

Announcer: [00:00](#) Welcome to the Feed U Podcast, giving you the real scoop on raising your business to new Heights, expert education, inspiration and motivation to fuel your purpose, your passion, and your profits. Here's your host, Alisa Conner.

Alisa Conner: [00:28](#) Hello. Hello and welcome to the Feed U Podcast. I'm Alisa Conner. I'm your host and I appreciate you tuning in with me. It is a snowy day in Colorado and I am recording this episode doing exactly what I tell you not to, which is I'm getting it done the day before. So I, uh, had her super busy couple of weeks. I was gone all last week in California, learning from my mentor and I'm very, very excited to share that with you. Um, some of my takeaways next week. Um, but it is a very snowy day. It is, uh, currently I think it's 17 degrees in Colorado. That's ridiculous by the way. Ridiculous. That's like the high, so we started out and it's not going to get any warmer. We have about six inches of snow and um, it's still snowing. So as soon as I get done recording a couple of podcasts, because I'm going to batch a little bit today, um, I'm going to go out and shovel it.

Alisa Conner: [01:21](#) Doesn't that sound exciting? Anyway? Um, so what are we talking about today besides the weather? And I would love to know a, what's the weather like for you? Come, come and tell me in the Facebook group, if you, uh, aren't part of the Facebook group, I'm going to implore you to come and join because I want to let you know about a special training I'm going to be doing, uh, in there with a behind the scenes glance at WordPress. So if you wanted to see the backend of WordPress, um, that's what we're talking about today is WordPress and why you would want to use WordPress. But in the Facebook group, I'm going to do an extra special little training to show you how to get your website set up and going within one day. So, um, it's gonna be quick. It's gonna be easy. And um, I'm going to do some video and you're only gonna be able to access it in the Facebook group.

Alisa Conner: [02:09](#) So go check it out. The link is in the show notes. You can find those at [alisaconner.com/60](http://alisaconner.com/60). So before we dive in, let's just take a minute and hear from our sponsor.

Announcer: [02:23](#) One of the biggest frustrations I hear from business owners on a regular basis is I need more clients and I get it. Every business struggles with getting new clients until you know how to do it. The problem is is you spend your time networking and going to events and making phone calls that don't go anywhere. You're out trying to attract people to you when there is a much easier way. Growing your email list is so important because it fills your list with potential clients who actually want to hear from you.

And it gives you the ability to reach to them on a regular basis and share what you have to offer to grow your email list. You got to have a great free download. Sign up for our free newsletter isn't working anymore. You've got to create a download that piques their interest, gets them to take action and adds on to your list. Sounds easy, right? Of course. It's not easy. That's exactly why I created my new free training. To help you create an awesome free download, you can sign up at [Alisaconner.com/createmyfreebie](http://Alisaconner.com/createmyfreebie). This live training is going to present the five easy steps that I've used with my clients to help them go from hot mass marketing to growing an email list that they consistently get sales from. So you don't want to miss this training. Head on over to [Alisaconner.com/createmyfreebie](http://Alisaconner.com/createmyfreebie) and sign up today. I'll see you inside.

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And with that being said, let's dive in. Why would you want to use WordPress? Good question. Well, there's a lot of reasons I'm to use WordPress. I'd been building in WordPress for, Oh my gosh, I almost don't want any to tell you, but almost 10 years and WordPress has only been around for about 15 years. So I was a pretty quick innovator. Um, when it came to jumping into the WordPress, um, realm of things, and there's a reason that I've stuck with it. So let's talk a little bit about WordPress. It is a platform to build your website on and it is very similar to a platform like, um, some people would build their WordPress and GoDaddy or Wix or Squarespace or, um, we believe those are the ones that come to mind were oppressed, is similar to those except you don't pay. It's really not. There's not a monthly fee except for your hosting, which we're going to dive into in a minute.

Alisa Conner:

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So, um, it's a platform. It gets how you build your website and it is the framework for your website. So if you're unfamiliar with WordPress, that's what it is. And, um, let's talk a little bit about, you know, why you want to use WordPress. Well, nearly 60% of websites on the internet today use WordPress. And the main reason that they use WordPress is because it's very scalable. And we're going to talk about that in depth. I have about 10 or 11 points that I'm about WordPress that I want to dive into with you guys today. But the main reason is that, um, it's been around a long time. It's very scalable. You can control every component that you put in there and you can literally build it to do anything you want. So some of the bigger name brands that I know that are built on WordPress or Coca-Cola, CNN, that all the Ted talks ups, CBS radio.

