

WORDPRESS
Backend Basics

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WordPress Backend Basics

The WordPress backend is where you will build and manage your website.

Before you start building your opt-in page, it's important to go over the basics of the WordPress backend just so that you have a basic idea of how it works.

For this guide I will be using images and examples from 2 different domains.

Digitalsoftware.review – which I've been using in all the guides so far and,

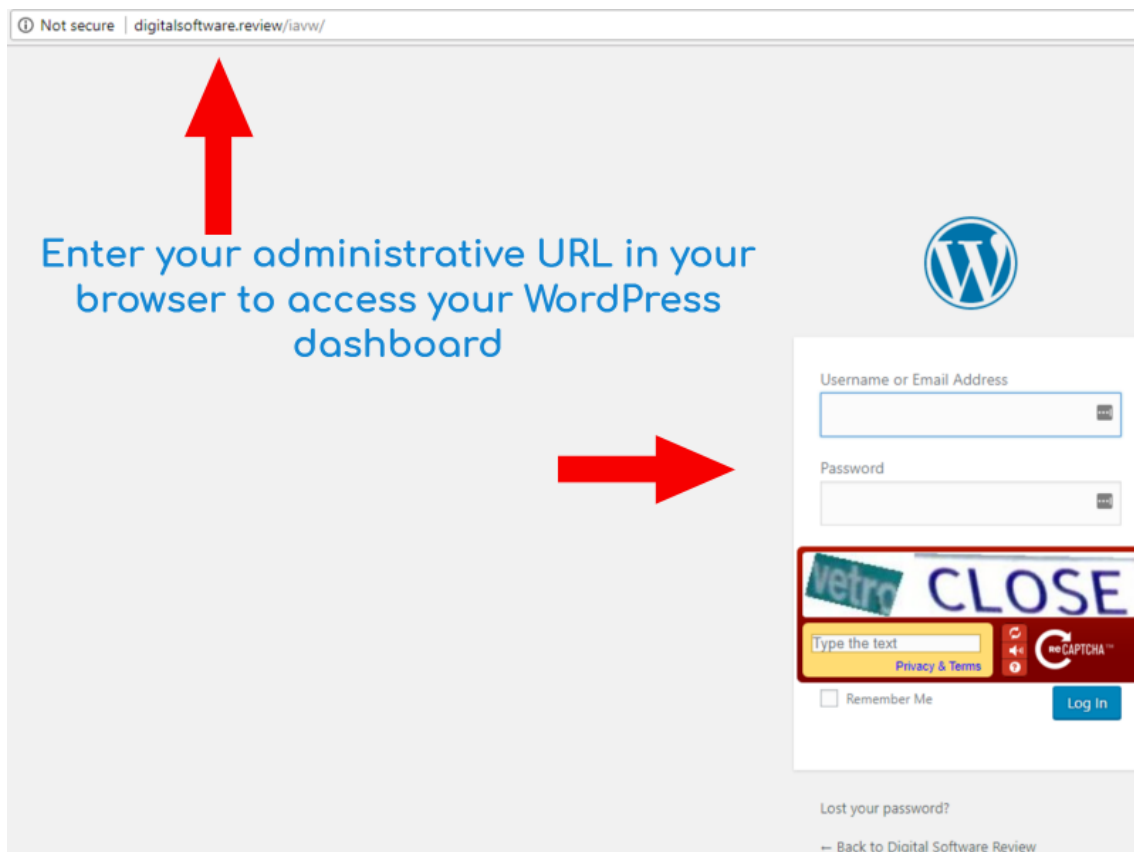
Bridalbites.com – This is an old domain which I was using to create a basic WordPress tutorial for a few clients. So, I'll be borrowing some of that content to save time.

(Just don't let the 2 domains confuse you. All you need to care about in this guide is the different backend features).

