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ANATOMY OF A WEBSITE

Learn The Parts Of A WordPress Website

Cap Web Solutions

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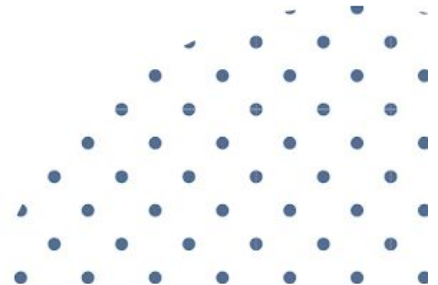
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Anatomy Of A Website

Learn The Parts Of A WordPress Website, How And What They Are Used For — And Get Ideas For Your Site

A WordPress website is made up of a combination of files, software, theme templates, add-on code (plugins), settings, and content and images stored in a database — that all fit together like the pieces of a puzzle to generate the final web pages on your site.

Learning all the different parts of a WordPress website, what they are used for, and how you can leverage them can be a daunting task — and trying to understand and use all the technical jargon and terminology to communicate effectively with a designer can be overwhelming to say the least.

That's we have this **simple Anatomy Of A WordPress Website** guide for you!

Responsive Web Design

The Rise Of Responsive Design

Websites that are "responsive" or use "responsive design" are flexible and fluid, meaning the page layout adjusts based on the size of the browser window.

When mobile devices first grew in popularity, clients needed web designers to provide solutions for better viewing experiences on those tiny screens. The best solution was creating a separate mobile site.

But then additional devices with varying screen sizes and resolutions began hitting the market.

Designers saw how impractical and costly it would be to create different versions of a website for every device/size — and due to the rapidly changing landscape of technology, they realized it would be practically impossible to keep up.

As the landscape of web browsers and devices grew, changed, expanded, and improved, consumer expectations also changed.

Consumers today expect to be able to browse the internet as easily on a mobile device as they can on a desktop computer — and they expect to be able to do it at portrait or landscape view, on any device, and sometimes they don't even have their browser window open to full size!

Responsive Web Design Is The Solution

Responsive web design is a whole new way to think about web design, and a different approach to building websites where a site is designed to respond to, resize, or adjust itself based on user behavior and the viewing environment (type of device, screen size, resolution, orientation).

So instead of creating a separate mobile site to work at one size, the entire website is designed and built using flexible, fluid layouts that adjust and resize at specific "break points" or sizes — Think iMac, MacBook, iPad, iPad Mini, and iPhone to just name a few. Responsive web design won't perfectly solve user experience issues on every device available, but it will improve it on as many as possible.

Responsive Web Design Examples

In the example below, you can see how the logo placement, navigation menu, and page content adjusts and reformats itself based on the size of the viewing device.
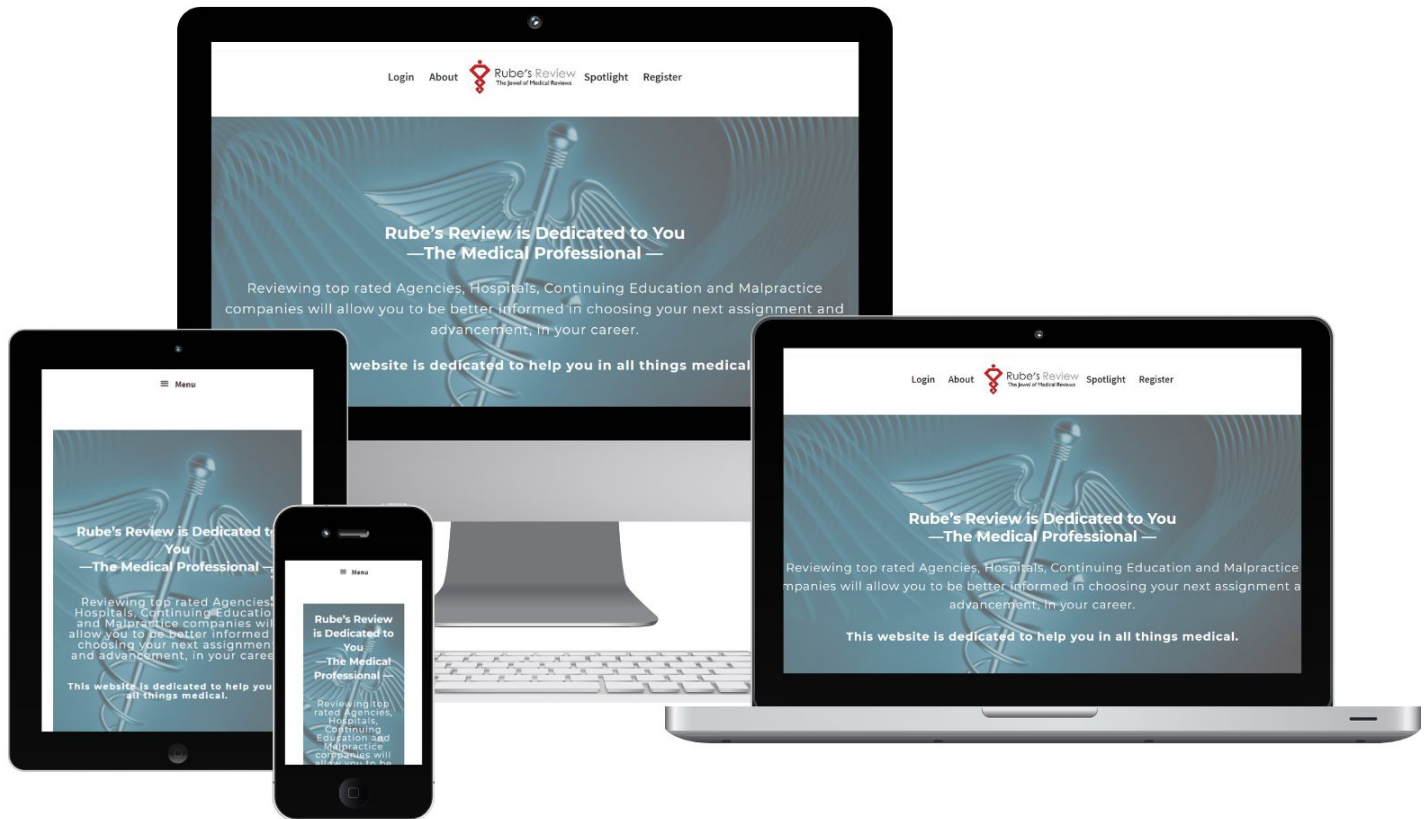
A non-responsive website still works on all devices, it just gets shrunk down tiny, so users much "pinch and zoom" to read the content, click a menu link, or scroll left or right when zoomed in to access the sidebars, etc.

