

WordPress.com

Day 3:

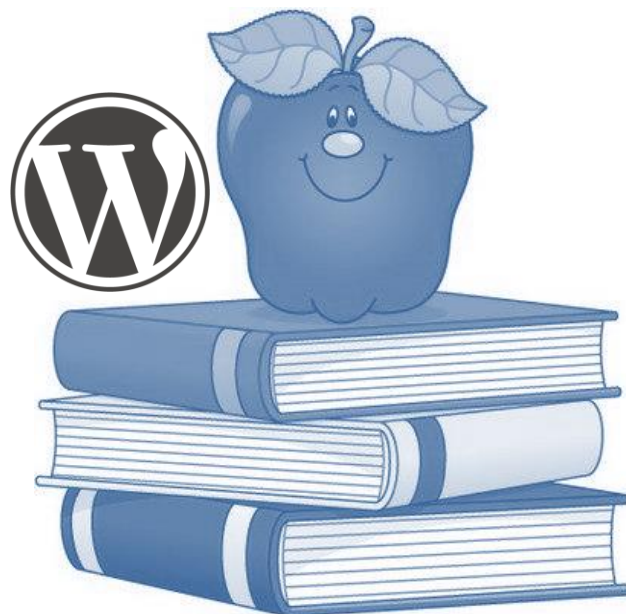
beckystravelmap.wordpress.com

Review:

- ✓ Making a blog post
- ✓ Uploading media
- ✓ Managing Comments
- ✓ Customizing your menu

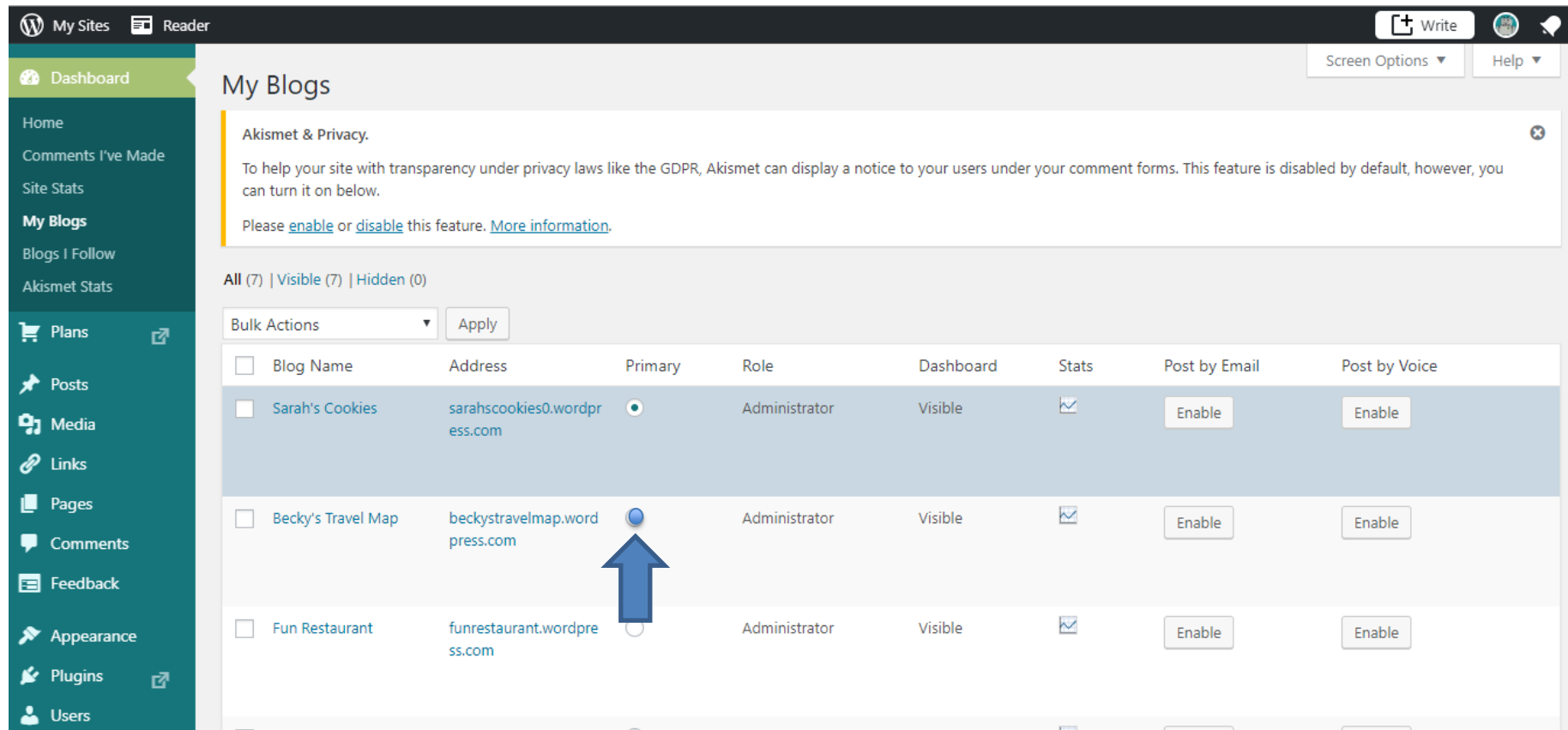
Topic to go over:

- Making a gallery page
- Adding Testimonials (business)
- People – Administrators, Editors, Authors/Contributors, Followers/Viewers
en.support.wordpress.com/adding-users
- Sidebars, Footers and Widgets
- WP Admin
- Other Site Settings
 - Blog post via email or phone call
 - Monetize your site en.support.wordpress.com/monetize-your-site
 - SEO
 - Managing Webmaster tools: Google Analytics and more
en.support.wordpress.com/webmaster-tools ,
 - Appropriate use of Blog post tags
 - Skillful promotion on social media (quality over quantity)
 - en.support.wordpress.com/getting-more-views-and-traffic
- E-commerce – en.support.wordpress.com/store



Multiple Sites:

- To change the *default* site to appear at your WordPress.com login – go to WP admin dashboard
- yoursitename.wordpress.com/wp-admin



The screenshot shows the WordPress.com 'My Blogs' dashboard. At the top, there's a navigation bar with 'My Sites' and 'Reader'. Below that, a sidebar on the left contains various menu items like 'Dashboard', 'Home', 'Comments I've Made', 'Site Stats', 'My Blogs', 'Plans', 'Posts', 'Media', 'Links', 'Pages', 'Comments', 'Feedback', 'Appearance', 'Plugins', and 'Users'. The main content area is titled 'My Blogs' and features an 'Akismet & Privacy' notice. Below the notice, there's a filter for 'All (7) | Visible (7) | Hidden (0)' and a 'Bulk Actions' dropdown with an 'Apply' button. A table lists the blogs with columns for 'Blog Name', 'Address', 'Primary', 'Role', 'Dashboard', 'Stats', 'Post by Email', and 'Post by Voice'. The 'Becky's Travel Map' site is highlighted, and a blue arrow points to its 'Primary' radio button, which is selected.

<input type="checkbox"/>	Blog Name	Address	Primary	Role	Dashboard	Stats	Post by Email	Post by Voice
<input type="checkbox"/>	Sarah's Cookies	sarahscookies0.wordpress.com	<input checked="" type="radio"/>	Administrator	Visible	<input checked="" type="checkbox"/>	<input type="button" value="Enable"/>	<input type="button" value="Enable"/>
<input type="checkbox"/>	Becky's Travel Map	beckystravelmap.wordpress.com	<input checked="" type="radio"/>	Administrator	Visible	<input checked="" type="checkbox"/>	<input type="button" value="Enable"/>	<input type="button" value="Enable"/>
<input type="checkbox"/>	Fun Restaurant	funrestaurant.wordpress.com	<input type="radio"/>	Administrator	Visible	<input checked="" type="checkbox"/>	<input type="button" value="Enable"/>	<input type="button" value="Enable"/>

Post via email or phone call:

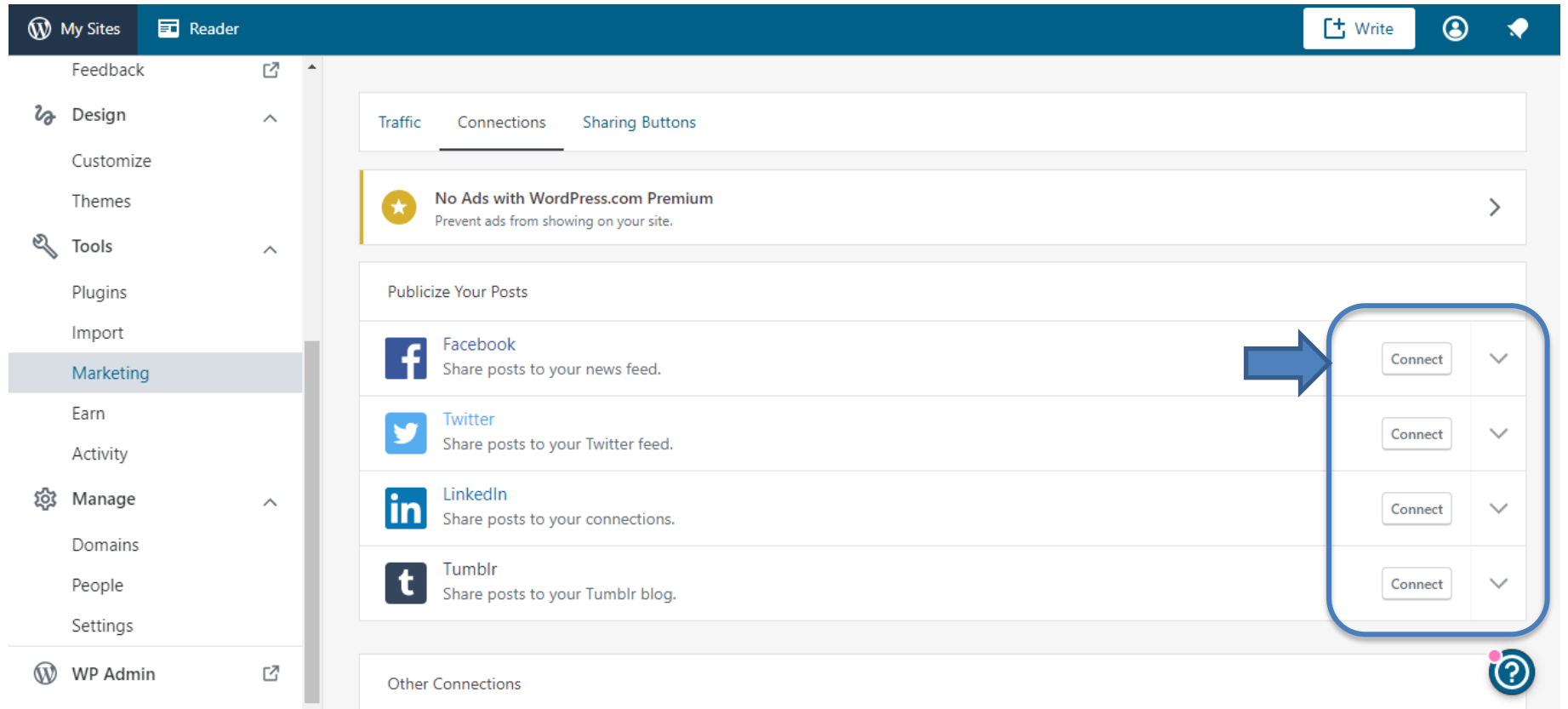
- Features unique to [WordPress.com](https://wordpress.com)
- Enable the features via WP Admin dashboard
- Simply email the content to a generated email address
- Email *Subject* field would be the *Title* of the blog post. Any sent attachments would also be added to the post.

