



# Six Ways WordPress Can Make Your Website Cheap, Fast and Easy

Presented by Michelle Shaeffer  
[The Small Business Muse](#)

# What is WordPress?



More than just a blog:

- regular "website"
- photo gallery or portfolio
- social networking site
- ecommerce shop
- and much more!

WordPress can power your whole website, with or without a blog!

Websites Using WordPress (could you tell?):

- [Wall Street Journal Magazine](#)
- [The Ford Story](#)
- [Network Solutions](#)
- [Senator Jim DeMint](#)

Source: <http://www.problogdesign.com/inspiration/30-great-sites-using-wordpress-as-a-cms/>



# 1. Save Money on Startup

WordPress is free, many plugins are free, many templates are free.

Having control of your own website is priceless!

Investments:

- You need to purchase a domain name (about \$10/year)
- You need to purchase website hosting (\$5-10/month)

To setup WordPress:

- Choose a host who offers Fantastico
- Login to your cPanel, click to Fantastico, click to Wordpress
- Login to Wordpress and start building your site

You don't need to pay installation or setup fees. You don't need to pay a designer to create your website.



## 2. Do it Yourself Updates

Save money on maintenance after your website is live:

- You can add your own new pages or edit existing pages.
- Want a gallery? Just add a gallery plugin and upload your photos.
- Tired of the design or colors? Moving your business in a different direction or rebranding? Choose a new template and activate it.



## 3. Great Support & Extensions

### Free support community

- [Support Forum](#)
- [Documentation](#)
- [Video Tutorials](#)

### Free & low-cost professional themes

- [Free Theme Directory](#)
- [ThemeForest](#)
- [Studio Press](#)
- [Thesis Theme](#)
- or search "free wordpress theme"

### Free extensions and plugins

- [WordPress Plugin Directory](#)



## 4. Grows With You

### Content Updates

- Virtual Assistants love WordPress
- VAs are generally cheaper than designers

### Site Design Updates

- Designers can create templates for WordPress
- Your new template can be added easily (no redoing content or copying over pages into a new site)
- When you're ready for a custom professional design, it's a smooth and easy transition

### Adding Features

- Need a new feature? Find a plugin!
- No plugin yet, a programmer can create one for you



# 5. Networking/Promotion Tools

One of the biggest challenges for small business websites is attracting traffic & getting noticed. WordPress makes it easier!

Allow others to promote your site:

- [ShareThis](#) or [Sociable](#)

Easier to promote your own site:

- Offer readers RSS and delivery by email with [Feedburner](#)
- Easy to add new content and keep things fresh
- Confidence that you can update as needed (no working around other people's schedules for new product or service launches or sales)

It promotes itself for you:

- Ping when you add content
- Syndicate your content to social networks
- Search engine friendly (permalinks)



## 6. Built in Interactivity

Most HTML websites offer only information to the visitor, but very little interaction.

With Wordpress, visitors can:

- subscribe to be notified when new content is added
- leave a comment and share their thoughts
- easily send a page or post to a friend
- share your content on social networks

You can also offer:

- link directories
- allow visitors to submit posts/articles
- add mybloglog or twitter streams
- lifestream
- and other features for additional interaction





# Multiple Income Streams

## Sell Your Own Products/Services

- Third Party Hosted: [e-Junkie](#), [Payloadz](#), [Mal's Ecommerce](#)
- Wordpress Plugins: [Wordpress E-Commerce](#)

## Ad Google Adsense or Other Ad Networks

- Use "widgets" to easily add your code to your site pages

## Sell Banner Ad Spots

- [WP125](#) for banner image ads
- [Text Link Ads](#) for text ads
- [AdMangler](#) is more flexible & powerful but still in development phase

## Promote Affiliate Products

- Since you can easily add a new page or post, you can promote other people's products as an affiliate. Cool plugin tip: [Go Codes](#)

# Get Started!

Three Steps to Get Your Website Online:

1. Get Your Domain + Hosting
2. Install WordPress
3. Build Your Site

Download free resources to help you: [Resource Page](#)

You're invited to the Be Your Own Super Hero! Workshop

