WORDPRESS: HOW TO START

A Practical Step-by-Step Guide to Building Professional Websites



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WORDPRESS BASICS • WEBSITE DESIGN • SEO • PERFORMANCE • SECURITY

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This book is an educational guide for beginners and intermediate WordPress users. WordPress is open-source software. WordPress and its trademarks belong to their respective owners.

The instructions in this book describe common WordPress workflows. Dashboard options may differ depending on your WordPress version, theme, hosting company, and installed plugins.

No ranking, income, security, or performance result is guaranteed. Always back up a website before making major changes.

About the Author

Muhammad Saeed is the Founder and CEO of Micro Tech Sols. His professional work includes WordPress website development, PHP development, SEO, content writing, and digital marketing.

Through Micro Tech Sols, he aims to help students, business owners, freelancers, and professionals learn practical digital skills. His teaching approach focuses on learning by doing: creating real websites, solving problems, and developing skills that can be used in professional projects.

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Introduction

Welcome to the world of WordPress! Do you want to create your own website but do not know where to start? Perhaps you want to build a business website, personal portfolio, blog, online store, or a website for a client.

WordPress can help you achieve these goals. You do not need to be an expert programmer to create a professional website. With the right knowledge and regular practice, you can build and manage websites using WordPress.

This book guides you through the process, starting with the basics and moving towards practical website development.

By the end of this book, you will understand how to:

- Register a domain name and choose web hosting.
- Install and configure WordPress.
- Choose and customize themes.
- Create pages and blog posts.
- Install and manage plugins.
- Build business websites and online stores.
- Apply basic SEO and improve website performance.
- Secure, back up, and maintain websites.

The best way to learn WordPress is to practice every lesson on your own website.

Chapter 1: What Is WordPress?

WordPress is a popular content management system (CMS) that allows people to create and manage websites. A CMS makes it easier to publish and organize website content without writing every line of code manually.

What can you build with WordPress?

- Business websites
- Personal portfolios
- Blogs and news websites
- Educational websites
- E-commerce stores
- Membership websites
- Online directories
- Landing pages

Why learn WordPress?

- It is flexible and can support many types of websites.
- It has a large collection of themes and plugins.
- It can be extended with PHP, CSS, HTML, and JavaScript.
- It provides tools for managing pages, posts, media, and users.
- It has a large learning and support community.

WordPress.com vs WordPress.org

Feature	WordPress.com	WordPress.org (self-hosted)
Hosting	Managed platform	You arrange hosting
Maintenance	Platform handles much of it	You manage updates and maintenance
Customization	Depends on plan	Greater control
Plugins	Depends on plan	Install compatible plugins
Best suited for	Managed website setup	More control and flexibility

For this book, we mainly use self-hosted WordPress from https://wordpress.org/.

Chapter 2: What Do You Need Before Starting?

Before creating a website, prepare three important things: a domain name, web hosting, and an SSL certificate.

1. Domain name

A domain name is your website's address on the internet. Examples include google.com, wordpress.org, and microtech-sols.com.

Choose a domain that is easy to remember and spell, related to your business or project, and professional. Check that the name is available before purchasing it.

2. Web hosting

Web hosting stores your website files and database and makes them available online. When someone visits your website, the hosting server delivers the required content.

Before purchasing hosting, review server reliability, storage, bandwidth, backups, support, security, PHP support, and database compatibility.

3. SSL certificate

SSL helps protect the connection between your website and visitors. A website using HTTPS has an encrypted connection. Always configure HTTPS and check that your pages load securely.

WordPress publishes current server requirements. At the time this guide was prepared, its recommended environment included PHP 8.3 or newer, MariaDB 10.11 or newer or MySQL 8.4 or newer, and HTTPS. Check the current requirements before buying hosting: https://wordpress.org/about/requirements/.

Practical task

- Choose a domain name.
- Compare suitable hosting providers.
- Confirm WordPress compatibility.
- Check that HTTPS is available.

Chapter 3: How to Install WordPress

Many hosting companies provide an automatic WordPress installer. Manual installation is also possible.

Method 1: Hosting control panel

1. Log in to your hosting account.
2. Open the hosting control panel.
3. Find the WordPress installer. Its name may differ by provider.
4. Choose your domain name.
5. Enter your website title.
6. Create an administrator username and a strong, unique password.
7. Enter an administrator email address.
8. Start the installation and wait for it to finish.

Your dashboard address usually looks like https://yourdomain.com/wp-admin/. Use your administrator login details to access it.

Method 2: Manual installation

1. Download WordPress from https://wordpress.org/.
2. Create a database and database user in your hosting panel.
3. Upload the WordPress files to the correct website directory.
4. Configure the database connection using the installation process.
5. Open your domain in a browser.
6. Follow the setup instructions and create the administrator account.

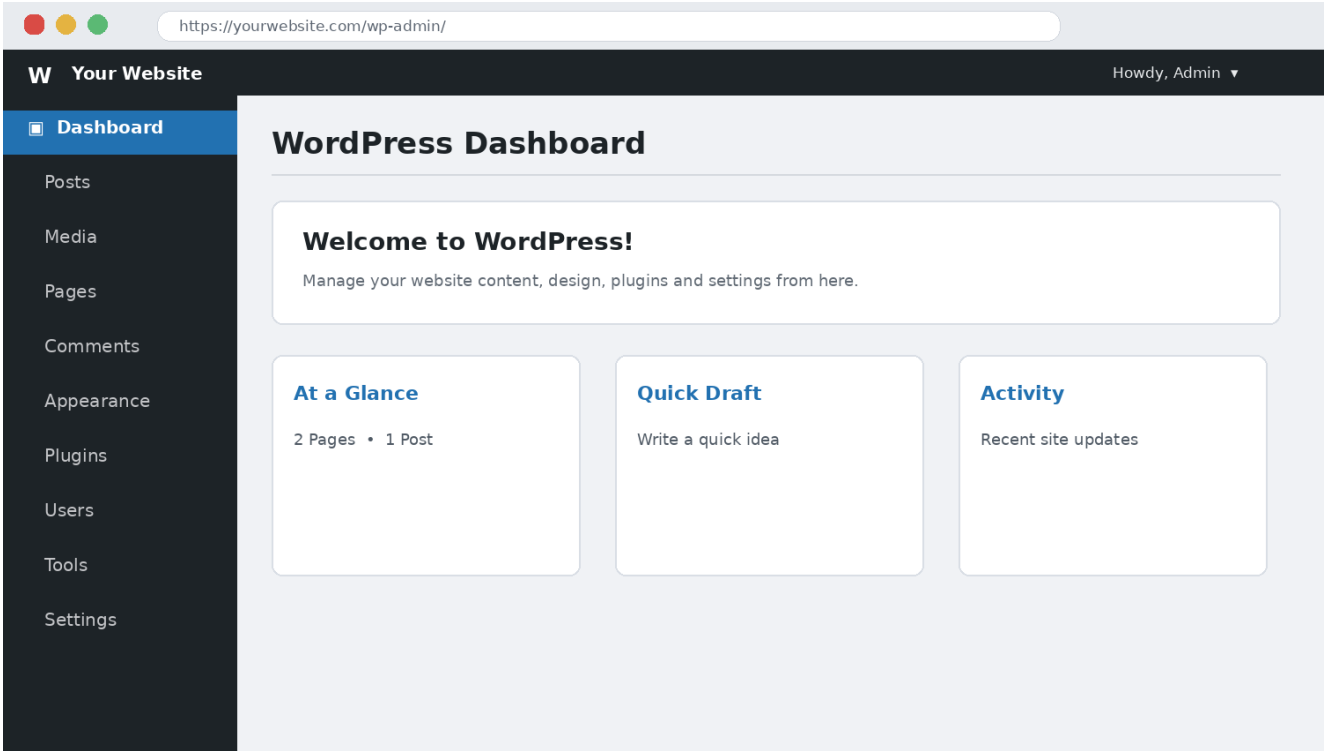
Use secure database credentials and follow your hosting provider's file-permission guidance.

Practical task

Install WordPress on a domain or private practice environment. Log in and explore the dashboard.

WordPress Dashboard

Illustrative screenshot: The dashboard is the control center for managing your WordPress website.



Practice: Open your WordPress dashboard and follow the matching steps in the chapter. Your screen may look slightly different depending on your WordPress version, theme, hosting provider, and installed plugins.

Note: This is an original instructional interface illustration, not a live screenshot from your website.

Chapter 4: Understanding the WordPress Dashboard

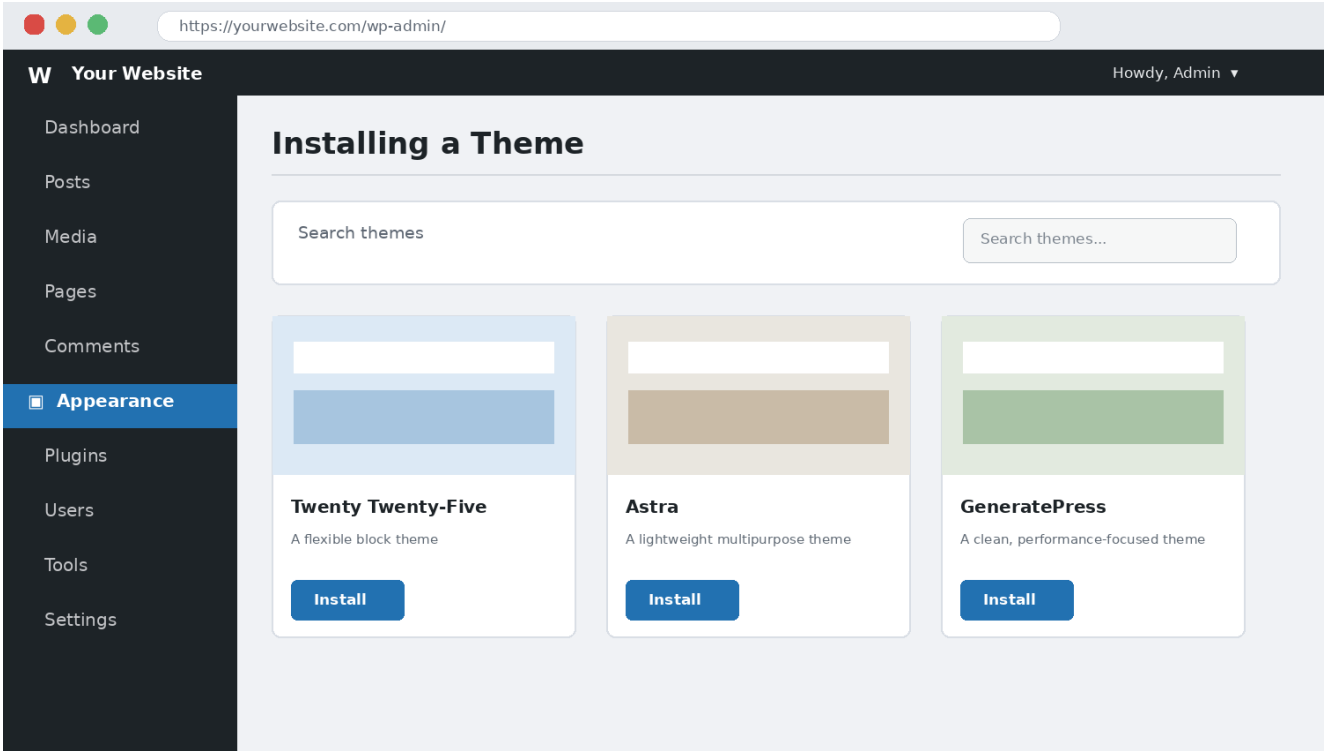
The WordPress dashboard is the control center of your website. Its left-side menu provides access to the main management areas.