The screenshot shows the WordPress Admin dashboard for 'My Blogs'. The left sidebar contains navigation menus for Dashboard, Home, Comments I've Made, Site Stats, My Blogs, Blogs I Follow, Akismet Stats, Plans, Posts, Media, Links, Pages, Comments, Feedback, Appearance, Plugins, and Users. The main content area displays an Akismet & Privacy notice and a table of blogs. The table has columns for Blog Name, Address, Primary, Role, Dashboard, Stats, Post by Email, and Post by Voice. Two callout boxes are overlaid on the table, pointing to the 'Post by Email' and 'Post by Voice' columns. The 'Post by Email' callout shows the email address 'cozo754femu@post.wordpress.com' and options for 'vCard | Regenerate | Delete'. The 'Post by Voice' callout shows the phone number '+1 (713) 574-9075', the extension 'Enter: 7265962', and options for 'Regenerate | Delete'.

<input type="checkbox"/>	Blog Name	Address	Primary	Role	Dashboard	Stats	Post by Email	Post by Voice
<input type="checkbox"/>	Sarah's Cookies	sarahscookies0.wordpress.com	<input checked="" type="radio"/>	Administrator	Visible	<input checked="" type="checkbox"/>	Enable	Enable
<input type="checkbox"/>	Becky's Travel Map	beckystravelmap.wordpress.com	<input type="radio"/>	Administrator	Visible	<input checked="" type="checkbox"/>	Enable	Enable
<input type="checkbox"/>	Fun Restaurant	funrestaurant.wordpress.com	<input type="radio"/>	Ad				

Marketing:

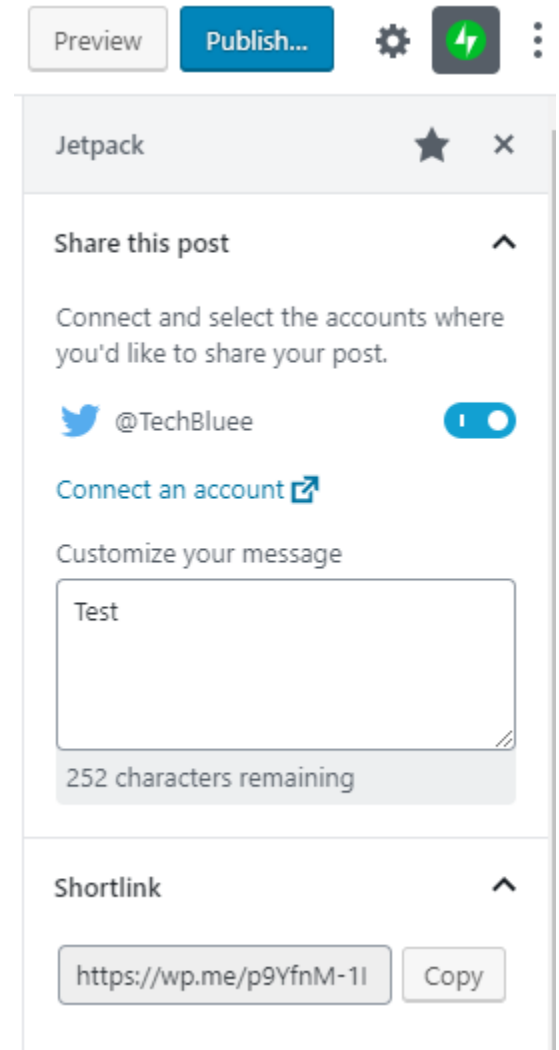
- Connect your social media accounts for automatic publication of posts



The screenshot displays the WordPress dashboard's Marketing section. The left sidebar contains navigation links: My Sites, Reader, Feedback, Design, Customize, Themes, Tools, Plugins, Import, Marketing (highlighted), Earn, Activity, Manage, Domains, People, Settings, and WP Admin. The main content area is titled 'Marketing' and includes tabs for Traffic, Connections, and Sharing Buttons. A notification banner at the top reads 'No Ads with WordPress.com Premium'. Below this, the 'Publicize Your Posts' section lists social media platforms with 'Connect' buttons and dropdown menus: Facebook (Share posts to your news feed.), Twitter (Share posts to your Twitter feed.), LinkedIn (Share posts to your connections.), and Tumblr (Share posts to your Tumblr blog.). A blue arrow points to the 'Connect' button for Facebook, which is highlighted by a blue rounded rectangle. At the bottom right, there is a help icon (question mark in a circle) with a red notification dot.

