website Challenge](#) at your fingertips - and so that you



# 5+DAY WEBSITE CHALLENGE

don't have to scroll through videos over and over to follow along! Here are some tips to help you make the most of the workbook:

- **Use the clickable table of contents.** When you click on any item in the table of contents, it'll send you right to that section of the workbook. You can also open up the Outline (tab on the left-side) to have the entire table of contents open while you scroll.
- **Use Ctrl+F to search** for any keyword so that you don't have to scroll the workbook to find what you're looking for.
- **Printing is NOT recommended.** This guide is nearly 300 pages and includes some animated GIFs for demonstration, so unless you have unlimited paper and toner, I recommend only printing the trackers at the end of the workbook. Totally up to you (just know that I've got lots of clickable links in this doc to make things super easy for you!)
- **Use the screenshots.** For every setting I walk you through in the 5 Day Website Challenge videos, I've pasted screenshots for you here so that you can look at the picture and make sure your settings look the same.
- **Add your own notes.** You made a copy of this document - it's yours to edit, add comments, highlight, etc. You can download a new, fresh copy any you want so don't worry about accidentally deleting anything.
- **Save time** by watching the videos at 2x speed and following along with the workbook.

## How to get help:

- **Join the [5 Day Website Challenge Group](#).** That's where I answer questions about the Challenge (and there are no dumb questions!) There are thousands of other people in there who have taken the Challenge who can help you out too!
- **Check out the FAQ page.** There are questions I get asked A LOT, and I've put them all on this page: <https://shannonmattern.com/FAQ>. Check here first, then ask in

# 5+DAY WEBSITE CHALLENGE

the Group if you can't find an answer.

## Where to learn more about getting traffic + growing your business:

I have a podcast called [Pep Talks for Side Hustlers](#) where I share marketing strategies, side hustle motivation and interview other successful business owners to get their best business tips + advice for you so that you can create the freedom, flexibility and financial independence you desire. **Here's where you can listen + subscribe:**

[Apple Podcasts](#) | [Google Podcasts](#) | [Google Play](#) | [iHeartRadio](#) | [Stitcher](#) | [Spotify](#)

Finally, when you're done with your website, sign up for my free training on "[How to Market Yourself Online \(without ads, algorithms or a big audience on social media\)](#)" so that you know exactly what to do next after you've built your website to get high-quality traffic.

*And if you're a web designer (or wanna start building websites for other people) sign up for my free training on how to get your first web design client [here](#).*

That's it! It's time to get started! Can't wait to see what you create!

xoxo  
Shannon

# 5+DAY WEBSITE CHALLENGE

## Day 1 - Foundation

### 1.0 - The Big Picture

In Day 1 you're gonna get your domain + hosting, install WordPress and learn your way around the back-end of your site, install plugins and set up a business email address. We also how to overcome any roadblocks that get in your way as you DIY your website!

### 1.1 - Shopping List

Just like any DIY project, you're gonna need a few supplies to get the job done! In this video I'm gonna break down exactly what you need and give you my recommendations for the best tools for DIYing your website the right way from the start!

#### **My recommendations:**

- Domain + Hosting: [Bluehost](#)\*
- Theme/Page Builder: [Elementor Pro](#)\*
- Graphics: [Canva](#)\*
- Email List: [ConvertKit](#)\*
- Optional [Site-in-a-Snap Template Pack](#)

You can purchase these tools as you go throughout the Challenge.

**Bluehost:** Depending on your budget, you can lock in 3 years at \$2.95 a month or one year at \$4.95/month.

- 1 Year: \$59.40 (\$4.95/month)
- 3 Years: \$106.20 (\$2.95/month)
- Domain name included for one year, renews at \$18.17 annually
- Renews after your promo period at \$7.99/month
- 30 Day Moneyback Guarantee

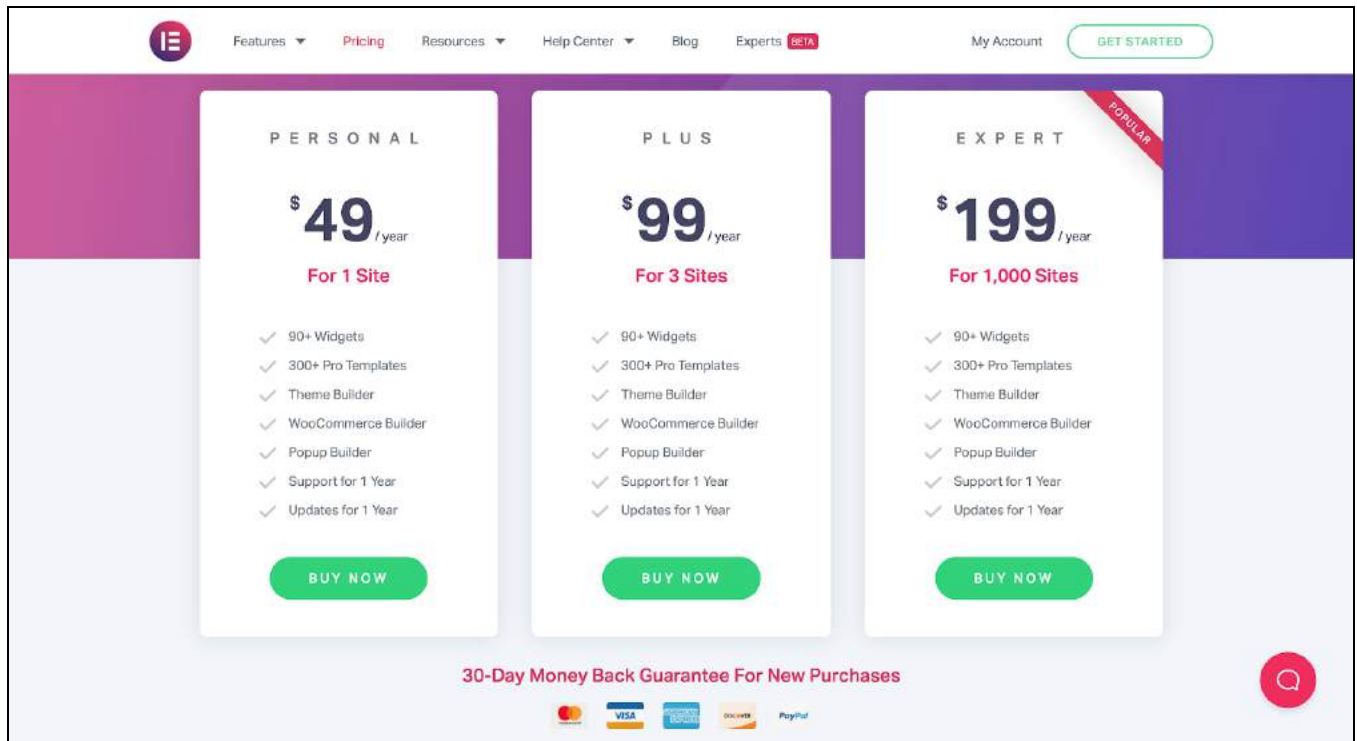
# 5+DAY WEBSITE CHALLENGE

- Free SSL (automatically set up)



**Elementor Pro:** \$49 for a one-year license subscription that includes extra features, plugin updates and support. 30-Day Moneyback Guarantee.

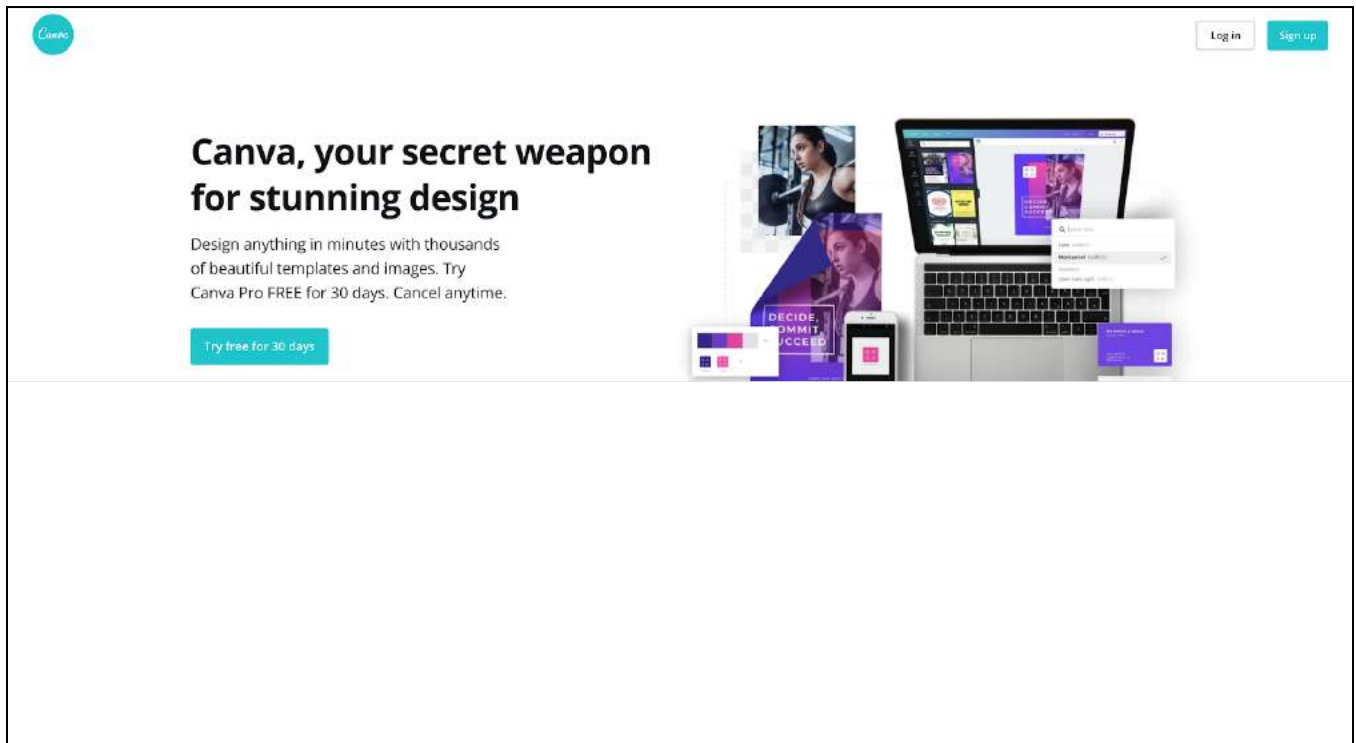
# 5+DAY WEBSITE CHALLENGE



**Canva Pro:** Unlocks pro features like the Background Remover, custom fonts + ability to save brand kit. Free 30 Day Trial.

- \$12.95/month or \$119.40 a year for Pro.
- I recommend getting the Free 30 Day Trial of Canva Pro for the Challenge, and you can downgrade later if you want.

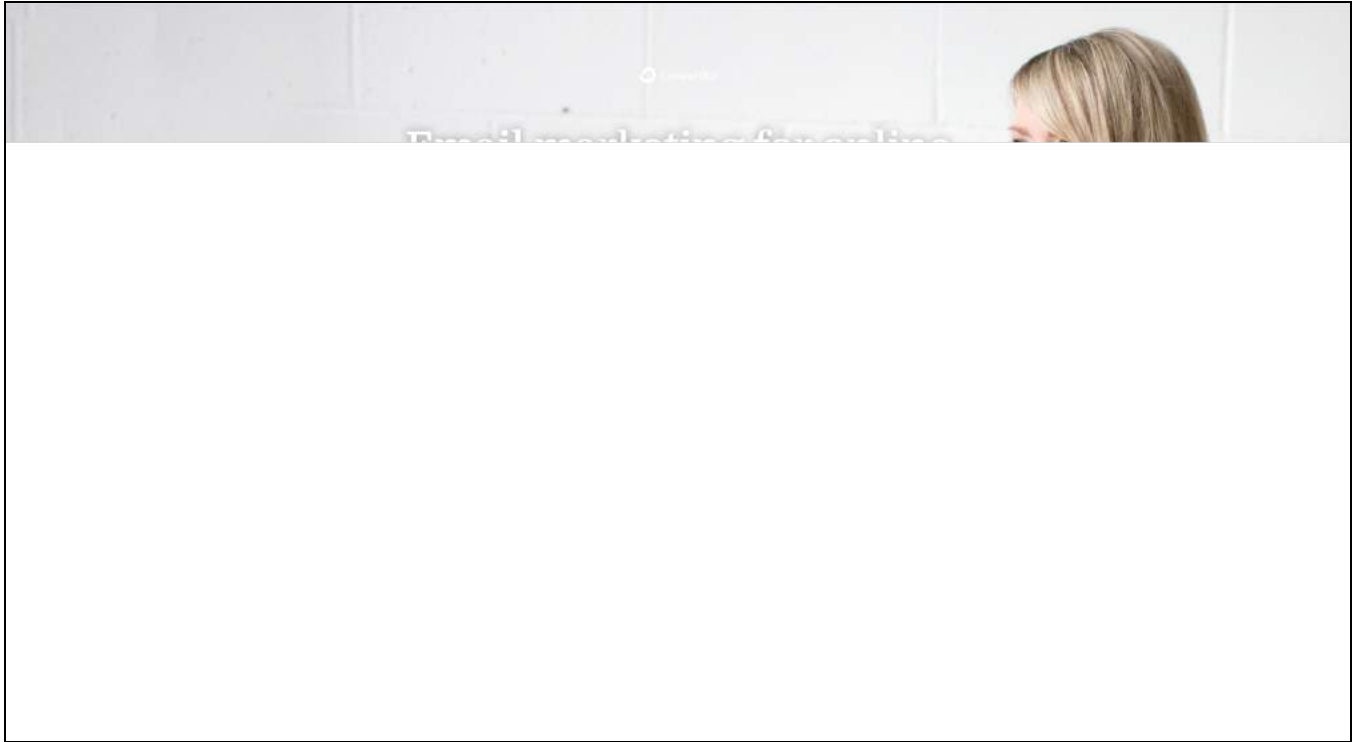
# 5+DAY WEBSITE CHALLENGE



**ConvertKit:** Free plan includes 1000 subscribers, unlimited optin forms and landing pages with the ability to send one automated email upon signup, and unlimited broadcast emails (emails you send manually).

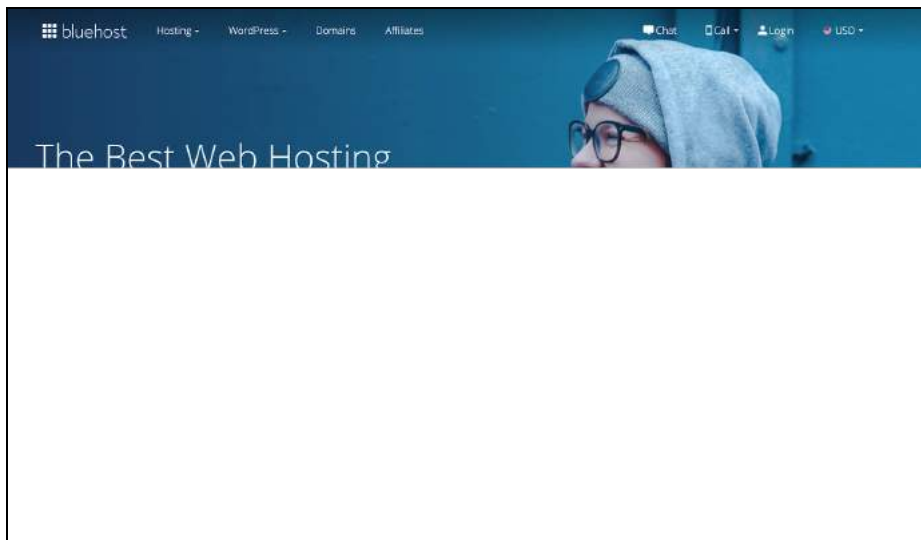
Paid plan starts at \$29 for up to 1000 subscribers and includes automation (the ability to send multiple automated emails upon signup).

# 5+DAY WEBSITE CHALLENGE



## 1.2 - Domain & Hosting

Go to [shannonmattern.com/bluehost](https://shannonmattern.com/bluehost)\* and click **Get Started**.



# 5+DAY WEBSITE CHALLENGE

**Choose the BASIC plan** (it's really all you need to get started, you can upgrade later as you grow)!

Basic	Plus	Choice Plus	Pro
<b>\$2.95/mo*</b> <small>Normally \$2.99</small>	<b>\$5.45/mo*</b> <small>Normally \$4.99</small>	<b>\$5.45/mo*</b> <small>Normally \$4.99</small>	<b>\$13.95/mo*</b> <small>Normally \$23.99</small>
<a href="#">Select</a>	<a href="#">Select</a>	<a href="#">Select</a>	<a href="#">Select</a>
1 Website	Unlimited Websites	Unlimited Websites	Unlimited Websites
50 GB SSD Storage	Unlimited SSD Storage	Unlimited SSD Storage	Unlimited SSD Storage
Unmetered Bandwidth	Unmetered Bandwidth	Unmetered Bandwidth	Unmetered Bandwidth
Free SSL Certificate	Free SSL Certificate	Free SSL Certificate	Free SSL Certificate
Standard Performance	Standard Performance	Standard Performance	High Performance (H)
1 Included Domain	Unlimited Domains	Unlimited Domains	Unlimited Domains
5 Parked Domains	Unlimited Parked Domains	Unlimited Parked Domains	Unlimited Parked Domains
25 Sub Domains	Unlimited Sub Domains	Unlimited Sub Domains	Unlimited Sub Domains
	Spam Experts	Spam Experts	2 Spam Experts
	1 Office 365 Mailbox - Free 30 Days	Domain Privacy	Domain Privacy
		Site Backup - CodeGuard Basic	Site Backup - CodeGuard Basic
		1 Office 365 Mailbox - Free 30 Days	Dedicated IP
			1 Office 365 Mailbox - Free 30 Days

**Enter your domain name.** If you already have one that you bought from someone else, enter it on the right, otherwise, enter the one you want in the box on the left.

bluehost

Next we'll set up your domain.

Your domain will be your website's address.  
You can create a new domain or use one you already own.

Create a new domain

.com

Search available domains

[Next](#)

Use a domain you own

Enter your existing domain name

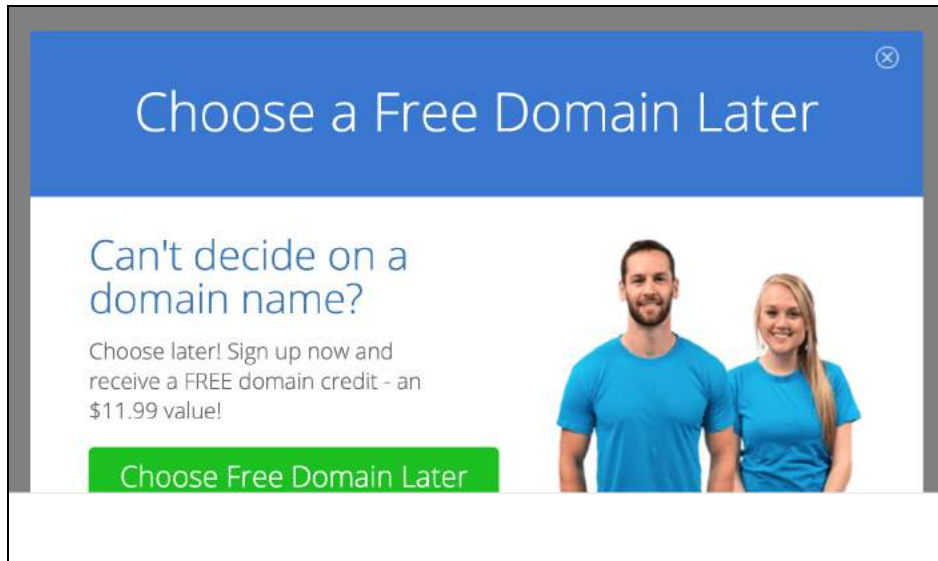
[Next](#)

If you don't know what you want your website address to be yet, this will pop up and

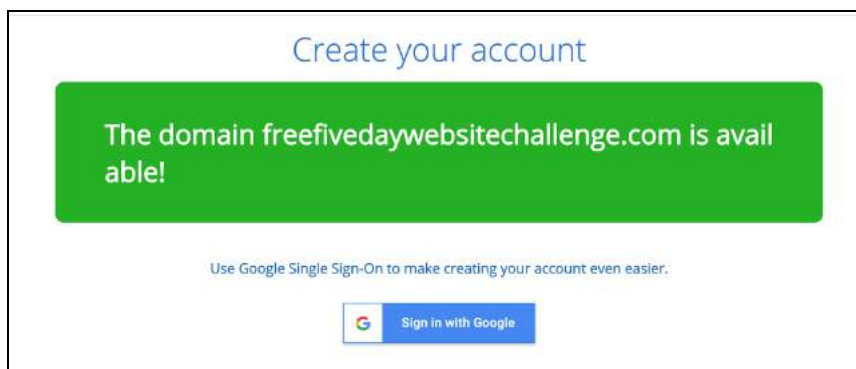


## 5+DAY WEBSITE CHALLENGE

you can choose to add it later and you'll be assigned a temporary domain.



If your domain name is available, you'll get this message, otherwise you'll have to choose something different, or wait and choose it later, no biggie.



**Enter your name and address info, then choose how long of a package you want and your options.** The longer of a term you do, the more money you'll save over time. But if you're really on a shoestring budget you can change your term to 12 months and uncheck all the other options, and you'll end up with a total under \$60 for your website.

# 5+DAY WEBSITE CHALLENGE

## Account Information

All fields are required unless otherwise noted.

First Name	<input type="text"/>
Last Name	<input type="text"/>
(optional) Business Name	<input type="text"/>
Country	<input type="text" value="United States"/>
Street Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text" value="Please select a state"/>
ZIP Code	<input type="text"/>
Phone Number	<input type="text" value="(123) 456-7890"/> Ext <input type="text"/>
	<input type="checkbox"/> Use an international number
*Email Address	<input type="text"/>

\*Your receipt will be sent to this address.

## Package Information

Account Plan	<input type="text" value="Basic 36 Month Price - \$2.95/mo."/>
Hosting Price	\$106.20 (\$2.95 for 36 months)
Primary Domain Registration	Free
Let's Encrypt SSL	Free - terms

**If you don't get domain privacy protection**, for the first few weeks after you buy your domain you're gonna get people calling you and emailing you about building your website for you. If that weirds you out, it might be worth it for you to buy the protection. I just don't answer.

# 5+DAY WEBSITE CHALLENGE

## Package Extras

Domain Privacy Protection	<input type="checkbox"/> - \$ 0.99 per month (Billed annually at \$11.88/yr, free5daywebsitechallenge.com) <a href="#">More information</a>
SiteLock Security - Find	<input type="checkbox"/> - \$ 1.99 per month (Billed annually at \$23.88/yr) <a href="#">More information</a>
Codeguard Basic	<input type="checkbox"/> - \$ 2.99 per month (Billed to end of hosting term) <a href="#">More information</a>
Bluehost SEO Tools Start	<input type="checkbox"/> - \$ 1.99 per month (Billed annually at \$23.88/yr) <a href="#">More information</a>
1 Office 365 Mailbox - 30 Day Free Trial	<input type="checkbox"/> - <b>FREE</b> <a href="#">More information</a>
Savings	<b>\$181.44 (63% off)</b>
Total	<b>\$106.20</b>

## Payment Information

Pay by credit card, or see more payment options

Credit Card Number



Signature/CV2 Code

Expiration Date  /

[Provide code for instant verification. Example.](#)

Agree to the terms, which say this is an intro price, this card will be charged at renewal and you have 30 days to cancel + get a full refund:

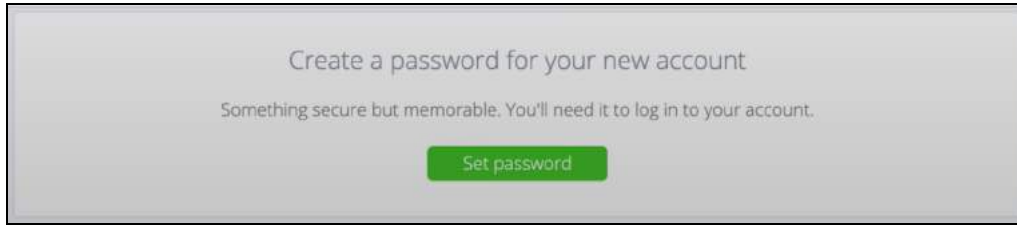
Introductory prices apply to the first term. Money-back guarantee applies to hosting and domain privacy. All plans and products automatically renew unless you cancel. The renewal will be for the same term length and at the regular rates reflected in your Control Panel. The payment method you provide today, or we have on file, will be used for renewals, unless you change it or cancel. You may cancel at any time by logging into your account online or by calling customer support at +1 855 984 4546.

☐ I have read and agree to Bluehost's [Terms of Service](#) and [Cancellation Policy](#) and acknowledge receipt of the [Privacy Policy](#).

submit

Upon successful processing of your payment, you'll set your account password:

# 5+DAY WEBSITE CHALLENGE



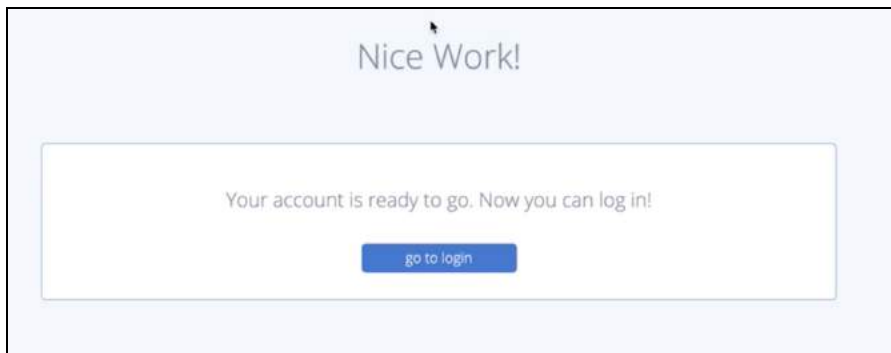
Create a password for your new account

Something secure but memorable. You'll need it to log in to your account.

[Set password](#)

Make a note of your login info in the [Password Tracker](#).

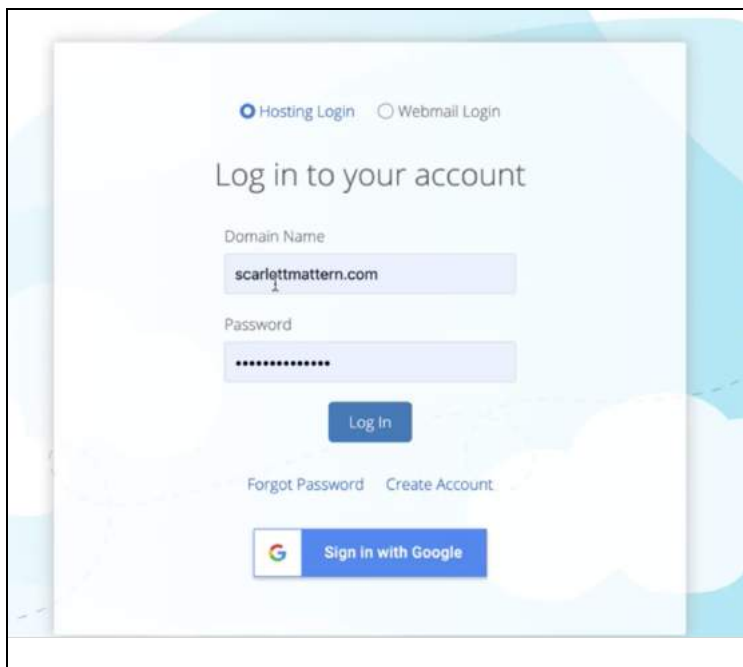
Then you'll log in to your Bluehost account:



Nice Work!

Your account is ready to go. Now you can log in!

[go to login](#)



☒ Hosting Login ☐ Webmail Login


### Log in to your account

Domain Name

Password

[Log In](#)

[Forgot Password](#) [Create Account](#)

 [Sign in with Google](#)

# 5+DAY WEBSITE CHALLENGE

You'll enter the name of your website (tagline optional) + click Continue.

Step 1 of 2

### Let's create a website!

What do you want to name your site?

e.g. Boston Dogs, Rick's Adventures, Good Eats

What's your site's tagline?

e.g. A blog about my travel adventures

Do you want a blog? ☒

Do you want an online store? ☒

Continue

[I'm not creating a website](#)

Answer these questions however you want + click Continue.

☐ Share my ideas, photos, stories, or videos

☐ Promote my business, skills, or organization

☐ Offer services, training, or education

☐ Sell products or collect payments online

☐ Create websites for Clients

☐ Other \_\_\_\_\_

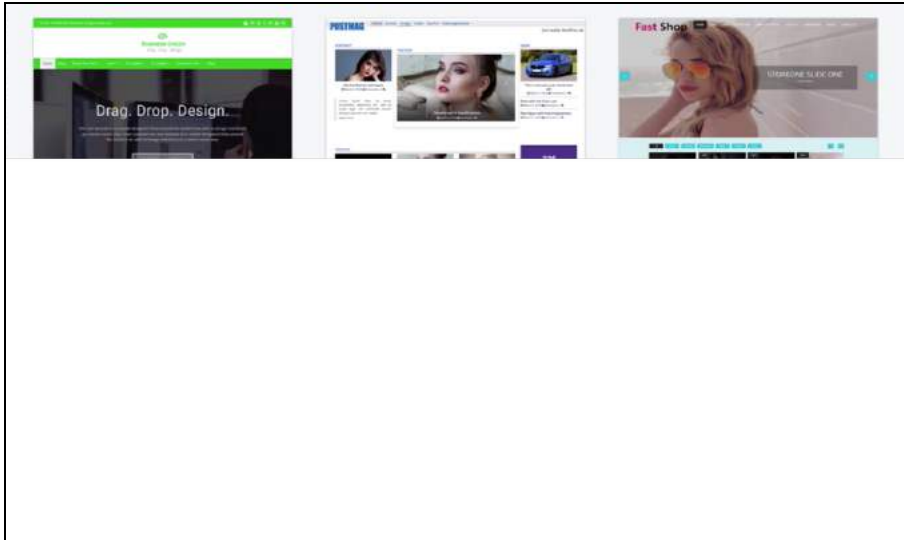
Are you comfortable with creating websites?

A little ☐ ☐ ☐ ☐ Very

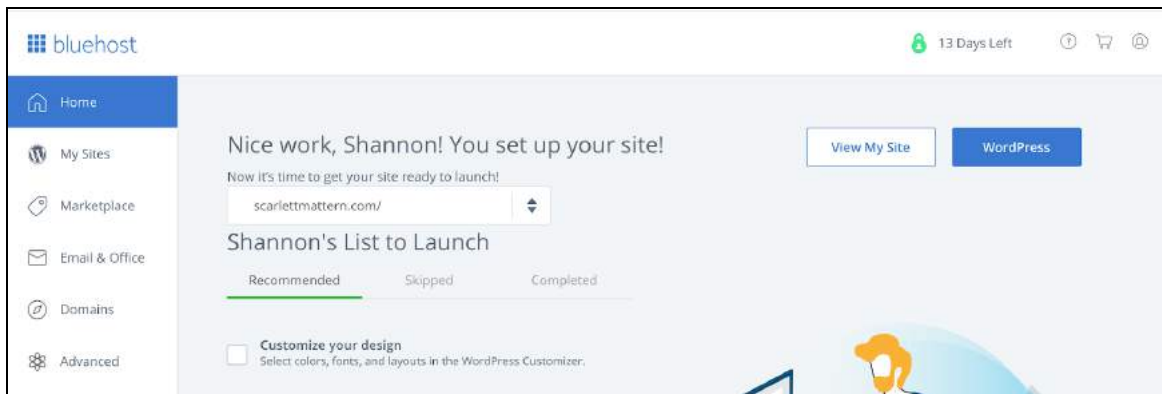
Continue

# 5+DAY WEBSITE CHALLENGE

Skip choosing a theme - we'll do this later.



That's it! Your Bluehost account is set up + you have a WordPress Site!



## Next steps:

**Check your email for confirmation**, follow any steps in that email to confirm your account.

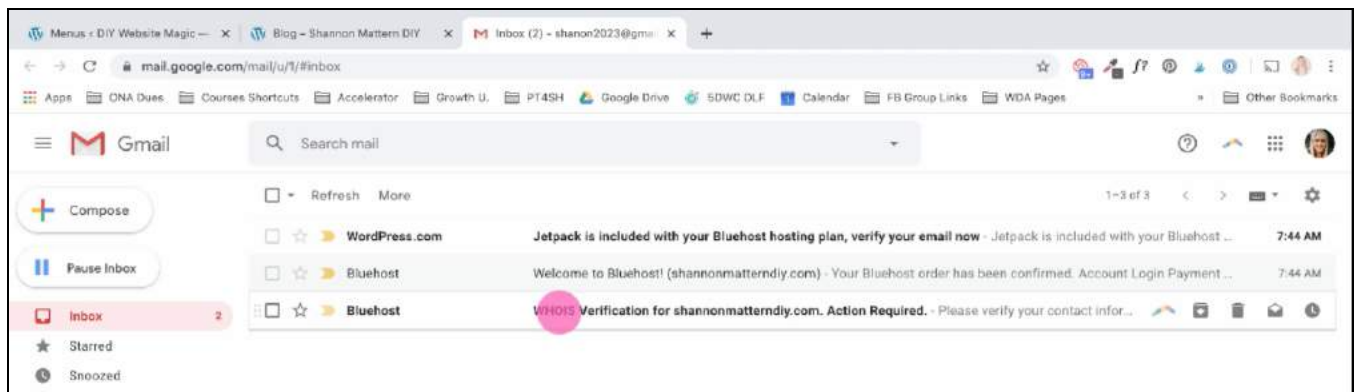
# 5+DAY WEBSITE CHALLENGE

**You have a temporary domain** even if you registered a new one. It will be provisioned later, and when it is you'll get logged out of the site automatically, and then when you log back in you'll notice your domain name is set up.

**Contacting Customer Support:** Go to <https://www.bluehost.com/contact> and use the Call option. You'll get better faster service than if you do chat.

## 1.2.1 - Complete Domain Setup

Check your email - you'll see 3 emails:



1. Open the WHOIS Verification and confirm your email address.
2. Nothing to do with the Bluehost Welcome.
3. Ignore the Jetpack verification email - we won't be using it.

## 1.2.1 - Logging in to WordPress

**How to get logged in:**

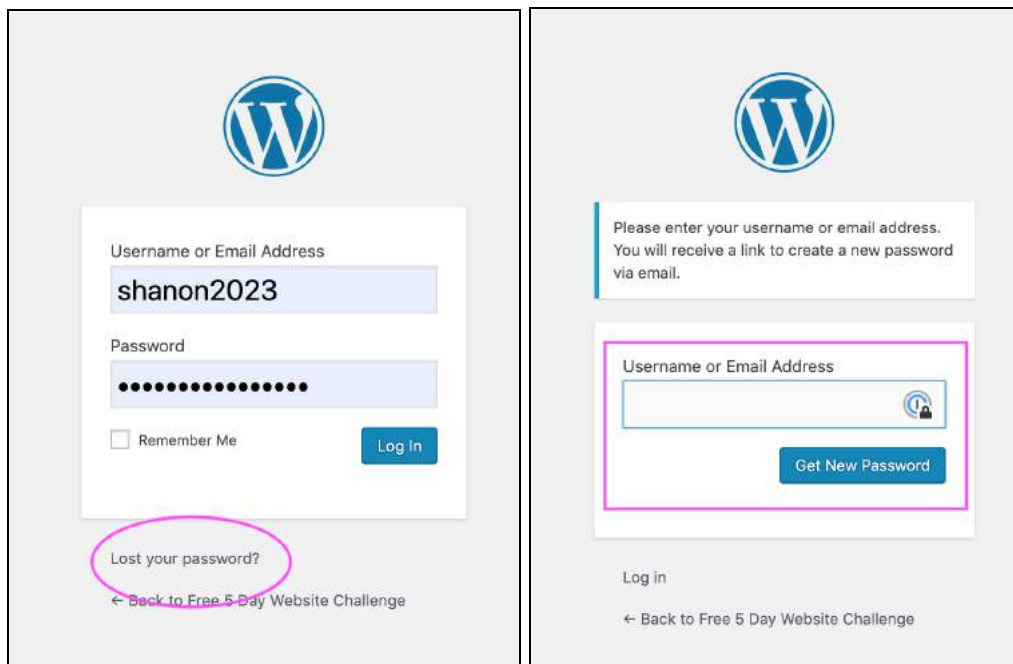
From any web browser go to [www.yourwebsiteurl.com/wp-login.php](http://www.yourwebsiteurl.com/wp-login.php)

# 5+DAY WEBSITE CHALLENGE



## How to reset password if you ever forget it:

On your WordPress login page ([www.yourwebsiteurl.com/wp-login.php](http://www.yourwebsiteurl.com/wp-login.php)) click the “Lost your password?” link, then enter your WordPress Username OR email address and WP will email you a password reset link.

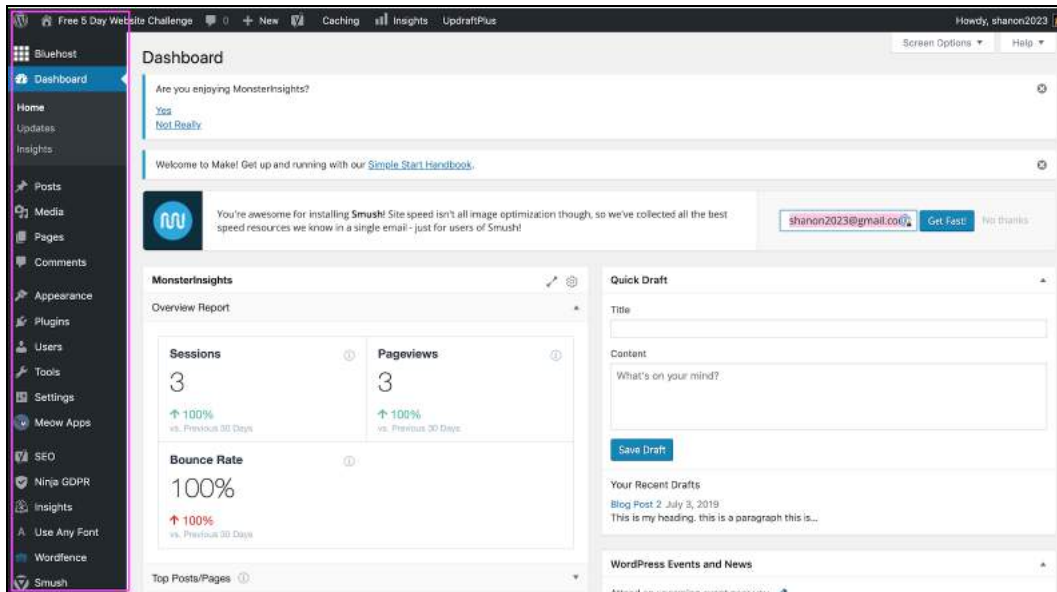




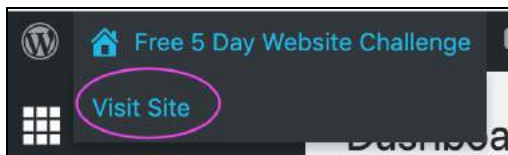
# 5+DAY WEBSITE CHALLENGE

## 1.3 - WordPress Dashboard 101

Once you're logged in, the WordPress Dashboard (or back-end) looks like this. All of the important stuff is on the left-hand side.



To get to your website (or the front-end), mouse over your website name in the top-left corner of the site and click "Visit Site".

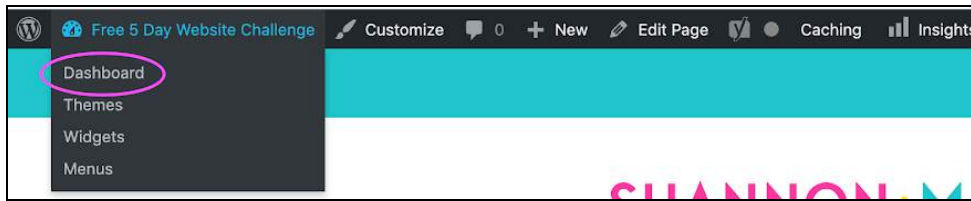


This is what it looks like when you're logged in on the front-end of your website - you'll see the "Admin Bar":



To get to your dashboard from your website mouse over your website name in the top-left corner of the site and click "Dashboard"

# 5+DAY WEBSITE CHALLENGE



**Before we move on in the training, we're gonna remove some plugins our host installed that we don't need and won't use.**

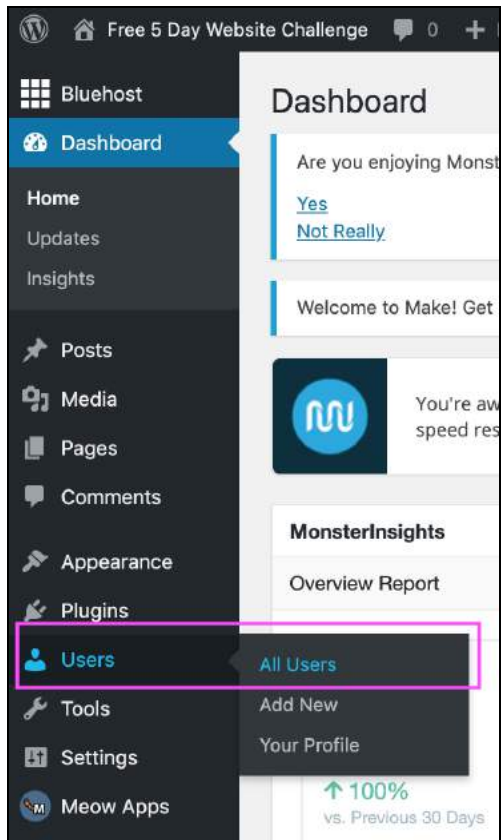
*You may not see all of these plugins installed on your site and that's okay! If they're not there, nothing's wrong just skip it and move on.*

1. On the left-hand side menu, mouse over Plugins and click Installed Plugins.
2. Deactivate and Delete the following plugins. Click deactivate if the option's available (if you don't see Deactivate then it's already deactivated), then click Delete to remove the plugin.
  - a. Akismet Anti-spam
  - b. Hello Dolly
  - c. Google Analytics for WordPress by Monster Insights
  - d. Jetpack by WordPress.com
  - e. Optin Monster API
  - f. WP Forms Lite

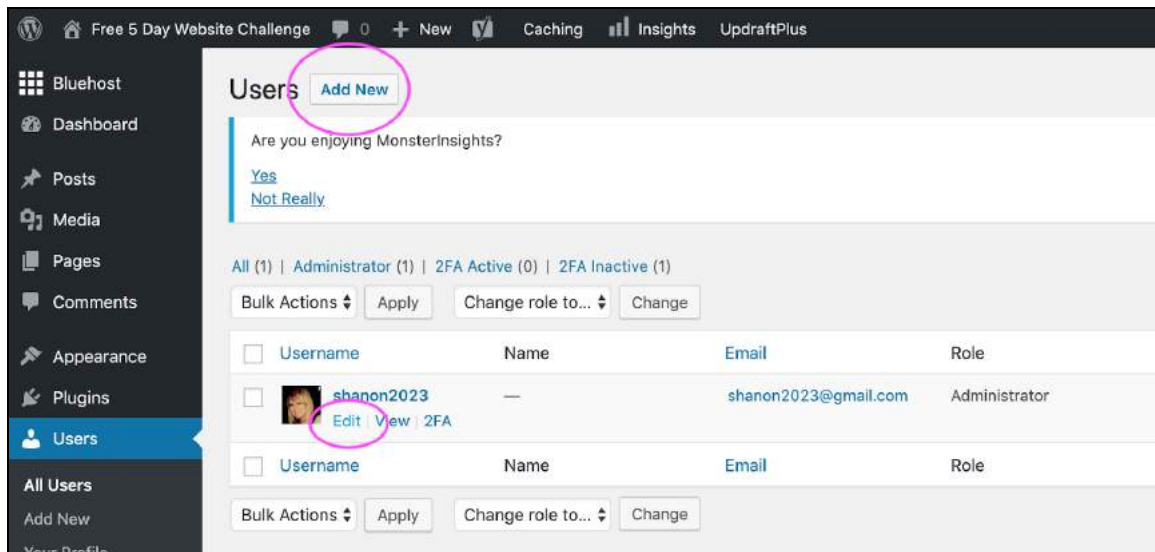
## [1.4 - WordPress Users](#)

**To create a new administrator user or make changes to your account** go to Users > All Users

# 5+DAY WEBSITE CHALLENGE

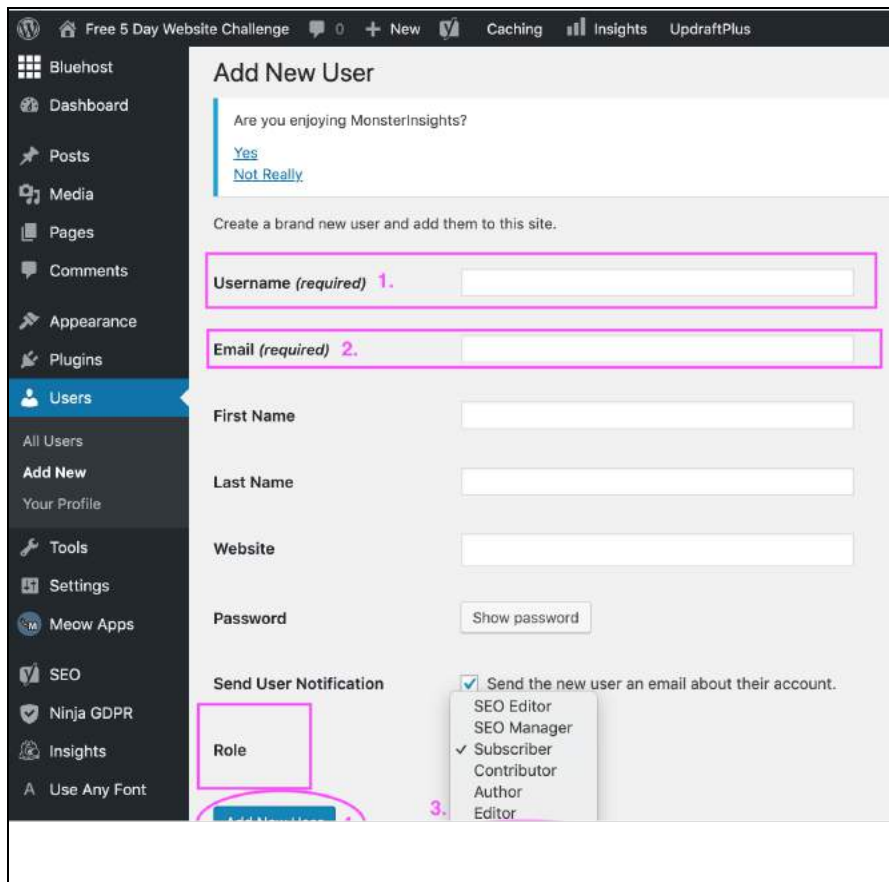


Mouse over your username and click edit OR click Add New



# 5+DAY WEBSITE CHALLENGE

Enter a 1. username, 2; email address, 3. select Administrator for the role and 4. click Add New User.



The screenshot shows the WordPress 'Add New User' interface. The left sidebar contains a menu with 'Users' highlighted. The main content area has the title 'Add New User' and a survey question 'Are you enjoying MonsterInsights?' with 'Yes' and 'Not Really' links. Below this is a prompt to 'Create a brand new user and add them to this site.' The form includes fields for 'Username (required)' (annotated with a pink box and '1.'), 'Email (required)' (annotated with a pink box and '2.'), 'First Name', 'Last Name', 'Website', and 'Password' (with a 'Show password' button). A 'Send User Notification' checkbox is checked. The 'Role' dropdown menu is open, showing options: 'SEO Editor', 'SEO Manager', 'Subscriber' (checked), 'Contributor', 'Author', and 'Editor'. The 'Add New User' button at the bottom is circled in pink and annotated with '3.'.

## 1.5 - WordPress Settings

### Settings > General

1. Go to **Settings > General**
2. Refer to the screenshot on the next page for all the settings.

# 5+DAY WEBSITE CHALLENGE

The screenshot shows the WordPress 'General Settings' page. The left sidebar contains a menu with 'Settings' highlighted. The main content area is titled 'General Settings' and includes fields for Site Title, Tagline, WordPress Address (URL), Site Address (URL), Administration Email Address, Membership, New User Default Role, Site Language, and Timezone. Annotations in pink text provide instructions for each field: Site Title and Tagline should be changed to the business name and tagline; WordPress and Site Address URLs should be left as is; the Administration Email Address is for admin notifications; the 'Anyone can register' checkbox should be unchecked; the New User Default Role should be left as 'Subscriber'; the Site Language should be chosen; and the Timezone should be chosen. The 'Coming Soon' notice is active at the top.

Coming Soon Active

Howdy, Shannon

Help

## General Settings

**Site Title**  
Shannon Mattern DIY

**Tagline**  
DIY Web Design + Marketing Training  
In a few words, explain what this site is about.

**WordPress Address (URL)**  
`http://box5864.temp.domains-shannng4`

**Site Address (URL)**  
`http://box5864.temp.domains-shannng4`  
Enter the address here if you [want your site home page to be different from your WordPress installation directory](#).

**Administration Email Address**  
shanon2023+bluehostdemo@gmail.com  
This address is used for admin purposes. If you change this, we will send you an email at your new address to confirm it. The new address will not become active until confirmed.

**Membership**  
☐ Anyone can register

**New User Default Role**  
Subscriber

**Site Language**  
English (United States)

**Timezone**  
New York  
Choose either a city in the same timezone as you or a UTC (Coordinated Universal Time) time offset.

Change these to your business name + tagline.

Leave this as is, it will change automatically when your domain is provisioned.

This is where all admin notifications will go.

This should be unchecked.

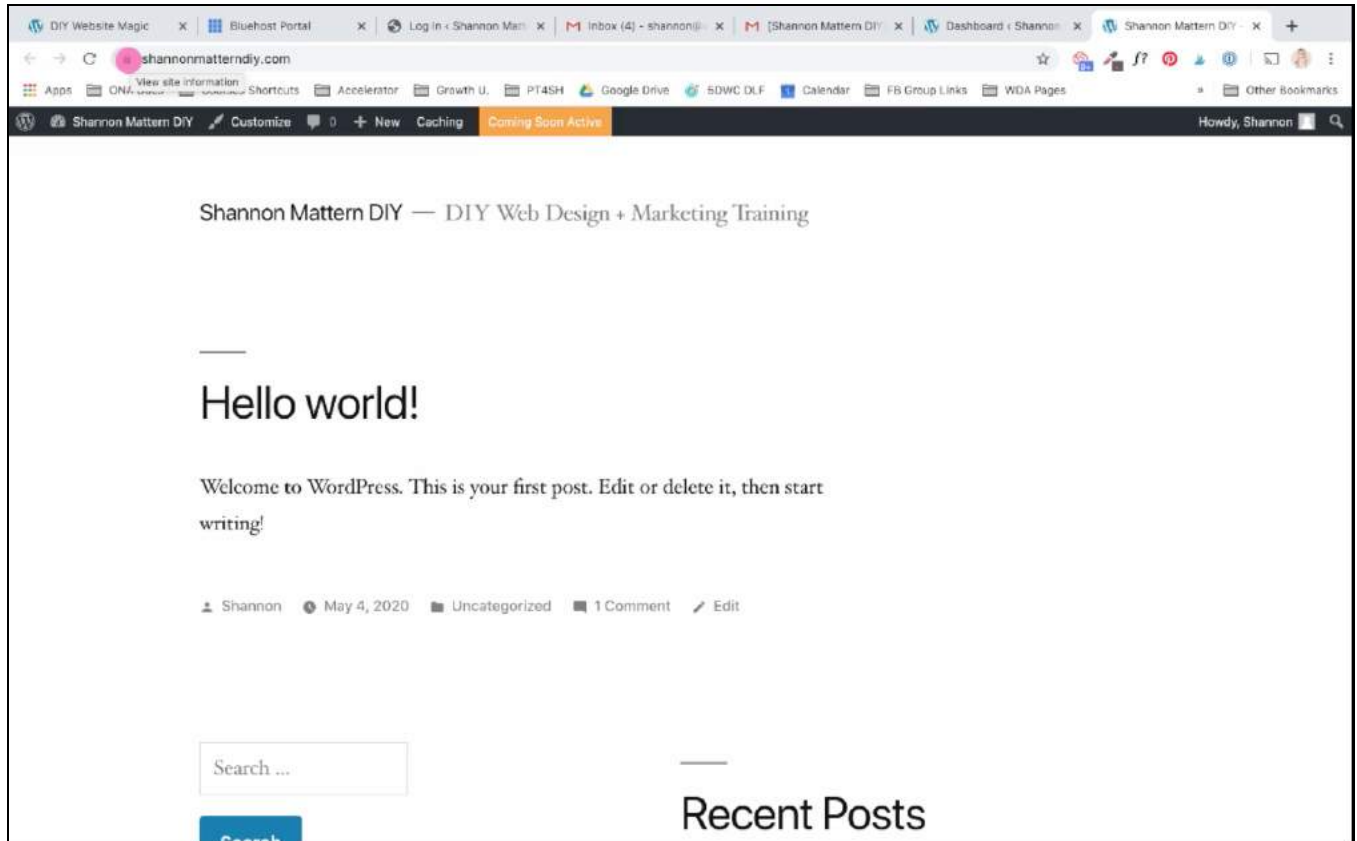
Leave as is.

Choose your language.

Choose your timezone.

# 5+DAY WEBSITE CHALLENGE

\*Note - when your domain name is provisioned, you will be logged out of your website automatically, and then when you log back in, the domain name will appear in your address bar and in Settings > General, and you'll have a lock icon in your web browser which indicates that your free SSL Certificate has been installed.



## Settings > Writing

No changes.

## Settings > Reading

# 5+DAY WEBSITE CHALLENGE

The screenshot shows the WordPress dashboard with the 'Reading Settings' page open. The left sidebar contains a menu with categories like 'Dashboard', 'Site Kit', 'Bluehost', 'Posts', 'Media', 'Pages', 'Comments', 'Elementor', 'Templates', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', 'General', 'Writing', 'Reading', 'Discussion', 'Media', 'Permalinks', 'Privacy', 'Anti-spam', 'ConvertKit', 'Cookie Notice', 'Central Color Palette', 'UpdraftPlus Backups', 'Disable Comments', 'SEO', 'Titan Anti-spam', 'Wordfence', 'Smush', and 'Collapse menu'. The 'Reading Settings' page is titled 'Coming Soon Active' and has a 'Help' button. It contains several sections: 'Your homepage displays' with radio buttons for 'Your latest posts' (selected) and 'A static page' (with dropdowns for 'Homepage: Home' and 'Posts page: Blog'); 'Blog pages show at most' with a text input '10' and 'posts'; 'Syndication feeds show the most recent' with a text input '10' and 'items'; 'For each post in a feed, include' with radio buttons for 'Full text' (selected) and 'Summary'; and 'Search Engine Visibility' with a checked checkbox 'Discourage search engines from indexing this site'. A 'Save Changes' button is at the bottom left. The footer includes 'Thank you for creating with WordPress.' and 'Version 5.4.1'.

Coming Soon Active

## Reading Settings

Help

**Your homepage displays**

☒ Your latest posts *Leave as is for now, we'll change it later after we've made some pages.*

☐ A static page (select below)

Homepage:

Posts page:

**Blog pages show at most**  posts

**Syndication feeds show the most recent**  items

**For each post in a feed, include**

☒ Full text

☐ Summary

*Your theme determines how content is displayed in browsers. [Learn more about feeds.](#)*

**Search Engine Visibility**

☒ Discourage search engines from indexing this site *Check this box for now, we'll change this on Day 5 when we go live.*

*It is up to search engines to honor this request.*

[Save Changes](#) *Save your changes.*

*Thank you for creating with [WordPress](#).*

Version 5.4.1

# 5+DAY WEBSITE CHALLENGE

**Settings > Discussion** - My recommended settings are on the following screenshot.



# 5+DAY WEBSITE CHALLENGE

Shannon Mattern DIY

0

New

Caching

UpdraftPlus

Howdy, Shannon

Dashboard

Site Kit

Bluehost

Posts

Media

Pages

Comments

Elementor

Templates

Appearance

Plugins

Users

Tools

Settings

General

Writing

Reading

Discussion

Media

Permalinks

Privacy

Anti-spam

Coming Soon Active

Discussion Settings

Help

Note: The [Disable Comments](#) plugin is currently active, and comments are completely disabled on: Pages, Media. Many of the settings below will not be applicable for those post types.

Default post settings

☒ Attempt to notify any blogs linked to from the post

☒ Allow link notifications from other blogs (pingbacks and trackbacks) on new posts

☒ Allow people to submit comments on new posts

(These settings may be overridden for individual posts.)

Other comment settings

☒ Comment author must fill out name and email

☐ Users must be registered and logged in to comment

☐ Automatically close comments on posts older than 28 days

☐ Show comments cookies opt-in checkbox, allowing comment author cookies to be set

☒ Enable threaded (nested) comments 5 levels deep

☐ Break comments into pages with 20 top level comments per page and the last page displayed by default

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

Email 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

Comment Moderation

Hold a comment in the queue if it contains 1 or more links. (A common characteristic of comment spam is a large number of hyperlinks.)

When a comment contains any of these words in its content, name, URL, email, or IP address, it will be held in the [moderation queue](#). One word or IP address per line. It will match inside words, so "press" will match "WordPress".

Comment Blocklist

When a comment contains any of these words in its content, name, URL, email, or IP address, it will be put in the Trash. One word or IP address per line. It will match inside words, so "press" will match "WordPress".

Avatars

An avatar is an image that follows you from weblog to weblog appearing beside your name when you comment on avatar enabled sites. Here you can enable the display of avatars for people who comment on your site.

Avatar Display

☒ Show Avatars

Maximum Rating

☒ G — Suitable for all audiences

☐ PG — Possibly offensive, usually for audiences 13 and above

☐ R — Intended for adult audiences above 17

☐ X — Even more mature than above

Default Avatar

For users without a custom avatar of their own, you can either display a generic icon or a generated one based on their email address.

Copyright 2020 | WP+BFF LLC | All Rights Reserved

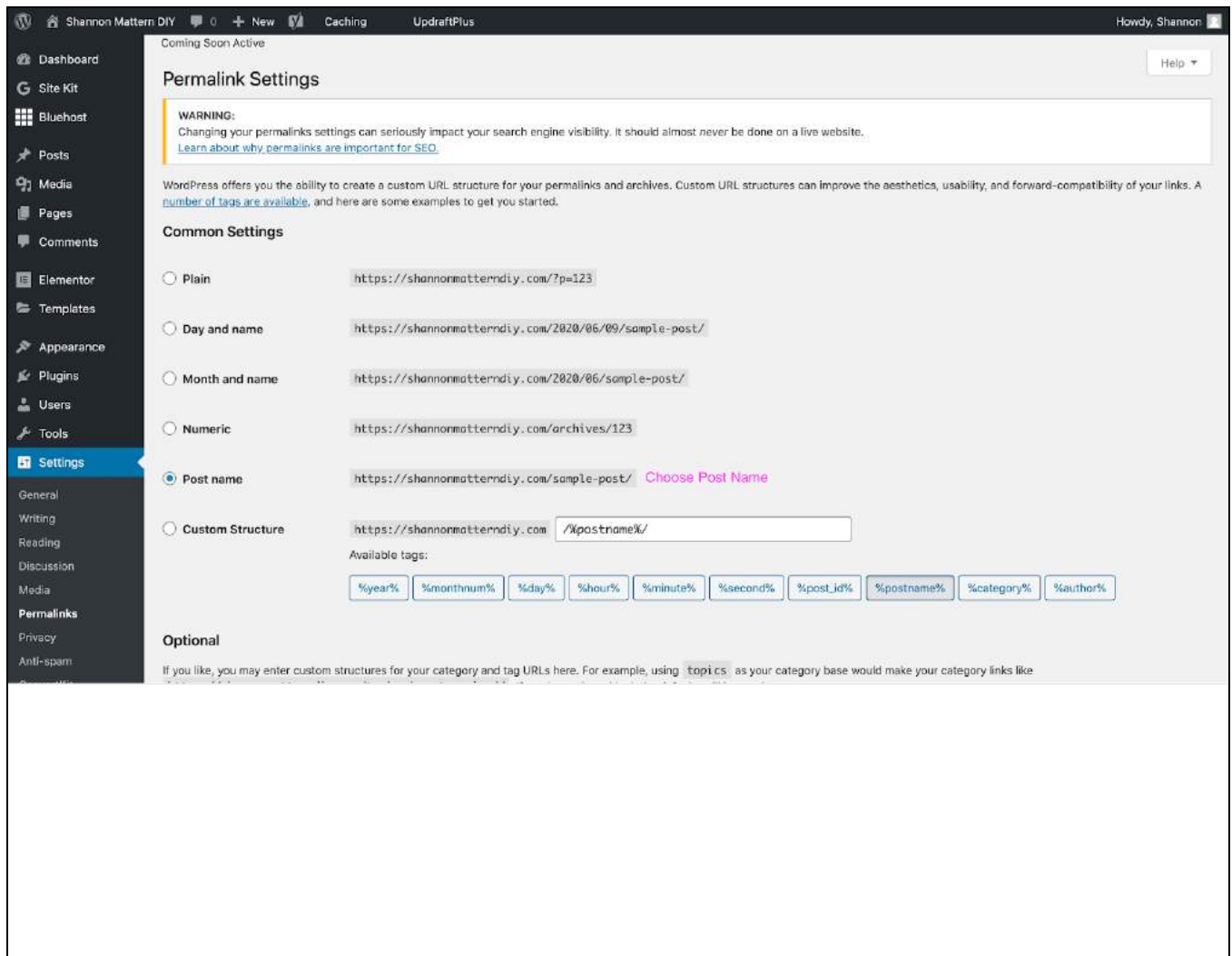
28

# 5+DAY WEBSITE CHALLENGE

## Settings > Media

No changes.

## Settings > Permalinks



The screenshot shows the WordPress dashboard's 'Permalink Settings' page. The left sidebar contains a menu with 'Settings' highlighted. The main content area has a 'Permalink Settings' title and a 'WARNING' box stating that changing permalinks can impact search engine visibility. Below this, a paragraph explains that WordPress offers a custom URL structure for permalinks and archives. The 'Common Settings' section includes five radio button options: 'Plain', 'Day and name', 'Month and name', 'Numeric', and 'Post name'. The 'Post name' option is selected, and its corresponding URL structure is 'https://shannonmatterndiy.com/sample-post/'. To the right of this URL is a link that says 'Choose Post Name'. Below the 'Post name' option is a 'Custom Structure' option with a text input field containing '/%postname%/'. Below the input field is a section titled 'Available tags:' with a row of buttons for various tags: '%year%', '%monthnum%', '%day%', '%hour%', '%minute%', '%second%', '%post\_id%', '%postname%', '%category%', and '%author%'. The 'Optional' section is partially visible at the bottom, starting with the text 'If you like, you may enter custom structures for your category and tag URLs here. For example, using 'topics' as your category base would make your category links like'.

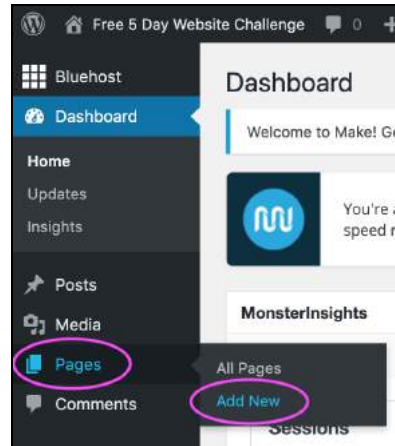
## Settings > Privacy

No changes.

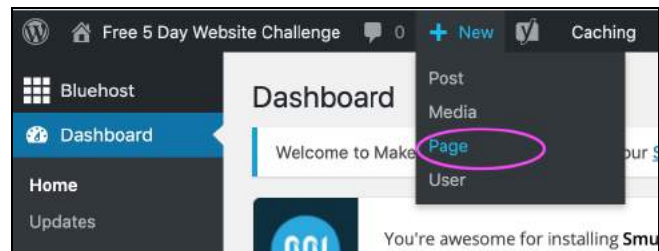
# 5+DAY WEBSITE CHALLENGE

## 1.6 - Pages + Menus

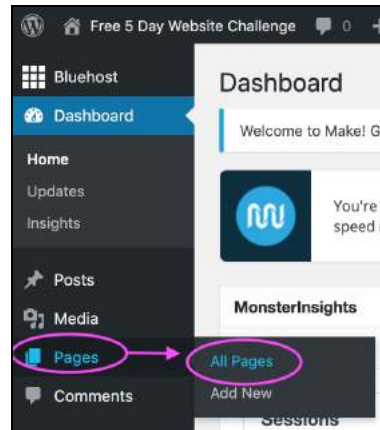
**How to create a new page:** There are two ways to create pages in WordPress. From the Dashboard go to Pages > Add New.



Or click the + sign in the Admin Bar and select Page.



**Pages are all the main pages of your website** (Home, About, Blog, Work With Me, etc.) and they can be found in **Dashboard > Pages > All Pages**.

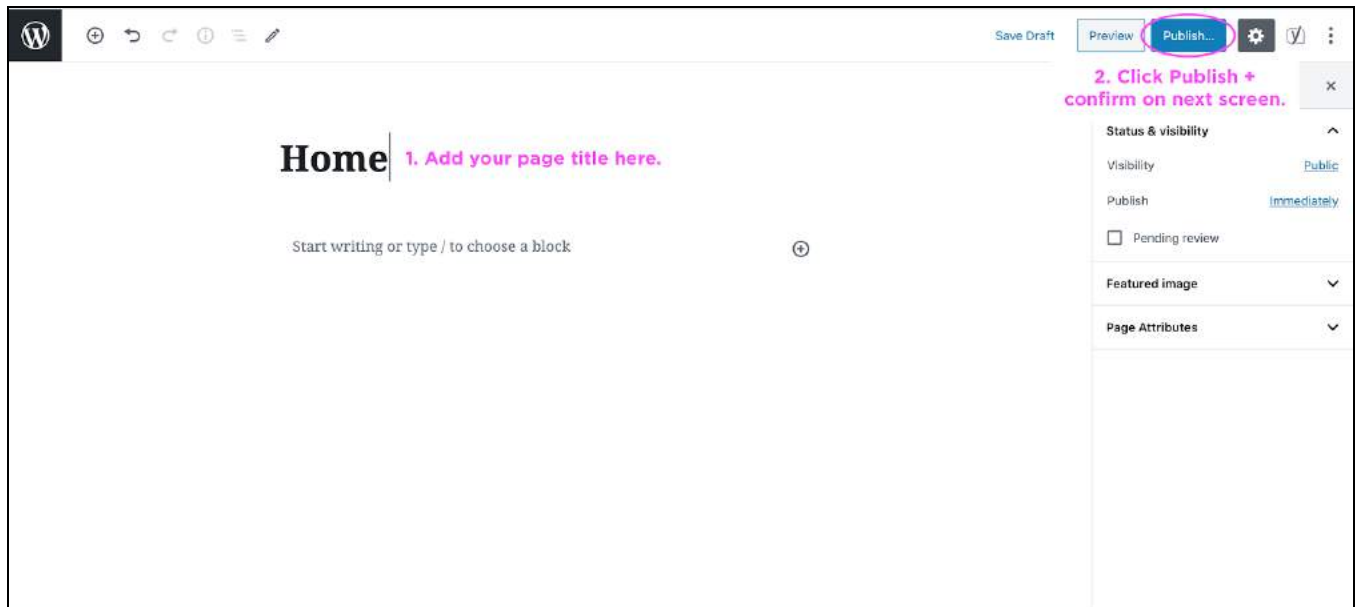


In WordPress, first you create a page, and then you add pages to menus (if you want the pages to display in your website navigation).

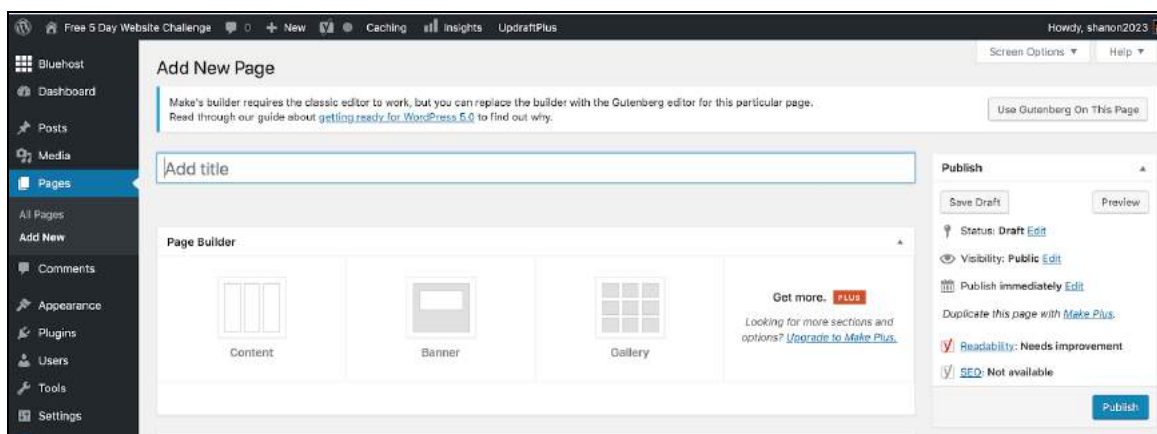
# 5+DAY WEBSITE CHALLENGE

*If you don't want the page to display in your main navigation, simply don't add it to a menu - then you can link to it from within another page or email or social media.*

**To create a new page, go to Pages > Add New.**



**Note: If you have the Classic Editor Plugin installed on your WordPress site, your pages will look like this.** I personally prefer the Classic editor bc you can see all the options on one screen!



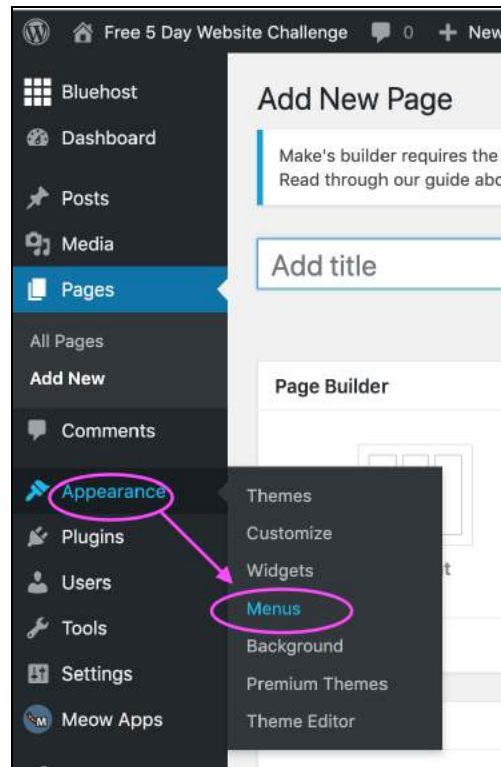
# 5+DAY WEBSITE CHALLENGE

Repeat this step to create the following pages:

- Home
- About
- Blog
- Work with Me
- Thank You
- Terms + Conditions
- Publish the existing Privacy Policy Page

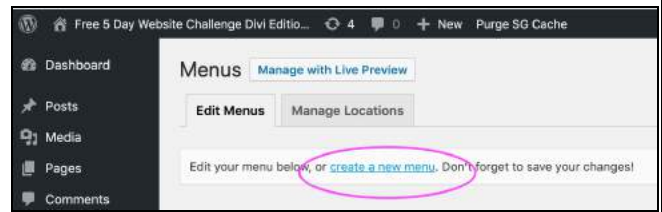
Create a menu and add your pages to it:

After you've published your blank pages with titles, go to **Appearance > Menus**.

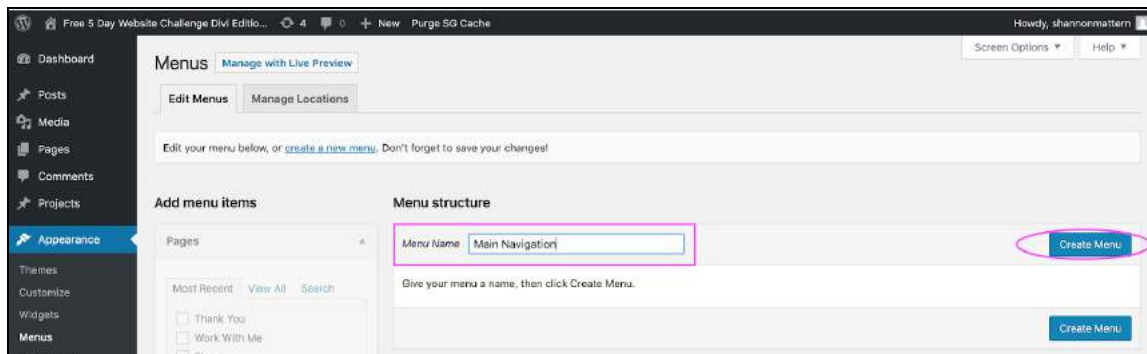


# 5+DAY WEBSITE CHALLENGE

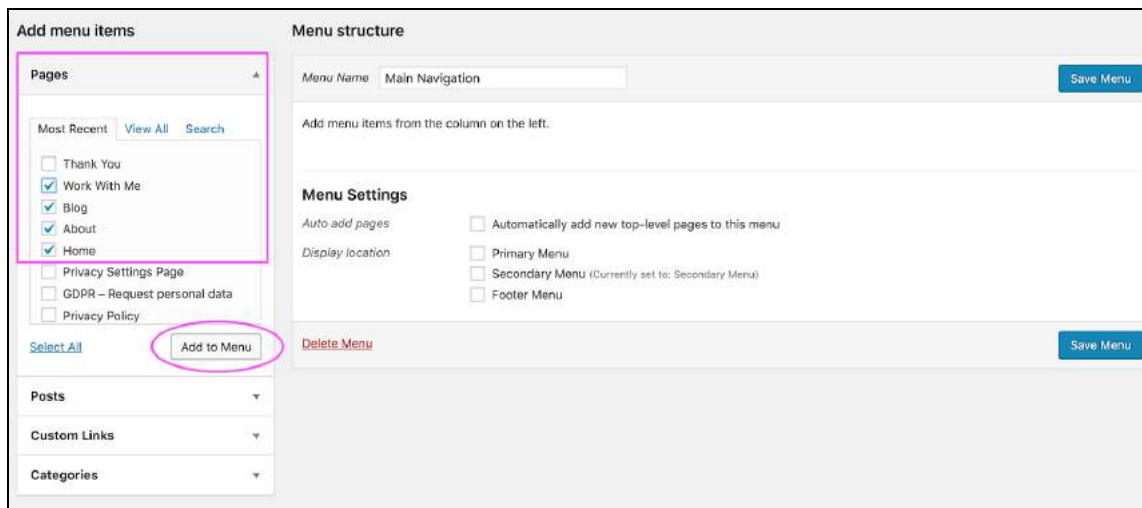
Click “Create a New Menu”



**Give it a name.** You can title it whatever you want, but make it meaningful to you. I like to call it “Main Navigation”. Then click “Create Menu”.

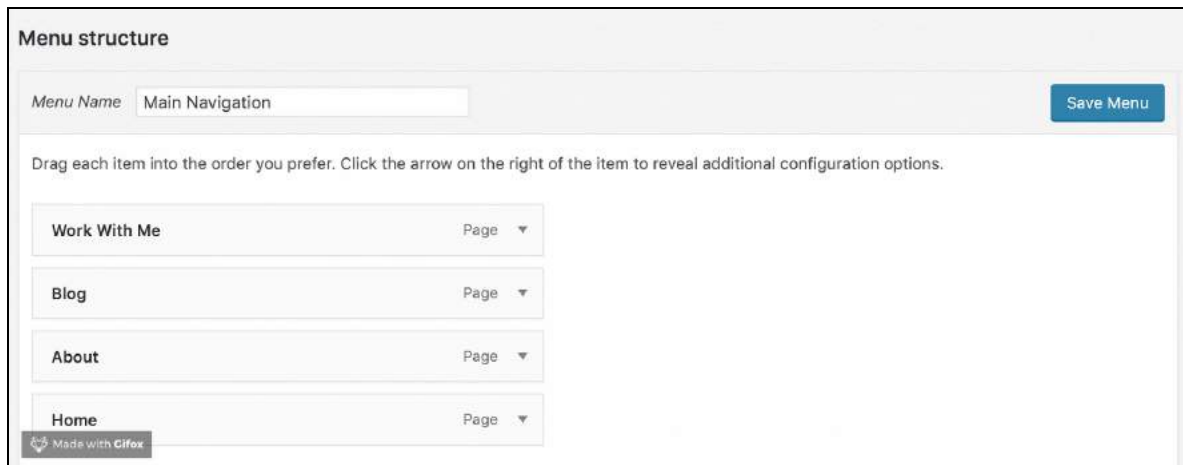


**To add pages to your menu,** check the pages you want to add and click Add to Menu.



# 5+DAY WEBSITE CHALLENGE

**To reorder pages,** click and drag them to put them in the order you want. To make a submenu item, drag the item slightly to the right and it'll stick under the above menu item.



**Menu structure**

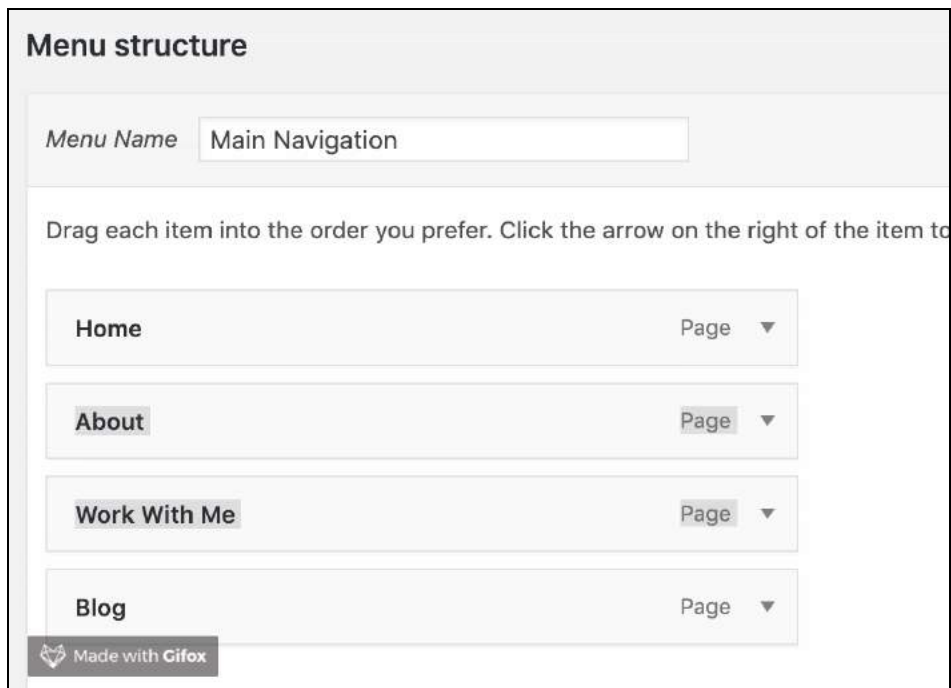
Menu Name:  Save Menu

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

- Work With Me Page ▼
- Blog Page ▼
- About Page ▼
- Home Page ▼

Made with Gifox

**To remove a page from a menu,** expand the menu item and click remove. This doesn't delete the page, it just removes it from your menu.



**Menu structure**

Menu Name:

Drag each item into the order you prefer. Click the arrow on the right of the item to

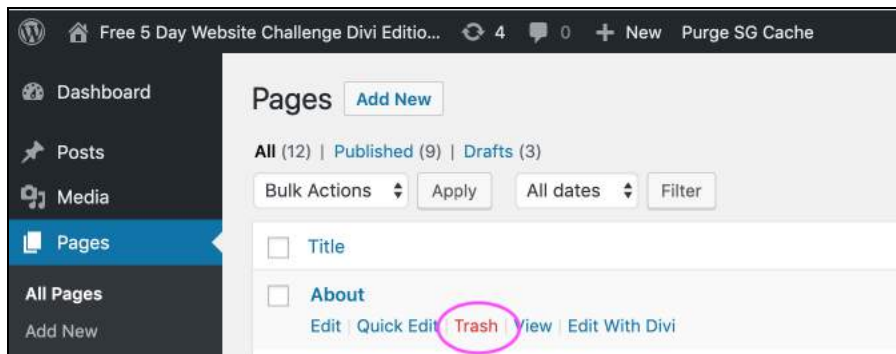
- Home Page ▼
- About Page ▼
- Work With Me Page ▼
- Blog Page ▼

Made with Gifox

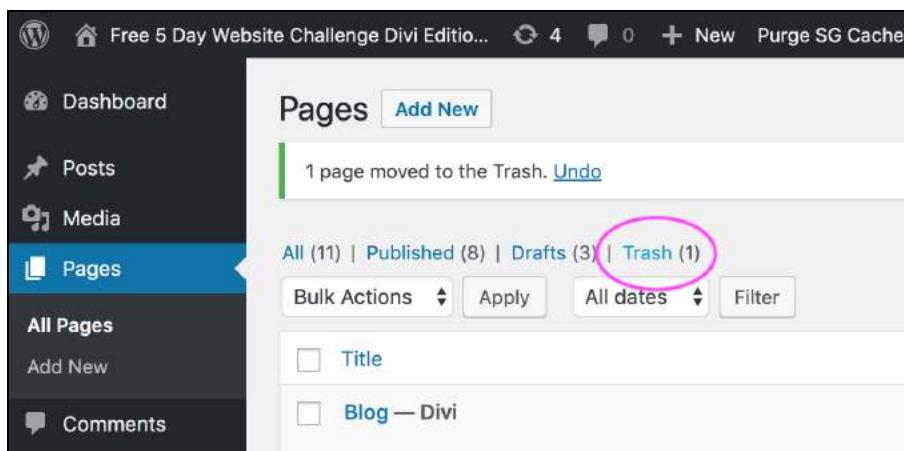


# 5+DAY WEBSITE CHALLENGE

To delete a page, go to Pages > All Pages, mouse over the page you want to delete, and click “Trash”.



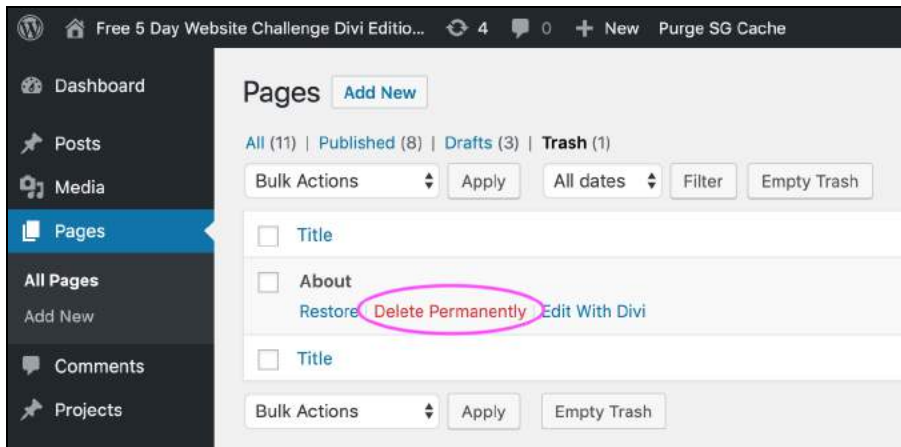
To fully delete it (so that you can re-use the same link on another page), from Pages click on the “Trash” link:



Then click on and “Delete Permanently”.



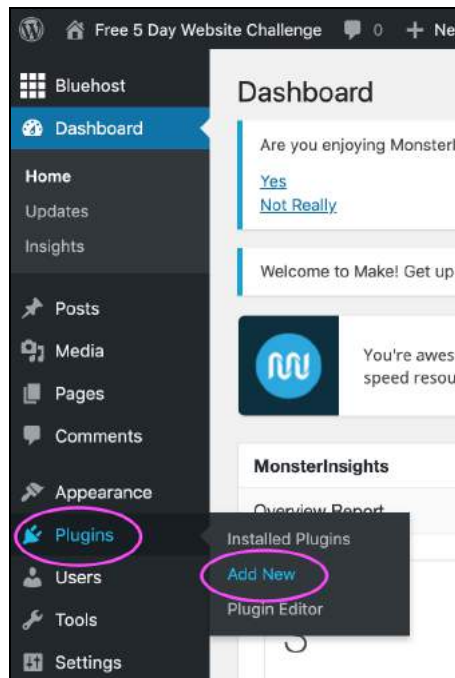
# 5+DAY WEBSITE CHALLENGE



## 1.7 - Installing Plugins

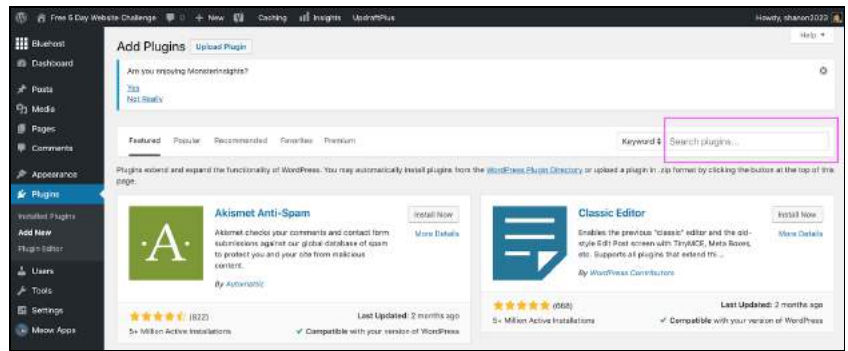
How to install a plugin:

From the WP Dashboard, go to Plugins > Add New.



