IN THIS We'll look at what to include on your website (and what not to include)! After that, we'll cover different types of website: simple one-page websites, multi-page sites, and blogs – and we'll tackle setting up *your* website.

Last week, you came up with a name for your freelancing business. You probably registered a domain name (even if it was just a cheap one to practice with) and set up at least one social media account.

This week, we'll be taking another big step: building your website.

I know this might sound quite daunting, if you've never created a website before ... but we'll tackle things step by step.

Before we get into anything technical, we're going to look at what to actually include on your website. I'm putting this first as, even if you're not quite ready to get your website online, you can start gathering and writing these things.

What to Include on Your Website

There are no absolute "rules" on what should go on a freelancing website, but there are certain things that your potential clients will find useful.

I'd strongly recommend including:

#1: A Clear Description of What You Do

This might sound obvious ... but you need to be very clear about what you do! Imagine someone coming to your website who's never heard of you before. You need a couple of sentences, or maybe a short list, to explain what exactly it is that you offer.

#2: Your Email Address

You need to make it *very* easy for potential clients to get in touch, and that almost certainly means including your email address. *Don't* just have a contact form: some people don't like using them, and it's all too possible for them to break! It's fine to have the form, but include your email address too.

#3: Examples of Your Previous Work

Before someone hires you (or even gets in touch), they'll most likely want to see examples of things that you've written. You can include these as links to pieces published online – probably the easiest way – or, with permission from past clients, you can include a piece you've written for their print publication on your website.

Don't worry if you don't have anything you can use yet: we're going to come onto this next week (in Module 4).

#4: Testimonials from Previous Clients

Even though you're including examples of your work, it's still important to have testimonials from people who've worked with you in the past. These will hopefully not only emphasise the quality of your writing – they'll also make it clear that you're easy and pleasant to work with!

Don't worry if you don't have any testimonials yet: we're going to come onto this next week (in Module 4).

#5: A Photo of You

This is optional, but I'd recommend it: I think a photo really helps potential clients to make a connection, and it can also help give a sense of legitimacy (they can see you actually exist)! I'd suggest using a clear, smiling headshot without other people in the photo – if you don't have one to hand, ask

someone to take a bunch of photos of you against a plain background, then pick whichever shot looks best.

What NOT to Include on Your Website

There are some things you should probably (or almost certainly) avoid on your website. I expect some of this will seem a bit obvious to you; if so, congratulate yourself on your good sense. ;-)

#1: Don't Include Your Phone Number (Unless You're Sure)

I'm putting this first because it's a bit controversial. Some freelancers feel strongly that you *should* include your phone number because some clients would much rather talk than email. Personally, I'm happy to talk to clients on the phone if it's pre-arranged, but I don't want just anyone phoning up at random, so I don't put my phone number on my site or in my email footer.

You may feel much more positive about phone calls than me, though. If you're sure you're happy for potential clients to call, then go ahead and put your number on there. You could also potentially set up a dedicated business line that you only use during certain hours.

#2: Don't Include Lots of Personal Details

Unless your site is mainly a blog with a page or two about your freelancing, avoid having lots of personal details on there. It's fine to mention that you have kids, or that you live in a particular city – but don't give them your entire life story. Potential clients won't be interested and, frankly, it may make them worry that you'll tend to go on a bit in your writing!

#3: Don't Have Lots of Colours or Fonts

I'm no designer, so when I have to create anything visual, I've learnt to keep it as simple as possible. With your website, it's best to pick a couple of colours to stick with (if you look at the Aliventures website, you'll see that my main two colours are the same as in this .pdf: the deep pink/red colour, and the bright blue).

With fonts, you'll probably want two: one for titles and subheadings, and one for the main text. You can probably just use the default that your website's theme comes with, at least for now.

One Page vs Multi-Page Websites

How big should your website be? Unlike a printed leaflet or brochure, a website can just keep going! But when you're starting out as a freelancer, you may feel that you don't have enough to say to fill multiple pages.

It's fine to have a single-page website, if that's what suits you right now.

This means having just a homepage, where you give details about your freelancing, include a testimonial or two, and have clear contact details.

If you have a little more time, or if you want to start out with all your pages in place, you can create a multi-page website. In this case, you'll probably have a very brief summary of what you do on your home page, with links to more details on other pages.

