

Wordpress Starter

Introduction

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Introduction

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Introduction

What is WordPress and how to use it effectively

- Wordpress is a web based application which runs on a web server (hosting account). This means you can maintain / update /
create and publish its features on any web browser
- Wordpress is a content management system (CMS) which you access through an administrator area.
This means you can make edits to your website without having to know HTML
- Wordpress is the world's most popular CMS - **about 20% of the world's websites are thought to be developed and maintained using wordpress**
- Wordpress is open source software - meaning it was created and improved by thousands of developers worldwide - it is free to use
- Written in php (function language) and mysql (relational database). - you don't need to learn either
- Can create blogs or static websites - most small business website are static sites (you can mix the 2 - static sites can have blog pages).

Introduction

Why use Wordpress?

Excellent platform for creating small business or professional website

Quick to learn but powerful and gives you complete control

Good for membership sites

No special software required - just a browser and a hosting account

For non technical people - unlike Joomla and Drupal

Comes with thousands of free themes and plugins (Themes are your look and feel, plugin is like an app for your website which gives you additional functionality)

Introduction

Wordpress.org Vs Wordpress.com

Wordpress.com is a free hosting service but is limited. You cannot use commercial or paid themes or plugins like shopping carts - for this reason it is more suited to blogs

Wordpress.org (sometimes referred to as self-hosted) does not have these limitations and is effectively the repository of all the open source code required to run Wordpress.- we concentrate on self-hosted. If you start searching for plugins by name you'll more likely see the top dominated by those referred to and stored on Wordpress.org

Most hosting accounts have the Wordpress installation script for free in your control panel.

Introduction

What you Need

A domain name from a domain registry company (123-reg, godaddy etc)

A hosting account from a hosting provider such as Smart Hosting

A theme (can be free or commercially purchased circa \$50)

Graphics such as logo etc:(can get designed on fiverr or freelogoservices)

Mail provider (mailchimp, aweber etc)

The rest would be dependent on the type of business you are creating

Buying a Domain

Introduction

Buying a domain name and updating name servers

You can buy domains from 123-reg, godaddy etc and this is a quick and easy process

Some providers also provide hosting but we suggest keeping them separate in case you want to switch hosting at any time (maybe upgrade to a powerful UK server, add SSL etc) in which case all you'd then need to do is once again change the name servers.

Be aware - transferring domains from one registrar to another, whilst not impossible, can be an administrative nightmare! **Don't Transfer!**

Domain – Change your DNS

When you receive your welcome email from your hosting provider you will also be given 2 Name Servers (Referred to as DNS) to point your domain names to.

123-reg to Hostgator example

1. 'Manage' your domain name



The screenshot shows the 'Domain names' section of a 123-reg account. It includes a link to 'Buy a new domain' with a plus icon. Below, under 'Your domains:', the domain 'how-to-become-rich.co.uk' is listed with a dropdown arrow and a 'Manage' button.

2. Click Change Nameservers (DNS)

Advanced domain settings

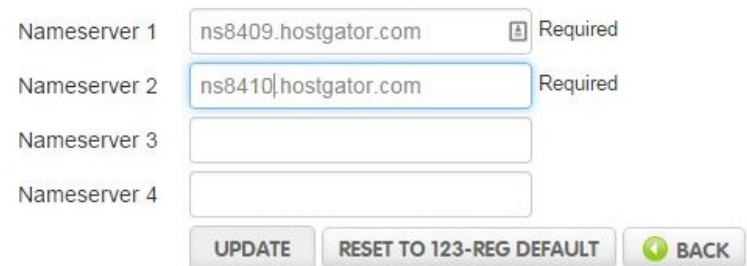


Manage DNS
(A, MX, CNAME, TXT, SRV)



Change Nameservers (DNS)

3. Overwrite the 123reg DNS with your servers and click Update (this can take up to 48 hours but is usually 2 hours)



The screenshot shows the 'Change Nameservers (DNS)' form. It has four input fields for Nameserver 1 through 4. Nameserver 1 is 'ns8409.hostgator.com' and Nameserver 2 is 'ns8410.hostgator.com', both marked as 'Required'. Nameserver 3 and 4 are empty. At the bottom are buttons for 'UPDATE', 'RESET TO 123-REG DEFAULT', and a 'BACK' button with a left arrow.

Nameserver	Value	Required
Nameserver 1	ns8409.hostgator.com	Required
Nameserver 2	ns8410.hostgator.com	Required
Nameserver 3		
Nameserver 4		

Buttons: UPDATE, RESET TO 123-REG DEFAULT, BACK

Introduction

Hosting

Any good hosting company will allow unlimited websites

Before choosing your hosting company do your homework and make sure:

They have excellent uptime

They have great reviews

They have great customer service

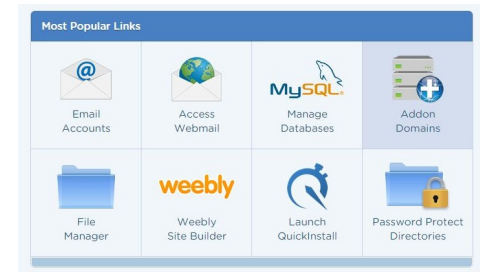
We recommend Hostgator or Smart Hosting (bestwebhosting.co.uk)

Demonstration Add-on Domains

Hosting – Control Panel

Now we create the site for the domain to point to:

1. In your Hosting tab, scroll down and click 'Addon Domain'




2. Enter your actual registered domain in the New Domain Name box, create your own FTP username, enter a strong password then click Add Domain

Create an Addon Domain

New Domain Name:	<input type="text" value="www.how-to-become-rich"/>	✓
Subdomain/FTP Username:	<input type="text" value="RichAdmin"/>	✓
Document Root:	<input type="text" value="public_html/how-to-become-rich.co.uk"/>	✓
Password:	<input type="password" value="....."/>	✓
Password (Again):	<input type="password" value="....."/>	✓
Strength (why?):	<input type="text" value="Strong (68/100)"/>	<input type="button" value="Password Generator"/>
<input type="button" value="Add Domain"/>		

Hint: This feature must be enabled for your account before you can use it. Addon domains will not function unless the domain name is registered with a valid registrar and configured to point to the correct DNS servers.

3. Success.

 **Addon Domains**

Addon Domain Additions

✓ The addon domain "www.how-to-become-rich.co.uk" has been created.

If you would like to manage the files for this domain, you can do so here: [File Manager](#)

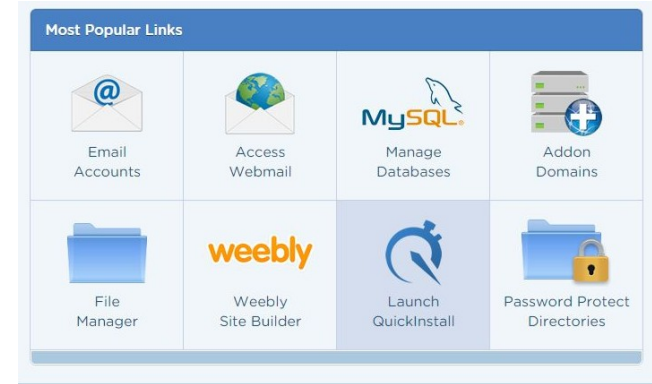
✓ The FTP account "RichAdmin" has been created.