# 5+DAY WEBSITE CHALLENGE

**Option #1 - Search the Plugin Repository:** Type the plugin name in the “Search Plugins...” box.



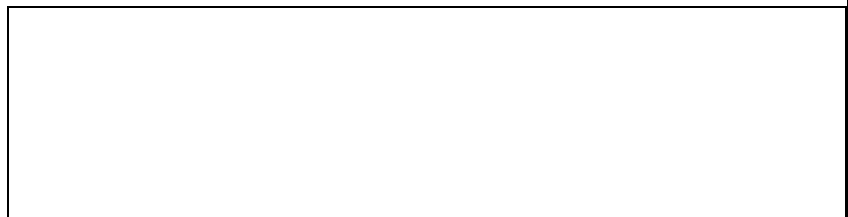
**When your plugin appears, click “Install Now”**



**After it's done installing, click “Activate”** You're done!

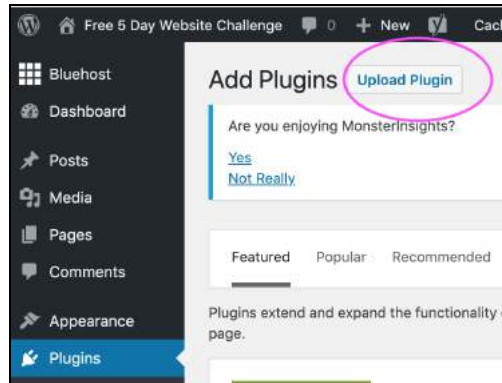


**Option #2 - Download + Upload:** Download the plugin file from the WordPress repository, or from the plugin's website. Note where you saved the file on your computer, and make sure the file remains zipped (.zip)



# 5+DAY WEBSITE CHALLENGE

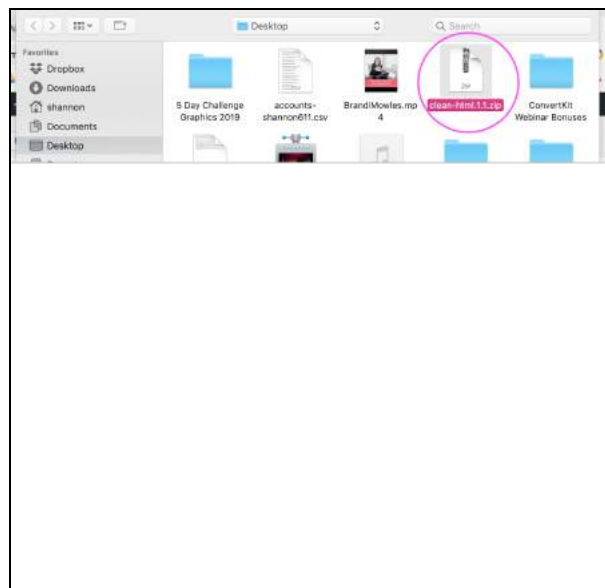
Go to Plugins > Add New and click "Upload Plugin"



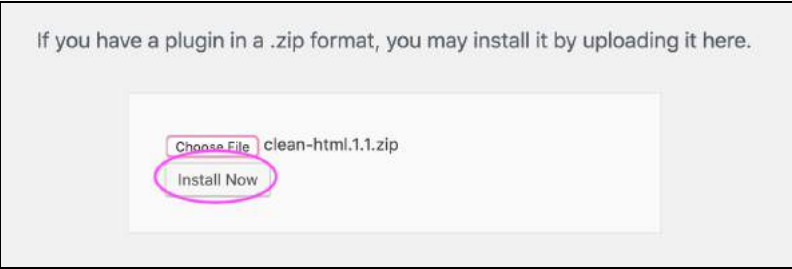
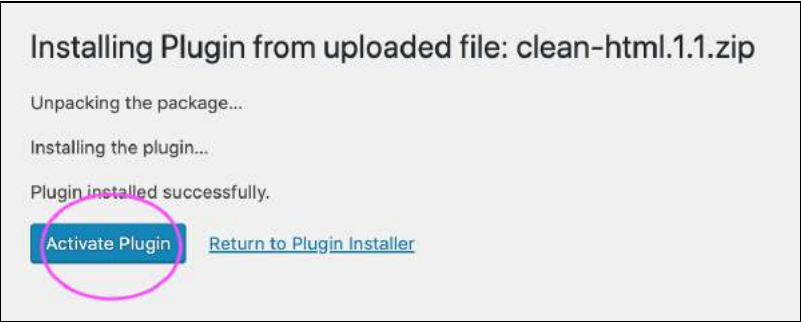
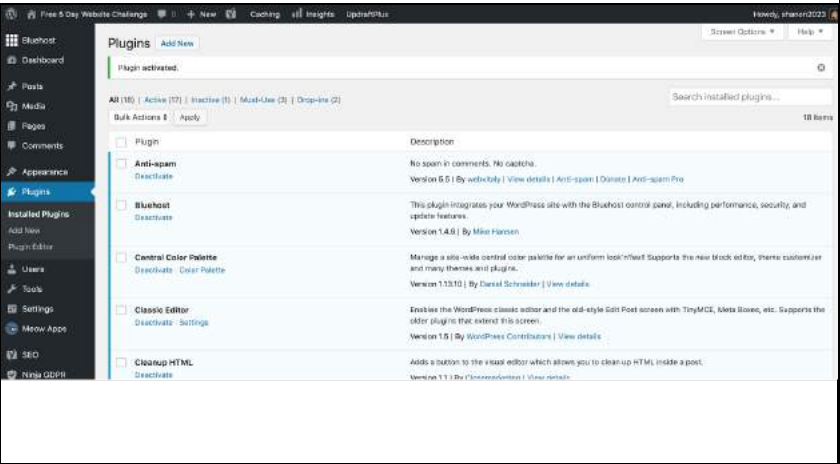
Click "Choose File"



Navigate to where you saved the file on your computer, click it and click open. (I'm on a Mac, this will look different for you if you're on a PC)



# 5+DAY WEBSITE CHALLENGE

Click "Install Now"	
Click "Activate Plugin"	
WordPress will redirect you to your Installed Plugins page on successful installation. It looks something like this:	

Follow the above steps, using either Option 1 (faster) or Option 2 to install the following plugins:

- **WordFence**
- **Updraft Plus**
- **Titan Antispam**

## 5+DAY WEBSITE CHALLENGE

- **Disable Comments**
- **Smush**
- **Central Color Palette**
- **Cookie Notice**
- **Site Kit by Google**
- **Yoast SEO**

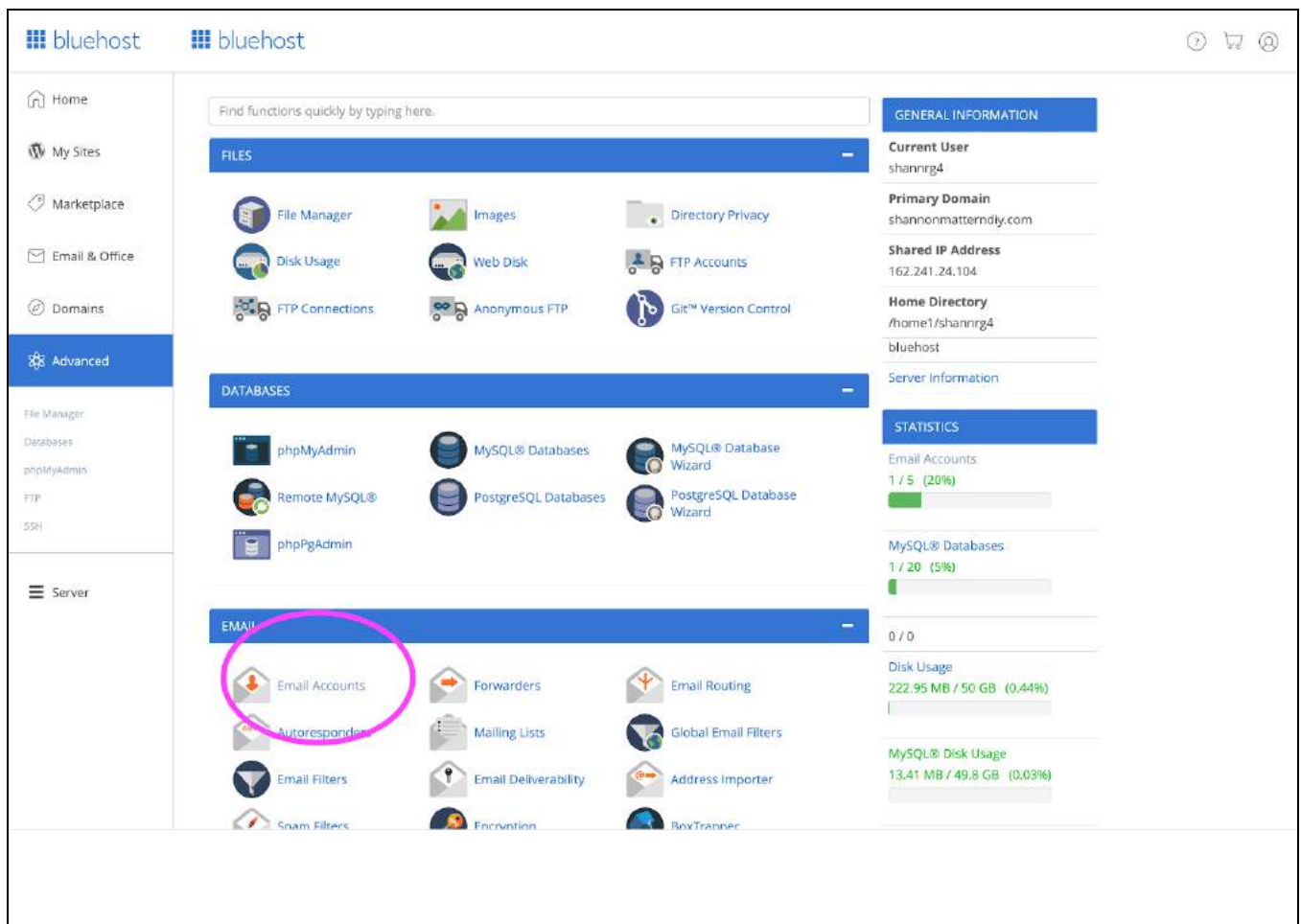
# 5+DAY WEBSITE CHALLENGE

## 1.8 - Business Email Address Setup

We'll set up a free branded email address so that you look super professional!

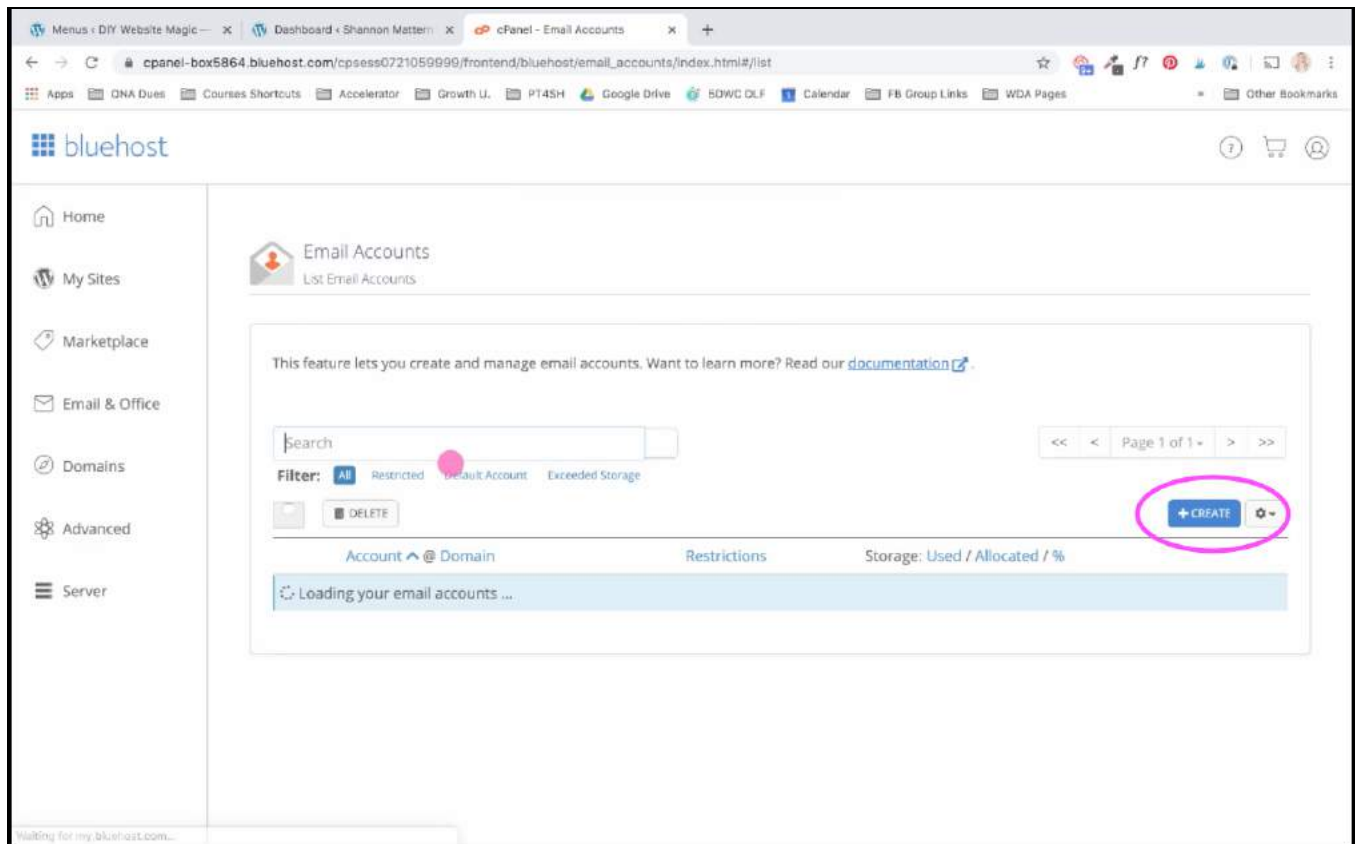
*If you can swing it, I highly recommend Bluehost's GSuite for \$6/month for your business email - way easier to use than the free account we're gonna set up in this training and if you do that you can skip all this setup...*

1. Log into your Bluehost Account
2. Click on Advanced
3. Click on Email Accounts



# 5+DAY WEBSITE CHALLENGE

Click on Create



# 5+DAY WEBSITE CHALLENGE

Follow the steps on the next screenshot to set up your email account. **Note your password in the [Password Tracker](#).**

The screenshot shows the Bluehost cPanel interface for creating an email account. On the left is a sidebar with navigation links: Home, My Sites, Marketplace, Email & Office, Domains, Advanced, and Server. The main content area is titled 'Email Accounts' with sub-links 'List Email Accounts' and 'Create an Email Account'. Below this is a large box titled 'CREATE AN EMAIL ACCOUNT' with a 'Show/Hide Help' link. It contains four numbered steps: 1. Enter what you want the first part of your email address to be here. (Username field with placeholder '@shannonmatterndiy.com'), 2. Create a password here. (Password field with a 'GENERATE' button), 3. Leave this as is. (Storage Space dropdown set to 100 MB), and 4. Make sure this box is checked. (A checked checkbox for 'Send a welcome email with instructions to set up a mail client.'). At the bottom are '+ CREATE' and 'GO BACK' buttons. To the right of the main form, there's a summary box showing '4 Available' and '1 Used' email accounts, and sections for 'MISSING A DOMAIN?' (with links for Subdomains and Aliases) and 'NEED HELP?' (with a link for 'About This Interface').

bluehost bluehost

Home My Sites Marketplace Email & Office Domains Advanced Server

Email Accounts  
[List Email Accounts](#) [Create an Email Account](#)

Use this page to create new email addresses for any of the domains on your cPanel account. Want to learn more? Read our [documentation](#).

**CREATE AN EMAIL ACCOUNT** [Show/Hide Help](#)

1. Enter what you want the first part of your email address to be here.  
**Username**  
Enter your email address's username: @shannonmatterndiy.com

You can use letters, numbers, periods, hyphens, and underscores. Usernames can't have more than 64 characters.  
Missing a domain?

2. Create a password here.  
**Password**  
Enter Password GENERATE

**Storage Space**  
3. Leave this as is.  
100 MB  
100 MB

☒ Send a welcome email with instructions to set up a mail client. 4. Make sure this box is checked.

☐ Stay on this page after I click Create.

+ CREATE 5. Click create. GO BACK

4 Available 1 Used

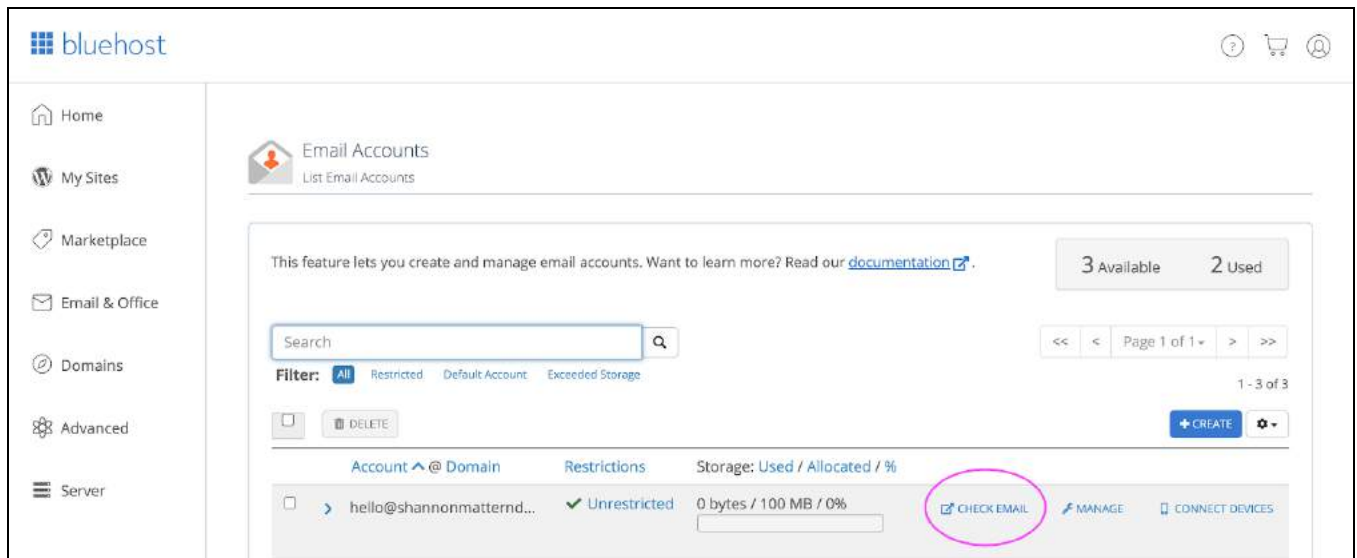
**MISSING A DOMAIN?**  
Subdomains let you create subsections of your domains.  
[Manage Subdomains](#)  
Aliases let you point a domain towards another of your domains' content.  
[Manage Aliases](#)

**NEED HELP?**  
[About This Interface](#)



# 5+DAY WEBSITE CHALLENGE

Click on Check Email:



Set a default email service for when you check it online through Bluehost, and configure it on your own devices using the steps in the next screenshot:

# 5+DAY WEBSITE CHALLENGE

Webmail

53.51 KB / 100 MB hello@shannonmatterndly.com LOGOUT

## Choose a Default Webmail Application

  
Set as Default

  
1. Click "Set as Default" to set Roundcube as the default  
Set as Default




  
Set as Default

For more email configuration options, click the *User Preferences* menu in the top navigation bar.

When you access an email account through a desktop email application such as "MacOS® Mail.app® for "Lion" (10.7+)", the email application will require specific information about your email account. You can use the auto-configure options below to attempt to automatically configure your email application. If the available options are not compatible with your application, you will need to use the **Manual Settings** information.

## Mail Client Automatic Configuration Scripts

Listed below are the available mail client automatic configuration scripts. Select the script for your mail client and operating system.

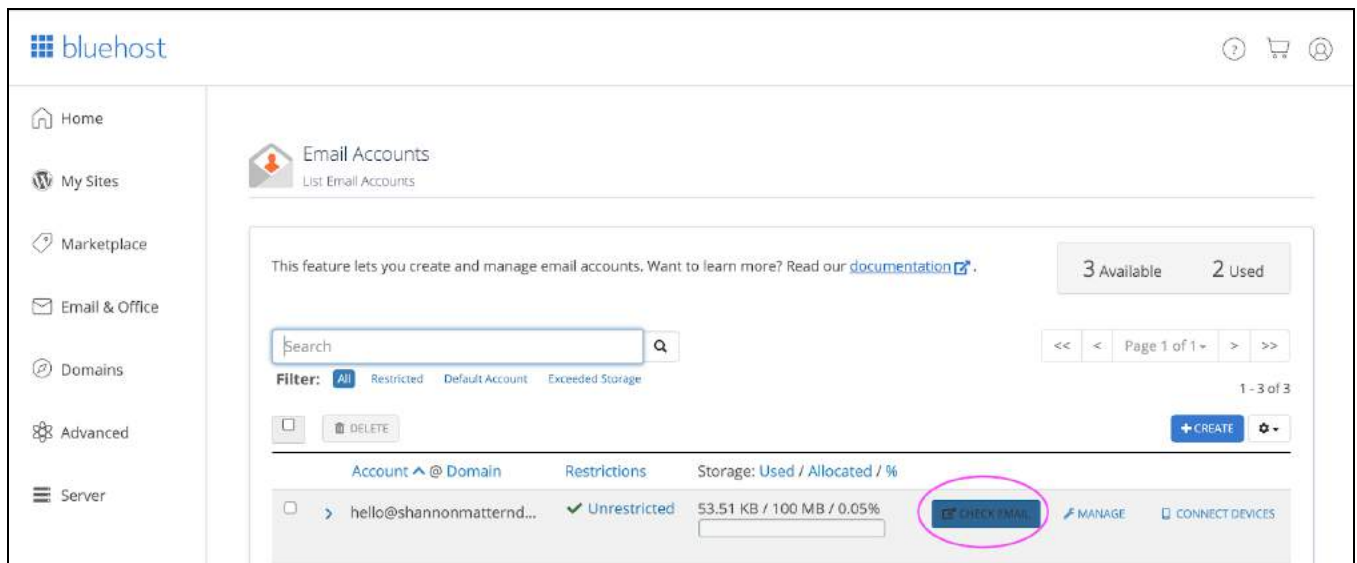
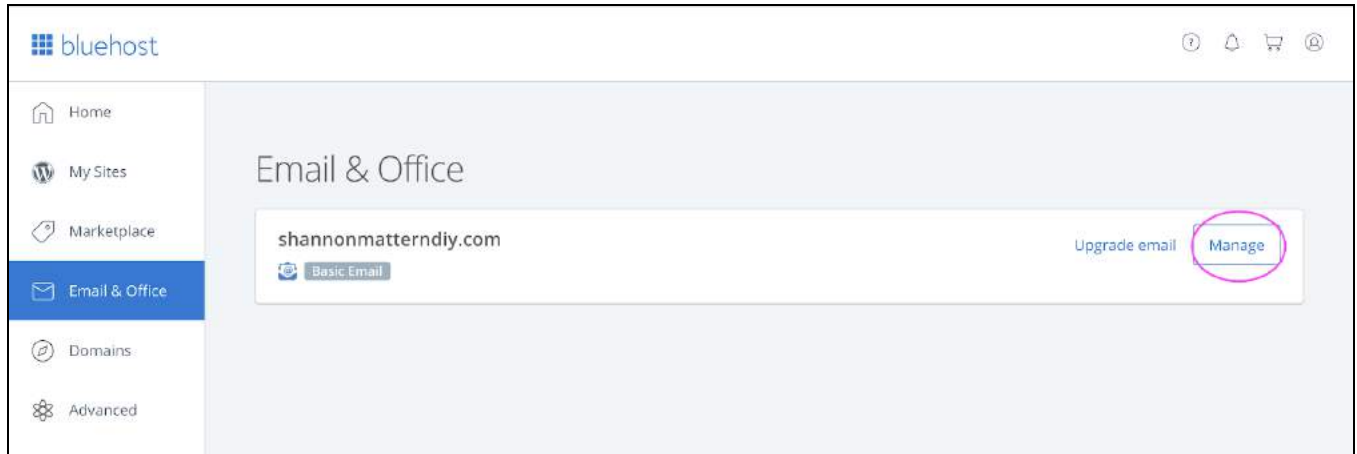
Application	Protocols
iOS for iPhone/iPad/iPod and MacOS® Mail.app® for Mountain Lion (10.8+)	IMAP over SSL/TLS IMAP
MacOS® Mail.app® for "Lion" (10.7+) 	IMAP over SSL/TLS IMAP
MacOS® Mail.app® for "Pre Lion" (10.4+) 	IMAP over SSL/TLS IMAP
Postbox®	Auto Config
Mozilla Thunderbird®	Auto Config
KDE Kmail	Auto Config
Mail for Windows® 10	Auto Discovery
Microsoft Outlook 2010® for Windows®	Auto Discovery
Windows Live Mail® 	IMAP over SSL/TLS POP3 over SSL/TLS IMAP POP3 (Post Office Protocol v3)

2. If you want to set this email up on a mail app you have on your computer, choose the one you have and follow the setup instructions.

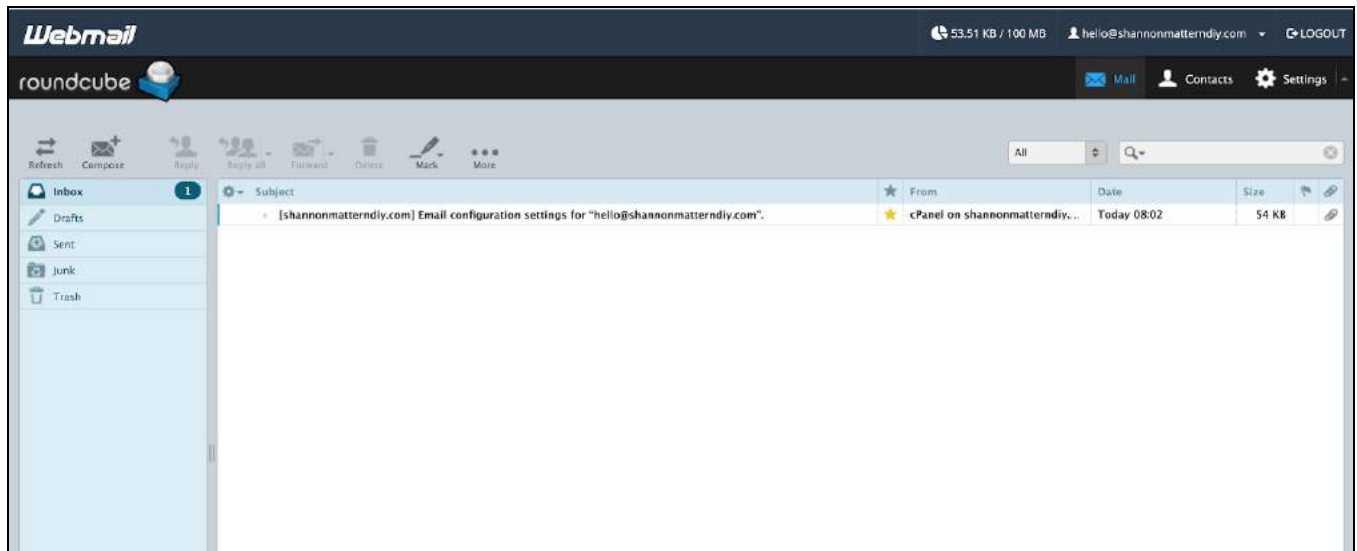
# 5+DAY WEBSITE CHALLENGE

## To check your email via Bluehost:

1. Log into your Bluehost Account
2. Click on Email + Office
3. Click Manage
4. Click Check Email



# 5+DAY WEBSITE CHALLENGE



That's it! So you can choose to check your email from inside Bluehost, or from your phone or computer once you've followed the setup instructions Bluehost gave you for your device or email app.

# 5+DAY WEBSITE CHALLENGE

## Day 2 - Setup

### 2.0 - The Big Picture

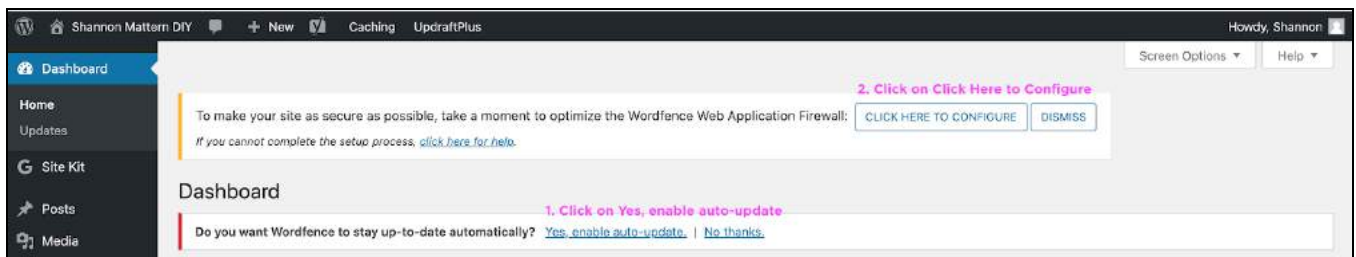
In Day 2, we're going to go through all the WordPress + plugin settings we need to configure - just one time and then we never have to look at them again!

### 2.1 - Security - WordFence

When you installed WordFence in Day 1, the following notices appeared at the top of your WordPress Dashboard:

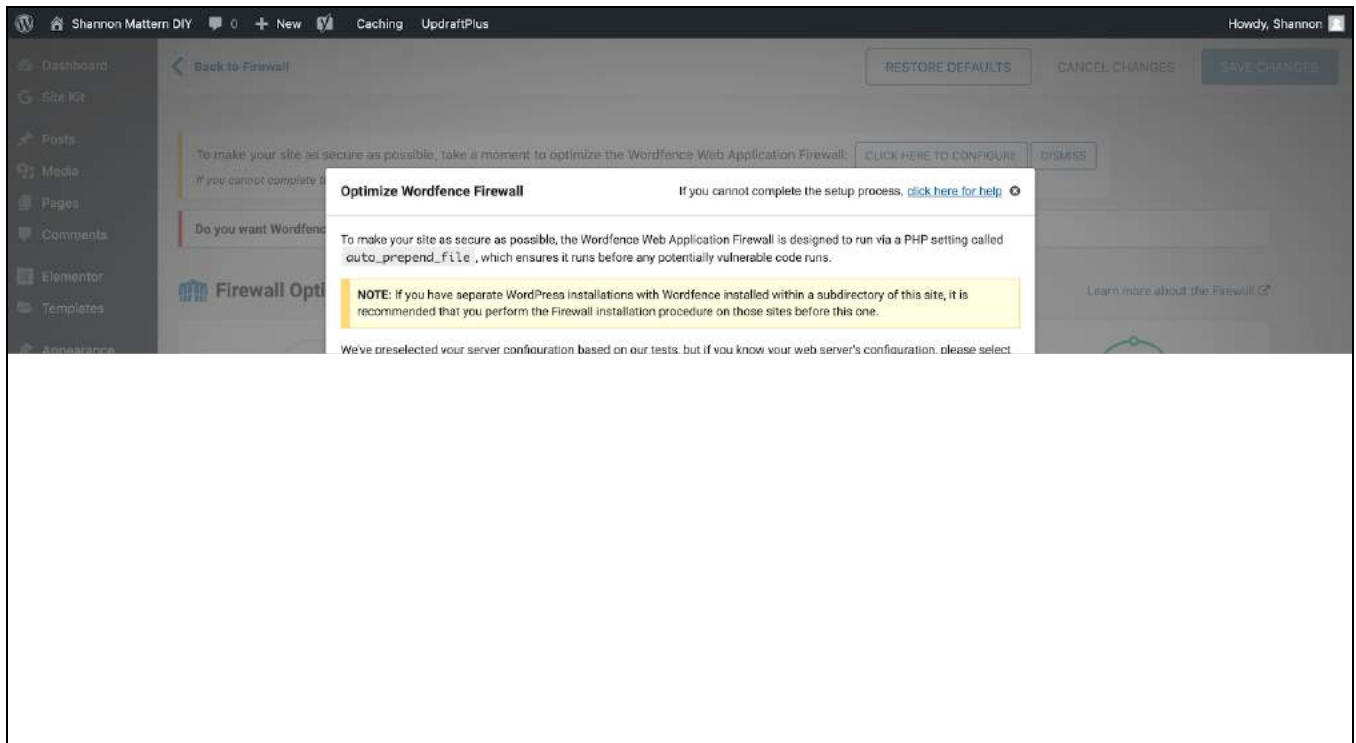


1. Click Yes, Enable Autoupdate
2. Click Click Here to Configure



3. Follow the steps on the next screenshot:

# 5+DAY WEBSITE CHALLENGE



You'll either get a message that the firewall setup was successful, or one that it's still configuring. Either way, you're done and you can move on to the next step, which is configuring WordFence's options.

Screenshots of all my recommended settings are on the following pages:

# 5+DAY WEBSITE CHALLENGE

Shannon Mattern DIY

10

New

Caching

UpdraftPlus

Howdy, Shannon

Dashboard

Site Kit

Posts

Media

Pages

Comments

Elementor

Templates

Appearance

Plugins 1

Users

Tools

Settings

SEO

Titan Anti-spam

Wordfence

Dashboard

Firewall

Scan

Tools

Login Security

Search All Options

RESTORE DEFAULTS

CANCEL CHANGES

SAVE CHANGES

All Options

EXPAND ALL

These options are also available throughout the plugin pages, in the relevant sections. This page is provided for easier setup for experienced Wordfence users.

Wordfence Global Options

Wordfence License

Your Wordfence License

License Key 3ac3dae6d7a88b1ca2cb6ecb6a41dbb77a11b1ea45695707bd4dba0f84b9a64cdb0c1e192ffa234be256b5d24beafdc79f4529a99d606f230e9b0d6ca63d6926df

License Status: Free License Active

UPGRADE TO PREMIUM

View Customization

☒ Display "All Options" menu item

☐ Display "Blocking" menu item

☐ Display "Live Traffic" menu item

General Wordfence Options

☒ Update Wordfence automatically when a new version is released? Automatically updates Wordfence to the newest version within 24 hours of a new release.

Where to email alerts hello@shannonmatterndiy.com

How does Wordfence get IPs?

☒ Let Wordfence use the most secure method to get visitor IP addresses. Prevents spoofing and works with most sites. (Recommended)

☐ Use PHP's built in REMOTE\_ADDR and don't use anything else. Very secure if this is compatible with your site.

☐ Use the X-Forwarded-For HTTP header. Only use if you have a front-end proxy or spoofing may result.

☐ Use the X-Real-IP HTTP header. Only use if you have a front-end proxy or spoofing may result.

Copyright 2020 | WP+BFF LLC | All Rights Reserved

50

# 5+DAY WEBSITE CHALLENGE

Dashboard Notification Options

☐

Updates Needed (Plugin, Theme, or Core)

☒

Scan Status

Dashboard notifications will also be displayed for Security Alerts, Promotions, Blog Highlights, and Product Updates. These notifications can be disabled by upgrading to a premium license.

UPGRADE TO PREMIUM

LEARN MORE

Email Alert Preferences

☐

Email me when Wordfence is automatically updated  
If you have automatic updates enabled (see above), you'll get an email when an update occurs.

☐

Email me if Wordfence is deactivated

☐

Email me if the Wordfence Web Application Firewall is turned off

☒

Alert me with scan results of this severity level or greater:

Critical

☐

Alert when an IP address is blocked

☐

Alert when someone is locked out from login

☐

Alert when someone is blocked from logging in for using a password found in a breach

☐

Alert when the "lost password" form is used for a valid user

☐

Alert me when someone with administrator access signs in

☐

Only alert me when that administrator signs in from a new device or location

☐

Alert me when a non-admin user signs in

☐

Only alert me when that user signs in from a new device or location

☐

Alert me when there's a large increase in attacks detected on my site

Maximum email alerts to send per hour  
0 means unlimited alerts will be sent.

0

Activity Report

☐

Enable email summary

Once a week

List of directories to exclude from recently modified file list

wp-content/cache  
wp-content/wflogs

☐

Enable activity report widget on the WordPress dashboard

Copyright 2020 | WP+BFF LLC | All Rights Reserved

51



# 5+DAY WEBSITE CHALLENGE

## Firewall Options

### Basic Firewall Options

#### Web Application Firewall Status

**Enabled and Protecting:** In this mode, the Wordfence Web Application Firewall is actively blocking requests matching known attack patterns and is actively protecting your site from attackers.

Enabled and Protecting

#### Protection Level

**Extended Protection:** All PHP requests will be processed by the firewall prior to running.

If you're moving to a new host or a new installation location, you may need to temporarily disable extended protection to avoid any file not found errors. Use this action to remove the configuration changes that enable extended protection mode or you can [remove them manually](#).

REMOVE EXTENDED PROTECTION

#### Real-Time IP Blacklist

**Premium Feature:** This feature blocks all traffic from IPs with a high volume of recent malicious activity using Wordfence's real-time blacklist.

UPGRADE TO PREMIUM

LEARN MORE

### Advanced Firewall Options

☐ Delay IP and Country blocking until after WordPress and plugins have loaded (only process firewall rules early) ?

Whitelisted IP addresses that bypass all rules ?

Whitelisted IPs must be separated by commas or placed on separate lines. You can specify ranges using the following formats: 127.0.0.1/24, 127.0.0.1[1-100], or 127.0.0.1-127.0.1.100 Wordfence automatically whitelists *private networks* because these are not routable on the public Internet.

Whitelisted services ?

☒ Sucuri ☒ Facebook ☒ Uptime Robot ☒ StatusCake ☒ ManageWP ☒ Seznam Search Engine

Immediately block IPs that access these URLs ?

Separate multiple URLs with commas or place them on separate lines. Asterisks are wildcards, but use with care. If you see an attacker repeatedly probing your site for a known vulnerability you can use this to immediately block them. All URLs must start with a "/" without quotes and must be relative. e.g. /badURLone/, /bannedPage.html, /dont-access/this/URL/, /starts/with-\*

Ignored IP addresses for Wordfence Web Application Firewall alerting ?

Ignored IPs must be separated by commas or placed on separate lines. These addresses will be ignored from any alerts about increased attacks and can be used to ignore things like standalone website security scanners.

### Rules ?

	Category	Description
<input checked="" type="checkbox"/>	whitelist	Whitelisted URL
<input checked="" type="checkbox"/>	lfi	Slider Revolution: Local File Inclusion
<input checked="" type="checkbox"/>	sqli	SQL Injection
<input checked="" type="checkbox"/>	xss	XSS: Cross Site Scripting
<input checked="" type="checkbox"/>	file_upload	Malicious File Upload
<input checked="" type="checkbox"/>	lfi	Directory Traversal
<input checked="" type="checkbox"/>	lfi	LFI: Local File Inclusion
<input checked="" type="checkbox"/>	xxe	XXE: External Entity Expansion
<input checked="" type="checkbox"/>	xss	Drupal 8 XSS HTML injection in inline JavaScript

# 5+DAY WEBSITE CHALLENGE

## Brute Force Protection

### Enable brute force protection ?

This option enables all 'Brute Force Protection' options, including strong password enforcement and invalid login throttling. You can modify individual options below.

OFF ON

Lock out after how many login failures ?

10

Lock out after how many forgot password attempts ?

10

Count failures over what time period ?

1 hour

Amount of time a user is locked out ?

2 months

☐ Immediately lock out invalid usernames ?

Immediately block the IP of users who try to sign in as these usernames ?

Hit enter to add a username

× admin

× administrator

☒ Prevent the use of passwords leaked in data breaches ?

For admins only

### Additional Options

☒ Enforce strong passwords ?

Force admins and publishers to use strong passwords (recomm...

☒ Don't let WordPress reveal valid users in login errors ?

☒ Prevent users registering 'admin' username if it doesn't exist ?

☒ Prevent discovery of usernames through '/?author=N' scans, the oEmbed API, and the WordPress REST API ?

☐ Block IPs who send POST requests with blank User-Agent and Referer ?

Custom text shown on block pages ?

HTML tags will be stripped prior to output and line breaks will be converted into the appropriate tags.

☒ Check password strength on profile update ?

☒ Participate in the Real-Time Wordfence Security Network ?

## Rate Limiting

### Enable Rate Limiting and Advanced Blocking ?

NOTE: This checkbox enables ALL blocking/throttling functions including IP, country and advanced blocking, and the 'Rate Limiting Rules' below.

OFF ON

How should we treat Google's crawlers ?

Verified Google crawlers will not be rate-limited

If anyone's requests exceed ?

Unlimited

then

throttle it

If a crawler's page views exceed ?

Unlimited

then

throttle it

If a crawler's pages not found (404s) exceed ?

Unlimited

then

throttle it

If a human's page views exceed ?

Unlimited

then

throttle it

If a human's pages not found (404s) exceed ?

Unlimited

then

throttle it

How long is an IP address blocked when it breaks a rule ?

5 minutes

Whitelisted 404 URLs ?

These URL patterns will be excluded from the throttling rules used to limit crawlers.

Copyright 2020 | WP+BFF LLC | All Rights Reserved

//favicon.ico

/\*@2x.png

/browserconfig.xml

# 5+DAY WEBSITE CHALLENGE

## Whitelisted URLs

**Add Whitelisted URL/Param** ⓘ The URL/parameters in this table will not be tested by the firewall. They are typically added while the firewall is in Learning Mode or by an admin who identifies a particular action/request is a false positive.

DELETE

ENABLE

DISABLE

Filter By: URL

Filter Value

FILTER

<input type="checkbox"/>	Enabled	URL	Param	Created	Source	User	IP
--------------------------	---------	-----	-------	---------	--------	------	----

No whitelisted URLs currently set.

Monitor background requests from an administrator's web browser for false positives ⓘ

☒ Front-end Website ☒ Admin Panel

## Blocking Options

### Advanced Country Blocking Options

#### Put Geographic Protection In Place With Country Blocking

Wordfence country blocking is designed to stop an attack, prevent content theft, or end malicious activity that originates from a geographic region in less than 1/300,000th of a second. Blocking countries who are regularly creating failed logins, a large number of page not found errors, and are clearly engaged in malicious activity is an effective way to protect your site during an attack.



[UPGRADE TO PREMIUM](#)

## Scan Options

### Scan Scheduling

Schedule Wordfence Scans ⓘ

☒ Let Wordfence choose when to scan my site (recommended)

☐ Manually schedule scans [Premium Feature](#)

### Basic Scan Type Options

☐ Limited Scan

For entry-level hosting plans. Provides limited detection capability with very low resource utilization.

☐ Standard Scan

Our recommendation for all websites. Provides the best detection capability in the industry.

☐ High Sensitivity

For site owners who think they may have been hacked. More thorough but may produce false positives.

☒ Custom Scan

Selected automatically when General Options have been customized for this website.

# 5+DAY WEBSITE CHALLENGE

General Options

Check if this website is on a domain blacklist **Premium Feature**

Reputation check

Check if this website is being "Spamvertised" **Premium Feature**

Reputation check

Check if this website IP is generating spam **Premium Feature**

Reputation check

☒

Scan for misconfigured How does Wordfence get IPs

☒

Scan for publicly accessible configuration, backup, or log files

☒

Scan for publicly accessible quarantined files

☒

Scan core files against repository versions for changes

☒

Scan theme files against repository versions for changes

☒

Scan plugin files against repository versions for changes

☒

Scan wp-admin and wp-includes for files not bundled with WordPress

☒

Scan for signatures of known malicious files

☒

Scan file contents for backdoors, trojans and suspicious code

☒

Scan file contents for malicious URLs

☒

Scan posts for known dangerous URLs and suspicious content

☒

Scan comments for known dangerous URLs and suspicious content

☒

Scan WordPress core, plugin, and theme options for known dangerous URLs and suspicious content

☒

Scan for out of date, abandoned, and vulnerable plugins, themes, and WordPress versions

☒

Scan for admin users created outside of WordPress

☒

Check the strength of passwords

☒

Monitor disk space

☒

Monitor Web Application Firewall status

☒

Scan files outside your WordPress installation

☒

Scan images, binary, and other files as if they were executable

# 5+DAY WEBSITE CHALLENGE

Dashboard

Site Kit

Posts

Media

Pages

Comments

Elementor

Templates

Appearance

Plugins 1

Users

Tools

Settings

SEO

Titan Anti-spam

Wordfence

Dashboard

Firewall

Scan

Tools

Login Security

All Options

Help

Upgrade To Premium

Smush

Collapse menu

Performance Options

☒ Use low resource scanning (reduces server load by lengthening the scan duration) ⓘ

Limit the number of issues sent in the scan results email ⓘ  
0 or empty means unlimited issues will be sent

1000

Time limit that a scan can run in seconds ⓘ  
0 or empty means the default of 3 hours will be used

How much memory should Wordfence request when scanning ⓘ  
Memory size in megabytes

256

Maximum execution time for each scan stage ⓘ  
0 for default. Must be 8 or greater and 10-20 or higher is recommended for most servers

0

Advanced Scan Options

Exclude files from scan that match these wildcard patterns (one per line) ⓘ

Additional scan signatures (one per line) ⓘ

Tool Options

Live Traffic Options

Traffic logging mode ⓘ

SECURITY ONLY ALL TRAFFIC

☒ Don't log signed-in users with publishing access

List of comma separated usernames to ignore

List of comma separated IP addresses to ignore

Browser user-agent to ignore

Amount of Live Traffic data to store (number of rows)

2000

Maximum days to keep Live Traffic data (minimum: 1)

30

Import/Export Options

Importing and exporting of options is available on the Tools page

IMPORT/EXPORT OPTIONS

Login Security Options

Login Security options are available on the Login Security options page

LOGIN SECURITY OPTIONS

Thank you for creating with [WordPress](#)

Version 5.4.1

That's it - you're done!

# 5+DAY WEBSITE CHALLENGE

## 2.2 - Backups - Updraft Plus

You installed a plugin yesterday called Updraft Plus for backups. Here's how to configure it:

1. Go to Settings > UpdraftPlus Backups
2. Click on the Settings tab.
3. Set "Files backup schedule" to Daily and retain for 14 days.
4. Set "Database backup schedule" to Daily and retain for 14 days.
5. Choose where you'll save your backups.
6. Choose what will be backed up (see screenshot below)
7. Follow the steps to connect Updraft Plus (I recommend Google Drive or Dropbox - screenshot shows Google Drive)

The screenshot shows the WordPress dashboard with the UpdraftPlus plugin interface. The left sidebar has 'Settings' circled with a pink '1' and 'UpdraftPlus Backups' circled with a pink '2'. The main content area is titled 'UpdraftPlus Backup/Restore' and has a 'Settings' tab circled with a pink '3'. The 'Files backup schedule' is set to 'Daily' and 'Database backup schedule' is set to 'Daily', both with a retention of 14 days. A pink note says '4. Change both options to Daily + 14 to have two weeks of full backups.' Below this, there's a section 'Choose your remote storage' with various options like UpdraftPlus Vault, Dropbox, Amazon S3, Google Drive, etc. A pink note says '5. Choose where you'll store your backups - I recommend Google Drive or Dropbox (or you can pay for the Updraft Plus Vault).' The 'Google Drive' option is highlighted with a blue box.



# 5+DAY WEBSITE CHALLENGE

Dashboard

Site Kit

Posts

Media

Pages

Comments

Elementor

Templates

Google Drive

Please read [this privacy policy](#) for use of our Google Drive authorization app (none of your backup data is sent to us).

Google Drive Folder:

UpdraftPlus

To be able to set a custom folder name, use UpdraftPlus Premium.

Authenticate with Google:

After you have saved your settings (by clicking 'Save Changes' below), then come back here once and follow this link to complete authentication with Google Drive. 6. Click this link and follow the steps to connect Updraft Plus to your Google Drive.

Include in files backup:

☒ Plugins

☒ Themes

☒ Uploads

1. Make sure Plugins, Themes + Uploads are checked.

Exclude these from Uploads:

backup\*

\*backups

backwpup\*

wp-clone

snapshots

+ Add an exclusion rule

2. Leave these as is.

☒ Any other directories found inside wp-content

3. Leave these as is.

Exclude these from Others:

upgrade

cache

updraft

backup\*

\*backups

mysql.sql

debug.log

+ Add an exclusion rule

The above directories are everything, except for WordPress core itself which you can download afresh from WordPress.org. See also the "More Files" add-on from our shop.

Database encryption status: Don't want to be spied on? UpdraftPlus Premium can encrypt your database backup. It can also

# 5+DAY WEBSITE CHALLENGE

## 2.3 - Comments + Image Optimization

### Disable Comments

Use this to disable comments on your web pages (and allow them only on blog posts)

- a. Plugins > Installed Plugins > Disable Comments > Settings & check the following options, then click Save Changes.

**Disable Comments**

☐ Everywhere: Disable all comment-related controls and settings in WordPress.

**Warning:** This option is global and will affect your entire site. Use it only if you want to disable comments everywhere.

☒ On certain post types:

☐ Posts

☒ Pages

☒ Media

Disabling comments will also disable trackbacks and pingbacks. All comment-related settings are overridden for individual posts.

[Save Changes](#)

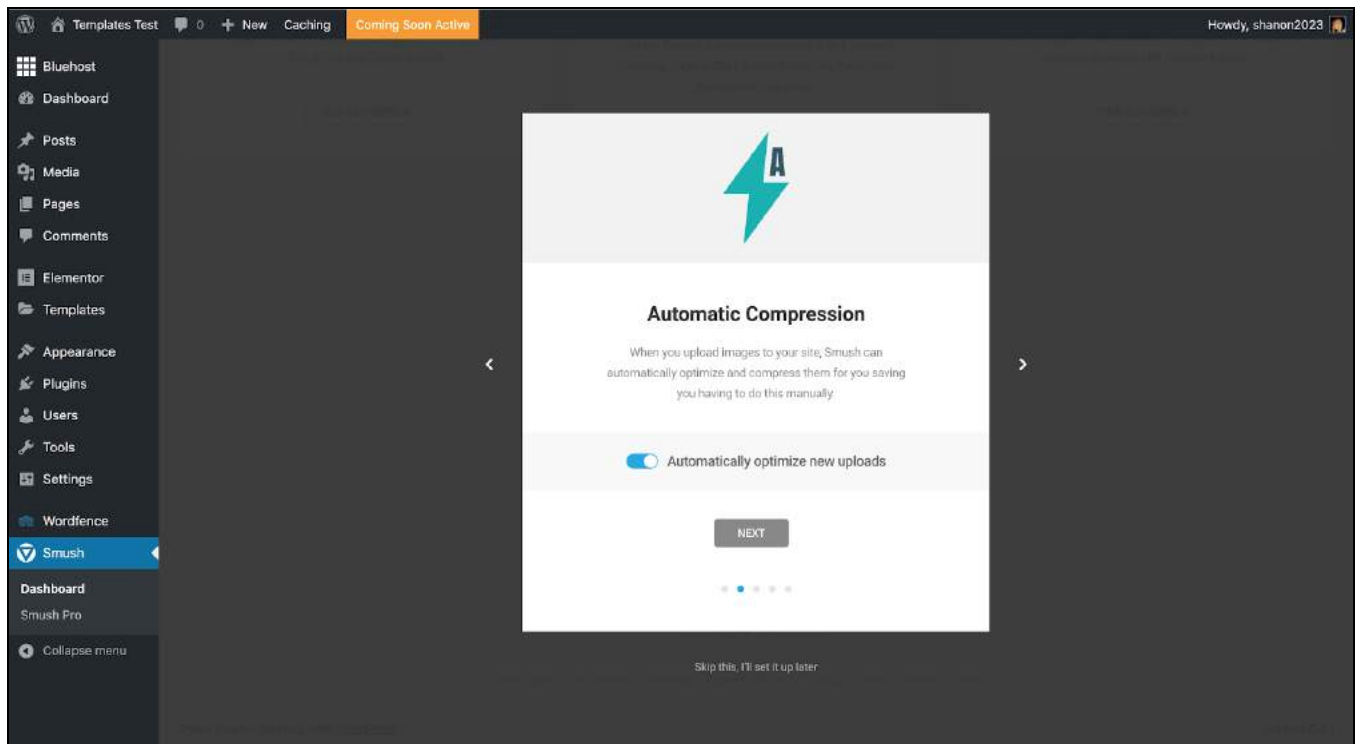
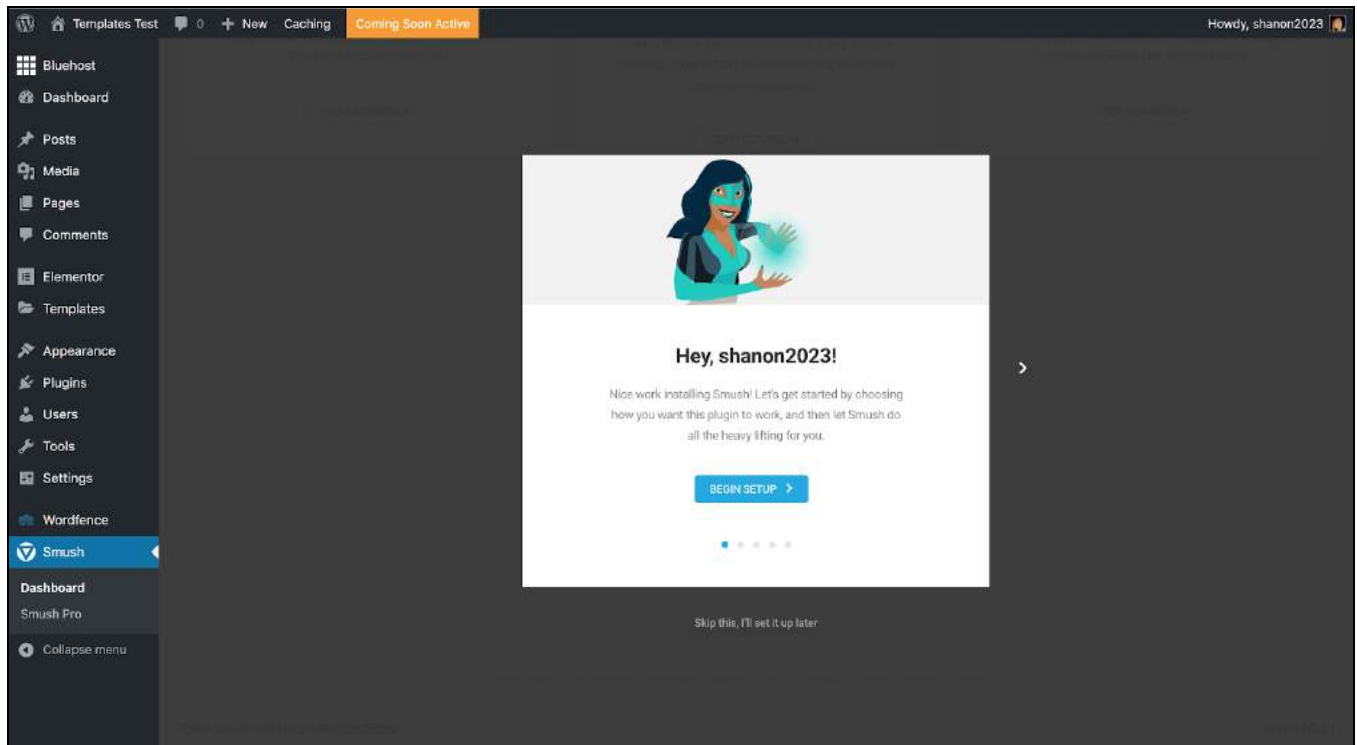
### Smush

This plugin compresses your website images so they load faster (good for your impatient website visitors and SEO).

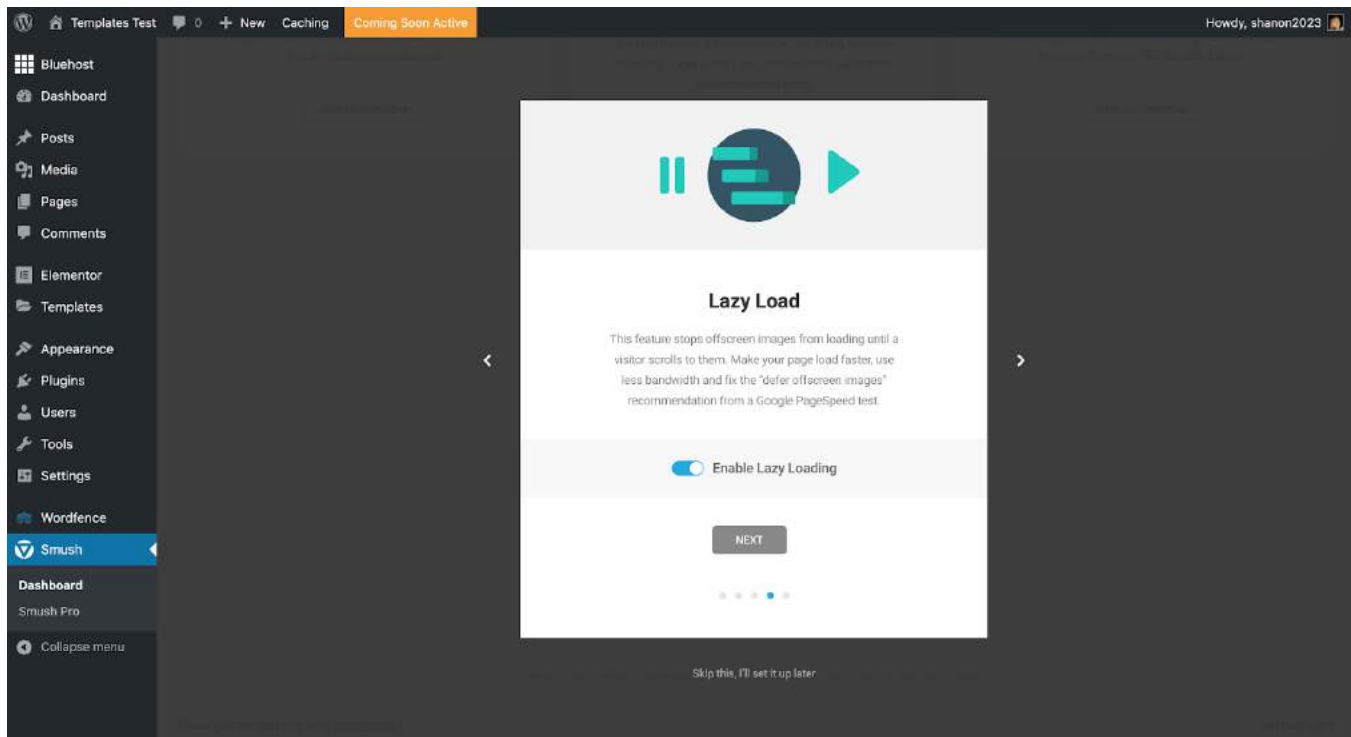
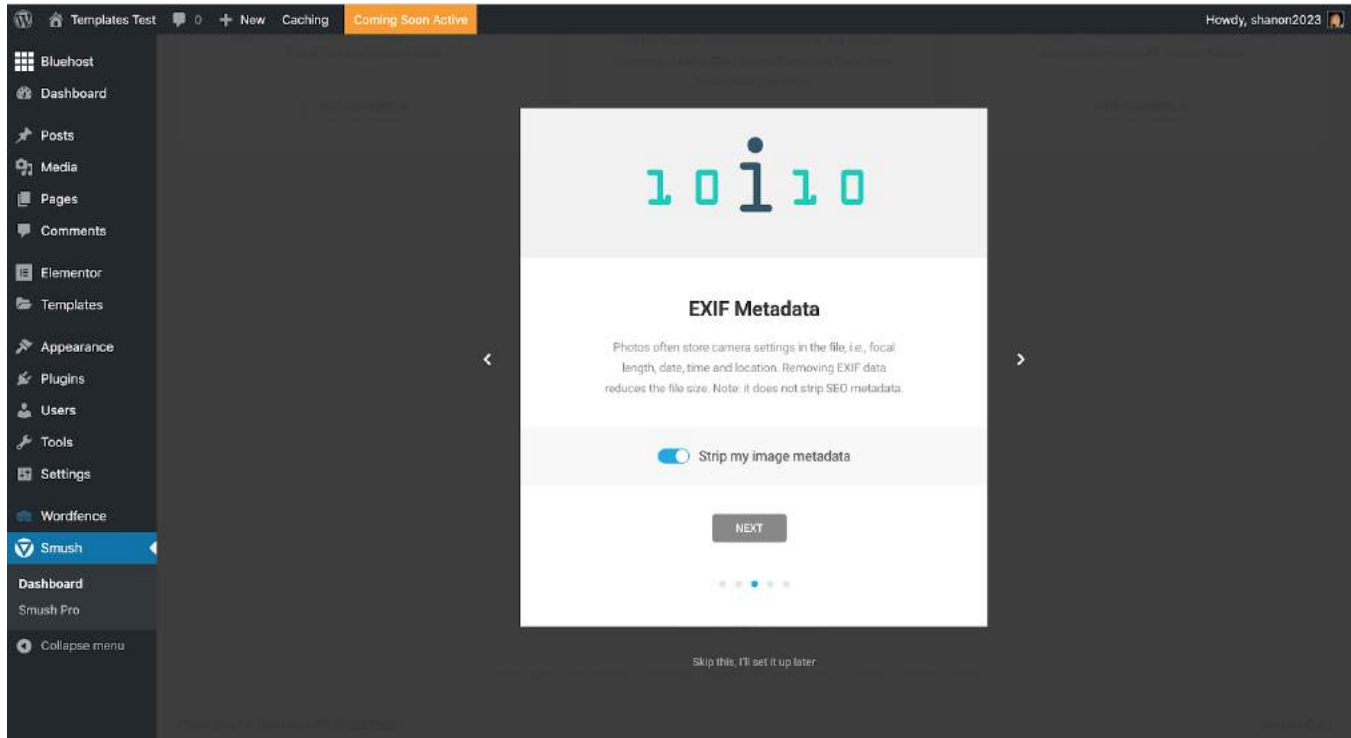
1. Go to Smush > Settings and follow the setup wizard, saying yes to every option (sharing plugin data optional)
2. Bulk smush any images you might already have on your site.



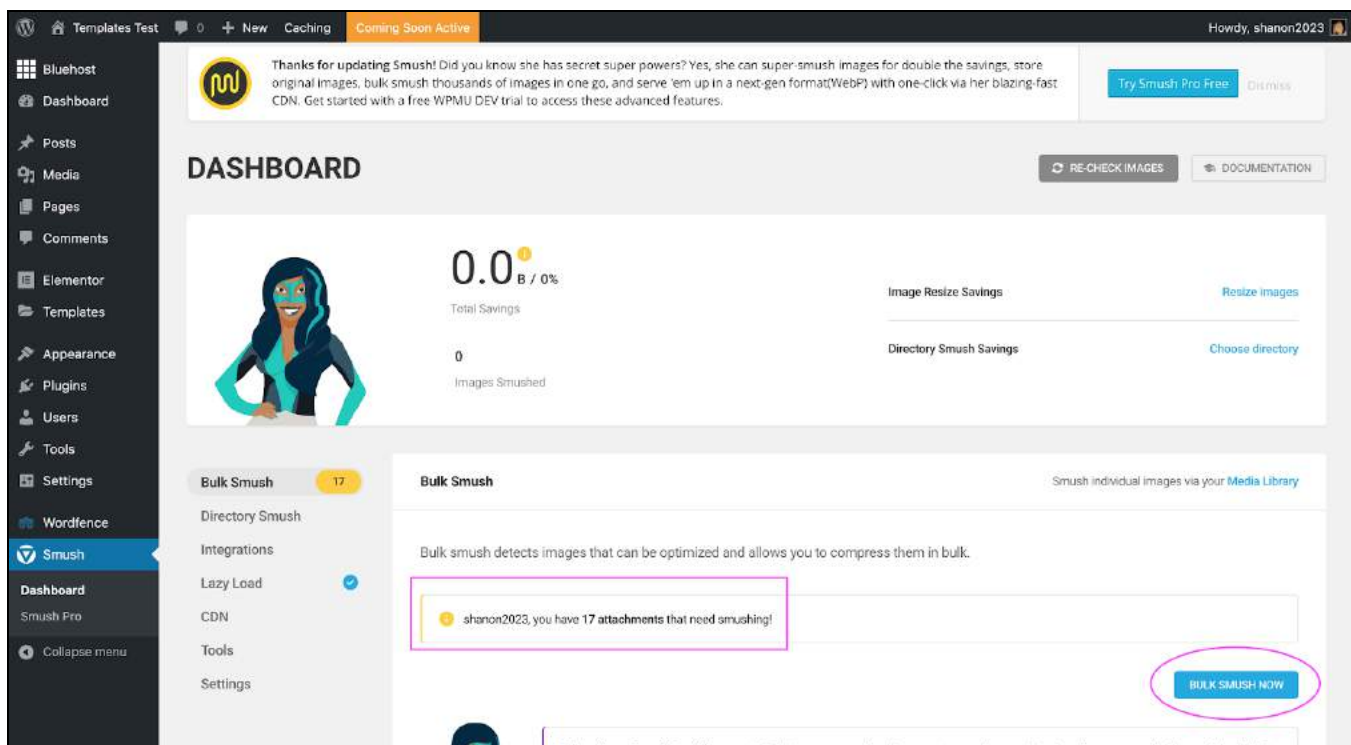
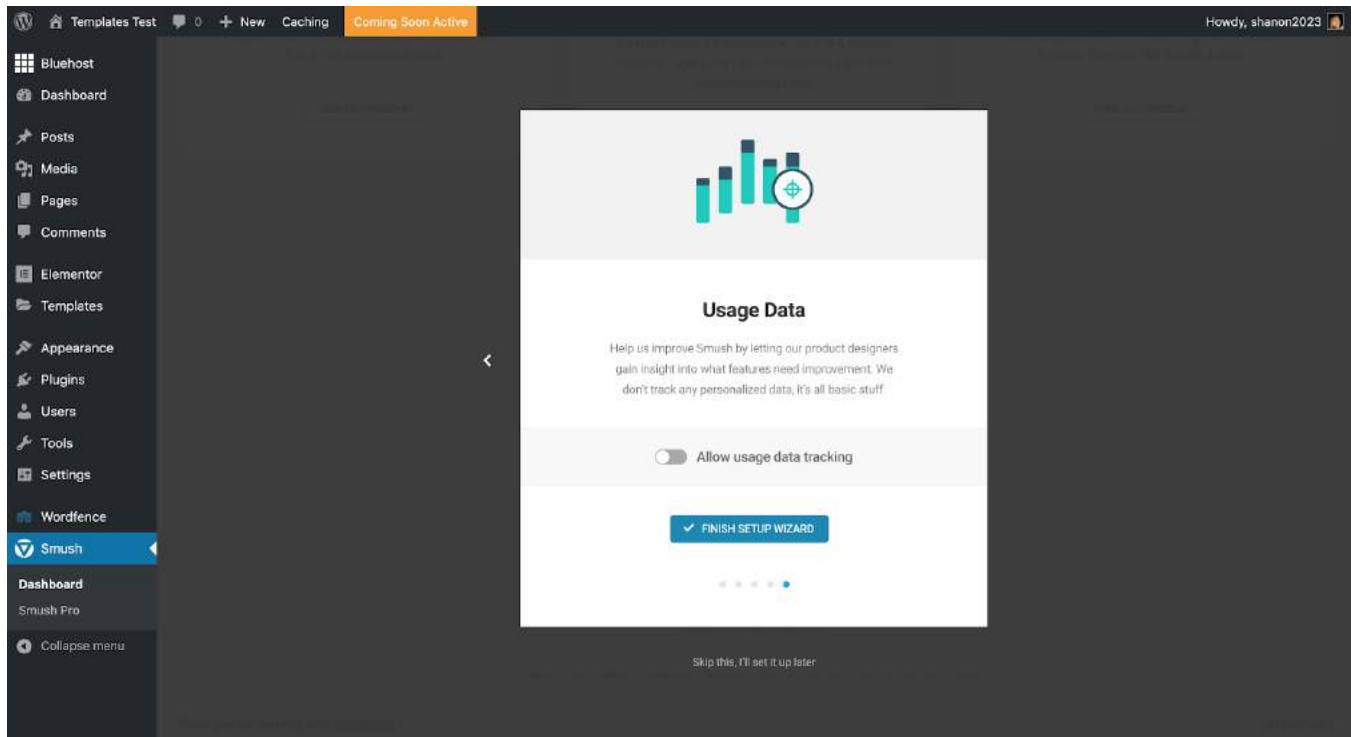
# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE

## 2.4 - Site Kit by Google - Analytics + Search Data

In this module you'll set up a Google Account (if you don't already have one - if you use Gmail or Google Drive or GSuite for your email, you already have one but you can create a separate one for your business if you want).

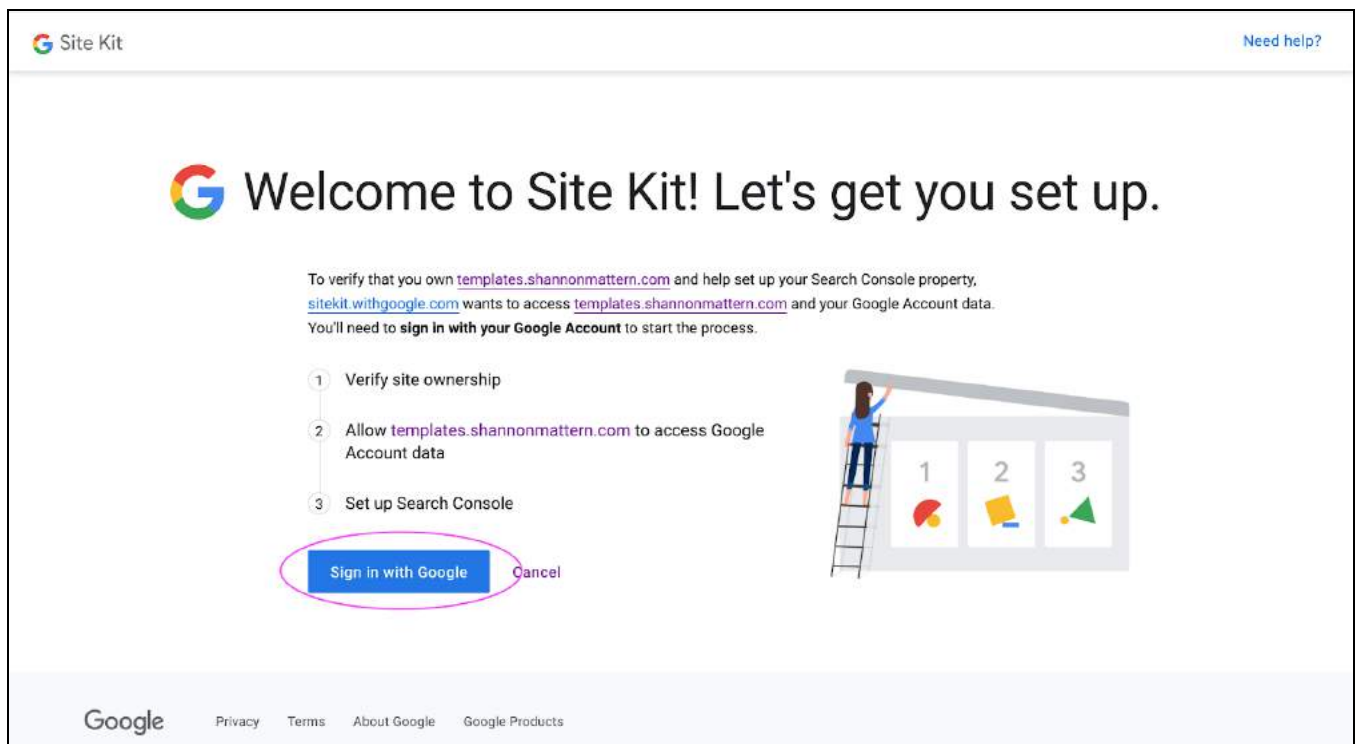
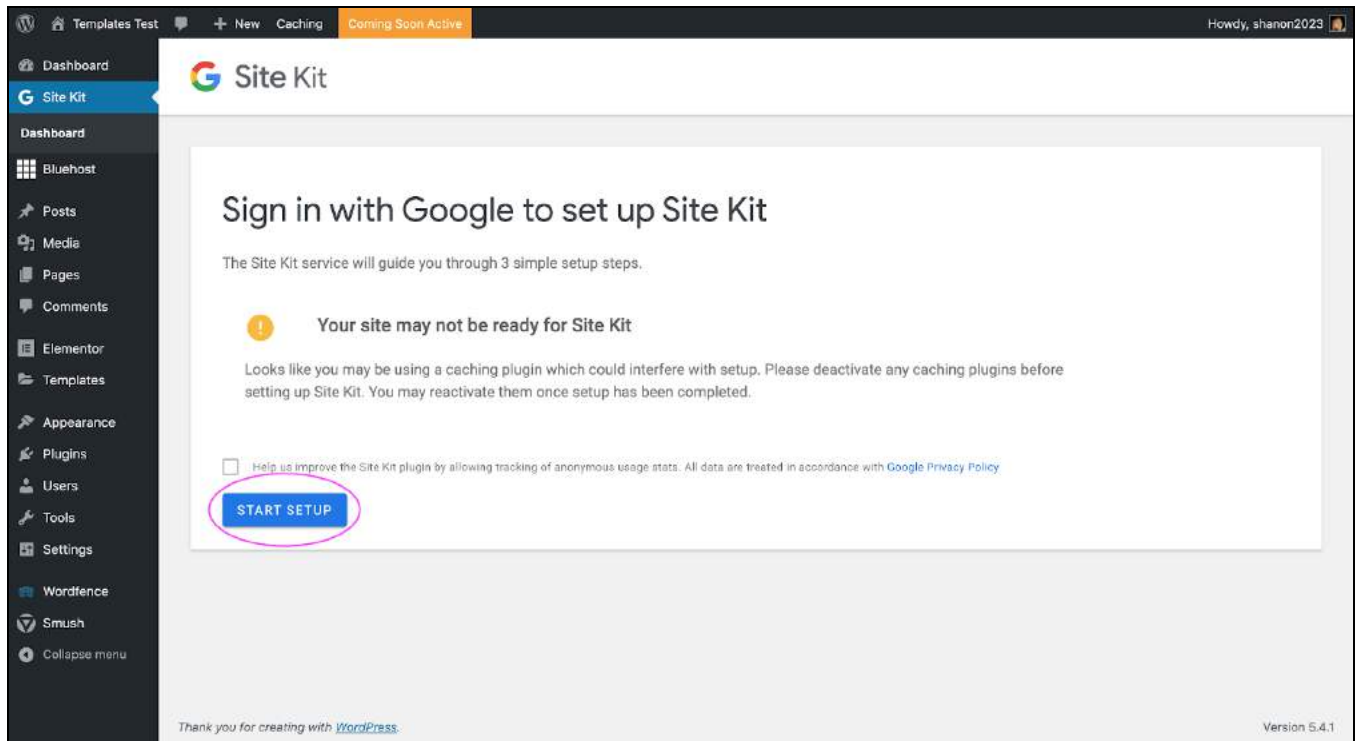
Site Kit will walk us through set, a Google Search Console Account and connect them both to your website via the Site Kit by Google Plugin.

**Google Analytics** tracks your website traffic - like how many visitors you get, where they came from, what they looked at and what page they left on. Students inside my [Website Marketing Lab](#) learn how to leverage this information to get more traffic, subscribers and customers. For now, we just want to make sure you've got the tracking set up so when you're ready to analyze it, you have the data.

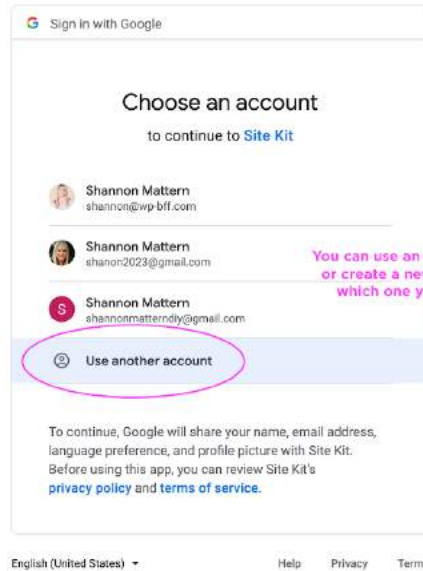
**Google Search Console** tracks what search results you appeared in and what search terms people used and clicked on to find your site. It's also how you tell Google your site exists and to index it and serve it up in search results.

Following along with the next set of screenshots in order to set up Site Kit!

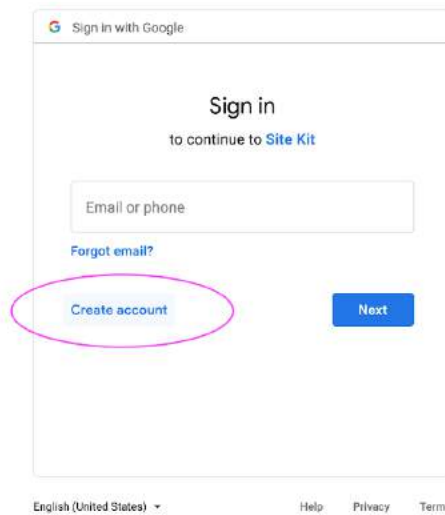
# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE



You can use an existing Google account if you have one, or create a new one for your business. Doesn't matter which one you choose. We're gonna create a new account in this tutorial.



# 5+DAY WEBSITE CHALLENGE

Google

## Create your Google Account

First name  
Shannon

Last name  
Mattern

Username  
shannonmatterntemplates@gmail.com

You can use letters, numbers & periods  
[Use my current email address instead](#)

Password  
\*\*\*\*\*


Confirm  
\*\*\*\*\*

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)

Next


English (United States) ▾ [Help](#) [Privacy](#) [Terms](#)




One account. All of Google working for you.

Google

## Shannon, welcome to Google

 shannonmatterntemplates@gmail.com



We'll use your number for account security. It won't be visible to others.

Recovery email address (optional)

We'll use it to keep your account secure

Month ▾

Day

Year


Your birthday

Gender ▾

[Why we ask for this information](#)

Back

Next



Your personal info is private & safe

# 5+DAY WEBSITE CHALLENGE



## Privacy and Terms

To create a Google Account, you'll need to agree to the [Terms of Service](#) below.  
In addition, when you create an account, we process your information as described in our [Privacy Policy](#), including these key points:

### Data we process when you use Google

- When you set up a Google Account, we store information you give us like your name, email address, and telephone number.
- When you use Google services to do things like write a message in Gmail or comment on a YouTube video, we store the information you create.
- When you search for a restaurant on Google Maps or watch a video on YouTube, for example, we process information about that activity – including information like the video you watched, device IDs, IP addresses, cookie data, and location.
- We also process the kinds of information described above when you use apps or sites that use Google services like ads, Analytics, and the YouTube video player.

### Why we process it

We process this data for the purposes described in [our policy](#), including to:

- Help our services deliver more useful, customized content such as more relevant search results;
- Improve the quality of our services and develop new ones;
- Deliver personalized ads, depending on your account settings, both on Google services and on sites and apps that partner with Google;
- Improve security by protecting against fraud and abuse; and
- Conduct analytics and measurement to understand how our services are used. We also have partners that measure how our services are used. [Learn more](#) about these specific advertising and measurement partners.

