



Web Hosting & Wordpress  
for Artists

# What is Web Hosting?

Web Hosting is like owning a home



photo by Michael Kumm

# Web Hosting

A domain is the address of your house

A domain name is a web address (ex: **flickr.com** or **facebook.com**). You can register your own domain name through a registrar or a web host. The cost is around \$10-15 dollars a year.



photo by akicafe

# Web Hosting

Your Web Host is the plot of land your house is built on

Your house located somewhere, just like your website is. In this case, your website is made up of text, photos, and videos and you pay a web host to rent space to build your website on.

Web hosting companies have computers (also named servers) that run 24/7, so your website can always be located.



photo by Seth Anderson

# Web Hosting

## Servers are your neighborhood

Web hosting companies usually have many servers. Servers are big computers that contain websites. This is a good example of a “neighborhood”.

**Shared Web Hosting** is websites on the same server share resources, but there’s not a lot of socializing going on. This is the most affordable and entry level of web hosting. No super level access allowed.

**VPS Hosting** (Virtual Private Machine) is the next type of web hosting. Resources are still shared, but is more expensive than shared hosting because of runs a copy of a operating system and the customer can have superuser access.

**Dedicated hosting** is when a website with lots of processes (such as Flickr.com) on will buy their own server(s) so they don’t have to share. This type of hosting is expensive, but customers have full control of the server, higher performance, security, and support.



photo by North Charleston

# Web Hosting

## Your Web Browser is your car

Your web browser serves as a transporter (usually referred to as **Internet Explorer**, **Firefox**, **Safari**, or **Chrome**).

You use your browser to view websites on the internet. Normally, you need to go to a person's house, so you drive there.

If you know a website address, you simply type the address into your address bar and click enter. Bam, you are instantly teleported to the website you wanted to go to. Much faster than a car!



photo by Easa Shamin

# Web Hosting

DNS (Domain Name Server) is a movable address

One one amazing thing that you can do with domain names, that you **can't** do with houses, is move the address to a different house.



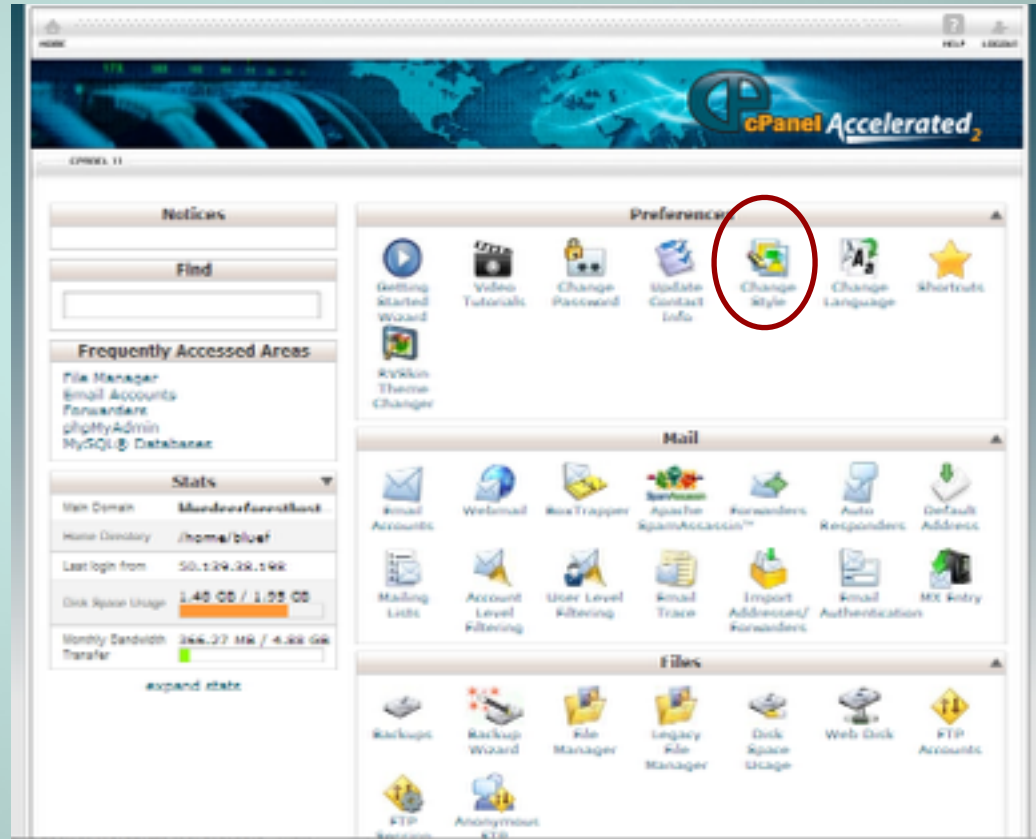
photo by redjar

# Web Hosting

## Important Features for Artists

Once you have a web hosting account, you are given access to a dashboard for your web hosting.

**Cpanel** is just one type of control panel that is available. I'll be using it as an example during today's presentation.

