



# WordPress Websites for Everyone

OPCUG / PATACS Joint Meeting  
Osher Lifelong Learning Institute, GMU

October 20, 2018

By

*Gary L. Vaughan*

# Intro

- Quick Poll of audience: Have website –WP, or not?
  - A tool for everyone, for personal or organizational use
- My background: USAID – State Dept SharePoint, then WordPress + [craft beer/wine blog!](#)
- WP is dynamic...and fun!

\*Handouts:  [1. Requirements WP.COM](#); [2. Self-Help](#); [3. Site Assistance](#)



*Some happy WordCamp Attendees!*

# Presentation Agenda

1. What is WordPress, and Why Useful?
2. WP.COM Model Site Tips to Get Started
3. My Free Coaching after presentation



*Wapuu  
Mascot*

# WordPress (WP) Definition



- 31% of Web is on WP
- Includes Bloomberg, CNN, NASA, Nat'l Park Service, Houston Zoo
- Over 50,000+ Plugins, and well over 11,000 Themes
- Free or low-cost – user friendly – backend/frontend, “modular”
- Evolution from simple blog to broad Content Mgt System (CMS)
- Less robust: [simple “site builders”](#); More complex: Drupal, SharePoint

# WP is Dynamic!

- Open Source, with Updates each quarter in Core WP
- Next big version release mid-November 2018: WP 5.0
- Will include big [“Gutenberg” changes](#) – a new editor, simpler site building tools – See ANNEX 1 slides for further info on Gutenberg!
- *Opportunity for you to get involved at various levels – community!*

# Basic Alternatives to WP...

- A few simple site-builders:
  - ❑ [Wix](#) – [Review](#), Example: [Wix Support Blog](#)
  - ❑ [Squarespace](#) – [Review](#), Example: [Orchid Cellar Meadery](#)
  - ❑ [WordPress.Com](#) – WP “lite”, Example: [DrinkWhatYouLike Blog](#) *[more later...]*
  - ❑ [PC Magazine's list and ranking of these and other site-builders](#)
- **Pro:** avoid WP learning curve, easy starter designs (templates)
- **Con:** customization?, tiny communities, proprietary (except WP.COM)

*We can Sketch a WireFrame for any website -per Requirements (Form!)*

# Why Need a Website vs Social Media (SM)

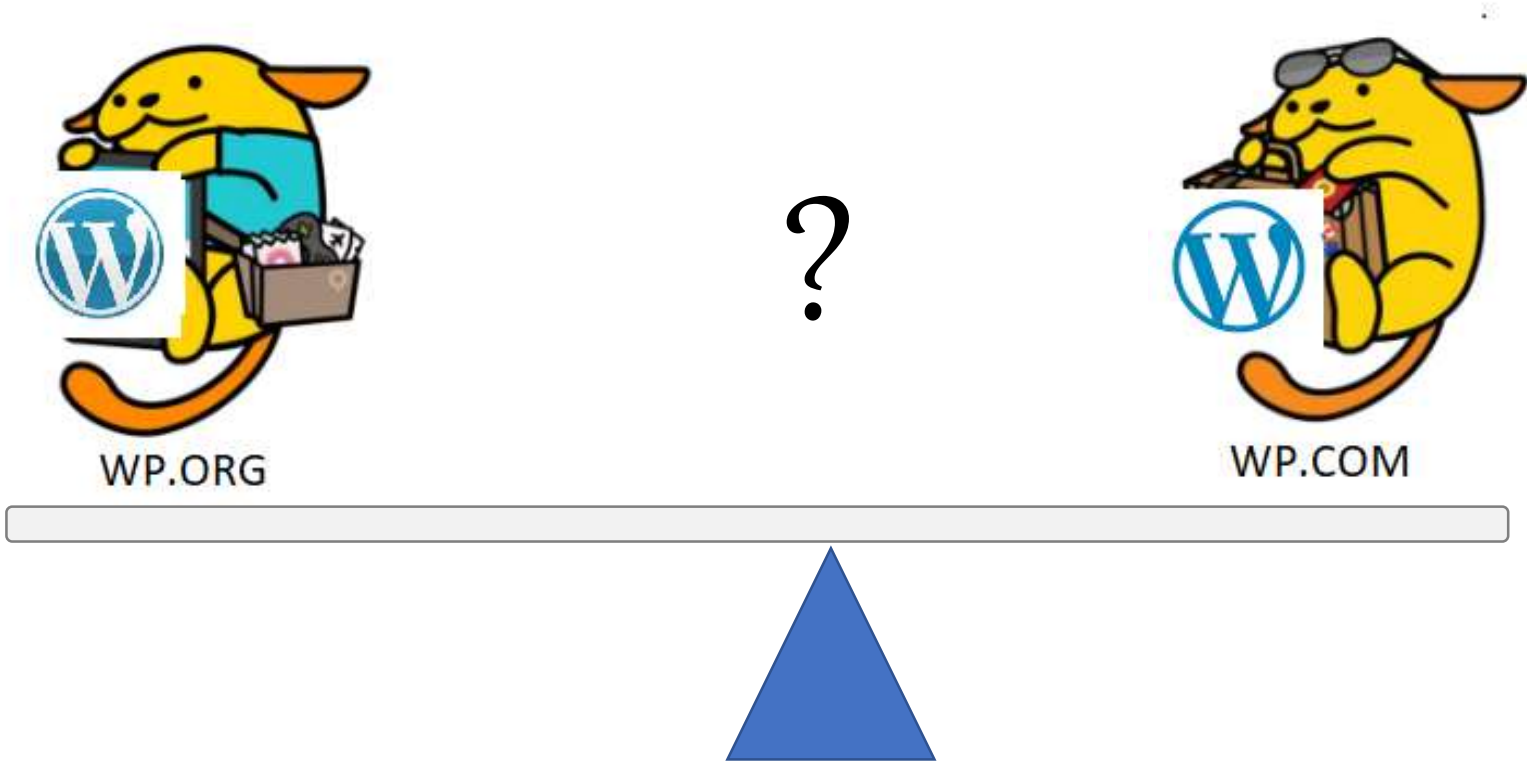
- Website a place you control content, “brand” – unlike SM
- A “hub” to connect to other info, sites, social media
- But to be useful, ***a website has to have a purpose and plan!***



# First...*Do Your Business Case...and Plan!*

- **Why** (rationale, results)
- **Who** (audience for site)
- **What** (your content, plus other links)
- **When** (project plan for rollout)
- **How** (Admins, WP Learning Curve, SM Promotion, Site Metrics)
- **Action:** *Do site Outline and/or a Sketch...before building a WP site!*

# Two WordPress Options.....





- [WP.COM](https://WordPress.com) (*a WP starter site... and our focus today!*)
- *PRO*
  - Basic site – easy, free setup, simple Dashboard
  - Mainly bloggers – but CMS, business capability
  - Fully supported by Automattik, and can grow (various paid plans)
  - Short learning curve – a “one-stop-shop”!
- *CON*
  - Advertising with free site
  - 3 Gig Size Limit
  - Limited customization – no Plugins, limited Themes with free version
  - More bloggers than business users (“Reader” blog community)



- [WP.ORG](https://wp.org) (a more advanced WP option)
- *PRO*
  - More flexible, customizable, robust site
  - Wide variety of users, from bloggers to large organizations
  - Open Source, PHP scripting language
- **CON**
  - More expensive, requires a hosting company on Web
  - Longer learning curve – for IT Developers, Designers, Site Admins
  - Detailed configuration on web host important

# Basic WP Concepts – *a Glossary*

## CONTENT

- Site Dashboard
- Content Inputs
  - By Admin: Posts, Pages, Media
  - By Users: comments, surveys
- Data Location/Navigation
  - Blog categories, tags
  - Menu, Sidebar(s)
  - WP “front end” w/ links to other sites

## FUNCTIONALITY\*

- WP.COM (basic) vs WP.ORG (custom)
- Themes (framework, “look & feel”)
- Plugins (add big functionality)
  - TablePress (tables)
  - Gravity Forms (surveys etc)
  - MailPoet (newsletter)
- Widgets (add small features)
  - Search, Events, Text Box, etc.

*\*Site Usage Analytics (Jetpack Site Stats, Google Analytics)*

# Get Started with a Simple WP.COM site

- WP.COM is a cheap, entry-level step into Wordpress
- Simplified interface, metrics
- Easy to post, edit content
- Support community, Theme Directory
- *Let's look at our Class Site as an example.....*

# Site Example: Our [OPCUG / PATACS Class Site](#)

- ***Purpose:*** for training reference and student feedback
- ***Functionality:***
  - Classic top tabs for key content
  - Featured Page and Posts on Home Page
  - Tags Cloud for easy reference
  - Sidebar for WP ref links
  - Threaded Comments, Polls for feedback
  - 6 Built-in Color Schemes, Stock images
  - Cost: *Free!*

Design WP Site for this Class: <https://wpwebforpro.wordpress.com/>,  
with “Textbook” Theme Elements: *Header, Image, Menu, Featured Page*





# Class WP Site (con'd) – *Quote, Models, Tagged Posts, Events*

*WordPress is a popular, powerful and user-friendly open source software that accounts for some 25% of all sites on the Web. Professionals can use WP either as a personal blogging and social media platform, or as a content management system within an organization.*



Start your free WP.COM Site today!