### Combining data

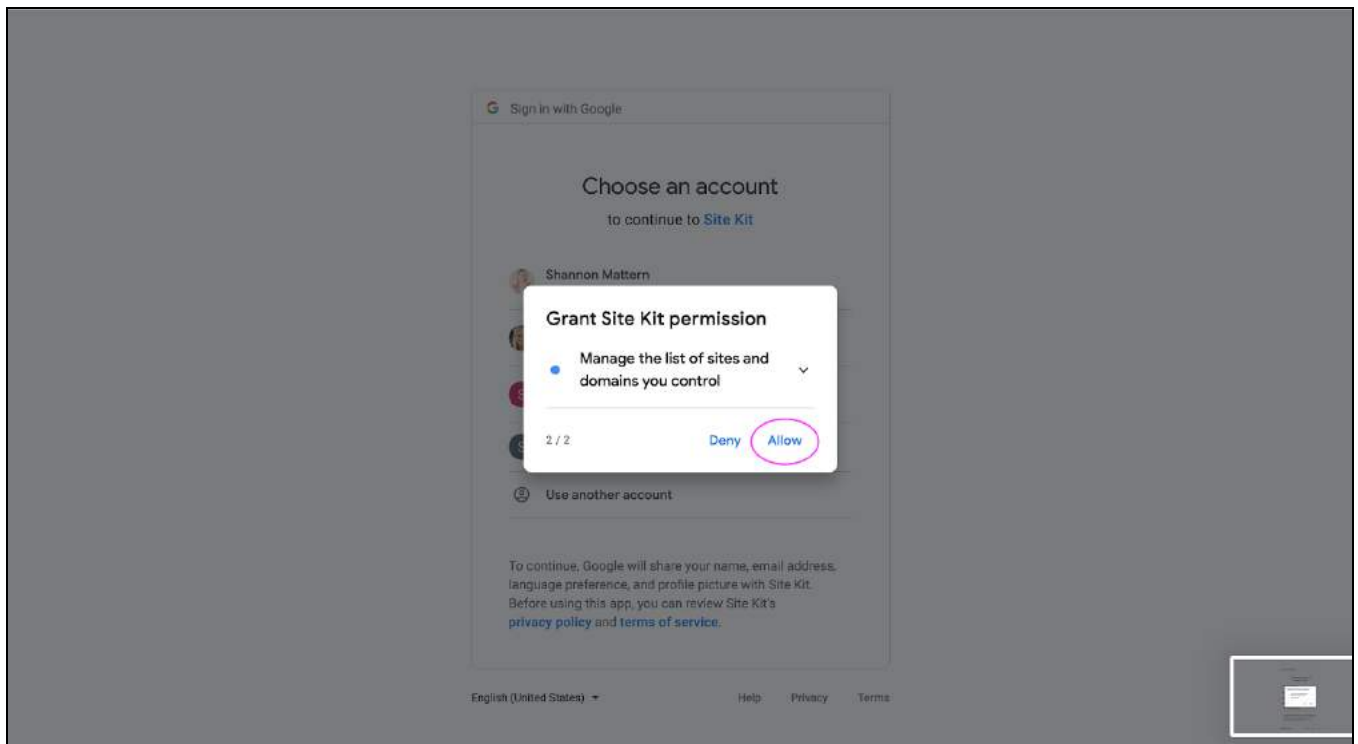
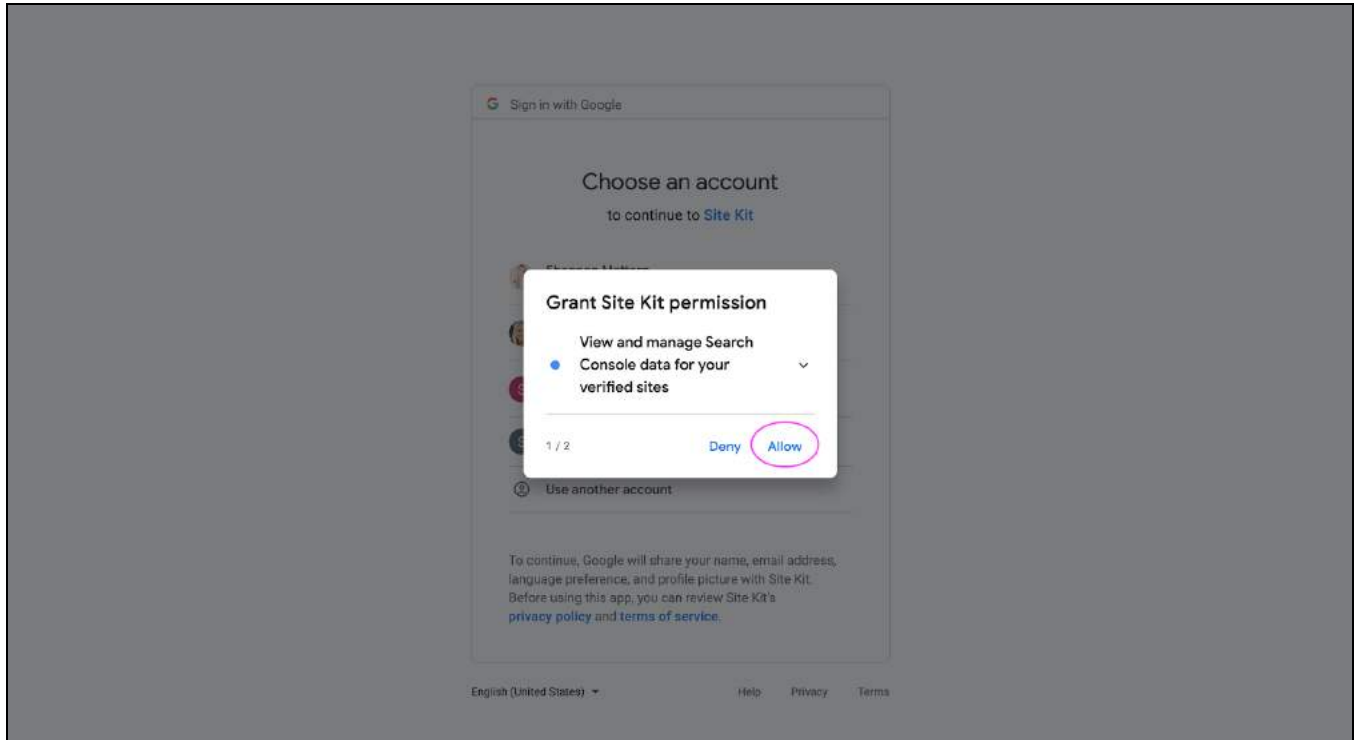
We also combine this data among our services and across



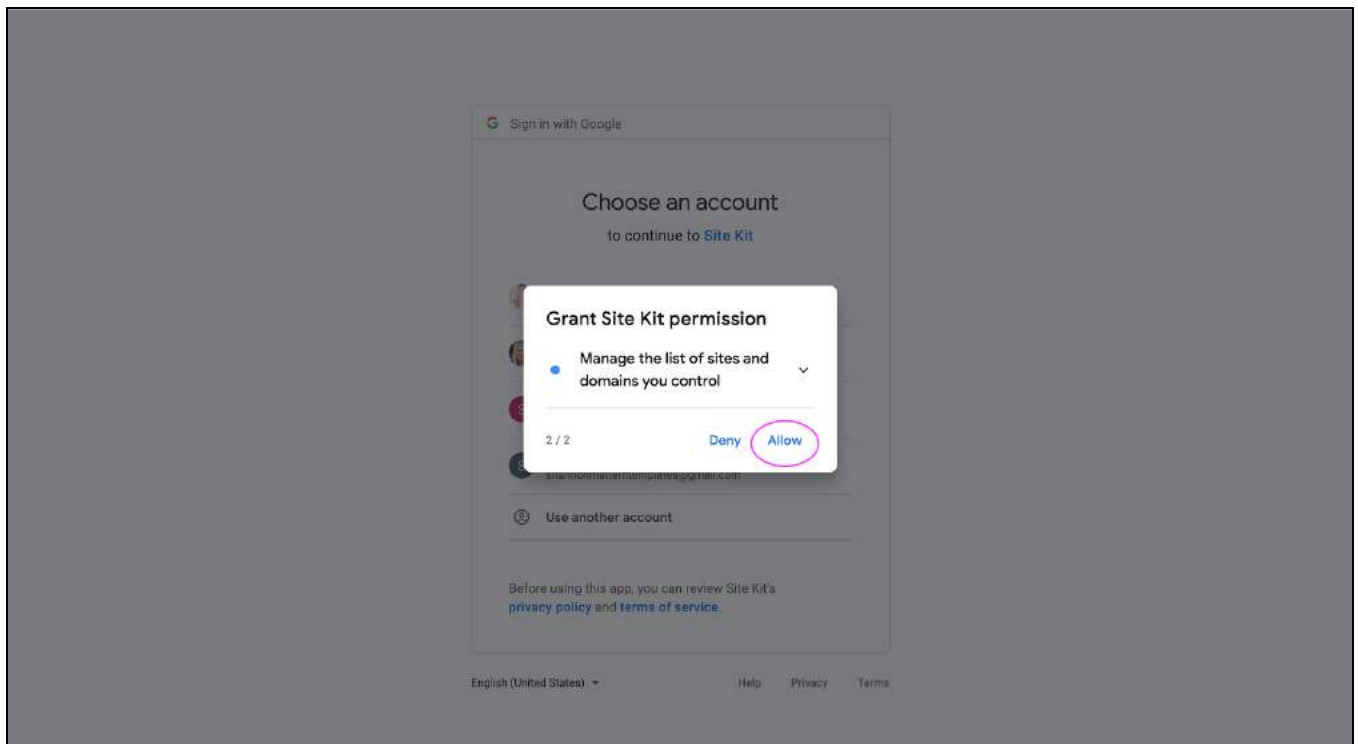
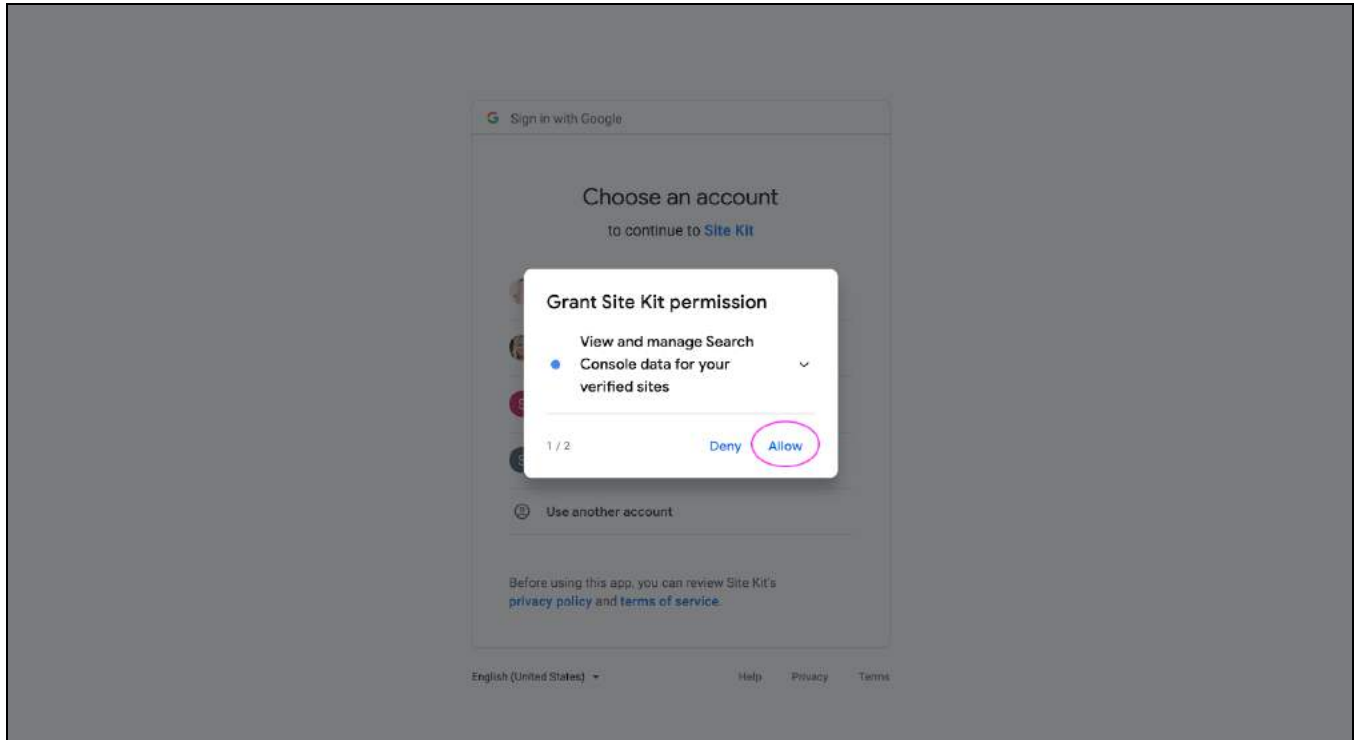
You're in control of the data we collect & how it's used



# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE

Confirm your choices

shannonmatterntemplates@gmail.com

You are allowing Site Kit to:

☒ Associate you with your personal info on Google

☒ See your personal info, including any personal info you've made publicly available

☒ View your email address

☒ View and manage Search Console data for your verified sites

☒ Manage the list of sites and domains you control

Make sure you trust Site Kit

You may be sharing sensitive info with this site or app. Learn about how Site Kit will handle your data by reviewing its [terms of service](#) and [privacy policies](#). You can always see or remove access in your [Google Account](#).

[Learn about the risks](#)

Cancel

Allow

Site Kit

Need help?

Welcome to Site Kit! Let's get you set up.

1 Verify site ownership

Let's verify your ownership of [templates.shannonmatterntemplates.com](#). We'll need to add a verification token to your site HTML code.

Proceed

Cancel

2 Allow [templates.shannonmatterntemplates.com](#) to access Google Account data

3 Set up Search Console

Google

Privacy


Terms


About Google

Google Products

[https://templates.shannonmatterntemplates.com/wp-admin/index.php?action=googlesitekit\\_proxy\\_setup&googlesitekit\\_code=sitelit-V69cPQpbvh6dwt9LvdE7&googlesitekit\\_site\\_code=4%2F0gFJT3WdRgD-PICqVDS3WUIMd0cBjVet6IyeALOx7wUI5GPI...](https://templates.shannonmatterntemplates.com/wp-admin/index.php?action=googlesitekit_proxy_setup&googlesitekit_code=sitelit-V69cPQpbvh6dwt9LvdE7&googlesitekit_site_code=4%2F0gFJT3WdRgD-PICqVDS3WUIMd0cBjVet6IyeALOx7wUI5GPI...)

# 5+DAY WEBSITE CHALLENGE

 Site Kit [Need help?](#)



## Welcome to Site Kit! Let's get you set up.

✓

You're a verified owner of [templates.shannonmattern.com](#)

2

### Allow [templates.shannonmattern.com](#) to access Google Account data

Now that you're a verified owner of [templates.shannonmattern.com](#), your site wants to access your Google Account data to display metrics on the Site Kit dashboard.


You can view or remove access for [templates.shannonmattern.com](#) in your Site Kit dashboard at any time.


Allow

Cancel

3

Set up Search Console

 Site Kit [Need help?](#)



## Welcome to Site Kit! Let's get you set up.

✓

You're a verified owner of [templates.shannonmattern.com](#)

✓

[templates.shannonmattern.com](#) can access your Google Account data

3

### Set up Search Console

We'll add [templates.shannonmattern.com](#) to Search Console so you can see how people find your site on Search.

Add site

Cancel

Google


[Privacy](#)


[Terms](#)

[About Google](#)

[Google Products](#)

# 5+DAY WEBSITE CHALLENGE

 Site Kit [Need help?](#)




## Welcome to Site Kit! Let's get you set up.

- ✓ You're a verified owner of [templates.shannonmattern.com](#)
- ✓ [templates.shannonmattern.com](#) can access your Google Account data
- ✓ [templates.shannonmattern.com](#) is set up in Search Console

### Congratulations!

You successfully set up Site Kit. You can now see how your site appears in Search, how many visitors you got from Search, your popular pages, and how people found them from Search.

[Go to my Dashboard](#)



Templates Test

New

Caching

Coming Soon Active

Howdy, shanon2023

Dashboard

Site Kit

Dashboard

Search Console

Settings

Blueshost

Posts

Media

Pages

Comments

Elementor

Templates

Appearance


Plugins

Users

Tools

Settings


Wordfence


 Site Kit


shannonmatterntemplates@gmail.com


### Congrats on completing the setup for Site Kit!

Now you'll be able to see how your site is doing in search. To get even more detailed stats, activate more modules. Here are our recommendations for what to include in your Site Kit:

**Search Console**  
Connected

**AdSense**  
[Connect Service](#)

**Analytics**  
[Connect Service](#)

**PageSpeed Insights**  
[Connect Service](#)

[OK, Got it!](#)

### Site Overview

Last 28 days

#### Search Funnel

How your site appeared in Search results and how many visitors you got from Search.

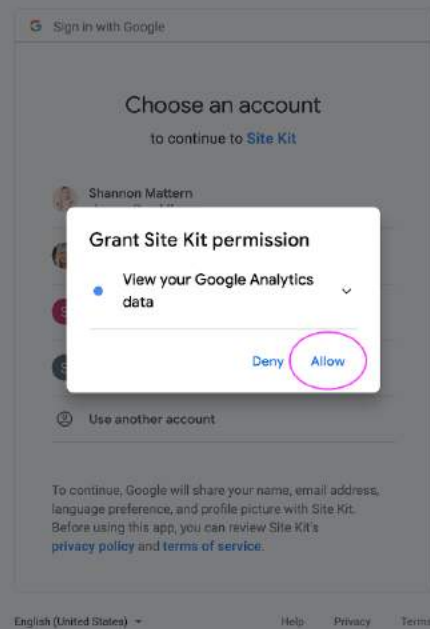
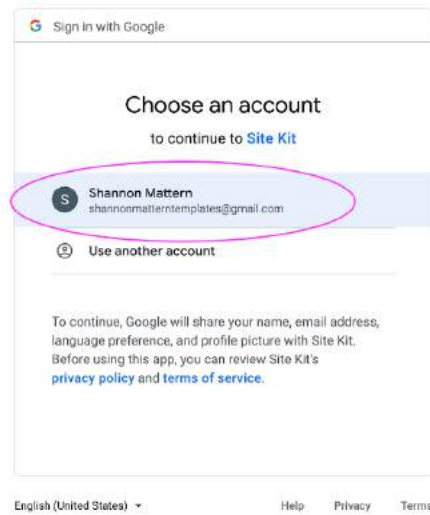
#### Search Console Gathering Data

Search Console data is not yet available, please check back later.

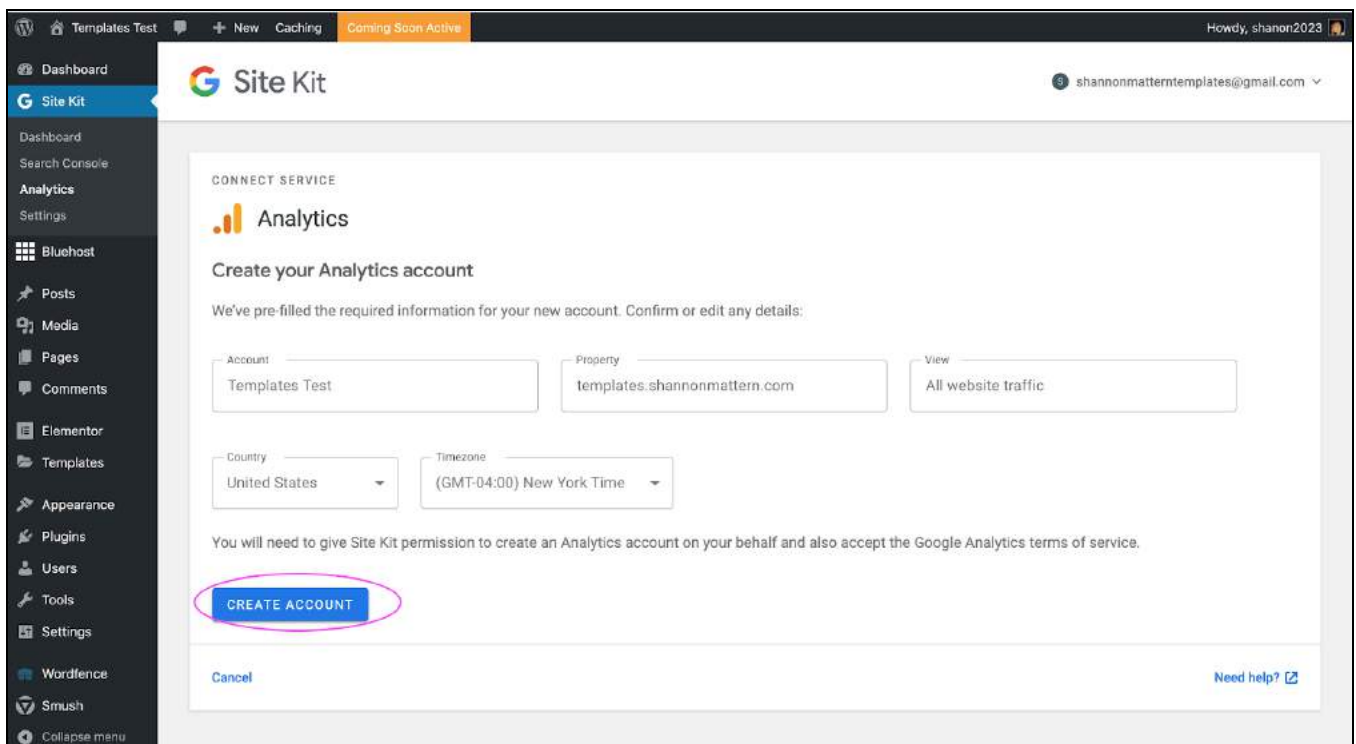
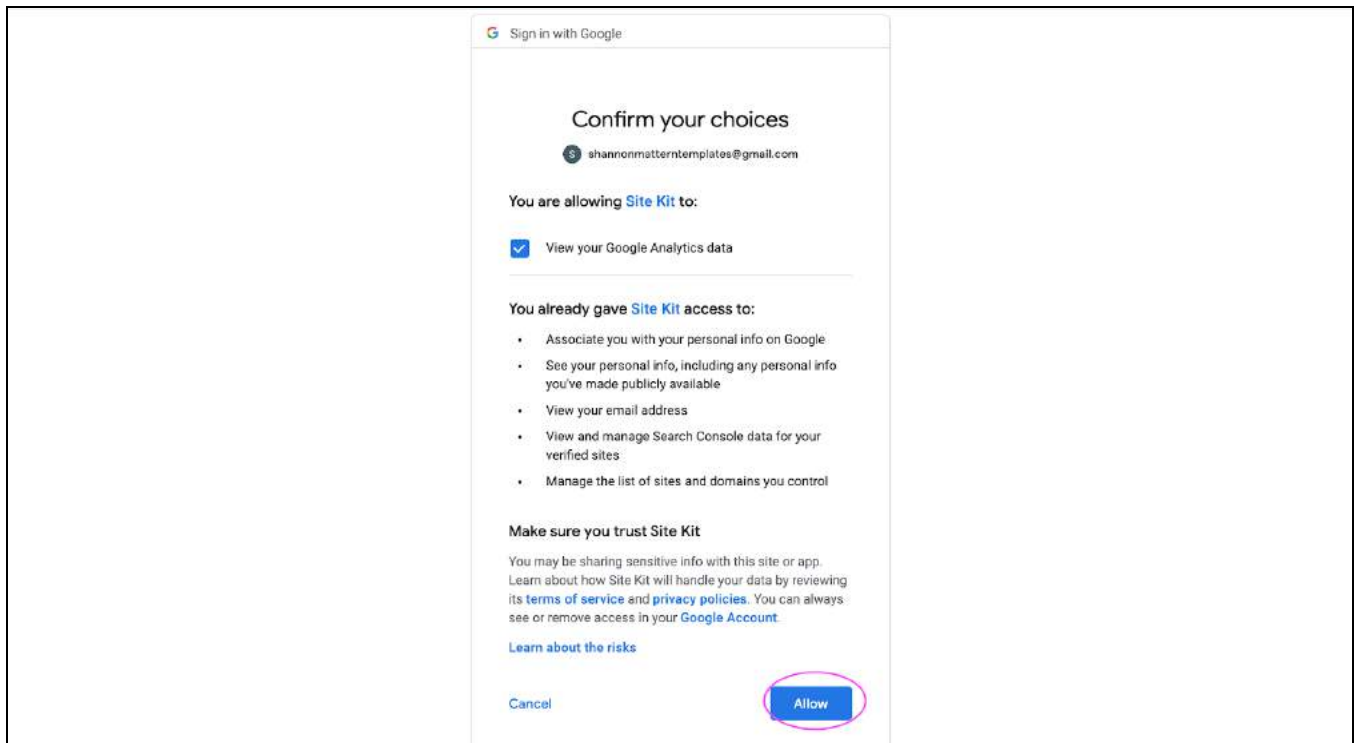
#### Learn more about what visitors do on your site.

Connecting with Google Analytics to see unique visitors, goal completions, and more.

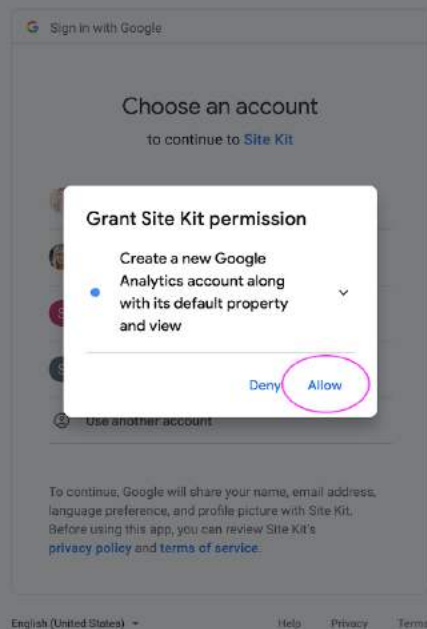
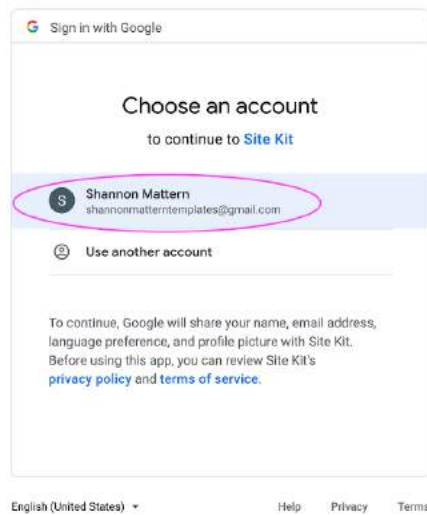
# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE





# 5+DAY WEBSITE CHALLENGE

### Confirm your choices

shannonmatterndiy@gmail.com

You are allowing Site Kit to:

☒ Create a new Google Analytics account along with its default property and view

You already gave Site Kit access to:

- Associate you with your personal info on Google
- See your personal info, including any personal info you've made publicly available
- View your email address
- View your Google Analytics data
- View and manage Search Console data for your verified sites
- Manage the list of sites and domains you control

**Make sure you trust Site Kit**

You may be sharing sensitive info with this site or app. Learn about how Site Kit will handle your data by reviewing its [terms of service](#) and [privacy policies](#). You can always see or remove access in your [Google Account](#).

[Learn about the risks](#)

[Cancel](#) [Allow](#)

Shannon Matterm DIY

1

New

Caching

UpdraftPlus

Howdy, Shannon

Dashboard

Site Kit

Dashboard

Search Console

Analytics

Settings

Bluehost

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

SEO

Site Kit

shannonmatterndiy@gmail.com

Congrats on completing the setup for Analytics!

Here are some other services you can connect to see even more stats:

Search Console

Connected

AdSense

Connect Service

Analytics

Connected

PageSpeed Insights

Connect Service

OK, Got it!

Site Overview

Last 28 days

All Traffic

How people found your site.

Analytics Gathering Data

You're done!!!!

# 5+DAY WEBSITE CHALLENGE

1.

# 5+DAY WEBSITE CHALLENGE

## Day 3 - Branding

### 3.0 - The Big Picture

Today you get to choose your own adventure.

**A) Go through the next 19 modules** and create your own brand and design your own pages from scratch.

**B) Skip the next 19 modules** (all of Days 3 + 4) and customize the pre-designed brand kit + page templates inside the **Site-in-a-Snap Template Pack** to match your business and personality.

Either way, I've got your back!

If you're choosing to fully DIY, move on to 3.1.

If you're opting for **Site-in-a-Snap Template Pack** then after you've done the Prep, Install, Design + Customize steps, skip ahead to Day 5.

### 3.1 - Canva 101

Canva is going to become your BFF throughout the process of building and marketing your website.

Canva put together some simple, awesome tutorials you can check out [here](#). In the 3.1 video I walk you through the basics of Canva so you'll be ready to roll when we go to make our logo and graphics - the best way to get started with Canva is to watch the video.

# 5+DAY WEBSITE CHALLENGE

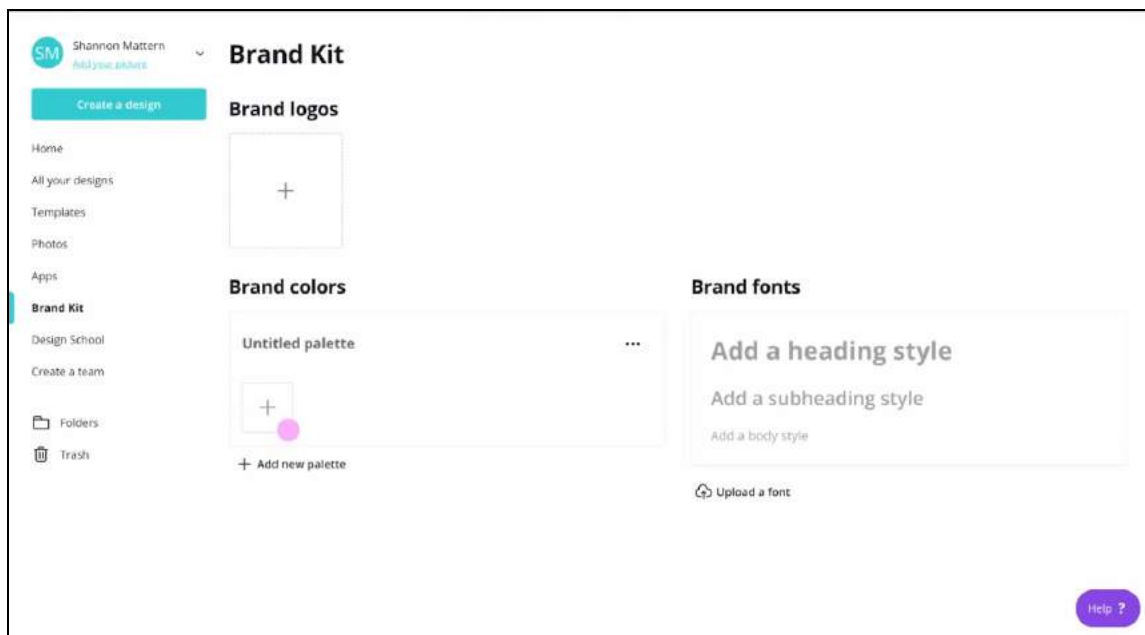
You'll be amazed at the number of graphics and assets you need to create not only for your website but also to market yourself online - and Canva will help you do it all with ease.

I highly recommend signing up for Canva Pro. There's a [30 day free trial you can get here](#) - and you can cancel at any time.

## 3.2 - Colors

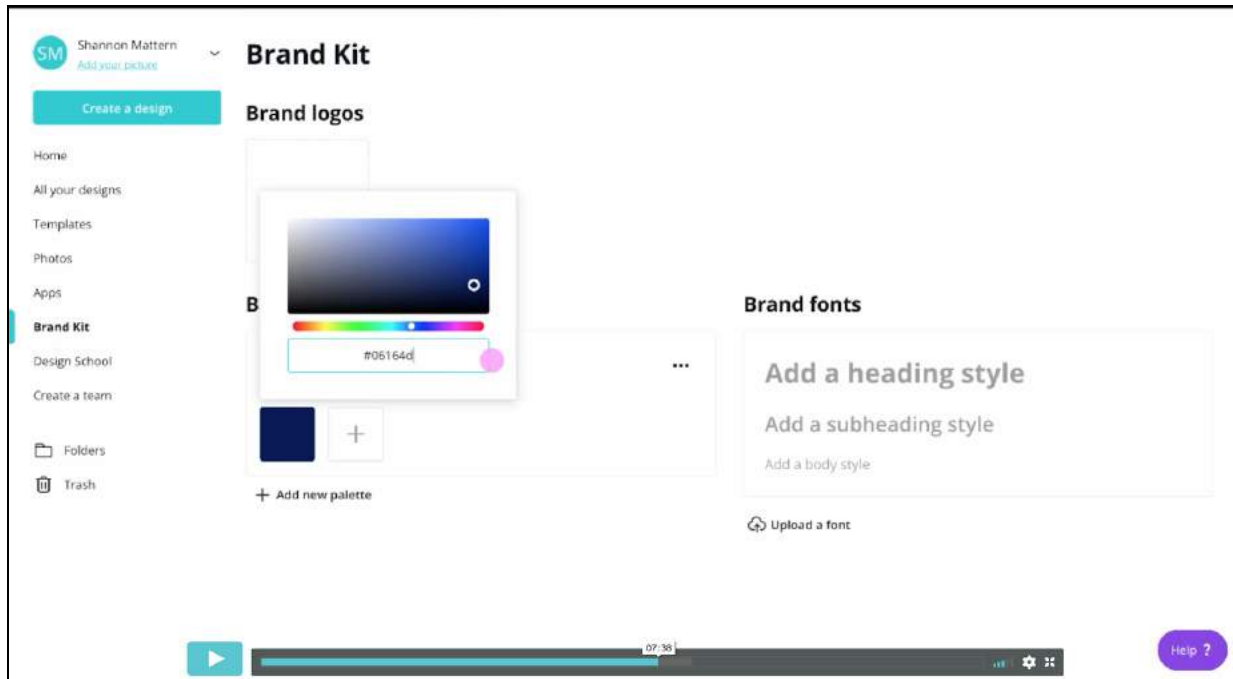
1. Install [Central Color Palette Plugin](#)
2. Follow my [Web Design Fonts](#) and [Web Design Color Palettes](#) boards on Pinterest
3. Search Pinterest for brand inspiration
4. **Check out [Awesome Color @awsmcolor](#) for Color Inspiration**
5. Select up to 4 colors for your palette, add to your Canva Brand Kit and to Central Color Palette and note the color codes on the printable [Brand Tracker](#) at the end of this workbook.

**1) Add Colors to Canva:** Go to Canva > Brand Kit > Brand Colors - Click the + sign

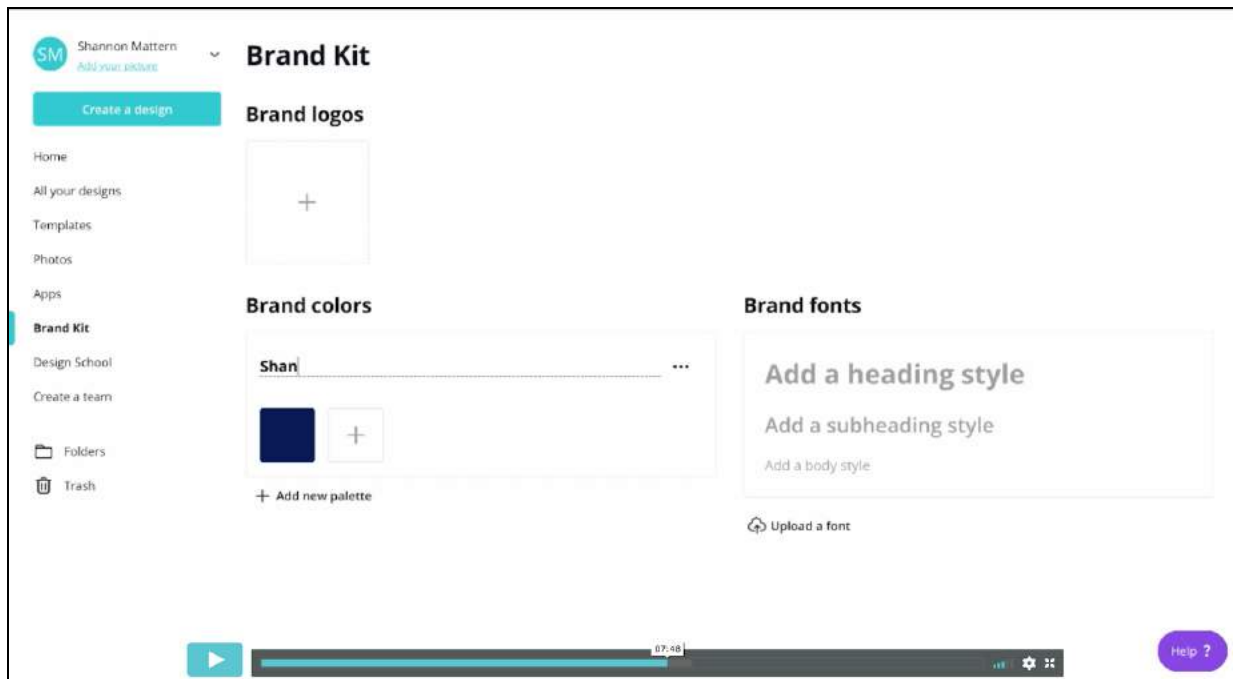


# 5+DAY WEBSITE CHALLENGE

2) Enter your color codes including the #

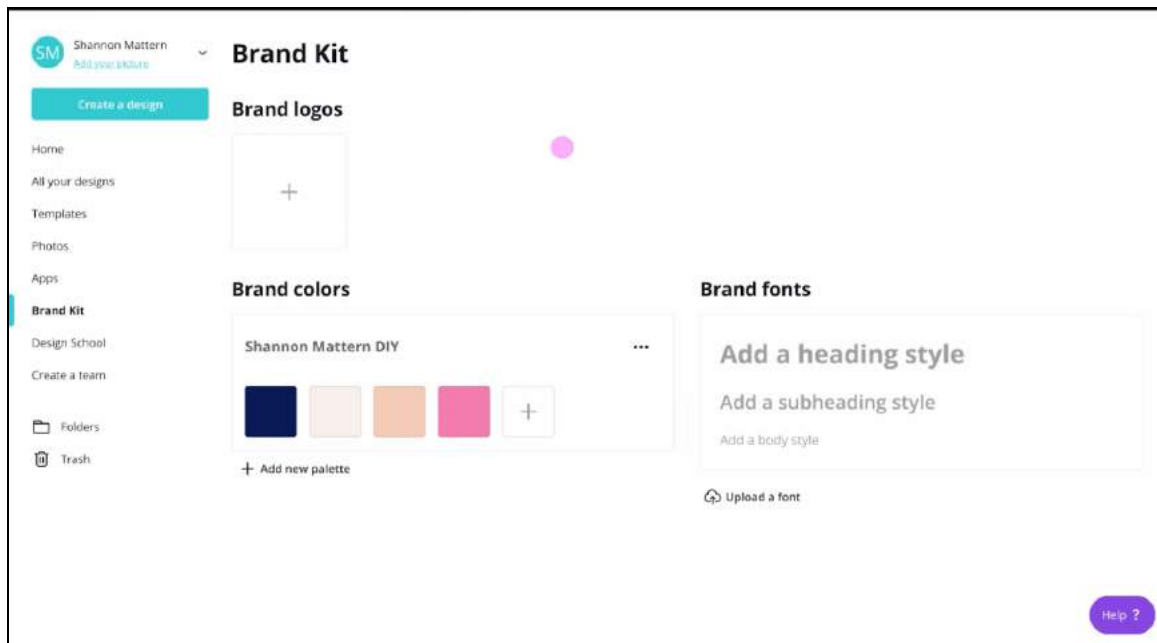


3) Click on “Untitled Palette” to name your color palette.

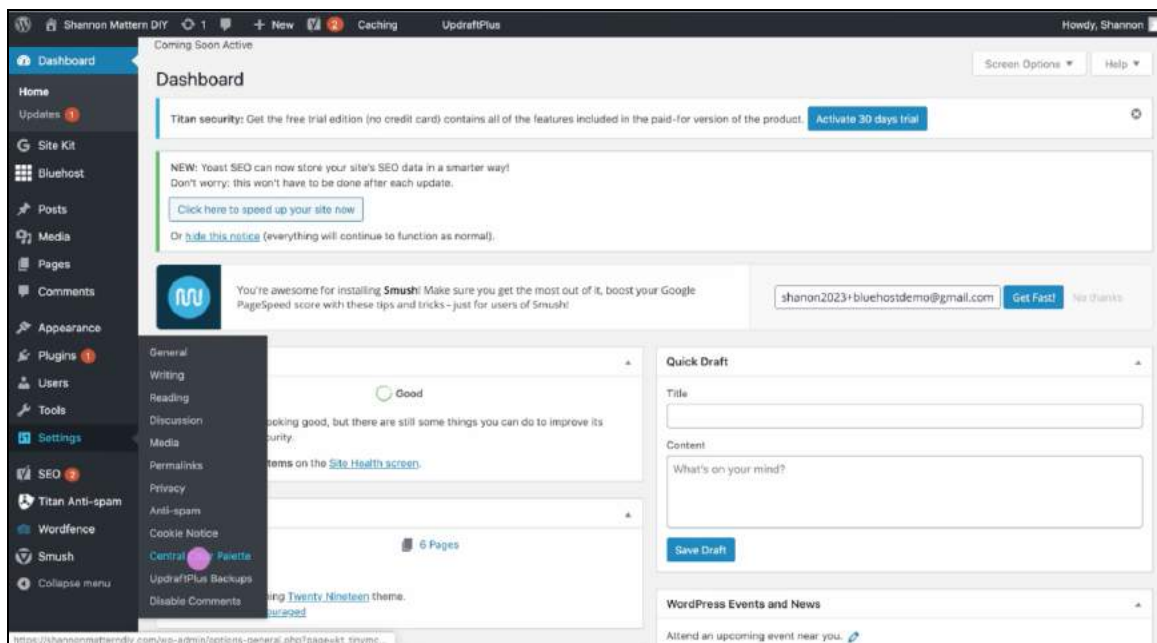


# 5+DAY WEBSITE CHALLENGE

4) Add the rest of your colors to Canva. You can add multiple color palettes.

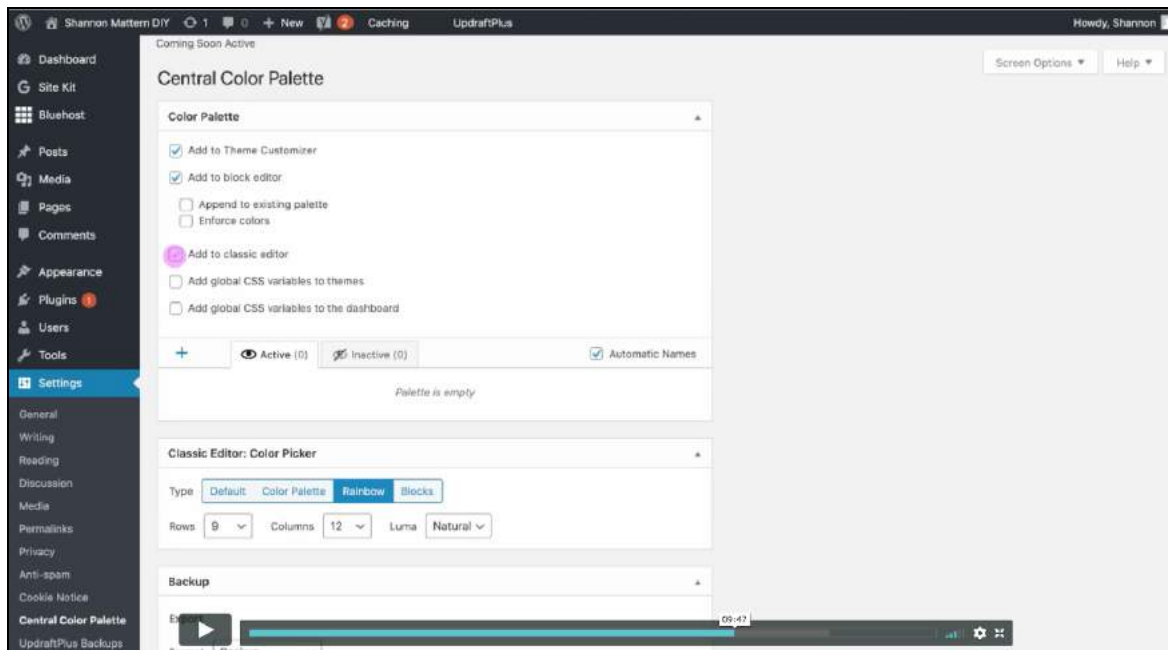


5) Add your colors to your website. Go to Settings > Central Color Palette

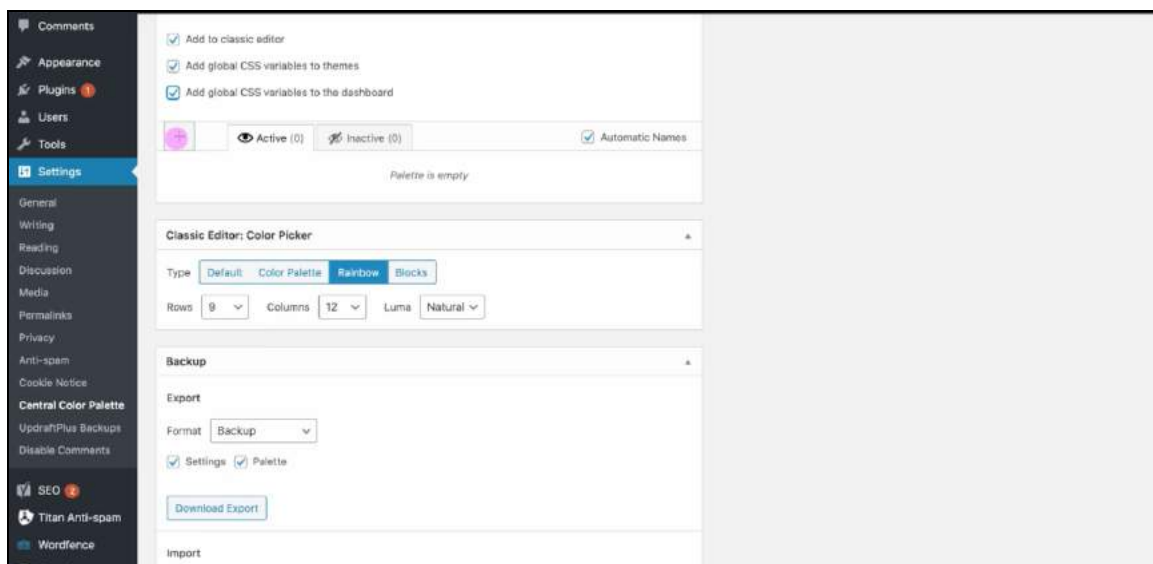


# 5+DAY WEBSITE CHALLENGE

6) Check the Add to Theme Customizer, Add to Block Editor + Add to Classic Editor boxes.

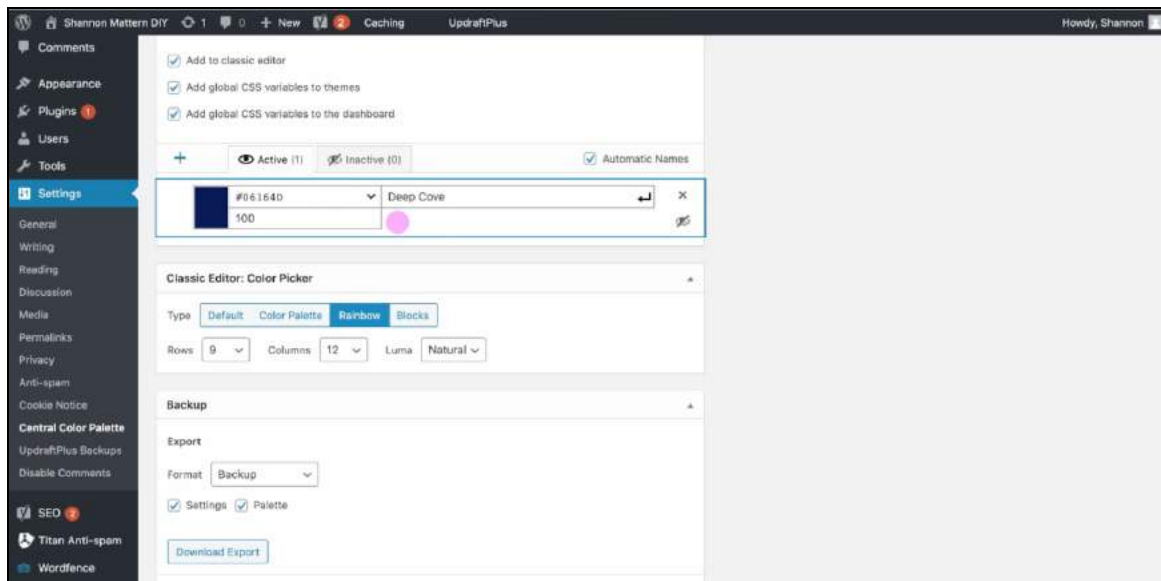


7) Click the + sign.

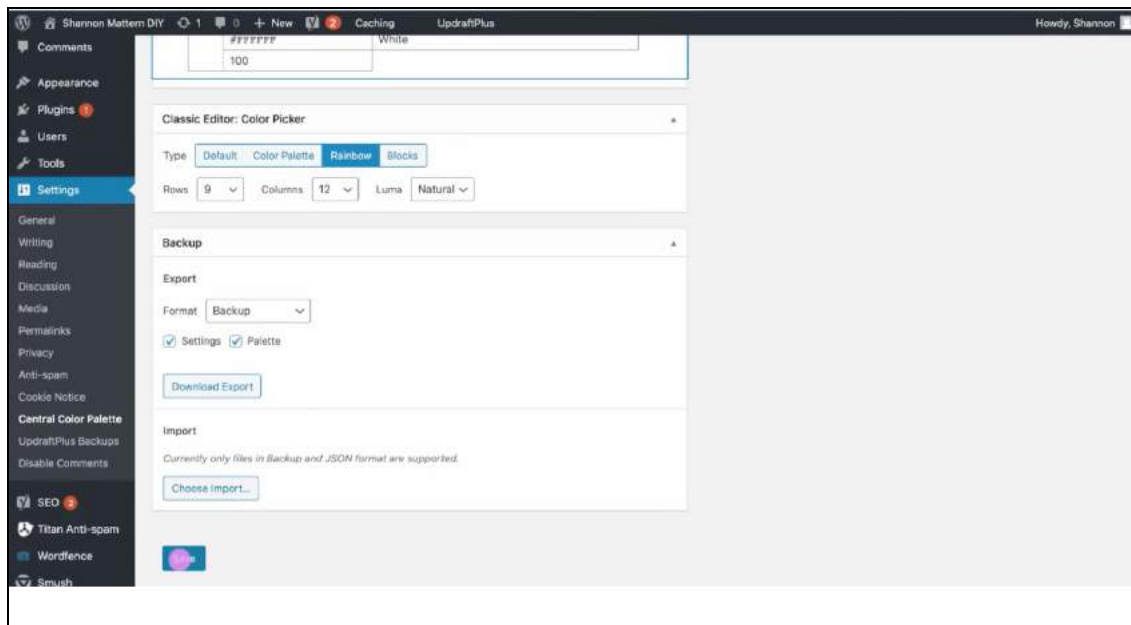


# 5+DAY WEBSITE CHALLENGE

8) Enter your color code (the name will populate automatically if you have the automatic names box checked). Repeat for each color. Add #ffffff for white and #000000 for black.



9) Save your Color Palette. We'll use all these colors in Day 4.





# 5+DAY WEBSITE CHALLENGE

## 3.3 - Fonts

You'll need two fonts for your website - Headings and Paragraph text. I like to use the same font for both, and use the bold version for my headings and the regular version for my body text.

Fonts can be tricky. A font you like may not be available in Canva, or as a default font in the website theme you choose.

If you find a font in Canva that you like, you may need to purchase it (\$14-20) to use it on your website even if it's free in Canva.

### **Tips:**

- Choose two fonts that are easy to read and possibly one accent font.
  - Canva Pro allows you to upload custom fonts - the free version does not.
  - You'll learn how to add custom fonts to your website when we do theme customization.
- 
- **Fontpair.co**
  - **Ultimate List of Google Font Pairings (all Google Fonts are available in Elementor Pro + can be added to Canva)**
  - **FontSquirrel**
  - **Creative Market**

**Choose your fonts and note them in the [Brand Tracker](#).**

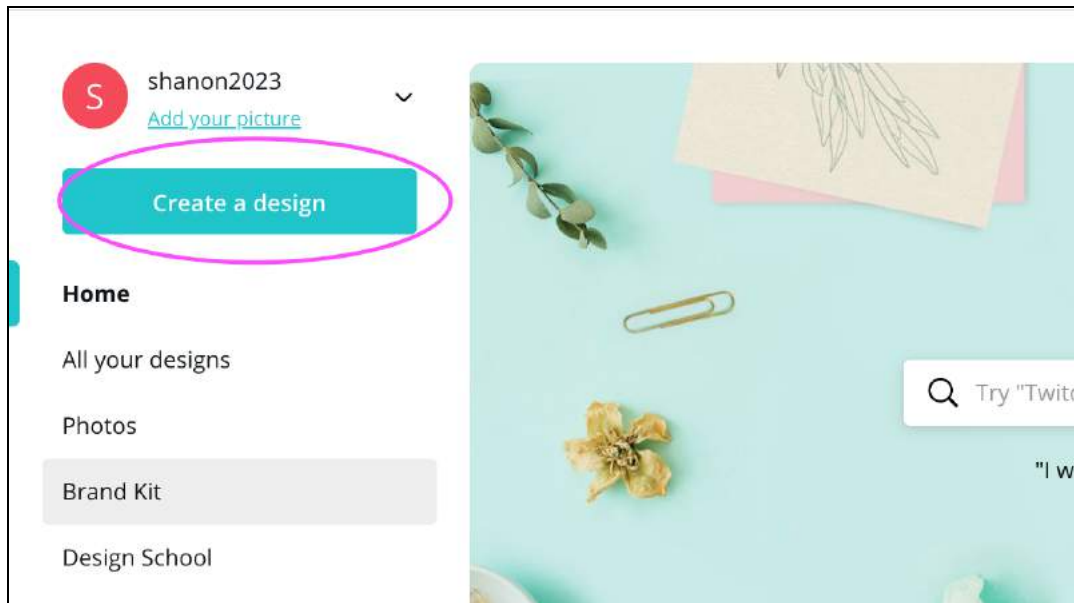
## 3.4 - Logo

- Ideal size is Rectangle, start with 300 pixels wide by 50 pixels tall and adjust based on how much space you need for your business name.
- Download from Canva as PNG, Transparent, 2x.
- Save to a folder on your computer as Logo.png.

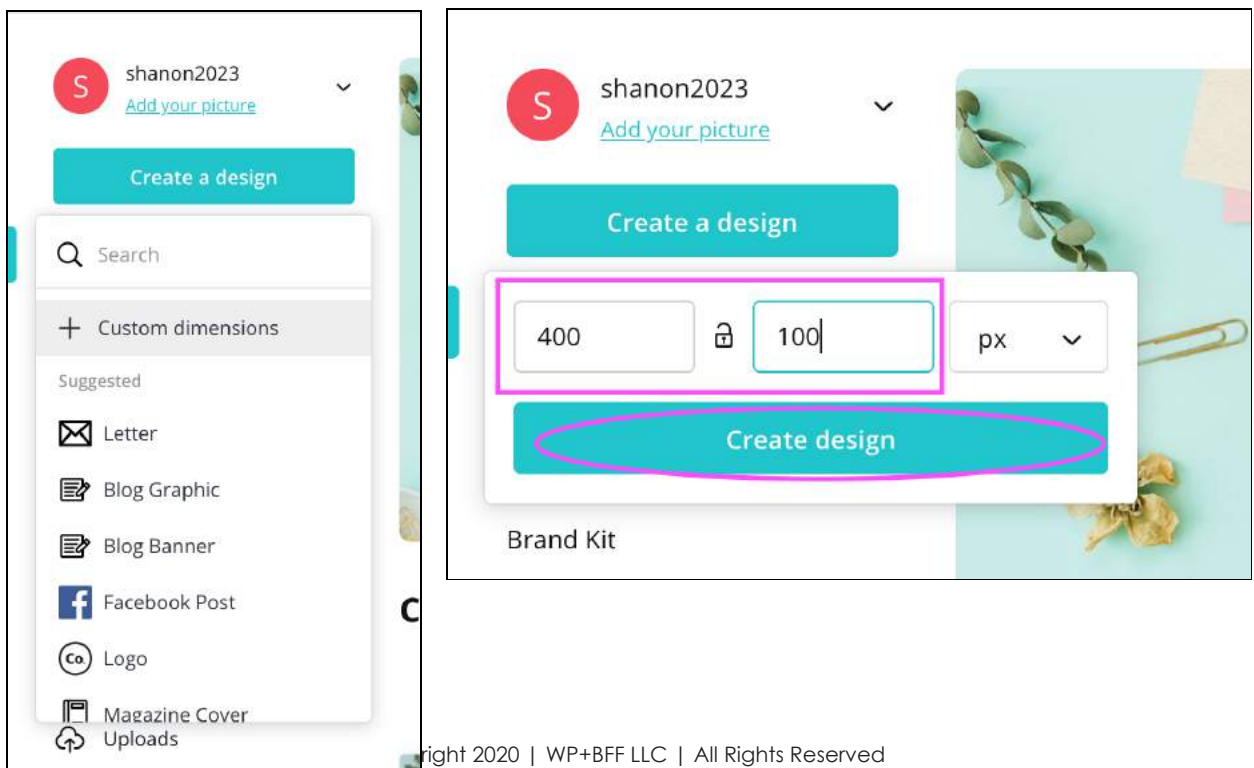
# 5+DAY WEBSITE CHALLENGE

Let's make a logo!

**Log into Canva and click Create a Design**

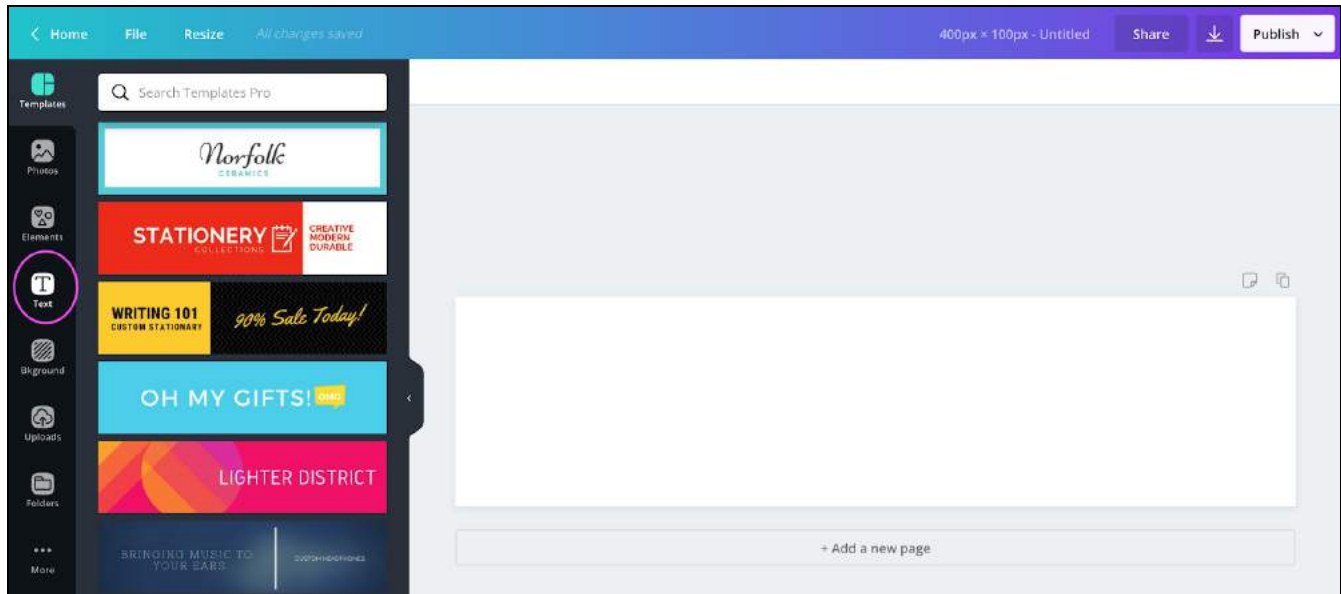


Choose Custom Dimensions, enter 300x50 (screenshot shows 400x100 but 300x50 is a good start) and click Create Design.

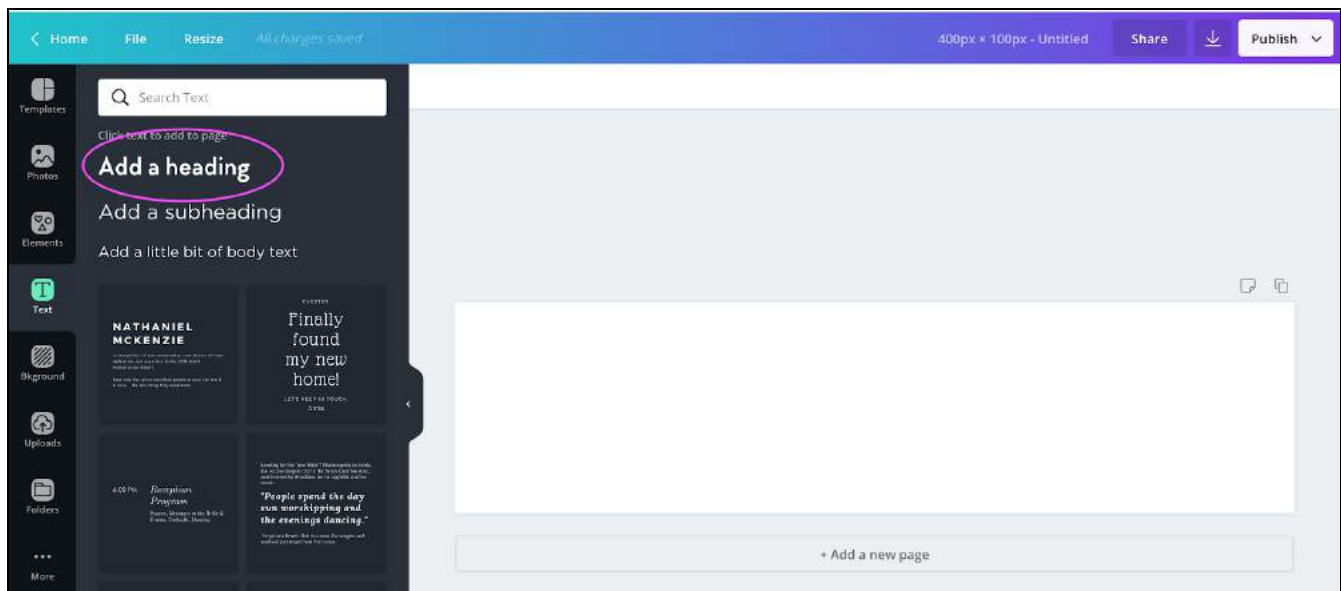


# 5+DAY WEBSITE CHALLENGE

Click the Text icon

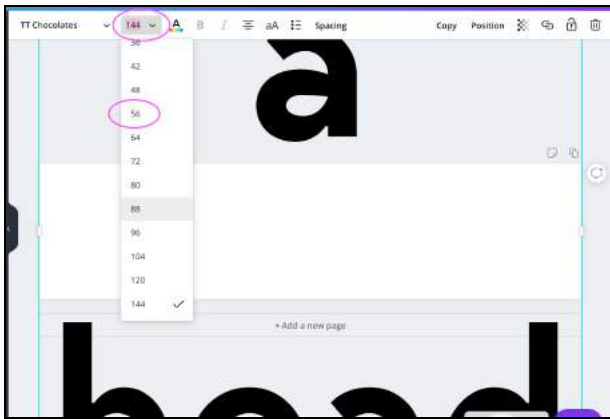


Click Add a Heading, (or subheading or body text. Doesn't matter, you'll format it in the next step).

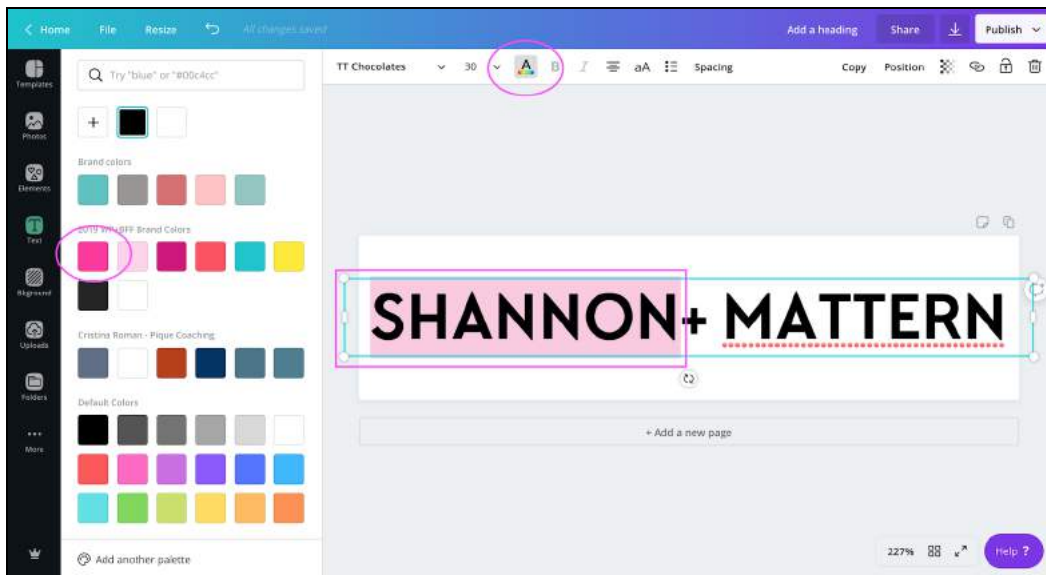


Once you get the text added, click the font size dropdown and resize the text to fill the white space horizontally (whatever size that ends up being for your font).

# 5+DAY WEBSITE CHALLENGE

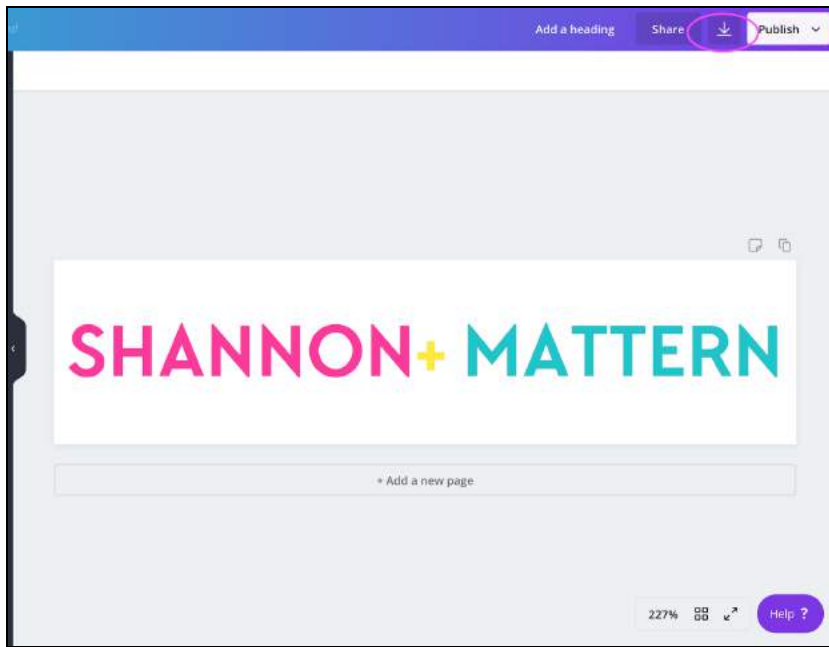


Highlight your text, then click the Color icon and select whatever color you want. You can make it all the same or mix and match colors.

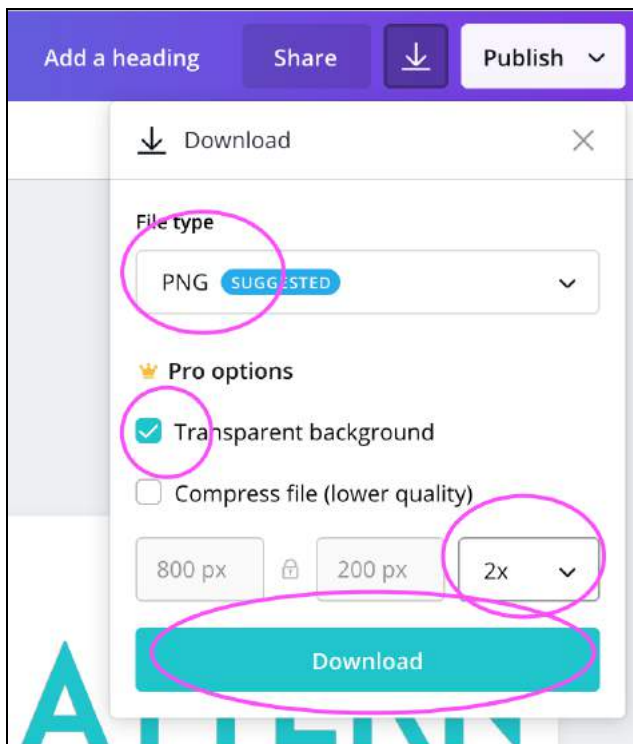


Click the download arrow at the top-right corner of the screen.

# 5+DAY WEBSITE CHALLENGE

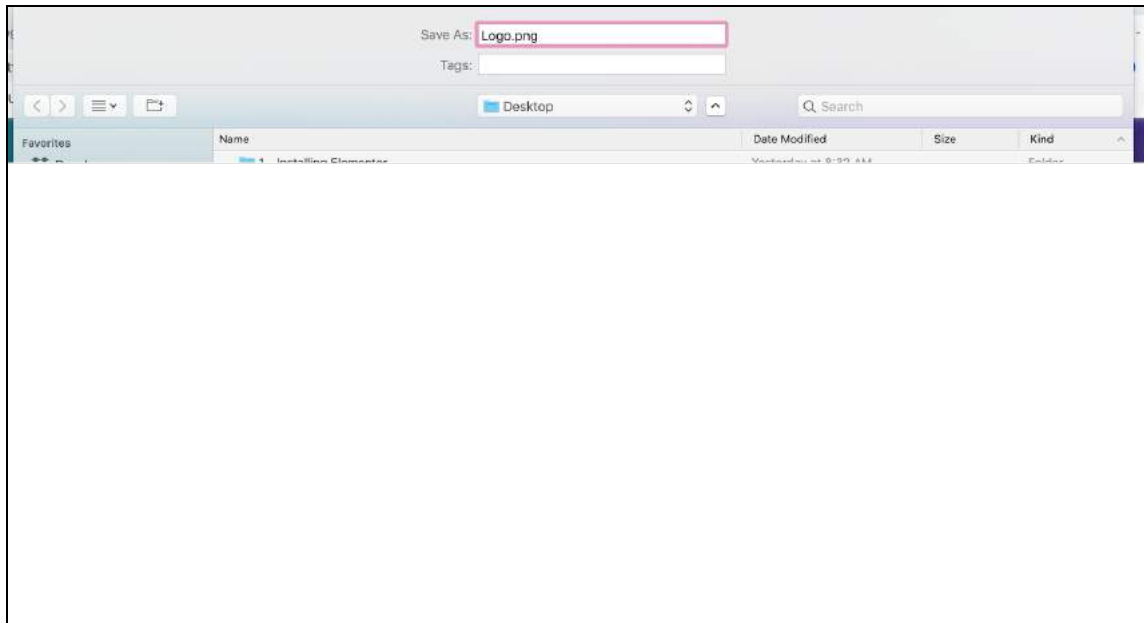


Select PNG, Transparent background and 2x and click download.



# 5+DAY WEBSITE CHALLENGE

Save to a folder on your computer as Logo.png (or something meaningful to you).  
That's it - you made your logo!

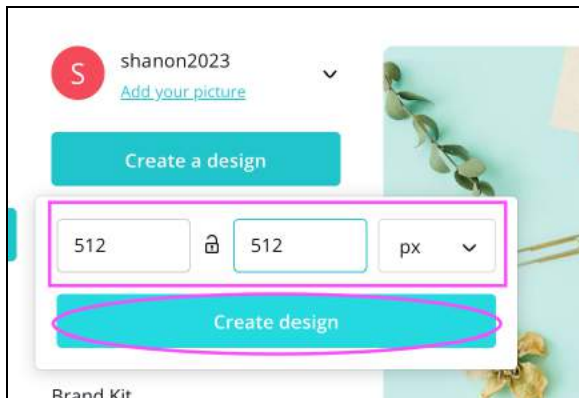


# 5+DAY WEBSITE CHALLENGE

## 3.5 - Favicon

- This is the icon that shows up in your browser tab.
- Dimensions are 512x512
- Download PNG, Transparent, 1x. Save to your Branding folder as Favicon.

In Canva click Create a Design and set the dimensions to 512x512 and click Create Design

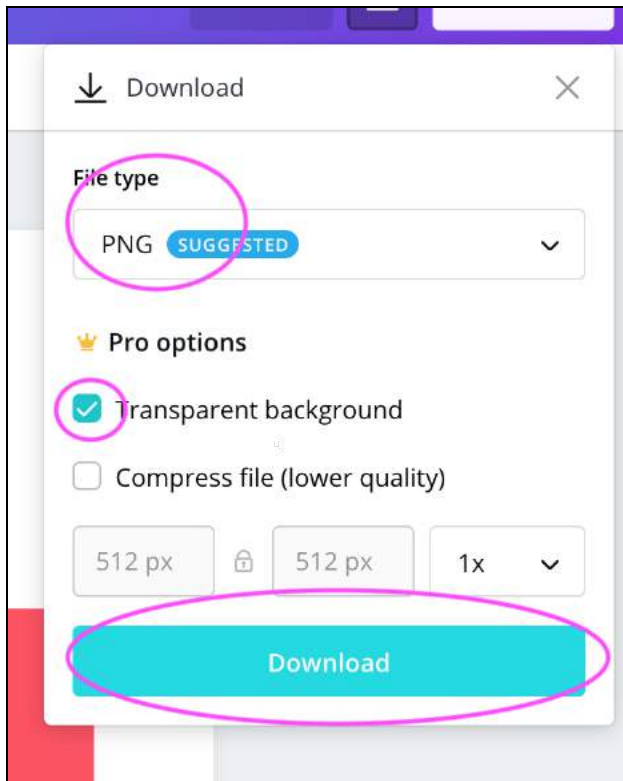


This should be a very simple design or icon because it's gonna be super small in the tab of your web browser. You can use shapes or letters that represent your brand, images aren't recommended.



Click the Download icon and select PNG, transparent background and click download.

# 5+DAY WEBSITE CHALLENGE



## 3.6 - Photos

Check out these amazing women, websites + podcast interviews for your photo inspiration:

- [Styled Stock Society\\*](#) [with Elle Drouin](#)
  - [Ep. 283 - Validating Your Ideas](#)
- [Applecourt Lane with Kristin Rappaport](#)
  - [Ep. 221 - Starting a Side Hustle from Scratch](#)
- [Diary of an Entrepreneur with Ines Ruiz](#)
  - [Ep. 303 - The Truth Behind Building a Million-Dollar Business \(coming soon!\)](#)
- [The Uncaged Life with Becca Tracey](#)
  - [Ep. 219 - How to Start Getting Clients](#)
- [Gee Nonterah](#)
  - [Ep. 295 - Create and Prosper as a Writer](#)
- [Amanda Genther](#)
  - [Ep. 258 - Side Hustle Sales Page Strategies](#)



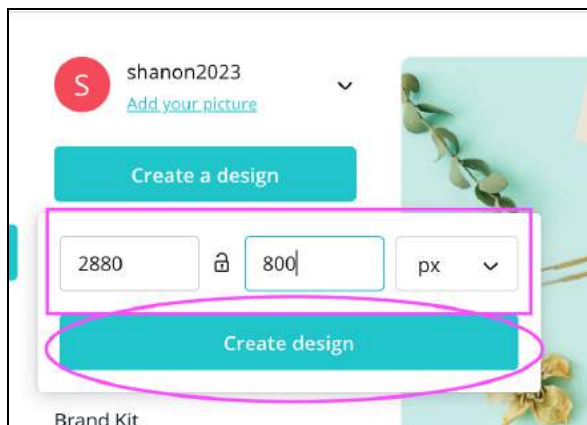
# 5+DAY WEBSITE CHALLENGE

- [Naomi Mdudu - The Lifestyle Edit](#)
  - [Ep. 144 - Authenticity and Profit First in Your Side Hustle](#)
- [Amy Eaton of Takes Pictures](#)
  - [Ep. 251 - How to Stop Playing it Small in Your Side Hustle](#)
- [Kyshira Moffet - The Power Collective](#)
  - [Ep. 302 - Creating a Powerful Brand Strategy for Your Side Hustle \(coming soon\)](#)
- [Masala Body with Nagina Abdullah](#)
  - [Ep. 223 - How to Get Exposure and Grow Your Side Hustle](#)

## 3.7 - Homepage Banner

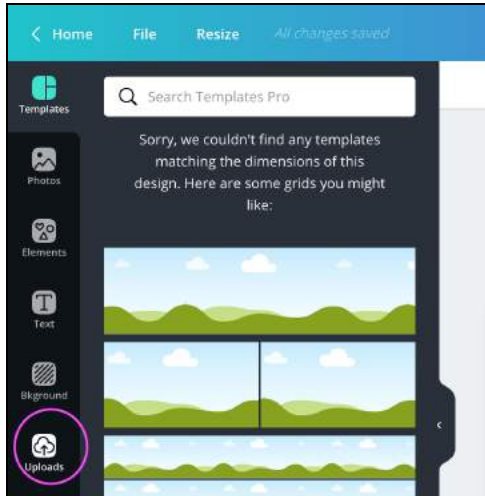
- Get photos of yourself.
- Dimensions are 1400 x 500.
- Download PNG, 2x
- Save to your Branding folder as HomepageBanner.

In Canva click “Create a Design” and enter 1400 x 500 for the dimensions. Then click “Create Design.”

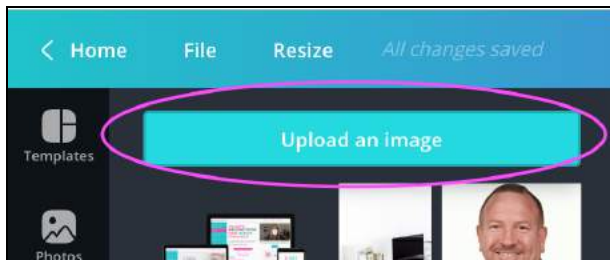


Click Uploads to upload images of you to use in your banner.

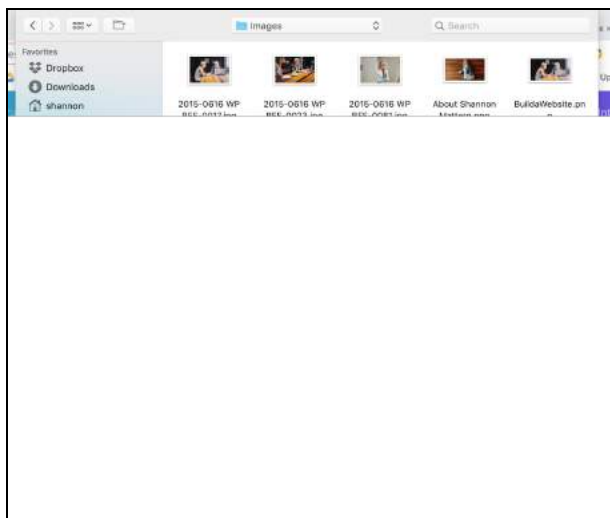
# 5+DAY WEBSITE CHALLENGE



Click Upload an Image

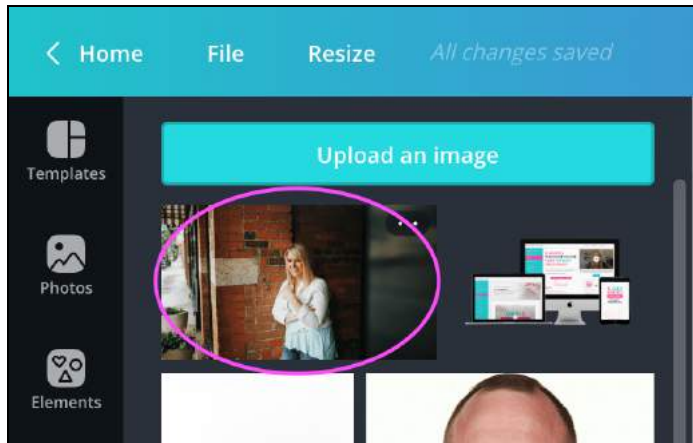


Navigate to wherever you have the image saved on your computer and click "open."

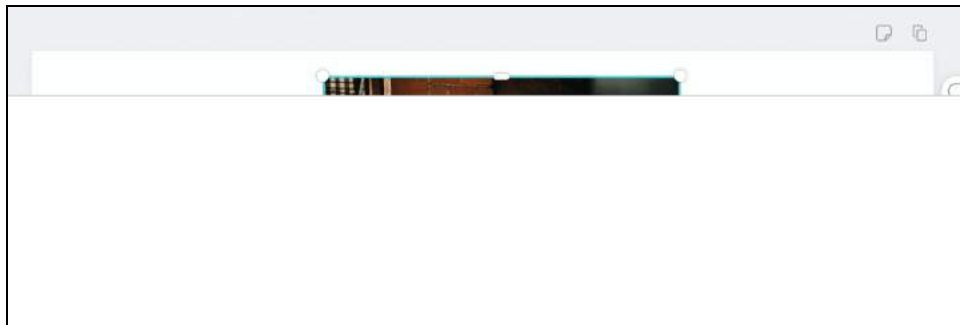


# 5+DAY WEBSITE CHALLENGE

Once your image is uploaded, click on it to add it to the canvas.

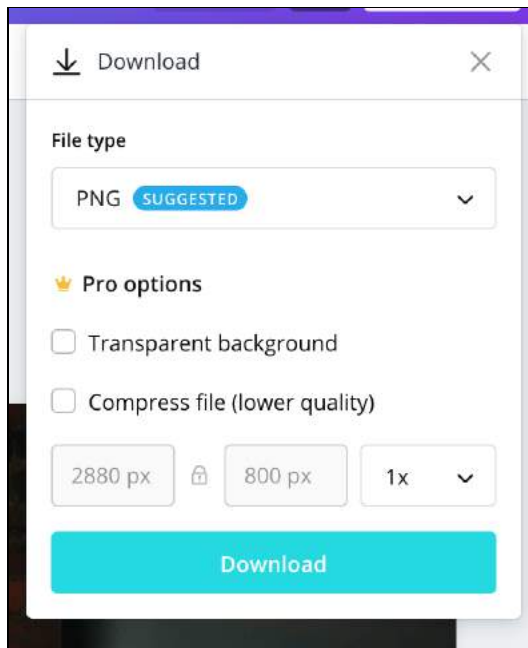
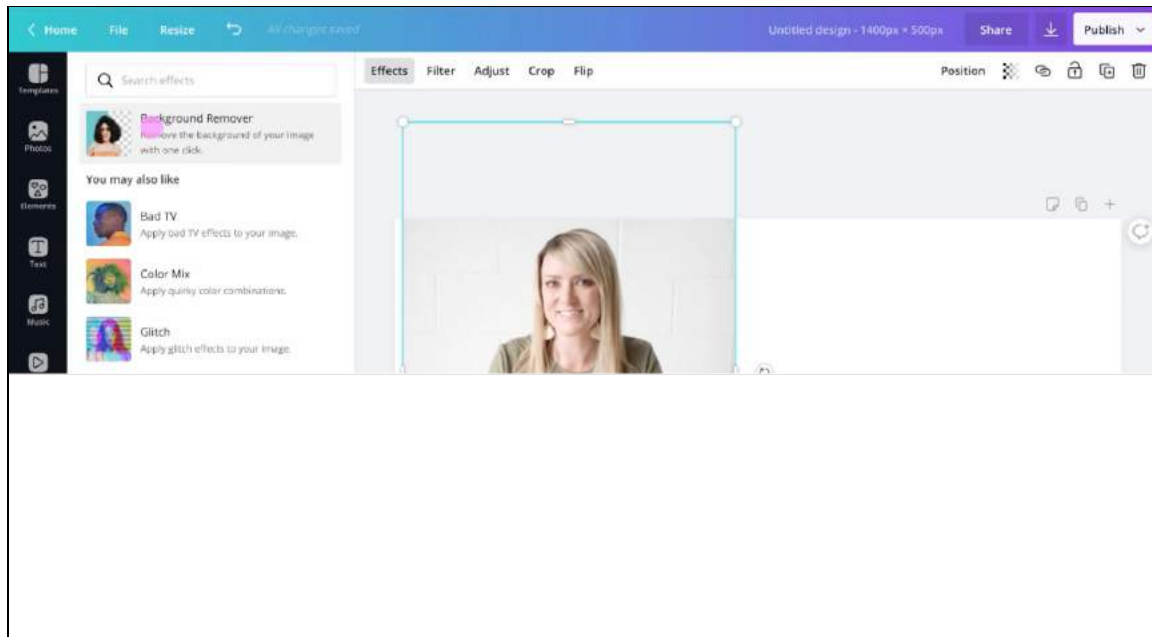


Click and drag it to resize it and fill the canvas (this is why the images of you should be wide with you off to one side).



# 5+DAY WEBSITE CHALLENGE

Or you can use the Background Remover in Canva Pro to remove your background image:



# 5+DAY WEBSITE CHALLENGE

---

## Day 4 - Website Design

### 4.0 - The Big Picture

There's still time to choose your own adventure!

**A) Follow the next 12 modules** and design all your pages for desktop + mobile from scratch.

**B) Skip the next 12 modules** and install customizable pre-designed page layouts in just a few clicks with website copy prompts throughout the pages inside the **Site-in-a-Snap Template Pack**.

Either way, I've got your back!

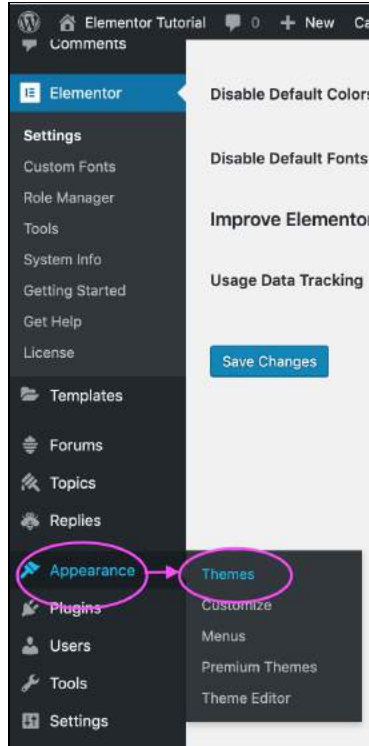
And if you're looking for **trainings on the themes I used to teach** in earlier versions of the Challenge (Make by Theme Foundry and Divi by Elegant Themes), check out **The Vault** for all my past trainings.

# 5+DAY WEBSITE CHALLENGE

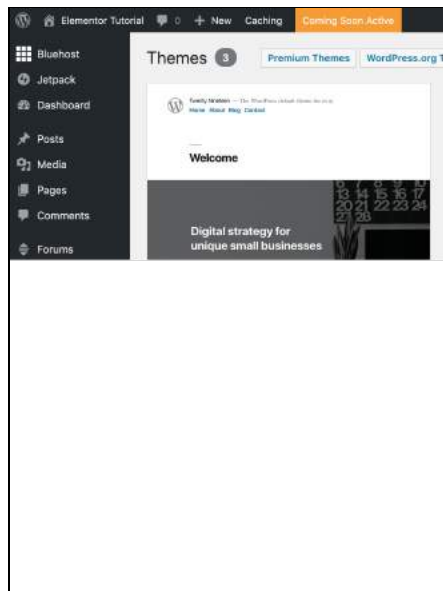
## 4.1 - Elementor 101 + Elementor Pro Installation

1) First, we'll install the Hello Elementor theme.