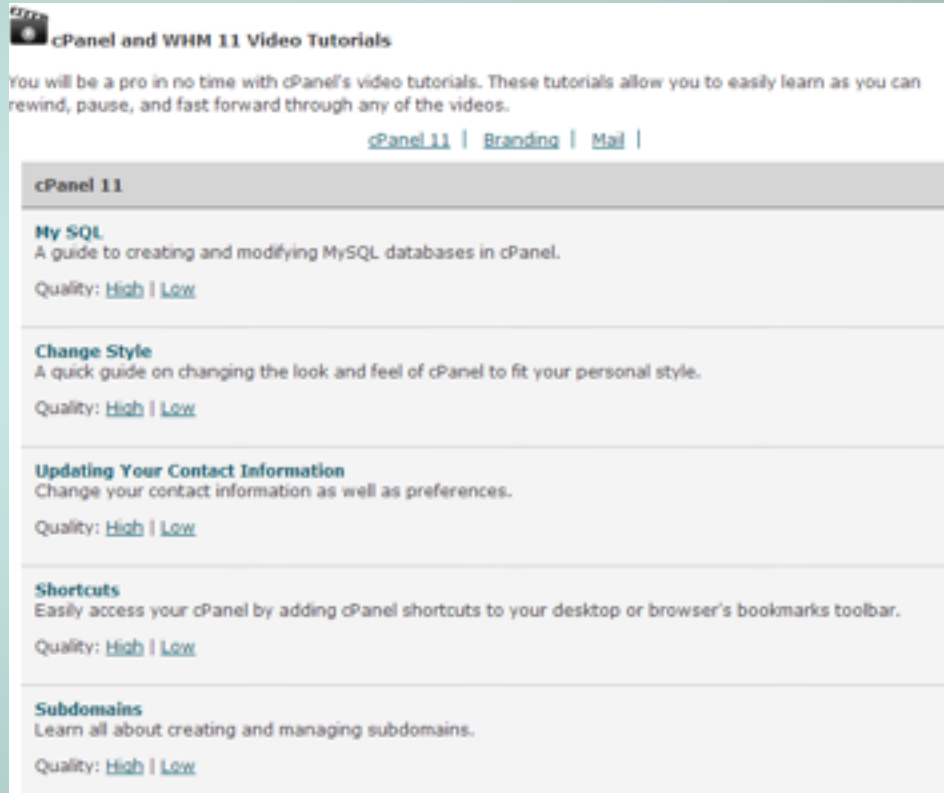




# Web Hosting

## #1 Video Tutorials

Most web hosting accounts have videos to help teach how to use each section and walks you through setting up an email or checking your web statistics.



**cPanel and WHM 11 Video Tutorials**

You will be a pro in no time with cPanel's video tutorials. These tutorials allow you to easily learn as you can rewind, pause, and fast forward through any of the videos.

[cPanel 11](#) | [Branding](#) | [Mail](#) |

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**cPanel 11**

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**My SQL**  
A guide to creating and modifying MySQL databases in cPanel.  
Quality: [High](#) | [Low](#)

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**Change Style**  
A quick guide on changing the look and feel of cPanel to fit your personal style.  
Quality: [High](#) | [Low](#)

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**Updating Your Contact Information**  
Change your contact information as well as preferences.  
Quality: [High](#) | [Low](#)

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**Shortcuts**  
Easily access your cPanel by adding cPanel shortcuts to your desktop or browser's bookmarks toolbar.  
Quality: [High](#) | [Low](#)

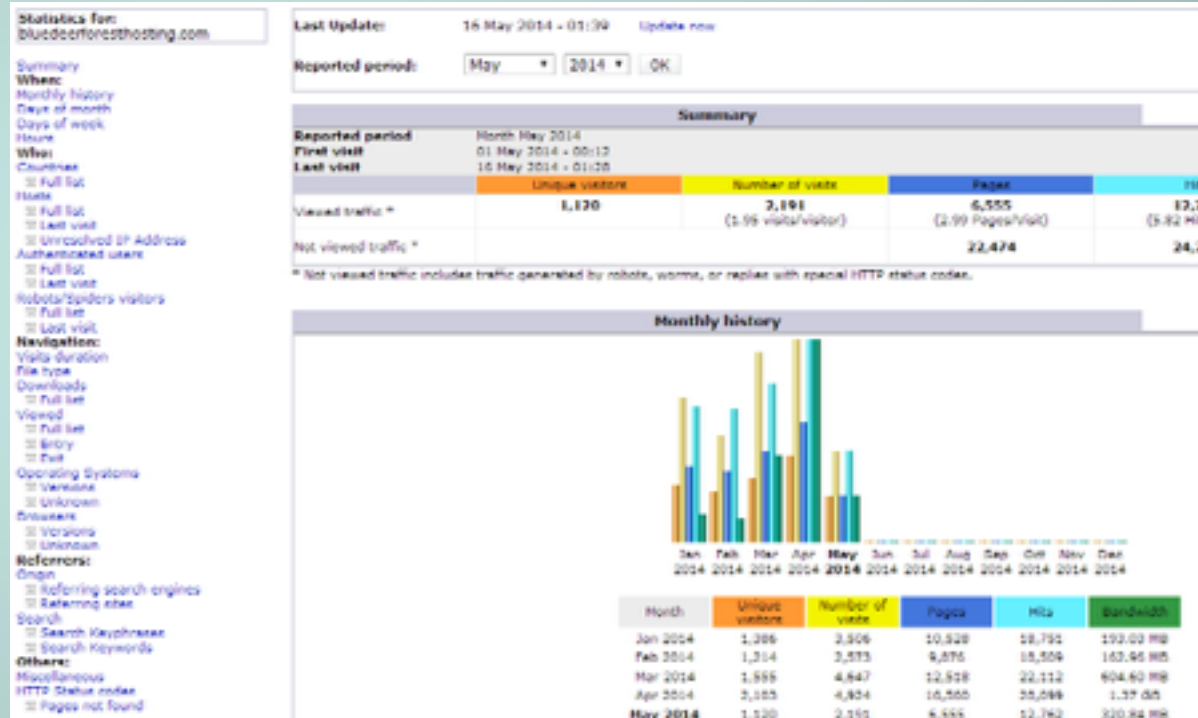
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**Subdomains**  
Learn all about creating and managing subdomains.  
Quality: [High](#) | [Low](#)

