

WORDPRESS BASICS

Introduction

Welcome! Whether you're a writer, teacher, business owner, or aspiring chef, a website and/or **blog** can be an excellent tool to build your brand, develop your content/message, and gain a following.

In this class, we'll learn essential **WordPress terminology** and go through the steps to **set-up a basic blog** using WordPress.



What does WordPress do best?

Website? Blog? Which is it?

WordPress is a platform from which you can build any website, but is best suited for blogs because it formats the appearance with ease.

Notes:

WORDPRESS BASICS

Key Terminology

Website Domain Name: The **URL** or **web-site address**.

i.e. www.elmhurstpubliclibrary.org

Note: Free WordPress Domains include “WordPress” in their address

Website Title: Name that Appears on the top of the **Homepage** of your Website.

Note: Depending on domain availability, cost, and your desire, the title and domain can be related or not. For example you could have website address with your name in the title, but call your blog “Elmhurst Ed-ventures”

Step 1 of 5

Let's create a site

Please answer these questions so we can help you make the site you need.

What would you like to name your site?

eg: Mom's Diner, Stevie's Blog, Vail Renovations

What will your site be about?

eg: Fashion, travel, design, plumber, electrician

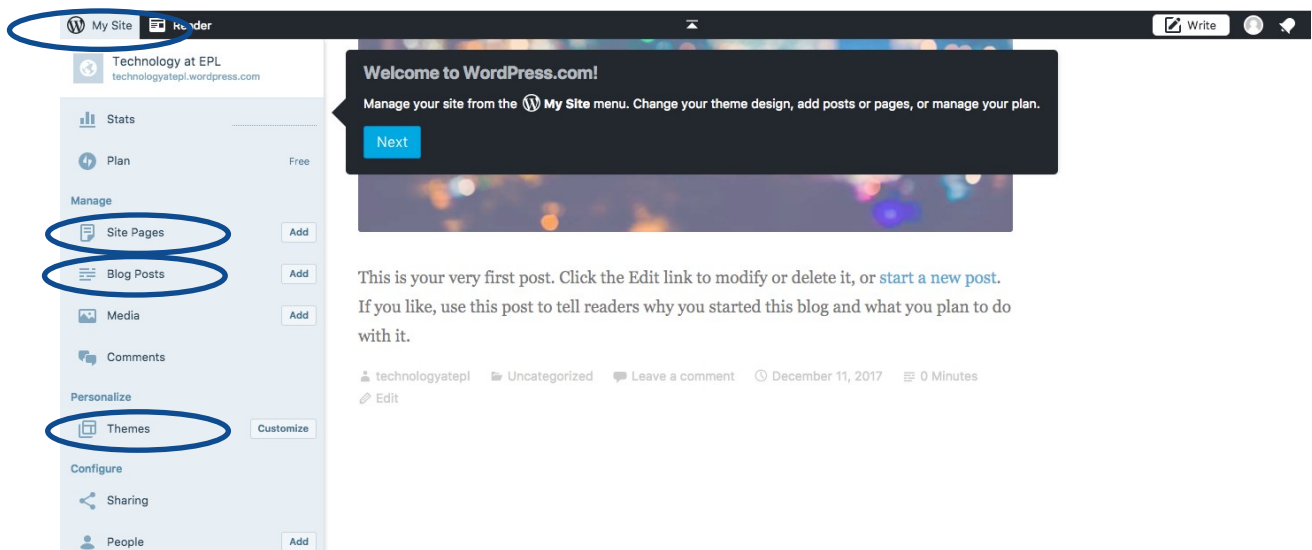
What's the primary goal you have for your site?

- ☐ Share ideas, experiences, updates, reviews, stories, videos, or photos
- ☐ Promote your business, skills, organization, or events
- ☐ Offer education, training, or mentoring
- ☐ Sell products or collect payments
- ☐ Showcase your portfolio

Setting up your account

1. Go to **www.wordpress.com**
2. Click “**Get Started**”
3. Fill out the prompts on the “**Let's Create a Site**” form
4. On the next screen, you will type in the **title** of your site or some **keywords** to help WP create a **web address** for your site.
5. It will generate a **free address** as well as those that come with higher level packages
6. Click “**Select**” next to the web address you want which will lead you to a page that allows you to pick your WordPress membership level
7. You will then create your **account** by registering with an **email, username, and password**

WORDPRESS BASICS



“My Site” Highlights

Site Pages: Longstanding content that stays relatively static on your site. It is not in chronological order like blog posts. Your site will come with some default pages, but you can also add them and create a hierarchy. Pages create the structure and organization of your site. Example pages: “about me,” “contact,” “locations”

Blog Posts: Blogs are new web content you are ideally posting on a regular basis. They are organized by most recent to oldest post and are predominately text in an informal tone. Many blogs have these posts right on their home page. When we refer to “blogging,” we’re talking about creating these posts!

Themes: This is where you will make changes to the appearance of your blog. You will be working within the constraints of your own skill level and what features come with your WordPress plan. You can also hire people who know how to make custom WordPress themes.

Settings: This is where you can manage everything from setting a blog tagline to the establishing a protocol for others to comment on your blog posts. The settings adjust how your site functions.

WORDPRESS BASICS

Other Terms and Symbols



Picture, Non-Word Media



Edit, Modify



Desktop, Tablet, and
Mobile View

Widget: pre-formatted items to add to your site

Plugin: A piece of software that can be added to a WordPress website. They can add new features to your WordPress or help you with planning and evaluation.

Category: Group your blog content into different sections (what do you commonly write about?)

Tag: Specific keywords to highlight what is discussed in a specific post

Posting to Your Blog

1. Navigate to your blog:

- ⇒ Go to www.wordpress.org and “sign in”
- ⇒ Go to your site’s address and add “/admin”
- ⇒ Go to your site’s address and click on the three dot icon to see “log in” menu item

2. Click on “**My Site**” if it is not already open

3. Under Manage-> Blogposts, click the **add** button to the right

4. You can keep writing and editing without publishing the post. Remember to use the “add button” to insert images, etc...



Website/Blog Title: _____

Username: _____

Email: _____

Password or Hint: _____

Web Address: _____