Home Page

The Virtual Front Door For Your Business

While visitors may enter your site for the first time through a blog post, your Home page is the virtual front door of your business for the world. When someone visits your site directly through your main URL, it is the first page of your website they will see.

The Home page represents the very first opportunity you have to make an impression. Visitors need to be able to quickly figure out, in just a few seconds, if they are in the right place and your site is what they have been looking for.

Defining the purpose of your website and home page is the first step in creating a strategy that will attract your ideal clients and customers.

Your Website And Homepage May Have Different Goals

While the overall goal of your website is to persuade visitors to hire you, buy from you, or learn from you, the goal of your Home page may be to simply get visitors to realize they are in the right place and click past the Home page to your core sales and conversion pages.

Trying to make a sale right on your homepage is like asking someone to marry you on the first date! It's probably not going to happen because they don't know you yet, they haven't decided if they like you yet, and they haven't built any trust in you yet, and as a result, they aren't ready to take action.

Three Different Types Of Home Pages

- **Static Home Page:**
  Static pages load the same content every time someone visits the page. It is a home page with content that rarely changes. The page can use a full width page template, or a template with a sidebar, and the content can include text, images, and video.

- **Dynamic Home Page:**
  Dynamic web pages typically show different content each time the page is visited. It has content that changes, often automatically, like when recent blog posts are displayed and the content changes each time a new post is published.

- **Widgetized Home Page:**
  Widgeted web pages combine static content and dynamic content on one page. Instead of a single content region, the page is broken up into multiple content regions and/or widgetized areas. Each area can include either static content, or dynamic content like a recent posts or recent comments widgets.

Static Home Page Examples

SilverTone
MED PLANS

610-409-1998

Home | About Us | Articles | Contact

Your Neighborhood
Medicare Specialist

Compare Medicare Plans
Now and See How Much
You Can Save
New To Medicare? We Make it Easy!
Turning 65? Golden Boomers Our Specialty!

Request A Quote

Comprehensive Medicare insurance at affordable
rates. Request a quote, ask a question, and receive
a response within 24 hours!

First Name

Last Name

Email

Phone

Email

This field is for validation purposes and should
be left unchanged.

SUBMIT

Medicare
Advantage

Medigap
Plans

Part D
Prescription

Medicare Articles

About Medicare

- Medicare Basics
- Medigap Basics
- Part D Prescription Drug Plans
- Medicare Advantage Plans

Tips and Advice

- Common Medicare Mistakes
- FAQ's
- Medicare Eligibility

Enrollment

- Medicare Parts A & B
- Medigap Plans
- Part D Prescription Drug Plans
- Medicare Advantage Plans
- Special Needs Plans

Making a Decision

- Making a Medicare Decision

Contact Us

First Name

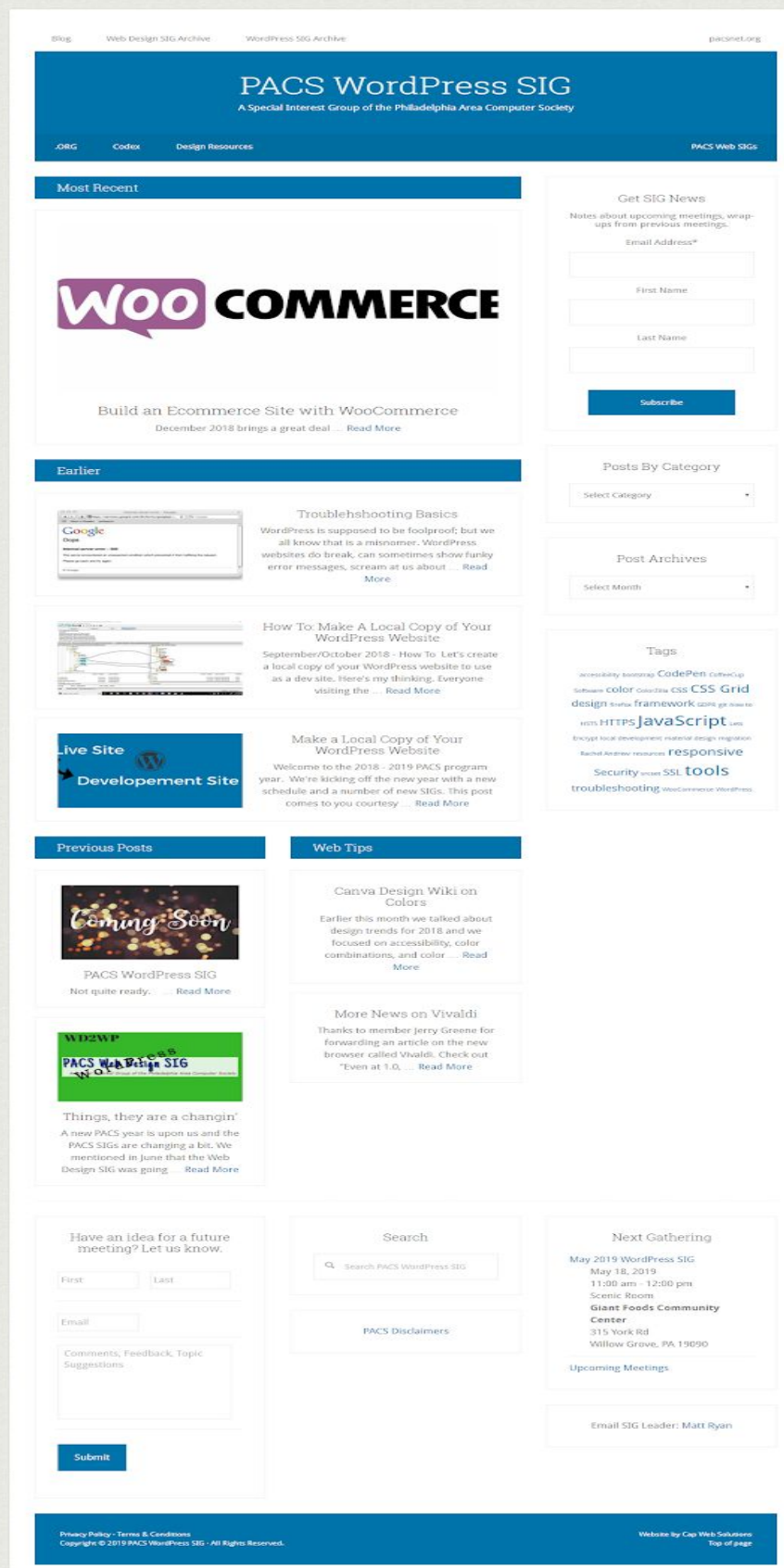Last Name

Email

Phone

Comments

This field is for validation purposes
and should be left unchanged.

