Rich Malloy, *Instructor*

THE 1-HR WEBSITE SESSION 2

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Bonus: Free Software

- Go to: norwalk.edu
- Click: MyCommNet and Log in
- Check your email
- Click "9-dot" button
- Click: Office 365
- Click: Install Office

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Review

- Create a simple site
- This time with a new feature:
    Parallax

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Procedure to Create a Site

1. Organize materials
2. WordPress.com: Add New Site
3. Choose theme
4. Customize theme w/ header image
5. Compose the Home Page
6. Compose a Blog Post

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Organize Materials

- Set up folder
- Create dummy text in Word
  - =lorem(7,7) or =rand(7,7)
- Download pictures from pixabay.com
  - One large picture
  - Two smaller ones
- Download clipart
  - From openclipart.org, free
  - From clipart-library.com, free

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Go to WordPress.com

- Log in
- Click: My Site
- Click: Switch Site
- Click: Add New Site
- Choose Theme: TwentySeventeen

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Customize the Theme

- Site Identity: My Second Site
- Header Image:
  Use large picture from pixabay.com

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Create Pages

- Create two new pages
  - Welcome
    - This will be the home (landing) page
  - News
    - This will be a blog page
- Just create the titles
  - We'll fill in the pages later

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Set the Home Page

- Click: Customize
- Click: Homepage Settings
- Set Homepage as A static page
- Set Homepage to be Welcome
- Set the Posts page to be News
- Publish and return to Main menu

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Compose the Welcome Page

- Open the Welcome page
  - Click: Site Pages > Welcome
- Paste some text
- Insert a small picture
- Publish and return to Main menu
- If needed, open and remove the pre-existing Home page

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Compose a Blog Post

- Add a Blog post
- Paste text
- Insert a picture
- Publish and return to Main menu
- If needed, delete the pre-existing blog post

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The Simple Site Is Done!

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Enhancing Your Site

1. Switch to Another Theme
2. Add News items (Blog Posts)
3. Add Additional Pages
4. Adjust the Menu
5. Add Widgets
6. Add a Video
7. Edit Photos
8. Add Special Text
9. Add a Domain Name
10. Make Adjustments for Google

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SWITCHING TO ANOTHER THEME

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Switching to Another Theme

- Factors to Look for
  - Responsive – works with phones
  - Parallax – text over video
  - Sliders or Carousels
- WhatWPThemeIsThat.com
- Changes in Picture Sizes

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Responsive Themes

- Automatically adjusts for different devices
  - PCs
  - Tablets
  - Phones
- Google likes responsive websites

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Parallax

- Text slides up over image
- Examples:
  - TwentySeventeen, free
    https://wordpress.org/themes/twentyseventeen/
  - Lodestar, free:
    https://wordpress.com/theme/lodestar

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Sliders or Carousels

- Pictures slide left or right
- Dyad 2, free:
  https://wordpress.com/theme/dyad-2
- Rosalie, $49, Feature image slideshow:
  https://wordpress.com/theme/rosalie
- Wordpress.org plugin:
  http://wpdemo.web-dorado.com/slider/

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Most Popular Themes

- Corporate, nice widgets but expensive, $175
- Hemingway Rewritten, Free
- Origin, for lots of text, Free
- Arcade, $69

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Divi

- Let's you edit pages directly
- From Elegant Themes, $89/year

The WordPress Theme
That's changing everything

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Other WordPress.com Themes

- Textbook, several features, for schools:
  https://wordpress.com/theme/textbook
- Publication: Huge featured images:
  https://wordpress.com/theme/publication

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What Theme Is That?

- Go to: www.whatwpthemeisthat.com
- Donut Delight: www.donutdelight.com – Frozen
- Palmers Market: www.palmersdarien.com – Infinite theme plus several plug-ins
- Neat Coffee: www.neatcoffee.com – Variation of Twentyfourteen theme plus plugins

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ADDING EXTERNAL LINKS

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Why Add Links?