The pages you'll most likely want to include are:

- About (or "About Me")
- Services (or "Writing", "Editing", etc)
- Testimonials
- Portfolio (or "Examples", "Samples", etc)
- Contact

(It's up to you exactly what you title the pages – pick something that works for you and your potential audience. Whether you call a page "Portfolio" or "Examples", though, it serves the same function.)

Crafting Your About Page

This is a particularly useful page to include if you have a blog on your site too (readers will want to find out more about you), or if you want a bit more space to talk about your qualifications and experience.

You can write it in the third person ("Ali Luke is a freelance writer...") or first person ("I am a freelance writer...") I prefer first person: it creates more of a connection, whereas third person can sound weirdly formal.

I'd avoid using "we" unless there really is more than one of you! Some freelancers want to make it sound like they're a big firm rather than a single individual, but clients will prefer to know that they're getting *you* rather than an employee of yours.

If you want to give a few personal details (e.g. "I live in Leeds with my husband and two small children"), that's fine – but keep the main focus of your About page on what you provide.

Since the About page is often one of the first pages that someone new to your site will visit, it's often helpful to briefly mention what services you offer, then link to a separate page detailing these too.

Crafting Your Services Page

If you offer several different types of service (e.g. writing blog posts, writing sales pages, writing email copy) then it's helpful to list and briefly explain these. Keep it fairly brief and straightforward, and encourage potential clients to contact you if they have questions, or if they want something a little different.

Try *not* to offer every possible writing service under the sun. I made this mistake starting out (actually, I not only offered writing-related services, I

offered website creation too). My business would have grown faster if I'd focused on the things I was best at and enjoyed most.

You may or may not want to include an indication of your rates (some freelancers do, some only discuss fees once a client gets in touch). We're going to cover what to charge in Module 5, so it's fine to leave this off for now and add it in once we've been through that module.

Crafting Your Testimonials Page

We'll come onto gathering testimonials next week, so if you don't yet have any, you may want to come back to this in a week or two.

Testimonials are essentially just nice things that previous clients have said about you and your writing (even if those clients were people you worked with for free).

If you only have a few, you don't need a whole page for them yet. Instead, you could include one on your Home page, one on your About page, and one on your Services page, for instance.

With each testimonial, aim to:

- Give the person's full name (with their permission, of course) and link to their website, blog, Twitter account, or other web presence. This helps convince other prospective clients that your testimonials are real!
- Include a photo of each client (again, with their permission), or a screenshot / scan of the work you did for them. This helps add visual interest to a page that can end up becoming a bit of a wall of text.
- **Minimally edit the testimonials.** If there's an obvious typo, for instance, it's fine to fix it. You might want to break up paragraphs or pull out a phrase in bold to help make the testimonials easy to read.
- Let idiosyncratic grammar or phrasing stand. It helps show that your client is a real person. If you do want to make changes, it's a good idea to send the testimonial back to the client by email and check they're happy for it to go on your site. (I've never had anyone say "no").

Crafting Your Portfolio Page

If you've had any pieces published – online or offline – you can create a portfolio page and include them as examples of your work. (If you're doing anything beyond linking to them online, then do check with the editor first.)

Here's one possible way to present your portfolio page:

- Take a screenshot of online work (e.g. a blog post).
- Scan print work (e.g. a magazine article).
- For each piece in your portfolio, include the image, plus the title of the piece, the name of the blog/magazine/etc, and possibly the publication date (though if it's from several years ago, I'd quietly omit the date)!
- If the piece was published online, link to it potential clients may well want to read the whole thing.
- Write a couple of sentences about the piece of work, and/or give a quote from the editor who published it.

It's absolutely fine to include work you did for free in your portfolio, and you don't need to mention of the fee (or not) that you received for each piece.

Important: Don't copy the whole of a blog post or article onto your website as an example without agreeing it with the editor first. It's normally fine to quote a brief excerpt, but again, it's worth checking if you're unsure.

Crafting Your Contact Page

Keep your contact page short. Here's an example:

Thinking of hiring me? Got a question? Want to set up a time to talk? Drop me an email, reach out to me on Twitter, or fill in the form below:

Email: ali@aliventures.com

Twitter: @aliventures

(Contact form goes here)

Contact methods you might include are:

- Your email address. I'd always strongly recommend including this (I know spam is a worry, but most email providers these days are good at blocking it).
- Your social media accounts. Only include the ones that you check regularly, in case a potential client gets in touch. It doesn't look great if you finally spot their tweet a fortnight after they sent it.
- A contact form. This allows your prospective client to send you an email through your website. It also allows you to ask for specific information (e.g. "what times are you available to talk?") which can save you a fair bit of back and forth. It's worth testing the form occasionally to make sure it's working they do sometimes go awry.