Home ▪ Trademarks ▪ Help ▪ Documentation ▪ Contact ▪ Logout

Hosting – Installing WordPress

Final task is to install WordPress in your new folder

1. In your Hosting tab, scroll down and click 'Launch QuickInstall'



2. Under Blog Software click 'WordPress' then click 'Continue'



Hosting – Installing WordPress

Final task is to install WordPress in your new folder

3. Select your new domain from the dropdown, put your business email address in, put your blog title in (you can change this later but try and use your keywords), create an admin username, first name, last name and click Install Now

4. Your site is ready to access. You will receive an email with the access details.

Note: You will have to wait until your DNS for your domain name has been transferred successfully

The screenshot shows the 'QuickInstall' interface for installing WordPress. On the left, there's a sidebar with categories: Billing Software (WHMCS), Blog Software (LifeType, WordPress), Calendar Software (WebCalendar), Chat Software (Crafty Syntax, phpFreeChat, XT Chat), and CMS Software (b2evolution, concrete5, Drupal 6). The main panel is titled 'WordPress' and includes a description, version (4.0.1), install size (42.23 MB), and official site. Below this is the 'Install WordPress' section with a form. The form includes: 'Application URL' (http://how-to-become-rich.co.uk), 'Enable Auto Upgrades' (checked), 'Admin Email' (jason@pageonedigital.co.uk), 'Blog Title' (How to Become Rich), 'Admin User' (RichAdmin), 'First Name' (Jason), and 'Last Name' (Gee). An 'Install Now!' button is at the bottom. Below the form, a green progress bar shows '100%'. A 'Congratulations!' message follows, stating the installation is ready and providing login details: Admin Area (http://how-to-become-rich.co.uk/wp-admin), Username (RichAdmin), and Password (kszzgAPV1nQlsjl). It also mentions that WordPress is being packed with WP-Super-Cache and that recommended settings are enabled. A link is provided for more information: http://wordpress.org/extend/plugins/wp-super-cache/. A final note at the bottom states that WP-Super-Cache can be disabled via the plugin section of the WordPress Dashboard.

QuickInstall Manage Installations Back to cPanel

Billing Software

- WHMCS

Blog Software

- LifeType
- WordPress

Calendar Software

- WebCalendar

Chat Software

- Crafty Syntax
- phpFreeChat
- XT Chat

CMS Software

- b2evolution
- concrete5
- Drupal 6

WordPress

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

Version: 4.0.1
Install Size: 42.23 MB
Official Site: <http://wordpress.org/>

Install WordPress

Application URL (where you will find the app in your browser):
 /

Enable Auto Upgrades: ☒

Admin Email:

Blog Title:

Admin User:

First Name:

Last Name:

100%

Congratulations!

Your installation is ready. You can access it now by going [here](http://how-to-become-rich.co.uk/wp-admin). If there is any login information, it will have been sent to the email address you provided.

Admin Area: <http://how-to-become-rich.co.uk/wp-admin>
Username: **RichAdmin**
Password: **kszzgAPV1nQlsjl**

We are now packing WordPress with WP-Super-Cache and have it **enabled with recommended settings** to help maintain solid performance from your WordPress installations!**

For more information on this plugin and its configuration please visit <http://wordpress.org/extend/plugins/wp-super-cache/>

**WP-Super-Cache can be disabled by going to your plugin section of your WordPress Dashboard and deactivating the plugin.

Note: If you enable Automatic Upgrades for your package please make sure to enable Automatic Upgrades under Manage Installations for your account.

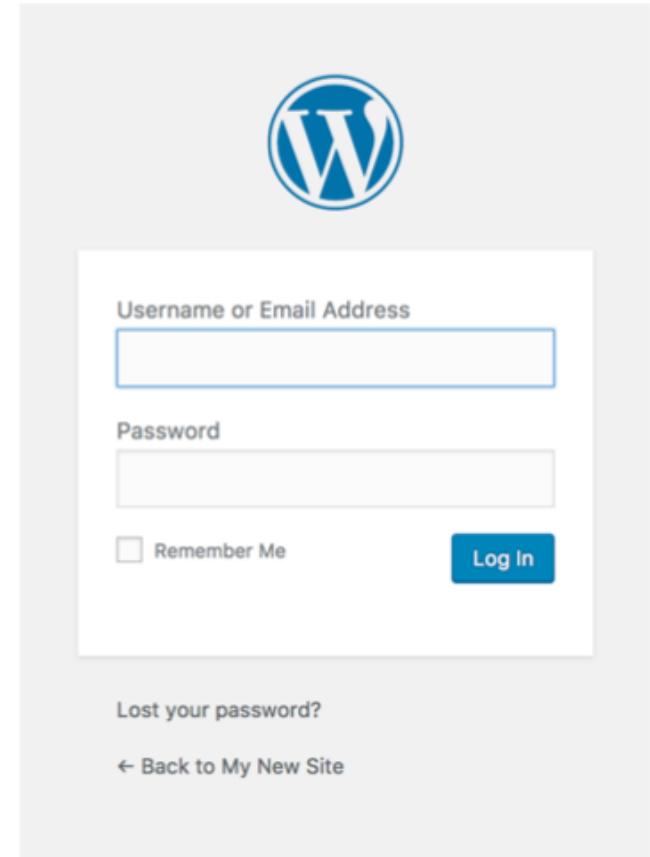
Log Into Your Website

Once you have installed your WordPress website you will want to change the look of the website, add pages, text, pictures and much more. To do this you need to log into your WordPress website - enter your domain name followed by **/wp-admin**

For example:

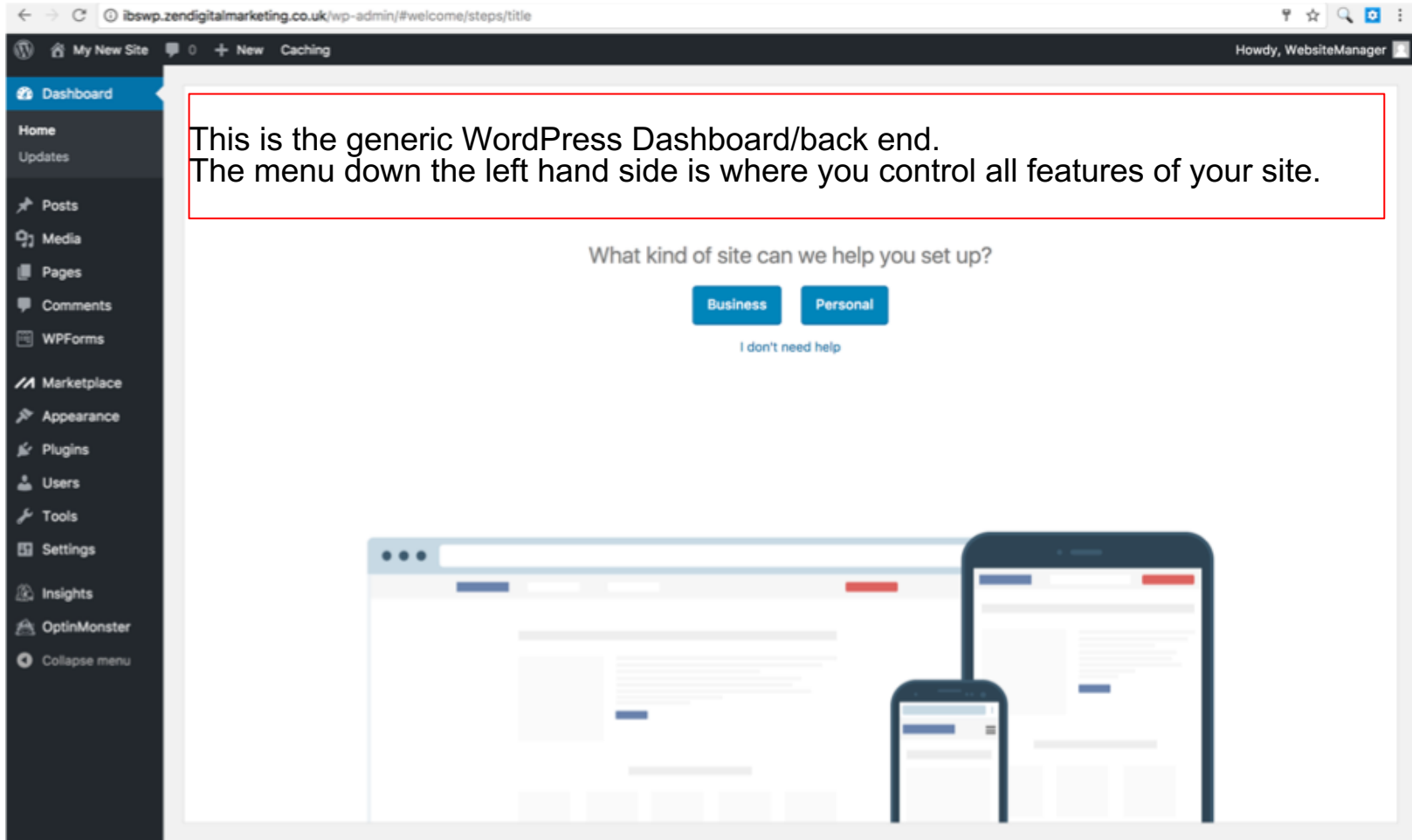
www.MyWebsiteDomain.co.uk/wp-admin

This is where you enter your Username and Password provided in step 15, also via email.