SUBMIT

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T. 610-409-1998 | F. 610-409-2548

Dynamic Home Page Example

Widgetized Homepage Example

Set Aside Time To Focus On Your Home Page

Your Home page is arguably one of the most important pages on your website. That means you need to set aside time to focus on the page as a whole and what you need to communicate on it. We recommend at least a few hours to first get your ideas and messages out on paper and get a rough idea of what your Home page may look like.

Then walk away and come back to it in a day or two with a fresh perspective. The goal is to refine the page organization and ensure each element has a clear purpose to move a new visitor past the Home page and into your site.

How To Create An Effective Website Home Page

Here are a few website Homepage design tips to help you get started:

- **Keep It Simple And Clear**
  Don't try to tell your entire story and communicate everything you think someone needs to know in one, giant, long Home page. Keep your content simple, focused, and crystal clear, and drive them into your website to explore and learn more.

- **Use Basic Language**
  Don't try to be too creative, clever, or cutesy. Instead, focus on making sure a new visitor can get a quick snapshot of what you do in 5 seconds or less.

- **Make It About Your Client**
  Your Home page needs to answer the questions: Is this what I am looking for? Am I in the right place? What are my options? Remember, you want to get them interested enough to click to the next page

- **Treat It Like The First Step**
  A date is the first step, not marriage. Getting people to your Home page and interested in learning more is the first step, not a sale or opt-in! Be sure to create clear paths (funnels) through the site to your conversion pages and tell them exactly what to do next with crystal clear calls to action.

- **Make Content Easy To Access**
  Give visitors more than one way to reach your most valuable content. Include links in your website navigation menu, in the page content, and in the footer or sidebar.

- **Use A Lot Of Visuals**
  No one wants to read an essay online and photos grab attention often faster than text, so use strategic visuals that reinforce your message to add interest to the page.

- **Prioritize Information**
  Everything on your Home page can't be big and bold and crammed at the top of the page — if you tried that, nothing would stand out. Instead, once you have decided exactly what your home page must communicate, prioritize the information so you know what needs the most attention, and what needs the least.

Header

The Header Reinforces Your Brand

The header runs across the top of the page and appears on every page of your website, except on sales or landing page templates that have it removed. The purpose of your website header is to promote your brand and make your site instantly recognizable to those who are already familiar with you.

For many businesses, the header is the perfect place to efficiently and effectively convey exactly what your site is about and what your business does.

Website Header Design Considerations

- **Branding A Person**
  If branding a person as the celebrity or spokesperson for the brand, consider including your logo, photo, name, and title. Using a photo will help visitors feel like they know you and will accelerate the relationship building process.

- **Branding A Business**
  If branding a business, consider including your logo and tagline only, and not cluttering up your header with unimportant information. Also consider using a theme design that doesn't use a traditional style header.

- **Branding A Thing**
  If branding an event, product, program, or service, consider creating a logo for the offer. If it offered by a brand, you may mention the offer is "brought to you by..." or "presented by..." to add credibility. Adding a short statement of benefits can help visitors know if they are in the right place.

Not All Websites Have A Header

A website header takes up valuable real estate at the top of the page / browser window that isn't always necessary — plus, full width headers aren't always the best solution for mobile-first websites or responsive websites. For some businesses, it is better not to use a traditional website header, and instead just display the logo and navigation menu at the top of the page. This moves the content up higher on the page.

Website Header Design Tips

- **Keep It Simple**
  Don't try to cram too much stuff in the header — the more you include, the less valuable it is.

- **Keep Text To A Minimum**
  Your header is primarily for branding and brand recognition, and it should be primarily visual. You don't need to include your business name, and your name, and your title, and a tagline, and a mission statement or a marketing message, and, and, and …

- **Don't Add An Opt-In**
  An opt-in box doesn't belong on every page of your website — like your services, products, programs, and other money-focused pages where you are asking for a different action to be taken.

Menu

A Menu Is A List Of Navigational Links

At the most basic level, a WordPress menu is just a collection or list of links. The most common use of a menu is for the site navigation area or navigation bar and is referred to as a navigation menu.

Each link in a menu is called a menu item. Some menu items may have secondary menu items or sub-menu items displayed in a drop down menu.

EXAMPLE: A basic website navigation menu may include menu items such as About, Services, Products, Testimonials, and Contact. The Services menu item may display a drop down menu, with the sub-menu items Private Consulting, Group Training, VIP Day.

Menus Can Be Displayed Almost Anywhere

- On a Media page, you could add a menu of links in the sidebar to interviews, features, and videos.
- In your footer, you could display a menu of links to individual product, service, or program sales pages.
- On a Speaking page, you could add a menu to the sidebar that links to SlideShare presentations, speaking videos, or reviews.

Why Use A Menu?

You may be reading this wondering, "Why use a menu? Why wouldn't I just list the links?"

First, in a sidebar, footer, or other widgetized area, there is no editor available to help you add links, so listing links requires you either to write HTML to create the links, or first create the list of links in a page and copy and paste the code into the widget.

What a pain! Menus make the process much easier!

WordPress menus allow you to create a custom menu, easily add pages, posts, categories, tags, or custom links, and change the name and titles of the menu items. And with its drag-and-drop functionality, you can change the order of the menu items, and create drop down menus. All without having to touch HTML!

Plus, if it works with your website design, we include custom CSS for sidebar and footer menus that display them in a style that matches your theme design.

Menu Item Hover

Sample of a "hover effect" or "current state" for a single menu item.

Travel Nursing USA

HOME TRAVEL NURSING JOBS FAQ BLOG CONTACT

Learn About Travel Nursing ►

I Want Information! ►

Show Me The Jobs ►

We Need Nurses ►

Become a Travel Nurse!

Build your resume, make new friends, and create unforgettable experiences... Apply in one step!

Get Started Now

Travel Nursing FAQ   Connect With Agencies   Available Job Postings   Find Qualified Nurses

Custom Menu

A custom menu is used to highlight 4 key areas on the site.

Primary Menu

The main navigation menu.

Blog Categories

- Blogging & Blog Strategy
- WordPress Tips & Resources
- Design Tools & Resources
- Email Marketing & List Building
- Smart Creative Success Stories
- Brand Design & Brand Strategy
- Search Engine Optimization
- Website Design Tips & Strategy
- Graphic Design & Print Design
- Business & Entrepreneurship
- Client Attraction
- Copywriting & Communication
- Marketing Tips & Marketing Strategy
- Social Media & Social Networking
- Color In Branding & Design

Available Assessments

- Myers-Briggs Type Indicator® (MBTI®) Assessment
- TKI – Thomas-Kilmann Conflict Mode Instrument
- California Psychological Inventory

Our Programs

- Executive Coaching
- Leadership Academy
- Business Breakthrough Program

Custom Sidebar Menu

Using a custom menu to display blog categories allows you to choose the order the categories are listed in.

