

Oh crap! We need a web site! Now what?

Jim Echter

TRUE
creations
WOODTURNING

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YouTube: SpindleJim



Link to this presentation

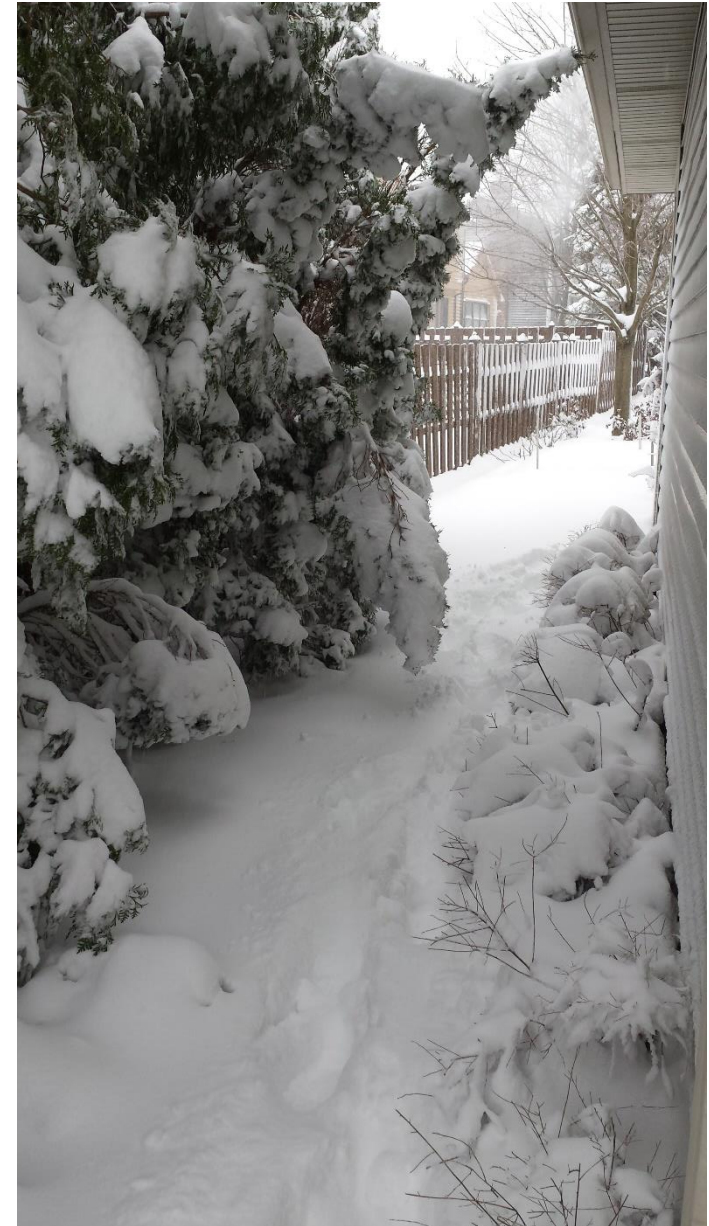
<https://tcturning.com/tips-articles-and-videos/>

Let me take you on our foreign journey, as “mere mortals” on building our web sites.



Planning tips for your trip into web design

**Sometimes you just need
to get away**



You need to decide what kind of traveler you are

- **Adventurer: it's the journey that excites you**
- **Make detailed plans yourself**
- **Hire a travel agent but sightsee on your own**
- **Pay for an all inclusive tour**



The kind of traveler you are may tell you what kind of web developer you might be...