The image shows the WordPress login interface. At the top is the WordPress logo, a blue circle with a white 'W'. Below the logo is a white rectangular box containing the login form. Inside the box, there are two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In'. Below the white box, there is a link that says 'Lost your password?' and a link that says '← Back to My New Site'.

Admin Panel Explained

Add & Change Content



General Settings

The screenshot shows the WordPress dashboard's 'General Settings' page. The left sidebar contains a menu with 'Settings' highlighted. The main content area has a header 'General Settings' and a 'Help' button. Below the header, there are three promotional banners for Google Analytics, WPForms, and OptinMonster. The main settings section includes fields for 'Site Title' (My New Site), 'Tagline' (Just another WordPress site), 'WordPress Address (URL)' (http://ibswp.zendigitalmarketing.co.uk), 'Site Address (URL)' (http://ibswp.zendigitalmarketing.co.uk), 'Email Address' (jason@mysite.com), and a 'Membership' checkbox for 'Anyone can register'. Red boxes highlight the 'Site Title', 'Tagline', and 'Email Address' fields. A text box on the right explains that these fields can be changed and that a blue 'Save' button is at the bottom of the page.

My New Site

Howdy, WebsiteManager

Help

General Settings

Please configure your [Google Analytics settings!](#)

Get the most out of the WPForms plugin — use it with an active Constant Contact account.

[Try Constant Contact for Free](#) [Connect your existing account](#) [Learn More about the power of email marketing](#)

Get More Email Subscribers with OptinMonster

Please connect to or create an OptinMonster account to start using OptinMonster. This will enable you to start turning website visitors into subscribers & customers.

[Connect OptinMonster](#)

Site Title

Tagline
In a few words, explain what this site is about.

WordPress Address (URL)

Site Address (URL)
Enter the address here if you [want your site home page to be different from your WordPress installation directory.](#)

Email Address
This address is used for admin purposes, like new user notification.

Membership ☐ Anyone can register

You can change the Site Title and Tagline, Also the main administrator email address Save changes, Blue button at the bottom of the page

Themes

Changing Themes

Click 'Theme' (under 'Appearance')

To install, upload or search a new theme click on "Add New" or 'Add New Theme'

The screenshot shows the WordPress dashboard interface. On the left sidebar, the 'Appearance' menu is highlighted, and 'Themes' is selected. The main content area displays the 'Themes' section with tabs for 'MOJO Themes', 'WordPress.org Themes', and 'Add New'. A search bar is visible with the text 'Search installed themes...'. Below the tabs, there are three theme preview cards: 'Twenty Fifteen' (active), 'Twenty Fourteen', and 'Twenty Thirteen'. At the bottom, there is a large dashed box containing a plus sign and the text 'Add New Theme'. Red arrows indicate the path from the 'Add New' link to the 'Add New Theme' button.

Changing Themes

Click Browse to search free themes
If paid for theme, click Choose File and upload

The screenshot shows the WordPress dashboard interface. The top navigation bar includes links for 'kidooss WordPress', '+ New', 'MOJO Marketplace', and 'Delete Cache'. The user profile 'Howdy, WebsiteManager' is in the top right. The left sidebar menu is expanded to 'Appearance', which includes 'Themes', 'Customize', 'Widgets', 'Menus', 'Header', 'Background', 'MOJO Themes', and 'Editor'. The 'Themes' section is active, displaying the 'Add Themes' area. This area contains a 'Browse' button and a text prompt: 'If you have a theme in a .zip format, you may install it by uploading it here.' Below this prompt is a file upload box with a 'Choose File' button, the text 'No file chosen', and an 'Install Now' button. Two red arrows are overlaid on the image: one points from the 'Browse' button to the text 'Click Browse to search free themes', and the other points from the 'Choose File' button to the text 'If paid for theme, click Choose File and upload'. The footer of the dashboard includes the text 'Thank you for creating with WordPress.' and 'Version 4.1'.

Dashboard

Jetpack

Posts

Media

Pages

Comments

Marketplace

Appearance

Themes

Customize

Widgets

Menus

Header

Background

MOJO Themes

Editor

Plugins

Users

Tools

Settings

Collapse menu

Add Themes [Browse](#)

If you have a theme in a .zip format, you may install it by uploading it here.

[Choose File](#) No file chosen [Install Now](#)

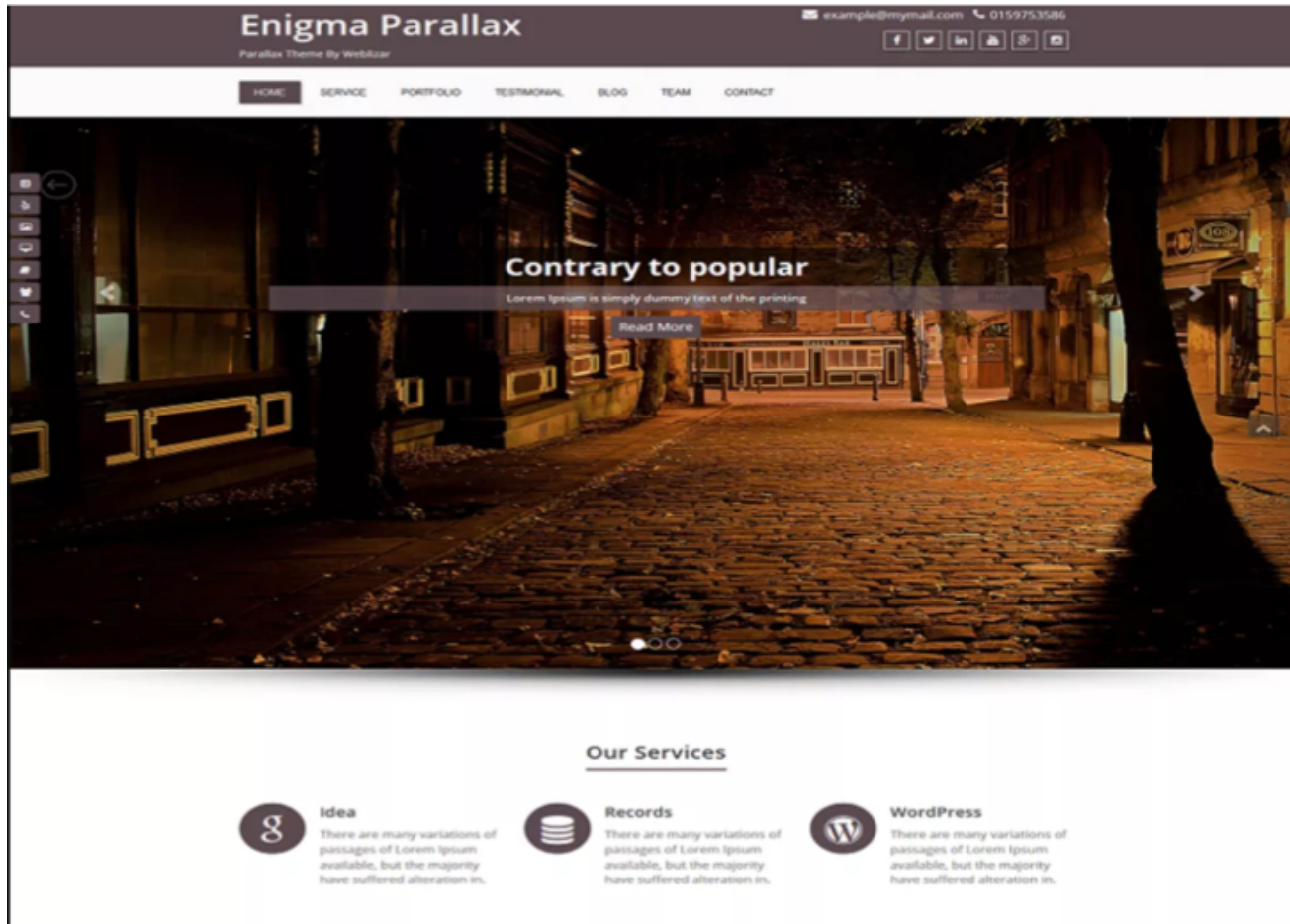
Howdy, WebsiteManager

Help

Thank you for creating with WordPress.

