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Agenda

- What Is the Internet?
- What Is the Web?
- What Is a Website?
- What Is WordPress?
- How to Get Started with WordPress

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How to Take Part in the Course

- A computer
 - Prefer Windows, but Mac is OK
- A Web Browser
 - Prefer Google Chrome, but others are OKm
- A Zoom app

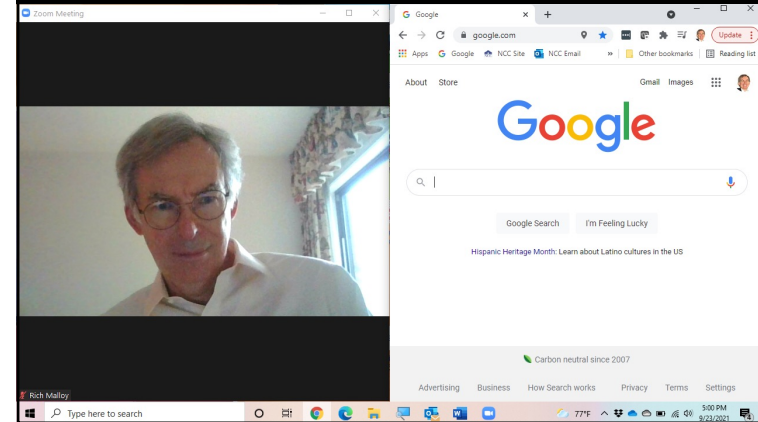
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Work Along with the Instructor

- Open two windows on your PC:
 - One for Zoom (to see me)
 - One for your web browser
 - Arrange side by side
- Or set up two Virtual Desktops
- If you have problems ...
 - Don't hesitate to speak up



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Windows Side by Side



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Virtual Desktops - Windows

- Click the **TaskView** button 
- 
- In the upper left, click: **+ New desktop**
 - To switch Desktops:
 - Ctrl + Windows key + → key
 - Ctrl + Windows key + ← key

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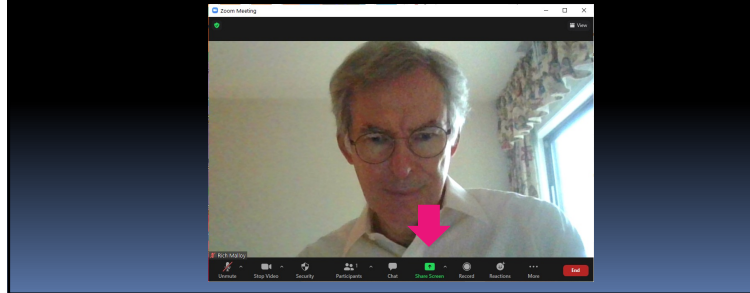
Virtual Desktops - Mac

- Type: Ctrl + Up Arrow
- Click the "+" button
- A new virtual desktop is created
- To switch Desktops:
 - Control + ←
 - Control + →

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To Share Your Screen

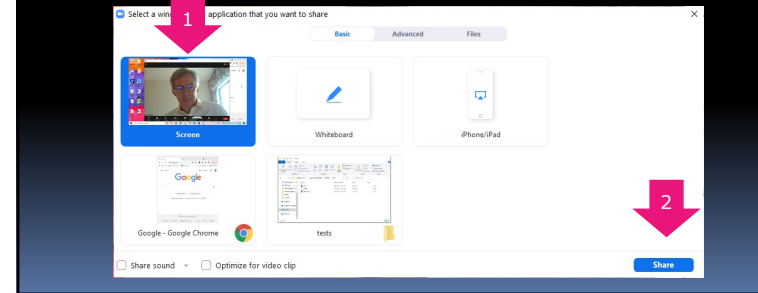
- Move your mouse
- Click the Green Share button