MODEL

**1. Personal Pro**

MODEL

**2. Organization**

MODEL

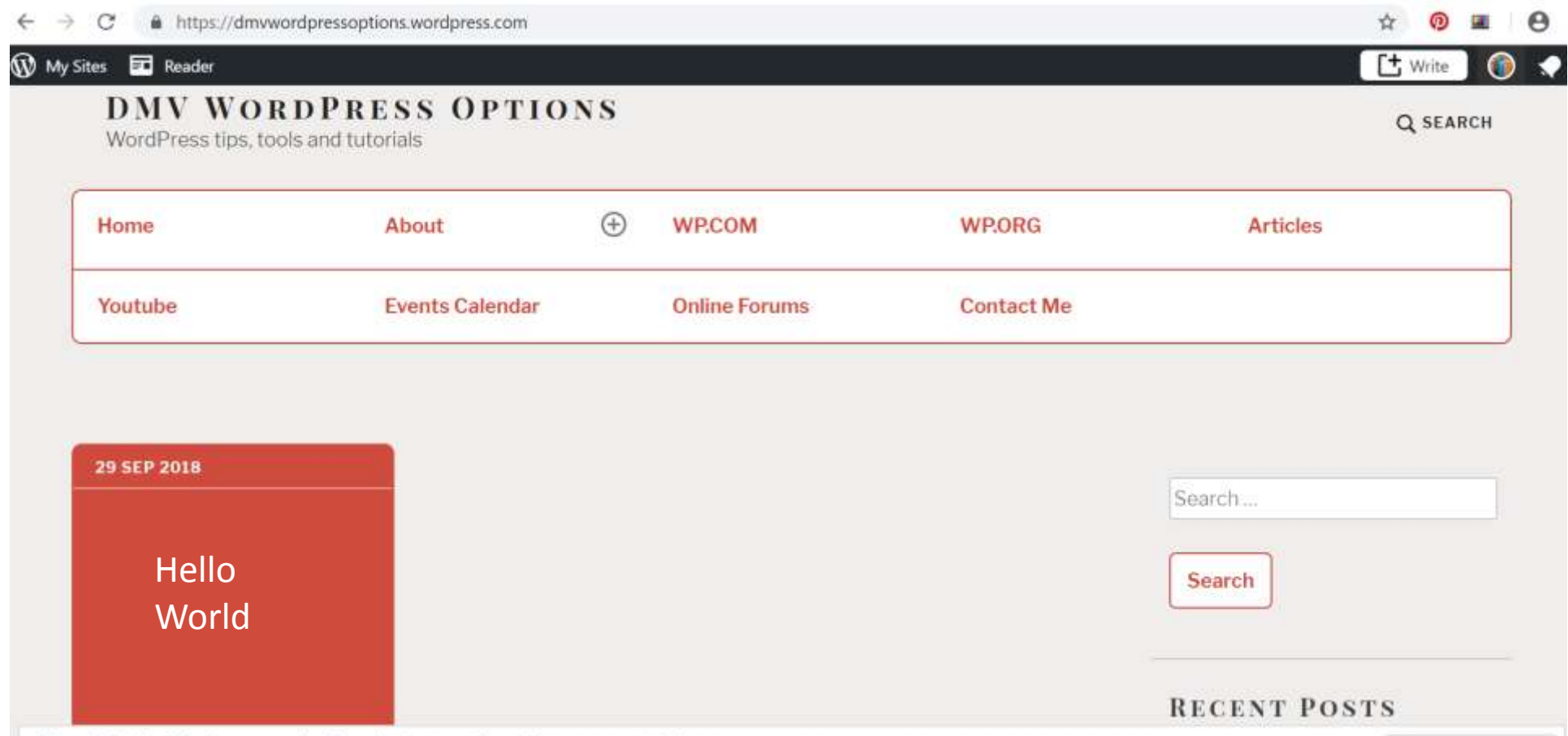
**3. Photo**

**EVENTS**

**WordCamp Baltimore**

# How “Textbook” Site Appears Default:

Another test site example: *Need to Fill in the Blanks!*



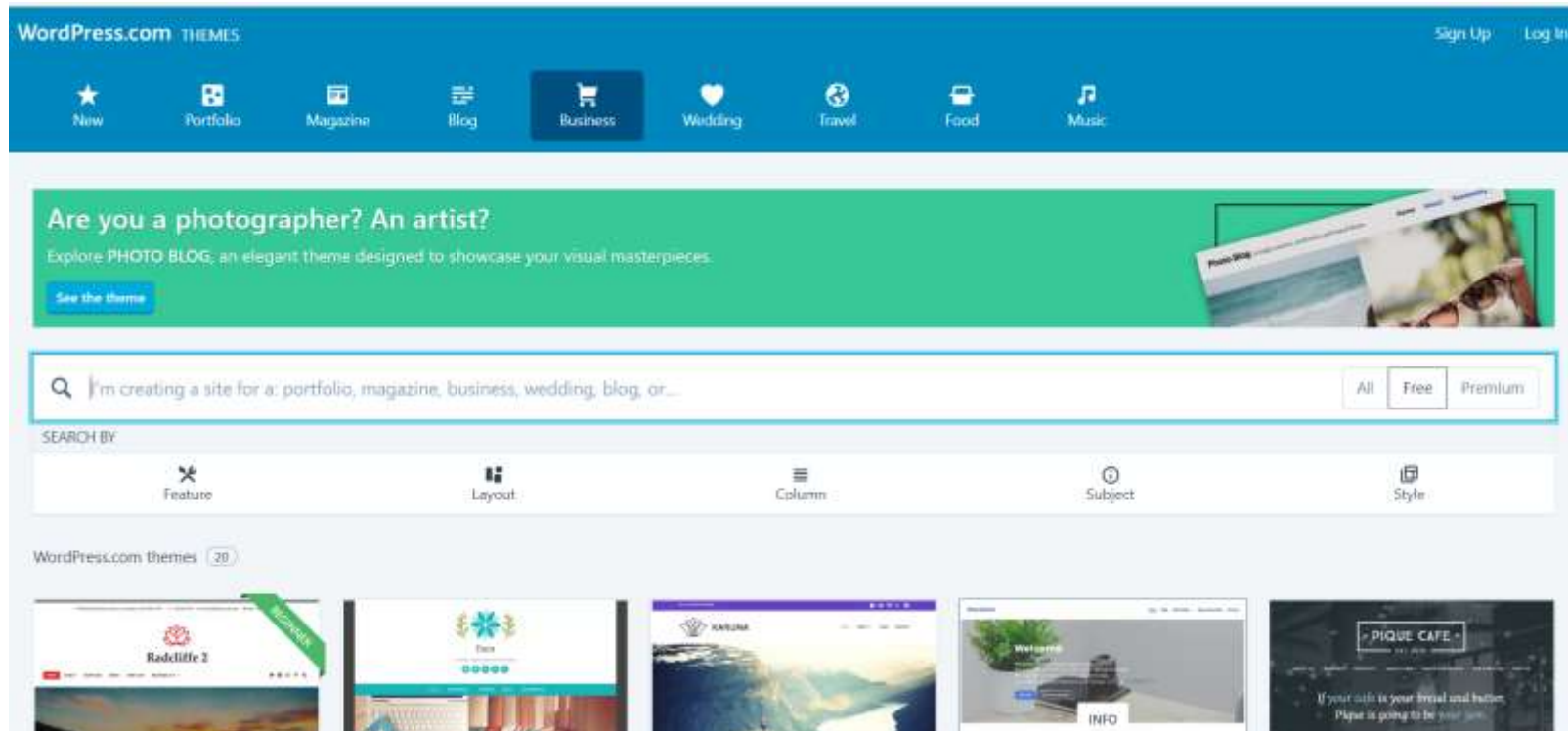
# How to Choose a WP Theme

1. Check out [WP.COM portal info re Themes](#)
2. Do filtered Search of Themes available: by purpose, function
3. Scroll through Theme displays of functionality, access a live demo
4. Check out tips on WP.COM by Automatikk, users on “Reader” blog
5. Activate, test on a new WP.COM site
6. See if layout right for your content, apply customizations.

*N.B.: Check speed, security, support of Theme (caveat emptor!)*

# Search for Theme on WP.COM

*(300+! Options – Browse Theme Dashboard/Search)*



# Check out WP.COM [Info on “Textbook” Theme](#)

WordPress.com THEMES

TextBook  
by Automattic

← All Themes [Pick this design FREE](#)

Overview [Support](#) [Open Live Demo](#)

TextBook is primarily a theme for schools, colleges, and other non-profit organizations focused on education, but it can be adapted for almost any kind of site. It's great for distributing and organizing information in a clear way.

Responsive Layout

TextBook is designed to look great on any kind of device — from mobile phones to desktop computers.

**THE TEXTBOOK UNIVERSITY**  
An education focused theme for schools, colleges and other organizations.

**Home**  
Responsive design with a clean, modern look that's easy to use and customize.

**A Featured Page**  
Ready to use content blocks and a clean, modern look that's easy to use and customize.

**Readability**  
A clean, modern look that's easy to use and customize.

**HTML Elements**  
A clean, modern look that's easy to use and customize.

**Full Width Page**  
A clean, modern look that's easy to use and customize.

**A FEATURED PAGE**

TextBook is designed to look great on any kind of device — from mobile phones to desktop computers.