Version 4.1

Activate Theme



Tip: Look for Parallax themes such as Enigma Parallax

Creating Content

Pages Vs Posts

Pages Vs Posts

Post are designed for time sensitive information such as latest news etc

Posts appear by default on your blog page in reverse chronological order

Pages are designed for more static content - Home, About Us, Our products / Services etc You

usually allow comments on your posts rather than your pages

Post can have one or more **categories** and also **tags** while pages have neither

Pages can be organised in your menu system whereas posts can be organised by categories You

should spend a bit of time planning your pages, posts and categories

Visual widgets such as a tag cloud can make your site more attractive - although you should think about planning 10 or more categories for this to look great

Adding A Page

Pages are used for things like Services, Contact Us, About Us pages

1. To add a page go to Pages in left hand menu, click 'Add New'

The screenshot shows the WordPress admin interface. The top navigation bar includes the WordPress logo, site name 'student2s WordPress', and status indicators for updates (2), comments (0), and a 'New' button. The right side of the top bar shows the user 'Howdy, WebsiteManager' and links for 'Screen Options' and 'Help'.

The left sidebar contains the main menu with items: Dashboard, Jetpack, Posts, Media, Pages (highlighted), All Pages, Comments, Appearance, Plugins (1), Users, Tools, Settings, and Collapse menu.

The main content area is titled 'Pages 1'. The 'Add New' button is highlighted with a red box. Below the title, there are filters for 'All (1)' and 'Published (1)', a search bar, and a 'Search Pages' button. A table of pages is displayed with columns for selection, title, author, and date. The table contains one row for a page titled 'Sample Page' by 'WebsiteManager' published on '2014/01/09'. Below the table, there are bulk action controls and a 'Filter' button.

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	Sample Page	WebsiteManager	2014/01/09 Published

Adding A Page

Add post title, enter text in 'Visual' tab and hit 'Publish' to make your post live
Click *Edit* next to *Publish* to amend the date you would like the page to go live

student2s WordPress 2 0 + New Delete Cache Howdy, WebsiteManager

Dashboard Jetpack Posts Media Pages All Pages Add New Comments Appearance Plugins 1 Users Tools Settings Collapse menu

Add New Page

2. Add page title here

Add Media

Visual Text

B I ABC [List Bulleted] [List Numbered] [Quote] [Align Left] [Align Center] [Align Right] [Link] [Unlink] [More] [Table]

3. Enter your text here in the 'Visual' tab

Path: p Word count: 0

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

Move to Trash **Publish**

4. Hit 'Publish'

Page Attributes

Parent: (no parent)

Template: Default Template

Order: 0

Need help? Use the Help tab in the upper right of your screen.

Adding A Post

Posts are used for latest news sections or blogs on your website.'

1. To add a post go to Posts in left hand menu, click 'Add New'

The screenshot shows the WordPress dashboard for a user named 'WebsiteManager'. The left-hand menu is visible, with 'Posts' selected. The 'Add New' button in the 'Posts' section is highlighted with a red box. The main content area shows a list of posts with the following details:

<input type="checkbox"/>	Title	Author	Categories	Tags		Date
<input type="checkbox"/>	Hello world!	WebsiteManager	Uncategorized	—	1	2014/01/09 Published
<input type="checkbox"/>	Title	Author	Categories	Tags		Date

Below the table, there are buttons for 'Bulk Actions' and 'Apply', and a note indicating '1 item'.

Adding A Post

Add post title, enter text in 'Visual' tab and hit *Publish* to make your post live
Click *Edit* next to *Publish* to amend the date you would like the post to go live

The screenshot displays the WordPress 'Add New Post' interface. The top navigation bar includes the WordPress logo, a home icon, the text 'student2s WordPress', and icons for 2 updates, 0 comments, and links for 'New' and 'Delete Cache'. The left sidebar contains navigation links: 'Dashboard', 'Jetpack', 'Posts' (highlighted), 'All Posts', 'Add New', 'Categories', 'Tags', 'Media', 'Pages', 'Comments', 'Appearance', 'Plugins' (with 1 update), 'Users', 'Tools', 'Settings', and 'Collapse menu'. The main content area is titled 'Add New Post' and features a text input field for the title containing '2. Add post title here'. Below the title field is an 'Add Media' button and a rich text editor with a toolbar. The editor contains the text '3. Enter your text here in the 'Visual' tab'. At the bottom of the editor, it shows 'Path: p' and 'Word count: 0'. The right-hand sidebar has a 'Publish' section with buttons for 'Save Draft' and 'Preview', and status information: 'Status: Draft Edit', 'Visibility: Public Edit', and 'Publish immediately Edit' (highlighted with a red box and a red arrow). Below this is a 'Move to Trash' link and a 'Publish' button. The 'Format' section lists various post formats: Standard (selected), Aside, Chat, Gallery, Image, Link, Quote, Status, and Video.

student2s WordPress 2 0 New Delete Cache Howdy, WebsiteManager

Screen Options Help

Dashboard Jetpack

Posts

All Posts Add New Categories Tags

Media Pages Comments Appearance Plugins 1 Users Tools Settings Collapse menu

Add New Post

2. Add post title here

Add Media Visual Text

3. Enter your text here in the 'Visual' tab

Path: p Word count: 0

Publish

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Move to Trash Publish

Format

- Standard
- Aside
- Chat
- Gallery
- Image
- Link
- Quote
- Status
- Video

Bonus

Creating a WordPress Page from an
existing website

Bonus - wordpress page from html

You may have an existing site you wish to convert to WordPress or you may like the look of a web page and wish for something similar. You can copy the HTML (code all web pages are written in) from any web page and create a WordPress page.

1. Right click on the back of any web page and select View Page Source
2. Select All
3. Copy
4. Switch back to WordPress and create a new page
5. Make sure you click on the **Text** tab of that page
6. Paste the copied HTML
7. click to the **Visual** tab to view your results
8. Name your page and save it

Note: make sure you remove any of the original owner IP. You may also have to tweak the page by uploading your own images to you WordPress Media Library and replace those in your new page

Creating Menus

1. Enter Menu name (i.e. main menu)
2. Click Save Menu
3. Select the pages you want to display in the menu
4. Click Add to Menu
5. Select Theme location (where you want the menu to display)
6. Click Save Menu

The screenshot shows the WordPress 'Edit Menu' interface. The left sidebar contains the 'Appearance' menu, which is highlighted with a red box and a red arrow. Below it, the 'Menus' option is also highlighted with a red box. The main content area has two tabs: 'Edit Menu' and 'Manage Locations'. The 'Edit Menu' tab is active. It contains a text input field for the 'Menu Name' with the value 'Main Menu', which is highlighted with a red box and a red number 1. To the right of this field is a 'Save Menu' button, highlighted with a red number 2. Below the 'Menu Name' field is the 'Menu Structure' section, which includes a list of pages to select. The 'Pages' section is highlighted with a red box and a red number 3. It contains a 'Sample Page' checkbox, which is highlighted with a red box and a red number 4. Below the 'Sample Page' checkbox is an 'Add to Menu' button, highlighted with a red box and a red number 5. The 'Menu Settings' section is also visible, with a 'Theme locations' section containing three checkboxes: 'Primary Navigation', 'Top Navigation', and 'Footer Navigation'. The 'Primary Navigation' checkbox is highlighted with a red box and a red number 5. At the bottom of the 'Menu Settings' section is a 'Delete Menu' link, highlighted with a red box and a red number 6. The 'Save Menu' button is also visible at the bottom right of the 'Menu Settings' section.