- Provides service for site visitors
- May induce other sites to link to yours
  - Thus improving your Google results

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Adding a Hyperlink

- Copy the URL (address)
- Click "link" symbol
- Paste the URL
- Click the 3-dot button
- Choose: Open in New Tab

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FINE-TUNING A SITE, A PAGE, OR A BLOG POST

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Customizing a Theme

- Content Options
  - Display Post Date, Tags, or Author
  - Display Featured Images on blog or pages
- Theme Options
  - One or Two Columns
  - Add Sections
- Site Identity
  - Change Footer Credit

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Adjusting Site Settings

- In Main Menu, click Settings

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Fine-Tuning a Site Page

- Edit the Page
- Status & Visibility
  - Public or Private
- Featured Image
  - May appear above page
- Excerpt
  - Will be featured in the Google listing

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Fine-Tuning a Site Page (cont.)

- Allow Comments
  - May open door for spam
- Add-in: Askimet
  - Limits spam
  - $5/month
  - Free for personal sites

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Fine-Tuning a Blog Post

- Edit the Blog Post – Document pane
- Status & Visibility
  - Public or Private
- Categories and Tags
- Featured Image (may appear)
- Excerpt (for the Google listing)
- Allow Comments

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Truncating Posts

- Limits amount of text seen on Summary page
- Reader must click "Read More" button
- Set up:
  - In the Editor, after 1st paragraph, click Read More button

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Featured Images

- Available in most themes
  - Sometimes called Post Thumbnails
- Themes handle them in different ways
  - E.g., small thumbnails in post summaries
  - And larger versions in single-post view

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COLLECTING ADDRESSES

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Getting Email Addresses

- Can collect email addresses
- Send out news
  - Mail Chimp
  - Constant Contact
- Legal requirements:
  - Explain reason for collecting addresses
  - Get consent to send email

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Contact Page Examples

- Best Contact Pages:
  https://blog.hubspot.com/service/best-contact-us-pages

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ADDING BLOG POSTS AND PAGES

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Adding News Items (Blog)

- Provides new content
- Take advantage of WordPress's blog features
- May enhance Google ranking

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Adding Pages

- Great for "evergreen" information
- Add a Contact Us or About Us page
- Must then Adjust the Menu

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ADJUSTING A MENU

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Adjusting a Menu

- Menu – usually the only way to navigate to your site pages/posts

- Be sure to update it when you add pages

- Go to the Customizer menu

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ADDING WIDGETS

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Adding Widgets

- Widgets: "ads" for other parts of your site

- Add a Description of your site

- Add a Picture

- Add a List of Recent Posts

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How to Add a Widget

- Go to the Customizer Menu

- Click Widgets

- Choose location (e.g., Sidebar)

- Select the desired Widget

- Adjust the Widget as desired

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ADDING A VIDEO

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Adding a Video

- Store a Video on YouTube
- Copy the Video URL (address)
- Insert the Video Link
- WordPress automatically sets it up

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GETTING GOOD PICTURES

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Stock Photos

- About $10 each
- Stock photography services:
  - shutterstock.com
  - istockphoto.com
  - stock.adobe.com

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Free Stock Photo Services
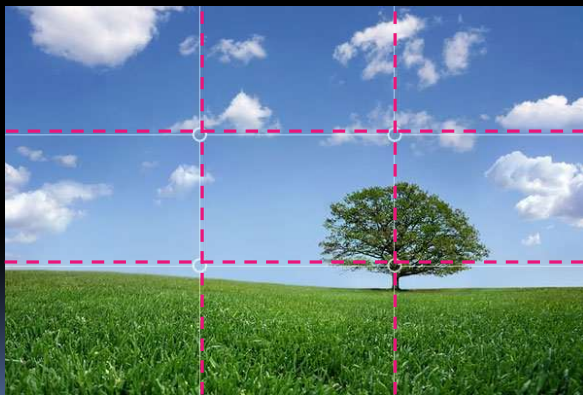
- Unsplash.com
- Pixabay.com
- Picjumbo.com