- **Adventurer**
 - Learn as you go
- **Detailed planer**
 - Sure WordPress is easy if you plan for it correctly
- **Hire a developer to set your site up**
 - You add content and maintain
- **Outsource it**
 - Just get me to rank #1 on Google

Our real jobs – not web design



Woodturning



Quilting



TRUE
creations



Kathy and I are adventuresome

- **We'll just figure it out**
- **Everyone says WordPress ...**



Our Itinerary - Defining the purpose and goals of our web sites

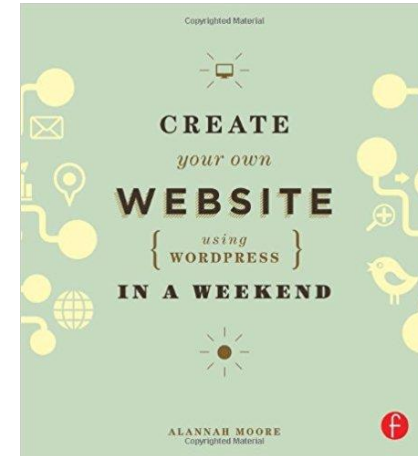
- **Replace our old Yahoo site**
- **Ability to edit**
- **E-commerce**
- **A system that was easier to maintain**



Our Tickets



- **WordCamp Buffalo 2015**
- **Books**
- **Rochester Meetup and Facebook Group**
- **YouTube**
- **Google**
- **Learn, implement and improve**



The WordPress Basics



Wordpress.org	Wordpress.com
Full Theme Support	Limited Theme Support
All Plugins Allowed	No Plugins Allowed
Regular Expense	Free*
Monetization Freedom	Limited Monetization
Branding Freedom	Pay to Remove Branding
All SEO Features	Limited SEO Control
Powerful Analytics	Limited Analytics
Ecommerce Store	No On-line Store
Membership Sites	No Membership Sites
Maintenance	No Maintenance

The WP Basics – What is CSS

- **CSS stands for Cascading Style Sheets**
- **CSS describes how HTML elements are to be displayed on screen, paper, or in other media**
- **CSS saves a lot of work**
- **External stylesheets are stored in CSS files**

The WP Basics – What is CSS

Welcome to My Homepage

Use the menu to select different Stylesheets

Stylesheet 1

Stylesheet 2

Stylesheet 3

Stylesheet 4

No Stylesheet

Same Page Different Stylesheets

This is a demonstration of how different stylesheets can change the layout of your HTML page. You can change the layout of this page by selecting different stylesheets in the menu, or by selecting one of the following links:

[Stylesheet1](#), [Stylesheet2](#), [Stylesheet3](#), [Stylesheet4](#).

No Styles

This page uses DIV elements to group different sections of the HTML page. Click here to see how the page looks like with no stylesheet:

[No Stylesheet](#).

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Side-Bar

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Stylesheet 1

Stylesheet 2

Stylesheet 3

Stylesheet 4

No Stylesheet

The WP Basics – The WP Dashboard

The screenshot displays the WordPress dashboard for a user named 'True Creations Spindles'. The interface includes a top navigation bar with the WordPress logo, home icon, site name, and user profile. A left sidebar contains a menu with options like Dashboard, Home, Updates (5), Jetpack, Posts, Media, Pages, Comments, Feedback, Mystile-Child, WooCommerce, Products, Appearance, Plugins (5), Users, Tools, Settings, SEO, Insights, and Envira Gallery. The main content area is titled 'Dashboard' and features several widgets:

- Site Stats:** A bar chart showing daily traffic from May 14 to May 26. A 'View All' button is located below the chart.
- WordPress Events and News:** A section for attending events, listing 'WordCamp Europe' (Belgrade, Serbia, Thursday, Jun 14, 2018), 'WP15' (Everywhere, Sunday, May 27, 2018, 12:00 pm), and 'WordCamp Hamilton' (Hamilton, Ontario, Canada, Saturday, Jun 2, 2018). It also includes 'WordPress.org Privacy Policy Updates' with links to news articles and a 'Meetups | WordCamps | News' section.
- WooCommerce status:** A summary of sales and orders, including '\$55.00 net sales this month', 'Drop Spindle – Partridge #120 – Standard' (top seller), '104 orders awaiting processing', '1 order on-hold', '31 products low in stock', and '5 products out of stock'.
- Top Posts and Top Searches:** Lists popular content, such as 'Portable Kick Spindle' (1 View) and '141106 Making drop spindle hooks' (1 View). Top searches are currently empty.
- Yoast SEO Posts Overview:** A section for improving SEO scores, noting '8 Posts without a focus keyword'.
- Indexability check by Ryte:** A widget for checking the indexability of posts.

