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ADVANCED WORDPRESS: WORDPRESS.ORG

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WordPress.org

Pluses	Minuses
<ul style="list-style-type: none">▪ More themes▪ More plug-ins▪ More customization	<ul style="list-style-type: none">▪ Needs a hosting service▪ More expensive▪ More work

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Create a WordPress.org Site

- Get a hosting service
- Get a domain name
- Select a theme
- Add plugins
- Import content
- Get good pictures
- Optimize for Google
- Edit a WordPress.org site

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GET A HOSTING SERVICE

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The Ideal Hosting Service

- Latest software
 - PHP Version 7+, MySQL v. 5.6+
- HTTPS support
- WordPress 1-click installation
- Uptime guarantee

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Managed Hosting?

- Shared hosting: ~\$8/month
 - You are responsible for:
 - Setup & Maintenance
- Managed hosting: ~\$20/month
 - The company sets up and does routine maintenance

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Recommended Services

- Bluehost.com
 - Shared and managed hosting
- WPEngine.com
 - Only managed hosting

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GET A DOMAIN NAME

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The Ideal Domain Registry

- WhoIs privacy
 - Shields your identity from spammers
- Email forwarding

Avoid Domain Registry and Hosting with the same company

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Where to Get a Domain Name

- Google Domains: \$12/yr
- Hover: \$12.99/\$14.99/yr
- GoDaddy: \$11.99/\$17.99/yr
- NameCheap: \$8.88/yr

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SELECT A THEME

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Theme Directory

- Directory of 4,000 free themes:
www.wordpress.org/themes

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What to Look For in a Theme

- Appropriate design for your business
- Responsive design
 - Adapts to phones and tablets
- Special graphics features
 - Parallax
 - Slider or Carousel
- Easy editing

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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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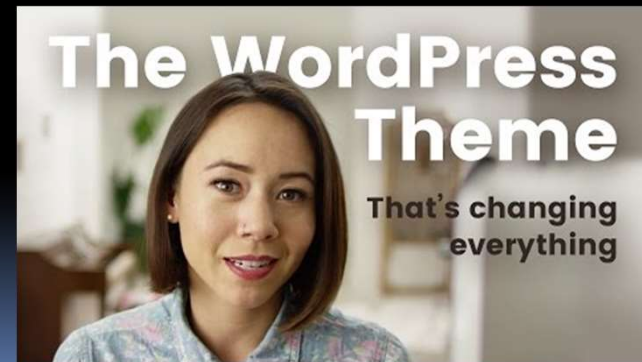
Most Popular Themes

- **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



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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 – Unknown theme plus several plug-ins
- Neat Coffee: www.neatcoffee.com – Variation of Twentyfourteen theme plus plug-ins

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PLUGINS

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Recommended Plugins

- VaultPress
 - Backs up your site automatically
- Akismet
 - Filters out spam comments
- Yoast SEO
 - Improves your Google ranking

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Other Plugins

- WooCommerce
- Give: For charitable donations
- Yellow Pencil: Editing CSS (formats)
- Elementor: Page builder

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Other Plugins — Cont.

- Slider Revolution: Photo carousel
- WP Forms: Easy contact forms
- Events Calendar
- Restrict Content: "Members only"

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IMPORTING CONTENT

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- ## Import/Export
- Export content from your old site
 - Creates an .xml file
 - Import content to your new site
 - Import the .xml file

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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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GETTING GOOD PICTURES

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Stock Photos

- About \$10 each
- Stock photography services:
 - [shutterstock.com](https://www.shutterstock.com)
 - [istockphoto.com](https://www.istockphoto.com)
 - [stock.adobe.com](https://www.stock.adobe.com)

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Free Stock Photo Services

- [Pixabay.com](https://www.pixabay.com)
- [Unsplash.com](https://www.unsplash.com)
- [Picjumbo.com](https://www.picjumbo.com)

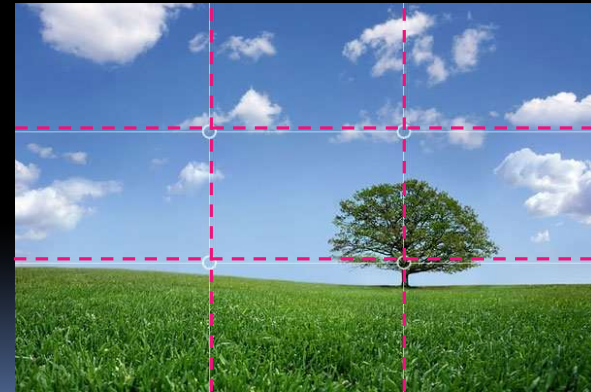
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Taking Good Pictures

- 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:
 - Paint.net
 - Gimp
- 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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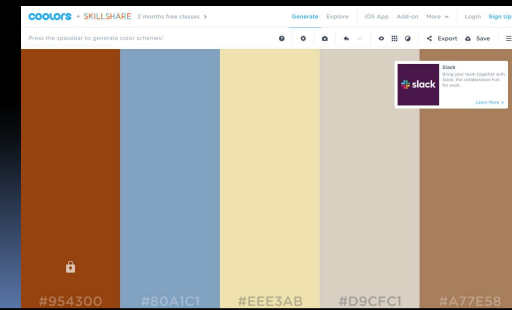
Picture Exercise

- Go to pixabay.com
- Choose any photo and download it
- If time permits, edit it at Pixlr

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Create a Color Palette

- Go to: www.coolors.co



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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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EDITING A WORDPRESS.ORG SITE

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Our WordPress.org Test Site

- Go to: wptest.techhelptoday.com
- Go to:
wptest.techhelptoday.com/wp-admin
- Login:
 - User: [Editor3](#)
 - Password: [4Sa7Yaofbfotc,ann](#)
 - "4 Score and 7 Years ago our fathers brought forth on this continent, a new nation"

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WordPress.org Features

- The Black Menu
- Plug-ins
- Image Slider

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Create a Page for Yourself

- Put your name in the Title
- In the text, say something about the site you would like to create
- Add a picture
- Publish the page

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Review the Process

- Get a hosting service
- Get a domain name
- Select a theme
- Add plugins
- Import content
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Help beautify, entertain, and inform the world

Create a Wonderful Website!

END

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