Getting Your Website Online

This is the big step! I'm going to list some possible options for you, and take you step by step through the two different methods that I recommend – WordPress.com and WordPress.org (I know they sound nearly the same, but they are different ... and we'll cover the differences too).

Firstly, there are *hundreds* of possible ways to get a website online. A few popular ones are:

- **Blogger** quick and straightforward to use, but not particularly "professional" as it's really designed for personal blogs.
- **Squarespace** lots of options for "drag and drop" design, but quite pricy and not nearly so flexible as WordPress.
- Wix they advertise all over YouTube, but I've also heard a lot of people saying they didn't have a great experience using the software.
- WordPress which comes in two flavours, WordPress.com and WordPress.org. The latter is used by many, many websites (pretty much every blog I read uses it, for instance) and it's very popular with freelancers.

If you already have experience using a particular tool for creating websites, that's fine – you're welcome to stick with it!

If not, I'm going to cut through a lot of the options by suggesting that you pick from one of these two:

Option #1: WordPress.com – the "commercial" wing of WordPress. They make money through ads (which run on free blogs) and through subscription payments (paid by owners of premium blogs). You can create a site on WordPress completely free of charge, which makes it a good place to practice.

Option #2: WordPress.org – the "organisation" wing of WordPress. They provide the (very fully featured) WordPress software completely free of charge ... but you'll need to pay for your own website hosting (and also a domain name, but that's fairly cheap compared to hosting).

Long-term, WordPress.org is the better option. Short-term, WordPress.com is free to get started with, and slightly more straightforward. It's up to you which you go for.

If you want more help deciding, there's a link in the Further Reading at the end of this module to a post that compares the two. You're also welcome to ask questions in the Facebook group.

WordPress.com, Step by Step

WordPress.com is straightforward, but there are several steps to follow in the set-up process. To begin, go to <u>www.wordpress.com</u> and click "Get Started":



Step #1: Fill in your email address, and choose a username and password. (Alternatively, sign up by using an existing Google profile.)

our email address	
ali+test@aliventures.com	
hoose a username	
aliventuresali	
hoose a password	
•••••	
By creating an account via any of the opti Terms of Servic	ons below, you agree to e.
Continue	
)r connect your existing profile	to get started fa
G Continue with	Google

PAGE | **10**

START FREELANCING: MODULE #3

Step #2: Fill in the name of your site, what it'll be about, and your main goal (It doesn't really matter what you choose here. I've gone for "Promote your business, skills, organization, or events.")

case e	inswer these questions so we can help you make the site you he
	What would you like to name your site? (i)
	Ali Luke, Freelance Writer
	What will your site be about? (i)
	Freelance writer
	What's the primary goal you have for your site?
	Share ideas, experiences, updates, reviews, stories, videos, or photos
	✓ Promote your business, skills, organization, or events
	Offer education, training, or mentoring
	Sell products or collect payments
	Showcase your portfolio
	How comfortable are you with creating a website?
	Beginner 1 2 3 4 5 Expert

Step #3: Name your website. Type in your chosen name, and WordPress will show you various options, including lots of domain names you'll need to pay for.

If you don't want to pay, select the "wordpress.com" domain – you may find you need to try searching for a different name in order to get an available one:

Give your site Enter your site's name or some key	e an address	• d.
Q alilukefreelancewriter		× Filters
.com .net .org .blog .club	.co .life .me	More Extensions ∽
alilukefreelancewriter.com Included in paid plans Best Match Exact match ".com" is the most common extension	handluke.com Included in paid plans Best Alternative ".com" is the most common extension	
Select	Select	
alilukefreelancewriter.wordpress.com	Free	Select
alilukefreelancewriter.blog	Included in paid plans	Select
alilukefreelancewriter.press	Included in paid plans	Select
alilukefreelancewriter.org	Included in paid plans	Select

Step #4: Select a payment plan. I'd suggest going for "Free", unless you want to use your own domain name, where "Personal" allows you to do this. You can always upgrade to a more pricy plan in the future.