The WP Basics – WooCommerce

True Creations Spindles 5 0 + New View products UpdraftPlus Howdy, jechter

Products [Add New](#) [Import](#) [Export](#) Screen Options Help

All (77) | Published (56) | Drafts (21) | Cornerstone content (0) | Sorting

Bulk Actions Apply All SEO Scores All Readability Scores Select a category Filter by product type In stock Filter 38 items 1 of 2

<input type="checkbox"/>		Name	SKU	Stock	Price	Categories	Tags	★		Date	Stats			
<input type="checkbox"/>		Drop Spindle – CheChen – #135 – Square Maxi	–	In stock (1)	\$75.00	Drop Spindles, Maxi Drop Spindles 1.5+ oz	Che-chen, drop spindle, square drop spindle, square whorl, tcspindles.com, True Creations	☆		Published 2018/02/25 11:51:55 pm		0		
<input type="checkbox"/>		Drop Spindle Jatoba – #131 – Standard	–	In stock (1)	\$50.00	Drop Spindles, Standard Drop Spindles 1-1.5 oz	drop spindle, Jatoba, tcspindles.com, True Creations	★		Published 2018/02/25 11:23:13 pm		0		
<input type="checkbox"/>		Drop Spindle – Partridge #127 – Standard	–	In stock (1)	\$50.00	Drop Spindles, Standard Drop Spindles 1-1.5 oz	drop spindle, Partridge wood, tcspindles.com, True Creations	☆		Published 2018/02/25 11:00:12 pm		0		
<input type="checkbox"/>		Drop Spindle – Sapele #126 – Standard	–	In stock (1)	\$50.00	Drop Spindles, Standard Drop Spindles 1-1.5 oz	–	☆		Published 2018/02/25 10:48:49 pm		0		
<input type="checkbox"/>		Drop Spindle – Osage Orange #125 – Standard	–	In stock (1)	\$50.00	Drop Spindles, Standard Drop Spindles 1-1.5 oz	drop spindle, Partridge wood, tcspindles.com, True Creations	☆		Published 2018/02/25 10:39:24 pm		0		
<input type="checkbox"/>		Drop Spindle – Partridge #124 – Standard	–	In stock (1)	\$50.00	Drop Spindles, Standard Drop Spindles 1-1.5 oz	drop spindle, Partridge wood, tcspindles.com, True Creations	☆		Published 2018/02/25 10:33:16 pm		0		
<input type="checkbox"/>		Drop Spindle – Sapele #123- Standard	–	In stock (1)	\$50.00	Drop Spindles, Standard Drop	–	☆		Published 2018/02/25		0		

Unpacking the clothes (Theme)

- **Your site's appearance**
- **WordPress.org is the repository**
- **Free themes – 2015, 2016 and 2017**
- **Paid themes**
 - **Elegant Themes, Theme Forest, iThemes, StudioPress**



