

# Building a Website with WordPress

Creating & Managing a Website Yourself without coding!

# Today's Agenda

- How to develop a plan for your site
- DIY or Hosted WordPress
- Content hierarchy design
- Content recommendations
- Choose a theme/design that suits the function
- Basics of WordPress
- Configure a WordPress site to be a "regular website"
- Basics of domain names and choosing a webhost
- Installing plugins & themes
- Export the data to use elsewhere

# Domain Names & DNS Basics

- ✦ DNS: Domain Name Server/System
  - ✦ Master records of what domain names match to what websites
- ✦ Registering a domain name
  - ✦ Try to choose .com or .ca
  - ✦ Make sure it doesn't spell something strange by accident
- ✦ Suggested registrar:
  - ✦ Namecheap.com

# Choosing a Good Webhost

- ✦ They all suck
- ✦ They are all great
- ✦ Popular hosts are offering “unlimited everything” for the same price
- ✦ Recommended hosts:
  - ✦ DreamHost.com
    - ✦ Promo code UBCCLASS will get you a special deal from me and DreamHost
  - ✦ BlueHost.com

# Blogs vs Websites vs Hybrids

- The goal is distributing your content and information as easily and broadly as possible
- Is there a real difference now?
- Shouldn't you pick the solution easiest for you?

# WordPress.com vs WordPress.org

- ✦ WordPress.com is a hosted solution
  - ✦ Not to be confused with a webhost
- ✦ WordPress.org is where you download the WordPress software to install yourself
- ✦ WordPress.com is a freemium service
  - ✦ Level of free service with upgrades you pay for

# WordPress.com

- Everything is taken care of for you
  - Software updates
  - Preventing attacks from hackers
  - Keeping everything running
- There are limitations
  - Set number of themes (over 90 right now)
  - You cannot install plugins for additional features
  - You cannot edit the themes
  - You can edit the theme style (colors, fonts) if you pay for it as an extra upgrade

# WordPress.org

- You download the software
- You have to have a web hosting account and domain
- You install it yourself
- You are responsible for updating it
- You can install any theme or plugin you want
- Your webhost will keep the server running, but not keep your site running if it threatens the security or stability of other sites
- Most hosts offer a “one click” install of WordPress that downloads and installs WordPress for you
  - Generally, you still have to keep it updated yourself

# Working with Content

- Posts vs Pages
  - Posts are connected to each other and are controlled by time
  - Pages are meant to stand alone and be “timeless”
- Tags vs Categories
  - Categories are big buckets
  - Tags are more specific keywords
- Adding images
- Adding video

# Building a Website with WordPress.com

# Building a Website with WordPress.com

- Create account on WordPress.com
  - Activate it and name your blog
- Create
  - "Home" page
  - "Blog" page
- Configure
  - Blog name
  - Time zone
  - Set home page & blog page