Dashboard section	What it does
Dashboard	Shows an overview, activity, updates, and site health.
Posts	Publishes blog articles, news, and regular updates.
Pages	Creates evergreen pages such as About, Services, and Contact.
Media	Stores images, documents, and other uploaded files.
Appearance	Controls themes, menus, widgets, and site design, depending on the theme.
Plugins	Adds features such as forms, SEO tools, and caching.
Users	Manages accounts and user roles.
Settings	Contains important website configuration options.

Explore the dashboard carefully before installing many plugins or changing advanced settings.

Installing a Theme

Illustrative screenshot: Search for a suitable theme, review its details, then install and activate it.



Practice: Open your WordPress dashboard and follow the matching steps in the chapter. Your screen may look slightly different depending on your WordPress version, theme, hosting provider, and installed plugins.

Note: This is an original instructional interface illustration, not a live screenshot from your website.

Chapter 5: Choosing and Installing a WordPress Theme

A WordPress theme controls the design and layout of your website. It affects how visitors see your website on desktop, tablet, and mobile devices.

How to install a theme

1. Open your WordPress dashboard.
2. Go to Appearance and select Themes.
3. Click Add New Theme.
4. Search for a theme that suits your project.
5. Review its details and compatibility.
6. Click Install, then Activate.

You can also upload a theme ZIP file obtained from a trusted developer.

How to choose the right theme

- Mobile responsiveness
- Performance and clean code
- Design flexibility
- Accessibility
- Compatibility with required plugins
- Regular updates and developer support

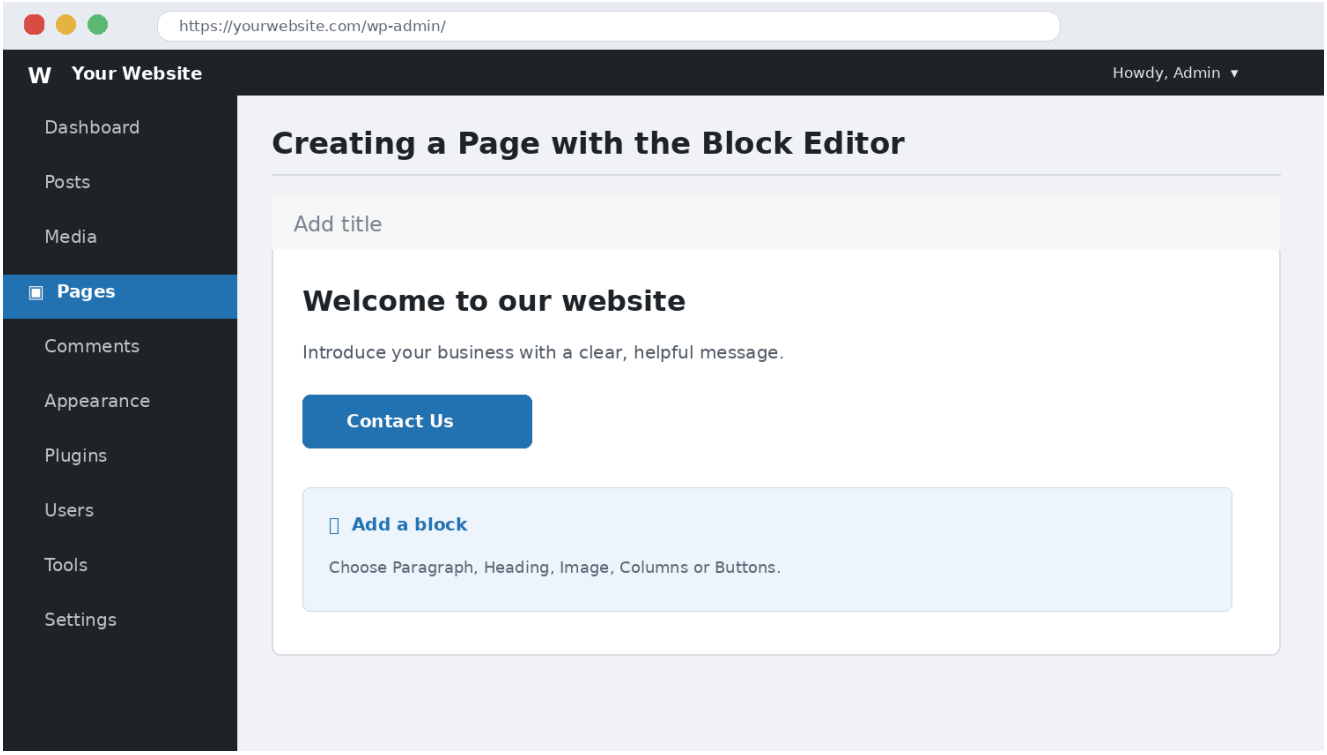
For a beginner, start with a simple theme. Avoid themes that add many unnecessary animations, scripts, or design features.

