



WordPress Guide

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Getting Started with WordPress

WordPress is a free application that you can use to create your own website or blog. There are a lot of people using WordPress and currently it powers over 75 MILLION websites. WordPress was released in 2003 and since has really grown. In fact it's one of the easiest and quickest ways for anyone to get a website up and running in just minutes. Many people think of WordPress as a blog system, which is just one of the uses for WordPress. When I say just one of the uses I mean it's not at all limited to just a blog, as there is so much more you can do with WordPress. If you want to have your own website and be in control of your website yourself WordPress is the best solution.

It's actually a very powerful Content Management System or CMS. What is a content management system you ask? It's a software application that allows you create, modify, remove and manage digital content. This means you can create and edit content presented within your website. Web content can include text, images, videos, code. Typically a CMS will have a front-end user interface which allows you to control your website without the need for coding. WordPress is the most popular content management system used by over 25% of the websites on the internet today.

It's easy to get started and has many benefits

1. It's completely free to use, since it's an open source project anyone can use it openly and freely.
2. Simple to setup and get started. User friendly that almost anyone can jump in and start creating websites right away.
3. It comes with an awesome easy to use and understand backend dashboard to control the website. This is a powerful tool which allows you to completely control your website and even customize it.
4. Thousands of plugins, widgets and themes. Easy to add in custom plugin to add features and functionality
5. Because it's so widely used there are a lot of resources. There are also hundreds of volunteers and contributors working on improvements and providing constant updates
6. You can manage and update your own website without the need to involve a web developer.
7. Huge internet community that can support WordPress. If you have a question there are many places to go for help. Also if you need coding done, there are plenty of WordPress developers that can help.
8. WordPress is W3C standard compliant so you don't have to worry about how your website is coded.
9. WordPress is SEO ready to rank on Search engines. Modern website design should always consider being Search Engine Friendly, most traffic comes from search and having an out of the box solution that handles SEO is extremely useful.
10. WordPress allows you to migrate data, you can easily import and export your data to

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other platforms if needed. You control your content and you can choose what platform

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to use. You are not tied to WordPress once you create your website. The choice is yours.

11. Social Connections within WordPress allows you to easily share content on social media

I firmly believe that if you want a website, and you're not interested in coding WordPress is the best solution.

How WordPress Works

WordPress creates websites that web users can see. This is output as typical HTML, CSS and JavaScript code so it looks like any other website, but it comes with a powerful control system. In a nutshell, websites are presented in HTML code, which then gets rendered by your web browser to display the intended web page content. WordPress creates the HTML code using a server to present that HTML for web users to be able to access using their browsers.

You can log into the WordPress dashboard and add content to your websites, using a web editor. No coding required! You control what your website looks like, what visitors see, content, and a whole lot more. WordPress can run on any modern web server, since it's based on PHP and MySQL.

WordPress can be installed in minutes.

You can setup a WordPress site in minutes. Selecting your WordPress hosting - were to setup your website.

Get a free account at Wordpress.com: Lets you sign up and host your WordPress site for free. Please keep in mind that they will display ads on your website and charge for add-on services. They only give you a subdomain free, which means that you can create a website whatever you call it. **wordpress.com** but you do have an option to point a domain to the WordPress site to use your own domain instead. Wordpress.com allows you to set-up in minutes. Hosted on secure servers, and maintenance free hosting. Support is easy to access so there are a lot of benefits to hosting your WordPress site there.

Second option to getting a WordPress site... Download your own version of WordPress.

Setup your own copy of WordPress, you can either go to Wordpress.org and download it or if your hosting company has a one click install option you can install it that way. Downside to this is that you need to have hosting and your own domain. There is a steeper learning curve to setup but once you have it installed it's ready to go just as it would be at Wordpress.com. You also have the freedom of complete control over your website.

1. **Option 1** - if your host has a one click install it is usually a quick install by clicking through a set of setup windows. Can take 1-2 minutes to be up and running. Sometimes they require that you setup your database first but this depends on the host.
2. **Option 2** - you can download the WordPress zip file and transfer it to your own server.

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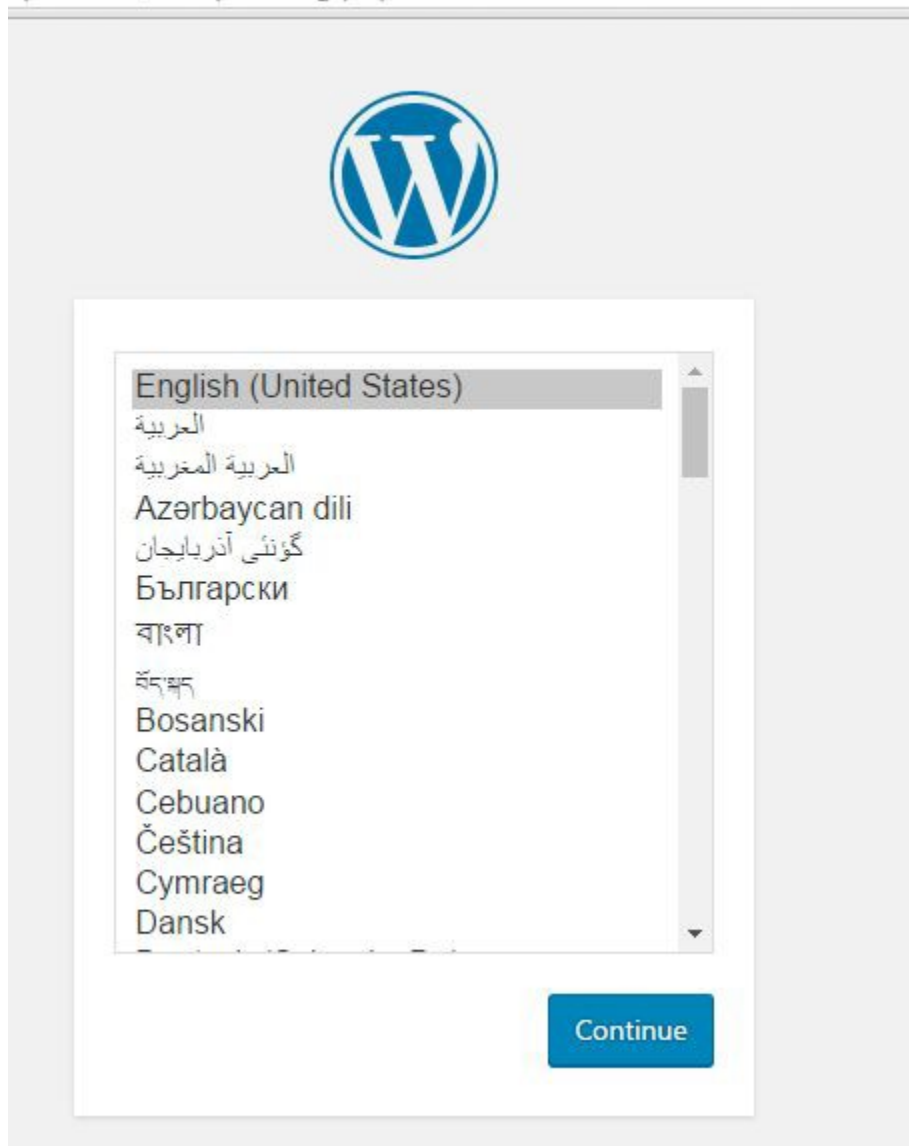
Once you download WordPress you need to host it somewhere. Your host needs to

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Have a MySQL database and PHP. Please note that there are a number of hosts that are WordPress focused, meaning they provide you some special features and a really easy install and setup of WordPress. You can install WordPress on any website and even have it run in a subdirectory of your main website. You need to setup the database and then upload the unzipped version of WordPress. Once you try to access the website you will be presented with a setup and config screen asking for basic WordPress.

Example of screens to setup WordPress from scratch, it's straightforward. Remember setup your database information before going ahead. You can usually find this in the database menu, under create database. You will also need to setup a table to use and user account and password if you don't already have one for the database. Then it's a matter of uploading the WordPress files and going to the website.

`wp-admin/setup-config.php`



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Welcome to WordPress. Before getting started, we need some information on the database. You will need to know the following items before proceeding.

1. Database name
2. Database username
3. Database password
4. Database host
5. Table prefix (if you want to run more than one WordPress in a single database)

We're going to use this information to create a `wp-config.php` file. **If for any reason this automatic file creation doesn't work, don't worry. All this does is fill in the database information to a configuration file. You may also simply open `wp-config-sample.php` in a text editor, fill in your information, and save it as `wp-config.php`.** Need more help? [We got it.](#)

In all likelihood, these items were supplied to you by your Web Host. If you don't have this information, then you will need to contact them before you can continue. If you're all ready...

Let's go!

1. Database name
2. Database username
3. Database password
4. Database host
5. Table prefix (if you want to run more than one WordPress in a single database)



All right, sparky! You've made it through this part of the installation. WordPress can now communicate with your database. If you are ready, time now to...