**FEATURED**

20 ITEMS

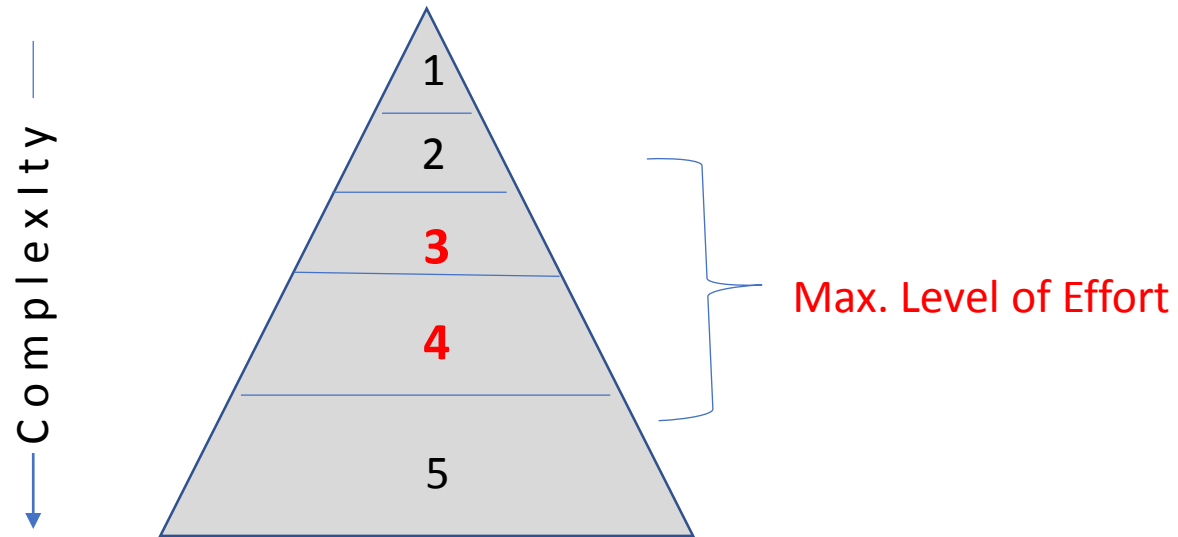
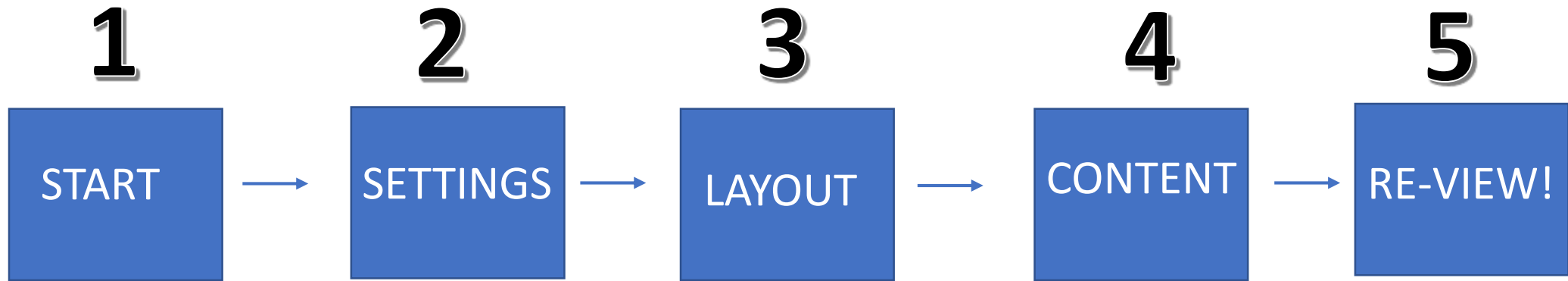
8 ITEMS

2 ITEMS

# DEMO (Tutorial): Starting a WP.COM Site – Twenty Sixteen Default Theme

- *To show typical actions that you would take in starting and managing a new site from your “Dashboard” (ADMIN).....*
- *Goal: Let’s start a **TRAVEL BLOG**.....*

# Basic Steps to Produce a Simple *WP.COM Blog Site*



# 1. Start Site (WP.COM Account Regis., URL) (DEMO)

- Click [“Get Started”](#) on WP.COM site
- Answer 5 (?) Questions to create account, site link
- Key Questions:
  - *Step 1 [Name-About-Goals-Level];*
  - *Step 2 [Domain-Free!]*
  - *Step 3 [Plan – Free!]*
- *Note handout for coached (or self) WP.COM site creation (ANNEX 3)*

\* Our Demo Site Link <https://40PlusDemo.wordpress.com> (Travel Blog)



## 2. Site Settings (Basic Settings, Framework) (DEMO)

- Adjust General Settings
- Select and activate Theme
- Upload Header image...tagline?

### 3. Layout Site (Navigation)

(DEMO)

- Set up Menu (drag and drop)
- Set About “Static Front Page”
- Sample “widgets”: Text box, Search, Tag cloud

## 4. Site Content (Text, Images, etc.)

(DEMO)

- Draft 2 Pages (static)
  - “About Me”
  - “Packing Tips”
  - Draft/Preview/Publish...Enable Comments
- Draft Posts (dynamic)
  - “Welcome”
  - “Field Trip Report”
  - Draft/Preview/Publish...Enable Category, Comments

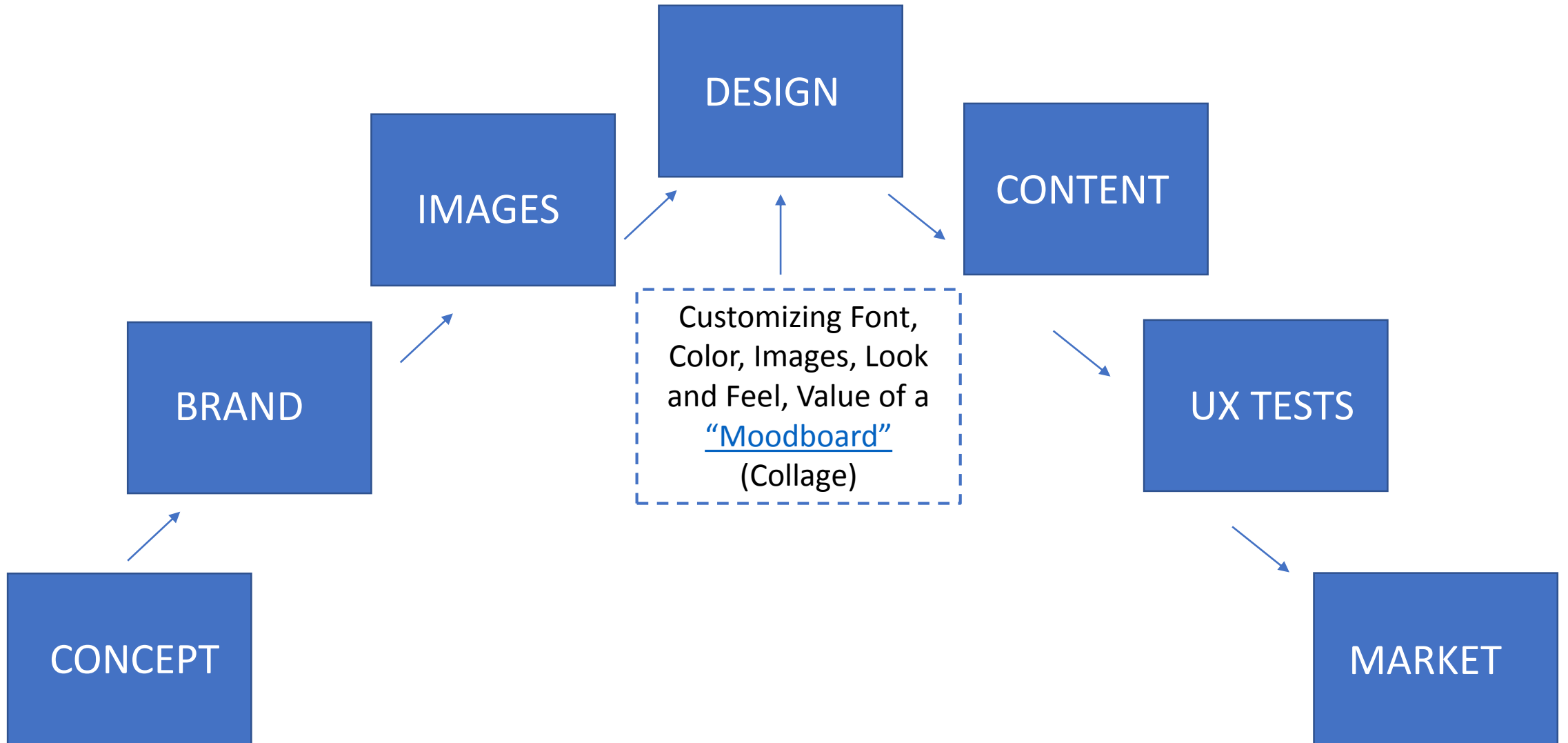
## 5. Re-View Site (Testing)

(DEMO)

- Check out “look and feel” of Home Page, etc.
- Do edits on the fly, test Reply to Post [See Comments on Dashboard]
- Toggle Admin Dashboard vs Site View
- See effect if Themes changed: Twenty Sixteen vs. Twenty Seventeen (both default WP.ORG themes)

\*See also ANNEX 3 Slides re Steps (Screenshots) for Site Creation/Migration to a new WP.COM site.

# *Detailed Design + Marketing Steps to Produce a More Complex WP.COM Site*



# Website *Design* Best Practices

- ***Design Impact:*** Clean and simple...good use of white space, limit 3 Fonts in 3 sizes, few colors...key message (call to action?)
- ***Navigation:*** Easy to find info (Visual Hierarchy), leverage conventions, consistency, accessibility, menus max 3 levels deep. Contact info clear
- ***Content:*** Well written, engaging, varied content for audience
- ***Images:*** Optimize size/photos, copyright (✓ [CreativeCommons.org](https://creativecommons.org))
- ***Engagement:*** Build for usage/traffic on Web, SEO, check Google Tools
- ***Devices:*** cross browser/device compatibility

# Site Maintenance

- *No matter how great the design, Maintenance is a chore!*
- Keep content fresh
- Maintain site layout, functionality
- Document design, record site problems/questions to guide Help
- Respond to user feedback
- Keep in touch with advances, issues within the WP community!

# 3 Possible Student Sites...

*[your optional “homework”...after this presentation!]*

Try 1 of 3 types of WP.COM sites w/ my help or on your own...

