

# WordPress.COM

09/22/17  
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
  - Dreamhost.com
  - GoDaddy.com
  - HostGator.com
  - WebHostingForStudents.com

## Understanding Web Hosting

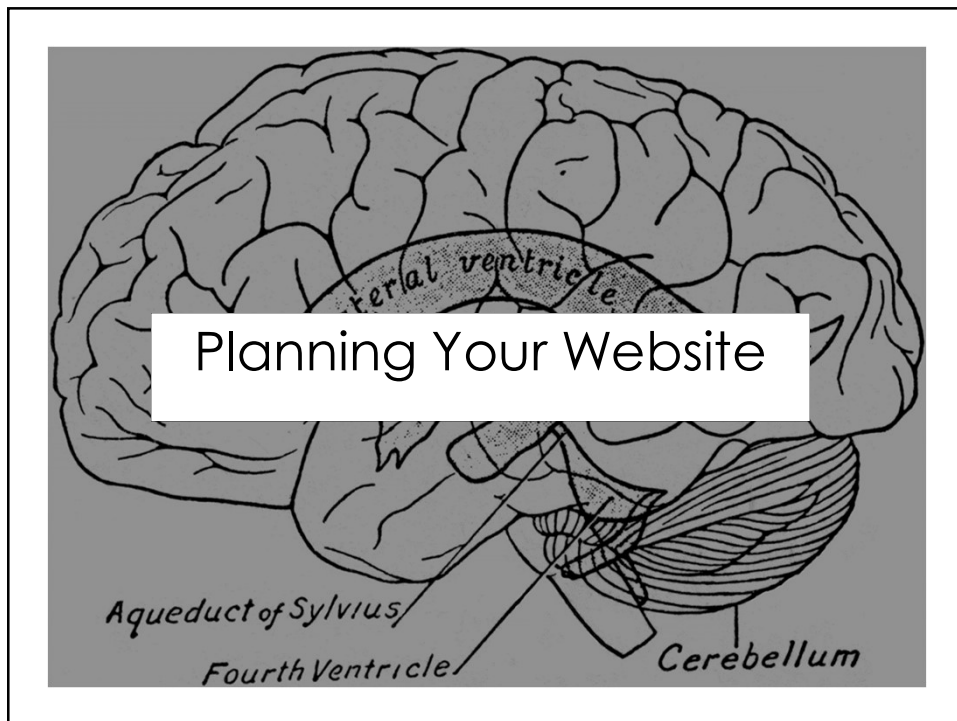
- Free WordPress hosting:
  - WPNODE (wpnode.net)
  - x10 HOSTING(x10hosting.com)

## Understanding Domain Names

- A domain name the URL/web address
- [skokilibrary.info](http://skokilibrary.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



## 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.

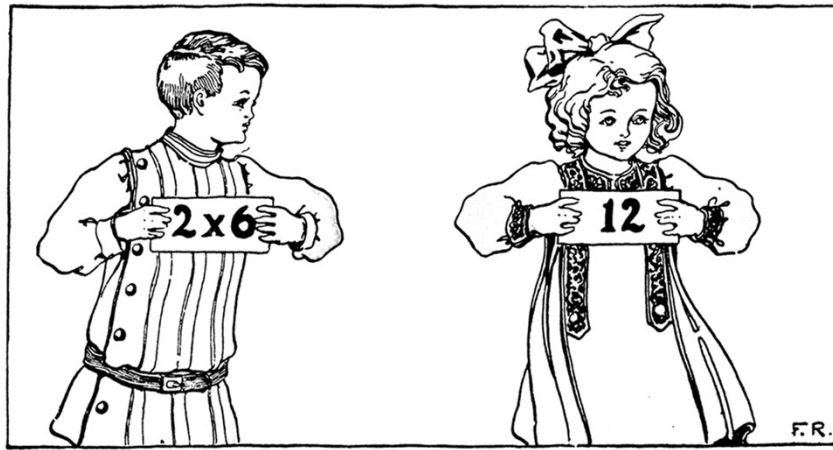
## Determine Your Goals

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

## Can I use this image?

- Read each site's "About Us" or "FAQ section"
- [creativecommons.org](http://creativecommons.org)
- [copyright.gov](http://copyright.gov)

## Thank You!

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