Free	Personal	Premium 2014	Business
Best for students	Best for hobbyists	Best for entrepreneurs	Best for small businesses
£0 for life	£3 /month, billed annually or every two years	£7 /month, billed annually or every two years	£20 /month, billed annually or every two years
Start with Free	Start with Personal	Start with Premium	Start with Business
✓ Community support i	 Email and live chat support 	✓ Advanced customization ③	✓ Upload themes and plugins ④
✓ WordPress.com subdomain ()	✓ Free custom domain ()	✓ Unlimited premium themes ③	✓ Google Analytics
✓ Dozens of Free Themes ③	✓ All free features (i)	✓ All Personal features (i)	✓ All Premium features

START FREELANCING: MODULE #3

Step #5: You'll need to wait (probably only a few seconds) for WordPress to set things up. You can then click "Continue" to go straight to your site.



Step #6: You should see a page like this, showing you the steps you've completed and the things you'll still want to do. You'll need to confirm your email address, but the other items are optional:

Your site has been created, it's ti	te has been created! me to get it ready for you to share. We've prepared a help you get there quickly.	list of things	that will
Your setup list 3/8	н	ide completed	^
Vou created your site			
You picked a website address			
You updated your site title			Edit
Confirm your email address Please click the link in the email w Typo in your email address? Char Estimated time: 1 minute	ve sent to ali+test@aliventures.com. ge it here.	Resend em	ail
Upload a site icon Help people recognize your site i	n browser tabs — just like the WordPress.com W!	Do	it!

Step #7: Check your email and confirm your email address. You should have an email titled "Activate [your username]". Open it up and click the button:



You should be taken to your website, and you should see "You validated your email address" at the top of the list of things you've completed:

	Welc Let's get your site ready fo	come back	l Juick setup steps.	
Your setup list	4/8		Hide completed	^
You validated	your email address			
You created y	our site			
You picked a	website address			
You updated	your site title			<u>Edit</u>

You're now all set to create your site. ⁽ⁱ⁾ We'll run through a couple of things you'll want to do: adding pages, and changing your theme.

Adding Pages to Your WordPress.com Website

One of the first tasks you might want to try is to add pages to your website: in the sidebar, look for "Site Pages" and click "Add":



You'll see a screen like this:

■ https://alilukefreelancewriter.wordpress.com/17-2		
	Visual	HTML
\bullet Add Paragraph \checkmark B $I \cong \blacksquare$ ∂ 66 $\equiv \equiv \equiv$ Δ		• • •

Type a title for your page (e.g. "Services") and the page URL should be updated automatically:



You can change this end part of the URL by clicking on it, if you want to use something different.

Next, add the text of your page. You can format it using the toolbar, e.g. to add bold or italic text, or to include a bullet-pointed list. To see additional formatting options, click the "..." button on the far right of the toolbar.

- https:	://alilukefreelan	cewriter	.wordp	ress.com/se	ervice	S					Visual	HTML
🕂 Add	Paragraph	~	в	I ⊟	1=	Ø	"	≣	Ē	≣		•••
This is w	vhere you ty	pe the	e text	for your	r pag	ge.						
've for	matted this	; line i	i <mark>n bo</mark> l	ld.								
l 've for i	matted this	ine i	in bol	ld.								
l 've for Here is a	matted this a list:	i line i	in bol	ld.								

You can click the "Preview" link on the top right to see what your page will look like, and you can click "Publish" to add it to your website.



You can also update the existing pages on your site: by default, WordPress will have created pages titled "Home" and "Blog". You can update these by clicking on "Site Pages" the clicking the title of the page you want to edit.

Changing the Theme (Template)

By default, your website will look quite plain, like this:



You can make it look completely different clicking "Themes" next to "Customise" in the sidebar.

There are loads of themes to choose from, and you can search them to find a list of themes that might suit you. E.g. I searched for "writing" and free themes:

Q writing	war our rremain and addited plans			X All Free Premium
WordPress.com themes (92)				& Upload Theme
	Appendix all all all all all all all all all al	View Image: Constraint of the second secon		
Radeliffe 2 ACTIVE	Apostrophe 2 ····	AltoFocus	Intergalactic 2 ····	Libre 2 answer Weiterson Libre 2 answer Libre 2 answer Lib

To switch theme, just click on one you like to see the preview and information about the theme. Click "Activate this design" to use it:

Penscratch 2 ^{by Automattic}			
← Back Overview Support	Activate this design FREE	Penscratch 2	
(Penscratch 2 is a refreshed version of the Penscratch theme, with more Penscratch 2 is a fresh, stylish design for sharing your writing. Whether an anthology of poems, or a piece of long-form fiction, Penscratch 2 m	features and added flexibility.) r you're working on an analytical essay, nakes for a pleasant reading and	A clean, responsive writing theme with support for custom logon, featured images, ABOUT ME - IMARES FORMATING FORTHY PULL OF Welcome to Pensoratch 2!	fancy pull quotes, and more. oras Search
Choose between a one- or two-column layout by adding widgets, add customize with a site logo or header image, or add fancy pull quotes the <i>Penscratch 2</i> is responsive, ensuring the transition between different do your readers.	I links to your favorite social networks, hroughout your content. evices and screen sizes is flawless for	Penacratch 2 is a clean, responsive writing theme with support for site logos, featured images, fancor pull quotes, and more "Beware the Jabberwock, my son! The jawa that bits, the clawa that astch! Beware the Jubjb bits, and shan The frumious Bandesmatch"	About Me Penseratch Z is a clean, responsive writing theme with support for aith logar, featured images, fancy pull quotes, and mote!

You can see the changes to your site straight away:

Ali Luke, Freelance V	Writer
HOME BLOG	
Home	
For a starter guide to WordPress.com and to learn to:	more about this theme go

As you can see, the *content* of your site – the text you have on the pages – will stay the same. The fonts, colours and layout will change, though.

You can always switch straight back to the theme you were using before if you don't like the new one.

You can also click on "Customize" in the sidebar to make loads of changes to your site, like uploading your own logo, changing the fonts, colours and so on: In the customizer, you can preview these changes before publishing them and changing your live website:

Published	
u are customizing 🔹 💿 li Luke, Freelance Writer	
ed help setting up your site?	
e Identity	
Ilors & Backgrounds	
ader Image	
enus >	
ntent Options	
s >	
dgets >	
mepage Settings	
NP >	

Hopefully this is enough (quite possibly more than enough!) to be going on with, but if you get stuck at any point setting up your website, just ask in our Facebook group:

facebook.com/groups/startfreelancing2018

WordPress.org, Step by Step

If you want to set up a site with WordPress.org, for maximum freedom and flexibility, that means buying web hosting. A "web host" is a company with lots of huge computers (called "servers") connected to the internet 24/7. These servers provide – or "serve" – your website to people visiting at any time of the day or night.

For WordPress, you need a web host that lets you easily install the WordPress.org software. My favourite host, Dreamhost, has a simple installation process ... but if you prefer to go with a different host, there's a good list of WordPress.org compatible hosts:

Best WordPress Hosting, Robert Mening, WebsiteSetup

Purchasing Web Hosting

If you don't already have hosting set up, I recommend using Dreamhost. I've been hosting my websites with them since I started out, over ten years ago, and they've been great throughout. They're also an ethical, environmentally friendly web host.

Since I'm an affiliate for Dreamhost, I can give you a special discount link, too. This will save you \$50 on your first year of web hosting, making it \$69.40 for the year instead of \$119.40:

dreamhost.com/r.cgi?379958/promo/dreamsavings50

Then, follow the instructions below.

NB: You can get cheaper hosting at <u>dreamhost.com/r.cgi?379958/hosting/shared</u> by opting for the most basic package, which they've only recently added. I'd recommend paying for the standard package, though, as the basic one only allows you to have one website URL and doesn't include email addresses.

Both those links are affiliate links, which means I get a cut from Dreamhost if you click on them and then make a purchase (it doesn't cost you anything extra). You're very welcome to buy hosting elsewhere, though, if you prefer.

Step #1: Go to <u>dreamhost.com/r.cgi?379958/promo/dreamsavings50</u> and click the "Get Started Now" button.



Step #2: Fill in your email address and choose a password:

Create yo		
ali+test@aliventures.com	ee, 97-day money back (guarantee
	GOOD	\bigcirc
Co	ntinue	

Step #3: Type in your chosen domain name. (Unless you registered it last week, in which case, click the little link that says "Skip this step, I'll set this up later.)

aliventurestest.com					م
.club WHOIS Domain	.IO Privacy is	.COM FREE with all	.net eligible dom	.org	✓ HIde All ed with DreamHost (?)
	Huzza	h! <mark>aliventu</mark>	restest.co	m is availat	ble!

Click the "Register Now for \$9.95" button. Note: you won't be charged immediately, and you'll find that this cost isn't actually included at the end of the registration process – as you get one domain name for free.