Practical task

Install a theme and customize your logo, colors, typography, header, footer, and homepage layout.

Creating a Page with the Block Editor

Illustrative screenshot: Add a title, insert blocks, preview the page, and publish when it is ready.



Practice: Open your WordPress dashboard and follow the matching steps in the chapter. Your screen may look slightly different depending on your WordPress version, theme, hosting provider, and installed plugins.

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Chapter 6: Creating Pages and Blog Posts

Pages and Posts are two important content types in WordPress. Pages are commonly used for information that does not change often. Posts are commonly used for articles and updates.

How to create a page

1. Open the dashboard and select Pages.
2. Click Add New Page.
3. Enter a page title and add your content.
4. Insert relevant images or other blocks.
5. Preview the page.
6. Click Publish when it is ready.

Common business website pages

Page	Purpose
Home	Introduces the business and guides visitors.
About Us	Explains the company, team, or background.
Services	Describes products or services offered.
Portfolio	Shows examples of previous work.
Blog	Publishes useful articles and updates.
Contact Us	Helps visitors contact the business.
Privacy Policy	Explains how personal information is handled.

How to create a blog post

1. Go to Posts and click Add New Post.
2. Enter a clear article title.
3. Write useful, original content.
4. Organize the article with headings and lists.
5. Add relevant images.
6. Choose an appropriate category.
7. Set a featured image if suitable.
8. Preview and publish the post.

Practical exercise: create Home, About Us, Services, Blog, and Contact Us pages, then publish your first article.

Chapter 7: Understanding the Gutenberg Block Editor

Gutenberg is the WordPress Block Editor. It lets you build content using separate blocks instead of putting everything into one large text area.

Block	Purpose
Paragraph	Writes normal text.
Heading	Adds section headings.
Image	Inserts an image.
Gallery	Displays multiple images.
List	Creates bullet or numbered lists.
Columns	Arranges content in columns.
Buttons	Adds clickable calls to action.
Cover	Creates a section with a background image or color.
Video	Embeds supported video content.

How to add a block

1. Open a page or post.
2. Click the plus (+) icon.
3. Search for the block you need.
4. Select it and add your content.
5. Adjust the block settings and preview the result.

Example homepage layout

• Hero section: a clear headline, short description, and contact button.

• About section: a short introduction to the company.

• Services section: the main services offered.

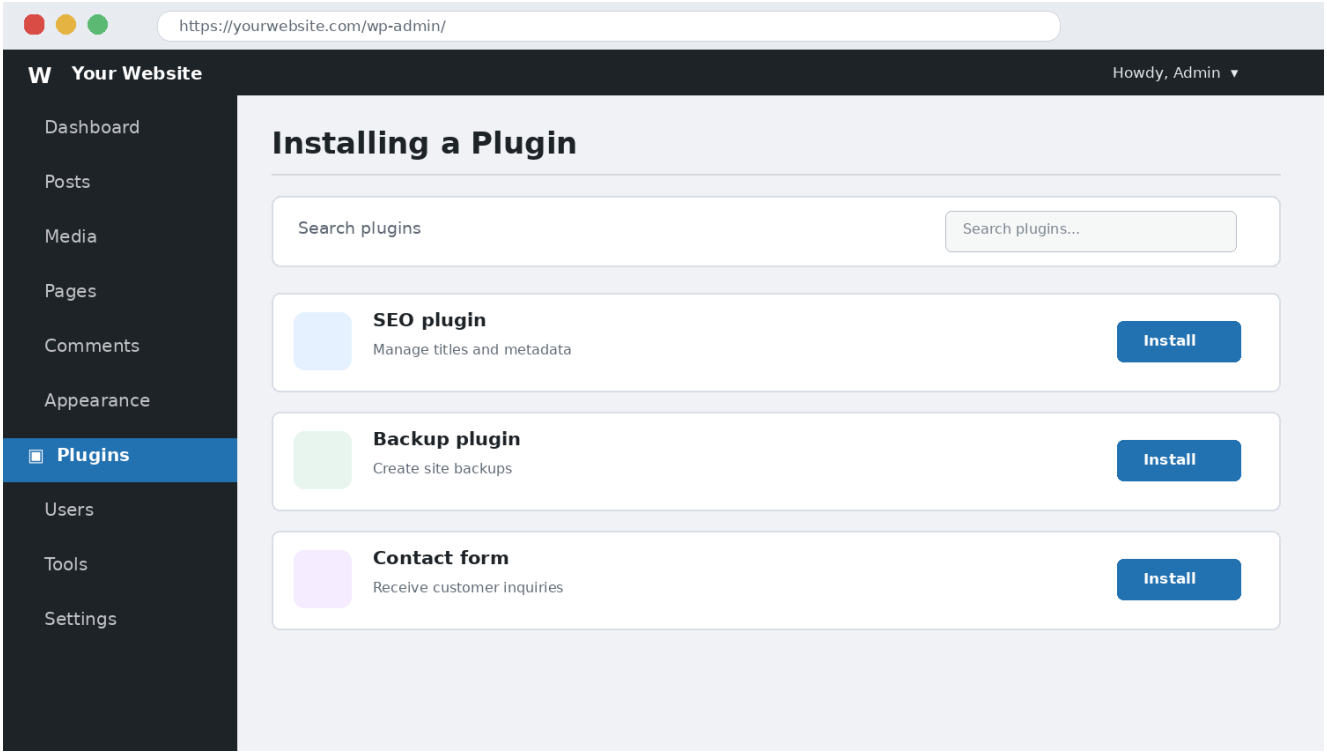
• Portfolio section: examples of completed work.

• Testimonials: genuine customer feedback.

• Contact section: contact details and an inquiry form.

Installing a Plugin

Illustrative screenshot: Search for a plugin, check its quality and compatibility, then install only what you need.



Practice: Open your WordPress dashboard and follow the matching steps in the chapter. Your screen may look slightly different depending on your WordPress version, theme, hosting provider, and installed plugins.

Note: This is an original instructional interface illustration, not a live screenshot from your website.

Chapter 8: Installing and Managing Plugins

Plugins extend WordPress with extra features. They can add contact forms, SEO tools, backups, caching, and online shopping features. Too many plugins, or poorly maintained plugins, can create performance, security, and compatibility problems.

How to install a plugin

1. Open the dashboard and select Plugins.
2. Click Add New Plugin.
3. Search for the plugin you need.
4. Review its description, developer, reviews, and compatibility.
5. Click Install Now, then Activate.

For premium plugins, follow the developer's installation instructions.

Common plugin categories

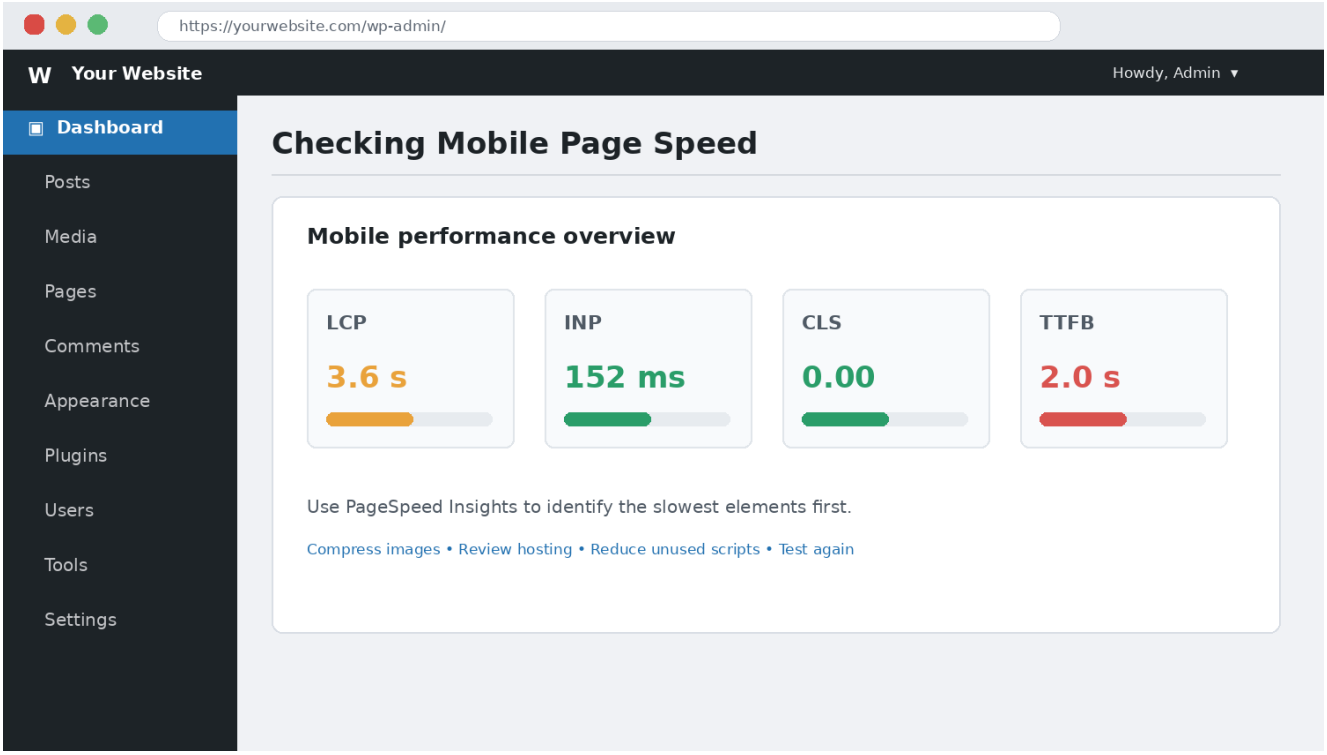
Category	Purpose
SEO	Helps manage SEO-related settings.
Security	Adds website protection features.
Backup	Creates copies of website files and database.
Caching	Can reduce page loading work.
Contact forms	Collects customer inquiries.
E-commerce	Adds online store functionality.
Image optimization	Reduces image file sizes.

Plugin safety checklist

- Check whether the plugin is actively maintained.
- Read recent reviews and support information.
- Check compatibility with your WordPress version.
- Download plugins from trusted sources.
- Avoid multiple plugins that perform the same task.
- Update plugins and remove those you no longer need.

Checking Mobile Page Speed

Illustrative screenshot: Review PageSpeed Insights metrics and prioritize the largest real bottlenecks.



Practice: Open your WordPress dashboard and follow the matching steps in the chapter. Your screen may look slightly different depending on your WordPress version, theme, hosting provider, and installed plugins.

Note: This is an original instructional interface illustration, not a live screenshot from your website.

Chapter 9: Creating Menus, Headers and Footers

Navigation helps visitors find information. Keep the main menu short, clear, and easy to use.

Example: Home | About | Services | Portfolio | Blog | Contact

Classic themes

1. Open Appearance and select Menus.
2. Create a new menu.
3. Add pages or custom links.
4. Arrange the menu items.
5. Choose the menu location, if available.
6. Save the menu.

Block themes

1. Open Appearance and select Editor.
2. Open the Navigation block or template part.
3. Add, remove, or rearrange menu items.
4. Save your changes.

What can a footer include?

• Company name and a short description

• Important website links

• Contact information

• Social media links

• Copyright information

• Privacy Policy link

Always test the menu and footer on mobile devices.

Chapter 10: Building Your First Business Website

This project brings together the skills covered so far. Imagine you are creating a website for a digital marketing company.

Step 1: Plan the website

Write down the purpose of the website. Example: “Our company provides SEO, website development, and digital marketing services to businesses.”

Step 2: Select a theme

Choose a responsive theme that suits the project and does not add unnecessary features.

Step 3: Create the pages

Create Home, About, SEO Services, Website Development, Blog, and Contact pages.

Step 4: Design the homepage

- Write a clear headline and short introduction.
- Describe the main services.
- Show genuine portfolio examples.
- Include genuine customer testimonials, if available.
- Provide clear contact options.

Step 5: Add a contact form

Install a reputable contact form plugin and create fields such as name, email, phone number, service required, and message. Test the form and email delivery before launch.

Step 6: Check mobile responsiveness

Test navigation, images, text, buttons, forms, and page layout on different screen sizes.

Practical assignment: build a complete five-page business website. Use original content and branding.

Chapter 11: Creating an Online Store with WooCommerce

WooCommerce is a widely used e-commerce solution for WordPress. It can help you create a store and manage products and orders.

What can you sell?

Examples include physical products, digital downloads, clothing, electronics, books, and accessories, subject to applicable laws and payment-provider rules.

How to get started

1. Install and activate WooCommerce.
2. Follow its setup process.
3. Enter your store details.
4. Add products and product images.
5. Configure shipping where needed.
6. Set up supported payment methods.
7. Test the cart and checkout process.

Important store pages

- Shop
- Cart
- Checkout
- My Account
- Contact
- Privacy Policy
- Refund and Return Policy

Product information

A product listing should include a clear name, useful description, price, image, category, stock information where relevant, and shipping details where applicable.

Test your store before allowing real customers to place orders.

Chapter 12: WordPress SEO – How to Improve Google Rankings

SEO stands for Search Engine Optimization. It helps search engines understand your website and can help people find your pages when they search for relevant information. SEO takes time; no plugin or technique can guarantee a first-page ranking.

1. Keyword research

Keyword research helps you understand what people search for. A website developer in Faisalabad might create useful pages around topics such as WordPress development in Faisalabad, business website development, and WordPress website maintenance. Choose terms that match your actual services and audience.

2. Optimize page titles

Write a clear, descriptive title for each important page. Example: “WordPress Website Development Services in Faisalabad.”

3. Write useful meta descriptions

A meta description summarizes a page for search users. Example: “Explore professional WordPress website development services for businesses, including responsive website solutions and ongoing support.”

4. Use a clear heading structure

Use H1 for the main page heading and H2 and H3 for sections and subsections. Use headings to organize information, not only to change text size.

5. Optimize images

Use descriptive file names, suitable image dimensions, and modern formats such as WebP or AVIF when supported. Add helpful alt text when an image communicates information. Example: “WordPress business website displayed on a laptop.”

6. Create internal links

Link related pages when it helps visitors. For example, an article about WordPress development can link to a relevant website development service page.

7. Publish helpful content

Create original content that answers real questions. Avoid copying articles from other websites.

8. Use Google Search Console

Google Search Console helps website owners review search performance, submit sitemaps, inspect URLs, monitor indexing, and identify some technical issues. Official website: https://search.google.com/search-console/.

Chapter 13: Website Speed Optimization

Website speed affects visitor experience. A slow website can make visitors leave before they find the information they need.

Practical optimization techniques

- Choose hosting with reliable server performance.
- Use a lightweight theme and avoid unnecessary features.
- Compress images and use WebP or AVIF where suitable.
- Enable page caching using a solution compatible with your server.
- Optimize CSS and JavaScript carefully.
- Consider a CDN for static files and visitors in different regions.
- Remove plugins that are no longer needed.

