# Wordpress Website Secrets



WordPress' Secret Weapon

You've decided you need a static website – not a blog. So why should you use WordPress to create one? There are two excellent, time-saving, traffic boosting reasons to build your static website with WordPress:

- WordPress provides the user with a full Content Management
   System (plus many other features)
- WordPress blogs traditionally fare better with Google rankings and Search Engines, since they are so highly optimized

One other huge WordPress advantage that you can keep and install when you convert your WordPress blog to a static website:

 Widgets to instantly allow you to perform complex functions, such as search your site, log in with passwords, display an active calendar – to name only a few

But today, we are going to start creating your static website by first setting up a **blog** in **WordPress** on **your own domain**, using your control panel (**cPanel**) and **Fantastico DeLuxe**, a script that makes it happen.

# **Setting Up Your New Blog/Website**

You will need to know how to log in to your control panel (cPanel). If you haven't done it before, your web host's original "Welcome" letter contains all the details you need to know:

- cPanel address (the syntax will be like this: http://000.000.000.000:2222
- Your cPanel username
- Your cPanel password

HINT: If you've totally lost your welcome letter, just contact your web host and tell them you need the above 3 pieces of information.

# **Getting Started**

Fire up your computer and internet connection, and **in the URL bar of your browser, type your cPanel address**, and **hit "Enter**." A popup will prompt you for your **username** and **password**.

#### And you're in!

You should see a page full of graphic icons... slide your eyes down to the lower right-hand quarter of the icons, and you'll find a little happy face with the words "**Fantastico De Luxe**".

		Softv	vare / Servi	ces		
CEI	<b>M</b>	Php	Php	RAILS	SiteBuilder	<b>7</b> 00
CGI Center	Perl Modules	PHP PEAR Packages	PHP Configuration	Ruby on Rails		Fantastico De Luxe
			Advanced			
		~		4444		

Click on the happy face...

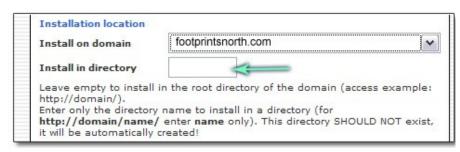


Click on the title "WordPress" near the top of the left-hand column on the page that opens up next... Slide on over to the right and click on "New Installation"



This next section controls where (on your domain site) your new

blog/website will go. If you want your new blog/website in the root domain, leave the "Install in directory" text area box blank.



**TIP:** If you want to install it as a **subdomain**, type the name you want in the blank text area box with the green arrow pointing to it.

Below this section, you'll find an Administrator setup area. Fill in the blank sections in the following diagram, then click "Install Wordpress"

admin	(Most people use "admin" as
	their Administrator-
2f3f4r8f	username.
Lilypad	Be sure to choose a strong
info@footprintsnorth.com	password, randomly combining
FootprintsNorth Magazine	letters and numbers.)
Ecoblog focusing on wetla	
Install WordPress	
	2f3f4r8f Lilypad info@footprintsnorth.com FootprintsNorth Magazine Ecoblog focusing on wetla

**HINT:** The "**Admin Nickname**" is the post signature people will see on your blog – if you keep your signature, that is!

**HINT:** You can set up your new domain email later – but still put your new email address for the moment. It won't matter for now if it's not set up.



Click on the "Finish Installation" button.

The next page you will see concludes this stage of setup...

**BOOKMARK** the page as instructed. The email address you enter here should be your **main currently active email address** – not the one you are going to set up on your new domain.

Click the button "Send E-mail".

Install WordPress (3/3)
/home/footprintsnorth/public_html/wp-config.php configured
/home/footprintsnorth/public_html/data.sql configured
Please notice:
We only offer auto-installation and auto-configuration of WordPress but do not offer any kind of support.
You need a username and a password to enter the admin area. Your username is <b>admin</b> . Your password is <b>2f3f4r8f</b> The full URL to the admin area <b>(Bookmark this!)</b> : <u>http://footprintsnorth.com/wp-admin/</u>
Back to WordPress overview
Email the details of this installation to:
Send E-mail

Click on the underlined words "Back to WordPress overview"...

