

WordPress.COM

05/19/16

Skokie Public Library



Website vs. Blog: What's the Difference?



- A website - any site on the Web
- A blog is a type of website
 - or section of a website

WordPress. WHAT IT IS?

- a website
- a website with a blog component
- or just a blog

The Difference Between .com &.org versions

WordPress 2 versions:

- 1.) WordPress.com
- 2.) WordPress.org

The Difference Between .com &.org versions

1.) WordPress.com

- Hosted and web-based
- No hassles with installation, upgrades, backups, or security
- Less technical
- Less flexibility & control over design & features.

The Difference Between .com &.org versions

2.) WordPress.org

- Self-hosted software
- Needs installation & custom set up
- Downloaded from WordPress.org

The Difference Between .com &.org versions

2.) WordPress.org

- Ideal for tech-savvy people
- complete control over set up
- custom themes & plugins
- e-commerce functionality
- code modification

Understanding Web Hosting

- If you plan to use WordPress.ORG
 - select a compatible web host
 - not all will host WordPress script

Understanding Web Hosting

- If you plan to use WordPress.COM
 - don't need to select a web host
 - web hosting is included

Understanding Web Hosting

- Automated installation:
 - [Bluehost.com](https://www.bluehost.com)
 - [Dreamhost.com](https://www.dreamhost.com)
 - [HostGator.com](https://www.hostgator.com)
 - [WebHostingForStudents.com](https://www.webhostingforstudents.com)

Understanding Web Hosting

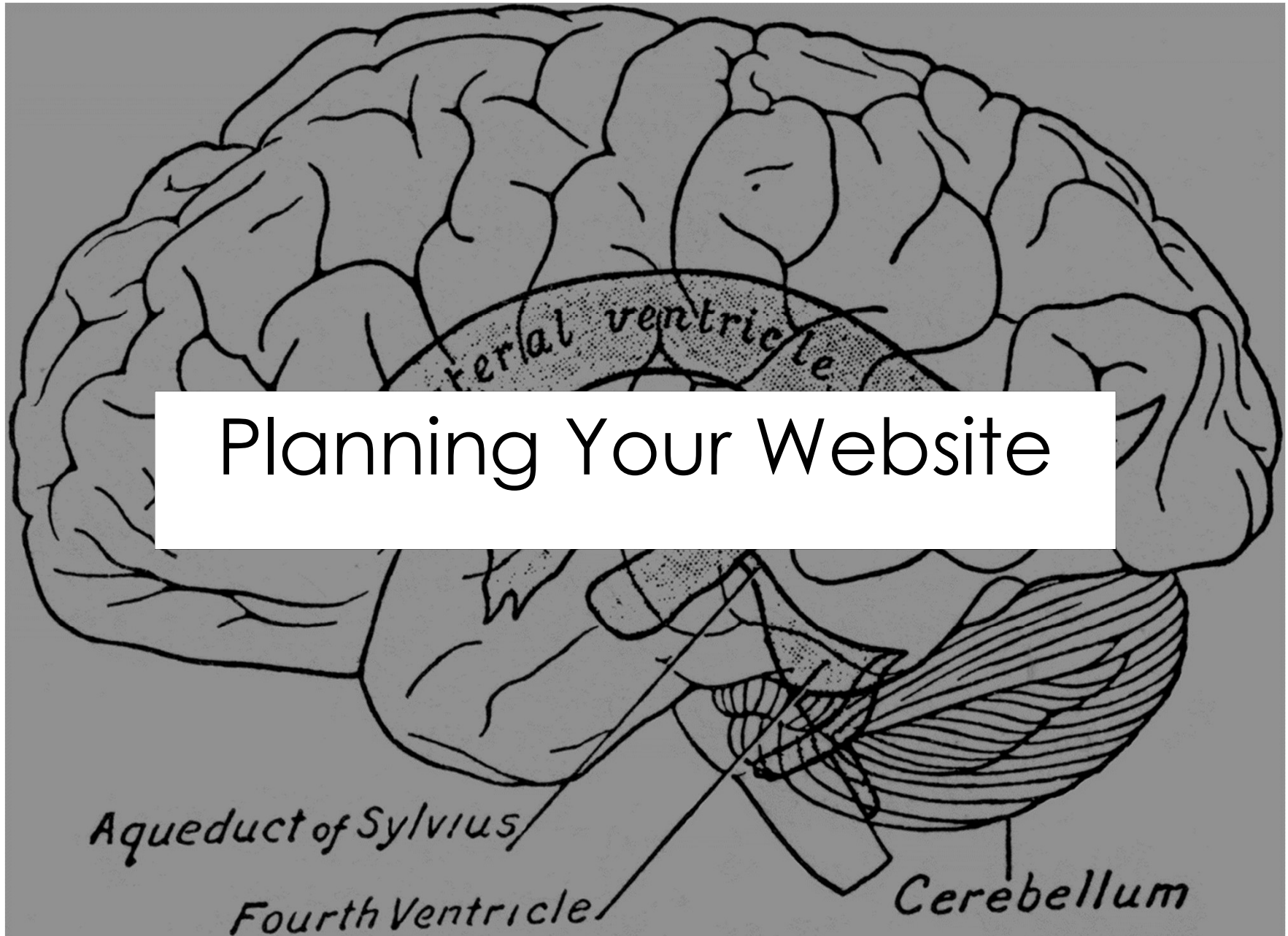
- Free WordPress hosting:
 - WPNODE (wpnode.net)
 - x10 HOSTING(x10hosting.com)