Go to Appearance > Themes

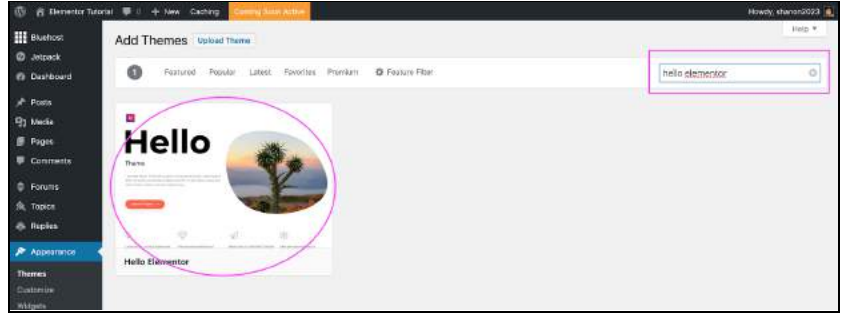


2) Click “Add New Theme”

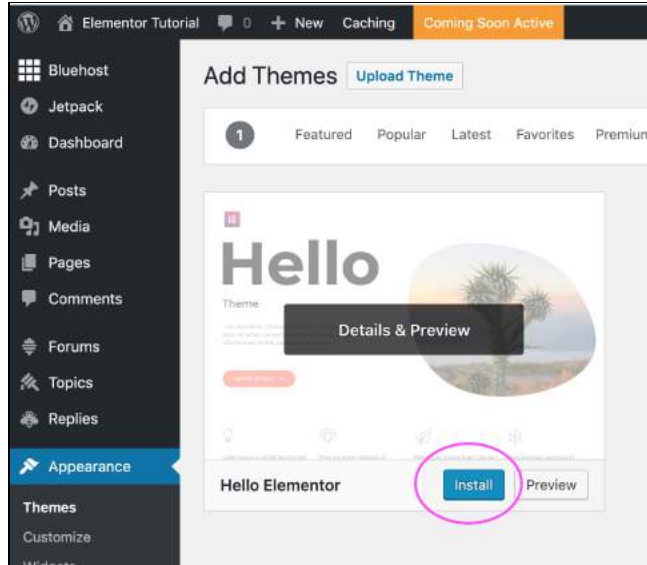


# 5+DAY WEBSITE CHALLENGE

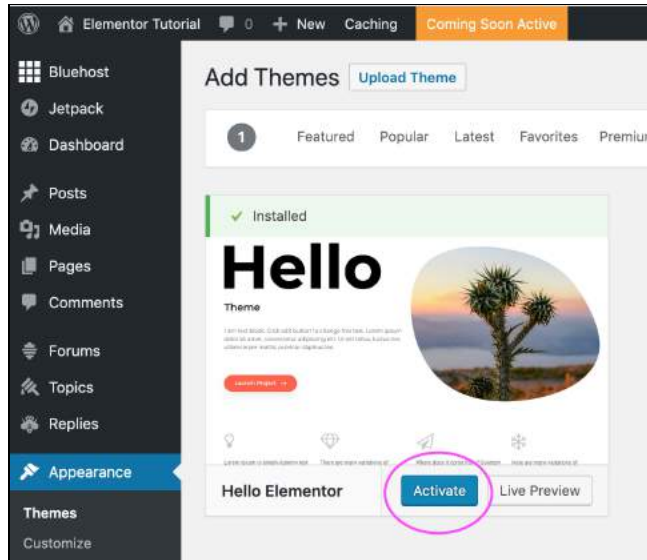
3) Enter "hello elementor" in the search field, and the theme looks like this:



4) Click Install



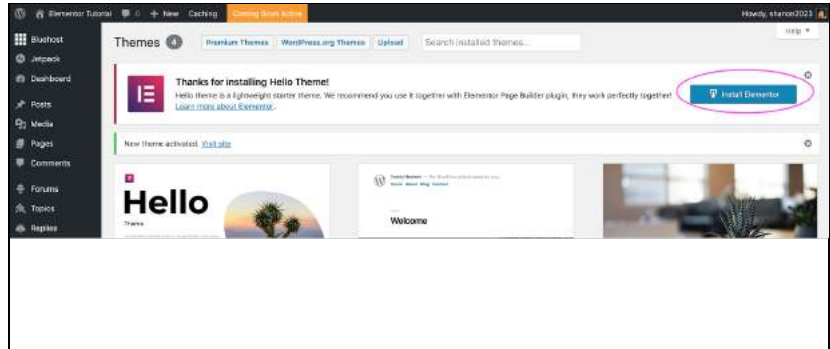
5) Click Activate



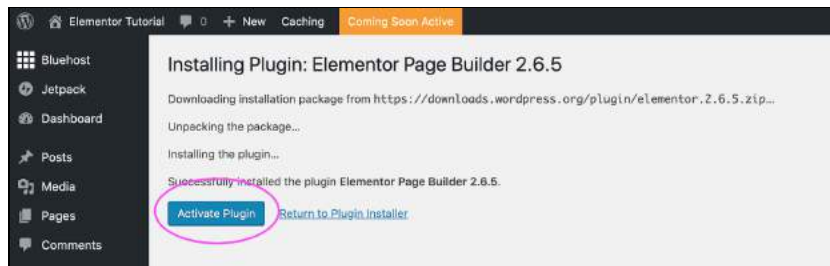
# 5+DAY WEBSITE CHALLENGE

## 6) Install Elementor Plugin:

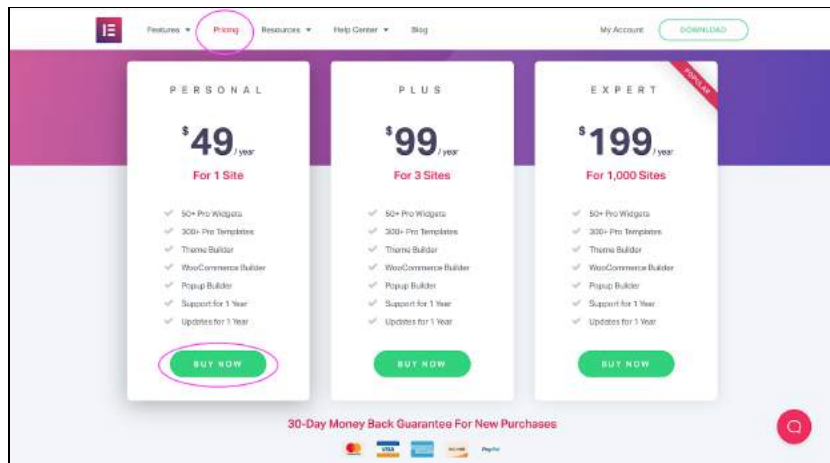
After the Hello Elementor theme is installed, a message will pop up thanking you for installing the theme, and will invite you to install the Elementor Plugin. Click that button to install it (or you can search the WordPress plugin directory for "elementor" and click install).



7) Once you've installed Elementor either with the button or via the plugin directory - you'll land on this page, and then click Activate Plugin:



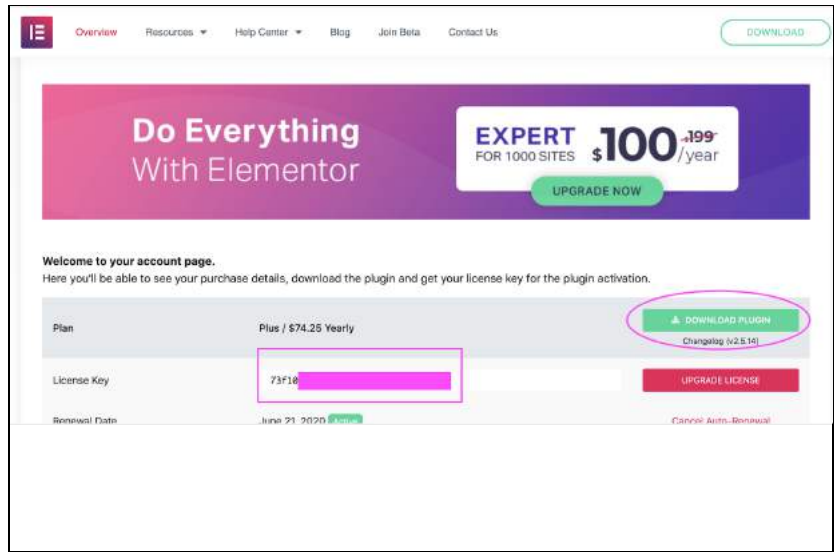
8) [Install Elementor Pro - Go to https://shannonmattern.com/elementor](https://shannonmattern.com/elementor) (affiliate link) and click on "Pricing". Then click "Buy Now" under the \$49 option.



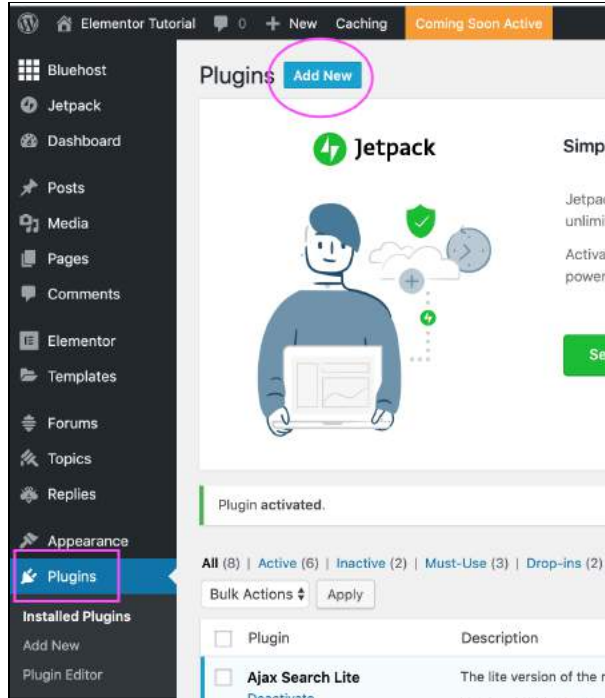


# 5+DAY WEBSITE CHALLENGE

9) After you complete your payment, click Download Plugin and pay attention to where you save it on your computer. *You don't need to copy your license key bc there's an automatic connection process, but you can always get it in your Elementor account just in case.*

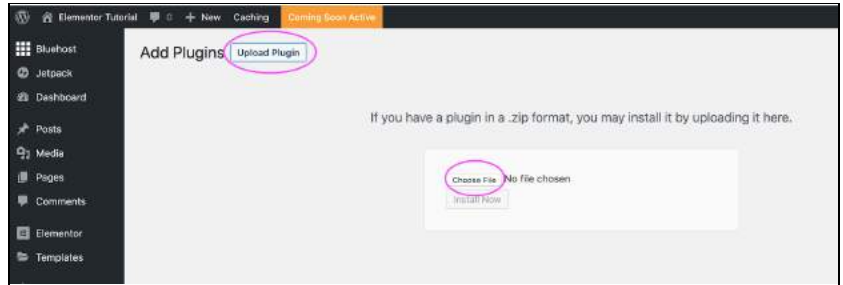


10) Next we'll upload the plugin to your website. Go to Plugins > Add New

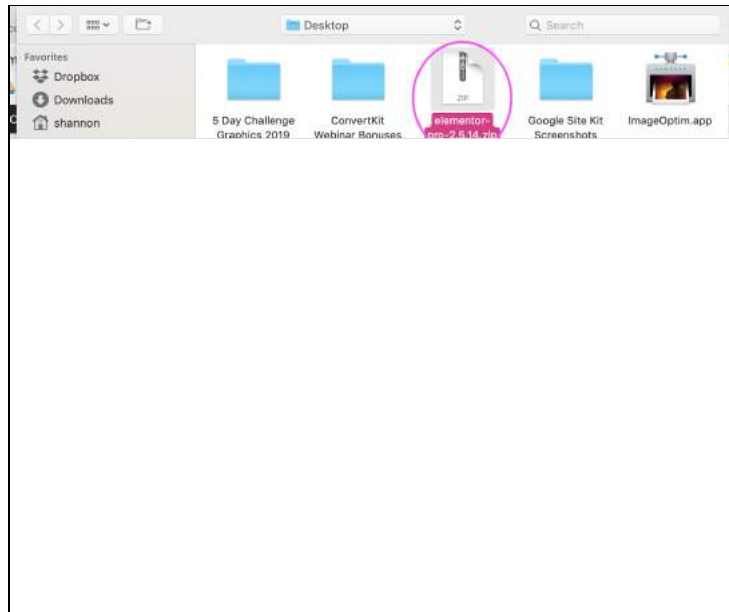


# 5+DAY WEBSITE CHALLENGE

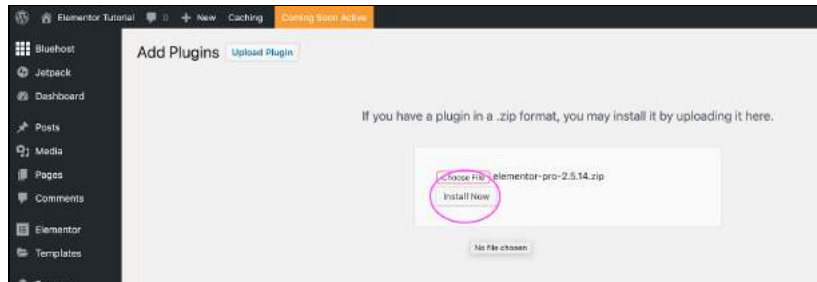
11) Click the Upload Plugin button, then click Choose File:



12) Navigate to the Elementor Pro plugin wherever it saved on your computer, click on the file, and then click Open. (Note - I'm on a Mac, if you're using windows this will look different for you).

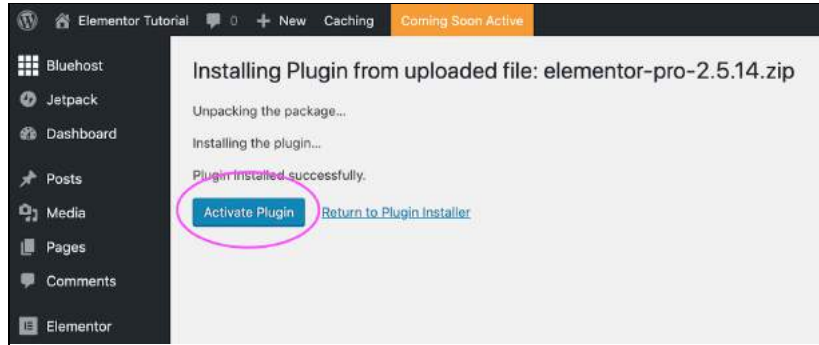


13) Then click "Install Now"

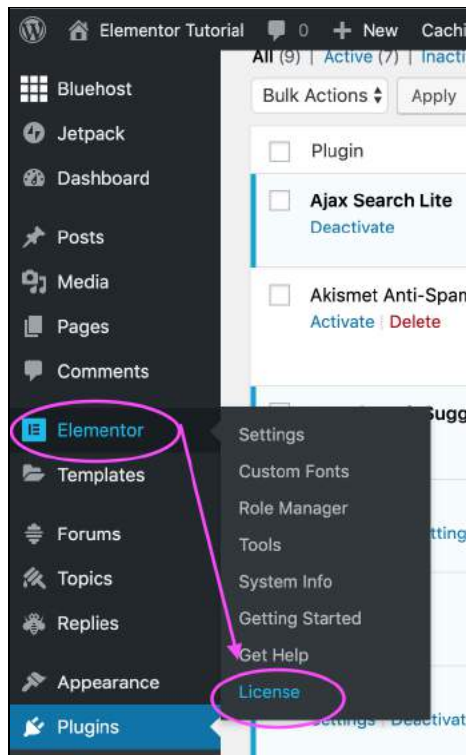


# 5+DAY WEBSITE CHALLENGE

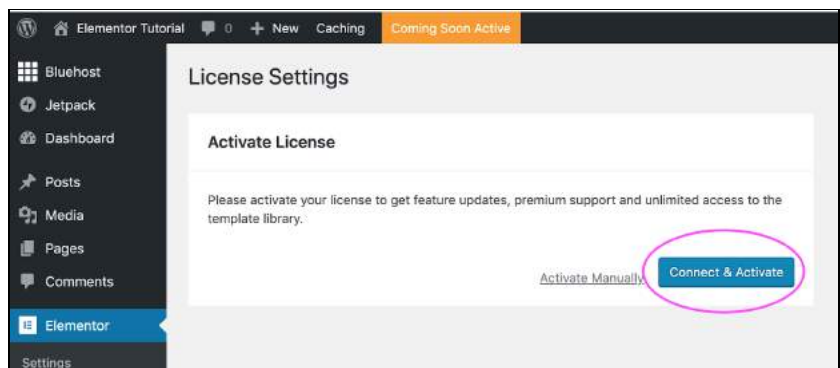
14) Click Activate Plugin



15) Next we'll connect our Elementor license. Go to Elementor > License:

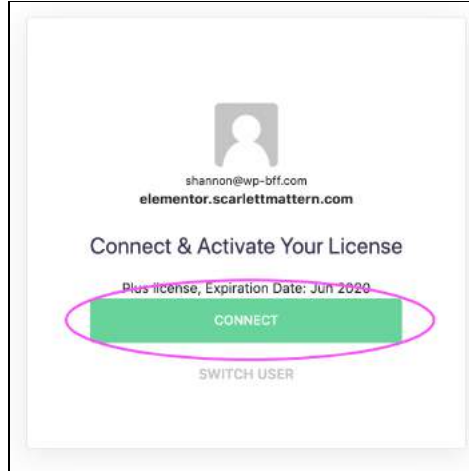


16) Click on "Connect + Activate"

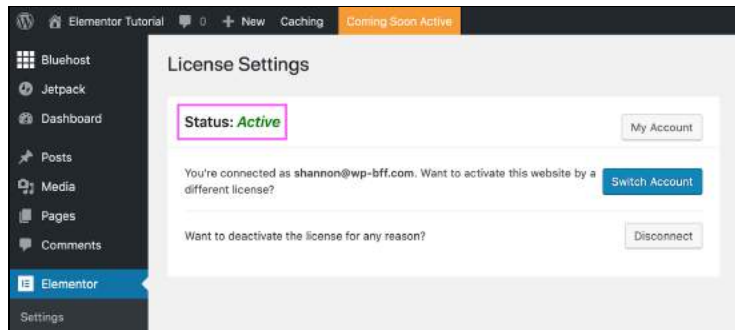


# 5+DAY WEBSITE CHALLENGE

16) Click Connect



17) You should see a green Active status, and you're done!

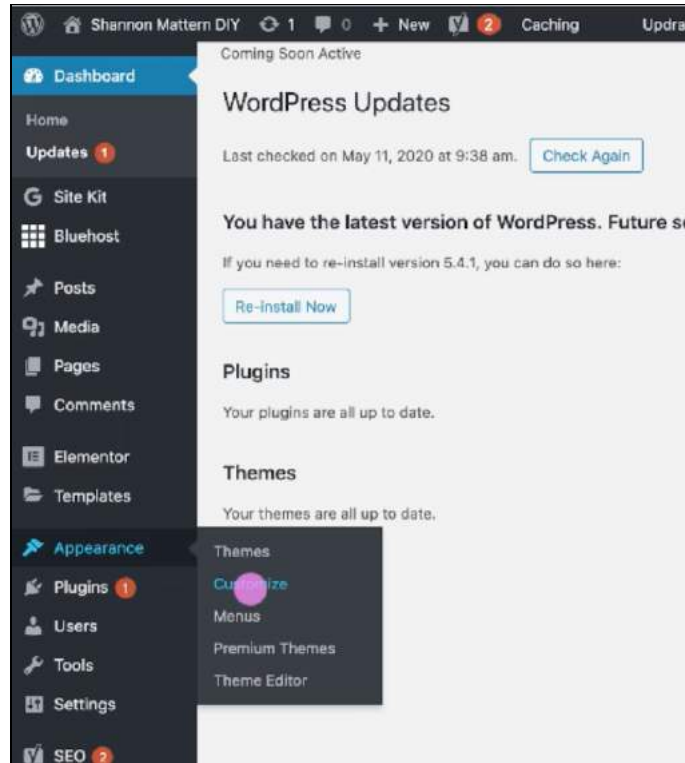


# 5+DAY WEBSITE CHALLENGE

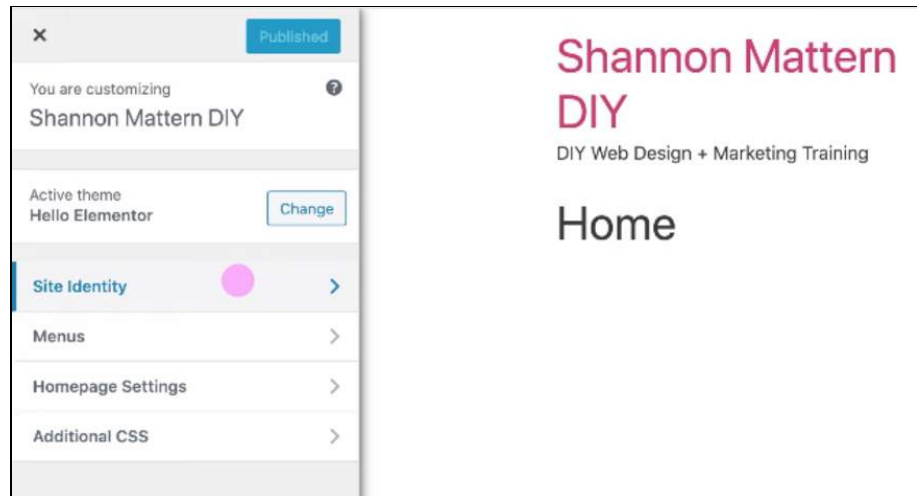
## 4.2 - Elementor Setup

1) First we'll add our Logo + Site Icon

Go to Appearance > Customize

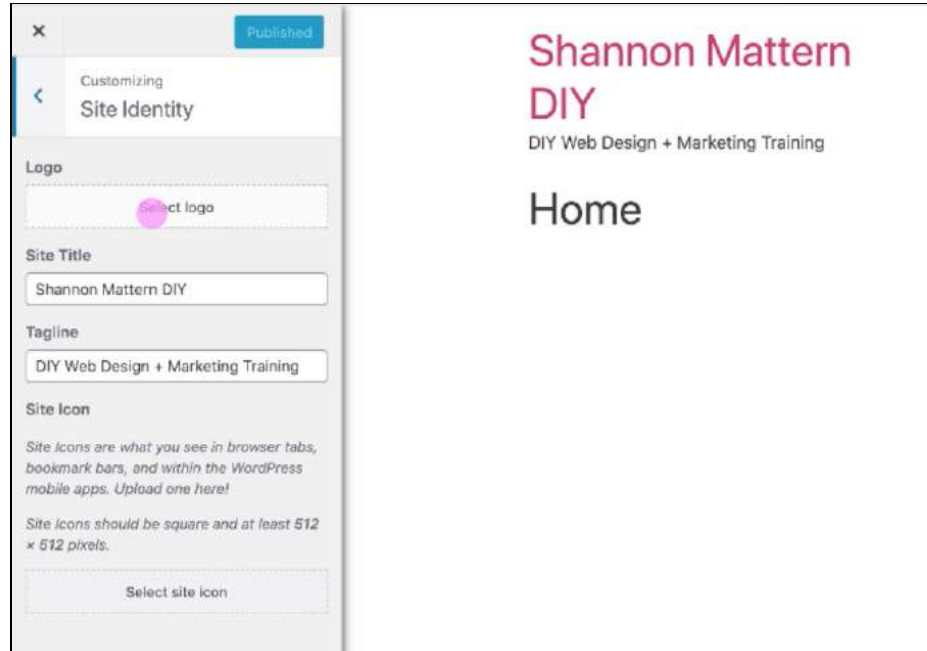


2) Click Site Identity

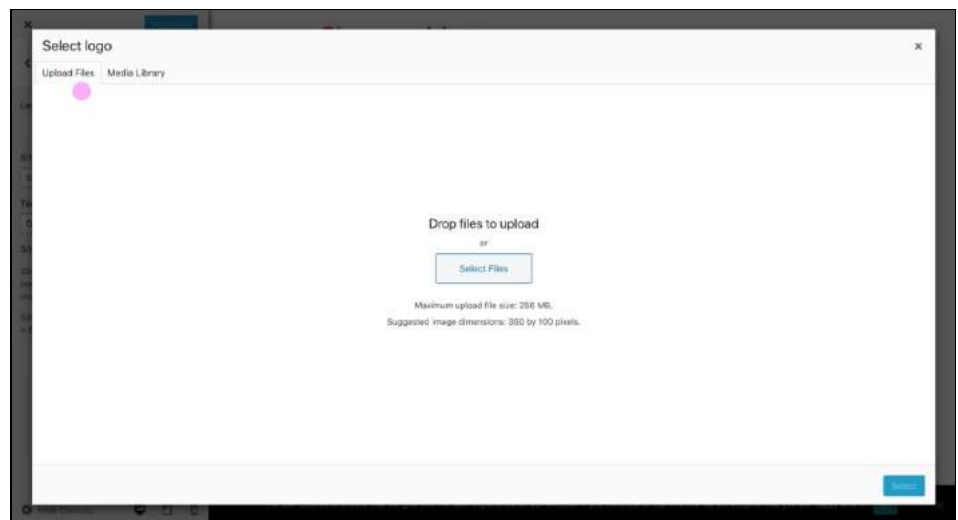


# 5+DAY WEBSITE CHALLENGE

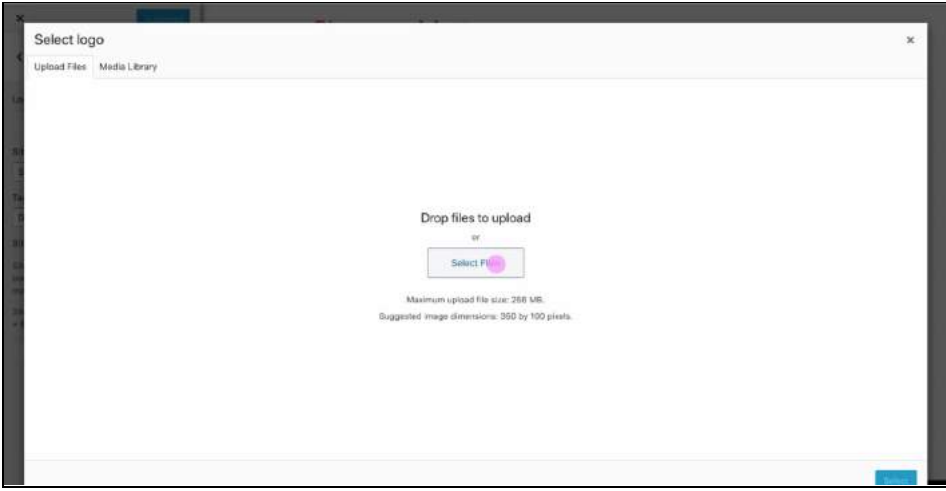
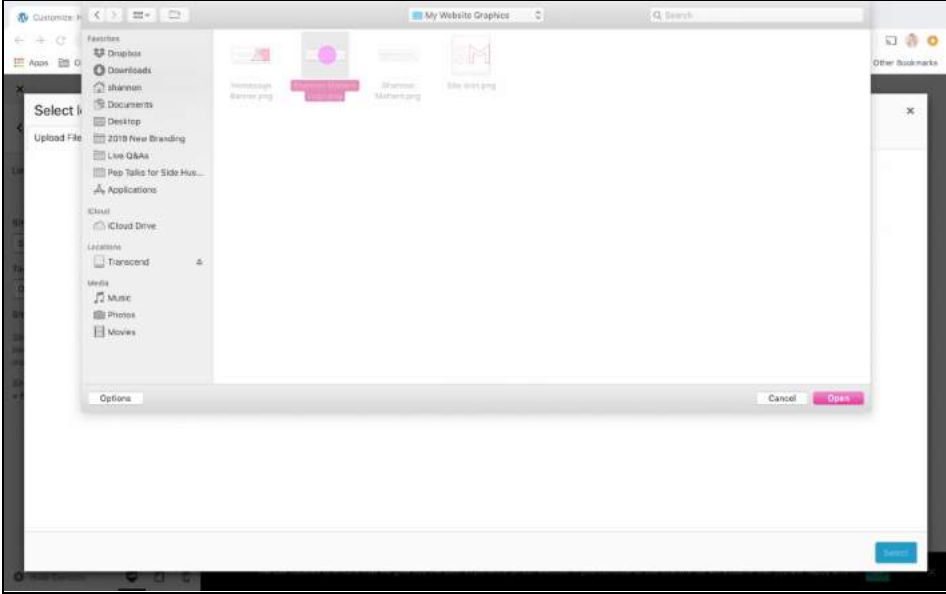
3) Click Select Logo



4) On the Upload File Tab, click Select File

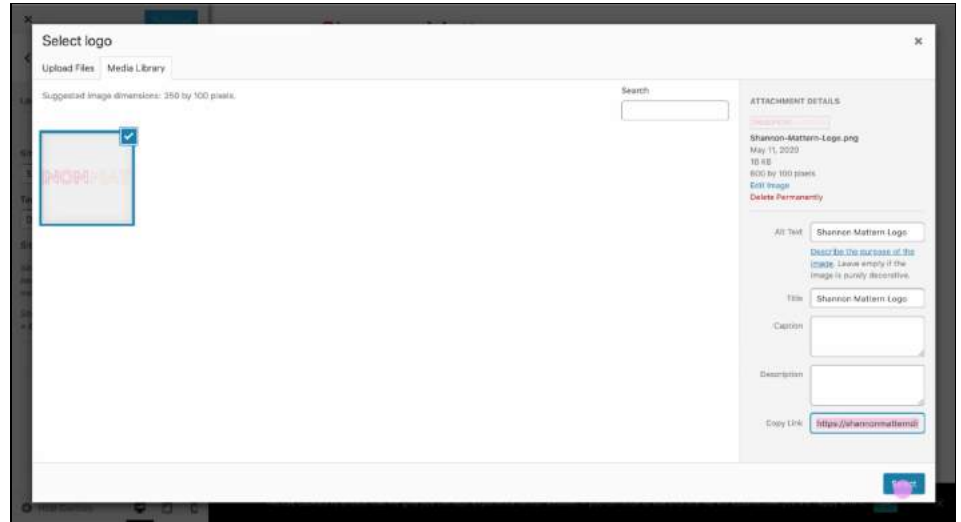


# 5+DAY WEBSITE CHALLENGE

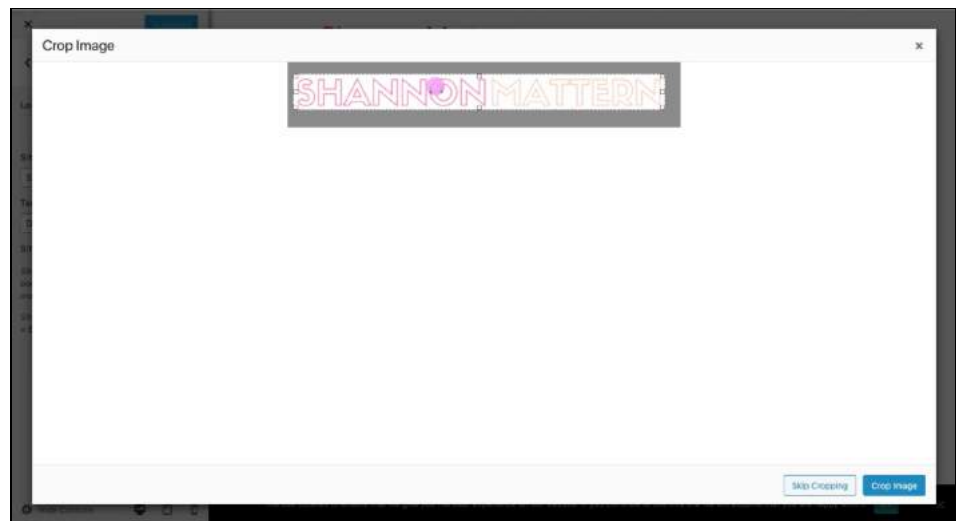
	
<p>5) Navigate to where you saved your logo on your computer and either double-click it or click Open to upload it to your site.</p>	

# 5+DAY WEBSITE CHALLENGE

6) Click Select

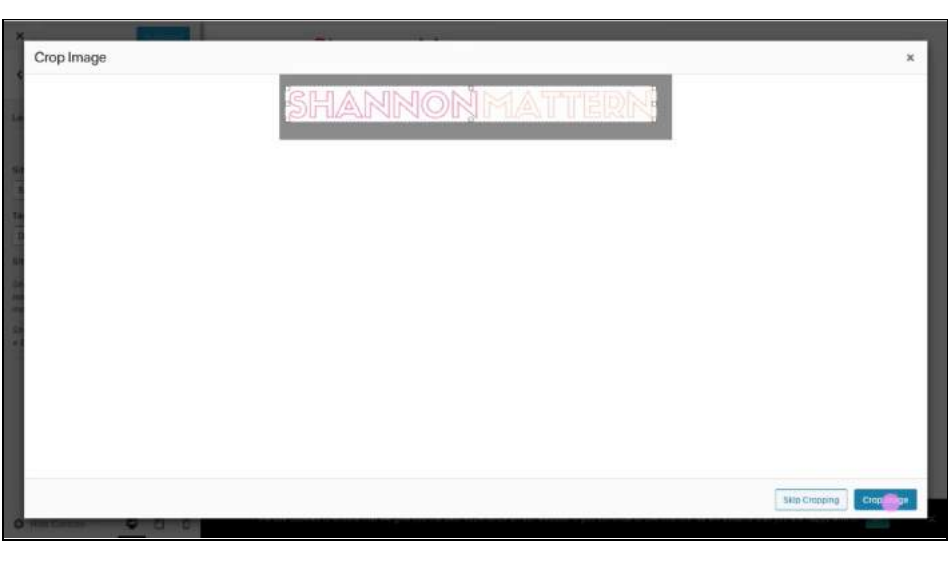



7) Drag the bars around the image to crop out the extra white space and click Crop Image



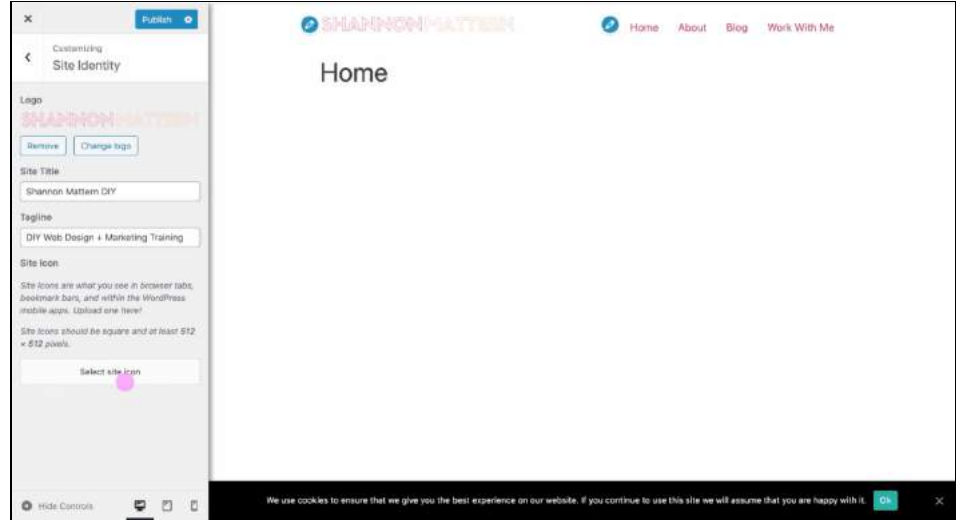


# 5+DAY WEBSITE CHALLENGE

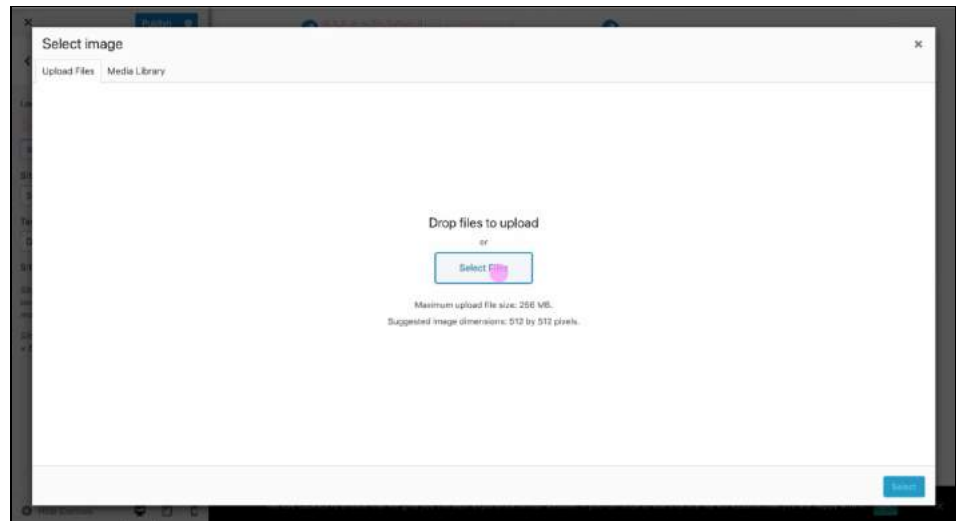
	
<p>8) The page will refresh automatically and your logo will appear.</p>	

# 5+DAY WEBSITE CHALLENGE

9) Click Select Site Icon

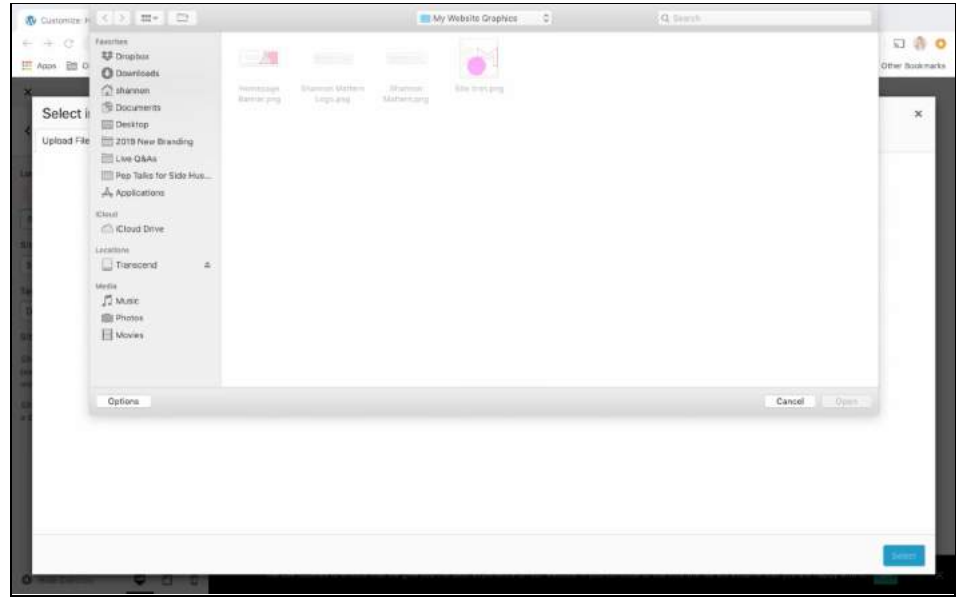


10) Click Select Image

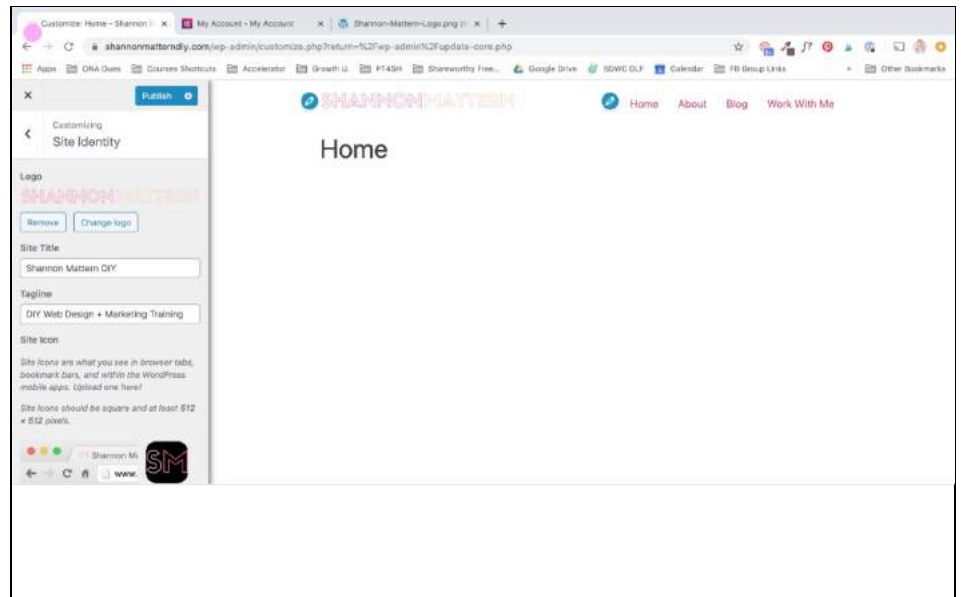


# 5+DAY WEBSITE CHALLENGE

10) Click Select Image

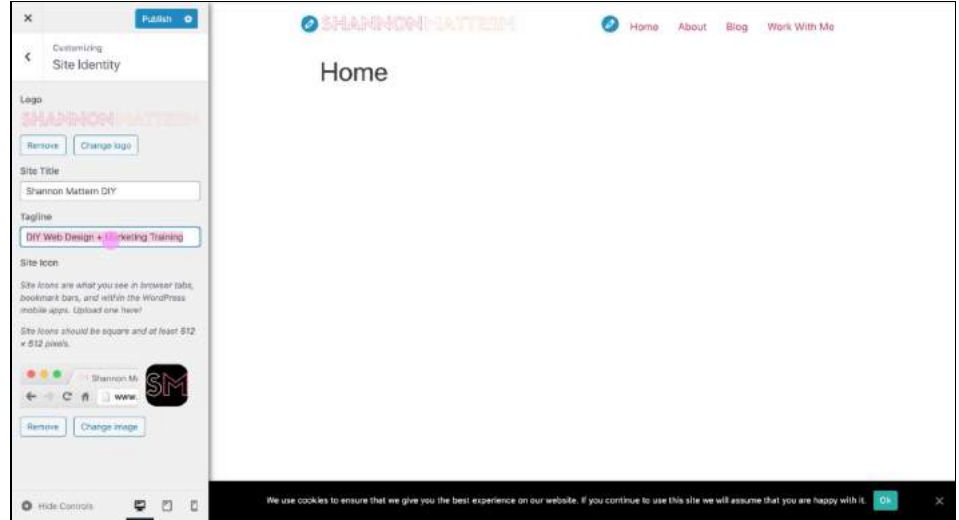


11) Navigate to where you saved your Favicon/Site Icon on your computer and either double-click it or click Open to upload it to your site.

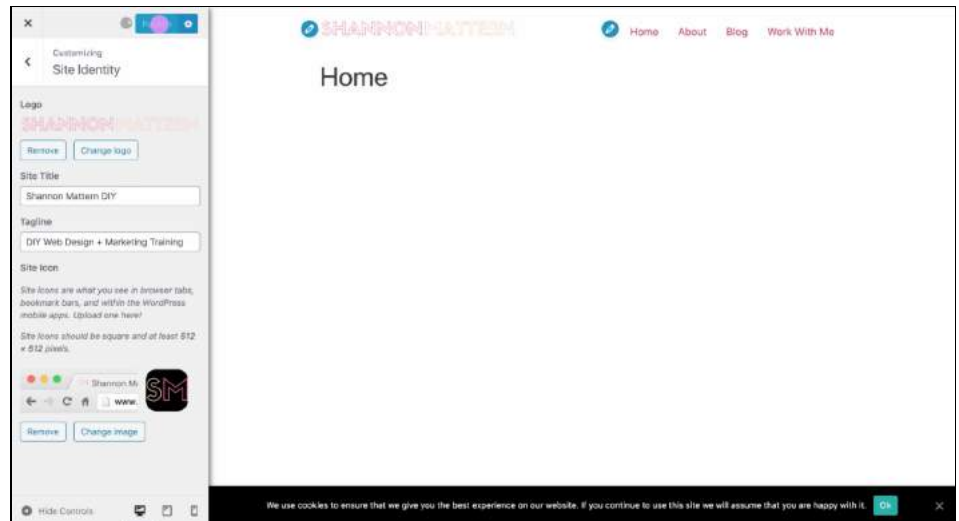


# 5+DAY WEBSITE CHALLENGE

12) Make sure your Site Title and Tagline are what you want them to be.

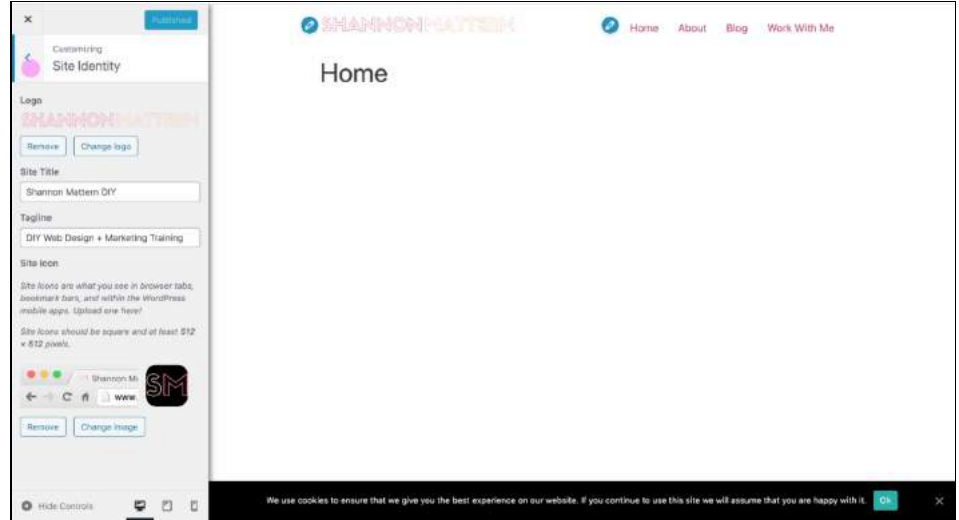


13) Click Publish

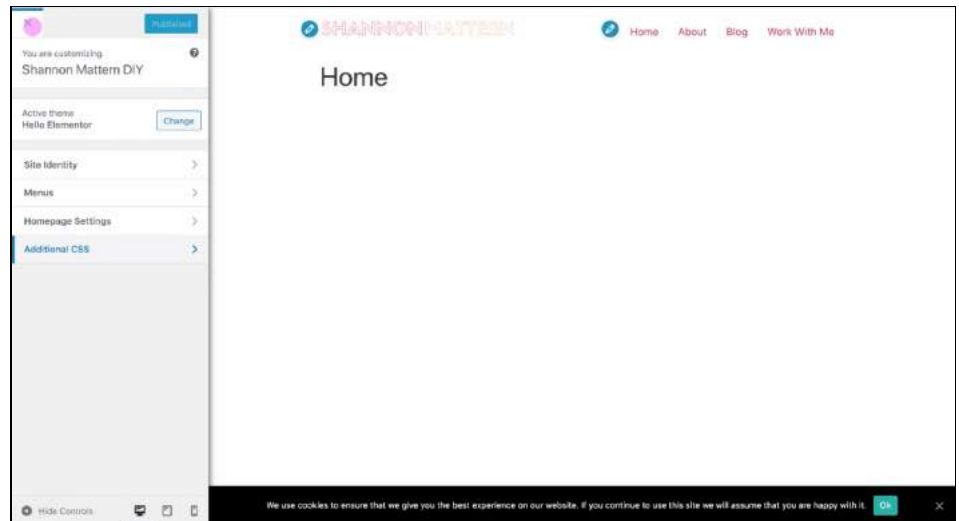


# 5+DAY WEBSITE CHALLENGE

14) Click the back arrow



15) Click the X to go back to the WordPress Dashboard.

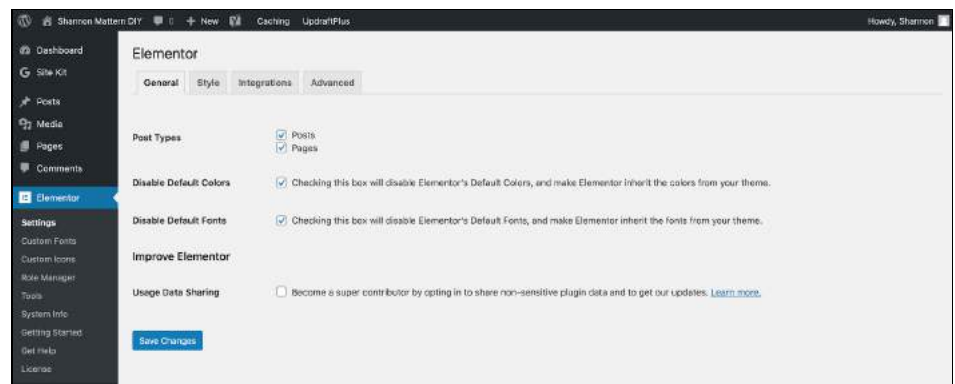


# 5+DAY WEBSITE CHALLENGE

## Elementor Settings + Fonts

In Elementor > Settings on the General Tab, check the Pages, Posts Disable Default Colors + Disable Default Fonts boxes.

On the Style, Integrations + Advanced Tabs - no changes.

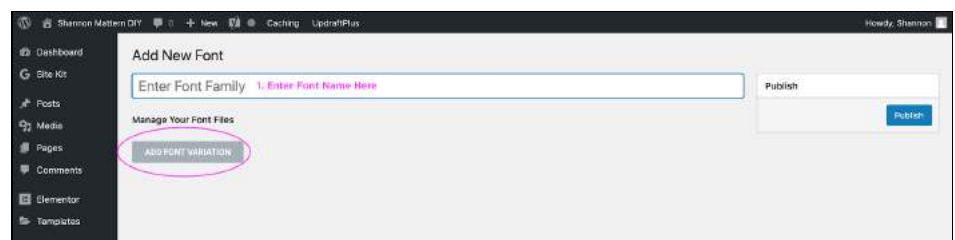


In Elementor > Custom Fonts, if you purchased or downloaded any custom fonts, you'll add them here.

Click Add New

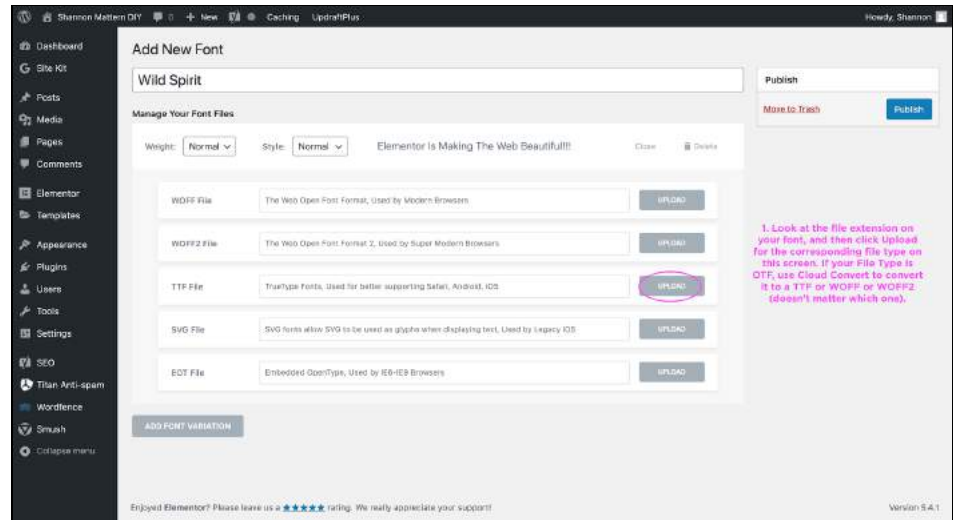


Enter the name of your font and click Add Font Variation

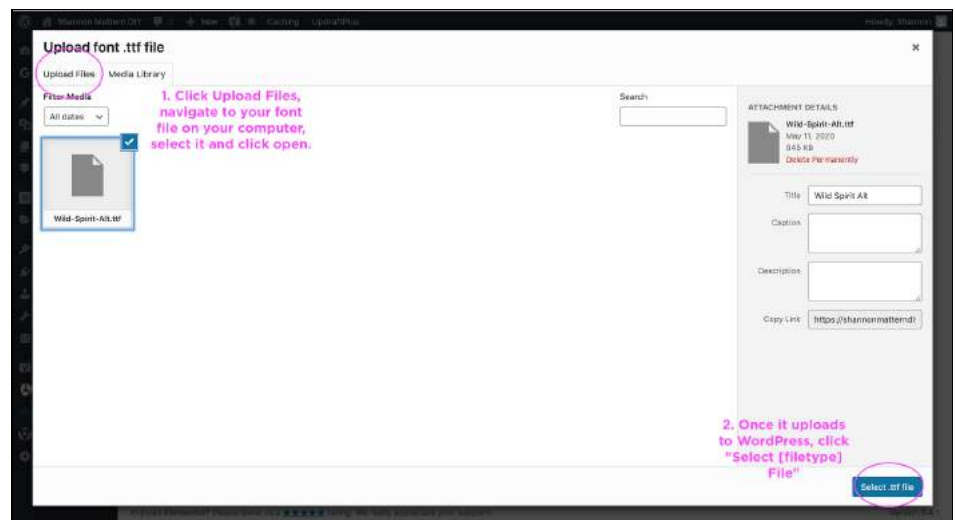


# 5+DAY WEBSITE CHALLENGE

Look at the file extension (the part after the period) on font file you have, and then click upload on the corresponding file type in this list. If you don't see it, for example, your file ends in .OTF, then use <https://cloudconvert.com/> to convert your font file to one of the types listed here.



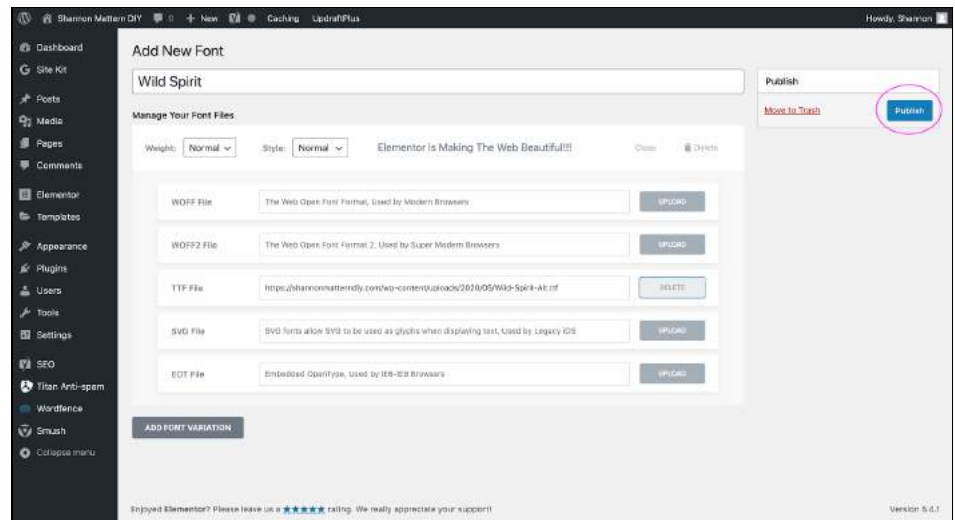
Upload your font file to WordPress and click Select



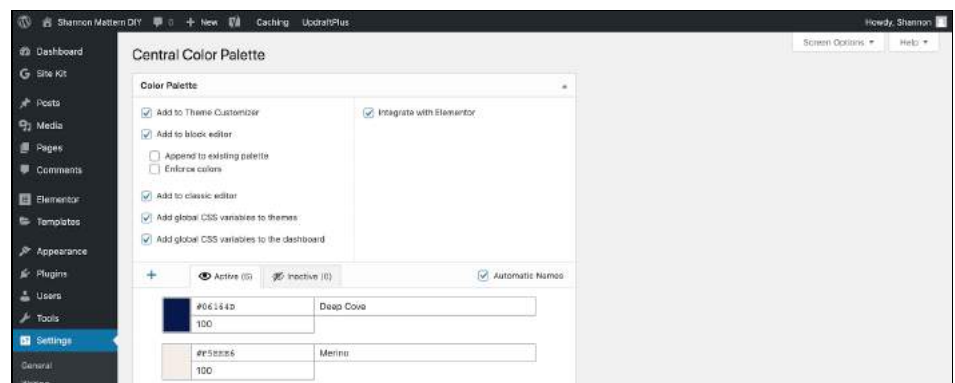
# 5+DAY WEBSITE CHALLENGE

## Click Publish.

Repeat for any additional custom fonts you purchased or downloaded.



Go to Settings > Central Color Palette and check the box to integrate with Elementor



There are no changes to any of the other Elementor settings!



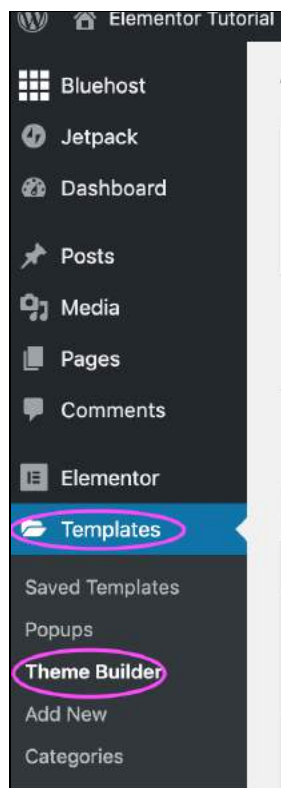
# 5+DAY WEBSITE CHALLENGE

## 4.3 - Global Theme Styles + Header

As you move through the modules 4.3 through 4.9.2, I highly recommend that you watch the videos because even though I've documented everything in writing here in the screenshots, there's a lot of strategy that I talk about in the videos plus techie tips and tricks I show all along the way that will save you time and teach you A LOT more than I can show you in words and screenshots. But you can use this as a reference to support the videos.

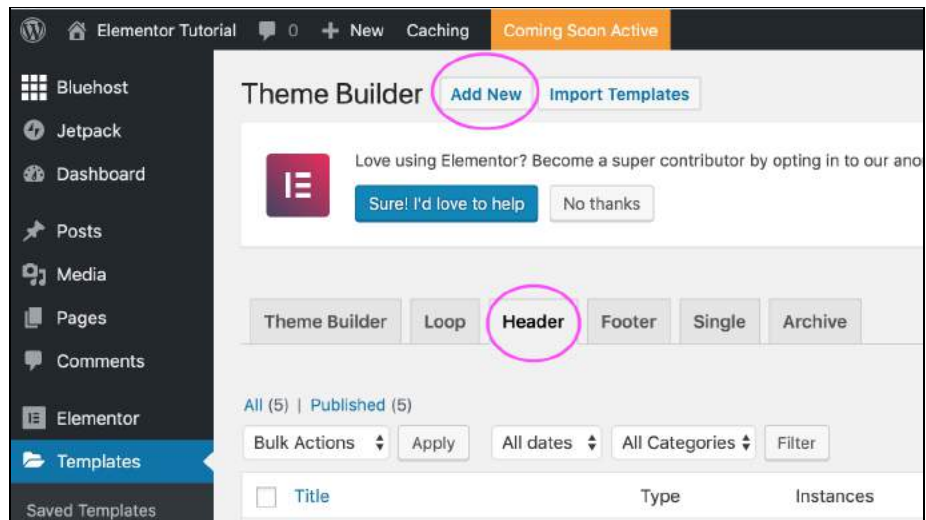
In this module we'll create the Header of our site that has our logo and navigation menu and set that up to display automatically on every page, and we'll also set global theme styles, like colors, fonts + buttons.

Create Header: In the WordPress Dashboard, click on Theme Builder > Templates.

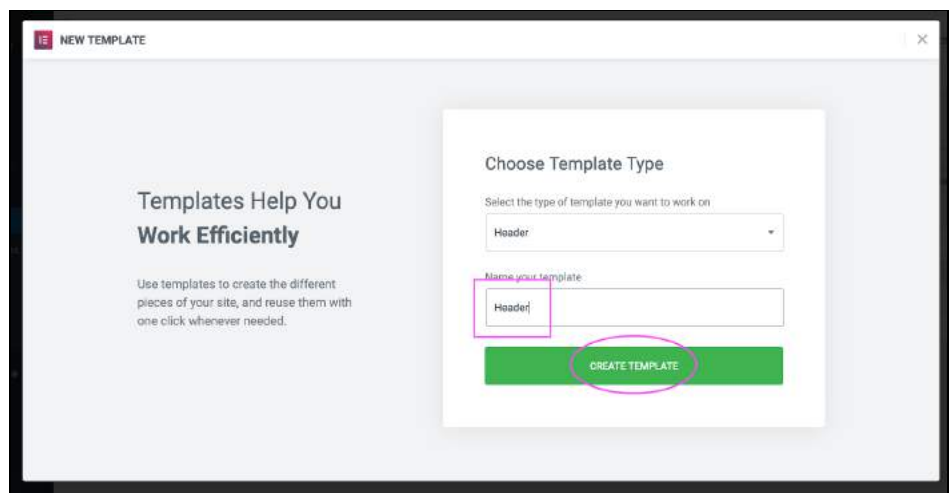


# 5+DAY WEBSITE CHALLENGE

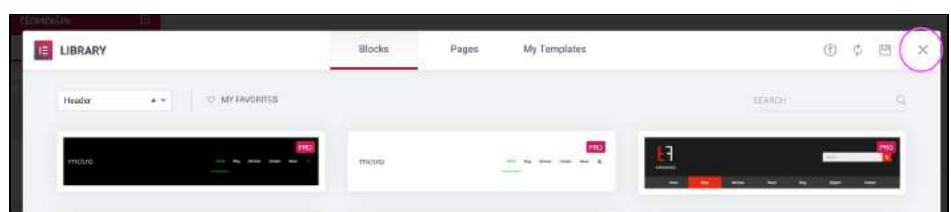
Then click on the Header Tab, and then click Add New.



Enter Header for the name and click "Create Template"



You can use one of Elementor Pro's premade templates, but we're gonna create our own. Click the X to close this popup.

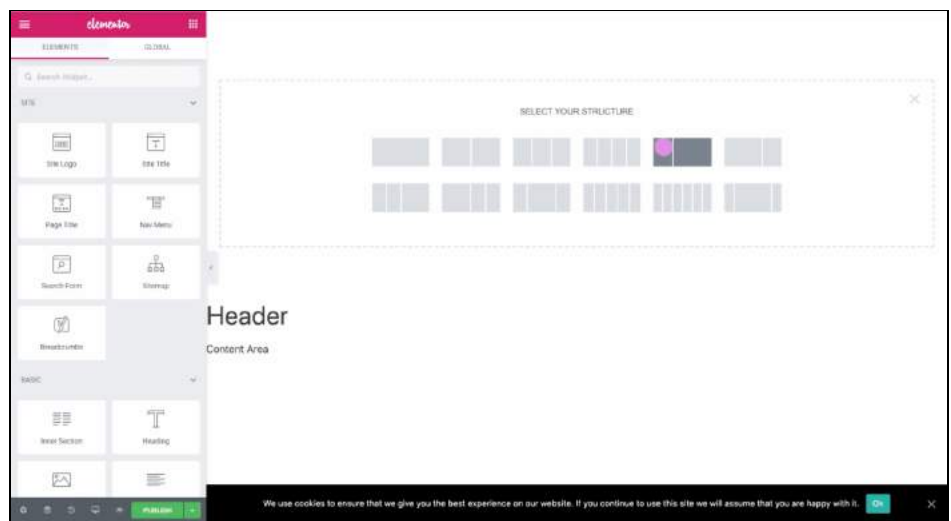


# 5+DAY WEBSITE CHALLENGE

Click the + to create a new section.



Select this 2 Column Structure

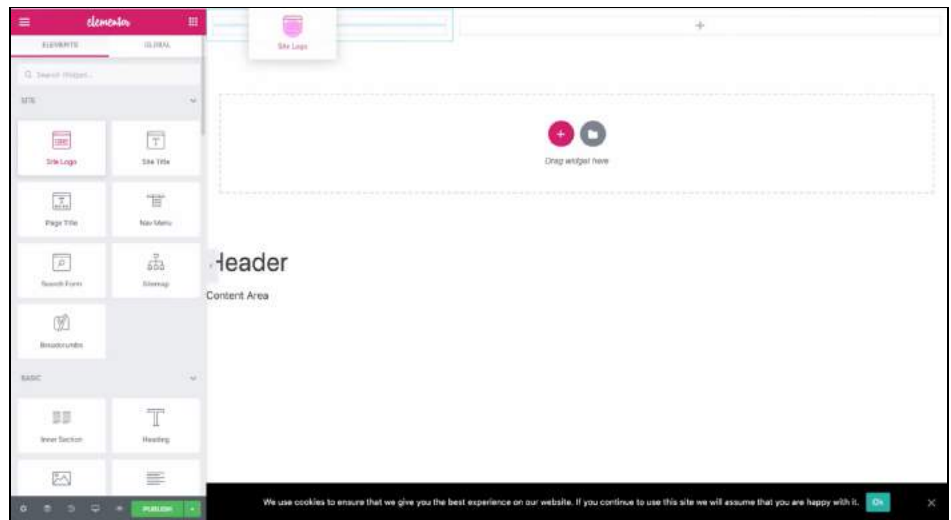


Click the 6-blocks in the left-side menu.

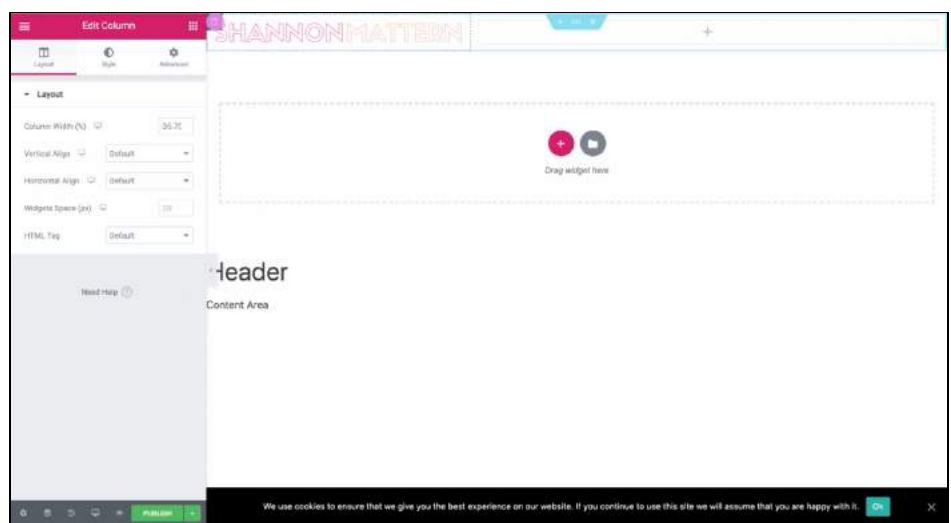


# 5+DAY WEBSITE CHALLENGE

Then click and drag the “Site Logo” block to the far-left column of your header:

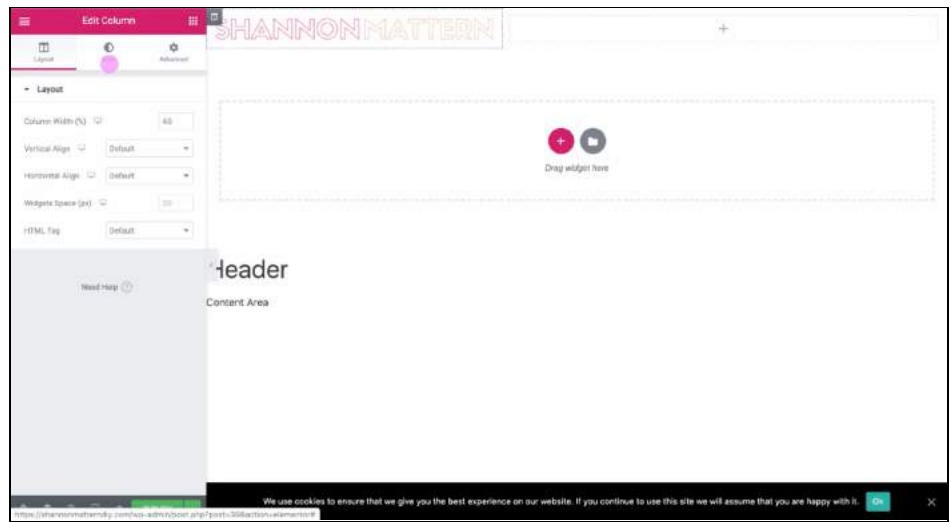


Click on the Column icon in the column where you just put your logo.

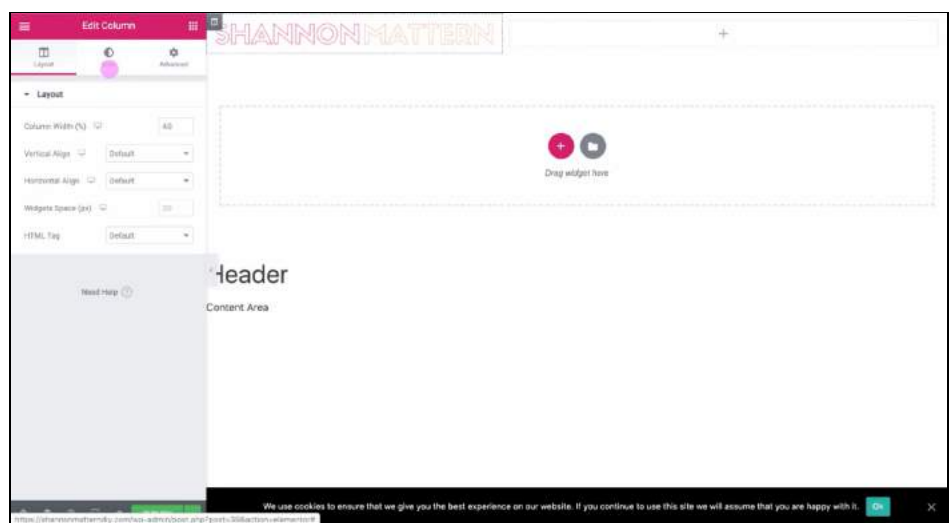


# 5+DAY WEBSITE CHALLENGE

Enter 40 in the column width field.

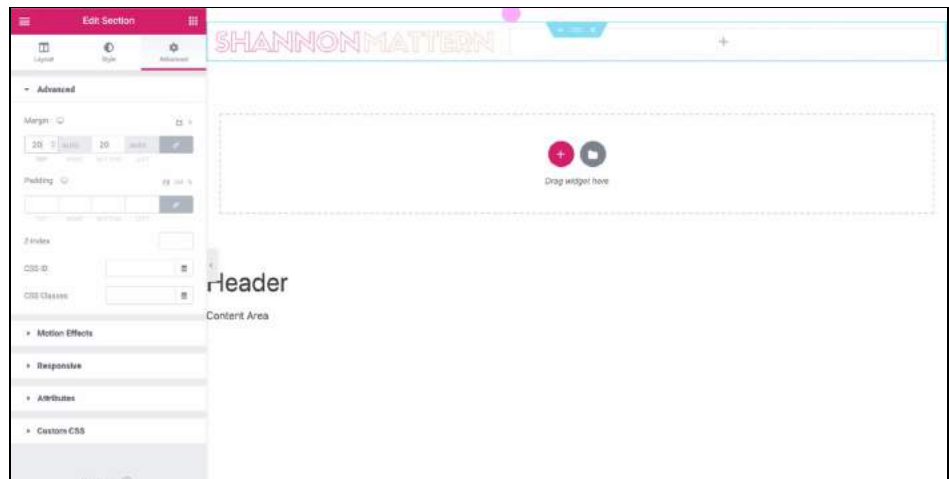


Click on the Style icon

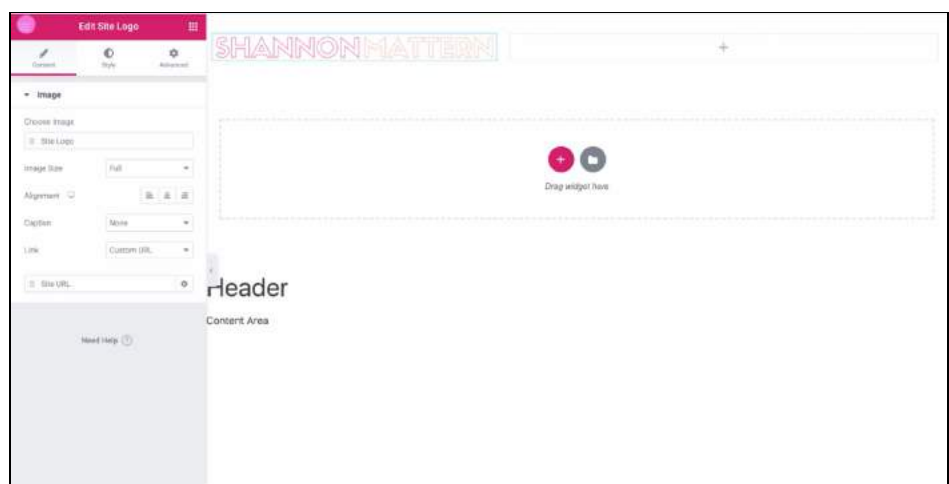


# 5+DAY WEBSITE CHALLENGE

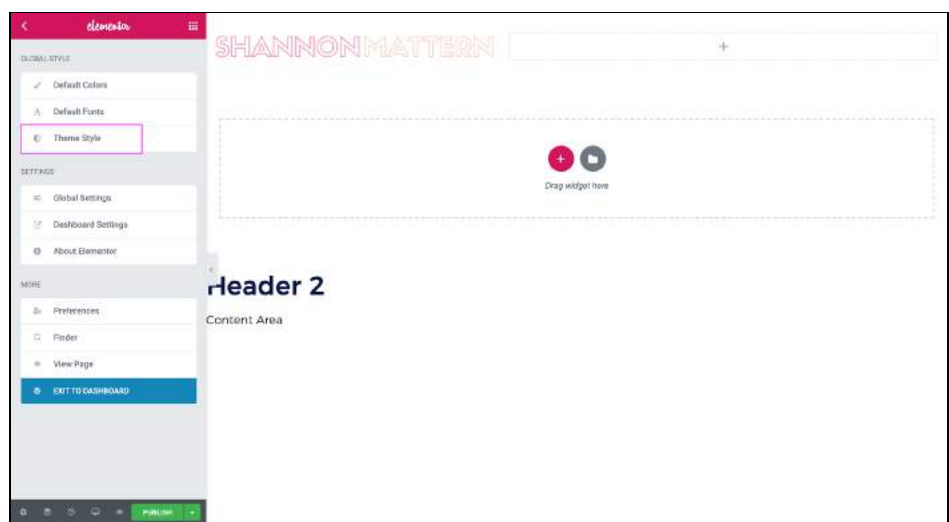
Enter 20 in the top + bottom margin



Click on the hamburger (three lines)



Click on Theme Style. In this section we are setting Global theme styles for your whole site. You can access the Theme Styles from any Elementor page on your site, not just your header. But since we're working on the header first, that's why we're going in from



# 5+DAY WEBSITE CHALLENGE

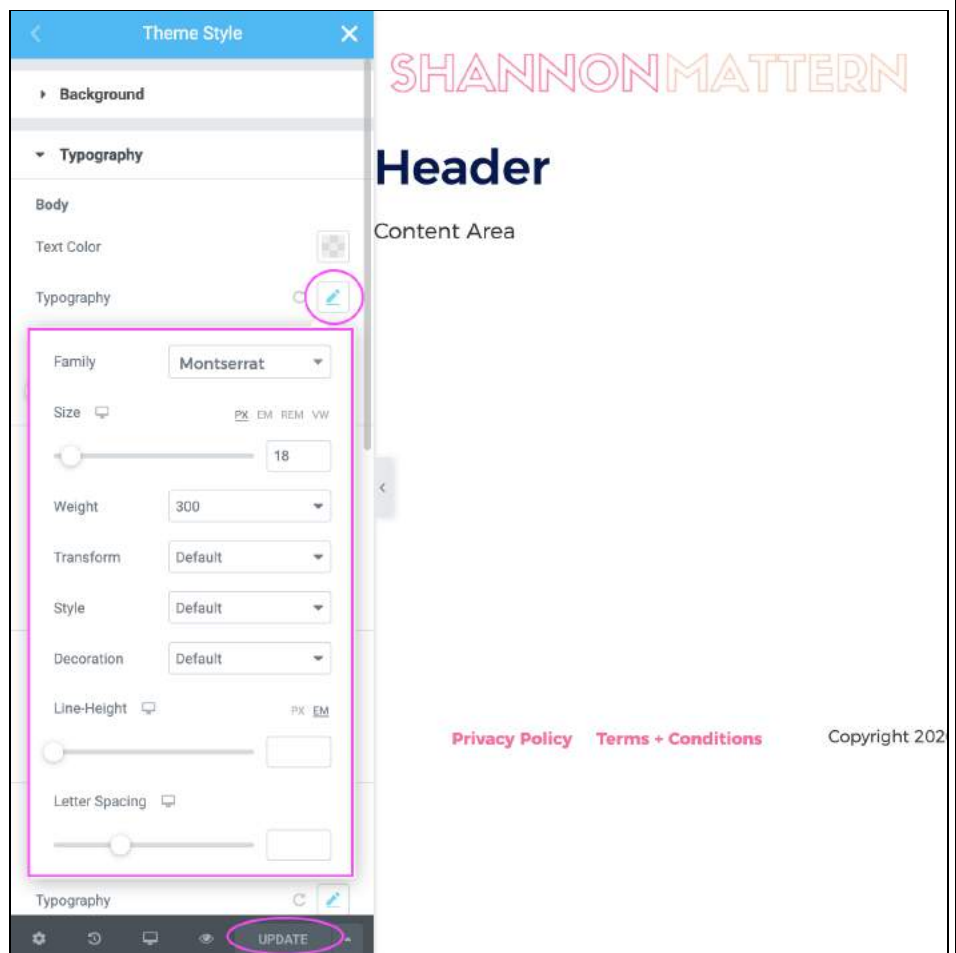
here to set up the global theme styles now.

Click on Typography



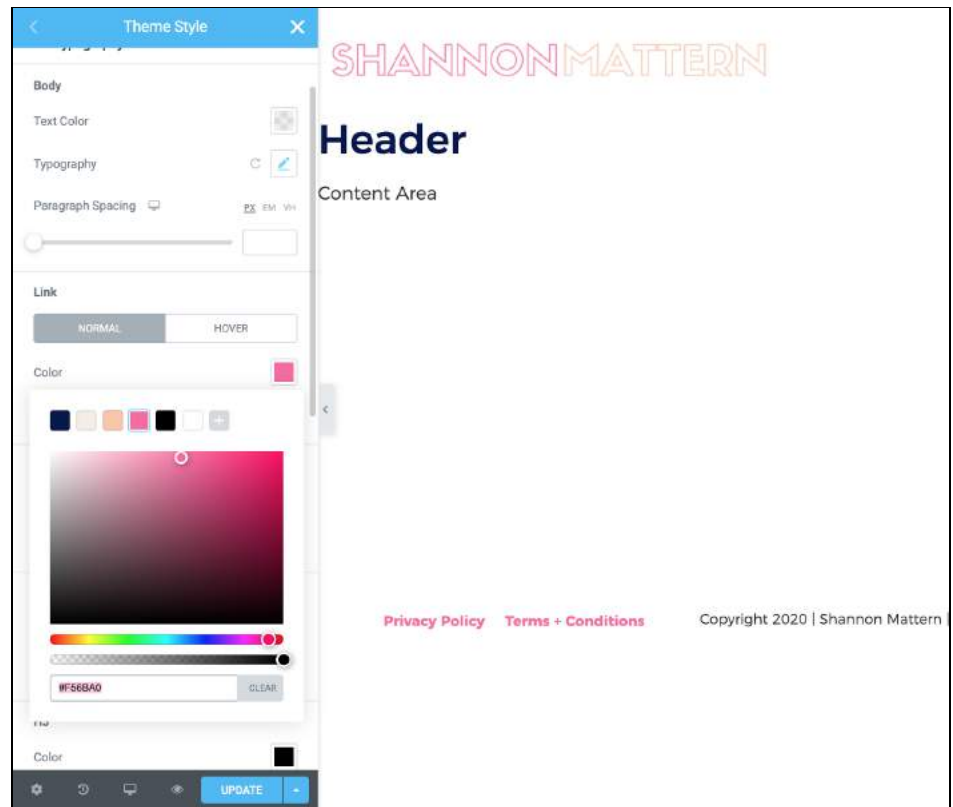
**In the BODY section,**  
Click on the pencil icon, select your paragraph text font. I recommend leaving the default text color for readability.

Set the size to somewhere between 14 and 20 depending on your font (it needs to be readable) and adjust any other settings you want to adjust. Click off of the typography style window, and the update button will change to Blue. Click Update often to save your changes.

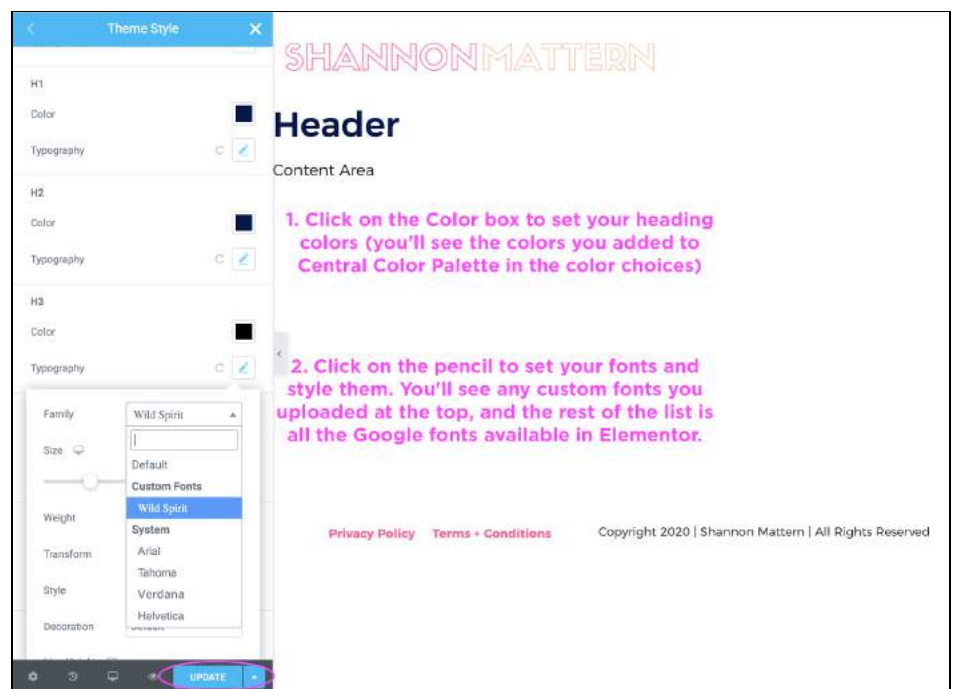


# 5+DAY WEBSITE CHALLENGE

In **LINK**, change the color to your brightest color and click the pencil icon to set the font + font size to match your paragraph text - but make the Font Weight **BOLD**.



**Set Header styles for H1, H2 and H3.** H1 should be the biggest + boldest, H2 should also be big and bold, and H3 can be an accent font that you use sparingly (like, for just a few words that introduce a new section bc they are harder to read). You can set styles for H4-H6 but you're probably never gonna use them.





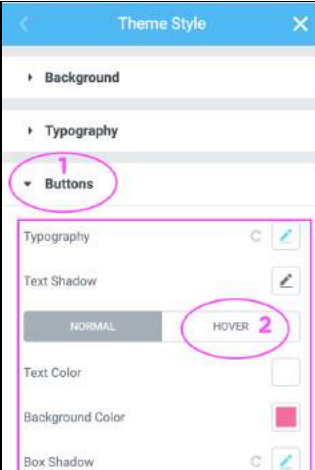
# 5+DAY WEBSITE CHALLENGE

## Style your Buttons.

Click Update to save your changes.

In Form Fields, you can set the Typography to match your Body text (or you can leave as is).

In Images, there's nothing to change.



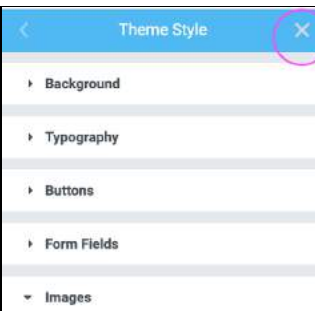
**Header**

Content Area

1. Click on Buttons and set the font, font size + style. Set the text color and the button color. A border radius of 0 means the button will have sharp corners - you can increase it for rounded corners.

2. Click on Hover to set the styles for when the mouse hovers on the button.

After you've clicked Update to save your global Theme Styles, click the X in the blue panel to exit the global theme styles and go back to editing the Header.



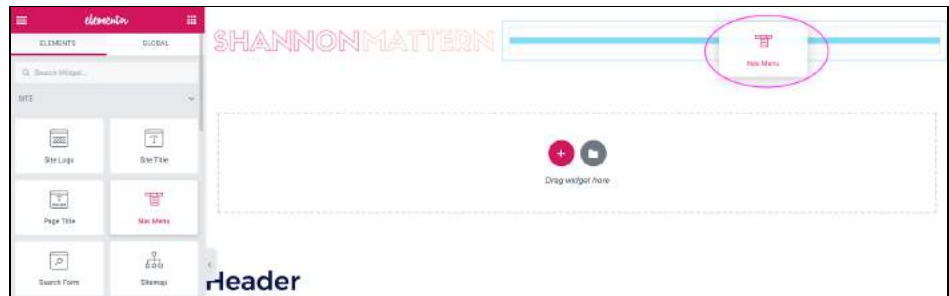
**Header**

Content Area

You can get to the Theme Styles panel from any page, it doesn't have to be the Header - just know that any changes you make in the blue Theme Styles panel are global changes, whereas changes made on the red panels are specific to that page or global theme element (like headers and footers).

# 5+DAY WEBSITE CHALLENGE

**Next we'll add a menu to our header.** Click on the blocks in the red panel, search for the "Nav Menu" element and click and drag it to the right-hand column of your header.



In the Content tab > Menu section, click the dropdown and select your Main Menu (if it's not already selected).