- 1. Personal Blog*
- 2. Creative Photos*
- 3. Organizational Site*


*A good starting Theme “framework” is key!*



# 1. Personal Blog

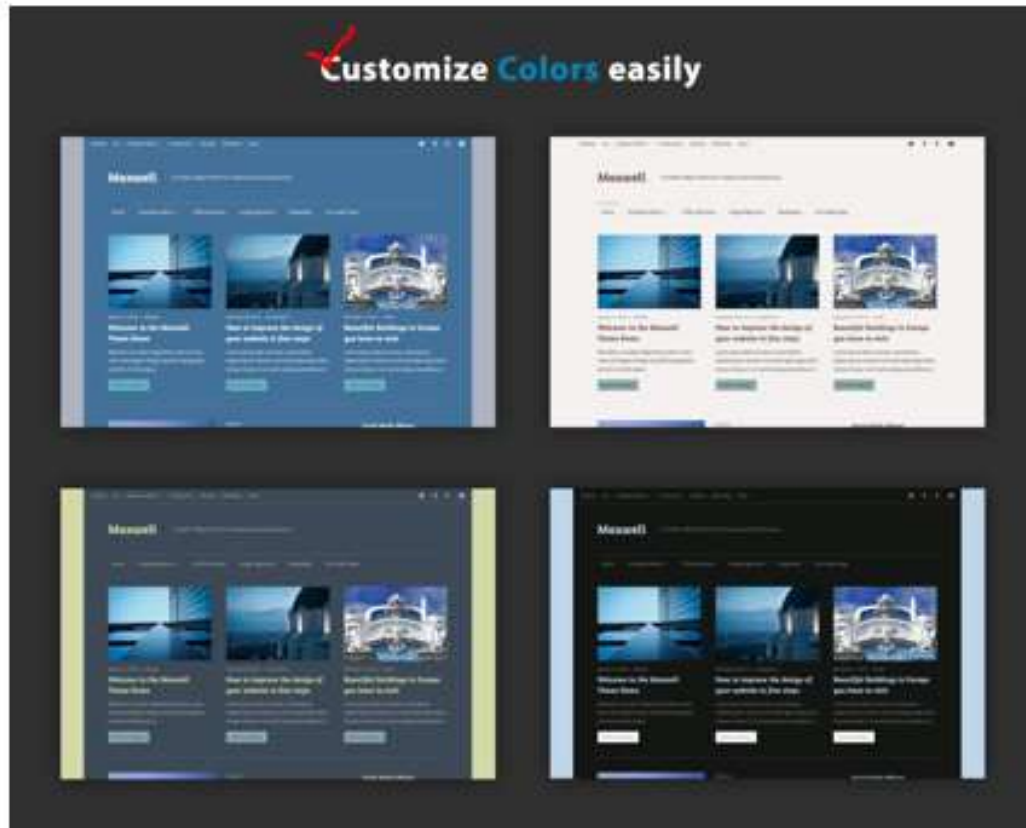
- ***Purpose:*** promotion of individual professional or hobbyist
- ***Key Content***
  - Bio, Resume, Client Testimonials
  - Blog about tips, “thought leadership”
  - Areas of expertise/service
  - Work Sample: Papers, Slides, Project Summaries...eBook
  - Events (either presenting or attending)
  - Social Media Link – *Linkedin*
- Sample WP.COM Site: [\*DrinkWhatYouLike Blog\*](#)

# Suggested *Themes* for Personal Blogs

- Get ideas from other professionals' sites on the Web: <https://tsavoneal.com/best-consultant-websites/>
- Free Personal Themes
  -  [Libre 2](#), fixed top level navigation, custom header
  - [Editor](#), left menu format, pull quotes
  - [Colinear](#), magazine design, allows for rich content
- A Premium theme: [Maxwell](#), trad'l layout, 6 color palettes, **\$69**

# Sample Theme Functionality : *Color Palettes*, for “Maxwell” and *Pullout Quotes for* “Editor” Blog Themes

✓ *Maxwell* includes six free color palettes to choose from. For more, unlimited colors (and Typekit fonts) are available with [the Premium](#) or [Business plan](#).



✓ *Editor* comes with a few custom styles you can use by switching your editor to [Text mode](#).

## ✓ Pull Quotes

Pull quotes can be used to highlight short pieces of text. You can create one by adding a class of **pull-left** or **pull-right** to your content:

```
<span class="pull-right">This text will be pulled right.</span>
```

You can see an [example of the pull quote styles](#) in the demo.

A pull quote (also known as a lift-out quote) is a quotation or excerpt from an article that is typically placed in a larger or distinctive typeface on the same page, serving to entice readers into an article or to highlight a key topic. The term is principally used in journalism and publishing.


*THIS PULL QUOTE IS JUST HANGING OUT ON THE RIGHT SIDE OF THE POST. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR.*

This is how pull quote to the right looks like on the theme.

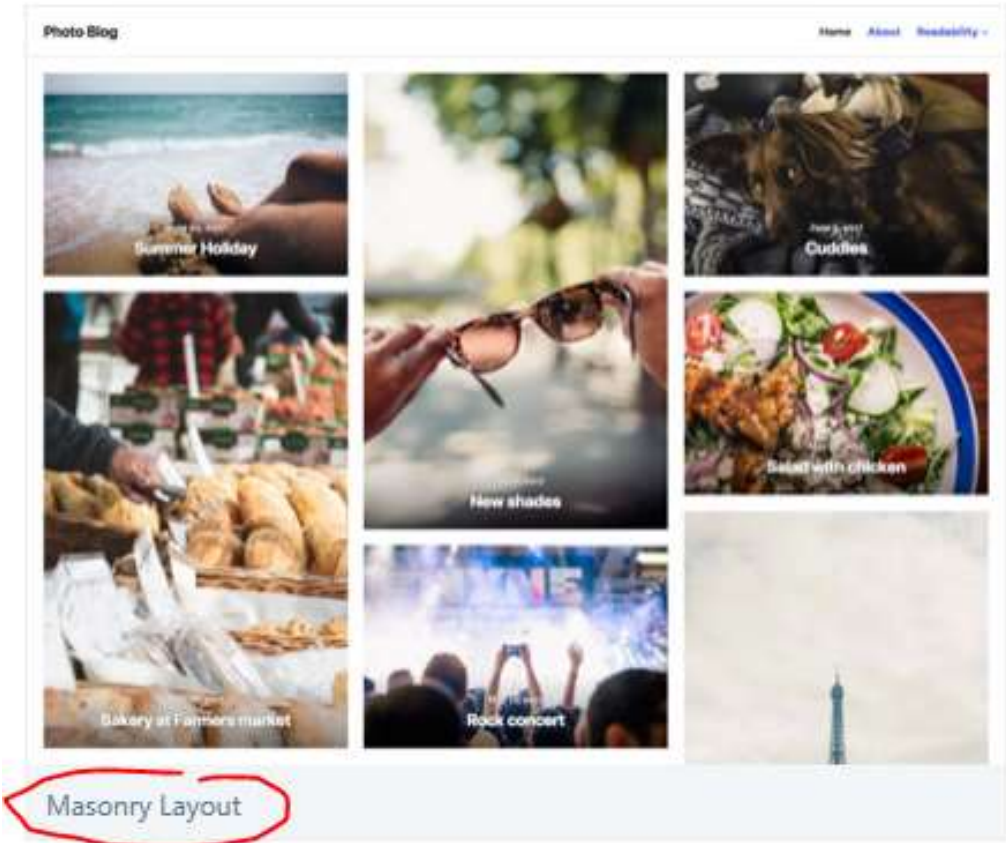
## 2. Photo Site

- **Purpose:** creative display of photo collection as profession/hobby
- **Key Content:**
  - Logo
  - About...Contact
  - Type: Wedding, Portrait, Artistic, Hobby...
  - Media: Gallery of photos, podcast, video...
  - Social Media Link: *Pinterest*
- Sample WP.COM Photo Site: [Shutter Clutter](#) (with AltoFocus Theme)

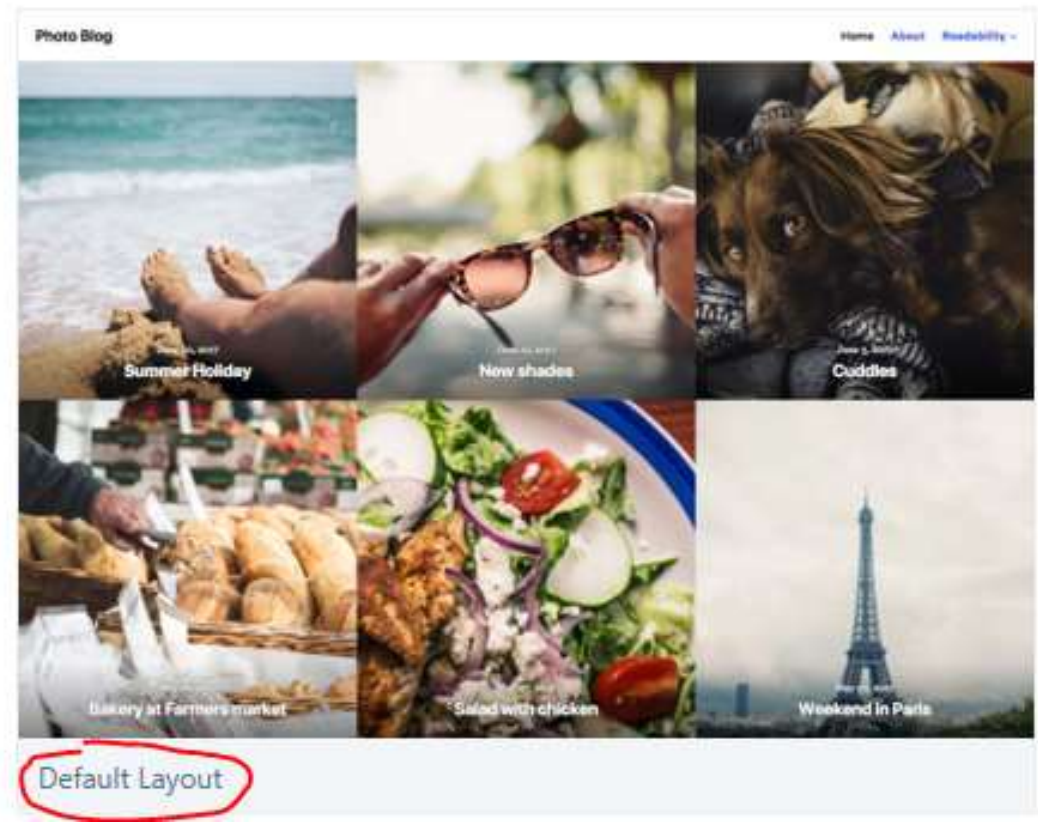
# Suggested *Themes* for Photo Sites

- ✓ ideas of other photo sites on the Web: [Vandelay Design Portfolio](#) or [After the Coaldust](#)
- Free Photo Themes
  -  [AltoFocus](#) – Clean Grid, images “pop”, scrolling from top menu
  - [Rebalance](#) – 6 Color schemes, more traditional grid for photos
  - [Illustratr](#) – Minimalist layout
- Premium site option: [Photo blog](#) {recommended by WP.COM} 3 layouts, 4 style packs, 26 photo filters...\$36

# Sample Theme Functionality: *Grid vs Masonry* *Layout of Photos* – for “ Photo Blog “ Theme



vs.