Custom Footer Menu

Using custom menus in the footer allows you to easily display quick links to your sales and conversion pages.

Content Area

The content area is the main content region on a page, and can contain all different types of content, from text and images, to video and audio. It is where the content and media you provide will be added and formatted.

How Much Content You Need

While you don't need to write a novel or even an essay, you do need to consider that content is the main tool used by search engines to scan and index your site.

Pages with only a tiny amount of content won't do much to help your site get indexed or improve your rankings — pages with less than 400 words may as well be blank — and Coming Soon pages just show people you didn't finish your content on time.

NOTE: The more content a designer has to work with, the more awesomeness they can create with the layout!

Website Content Tips

It is very difficult for people to read long paragraphs of text online, especially when it's one paragraph after another. When writing your content, consider:

- Writing content in short paragraphs of three to four sentences
- Including headlines and sub headlines to break up the text
- Using bulleted and numbered lists
- Finding just the right images (from Shutterstock.com) — just share the image numbers or a lightbox with us and we'll do the rest
- Getting your content done and good enough to get to market, then refining it as you go
- Asking for help, input, advice, and feedback if you need it
- Launching with just what you need to help visitors make a buying decision, then adding other supporting content later.

Main Content Area
This is the main content area of your web page or blog post.

SIDEBAR

A website sidebar is a vertical column or vertical bar of supplemental content that is displayed alongside the main content region of a page. The sidebar can be on the left or right side of the page, but the most current standard is the right side.

A no sidebar layout, is also often used and becoming more popular. This is where the whole page is focused on one goal without a sidebar.

Depending on the design, your website could include different page layouts and/or multiple sidebars, including:

- Content
- Content/Sidebar
- Sidebar/Content
- Sidebar/Content/Sidebar
- Content/Sidebar/Sidebar
- Sidebar/Sidebar/Content

Content/Sidebar

The default page structure of most websites, showing content on the left and the sidebar on the right.

Multiple Or Single Sidebar

Layouts using multiple sidebars are used on media sites, magazine sites, and sites that leverage the ad revenue model.

For business websites and conversion-based websites, a single sidebar with conversion-focused content can help convert visitors into clients, customers, and subscribers — and get them to hire you, buy from you, and learn from you.

Create A Strategic Website Sidebar

If using a sidebar, we recommend looking at it as an opportunity to provide more value to your visitors and to help them move through your site and access your most important content faster and easier.

When deciding what to put in your sidebar, don't just add lots of things willy-nilly just because you can. Instead, assess each item first to ensure it has a purpose.

Ask yourself:

- Does this add value to my visitors?
- Does this guide visitors toward a conversion – toward hiring me, buying from me, or learning from me?
- Will this improve my conversion funnel, or is it a distraction?
- Will this improve my website or will it just clutter it up?

Common Elements Of A Website Sidebar

Menu of links to your most important content, sales pages, and other conversion pages. It's okay if these are already in your website navigation menu — you're just making your content more accessible by giving them multiple ways to reach it.

- As seen on logos / featured in logos (for social proof)
- Sample testimonial and link to testimonials page
- Promo for an upcoming event, course, or program
- Invitation to apply for a free consultation
- Social media icons
- Blog post / article categories
- List of recent blog posts / articles
- Short bio and photo with a link to the about page
- Special announcements

Remember, these are just suggestions.

Don't put all of the items listed in your sidebar! Otherwise, your sidebar will be longer than your page content — and that will look like you didn't plan your site very well.

How Much Social Media Is Appropriate?

If you're considering adding social media icons, badges, counters, widgets, and buttons to your website sidebar, seriously consider whether or not it is the best choice.

For some blogs, websites, community driven sites, media sites, and hobbyist sites, adding social media icons, buttons, badges, and widgets makes sense.

But for others, this is a terrible choice because every social media icon, widget, badge, counter, and button is a link taking people away from your website to a social site.

And you know what happens then? They see a post from a friend, or a photo of someone's pet or kids, they get distracted, they forget about your site, and then they may never come back.

As more and more website owners figure this out and realize that gaining conversions and making sales are more important than sending people to Facebook — adjustments are being made to how social media is used on the site. Instead of it being a primary focus, it becomes a supporting tool to stay connected with those not yet ready to hire you, buy from you, or opt-in.

You need to assess whether the social media on your site is worth the potential loss of conversion.

Unique Sidebars

Typically, a website has a standard or default sidebar.

But with WordPress, you have incredible flexibility with your website, and you can choose on a page-by-page basis to either remove the sidebar to use a full-width template, or to use a custom or unique sidebar.

- **EXAMPLE:** A products page would best be served by removing the sidebar to reduce distraction and keep the visitor focused on checking out the products and clicking over to a sales page.
- **EXAMPLE:** A speaking page would best be served by a unique sidebar, containing a menu of links to interviews and features, as seen on logos, or even a list of past speaking gigs.

Widgets

Widgets Are Content Containers

A widget is a general term used when referencing a small gadget or mechanical device that has an unknown or unspecified name. A WordPress widget is the term used to describe a small area on a website that is used for a specific function.

What that means in plain English, is that a widget area is like a container for different types of content, and a widget is a smaller container for a specific type of content inside the big container.

Widgets were originally designed to provide a simple and easy way to give more control to the website owner over the design and content, and today they are used to add specific types of content and features to a site.

Widgetized websites, use widgets to display different types content and perform different types of functions.

While most WordPress themes support widgets, not every theme uses them the same way or in the same places, so your available widget areas are specific to your theme. Most often we see widgets used in unique home page designs (widgeted home pages), in sidebars, in footer widget areas, and in other parts of the theme like the right side of a header, or at the end of a blog post.

In a widget-enabled section of your website, like the sidebar, you can simply drag and drop the widgets you need or drag and drop them to change the order they appear.

Three Core Types of Widgets You Need To Know About:

- **WordPress Widgets:** By default, WordPress has several widgets built in, including categories, tags, custom menu, search, recent posts, etc.
- **Theme Widgets:** Based on the specific needs of a site, custom widgets, like featured posts or recent posts, may be built into the WordPress theme and be available to use without a plugin.
- **Plugin Widgets:** Many plugins add their own widgets to your website to give you more control over how the plugin functions are displayed.

Widget Examples

Footer And Footer Widgets

A Footer Appears At The Bottom Of Your Entire Website

The most common use of a footer is a bar across the bottom of the page that includes the copyright information, and links to the privacy policy and disclaimer pages. Depending on the focus and design of your website, this area may also include your contact information and links to pages such as an affiliate page, a sponsors page, an advertising page, or even the contact page.