Logging in

Whenever you want to login in to your website backend you will need to enter this URL into your browser:-

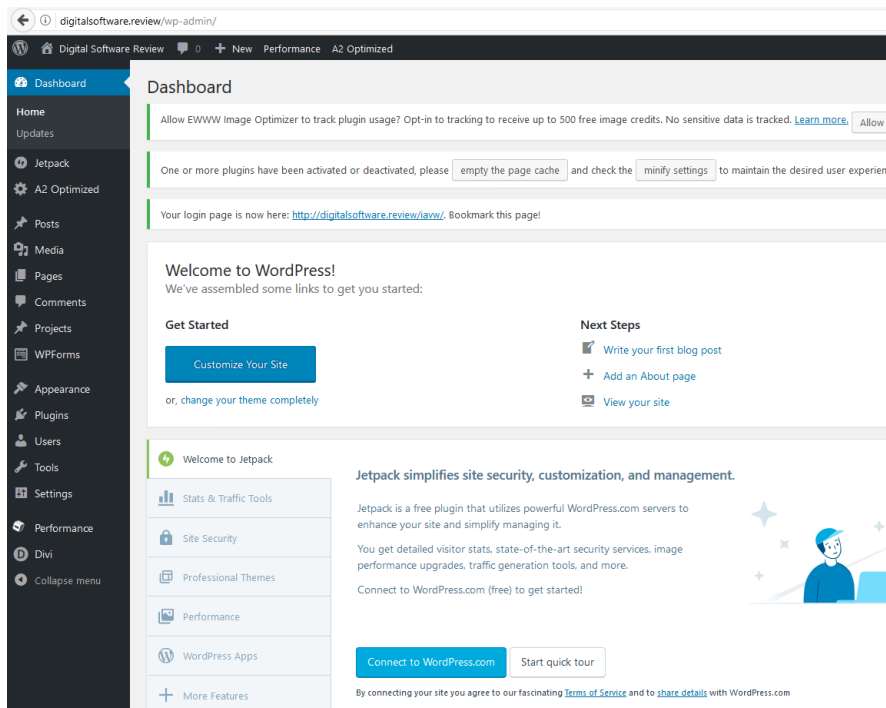
“yourdomain.com/wp-admin” (replace “yourdomain.com” with the name of your website) or whatever the Administrative URL is that was provided when you installed WordPress on the domain.



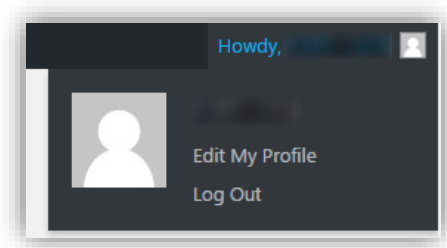
Enter your username and password and click on “Log In”.

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You will now be in the WordPress backend of your website and it should look similar to this:



Logging out



In order to log out of your backend, look for the “Howdy, ‘your username!’” in the top right-hand corner.

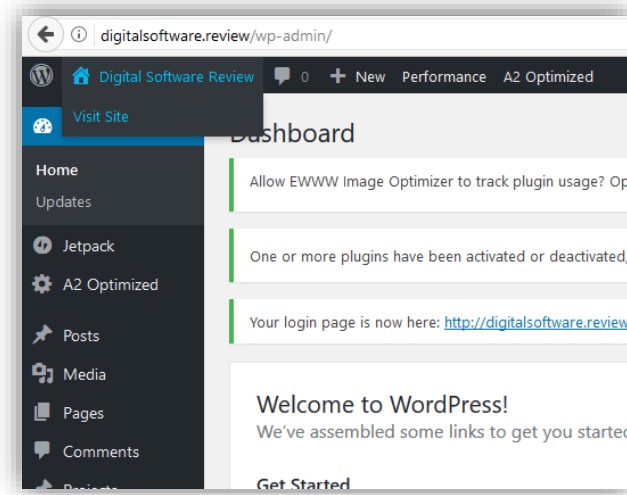
Hover over it with your mouse and a drop-down menu will appear. Click on the “Log Out” link and you will be logged out.