# 3. Organization Site

- **Purpose:** an info hub for non-profit or business
- **Key Content for Non-Profit** [Detailed Site Map/Hierarchy]
  - Call to Action/Donate
  - Programs
  - Testimonials
  - About: Staff, Board, Annual Report, Careers
  - Blog: Newsletter
  - Social Media Links (broad...yet targeted!): FB, Twitter, LinkedIn, etc.
- Samples: [Raleigh SCORE](#) (traditional) or [Minding the Workplace](#) (imagery)

# Suggested *Themes* for *Organization Sites*

- [Model sites on Web](#)
- Free Themes:
  - [Canape](#) (for restaurant) - food menu, testimonials, reservations form
  - [TwentySeventeen](#) – scrolling, “one piece”, modern design; or [Twenty Sixteen](#) – another default WP.COM theme, traditional format, can instantly change background color
  - [Textbook](#) (see [this class site](#))
- One Premium option:...[Organization](#), specific for non-profits, call to action, Page templates, **\$69**



# Sample Theme Functionality:

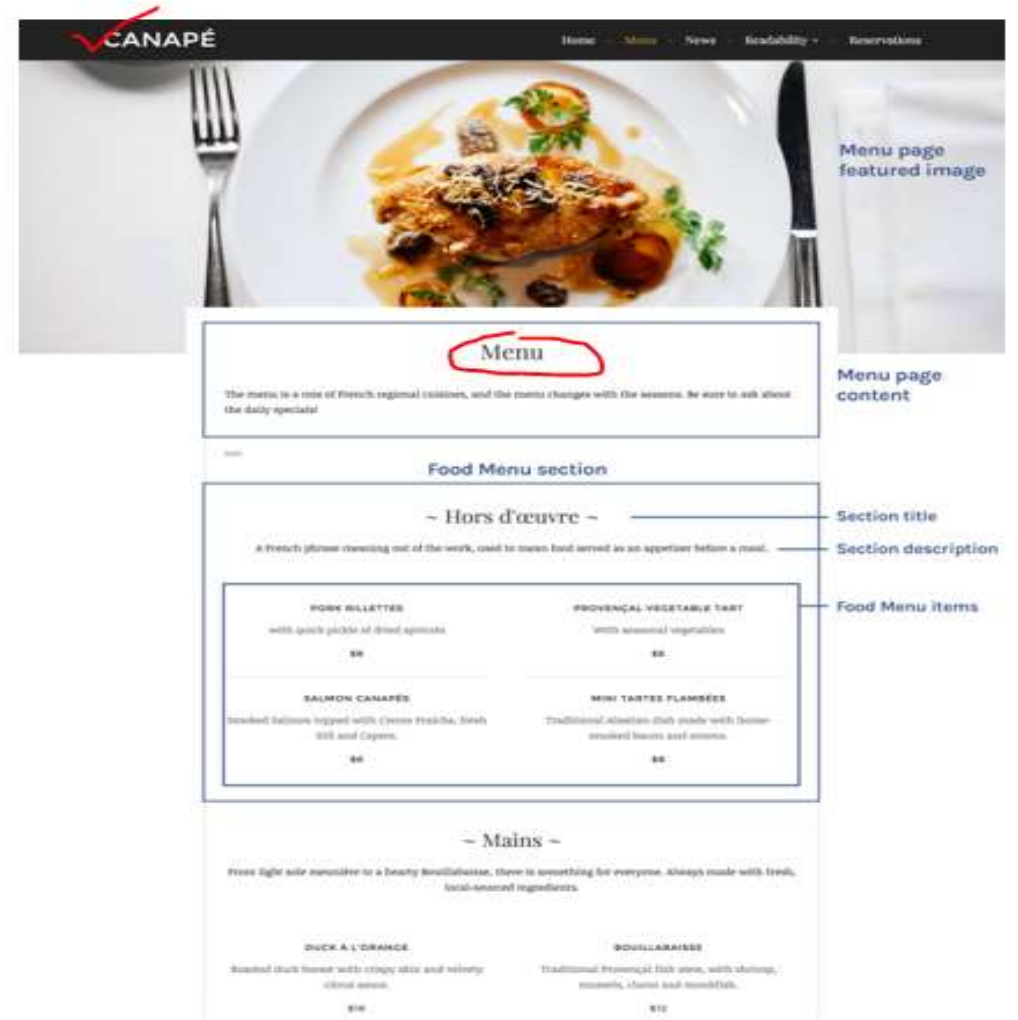
## 3 Columns for “Organization”, *Menu* for “Canape”

### ✓ Page Templates

In addition to the Home Page Template, Organization offers a Full Width Template, Site Archives Template and a Three Column Template for displaying a sidebar on each side of your content. Page Templates can be applied in the [Page Attributes](#).




Use the three column page template to display widgets on both sides of the content.



# *If you decide to “graduate”* and move up in WordPress complexity...

- **WP.ORG site** more complex, configuration, and you maintain the software
- Need a Host – fees vary. See my test site on [American Revolution](#).
- Can power more modern designs – see [GeneratePress Premium templates](#)
- Selection criteria: speed, uptime, cost, support, “shared” vs “managed”
- Many hosts, but a few to consider:
  - [BlueHost](#)
  - [DreamHost](#)
  - [SiteGround](#)
  - [HostGator](#) (my recent choice – See ANNEX 2 for further info)
- *Note: migration from WP.COM to WP.ORG relatively easy with right tools*

# *A quick recap of my 3 Handouts ...*

1.  **Help Contact Form** (*Requirements...for WP.COM or any website*)
2. **WP.COM Site Set-up Tips** (*Self-Help – See also ANNEX 3*)
3. **My WP.COM Coaching Content and Schedule** (*Assistance*)

*\*Optional: Screenshots to Create WP.COM Site & Migration Tips (on Table)*

# Optional “Homework”!

- Share feedback on my presentation in a “Poll” at [the Class site](#).
- Create a free WP.COM site (on own, or with my help!)
- Attend a WordCamp - WC (very low cost...just your time!)\*
  - [WC Philadelphia](#), Oct 27-28, 2018 (Space?)
  - [WC US in Nashville](#) (National Conference), Dec 7-9, 2018
  - [WC Raleigh, NC](#), April 6-7, 2019
- Participate in informal monthly WP Meetups: [DC](#) or [VA](#)
- Get ready for big [WP 5.0](#) Upgrade and new [“Gutenberg”](#) interface

*\*In our area, [Baltimore WordCamp](#) held annually in the Fall (✓WP.TV video Oct 5-6)*

# Key WordPress References

- WP Platforms: [WP.COM](https://wp.com), [WP.ORG](https://wp.org)
- [WP Beginner](#) site (how-tos)
- [WordCamp Central](#) Calendar (world-wide) [WP.TV](#) (all WordCamp presentations on video!)
  - Check out early Nov. on WP.TV all Beginner “Classroom” track presentations from Oct 6-7, 2018 Baltimore WordCamp (see WC [Schedule](#) for titles)
- *Book: [“Easy WP Guide – WordPress Manual,”](#) by Anthony Hortin [free PDF!]*
- *Link to this Presentation at PATACS at the site for this Class on Slideshare.*

# My Contact Info: *Gary Vaughan*

*Thank you!*

- My personal contact info and bio
  - Email: [glvconsulting@hotmail.com](mailto:glvconsulting@hotmail.com)
  - Twitter: @glvaughan
  - LinkedIn: [Gary Vaughan PMP](#)
  - Blog: [dcwinebrewadvisor/about](http://dcwinebrewadvisor/about)



# Image Credits in Presentation

- Photo Happy WordCampers, Slide 3: <https://central.wordcamp.org/>
- WAPUU, WP Mascot, Slides 4, 11:  
<https://torquemag.io/2017/08/wapuu-created-cultural-center-wordpress/>
- Source of all Theme Screenshots: <https://wordpress.com/>

# ANNEXES and Reference Links



# ANNEX 1: What is *Gutenberg*?

- A new Editor Interface for WP – “catching up” with simple site builders on the Web to help ease WP site layout and useability.
  - *1<sup>st</sup> stage: Gutenberg* editor and content “blocks” available for Testing now on WP.COM, to be default once WP 5.0 released later this year
  - *2 other stages on Gutenberg and other WP Core Updates:* next year Page templates and full site customization.
  - Check out videos in [Yoast article on What is Gutenberg](#) (esp the quick “Gut Guys” clips, or longer video by Morten Rand-Hendriksen)
- ☐ *See also my [Gutenberg Demo Page](#) to see how “Blocks” work!*

# Gutenberg “Test Drive” Takeaways...

- ***My Pros:***

- General ability to more readily customize Posts and Pages
- Easier to *directly* embed videos, slides, buttons in Pages and Posts
- More layout flexibility similar to simple sitebuilders
- Ability to move within an article via “anchors”

- ***My Cons:***

- “block” concept will be new to many existing users
- Flexible column block very basic, and still in beta
- Not a robust “pagebuilder” able to layout complex home pages
- Themes and Plugins will have to “catch up” and be Gutenberg-compatible