Footer Widgets Are Widget Areas In The Website Footer

Typically these sections are set apart from the rest of the content, in a color area, or separated with a line or divider of some type — and, in many cases, they appear on almost every page of the website.

The number of widgets or content "boxes" in a footer widget area is determined by the design of the theme. Theme footer widget areas can contain one, two, three, or even four widget areas — and while many themes use three or four widgets that are all the same width, they be varying widths.

What Should Go In A Footer Widget?

Everyone likes the idea of footer widgets because they provide an opportunity to add more value to visitors, provide another way visitors can access your most important content, and an opportunity to add keyword-rich internal links to your key conversion pages — But everyone also gets stumped when trying to figure out what to put in them!

Here are some examples of what you could include in your footer widgets:

- Contact information (if not in your footer)
- Promo and link to speaking page
- Short testimonial and link to testimonials page
- Upcoming event promo and link to event page
- Menu of links to sales pages
- Short bio and link to about page
- Social media icons
- Recent blog posts
- Promo and link to services page
- Affiliate ad or promo

Don't Make Your Footer Too Big!

Be careful when adding content to your footer widgets! Creating a large, overpowering footer that is bigger than the page content on your site is just silly. Remember the principles of content hierarchy: the footer should contain important content, but it should have the lowest visual priority of the page.

Blog

A Blog Is A Place To Share New Content And Media

Blog posts are typically arranged in order from newest post to oldest post, and can be displayed in a list, in a grid, or in a Pinterest-style tiled format called Masonry.

Many business owners are hesitant to start a blog, because of the pressures they feel to create epic content or the worry they feel about whether or not they can sustain a blog consistently over time — but what you need to remember is that a blog is just a simple collection of content typically focused on one specific topic or niche.

A Blog Is A File Cabinet For Your Website

Your blog is a section of your website where you can store and file all different types of helpful and valuable content — articles, reviews, videos, audios, opinion, how-tos, resources, tips, and more, for other people to quickly and easily access.

Blog
A file cabinet for your website to store content that you want others to be able to access quickly and easily.

Blog Post Tags
Smaller, more focused, targeted topics within the broader categories.

Blog Post Categories
The overarching topics and themes the blog content covers.

- The categories of your blog are like the drawers of your file cabinet, each representing a large, overarching theme or topic.
- The tags of your blog are like the individual labeled file folders inside the drawers, organizing the content into smaller, more focused sub-topics.

Author Box

Help Readers Learn More About You

At the end of each blog post, an author box is included that displays the author's name, a short bio, and an image of the author. Whether you have one person writing content for your blog or 10 or even 100, an author box makes it super easy for visitors who enjoyed your blog post to learn more about you.

Traits Of A Powerful Author Box

An author box is a powerful tool at positioning you as an expert and inviting visitors to visit other parts of your website, like your About page to learn more.

Here are some things to consider when thinking about your author box:

- **Keep It Simple**
The bio included in the author box is just meant to be a taste or a sample of your bio. Keep it short and sweet
    — no more than 1-3 sentences.
- **Share The Highlights**
Like I said, keep it short and sweet. Share the core highlights of your bio and tease the reader into wanting to
    learn more.
- **Include A Link Or Two**
Because your author bio needs to stay short, include a link to your About page. If you mention any services,
    products, or programs, consider linking to those pages as well.
- **Write In Third Person**
Keep it professional and write your bio in third person. Others will use your author bio for features, interviews,
    and marketing needs so make it easy for them and keep yourself looking like a pro.
- **Use The Same Photo You Use On Social Media**
Speed up recognition and the feeling that your visitor knows you by using the same photo you use on
    Facebook, Twitter, Instagram, LinkedIn, and other sites.

Comments

Are Comments Right For You?

When adding a WordPress blog to your website, you have to decide if you will turn on comments and give visitors the ability to leave comments on your posts.

For years, comments were always turned on, my guess is because WordPress began as a blogging platform then grew into a full-fledged website content management system — and most blogs thrive on comments.

However, as more and more businesses have invested time, effort, and resources into blogging, more and more sites are turning off comments. Why?

There are three main reasons:

1. Very few people if any actually comment on business websites and very few website owners want to display the option to leave a comment and have post after post show no comments. No comments makes it look like no one is reading the blog and no one is engaging with your company, even if that's not the case.
2. Bots constantly flood website comment systems with spam and now website owners have another responsibility: managing and moderating comments to approve legitimate comments and delete spam comments, which they don't have time for.
3. Social media has taken over and more and more businesses are inviting the conversation to take place on their Facebook page, on Twitter, on LinkedIn, or on Instagram.

You need to decide if you want comments turned on or turned off on your website.

Opt-In Box

An opt-in box has the specific purpose of capturing leads (email addresses of people interested in hearing from you) and growing an email marketing list.

The premise behind an opt-in box is to capture the names and emails of visitors who want to learn more from you, stay in touch with you, and hear from you in the future — those who aren't ready to hire you or buy from you — so you can market to them by email in the future.

When opt-ins first became popular, simply offering an email newsletter subscription worked great for conversions.

At that time having an email newsletter made you cool because not many people had one!

But as consumers became more internet savvy, and spam became more prevalent, consumers became more protective of their email addresses and website owners were forced to up the ante.

The Irresistible Free Offer

An irresistible free offer or IFO is a high-value free gift you offer to your website visitors in return for their name and email address — which is why it is also called an ethical bribe.

The best opt-in, list building, free offers address a desire your ideal clients have, provide a solution to a problem or challenge, and are so awesome and valuable that you question whether or not you should charge for the content, that's what makes them irresistible.
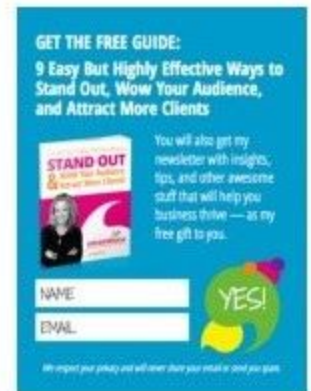
When making a list building, irresistible opt-in offer, some website owners choose to lead with their newsletter and use their free offer as a bonus gift:

"Sign up for my FREE email newsletter with industry insights and valuable tips on XYZ, plus receive my brand new video training: '10 Ways to Achieve Big Results' as my gift to you."

Other website owners choose to lead with their free offer as the primary tool to build an email list, and offer their email newsletter as secondary gift or bonus:

"Sign up today and get instant access to our brand new FREE CD: '10 Ways to Achieve Big Results!' Plus receive our complimentary weekly email newsletter full of valuable tips and resources."

REMEMBER:

If you actively market to or sell to clients or customers in the EU, or you provide list building offers to residents of the EU, your opt-in offers need to be GDPR compliant. This means that you need to get explicit consent for BOTH the irresistible free offer AND your newsletter separately.