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Taking Good Pictures

- See the Light
  - Check direction and brightness
- Check the background
- Use the "Rule of Thirds"
- Fill the frame / Get close
- Be still / Use a tripod
- Avoid Flash – Indoors

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The Rule of Thirds

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Making Better Pictures

- Stock Photos
- Editing Photos
- Editing Workflow
  - Crop, Levels, Saturation, Sharpness, Vignettes, Sizing

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Photo-Editing Software

- Adobe Apps:
  - Photoshop/Lightroom, $120/yr
  - Photoshop Elements, $70
- Free Desktop Apps:
  - Gimp
  - Paint.net
- Free Online Services:
  - Pixlr
- Free Mobile Apps:
  - Google Snapseed
  - Photoshop Express

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Free Photo-Editing Websites

- Pixlr
- Photoscape
- PicMonkey: Social media, fun
- Fotor: Good for collages, clip art
- BeFunky: Facial touchup
- Canva: Very popular, robust, can be slow
- Stencil: Auto resizes images for Facebook
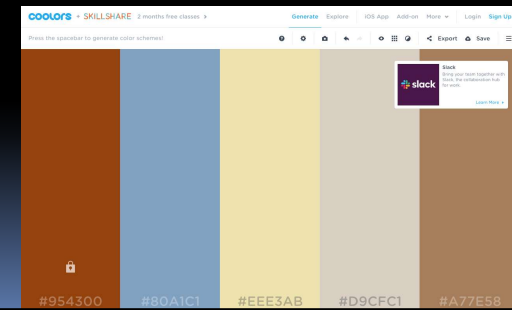- Fotojet: Powerful, similar to PicMonkey

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Pixlr Photo-Editing Workflow

1. Crop
2. Resize
3. White / Black / Highlights / Shadow
4. Vibrance / Saturation
5. Sharpen

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Create a Color Palette

- Go to: www.coolors.co

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GOING PUBLIC

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Exploit Social Media

- Create posts in your social media accounts that link to your site
- Create Sharing Buttons
  - So readers can share your site with their friends
- Create links to your social media accounts

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Create Sharing Buttons

- Click: Sharing
- Click: Sharing Buttons
- Click: Edit sharing buttons
- Select buttons
- Click: Save Changes
- Enable Sharing buttons on all items
- Click: Save Changes

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Create Links to Your Accounts

- Click: Customize > Menus
- Create New Menu called Social
- Set Location as Social Links Menu
  - I.e., at the bottom of pages
- Click: Add items
- Click: Custom Links
- Enter the URL for your account plus Link Text (e.g., "Facebook")
- Click: Add to Menu
- Repeat for other accounts and then Publish

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Going Public

- Adding a Domain Name
- Upgrading Your Account
- Using WordPress.org

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Adding a Domain Name

- Get a Domain Name
  - E.g., hover.com, godaddy.com, etc.
- Upgrade your WordPress.com acct.
- Link your site to the domain name
- Wait

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Using WordPress.Org

- Get a Domain Name
- Get a Hosting Site
  - Search: WordPress Hosting
- Set up your site
- Link with WordPress.com via JetPack
- Explore add-ins

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SEO CONSIDERATIONS

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SEO Adjustments

- Selecting Your Site's Keywords
- Highlighting the Keywords
- Studying Google's Tips
- https:
- Beware of SEO magic elixirs

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SEO: Search Engine Optimization

- What are your site's keywords?
- Highlight your keywords in:
  - Titles
  - Pages and Posts
  - Image Descriptions
  - Image Filenames

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Google Resources*

- **Submit your website:**
  - Submit URL
- **Check the site's status:**
  - Search Console
- **Can Google see your pages?**
  - Fetch as Google

* These resources require you to verify your ownership of your site, which can be a complicated procedure

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Google References:

- **Steps to a Google Friendly Site**
  - https://support.google.com/webmasters/answer/40349?hl=en
- **Google's Webmaster Guidelines**
  - https://support.google.com/webmasters/answer/35769
- **How Google Search Works**
  - https://support.google.com/webmasters/answer/70897?vid=1-635794248492601274-3389520005

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END

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