Step #4: Choose your hosting plan. The "3 Years" plan is *not* best value, due to your discount – so click the "1 Year" plan before you click "Continue":



Step #5: You'll see the option to add/remove other things from your site. I'd suggest removing the "DreamShield Malware Remover" as it's fairly pricy.

You can click the box to "Install WordPress" at this point; if you miss it, don't worry as you can add WordPress from your Dreamhost dashboard later.

You don't need the "WordPress Migration Service" unless you want to transfer over an existing WordPress website.

DreamShield Malware Remover
Yes! Monitor my site for me for \$3.00/mo Automatically monitor and clean your site from hackers and compromises. DreamShield is anti-virus for your website.
Install WordPress
Get WordPress free with your plan!
Easy 1 click <u>WordPress</u> Installation
WordPress Migration Service
Yes! Transfer my WordPress website for me for only \$99.
Our experts can move an existing site to your new account for you!

Step #6: Finally, you'll need to fill in your personal details (name, address and phone number) and add your credit card details:

About you	
First name	Last name
Street address	

At the bottom of this screen, you can see the details of what you're purchasing. You should see at this point that your domain name is free:

What you're getting	
Promo code: DREAMSAVI	NGS50
DOMAIN aliventurestest.com	Free
WHOIS Domain Privacy	Free
Shared Hosting	\$119.40/yr
Promo savings	-\$50.00
WordPress free auto-install	Free
Current total:	\$69.40
🖨 Place order nov	v
Sign me up for offers, news, and ad	vice from DreamHost

Double-check that everything is correct before placing your order – particularly your chosen domain name.

Step #7: After placing your order, you should see this:



You can click "Continue to Your Web Panel" to login to Dreamhost.

Step #8: On the left hand side of your Dreamhost webpanel, click "Manage Domains". You should see your new website there – hurrah!

If you didn't already install WordPress during the setup process, you can do so by going to Domains \rightarrow One Click Installs:



Click "WordPress", then in the pop-up, select your domain and leave the other details as-is:



Click the "Install it for me now!" button.

Step #9: Dreamhost will send you a number of emails: some of these are quite techy, so feel free to glance at them for now (save them in case you need them in the future).

One email will ask you to verify your domain name – make sure you click the link in this, or your domain name will stop working in a couple of weeks' time. (See last week's module for more details on domain name verification.)

Step #10: Find the email from WordPress that has "Success installing WordPress on your site!" in the subject line. It looks like this:



Click the link (highlighted in red above).

Step #9: You'll be prompted to set a password. WordPress will automatically create a password for you, but you can edit it to something a bit more memorable.



You should now see this:



Step #10: Click the "Log in" link and enter your email address and password. (The email address will be the one you used to sign up for Dreamhost.) I'd also suggest checking the "remember me" box so that you don't need to login every single time you go to your site.



You should now see your WordPress dashboard. If you used Dreamhost's Deluxe Install of WordPress, you'll see a "WP Super Cache Warning" at the top of the dashboard: you can safely dismiss this.

🔞 🏠 Just another WordP	Press site 📮 0 🕂 New Delete Cache		
🕜 Dashboard 🗸	Dashboard		
Home Updates	WP Super Cache Warning!		
🖈 Posts	Your server is configured to show files and directories, which may expose sensitive data such as login cookies to attackers in th caching, consider moving the location of the cache directory on the Advanced Settings page.		
9 Media	If you just installed WP Super Cache for the first time, you can dismiss this message. Otherwise, you should probably refres		
📕 Pages	The logout link will log out all WordPress users on this site except you. Your authentication cookie will be updated, but you will		
Comments	Dismiss Logout		
🞬 WPForms			
🔊 Appearance			
😰 Plugins	A new, modern publishing experience is coming Take your words, media, and layout in new directions with Gute	SOON. mberg. the WordPress editor we're curr	
👗 Users			
🔑 Tools		Test the new editor today.	
It Settings	(+)	You can take Gutenberg for a spin (and sl	
Collapse menu		you'd like) before we officially release it, t You can help by <u>testing, filing bugs</u> , or co <u>repository</u> .	

Your website is now set up! Next, we'll look at giving it a name/title, adding and editing pages, and changing the theme (the design of your site).