Run the install

Resources (try out WordPress)

Setup free hosting

<https://x10hosting.com/>

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Local machine WordPress

<https://www.apachefriends.org/index.html>

<https://bitnami.com/stack/xampp#wordpress>

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The WordPress dashboard website Setup

The WordPress dashboard is the control center for your website. This is where you can add content, edit web pages, and update your website. Once you have your WordPress website up and running on a server you can log in to your dashboard. The path to the dashboard is `http://[YOUR DOMAIN]/wp-admin/` Go ahead and log into your WordPress website.

The nice thing about WordPress it's always ready to lend a helping hand. It comes with a menu in the dashboard that helps you get started right away. You can click the links and start building your website content.

Your Theme

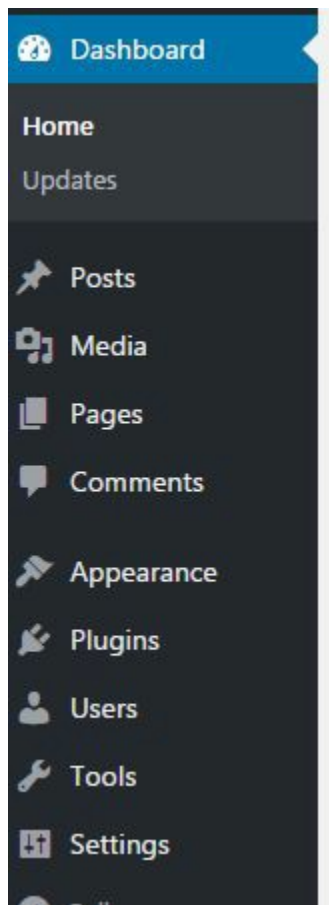
The theme is essentially the skin that contains your website, you can update it or use your existing one. By default there is a simple theme installed when you install WordPress. Themes can also be searched within WordPress and new ones installed, as well as on the internet, downloaded and installed within WordPress. WordPress theme have predefined content areas were selected content gets output from the database. Not all themes will have all the options, and you will find they vary greatly in how and what content get presented. Not only the styling is different but there are so many possibilities of ways to present the content. You can at any time switch themes, don't forget to test out your website theme to ensure that everything is as you want it to look.

To change your theme you can select the Appearance tab  from the side menu of the dashboard. Then select Customize to open the customization window. You can update your website title and tagline here as well as under the settings menu item. This is also where you can upload a logo.

You have several options depending on the theme you are using, not all themes will have the same options. There are also shortcuts to some of the commonly accessed dashboard menu items.

This menu also gives you options to preview various themes and preview how your changes would look before you save and update your website. It's also really easy to switch back if you need to.

Active theme	Change
Twenty Sixteen	
Site Identity	>
Colors)
Header Image	>
Background Image	>
Menus)
Widgets	>
Static Front Page	>



Setting up your website

You can go to your website and take a look around. Check out the wording and so on, and you will probably find you need to make some quick updates to the settings to make the website feel like you intend it to.

Updating so default settings should be completed with every new WordPress install. In the menu bar you will find a tab for 'Settings'. If you click it, it opens the general settings of the website.

General Settings - Update your **Site Title** to your desired website title. This could be a company name, branding, or reference name of your website.

Add a **Tagline**, which is a brief description of what your website is about.

WordPress Address (URL) this is where you can enter your location of your website, usually you don't have to make changes.

Site Address (URL) if you have installed WordPress within a directory then you need to point to The correct path, not something that typically needs to be changed.

Email Address add in your email, this is useful in case you forget your password or need to get other communications from your website.

Membership only used for membership sites not for typical websites

Most of the other settings are straightforward and you typically don't need to make changes to the defaults.

Writing settings - this is where you can set default post categories and post formats. You can also setup to post via emails here. Typically the defaults are good unless you need these options.

Readings Settings - some nice options for making your website behave differently are here. You can set your default start page, it doesn't have to be the blog posts. You can also customize your post's page to post to a selected page instead. There are options to control how many posts get shown. Important to note that this is where you can control your website from being indexed by search engines. Search Engine Visibility If checked search engines will not index the website, it can be used when you are building your site and also if you want a private website.

Discussion Settings - this is where the commenting features are controlled you can turn them on or off completely depending on your preference. By default people can leave comments on your posts, which is good but when it comes to spammers not so good. Typically unchecking Allow link notifications from other blogs (pingbacks and trackbacks) on new articles can help but I usually don't allow the comments since I find just too much spam and not much value within the comments. You can also customize how comments get treated to prevent spam and unnecessary notifications. There are a few good plugin to cut down on the spam and to handle spam. There are avatar options and overall anything to do with people commenting on your website.

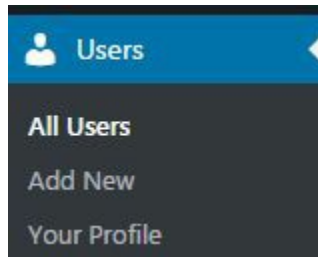
Media settings - this is where you can customize how your website handles media, usually the default settings are sufficient.

Permalinks - It's important to have links that are human readable, both for SEO purposes and also for user friendliness. Web visitors prefer if your URLs are more memorable and this leads to a better user experience. Most WordPress sites use the Post name option which is the shortest and SEO friendly. You also have the option to customize it if you need.

User's - when setting up your user account try creating a unique username and try not to use admin.

WordPress Content

There are two basic types of content Posts and Pages that you can create in WordPress. When creating posts or pages WordPress uses that author information. You can update your Author profile under the Users tab in the menu.

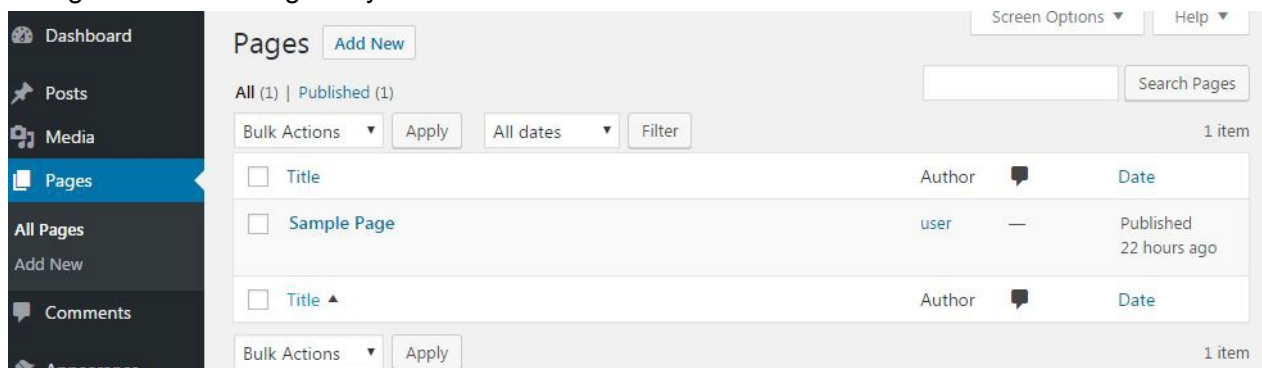


Users can be updated here as well as new users added. User's profiles can be changed with different color scheme for the WordPress dashboard, keyboard shortcuts and toolbar settings. Users can also change their author details, including bio info and display name. If you want to add additional users to your website dashboard you can add them here.

Difference between Posts and Pages.

Posting content is made easy with WordPress, you can add it as you would typing into a text editor or copy and paste it in directly into the editor. WordPress also provides publishing options where you can set when you want your content published.

Pages - static web pages within your site, like an about me page, contact page and so on. They are designed to be linked from the menu and do not have the same linking that is created with Posts. This is for static content and not meant for green content, so anything that does not change and something that you want to link to from within the website.



Create a new page by clicking Pages in the menu. The display area presents a listing of all the current pages.

Creating a New Page

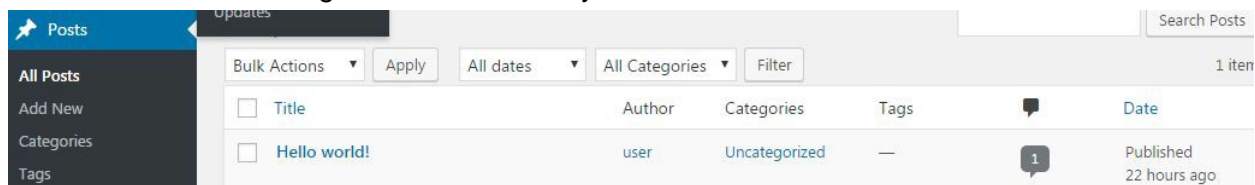
1. Click the Add New link in the menu.
2. Enter a title for the page

3. Update the Permalink if you need to have a specific URL
4. Use the WYSIWYG editor to add your content
5. Select when you want to publish your content
6. Select where it appears in the menu
7. Select image to represent page
8. Hit Publish when ready

Edit, delete and update as needed.