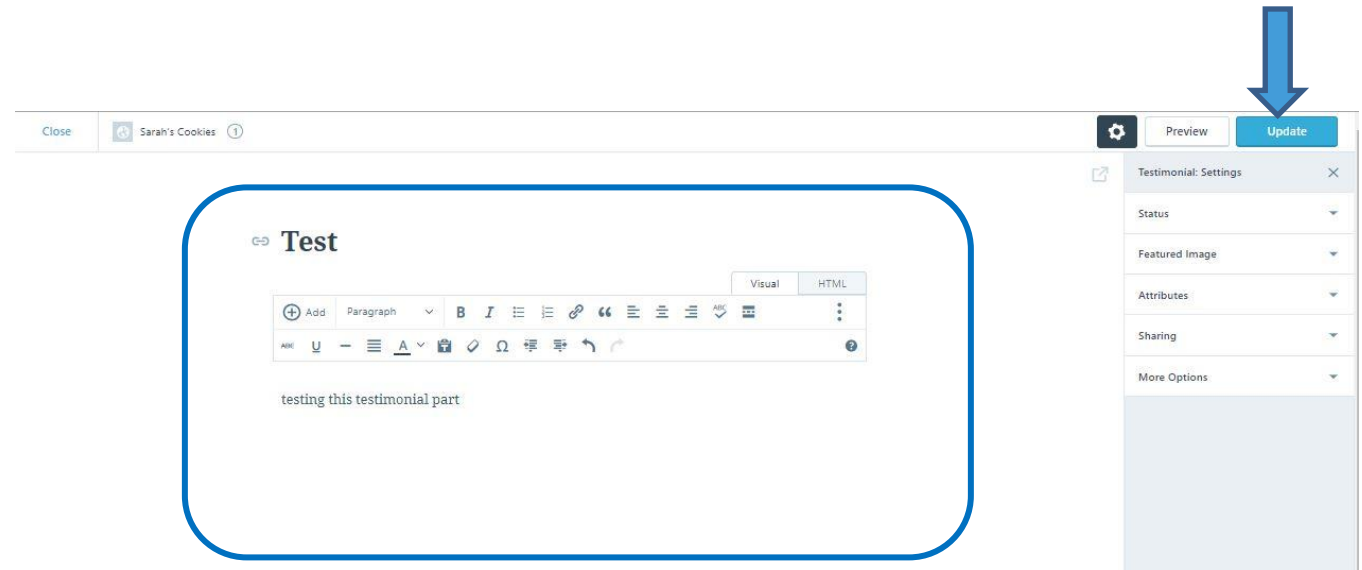
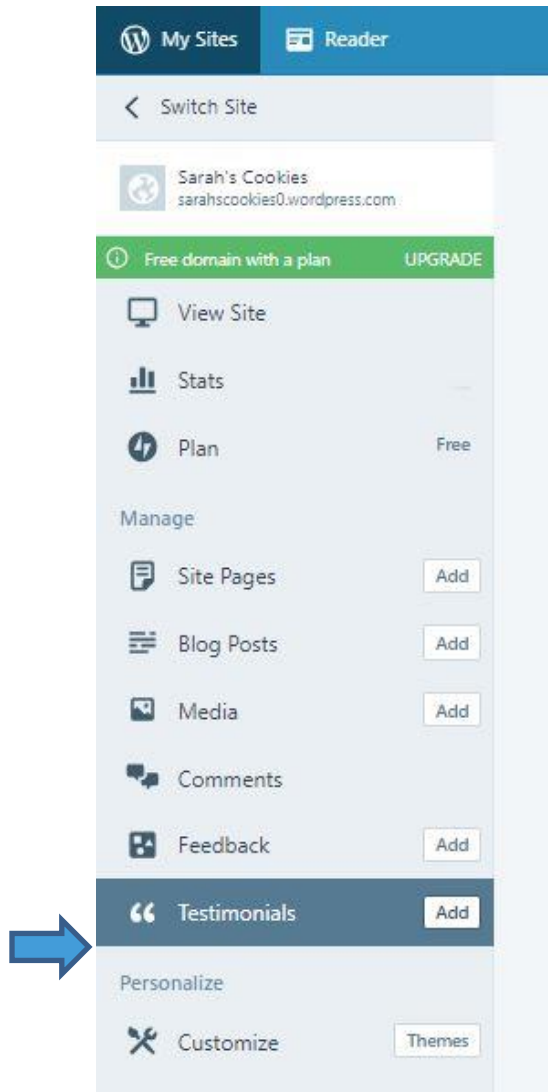
SEO with JetPack:

- Before you publish or schedule for publishing of your next blog post check out the green icon at the top right corner.
- Customize the message going to Twitter or Facebook regarding your blog post.
- You do not have to change the Shortlink code.



The image shows a portion of a WordPress dashboard. At the top, there are buttons for 'Preview' and 'Publish...', along with a gear icon, a green lightning bolt icon (Jetpack), and a three-dot menu icon. Below this is a 'Jetpack' panel with a star icon and a close button. The panel is titled 'Share this post' and includes instructions to connect and select accounts for sharing. A Twitter account '@TechBluee' is shown with a toggle switch that is turned on. There is a link to 'Connect an account'. Below this is a section for 'Customize your message' with a text input field containing the word 'Test' and a character count of '252 characters remaining'. At the bottom of the panel is a 'Shortlink' section with a text box containing the URL 'https://wp.me/p9YfnM-1I' and a 'Copy' button.

Testimonials:



<https://en.support.wordpress.com/testimonials/#enabling-the%20testimonial-content-type>

- Testimonials will display on the homepage due to the coding for the theme *Daria*.
- That might not be the case for all themes.
- Testimonials can also be added to the separate page.
- Use shortcode [testimonials] in the body of the page.

Ready to learn more?

Online:

WordPress.com support:

<https://en.support.wordpress.com/>

WordPress tips (general):

<https://learn.wordpress.com/>

WordPress (different topics):

<http://wordpress.tv/>

Lynda.com (via library login): <https://skokieplibrary.info/resources/online-training-tutorials/>

Search: "WordPress.com Essential Training"

Gale Courses (via library login: <https://education.gale.com/-skokiepl/SearchResults.aspx?SearchTerms=wordpress>

This service offers a variety of other topics you can explore. Instruction takes form of online classes. You have to register ahead of time in order to participate.

Coursera:

<https://www.coursera.org/learn/how-to-create-a-website>

Udemy:

<https://www.udemy.com/courses/search/?q=wordpress&price=price-free>

Treehouse.com (via library login – advanced learners – request access):

<https://skokieplibrary.info/resources/online-training-tutorials/>

Are you interested in the technical aspect of web development? Request access and check out "WordPress Development" section.

WordPress blogging tips:

<https://dailypost.wordpress.com/blogging-university/>

Hongkiat's (HKDC) WordPress tips (general):

<http://www.hongkiat.com/blog/category/wordpress/>

WPBeginner on Youtube:

<https://www.youtube.com/user/wpbeginner>

Books:

(Paper books)

“WordPress” by Sabin-Wilson, Lisa

“WordPress Web design for dummies” by Lisa Sabin-Wilson

“WordPress in easy steps” by Darryl Barlett

“Teach yourself visually WordPress” by George Plumley

Events:

WordCamps Worldwide – check <https://central.wordcamp.org/> for details.

Stay in touch?

Fill out the form below and return to the instructor after the class. Thank you.

DATE:
NAME:
EMAIL ADDRESS:
PRACTICE WEBSITE:
REAL WEBSITE (Work-in-progress):
NOTES OR ANYTHING ELSE YOU WANT THE INSTRUCTOR TO KNOW ABOUT THE CLASS: