

How to Go From Static HTML to a WordPress Website...

<html>



ALL RIGHTS RESERVED.

No part of this book may be reproduced, stored in a retrieval system, or transmitted by any other means:

electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the copyright holders.

DISCLAIMER/LEGAL NOTICES:

This book is supplied for information

purposes only and, as experienced in this subject matter as the contributors are, the material herein does not constitute professional advice.

The information presented herein represents the view of the contributors as of the date of publication.

Because of the rate with which conditions change, the contributors reserve the right to alter and update their opinion based on the new conditions. This book is designed to provide accurate and authoritative information with regard to the subject matter covered. It is offered with the understanding that the publisher and the contributors are not engaged in rendering legal, accounting, or other professional advice.

If legal advice or other professional assistance is required, the services of a competent professional should be sought. The reader is advised to consult with an appropriately qualified professional before making any business decision. The contributor, Herbert-Jan van Dinther does not accept any responsibility for any liabilities resulting from the business decisions made by usage of the information in this book. Any perceived slights of specific people or organizations are unintentional.

WARNING!

Please make sure you have at least one full backup of your original website that you can restore if needed!!

It is your responsibility to take care of this and I can not be held responsible for any thing that goes wrong once you switch over... so please make sure you understand the information given in this document and get a good full backup beforehand! Do not rely on your hosting provider, create your own backup and store it in a safe place.

A word of Warning...

Going from a static html website of a WordPress based website has some advantages, but there are also some disadvantages.

Let me give you one warning in advance, a WordPress website needs to be kept updated!

A static HTML site can run for years without you ever touching it for things like security updates or new versions. WordPress Core, Plugins and Themes need to be updated!

So think about that beforehand.

If you just want to add a blog to your website you could also think about leaving your site intact and start blogging with WordPress in a subfolder or an a subdomain.

Search Engine Rankings

Another thing that needs really close attention is to make sure that your rankings in Google and other search engines stay intact.

That means you need to make sure that the URLs of your old site will stay exactly the same on your new WordPress based website.

Luckily this can be done and if there are some links that you want to change you can redirect them via your .htaccess file.

But first things first, the conversion of your website.

The Conversion Process

First off, here is what you need:

- good hosting that support php
- a mysql database: databasename, username for that database and the password for that useraccount
- the possibility to use a .htaccess file

If you are not sure about the above mentioned items, ask your website hosting provider!

Installing WordPress in a Subfolder

The first thing you will do is to install WordPress into a Subfolder like for example */cms* .

For installation instructions please check:

<http://wpsitebuilding.com/wordpress-installation> followed by

<http://wpsitebuilding.com/wordpress-setup>

After you finished the installation you have to set the Privacy setting so that Search Engines are not allowed to visit and index your site (Settings -> Privacy) setting this option makes sure that your new URLs are not getting into the saerch engine indexes until you are ready with your conversion.

Now you can start building your WordPress website next to your current site, that old HTML site will stay active while you are build your new one.

Keeping Old URLs

Like I mentioned before, it is very important that you keep the URLs for the new site exactly the same as the old website URLs!

That is why you need to set the Permalinks option to custom with the value `/%postname%.html` this setting will result in Posts links (Slugs in WordPress Terminology) with the extension `.html`.

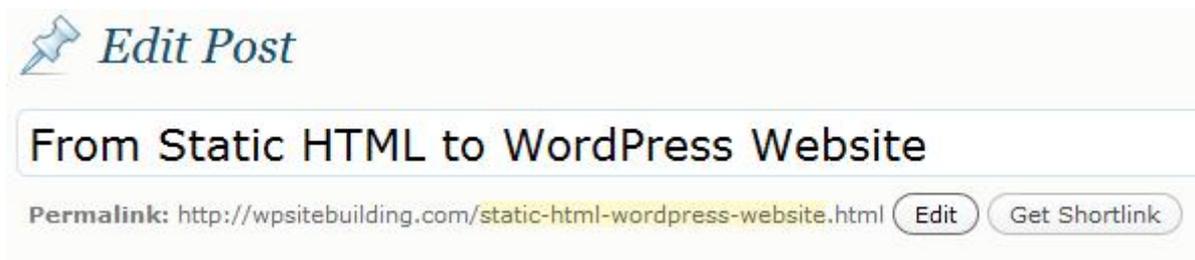
During the development of your new site the urls will be like `/cms/pagina-url.html` , but after the final steps this will become `/pagina-url.html` , that should be the same as the old site.

