WordPress 101

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1. Intro: Show some WordPress sites - MPL, ICORE, Copper Peak, Obama Foundation
2. What do you need for a website?
   a. Host
   b. Domain name (or at least a URL)
   c. Website design
      i. Used to be just HTML
      ii. Then we moved to WYSIWYG editors like *FrontPage* and *Dreamweaver*
      iii. More popular now are content management systems (CMS), which started primarily as blogging platforms.
         1. Joomla
         2. Drupal
         3. WordPress
      iv. Note that there are other website builder services - Wix, Weebly, Site123, site builders that are included in your hosting plan (GoDaddy). We're going to focus on WordPress.
3. Why WordPress?
   a. Stable, reliable platform
   b. About 60% of all sites using a CMS use WordPress, including about 29% of the top 10 million websites
   c. Based on PHP and SQL - everything is stored in a database
   d. Open-source, licensed under the General Public License (GPL) and free!
   e. Use it on your own web server, in the cloud, or on a shared hosting account. Port your site to a new location relatively easily.
   f. Run a full-featured site right out of the box with standard WordPress install
   g. Themes and plugins allow you to extend your site's functionality for little cost
   h. Almost everything in a WordPress website (or any CMS) is dynamic content - no static HTML files. That means that you can update features and styles without editing a whole bunch of files.
4. Choosing a host
   a. WordPress.com
      i. Free: a wordpress.com subdomain, "dozens" of free themes
      ii. Blogger to Premium: $3-$8 per month
   b. Another web host -
      i. DreamHost - WordPress hosting $2.59/month for shared plan, $16.95/month for DreamPress, up to $72/month. WordPress pre-installed.
      ii. GoDaddy - starts at $8/month, $9/month for WordPress specific hosting, up to $20/month.

- iii. Many, many others!
- iv. What determines pricing? Storage space, bandwidth limits, email, number of domains you can host, SSL certificates, features like automatic updates and backups, security monitoring and DDoS protection.
  - c. Add-on features like DreamPress (with DreamHost, added WordPress features)
5. Installing WordPress: one-click install for many hosts, pre-installed on "WordPress hosting" packages
   - a. WordPress 5.0 - released 12/6/2018
   - b. During install, you'll create a username and password. Make it secure!
6. Log in
   - a. Your website address + /wp-admin/
   - b. Dashboard - your website control center
     - i. Introduce the dashboard, its layout, and what you can find there.
   - c. Take a look at your new site
     - i. Default theme with default content
7. Users
   - a. Create multiple users on your site, and define different roles for each
     - i. Super Admin - access to all features and multi-site capabilities
     - ii. Administrator - has access to everything on your site
     - iii. Editor - can publish posts and manage any posts
     - iv. Author - can publish posts and manage their own posts
     - v. Contributor - can write and manage their own posts, but not publish them
     - vi. Subscriber - can manage only their own profile
   - b. Sign in as an editor for regular site updates
8. Themes
   - a. Included theme
   - b. Choosing a new theme
     - i. Free themes
     - ii. Pro or premium upgrades to themes - usually if you want support, you have to buy it.
   - c. What does 'responsive' mean?
9. Settings - General
   - a. What settings do you need to know about, and how do you adjust them?
10. Pages, Categories, and Posts
    - a. Difference between the three
      - i. Pages have pseudo-static layouts (though still generated dynamically) and are used for non-hierarchical, non-time-dependent content.
        1. Common pages: Home, About, Contact, Policy statements, etc.
        2. Pages do not have categories, and they aren't files.
      - ii. Categories are for sorting your posts
      - iii. Posts are like 'articles' in the newspaper. Generally appear in reverse-chronological order, like a blog. Have a title and content.
    - b. When to use each

       c. How to create each
           i. Using the new WordPress editor
           ii. Using the classic editor -- *how can we do this?*
           iii. Other editors - your theme might come with one, like SiteOrigin or BeaverBuilder

11. Appearance - *(Note: a lot of this gets controlled by your theme, so may look different to you!)*
       a. Themes - we talked about this above
       b. Widgets
       c. Header
       d. Menus
           i. Creating a menu
           ii. Inserting content into your menu
       e. Other stuff

12. Publishing new content
       a. Access your admin site from anywhere
       b. Write drafts, post immediately, schedule, or backdate posts. (Expire posts using a plugin?)

13. Comments
       a. Decide whether to turn them on - if you do, you HAVE to monitor them!
       b. If yes, you need a spam filter like Akismet. (You probably need a spam filter either way!)
           i. Why would people bother spamming your comments? "Google bombing" and/or scams.

14. Plugins - further extend your site's functionality
       a. WooCommerce - can integrate with Square or other credit card processors to build your online store
       b. The Events Calendar
       c. FAQ
       d. Other plugins - everything from slide shows to

15. Backup and restore - do this before an update, and periodically
       a. Your host may have backup features (cPanel) and restore programs (phpMyAdmin)
       b. WordPress plugins can help, too.

16. Resources
       a. WordPress.org
       b. https://wordpress.org/support/article/overview-of-wordpress/ - more detailed introduction to WordPress and how it works