You can do this by adding an unchecked checkbox to your opt-in form. This way a visitor can enter their email to opt-in to receive the free offer only, or also check the checkbox to also receive your email newsletter.

A Website Opt-In Box Typically Includes:

1. **An Attention-Getting Headline**

Use exact-match keywords — keywords that match those most commonly used by those searching for the same topic your IFO addresses.

2. **A Description Of What They Will Receive**

If they will also receive your email newsletter or ongoing email marketing, make sure you let them know up front.

3. **The Word "FREE"**

Reinforce the fact that you're asking for no money and the tool you're sharing is free.

4. **An Image Of What They Will Receive**

Pictures make the offer more real and increase conversions.

5. **Next Steps Instructions**

Tell the visitor exactly what to do next. If they need to enter their email and click the button, tell them to do so. Leave nothing to chance.

6. **An Opt-In Form**

Use as few fields as possible and consider only using an email field.

7. **A Call To Action Button**

Make the call to action powerful.

8. **A Privacy Statement**

Promise they won't get spammed.

9. **A checkbox for your email newsletter**

Give them the option to also get your newsletter and provide specific consent.

A website opt-in is a great tool to help you build an email list full of leads that want to learn from you and hear from you on a regular basis — a list of people who may not be ready to hire you or buy from you right now but may be in the future.

Page Templates

Your WordPress theme is made up of a combination of templates all working together to display your content and web pages. Each template serves a specific purpose and is based off the Default Page Template.

Here is a quick overview of the different page templates in your WordPress theme:

Default Page Template

The Default page template is the page template that all pages and posts on your WordPress website use by default, the one that will be used if no other is selected.

Typically, on a small business website, this is the Content/Sidebar page template — with content displayed on the left and the sidebar on the right.
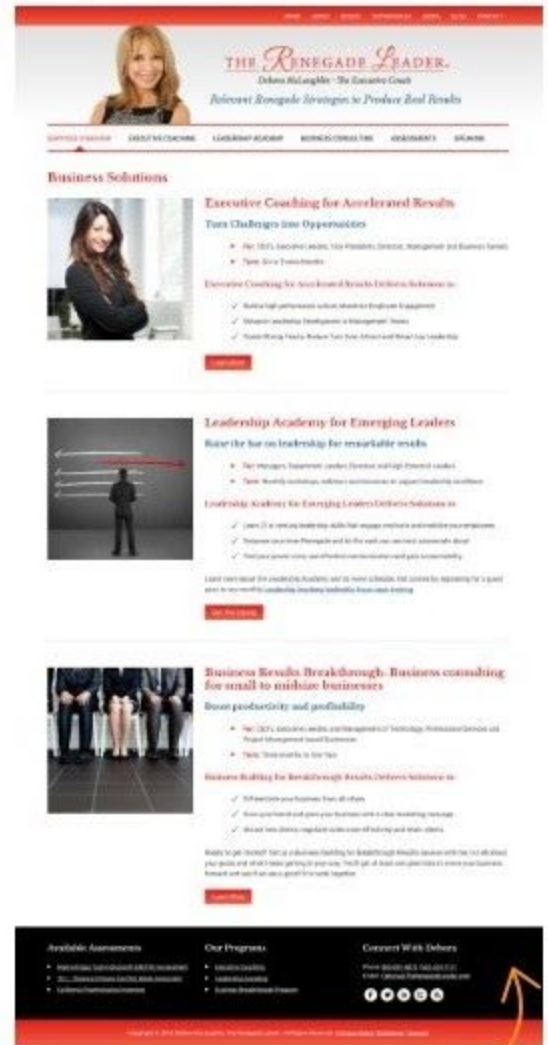
Full Width Page Template

A full width page template removes the sidebar so your content can take advantage of the entire page width with minimal distraction.

For pages that have a specific goal or purpose, like your services, products, programs, speaking, media, or portfolio pages, it is best to use a full width template. This way your visitors remain focused on the content on the page and the action you want them to take.

- **EXAMPLE:** Your services page is an overview of each of your offers, with links to more in depth Sales pages about each one. By using a full width template, you remove extra calls to action, and keep visitors focused on learning more about your services and clicking through to a sales page.

Blog Index Template

The Blog Index template is used for your main blog page, and all of the "Older Posts" pages behind it.

Often for business websites, this template is very similar to the Default page template, but for bloggers and other site owners, Blog Index pages with full width layouts, grid-style layouts, and even Pinterest-style layouts are becoming more and more popular, as they move more content up the page.

Typically, on the Blog Index page, only a small portion of a post is shown, and visitors must click a "Read More" link to read the entire post.

Single Post Page Template

The single post template is the template used to display the individual blog posts in full. In most cases, this template almost exactly the same as your default content/sidebar page template, with a few important differences unique to a blog post.

The single post template includes the publish date, author name, and comment count, as well as the category and tags. Below the post, additional types of content, like your author bio box, comments, and comment form are added.

Special widgets and content areas can also be added to this template to display items such as:

- After post opt-in
- Related posts
- Ad / promo area

If a social sharing plugin is activated on your website to add the sharing icons for Facebook, Twitter, and LinkedIn, etc. to your post, these will show up on the single post template either at the end of your post or floating to the left of your post content.

The image is a diagram titled "Single Post Template Sample 'After Post' Content" with labeled callouts.

Single Post Template Sample "After Post" Content

About Jennifer Bourn

As Creative Director of Bourn Creative, Jennifer leads all consulting, strategy, and creative projects. She is an award-winning designer specializing in custom WordPress theme design, brand design, logo & icon design, and graphic design for small business.

Passionate about the world of online business, Jennifer consults with clients around the world on branding, website planning, and marketing strategies that leverage the internet to generate leads, attract clients, and create opportunities. She regularly speaks at live events, conferences, and workshops around the country, as well as on radio shows, tele-classes, webinars, and podcasts.

Author Bio Box

The Author Bio Box appears at the end of your blog posts. This is a great place to link to your about page.

Liked this article? Check out more like it:

PHOENIX WORDCAMP

A Recap of WordCamp Phoenix 2015

How to Turn a Weather And Grow From Your Business Without Freaking Out

WordPress Widget Logic: How to Display Different Widgets on Each Page

Take Your Business Into More Than Words

Working Off Your Business, Not Just In Your Business

Related Posts

Showing related posts after your blog post gives readers more content on the same topic.

Bourn Creative Recommends WP Engine

WP engine

Gain peace of mind knowing your website (the main source of your online presence) is safe, secure, and protected with WP Engine – an insanely fast, infinitely scalable, backed up, secure, expert WordPress hosting company that's got your back!

CLICK HERE TO TRY WP ENGINE FOR 60 DAYS. RISK FREE!

Widget

We have an "after post" widget added to our theme to promote services and products we believe in, use, and recommend.