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To Share Your Screen - 2

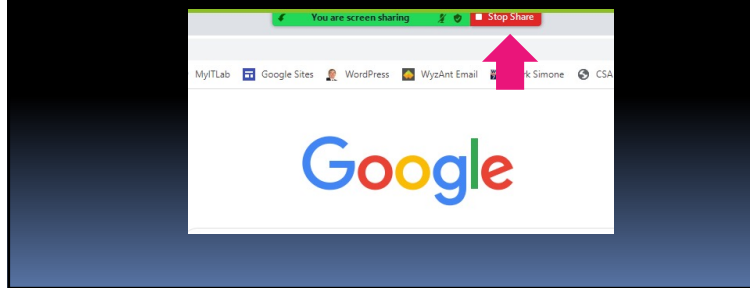
1. Then click: Screen
2. And then: Share



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To Stop Sharing

- Click the Red button: Stop Share



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The Class Website

- Go to: 1hrsite.com

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INTERNET BASICS

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What Is the Internet?

But first ...

What Is a *Network*?

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What Is a **Computer Network**?

- A Connection between:
2 or more computers
- Usually uses Ethernet cable
- But can be a wireless

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What Is the **Internet**?

- **A Network ...**
of ...
Networks
- Many small networks interconnected
- Spans the whole world

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An Analogy

- The Internet
- The Highway System
- The Web
- Stores, restaurants, gas stations, hotels
- The Browser
- Your car

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Key Points on the 'Net

- A **network** connects computers together
- The **Internet** connects networks together
- The **Worldwide Web** is one of many features available on the Internet

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WHAT IS THE WEB?

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What's the "Web"?

World Wide Web, made up of
 Web servers (on large computers)
Web sites (or Web domains)
Web pages
 HTML code

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This Is Ordinary Text:

Web pages are ordinary text files, much like the files created by word-processing software. However, the text must be formatted according to a generally accepted standard, and the standard format used on the Web is the Hypertext Markup Language (HTML).

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And This Is Hypertext:

Web pages are ordinary text files, much like the files created by [word-processing software](#). However, the text must be **formatted** according to a generally accepted standard, and the standard **format** used on the Web is the [Hypertext Markup Language \(HTML\)](#).

Hyperlink

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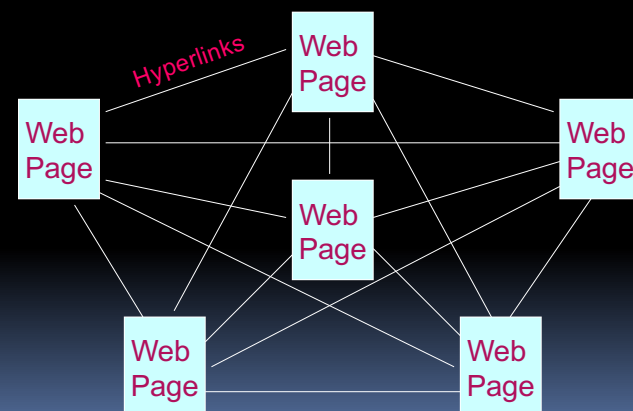
Hypertext Markup Language

- Consists of **tags** and text:

```
<html>
<head>
<title>Simple Web Page Example</title>
</head>
<body>
<h1>Simple Web Page</h1>
<p>This is an example of a simple Web page.</p>
```

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Thus, We Call It a Web



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Programs to Read Web Pages

Web Browsers:

- **Google Chrome**
- Microsoft **Internet Explorer**
- Microsoft Edge
- Apple Safari
- Mozilla Firefox

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Different Views

- Each browser shows a web page slightly differently
- Each type of device can show a web page differently
 - PC
 - Tablet
 - Phone

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World Wide Web Addresses

- `www.cnn.com/showbiz/movies.htm`
- Uniform Resource Locator (**URL**)
- No spaces
- Sometimes case sensitive
- Uses HTTP
(Hypertext Transfer Protocol)

`http://www.cnn.com/showbiz/movies.htm`

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Web Address Components

`http://www.cnn.com/showbiz/movies.htm`

What Does It Mean?