Alisa Conner:

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Um, so there's some big names. I'm sure there's others. Those are just ones that I came across in my research. And um, I have

built strictly in WordPress for the last 15 years and it's worked really well. So another thing that people don't know about WordPress is that it is an open source code, meaning that the code is free. You can go out and get it, you can download it onto your server where, you know, we'll talk about servers in just a minute, what that means, but you, it's free. It's free to upload WordPress. And does that mean it's completely free to use it? No, we're going to talk about that in a second too. But it is open source, court open. So open source coding, I apparently cannot talk today either. Um, which means it's available to everyone. And it also means that you have thousands and thousands of developers who are constantly creating new components to work in WordPress to make it do new things.

Alisa Conner:

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So the number one reason that I use it is that it's very scalable, meaning I can have it be a very simple five page website that it doesn't really need to do anything all the way up to a company like Coca-Cola who sells products and, um, has many different arenas that they're playing in. They've got merchandise, they've got like all these different things. They've got all these different retailers, so they have a lot of stuff going on. Um, so it can go from very small to very big. And is there a cost associated with that? Absolutely. Um, but the actual coding is free. Now a piece, um, something that I want to mention to you is that if you're going to use WordPress, and I found this out the hard way, um, you want to make sure that you have some type of security installed immediately.

Alisa Conner:

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Like just when you install it, install a security plugin immediately. And the reason you want to do that is because the code is open source, meaning it's available to everyone. It's also available to hackers and they love to hack WordPress sites. Um, so there's lots of little tips and techniques and tricks to keep them out. But my favorite, um, security plugin is iThemes security and it's just I T H E M, E, S security. And I'll make a note to add that to, um, the links in the show notes. Again, Alisa, counter.com, forward slash 60 and you can find the link for that, but they have a free version and they also have a paid version that offers you some upgraded stuff. You can do a lot with a free version. You don't necessarily have to upgrade. Um, but it is, it will spell out for you what the benefits of free versus paid are.

Alisa Conner:

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So, and that is one of the things I want to make you aware of. It is free, but that means it's free to everyone. Um, so protect yourself. Because I've had in the very beginning of my career, I've had sites hacked and it sucked. Um, so let's get into, so what does that mean? So is it actually free to use WordPress?

Well, yes and no. So the code is free, however you have to host it somewhere, meaning it has to live on a server and typically you purchase your hosting and your domain name. So one of those means, so your domain name is actually what your website is called. And you may know that already. It could just be, you know, food.com or um, you know, whatever your name is. Like mine Alisaconner.com. That's your domain. You pay for that every year. It's somewhere between 10 and \$20 per year.

Alisa Conner: [09:12](#)

To have that. And then I always recommend that you add the privacy component onto it. They'll usually say, Hey, do you want to protect your privacy? And the reason you want to do that is because if you don't, you will constantly be bombarded with spam, email and spam. If they get ahold of any of your information, which is what that privacy piece means, they're protecting your information, you will constantly get spammed. So I'm like, just pay for it. It's 20 bucks a year. So your total is somewhere between 30 and \$40 a year and it's really worth it. So let's talk about hosting. So hosting is actually where your website lives. So typically, um, when you are purchasing, hosting, you're going to be purchasing, hosting that is shared with a lot of other accounts. Unless you're a website developer and you're hosting many websites for people, you can just go out and purchase your own hosting for the year.

Alisa Conner: [10:06](#)

I use a company called SiteGround. I moved to them probably seven or eight years ago and they were really new in the space and I have been thrilled with them. They have excellent customer service. They are, they have, um, 24, seven uptime if you have problems. They do automatic backups. Um, there's a lot of benefits to them. I also recommend that you get the kind of middle of the road package and if you sign up with them, um, I have a link again in the show notes for SiteGround, but uh, it's to your benefit to sign up for three years unless you're planning on like not having a website in three years, it's worth it for you to sign up for three years of hosting because you essentially get one year free and that's their introductory after offer. So once that goes away, you know, it goes back to normal price, but it's, I think it's half price to sign up.

Alisa Conner: [10:59](#)

Um, so what does that look like? So the half price offer I think is somewhere between five, I think it's five 99 a month for the middle of the road offer. So three 99 for the lower and then five 99 for the middle offer. And so that \$6 a month times 12 months is \$72 and their normal price is like 1499 a month. So just kind of do that math in your head. So you're looking at 72 \$72 plus your \$40 so you're looking at like \$112 for your domain and your hosting. Now another component or two other

components that we're going to dive into that could cost you money with WordPress. So right now you're investing a, around 120 bucks. Let's just say \$120 just to get up and on the internet. Well, if you back that up and you're paying like Squarespace or someone, you know what, what do they charge?