Ordering Menu Pages

7. Place pages in the order you want them to appear in the main menu of your website
8. Click 'Save Menu'

The screenshot shows the WordPress 'Edit Menu' interface. The left sidebar contains navigation links: Dashboard, Jetpack, All in One SEO, Posts, Media, Pages, Comments, Contact, Appearance (highlighted), Themes, Customize, Widgets, Menus, Parabola Settings, Header, Background, and Editor. The main content area has tabs for 'Edit Menus' and 'Manage Locations'. Below the tabs is a text box: 'Edit your menu below, or [create a new menu](#).' The 'Pages' section on the left lists 'Sample Page' with a checkbox and an 'Add to Menu' button. The 'Menu Structure' section on the right shows 'Main Menu' as the menu name, with a red '8' and a 'Save Menu' button. Below this, a list of menu items includes 'Sample Page' with a dropdown arrow and a red '7'. The 'Menu Settings' section includes checkboxes for 'Auto add pages' and 'Theme locations' (Primary Navigation, Top Navigation, Footer Navigation). At the bottom, there is a 'Delete Menu' link and a red '8' with a 'Save Menu' button.

student2s WordPress 1 0 + New SEO Delete Cache Howdy, WebsiteManager

Screen Options Help

Edit Menus Manage Locations

Edit your menu below, or [create a new menu](#).

Pages

Most Recent View All Search

☐ Sample Page

[Select All](#) Add to Menu

Links

Categories

Menu Name Main Menu 8 Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

Sample Page Page 7

Menu Settings

Auto add pages ☐ Automatically add new top-level pages to this menu

Theme locations ☒ Primary Navigation ☐ Top Navigation ☐ Footer Navigation

[Delete Menu](#) 8 Save Menu

Using Media

Using Media

You can upload most file types to use on your page - not just images.

For example the media library can be used to upload ebooks (PDF's) or videos which you could share with your visitors

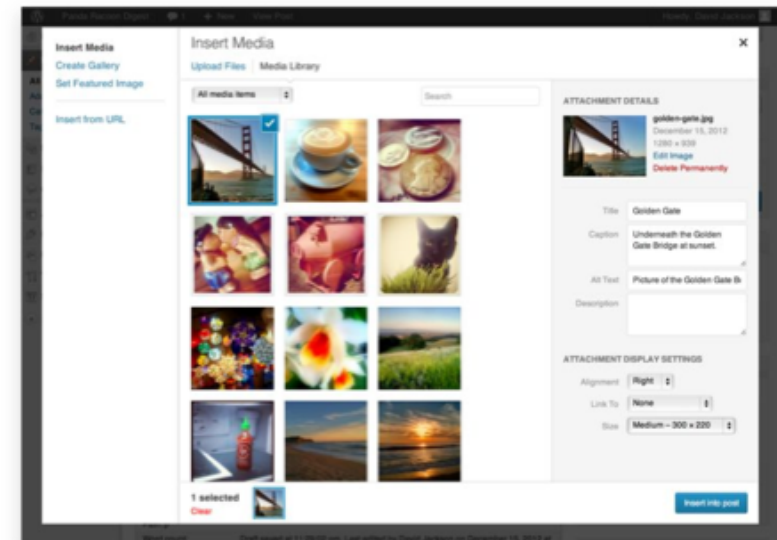
1. Place the cursor where you want the image to be and click Add

Media

2. Add or Select Your Image

You can add or select the image you want to add to your page or post by choosing from either of the following options in the center of the media uploader window:

- **Upload Files:** Upload the image you want to use from your computer by dragging it into the upload area.
- **Media Library:** Select from any previously uploaded images in the media library by clicking on the one you wish to add to your page or post.



Once you have selected or uploaded the image you want to add, you will see a checkbox next to the thumbnail confirming your selection, and see information about it displayed in the Attachment Details pane on the right hand side of the media uploader

Using Media


The **Attachment Details** pane displays a small un-cropped thumbnail of the image, as well as important information such as the filename, date uploaded, and image dimensions in pixels.

There are also action links that allow you to **Edit Image**, which takes you to the [Edit Image](#) page, or to **Delete Permanently** to remove the image from your site.

In addition, you can edit the following media information:

- **Title:** The title of this media.
- **Caption:** The caption for this image. The text you enter here will be displayed below the image.
- **Alternate Text:** Enter the Alt text for the image, e.g. “The Mona Lisa” to describe the media.
- **Description:** A description for this particular media.

ATTACHMENT DETAILS



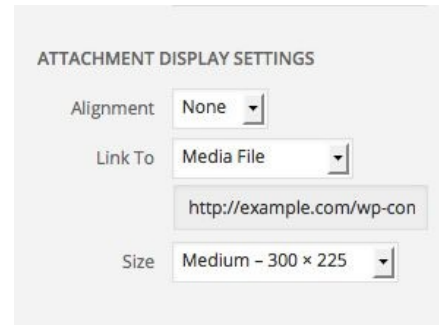
golden-gate.jpg
December 15, 2012
1280 × 939
[Edit Image](#)
[Delete Permanently](#)

Title	<input type="text" value="Golden Gate"/>
Caption	<input type="text" value="Underneath the Golden Gate Bridge at sunset."/>
Alt Text	<input type="text" value="Picture of the Golden Gate Bi"/>
Description	<input type="text"/>

Using Media

The **Attachment Display Settings** pane controls how the image is displayed when viewed on the site.

You have options to set how you would like the image aligned on the page (in relation to the text and margins) and what the link behavior of the image will be. In addition you can set what size image you would like to display on your page.

A screenshot of the 'ATTACHMENT DISPLAY SETTINGS' pane in a WordPress interface. It contains four settings: 'Alignment' set to 'None', 'Link To' set to 'Media File', a text input field containing 'http://example.com/wp-con', and 'Size' set to 'Medium - 300 x 225'. Each setting is accompanied by a dropdown arrow icon.

ATTACHMENT DISPLAY SETTINGS

Alignment

Link To

Size

Image Alignment

The **Alignment** setting allows you to determine where you would like the image to appear in your content area and how it interacts with any text on the page. You have the following image alignment options to choose from:

- **Left:** Aligns the image on the left hand margin, and any text that is on the page wraps (or flows) around the image to the available space on the right.
- **Right:** Aligns the image on the right hand margin, and any text that is on the page wraps (or flows) around the image to the available space on the left.
- **Center:** Aligns the image to the center of the page, with no text displayed around it.
- **None:** Inserts the image in to the page with no alignment

Using Media - Image Link

The Link To settings determine the URL/web address to which the image will be linked when clicked on by a visitor to your site. You can specify the following image link settings:

- **Attachment Page:** Links your inserted image to its WordPress media attachment page.
- **Media File:** Links your inserted image directly to the original, full-size version of the file.
- **Custom URL:** Allows you to set a custom link URL for your inserted image to link to when clicked.
- **None:** This setting will remove the link completely, rendering the image “un-clickable”.

Image Size

The Size settings determine the size of the image you are adding to your site. By default WordPress creates a range of four image size for you to choose from:

- **Thumbnail:** Displays a small thumbnail-sized version of your image on the page/post. Note, by default the Thumbnail size is a square, so some cropping of your original image may occur.
- **Medium:** Displays a medium-sized version of your image on the page/post. This is a good size to use with Left/Right alignments, as it leaves sufficient space for legible text to either side.
- **Large:** Displays a large-sized version of your image on the page/post. Note: WordPress will determine the width of the content column of your theme, and display the largest possible image for that space.
- **Full Size:** Displays a full-sized version of your image on the page/post. Note: WordPress will determine the width of the content column of your theme, and display the largest possible image for that space. If your original image is larger than this column width, the full size of the image may not be displayed.

Adding Media

Adding Images/Video/Audio

1. Click 'Add Media' to upload image

student2s WordPress

20

New

Delete Cache

Howdy, WebsiteManager

Dashboard

Jetpack

Posts

Media

Pages

All Pages

Add New

Comments

Appearance

Plugins 1

Users

Tools

Settings

Collapse menu

Add New Page

About Us

Permalink: <http://student2.co.uk/5-2/> Edit

Add Media

VisualText

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Path: p

Word count: 129

Draft saved at 12:01:54 am.