Comments & Feedback:

Kim Purcell
January 26, 2016 at 8:11 am

It was great getting to meet you and Brian at WordCamp Phoenix! I hope next year we have more time to sit down and chat. :)

Reply

Jennifer Bourn
January 26, 2016 at 10:16 am

Kim — Me too! That would be awesome :)

Reply

Comments

The comments section is typically either right after the post or at the bottom of the page. Placement depends on your site straegy.

Glen Smith
January 27, 2016 at 9:44 am

I have only ever been to WordCamp Tucson, 2x to Phoenix and a Meetup Geek Tribe. What a great tribute to your friends! I liked your website :) In Flocks. Yea, have done an amazing job customizing it. Truly impressive.
Mark and Mari Canales

Reply

Jennifer Bourn
January 27, 2016 at 4:11 pm

Glen — WordCamp Phoenix was awesome. Glad a chat to sit and learn, improved our own knowledge base, and got to help others too! Thank you so much for the kudos on our site too! We'll be making some upgrades and changing a few things around shortly ... so stay tuned!

Reply

Share Your Comments & Feedback:

Name *

Email *

Website

Share My Comment

Comment Form

Giving readers an opportunity to share their thoughts, comments, and feedback helps build a responsive, engaged community.

Sales And Landing Pages

Sales pages and Landing pages are web pages with no navigation menu, no sidebar, no footer widget area, and no links off the page — except to a shopping cart or order form.

The premise behind these pages is to eliminate all distractions from the page, and keep visitors completely focused on taking one single action — they are used solely to increase conversions.

Let's look at these pages a little closer:

Sales Pages

Sales pages are conversion pages with one call to action — to get visitors to buy something and to make a sale.

They are typically used for products, programs, services, and events.

Landing Pages

Landing pages are pages on your website consumers "land on" when they follow or click a link from your marketing materials, advertising, or business promotions.

Many people also create custom landing pages for social media profile URLs too.

The Difference

Sales pages and landing pages are basically the exact same thing — the difference in naming is simply based on how the page is being used.

Sales Page Template
This program sales page uses a conversion page template with a custom header.

Squeeze Page

Squeeze pages are web pages designed to squeeze information out of visitors before they leave — like squeezing your email address out of you through an opt-in. They are usually short, simple, and direct and have no navigation menu, no sidebar, no footer widget area, and no links off the page.

What's Working Now, When It Comes To Squeeze Pages

Squeeze pages are used to persuade visitors to opt-in and join your list before they enter your website or move forward.

Squeeze pages are typically used as targeted, hidden marketing pages that you can use when speaking or for your list building promotions. For example, the page URL may be www.domainname.com/gift or www.domainname.com/webinar/.

You can also use a squeeze page on a separate URL (domain name) as a gateway to your main website. In this scenario, you give people the squeeze page URL instead of your main website URL in an attempt to capture their name and email before they reach your website.

Some pop-up plugins even allow you to imitate the functionality of a squeeze page with a huge call to action that overlays the entire page and requires a click of a yes or no button to move forward.

Archive Templates

An archive template lists all of the posts matching specific criteria in chronological order — usually from newest (at the top) to oldest (at the bottom). When you publish a new blog post, it is displayed at the top of your main blog page, pushing your older posts down the page. As more new posts are published, older posts keep moving down the page until they no longer show up on the main blog page.

These older posts are still available if you click through pages of older posts, or if you click on an Archive page link. For example, all posts on Category A are also available in the Category A archive.

In your WordPress site, you'll have a few different types of Archive pages available, including:

Category Archives

When a visitor clicks a category link, they will be taken to an Archive page listing all of the posts in that category. If enabled, a content area can be added to the top of each category archive page. This content area is perfect for an introduction to the category and a description of the type of blog posts and content visitors will find in this archive.

Articles on Blogging and Blog Strategy

Free 30-Minute Webinar

Content to Cash: Leverage Content to Attract Clients and Streamline Workflow

Here You Go Man! Get The Slides and Grab The Headlines Guide

WordCamp Phoenix 2014

Welcome WordCamp Phoenix 2014 attendees!

Why Broken Links Are Bad For Business

Broken Links Frustrate People and Search Engines and Make You Look Lame

Leveraging Links - A Series

The changes causing the biggest problems all have to do with deleting or renaming web pages and blog posts

Let's Get Social!

Blog Categories

Recommended Resources

Tag Archives

When a visitor clicks a tag link, they will be taken to an Archive page listing all of the posts labeled with that tag. If enabled, a content area can be added to the top of each category archive page. This content area is perfect for an introduction to the category and a description of the type of blog posts and content visitors will find in this archive.

Author Archives

If author archives are enabled, when a visitor clicks the author's name, they will be taken to an Archive page listing all of the author's posts. Author archives are typically only used on multi-author blogs. Based on your settings, the author bio box, special intro content, or both can be displayed at the very top of the page above the list of posts.

This Author Archive page displays the Author Bio Box at the top of the page.

Making The Most Of Your Archives

Each Archive — date, category, tag, author, etc. — lists all of the posts in the Archive. However, if you click over to an Archive page, sometimes it can be a little confusing because it looks just like the blog!

Here are a couple quick tips for leveraging your WordPress site archives:

- Add a custom headline for the Archive page. A blog category called "Client Attraction" may have a headline like, "Articles and Resources on Client Attraction For Entrepreneurs"
- Add a description or archive introduction. Add new, keyword-rich content to introduce visitors to the page and tell them what types of articles, posts, and topics they will find in the archive.

Additional Terminology

As a WordPress website owner, understanding the terminology used to when talking about the site is important — especially when communicating with your creative partner, designers, developers, and your team members who will be helping you with your website.

Knowing and using the correct website and WordPress terms will help ensure your directions and requests are clear and easy to understand, and it will help you communicate accurately and get things done faster.

While we have already covered many of the key terms you need to understand in this guide, there are a few more we recommend you learn!

WordPress Website Terms And Definitions

ADMIN BAR: The admin bar is a bar that appears at the top of your browser screen just above the site content that includes links to key parts of your WordPress dashboard. It only appears when you are logged in to your site if you have the option enabled.

AVATAR: A graphic image or photo that visually represents a user.

BACKUPS: A backup is a duplicate of your website stored on your server or somewhere else. There are different types of backups, including incremental, differential, and full backups, each serving a different purpose. When backing up your WordPress site it's important to back up the database (settings and content) and all of the website files, including theme files, photos, plugins, and more.

BROWSER: The software you use to view web pages, including Google Chrome, Safari, Mozilla Firefox, Internet Explorer, Safari for iOS, and Chrome for Android. Since each one is different, websites, pages, fonts, and colors can vary in appearance depending on what browser is used.

