

## **What is WordPress?**

*What WP is and how it differs from other Content Management Systems:*

From its humble origins, WordPress has grown into a full-fledged content management system, or CMS, that powers millions of websites all over the world, from traditional blogs to newspapers, online magazines, TV stations, nations, and social media sites. WordPress powers everything. To put it simply, WordPress is a publishing tool for the Web. So to me at least, the answer to the question "What is WordPress?" is WordPress is whatever you want it to be.

WordPress has a strong presence on the web with over 1 million active websites. You don't need to know coding but you do need to know a few tricks to make the most out of this powerful platform. In this class you will set up a home page, create navigation, customize pages, create a blog, learn to install plugins, create new users, and learn how to keep your site safe and secure.

## **Lesson 1**

### ***Installing WordPress***

- WordPress.org
- Create an account

### ***Accessing your WP site***

- Welcome page
- Dashboard
- At a glance
- Quick draft
- Toolbar

### ***Theme options***

### ***Changing themes***

## **Lesson 2**

### ***Creating posts and pages***

#### **Posts vs. Pages – what is the difference?**

#### **Posts**

- News / updates
- Blog, Magazine or a news site
- Publish an article, news item, a photo or a video it's generally in a post. Posts are easy to identify because the most recent posts appear at the top.
- Organized by date, author, categories, and tags
- Available to search by categories: date, author, tags etc. (indexing)
- Comments and Social Links

## Pages

- Permanent Information
- Organized in parent / child relationships (seen in menus)
- Available through menus
- Usually no comments

## Creating Posts

- Titles – helps to organize and find it later.
- WP saves iterations so if you lose connection you haven't lost everything.
- If typing in another editor and copying and pasting into WP use the "Paste as Text"
- Save as Draft so it won't be public until you want it to be.
- Preview – on publish panel – or link at top of page – or at the bottom of the post.
- Screen Options

## Using categories and tags

### **Categories**

- Main organizing tool – every post must belong to one category.
- Broad topic that bring group posts together.
- Use categories to relate to one another when they belong to the same group.  
Example: Jackets, pants, shirts, dresses, etc.

### **Tags**

- Associative organizing tool – you don't have to use tags at all.
- Relational topics that loosely bind content together
- Good example would be looking at the actual tag in your cloths  
Example: brand, material, color

## Editing posts

- Advanced text editing

## Lesson 3

### Adding Images

- Place cursor where you want image to go. Top above WISYWIG editor "Add Media"
- Title – so you can find it when you need it.
- Alignment of Images
- Link to original image
- Custom URL
- Image sizing
- Editing image

### **Adding an Image Gallery**

- Upload all of your images under media
- To the left there is a “Create Gallery” in the menu
- Upload images
- Slideshow view

### **Using Featured Image**

- Associate one image within your post or page
- Displays separately from the gallery
- Featured image is found at the bottom right

### **Adding media from YouTube**

- Place cursor where you want the video
- Go to YouTube and copy the link from the browser, the http://.... (URL)
- Save and Preview changes.

## **Lesson 4**

### **Managing Content**

- Navigating the Dashboard index pages
- Using Quick Edit
- Using Bulk Edit
- Understanding how WordPress handles media content

### **Changing the Appearance of Your Site**

- Selecting and changing themes
- The Theme Customizer
- Custom header image
- Custom menus
- Using widgets
- Changing the front page from a blog view to a static page

### **Installing custom themes**

- Making sure your WordPress site is mobile-ready

## **Lesson 5**

### **Extending WordPress with Plugins**

- Installing plugins
- Creating a contact page
- Adding social media sharing buttons
- More about plugins

## **Lesson 6**

### **Profiles, Users, and Settings**

- Editing user profile
- Adding and managing users
- Configuring general settings

## **Lesson 7**

### **Obtaining Readers**

- Creating user-friendly permalinks
- Configuring comment settings
- Comment management

## **Lesson 8**

### **WordPress behind the Curtain**

- Understanding how WordPress works
- Back-end management of themes, plugins, and other assets

## **Lesson 9**

### **Maintenance and Security**

- Keeping your site updated
- Security and backup plugins