



How To Fill In the Programmer Instruction Sheet

NOTE: Whenever you see **text in red** on the form, you need to fill something out.

SECTION A – Logistics

- Make sure you have purchased your domain (website URL or address) and also purchased *hosting* for your domain. The programmer cannot put up a website unless you have paid for server space for the site. Purchase the entry-level hosting package – you don't need much space to get started – see my tutorial video in [Module 7.3](#) for step-by-step instructions. Either install the WordPress software when you purchase your hosting, or let your programmer know that he needs to install it. See [Module 7.3](#) if you need help.
- Make sure your hosting login info works before you send it to the programmer!
- Once the WordPress software is installed on your hosting account, you will receive a Username and Password for the WordPress software. You need to give this login info to your programmer so that he can install your WordPress Theme.
- Make sure you have specified which WordPress Theme you want and where the programmer can download it from. See [Module 11](#) for a good selection of WordPress Themes. If LTYF is doing your site for you, then we use Genesis Framework theme as our default theme – if you want something different, then please list it. If it is a Paid Theme – then you have to pay for it and give your programmer the license number.

SECTION B – Homepage & Navigation

- Remember your site has both a top menu navigation and then usually people give the links again in the footer (along with less important links like Privacy Policy, Affiliates, etc.) Have you listed the menu (navigation) tabs you want at both the top and bottom of your site? For more guidance, see [Module 23.18](#). Make sure you specify whether you want your logo to appear at the top of every page.

For example, your top menu tabs may look like this:

[LOGO] Home / New Here? / Blog / About / Training Programs / Contact

And your footer (bottom) menu tabs may look like this:

**Home / New Here? / Blog / About / Training Programs /
Contact / Affiliates / Privacy Policy / Affiliate Disclosure**

Make sure you included your Copyright notice (see [Module 13.1](#)) for your programmer to add to your site. Here's an example of a site copyright notice:

© 2014 Listen To Your Freedom LLC. All Rights Reserved.

Make sure your homepage sketch is included; both here and in your zipped image file. You can sketch this by hand, or use online template tools – see [Module 9.5](#)

Be sure to tell your programmer if you want a specific type or size of font for your site text, or headings, etc.

Have you included all text (written info) that needs to appear on your homepage (headings, body text, bullet points, etc.) and all images or photos? See [Module 9](#) if you haven't done this yet. Zip your photos/images (compress them into a smaller file) to make them easier to send.

Make sure you have included your site colors; either include a photo of the color you want, or grab the web color code (hex #) from [Module 5](#) for each color.

Note: If you want an image slider for your homepage, a good free one is MetaSlider. Direct your programmer to download it from here:
<http://wordpress.org/plugins/ml-slider/>

And then make sure you have included your images for the slider, which need to be 1280 x 350 px in size.

For more details on using a slider on your homepage, see [Module 9.4](#)

If you want a video on your homepage, make sure you give your programmer the link to your YouTube or Vimeo video. See [Module 9.4](#) and [Module 17.7](#) for details on shooting and hosting a video for your site.

Make sure you have included the HTML code for your sign-up box (the html code will be very long – half a page to 3 pages long). See [Module 10.7](#) if you don't have a sign-up box. You need to create your sign-up box and get your code for it.

AND make sure you have included the javascript code for your sign-up box as well - it will say java somewhere near the beginning and will only be 1-3 lines long.

Make sure you have decided where to put your social media icons (links to Facebook, Twitter, YouTube, LinkedIn, etc.) on your site – do you want them on every page of your site? Or just on your blog? Do you want them on your homepage? Include your social media icons in your image file – you can use the icons that automatically come with your Theme, or you can download a specialized set from here:

<http://listentoyourfreedom.com/module-17/17-10-gift-time-six-social-media-icon-sets/>

SECTION C – Blog

The Title of your blog can be your company name and the Sub-title can be your tagline – see [Module 4.4](#) if you don't have a tagline. OR if you have a logo, then

instruct your programmer to just use your logo instead (as it will contain your company name and tagline).

If you don't have your Google Analytics Tracking Code yet, then follow these instructions:

<http://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/>

Make sure you have included your RSS feed. Here are the instructions for how to set up your Feedburner RSS URL:

<http://www.wpbeginner.com/beginners-guide/step-by-step-guide-to-setup-feedburner-for-wordpress/>

You can organize your blog posts into topic-specific sections, or categories – usually around three categories. See [Module 23.9](#). If you don't want any categories, then just type: "NO Categories" into the box here.

Links are the weblinks for other sites you want to link to. Again, if you don't want to link to any outside sites, just type: "NO Links" into the box.

Remember you have all the detailed, yet simple tutorial videos to help you do EVERYTHING with your blog in [Module 23](#). So if you've never published a blog post before, don't worry, it's all there!

SECTION D – Other Pages

Feel free to title each of these fixed pages whatever you want. For example, instead of SHOP you may want to direct your programmer to title the page:

TRAINING

or

TOOLS

Make sure you have included the text for each of these pages. Or direct your programmer if you want him to just leave them blank and you will add the text later. See [Module 23.5](#) for instructions on how to add text, or edit your pages later.

Shop* – This is where you will list your products, programs and services along with your PayPal BUY NOW links, or your ADD TO CART shopping cart links, or your Amazon product links. See [Module 10](#) if you don't have a shopping cart yet.

Make sure you include all text describing each product or service and any code for the links. If you don't have your product links set up yet, you can just direct your programmer to add the text and that you will add the links later.

***NOTE:** If you want to have a full-featured e-commerce store on your site, this set-up is not included in your LTYF Website Service package. You can get this done for an extra fee, which will vary depending on how many products you have, whether you need custom design, who is going to enter the products, etc.

In this case, you would contact your shopping cart provider for instructions on how to install the shopping cart on your site. Then you would hire a programmer yourself and give him the instructions.

Usually, you need to set your store up as a sub-domain on your site, for e.g.:

<http://shop.mysite.com>

For an example of what this would look like, see my store:

<http://shoppe.listentoyourgut.com/>

If you just want to feature a few products from your store, then you can find a WordPress plugin that will enable you to add those products to a Page or Post, like this one: <http://wordpress.org/plugins/wp-bigcommerce/>

About – this is where you tell your story so your visitor can connect with you. It's also a really good idea to have a photo of yourself. It doesn't need to be a portrait headshot – it can be you in the forest, or with your kids, or anywhere else, doing anything that represents YOU. See [Module 3](#) if you haven't written out your story yet.

Contact – it's always good to list a mailing address to make yourself look serious and legitimate. If you don't want to give out your home address (and best if you don't) then get yourself a PO Box and use that address for all business matters.

A phone number is also highly recommended. Use [Grasshopper](#) to set up a 1-800 number that you can forward to your home phone or cellphone, or just take voicemail messages. Remember, if you're asking people to give you money, then you need to make them feel confident in you.

Enter your email, or your 'customer service' email for the Contact Form to be sent to – see [Module 7.5](#) for how to use your email system to make yourself look bigger and more professional!

Privacy – This is where you paste the text for your Privacy Policy. If you don't have one, then see [Module 12.3](#)

Extra Page is a free page for you to use for whatever else you need. If you don't need it, just mark it: *Delete Please, I don't need this.*

Affiliate Compensation Disclosure – if you're planning to carry advertising on your site (and I hope you're going to carry LTYF ads, since you'll receive 30% of the price as your commission!) you legally need to disclose that on your site. See [Module 8.5](#) (scroll down to the end) to grab the Affiliate Compensation Disclosure document and customize it to your site. Then paste it into the Programmer Instructions where directed.