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Web Address Components

http://www.cnn.com/showbiz/movies.htm

Web Protocol

Protocol:
How your computer will interact with other computers

E.g., Hypertext Transfer Protocol

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Web Address Components

http://www.cnn.com/showbiz/movies.htm

Domain Name

The main name for your website

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Web Address Components

http://www.cnn.com/showbiz/movies.htm

Top-Level Domain

TLD: The type of domain

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Web Address Components

http://www.cnn.com/showbiz/movies.htm

Folder

A folder on the web server computer containing several files

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Web Address Components

`http://www.cnn.com/showbiz/movies.htm`

Web Page Filename

The name of the web page you want to look at

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Name That **Top-Level Domain**

| | |
|------|-------------------------|
| .com | Commercial |
| .edu | Educational |
| .gov | Government |
| .org | Non-profit organization |
| .us | United States |
| .ca | Canada |

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New Top-Level Domains

.accountants
 .actor
 .adult
 .agency
 .apartments
 .attorney
 .auction
 .audio
 .autos
 .bar
 ... and 1,000 others

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How Does a Browser Work?

- Browser sends message to a web server computer
- Web server sends page back to browser
- Browser displays graphical version of page

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WHAT IS A WEBSITE?

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A Website

- A collection of files ...
- On a PC ...
- Running a web server program

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Types of Files on a Website

- Web pages
- Pictures
- Style sheets
- Scripts

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Where to Put Your Website?

Bricks & Mortar

- In your house
- In a shopping center
- In a booth in a larger store

Bits & Clicks

- On your PC
- At a hosting service (Wordpress.org)
- At Wordpress.com

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WHAT IS WORDPRESS?

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WordPress

- A website (wordpress.com)
- Which runs a program
- Which hosts your website
- Which enables easy changes

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About WordPress

- Started by Matt Mullenweg, 2003
- "Open Source" software
- Originally for **blogs**
- Managed by Automattic



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WordPress: Pros & Cons

- | Pro | Con |
|----------------|----------------------|
| ▪ Easy to use | ▪ Designed for Blogs |
| ▪ Low cost | ▪ Limited features |
| ▪ Very popular | ▪ "Training wheels" |

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What Is a Blog?

- Short for: Web Log
- Series of changing stories
- Like a magazine or journal

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Small Companies Prefer *Static Sites*

- Unlike a blog, few changes
- Less maintenance, updates
- WordPress does well with static sites

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Who Is Using WordPress?

- The New York Times
- People Magazine
- National Geographic
- Forbes
- CNN
- NFL

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Room to Grow: WordPress.org

- Very flexible and powerful
 - Many *plugins* available
- You supply the host
- Still low cost
- You are responsible for security

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WordPress Alternatives

- Google Sites
- Blogger
- Wix
- Weebly
- SquareSpace
- Shopify

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HOW TO GET STARTED WITH WORDPRESS

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Create Your First Site

1. Organize your PC
2. Download files
3. Create a WordPress account
4. Create a site – Pick a Theme
5. Customize the site ID
6. Add a Header Image

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Create Your First Site – 2

7. Set up the Home page
8. Add a picture to a page
9. Add some news items (blog)
10. Make adjustments for Google

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Go to:

www.1hrsite.com

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Create a WordPress Account

Only has to be done once

Procedure:

- Go to wordpress.com
- Enter email address, user name, pw
- Describe your new site
- Verify your email address on your phone

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Pick a Theme

- The Theme specifies:
 - The layout of pictures and text
 - Color palette
 - Font selection
- Easy to change themes

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Pick a Theme

- Thousands of Themes available
 - Some are free
 - Many have to be purchased
- Look for:
 - Appealing and appropriate design
 - **Responsive** – mobile friendly
 - Looks good on phones and tablets

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Free Themes from Automattic

- Twenty Sixteen
- Twenty Seventeen
- Twenty Nineteen

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Adding a Header Image

- Large Header Images require high resolution
- Choose high-resolution pictures
 - At least 1,000 pixels horizontal
- Check the suggested resolution for that theme
- Trim the picture to match the suggested resolution

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Create Your First Site – 2


- 7. Add text to the Home page**
- 8. Add a picture to a page
- 9. Add some news items (blog)
- 10. Make adjustments for Google



68

Create Your First Site – 2


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69

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70

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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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