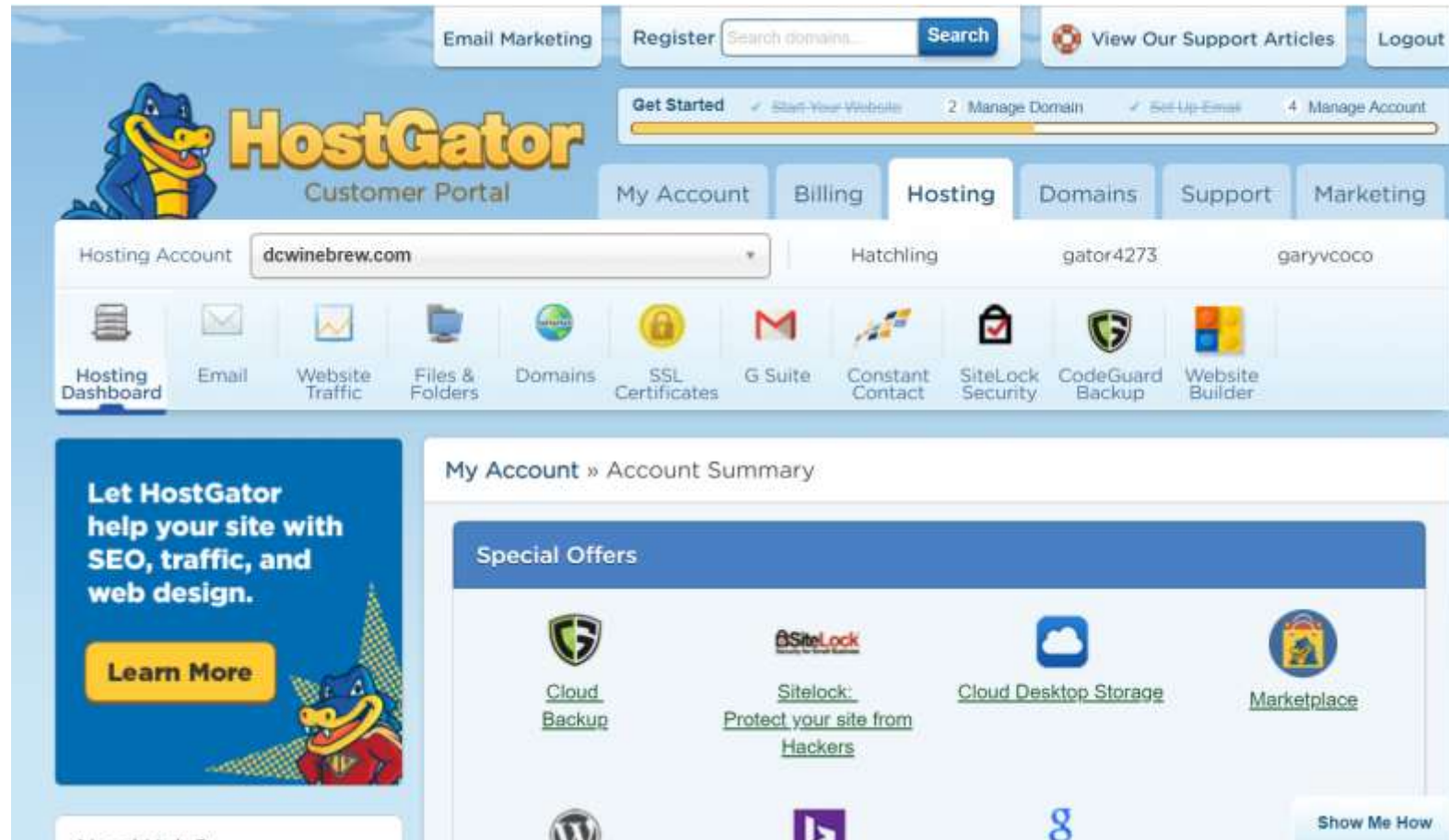
# Next Steps on Gutenberg?

- While Gutenberg will be coming to WP Core, best to start your new WP.COM site using current, classic WP editor and interface.
- Then adapt later to Gutenberg once it is not only released, but further tested, and giving time for WP Themes and Plugins to adapt.
- Look out for future default “TwentyEighteen” Theme for Gutenberg
- You might also consider then whether to upgrade free WP.COM site
- *In the meantime...*
  - *try out* Gutenberg (as an option on your premium WP.COM site – Activate or Deactivate on your Dashboard) or as a plugin to your WP.ORG site!
  - Note: now and in foreseeable future *you will be able to switch back* to the old Classic editor)

## ANNEX 2: *HostGator* as a Host for WP.ORG site

- HG Choice of [PC Magazine](#), [WP Beginner](#) – See also [HG Review](#)
- Key Features:
  - Customer Panel (Account management) and C Panel (Developer tools)
  - Easy WP site install, and lots of email tips, support articles/videos
  - Free SSL Certificate; Free limited backup
  - Unlimited Domains if “Baby” Plan or above
- Inexpensive: 3 year “Hatchling” Plan w/ 1 Domain and Email (\$250)
- *Caution*: aggressive upselling of other features at added cost
- Check other hosts, web rankings, and vendor offers at WordCamps

# HG Customer Panel



HG Video on How to Use Customer Panel and CPanel: <https://www.youtube.com/watch?v=rEubEyEL2l4>

# HG CPanel – Separate Link for Developers

The screenshot displays the HostGator Control Panel interface. At the top, there is a blue header with the HostGator logo, a search bar for the Knowledge Base (KB), and user information for 'garyvcoco' with a 'Logout' button. The main content area is divided into several sections:

- Left Sidebar:** A navigation menu with categories like 'Websites', 'Domains', 'Website Essentials', and 'Marketing'. Under 'Websites', there are links for Special Offers, Files, Databases, Domains, Email, Metrics, Security, Software, Advanced, and Preferences.
- Search Bar:** A search box with the placeholder text 'Find functions quickly by typing here:'.
- POPULAR LINKS:** A grid of icons and text for various tools: Website Builder, Website Essentials, Build a New WordPress Site, File Manager, Email Accounts, Forwarders, FTP Accounts, Subdomains, Addon Domains, phpMyAdmin, MySQL® Databases, and DNS Advanced Zone Editor.
- WEBSITE TRAFFIC:** A section for monitoring website traffic. It includes a dropdown menu for the domain 'dcwinebrew.com', a 'Last updated' timestamp of 'Sep 26 07:18 CDT', and a table showing traffic statistics: Yesterday's traffic (1), Traffic this month (179), and Traffic last month (265). A 'View All Traffic' link is also present.
- BACKUPS:** A section showing backup status. It includes a 'Status' field set to 'finished', 'Notifications' set to 'Do not notify', and 'CodeGuard' status as 'Not Active!'. It also displays 'Files' (7290 / 100000) and 'Size' (125.45 / 20000 MB).
- SPECIAL OFFERS:** A section at the bottom with a 'Show Me How' button.

Sample Tool How-to: <https://support.hostgator.com/articles/hosting-guide/lets-get-started/file-manager-getting-started>



# Screenshot of My Test WP.ORG Site:

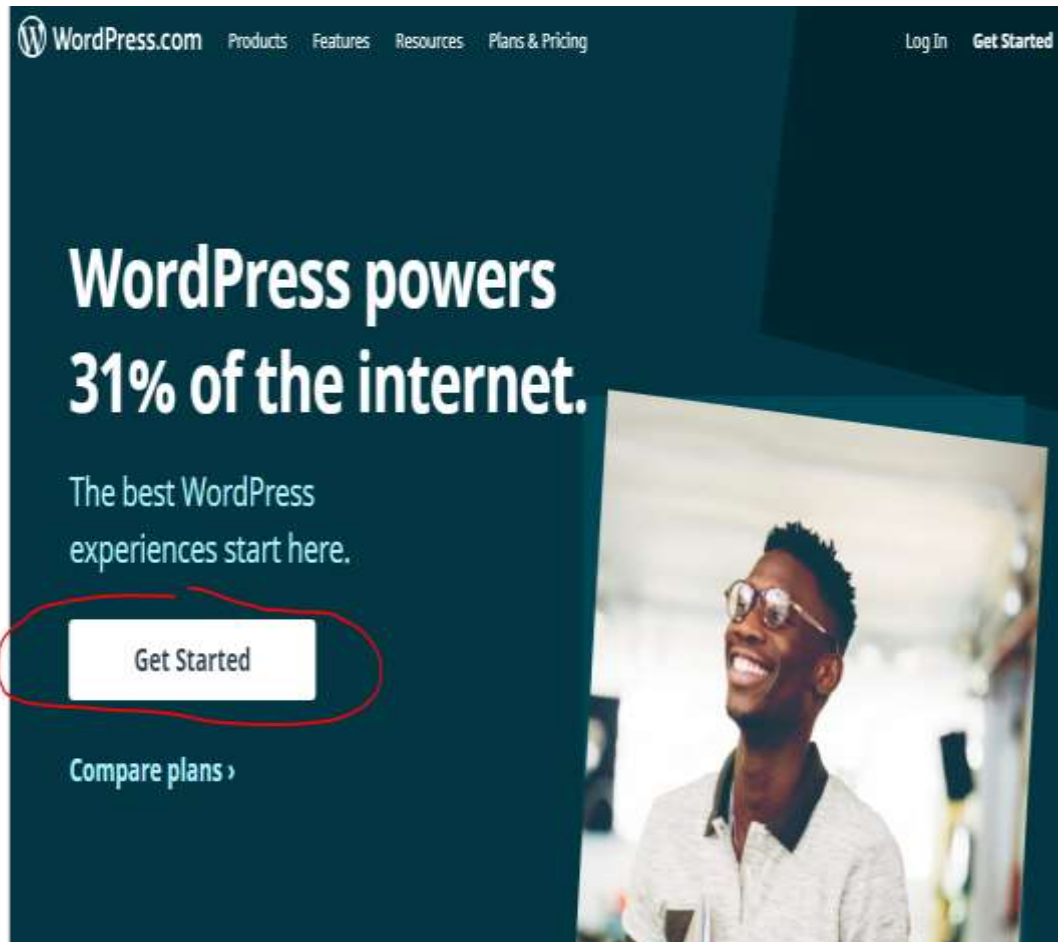
*American Revolution* [Generate Press Theme]

- Testing Initial Design for my Personal Blog – *see link below*
- Also an experimentation with the new *Gutenberg* Editor
- More complex WP.ORG Dashboard – hosted on *HostGator*
- Free [GeneratePress](#) Theme (*not* available on WP.COM)