Publish

Save Draft

Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

Move to Trash

Publish

Page Attributes

Parent

(no parent)

Template

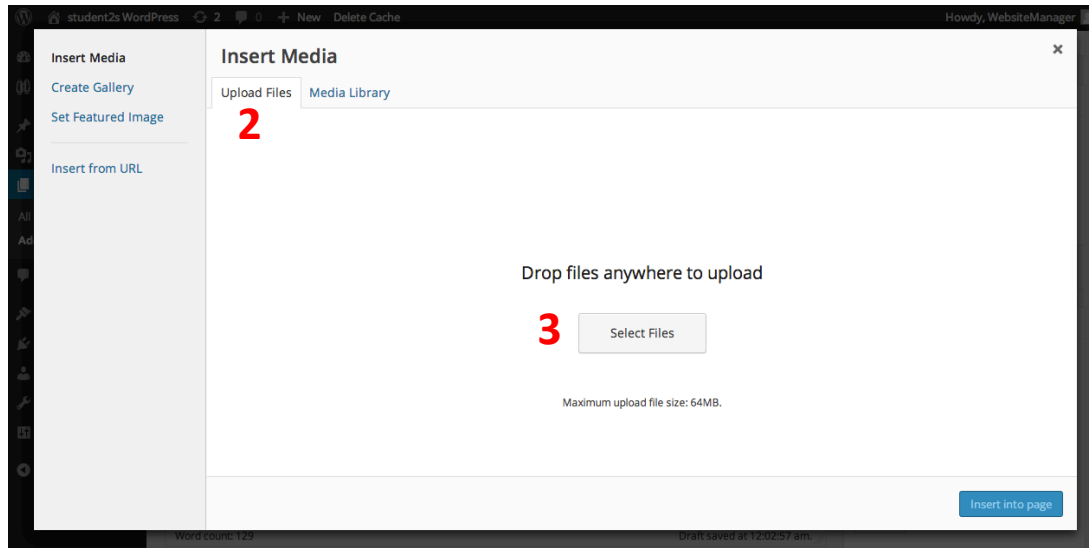
Default Template

Order

0

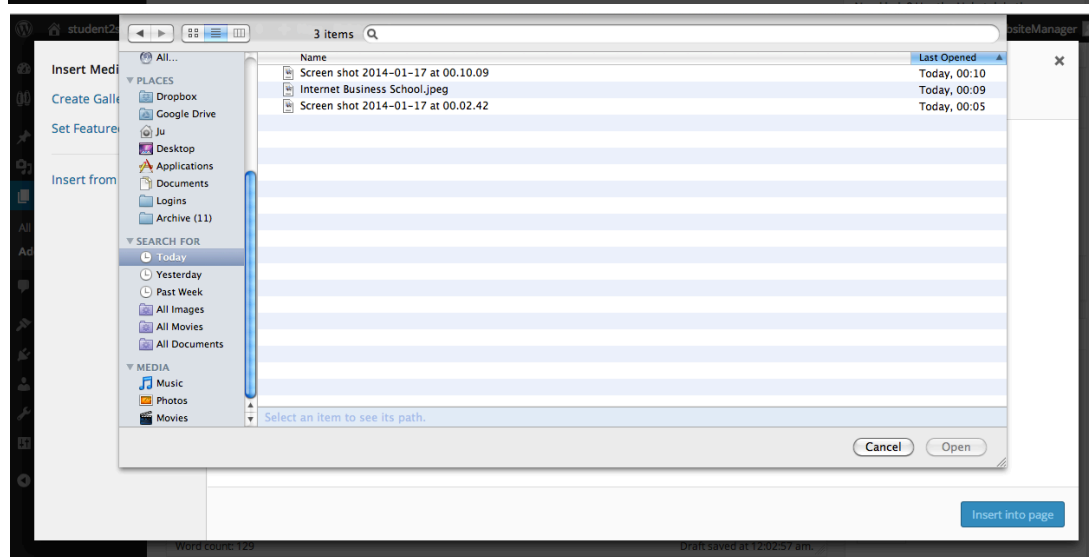
Need help? Use the Help tab in the upper right of your screen.

Adding Images/Video/Audio



2. Click 'Upload Files'

3. Click 'Select Files'



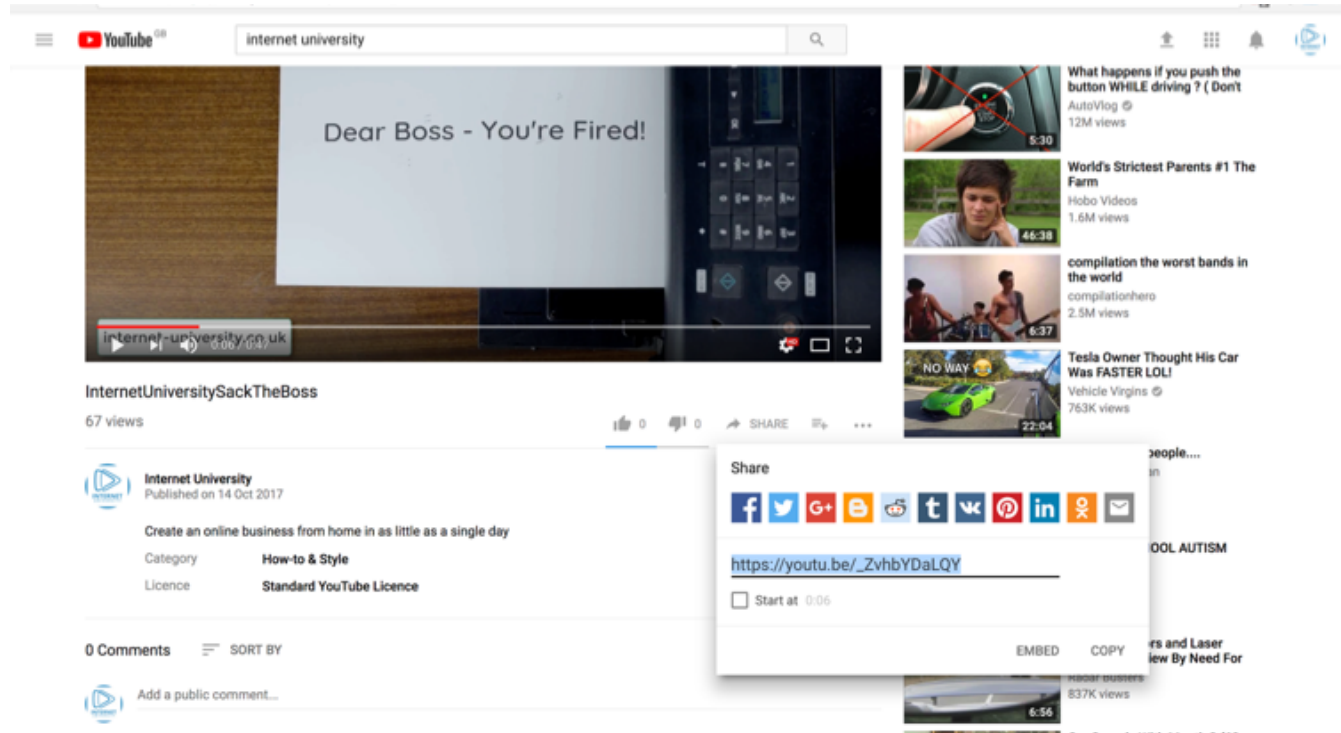
Adding Images/Video/Audio

4. Select 'Alignment'. 5. Select image 'Linked To' - media file, attachment page, custom URL or none. 6. Click 'Insert into page'

The screenshot shows the WordPress 'Insert Media' modal. On the left sidebar, there are options: 'Insert Media', 'Create Gallery', 'Set Featured Image', and 'Insert from URL'. The main area is titled 'Insert Media' and has two tabs: 'Upload Files' and 'Media Library'. Under 'Media Library', there is a search bar and a dropdown menu showing 'All media items'. A single image titled 'The Internet Business School' is selected, indicated by a blue checkmark in the top right corner of the image thumbnail. At the bottom left, it says '1 selected' and 'Clear'. At the bottom right, there is a blue button labeled 'Insert into page' with a red '6' next to it. On the right side of the modal, there are fields for 'Title' (Internet Business School), 'Caption', 'Alt Text', and 'Description'. Below these is the 'ATTACHMENT DISPLAY SETTINGS' section. It includes a dropdown for 'Alignment' (set to 'None') with a red '4' next to it, and a dropdown for 'Link To' (set to 'Media File') with a red '5' next to it. The 'Link To' dropdown is open, showing options: 'Media File' (checked), 'Attachment Page', 'Custom URL', and 'None'. Below 'Link To' is a 'Size' dropdown set to 'Full Size - 144 x 79'.

