

# What is WordPress?

- Software used to create web sites
- Released in 2003, Matt Mullenweg
- Blogging tool
- Creates advanced web sites
- Popular. 20% 70 million sites



# What is WordPress?

- Completely free (costs are for premium plugins, themes & hosting)
- Open source
- Constantly evolving & improving





- Easily add content (web based editor)
- Flexible & Extensible (plugins, widgets, themes)
- Support (videos, forums, web developers)
- Standards compliant (www3)
- Optimized (search engines like this!)



# Some Sample Sites

- The New Yorker
- Beyonce
- Library of Congress

http://wordpress.org/showcase



## **Installation Options**

### To get started, choose one:

- Download and install yourself (most complicated)
- WordPress.com (easiest but least flexible)
- Shared hosting 'one-click' installs (common and inexpensive)
- Managed hosting (most secure, costs range)

Your choice depends on services you need (domains, hosting, email accounts, ad free, functionality)



# Why WordPress

- 1. Flexible change templates
- 2. Mobile Responsive! (many themes... look for one)
- 3. Adding content is fairly easy
- 4. Search Engine Friendly (Google loves WordPress)
- 5. Customizable
- 6. Blog and so much more
- 7. Schedule content in advance
- 8. Multi-user capability
- 9. Free (almost)
- 10. Keeps getting better



# **Can be Confusing**

- 1. Where do you start? Determine what your site is for:
  - Just for fun
  - Learning
  - Serious site for your business
- 2. Custom or 'out of the box'
- 3. Picking templates (look at other sites determine the look and features you would like to have)
- 4. Updates (who is going to make them?)
- 5. Have someone set it up and then you it take over?



# WordPress WordPress.org WordPress.com





# "Wordpress"

Software application

- Actual software using php and mysql
- Free
- Open source
- Can be installed on standard web server



## "WordPress.ORG"

### A community driven project. www.wordpress.org is where you find

- THE software (both new and older versions)
- Latest news
- Documentation and support forums
- Themes and Plugins



## "WordPress.COM"

### A commercial business. www.wordpress.com is where you find

- Sign up for a site on their hosting
- Provides
  - Free site with ads on your pages (you can upgrade various packages)
  - Limited options and themes
  - Fast set up
  - Great way to start learning right away
  - Security





- ✓ Easy setup.
- Free web hosting.
- ✓ Automatic upgrades.
- Pre-selected plugins.
- ✓ No cost to get started.



- ✓ Complete freedom.
- Custom themes.
- Custom plugins.
- Editable code.
- ✓ Requires web hosting.



#### WordPress.com Plans

Basic Great for basic blogging	Premium Great for pro bloggers \$99 per year	Business Great for businesses \$299 per year	
Free blog!	Free blog!	Free blog!	
WordPress.com address	A custom domain	A custom domain	
• Basic customization	Advanced customization	Advanced customization	
• No premium themes included	• No premium themes included	50+ premium themes included	
• No eCommerce	• No eCommerce	eCommerce	
• No video storage	• Store dozens of videos	Store Unlimited videos	
• 3 GB of space	• 13 GB of space	Unlimited space	
• May show ads	• No Ads	No Ads	
Community support	• Direct Email support	Live Chat support	
	Learn more about WordPress.com Premium	Learn more about WordPress.com Business	
Free	Upgrade Now	Upgrade Now	

## WordPress Managed Hosting

### Best of both .com and .org:

- Experts handle maintenance tasks
- Hosting files set up just for WordPress
- Increased speed
- Google ranks faster sites better
- Plugins tested to be sure they do not negatively impact performance
- More secure



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### Managed WordPress

You create your own dynamic site. We manage your setup, backups and security.

### \$6.99 month



Blazing speed. Powerful design. Hassle-free hosting.