WordPress			
Email sent			
Installation details were sent to lily@gmail.com			
Back to WordPress overview			



On the page that appears next, next to your blog name, click "Visit Site

Congratulations! You have successfully created your blog!

This is what you see in your browser, once you've selected "Visit Site" ....



It's currently showing up with WordPress' default blog theme applied. Not very exciting, is it?

You'll most likely want to choose a **new template** – but we'll get to that shortly.

Now to make your brand new WordPress blog look like a static website ...

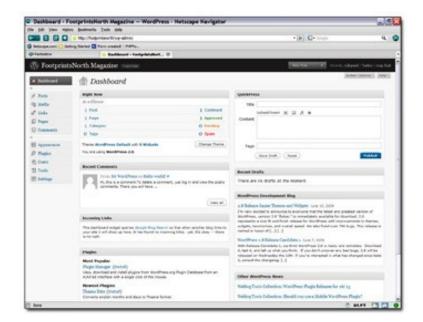
Your first step – **log** in to your new blog. This first time, you are going to do it by clicking on the "**Log in**" link in the bottom right-hand quarter of your browser page.





(**TIP:** All other times, you will **log in** by entering the URL you bookmarked into your browser URL bar. (In our example, this would be http://footprintsnorth.com/wp-admin/)

Right now, enter your **Log in Username** and **Password** into the box that appears on your screen...



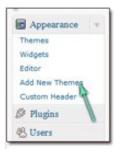
As soon as you've logged in, you'll see your brand new "**Dashboard**". This is the user-friendly **Content Management System** that will allow you to do all your customizing and adding of content .

The first thing we need to do, however, is to change that basic WordPress Theme!



Notice on the left hand side of your Dashboard you have an **expanding vertical menu**. Any one of these menu tabs will expand into a drop down if you click on the little grey arrowhead at the right-hand side of each title. (Above green arrow.)

site Secrets



To change our Theme, we are going to click on the "Appearance" tab grey arrowhead...(You can barely see it, but it's there...)

This will open up to reveal interior menu tabs.

#### Click on "Add New Themes".

In the latest version of WordPress (**2.8** at this writing) you may notice the "Themes" screen is somewhat different from previous versions, if you are at all familiar with WordPress:

Debboard	Install Themes				
P Posts	Search   Uplud   Netword   Network   Recently Updated				
i Media	Search for themes	by Anyword, Author, or B			
C Links	tarm (w)		(Search )		
U Pages					
Comments	Feature Filter				
	And a theme based	Fon specific features			
Appendance +	Calors	E Hack	C Obse	Dirowh	Creen
Themes		C Orange	D PYrk	D Purple	E fed
trolpera bollogr		C silver	Tan .	C3 white	T relow
Add New Themes		Dark.	C Light		
Custor: Header	Columns	Cone Column	Two Columns	Three Columns	Pour Columns
P Plagins		Left Sidebar	Right Sidebar	C. C	A THE STATE OF T
8 Corrs					
Tools	width	Fixed Width	Flexible Width		
M Servings	Features	Custom Calors	Cuntom Header	Theme Options	Threaded Commonts
		State Post	Monoformats		
	subject	- Holiday	- ithosobiogging	E teasonal	

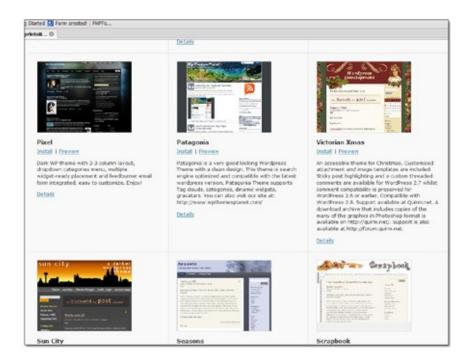
Click on ANY of the blue hyperlinked options under the "Install Themes" heading, up TOP...