COMMENTS: A blog feature that allows readers to respond and share thoughts, feedback, and comments about posts. You can control various settings and filters for comments on your site, as well as choose whether or not you want to moderate your comments (approve them before the are published publicly).

CONFIRMATION PAGE: A confirmation page is only needed if you use a double opt-in form. The confirmation page thanks visitors for giving you their name and email, but let's them know that to complete the sign up, they must check their email and click a link to verify their email address and confirm they want to sign up.

CONTENT MANAGEMENT SYSTEM: A content management system (CMS) is software that allows you to login, edit, update, and manage your own website content. WordPress, while widely known as blogging software, is also a website CMS.

CSS: CSS or Cascading Style Sheets control the visual design and styles for your website. By editing the CSS for a WordPress theme, you can make changes to the design throughout the site.

CUSTOM POST TYPE: A custom post type is a type of post that is different from a regular page or post within WordPress. A custom post type is typically used when the content for a specific type of post requires a different design or format, or a different way to work with the content.

DASHBOARD: In WordPress, the Dashboard is the main admin screen for the site you see when you login. It is the central location of the WordPress admin area where you can access all areas of your WordPress site.

DATABASE: This is where all of the content and settings for your WordPress site are stored. A database is a series of tables where information is stored, and WordPress pulls the information from those tables to display your web pages.

DOMAIN: Your domain name is the name of your website. It's what people type into the address bar of a web browser when they want to go to your website. Top Level Domains (TLDs) are primary domain names using .com, .net, .us, .co, .biz, .org, etc. Subdmains are a secondary/below top level domains. The URLs look like this: subdomain.topleveldomain.com.

DOMAIN REGISTRAR: This is the company where you purchased your domain name. This may or may not be the same company as your website host.

FTP: Short for "File Transfer Protocol." FTP allows you to send files (HTML documents, graphic images, spreadsheets, etc.) from one computer to another via the Internet. A user ID and password are needed to use FTP, unless Anonymous FTP is allowed. Some hosts require secure FTP.

GRAVATAR: A gravatar is a globally recognized avatar — which is just a fancy way of saying it's a graphic image or photo that is tied to your email address, so it shows up automatically on other websites and blogs when you leave a comment with your email address. Gravatars are also used in WordPress in author bio boxes and user profiles.

HEXIDECIMAL: A numbering system which uses a base of 16. The first ten digits are 0-9 and the next six are A-F. Hexadecimal numbers are used to determine (and standardize) colors on the web. For example, the hexadecimal equivalent for the color white is #FFFFFF, while black is #000000

HTML: HTML or Hyper Text Markup Language is the code that provides the structure for your website. It is the laguage that all websites used to display pages in a browser.

MEDIA LIBRARY: The media library is where all of your media (images, audios, videos, PDFs, documents, etc.) is stored in WordPress. Whenever a new file is added to a page or post, it is also added to the media library. The media library allows you to access all media previously uploaded to your website, to create galleries, to reuse images and files, and even edit existing images.

MENU: A menu is a list of links to help a website visitor navigate through a website. Typically, the primary navigation menu of a website is displayed next to the logo at the top of the website in a row. Menus can also be displayed in a website sidebar and footer.

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MOUSEOVER/HOVER: Mouseover refers to any kind of action that occurs when a users places their cursor (that arrow you move around your screen) over a button, but before anything is clicked. The actions can be anything from a simple change in color to an intricate animation.

PAGE: A page is typically used to present general, static information and traditional-style website content. Common pages include: Services, Products, Programs, Portfolio, Speaking, Media, About, Testimonials, Contact, etc.

PERMALINK: A permalink is a permanent URL for a page or post, or even a piece of content. A URL for a webpage is a permalink. WordPress allows for pretty permalinks, which are more readable, like www.site.com/this-is-a-pretty-permalink, instead of www.site.com/?p-7345. Pretty permalinks are easier for people to read and use, and they provide a better SEO benefit as well.

PHP: PHP is the dynamic code language used in WordPress that provides flexibility for many different types of functions.

PLUGIN: A plugin is a stand-alone product (code) that gets "plugged-in" to WordPress to add extra functionality and features to your website. Once installed, plugins can be activated/deactivated from the Plugins page in the admin Dashboard of your WordPress website.

POST: Posts are articles or other forms of content used to populate the blog section of your website. Posts usually have specific publish dates and attributed to a specific author. They are organized with categories and tags, and include social sharing icons, and the ability for visitors to leave comments.

POST/PAGE EDITOR: This is the area where you do your writing and work with your page content or the content for a blog post.

POST STATUS: Post status refers to the status of a blog post as set in the Write Post panel for a post. Status settings include: Published (everyone can see it), Draft (incomplete post, not visible to public), or Private (visible only to users with administrator access.

RSS FEED: RSS or Rich Site Summary is a series of web feeds for content that updates regularly. WordPress has RSS built in for the full site, as well as specific categories and authors. People can subscribe to an RSS feed and get the content delivered to them through an RSS reader or by email.

SEARCH ENGINE OPTIMIZATION (SEO): Search engine optimization is the collection of actions to get a website found and indexed by search engines. It is the process of affecting the visibility of a website or a web page in a search engine's organic (un-paid) search results, as well as creating opportunities to gain natural, free, and organic traffic to a site.

SITE ICON: A 512x512 pixel icon that is resized and reused for items like the small image on a website browser tab and the icon for your site in smart phones.

STYLESHEET: The CSS file, also called a stylesheet, is where the design and structure of your site come together. In every template file, there are HTML elements wrapped around your template tags and content. The CSS file, or stylesheet for your theme contains the code that controls the design and layout of each HTML element — it sets instructions for how they are displayed. Without these instructions, your page would simply look like a long typed page of text.

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THANK YOU PAGE: The destination page a visitor is taken to after completing a conversion action on your website. For example, after filling out your Contact page contact form, after opting-in for your email newsletter or free offer, or after filling out a free strategy session web form. The Thank You page is where you deliver on the action take by the visitor and set expectations for what happens next.

THEME: A WordPress theme is a collection of files and templates that work together to produce the structure of a WordPress website. A theme modifies the look and feel of the WordPress site, but not the core WordPress code. If WordPress is the wood framing of a house, a theme is the exterior siding, roof, and paint. Some themes are built as stand alone themes, with all of the code for the functions and the design included. Others are built as child themes, which means they contain only the code related to the design, and also leverage a Parent Theme that handles all of the main functionality of the site resides. By keeping the core functionality in the Parent Theme, and the design in the Child Theme, it makes it much easier to push out updates without affecting the design of the site.

WEBSITE HOST: This is the company that provides the space where your website and all associated files, software, and applications are stored online. When you purchase website hosting, you are in reality purchasing a small space on the internet.