# Web Hosting

## #2 Website Stats

The most common are **Webalizer** and **AWStats**. They both give you statistics about your website, visitors, hits, etc. They aren't always the most beautiful display or easy to read stats, but they are free and are good to use until you set up **Google Analytics** - a much more robust web statistics program.



# Web Hosting

## #3 Back it up

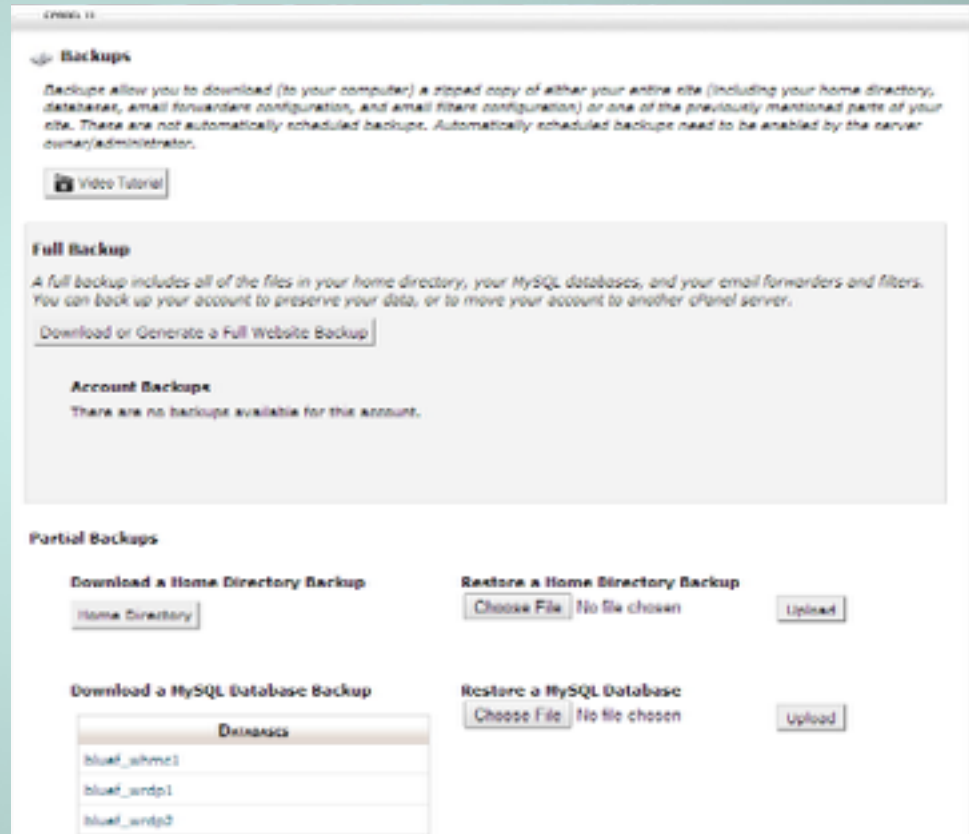
A backup program that allows you to make backups of your website.

There's a “**Backup Wizard**” that allows you to do a full backup (everything on your site) or pieces such as the home directory or databases. You can also restore a backup here if something bad happens to your current site.

Before you make backups, check to see how much space you have on your plan. You should more have 500MB or more of free space before making a backup.

**Full or partial backups** can be downloaded to your computer or through FTP if you are running out of web hosting space.

*For automated backups, contact your web host or you can use Wordpress plugin for your website*



The screenshot shows a control panel interface for managing backups. At the top, there's a 'Backups' section with a video tutorial button and a description of backup types. Below that is a 'Full Backup' section with a button to download or generate a full website backup. The 'Account Backups' section shows no backups are available. The 'Partial Backups' section is divided into two columns: 'Home Directory Backup' and 'MySQL Database Backup'. Each has a 'Download' button with a file selection dropdown (currently showing 'Home Directory') and a 'Restore' button with a 'Choose File' dropdown (currently showing 'No file chosen') and an 'Upload' button. A table of databases is visible under the MySQL section.

**Backups**

Backups allow you to download (to your computer) a zipped copy of either your entire site (including your home directory, databases, email forwarders configuration, and email filters configuration) or one of the previously mentioned parts of your site. There are not automatically scheduled backups. Automatically scheduled backups need to be enabled by the server owner/administrator.

[Video Tutorial](#)

**Full Backup**

A full backup includes all of the files in your home directory, your MySQL databases, and your email forwarders and filters. You can back up your account to preserve your data, or to move your account to another cPanel server.

[Download or Generate a Full Website Backup](#)

**Account Backups**

There are no backups available for this account.