#### All Plans Include

- 1000s of themes and plugins
- One-click migration tool
- sFTP access to WordPress files
- Nightly backups and one-click site restore
- Redundant firewalls, malware scanning and DDoS protection

- Automatic WordPress Core Updates
- Temporary website address
- One-click SSL installation
- Localized in 37 countries and 17 languages
- Premium WordPress Hosting Platform
- Award-winning 24/7 support

- \*99.9% uptime guarantee
- \*Money-back guarantee
- USD \$50 Facebook<sup>®</sup> Ad Credit-

#### Restrictions apply

 USD \$100 Bing<sup>®</sup> Ad Credits- <u>Restrictions</u> apply

### LOCK DOWN YOUR SITE Create DIFFICULT Login Usernames and Passwords

Log in at www.YourDomainName.com/wp-admin

- Create a username other than ADMIN
- Create a complicated, 12-16 character password
- Give each user their own credentials
- Do not give everyone ADMIN credentials



## Pages – vs - Posts

### Posts

- News / updates
- Organized by date, author, categories, and tags
- Available through index
- Comments and social links

### Pages

- Permanent information
- Organized in parent / child relationships
- Available through menu
- Usually no comments



## **Styling Text Properly**

Once you've picked a template – try to use the formatting that came with it. This creates uniformity and a cleanness through out the site. Your viewers will appreciate it!

**Important:** To separate your content - use the **H1 – H6** tags. They tell search engines the importance/hierarchy of the information. You can use any tag multiple times throughout the page EXCEPT for H1. That should be used for the PAGE TITLE ONLY.

- Two rows of function buttons if not showing click on **Show Kitchen Sink**
- Bold, Undo Redo and others have standard shortcuts.
- **Blockquote** breaks content out of the usual flow emphasize some section of text. Depends on your theme what the look is going to look like.
- **Paragraphs** are simply paragraphs.
- Don't use the alignments or colors unless you HAVE to.
- Take time to preview them.
- Create and print a page with the various styles for yourself. It makes an easy reference.



## Adding Images

Images add information, interest and beauty.

Once you add an image to the Media Library you can access it any time for use/reuse. Take the time to add all of the details for each image

- You can locate easily later using a search of the Media Library
- When adding it to the page / gallery it will come with all of the details needed for search engines and readers.
- Text readers will be able to "understand" what the image represents.



## Sizing Images

If your camera is set to take really large images -

• Reset camera **if taking photos for the web**. You do not want the highest (best) setting unless you are capable of downsizing them easily with photo editing software.

Good example is Iphone sizes –

- The largest image is about the largest you would want to use for the web:
  - Actual size 1.2 M =  $1224 \times 1632$  pixels
  - Large 550 KB =
  - Medium 105 KB =
  - Small 38.1 KB = 240 x 320 pixels



## Sizing Images Tips

- Upload your images to WordPress.
  WordPress then automatically makes several versions. Small, Medium, Large, and Original (if larger than large).
- You can always make them smaller in WordPress – buy you can never make them bigger (without losing quality).
   Do not scale them up – they will be fuzzy.



## **ALT Tags and Images**

### The most important and most ignored step.

If someone visits the site and can't see an image because there is something wrong or they have text to speech – they **need** to have text that describes the image.

#### Three rules of ALT tags:

- 1. If image has relevance to content the alt text should be that info.
- 2. If image is link pointing to somewhere else image should tell where link goes to.
- 3. If image is purely visual very unusual no tag needed.



## **Plugins and Themes**

- Do some research before installing
  - What do other people say about them?
    Check the reviews.
  - Are they up to date? For example, are they compatible with the latest WordPress 4.1?
  - Do you REALLY need it?
  - Keep them up-to-date as well.



## Updates – Why To Do Them

### • SECURITY

- If you have a self-hosted site you will want to update.
  BEFORE YOU DO KNOW YOUR BACKUP PLAN
- Your **Host may be able to back it up**. Most have 24 hours check with them
- Use **BACK-UP BUDDY** or some other back up software to create a copy of your site and data-base.
- Do you have **Managed Hosting**? If so they will be able to back it up for you.





### **Thank you!** Getting Started with WordPress

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