And you will see a selection of themes you can just click on and instantly install...

However, we are going to install a theme we picked earlier – the <u>PRINZ</u> <u>Branford Magazine</u>.

If you are on the page above (with all the graphic Theme samples) just use your back button to return to the previous page.



Then click on the "Upload" hyperlink, and you will see this screen:

Installing an independent Theme you've downloaded is usually as simple as browsing your computer directory till you find the zip file you downloaded, and clicking **"Install now**"

If the install fails – which sometimes happens when a theme is improperly zipped – you can install it manually by:

- unzipping it
- double-clicking on the folder to see if there's an "extra" version inside
   the usual cause of themes not being where they're supposed to be
- uploading it to your blog's "themes" folder, inside "wp-content"



(That is actually what happened just now as I was attempting to install our "**Branford Magazine"** theme.

By "extra" version, I mean that you unzip the file, and instead of just an

Dashboard	📰 Installing Theme from uploaded file: PRiNZ_BranfordMagazine_latest.zij
Posts	Unpacking the package.
😭 Media	Installing the theme.
🖉 Links	Destination folder already exists. /home/knottwo/public_html/footprintsnorth/wp-content/themes/PRiNZ_BranfordMagazine_latest/
D Pages	Theme Install Failed.
Comments	
¢	
Appearance	
Themes	
Widgets	

images folder and PHP files being inside the "PrinzBRANFORD" folder, there is *another* "PrinzBRANFORD" folder – kind of a double-wrap.)

Upload this last-level interior PrinzBRANFORD unzipped folder via your FTP program.

Return to your Dashboard, and click "**Themes**" in your left-hand "**Appearance**" tab drop-down menu...

Your new theme should now show up ... And there it is, below!

Footprint	sNorth Magazine Visit Site		Install Themes 👻
Dashboard  Posts  Media Links Pages Comments Appearance Themes	Image Themes         Current Theme         Image Themes         Image Themes         Understand         Image Themes	us <u>Kubrick</u> . efault .	
Vidgets Editor Add New Themes Custom Header Custom Header Plugins Custom Sections To Tools To Tools		<section-header><text><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></text></section-header>	200
	PRINZ BranfordMagazine 2.6 2.6 (released 2008-12-14) by <u>Michael Oeser</u> A premium magazine-style layout for Wordpress with multiple functionalities inspired by the great themes of Brian Gardner and Darren Hoyt Activate   <u>Preview</u>   <u>Delete</u> All of this theme's files are located in /themes/PRiNZ_BranfordMagazine_latest/branfordmagazine.	WordPress Classic 1.5 b Dave Shea The original WordPress theme th graced versions 1.2.x and prior. Activate   Preview   Delete All of this theme's files are loca if themes/classic. Tags: mantle color, variable wi columns, widgets	<b>y</b> Nat ted in

Just **click on the Theme screenshot** to apply it to your blog. Your screen will darken, you'll see a little "barber pole" status bar working... and then your new theme fills the page.

There is one more important step to take when you reach this stage. Go to the top right corner of the screen and click the "Activate" button.

Install Themes Howdy, Lilypad   Turbo   Log Ou	^
Activate "PRiNZ BranfordMagazine 2.6"	
Search	

At this point, you can click on "Visit Site" on the left-hand top area of your browser, to see what your new theme looks like. When you have admired it and visualized where you want things to go, just hit your browser's back button to return to the Dashboard.



# **Your Settings**

Now it's time to introduce you to the very last – but definitely not least – tab on your left-hand drop down menu bar: The "Settings" tab.

Click the little arrow to active its drop down sub menus, and you'll see quite a variety of settings

you can play with.

Every time you add a new plug in, you should always check here when you've done everything else, to see if there are any settings that have to be manually configured. The first tab we're going to start off with is the "**General**" tab.

Now is your chance to easily change the Header and Description for your blog/website. Just replace what is typed in the "**Blog Title**" and "**Tagline**" boxes...