Test your website

- Google PageSpeed Insights: https://pagespeed.web.dev/
- GTmetrix: https://gtmetrix.com/
- WebPageTest: https://www.webpagetest.org/

Core Web Vitals targets

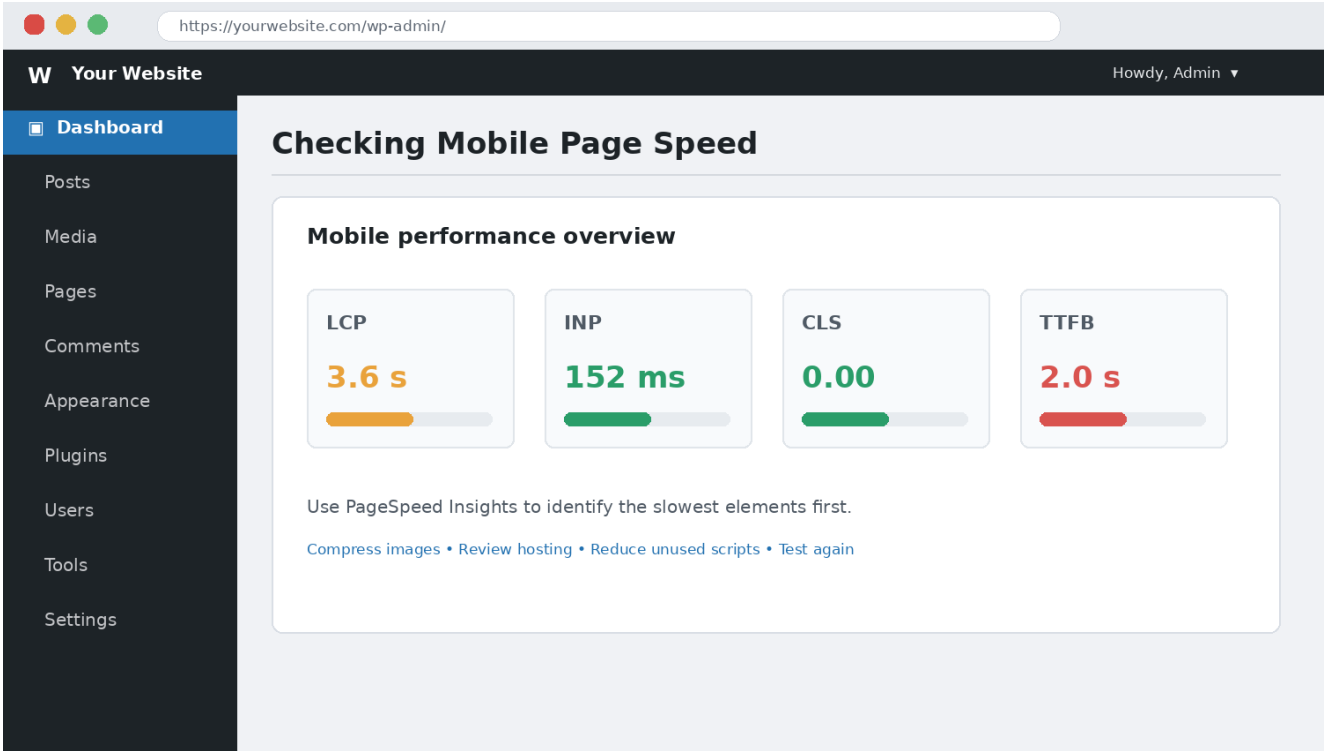
Metric	Good target
Largest Contentful Paint (LCP)	2.5 seconds or less
Interaction to Next Paint (INP)	200 milliseconds or less
Cumulative Layout Shift (CLS)	0.1 or less

Run tests before and after changes. Test mobile and desktop, and investigate the specific opportunities and diagnostics rather than changing every setting at once.

Important: create a backup before changing caching, CSS, or JavaScript settings. Test forms, menus, and other interactive features after each change.

Checking Mobile Page Speed

Illustrative screenshot: Review PageSpeed Insights metrics and prioritize the largest real bottlenecks.



Practice: Open your WordPress dashboard and follow the matching steps in the chapter. Your screen may look slightly different depending on your WordPress version, theme, hosting provider, and installed plugins.

Note: This is an original instructional interface illustration, not a live screenshot from your website.

Chapter 14: WordPress Security and Backups

Security is important for every website. A website may contain business information, customer inquiries, user accounts, and important content.

Basic security practices

1. Use strong, unique passwords.
2. Enable HTTPS.
3. Keep WordPress updated.
4. Update themes and plugins.
5. Remove unused plugins and themes.
6. Use appropriate user permissions.
7. Avoid sharing administrator accounts.
8. Monitor suspicious login activity.
9. Use reputable security tools.
10. Create regular backups.

Why are backups important?

A backup is a copy of your website files and database. It may help you recover after accidental deletion, a failed update, a technical problem, or a security incident.

Keep backups in a separate, secure location and periodically test that they can be restored. Always create a backup before major changes or updates.

Chapter 15: WordPress Maintenance

Creating a website is only the beginning. Regular maintenance helps keep it working properly.

Weekly maintenance checklist

- Check that the website is available.
- Review important contact forms.
- Check security alerts.
- Review relevant plugin and theme updates.
- Check important links and pages.
- Confirm that backups are running.

Monthly maintenance checklist

- Review website performance.
- Check Google Search Console.
- Review website traffic and important landing pages.
- Update outdated content.
- Check mobile responsiveness.
- Review unused plugins and themes.
- Periodically test backup restoration.

Avoid updating a live website without a suitable backup and testing plan.

