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A NEW CHALLENGE

# Prepare for WordPress

Get ready to be in control of growing your business!

We will provide you with a website that **YOU** can update, which is powered by the popular Content Management System (called a “CMS”) called **WordPress** (see [www.wordpress.org](http://www.wordpress.org) for details). This is free software, which is constantly evolving to meet the changing face of the Internet.

WordPress is excellent but requires updating to **maintain security and improvements** as they are released. WordPress and its plugins (sub-programs) can be updated for no charge from within your Dashboard (your Control Panel) but your “theme” (template) will need to be periodically updated by a professional. We are happy to do that for a fee.

As outstanding and empowering as it is, it is important to prepare yourself for new challenges and potential pitfalls.

FOR PREPERATION YOU NEED:

- ✓ An ability to navigate around your computer and organize files is required. Experience with social media is a plus.
- ✓ Access to basic photo editing software with the knowledge of image types (e.g. JPEGs, GIFs) and image pixel resolutions and the ability to resize images for the web.
- ✓ An ability to format text (e.g. bold, italics, bullet points, headlines).
- ✓ Be prepared to purchase the Akismet plugin (Business: \$5/month; Personal: \$0-\$120/year) to protect blog from spam comments. It can happen.
- ✓ To update WordPress and plugins as they are released; don't let a security issue arise because something was not updated in your Dashboard.
- ✓ Add useful content to your website and keep developing it on a regular basis (don't let it stagnate). It is an integral part of your business and how people perceive you online or find you. Impress customers with your knowledge and become an authority in your field. Google is watching and so are your customers!

If you use the blog feature WordPress provides, be consistent, compelling, inspiring. Be unique.

Please let me know if you have any questions or concerns. I am happy to help.

Your journey starts here.

All the best,  
Paul Mycroft