The Black Menu on the Top

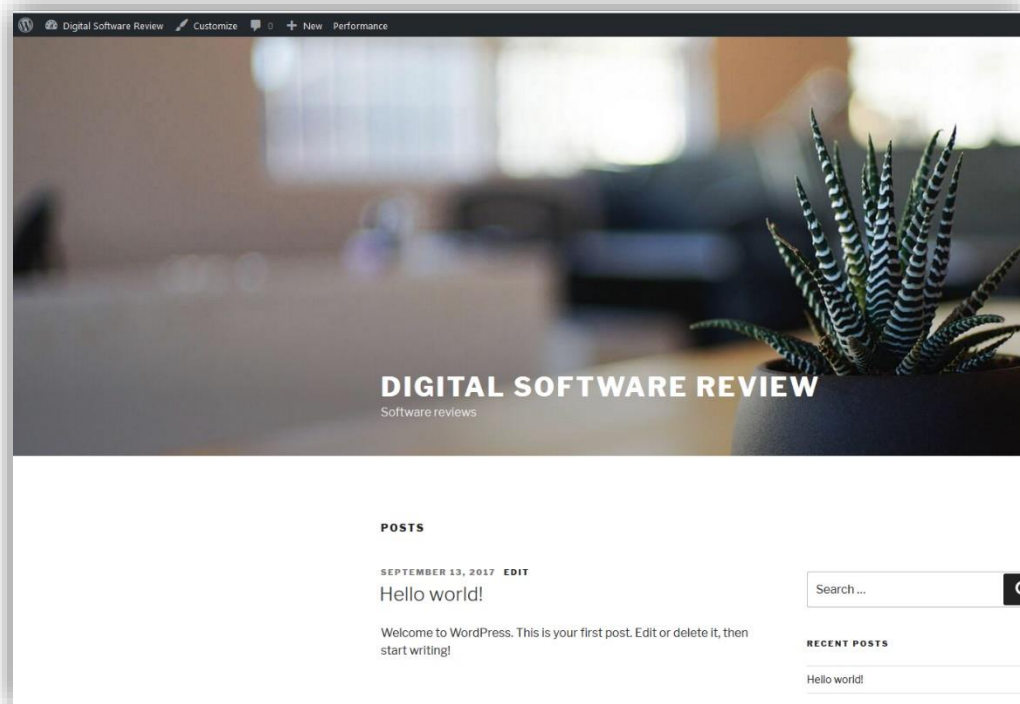
From this top menu you can view how your website looks to visitors.

To do this, hover over the section of the top menu that has a house icon with the name of your website next to it.

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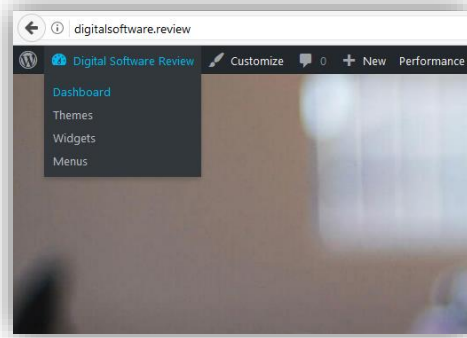


A drop-down menu will appear with the option to “Visit Site”. If you click on visit site, you will be taken to the public view of your website. Excluding the top menu, this is exactly how your website looks to your visitors in its current state.



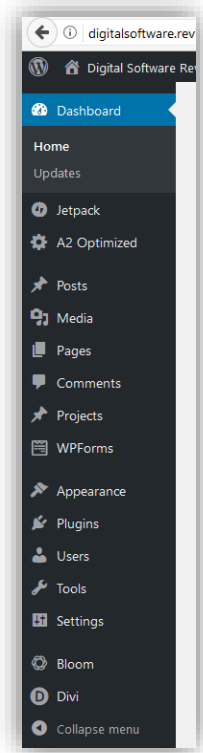
{Depending on which host you are with, this page may look a little different when you first install WordPress. This is just sample content on a free theme}

To return to the backend hover over the name of your website again in the top menu and click on “Dashboard” from the drop down.