More help on Pages - <https://codex.wordpress.org/Pages>

Posts - where the blog content comes in. Typically a post gets shown on the top of the list within the front page of the website. Posts can get sorted via categories, postdate and so on. Posts also go into your RSS feed. This is where most users spend the bulk of their time within the dashboard. Creating fresh content easily is what WordPress is all about.



You can create new posts easily by clicking the Posts option in the side menu. You can also view and edit existing posts here. You can add media as needed and more. Preview your content to see what it will look like, if you are not happy you can edit and adjust as needed.

More help on posts - https://codex.wordpress.org/Writing_Posts

Creating a new Post

1. Select add new post
2. Enter a title for the post
3. Use the WYSIWYG editor to add your content
4. Select when you want to publish your content
5. Select format of post
6. Select a category
7. Add some tags to represent content
8. Add an image
9. Hit Publish when ready

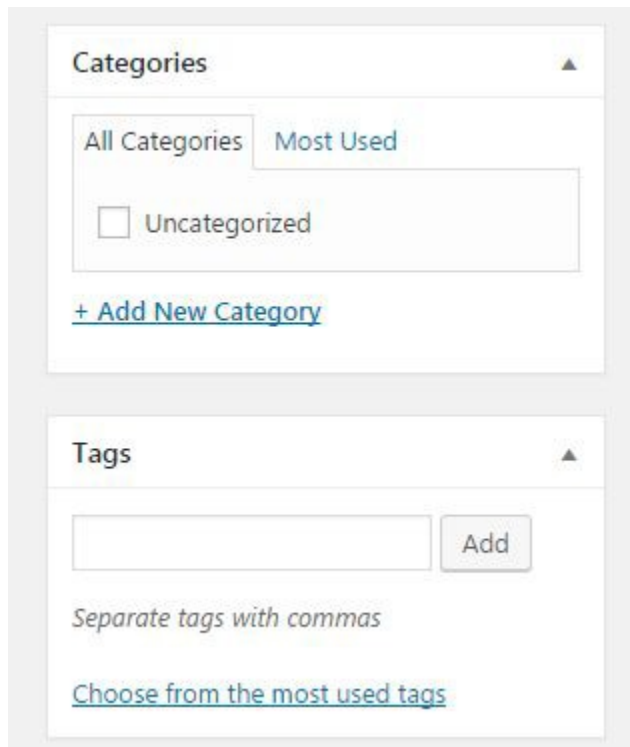
You can always at any time edit, update and delete content.

Categories - used to group content of related posts together. This can be used by visitors that want to see related category content. You can add new categories during the post creation process or you can click the side menu link categories to add them as well. Once you create a category you will see it presented to you in the dropdown on other posts as well. Generally sites have 7-10 categories for their content. Readers can browse those categories to see posts grouped within.

Tags - Used to group content together helps sort and organize content to represent a user. Both tags and categories become very important as your website grows with more content and there needs to be ways to help users find content easier. Many use this for SEO as well to

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create search friendly keyword tags for website optimization. Posts with similar tags are linked together.

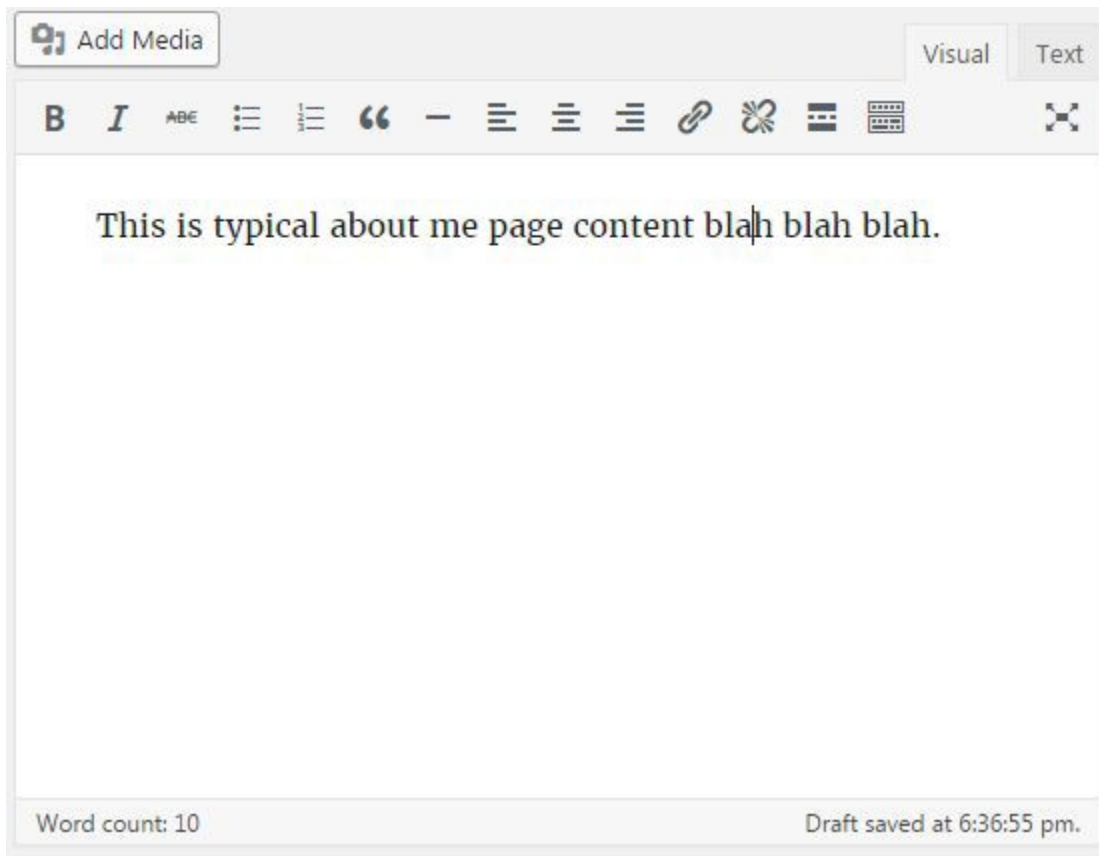


The image shows two panels from the WordPress admin interface. The top panel is titled 'Categories' and has a dropdown arrow. It contains two tabs: 'All Categories' and 'Most Used'. Below the tabs is a list with one item: 'Uncategorized' with an unchecked checkbox. At the bottom of the panel is a link '+ Add New Category'. The bottom panel is titled 'Tags' and has a dropdown arrow. It contains a text input field followed by an 'Add' button. Below the input field is the text 'Separate tags with commas' and a link 'Choose from the most used tags'.

WYSIWYG editor - is an acronym for "what you see is what you get". WYSIWYG editor is a text-area input box in which content can be edited in a form closely resembling its appearance when displayed on a website. The WYSIWYG editor allows the user to enter and add content as they would from any text editor, online and directly into WordPress.

At the top there is some typically styling for content, you can also add hyperlinks and click to get more advanced editing options. If you switch from visual to text mode you have the option to enter content as HTML formatted. This gives you more presentation options that you may have with just the visual editor option.

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b - `` HTML tag for strong emphasis of text (i.e. bold).

i - `` HTML tag for emphasis of text (i.e. italicize).

b-quote - `<blockquote></blockquote>` HTML tag to distinguish quoted or cited text.

del - `` HTML tag to label text considered deleted from a post. Most browsers display as striked through text.

link - `` HTML tag to create a hyperlink.

ins - `<ins></ins>` HTML tag to label text considered inserted into a post. Most browsers display as underlined text.

ul - `` HTML tag will insert an unordered list, or wrap the selected text in same. An unordered list will typically be a bulleted list of items.

ol - `` HTML tag will insert a numbered list, or wrap the selected text in same. Each item in an ordered list is typically numbered.

li - `` HTML tag will insert or make the selected text a list item. Used in conjunction with the ul or ol tag.

code - `<code></code>` HTML tag for preformatted styling of text. Generally sets text in a monospaced font, such as Courier.

more - `<!--more-->` WordPress tag that breaks a post into "teaser" and content sections. Type a few paragraphs, insert this tag, then compose the rest of your post. On your blog's home page you'll see only those first paragraphs with a hyperlink ((more...)), which when followed displays the rest of the post's content.

page - `<!--nextpage-->` WordPress tag similar to the more tag, except it can be used any number of times in a post, and each insert will "break" and paginate the post at that location. Hyperlinks to the

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paginated sections of the post are then generated in combination with the `wp_link_pages()` or `link_pages()` template tag.

lookup - Opens a JavaScript dialogue box that prompts for a word to search for through the online dictionary at answers.com. You can use this to check spelling on individual words.

Close Tags - Closes any open HTML tags left open--but pay attention to the closing tags.

RSS feeds - output of new posts from WordPress in a Syndication type format. Readers can access the feed URL with contain the latest output from the site. Essentially it makes content more easy to share content to other resources. There are many readers used in a number of ways. Typically I like to connect my feeds to twitter or Facebook so that followers can get latest information instantly.