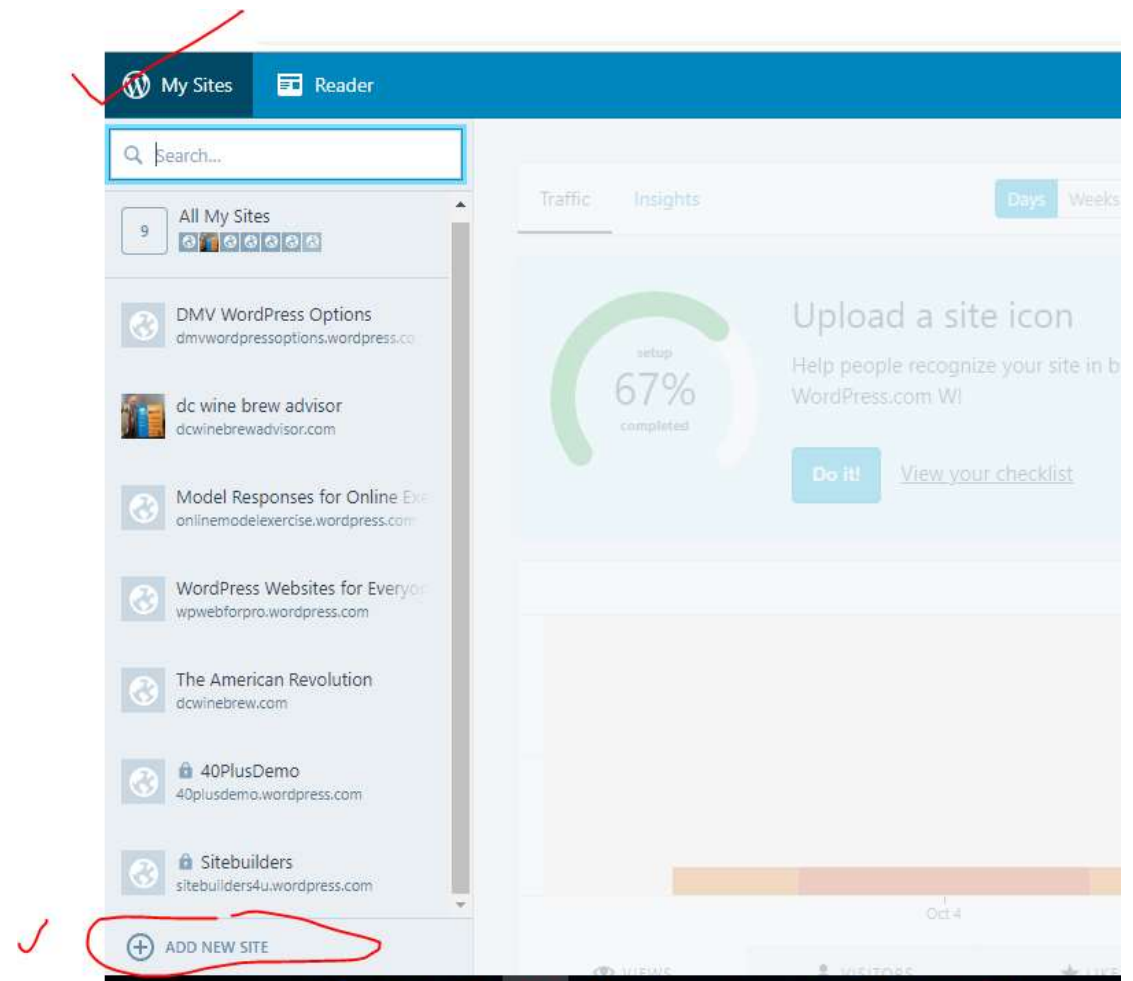


# ANNEX 3: How to Create a New WP.COM Site

- On WP.COM Web page



- Within WP.COM site Dashboard





# Step 1 (3 Questions)

My Sites Reader Write

Step 1 of 3

## Let's create a site.

Please answer these questions so we can help you make the site you need.

✓ What would you like to name your site? ⓘ

e.g. Mel's Diner, Stevie's Blog, Vail Renovations

✓ What will your site be about? ⓘ

e.g. Fashion, travel, design, plumber, electrician

✓ What's the primary goal you have for your site?

- Share ideas, experiences, updates, reviews, stories, videos, or photos
- Promote your business, skills, organization, or events
- Offer education, training, or mentoring
- Sell products or collect payments
- Showcase your portfolio

Continue

# Step 2 of 3 (Site Address – *Free!*)

Step 2 of 3

Give your site an address.  
Enter your site's name or some keywords that describe it to get started.

🔍 sitebuilder4u2 ✕ Filters





<p><b>sitebuilder4u2.com</b></p> <p>\$18.00 /year</p> <p>Best Match</p> <ul style="list-style-type: none"><li>✓ Exact match</li><li>✓ ".com" is the most common extension</li></ul> <p>Select</p>	<p><b>builder4u2.site</b></p> <p>\$25.00 /year</p> <p>Best Alternative</p> <ul style="list-style-type: none"><li>✓ ".site" is a common extension</li></ul> <p>Select</p>
<p>sitebuilder4u2.wordpress.com</p> <p>Free</p> <p>Select</p>	
<p>builder4u2.website</p> <p>\$18.00 /year</p> <p>Select</p>	

11:1

# Step 3 of 3 (Confirm Free Site)

Step 3 of 3

Pick a plan that's right for you.


Free Best for students	Personal Best for hobbyists	Premium Best for professionals	Business Best for brands
 \$0 for life	 \$4 /month, billed annually or every two years	 \$8 /month, billed annually or every two years	 \$25 /month, billed annually or every two years
<b>Start with Free</b>	Start with Personal	Start with Premium	Start with Business
<ul style="list-style-type: none"><li>✓ Community support</li><li>✓ WordPress.com subdomain</li><li>✓ Dozens of Free Themes</li></ul>	<ul style="list-style-type: none"><li>✓ Free custom domain</li><li>✓ Email and live chat support</li><li>✓ All free features</li></ul>	<ul style="list-style-type: none"><li>✓ Monetize your site with ads</li><li>✓ Unlimited premium themes</li><li>✓ All Personal features</li></ul>	<ul style="list-style-type: none"><li>✓ Upload themes and plugins</li><li>✓ Advanced SEO tools</li><li>✓ All Premium features</li></ul>

# Last screen before creating new site...

My Sites Reader Write

## Add a New Site


Create a new site on WordPress.com or add your existing self-hosted WordPress site with Jetpack.



Create a shiny new WordPress.com site

Tell us what type of site you need and we'll get you setup. If you need help we've got you covered with 24/7 support.

**Start Now**



Add an existing WordPress site with Jetpack

We'll be using the Jetpack plugin to connect your site to WordPress.com.

By setting up Jetpack you agree to our fascinating [Terms of Service](#) and to sync certain data and settings to WordPress.com.

