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

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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

<table>
<thead>
<tr>
<th></th>
<th>Wordpress.org</th>
<th>Wordpress.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Theme Support</td>
<td>Limited Theme Support</td>
<td></td>
</tr>
<tr>
<td>All Plugins Allowed</td>
<td>No Plugins Allowed</td>
<td></td>
</tr>
<tr>
<td>Regular Expense</td>
<td>Free*</td>
<td></td>
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<tr>
<td>Monetization Freedom</td>
<td>Limited Monetization</td>
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<tr>
<td>Branding Freedom</td>
<td>Pay to Remove Branding</td>
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<tr>
<td>All SEO Features</td>
<td>Limited SEO Control</td>
<td></td>
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<td>Powerful Analytics</td>
<td>Limited Analytics</td>
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<tr>
<td>Ecommerce Store</td>
<td>No On-line Store</td>
<td></td>
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<tr>
<td>Membership Sites</td>
<td>No Membership Sites</td>
<td></td>
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<tr>
<td>Maintenance</td>
<td>No Maintenance</td>
<td></td>
</tr>
</tbody>
</table>
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**

w3schools.com
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

Welcome to My Homepage
Use the menu to select different Stylesheets

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.
The WP Basics – The WP Dashboard
The WP Basics – WooCommerce
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](https://jetpack.com) is a popular WordPress plugin created by *Automattic*, the people behind WordPress.com.
Language Barriers

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

GET INVOLVED!
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.
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