`http://[YOUR DOMAIN]/feed/`

`http://[YOUR DOMAIN]/feed/rss/`

`http://[YOUR DOMAIN]/feed/rss2/`

`http://[YOUR DOMAIN]/feed/rdf/`

`http://[YOUR DOMAIN]/feed/atom/`

Some resources to connect RSS to social accounts

<http://twitterfeed.com/>

<https://twibble.io/>

<https://ifttt.com/>

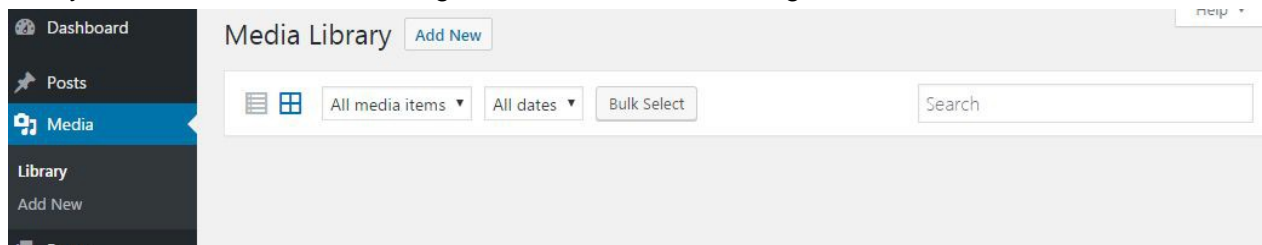
<https://dlvr.it/>

Media options within WordPress

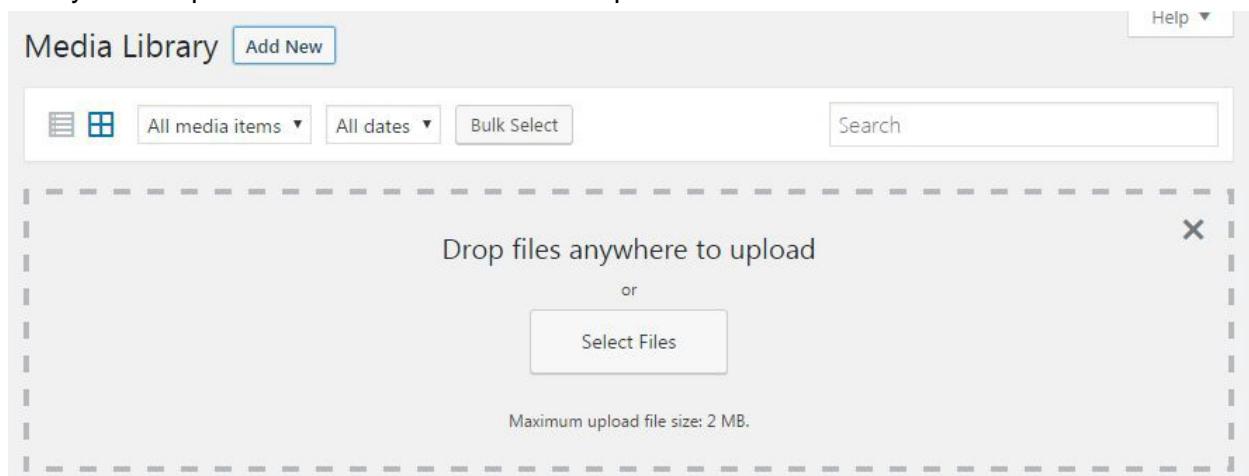
All images, videos and audio files are controlled by WordPress within the Media Library. It's wonderful to have access to all these items in one place, making them easy to access and use within posts.

If you have assets that you want to use within your website, simply upload them to the media library. You can search and update content as needed.

When you are creating a post you also have the option to add media, this goes into the same library and makes it so that the digital asset can be reused again.

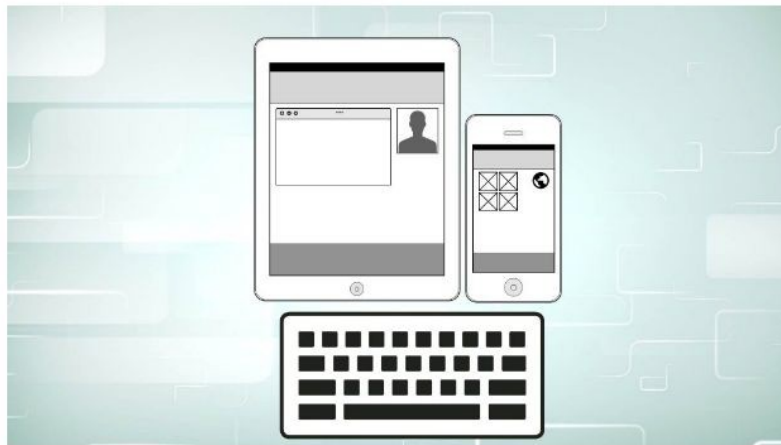


To add new media it's as easy as selecting add new and then dragging dropping or selecting from your computer. You can even do a bulk upload of media.



Once you have added an image you have additional details that you can add in. These details can now be easily brought into content every time the image gets used.

Attachment Details



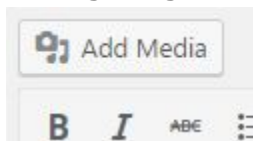
Edit Image

File name: Untitled.jpg
File type: image/jpeg
Uploaded on: August 23, 2016
File size: 98 KB
Dimensions: 2048 × 1152

URL
Title
Caption
Alt Text
Description
Uploaded By user

[View attachment page](#) | [Edit more details](#) | [Delete Permanently](#)


Adding images and media to posts.



Selecting the add media button above the text editor will open a window to the media library making it easy to add images into your website. You have options to either upload an image, select from your media library, or even link to a media URL to hot link it into your website. After selecting the image you want to use you can now update the meta info, and set how it gets displayed on the page.

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ATTACHMENT DETAILS



Untitled.jpg
August 23, 2016
98 KB
2048 × 1152
[Edit Image](#)
[Delete Permanently](#)

URL

Title

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

Alignment

Link To

The media library is a powerful resource within WordPress. It allows you to store you media in one place providing easy access to it anytime.

Themes Widgets how your website looks

WordPress themes are made up of a group of files displayed as a template. A theme changes the appearance, look and feel of your site as soon as you install it. You can customize the free default theme or select from thousands of themes that are available.

Help https://codex.wordpress.org/Using_Themes
https://codex.wordpress.org/Blog_Design_and_Layout

There are as many types of themes as there are different types of websites. Themes are generally geared towards different types of WordPress Sites. You may have a typical blogging theme but there are also many other uses for WordPress.

Business themes - are designed to corporate websites information sites where the website is meant to create an online presence for the business.

Portfolio themes - used by professionals to showcase their work, and as a digital resume for potential employers.

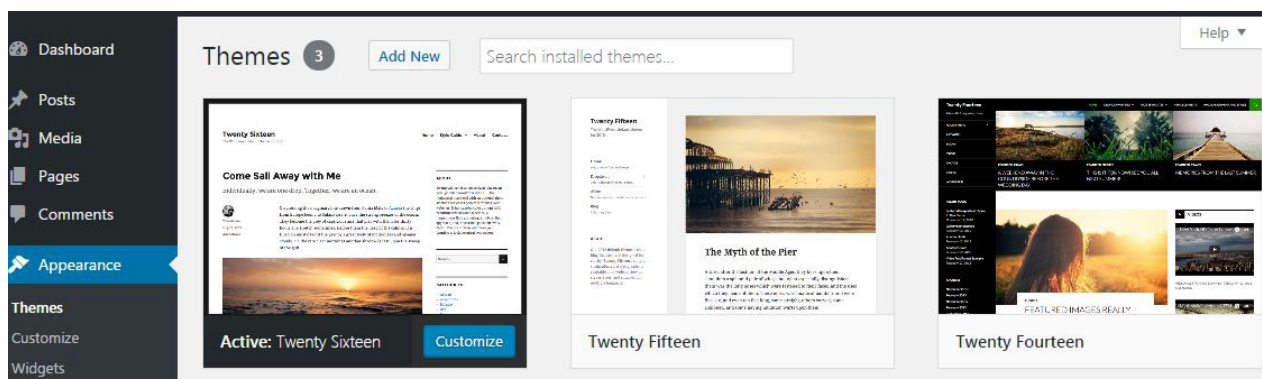
E-commerce - Differs from a business theme where in this type of format the objective is to sell products and the site structure would be geared around achieving that goal.

Complex multiple purpose themes - Deliver database content and create a dynamic user experience

Entertainment - Games and video websites meant to entertain visitors with content

everything and anything - there are any number of ideas for websites and the goals that they are achieving. Websites can be designed around a particular purpose, niche market, idea or almost really anything.

Picking a theme that suits your needs is an important part of the website process.