You will now be returned to your WordPress backend.

[The Side Menu on the Left](#)



This is probably the most important section of the WordPress backend. From this menu, you will be able to perform almost all the necessary tasks needed to build a website.

I will take you through a brief explanation of each of the important options in this menu.

[Posts and Pages](#)

With WordPress, each page of your website can either be a page or a post. They look and feel very similar however, there are a few key differences.

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Pages

Think of pages as the backbone of your website. They are there to provide important information about your website and give it structure. 'About Us', 'Contact Us', legal information and office locations will generally be built using pages.

Pages can also be structured hierarchically. For example, if Bridalbites.com was a business that sold wedding dresses and shoes and had two brick and mortar stores in New York and Miami. I could create a 'Locations' page and two sub-pages beneath the 'Locations' page, one sub-page called 'New York' and the other called 'Miami'.

In addition I could create a 'Products' page with 'Dresses' and 'Shoes' as sub-pages. Sub-pages could then be created underneath "Dresses", namely, "Summer Dresses" and "Winter Dresses", and the same can be done for the "Shoes" sub-page.

My way of understanding pages is that they are, for the most part, always relevant. So if I built a "Summer Dresses" page in 2016, it will still be important in 2019 (As long as I kept it updated with styles and pricing of course).

Which brings us to Posts.

Posts

Think of posts as articles and content pieces that encourage social sharing (Facebook shares, Twitter tweets) and engagement (comments and discussions).

Posts can also be classified into categories and sub-categories. As well as being able to be placed in multiple categories.

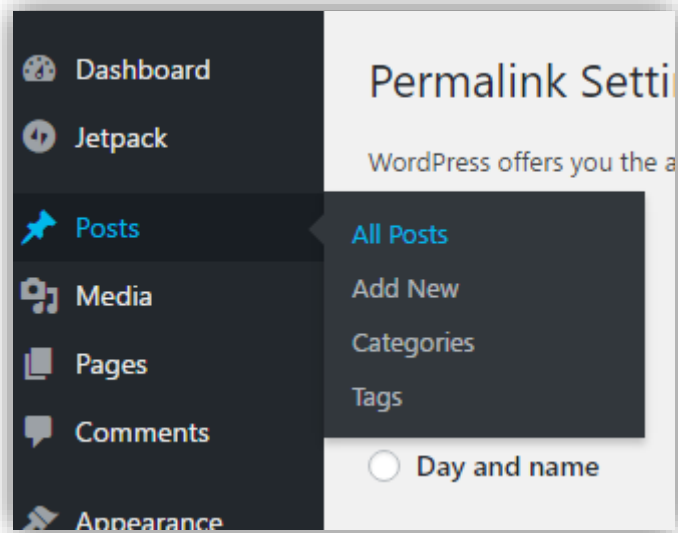
For example. I could create a category on Bridalbites.com called "Dresses", and then create a series of posts in that category like "The top 5 most outrageous wedding dresses in 2016" and "How to choose a wedding dress that fits your personality".

Unlike the pages in our example, "The top 5 most outrageous wedding dresses in 2016" is not going to be relevant in 2019.

There are a few more differences between posts and pages, but they aren't too important when you are just starting out.

Hopefully you should now have clearer understanding of how pages are different to posts. However, you can build your entire site with only posts or with just pages. I'm just showing you what works for me.

In relation to the side menu, if you hover over the Posts tab in the menu, a drop down will appear.



All posts – You can view, edit and create your posts here

Add New – Click on this to create a new post

Categories – You can create and edit post categories and sub-categories here

Tags – You can create and edit tags here. (Explanation of tags below)

The best way to explain how tags work will be to use an example. Let's say I created the following posts "The top 5 most outrageous wedding dresses in 2016", "The most expensive wedding shoes in the world", "10 wedding dress styles that will never go out of fashion" and "2017 New York Wedding Expo: 2 exhibits you don't want to miss!".