Alisa Conner:

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And I haven't looked at their current pricing before starting this, but last time I looked, they were somewhere between 20 and five 25 and \$30 a month. And so you're looking at that times 12, that's \$360. So there's quite a difference in what it costs to host a website or have somebody take care of it for you. Now mind you, the other component about websites about WordPress is you have to keep it updated, which is not difficult. Um, I'm actually going to talk about that in the Facebook group. So head over there. Um, and if you are listening to this after it comes out, uh, there will be a recording of that in there so you can go check that out at any time. And again, it's um, the group is called the small business builders and the, the link is in the show notes.

Alisa Conner:

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So talking about investment, you know, is it really free? The other two things that you would need to pay for with WordPress is a theme and that's if you want an upgraded theme. Um, there are many, many free things out there there. I use those for years and years and years when I was building my own website and building websites for other people. And then there are paid themes. I am a big fan of Divi and I will put a link to that also in the show notes, um, simply because it makes it really easy for you to create a website and watch it happen as you go. And that is what I will be using to create the website. The quick what the quick, you know, website in a day, um, website in the Facebook group. So go and check that out. And I will put a link to that.

Alisa Conner:

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I think I bought the lifetime version of Divi of all of their stuff and it was like somewhere over a hundred dollars. But I think the Divi theme alone is like maybe \$80. I don't know, I'd have to go look, but there will be a link in the show notes and you can go check that out. But that's a one-time purchase. Once you purchase it, you get to, um, upload it to as many websites as you want. So if you have multiple websites you're creating, you can do that and that is a one time investment. Now the other component is that sometimes you have paid plugins, typically the paid plugins that I use. Um, just to give you an idea of something that would be paid is if you have a form where you're collecting or you're having, um, people update or upload information or pictures or documents to you, you may need a

form plugin. There are a lot of free plugins out there, but if you want extended um,

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ability with your forms, you may need to pay. And usually plugins are a yearly cost and it just depends on the plugin. Now there are 22,000 plugins out there, some are free, a lot of them are free and a lot of them are. Uh, and then you know, there are some that are paid. And so you just kinda need to pick and choose what your wanting your website to do. And what's really nice is that you can start small and then you can scale and grow and build off of what you've already created. Now that would be the, um, next piece of, you know, what I want to talk about, which is point number three is that WordPress is a really stable platform. It's been around for over 15 years. They are really good about aligning with the newest technology out there. They frequently update what's happening.

Alisa Conner:

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Um, they keep with the trends. They work with graphic designers to create beautiful themes. So it looks current and trendy and they often are the leaders in that space. For creating those trendy, beautiful websites. Do you have to go crazy with that know? Um, can you build with a normal free theme? Absolutely. Uh, it's very easy to do that and don't let it intimidate you because it has a lot of power, but it doesn't mean you need to tap into all of that power right away. And then the other piece is, is that they are frequently updating it. Yes, I can be, you know, like, Oh, I have to go update it. But, um, you can also, you know, create an environment where it will automatically update using that I themes plugin that I mentioned. I believe that's part of the paid version, but it will automatically update your plugins.

Alisa Conner:

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So one of the reasons that you want to keep your WordPress site updated is that if you do not, you open yourself up to vulnerabilities from hackers. And I have opened many a WordPress site that they did not, um, pay for maintenance with their previous website designer. And they had plugins around dated or weren't working anymore or weren't supported or whatever that might be, or their theme was really outdated. And those were all open cases. And I actually had a client that it was a pretty big company here in Denver and they poor company, they're an electrical company and they had been hacked two, three, four different times. And um, their site was going to a porn site so it was not good for their business because here they are, it professional engineering company, electrical engineering company, and their site is going to a porn site and so all their customers are going to the porn site.

Alisa Conner: [16:52](#) So we had to take it down, rebuild it and implement security. I taught their team how to update was very simple for them. I'm like, you need to do it like at least every other week. Just put a reminder, it literally takes you five minutes to update your site max. Um, so don't let that intimidate you, but it's, it's a good thing that they're updating because it keeps them current on trend and it keeps you and your website current and on trend and keeps, you know, everything up and working and running the way it should. So that's point number three is that it's very stable. It's aligned with new technology and they see they stay current with it. So it's, even though it's open source, meaning that nobody really owns that or read home original code, people are keeping it updated and keeping it running. So, uh, the fourth reason that you may want to look at WordPress as your go to website builder is that you can literally design your heart out. You can choose, you can create your website to look any you want. Uh, will you be able to do that? You know, straight out of the box, probably not.