You can add themes directly from your WordPress Dashboard, you can even search themes and try them out on your website. There are 1000s of free themes, and 1000s of really low cost themes that can be ideal for your website.

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Once you select your theme and add it to your dashboard you can also customize the theme within the customization menu or from the dashboard side menu.

Tips for selecting a WordPress Theme

With so many themes to choose from it can be time consuming selecting just the right theme. The good news is even if you don't like the theme you choose you can really easily switch out to a new one and then switch back again.

Benefits of a premium Theme

1. Having regular update to the theme is important since there are regular updates to WordPress and you don't want a dated theme causing issues with your website
2. May not be overused, there are many free themes that you see over and over again. Having something fresh different make more memorable experience for visitors.
3. Support with theme if there are issues. Very few free theme come with support and if you run into problems you may need to spend a lot of times in forms to sort it out.
4. Free theme usually have links back to the author. This can be a distraction for web visitors and you may not want your competition to be able to copy your website.
5. More options for customization which can take more time but be worthwhile if you really are looking for specific results.

Picking your WordPress theme

This is a big deal and can be one of the most time consuming parts of setting up your website. You can get your website set up quickly with WordPress but getting the site the way you want it takes time and thought. WordPress provides so many options for themes that it can be overwhelming.

- Be clear on the purpose of your website. Why do you need this site and what will the website achieve for you. Look at the different types of themes pick the one that is based around your website type. (Blog, Ecommerce, Education Entertainment, Food & Drink, Holiday News, Photography, Portfolio)
- Layout of your content. Number of columns for content and sidebars.
- Features you may need. (Accessibility Ready, BuddyPress, Custom Background Custom Colors, Custom Header, Custom Logo Custom Menu, Editor Style, Featured Image Header Featured Images, Flexible Header, Footer Widgets Front Page Posting, Full Width Template, Micro formats Post Formats, RTL Language Support, Sticky Post Theme Options, Threaded Comments, Translation Ready) How easy is it to customize to your needs?
- Outline the content strategy for the website. How often will you post, and what content, topic will you provide. Your theme should be able work alongside your content strategy. If posts have important, visual images, videos and so on that you are expecting to provide your theme should be able to accommodate this.
- What do you want your visitors to be able to achieve. Web visitors come to your website for a purpose, make sure they can achieve their goals by guiding them to also help

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achieve your goals in the process. Win win for both website owners and website

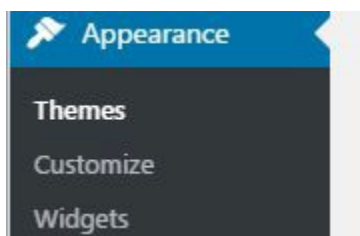
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Visitors. Visitors who are provided with what they are expecting from your website are going to spend more time on the site, have a more pleasant experience and are more likely to convert on your goals as well. Build your site around what the users are expecting. Make sure the theme you pick is easy to navigate and make sense from a design perspective. It can accommodate your calls to action. Check the design and see what message stands out.

- Speed of loading - your website speed is important for both visitors and SEO purposes. Make sure it's not overloaded with features that you don't need and that the coding is optimized. <https://developers.google.com/speed/pagespeed/>
- Make it responsive, all websites should be able to accommodate different size screens. More and more visitors are using mobile devices to view websites, in some cases the number of mobile users vastly outweighs the desktop users. Choose a theme that is mobile ready. <https://www.google.ca/webmasters/tools/mobile-friendly/>
- Consider the options of a premium theme over a free theme. Which better suits your needs
- Number of Options - there are themes that have a ton of bells and whistles, but if you don't need them they can sometimes be more hassle than benefit.
- Search engine friendly and user friendly. Not all themes are designed around the best SEO practices. The theme should be able to accommodate SEO features
- Security of the theme, which is really important because you don't want hacks but can also be harder to determine since nobody would make you aware of security holes if they know about them. The best way is to check the reputation of the theme developer, check reviews and google the theme to see if anyone has posted anything about it.

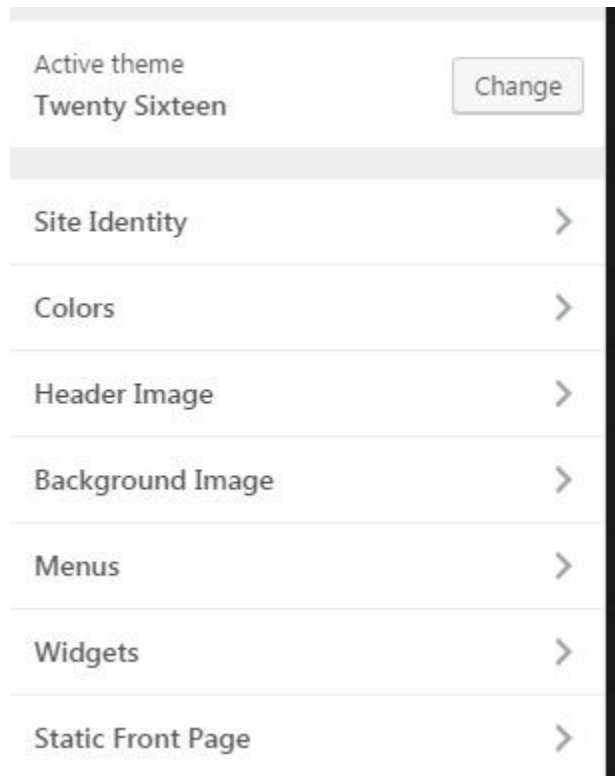
Using the WordPress Customizer

Built in feature to customize your WordPress theme. You can change styling including colors, backgrounds, logos and more. WordPress themes in the directory are required to be able to use the customizer for options, which makes it easier for the user to have a unified experience across multiple themes. There are a number of ways to get to the customizer, you can click the Customize link in the dashboard menu under appearance.



It opens a new window with theme options that can be clicked and updated. You can even change themes from here.

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Column widths, generally having multiple columns 2 or 3 is ideal for presenting content. Not having visitors have to read across the entire block is a more effective way for displaying content. Don't make the columns too small or you risk not having enough space to place images, videos properly.

Short Codes - some themes come with custom short codes to customize appearance. If you are using short codes within your theme be aware that if you switch themes these may not be available anymore.

Resources for free themes

<https://wordpress.org/themes/>

Premium Themes

<https://themeforest.net/>

<http://www.themecircle.net/>

<https://creativemarket.com/>

Detect other website themes

<http://www.wpthemedetector.com/>

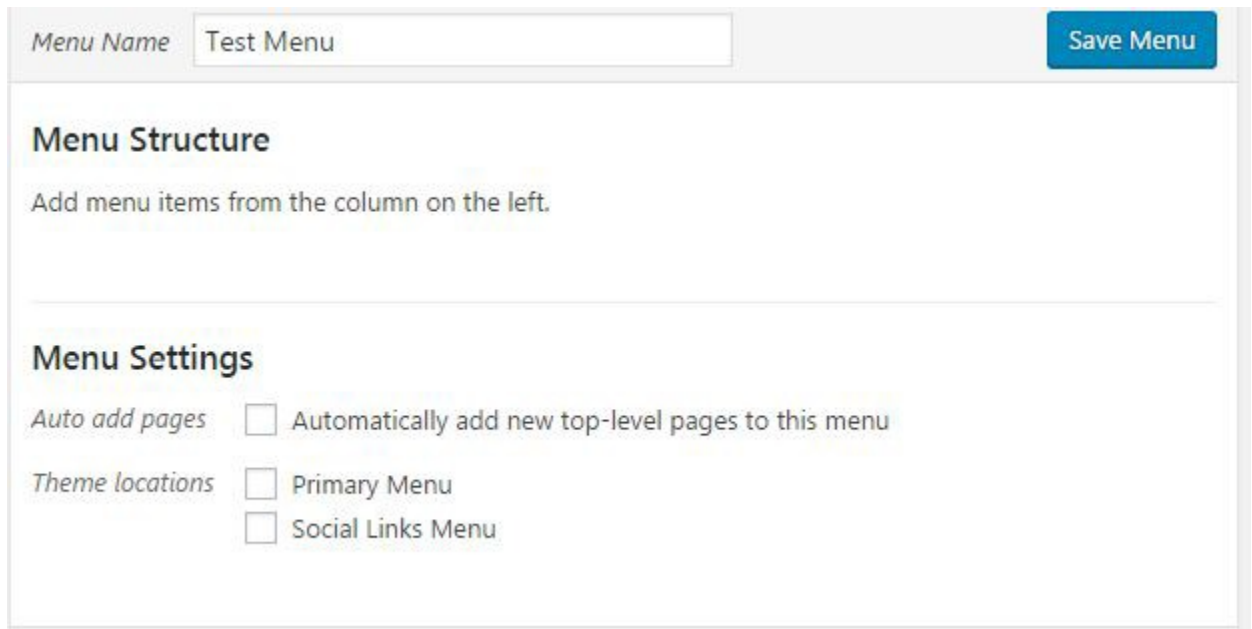
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Menus and Navigation

Menus can differ depending on the theme. Not all menus are presented the same way. You do have an option to update the menu from the menu link in the dashboard under appearance. You may have seen menus before in the theme editor.