Next, go down to the "WordPress address (URL)" box and the "Blog address (URL)" settings. CHANGE the "http://footprintsnorth.com" to "http: www.footprintsnorth.com.

Do the same for both URL settings.

III General Setting	IS	
Blog Title	FootprintsNorth Magazine	
Tagline	Ecoblog focusing on wetlands	In a few words,
WordPress address (URL)	http://footprintsnorth.com	
Blog address (URL)	http://footprintsnorth.com	Enter the addre
1.12.1	directory you installed WordPress.	

(In other words, you have just manually inserted the "**www**" into the URL addresses above.)

This step is not mandatory – but it will help your Search Engine Optimization (SEO) noticeably – and it will make it easier for people to find you. (If they

are guessing at your site name, most people will type it in with the "www" included.)

Your top 4 settings now look like this:

II General Setting	js	
Blog Title	FootprintsNorth	
Tagline	Keeping An Eye On North America's Marsh Hab	In a few words,
WordPress address (URL)	http://www.footprintsnorth.com	
Blog address (URL)	http://www.footprintsnorth.com	Enter the addre
	directory you installed WordPress.	



#### DON'T FORGET TO SAVE YOUR CHANGES!

(Blue button at the bottom of your screen)

(TIP: You will have to log in again – so make sure your username and password is handy.)

# **Permalink Settings**

After you've logged in again, open the "**Settings**" drop down menu and select "**Permalinks**".

Click on the "**Custom Structure**" button. The bar beside it will be blank.

Type into the blank text area bar: /%postname%.html

II Permalink Se	ttings
	eb URLs which have question marks and lots of numbers in them, however WordPress ves. This can improve the aesthetics, usability, and forward-compatibility of your links. A
Common settings	
Default	http://www.footprintsnorth.com/?p=123
ODay and name	http://www.footprintsnorth.com/2009/06/14/sample-post/
OMonth and name	http://www.footprintsnorth.com/2009/06/sample-post/
ONumeric	http://www.footprintsnorth.com/archives/123
OCustom Structure	

That's it! (DON'T FORGET to save the changes!)

# Plugins

Plugins are the powerhouse engines that drive WordPress – and that's true both for blogs or static websites. And where else could you get high-level custom code written for you, to perform any one of a variety of complex functions – all installed with one click!

Plugins perform tasks like create perfectly coded and customized Privacy Policies, build you a customized Google Sitemap from scratch, protect your website from spammers and spyware, help you run photo galleries and videos, optimize your content for the Search Engines – and a whole host of other tasks too numerous to mention. That being said; let me offer one warning: The more plugins you have, the slower your site will run. Try to stick with the essentials only.

## 2 Absolute "Must-Have" Plugins

Google Sitemap and Akismet.

In fact, let's go activate Akismet now – you'll find it's already sitting there in your Dashboard, ready to be activated. (This will serve as your plugin installation "demo".)

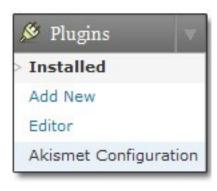
Click on the "Plugins" tab on your left hand menu, and when the Plugins page opens up, you'll find Akismet waiting to be activated. Select it with a checkmark, and click on "Activate".

All (2)   Inactive (2) Bulk Actions M (Appl	
Plugin	Description
Akismet	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPres can review the spam it catches under "Comments." To show off your Akismet stats just put php akismet_counter(<br See also: WP Stats plugin.
Activate   Edit   Delete	Version 2.2.4   By Matt Mullenweg   Visit plugin site
Helle Activate this plug	n This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung mos Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin sc
Activate   Edit   Delete	Version 1.5   By Matt Mullenweg   Visit plugin site
Plugin	Description
Bulk Actions Appl	رە 1
(	

Now this one has an **extra step** to it... you need an **Activation Key**. Click on the words WordPress Activation Key in the Akismet description, and a

page will open up at WordPress.com. Sign up for a free WordPress.com account, and your personal activation key will be emailed immediately.