Now let's say in "The top 5 most outrageous wedding dresses in 2016" post, 1 of the dresses was from Vera Wang.

In "The most expensive wedding shoes in the world" 1 of the shoes was from Vera Wang.

In "10 wedding dress styles that will never go out of fashion" 1 of the dresses mentioned was from Vera Wang

And in "2017 New York Wedding Expo: 2 exhibits you don't want to miss!" 1 of the exhibits covered was from, you guessed it... Vera Wang.

You can tag each of these posts with Vera Wang so if some of the visitors who are big Vera Wang fans were reading the one of the above mentioned posts and wanted to see other articles on your website that spoke about Vera Wang, they could click on the Vera Wang tag and it will take them to a page showing the other posts that have all been tagged with Vera Wang.

This is a very brief explanation as I don't want to fill your head with too much theory.

[Media](#)

This is where you can add, manage and delete pictures videos audio and documents. Hover over the Media tab, a drop down will appear with two options. "Library", where you can view what you've uploaded, and "Add New", where you can upload additional media.

[Comments](#)

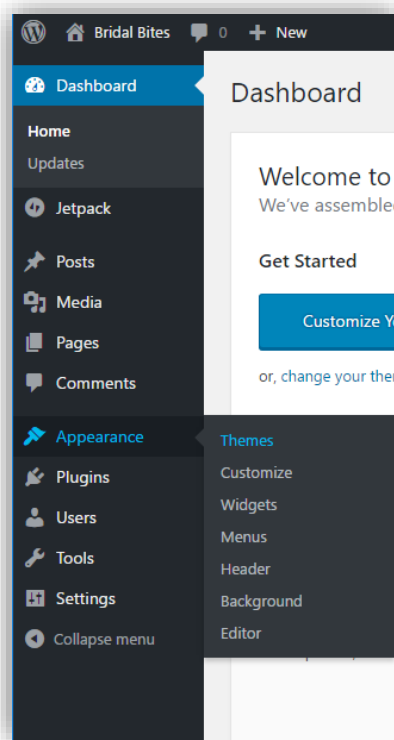
If you click on the comments tab you will be able to moderate comments left on your posts.

{I almost always disable comments on all of my websites as you will usually find it filled with mostly spam comments from people using automated tools to crawl the web and auto-post comments for backlinking}

[Appearance](#)

The appearance tab is where you will access most of the options regarding the overall design layout of your website.

Hovering over the appearance tab will bring up a drop down with a number of options.



[Themes](#)

Think of themes as a design template responsible for the overall look and feel of your website. All websites built on WordPress are based on a theme. You get free themes as well as paid themes.

There are lots of amazing free themes, but I prefer to use paid themes like Divi on websites that are important to me.

Clicking on the themes option in the drop down menu will take you to the themes section where you can manage, add, delete and view different themes.

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[Customize](#)

The customize option brings up a view of how your website looks to visitors and lets you make a host of changes to the layout.

[Widgets](#)

This menu option takes you to the widgets screen, where you will be able to create and add widgets to sidebars and footers.

[Menus](#)

This is where you create and manage your navigational menus

[Editor](#)

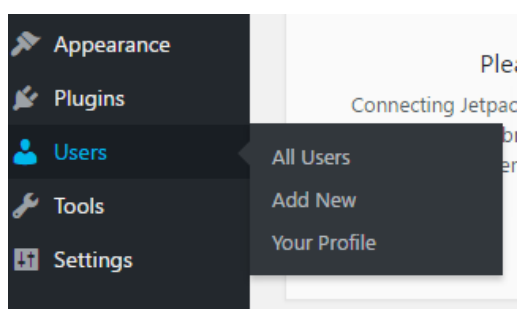
This is where you can make changes to the code of your website. I don't know coding so I don't mess around in this section.

