



CreativeOriginal

Passionate and Professional Online Marketing



MEDIA INSTITUTE

WordPress Basics Class 1



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What is WordPress

WordPress.com

WordPress.org

2 different communities same platform

WordPress.com VS self hosted

Hosting, Domains, and Your CMS

- ★ Hosting is the land you build your house on
- ★ Domains are the address of that land
- ★ WordPress is the framework of your house

Basic Building Blocks

WordPress Core
Themes
Plugins

Basic Building Blocks

Pages
Posts
Widgets
Menus

What is the purpose of your website?

Why are you building the website or blog?

What do you want people to do when they are there?

What are the most important calls to action?

What is your brand about? What do you care about? What feeling do you want people to have?

Your brand is colors, logo, name, imagery, voice AND character, personality, flavor, feeling.

What pages/menus are on or will be on website?

List them:

Home

About

Services

Service 1

Service 2

Service 3

Contact

What interactive features do you want to have?

Photo galleries

Contact forms

Email sign ups

Shopping

Videos

Social media

QUESTIONS?



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RESOURCES



www.WPBeginner.com

Learn.Wordpress.com (for WordPress.com users only - not self hosted)

www.Udemy.com paid online classes

www.wp101.com paid online classes



NEVER STOP LEARNING