TIP: You will use **the same Activation Key** for all your WordPress blogs – so make a note of the number.



Once you have your *Activation Key*, go to the "**Plugins**" tab on the left menu, and you will see that "**Akismet Configuration**" has been added to the drop down menu. This means you have to do something with it – in this case, click on it, and enter your API key.



(**TIP:** The "Plugins" tab will also display a little orange circle when any of your plugins need

upgrading - a one-click process.)

Always check either the "**Plugins**" drop down menu, or "**Settings**", to see if there's further action you need to take on any plugin.

With previous WordPress versions, you could search more plugins right from the Plugins page – but that function seems to be missing on my brand new upgraded WordPress 2.8. So I will include some links to my favorite plugins. Just download them, unzip, and upload to your site via FTP. (Put them in your "**plugins**" folder, inside "**wp-content**".)

You can also find most popular plugins by searching the <u>Wordpress.org</u> site.

# **My Favorite Plugins**

- <u>All In One SEO</u> the name says it all! Check it out for a full list of features
- <u>Sociable</u> adds automatic links to your favorite Social Networking sites
- <u>Privacy Policy</u> Essential if you are going to monetize your site at all
- <u>WP Security Scan</u> scans your WordPress installation for security leaks; suggests fixes
- <u>Google Sitemap</u> a sitemap is essential for proper SEO
- <u>Adsense Manager</u> also handy if you're thinking of monetizing with Adsense

And of course, we've already dealt with Akismet.

## **Free Wordpress Themes**

While we're at it, we may as well take a look at some good solid sources of free WordPress Themes. Some are more suited to converting into static websites than others.

Smashing Magazine's 100 Free WordPress Themes http://themes.wordpress.net/ http://www.wpthemesfree.com/

The truth is, there are thousands of great Themes, both free and paid, out there.

And of course, don't forget to check out the free Themes at <u>Wordpress.org</u> itself!

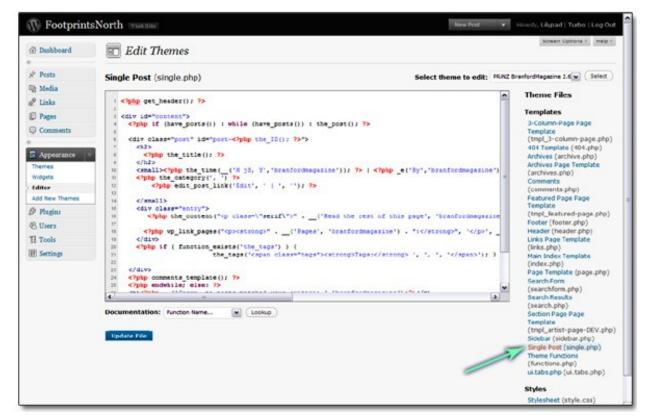
# **Removing The Time And Date Stamp**

The one thing that still makes your website look like a blog is the time and date stamp. There are a few different ways to remove these features – but not all of them work with every template.

The most foolproof method is this:

- 1. Go back to your **Dashboard**
- 2. Click on the "Appearances" tab in the left menu
- 3. Select "Editor", click
- Find "Single Post" in the list of files on the RIGHT HAND side of the new screen, click once (it's probably called something like "Single.php")

Immediately, the code for that file will appear in the big text area box:



Find the code that says:

#### <?php the\_time('d M Y'); ?>

If it is not in the "single post" file, try the "Page.php" file.

(For the Prinz Branford Magazine theme, which we are using, you need to delete:

```
<?php the_time(__('M jS, Y','branfordmagazine')); ?> | <?php
_e('By','branfordmagazine');?>
```

```
(10<sup>th</sup> line down in the "Single.php" file.)
```

When you are finished, click the blue "Update File" button...

## **Adding Your Pages**

Adding an actual page is easy. In your left-hand menu bar click the drop down menu on the "**Page**" tab.