Chapter 16: Common WordPress Problems and Solutions

Problem 1: White screen or critical error

Possible causes include a plugin conflict, theme problem, PHP error, or resource limit. Check hosting error logs and recent changes. Where possible, use a staging environment to test themes and plugins.

Problem 2: 404 Page Not Found

A permalink or server rewrite configuration may be involved. Open Settings, select Permalinks, review the structure, and save it. If the issue continues, check the server rewrite rules or ask your host for help.

Problem 3: Website is slow

Possible causes include slow hosting, large images, unnecessary plugins, unoptimized scripts, or database issues. Run PageSpeed Insights and investigate the specific problems before making changes.

Problem 4: Cannot log in

Check your login details, browser cookies, and hosting security logs. Use the official password reset process if needed. Avoid sharing administrator credentials.

Problem 5: Changes are not showing

Browser cache, page cache, or CDN cache may be showing an older version. Clear the relevant cache and reload the page. Check that you are editing the correct page or template.

For any serious error, make a backup before troubleshooting and contact your hosting provider or a qualified developer if needed.

Chapter 17: Introduction to HTML, CSS and PHP

WordPress makes website development easier, but learning basic coding can help you build more advanced websites.

HTML: webpage structure

HTML defines the structure of a webpage. Example:

```
<h1>Welcome to My Website</h1>
<p>This is my first WordPress website.</p>
```

CSS: visual appearance

CSS controls how website elements look. Example:

```
h1 {
  color: #1455a0;
  font-size: 32px;
}
```

PHP: server-side functionality

PHP is a server-side programming language used by WordPress. Example:

```
<?php
echo "Welcome to WordPress Development!";
?>
```

JavaScript: interaction

JavaScript can add interactive features to a website. Example:

```
document.querySelector("h1").textContent =
  "Welcome to My Website";
```

Learn these languages gradually. Do not edit live theme files without a backup. Use a child theme or a development environment for custom changes.

Chapter 18: How to Start Freelancing with WordPress

WordPress skills can be used in personal projects, employment, and freelance work. Once you understand the basics, begin building a portfolio.

Services you can learn to offer

- WordPress website development
- Business website design
- Blog development
- WooCommerce store setup
- Website redesign
- WordPress maintenance
- Website speed optimization
- Basic technical SEO

Only offer services you can confidently deliver.

Build a portfolio

Create at least three demonstration projects: a business website, a personal portfolio, and a blog website. For each project, explain its purpose, technologies, features, your role, and provide screenshots or a working demonstration.

Find potential clients

Build professional relationships through your own website, professional networking, local business connections, referrals, and relevant freelance opportunities.

Communicate clearly

Before starting a project, understand the client's requirements, website purpose, required pages, design preferences, available content, deadline, and delivery requirements. Clear communication helps avoid misunderstandings.

Chapter 19: Your First 30-Day WordPress Learning Plan

Use this plan to practice WordPress step by step. Spend time on each topic instead of rushing to finish the schedule.

Days	Learning topic	Practical work
1–3	WordPress basics	Understand what WordPress does.
4–5	Domain and hosting	Plan a website and hosting setup.
6–8	Installation	Install WordPress.
9–11	Dashboard	Explore major dashboard sections.
12–14	Themes	Install and customize a theme.
15–17	Pages and posts	Create website content.
18–20	Gutenberg	Build homepage sections.
21–22	Plugins	Add required website features.
23–24	Navigation	Complete menus and links.
25–26	SEO	Optimize titles and content.
27–28	Speed and security	Run basic checks.
29–30	Final project	Publish your first website.

Chapter 20: Final Practical Project

Your final assignment is to create a complete WordPress business website. This project checks whether you can apply the skills covered in this book.

Project requirements

- A professional homepage
- An About page
- A Services page
- A Contact page
- A Blog page
- A responsive navigation menu
- A working contact form
- A professional logo
- An SEO-friendly page structure
- Optimized images
- HTTPS
- A backup solution

Project evaluation

Task	Marks
WordPress installation	10
Theme selection and customization	10
Homepage design	15
Page creation	15
Navigation	10
Contact form	10
SEO setup	10
Speed optimization	10
Security and backup	10
Total	100

Try to complete the project independently. When you face a problem, investigate it, test possible solutions, and learn from the process.

Conclusion

WordPress is a useful platform for learning website development and building an online presence. You have learned the basic steps of creating a website, from choosing a domain name to publishing a professional website.

Learning does not end here. Continue improving your skills in website design, WordPress customization, PHP development, HTML and CSS, JavaScript, SEO, website performance, security, and e-commerce development.

Learning WordPress is not about memorizing every feature. It is about understanding how websites work and learning how to solve real problems.

Start with a simple project, practice regularly, and keep improving.

Recommended learning resources

- WordPress Documentation: wordpress.org/documentation
- Learn WordPress: learn.wordpress.org
- Beginner WordPress User Course: official beginner course
- Installation Guide: WordPress installation guide
- Developer Resources: developer.wordpress.org
- Theme Handbook: WordPress Theme Handbook
- Plugin Handbook: WordPress Plugin Handbook

About Micro Tech Sols

Micro Tech Sols provides digital services and practical learning opportunities in website development, SEO, content writing, and related digital skills. Its aim is to help individuals and businesses develop their online presence through useful digital solutions.

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Build. Learn. Practice. Grow.