Giving Your Website a Name

By default, your site will be called "Just Another WordPress Site". You can change this by going to Settings \rightarrow General:

6 2	Dashboard	General Settings	
*	Posts	Cite Title	Just another WordPress site
91	Media	Site litie	Just another wordPress site
	Pages	Tagline	Just another WordPress site
•	Comments		In a few words, explain what this site is about.
Ē	WPForms		
~	A	WordPress Address (URL)	http://www.aliluke.club
<i>•</i>	Appearance		
¥	Plugins	Site Address (URL)	http://www.aliluke.club
4	Users		Enter the address here if you want your site home page to be differ
æ	Tools		
Į†.	Settings (Email Address	ali@aliventures.com
	Settings .		This address is used for admin purposes. If you change this we will
Ger	neral		
Wri	ting	Membership	Anyone can register
Rea	ding		
Dis	cussion	New User Default Role	Subscriber 🔻
Me	dia		
Peri	malinks	Site Language	English (United States)
Priv	acy		
WP	Super Cache	Timezono	

You can then type in any site title you want, and any tagline you want (or you can simply leave the tagline blank). Make sure you scroll down and click the blue Save Changes button at the bottom of your page:

Reading		THE WEW, OLD UNIT
Discussion		Documentation on date and time formatting.
Media		
Permalinks	Week Starts On	Monday 🔻
Privacy		
WP Super Cache	Save Changes	
 Collapse menu 		

Note: if you don't see the new title when you go to your website, go to Settings \rightarrow WP Super Cache and set it to "Caching Off" while you're building your website. Caching speeds up your site, but it means that some changes don't always appear immediately. You can switch the caching back on once you've finished building your site.

Adding Pages to Your WordPress.org Website

Dashboard	Dashb	oard		
Home Updates	A ne	w, modern pu	Iblishing exp	perience is comin
🖈 Posts	lake y	our words, media	, anu layout in n	ew directions with du
93 Media				
📙 Pages	All Pages		(+)	
Comments	Add New		ĭ	
🗒 WPForms				
🔊 Appearance				
😰 Plugins				^
👗 Users		=		
🖋 Tools				
5 Settings				
Collapse menu		≣	99	P

To add a new page to your website, go to Pages \rightarrow Add New.

You should then see an "Add New Page" screen. Enter the title and text for your page:

Add New Page
Services
Permalink: http://www.aliluke.club/services/ Edit
Add Media
Paragraph \checkmark B I \coloneqq 46 \rightleftharpoons \doteq \doteq \checkmark \checkmark \blacksquare \blacksquare
This is where you type the text for your page.

The page's permalink (URL) should default to your site name plus the title of the page. You can change the end of the URL by clicking the "Edit" button next to it.

You can format the text for your page using the toolbar, e.g. to add bold or italic text, or to include a bullet-pointed list. To see additional formatting options, click the "Toolbar Toggle" button on the far right of the toolbar:



You can preview your page by clicking the "Preview" button on the right hand side. To make your page live, click "Publish":

Publish	
Save Draft	Preview
P Status: Draft Edit	
Visibility: Public Edit	
Publish immediately Edit	
Move to Trash	Publish

You can also update the existing pages on your website. By default,

WordPress will have created a draft "Privacy Policy" (not yet published), and a "Sample Page".

You can find these under Pages \rightarrow All Pages, and you can click on their titles to edit them ... or you can delete them completely if you prefer., by hovering your mouse over the title and clicking the "Trash" link:

🖚 Dashboard	Pages Add New
📌 Posts	All (3) Published (2) Draft (1)
9 Media	Bulk Actions Apply All dates Filter
📙 Pages 🗸	Title
All Pages Add New	Privacy Policy — Draft, Privacy Policy Page Edit Quick Edit Trash Preview
Comments	Sample Page

Changing the Theme of Your WordPress.org Website

By default, your website will look like this:

ALI LUKE, FREELANCE WR	
POSTS	
Hello world!	Search Q
Welcome to WordPress. This is your first post. Edit or delete it, then start writing!	RECENT POSTS
	Hello world!
	RECENT COMMENTS
	A WordPress Commenter on Hello world!

You can make it look completely different going to Appearance \rightarrow Themes in the sidebar:



There will be some themes preinstalled that you can choose from. Just hover your cursor over a theme and you can "Live Preview" or "Activate" it (if you activate it, your site will change to use that theme).

