



CreativeOriginal

Passionate and Professional Online Marketing



MEDIA INSTITUTE

WordPress Basics Class 2



Organize Your Logins

Safely put your username and passwords for these accounts so you can always access them if you need to:

- Hosting
- Domain
- WordPress CMS

Protect your Data

Don't let your computer remember everything for you unless your computer is protected.

Use a service to save passwords and access them via the cloud:

LastPass.com, DashLane.com

Redesigning a Website

- Leave your current site in the root domain/folder
- Make a backup - using a plugin (UpDraft) or your host
- Create a subdomain
- Make a copy of your current website files and database and move it to the subdomain
- Make all changes
- Once the new site is done move the redesigned site files and database to the root domain/folder

Graphics

Do you have your own photos?

Then organize them so they are easy to access.

Do you have access to commercial use stock images?

Create an account with [istockphoto.com](https://www.istockphoto.com), [us.fotolia.com](https://www.us.fotolia.com), [dreamstime.com](https://www.dreamstime.com), or [flickr.com](https://www.flickr.com). Photos may cost \$. Make sure you understand the creative commons (www.creativecommons.org/) and the difference between personal and commercial use.

Graphics

Can you use professional graphics and photo editing programs?

Software like Adobe Photoshop, Illustrator, and InDesign are part of the Adobe Creative Suite or you can use less well known systems like CorelDraw Graphics Suite or Xara Designer Pro 7.

Can you use basic graphics and photo editing programs?

Online tools like www.canva.com, www.pixlr.com, www.Fatpaint.com, and www.gimp.org (alternative to Photoshop) are all very useful. So are programs like Mac/Apple's Preview program.

Getting Started

First you need to add content to your website (i.e. pages and posts) and then you need to create a menu.

After this basic info has been set up you can begin working on the design and layout of your theme.

Getting Started

WordPress 5.0 changed the way you edit pages. It was the biggest core change since WordPress began.

Some themes with Page Builders have their own editor built in and you can choose to use that.

Getting Started

The new editor in the core system is called Gutenberg.

It makes WordPress pages more like Squarespace and other visual builders.

Getting Started

Pages = pages on your site

Posts = blog posts

Appearance > Menus = site navigation

Getting Started

If you have an existing website and work on building test pages first you will learn how your editor works and that will help you make better decisions when you edit pages that are live.

Resources

Written Guides

[Guide to Gutenberg](#)

[Beginners Guide to Gutenberg](#)

Video Guides

[How to Use the New WordPress Editor](#)

[Quick Start WordPress Tutorial](#)

Understanding Themes

This is the hardest part:



Get to Know Your Theme

What is under Appearance?

Is there a theme options section?

What is under Widgets?

Are there any other sections with special names?

Does the theme have a website you can visit and are there tutorials?

Choose as Theme

1. Take the time to do your research.
2. Stick to simple options, don't over complicate things.
3. Start with what Wordpress suggests under the Appearance section.
4. Download and install themes and test them first.
5. Have some ideas of what you want for a background and a header. You can create your own or use what the theme comes with.

Choose as Theme

6. Search online for different types of themes and purchase one that is easier to use and has more support if necessary.
7. Read reviews and listen to the experts.
8. Make sure you choose a RESPONSIVE theme that can meet Google's new mobile-friendly standards.
9. Get opinions from people you trust.
10. Pay attention to the graphic specs your theme provides and edit your images or graphics properly.

QUESTIONS?



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NEVER STOP LEARNING