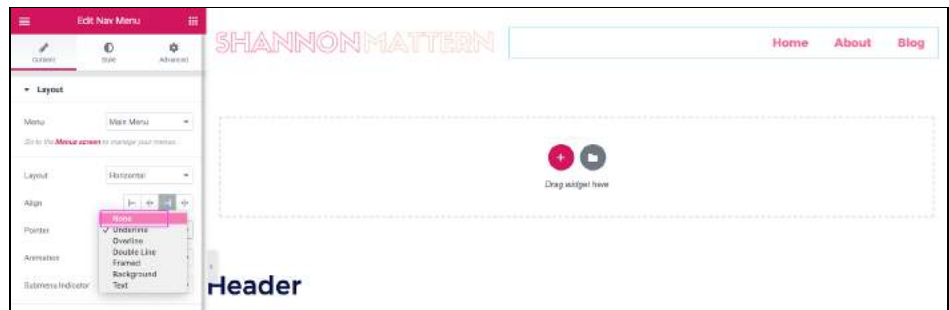


In Align, click the "Right" icon.

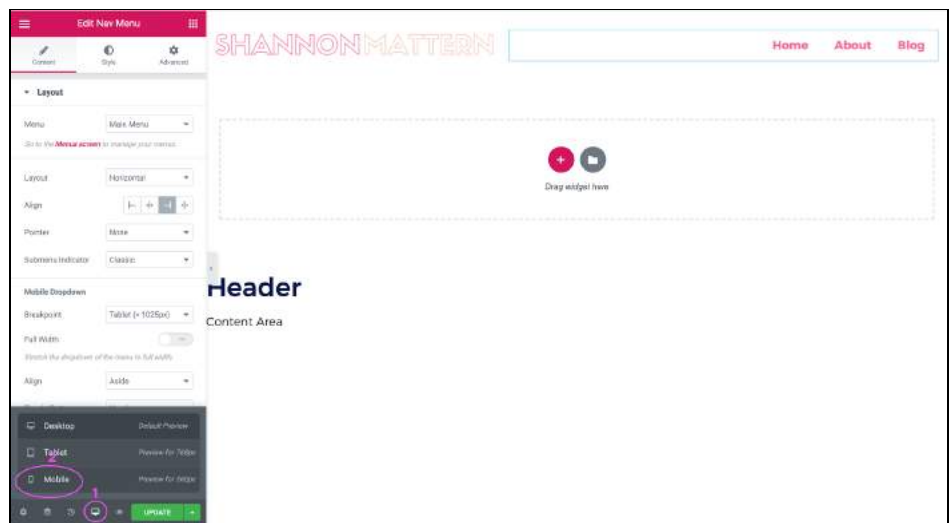


# 5+DAY WEBSITE CHALLENGE

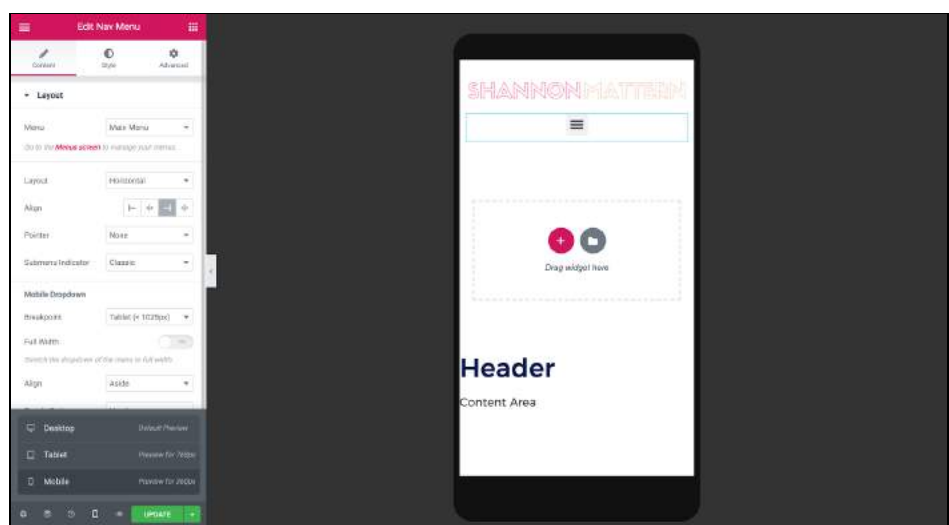
In Pointer, click the dropdown and select None.



To see what your menu will look like on mobile devices, click the computer screen icon in the black section at bottom of the styles panel. Then select "Mobile"



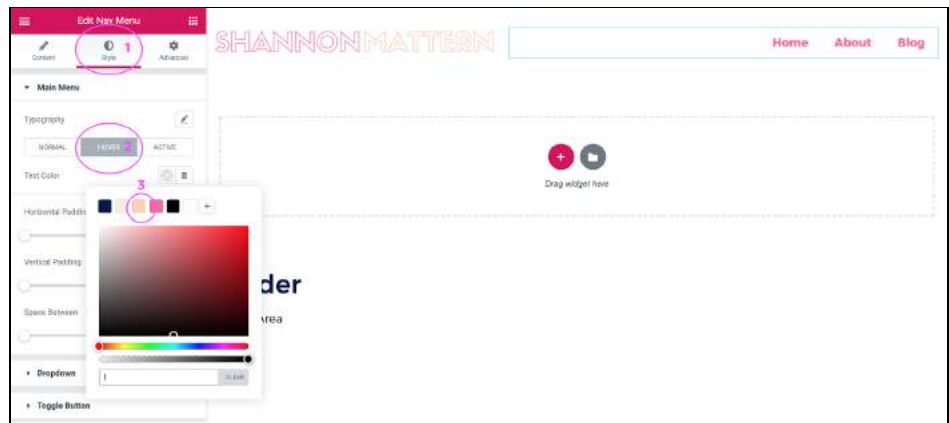
Elementor will show you how your site will look on a phone and you can make any adjustments needed. You can do this on any page, and you'll want to do it for Mobile and Tablet. Click on Desktop to get back to the main screen.



# 5+DAY WEBSITE CHALLENGE

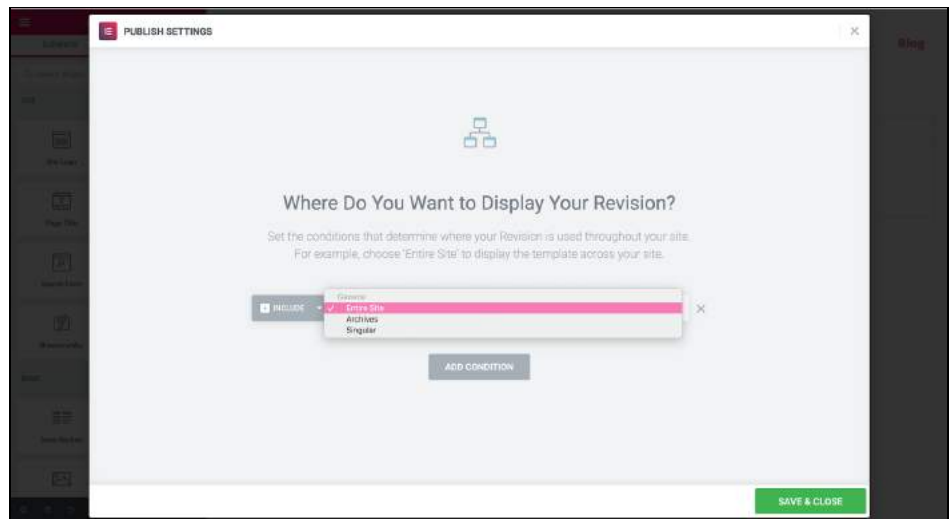
## Click on the Styles

**Tab.** This is where you can set styles that override the global theme styles you just set up if you want. They will apply only to the selected element. For example, in this screenshot I'm changing the Hover color to tan. You can change the color on mouse-over (hover) and on the Active menu item (page they're on). There's nothing to do on the advanced tab.



## When you're done making changes,

**click the green Update button.** Then, because this is a global part of your theme, Elementor will ask you where you want to display it. **Choose Entire Site, and then Save + Close**

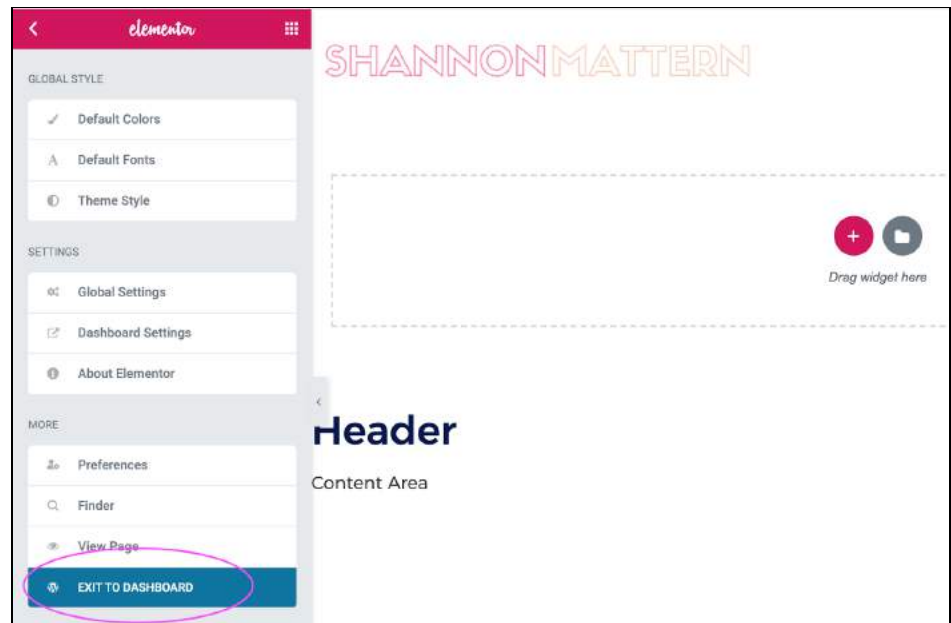


**To exit the Elementor Page Builder, click on the “hamburger”**

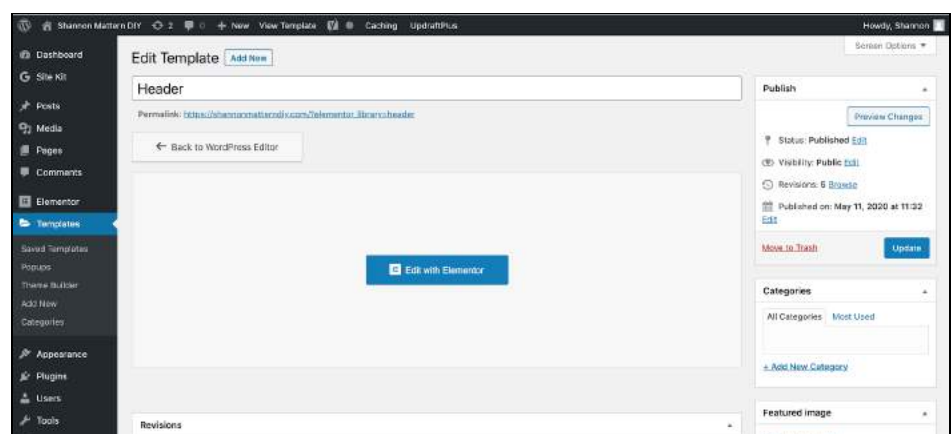


# 5+DAY WEBSITE CHALLENGE

Then click on Exit to Dashboard



And you'll find yourself back in the regular WordPress dashboard, on the WordPress side of the Header template, and able to get to all things WordPress.



Now you know how to:

- Set global theme styles.
- Create global theme elements, like a header.
- Add sections + columns and elements to pages.
- Make adjustments for desktop, tablet and mobile.
- Tell Elementor where to display global elements like headers and footers
- Exit the Elementor page builder and get back to WordPress.

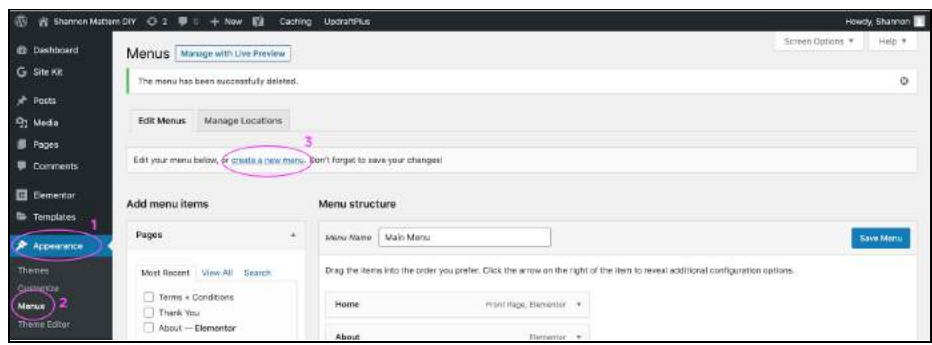
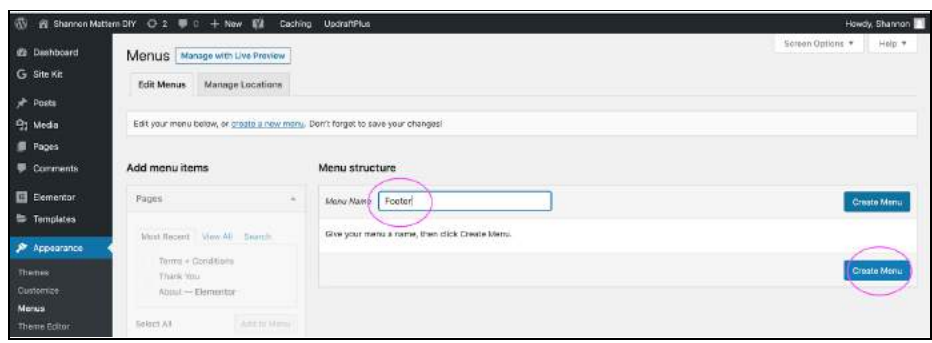
# 5+DAY WEBSITE CHALLENGE

## 4.4 - Footer Design

The **footer is the section that displays on the bottom of every page of your website** and typically has a copyright notice, links to privacy policies + terms and conditions, and anything else you want to have show up on every page of your site.

I'll show you how to make a menu that displays your Privacy Policy + Terms and Conditions pages and show you how to add other elements to your footer (and make sure everything looks great on mobile devices).

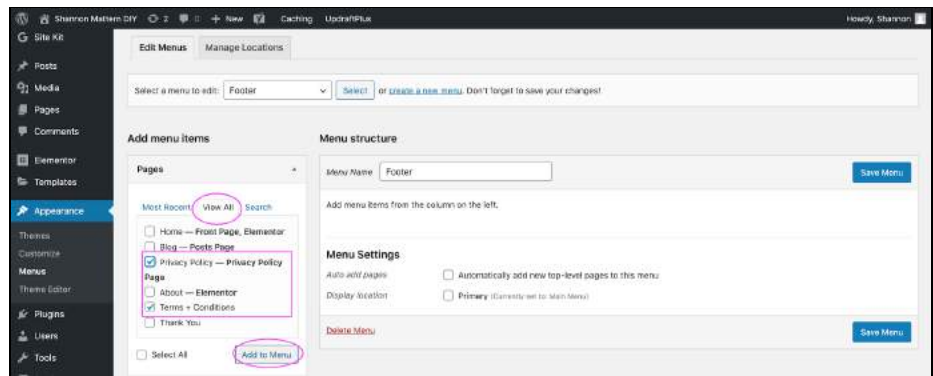
And you'll be learning even more about Elementor as you go!

<p>First, we'll make a footer menu. In your WordPress dashboard go to Appearance &gt; Menus and click Create New Menu</p>	
<p>Name it Footer and click "Create Menu"</p>	

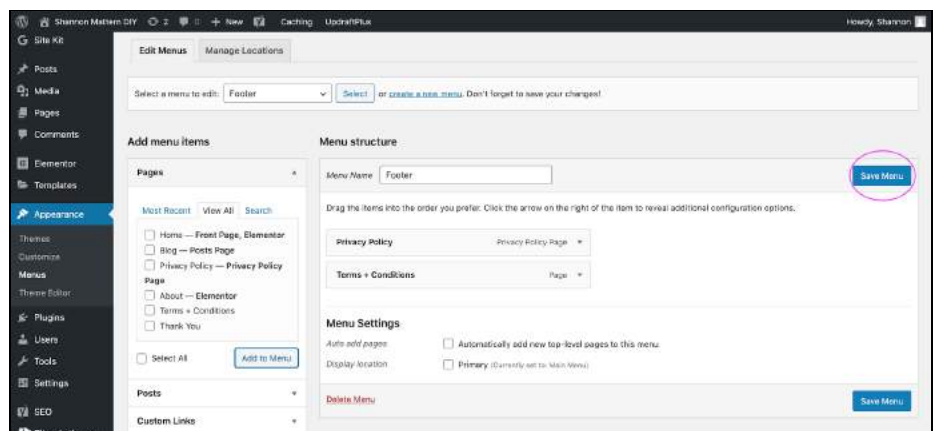


# 5+DAY WEBSITE CHALLENGE

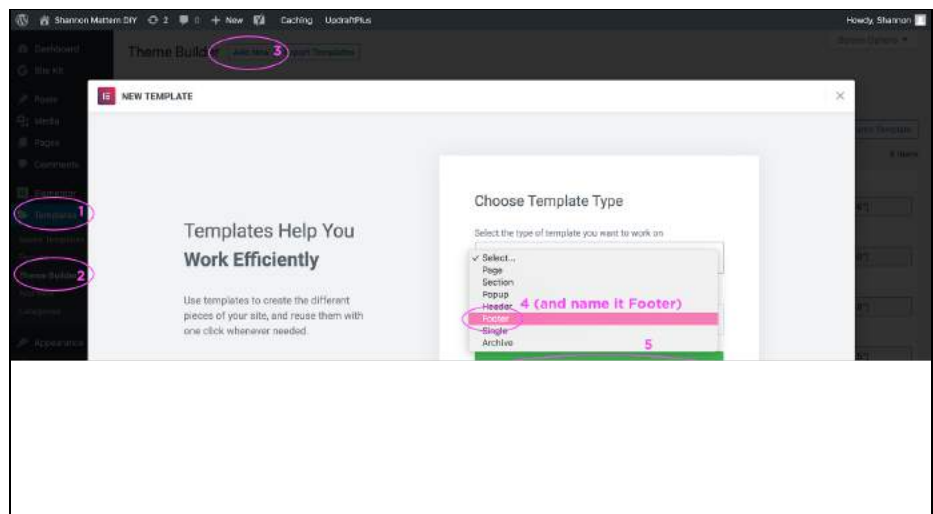
Click the View all tab to see all of your pages and check the boxes beside your Privacy Policy + Terms + Conditions pages. Click Add to Menu.



Click Save Menu.

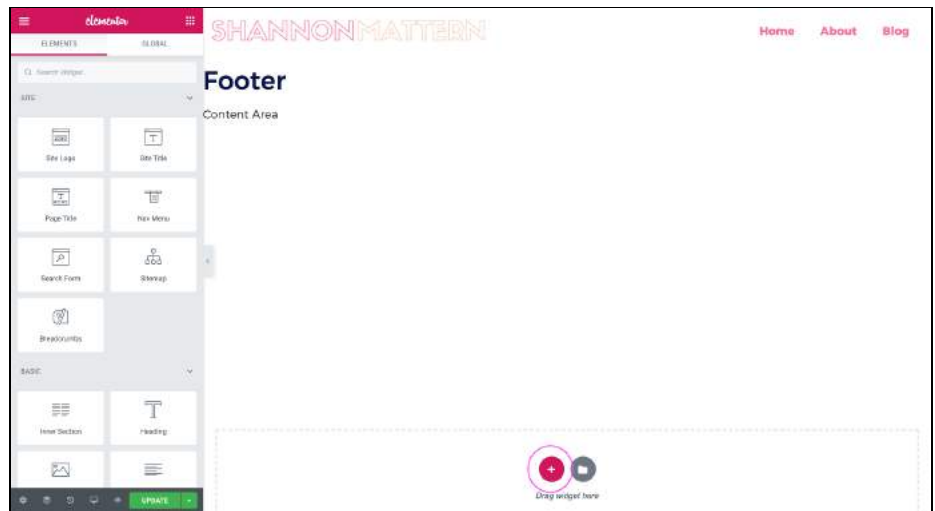


**Now we're going to create our Footer.** Go to Templates (1) > Theme Builder (2) > Add New (3). Select Footer from the Dropdown and name it Footer (4). Then click "Create Template" (5)

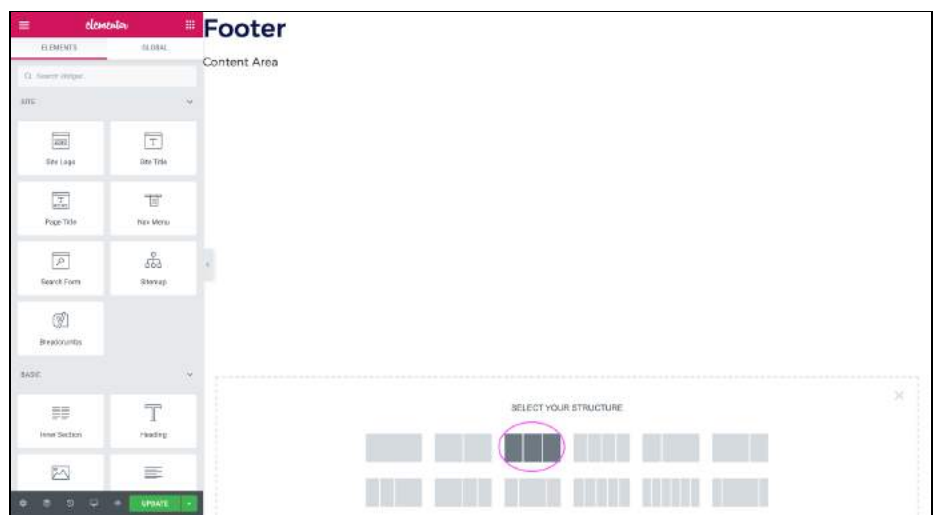


# 5+DAY WEBSITE CHALLENGE

Click the + sign



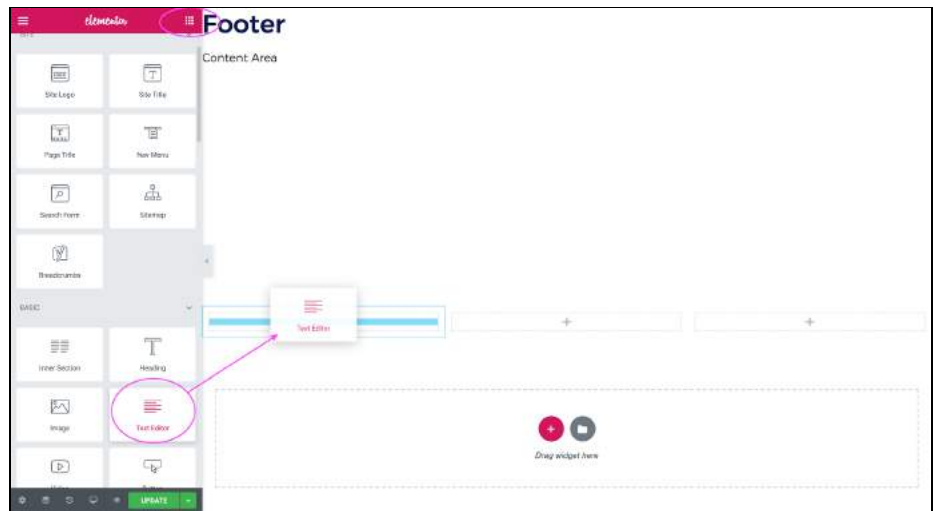
Select the 3 equal columns



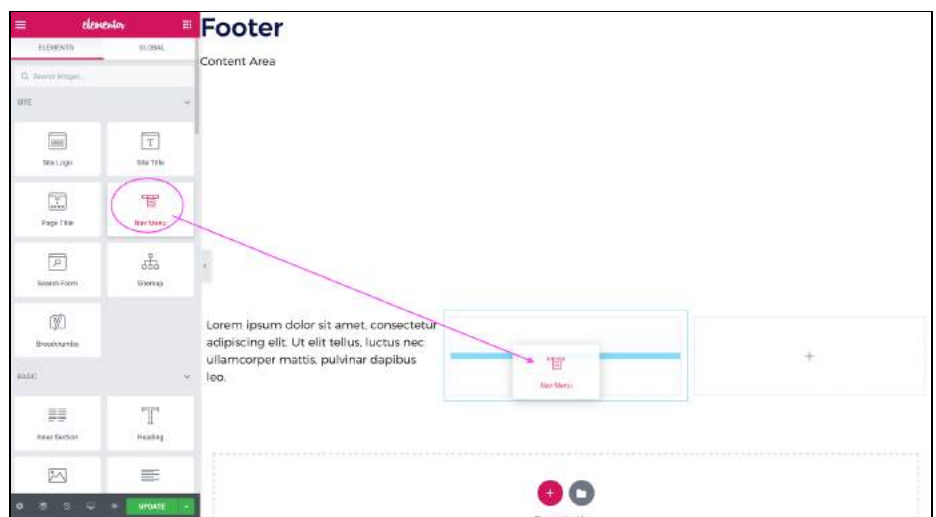


# 5+DAY WEBSITE CHALLENGE

Click on the 9 blocks, find the text editor element and drag it to the first column.

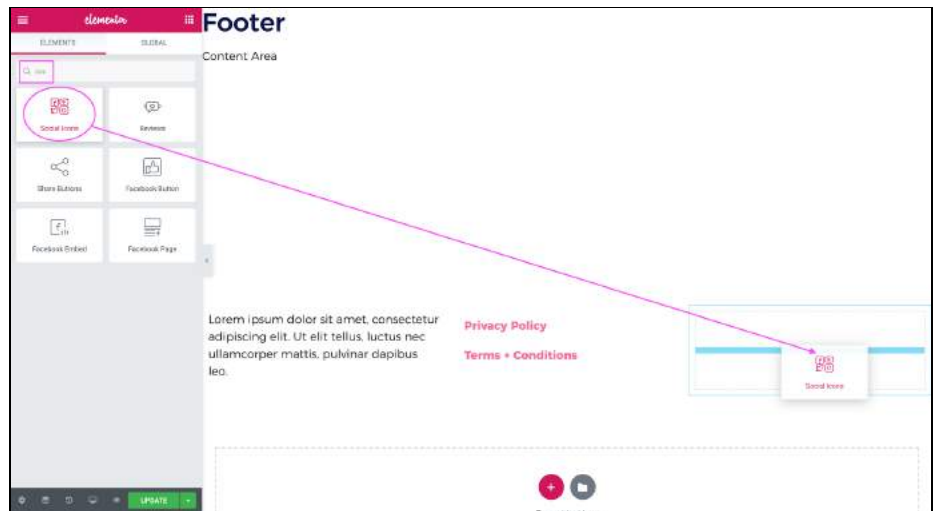


Find the Nav Menu element and click and drag it to the center column



# 5+DAY WEBSITE CHALLENGE

Use the search bar to start entering “social icons” so that you don't have to eyeball search for it. Click and drag Social Icons to the far right column.



Now we're gonna customize each element.

Click on the Pencil Icon of the Text Editor, make sure you're on the Content Tab, and then edit the text to say

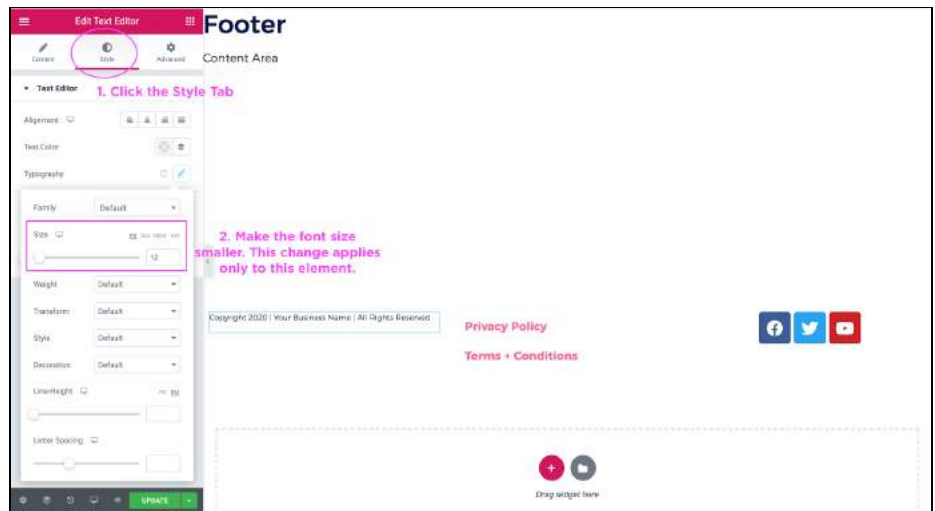
Copyright 2020 | Your Business Name | All Rights Reserved

Save your changes

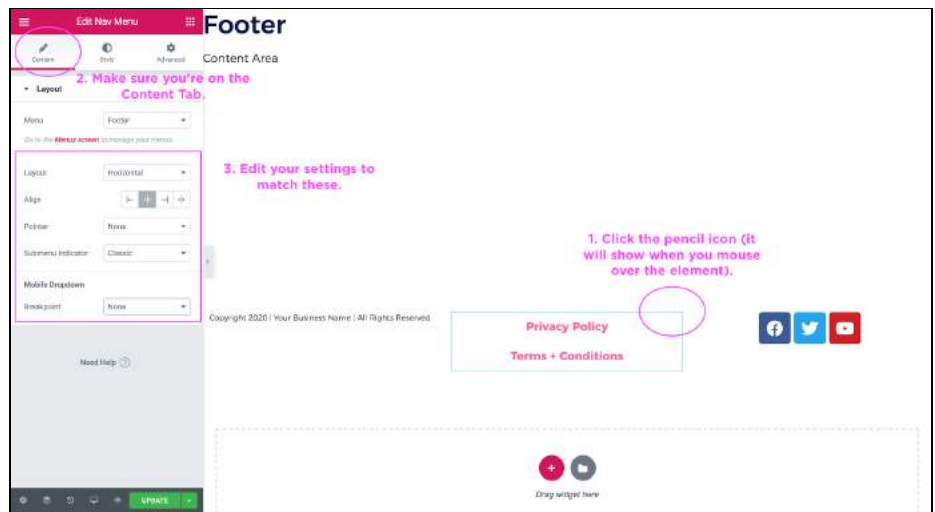


# 5+DAY WEBSITE CHALLENGE

In the Text element, click the Style icon and make your text smaller.

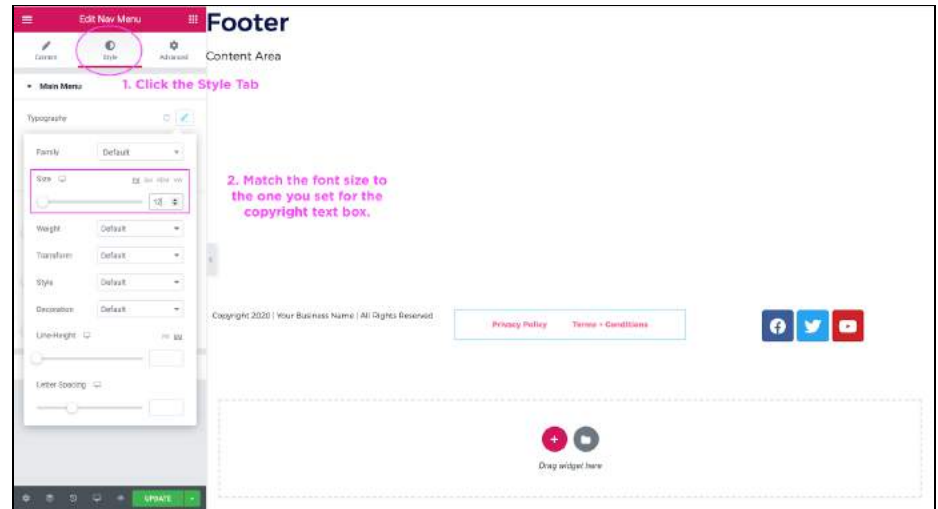


Click the pencil icon on the Nav Menu. Make sure you're on the Content Tab. Select the Footer Menu, and latch all the other settings to the screenshot.

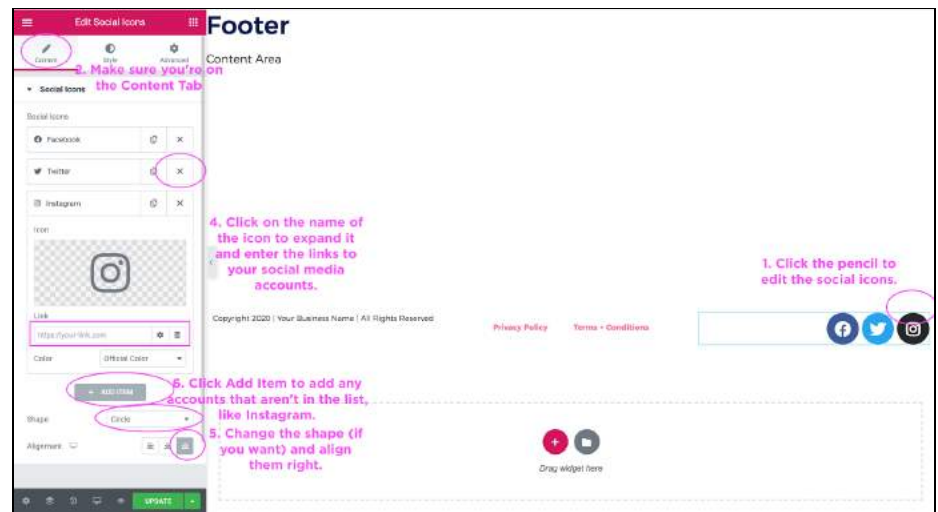


# 5+DAY WEBSITE CHALLENGE

On the Nav Menu element, click the Style Icon and adjust the text size, etc.

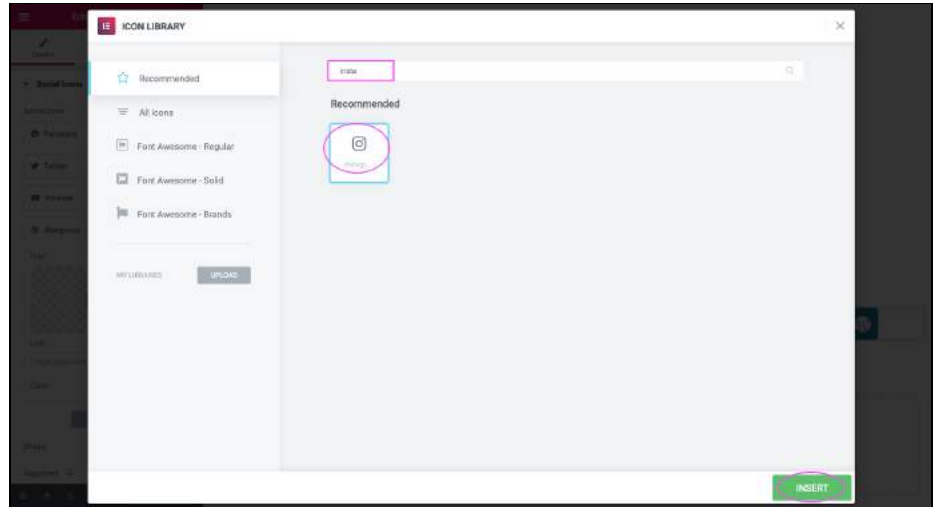


Click the pencil on the Social Icons, make sure you're on the Content tab. Click the X to remove any icons you don't use. Click on each item to expand it and add your social links. Change the shape and alignment. Click the Add Item button to add any accounts you use that aren't listed.



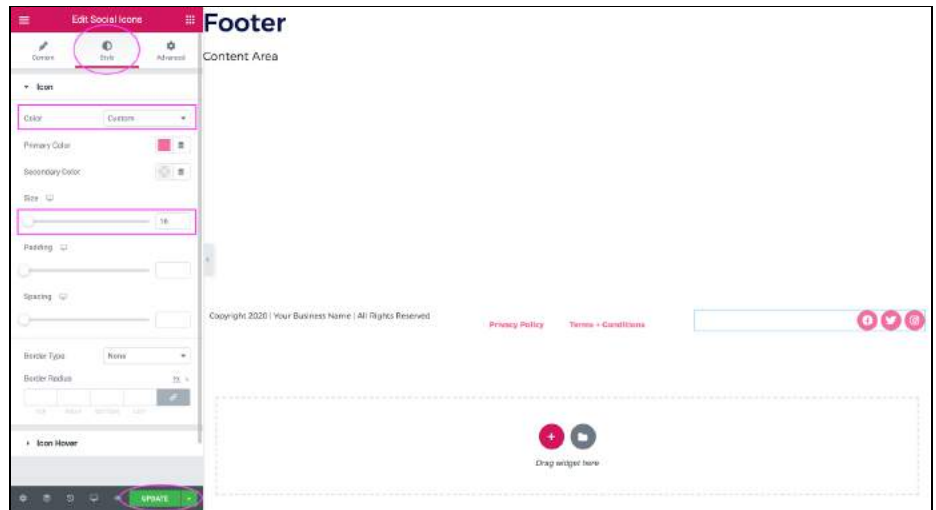
# 5+DAY WEBSITE CHALLENGE

Search the list of icons for your social account, click the icon and click insert.

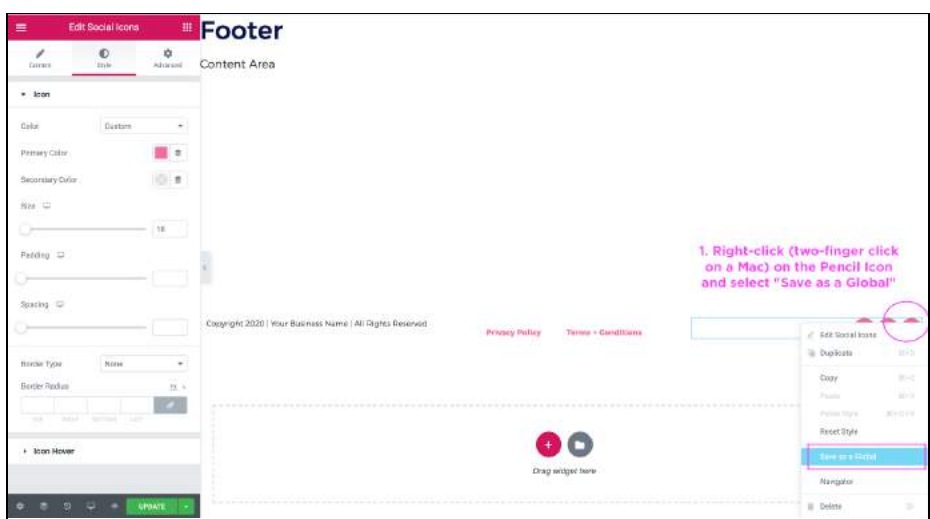


To style the icons, click the style tab and change the color, size, etc.

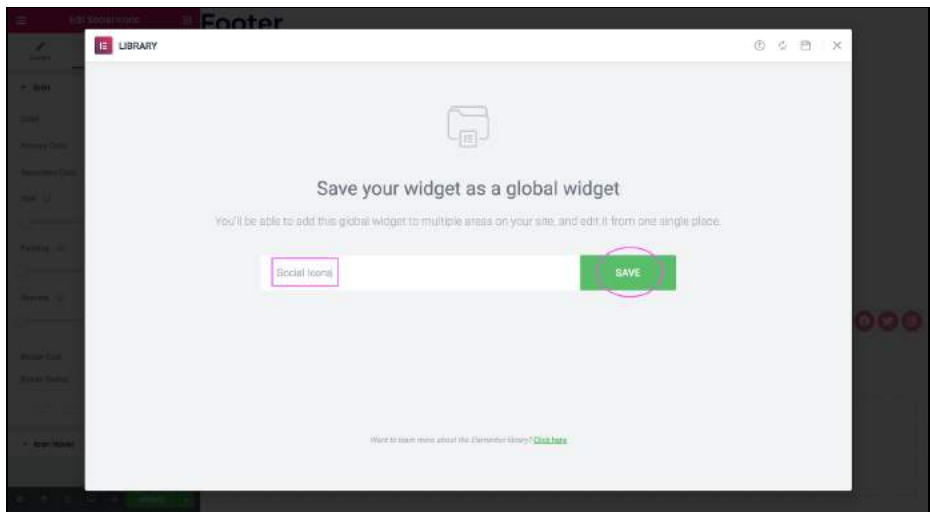
Click update to save your changes.



# 5+DAY WEBSITE CHALLENGE



1. Right-click (two-finger click on a Mac) on the Pencil Icon and select "Save as a Global"



# 5+DAY WEBSITE CHALLENGE

**GLOBAL**

Content Area

You can access all your global elements to add them to pages by click the Global tab.

You can tell it's a global element because it's yellow.

When you're done, click update to save your changes.

**Global Editing**

Content Area

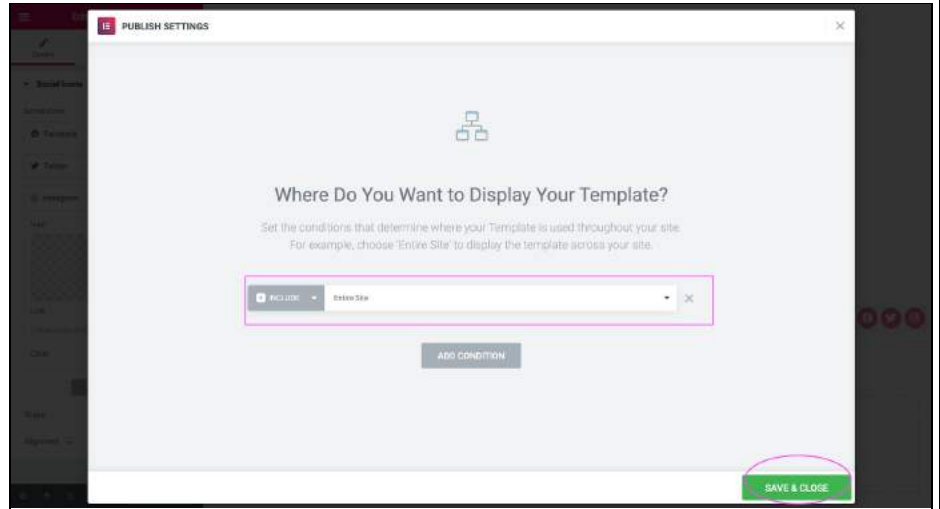
When you click the yellow pencil on a global element, this screen will pop up asking you if you want the changes you make to the widget to be applied globally everywhere the widget is used (EDIT)

or if you want to unlink it from the global widget and make individual changes that don't affect the widgets on other pages. (UNLINK)

No right or wrong here - just a decision on how you want your changes to be applied.

# 5+DAY WEBSITE CHALLENGE

When you click Update, you'll be asked where you want to display your Footer. Select "Entire Site" and Save + Close.



You're done! Now you know how to:

- Add elements to columns.
- Search for elements.
- Style elements.
- Save elements as global widgets that you can re-use on other pages (we'll re-use our social icons on our Blog sidebar so that if we make a change to it in one place it will be made everywhere).

## 4.5 - Perfect Homepage Layout

Your homepage layout is the secret to a website that converts visitors into subscribers into customers. I recommend watching this training because In this video I'll break down the components of the perfect homepage layout and show you some examples to inspire you as you start building your own.

The sections outlined in the video are:

- Banner with Irresistible Call to Action + Your Picture



# 5+DAY WEBSITE CHALLENGE

- Call To Action to get your freebie + email optin form
- Introduce yourself
- How I can help you
- From the Blog (optional)
- Final Call to Action

[Watch the video for inspiration!](#)

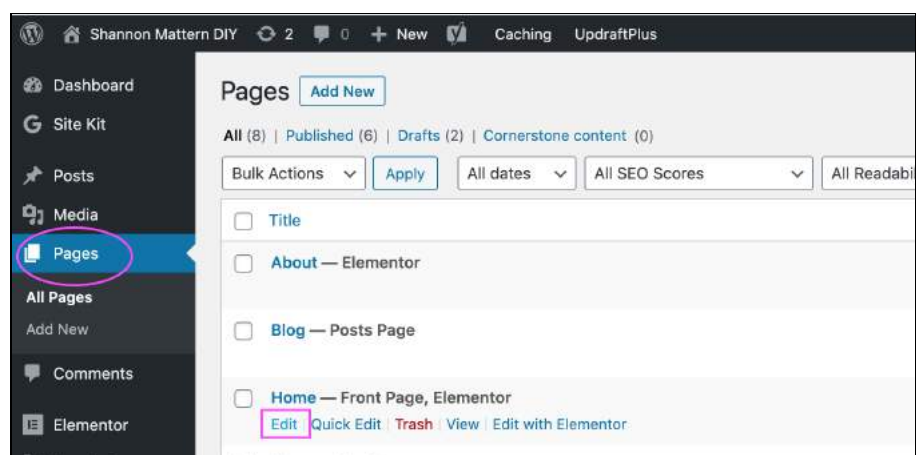
## 4.6 - Homepage Design: Banner Section

Now that we have a global header + footer created, and we have global theme styles set up, it's time to create our first page.

You'll learn how to convert a regular WordPress page to an Elementor Page, get the header + footer to show up on it, and add sections + elements to your page.

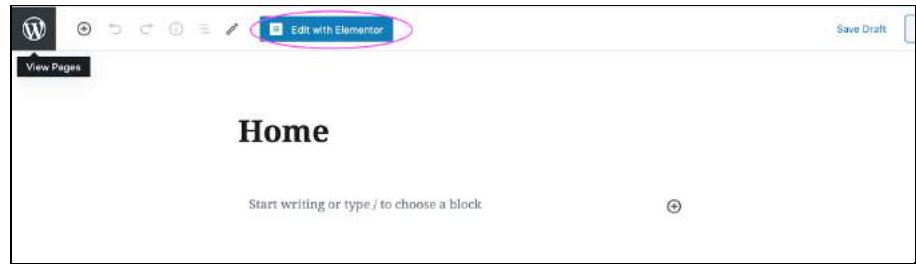
In this module specifically, you'll **create a banner section** and add your banner image and text so that every visitor to your site immediately sees what's in it for them as soon as they land on your homepage.

Go to Pages > Home and click on Edit.



# 5+DAY WEBSITE CHALLENGE

Then click the blue Edit with Elementor button.



Click the Gear Icon/Settings in the bottom-left corner of the screen.

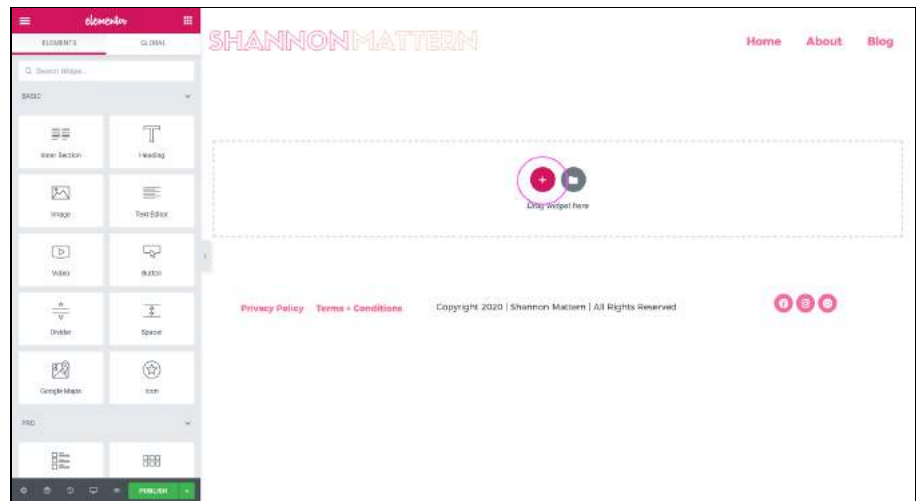


Click on Page Layouts and select Elementor Full Width. The page will refresh.

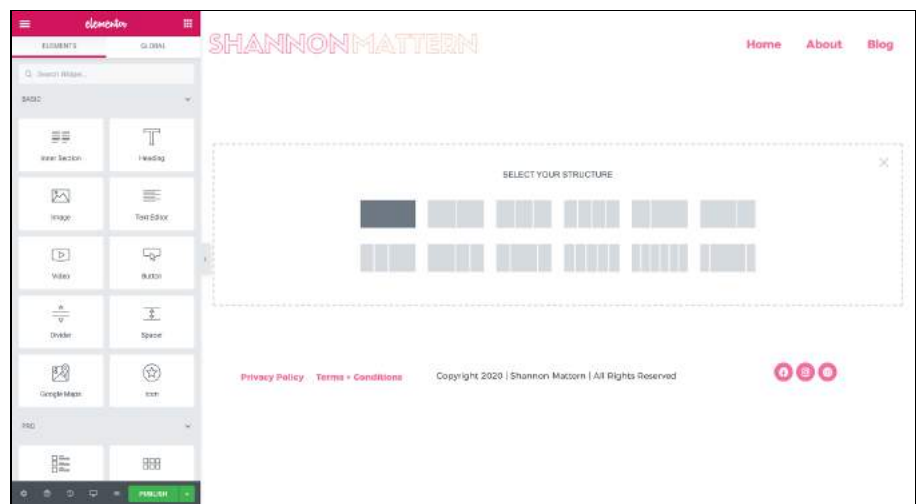


# 5+DAY WEBSITE CHALLENGE

Click the + Sign

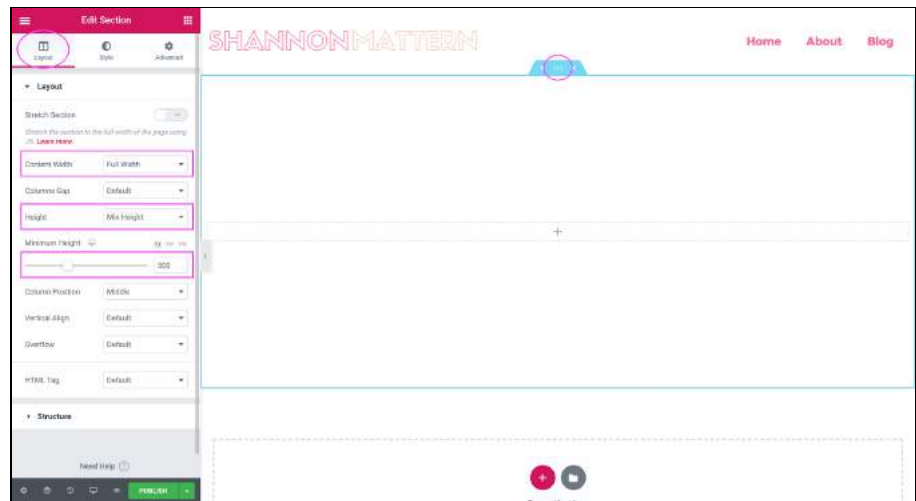


Select the single column layout

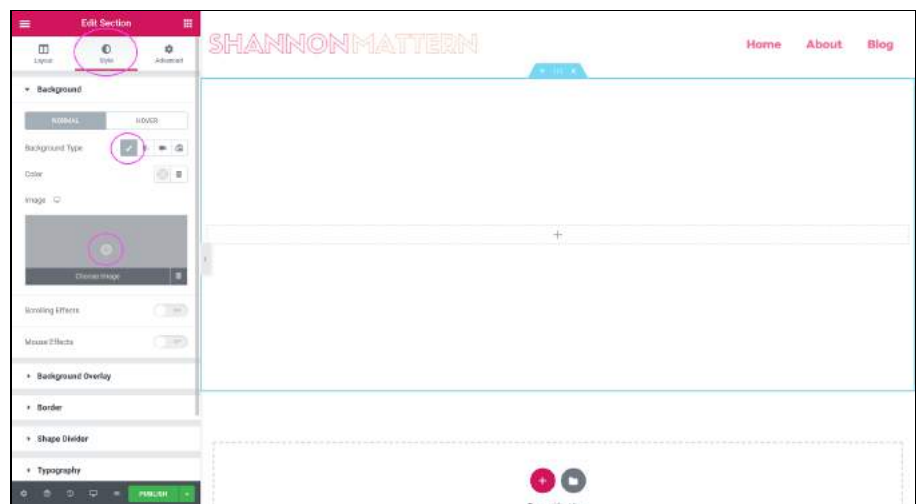


# 5+DAY WEBSITE CHALLENGE

Click the 6 dots on the section, make sure you're on the Layout tab and set the Content Width to Full Width, Height to Min Height and Minimum Height to 500

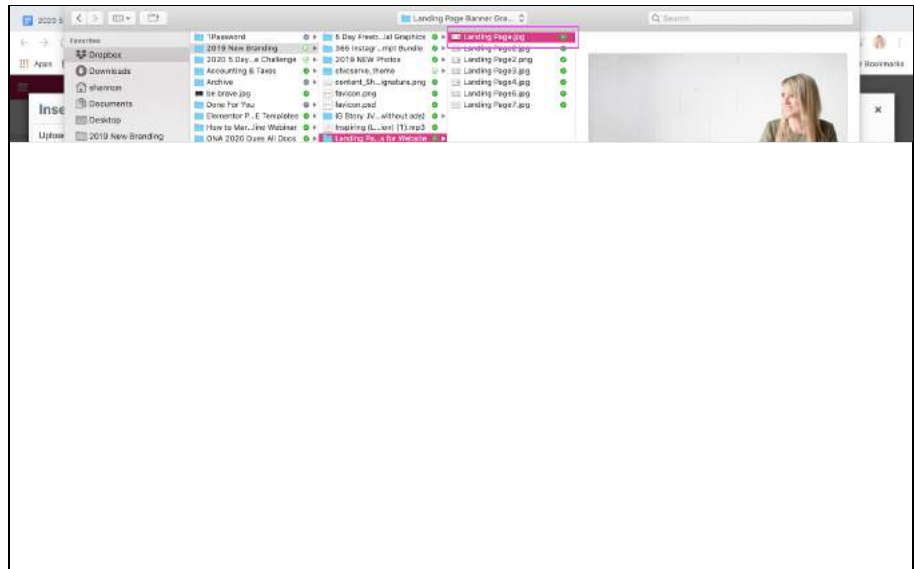


Click the Style Tab > Background and click on the paint-brush icon, then click on the + sign in the Image box.

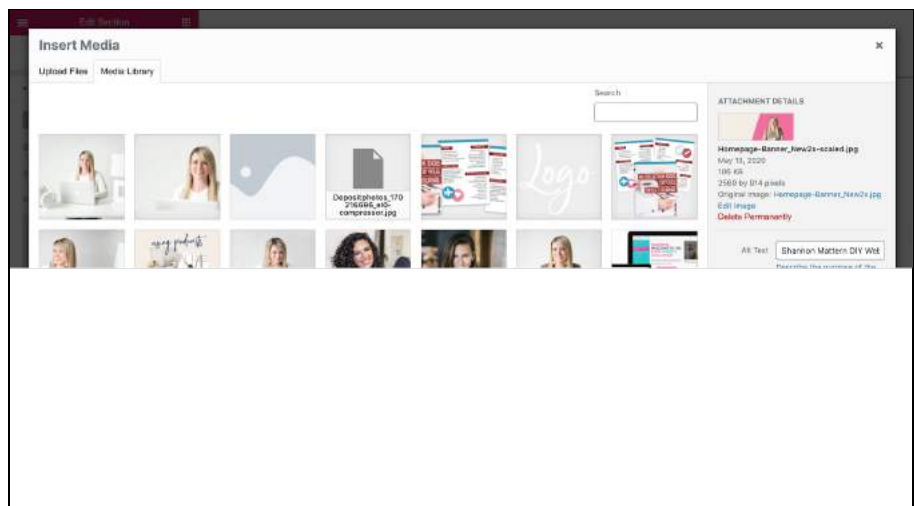


# 5+DAY WEBSITE CHALLENGE

Navigate to where you saved the banner image we created on Day 3 and click Open.



Then click Insert Media.



# 5+DAY WEBSITE CHALLENGE

In Position, choose  
Center Center,  
Attachment > Default,  
Repeat > No-Repeat,  
Size > Cover



Right click (or  
two-finger click on a  
Mac) on the column  
icon and click "Add  
New Column"

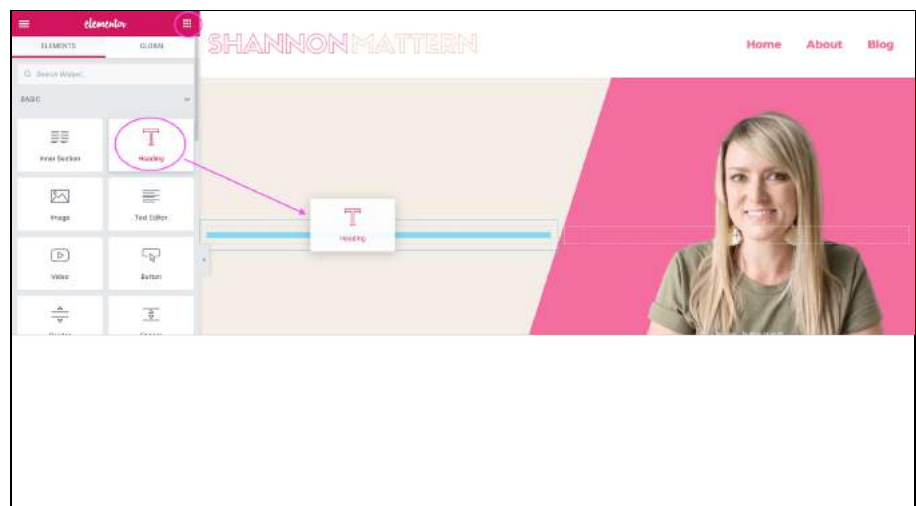


# 5+DAY WEBSITE CHALLENGE

Now you have two columns and you can click and drag to change the column widths.

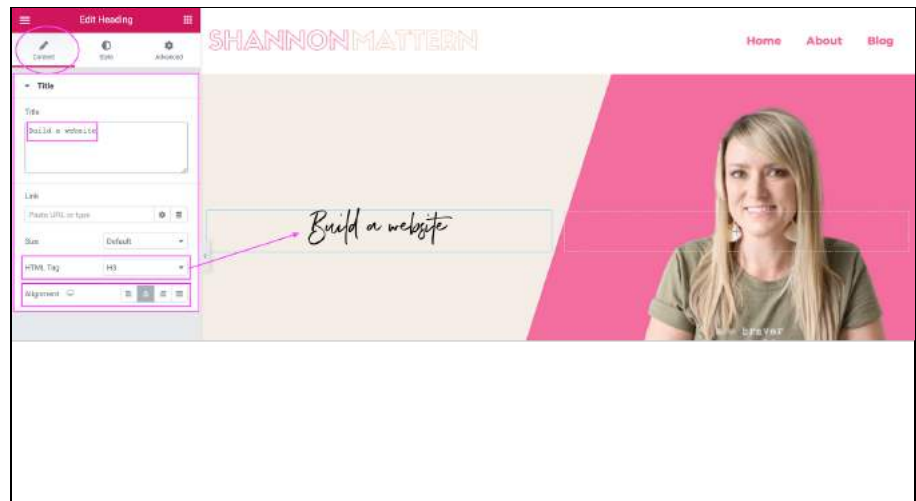


Click on the 9 blocks, find the Heading element and click and drag it to the left-hand column you just created.



# 5+DAY WEBSITE CHALLENGE

On the Content tab, change the text to what you want it to say, change the HTML tag to the Header that you set in the Global Theme Styles to set it to use the font style, color + size you want to use, and align it Center. Click the Style tab to make any adjustments needed to size, color, etc.



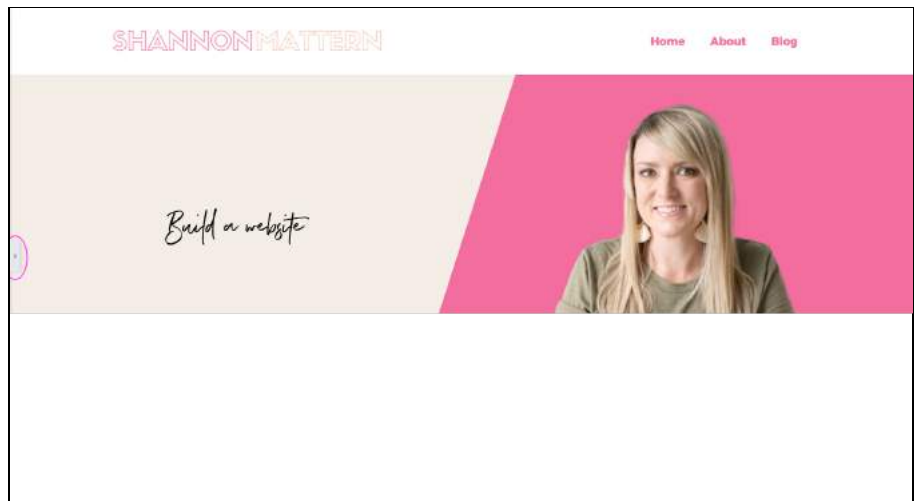
To see what the page looks like full-screen, click the red tab to expand your page.





# 5+DAY WEBSITE CHALLENGE

Click the grey tab to see the panel again.



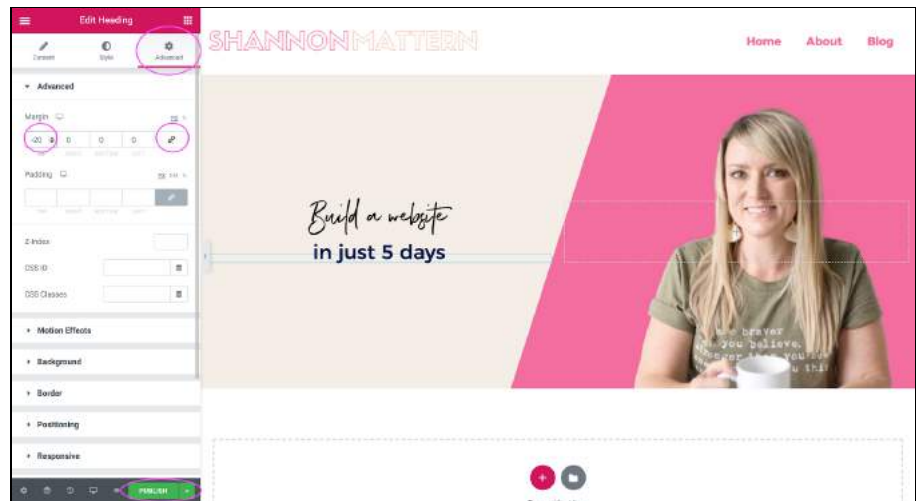
Click on the 9 blocks again, find the Heading element again and click and drag it below the one you just added.

Update the text, change the HTML Tag to the header you want to use and change the alignment. If you want to change anything else, click the Style tab and change the color, font size, etc.



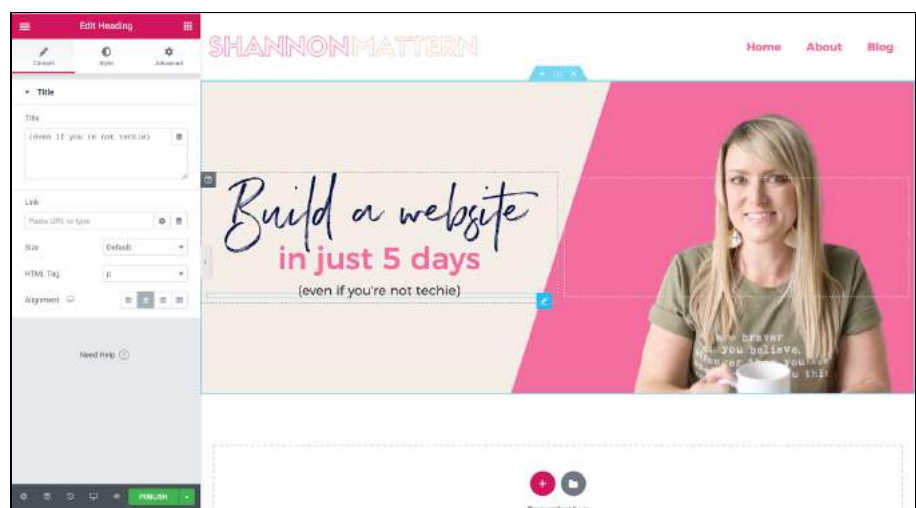
# 5+DAY WEBSITE CHALLENGE

If you need to change the spacing between the two elements, you can click on the chain icon in Margin, and then click the down arrow in the top margin to move the element UP.



Continue to add anything else you want to your banner, edit it in the Content tab and Style it in the Style Tab and adjust the spacing, etc. in the Advanced Tab.

When you're done, publish your changes.

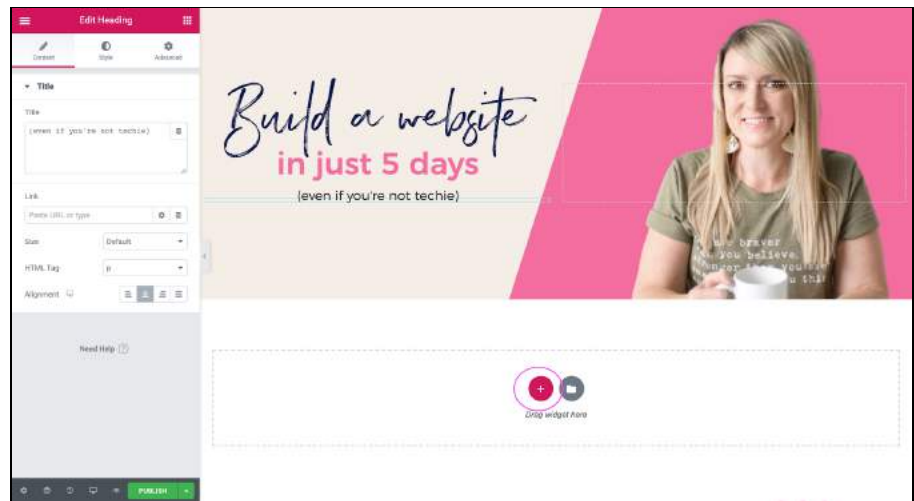


## 4.6.1 - Homepage Design: Page Sections

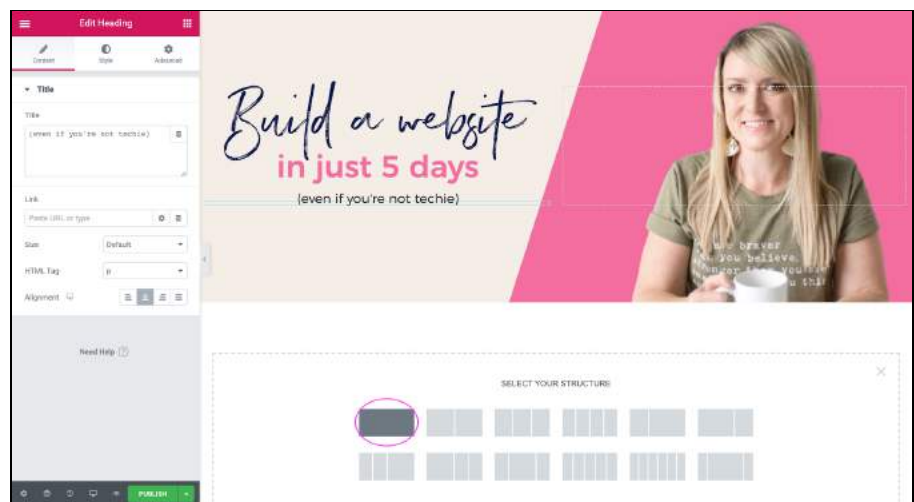
We'll add the rest of the sections to finish up your homepage (and you'll be learning even more about how Elementor works as you go!)

# 5+DAY WEBSITE CHALLENGE

Click the + sign to add a new section below the banner section.



Choose the single column structure.

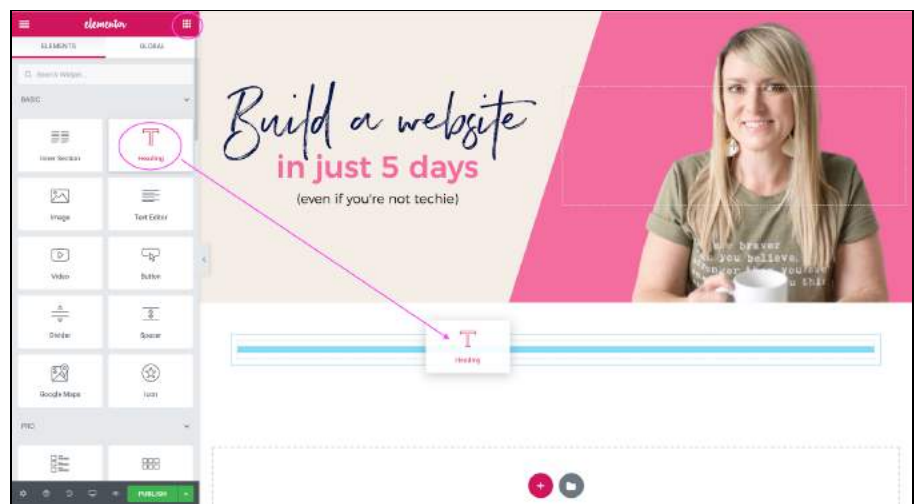


# 5+DAY WEBSITE CHALLENGE

Click the Advanced tab, and set the padding to 50.



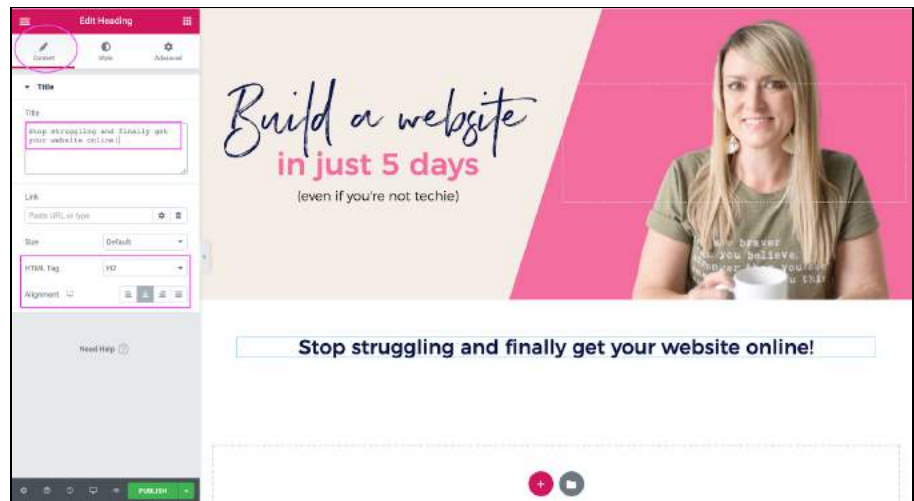
Click the 9 blocks, find the Heading element and click and drag to the column section.



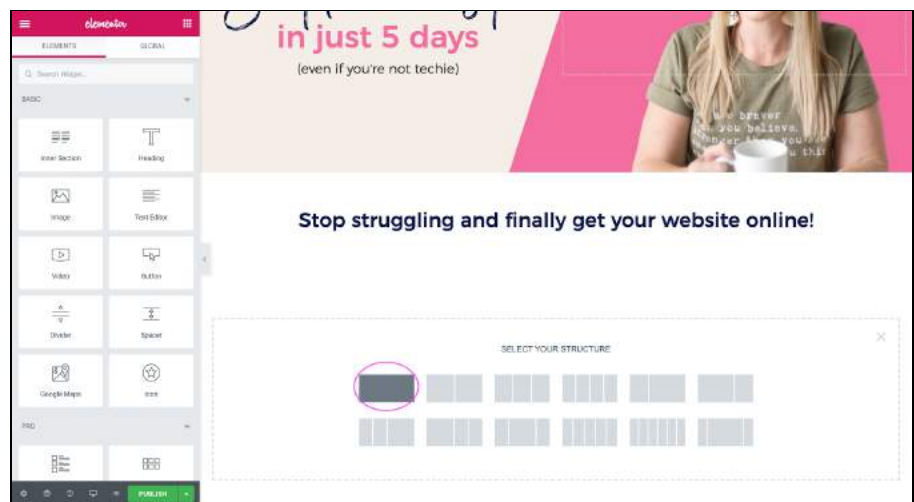
# 5+DAY WEBSITE CHALLENGE

On the Content Tab, edit the text, change the HTML tag you want to use and center your content.

Click the red plus sign to add a new section.

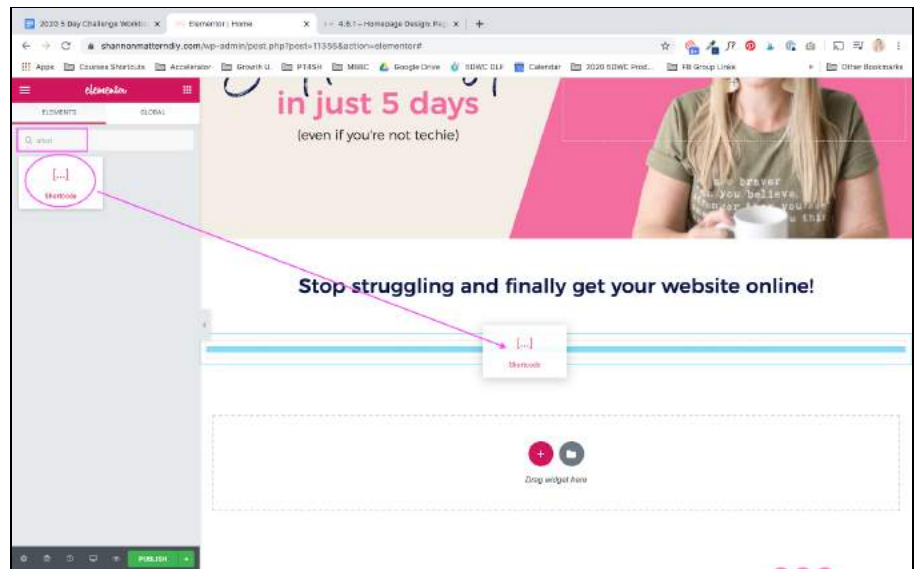


Click a single column structure.



# 5+DAY WEBSITE CHALLENGE

Click on the 9 blocks, search the elements for "shortcode" and click and drag the shortcode to your column section.

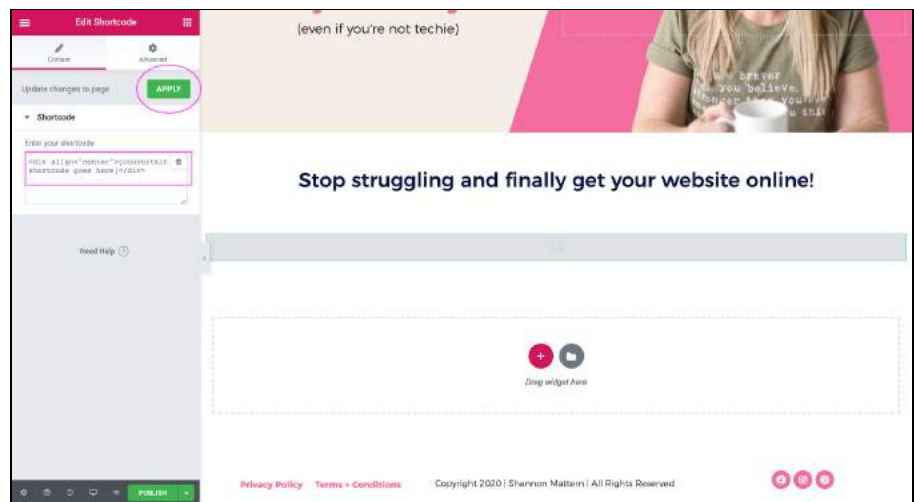


Enter

```
<div align="center">[convertkit shortcode goes here]</div>
```

In the shortcode section and click Apply.

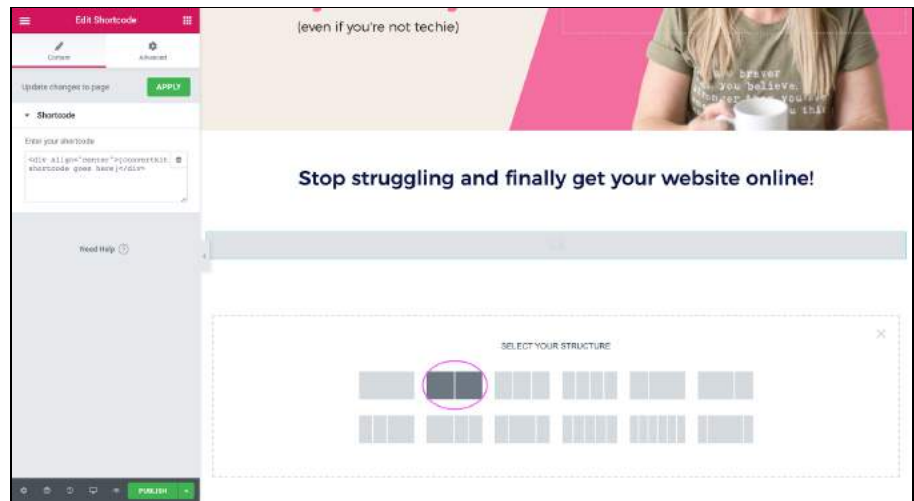
Click the red plus sign to add a new section.



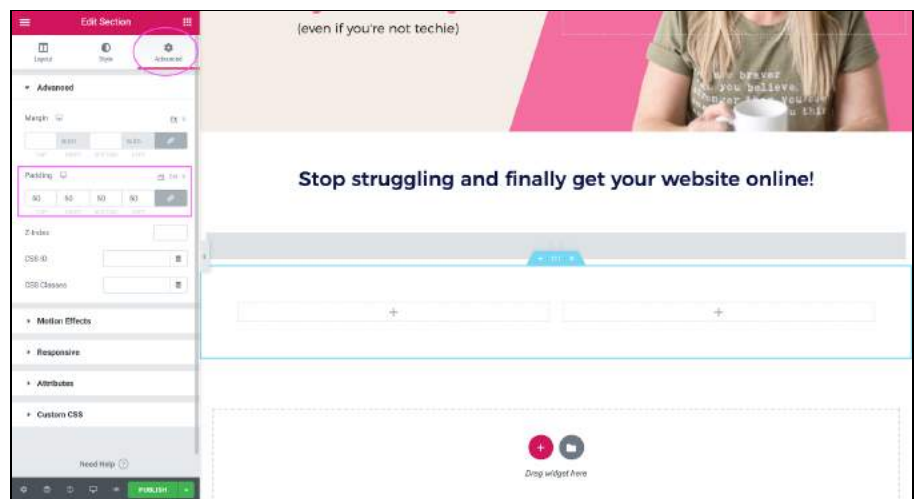


# 5+DAY WEBSITE CHALLENGE

Click the two-column section.

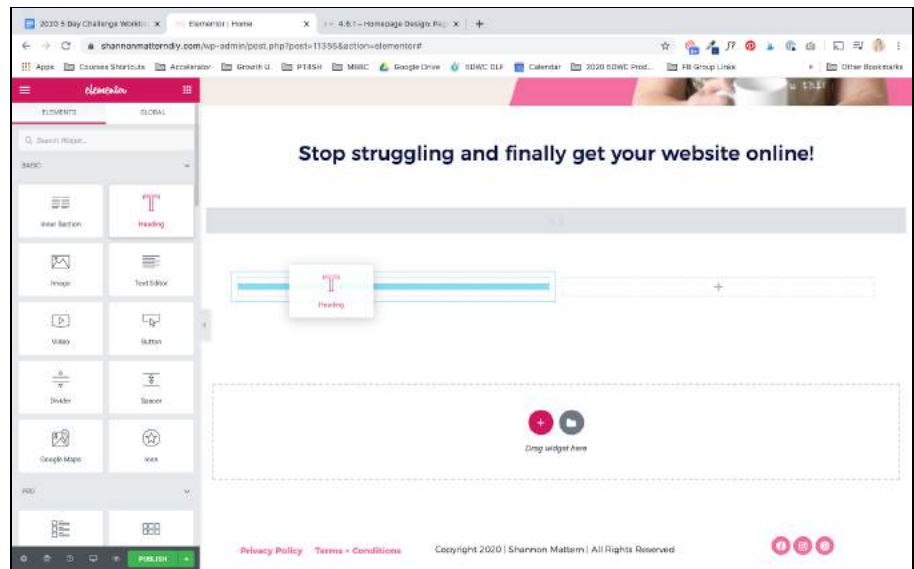


Click on the Advanced tab and enter 50 in the padding section.

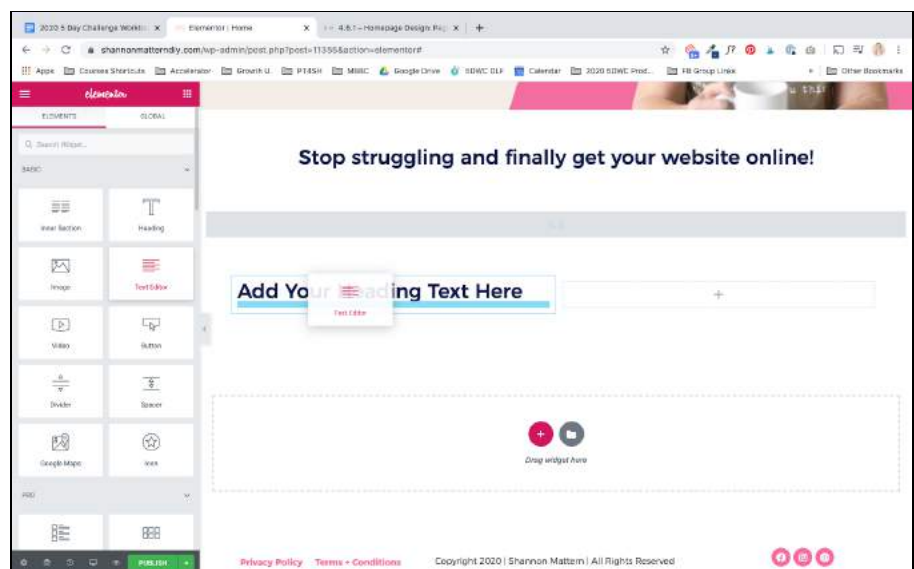


# 5+DAY WEBSITE CHALLENGE

Click on the 9 blocks, find the Heading and click and drag it to the first column.



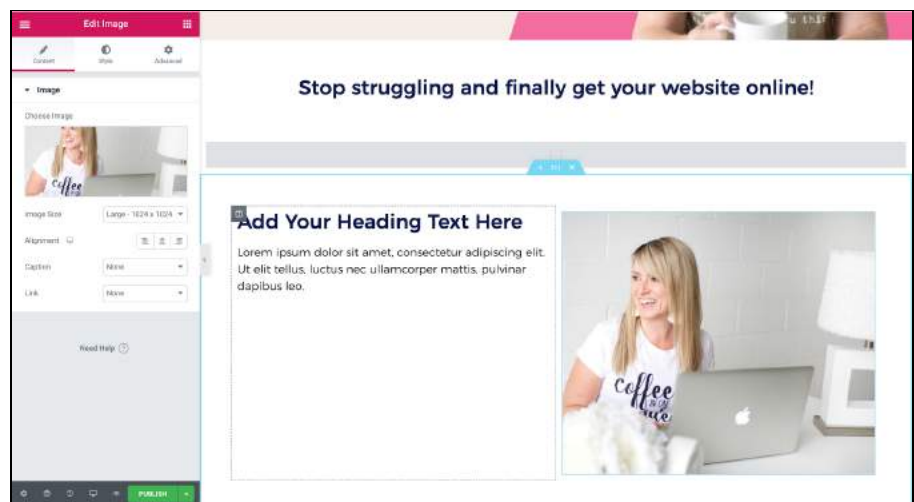
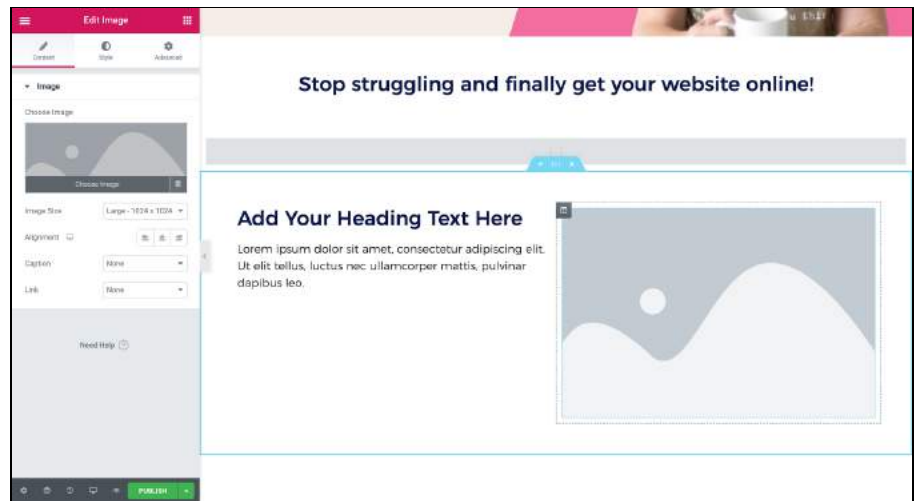
Find the text editor and drag it below the Heading.





