



# WORDCAMP Fayetteville



**Quick and Easy WordPress**

**Presented by Ben Pollock**

# Think in Twos

+ Open Source

+ Website

+ Wordpress.*com*

1

+ Proprietary

+Blog

+WordPress.*org*

+ Static

+ Pages

+ Dynamic

+ Posts

+ Static Pages - Main, child

+ Images

+ Menus - navigation

+ Content Editor

+ Customizer

+ Conventional front page

+ Dynamic Posts - Category, subcategories

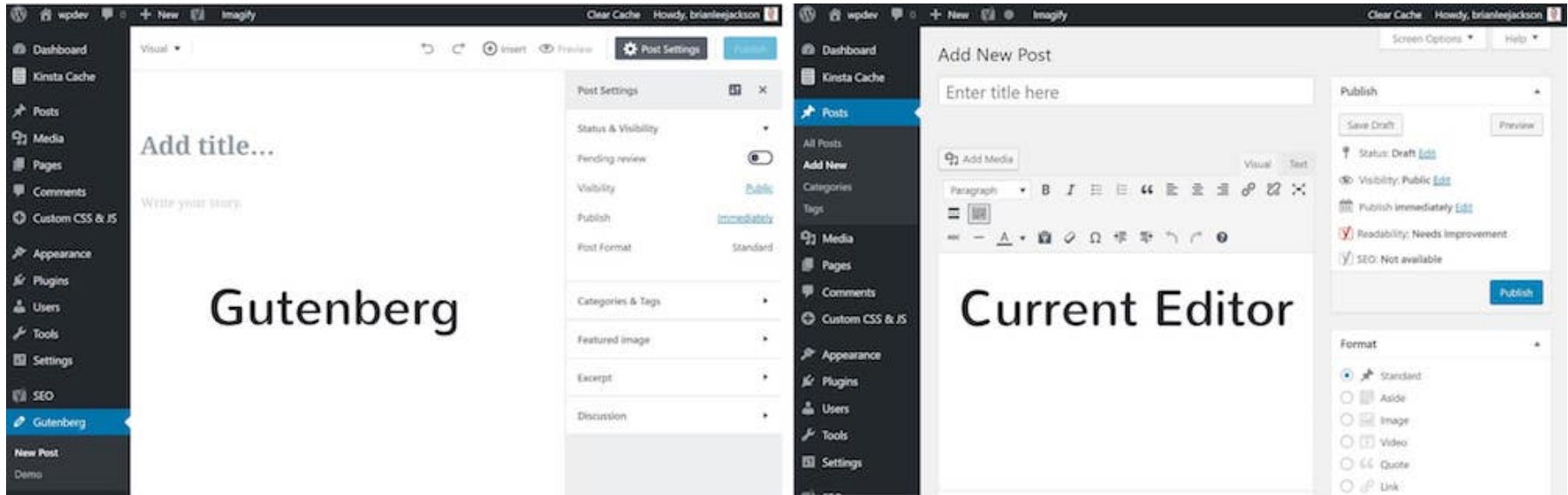
+ PDFs

+ Widgets – add functions (social, contact)