Creating a new menu

1. Enter a new name for the menu



The screenshot shows the WordPress menu editor interface. At the top, there is a text input field labeled "Menu Name" containing the text "Test Menu". To the right of this field is a blue button labeled "Save Menu". Below the input field, the interface is divided into two main sections. The first section is titled "Menu Structure" and contains the instruction "Add menu items from the column on the left." The second section is titled "Menu Settings" and contains two rows of settings. The first row is labeled "Auto add pages" and has a checkbox followed by the text "Automatically add new top-level pages to this menu". The second row is labeled "Theme locations" and has two checkboxes: "Primary Menu" and "Social Links Menu", both of which are currently unchecked.

2. Select your options for the menu settings adding pages, posts, categories and custom links. This is where you can link out to a static page or external page if needed.

The screenshot shows the 'Pages' section of a WordPress menu editor. At the top, there's a search bar with 'Most Recent', 'View All', and 'Search' options. Below the search bar, there are two checkboxes: 'About' and 'Sample Page'. At the bottom of the 'Pages' section, there are two buttons: 'Select All' and 'Add to Menu'. Below the 'Pages' section, there are three more sections: 'Posts', 'Custom Links', and 'Categories', each with a dropdown arrow.

3. Once you have added the URL as needed, you can then save the menu
4. Theme will have different menu locations and may have multiple menu spots. Click Manage Locations tab to assign and select which menu will appear in each location.

The screenshot shows the 'Manage Locations' tab in the WordPress menu editor. At the top, there are two tabs: 'Edit Menus' and 'Manage Locations'. Below the tabs, there's a message: 'Your theme supports 2 menus. Select which menu appears in each location.' Below the message, there's a table with two columns: 'Theme Location' and 'Assigned Menu'. The table has two rows: 'Primary Menu' and 'Social Links Menu'. Both rows have 'Test Menu' selected in the 'Assigned Menu' column. To the right of each 'Assigned Menu' dropdown, there's a 'Use new menu' link. At the bottom of the table, there's a 'Save Changes' button.

Theme Location	Assigned Menu
Primary Menu	Test Menu Use new menu
Social Links Menu	Test Menu Use new menu

Managing content

Just like any websites, you only have minutes to capture your audience and interest them in continuing and reading more about what your website has to offer. Use imagery when available to achieve a more inviting feel to your website.

Posts and pages should be compliant to web standards for accessibility. Include ALT and TITLE description on links and images. `WordPress Codex`.

Featured images- use featured images as this is more pleasing for site visitors. Images should be descriptive of the content represented in the post. It's better to create them at the time of your content as going back and updating them later can be frustrating.

Sub headings - WordPress usually posts the page title as an H1. Proper format means that any subsequent subheadings should be H2 and then the next level would be H3. Very rarely you will ever get past H3 but it does go to H6 if needed.

Paragraphs - use paragraphs to space out large blocks of content, add images to spice up your content and make it appealing to the reader.

Set up a Google webmaster account - this helps track errors and crawl stats. There is a plugin for that.

Setup Google analytics - get the facts about traffic on your website, this gives you data to help guide better decisions on website direction and where you want to be in the future.

Create a keyword strategy. Utilize that keyword strategy within content, urls, titles, tags, and categories.

Categories - try only assigned each post to one category if you find that it fits in multiple categories and has overlap you may want to rethink your categories.

Add new content on a regular basis

Link posts to social - either by directly sending them to a feed or by creating social share options so that readers can easily share your content. Make it easy and you will get results.

Think SEO when you are adding content - what appeals to your visitors. Having a well-developed SEO friendly website help draw traffic from search engines. If your site shows up well

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for particular keywords there is a huge opportunity to get lots of new traffic from search that doesn't cost anything. Organic SEO takes time to build but having a long term SEO strategy get results and helps your business grow.

Try some HTML - I promise it's not that hard. Copy and pasting can sometimes lead to unwanted characters and coding. When you create your own HTML you have full control over the style and over what the elements look like.

Spellcheck and proofread your content. Nobody like poor spelling and grammar, and this can also cost you in regards to SEO.

Good quality content - present your content in a meaningful way, review and consider that once you post it it's out there on the internet and everyone and anyone can see it. One of the best ways to create content is to write about something you like. If you enjoy it and are into what you are creating you will create good content. Try to avoid using slang as readers may be from anywhere in the world and may not be able to understand it as easily.

Post on a regular basis. It's usually best to create a content schedule that fits within your everyday life. Having a website is a commitment and having frequent regular content is the only way to grow online.

Get to know your audience - with analytics and get involved within the community.

If you have comments enabled, make use of this feature. Respond to comments and be engaging.

When you are creating posts save them as you don't want to lose long pieces of content.

View site - preview posts before they go live

Clear objective and goals for the website. Make it clear and work towards it your calls to action should be based on achieving your objectives. Make content that is user friendly, engaging and easy to consume. Post regularly and employ a content strategy.

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Plugins

Plugins are super powerful and provide your WordPress websites with some really nice upgrades.

They can be uploaded and installed directly within the WordPress dashboard. Plugins can be easily added to your website without having to do any coding. You can activate plugins as needed within your website dashboard. Once you add a plugin you will have different custom functions that are available from within your function. There are over 40000 plugin available.

You can achieve a lot with plugins, and usually whatever you need on your website can be added via a plugin. The hard part is choosing the best suited plugin for your needs. Just like with themes plugins have a lot to offer and at times can be overkill for what you need. Usually when selecting plugins I refer to the number of users of the plugin and how popular it is. Chances are that if the plugin is being used by a lot of people, it serves the purpose well and if it's not working you will see that in the feedback.

Typically web site owners look to plugins to help with social media integration. Social media is so important to websites, helping visitors easily share your content out to the world. Also it can be used to build your own social communities for stronger marketing and brand building. SEO is another prime reason for seeking plugins. They make adding SEO options easy, such as page optimization and keywords.

Also contact forms and security are other reasons for seeking plugins.

When you care selecting a plugin you can read more about it on the listing page for it. This is where you can see the ratings, author information and more details about the plugin.

Be aware that there are both free plugins and premium plugins. The premium plugins just like the themes can be purchased. Often times a plugin will have free version and a premium version with more features. This lets you try it out and decide before upgrading.

If you are looking for premium plugins you can check out <http://codecanyon.net/category/wordpress>

Default plugins

Akismet – designed to stop spam in comments

Typical plugins may include SEO plugins and so on

Popular Plugins

- All in One SEO pack - SEO plugin <https://wordpress.org/plugins/all-in-one-seo-pack/>
- Yoast SEO - SEO plugin <https://wordpress.org/plugins/wordpress-seo/>

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- WordPress Database Backup - helps backup your WordPress site <https://wordpress.org/plugins/backupwordpress/>
- Contact Form 7 and Contact Form to DB extension - free contact form for your website <https://wordpress.org/plugins/contact-form-7/>
<https://wordpress.org/plugins/contact-form-7-to-database-extension/>
- WPTouch - detects device
- Jetpack - a collection of really cool modules essentially a toolkit for WordPress <https://wordpress.org/plugins/jetpack/>
- W3 total Cache - helps speed up your website <https://wordpress.org/plugins/w3-total-cache/>
- Super cache - <https://wordpress.org/plugins/wp-super-cache/>
- Yet another related post plugin - related post helper
- Google XML sitemaps - create sitemaps <https://wordpress.org/plugins/google-sitemap-generator/>
- Linkwithin - related stories displays
- Newsletter - allows you to collect names and emails addresses
- WordFence - security plugin <https://wordpress.org/plugins/wordfence/>
- WooCommerce - ecommerce plugin <https://wordpress.org/plugins/woocommerce/>
- Duplicate post - great if you have a template you work off of. <https://wordpress.org/plugins/duplicate-post/>
- WP-pagenavi - advanced navigation on your page <https://wordpress.org/plugins/wp-pagenavi/>
- Disable comments - <https://wordpress.org/plugins/disable-comments/>
- Google analytics - <https://wordpress.org/plugins/googleanalytics/>