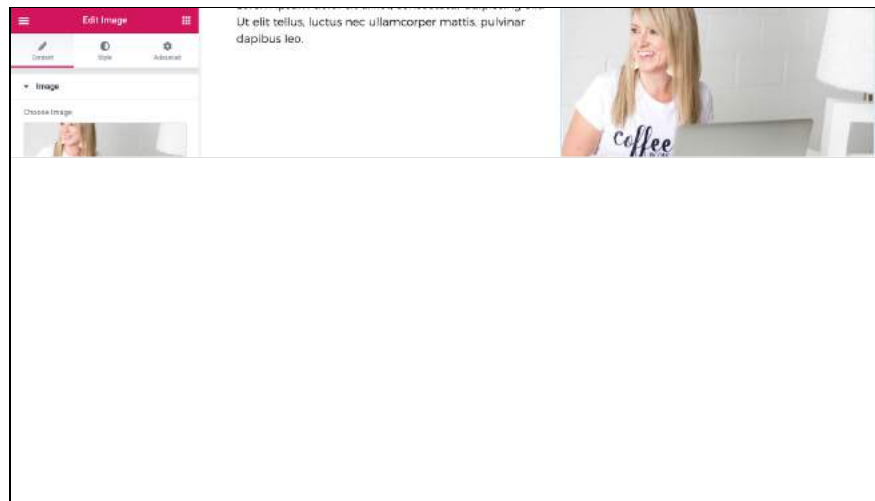
# 5+DAY WEBSITE CHALLENGE

Find the Image element and drag it to the right column. Click on Choose Image and select the image when you want to display in the section.



# 5+DAY WEBSITE CHALLENGE

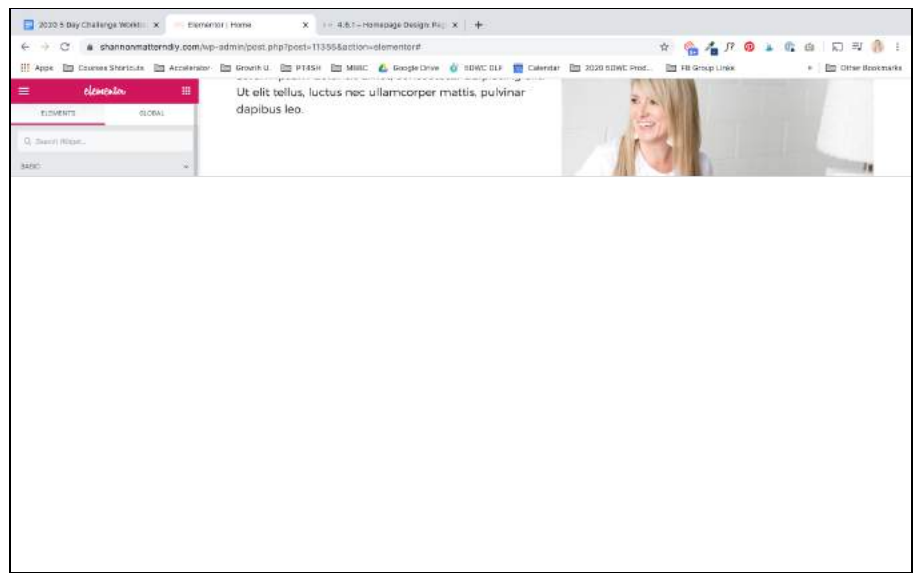
Click the red + sign again and add a 3 columns section



Drag an image to each of the 3 columns. Edit the image boxes to add your images.

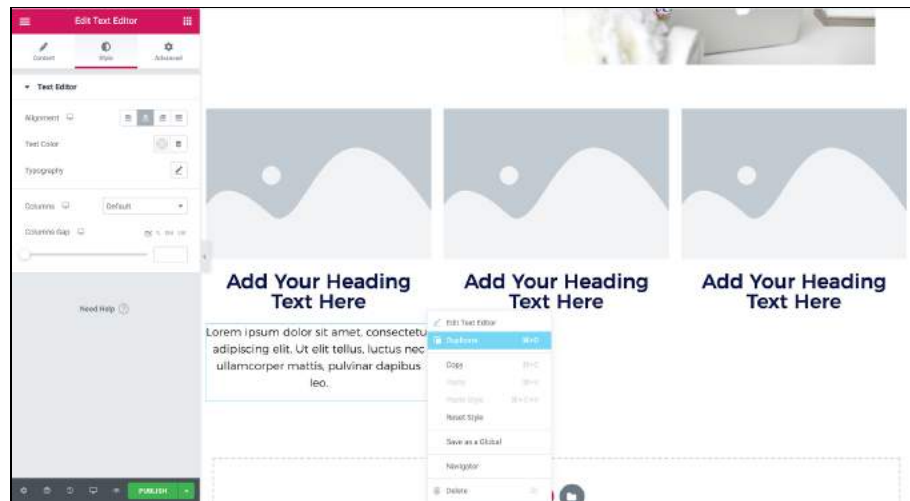
Drag a heading to each of the 3 columns. Align it center.

Drag a text editor to the first column. Align it center.



# 5+DAY WEBSITE CHALLENGE

You can duplicate sections by right-clicking on the pencil icon and clicking duplicate

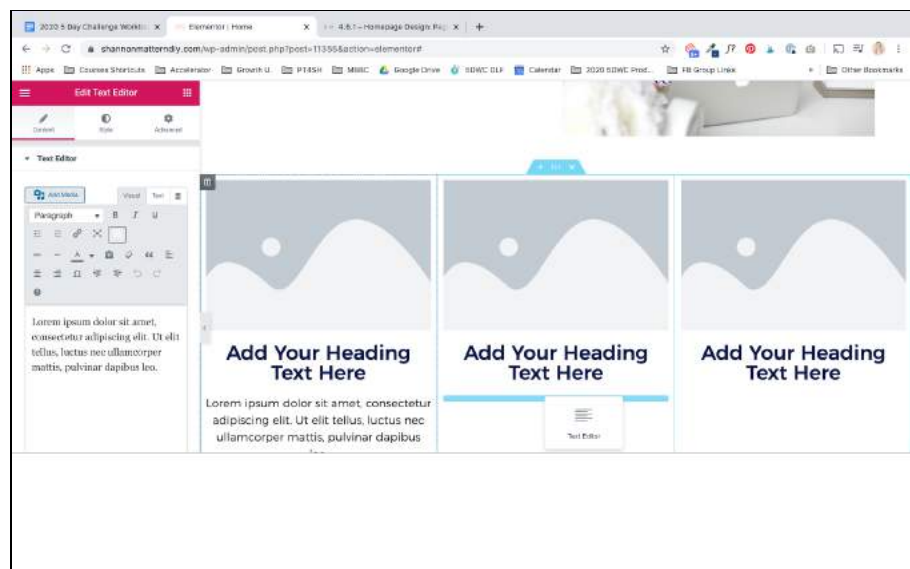


Then you can click and drag and drop the new section to any other section on the page.

Continue to add whatever sections, columns + elements you need to add to your site.

Use Padding and Margins in the Advanced Tab to adjust spacing between elements.



Once you've added all your content to your page, click Publish.



# 5+DAY WEBSITE CHALLENGE

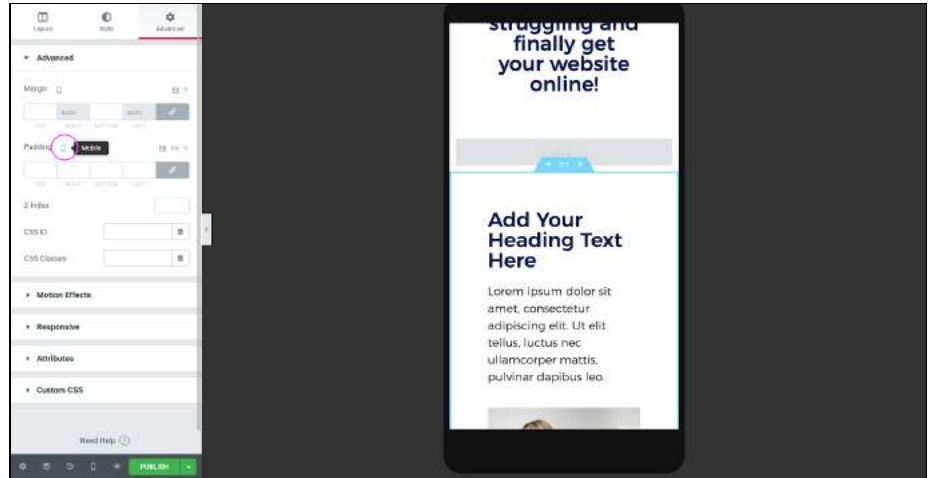
## 4.7 - Mobile-Responsive Settings

Adjust your page design so that it looks great on any device! You'll go through every section, column and element on Mobile + Tablet and adjust them to look the way you want. Anything that has a device icon beside it will just be changed on that device. If you change a setting that DOES NOT have a device icon on it, that change will be seen on all devices (like text, number of columns, etc.)

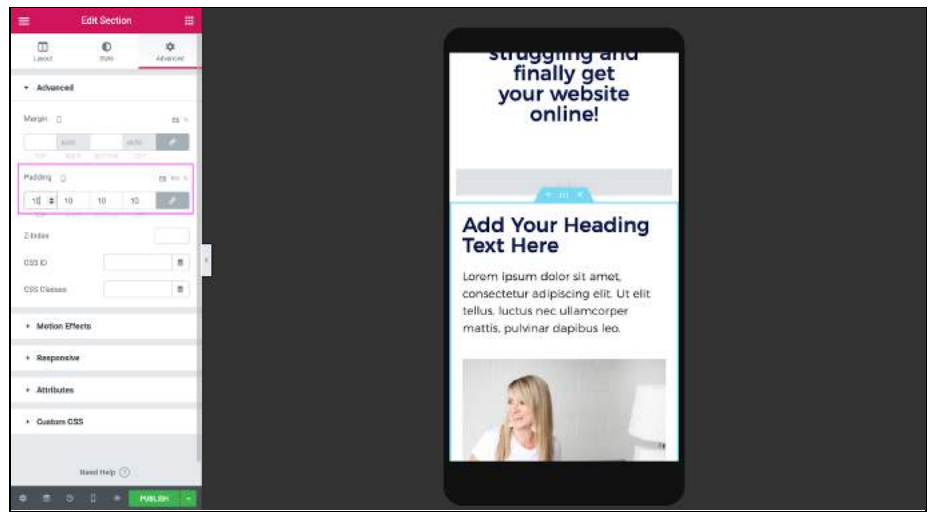
<p>Click on the computer/"Responsive Mode" icon</p>	
<p>Click on Mobile to see all the mobile settings for each element</p>	

## 5+DAY WEBSITE CHALLENGE

Any element that has a device icon beside it can have the settings on it changed and the settings will only show on that device. So you can click on any section, column or element and see what can be changed on mobile. In this example, I clicked on the 6 dots for the whole section...

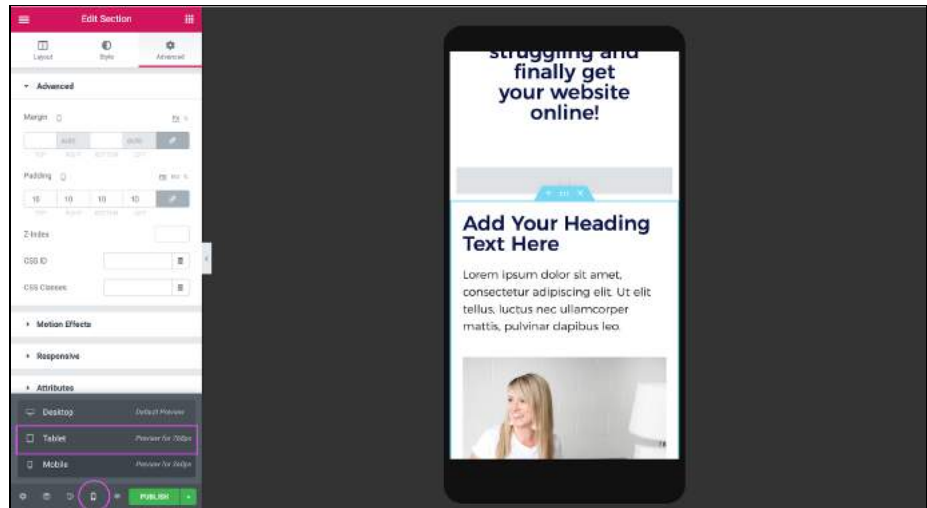


And I'm changing the padding to 10 (it was 50 on desktop, so changing it to 10 gets rid of the extra space around the element on a phone).

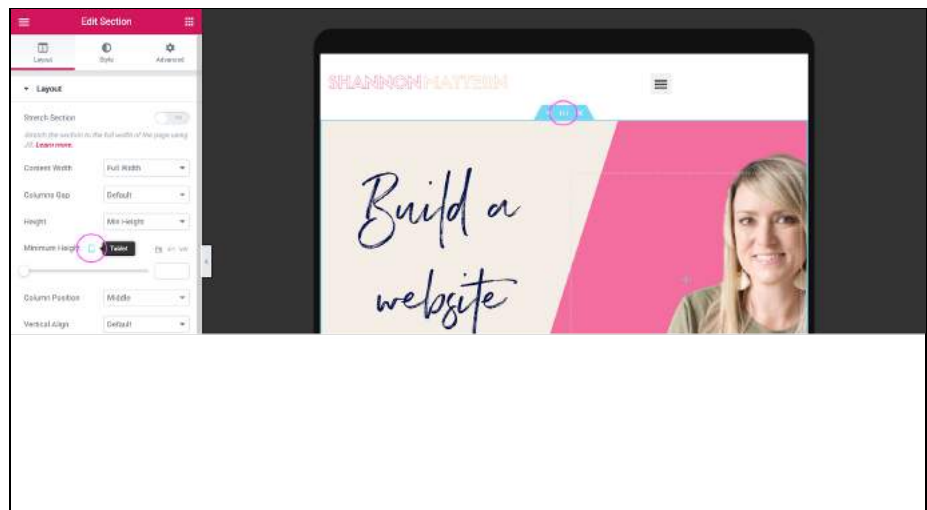


# 5+DAY WEBSITE CHALLENGE

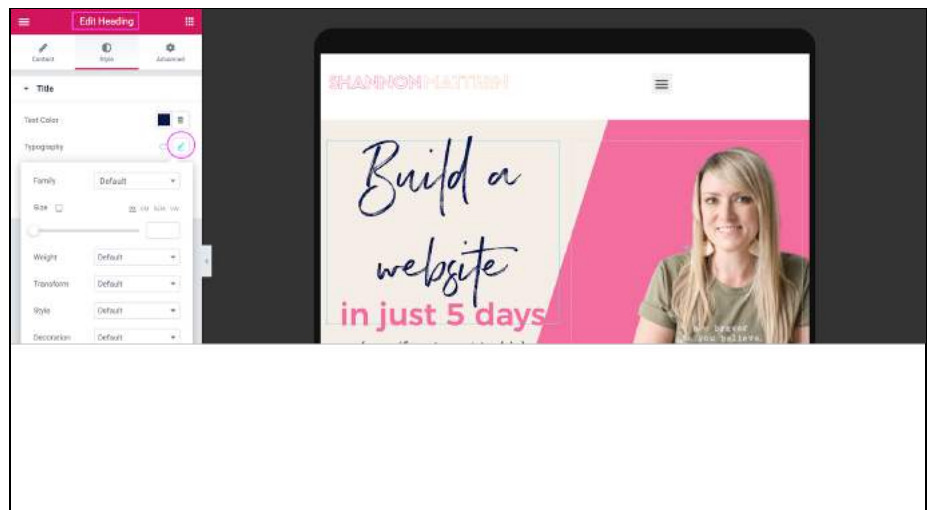
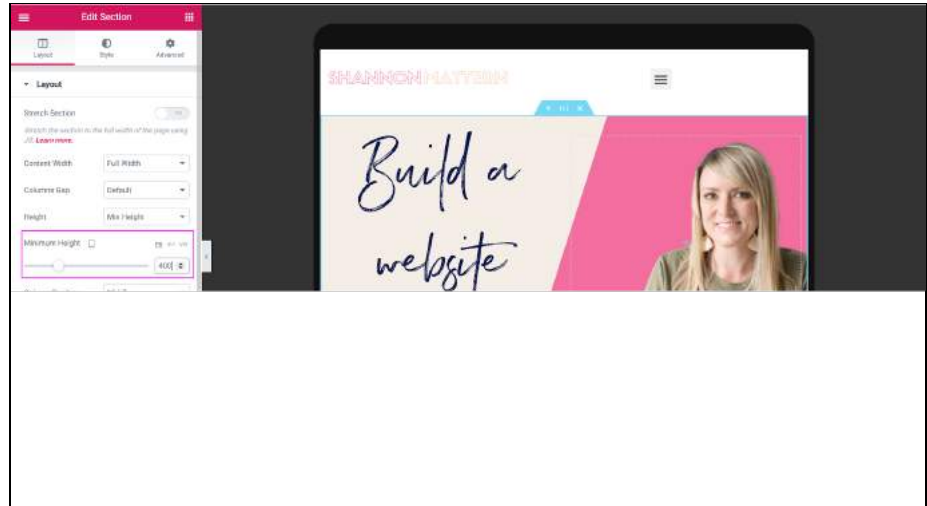
You can also adjust how the site displays on a tablet by clicking the Responsive Icon and then Tablet.



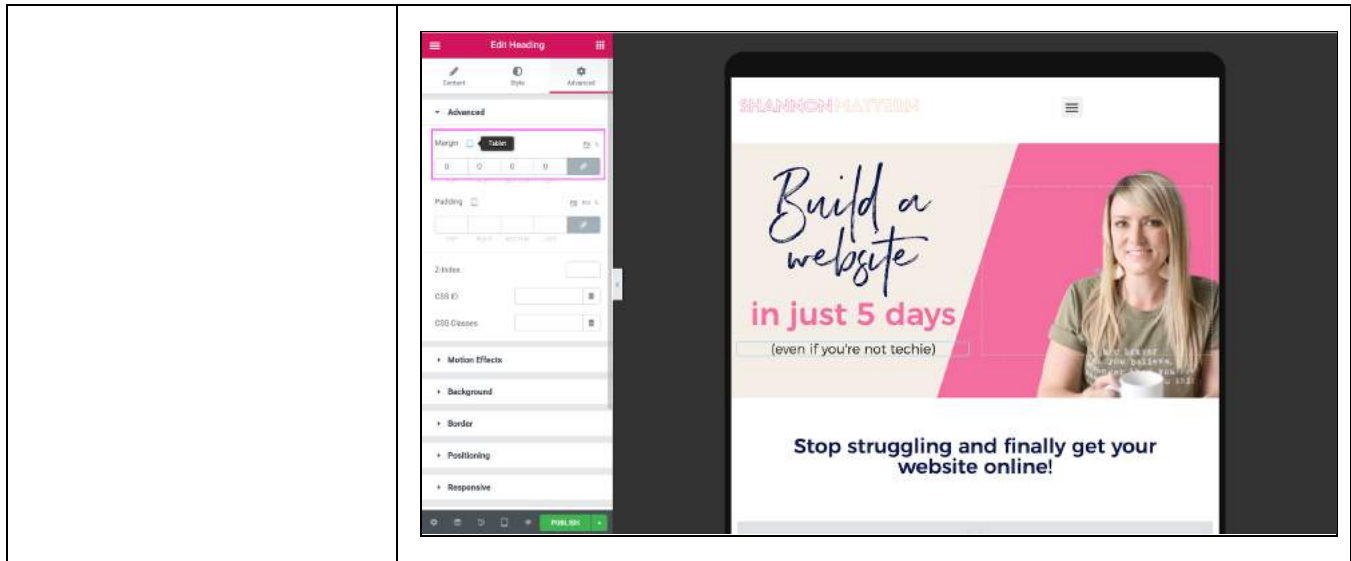
Again, any element that has a device icon beside it can have the settings on it changed and the settings will only show on that device. So you can click on any section, column or element and see what can be changed on a tablet.



# 5+DAY WEBSITE CHALLENGE



# 5+DAY WEBSITE CHALLENGE



Go through your homepage on desktop, tablet and mobile and adjust anything you need to adjust to make it look good on each device. Then publish your changes. You'll want to get all your mobile settings right before moving on to making your next page, because we're going to save this page as a template and re-use parts of it to save time, so you'll want to have everything neat and tidy before you make it a template in the next module.

## [4.8 - About Page Design](#) + Cloning Pages

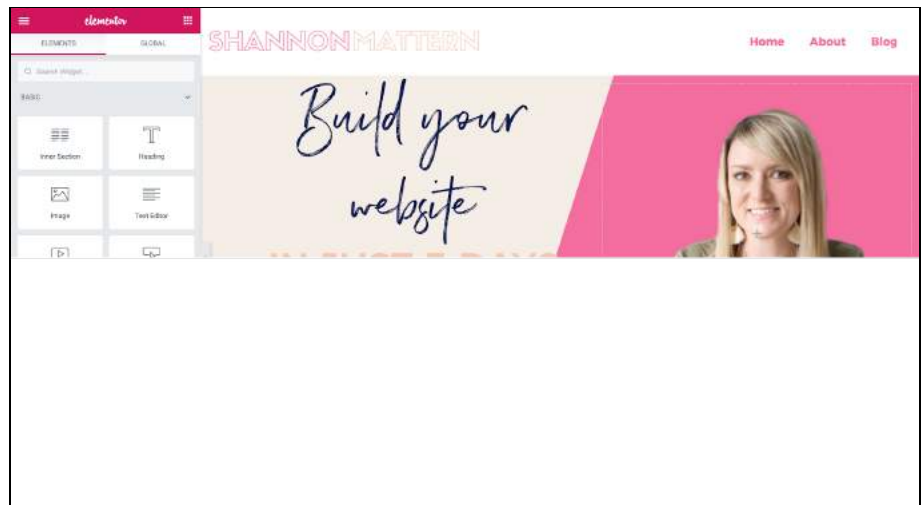
You'll learn how to **clone page layouts you've already designed** to make new pages and save yourself a TON of time. Again, I recommend watching this video to see all the ways you can edit page layouts with Elementor (even though I have a list of them below). Seeing it in action will probably make more sense!



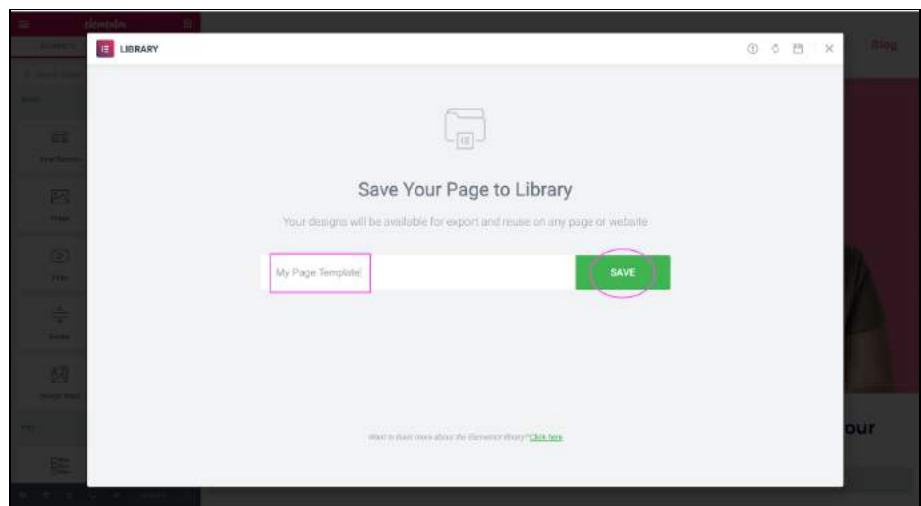
# 5+DAY WEBSITE CHALLENGE

To make our About Page, we're gonna save our Homepage as a template, and then apply it to our About page and then edit, add and remove stuff to design our About Page.

So click the little arrow beside the update button and click "Save as Template"

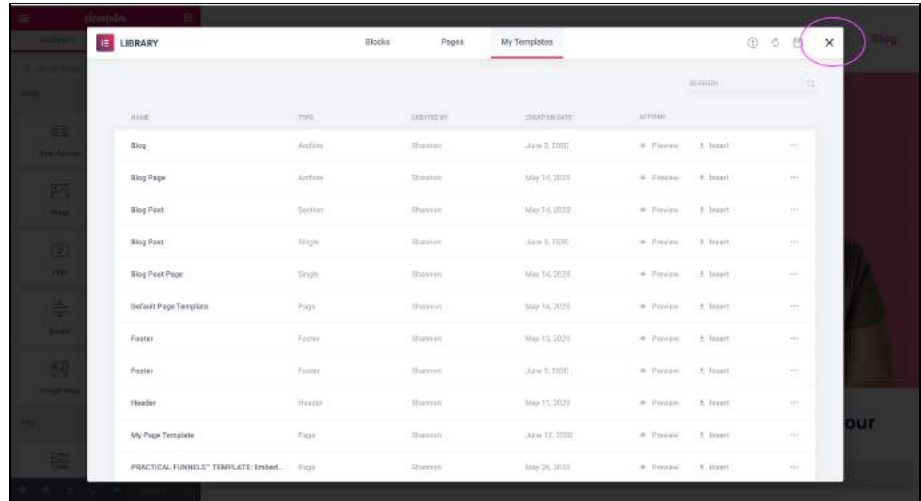


Give it a name (doesn't matter, just make it meaningful to you) and click Save.



# 5+DAY WEBSITE CHALLENGE

Close out of the list of your page templates (you'll only have the one at this point).



Then click on the hamburger in the top left corner of the screen.



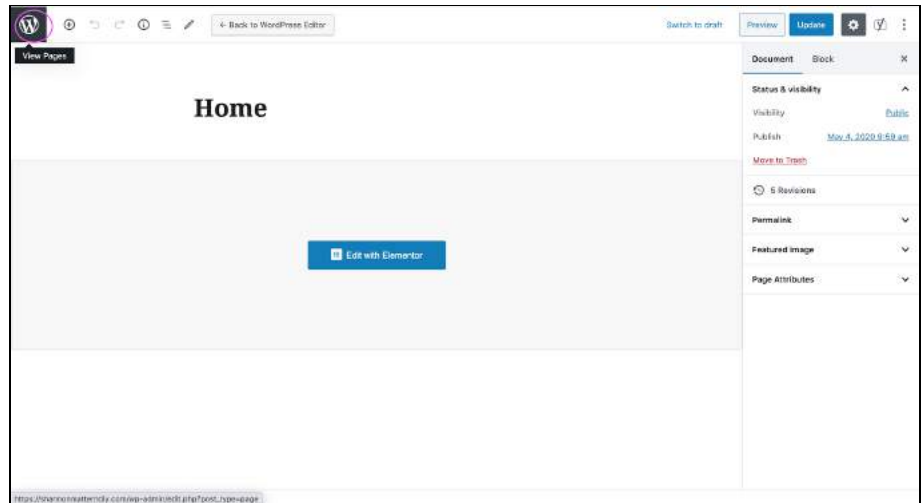
Then click Exit to Dashboard. That's how you can save any page layout (you can even save sections) that you've made as a template you can re-use on other pages.



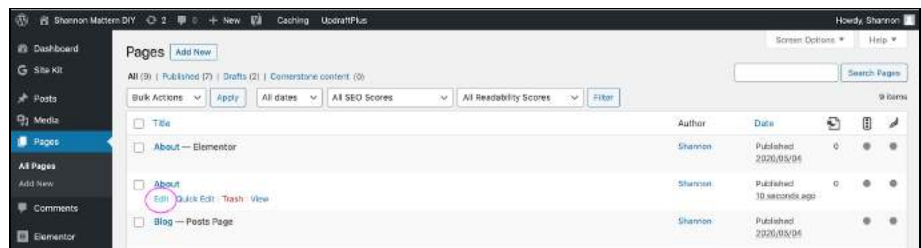
# 5+DAY WEBSITE CHALLENGE

If you see this page, click on the W to get back to the list of Pages in the WordPress dashboard.

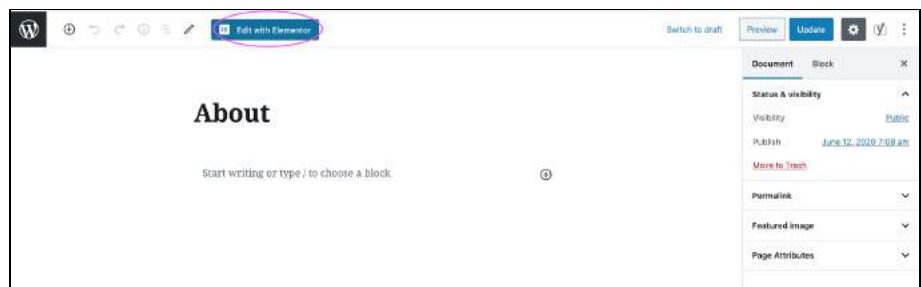
*(If you have the Classic Editor plugin installed you won't see this page.)*



Find your About page and click on the Edit link.



Click Edit with Elementor

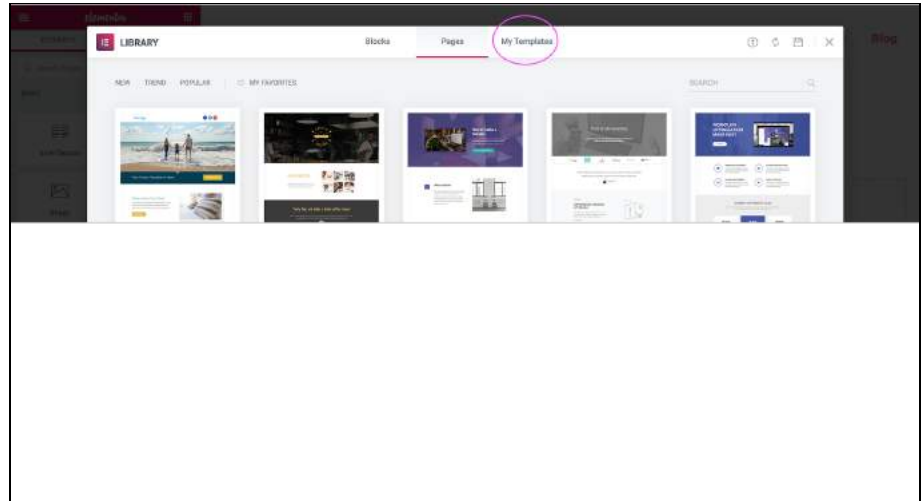


Click on the grey folder icon

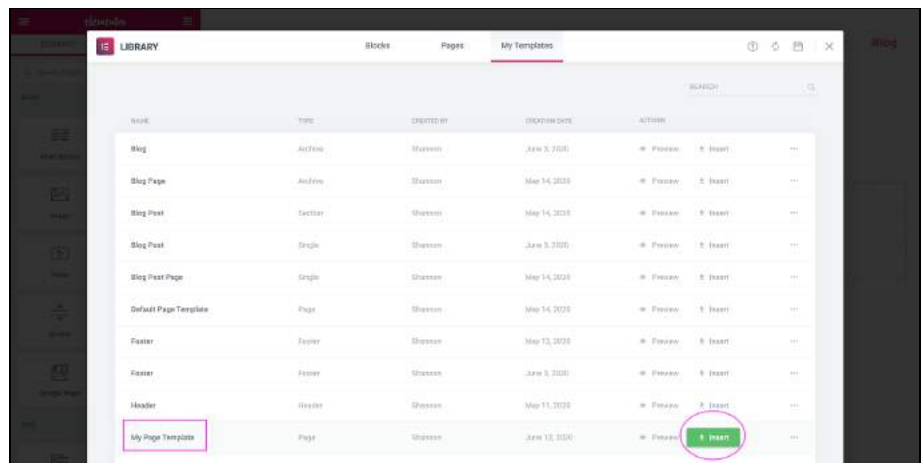


# 5+DAY WEBSITE CHALLENGE

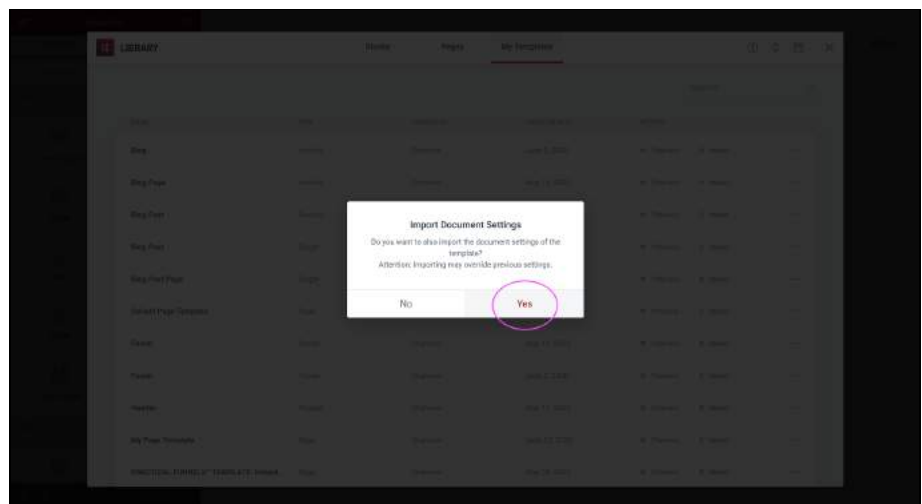
Click on My Templates



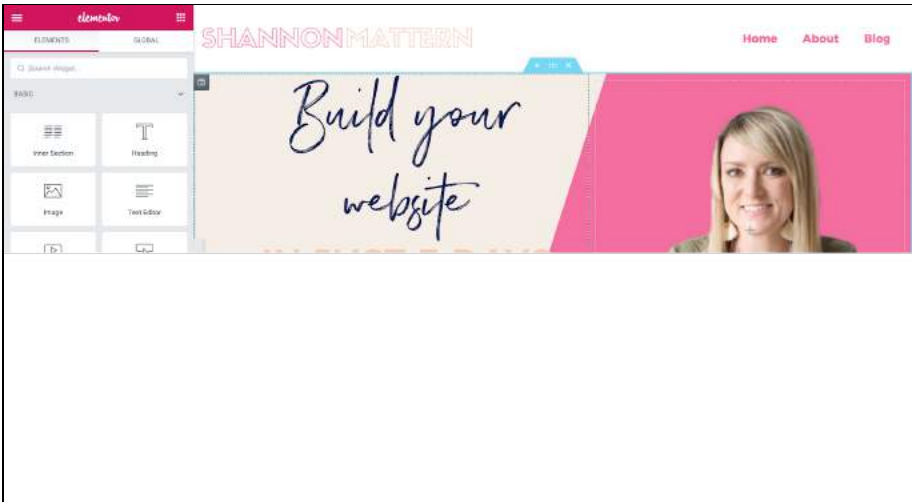
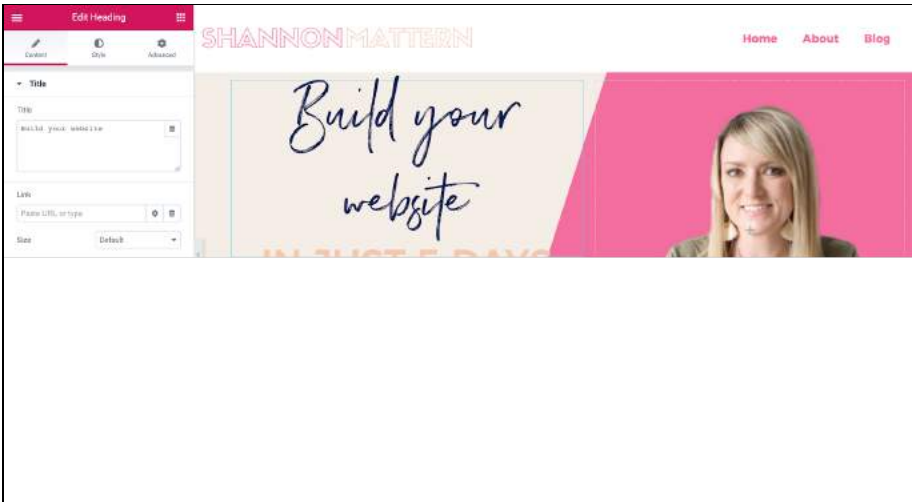
Find the template you just created and click Insert



Choose YES to import document settings. What this does is set the page to be the "Elementor Full Width" page layout. If you say No, then you'll just click on the gear icon at the bottom of the page to change the page layout to Elementor Full Width like you did when you



# 5+DAY WEBSITE CHALLENGE

<p>made your homepage.</p>	
<p>This is what your About Page looks like once the template is applied - exactly like your homepage.</p>	
<p>So now, you can edit it! Here are all the things you can do in Elementor:</p> <p>Click on the 6 dots in your banner section and change out the background image in the Style tab to a different banner image.</p> <p>Right-click on the 6 dots of the email optin form and select Delete to remove it.</p> <p>Click the blue + sign in any section to add a new section above a section.</p> <p>Right click on any</p>	

## 5+DAY WEBSITE CHALLENGE

section and click duplicate it.

Click and drag the 6 dots to drag the section anywhere on the page.

Click and drag any column to move it, or right click on the grey column icon in any section to add or delete columns.

Click and drag the pencil on any element to move it, or you can edit the text, duplicate and drag elements, etc.

**Click the Update button to save + publish your changes!**

**When you're done, click the Hamburger > Exit to Dashboard > W (to exit to pages).**

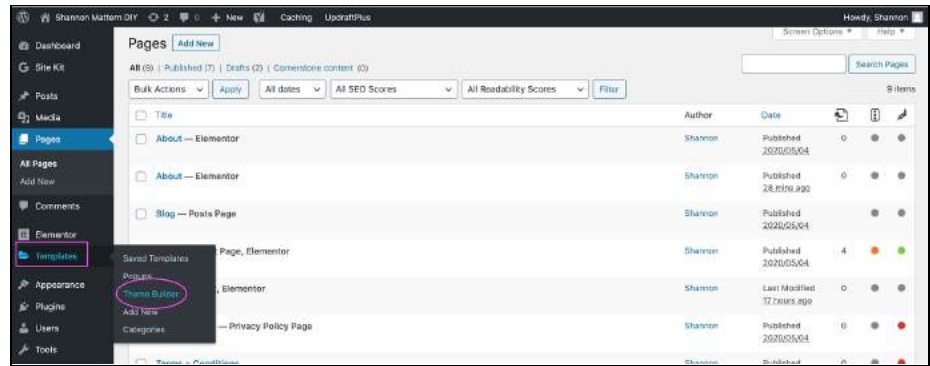
### 4.9 - Blog + Sidebar Design

You'll design **the page that lists all your blog posts and set up your sidebar**, make sure it all looks great on mobile and learn some new WordPress tricks while you're doing it!

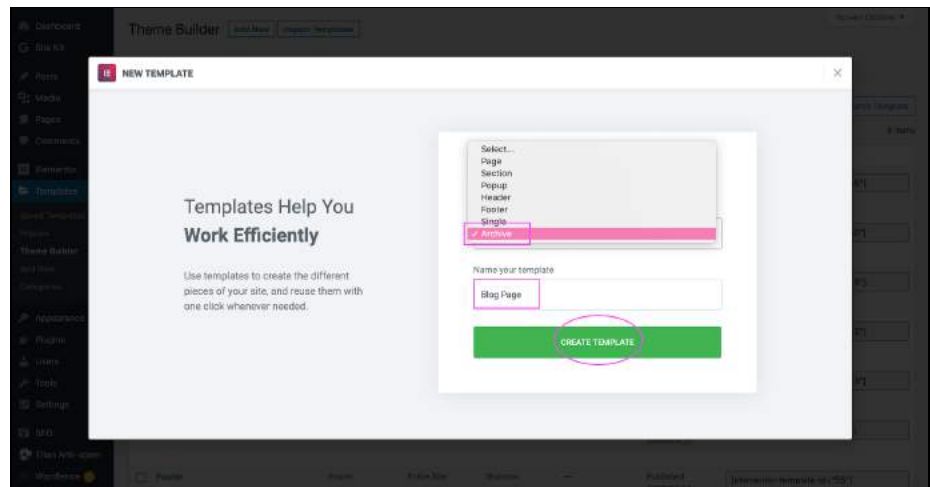
# 5+DAY WEBSITE CHALLENGE

We're going to create template to display our blog posts on our Blog page.

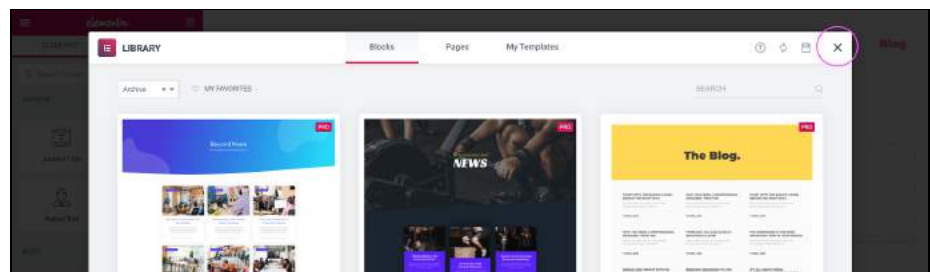
Go to Templates > Theme Builder > Add New



Select Archive from the dropdown, give it a name "Blog Page" and click Create Template



Click the X to close the Elementor templates.

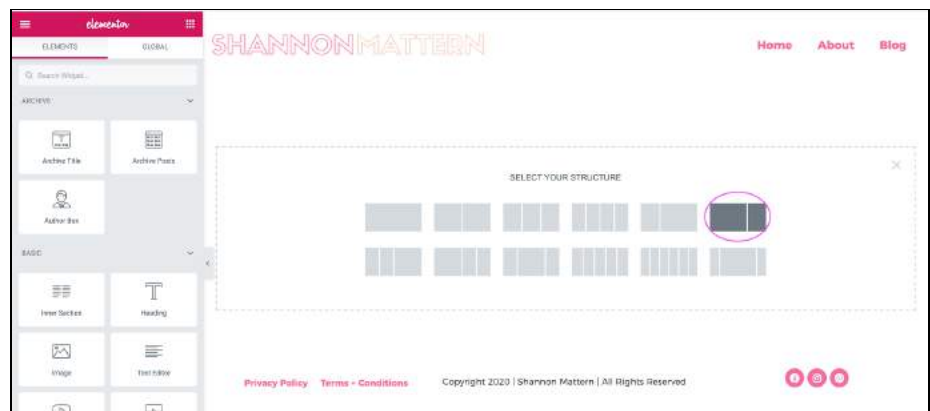


# 5+DAY WEBSITE CHALLENGE

Click the red +



Select the 2 columns with wide-right and narrow left (main section with sidebar).



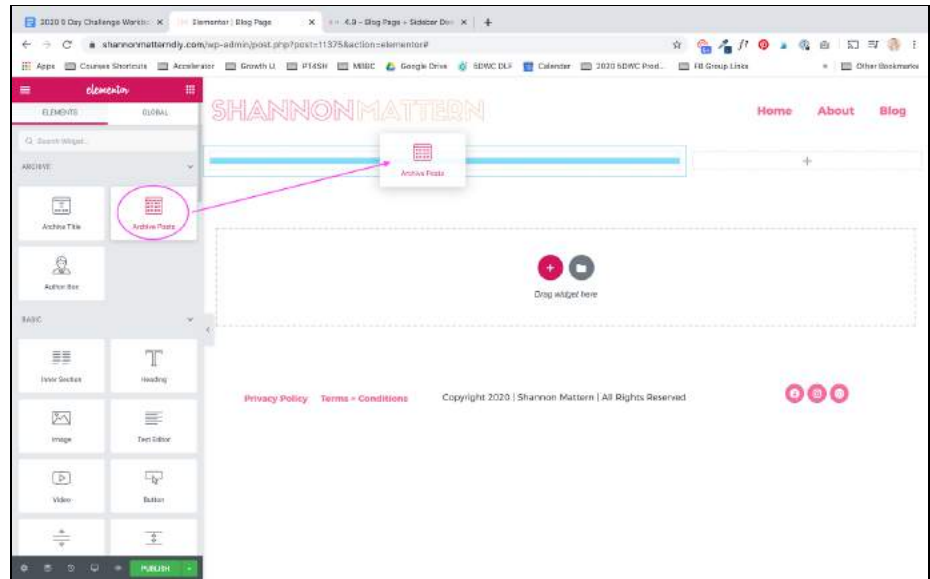
It'll look like this when you add the section.



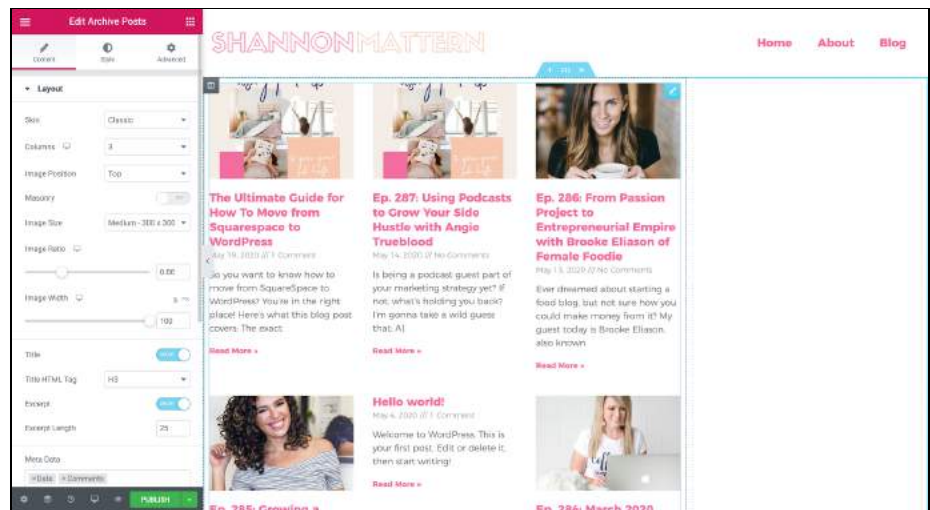


# 5+DAY WEBSITE CHALLENGE

Click on the 9 blocks and find Archive Posts. Click and drag it to the wider section.



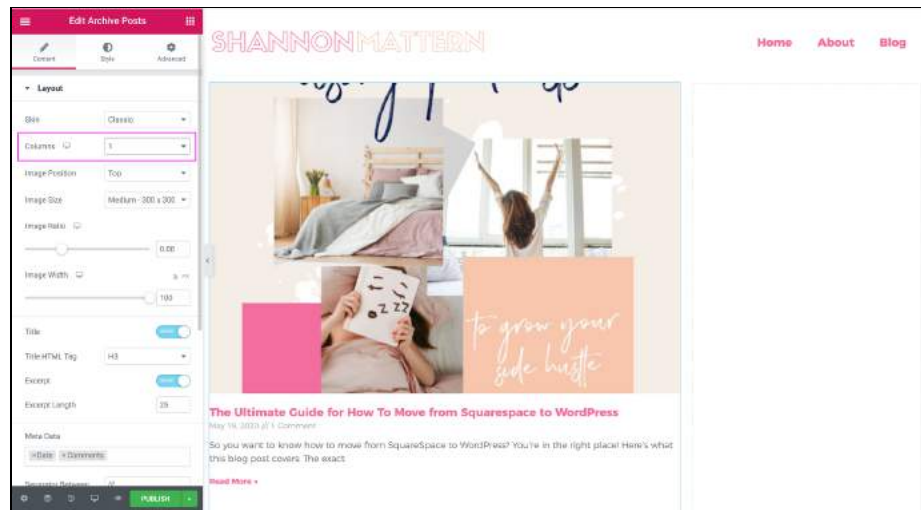
**In the Content Tab,** the default will be 3 columns with the image at the top. You may not have any blog posts yet so you probably won't see this much stuff and you might not see any images. That's okay - we're just styling this for now.



# 5+DAY WEBSITE CHALLENGE

Here are your display options:

Change the setting to one column - with an Image Ratio of .66 your image size would be 600w x 400h - this is setting the size of your featured image which I'll show you how to add to your blog posts later.

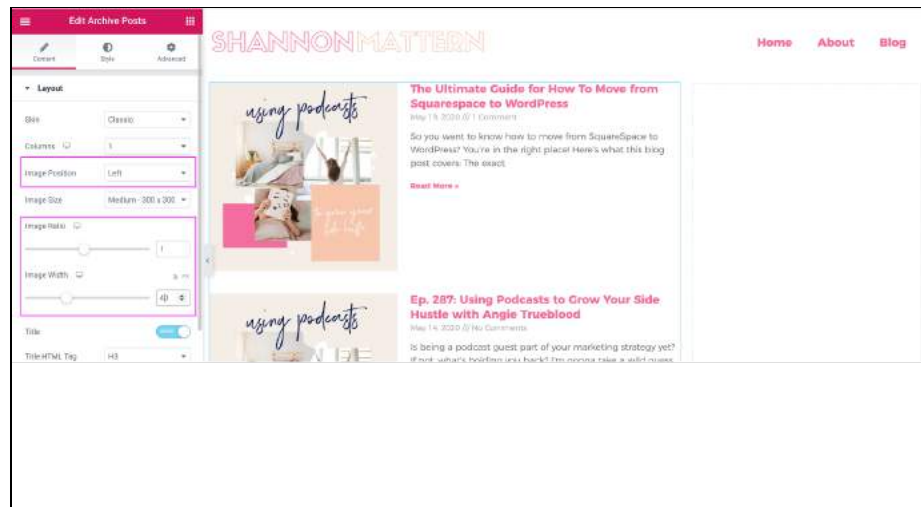


Or you can change the image ratio to 1 for a square image

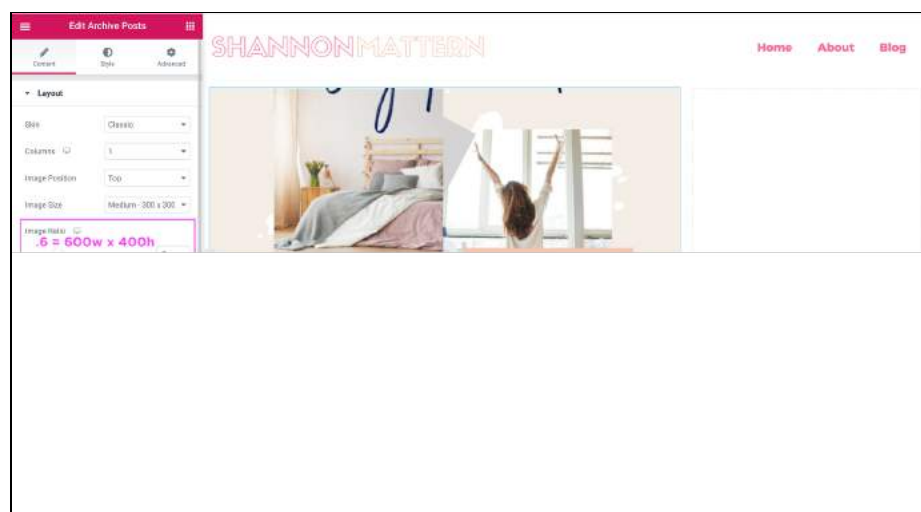


# 5+DAY WEBSITE CHALLENGE

You can also align your featured image left and change your image width to 40%-50%.

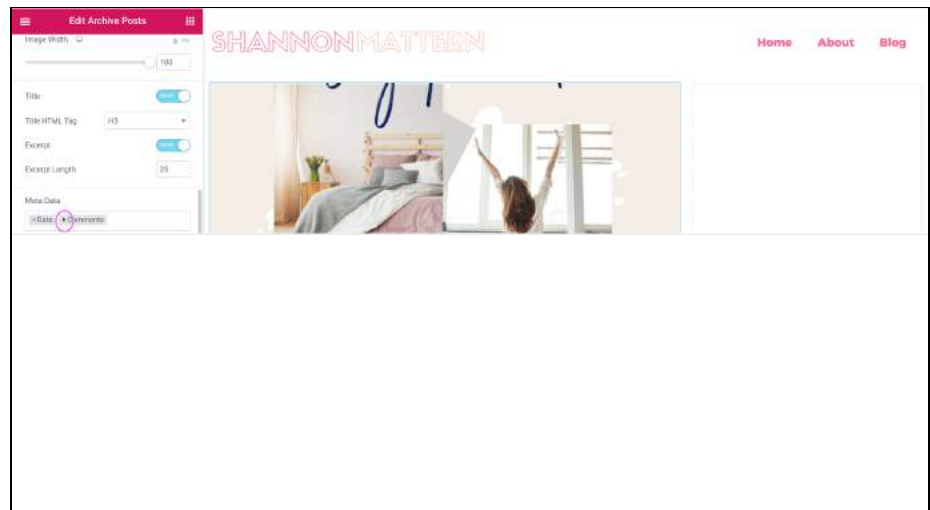


**Image ratio of .6 is 500w x 300h** (not 600x400 like the screenshot).

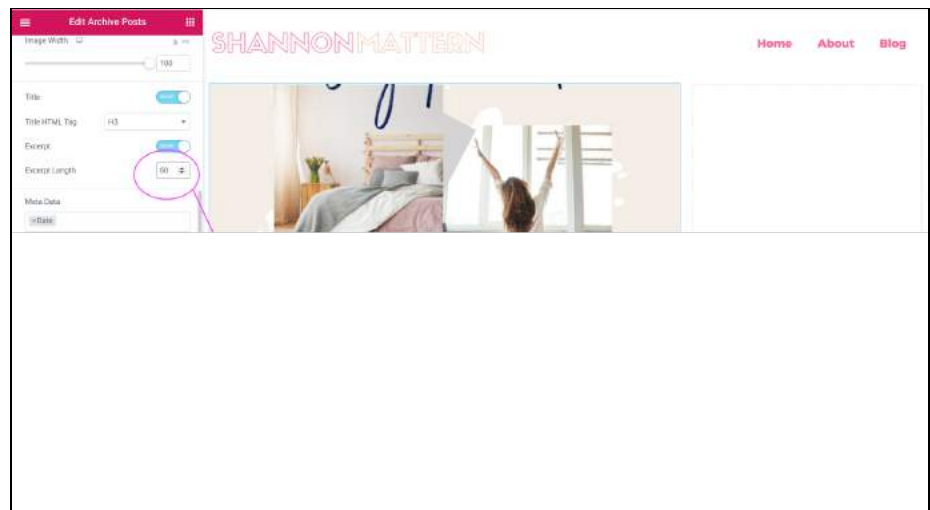


# 5+DAY WEBSITE CHALLENGE

In the meta data section, you can add and remove things like date, time, comments, etc. I typically remove comments - click the X to remove or click in the box to get more options.



You can change the excerpt length to get more words to show up in the preview.

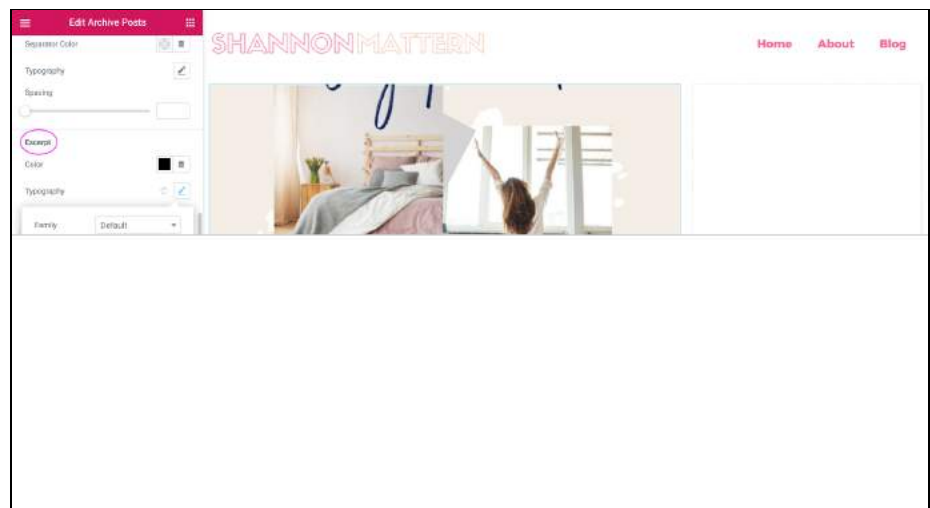
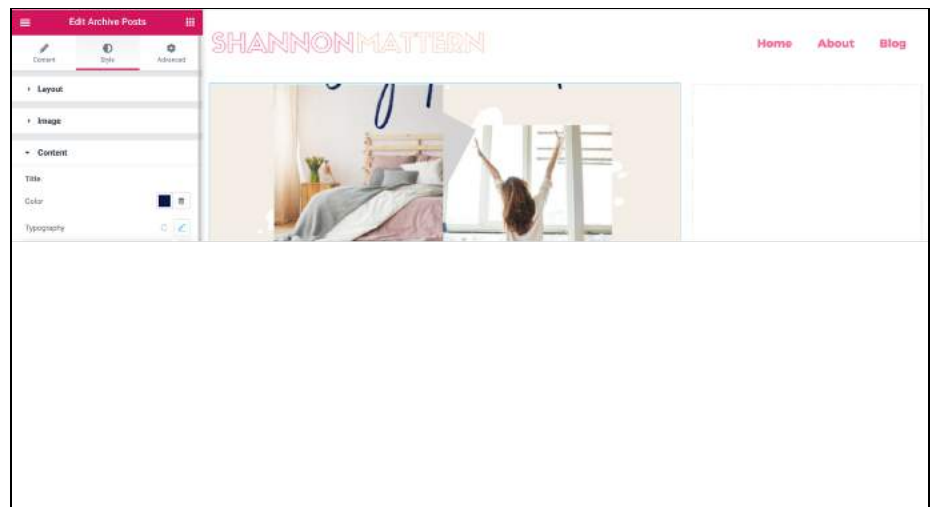
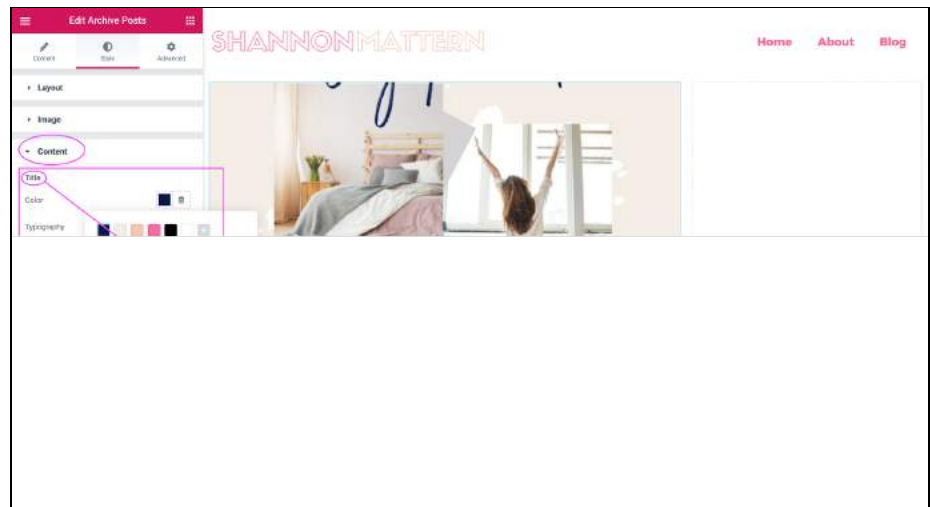


# 5+DAY WEBSITE CHALLENGE

In the Style Tab, in the Content section, you can change the font colors and font sizes - just specifically for this element on this page.

You can change the title, excerpts, etc.

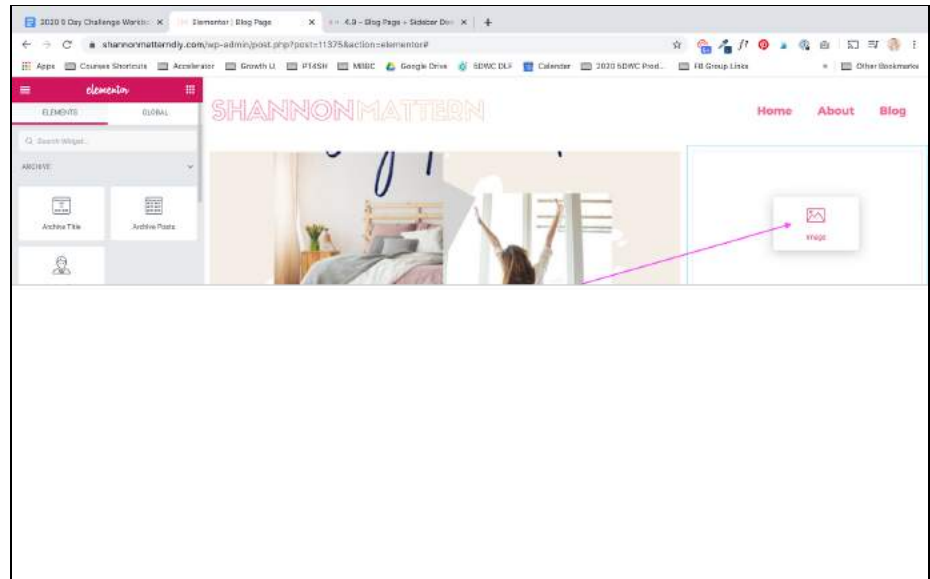
Change all the options to style your list of blog posts to get them to look the way you want.



# 5+DAY WEBSITE CHALLENGE

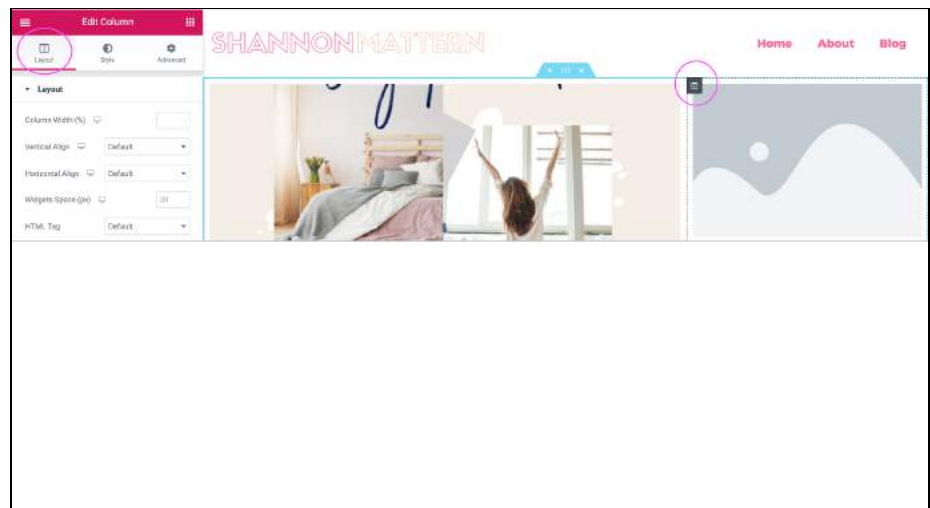
Now we're gonna style our sidebar.

We'll add an image, a title, a description, social icons and an email optin form, and then you can add whatever other elements you want to have in your sidebar.



First, let's add some space between the main section and the sidebar.

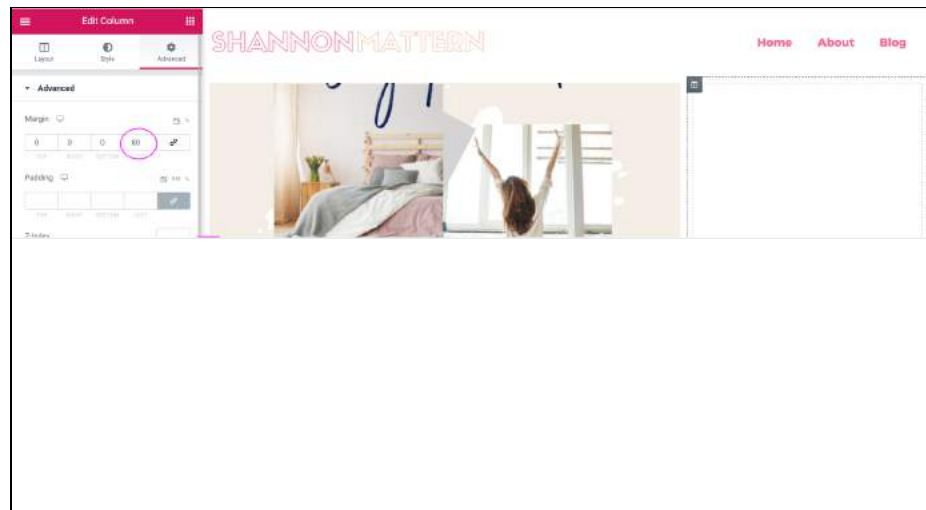
Click on the column icon.



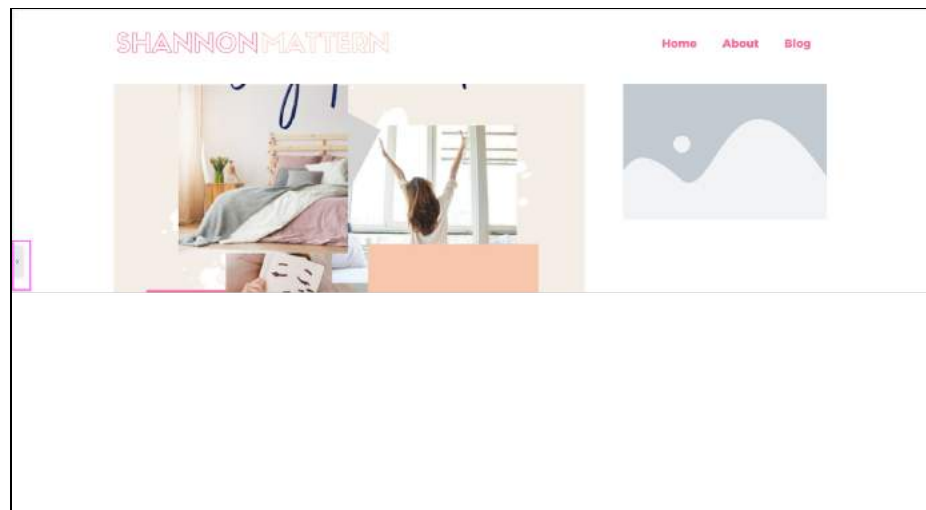
# 5+DAY WEBSITE CHALLENGE

Click the chain icon so that you can put independent numbers in the margin - and put 80 in the Left margin.

To see what the spacing looks like, click the grey tab to hide the Elementor Panel.



Click the grey tab to expand the Elementor panel.



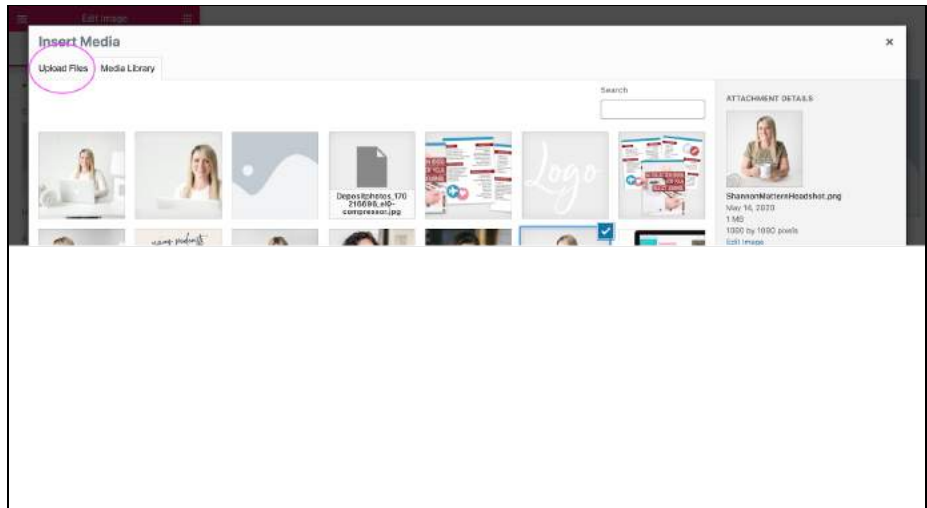
Click the pencil icon on the image element, click the content tab and then click on choose image.





# 5+DAY WEBSITE CHALLENGE

Upload a square image to use as your headshot and click insert media.



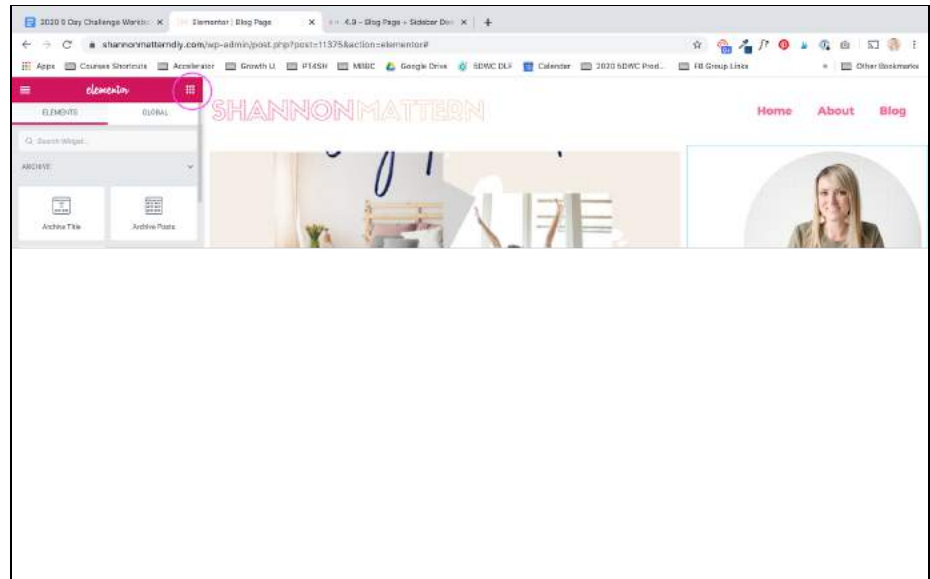
If you want to make it a circle, find the Border Radius, click on the Percent % sign and put 100 in each box.





# 5+DAY WEBSITE CHALLENGE

Click on the 9 blocks, find the Heading and click and drag below your image.

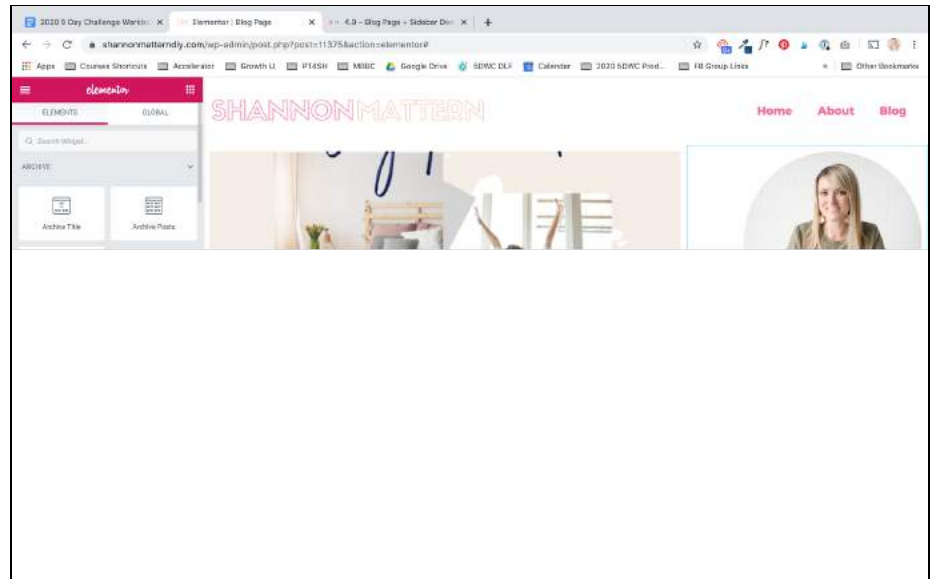


On the content tab, you can change the text and center it.



# 5+DAY WEBSITE CHALLENGE

Find the text editor  
and click and drag it  
below the heading.



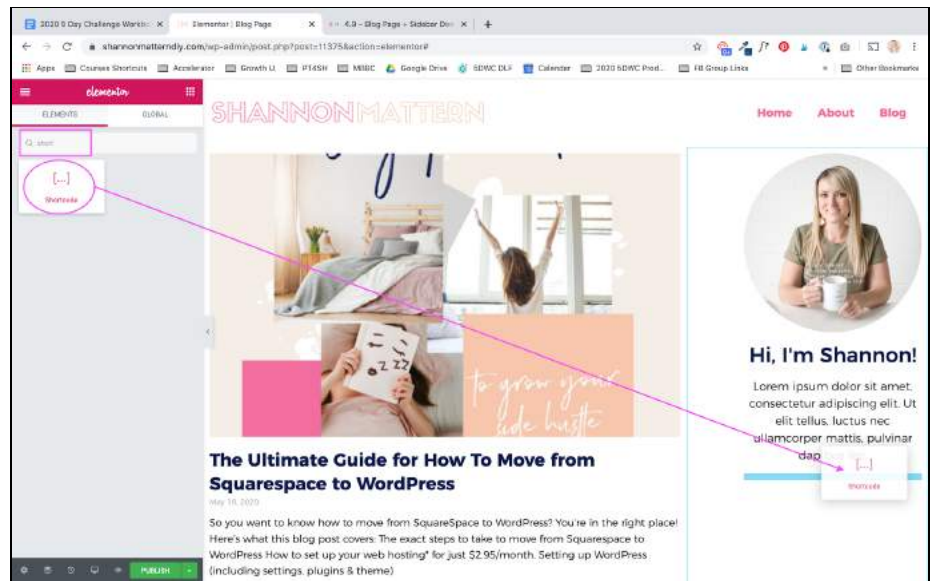
In the Content tab,  
add a description of  
yourself, then click on  
the Style tab and  
center the text and  
do any other styling  
you want.



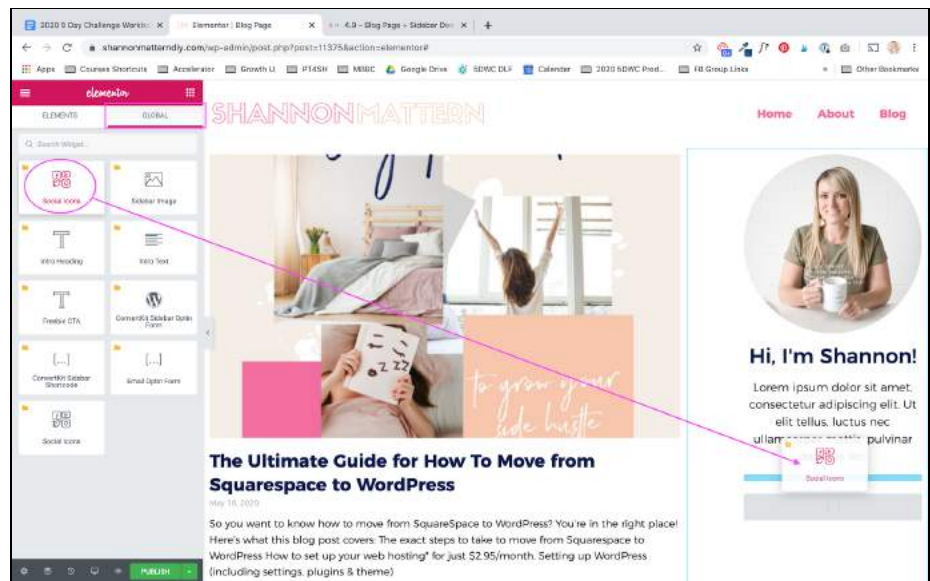
# 5+DAY WEBSITE CHALLENGE

Click on the 9 blocks, search for the shortcode and click and drag it below your introduction.

Put `<div align="center">[convertkit shortcode]</div>` in the shortcode field and click apply.

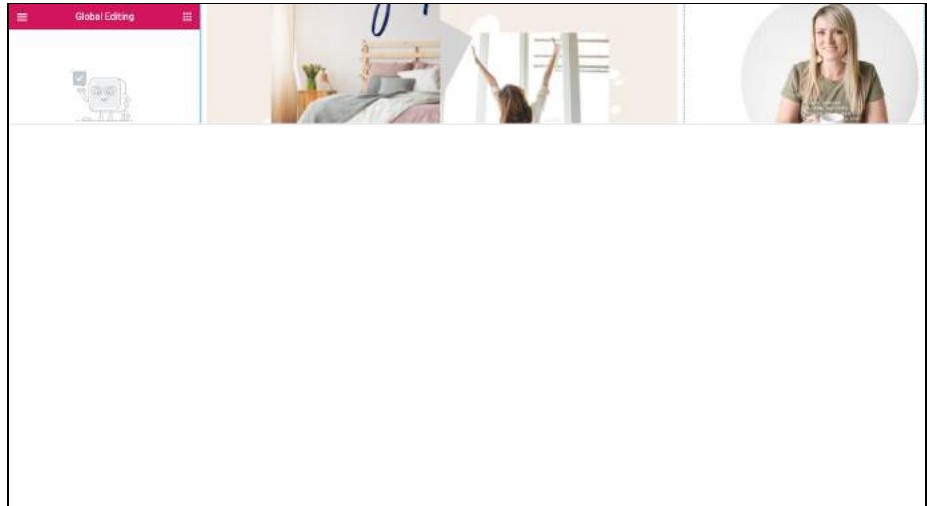


Click on the 9 blocks, click on the Global tab, find the Global Social Icons widget that you created when you made your footer, and click and drag it between your shortcode and your description.

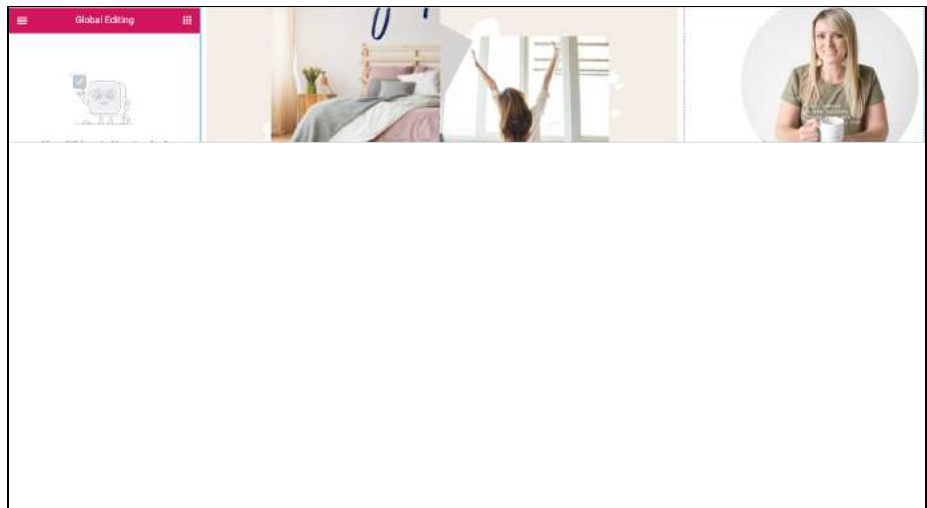


## 5+DAY WEBSITE CHALLENGE

You can tell it's a Global widget because it's yellow and if you edit it, it will change every place you're using this global element.

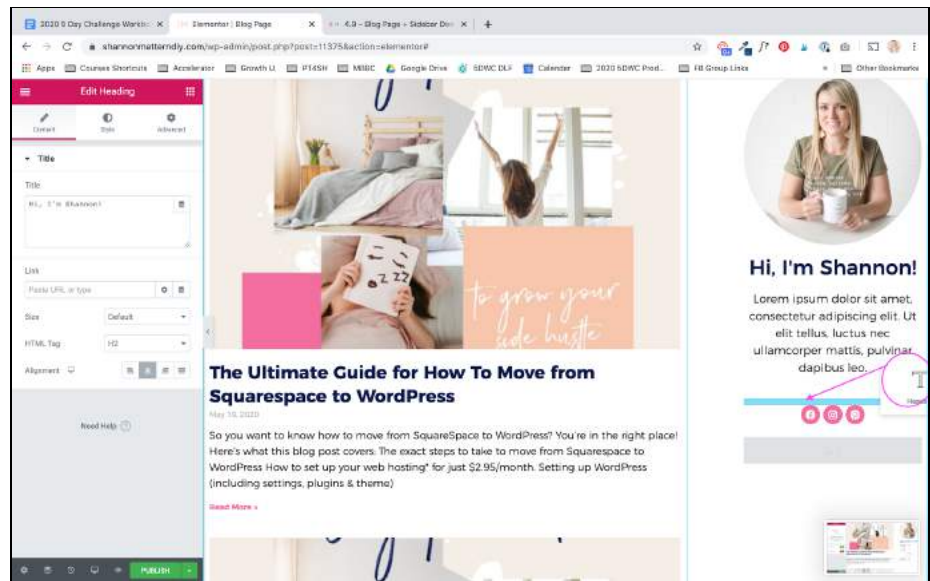


You can duplicate elements to save time. Right-click on the heading below your picture, duplicate it.



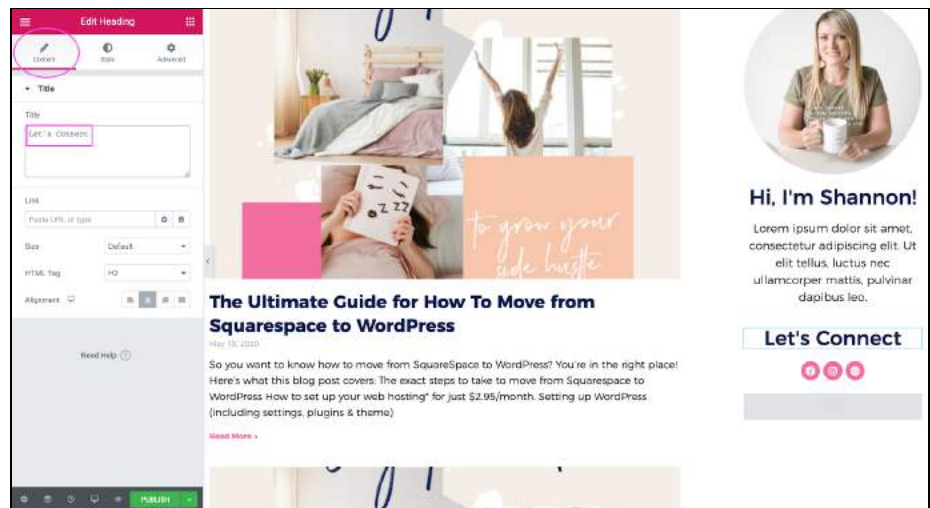
# 5+DAY WEBSITE CHALLENGE

Click and drag the duplicated heading to where you want it on your page.



And then change the text.

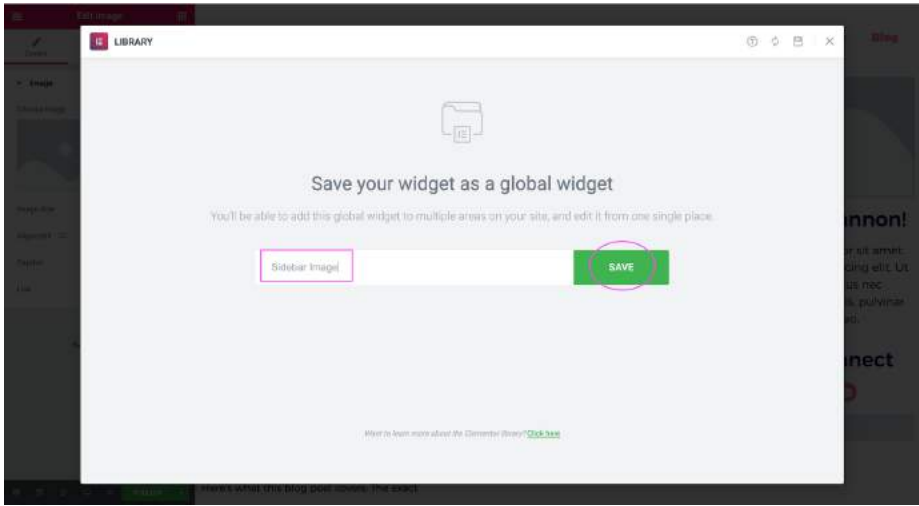
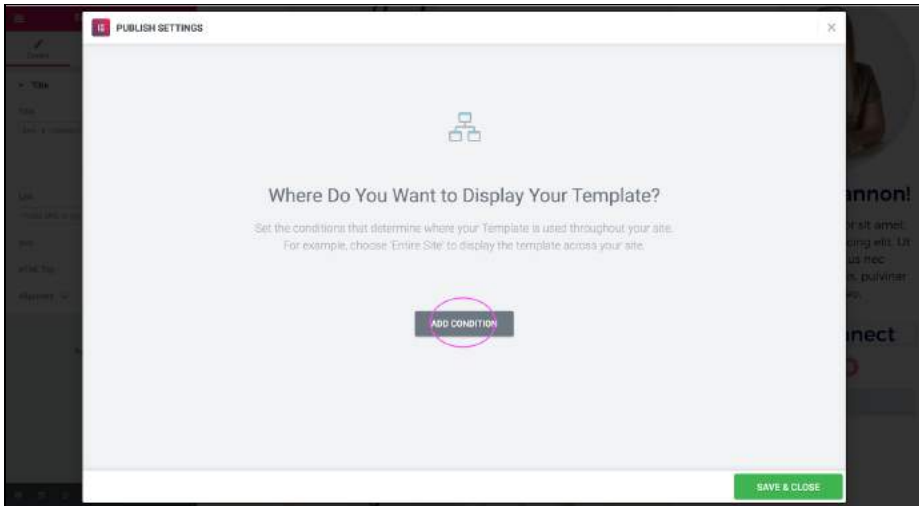
Add anything else you want to add to your sidebar.