+ Gutenberg Content Editor

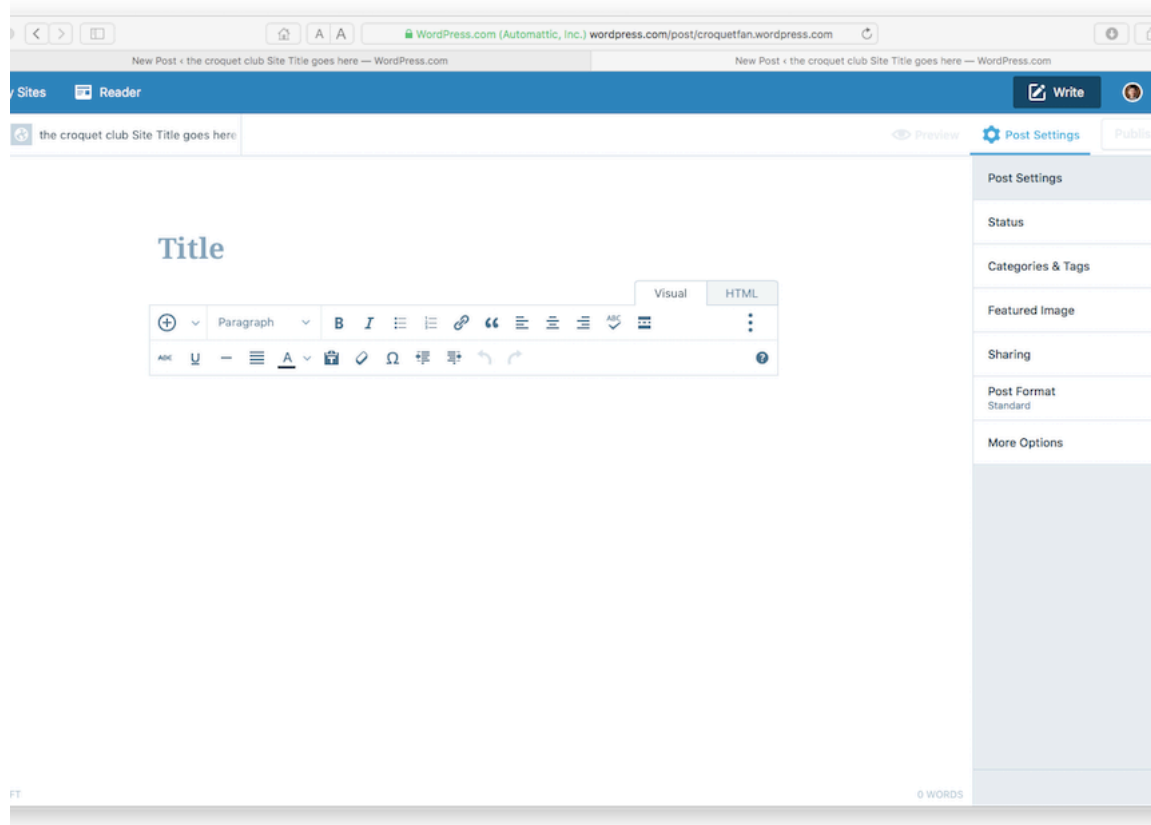
+ Dashboard navigation

+ Blog front page



In the WordPress world, the “content editor” upgrade is a major change in looks and how it functions.

For basic users of WordPress, the changes might seem minor, like how Gmail works compared to Outlook mail or your email browser at work – more than cosmetic but not so bad to figure out. .ORG in 2018 will have the Gutenberg content editor. It has some of the functionality of .COM’s editor.



The WordPress.COM content editor -- for some 3 years -- looks something like the upcoming Gutenberg editor. In .COM, the coding in the background is called Calypso. If you're used to the current .ORG dashboard and editor window, we're going to have to take a breath and learn this.



What we're talking about. Croquet. ... And Plotters versus Pantser.

What do you want on your site? Outline / site map / wire frame.

# Ben's Croquet NWA site

Pages

About

Rules of the Game

Equipment

Croquet Busy-ness

Croquet News

initial  
Categories

Upcoming Matches  
Game Results

basic site map

FILE UNDER

TOPIC

PAGE

DATE

The roughest of rough sketches will be just fine as a sitemap.

# Live action at Themes

- We'll end up with the Twenty Sixteen theme – get the construction roughed in, using a free, reliable theme.
- Emphasis on free – 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, i.e, WordPress Team or Automattic.

# **Live demo of the Customizer**

•Site Identity, (Colors in .com) Colors and Background, Fonts, Header Image



# Thoughts on Images

- The Media section – photos jpg or png, illustrations png or gif. PDFs stored here.
- How many pictures can fit in the free level of *WordPress.com*? Hundreds.
- Alt tags – a must for accessibility and the occasional broken image.
- Video and audio can be loaded here, but should they?
- Rights – [en.support.wordpress.com/add-media/finding-free-images-and-other-media](http://en.support.wordpress.com/add-media/finding-free-images-and-other-media)
- Upload “Winslow Homer”

# Live set up of (static) Pages

- Start with revising the About page. Create a (blank) blog page. Other Pages & Child Pages
- Headings – H1, H2, H3 on down. Search-optimize with one <h1> per page or post
- Content editor's Visual tab and HTML / Text tab
- Other html – bold and italic, or <strong> and <em> and </strong> and </em>
- Links. They make the web the web, interconnectedness

# **Live demo: (dynamic) Blog Posts**

- Categories – name Uncategorized something else, then perhaps create others
- Paste in some posts. WordPress cleans up hidden coding in MS Word.

# Menu on the Customizer

- All this *also* can be done off the Dashboard -> Appearance -> Menus or WP Admin -> Appearance -> Menus

# Live look at making a blog or website

- News websites are fancy blogs. It's the *time stamps*, folks!
- Other websites generally can be defined as having a Static Front Page.
- We'll make Store Hours the Static Front Page.

**The sites are done  
– or done enough**

**A few minutes  
for questions?**



This is how you play croquet, the WordPress way.



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# Gallery, Slideshow, Video

- Galleries and slideshows now included in WordPress and newer Themes – before, needed a plug-in
- Dropping in a video from YouTube etc. easy (or an audio housed at SoundCloud etc.

# **Live exploration: Choosing a theme**

- Feature filter on .org
- “What kind of theme are you looking for on .com

# **Live look at browsing Plug-ins**

- Plug-ins are apps in WordPress-speak – increase functionality.
- Survey of Jetpack's features.