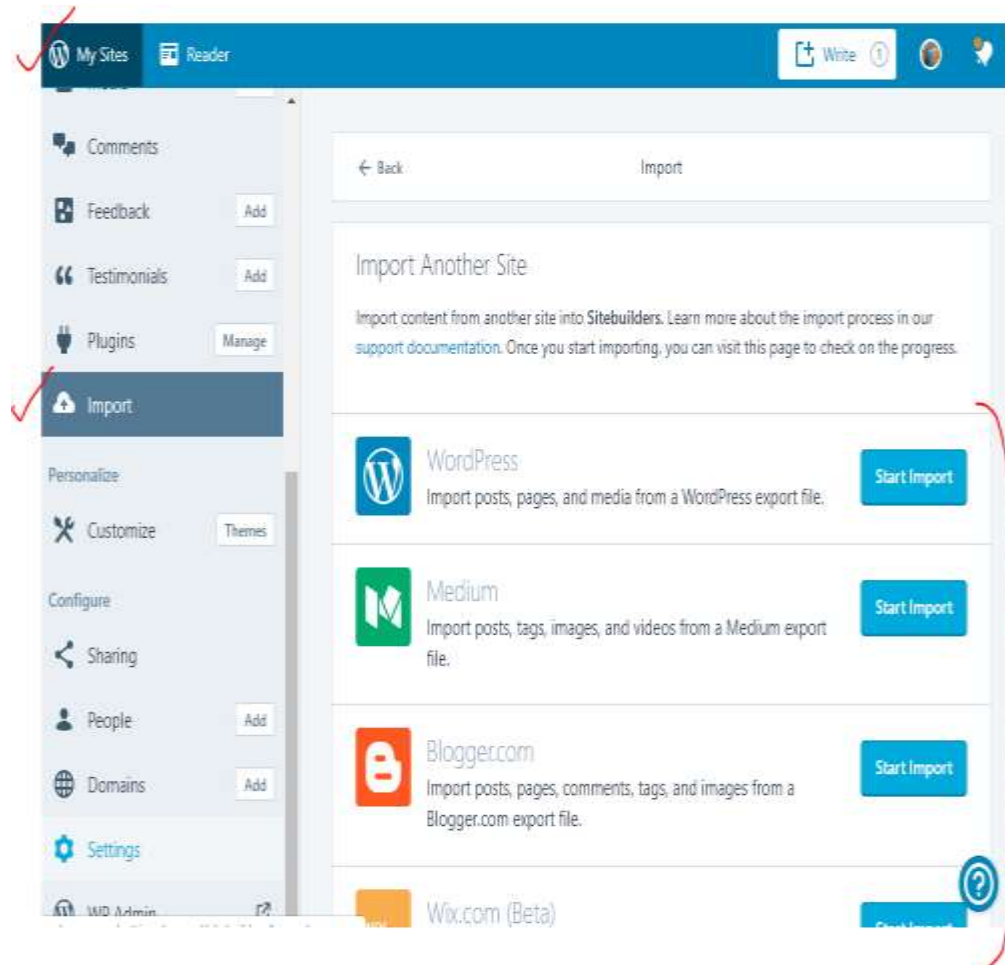
**Continue**

# WP Migration Tips

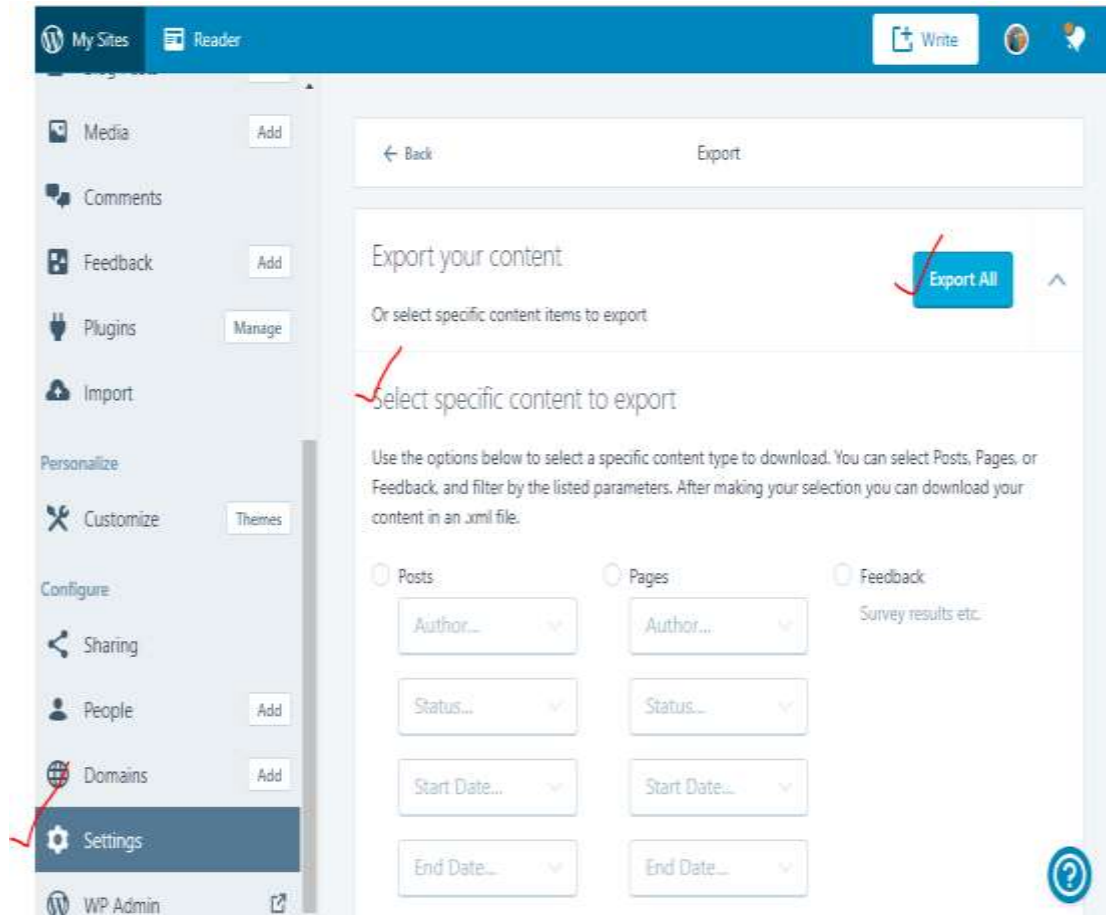
- Need to plan “export” from old site and “import” to new site
- You may need an added migration tool to minimize disruption
- Testing, backups, and redirection of former site are key
- *Easiest to “copy and paste” PC content to brand new WP.COM site*
- Migration Reference Links:
  - [How to Import Content into WP.COM](#)
  - [General Site Migration Tips](#) (and details re migration to WP.ORG)
  - [Graduating – Moving a site from WP.COM to WP.ORG](#)

# Migrating Content to/from WP.COM

- “Import” Screen



- “Export” Screen



# Other References: WP.COM vs WP.ORG

- <https://en.support.wordpress.com/com-vs-org/>

Comparison of WP.COM vs WP.ORG

- <https://howtomakemyblog.com/wordpress-com-org/>

Comparison of 2 platforms, plus WP.COM to WP.ORG migration tool/process

# WordPress How-to Articles, Videos

- <https://www.youtube.com/watch?v=8OBfr46Y0cQ> (short video)
- <https://www.000webhost.com/wordpress-tutorial> (see middle of article re using the WP Dashboard)
- <https://www.youtube.com/watch?v=r-lqV7vyZt4> (about 20 min)
- <https://www.youtube.com/watch?v=wiaT4bR3xGA> (1 hr and 10 min)
- <https://www.lynda.com/WordPress-tutorials/WordPress-Essential-Training/372542-2.html>  
This one is very popular but quite long (5 hrs 40 min). It appears to be the best, comprehensive video for a beginner. Lynda.com is free for the first month.



# Other References: UX + Photography Links

- <https://blog.hubspot.com/marketing/user-testing-tools>
- <https://clearleft.com/posts/visual-design-explorations>
- <https://wordpress.tv/2015/05/01/melissa-eggleston-top-strategies-for-better-photography-on-your-website/>

# Other References: Personal Blog Links

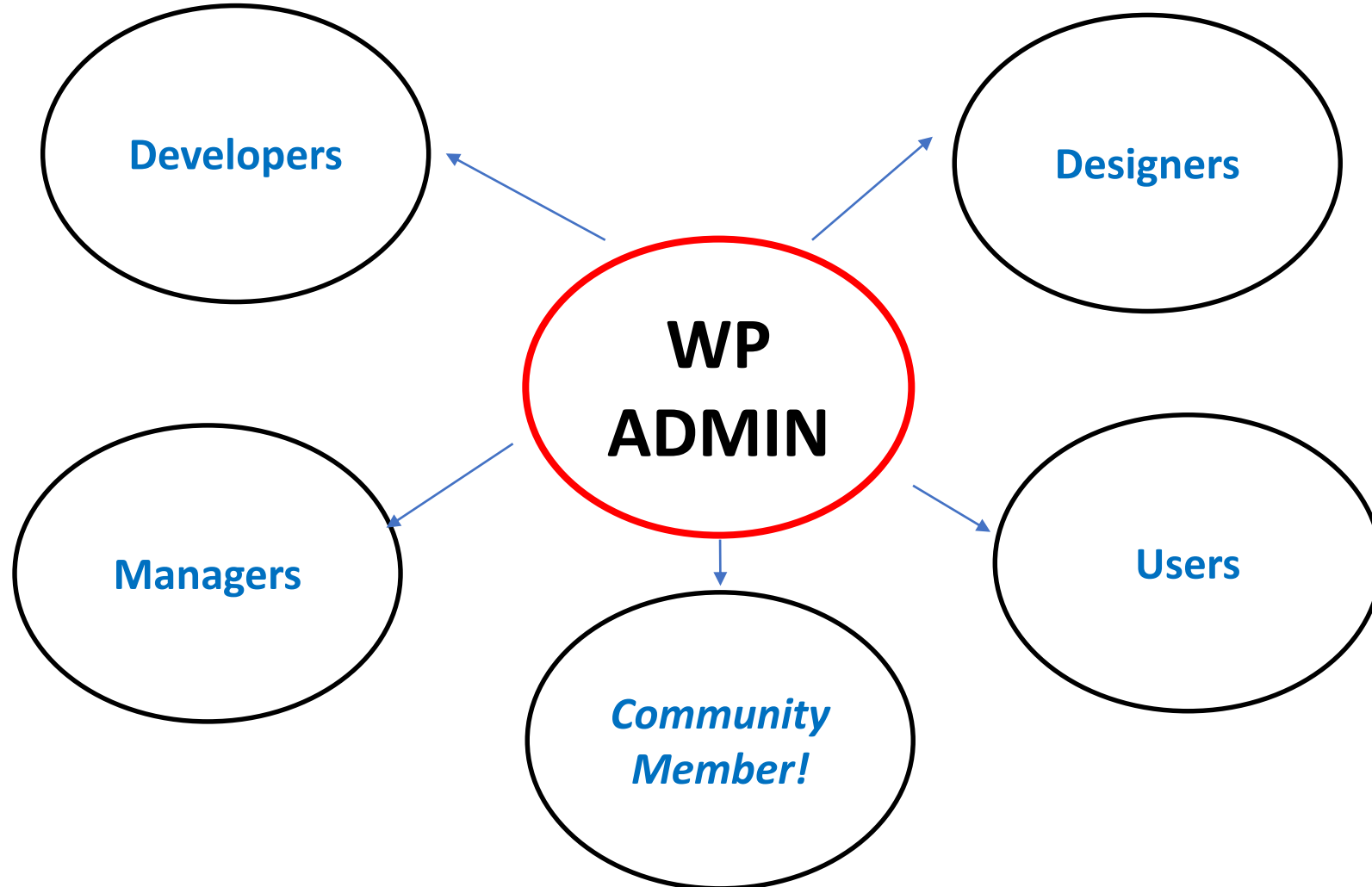
Examples of personal blog content/strategy (*not WordPress sites*)

- <https://www.themuse.com/author/alexandra-nuth>
- <https://www.ximenalarkin.com/>
- <http://www.pascalvangemert.nl/#/profile>

# Other References: Design Links

- <https://optimizerwp.com/wordpress-websites-examples/>
- <http://www.wpbeginner.com/showcase/excellent-wordpress-website-examples/>
- <https://blog.hubspot.com/blog/tabid/6307/bid/30557/6-guidelines-for-exceptional-website-design-and-usability.aspx>
- <https://webflow.com/blog/the-web-design-process-in-7-simple-steps>
-  <https://www.coursera.org/specializations/graphic-design>

# WordPress Roles...and Opportunities!



# How to Get Involved in WordPress?

*A variety of reasons for you to get involved in WP, as a.....*

- *User* - for a personal website, or to support one where you work
- *Developer* – coding, IT nuts and bolts, enable WP functionality
- *Designer* – graphic arts, how to render best “look and feel”
- *Manager* – see how a WP platform can help your organization
- *Volunteer!* – WordCamps, Meetups...or contribute online to WP Core
- *WP Community member* – social, educational...a lot of fun!