Next we're gonna save all of our sidebar widgets on Global so that when we recreate this page on our individual blog posts, if we make one change it happens in both places.



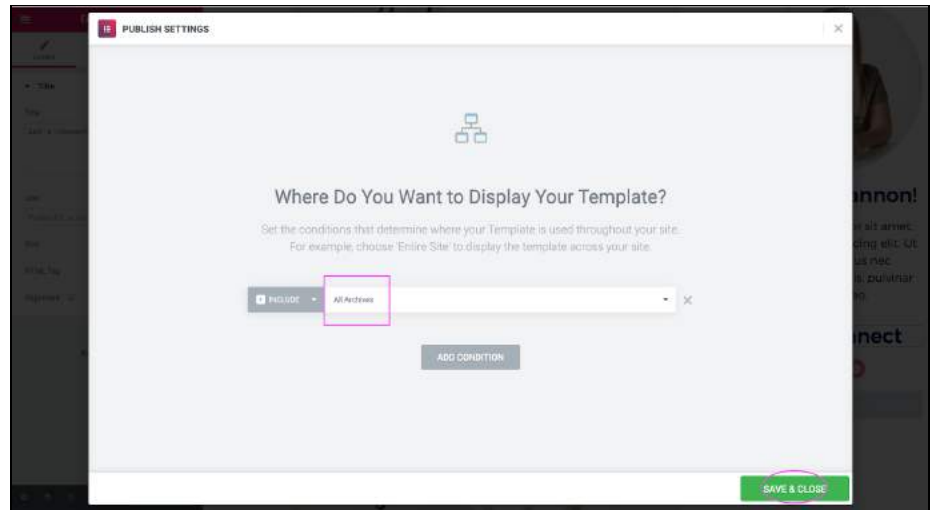
# 5+DAY WEBSITE CHALLENGE

<p>Right click on the sidebar element and select Save as Global</p>	
<p>Name it something where you'll know what it is and where it is and click Save.</p>	
<p><b>When you're done saving all your sidebar elements are Global, click the Green Publish Button, then</b></p> <p>Click add condition</p>	



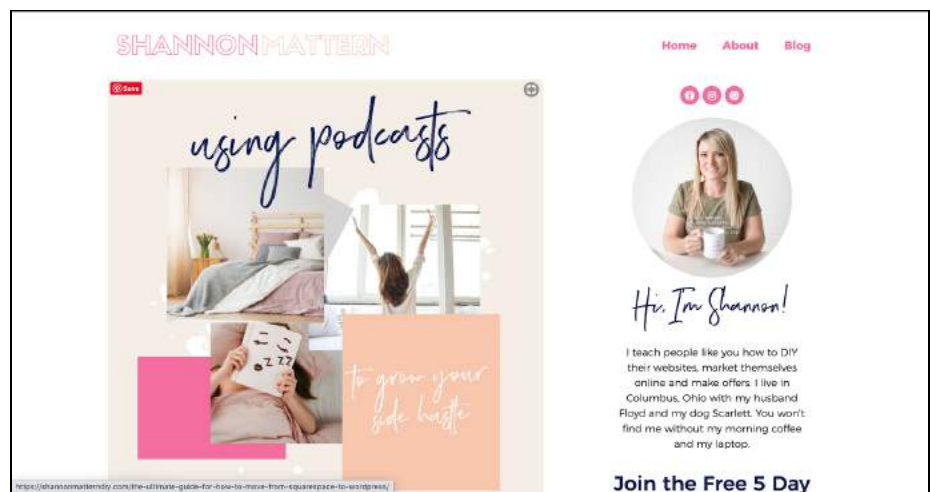
# 5+DAY WEBSITE CHALLENGE

Select all archives + save and close.



Go to your Blog page, and now it will look like this template that you created!

If it doesn't, go to Settings > Reading in your WordPress dashboard and make sure your Posts page is set to blog.



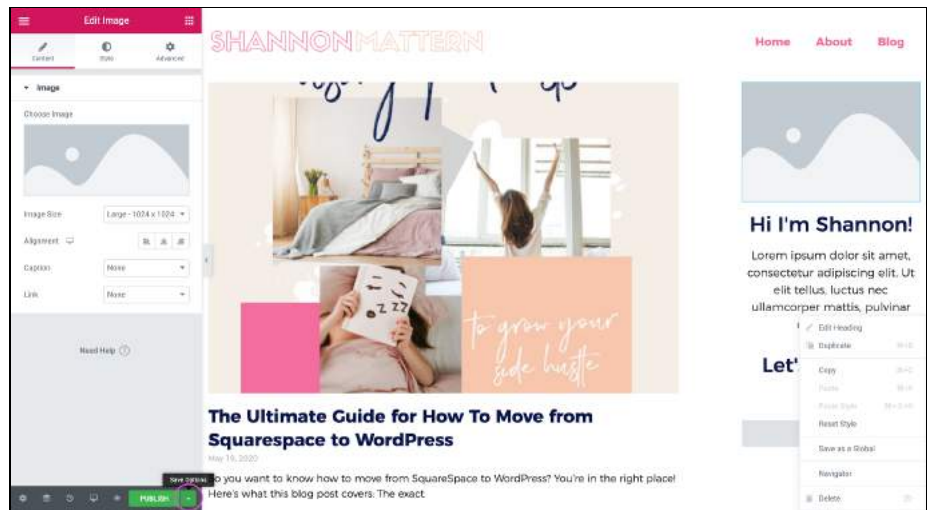
## 4.9.1 - Blog Post Design

You'll **design your blog post template** so that your blog posts look gorgeous on the front end (and are really easy to add on the backend).

We'll save the Blog page we just made as a template, apply it to our Blog Post template and edit it to make it a single blog post.

# 5+DAY WEBSITE CHALLENGE

On the blog page you just created, click the little arrow beside the publish/update button.



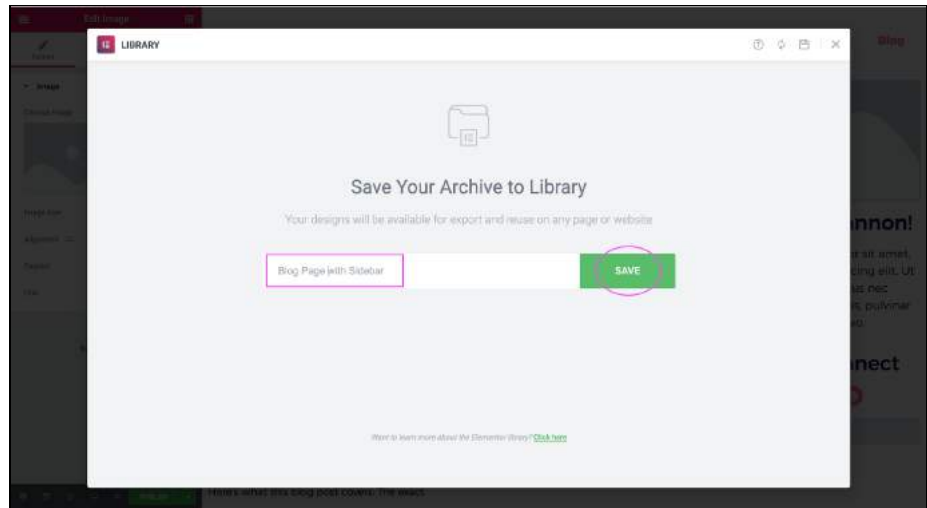
Click Save as Template



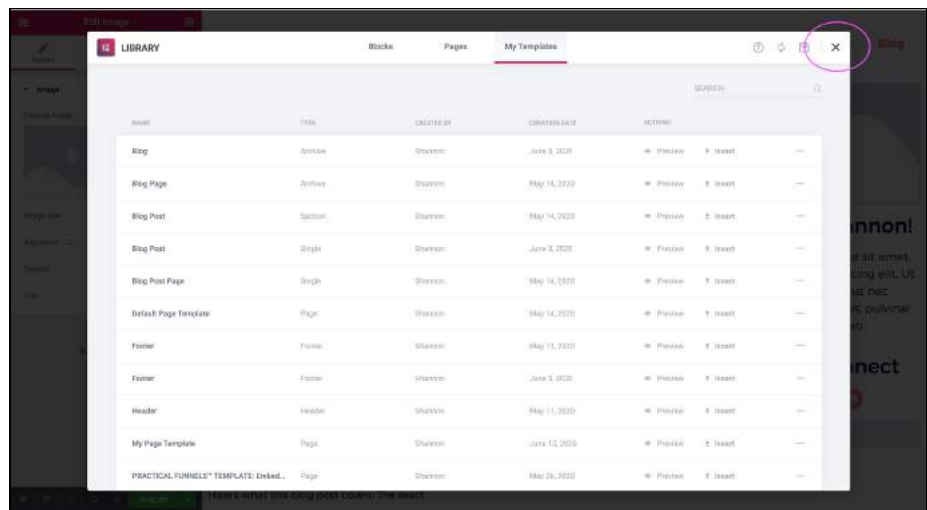


# 5+DAY WEBSITE CHALLENGE

Name it “Blog Page with Sidebar” and click Save

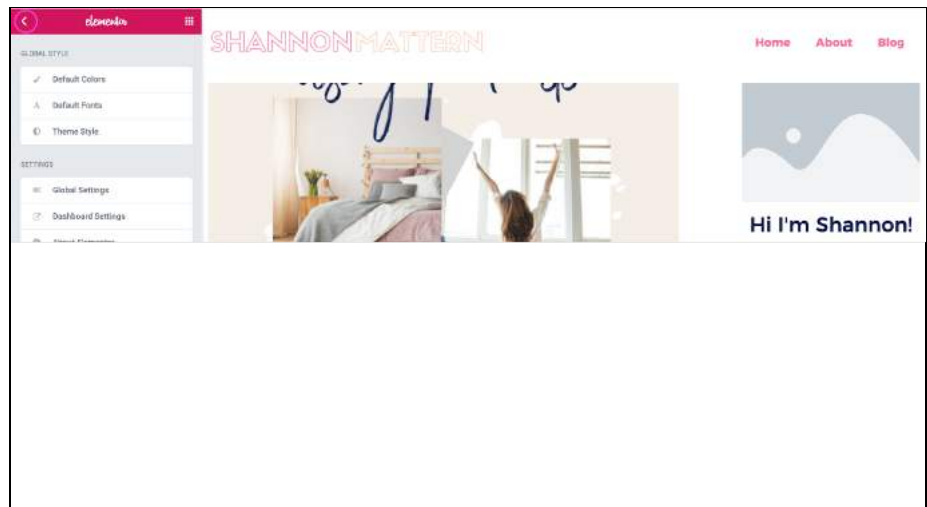


Click the X to close out of the list of templates

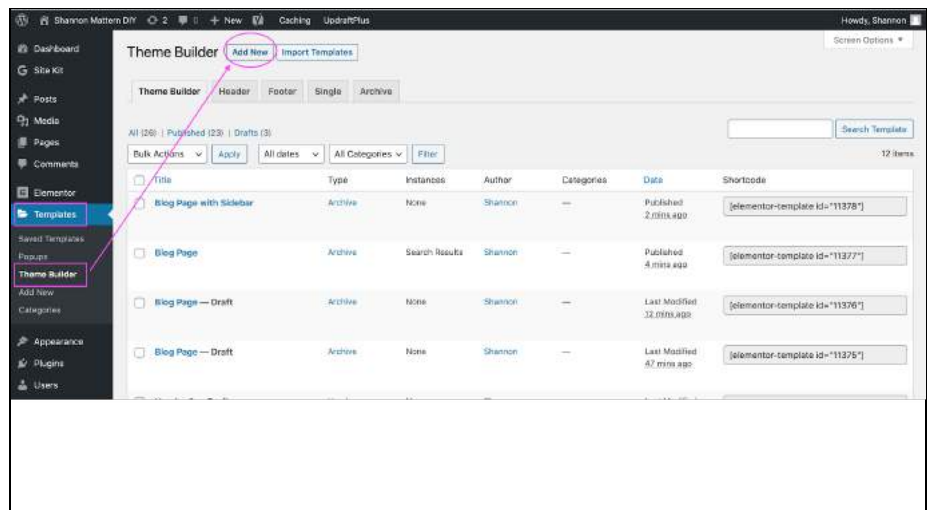


# 5+DAY WEBSITE CHALLENGE

Click the hamburger  
and click exit to  
dashboard

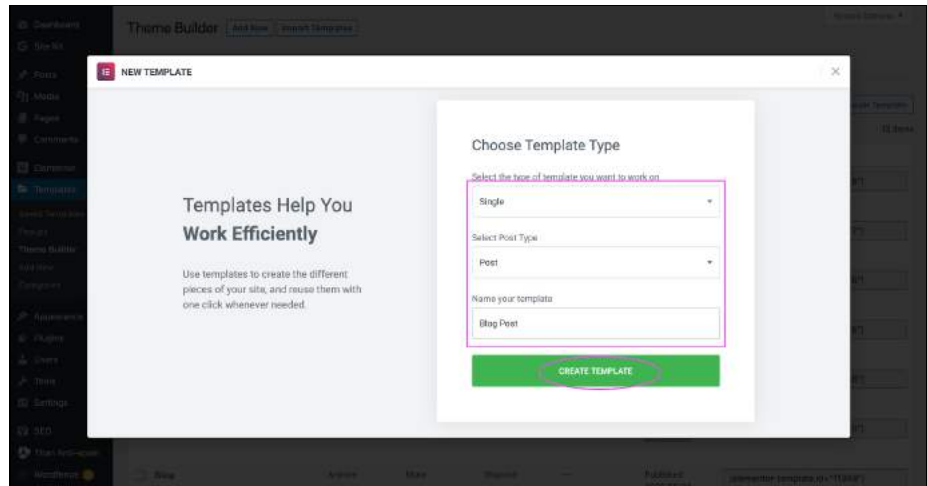


Click Templates >  
Theme Builder > Add  
New

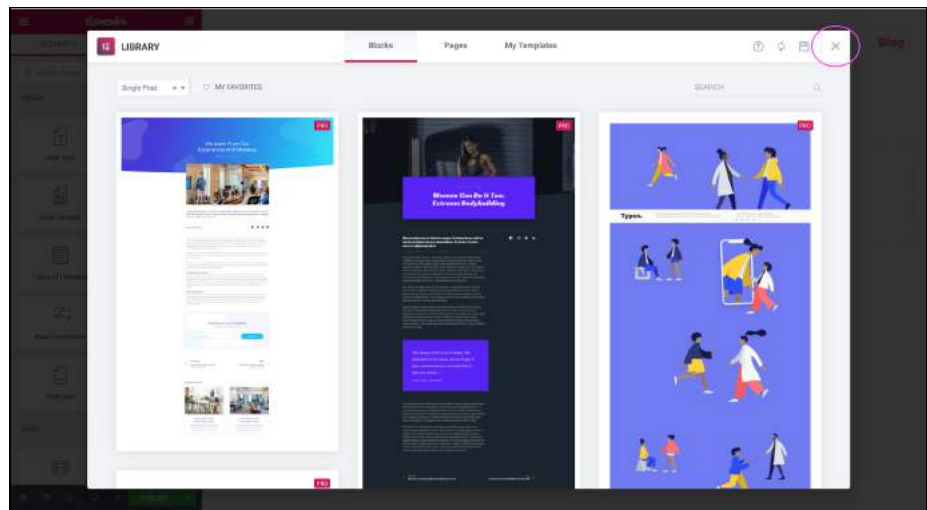


# 5+DAY WEBSITE CHALLENGE

Choose Single > Post > Blog Post and click Create Template

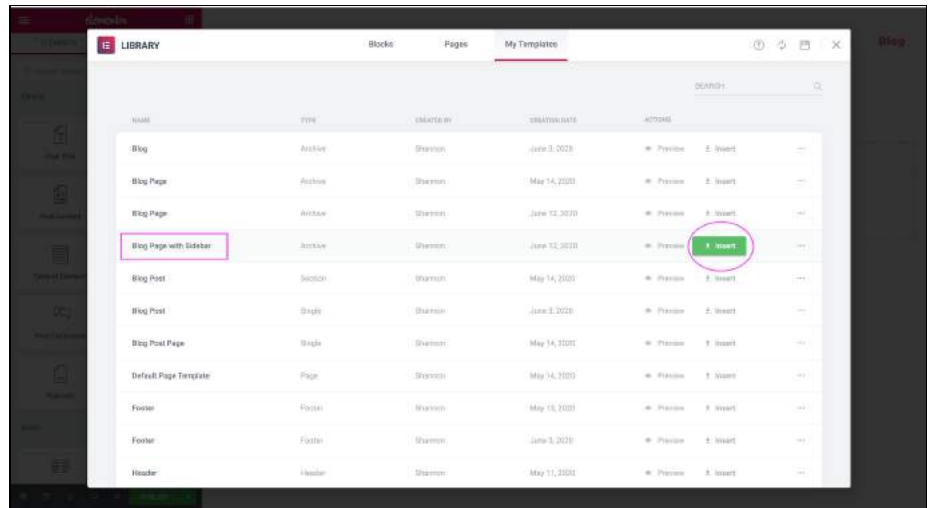


Click the X to close out the Elementor templates

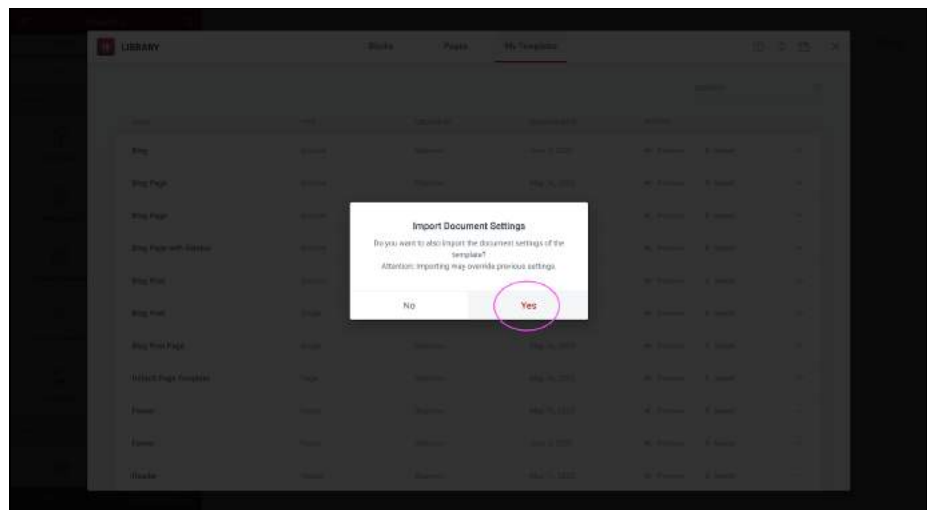


# 5+DAY WEBSITE CHALLENGE

Find the Blog Page with Sidebar and click Insert



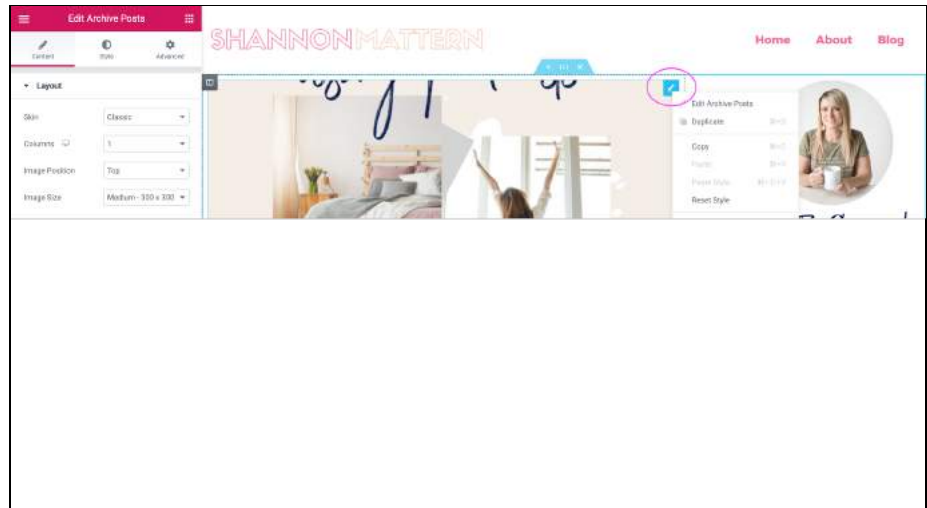
Click Yes on Import Document Settings



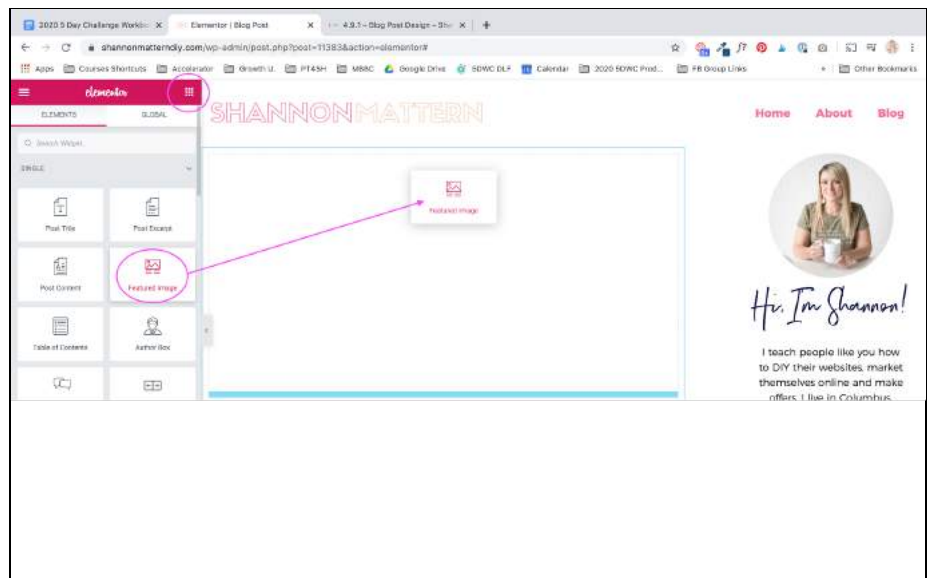
# 5+DAY WEBSITE CHALLENGE

Now we're gonna remove the list of blog posts from our page layout and add the individual blog pieces.

Right-click on pencil on the Archive Posts element and click Delete

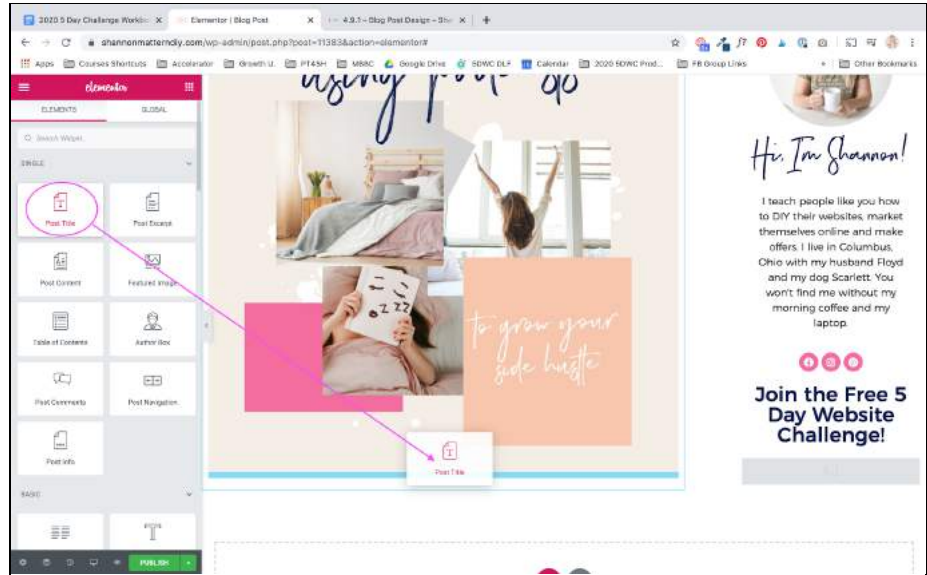


Click on the 9 block, find Featured Image and click and drag it to the wide column.

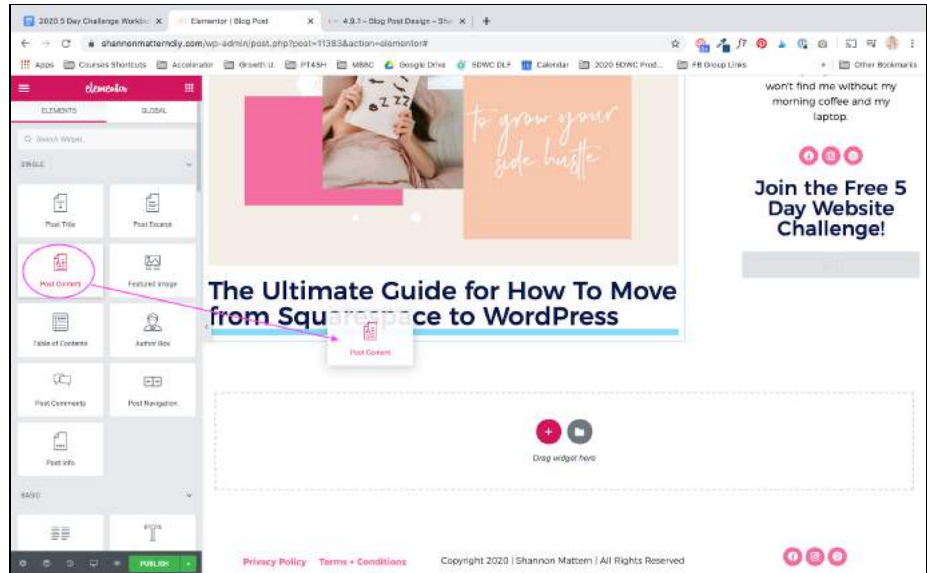


# 5+DAY WEBSITE CHALLENGE

Click and drag Post title below the image

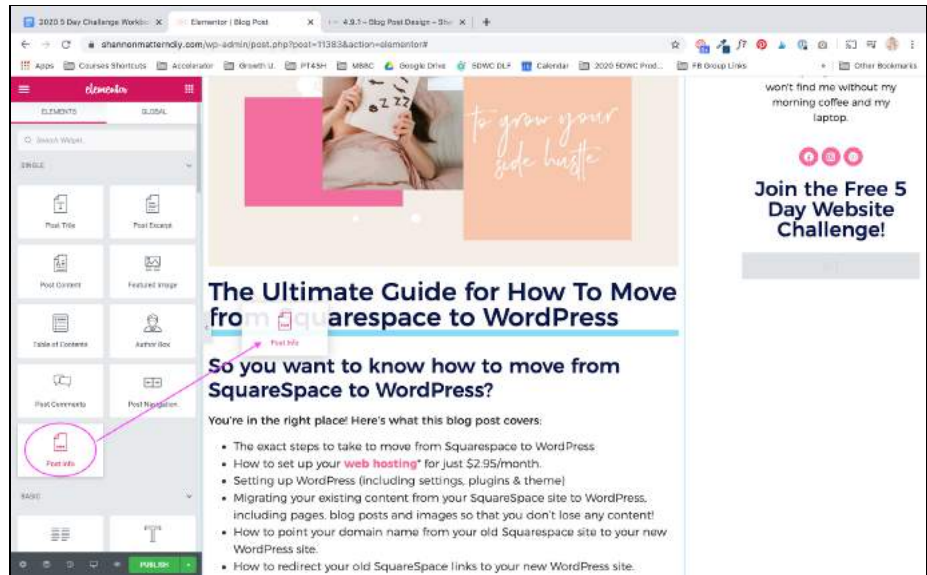


Click and drag post content below the tile

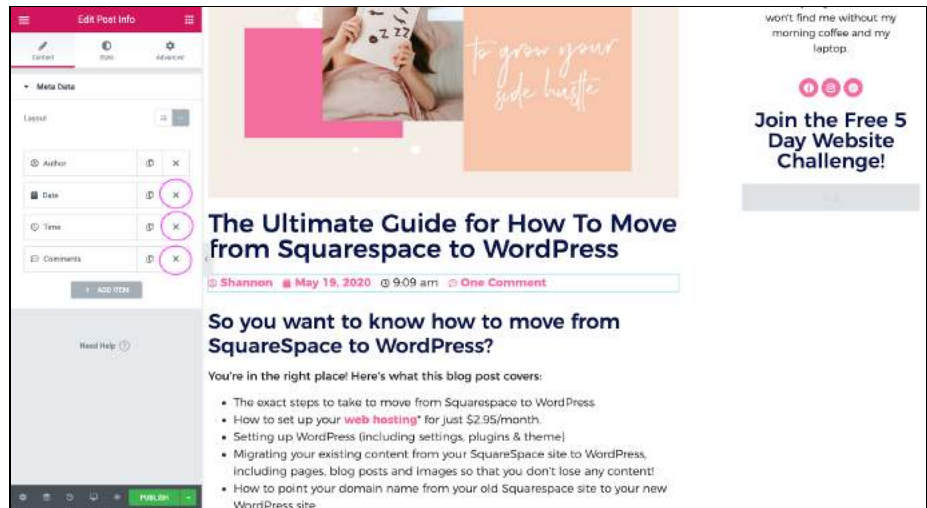


# 5+DAY WEBSITE CHALLENGE

Click and drag Post Info between Post Title and Post Content

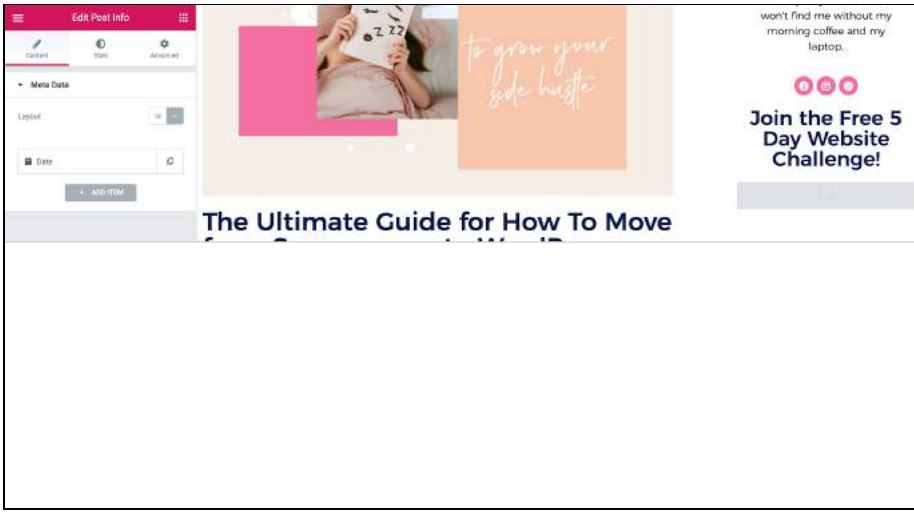
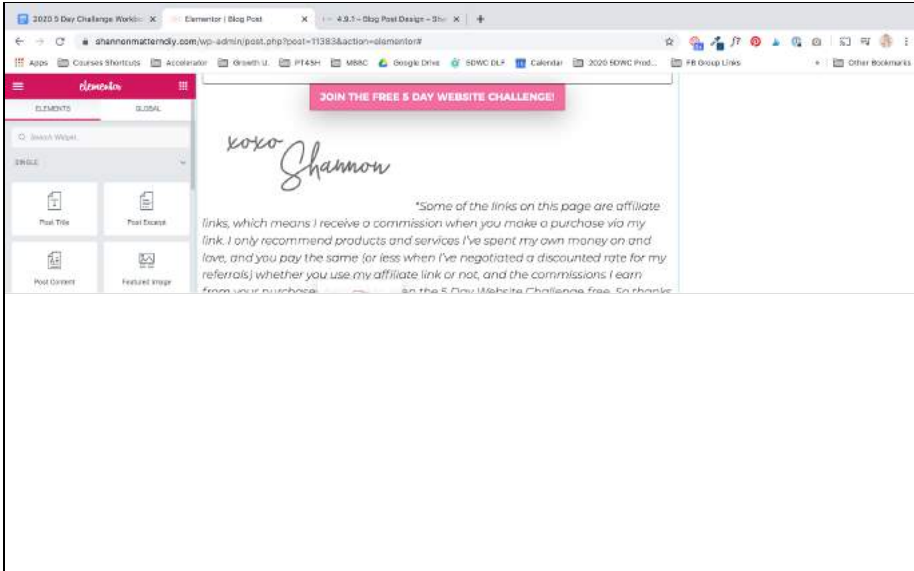


Delete the Author, Time and Comments (leave just the Date)



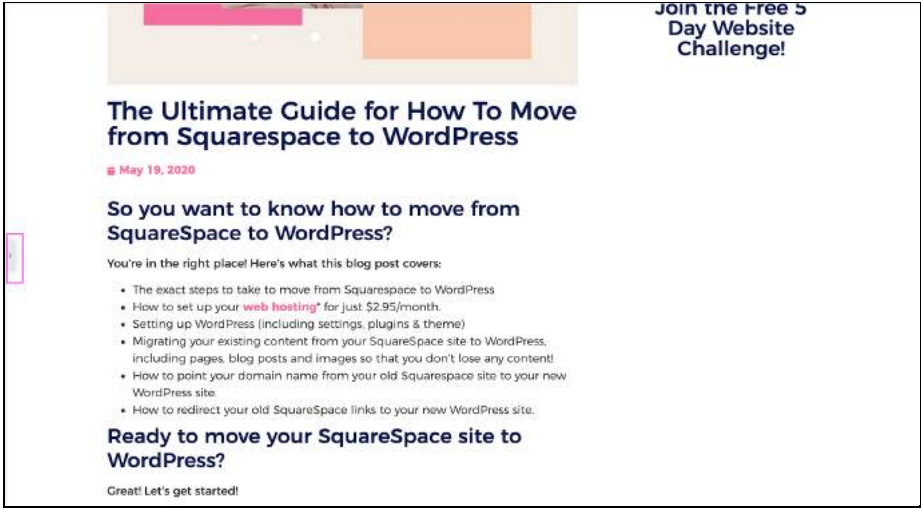
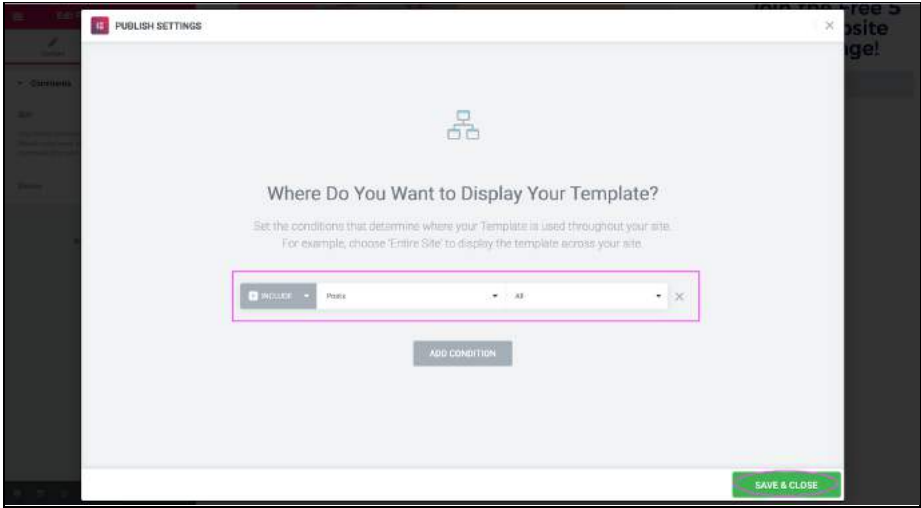


# 5+DAY WEBSITE CHALLENGE

	
<p>Drag the post comments below the Post Content</p> <p>Click the grey tab to close the elementor tab and see the page full width</p>	



# 5+DAY WEBSITE CHALLENGE

	 <p>Join the Free 5 Day Website Challenge!</p> <h2>The Ultimate Guide for How To Move from Squarespace to WordPress</h2> <p>May 19, 2020</p> <h3>So you want to know how to move from SquareSpace to WordPress?</h3> <p>You're in the right place! Here's what this blog post covers:</p> <ul style="list-style-type: none"> <li>• The exact steps to take to move from Squarespace to WordPress</li> <li>• How to set up your <b>web hosting</b>* for just \$2.95/month.</li> <li>• Setting up WordPress (including settings, plugins &amp; theme)</li> <li>• Migrating your existing content from your SquareSpace site to WordPress, including pages, blog posts and images so that you don't lose any content!</li> <li>• How to point your domain name from your old Squarespace site to your new WordPress site.</li> <li>• How to redirect your old SquareSpace links to your new WordPress site.</li> </ul> <h3>Ready to move your SquareSpace site to WordPress?</h3> <p>Great! Let's get started!</p>
<p>When you have added and styled all your elements AND adjusted for mobile-response (mobile + tablet) then click Publish, and select Posts &gt; All and Save and Close.</p> <p>Now when you go to any blog post, it will display just like you laid it out on this template.</p>	 <p>PUBLISH SETTINGS</p> <p>Where Do You Want to Display Your Template?</p> <p>Set the conditions that determine where your Template is used throughout your site. For example, choose 'Entire Site' to display the template across your site.</p> <p>INCLDER Posts All X</p> <p>ADD CONDITION</p> <p>SAVE &amp; CLOSE</p>

--	--

## 4.9.2 - Blog Post Creation

# 5+DAY WEBSITE CHALLENGE

Learn how to **create a blog post** and see how they display on your site. You'll add a title, text, featured image, categories + tags, and then look at your blog post and page templates to see how it all comes together.

Your pages are created with the Elementor page builder, but your blog posts are created with WordPress's built-in editor, so we'll cover that in this training too.

You'll also learn the difference between the WordPress Classic Editor (my fave) and the Block Editor (aka Gutenberg) so you can choose the one that makes your life easier!

## Blogging 101

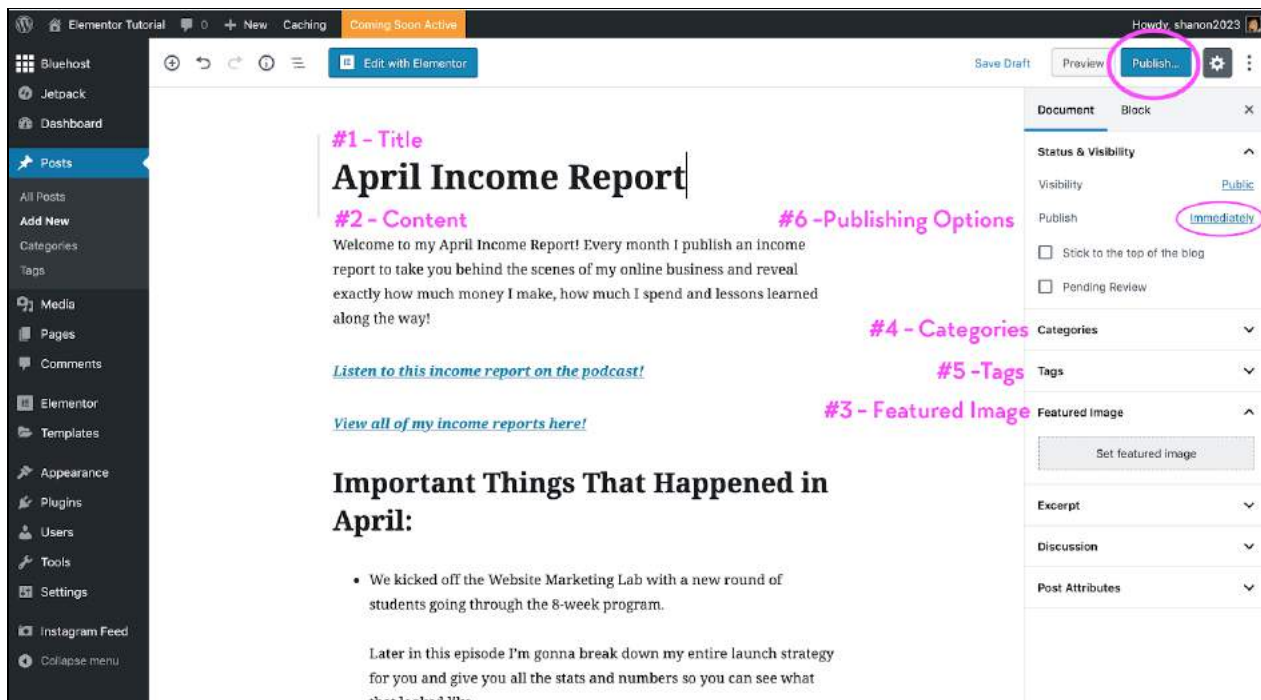
Your blog is where you publish content on a consistent basis to attract, educate and engage your audience.

You write blog posts on specific topics related to your niche that your audience is interested in learning about, and then you publish them on your website, send them to your email list and post them on social media.

I go into a more specific strategy inside the [Website Marketing Lab](#) on how to use your blog content to attract your ideal client and nurture them and turn them into a customer. In this training I'm teaching you how to publish your blog posts.

# 5+DAY WEBSITE CHALLENGE

## Anatomy of a Blog Post



## Blog Post Checklist - [get printable checklist.](#)

- Featured Image + Alt Text
- Keyword/Phrase
- Title
- Content
- Categories
- Tags
- Publishing Options

## Creating Featured Images

Use Canva to design your featured images. Include an image that aligns with your brand, overlay text.

# 5+DAY WEBSITE CHALLENGE

To learn how to design gorgeous, eye catching images I recommend Applecart Lane's "[Pins Made Pretty\\*](#)" course - even though it teaches design for Pinterest, the design tricks you'll learn are applicable to any graphics you need to make!

Your featured image can also just be a Pinterest graphic!!!

**Pro tip** - after you download these images from Canva, upload them to [TinyPNG.com](#) to compress them, download the compressed images, upload those to WordPress and let WPSmush smush them even more so your site loads faster!!!

## Featured Image Suggested Dimensions

- **If you chose image Ratio .6 in Module 4.9 when you designed your Blog Page:**  
use a landscape featured image that's 600 width x 400
- **If you chose image Ratio .66 in Module 4.9 when you designed your Blog Page:**  
use a landscape featured image that's 500 width x 300 height
- Square: 1000x1000
- Pin (portrait): 735x1102

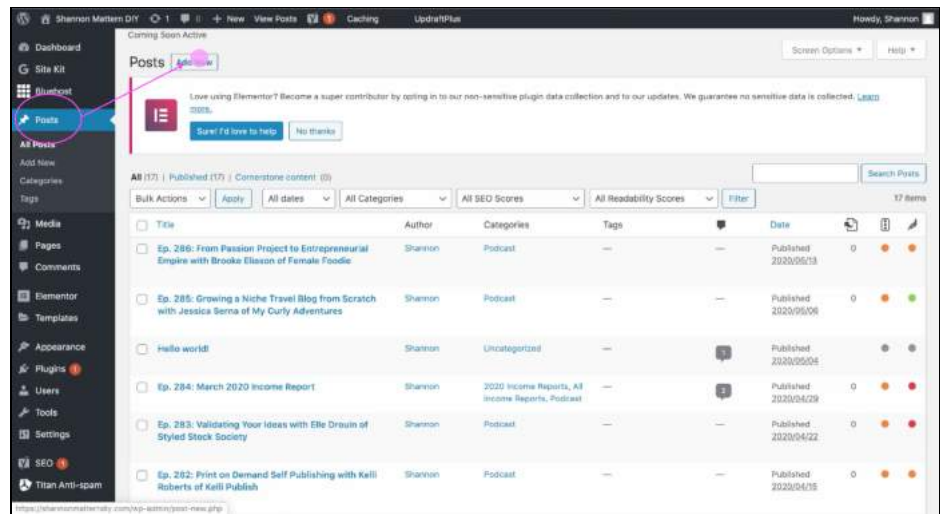
## Stock Photography Resources for Featured Image backgrounds an in-blog post images:

- [HauteStock\\*](#)
- [Canva Pro](#) has built in stock photos
- [Unsplash](#)
- [Styled Stock Society](#)

## Adding a New Blog Post

# 5+DAY WEBSITE CHALLENGE

From the WordPress Dashboard, Go to Posts > Add New



OR from the +New option in the Admin Bar, select Post

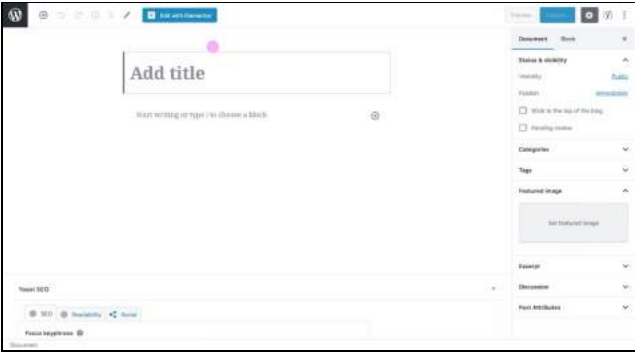
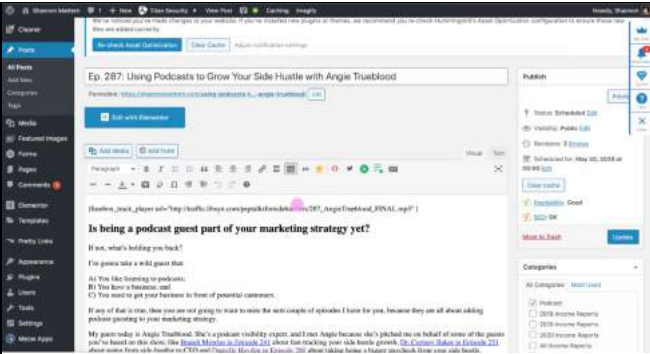
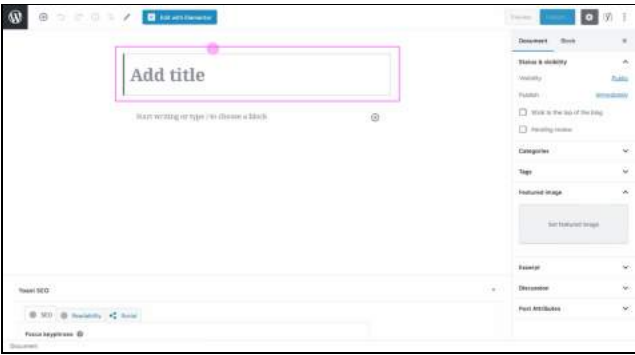
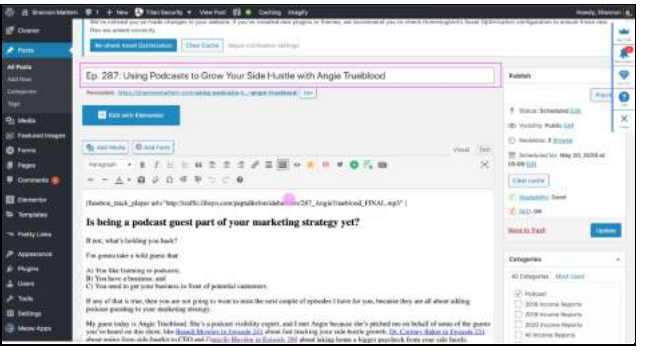


You have the choice of using the WordPress Block Editor (left) or installing the Classic Editor (right). I use and recommend the Classic Editor.

If you want to use the Classic Editor, just go to Plugins > Add New and search for Classic Editor (it's usually right there on the main new plugins page) and click Install and Activate - and that's it!

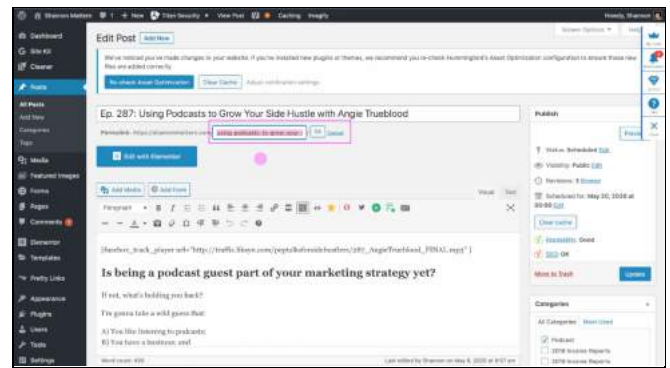
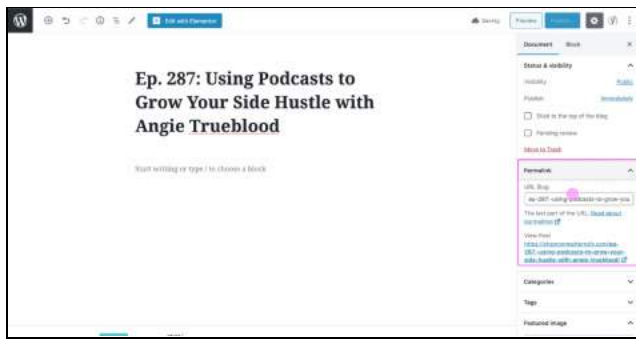
# 5+DAY WEBSITE CHALLENGE

## Creating a Blog Post in the Block Editor vs. Classic Editor

Block Editor	Classic Editor
	
Adding a Blog Post Title	
	
Viewing/Changing the Blog Post Link (permalink)	



# 5+DAY WEBSITE CHALLENGE



## Adding + Formatting Text

- “Chunk” your text: 3-5 lines max, decent spacing
- Narrow columns, lots of white space
- Dark colors, readable
- Use h2 to break up sections

Some of the things I've learned from my experience are that it's important to write for one person, not a crowd. And then some are strategically crafted to help people find me online. I have revenue which are the ones that I put time into. I'm not just strategically using them in my content.

### 2) Putting the keywords in the right place ← Content headings (H2)

As I mentioned earlier, search engines can't see what your page looks like, it can just see the content on the page. So for Google to know with confidence what your blog post is about, it's important to place your keywords where Google expects to see them. ← sufficient line spacing

This is why I love self-hosted WordPress as a blogging platform over other platforms. There's a plugin called Yoast SEO that's the industry standard SEO tool to help you make sure that you're putting your keywords in the right place. You tell Yoast what your keyword is, and Yoast will tell you all the places to put it in your content plus all the other things to do to optimize the blog post, and it will give you a green light when you've completed them all (or you can choose to not complete them all if it doesn't feel organic to your topic). ← chunked content (6 lines or less)

If you're using WordPress, install Yoast and start using it right away! If you're not, [here](#), but make it a practice to link to a few of your other blog posts in each post where it's natural and it makes sense.

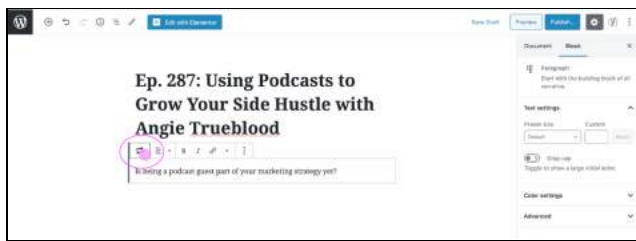
← narrow columns (~1024px)

### 4) Link to other websites

- Personal, not corporate
- Be yourself, speak to one person.

# 5+DAY WEBSITE CHALLENGE

Type the content and then click the “transform” icon



Click “Heading”

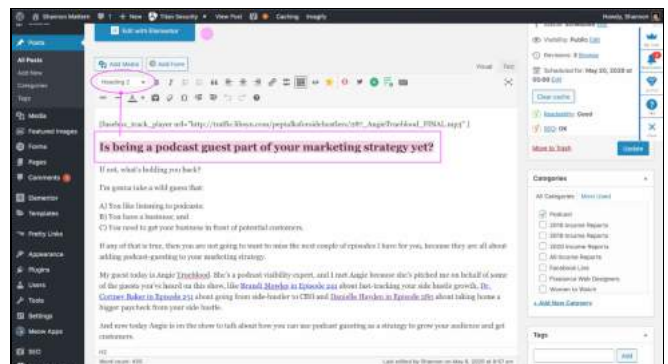


Select H2 (or whatever content heading you're using - typically it's H2)



Hit the enter key or + sign to add a new block/paragraph and format accordingly. It will always default to paragraph text.

Type the content, highlight it and select Heading 2 from the dropdown.



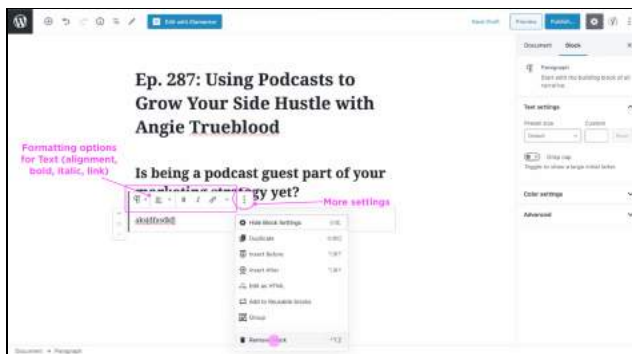
Type and format content in one open space.

## Text formatting options



# 5+DAY WEBSITE CHALLENGE

In the Block editor you have to type the text first and then click into that specific block to get your formatting options:

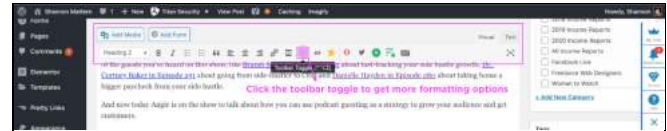


When you have your cursor in a block, you can click the little down arrow to get more formatting options like adding an image in the text, text color, etc.



Click the + to get a list of all the available types of blocks you can add to your post, including Images (don't put your featured image IN your blog post, we'll add that somewhere else)

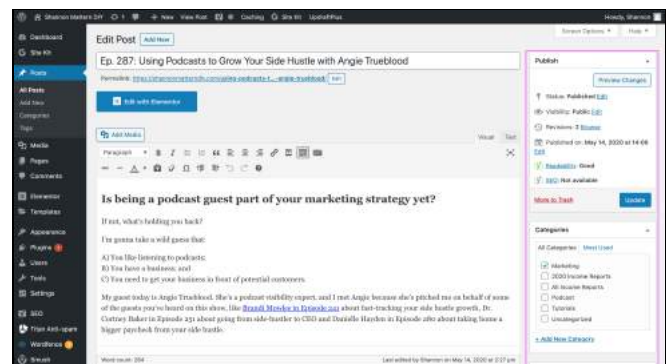
In the Classic editor all of your formatting options are at the top of the screen and you just highlight your text and click one of them to apply it.



Hit the toolbar toggle icon to see a 2nd row of options:



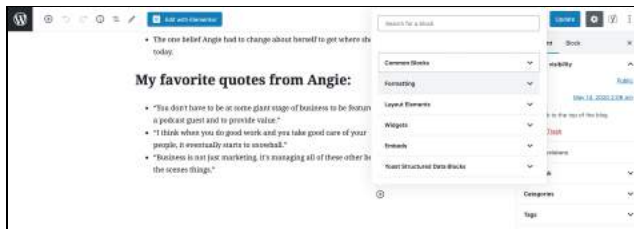
All of the options for your blog post are always on the right-hand side of the screen:



# 5+DAY WEBSITE CHALLENGE

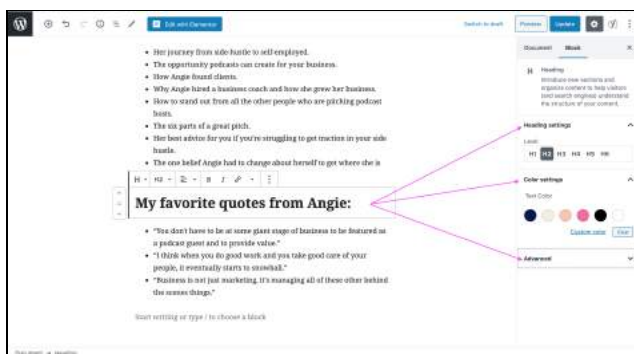


Scroll down in the list of block to see more blocks. Sometimes plugins add blocks too - like you'll see Yoast SEO blocks in the list:



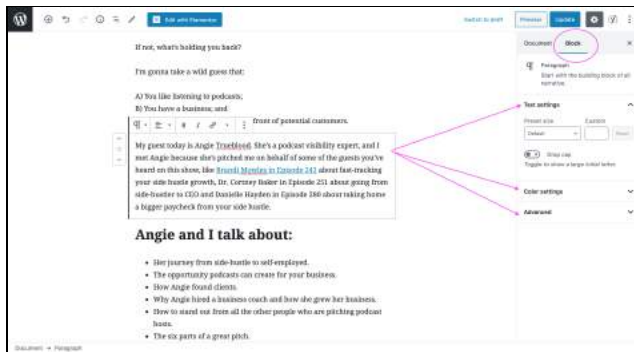
When you click on any block that you've created, you get different options in the right-hand side of your screen - and you'll see that it's showing Block options because the word Block is underlined.

## Options for a Heading block



# 5+DAY WEBSITE CHALLENGE

Options for a text block:



If you want to see Document options (all the options for the whole blog post and not just the blocks, click on Document).

## Making Links

Highlight with your cursor the text you want to turn into a link. Click the chain icon.

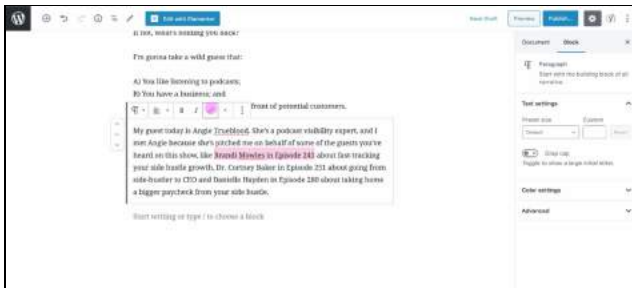
If you're linking to:

- **An external website:** Type the full link, starting with http, and always choose "Open in a new window"
- **A page or post on your own site:** you can either search for the page or post and wordpress will give you a list that you can click on to link to, or you can type in the full link or just the end of the link after your domain name, so just /blog if your URL is <https://yourwebsite.com/blog>. Don't choose open in a new window if you're linking to pages on your own website.

Highlight the text and click the chain icon

Highlight the text and click the chain icon

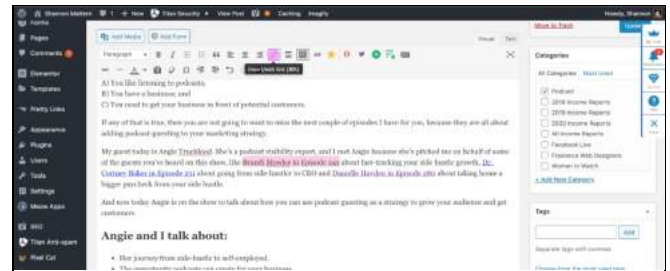
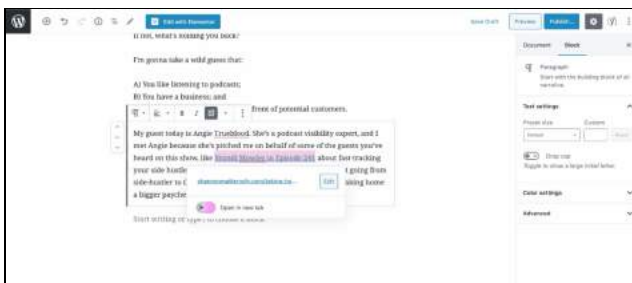
# 5+DAY WEBSITE CHALLENGE



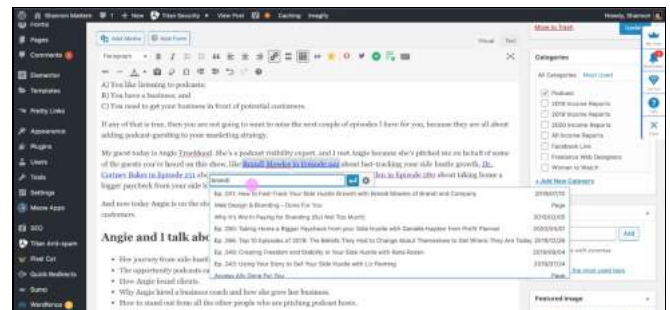
Type in the URL or search for an existing page or post on your site:



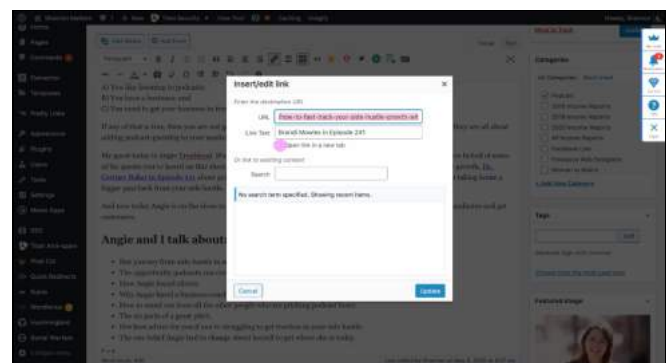
Choose whether you want it to open in a new tab or not and press enter to add the link.



Type in the URL or search for an existing page or post on your site:



Click the gear icon to get more options, like opening up the link in a new tab + press Update to save your link:

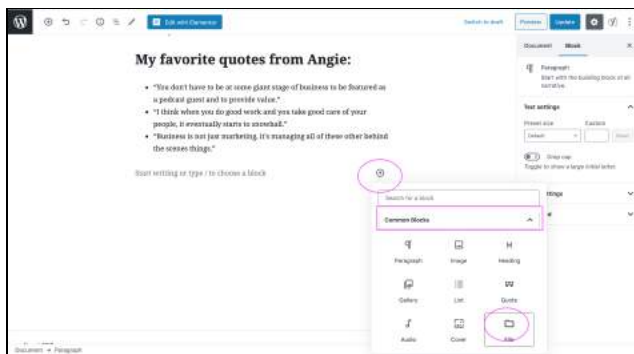


## Uploading + Linking to a File (PDF)

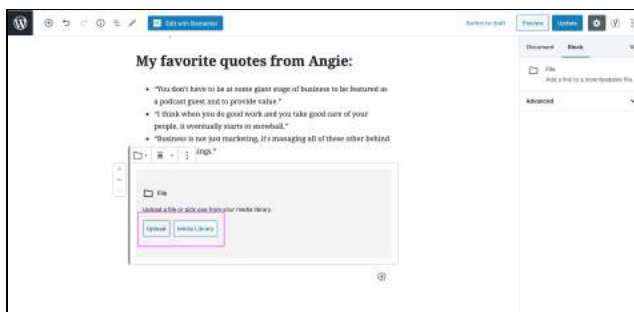
If you want someone to be able to click a link on a page or post and download a file, this is how you do it:

# 5+DAY WEBSITE CHALLENGE

Click the +, select Common Blocks + Choose File.



Click Upload. Navigate to the file on your computer and click Open to upload it.

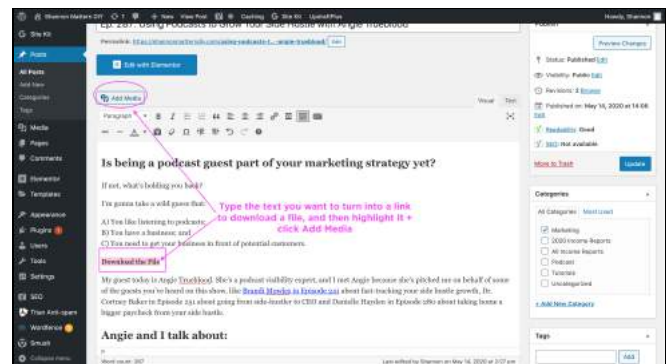


The file name will appear beside a Download button

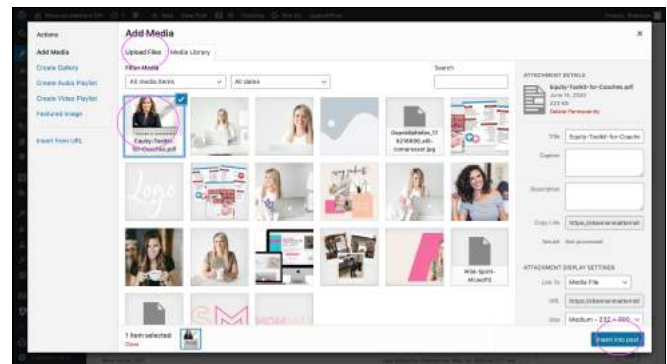


You can change the file name and/or change the text on the download button OR toggle off the download button

Type the text you want to turn into a link and highlight it - then click Add Media



Click Upload Files. Navigate to the file on your computer and click Open to upload it. Then click Insert Into Post. Change the Title to make it say whatever you want the link to say:



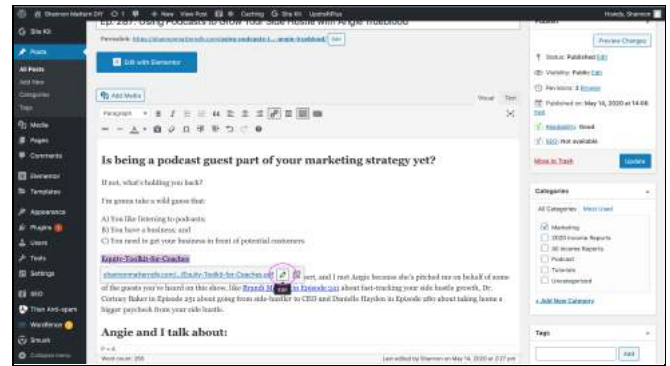
If you forget to change the title when you upload it like I do all the time, you can click on the link icon



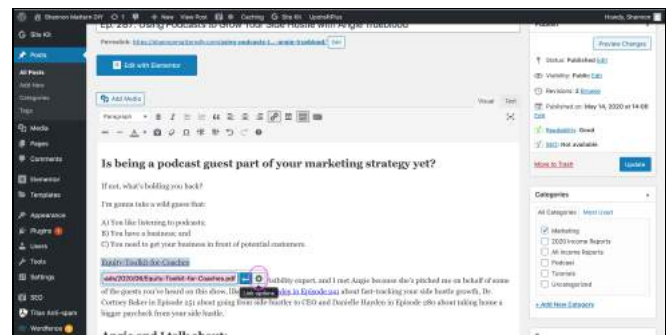
# 5+DAY WEBSITE CHALLENGE



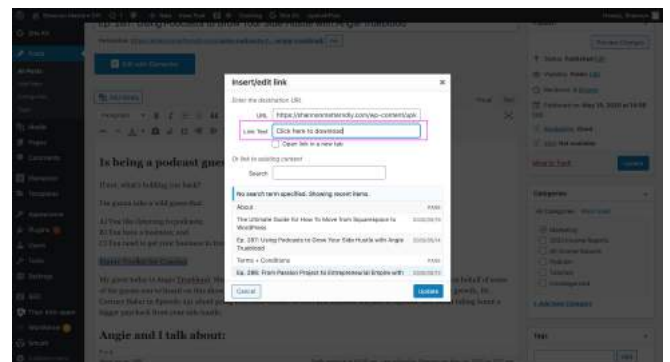
When people click on the link in your blog post (or on your page) the file will download.



Then click on the Gear icon

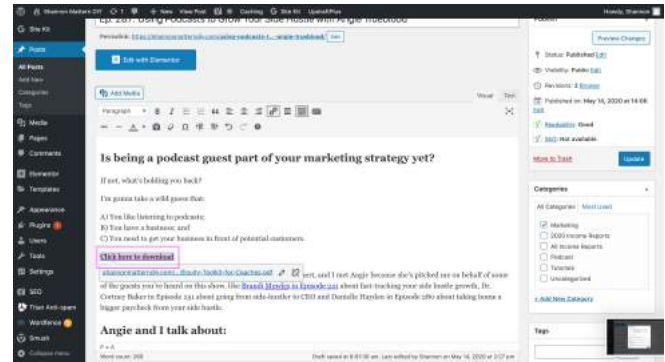


Change the title and click Update



And the text will change - when people click on your link, the file will download.

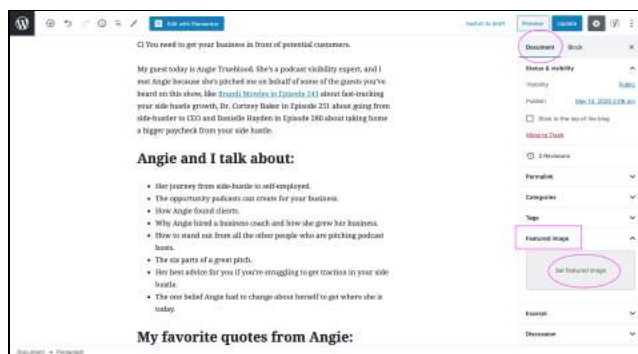
# 5+DAY WEBSITE CHALLENGE



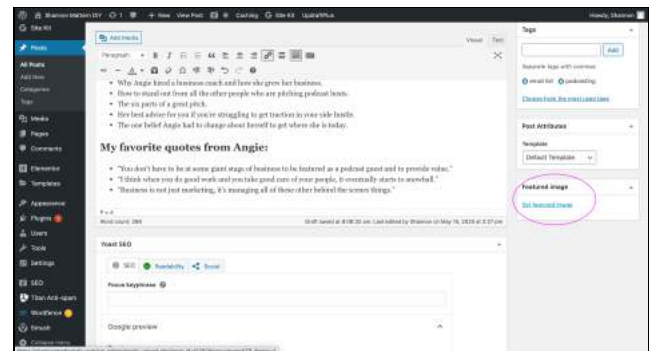
## Adding a Featured Image

This is the image that will display at the top of your blog post, on your blog page, and any other place on your site where you're showing blog posts.

Click Document > Featured Image > Set Featured Image, upload your image and click Save.



Click Set Featured Image, upload your image and click Save.



## Adding Categories

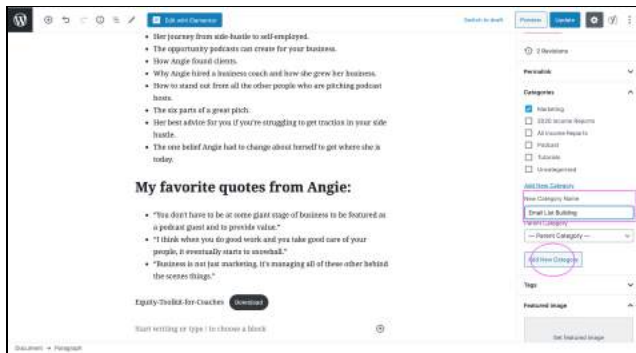
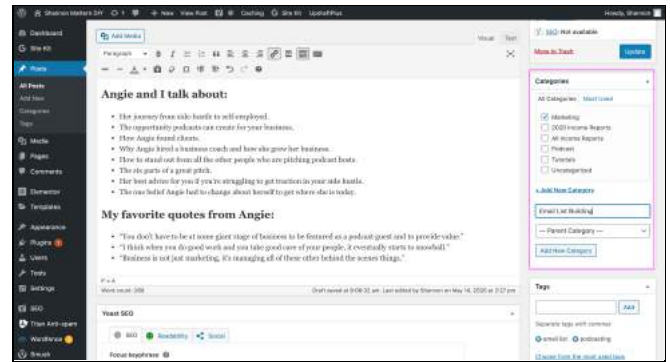
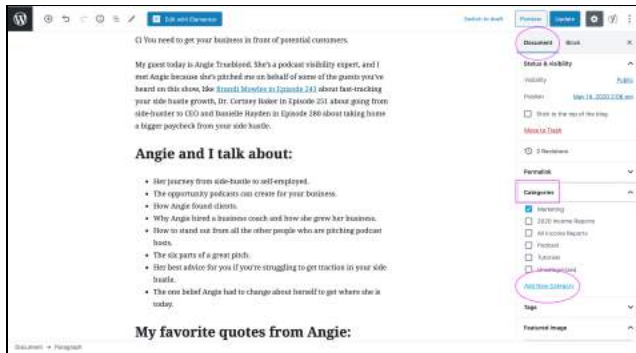
Categories are the core topics that you write about on your blog. You should create categories that you expect to write multiple blog posts for that category. Every post should have a category selected (don't leave them as Uncategorized).

Click Document > Categories > and check the category you want to use, or click Add New Category to create a

Scroll to Categories and check the categories you want to use or click Add New Category to create a new one.

# 5+DAY WEBSITE CHALLENGE

new one.

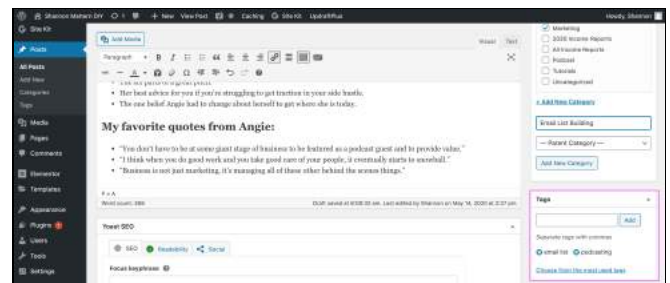


## Adding Tags

Tags are the topics that are in a specific blog post. So if I have a blog post about moving from Squarespace to WordPress, my category would be **Tutorials** and my tags would be **"squarespace, self-hosted wordpress, website migration, redirect links, change domain name"** I wouldn't make "Squarespace" a category because I don't typically write articles about Squarespace.

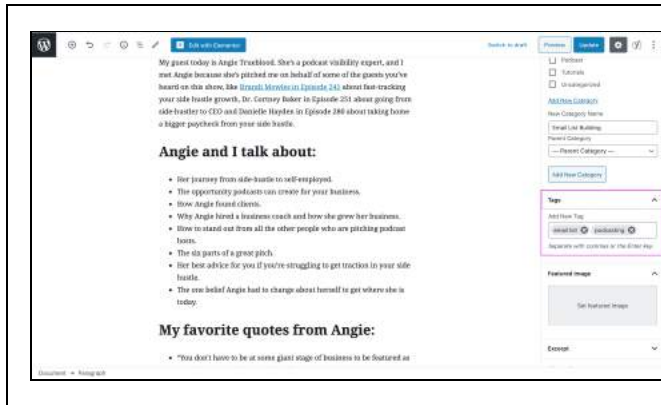
On the Document Tab, click on Tags, type in your tags and hit enter between each word.

Scroll to Tags, type in your tags and hit enter between each word.





# 5+DAY WEBSITE CHALLENGE



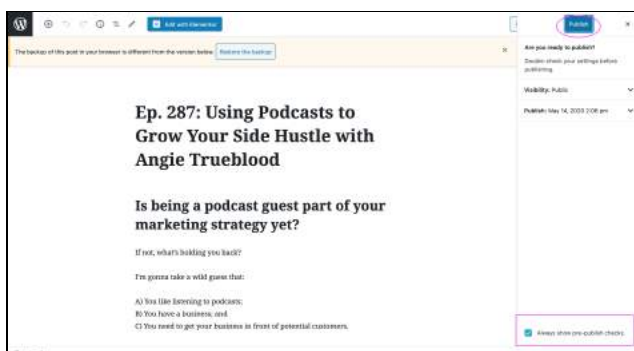
## Publishing Blog Posts

You can publish blog posts immediately or schedule them for the future. They will appear on your Blog page when you publish them.

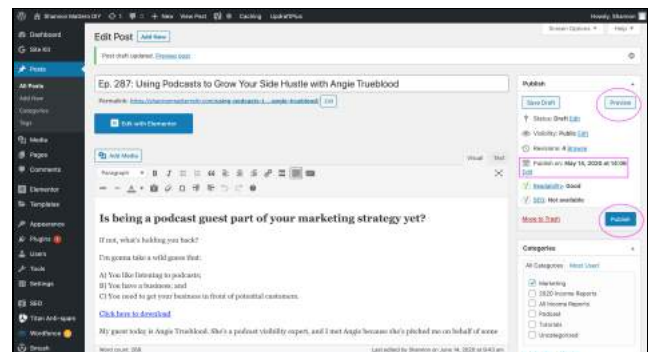
Click the publish link to set a publish date IF you want to schedule it for the future, otherwise just click the Publish button:



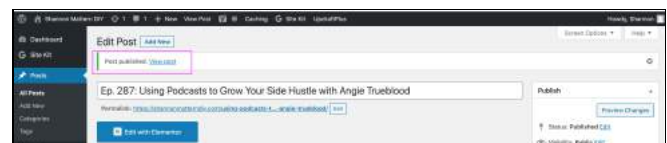
Confirm your settings and click publish again (or you can uncheck the box in the bottom right corner to disable this confirmation screen in the future).



Click Preview to see what your post looks like (optional). Click Publish, or if you want to schedule it for future publishing automatically, click Schedule and select the date and time and then click publish:



Confirm the post was published:



# 5+DAY WEBSITE CHALLENGE

The confirmation will show up in the top-right corner of the screen.



# 5+DAY WEBSITE CHALLENGE

## Day 5 - Email List + Go Live

### 5.0 - The Big Picture

I'll break down what you're gonna do in Day 5 so that you know exactly what to have done before you go live.

If you hadn't considered starting an email list, I wanna share with you the 5-Step Formula for marketing your online business. Being able to communicate with your potential customers via email is a critical piece of this formula. Email is an algorithm-proof way of initiating communication with people who have said "YES, I want to hear from you!"

Your email communications are used to build trust, and once you've earned the trust of your subscribers, it's time to make offers for your products + services and invite your subscribers to take the next step with you.

### **5 Step Formula for Marketing Your Online Business**

1. Build a Website
2. Create a Freebie
3. Share Freebie online to Drive Traffic to your Website & Get Email Subscribers
4. Build a relationship via email
5. Make offers

[Click here to sign up for my free webinar all about how to market yourself and get traffic \(even if you have zero ad budget and no social media following >>](#)

You'll learn:

- The "secret" 5 step formula for getting website visitors and turning them into customers.
- 5 marketing myths keeping you busy, stuck and broke.
- The only 4 things you need to set up to market yourself online.
- 5 common marketing mistakes (and what to do instead).

# 5+DAY WEBSITE CHALLENGE

- How you can get started authentically marketing yourself right away!

## The Workflow

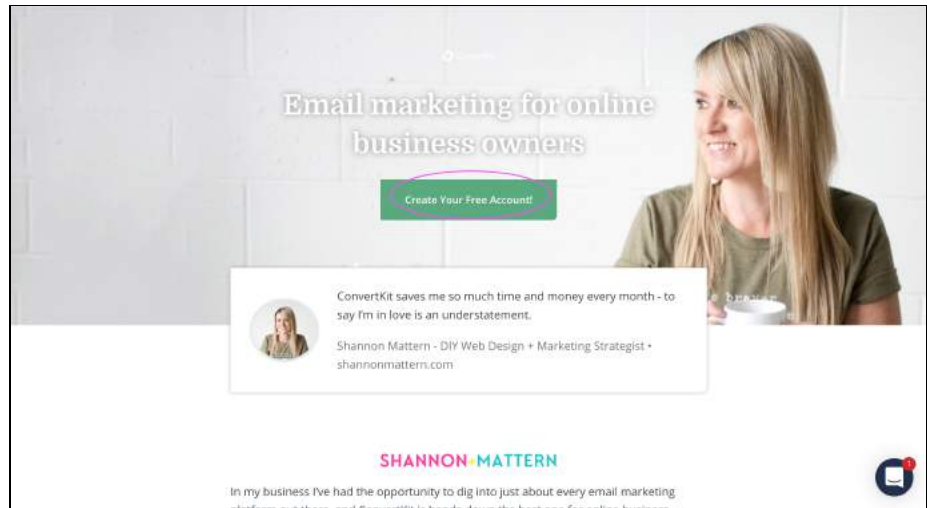
Here's what we're gonna set up in 5.1, 5.2 + 5.3:

- Visitor lands on your website, sees an irresistible call to action to get a freebie that will help them solve a problem and enters their name and email address in the optin form you embedded on the page.
- After submitting the form, the name and email address are sent to ConvertKit and your visitor is redirected to Thank You page that thanks them for signing up for your freebie, and instructs them that an email is on its way, to check their email, look in the spam folder and contact you if they don't see it in their inbox in 10 minutes.
- ConvertKit automatically sends an Incentive Email to your subscriber with your freebie. [If you don't have any clue what to make for a freebie, sign up for the free webinar here!](#)
- Subscriber checks email, gets freebie, takes action, gets results, falls in love with you.
- You send out a newsletter (ConvertKit calls the Broadcasts) manually on a consistent basis to build trust, make offers & learn more about your subscriber.

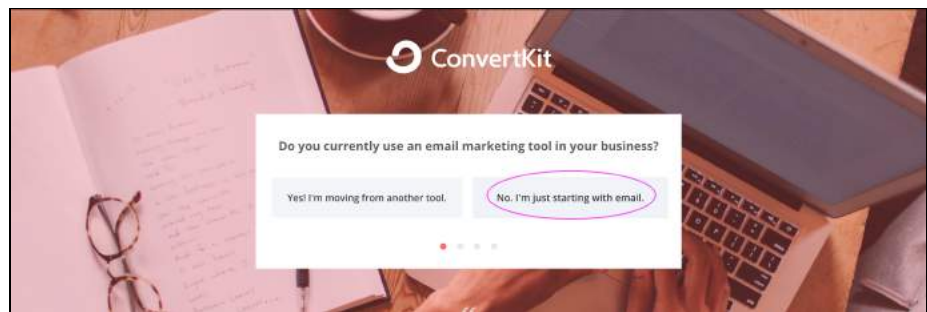
## [5.1 - Email List Setup with ConvertKit](#)

# 5+DAY WEBSITE CHALLENGE

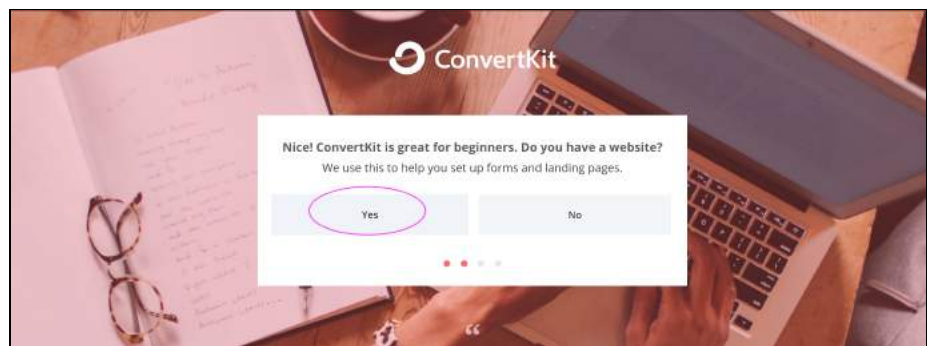
[Create your account here](#)\* - you get a free plan up to 1000 subscribers when you use my affiliate link.



Click the option that best describes you

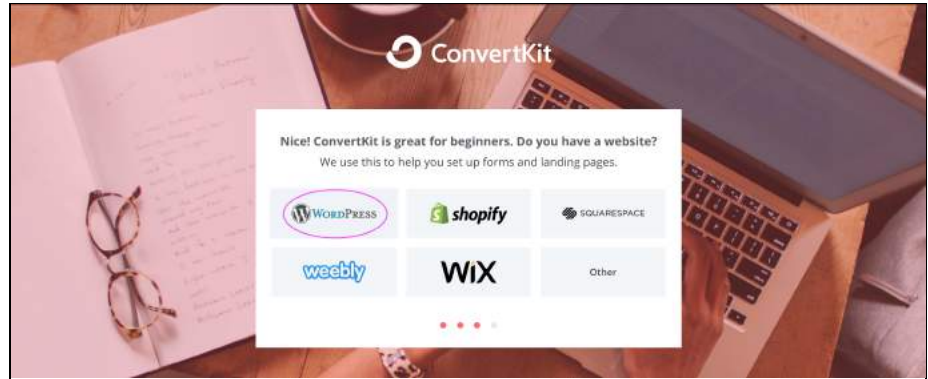


Click Yes



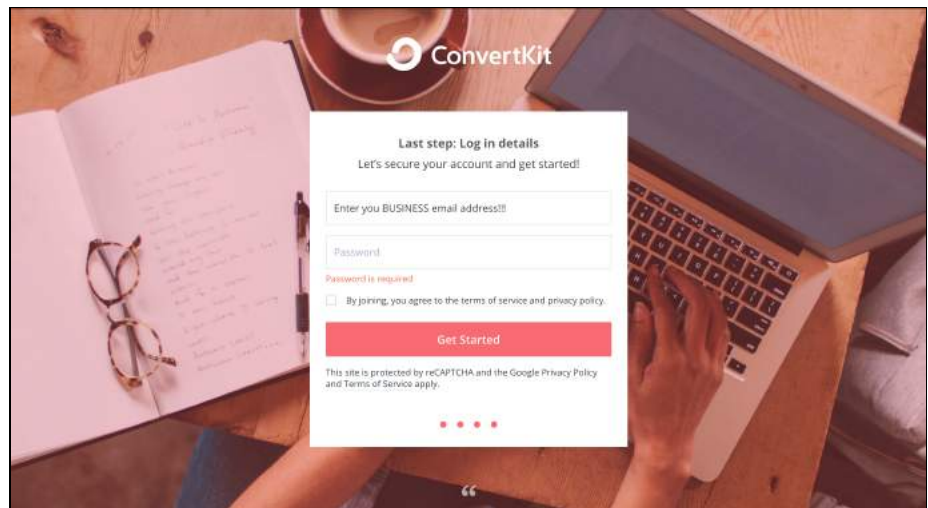
# 5+DAY WEBSITE CHALLENGE

Click WordPress




Enter your **BUSINESS email address** that you created in Module 1.8 here - not your personal email address, set a password and click Get Started.