Click "**Add New**". A very user-friendly screen will open up, and you can begin copy-pasting text (or keying it directly in), adding graphics, inserting a title, saving your drafts – and previewing your work before you click "publish".

5 Footprint	tsNorth Westers		idit Pages 🔹 Howdy, Lilypad   Log	
Dashboard	📗 🖉 Add New Page You o			
Dashboard   Posts  Posts  Dashboard   Posts  Dashboard   Posts  Dashboard   Add New   Comments   Appearance  Plagins   S Users	Enter Page Title Here Click icon to add photo Upload/Insert  Sec. 7 Click icon to add photo Upload/Insert  Sec. 7 Click icon to add photo Upload/Insec. 7 Click icon to add photo Upload/Insert  Sec. 7 Click	Visual HTML Press	Publish Save Draft Save Draft Save Draft Save Draft Status: Draft Edg Visibility: Public Edg Publish immediately Edg to publish when e finished Attribut Parent Main Page (no parent) v You can arrange your pages in hierarchie	
(F) Settings	Custom Fields		for example you could have an "About" page that has "Life Story" and "My Dog" pages under it. There are no limits to how deeply nested you can make pages. Template	

**TIP:** Don't copy text straight from Microsoft Word – there is usually hidden formatting that can mess up the look of your page. Instead, either copy it from Open Office, or copy paste it from Word into a plain text editor first as an interim step.

The only other thing you'll need to do is scroll to the bottom of the page (not shown here) and **un-select "allow comments**" and "allow pings".

NOTE ALSO you can **change the Permalinks for each page** by clicking "edit" and substituting whatever filename you want, while in "**Add Page**" or "**Edit Page**" mode. (You won't need them on a static website.)

Page published. <u>View page</u>
Watching The Water
Permalink: http://www.footprintsnorth.com/watching-the-water Edit View Page
Upload/Insert 🔳 🛄 🗯
₿ Z ₩ ⋮Ξ ┊Ξ " ≡ ≡ ≡ ∞ ∞ ₩ ₩ ₩ ■
Our wetlands need protecting - and somet

In the example above, you might want to change the highlighted filename "watching-the-water" to "watchingthewater", to better optimize your keyword. (Don't worry about the "index.html" convention – **you can easily designate any page you create as your home page** with one click of your mouse!).

At this point, if we preview it, our new website looks like this:

### Wordpress Website Secrets



**Note that we've already loaded our custom header** via FTP to the appropriate spot in our "wp-content/themes" files. You can have a custom header created for your theme (or make one yourself, as we did here) – just upload it into the appropriate spot into your images file via your FTP program.

(You may have to hunt a little to find the correct header graphic to replace, if you're doing it yourself. The graphic file you want to alter or use as a template is usually called "**header.png**", "**header.jpg**"... or maybe "**logo.gif**" or "**logo.jpg**"... (You get the idea.)

In the case of our Prinz Branford Magazine theme, however, you'll find it within the images directory, in the backgrounds sub-directory – and it's called **"bg\_branding.png**". (That's about as hard to locate as I've ever seen.)

Finally, before you click the "**Publish**" button on the right hand upper side of your page, uncheck the "comments" and "pings" boxes down near the bottom of the Dashboard. You won't need them with a static website.

Now we want to get rid of more clues that it's a blog.

 Setting Your Home Page - Go to "Settings" and click on the "Reading" tab in the drop down. Select "A static page" – and select the page you want as your home page from the drop down menu.

North Visit Site			
🔢 Reading Setti	ings		
Front page displays	○Your latest posts		
	A <u>static page</u> (select below)		
	Front page: - Select -		
	Posts page: - Select - About		
	Watching The Water		

If you want to customize it further, be warned – you will need some knowledge of PHP, CSS and HTML. You would need to alter files in the "**Appearance/Editor**" settings. (Left menu drop down tab.) Getting into PHP, CSS and HTML detail is beyond the scope of this Special Report, but here are some tips to help you get started..