WordPress Plugin resource

<https://wordpress.org/plugins/>

<https://wordpress.org/plugins/browse/popular/>

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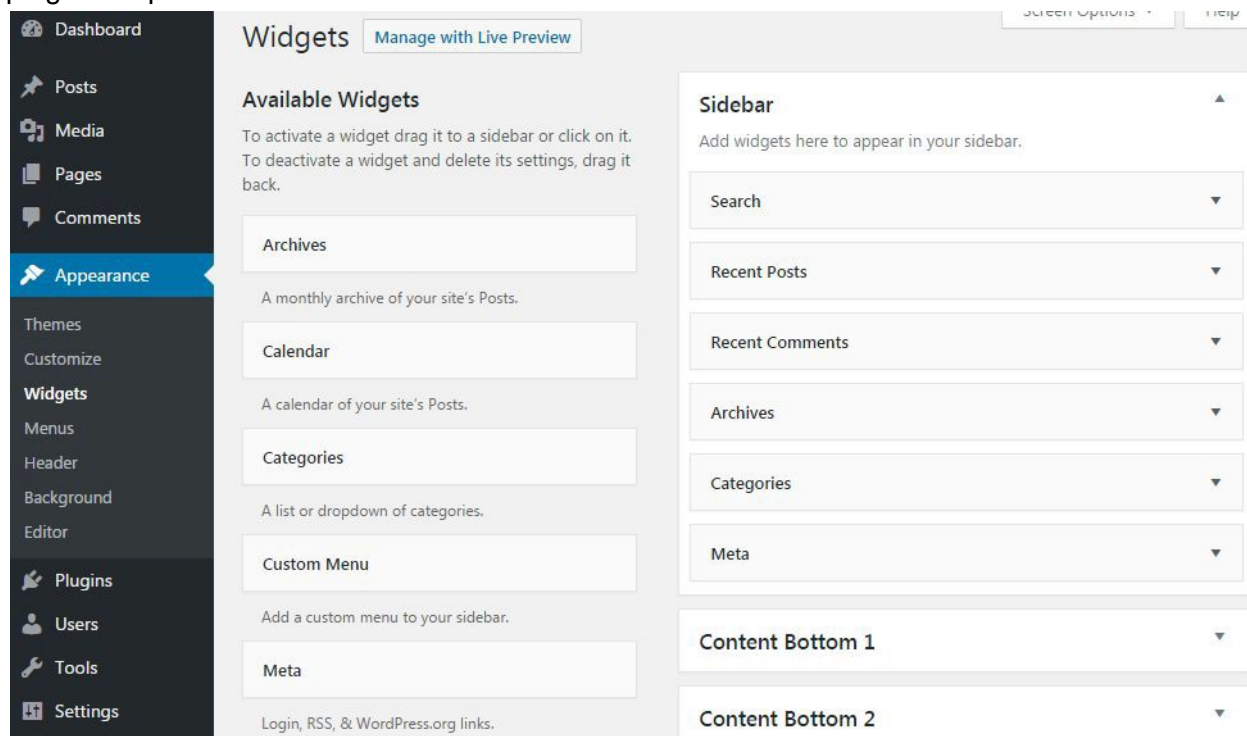
Widgets

Widgets let you add different pieces of content into you theme in the sidebars and footer areas. Each section in the sidebar is known as a widget, and you can move widget around and also add and remove them as needed. Theme have parts of the layout that can be customized and allow you to add in widgets as needed. To add a widget you can drag and drop them within the theme. Once you have added a widget you can then update the various options that are available within it. Some themes may include custom widgets

Top widgets you should have

- Get recent comments
- AdSense
- Social connections - YouTube, Facebook, and/or Twitter

Select from the available widgets. You can then drag it over to the content areas within your theme. Once it's within your sidebar or other container it can be clicked and the options for the plugin setup.

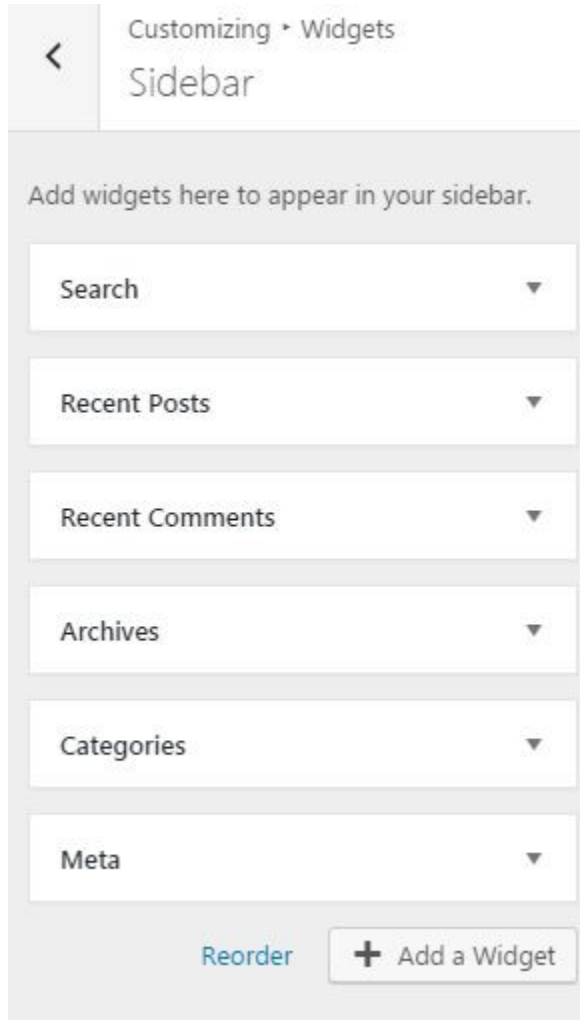


Your theme may include various widgets. To get more options with widgets you can add plugins that come bundled with certain widgets. Adding those plugins will make the widgets

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available as well. You will also need to verify that the theme supports the widget that you added.

You can also add and arrange widgets within the theme customizer



https://codex.wordpress.org/WordPress_Widgets

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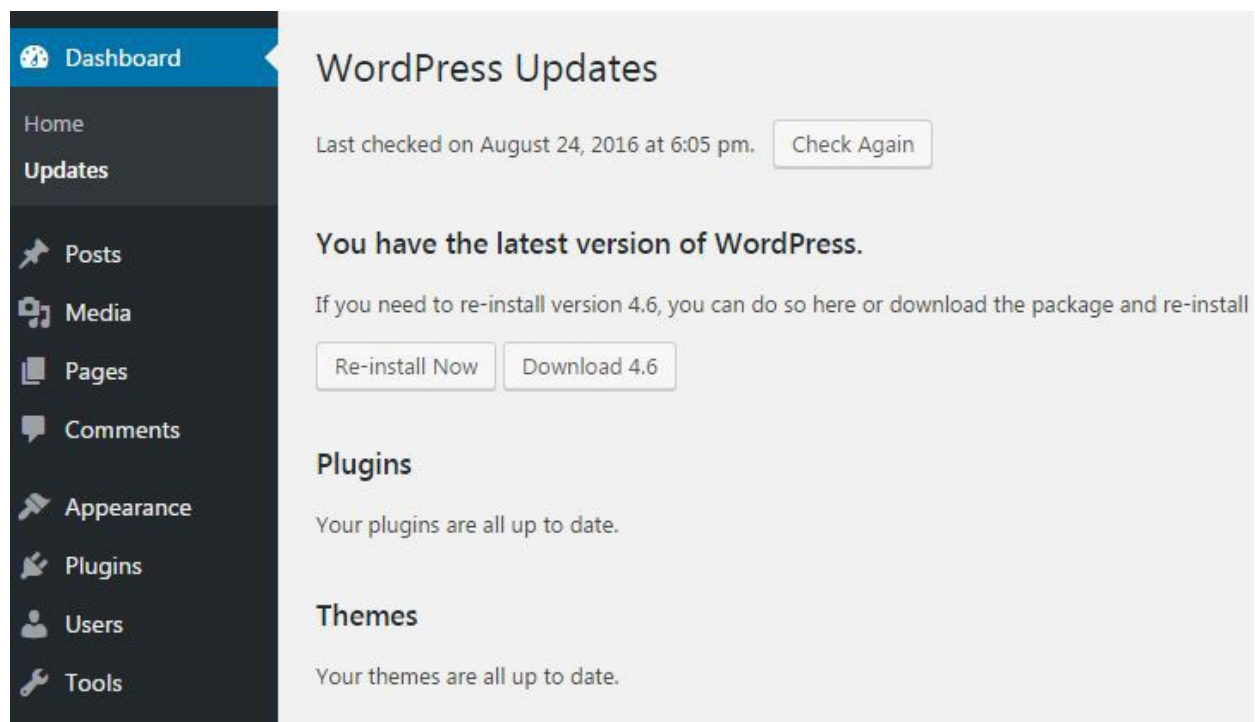
Customizing WordPress WordPress resources

Backup and more Updates

Security is a big deal when you have a website. You don't want to get hacked. Take precautions early to prevent frustration later on. There will always be hackers and spammers that will try to abuse your website.

WordPress is quick to respond to security issues, and you will find that new releases are quickly released to help fix and bugs or vulnerabilities that come up. This is why it's important to keep your website updated. If there are new versions of WordPress update to those, you will see notifications in your WordPress dashboard when they are available. You can set the updates to be automatic on some hosts.