Alisa Conner: [17:54](#) You might need a little bit of coding or um, learn a little bit of CSS language, which is, you know, I term CSS as the language to make it pretty. Uh, what's really nice about the Debby theme that I'm going to link to in the show notes is that, uh, they give you a lot of options outside the box to change colors and fonts and sizes and all of those different things. And um, they also let you test responsiveness. So I've talked about your website being responsive before, but just as a reminder, a responsive website is one that adjusts to the screen that it's being viewed on. So if somebody is looking at your, um, your website on their desktop, it's going to look the same whether they pull it up on their tablet or their phone and, um, that can all be adjusted within Devi. I, again, we'll talk about that in the training.

Alisa Conner: [18:43](#) It's gonna be a great training. I'm pretty excited about it. So, uh, come join us, but you can design your heart out and you can do it for free. You can do it, you know, paid you can, you know, you can really do whatever you wanna do. I'm leaning me to point number five, which is that WordPress is super flexible. You have over 22,000 plugins that you can plug into your site. And what it means for a plugin is that you're actually plugging in, um, the ability to do something. And so what would, you know, we talked a little bit about plugins, but some of the most frequent plugins that I, that I use are for SEO. I use one called Yoast that is, um, enables you to, uh, I want to say upsize your SEO so that you show up in more searches. Um, there's calendar plugin. So if you have like a calendar schedule that you want people to look at and they, you know, some of those can even click into

'em sell tickets. Um, and you know, take reservations, all of that sort of stuff. There are plugins for, um,

Alisa Conner: [19:46](#)

what's the other one? Oh, for e-commerce. So if you have a store and you're wanting to sell products from your website, you're able to do that. And then they have the ability to connect to payment processors like Stripe and PayPal. And, um, I'm trying to think of all the other ones out there. Um, they're not coming to my brain, but lots of different payment processors. The only one, I don't think they connect to a square, but I'm not going to promise that because there there's another ones that I didn't think worked and they had other plugins that are available. So sometimes you just have to go search, but you can create an eCommerce area, you can create a community, you can create a membership site, you can create a course. Um, you can create an integrate landing pages with your email service provider. So if you need to create a landing page with a form that connects to your email service provider and then have that, um, automatically send out your email, you can do that.

Alisa Conner: [20:40](#)

Um, so it has a lot of flexibility. It has a lot of capability to pretty much let you do anything you want. Now, point number six, I touched on it a little bit, but WordPress actually comes SEO ready. It comes ready to, um, get searched by Google. And so it has some built in SEO capabilities. I just use Yoast to one, make it easier for my clients to add their own SEO. And I do like a little mini SEO course with them. But also, um, it enables them to, uh, kind of get graded. So what's really nice about Yoast is it gives you like a red, yellow, green light and you want them to be green. And so, um, even though SEO is built into WordPress and it makes it very simple, very easy for Google to come and search your site, Yoast just sorta upsizes it.

Alisa Conner: [21:33](#)

So like, you know, when you go to McDonald's and gear up sized fries, kind of the same kind of the same thing. Um, so, and then my, one of my favorite components of WordPress is leading us to number seven, which is you can create whatever content you are wanting to create, um, to build your authority, drive traffic, all of those different things. Um, very easily in WordPress. It has a very ease, easy built in content creator and it enables you to do, uh, anything from a blog post and add images to video, to, um, podcast episodes. I don't even know all the choices in there, but it makes it very easy, easy for you to create whatever type of content you want and have it live on your website, which as you know, cause I um, have mentioned it many times before, is a great place to put your content because you own that space.



Alisa Conner: [22:30](#) Um, so no matter which platform you're using, I highly recommend that you have your content live on your website somewhere. One, because it increases your traffic and Google search and through Google search and two, you own that space. So, um, you can choose whatever type of content you want. If you're doing a blog post, uh, the native space for WordPress is very similar to like a word document. So if you're going to add an image, you just add it through, add media, you add your title, um, all kinds of different things, but it makes it very, very easy. That might be an additional training I can do is just put it in there and um, see, you know, I'll, I'll put the first one out and see what you guys think. If you want additional trainings, you can let me know. But, um, then the next piece is a, you can add, you know, your own community or membership.