My YouTube Tour Guides

www.tcspindles.com

eCommerce site

Mystile theme

Josh Jackson, wpsculptor.com



www.tcquilting.com

www.tcturning.com

General site

Virtue theme

Katrinah, katrinah.com

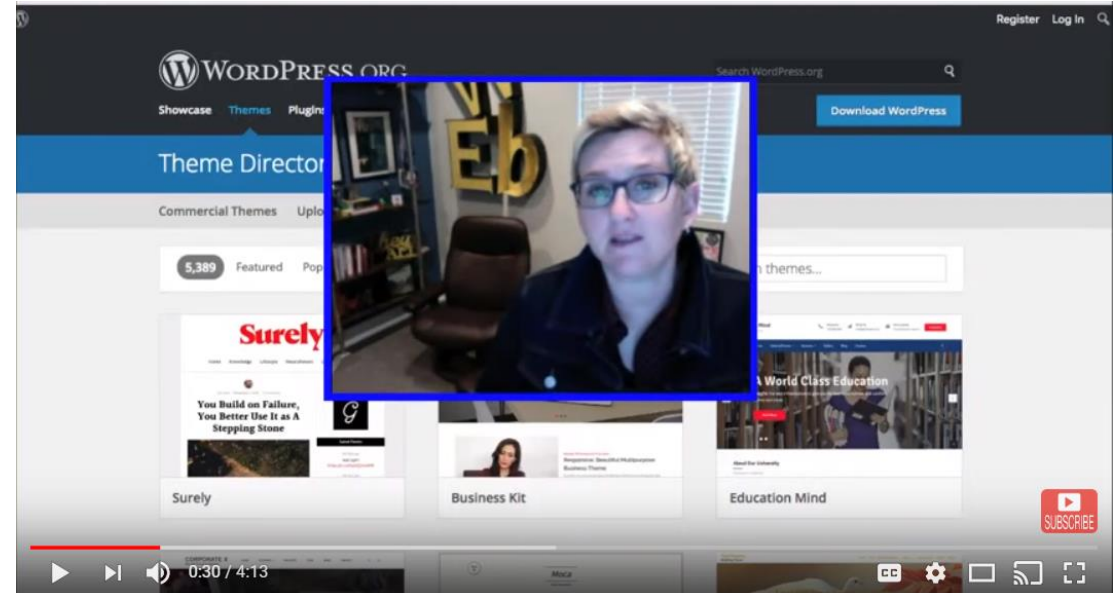


My YouTube Tour Guides

Kori Ashton

200+ YouTube WordPress videos

<https://webtegrity.com>



My Dopp Kit (plugins and tools)

- **Plugins**

- Add functionality
- Adds a specific set of features or services to a WordPress site. (from codex.wordpress.org)
- WordPress.org is the repository
- Paid Plug-ins

- **Tools – Jetpack – “the toys”**

- [Jetpack](#) is a popular WordPress plugin created by *Automattic*, the people behind WordPress.com.



Jetpack

Language Barriers

- **Terminology**

- **Basic page layout**
- **Menu bar**
- **Sidebar – Header & Footer**
- **Image Slider**
- **Image Gallery**
- **Forms**



