Welcome to WordPress Demystified with myself, Karen Leslie, your WordPress Fairy Godmother.

This started out as a load of videos. I don't do that many videos, I do Facebook Lives, and I was going to download all my WordPress knowledge into these videos. And I thought, that's actually not going to be helpful for you. What you need to know is what actually works for your website. Because I talk to people and I say, what do you want your WordPress website to do for you?

And they say, I don't know what I don't know.

But I do. I know what works. 18 years of experience. So I've broken it down into 4 weeks. Week 1, Strategic Alignment.

This really means that your website is aligned with who you are, your business. Actually, let me say who you are currently, because if your WordPress website is a few years old, it may not be aligned with who you are now. It's also aligned with your ideal client.

Now, if you're anything like me, I hate the thing, the thought of niching. You know, it's like, I can serve everybody in the world.

That may be true, but if you've been in business a while, you know who you want to work with and who you don't. You know, you know who you make the most difference with.

So that's what the Strategic Alignment Week is about.

The second week is SEO Made Simple.

It's not going to be the big things. It's going to be the little things that really still make a difference that either you can do yourself or of course you can ask me to do for you. But at least you know what needs to be done because the checklist will help you with that. I hadn't mentioned the checklist before.

Every week you'll get a checklist and it's kind of like a self-audit for your website. You'll know what you need to have done and what you don't, what's already there, and you can celebrate that.

The 3rd week is security for your peace of mind.

I know security may not be the most exciting topic, but you do need it, especially nowadays, you know, with AI. AI is being used, as we know, to break into websites, and that's big websites and little websites as well. So If you think your website, you know, I'm too small a business for them to bother with, unfortunately that's just not true.

Week 4 is going to be web care or web maintenance, and that's for your business and website sustainability.

We can't rely on algorithms, so as much as this will be going out on one social media channel of mine, I can't guarantee that you'll see it if you're signed up that way. That's why it's got a registration page, which is why you're seeing the introduction video.

Your website is actually incredibly important to your business when it's used correctly, and this isn't to shame you in any way.

You've been given a website and you may not have been told how to look after it, how to maintain it, how to update the content for it. So this is what some of what that I'm going to be covering over these 4 weeks. Now if you saw this and thought, you know what, WordPress Demystified would be great to do, but I've just checked my calendar, it's 4 weeks, I don't have the time. I know that feeling.

I've come across programmes and it's just like, where am I going to fit this in?

You know, with doing all this other stuff with your business and of course client work, it's like, how do you fit all this in? The thing is, this isn't going anywhere. The reason I've asked you to register is that all the videos, as I release them, will be on the website, my resources page on the website. You can go there, you can pick and choose. It's like, no, no, I've got this bit sorted out, oh, but I want to see that week.

The format of the next 4 weeks will be a longer video on the Mondays, brief really focused videos on the Tuesday, Wednesday, Thursday, and then on the Friday there'll be a live Q&A. So any questions you've asked on the comments or when you've DM'd me, or you can come along absolutely live and ask the questions live there.

That's going to be the format. There'll be nothing on Saturdays and Sundays unless lots of people are asking for things and it's like, okay, yeah, I can do a quick video on that. So there may be bonus videos, there may be bonus checklists, it really depends on what I see people need. You're kind of in control of this. I've done the format, the outline, but if there's other things that are missing or you think I really need content on such and such, You let me know.

I may not be able to create it during the programme, but I can always let you know afterwards.

If you have any questions, my email will be below. Just email me or DM me from the Facebook page. I'm here. I want to support you. I want to get your voice out there because your business is important and there are people out there waiting for you.

They really are. It's like they're thinking, why isn't there such-and-such? I need this.

And you are the such-and-such. It's just that they don't know about you yet, so getting your website sorted out is part of that. It's part of getting your voice out there.

Once again, welcome to WordPress Demystified. It's going to be fun. I may even show you the outtakes at some stage because they are fun.

This is the end of the introduction, and the next video will be the longer one for week 1, Strategic Alignment.