Adding Streamed Video

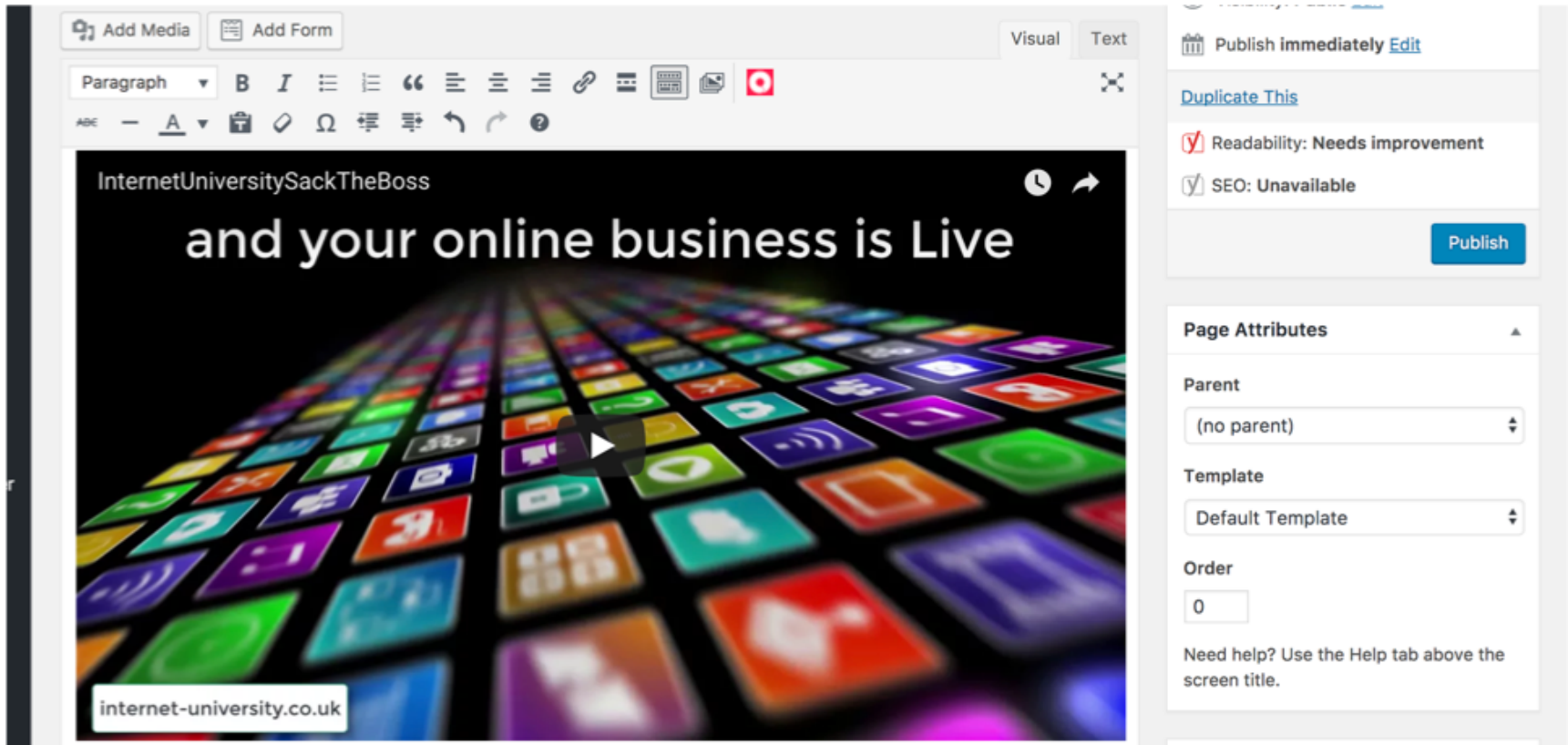
Never upload video files to your website – always host them on a streaming service such as YouTube or Vimeo



Navigate to the video you want to add to your page, select Share and copy the short URL

Adding Streamed Video

Open the page you want to add the video to, click where you want the video to go and paste the link you copied from YouTube



The screenshot displays a web editor interface. On the left, a toolbar includes 'Add Media' and 'Add Form' buttons, followed by a rich text editor with options for Paragraph, Bold, Italic, and various alignment and link tools. The main content area features a video player with a play button. The video's title is 'InternetUniversitySackTheBoss' and the subtitle is 'and your online business is Live'. The URL 'internet-university.co.uk' is visible in the bottom left corner of the video frame. On the right side, a sidebar contains a 'Publish immediately' button with an 'Edit' link, a 'Duplicate This' link, and two status indicators: 'Readability: Needs improvement' and 'SEO: Unavailable'. Below these is a 'Publish' button. Further down, the 'Page Attributes' section shows a 'Parent' dropdown set to '(no parent)', a 'Template' dropdown set to 'Default Template', and an 'Order' input field set to '0'. A note at the bottom of the sidebar reads: 'Need help? Use the Help tab above the screen title.'

Publish or Update your page and navigate to site to preview

Managing Links

Creating Links

WordPress comes with a user friendly post editor called the [Visual Editor](#).

You can see the visual editor by going to **Posts » Add New** or by editing an existing post or page.

To create a link, you need to click on the Link button in the visual editor.

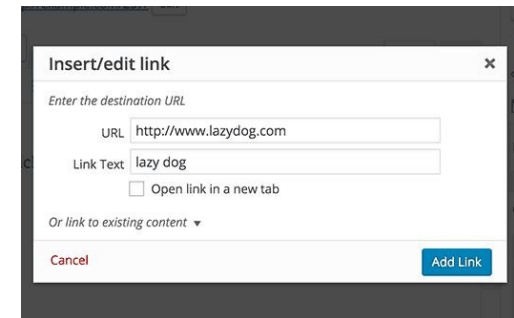
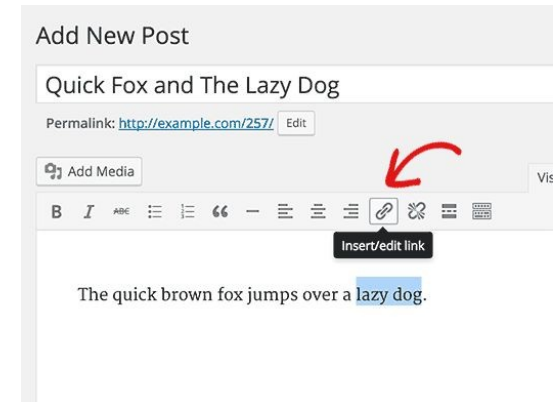
When you click on the insert link button, it will bring up a popup window. In the URL field, you will enter the actual hyperlink, and in the link text field you will add the text that will be linked.

You also have the option to check the box next to 'Open link in a new tab' option. This will open the link in a new browser tab. It's recommended that you use this option if you are linking to an external site.

WordPress also allows you to quickly link to [posts and pages](#) that you have published on your own website by using the content search feature.

Simply click on 'Or link to existing content' option and WordPress will show you recent content and a search field.

You can search for a post or scroll down to find it from the list. You need to click on the post title to select it and then click on Add or Update Link button.



Link Types

Link types used with websites are:

External links

Clicking on an external link takes you to a page on another website. It is called *absolute*, since all information concerning the website and page location must be given. An example of the HTML coding for an external link is:

```
<a href="http://www.this_site.com/web/resources.htm">Web Design Resources</a>
```

A major problem with external links, is that the recipient page may move or go away, leaving you with a broken link.