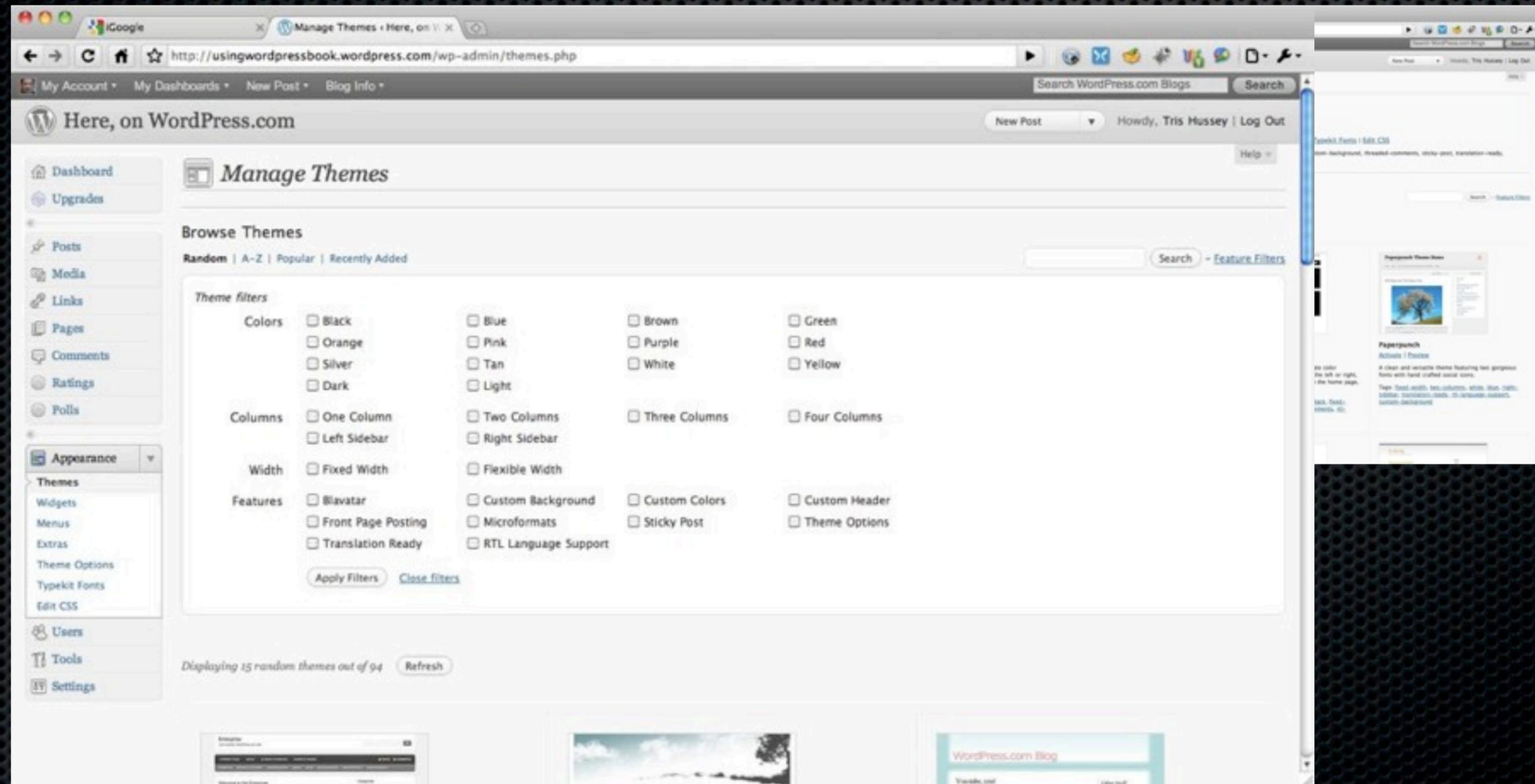
# Choosing a Theme on WordPress.com

The screenshot displays the WordPress 'Manage Themes' page. At the top, the browser address bar shows 'http://usingwordpressbook.wordpress.com/wp-admin/themes.php'. The page header includes 'Here, on WordPress.com' and a search bar. A left sidebar contains navigation links for Dashboard, Upgrades, Posts, Media, Links, Pages, Comments, Ratings, and Polls. Below this is the 'Appearance' menu with sub-items: Themes, Widgets, Menus, Extras, Background, Header, Typekit Fonts, Edit CSS, Users, Tools, and Settings.

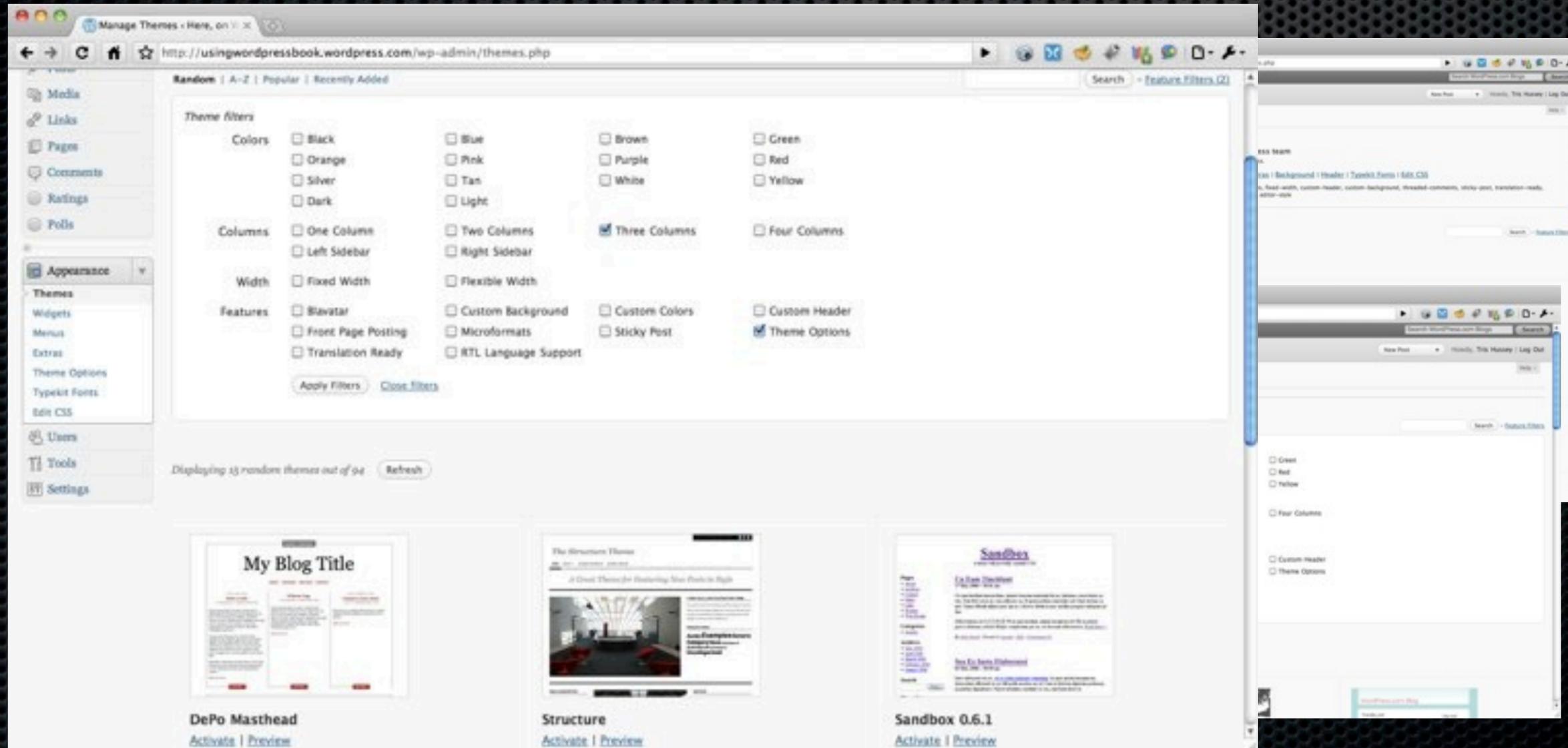
The main content area is titled 'Manage Themes'. Under 'Current Theme', it shows 'Twenty Ten by the WordPress team' with options for Widgets, Menus, Extras, Background, Header, Typekit Fonts, and Edit CSS. Below this is the 'Browse Themes' section, which includes a search bar and a 'Random' filter. It displays '15 random themes out of 94'. Three themes are visible in a grid:

- Bueno**: A stylish and fun theme with a custom header, custom background, and multiple alternate color schemes. Tags: blue, brown, green, silver, purple, red, pink, two-columns, fixed-width, custom-header, custom-background, theme-options, threaded-comments, sticky-post, rtl-language-support, translation-ready.
- Inuit Types**: A crisp and clean theme with alternate color schemes, your choice of sidebar on the left or right, a one or two-column post layout on the home page, and sharp feature post styling. Tags: light, theme-options, white, black, fixed-width, custom-colors, threaded-comments, rtl-language-support.
- Paperpunch**: A clean and versatile theme featuring two gorgeous fonts with hand crafted social icons. Tags: fixed-width, two-columns, white, blue, right-sidebar, translation-ready, rtl-language-support, custom-background.

# Choosing a Theme on WordPress.com



# Choosing a Theme on WordPress.com



# Changing the Navbar

- Many options are theme specific
- The Twenty Ten theme uses the new WordPress Menus function (under Appearance)
- Some themes allow you to edit and arrange the navigation bar
  - Page-based
  - Category-based
  - Excluding Pages or Categories

# Search Engines & WordPress.com

- ✦ Use descriptive titles
- ✦ Use descriptive categories
- ✦ Use tags
- ✦ Write “normally”
- ✦ Use descriptive link text

# Organizing Your Content

- ✦ Parent and child pages
- ✦ Categories and subcategories
- ✦ The right choices for your content can be trial and error

# Should You Have a “Blog”?

- ✦ What does it mean to have a blog mean today?
- ✦ Do you have the time and energy to keep it updated?
- ✦ In the end, does it really matter?

# Exporting Your Content from Wordpress.com

- ✦ You own your content, not WordPress.com
- ✦ Simple option to export
  - ✦ All authors or a single author
- ✦ The file format is as universally compatible with other blogging systems as it can be

# Installing WordPress Yourself to Build a Website

# General Steps

- Note: Almost all webhosts offer a “one click install” of WordPress so you could skip this
- Download the latest version from [WordPress.org](http://WordPress.org)
- Unzip the archive
- Upload to your webhost via FTP
- Create your MySQL database
- Edit the `wp-config.php` file
- Install WordPress

# Create

- ✦ “Home” Page
- ✦ “Blog Page
- ✦ This is just like WordPress.com

# Configuration (Basics)

- General
  - Blog name
  - Time zone
- Writing
  - Posting protocols
- Reading
  - Set home page & blog page
- Permalinks
  - Month & name or Day & name

# Importing Posts from WordPress.com

- Tip: Create a new user instead of importing post to an existing user

# Choosing & Installing Themes

- ✦ Choosing
- ✦ [www.wordpress.org/extend/themes/](http://www.wordpress.org/extend/themes/) or within your administration area of your site
- ✦ Installing
  - ✦ Automatically & Manually

# Choosing & Installing Plugins

- Choosing
- [www.wordpress.org/extend/plugins/](http://www.wordpress.org/extend/plugins/) or within your administration area of your site
- Installing
  - Automatically, Manually
- Recommended plugins
  - WP Super Cache
  - All in one SEO
  - Google Sitemaps XML
  - Search Everything
  - WP-DBManager
  - WPTouch

# Customizing Your Theme

- ✦ WordPress 3.0 and WordPress Menus
  - ✦ Right now only Twenty Ten uses WordPress Menus
- ✦ CSS tricks

# How to Adapt & Grow the Site

- ✦ Custom post types
- ✦ Custom taxonomies
- ✦ Parent-child themes

# Contact Info

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(see a pattern here?)