Be sure to SAVE the original version of any file you edit first! That will save you more grief than any other precaution you can take. To do this, **Select the whole file within the text area box**, and **paste it into a plain text editor like Notepad**. Save it onto your desktop temporarily with its original filename. (**Be sure to select "ALL FILES" from the Notepad dropdown** when you save your backup original file!)

**Have a look at each file** within your Dashboard text area box. See what code you can safely remove. Experiment – as long as you've saved the original file and can copy paste it back in and "Update" it, it won't permanently harm your site.

Some clues as to what to remove: Check **Page.php** and remove any "comments" coding (making sure you don't unnecessarily remove bits of adjoining code.) Usually a complete code command will be contained within brackets like this: < >

(In the Prinz Branford Magazine theme, it's not necessary to touch

Page.php – eliminate sections from the Sidebar.php file instead, like this:

For example, removing the above chunk of code eliminates the Comments and RSS feeds, along with the heading "Stay Informed".

Also remove any bits of code dealing with **author**, **date**, **time of posting**, and **comment** references. The sort of code you need to look for would look like this:

```
<h5>by <?php the_author('nickname'); ?> on <?php the_time('F jS, Y') ? ></h5>
```

```
(Here's another example...)
```

```
<h5><?php comments_popup_link('No Comments', `1 Comment', `%
Comments'); ?></h5>
```

You have to look for similar chunks of code in all your template files.

Again – COPY AND SAVE THE ORIGINAL FILE FIRST as a backup before you do any editing! Your success is entirely dependent on your own abilities, so I make no guarantee!

# Widget Mastery

One more thing I'd like to show you – how to add a "widget" to that righthand sidebar, to fill up the space we've created there by removing the basic sections.

Go to the menu "**Appearance**" tab again, and select "**Widgets**". In WordPress 2.8, this is what you will see:

(1) Footprints	North Mardine		New Post	<ul> <li>Howdy, Lilypad   Turbo   Log Out</li> </ul>
Dashboard	🗊 Widgets			Screen Options * Help *
Ports	Available Widgets		Reg	ular Sidebar 🔹 🔻
약 Media 중 Links	Drag widgets from here to a sidebar on th delete their settings.	e right to activate them. Drag widgets back here to deactivate them and		
Pages v	Archives	Calendar		
Eda Add New	A monthly archive of your blog's posts	A calendar of your blog's posts	Foa	tured Page Textwidgets 🔹 🔹
Comments	Categories	Lisks		
*	A list or dropdown of categories	Your blogroll		
🖬 Appearance 🔻	Heta	Pages		
Themes Widgets	Log in/out, edmin, feed and WordPress links	Your blog's WordPress Pages		
Editor		Recent Comments		
Add New Thernes		The most recent comments		
Ø Plugins	Recent Posts	RSS		
🗞 Users	The most recent posts on your blog	Entries from any RSS or Atom feed		
TJ Tools	The max revers posts on your blog	Provide investigation of the second		
🖭 Settings 👻	Search	Tag Cloud		
General Writing	A search form for your blog	A search ferm for your blog Vour most used tags in cloud fermet Text Arbitrary text or HTML		
Reading	Text			
Discussion	Arbitrary text or HTML			
Privacy				
Permalinks Piscelaneous	Inactive Widgets		*	
	Drag widgets here to remove them from t	the sidebar but keep their settings.		

You can select from the **Available Widgets** listed, and drag them over to your sidebar . You can choose from such widgets as a search form for your site, links, RSS entries and more.

Or you can make your own – just select "**Text**" widget, and drag it (in this theme) over to "Regular Sidebar" on the right. It will open up, and you can insert your own code in it.

You can write a blurb, or add a logo, or a photo - anything you like!

And here is our finished home page – with all the "built-in" sidebar sections removed, and our own custom "text" widgets (including graphics) replacing them:



And that's about as far as we can go in one sitting!

I hope this "how to" primer has given you a good start on installing a WordPress blog – as well as a good start on turning it into your highly optimized static website!