**Partial Backups**

**Download a Home Directory Backup**

[Home Directory](#)

**Restore a Home Directory Backup**

[Choose File](#) No file chosen [Upload](#)

**Download a MySQL Database Backup**

Databases
bluef_shtmc1
bluef_wrdp1
bluef_wrdp3

**Restore a MySQL Database**

[Choose File](#) No file chosen [Upload](#)

# Web Hosting

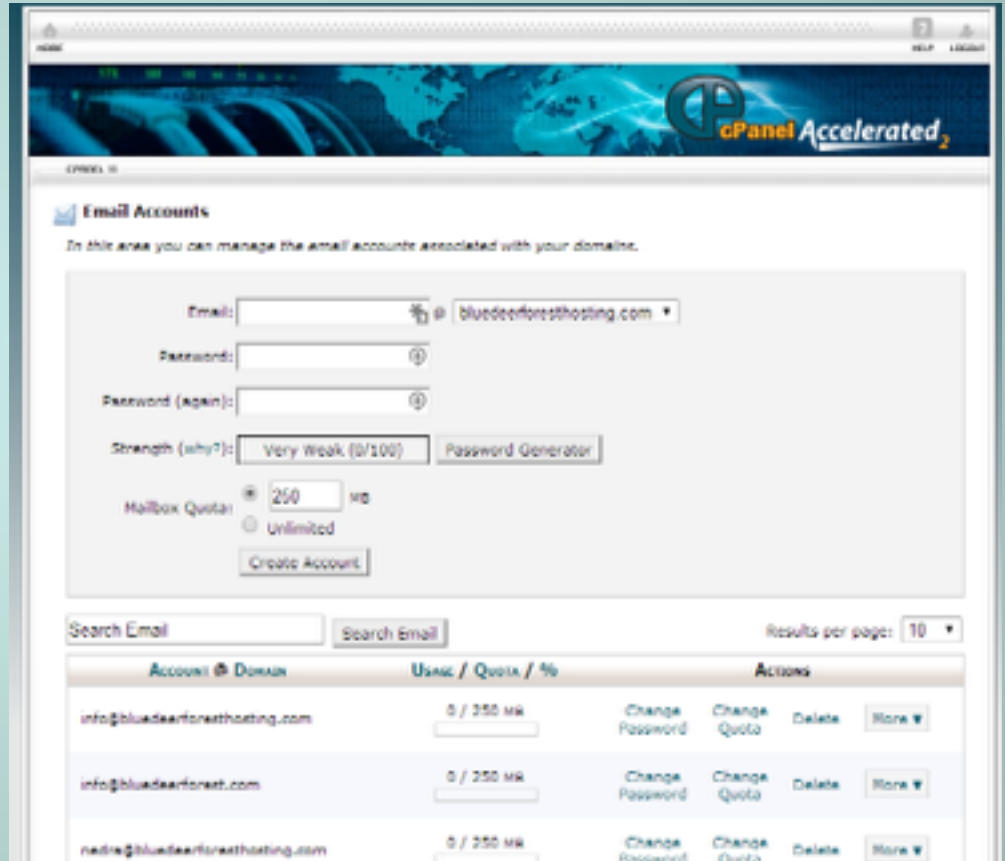
## #4 Email

Email is available through programs such as **SquirrelMail**. Here are the best options:

1) You can set up webmail, to check your email through a program such as **Outlook or Thunderbird**.

2) **Set up a forward** (forward a email such as fred@thisismygallery.com to fred.smith@gmail.com) so you can check all of your email on just one account.

3) Use **Gmail Business Solutions** and pay \$5 to use all of Google's programs like Mail, Docs, and more.



The screenshot displays the cPanel Accelerated 2 interface for managing email accounts. The page title is "Email Accounts" and it includes a sub-header: "In this area you can manage the email accounts associated with your domains." The main form area contains the following fields and options:

- Email:** A text input field followed by a dropdown menu currently set to "bluedeerforesthosting.com".
- Password:** A text input field with a help icon.
- Password (again):** A text input field with a help icon.
- Strength (why?):** A dropdown menu showing "Very Weak (0/100)" and a "Password Generator" button.
- Mailbox Quota:** Radio buttons for "250 MB" (selected) and "Unlimited", with a "Create Account" button below.

Below the form is a search bar labeled "Search Email" and a "Search Email" button. To the right, it says "Results per page: 10".

Account @ Domain	Usage / Quota / %	Actions			
info@bluedeerforesthosting.com	0 / 250 MB	Change Password	Change Quota	Delete	More ▾
info@bluedeerforest.com	0 / 250 MB	Change Password	Change Quota	Delete	More ▾
netre@bluedeerforesthosting.com	0 / 250 MB	Change Password	Change Quota	Delete	More ▾

# Web Hosting

## #5 1-Click Install

Usually there is a section in your cPanel labelled "**Software/Services**" and there's an icon called "**QuickStart Install**".

Others might call it "**Simple Scripts**" or "**Fantastico DeLuxe**". There you can find software such as Wordpress that you can quickly install.

Application	Version	Installed On	Size
WHMCS	5.1.2	Aug 04, 2013 01:18 AM CST	17.62 MB
WordPress	3.9.1	May 09, 2014 06:24 PM CST	35.11 MB

# Wordpress: 5 Easy Steps

Setting up Wordpress is pretty easy and just takes a few steps, let me walk you through it.



photo by Andrew Abogado

# Wordpress:

## #1 Find where to install software through your web host

Depending on where your software is on your web hosting, I'll walk you through QuickStart, the software installation module I use. Once you are in QuickStart, go to Wordpress.

# Wordpress:

## #2 Fill in the blanks

Here's where you'll need to enter some pieces of data:

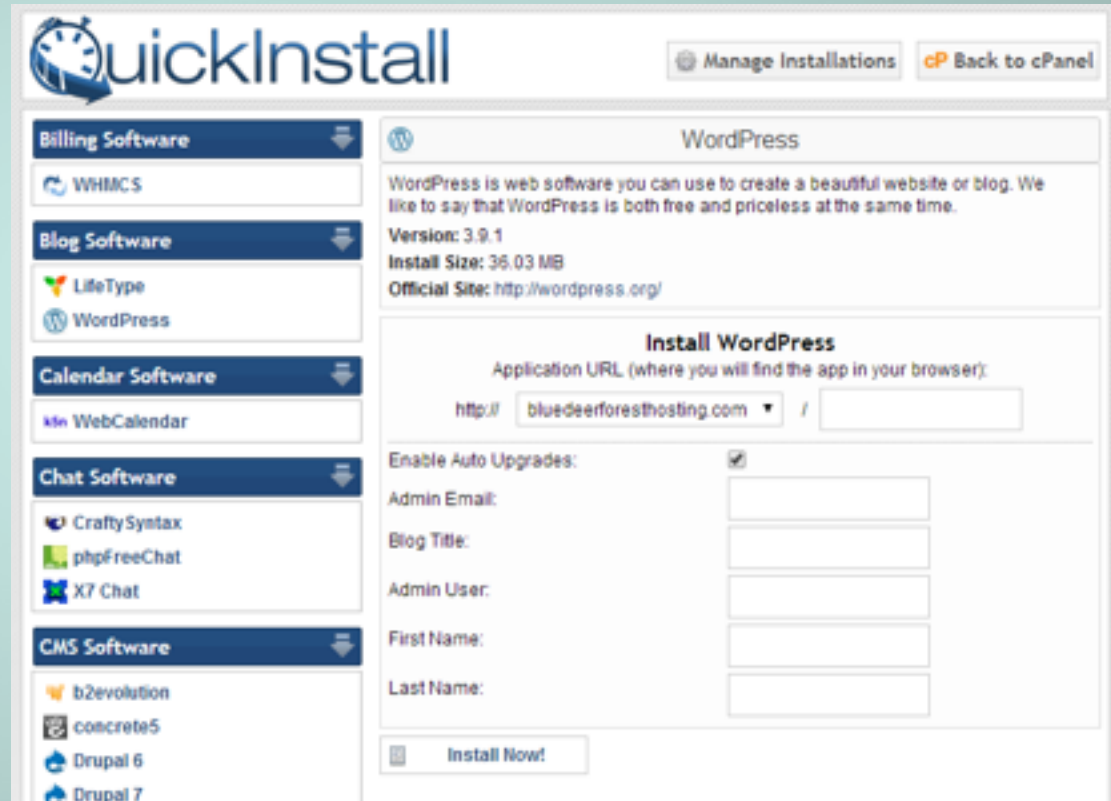
Most of the time, you'll want to install Wordpress in the root of the website. Another case would be if you were creating a new site and needed a different directory to develop the new wordpress site on.

**Admin Email:** [our mail]

**Blog title:** this can be left blank and/or changed later

**Admin User:** many times, people just use "admin" but it's good to be creative and use a different to help prevent hacking

**Hit "Install Now"**



The screenshot shows the QuickInstall interface for installing WordPress. On the left, there are several software categories with dropdown menus: Billing Software (WHMCS), Blog Software (LifeType, WordPress), Calendar Software (WebCalendar), Chat Software (CraftySyntax, phpFreeChat, X7 Chat), and CMS Software (b2evolution, concrete5, Drupal 6, Drupal 7). The main area is titled "WordPress" and contains the following information:

- WordPress logo and title "WordPress"
- Description: "WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time."
- Version: 3.9.1
- Install Size: 36.03 MB
- Official Site: <http://wordpress.org/>

The "Install WordPress" section includes:

- Application URL (where you will find the app in your browser): [http:// bluedeerforesthosting.com](http://bluedeerforesthosting.com/) /
- Enable Auto Upgrades:
- Admin Email:
- Blog Title:
- Admin User:
- First Name:
- Last Name:

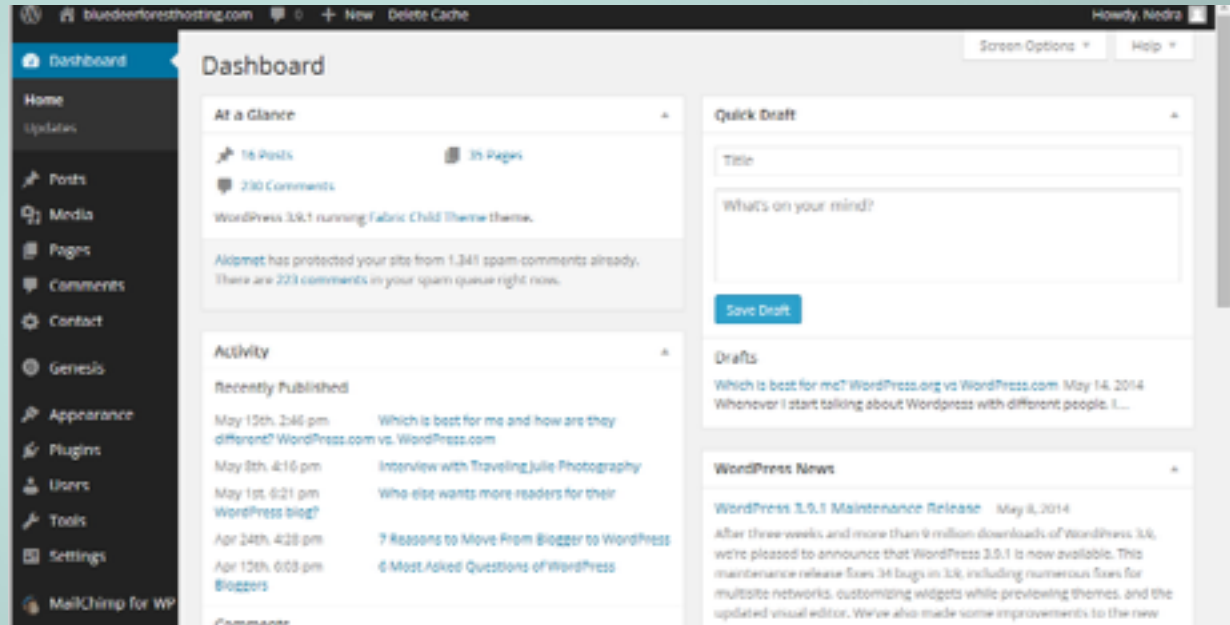
At the bottom right, there is an "Install Now!" button.



# Wordpress:

## #3 Login into Wordpress Dashboard

Once that's done, you will be sent the login to your Wordpress site. Let's login and install your theme.



The screenshot displays the WordPress Dashboard for a user named 'Howdy, Nedra'. The browser address bar shows 'bluedeerforesthosting.com'. The dashboard includes a sidebar menu with options like Home, Updates, Posts, Media, Pages, Comments, Contact, Genesis, Appearance, Plugins, Users, Tools, Settings, and MailChimp for WP. The main content area features several widgets: 'At a Glance' showing 16 Posts and 35 Pages, 230 Comments, and a spam protection report; 'Activity' listing recently published posts; 'Quick Draft' with a text input field and a 'Save Draft' button; 'Drafts' showing a draft titled 'Which is best for me? WordPress.org vs WordPress.com'; and 'WordPress News' with a recent update notice for WordPress 3.9.1.

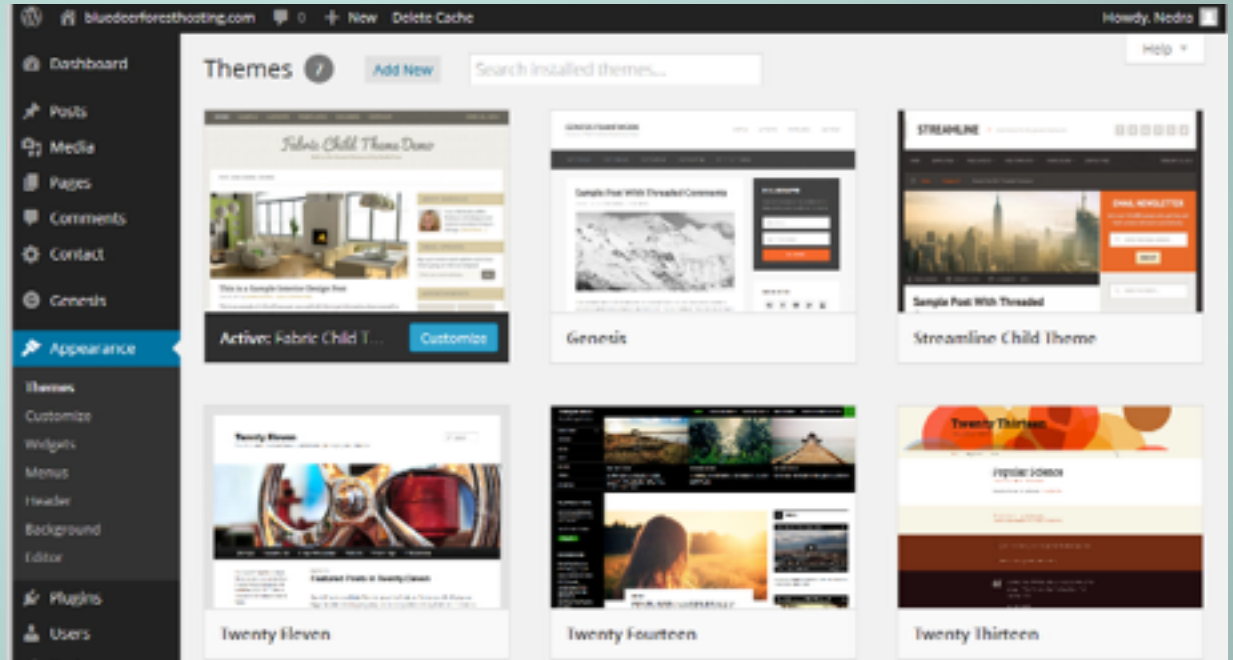
# Wordpress:

## #4 Upload theme

In the Wordpress Dashboard, click on the tab **Appearance > Themes**.

At the top left corner, there's a button that says **"Add New"** and click it.

Here you can search for themes or upload your theme you downloaded by clicking **"Upload Theme"**.

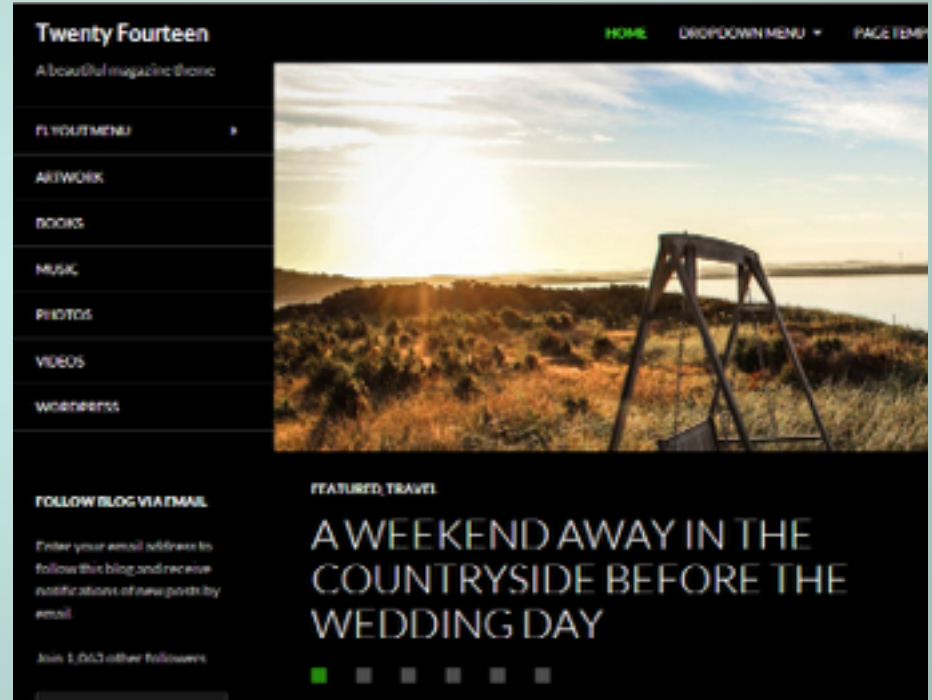


# Wordpress:

## #5 Activate your theme

Now you are back in the Themes section of the site and just need find the theme you uploaded and click **Activate** to make it live or **Preview**, to see what it will look like.

And then, Ta-da, you have a Wordpress site.



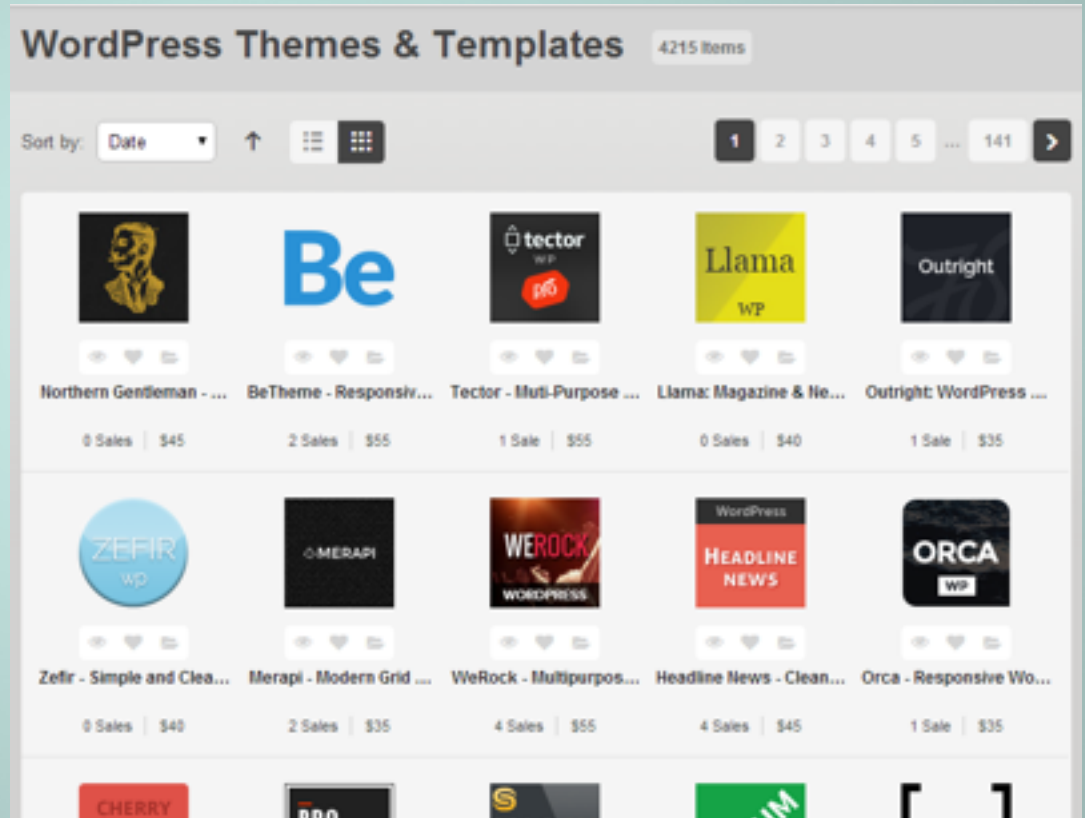
# Wordpress:

## How to Choose a Theme

Themes are important:

- Make a good first impression
- Help search engines find your pages and blog posts
- Can be completely customized to give your website an unique look and feel.

Here's some guidelines for choosing one.



# Wordpress

## #1 Choose a theme with the right functionality.

If you are planning to sell items on your site, choose a theme that has built in e-commerce tools. Want a slider on the homepage, it's easier to find a theme that already has one.

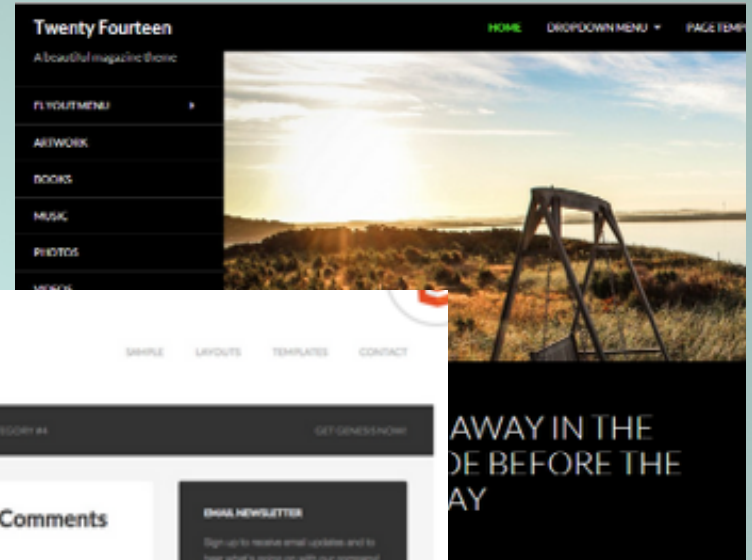


# Wordpress

## #2 Keep it simple

It's tempting to get a theme with lots of bells and whistles, but at the end of the day, will be something you'll want to work with or be a hurdle in blogging and updating it?

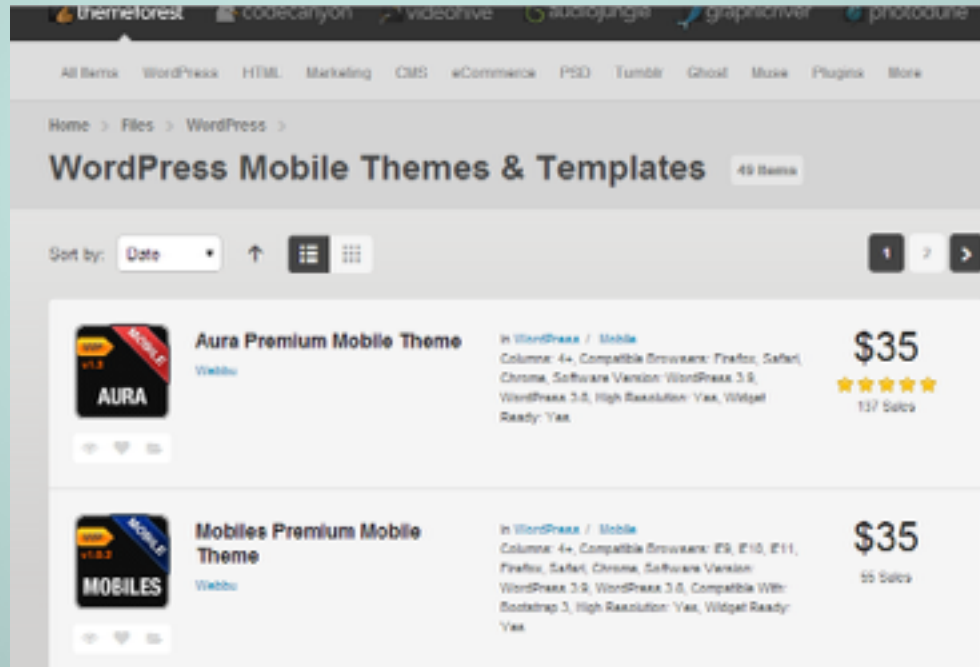
Lean towards a simple solution and you can always add-on or customize the theme to your liking down the road.



# Wordpress

## #3 Compatibility with browsers and mobile

The commercial themes are usually compatible with all or most browsers and are mobile-ready, but it's important to double-check.



The screenshot shows a webpage from ThemeForest titled "WordPress Mobile Themes & Templates" with 49 items. The page is sorted by "Date" and displays two theme listings:

- Aura Premium Mobile Theme**: Priced at \$35, it has 117 sales and a 5-star rating. It is compatible with WordPress 3.9 and 3.8, and is mobile-ready. Supported browsers include Firefox, Safari, and Chrome.
- Mobiles Premium Mobile Theme**: Priced at \$35, it has 55 sales and a 5-star rating. It is compatible with WordPress 3.9 and 3.8, and is mobile-ready. Supported browsers include Firefox, Safari, and Chrome.

# Wordpress

## #4 Is it Supported?

If you use a free theme, read the fine print and be careful. Some free themes that are available for download can easily be hacked into.

A way to avoid this is to get a commercial or premium theme that has support and will continue to provide updates to the site with different versions of Wordpress.





# Web Hosting and Wordpress for Artists

## Special Offer

- 6 months of web hosting (\$42 value)
- 30 minutes of Wordpress coaching/training (\$50 value)
- 6 months of the Basic Wordpress Security Package (\$50 value)

**Total Value \$142 – You Only Pay \$75!**

<http://ow.ly/xdVyO>

# Web Hosting and Wordpress for Artists

## Questions?