Alisa Conner: [23:21](#) And I know, um, here I am, I'm pushing it to the Facebook group, but you don't really control the content that you put in Facebook. So whenever I do a Facebook recording, I usually download it and put it somewhere else as well. Because if you are just hosting your, um, content on that platform, who's to say that Facebook doesn't come back and say, Oh, by the way, we're going to close down all the Facebook groups and you have to pay \$500 a month to have one. Now there is an, you know, I'm not saying I'm psychic, but the writing is on the wall. Facebook's in business to make money. And so I'm hosting your own membership site or your own course on your website is a much safer environment for you to keep tabs and control your content. So it's perfectly fine if you want to host something inward in your Facebook group right now, just make sure that you're, if you're doing a training, like I'm going to be doing for you guys, that you're downloading that and storing it somewhere else.

Alisa Conner: [24:22](#) Because if they, you know, decided to wipe out all your videos or wipe out access to your Facebook group or whatever that might look like, all of your content and all of your audience build is going to be gone. So, um, be aware of that. Be aware of people that are only in your group. Make sure you try to get them on your, um, email list. But also another option is to move them over to your WordPress WordPress community. Um, so number nine, can you believe we're a number nine? We have two more to go after. Number nine. So social sharing of your content that we just talked about is in, it's probably the best way to get traction. And sometimes that can be a little bit hard to do on different platforms, but WordPress has the capability and the, um, plugin support to make sharing of your content very easy within the content.

Alisa Conner: [25:13](#) So for example, if I have a podcast episode and, um, somebody wants to share it directly from my podcast page, they can do that. There's a plugin for them to just say, Hey, share this piece of content and it'll go out and be shared. So you want to make that as easy as possible because if it's hard for people to share, they just won't do it. So, um, you can share it to social. They can, you know, they can share it in any variety of forms, but you want to make it easy for them to do that. And WordPress enables you to do that. So, um, and then 10 I touched on a little bit earlier, but the open source code piece of this makes it really nice because it has opened it up to thousands and thousands of developers all over the world who spend, you know, every single day creating new functionality for WordPress.

Alisa Conner: [26:05](#) And what makes that really nice for you is that if you have, you know, a dream that you want WordPress to do this, um, and it doesn't exist yet, the likelihood that it will be created or that somebody who's working on it is very, very high because you're probably not the first person to say, Oh, I wish it did this. Um, an example of that would be the integration of Facebook messenger. Now, Facebook messenger chatbots are going through some growing pains and Facebook's making some changes about those. But, um, with those and about, um, specifically the transfer of information, and I haven't really had the to get up to date on that specifically, but I know they're making some changes. But as an example, WordPress has created the ability to integrate that chat bot functionality onto your website. So you can open a chat with, uh, within Facebook, via your website.

Alisa Conner: [27:02](#) And so as those changes happen, I would expect to see that developers in WordPress are, um, creating modifications to the code and creating new plugins to align with Facebook's new direction. So, um, that's what I mean is that if there's something that you really want to integrate, say text marketing, um, there's, there's likely a plugin or a plugin being built for WordPress to make that happen. So that's number 10. And last but not least is you can make WordPress as simple or as complicated as you want. And I touched on that a little bit, but really you can make it, you know, a simple three page website that is homepage about us contact page. Or you can have a 50 page website that, uh, aligns with all of the organizations in your company and all of the resellers that you work with and have a store and have complicated email marketing and all these different things.

Alisa Conner: [27:59](#) So you can be as simple or as complicated as you want. And that's one of the top reasons that I use WordPress. And I use it

for my clients because they may come in and they start really small and then I'm like, Oh, we've added all these divisions and now we need to be updated. Um, and we don't have to start over. The, the framework is there and we can just build on kind of like Legos. Like you, you build a little castle and then you're like, Oh, I want it to be bigger. And so then you, you know, put on another level and you add a window and roof and, um, maybe a yard. It's kinda the same thing with WordPress. So my recommendations, again as a reminder, our psych, SiteGround for web hosting, um, I themes for security and also the Divi theme from elegant themes. And I will put links to all of those in the show notes. So I'm hoping that you guys will hop on over to Facebook with me and join in on that live training to build your first website in less than a day. So until next week, thanks for tuning in and I look forward to seeing you next week. In the meantime, take care if you're in Denver. Stay warm.

Alisa Conner:

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Just a reminder, don't forget to sign up for my free training to create your irresistible download. Everybody wants a great free download. Why shouldn't you have one to grow and build your email list so you can get more clients? By joining me on my free training at [Alisaconner.com/createmyfreebie](http://Alisaconner.com/createmyfreebie). I'll see you soon.