Understanding Domain Names

- A domain name the URL/web address
- skokielibrary.info

Understanding Domain Names

- WordPress.com offers 2 options:
 - 1. free, default address
wronghands1.wordpress.com
 - 2. unique domain name you have to purchase
wronghands1.com



Planning Your Website

Determine Your Goals

- Step 1
- What do I want to achieve with this website?
- Do I want to sell products or services, share my expertise with the world, or spread the word about a special cause?
- What content or structure will help me achieve my goals?
- Who is my target audience?
- What keywords are most relevant to the focus of my website?

Determine Your Goals

- Step 2
- Select a WordPress Version
(hosted on WordPress.com
or self-hosted WordPress.org)

Determine Your Goals

- Step 3
- Figure out your domain name
- The right domain name can make a big difference in how your website is perceived and the audience it attracts.

Determine Your Goals

- Step 4
- Figure out website content and structure.
- At a minimum map out your pages, subpages, blog categories, menu structure, & sidebar structure.

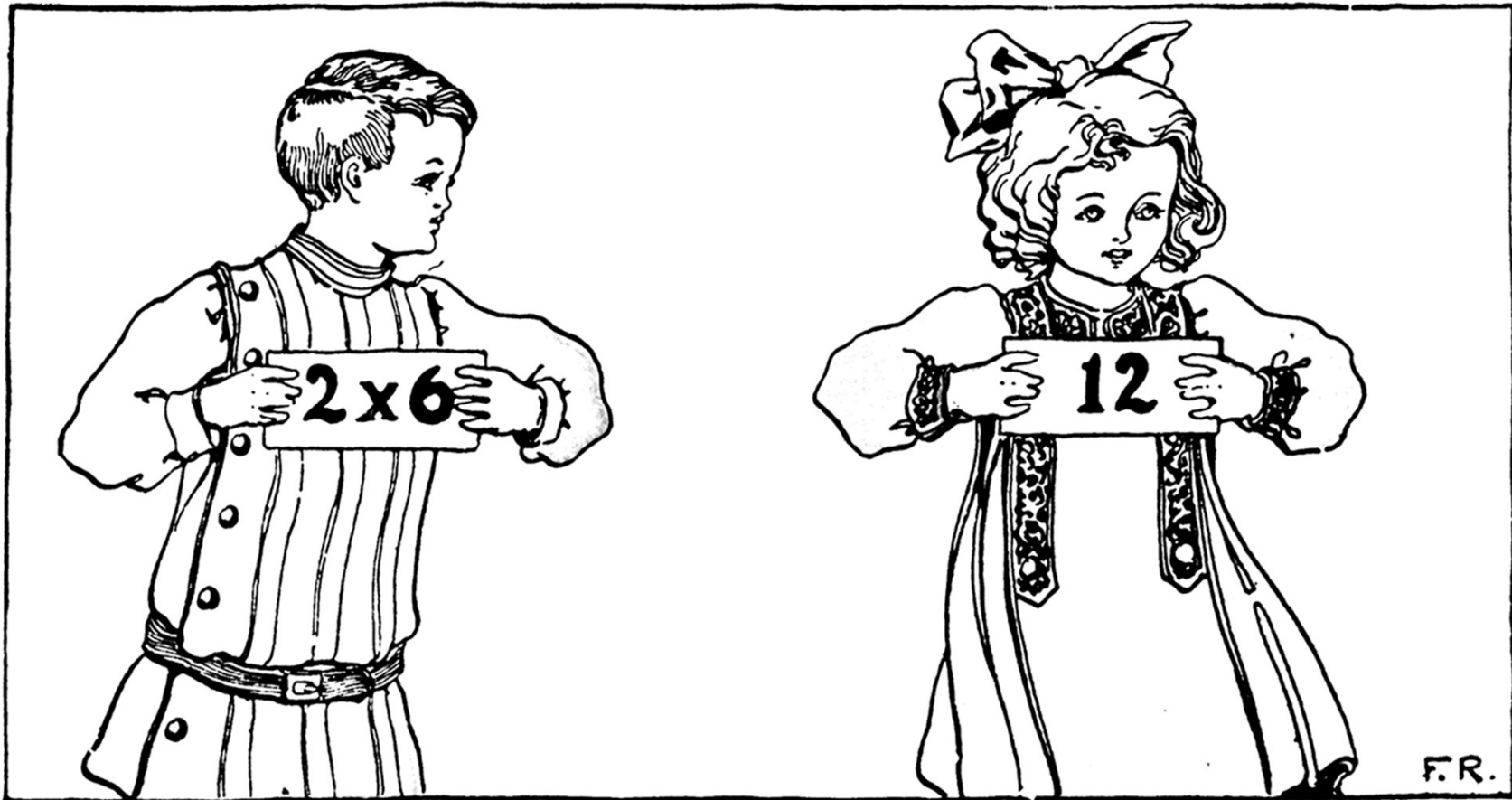
Determine Your Goals

- Step 5
- Select a starting theme.
- visualize what your site would look like when complete
- Preview available themes for WordPress.com on "theme.wordpress.com"
- Preview themes for self-hosted WordPress on "wordpress.org/extend/themes"

Determine Your Goals

- Step 6
- Get started on your new website (or blog)!
- Don't worry too much about creating the "perfect" plan.
- WordPress is quite flexible, and you can change everything (including pages, menu structure, categories, plugins, and themes) as you go along.

POSTS VS. PAGES



Posts

- Display on the home page
- In chronological order, newest post first
- Or on a dedicated blog page

Pages

- Create static content that's not part of your Blog or Feed.
- Examples: About Our Business, Meet the Team, Products, Services, Contact Us and Client Portal.
- If your site is mostly a blog, you might need only 2 pages.
- Examples: About this Blog and Contact Me

Where to find images?

- [flickr.com/commons](https://www.flickr.com/commons/)
- digitalmedia.fws.gov
- [freeimages.com](https://www.freeimages.com/)
- [freestockphotos.org](https://www.freestockphotos.org/)
- burst.shopify.com
- [picdrome.com](https://www.picdrome.com/)
- etc.usf.edu/clipart

Can I use this image?

- Read each site's "About Us" or "FAQ section"
- creativecommons.org
- copyright.gov

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