Make sure that the “slugs” are the same as the old site, and there is an extra plugin that you will need is which is “[.html on pages](#)” . I take it you will have some pages that use the extension `.html`

Converting Your Content

You can now start to convert your old pages to WordPress by copying the text or the HTML code of the content from the old website into the HTML code screen of WordPress.

Your page URL is created by the Title of your page, but you can change them by editing the Slug permalink.



By copying the HTML content you have the most control over the conversion process, but if you have a large site you want to get some help.

There is also plugin that can help you convert your old pages which is called *HTML import 2* and you can find it on: <http://wordpress.org/extend/plugins/import-html-pages/>

Attention! For this plugin to work you really need to have your WordPress installation running on **PHP5!** Ask your hosting provider if you are not sure.

Once installed you need to make some settings that relate to your current installation so make sure you read the documentation on the website of the plugin!!!

In most cases a body tag would be enough but please make sure what kind of editor is used for the build of your current website. A Dreamweaver based website needs different settings than a standard HTML website.

If your website is build with Word or Frontpage you need to active the last option to clean up old depreciated HTML coding.

Files	Content	Title	Metadata	Categories, Tags, Taxonomies	Tools
-------	---------	-------	----------	------------------------------	-------

Select content by HTML tag Dreamweaver template region

Tag

The HTML tag, without brackets

More content options

- Import linked images
- Update internal links
- Use meta description as excerpt
- Convert special characters (accents and symbols)
- Clean up bad (Word, Frontpage) HTML

You also need this neat little plugin called *P2P Converter* that lets you change a post into a page as the previous plugin will import your pages as Posts and that might not be what you want them to be.. you can find it at <http://wordpress.org/extend/plugins/p2pconverter/>

Optimizing your Website Layout

The conversion from your old site to a WordPress based site with the same layout is completely different exercise than what I am describing here, to do that you will have to get a complete custom Theme / Layout.

But why not take this opportunity and change the look of your site together with the conversion? Choose a nice premium or free theme that will fit you company / website topic and customize it to your needs.

If you are happy with the look and feel and the content of your site you can follow these steps to get it “live”:

Going Live...

1. delete or rename the *index.html* file in the root of your old site.
2. copy the *index.php* and *.htaccess* file from the */cms* folder to the *root* of your site
3. change one rule in the *index.php* file in your root folder into *require('./cms/wp-blog-header.php');* (**only with the index.php file in the root, not in the folder /cms!!**)
4. change **ONLY** the Site address (URL) in the general setting (Setting -> General) into the domain name. (remove the */cms* part)

WordPress address (URL)	<input type="text" value="http://7seatscars.com/carcms"/>
Site address (URL)	<input type="text" value="http://7seatscars.com"/>

Change Site Address Only!

5. remove or rename the old static .html files.

6. **change the privacy settings** so the Search Engines can access and index the site again.

If you handle the change over in this manner, then your old site is not reachable during the 5 minutes you need to change to rename the index.html and get the index.php in your root and if you kept your URLs you are not losing any visitors from the search engines like Google.

And of course you had taken a Back-Up of your old static website so you can restore your old site if you should encounter any unexpected errors.

If you want new URLs for your pages then you can redirect the old URLs to the new ones in two ways:

- use a plugin like <http://wordpress.org/extend/plugins/redirection/>
- via the .htaccess file in which you have to write one rule per url you want to forward:
redirect 301 /old-url.html http://www.example.com/new-url.html

However if you change your URLs, even with a 301 redirect you could lose some credit and backlinks that are pointing to your site.

Good luck and if you still have some questions, please use the [contact form](#).

Where to find good WordPress Themes

Free themes can be found on [WordPress.org Themes](#)

The Best premium themes, that I also use myself, can be found on [ThemeForest](#), [StudioPress](#) and [Expand2Web](#) (Note: These are affiliate links so if you purchase a theme from them I might get some compensation)