Here's my site using the "Argent" theme:

SAMPLE PAGE - SERVICES
ALI LUKE, FREELANCE WRITER
Hello world! POSTED ON OCTOBER 25, 2018
Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

If you want more themes to choose from, you can add new themes by clicking the "Add New" button and then searching for a word like "writing" or freelancing":

2 Dashboard	Add Themes Upload Theme		Help 🔻
Posts ¶] Media	93 Featured Popular Latest Favorites 🔅 Feature Filter		writing
Pages Comments	Brown Alter BLOG WRITING	NATES In: JACKTON LAW - Spilar can 4	EXPLORE THE WORLD
WPForms	MORL THAN A THOUSANDS WAY OF SHARING		La base lat
Themes Customize			
Menus Header		Hi, I am Writings Demogram date of anti-consolitat advances of Consolitation and and anticipation of the American Consolitation and and anticipation of the American	
Background Editor	Blog Writing	Writings	ElegantWriting
😰 Plugins			
📥 Users	Bhally Sun	🖌 Writing	The Stations and the set begins - second berry
🔑 Tools		M Board	
Settings	Albiting Com	Blas Inside, Sky is Blue, Ocean is Blue	
Collapse menu	torung gen	A LEGAL COLOR	

You can also "Upload" a theme that you've downloaded from a third-party site (either free or, more likely, for a fee). Premium paid-for themes often include lots of extra features that don't come as standard with WordPress.

When you change theme, the *content* of your site – the text you have on the pages – will stay the same. The fonts, colours and layout will change, though. You can always switch straight back to the theme you were using before if you don't like the new one.

You can also click on Appearance \rightarrow Customize in the sidebar to make changes to your site: you can change the colours, images, fonts, and so on, and you'll see a preview of the changes as you make them:

X You are customizing	Published	SAMPLE PAGE · SERVICES
Ali Luke, Freelance W	'riter	
Active theme Argent	Change	
Site Identity Colors	>	ALI LUKE, FREELANCE WRITER
Header Image	>	
Background Image	>	
Menus	>	
Widgets	>	
Homepage Settings	>	
Theme Options	>	Hello world!
Additional CSS	>	POSTED ON OCTOBER 25, 2018 Welcome to WordPress. This is your first post. Edit or delete it, then start writing

If you get stuck at any point with setting up your website, or if you want to do something extra (like adding a contact form) but you're not sure how – just ask in our Facebook group:

facebook.com/groups/startfreelancing2018

Your Module #3 Assignment

ASSIGNMENT

Your assignment this week is to set up your website, using WordPress.com, WordPress.org, or any other tool of your choice. It's fine if it's a single page!

If you don't yet feel ready to create even a single page website, you can set up a free "test" site on WordPress.com (by opting for the free plan and a free domain like *aliluke.wordpress.com*).

Once you've completed the assignment (or done as much of it as you're going to manage this week), come and "check in" on Facebook and you'll get your reward stamp for Week 3. If you're willing to, please tell us what you did and how you got on.

facebook.com/groups/startfreelancing2018/learni ng_content/?filter=2191416481148006

If you prefer not to use Facebook, you can email me (ali@aliventures.com) with "Module #3 check in" or similar in the subject line.

Module #3: Further Reading

All of the further reading is optional, but if you want to find out more about something we've covered, it's highly recommended! If you find other useful resources, you're very welcome to share them in our Facebook group.

<u>WordPress.com vs WordPress.org – Which is Better (Comparison Chart)</u>, WPBeginner

This article runs through the key differences between WordPress.org and WordPress.com, giving a fairly balanced look at them – though it's clear that WPBeginner think that WordPress.org is the better option.

A Step-by-Step Guide to Setting Up Your Freelance Writer Website, Tal Valante, The Write Life

While this is a fairly high-level overview, there are some good tips here, and some thoughts on going a bit further with your website – e.g. by setting up a mailing list.

How to Create a Freelance Writer Website, Bamidele Onibalusi, Writers in Charge

If you're not sure *why* you need a website, Bamidele includes some compelling reasons here – plus detailed advice on what to include on your website, with an emphasis on making sure you're clearly communicating what you can offer to your clients.

What's Coming Up Next Week:

Well done on reaching the end of this week's module. Remember, if you have questions at any point, please do ask in our Facebook group. If it's something you'd prefer to discuss privately, you can send me a message via the Facebook group or you can email me at <u>ali@aliventures.com</u>.

Here's what to expect in Module 4:

MODULE 4:	Next week, from Monday 5 th November, we'll look at how you can start getting experience so you have examples of your work to link to or to include on your website.
	We'll also cover testimonials – nice things that clients have said about you and your work – and how to encourage these.
	As well as this, we'll look at some different options for showcasing your work and your testimonials on your website, or on your social media platforms.