WordPress.COM 2017 PowerPoint Outline

Building a WordPress site -- If you can email a picture, you've got it

Slide 1 -- logo -- *You guys I assume can send an email and attach a picture to it? That's the basis of building a website on WordPress. Really.*

Slide 2 -- The TWO's

    A. Review of Hour 1's "*To .com or to .org?*" by Katharine Trauger -- or a rephrasing of her points

Open source	Private retail	definitions
Websites	Blogs	history, definitions
Wordpress.***com***	Wordpress.***org***	

    B. The WordPress 101 Twos

Static	Dynamic
Pages	Posts

    C. Secondary Twos

Child Pages	Post Categories	taxonomy for all
Images	PDFs	Media -> Library
Menus	Widgets	horizontal Menus ***nav***igate

through site, while vertical Widgets expand capabilities (contact, spam filter, analytics)

.org Content Editor	.com "Gutenberg"	It's coming
Dashboard navigation	Customizer	
Static front page (website)	Blog front page (personal	

and media sites)

Slides 3 and 4 -- Gutenberg versus "current" Content Editor -- I aim to build a full website in a half hour. No, build TWO websites. (In .COM, the internal structure is called Calypso.)

Live demonstration

Slide 5 -- Me on greensward

Slide 6 -- Wire frame, sure by hand!

    Begin with organization -- *outliner* or *pantser*?

    Sitemap / Wireframe (outline, schematic or blueprint) --What do you

want on the site? Which is to say ...

> What are your goals, primary and secondary

> What people do you want to reach -- target audience?

> Find a few pictures

> Get some basic copy ready for at least 2 Pages, some ideas for Posts and Categories (rename Uncategorized)

STOP showing slides!!!

Slide 7 -- Pick a Theme -- Twenty Sixteen

> From the dashboard

> com -- "What kind of theme are you looking for?" "Free" wordpress.com/themes

> org -- "Feature Filter" -- twenty-, WordPress, Automattic -- wordpress.org/themes

> How easy it is to switch (especially when it's free)

> Choose Twenty Sixteen by WordPress

> Caution: Check the stars, read the reviews. Avoid "builders"

>> The theme you should feel free to change out, especially at the beginning. Even if you pay for "a cup of coffee" you may want to hold on to it. Look for those themes developed by WordPress, the WordPress Team or Automattic.

Slide 8 -- Customizer

> In wordpress.**com** -- Site identity -- title, tag line, colors & backgrounds, fonts, header image

> In wordpress.**org** -- Site Identity -- title, tag line, colors, fonts, header image,

> Give tour of rest of Customizer

Slide 9 -- Images

> For demo, upload Winslow Homer Croquet scene (for coming Store Hours page)

> Alt tags. YouTube for video etc. Public domain photos.

Slide 10 -- Static Pages

> The About page already is created in new WordPress sites, with dummy copy.Yes, cut-and-paste, fix now or fix later. Advise keeping the About

page, with your data, and not rename it, either.

Build Pages: "Ozark Croquet Store" and Croquet News. (Already created: Rules of the Game, - Equipment, -- A Grandchild Page)

Croquet News – to be left blank for static front page

HTML -- H1 H2, <strong> and <em> -- see on Visual and HTM/Text tabs

Slide 11 -- Dynamic Posts

Categories – Upcoming Matches, Game Results and, instead of Uncategorized, Announcements

Pull copy "Big Game on Saturday" and "Dickson Throwdown"

Slide 12 -- Menu

Navigation aka Breadcrumbs

Use Customizer or Dashboard -> Appearance -> Menus

Slide 13 -- Website or (not) a Mere Blog

Show http://www.nwaonline.com and http://www.cbsnews.com

Showcase WordPress site, news blog at top then pages. thewaltdisneycompany.com

Slide 14 -- The Sites Are Done. Done Enough?

Go through croquetfan.wordpress.com and through benpollock.com/testsite and show how it is DONE ENOUGH.

QUESTIONS?

Slide 15 -- Images -- gallery, slideshow, video

Create a Page: Testing Graphics on This Page

Create a Gallery

Text: Here is a gallery that's helpful. Here are some photographs. More photos in a slideshow. Or can arrange them in a mosaic. Here is a gallery of photographs for the reader.

What about videos? Video: https://youtu.be/TCw2g8IZqEA Croquet Champion Robert Fletcher - October 2013

Slide 16 -- Choosing another theme

From the dashboard in either .com or .org

Slide 17 -- Browsing Plug-ins, a look just at JetPack

On .com – click Plugins and Jetpack's there and scroll down

On .org – Jetpack would need to be chosen, evaluated and installed!

Slide 20 -- Times for Questions

Slides 21 and 22 -- ending slides, to be pretty.

MINI TOPICS

Plug-ins?

JetPack, default in .com, choose in .org, within dashboard (wordpress.org/plugins). Why? Spam blocking with Akismet, Contact Form, basic analytics. And it's free.

JetPack -- 21 plug-ins

https://wordpress.com/plugins/standard/croquetfan.wordpress.com

Recommended JetPack plugins:

Akismet: https://akismet.com/plans/ $5-$12 a year donation is reasonable.

Stats : https://en.support.wordpress.com/stats/

Form Builder: https://en.support.wordpress.com/stats/

Social Media: https://en.support.wordpress.com/sharing/

Publicize: https://en.support.wordpress.com/publicize/

Also useful on some websites:

Email Subscriptions: https://en.support.wordpress.com/widgets/follow-blog-widget/

Extended Widgets (calendar, eventbrite): https://en.support.wordpress.com/category/widgets-sidebars/

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