Be sure to go check your **BUSINESS email** account for a confirmation email.




# 5+DAY WEBSITE CHALLENGE


On the account info tab the only change to make is under Subscriber Consent Options. Select *Show Only to Subscribers currently in the EU*.




SUBSCRIBERS




AUTOMATIONS




LANDING PAGES & FORMS




SEQUENCES



BROADCASTS



WP-BFF LLC



WP-BFF LLC

ACCOUNT

EMAIL TEMPLATES

CONTENT SNIPPETS

ACCOUNT

EMAIL TEMPLATES

CONTENT SNIPPETS

Account info

Company name and API key

Email

Default sending address and domain

Custom Domains

Associate subdomains for pages

Billing

Billing info, history and plans

Team

Add or grow team

Referrals

Give the gift of ConvertKit

Account Info

Company Name

WP-BFF LLC

Account Domain

wp-bff-llc

.ck.page

Homepage

Select a Landing Page

API Key

api/00000000000000000000000000000000

You'll need your API key for the WordPress plugins.

API Secret

Show

The secret key is needed to list subscribers or unsubscribe them. Get the full setup by reading our API Documentation.

Affiliate link

https://www.convertkit.com/landing-page/00000000000000000000000000000000

Not yet a ConvertKit affiliate? Visit our affiliate page to learn more and create your affiliate account. Become a ConvertKit Affiliate

Subscriber Consent Options (GDPR compliance)

☐ Don't show to anyone

☐ Show to all subscribers after they opt-in


☒ Show only to subscribers currently in the EU (determined by IP address)

This option will show a page to subscribers after they opt-in requesting them to provide consent for additional emails. This is to comply with the new data privacy regulations in the European Union. For more information read this help article.

It will only work on ConvertKit forms, and your subscribers will get added to special GDPR tags in your account. Subscribers will not get tagged if they are added to ConvertKit through third party integrations.

Save Settings

© 2019 - 2020 ConvertKit. All Rights Reserved.





# 5+DAY WEBSITE CHALLENGE

On the Email Tab, update your address. If you don't want to use your own address, you can use ConvertKit's:

**113 Cherry St  
#92768, Seattle, WA,  
98104-2205**

Learn more here about the requirements of using their address: <https://help.convertkit.com/en/articles/2502494-alternatives-for-your-physical-address>

The screenshot shows the 'Email Settings' page in the ConvertKit account settings. The left sidebar contains links for Account info, Email, Custom Domains, Billing, Team, and Referrals. The main content area is titled 'Email Settings' and includes a table of email addresses, a 'Default Time to Send Emails' section with a calendar, an 'Address' section with input fields for street, city, state, zip, and country, an 'Optional: Verified Sending Domain' section, and an 'Advanced' section with a checkbox for adding a subscriber ID parameter to email links. A 'Save Settings' button is at the bottom right.

FROM NAME	EMAIL ADDRESS	STATUS	ACTIONS
Shannon Mattarn	shannon@wp-bff.com	CONFIRMED	Delete   Set Default
Shannon Mattarn	shannon@shannonmattarn.com	CONFIRMED	Default

Default Time to Send Emails

Mon Tue Wed Thr Fri Sat Sun

Around 11am (GMT-05:00) Eastern Time...

Address

Street Address

City

State

Zip

Country

United States

Optional: Verified Sending Domain

Advanced

☒ Add subscriber\_id parameter in email links

Append a `?ck_subscriber_id=123` URL parameter to all the links sent via Broadcasts and Sequences. This allows the WordPress plugin to sync subscribers with website visitors.

Save Settings

No changes on the Custom Domains, Teams, Billing or Referrals tabs.

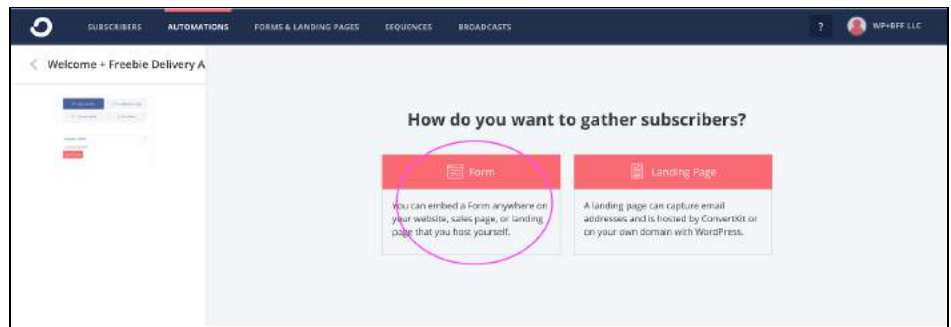
## 5.2 - ConvertKit Form Setup + Incentive Email Delivery

The first thing we'll do is set up the Form you'll put on the homepage of your website so that when people subscribe, they get an email from you with their freebie.

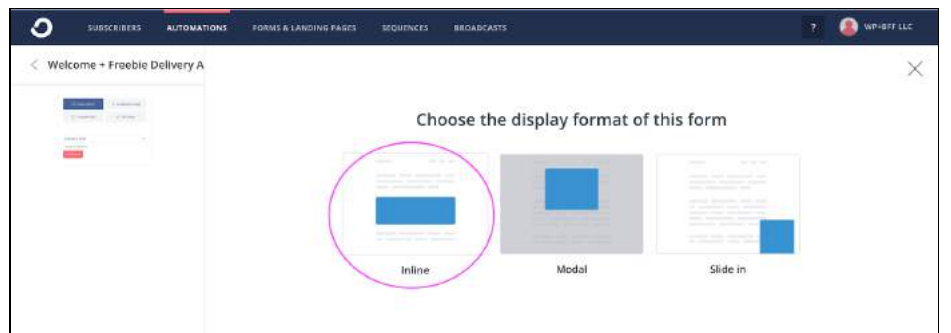


# 5+DAY WEBSITE CHALLENGE

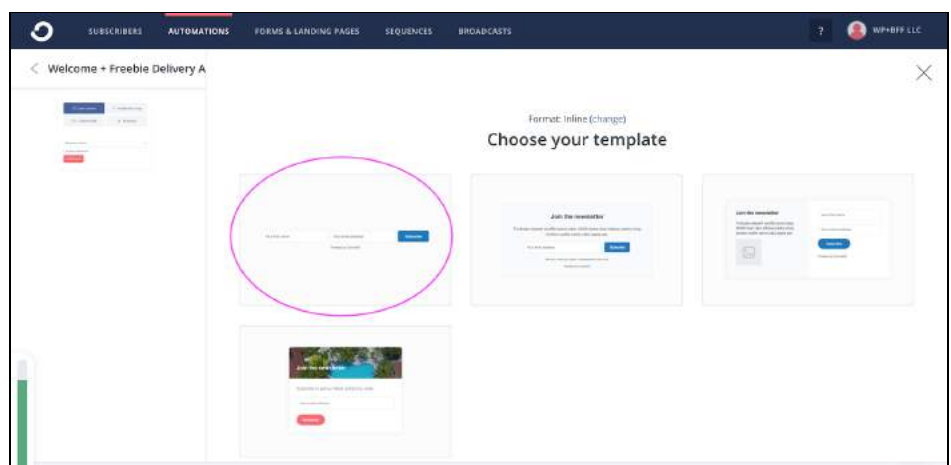
Click on **Forms + Landing Pages** (not Automations) at the top of the ConvertKit Screen, and then choose "Form"



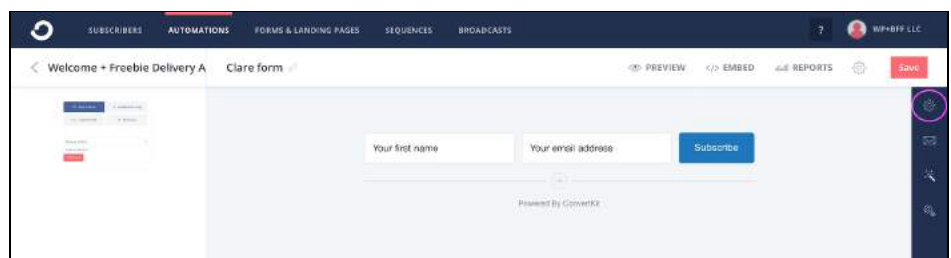
Select "Inline"



Click the template that looks like this:



Click the gear icon.



# 5+DAY WEBSITE CHALLENGE

Click redirect to another page

Click the email icon and make sure the "Send incentive email" option is checked. Then click "Edit Email Contents"

Click and drag the bottom right corners of each section of the incentive email to expand the typing area:

# 5+DAY WEBSITE CHALLENGE

Click on the “From email address” dropdown and choose your email address:

**Incentive email**  
This email will be sent to new subscribers to this form.

From email address:  
✓ Shannon Mattern <shannon@shannonmattern.com>  
Shannon Mattern <shannon@wp-bff.com>

Important: confirm your subscription

Message  
Thanks for signing up. Click the link below to confirm your subscription and you'll be on your way.

[Confirm your subscription](#)

It's good to have you!

Change out your subject line to something that tells them what's in your email, and write your welcome email, letting them know what results that they can expect from your freebie, who you are, why you do what you do and what to expect going forward.

**Incentive email**  
This email will be sent to new subscribers to this form.

From email address:  
Shannon Mattern <shannon@shannonmattern.com>

Subject:  
Free 5 Day Website Challenge Inside!

Message  
Hey there! Thanks for signing up!  
Results you'll get from taking action on my freebie:

[Confirm your subscription](#)

Introduce yourself, share a little more about what you do what you do, and let them know what to expect from you going forward.

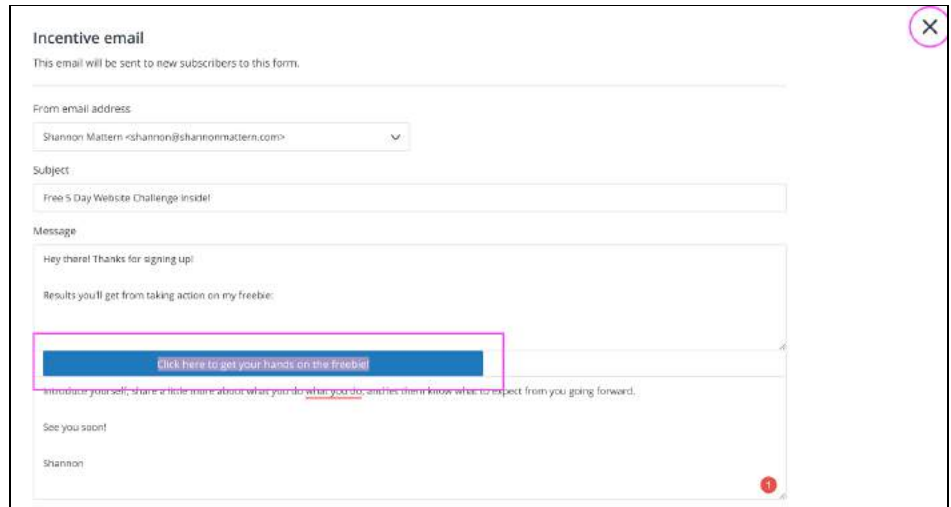
See you soon!

Shannon

# 5+DAY WEBSITE CHALLENGE

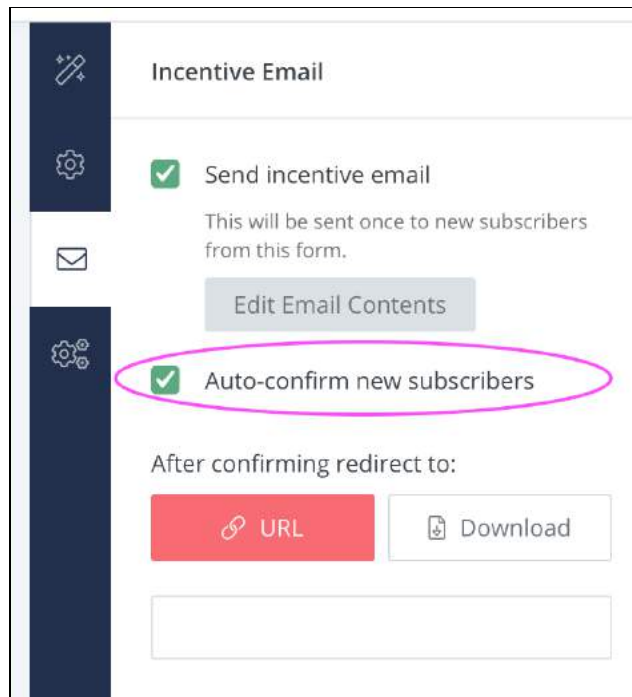
Next we'll update the button by clicking and highlighting the button text, and then changing it to something more exciting like "Click here to download FREEBIE"

Then click the X at the top right of the screen to save your changes and go back to the last screen.



The screenshot shows an email editor for an "Incentive email". At the top right is a close button (X). The email content includes a "From email address" field with "Shannon Mattern", a "Subject" field with "Free 5 Day Website Challenge Inside!", and a "Message" body. The message body contains a blue button with the text "Click here to get your hands on the freebie!". A red circle with the number "1" is at the bottom right of the email preview area.

Next, check the "Autoconfirm New Subscribers" box.



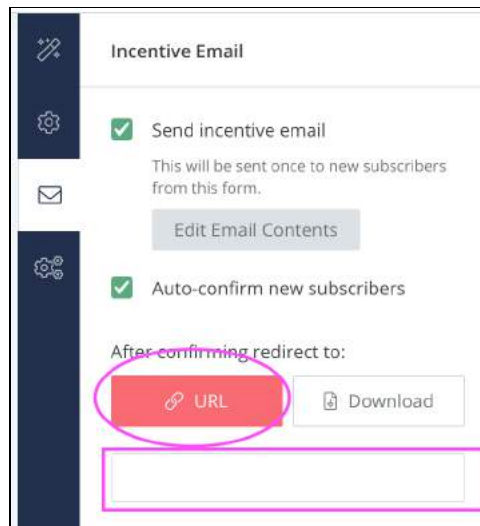
The screenshot shows a settings panel for "Incentive Email". On the left is a sidebar with icons for editing, settings, email, and a gear icon. The main panel has a title "Incentive Email" and a description "This will be sent once to new subscribers from this form." Below this is an "Edit Email Contents" button. A checkbox labeled "Auto-confirm new subscribers" is checked and circled in red. Below this is a section "After confirming redirect to:" with a red button labeled "URL" and a "Download" button. A text input field is at the bottom.

## 5+DAY WEBSITE CHALLENGE

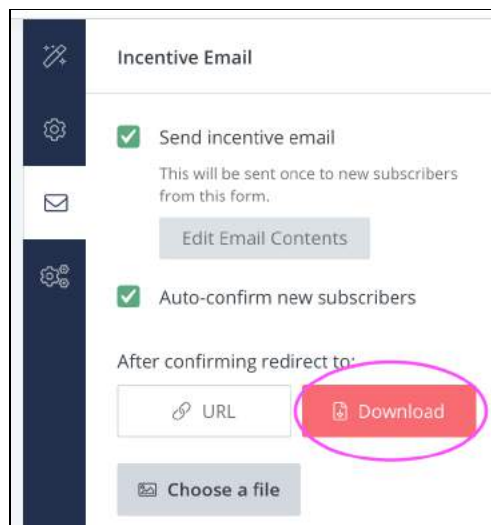
Finally, you need to tell ConvertKit what you want to have happen when someone click that button in your welcome email:

If your freebie is a PDF or other downloadable file, click Download.

If your freebie lives on a website, like it's a video on a webpage on your site, then choose URL and follow the steps to either upload your file or paste a link to the page you want people to go to when they click your button.

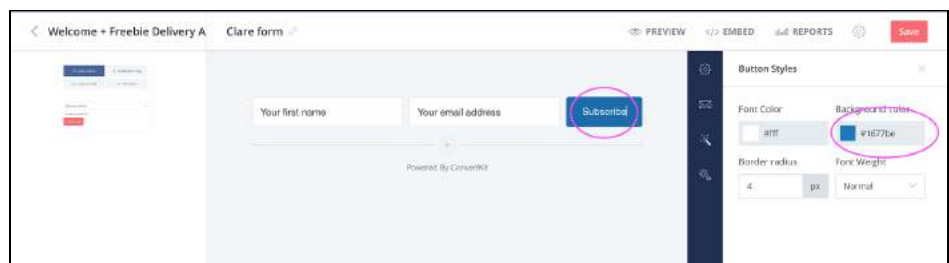


OR



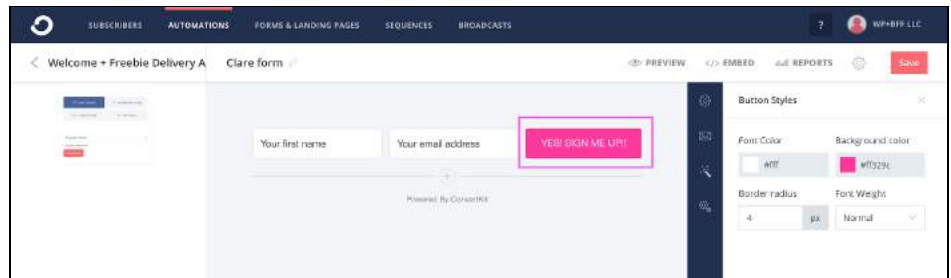
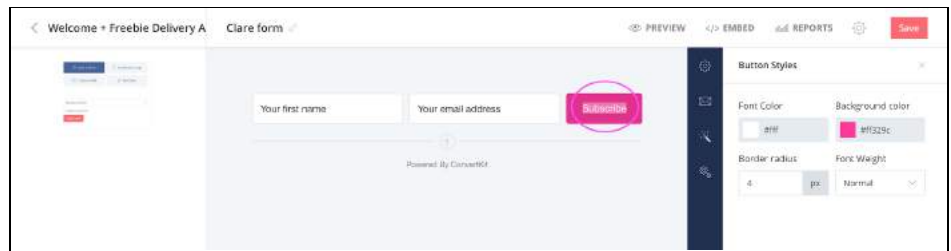
Next, we'll style our form.

Click the subscribe button and change the color code to your brand color.



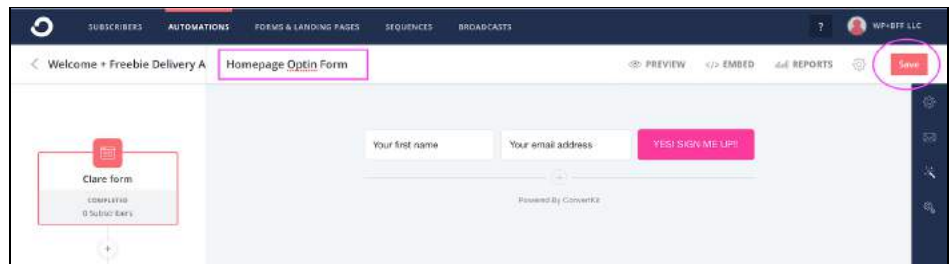
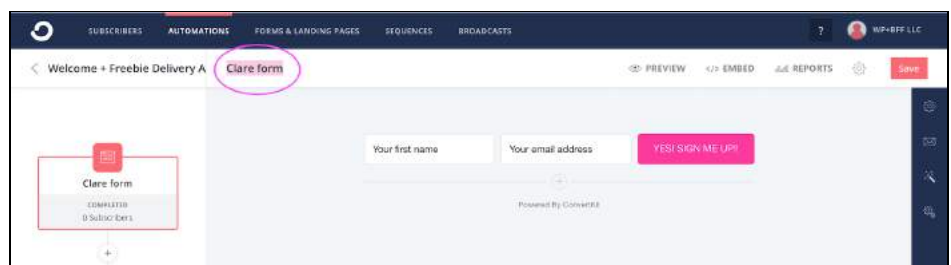
# 5+DAY WEBSITE CHALLENGE

Highlight the word “Subscribe” and change the text to something more enticing!



Highlight the form name and change it to something more meaningful to you.

Click Save.

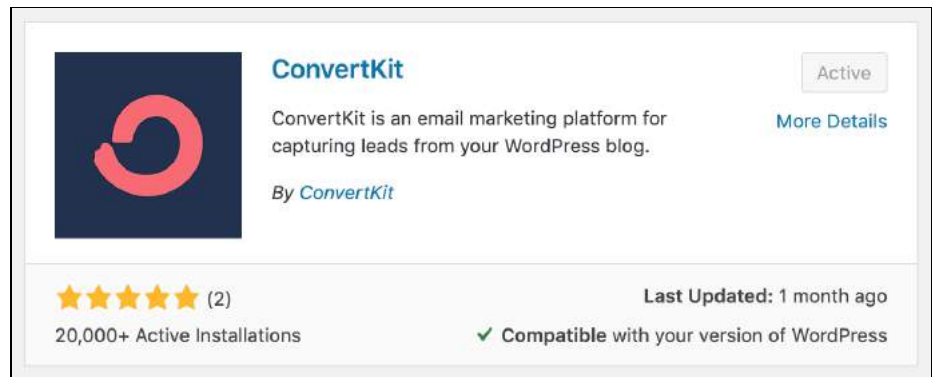


## 5.3 - Add ConvertKit Optin Form to your Website

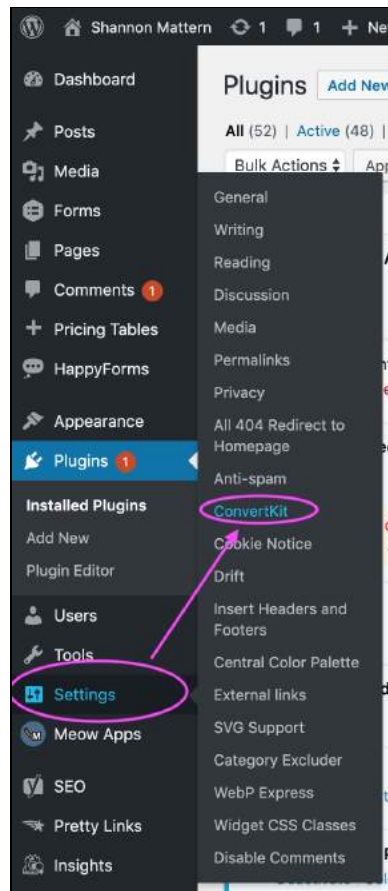
Next we'll install the ConvertKit plugin and connect ConvertKit to your website!

# 5+DAY WEBSITE CHALLENGE

In your WordPress dashboard, go to Plugins > Add New and search for the ConvertKit plugin and click Install and Activate.



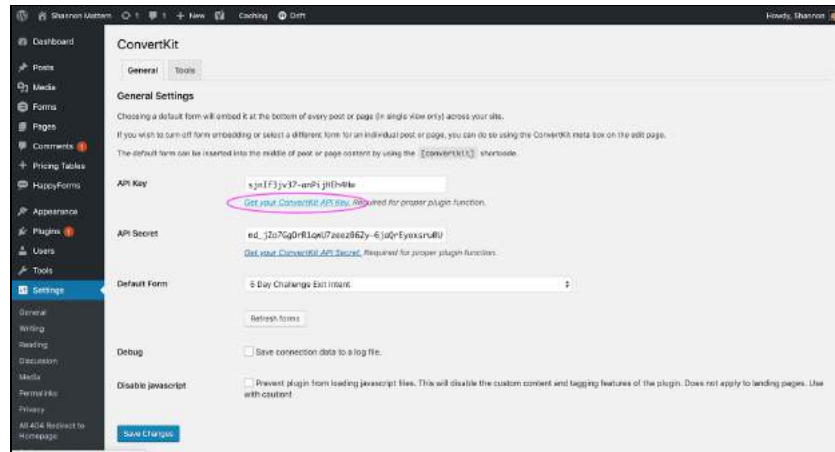
Then find the ConvertKit icon in your dashboard menu, mouse over it and click "Settings"



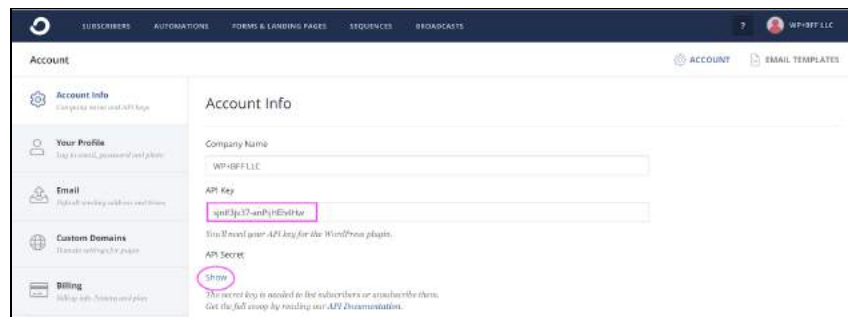


# 5+DAY WEBSITE CHALLENGE

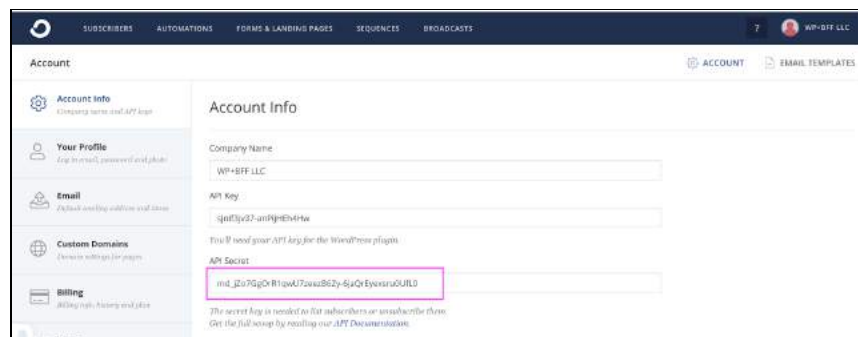
Click the “Get your ConvertKit API key” link and it’ll take you to your ConvertKit account page.



Click the “Get your ConvertKit API key” link and it’ll take you to your ConvertKit account page. Copy your API key, then go back to your WordPress site and paste it in the API key field.



Then click “Show” under API Secret, copy that key and paste it in the API secret field.





# 5+DAY WEBSITE CHALLENGE

Under subscriber consent options, click "Show Only to Subscribers Currently in the EU"

Once you have your API key & secret pasted in, **click Refresh Forms**, then save changes.

Go to Forms & Landing Pages, click on your form, and then click Embed.

# 5+DAY WEBSITE CHALLENGE

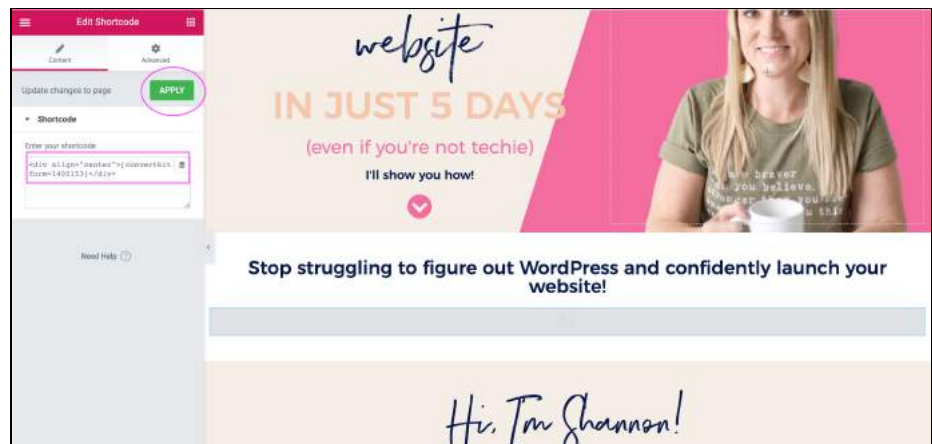
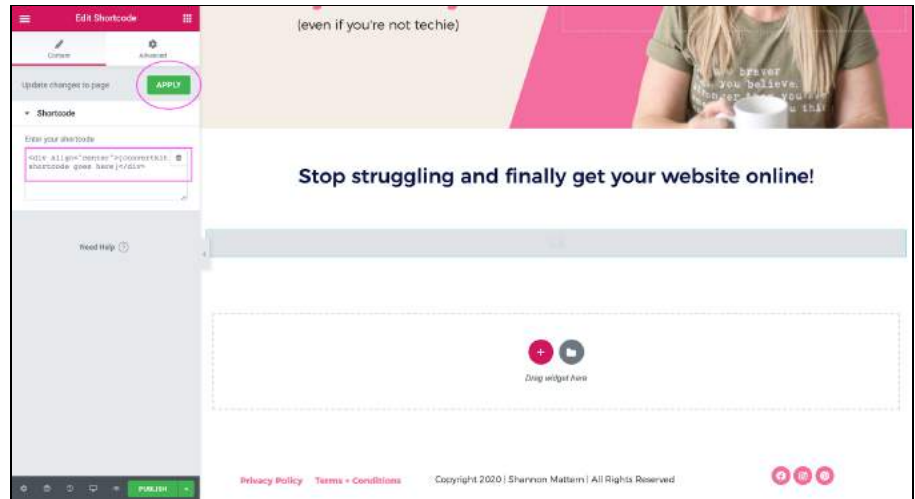
Click Wordpress & Copy your Shortcode.

**Keep this shortcode handy for the next step.**

Back in WordPress, Go to Pages > All Pages, find your Home page and click on “Edit with Elementor”

Scroll to the section where you added a Shortcode element and we put some placeholder text in there for our ConvertKit shortcode + replace just what's inside the brackets with the shortcode you copied from ConvertKit.

Click apply and save the page.



# 5+DAY WEBSITE CHALLENGE

Repeat on your Blog Page Template also - and because you set it as a global widget in your sidebar, it will show automatically on your blog posts too!

To do that go to Templates > Theme Builder and find the Blog Page with Sidebar Template that you created and click on Edit with Elementor.

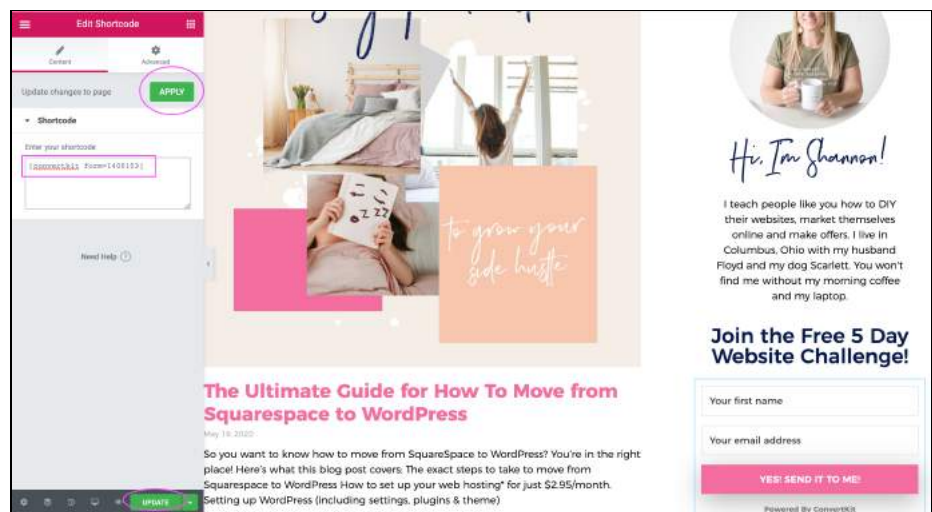
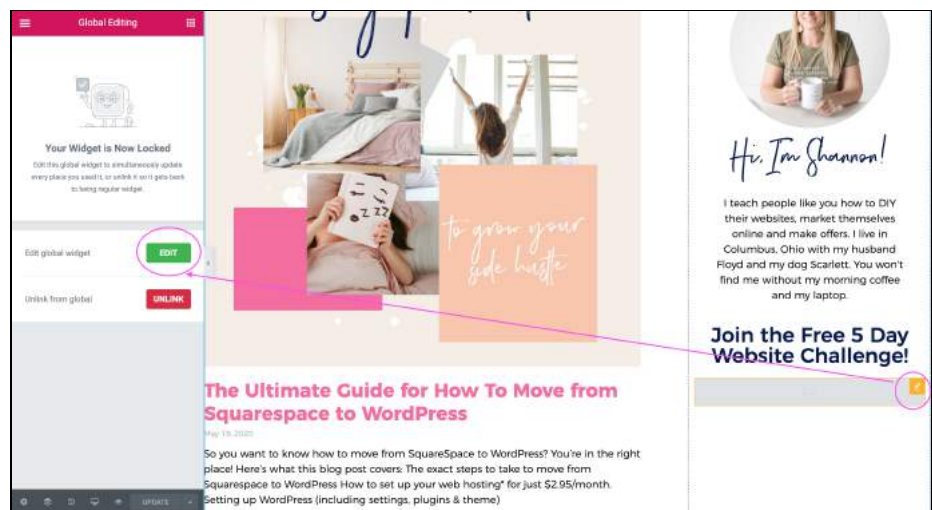
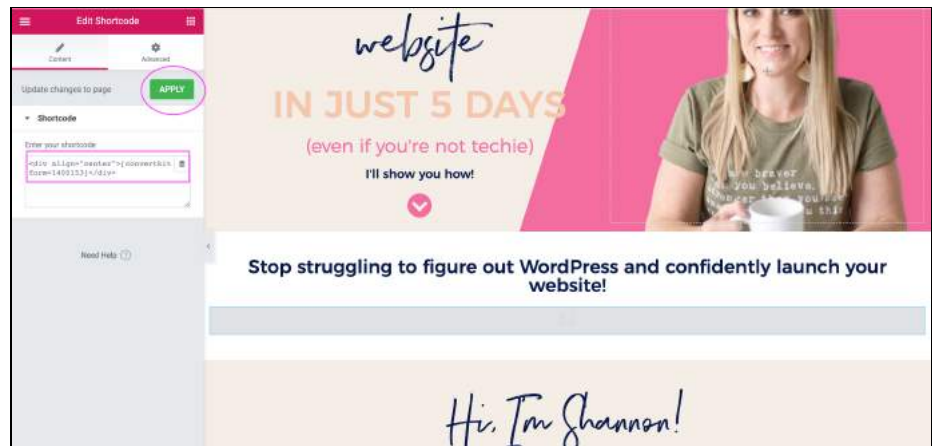
Click on the pencil icon on the Shortcode element.

Click the green Edit button.

Replace the shortcode with your ConvertKit shortcode.

Click Apply + Save + Close.

Check your Blog Page and Post on the front end and you



## 5+DAY WEBSITE CHALLENGE

should see your ConvertKit optin form.	
--	--

Test the form! Sign up, make sure it redirects you to your Thank You page, and that you get your incentive email.

**Note: You can only test once per email address!** If you have a Gmail email address, you can test multiple times by adding a +whatever after the first part of your email address before the @ - for example: [youremail+test1@gmail.com](mailto:youremail+test1@gmail.com), [youremail+test2@gmail.com](mailto:youremail+test2@gmail.com), and so on.

### 5.4 - GDPR + CCPA Setup

I recommend watching this video because it covers all the **legal stuff that you'll need to have set up on your website**, including the European Union's General Data Protection Regulations (GDPR), California's Consumer Privacy Act and more.

By the end of today you'll feel super confident that your site is compliant with laws that govern internet privacy, and you'll know where to go to get your legal questions answered.

### Resources

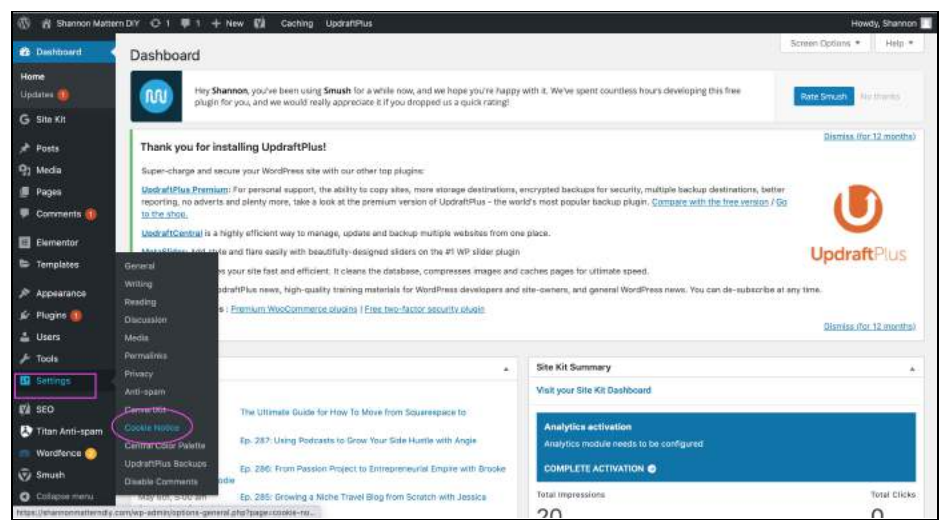
- **WonderLegal Free Privacy Policy Template**
- **Autumn Witt Boyd Templates\***
- **GDPR Blog Post**
- **Suzanne Dibble's GDPR Pack\***
- **The Legal Roadmap Podcast**
- **Pep Talks for Side Hustlers interview with Autumn Witt Boyd**

# 5+DAY WEBSITE CHALLENGE

*I'm not an attorney, none of this is to be construed as legal advice, and use any of the resources linked here at your own risk. Please consult your own legal advisor to determine what's required and appropriate for your business.*

## Set up the Cookie Notice Plugin

In your WordPress dashboard go to Settings > Cookie Notice



# 5+DAY WEBSITE CHALLENGE

Here are all my recommended settings for Cookie Notice:

The screenshot shows the 'Cookie Notice' plugin configuration page. The left sidebar contains the WordPress dashboard menu with 'Settings' highlighted. The main content area is titled 'Cookie Notice Configuration' and includes the following sections:

- Message:** A text area containing the message: "We use cookies to ensure that we give you the best experience on our website. Do you accept cookies from our website?". Below it is a label "Enter the cookie notice message:".
- Button text:** A text input field with "Yes". Below it is a label "The text of the option to accept the notice and make it disappear:".
- Privacy policy:** A section with several options:
  - ☒ Enable privacy policy link.
  - A text input field for "Privacy policy".
  - A label "The text of the privacy policy button:".
  - Radio buttons for "Page link" (selected) and "Custom link".
  - A label "Select where to redirect user for more information:".
  - A dropdown menu showing "Privacy Policy".
  - A label "Select from one of your site's pages:".
  - ☐ Synchronize with WordPress Privacy Policy page.
  - Radio buttons for ".blank" (selected) and ".self".
  - A label "Select the privacy policy link target:".
  - Radio buttons for "Banner" (selected) and "Message".
  - A label "Select the privacy policy link position:".
- Refuse consent:** A section with:
  - ☒ Enable to give to the user the possibility to refuse third party non functional cookies.
  - A text input field with "No".
  - A label "The text of the button to refuse the consent:".
- Revoke consent:** A section with:
  - ☒ Enable to give to the user the possibility to revoke their consent (requires "Refuse consent" option enabled).
  - A text input field containing "You can revoke your consent any time using the Revoke consent button."
  - A label "Enter the revoke message:".
  - A text input field with "Revoke consent".
  - A label "The text of the button to revoke the consent:".
  - Radio buttons for "Automatic" and "Manual" (selected).
  - A label "Select the method for displaying the revoke button - automatic (in the banner) or manual using [cookies\_revoke] shortcode.".
- Script blocking:** A section with:
  - Buttons for "Head" and "Body".
  - A label "The code to be used in your site header, before the closing head tag:".
  - A large text area for entering code.
  - A label "Enter non functional cookies Javascript code here (for e.g. Google Analytics) to be used after the notice is accepted. To get the user consent status use the `_on_cookies_accepted()` function."

On the right side of the configuration page, there is a sidebar with the following content:

- Cookie Notice 1.3.2**
- Need support?**  
If you are having problems with this plugin, please browse it's [Documentation](#) or talk about them in the [Support forum](#).
- Do you like this plugin?**  
[Rate 1.5](#) on WordPress.org  
Blog about it & link to the [plugin page](#).  
Check out our other [WordPress plugins](#).



# 5+DAY WEBSITE CHALLENGE

And you can set the location of the notice plus button style + colors to match your branding.

The screenshot shows the WordPress Settings page for the Cookie Notice plugin. The left sidebar contains a list of settings categories: Dashboard, Site Kit, Posts, Media, Pages, Comments, Elementor, Templates, Appearance, Plugins, Users, Tools, Settings (highlighted), General, Writing, Reading, Discussion, Media, Permalinks, Privacy, Anti-spam, ConvertKit, Cookie Notice (highlighted), Central Color Palette, UpdraftPlus Backups, Disable Comments, SEO, Titan Anti-spam, Wordfence, Smash, and Collapse menu. The main content area is divided into sections: Reloading, On scroll, On click, Accepted expiry, Rejected expiry, Script placement, Deactivation, Corona Banner, Display, Current cases, Text strings, Design, Position, Animation, Button style, Button class, Colors, and Bar opacity. The Corona Banner section is currently expanded, showing options for displaying the banner, current cases, and text strings. The Design section is also expanded, showing options for position, animation, button style, button class, and colors. The Colors section includes a color picker for the text color, a color picker for the bar color, and a slider for the bar opacity. The Bar opacity slider is set to 100. At the bottom of the settings page, there are buttons for 'Save Changes' and 'Reset to defaults'. A footer message says 'Thank you for creating with WordPress.' and the version number 'Version 5.4.2' is displayed in the bottom right corner.

## [5.4.1 - Privacy Policy Creator](#)

Watch as I walk through and answer all the [WonderLegal Privacy Policy Template Generator](#) questions so you know how to answer them for yourself when you create your privacy policy.

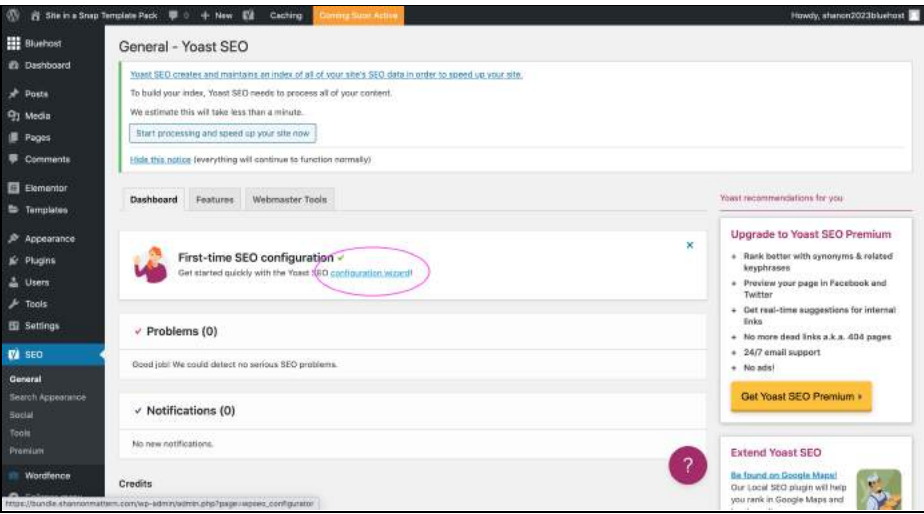
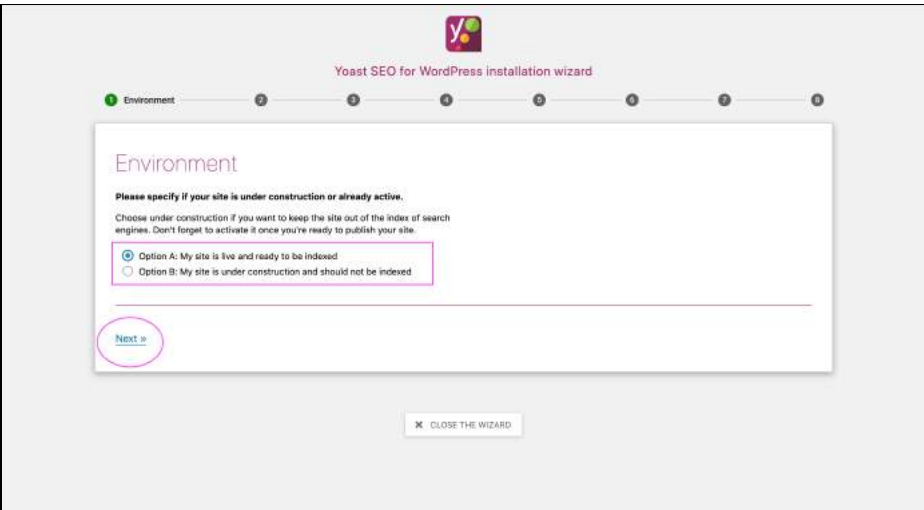
## [5.4.2 - Terms + Conditions Creator](#)

# 5+DAY WEBSITE CHALLENGE

Watch as I walk through and answer all the [WonderLegal Terms + Conditions Template Template Generator](#) questions so you know how to answer them for yourself when you create your terms + conditions.

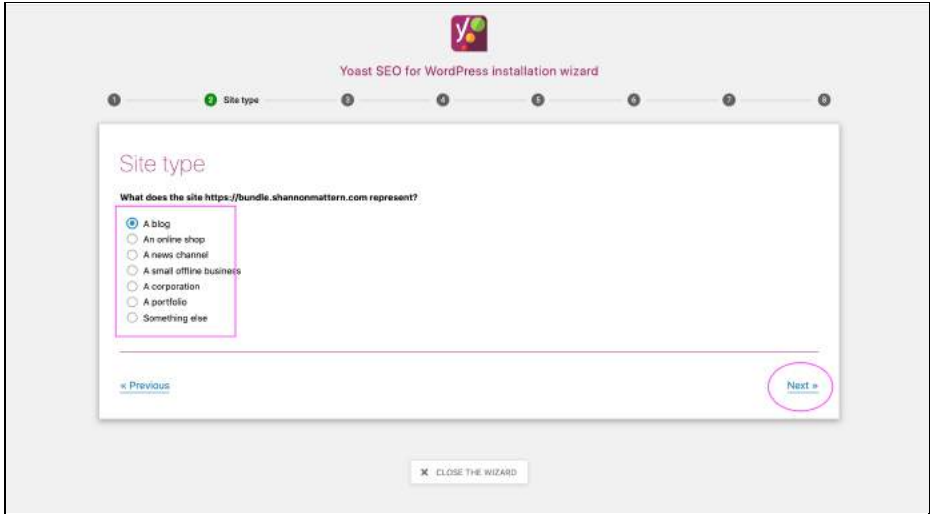
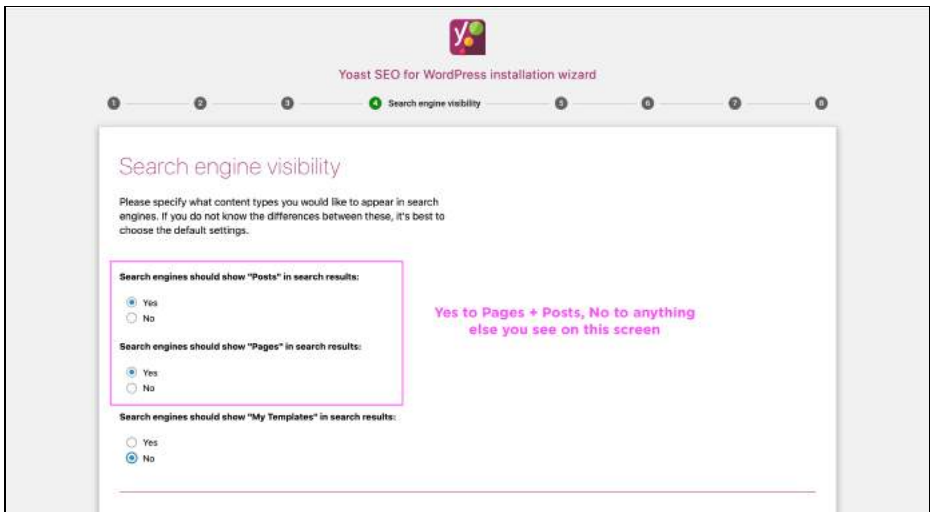
## 5.5 - Yoast SEO Setup

We'll get your **global SEO settings** set up today, plus your page-specific SEO settings, along with how to control how your pages show up on mobile search results, Facebook and more!

<p>Go to SEO &gt; General and click on SEO Configuration Wizard</p>	
<p>Choose Option A if you have all your content done and you're ready to go live. Click Next.</p> <p>If you're not ready to go live, click Option B and we'll come back here when you're done and change it to Option A when you're ready to go</p>	



# 5+DAY WEBSITE CHALLENGE

live.	
Choose what type of site you have. If you don't know you can choose Something Else	
Select yes on pages and posts, no on everything else	

# 5+DAY WEBSITE CHALLENGE

Choose No on multiple authors

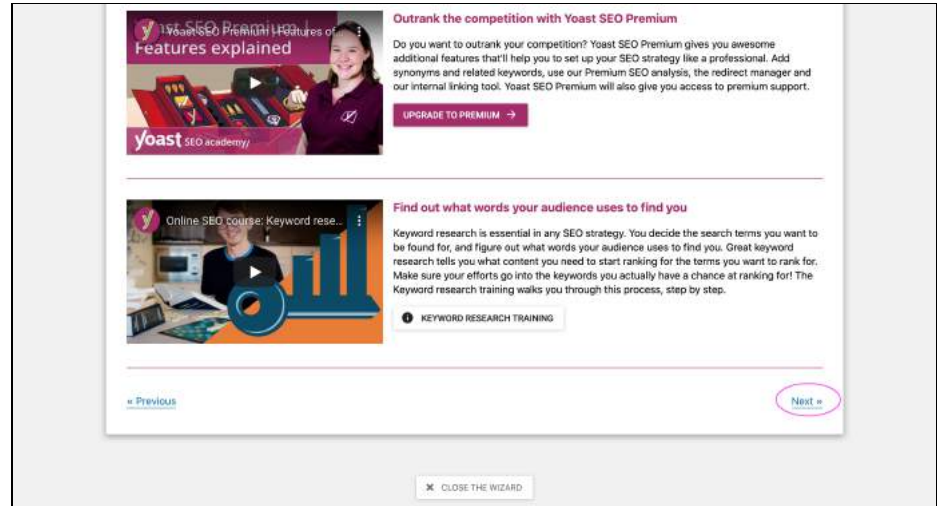
The screenshot shows the 'Multiple authors' step of the Yoast SEO installation wizard. At the top, a progress bar indicates the current step is 4 out of 8. The main heading is 'Multiple authors'. Below it, the text asks: 'Does, or will, your site have multiple authors? If you choose no, your author archives will be deactivated to prevent duplicate content issues.' There are two radio button options: 'Yes' and 'No'. The 'No' option is selected and circled in pink. At the bottom, there are links for 'Previous' and 'Next', and a 'CLOSE THE WIZARD' button.

Leave Title Settings as is (unless you want to display a different name in Google Search Results than what's showing)

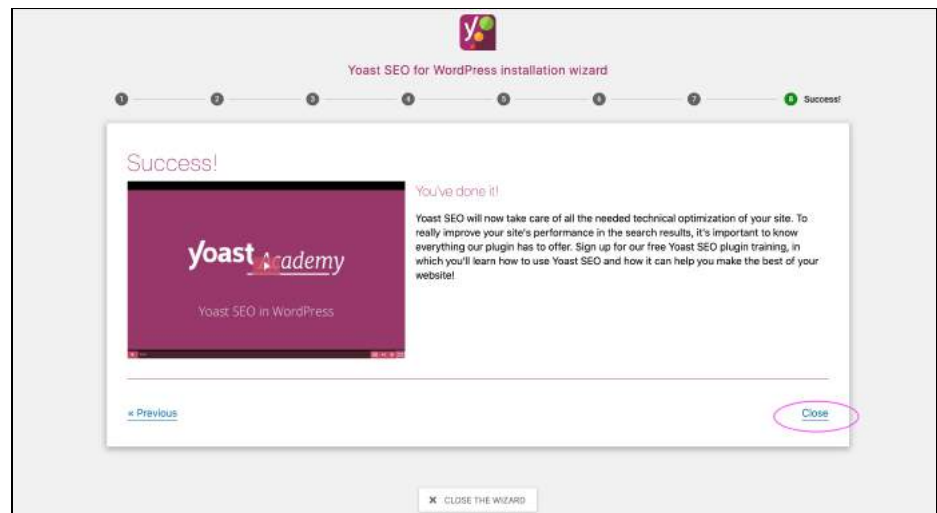
The screenshot shows the 'Title settings' step of the Yoast SEO installation wizard. At the top, a progress bar indicates the current step is 5 out of 8. The main heading is 'Title settings'. Below it, the text explains: 'On this page, you can change the name of your site and choose which separator to use. The separator will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results. Choose the one that fits your brand best or takes up the least space in the snippets.' There are two sections: 'Website name' with a text input field containing 'Site in a Snap Template Pack', and 'Title Separator' with a row of separator symbols. The first symbol, a hyphen, is highlighted with a pink border. Below the symbols are navigation arrows. At the bottom, there are links for 'Previous' and 'Next', and a 'CLOSE THE WIZARD' button.

# 5+DAY WEBSITE CHALLENGE

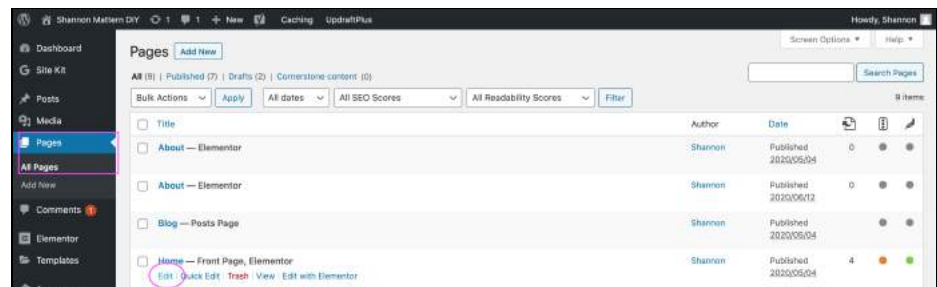
Click Next



Click Close



Go to Pages > All Pages, find your Home Page and click Edit (not Edit with Elementor)



# 5+DAY WEBSITE CHALLENGE

Find the Yoast SEO section and click on the SEO tab. This is where you can enter the keyphrase that describes your blog post and look at Yoast's analysis + fix any problems.

Write for your ideal customer FIRST, then search engines.

The screenshot shows the WordPress dashboard with the Yoast SEO plugin active. The left sidebar menu is visible, with the 'SEO' tab selected. The main content area displays the 'Edit Page' screen for the 'Home' page. The Yoast SEO section is expanded, showing the 'Focus keyphrase' field with the value 'DIY Web Design'. Below this, there is a 'Google preview' section showing a mobile result for the page. The 'SEO analysis' section provides a detailed breakdown of the page's SEO performance, including 'Problems' (5) and 'Improvements' (2). The 'Problems' section lists issues such as 'Outbound links', 'Keyphrase in introduction', 'Keyphrase density', 'Keyphrase in subheader', and 'Keyphrase in title'. The 'Improvements' section lists suggestions for 'Image alt text' and 'SEO title'. The 'Good results' section lists positive feedback on 'Internal links', 'Keyphrase length', 'Keyphrase in meta description', 'Meta description length', 'Previously used keyphrase', and 'Text length'. At the bottom of the Yoast SEO section, there is a 'Cornerstone content' section and an 'Advanced' section with options for search engines and meta robots. The right sidebar contains the 'Publish' section with status and visibility information, and the 'Page Attributes' section with parent, template, and order settings. A 'Featured image' section is also visible at the bottom right.

# 5+DAY WEBSITE CHALLENGE

Click on the Readability tab to see Yoast's suggestions for improving your formatting.

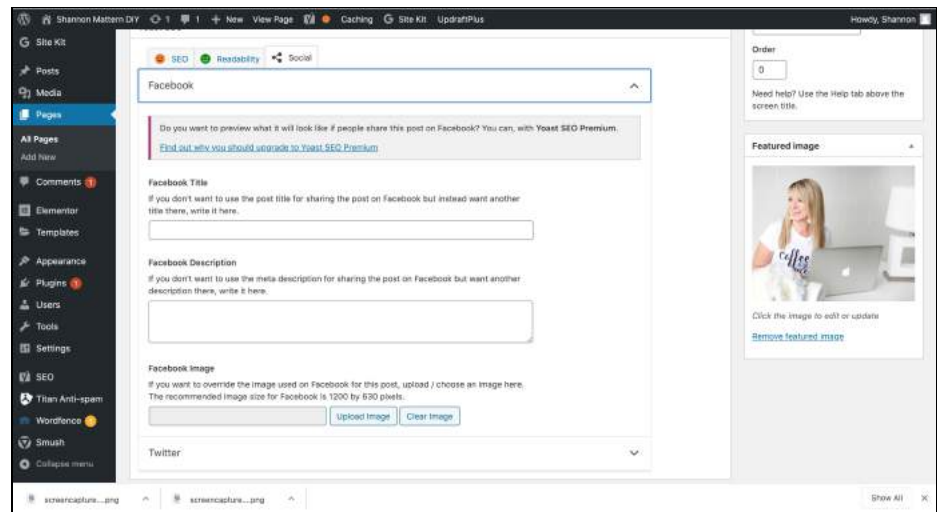
Write for your ideal client first, then for search engines.

The screenshot shows the WordPress dashboard for a site named 'Shannon Mathem DIY'. The left sidebar contains navigation links for Dashboard, Site Kit, Posts, Media, Pages, Comments, Elementor, Templates, Appearance, Plugins, Users, Tools, Settings, SEO, Titan Anti-spam, Wordfence, and Smush. The main content area is the 'Edit Page' screen for the 'Home' page. The Yoast SEO plugin is active, and the 'Readability' tab is selected. The analysis results show a score of 87, which is considered 'Good'. The analysis includes several suggestions: 'Transition words' (Only 10.6% of the sentences contain transition words, which is not enough. Use more of them.), 'Flesch Reading Ease' (The copy scores 87 in the test, which is considered easy to read. Good job!), 'Passive voice' (You're using enough active voice. That's great!), 'Consecutive sentences' (There is enough variety in your sentences. That's great!), 'Subheading distribution' (Great job!), 'Paragraph length' (None of the paragraphs are too long. Great job!), and 'Sentence length' (Great!). The 'Revisions' section shows a list of revisions made by 'Shannon' on May 18, 2020. The 'Custom Fields' section shows a table with columns for Name and Value, and a button to 'Add Custom Field'. The 'Slug' field is set to 'home', the 'Author' is 'Shannon (shannon2023bluehostdemo)', and the 'ConvertKit' field is empty. The bottom right corner of the dashboard shows the version '5.4.2'.

# 5+DAY WEBSITE CHALLENGE

Click on the Social Tab - here you can control what shows up when you post a link to your website on Facebook. You can set a title, a description and even a different image than the featured image to show on Facebook.

**Do this on your homepage for sure,** but you can also do it on any page or post.



## SEO Optimizing Blog Posts

You'll want to SEO Optimize every blog post you write before you publish it:

**In your blog post, scroll down past the content section to the Yoast SEO section.**

The first thing you'll notice is a place to add your "focus keyphrase" which the phrase that someone would search for to find your blog post. In this case, my post is all about how to move from SquareSpace to WordPress, so I made my keyphrase "SquareSpace to WordPress". I could have included the entire question "how to move from squarespace to wordpress" in my keyphrase. Yoast will now "grade" my blog post based on this key phrase and it's my goal to get a green light.

1. Enter a focus keyphrase.
2. Click on the snippet preview to open up the snippet editor.

# 5+DAY WEBSITE CHALLENGE

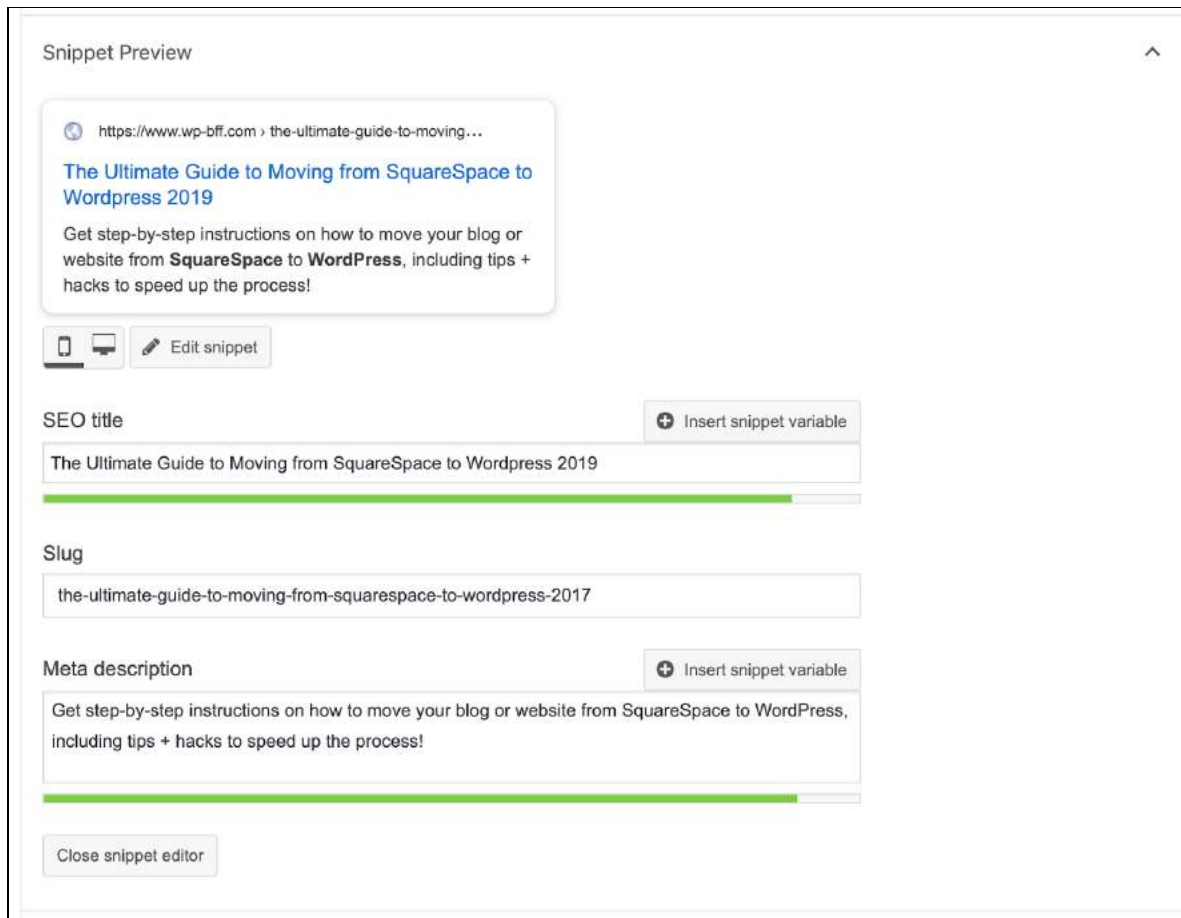
The screenshot displays the Yoast SEO plugin interface. At the top, there are tabs for 'SEO', 'Readability', 'Social', and 'Advanced'. The 'Focus keyphrase' section has a text input field containing 'SquareSpace to Wordpress'. Below this is the 'Snippet Preview' section, which shows a preview of the search result. The preview title is 'The Ultimate Guide to Moving from SquareSpace to Wordpress 2019', and the description is 'This step-by-step tutorial shows you exactly how to move your blog or website from SquareSpace to Wordpress. From moving your content and images to ...'. The preview is circled in pink. Below the preview are icons for mobile and desktop views, and an 'Edit snippet' button. At the bottom, there are sections for 'SEO analysis', 'Add related keyphrase', and 'Cornerstone content', each with a dropdown arrow.

You can enter an SEO title that's different from your blog post title if you want, but I recommend making them the same - just use your keyphrase in it.

Enter a meta description that includes your keyphrase - if it's too long or short it'll be orange - the right length it'll be green.



# 5+DAY WEBSITE CHALLENGE







Snippet Preview

<https://www.wp-bff.com> > the-ultimate-guide-to-moving...

### The Ultimate Guide to Moving from SquareSpace to Wordpress 2019

Get step-by-step instructions on how to move your blog or website from **SquareSpace** to **WordPress**, including tips + hacks to speed up the process!


   Edit snippet

SEO title 


The Ultimate Guide to Moving from SquareSpace to Wordpress 2019

Slug

the-ultimate-guide-to-moving-from-squarespace-to-wordpress-2017

Meta description 

Get step-by-step instructions on how to move your blog or website from SquareSpace to WordPress, including tips + hacks to speed up the process!




Scroll down to the SEO Analysis and click on it to open up the options. Here Yoast will tell you what you need to do to get a green light on your post, which means it's well optimized for Google, which means Google knows what the post is about and it's formatted well for display in search engine results.

**This does not mean your post will show up on the first page, or even the first 100 pages of Google search results!!!!**

There's a lot more to Search Engine Optimization than the Yoast settings (keyword research, long tail keywords, backlinks, etc.) but having your blog post set up correctly is the first step. Learn more with the [10 Simple SEO Steps Checklist](#).



# 5+DAY WEBSITE CHALLENGE

 SEO analysis  
SquareSpace to Wordpress

[+ Add synonyms](#)  
[+ Add related keyphrase](#)

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?

[Go Premium! ▶](#)

**Analysis results**

^ Problems (1)

●

**Keyphrase in introduction:** Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)

^ Improvements (2)

●

**Image alt attributes:** Out of 19 images on this page, only 4 have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of more relevant images!](#)

●

**Keyphrase in title:** The exact match of the keyphrase appears in the SEO title, but not at the beginning. [Try to move it to the beginning.](#)

^ Good results (11)

●

**Outbound links:** Good job!

●

**Internal links:** You have enough internal links. Good job!

●

**Keyphrase length:** Good job!

●

**Keyphrase density:** The focus keyphrase was found 18 times. This is great!

●

**Keyphrase in meta description:** Keyphrase or synonym appear in the meta description. Well done!

●

**Meta description length:** Well done!

●

**Previously used keyphrase:** You've not used this keyphrase before, very good.

●

**Keyphrase in subheading:** 5 of your higher-level subheadings reflect the topic of your copy. Good job!

●

**Text length:** The text contains 1930 words. Good job!

●

**SEO title width:** Good job!

●

**Keyphrase in slug:** Great work!

## 5.6 - Going Live


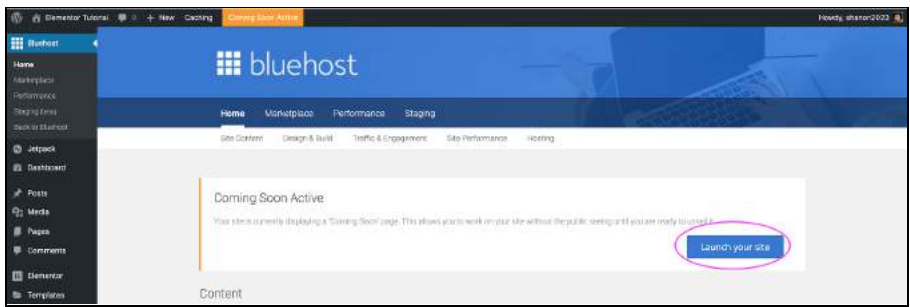
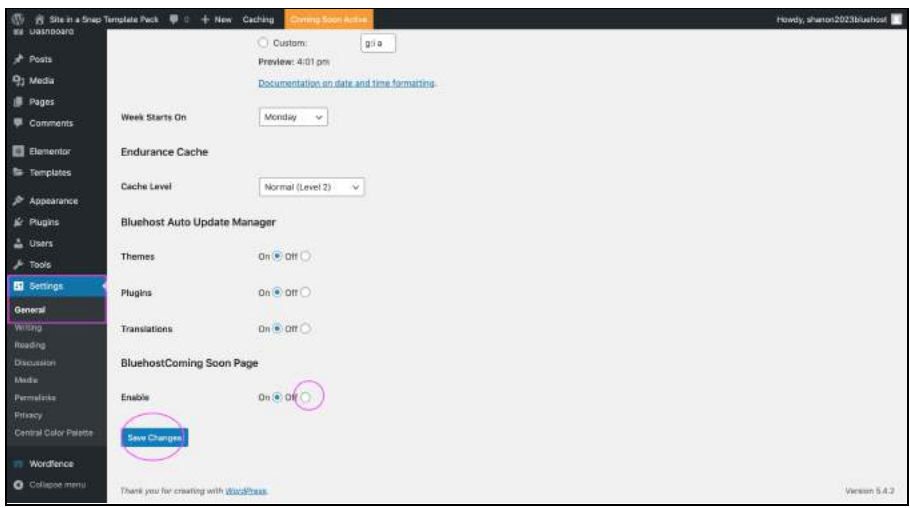
In this lesson we'll walk through a final site review and I'll show you how to take down your coming soon page and submit your sitemap to Google!

### Go Live Checklist

- 1 Watch the video.
- 2 Do a final site review + check every page and every link.
- 3 Test your email optin form + freebie delivery.
- 4 Turn off your Coming Soon page.
- 5 Turn off "Discourage Search Engines" in Settings

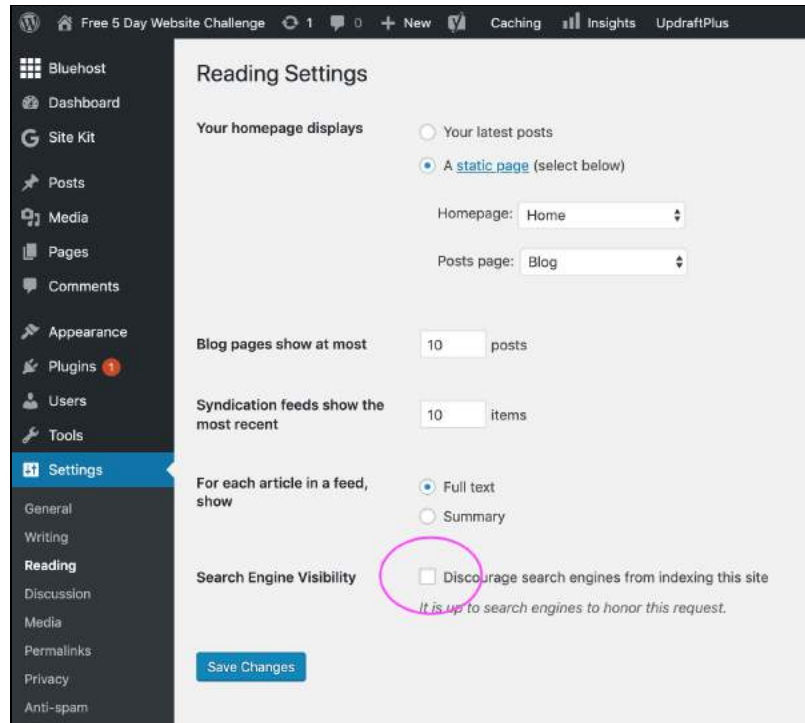
# 5+DAY WEBSITE CHALLENGE

- 6 Change Search Engine Settings in Yoast to "Site is Live and Ready to be indexed"
- 7 Submit Sitemap to Google via Google Search Console.

<p>Turn off maintenance mode (Bluehost Only) by going to Settings &gt; General</p>	
<p>And then on "Launch Your Site"</p>	
<p>Or you can go to Settings &gt; General, scroll down to the bottom of the list of settings and choose Off and Save your changes.</p>	

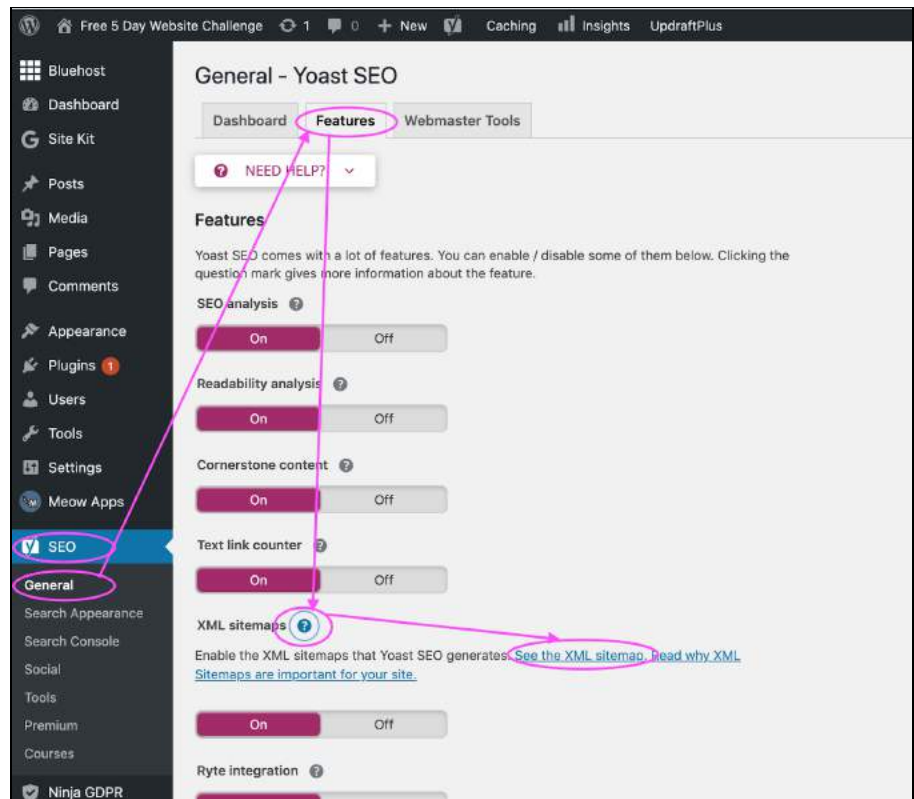
# 5+DAY WEBSITE CHALLENGE

Then go into Settings > Reading and uncheck "Discourage Search Engines"



# 5+DAY WEBSITE CHALLENGE

Submit sitemap to Google (Yoast > General > Features > XML Sitemaps > See the XML Sitemap)

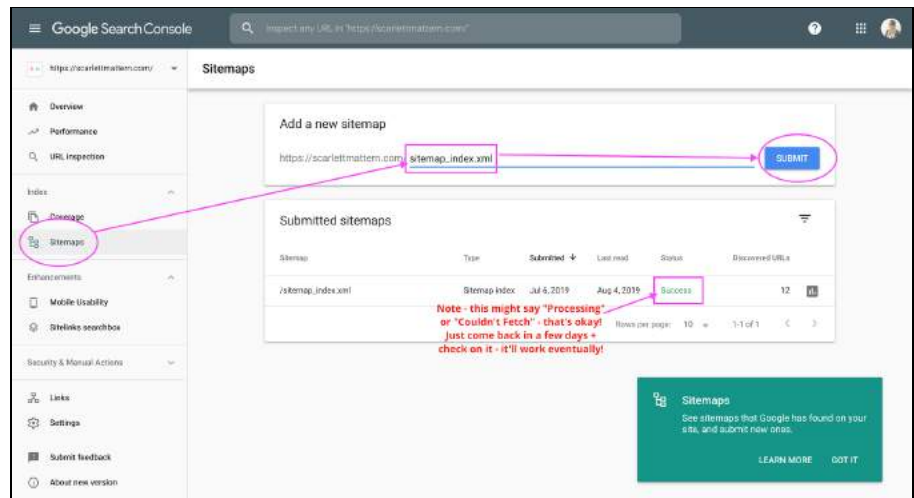


Copy this final part of the link to your sitemap:



# 5+DAY WEBSITE CHALLENGE

Log into [Google Search Console](#) (the account was created for you when you set up Site Kit) and click on Sitemaps. Paste the partial link you just copied into the “Add a New Sitemap” field and click Submit:



Yours might say “Couldn’t Fetch” or “Processing” and that’s okay - don’t worry about it - it’ll eventually check again on it’s own and say “success”

**CONGRATULATIONS!!!!!!  
!! YOU’RE DONE!!!!!!!!!!!!**



## 5.7 - What's Next

# 5+DAY WEBSITE CHALLENGE

## Bonus Printables

On the next few pages you'll find printable trackers, checklists + cheatsheets to help you keep track of all the things!

# 5+DAY WEBSITE CHALLENGE

## Keyboard Shortcut Cheatsheet

*If you're on a Mac, use the Command key instead of Control*

**Copy:** Highlight text, Control + C

**Paste:** Put cursor where you want to paste, Control + V

**Select All:** Control + A (or triple click)

**Open Link in a New Browser Tab:** Control + click

**Open a New Blank Browser Tab:** Control + N

**Refresh browser window:** Control + R

**Refresh + clear cache:** Control + Shift + R

**Create a Link:** Highlight text, then Control + K

**Bold:** Highlight text, then Control + B

**Italics:** Highlight text, then Control + I

**Find text on any document or webpage:** Control + F and type keyword in the finder field, hit enter

# 5+DAY WEBSITE CHALLENGE

## Password Tracker

[5 Day Website Challenge Dashboard](https://courses.shannonmatter.com) (courses.shannonmatter.com)

Username	Password

## Domain/Hosting/Email

Company Name	Website Link	Username	Password
Hosting:			
Domain (if different):			
Business Email Address:			

## Your WordPress Site

Login Link	Username	Password
/wp-login.php		

[Canva](https://www.canva.com) (www.canva.com)

Username	Password



# 5+DAY WEBSITE CHALLENGE

## Google Account:

Username	Password

## ConvertKit

Username	Password

## Other Passwords

Account Name	Username	Password

# 5+DAY WEBSITE CHALLENGE

## Brand Tracker

### Colors

#	#	#	#
---	---	---	---

### Fonts

Headings	
Paragraph Text	
Accent	

# 5+DAY WEBSITE CHALLENGE

## Blog Post Checklist

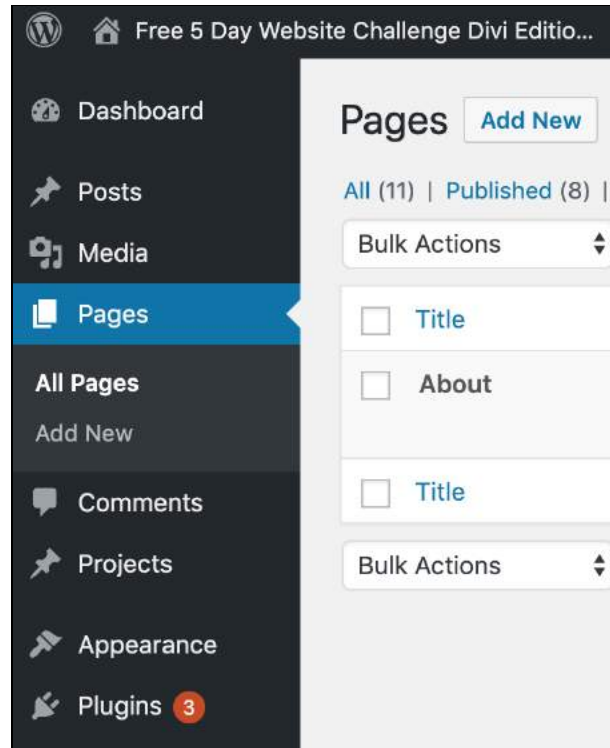
Print this checklist every time you write + publish a blog post!

	Create Featured Image (Canva - square, pinterest or landscape, dimensions depend on your theme/design)
	Add alt text to Featured Image on upload
	Keyword/Phrase:
	Title:
	Write Content (~800-1000 words)
	Chunk text (no more than 6 lines per paragraph)
	Add scannable headers with keywords
	Include images in the body of the post to break up text
	Categories:
	Tags:
	Publish Date:

# 5+DAY WEBSITE CHALLENGE

## Website Maintenance: WordPress, Theme + Plugin Updates

Any time you see an orange dot with a number in it by the Plugins menu item, that means a plugin needs updated.



To update any plugins that have updates, go to plugins and click on the update link:

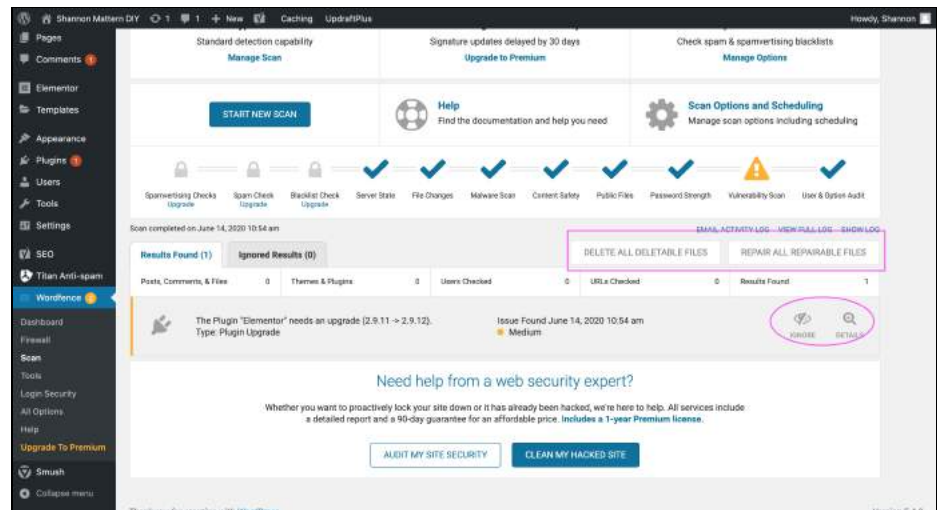
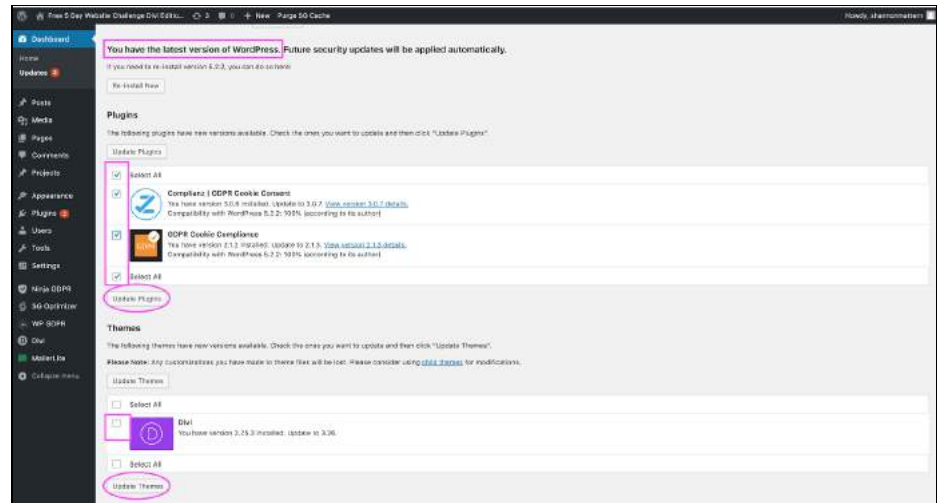


# 5+DAY WEBSITE CHALLENGE

## Weekly Maintenance Checklist:

Go to Dashboard > Updates and update anything that needs updated.

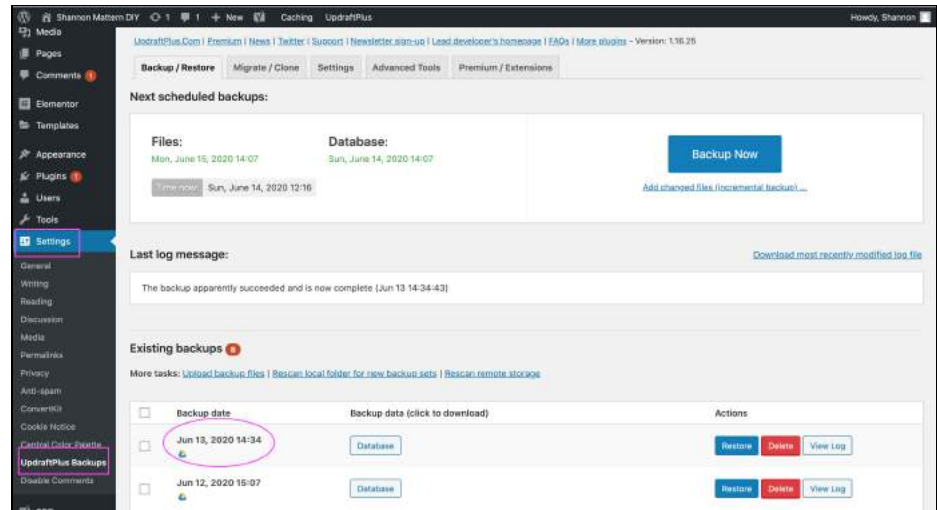
Review WordFence scans in WordFence > Scan. it might look scary if WordFence finds stuff, I promise it's not - WF will give you options to repair files, delete files, etc. Just click whatever button on the option it's recommending. If it's a plugin update, just update the plugin. No biggie!!



# 5+DAY WEBSITE CHALLENGE

## Monthly Maintenance Checklist

1. All of the above.
2. Make sure backups are running in Updraft Plus



## Annual Maintenance Checklist

<https://shannonmattern.com/steal-2018-website-checklist/>