WIDE



BOXED



FULL WIDTH



LEFT SIDEBAR



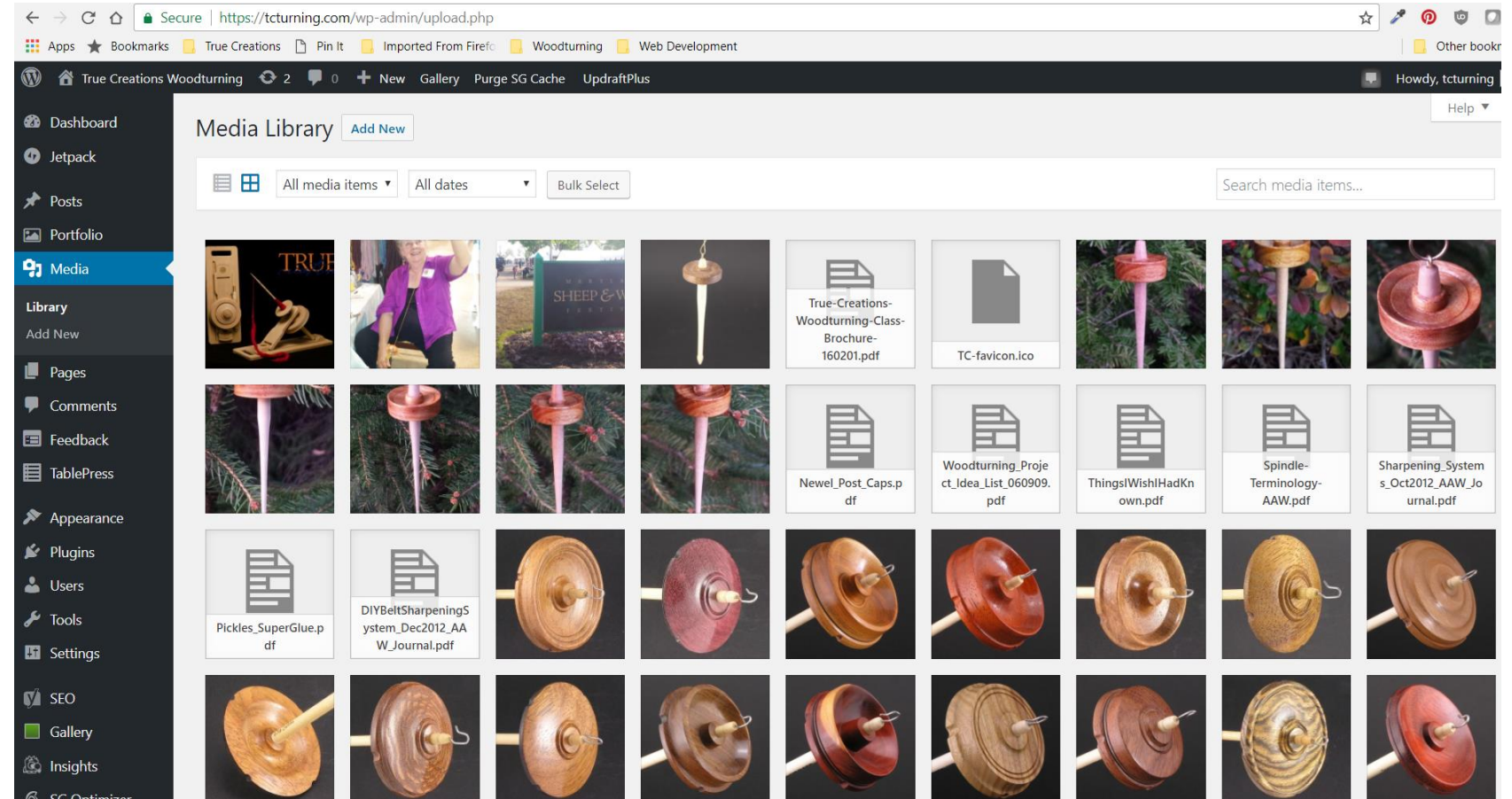
RIGHT SIDEBAR



BOTH SIDEBAR

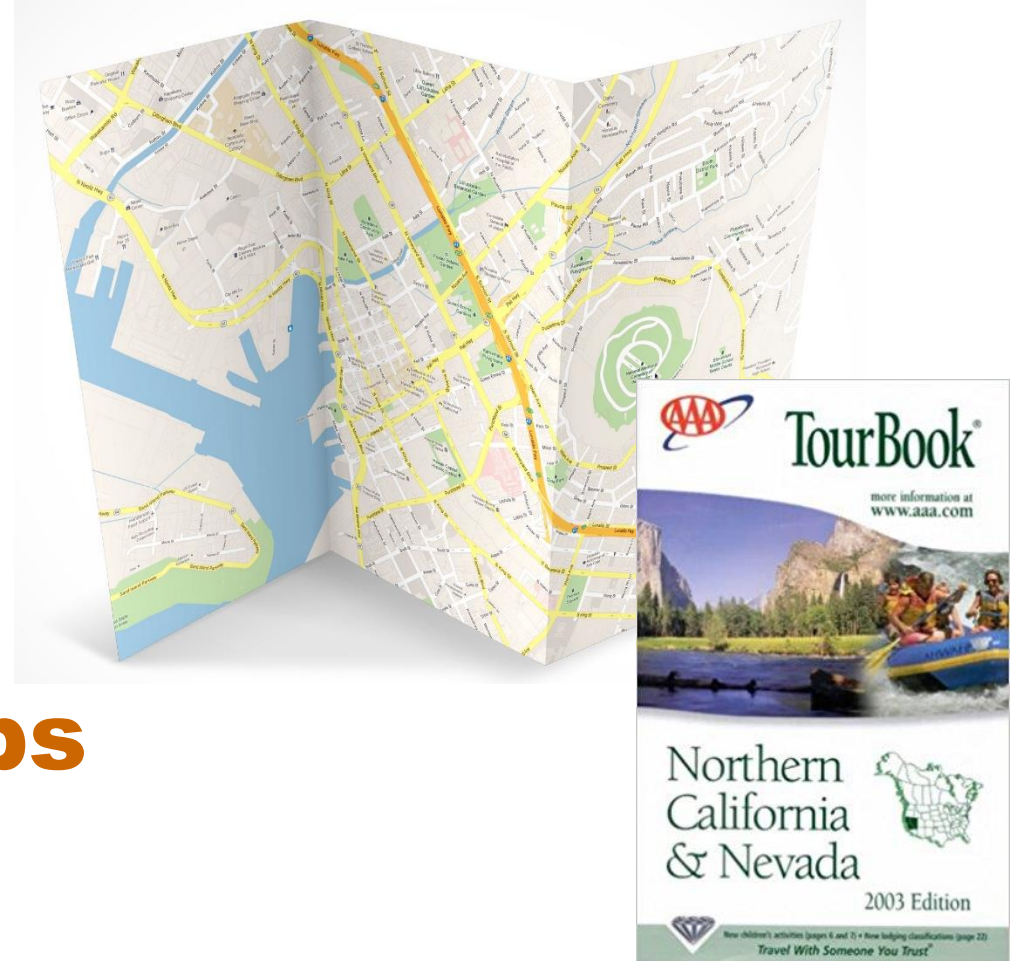
Tripping and Stumbling Points

- **Media**
 - **Picture**
 - **Video**
 - **Sound**
 - **Pdf**
 - **Word docs**



Maps - where to get information

- **wp.org**
- **wordpress.tv**
- **Google**
- **YouTube**
- **Books**
- **Local Meetup Groups**
- **WordCamps**



Booking Your Hotel

- **Register your domain name**
- **Self-hosting companies**
 - **bluehost**
 - **SiteGround**
 - **DreamHost**
- **Costs**
 - **WP is free**
 - **Free tools**
 - **Paid tools**

hover

 **DreamHost**[®]

 bluehost

 **GreenGeeks**[®]
WEB HOSTING

 **GoDaddy**[™]

 SiteGround

Currency Exchange



- **Image editing takes the most time**
 - **Get a photo booth**
 - **72 dpi**
 - **500 x 500 dpi**



Keep a Journal

- **Notes from meetings**
- **Tips**
- **Good Plug-ins**
- **Corporate standards**
- **Log-ins, vendors, renewal dates**
- **How you did something**



Safety Tips

- **Child Themes**
- **Back-up, back-up, back-up**
- **Anti-Malware Security and Brute-Force Firewall – firewall against hackers**
- **Akismet - spam eliminator**



Go Sight Seeing

- **ROC WP – Facebook Group**
- **Co-working days**
- **Classes**
- **WordCamps**
- **Have fun**
- **Meet new people**





**Thank you and have
a wonderful trip!**

Please Note:

**Be sure to provide feedback and comments on all
the presentations so we can make them even better.**

Link to this presentation

<https://tcturning.com/tips-articles-and-videos/>