[Plugins](#)

Think of plugins as additional features that you install on your website. There are plugins to increase your website security, others that help you to easily implement SEO (search engine optimization) to your website, some that add social media buttons to your posts and thousands more.

Hovering over the plugins will display the drop down. To access and view your currently installed plugins click on "Installed Plugins", or click on "Add New" to install additional plugins.

[Users](#)



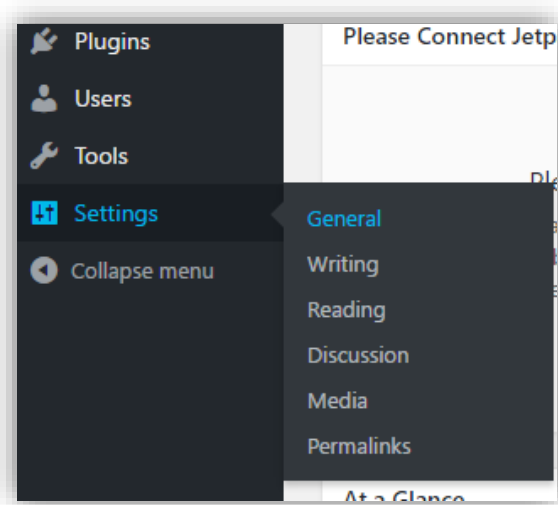
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The “Users” tab lets you edit your profile by clicking on “Your Profile”, you can change your password, dashboard color scheme and display name. It’s useful to change your public display name to something other than your WordPress user name. This adds an extra layer of security as this name will be displayed by default on most themes whenever you create a post.

You can also add in your contact details and a bio in the “Your Profile” section.

The “Add New” section allows you to add users to your site. This is useful if you have other people who will be working on the site because you can create separate profiles and logins for each of them. You can also assign specific roles to each user which controls how much permissions they have to make changes to your website.

[Settings](#)



As the name implies, the settings tab provides various options to change your website configurations.

[General](#)

In the general section you will be able to change your site title and tagline which you configured when you first installed WordPress.

You can also change the address from www.yourdomain.com to yourdomain.com and vice versa as well as changing your admin email.

Other options in the general include setting the date & time formats as well as the backend language.

[Reading](#)

In the “Reading” section aside you can select how you want your homepage displayed. It can either be in a traditional blog style where the homepage displays all your latest posts, or you can select a specific page or post to be the homepage.

Note: In order to select a specific page/post to be used as the homepage, you will need to have at least one page or post published before this option is available.

It's important to make sure that the Search Engine Visibility option is UN-checked. By checking the box that says "Discourage search engines from indexing this site" your site will not be indexed in the various search engines like Google and Bing which means nobody will ever be able to find your website when using a search engine. Most WordPress installs will have this option unchecked by default but I have had instances on certain installs where it was checked.

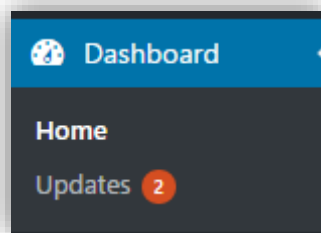
The "Discussion" and "Media" sections have various self-explanatory options to configure comment and image options.

[Permalinks](#)

The permalinks setting allows you to configure how your URL will look.

[Updates](#)

Occasionally the menu item "Updates" will appear with a number next to it.



This is extremely important as it is notifying you of plugins and themes that you've installed which are currently outdated and in need of updating. It will also notify you if there is a newer version of WordPress that's been released so that you can update your currently outdated version.

It's important to always make sure that your WordPress version, themes and plugins are always up to date. Failing to do so will make your website more vulnerable to hackers.

This should have you up to speed with how to navigate the backend of WordPress and where the most important features are. Keep in mind that when you install new themes and plugins, more options specific to those new additions will become available in the menu.

This is in no way a comprehensive look into navigating WordPress. Rather, a quick look into where to find the main features.