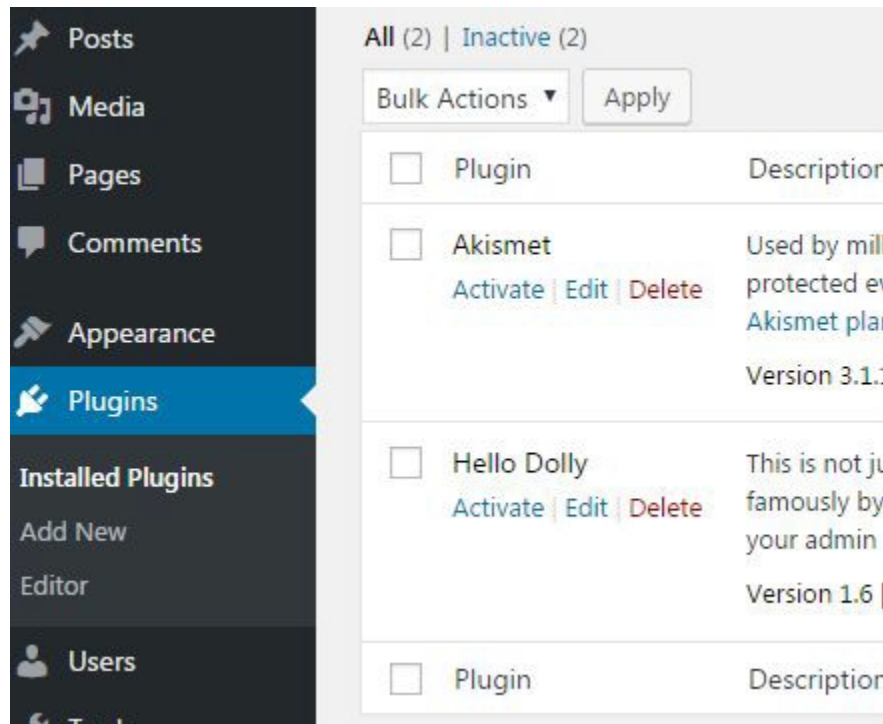
Update your WordPress on regular basis. Most updated of the plugins and themes can be done within the dashboard by selecting the item you want to update. WordPress itself updates on a regular basis you will see a notification if an update is available. Before updating you should backup your WordPress, since updates can sometime break custom coding in themes. If you don't have any custom coding and plugins then usually updates is really straight forward. You can also manually upgrade your WordPress install.



The screenshot shows the WordPress dashboard interface. On the left is a dark sidebar menu with icons and labels for 'Dashboard', 'Home', 'Updates', 'Posts', 'Media', 'Pages', 'Comments', 'Appearance', 'Plugins', 'Users', and 'Tools'. The main content area is titled 'WordPress Updates' and shows 'Last checked on August 24, 2016 at 6:05 pm.' with a 'Check Again' button. Below this, a message states 'You have the latest version of WordPress.' and provides instructions for re-installing version 4.6, with buttons for 'Re-install Now' and 'Download 4.6'. Further down, the 'Plugins' section says 'Your plugins are all up to date.' and the 'Themes' section says 'Your themes are all up to date.'

You should also keep your plugins and themes up to date as well, to prevent vulnerabilities. You can see this from the dashboard link under updates to quickly see what needs to be updated. Get the Course <https://www.udemy.com/wordpress-for-business-management-of-your-own-website/?couponCode=WORDPRESSGUIDE>

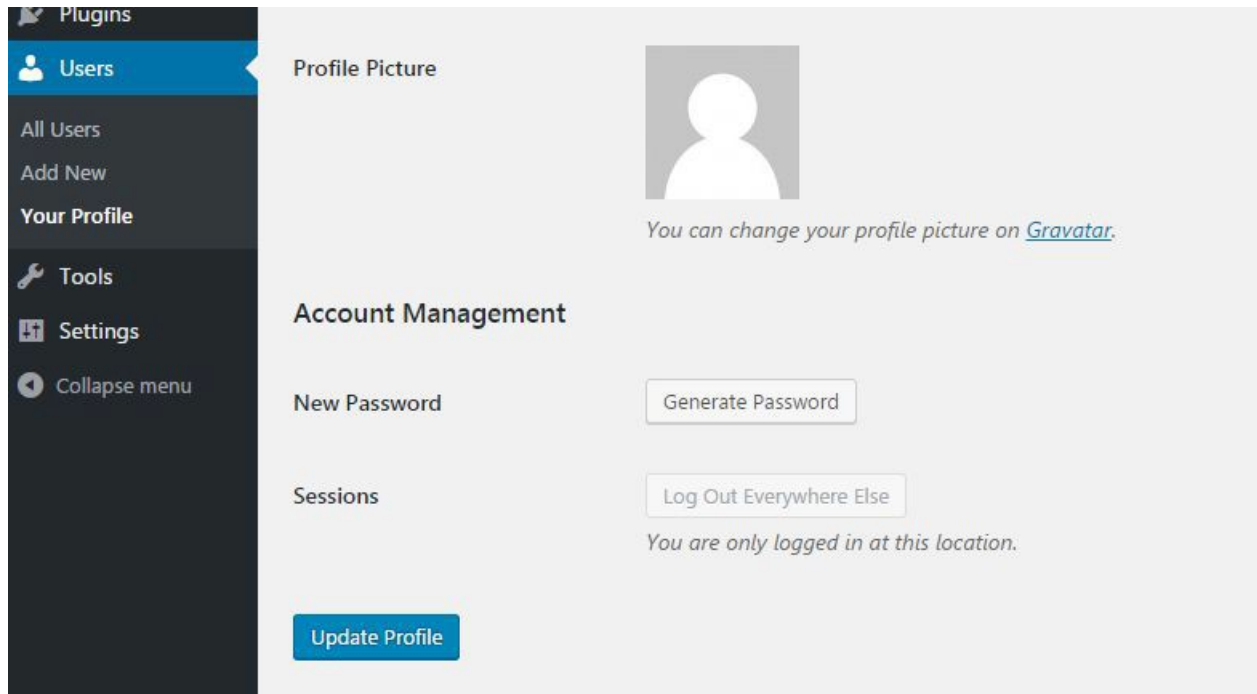
You can also see which plugins have new versions under the plugins link from the menu. You can also be selective on which plugins get updates or use the bulk action update tool.



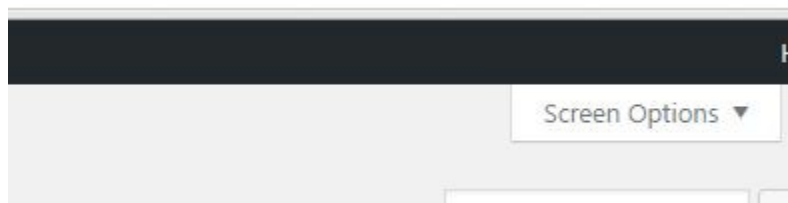
Passwords - Use a strong password which will be difficult to guess. You can also reset your password, which is something that is good to do on a regular basis. When you click generate password you will see an automatically generated one or you can enter one of your choice in the field.

https://codex.wordpress.org/Resetting_Your_Password

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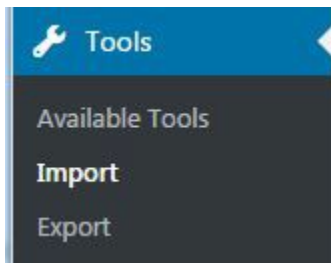
Screen options - Click on the Screen Options tab to expand the options available for a particular Screen. Usually the defaults are sufficient but if you install certain plugins or add-ons you may want to check to see what options are available. The menu can be opened and closed via clicks.



Backup your website - In the event that something goes wrong having a backup of your data is important. If you need to you can easily restore your website from the backup file. Do backups on a regular basis if you post lots of new content increase the frequency of backups. You never know when you need to revert back. There are some great plugins for backups.

Importing and exporting of content. WordPress make it super easy to bring content in and also bring it out of WordPress. Under tools you can import and export.

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By default there are a number of common sources that you may want to use to import content from. There are also plugins that can add additional options for importing. This is a great way to get content in quickly, be mindful of the content you bring in and try not to have duplicate content online.

Blogger Install Now Details	Import posts, comments, and users from a Blogger blog.
Blogroll Install Now Details	Import links in OPML format.
Categories and Tags Converter Install Now Details	Convert existing categories to tags or tags to categories, selectively.
LiveJournal Install Now Details	Import posts from LiveJournal using their API.
Movable Type and TypePad Install Now Details	Import posts and comments from a Movable Type or TypePad blog.
RSS Install Now Details	Import posts from an RSS feed.
Tumblr Install Now Details	Import posts & media from Tumblr using their API.
WordPress Install Now Details	Import posts, pages, comments, custom fields, categories, and tags from a WordPress export file.

This is a small sample of all the cool things that you can do with WordPress. The WordPress community continues to grow and evolve. There are many place to go to get more information about WordPress. Check out some of these resources below.

https://codex.wordpress.org/First_Steps_With_WordPress

<https://wordpress.org/support/>

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<http://codex.wordpress.org/>

<https://buddypress.org/>

<https://speckyboy.com/category/wordpress/>

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