Internal links

An internal link takes you to another page in your website. These links are usually *relative* and are in the form of:

```
<a href="/web/resources.htm"><b>Web Design Resources</b></a>
```

Internal links can also be absolute, but that requires the browser to call the server, as opposed to simply jumping to the designated page.

Anchored links

Clicking on an anchored link will take you to another position in the existing web page. It is often used to help navigate a large page.

The anchor is the position where you want to jump to, such as the word Types at the top of this page:

```
<a name="Types_of_pages" id="Types_of_pages"></a>Types of pages
```

It could also be written as:

```
<a name="Types_of_pages" id="Types_of_pages">Types of pages</a>
```

Note The spaces are not allowed in anchor names. For more than one word, use dashes or underscores.

Then the link elsewhere in the page is written:

```
<a href="#Types_of_pages">Jump to types</a>
```

Adding Maps

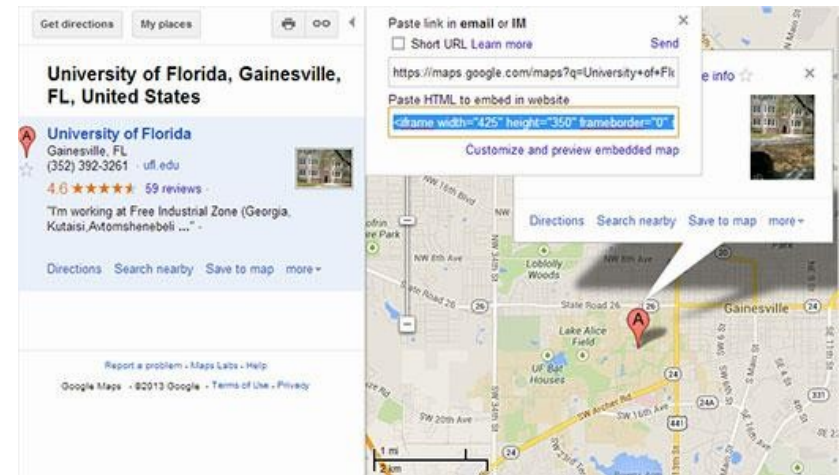
Adding a Google Map

Whilst there are plugins which will enable you to add google maps in smarter ways, the following method takes seconds.

Go to [Google Maps](https://www.google.com/maps) website, and simply type in the address of the location you want to show or search for a location. Once you have found the location, click on the link button in the right hand panel. This will show you the embed code. Copy the iframe code or you can also click on the “*Customize and preview the embedded map*” to further customize the appearance of the map on your site.

Go to your WordPress website and paste the code in a post, page, or a template.

That's all, save your post/page and see Google map live in action on your site.



Categories Vs Tags

Categories & Tags

Categories allow for a broad grouping of post topics, but when you wanted to describe a post in more specific terms, more categories were required. That led to very long category lists inside the blog and very long lists in Categories Widgets.

So we now have tags, too.

[Tags](#) are similar to [categories](#), but they are generally used to describe your post in more detail.

For example:

You have a food site. If you posted an article (post) about fish, you would want to put it in more than one category such as Fish, Breakfast, Lunch, Dinner, Tea etc, then perhaps link it to all sorts of ingredianets used in that dish and you would end up with more categories than your visitors would like.

So we 'tag' each post which also makes it searchable such as 'breadcrumbs', 'cod', 'capers' etc. Tags are not case sensitive and just need splitting with a comma'

Configuring WordPress

Configuring WordPress

- General settings
- Discussion settings
- Permalink settings
- Privacy settings
- Reading settings
- Writing settings
- Miscellaneous settings

Customising WordPress

Customising WordPress

- Using WordPress plugins
- Useful plugins
- Working with Widgets
- Making WordPress search engine friendly
- Using the editor to customise a theme
- Contact forms
- Popup's
- Other marketing tools

Plugins

Plugins

What is a Plugin?

A **plugin** is a piece of software containing a group of functions that can be added to a **WordPress** website.

They can extend functionality or add new features to your **WordPress** websites. **WordPress plugins** are written in the PHP programming language and integrate seamlessly with **WordPress**.

Useful plugins:

OptinMonster.

WPForms. ...

MonsterInsights. ...

BackupBuddy. ...

Yoast SEO. ...

W3 Total Cache.

Adding Plugins

Plugins

Plugins are just like phone apps, they allow you to extend the functionality of WordPress website, i.e. contact forms, SEO work, social media linking

The screenshot shows the WordPress admin dashboard. The left sidebar contains a menu with items: Dashboard, Jetpack, All in One SEO, Posts, Media, Pages, Comments, Contact, Appearance, **Plugins** (highlighted in blue), Installed Plugins, Add New, Editor, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Plugins' with an 'Add New' button. A blue banner at the top reads: 'Your Jetpack is almost ready – A connection to WordPress.com is needed to enable features like Stats, Contact Forms, and Subscriptions. Connect now to get fueled up!' with a green 'Connect to WordPress.com' button. Below the banner, a green message says 'Plugin activated.' There are filters for 'All (6)', 'Active (4)', 'Inactive (2)', and 'Drop-ins (1)'. A search bar is labeled 'Search Installed Plugins' with '6 items' below it. A 'Bulk Actions' dropdown and an 'Apply' button are also present. The table of installed plugins has two columns: 'Plugin' and 'Description'.

Plugin	Description
<input type="checkbox"/> Akismet Activate Edit Delete	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam. It keeps your site protected from spam even while you sleep. To get started: 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Version 2.5.9 By Automattic Visit plugin site
<input type="checkbox"/> All In One SEO Pack Deactivate Edit	Out-of-the-box SEO for your WordPress blog. Options configuration panel Upgrade to Pro Version Donate Support Amazon Wishlist Version 2.1.2 By Michael Torbert Visit plugin site
<input type="checkbox"/> Contact Form 7 Settings Deactivate Edit	Just another contact form plugin. Simple but flexible. Version 3.6 By Takayuki Miyoshi Visit plugin site
<input type="checkbox"/> Hello Dolly Activate Edit Delete	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen

Adding Plugins

1. Search for plugin 2. Install the plugin 3. Press 'Activate'

The screenshot illustrates the steps to add a plugin in WordPress. The top navigation bar shows the user is logged in as 'student2s WordPress' with a 'Howdy, WebsiteManager' greeting. The left sidebar contains the main menu with 'Plugins' highlighted in blue. The main content area is titled 'Install Plugins' and shows search results for 'gallery' (labeled with a red '1'). The results table lists three plugins: 'Alpine PhotoTile for Google Plus and Picasa', 'Easy Media Gallery', and 'Alpine PhotoTile for Flickr'. The 'Easy Media Gallery' plugin is highlighted with a red '2' next to its 'Install Now' button. A confirmation dialog box appears, asking 'Are you sure you want to install this plugin?' with 'Cancel' and 'OK' buttons (labeled with a red '2'). Below this, a smaller window shows the 'Installing Plugin: Easy Media Gallery 1.2.29' progress, including steps like 'Downloading install package', 'Unpacking the package...', and 'Installing the plugin...' (labeled with a red '3'). The final step shows the plugin is 'Successfully installed' with links to 'Activate Plugin' and 'Return to Plugin Installer'.

student2s WordPress 1 0 + New SEO Delete Cache Howdy, WebsiteManager

Dashboard Jetpack All in One SEO Posts Media Pages Comments Contact Appearance **Plugins** Installed Plugins **Add New** Editor Users Tools Settings Collapse menu

Install Plugins

Search | Search Results | Upload | Featured | Popular | Newest | Favorites

Tag gallery 1 Search Plugins 746 items << < 1 of 25 > >>

Name	Version	Rating	Description
Alpine PhotoTile for Google Plus and Picasa Details Install Now 2	1.2.6.4	★★★★★	The Alpine PhotoTile for Google Plus user, a... The photos can be... Also, the Shortcode... This lightwei... By th...
Easy Media Gallery Details Install Now	1.2.29	★★★★★	Easy Media Gallery
Alpine PhotoTile for Flickr Details Install Now	1.2.6.3		

The page at student2.co.uk says:
Are you sure you want to install this plugin?
Cancel OK 2

Installing Plugin: Easy Media Gallery 1.2.29

Downloading install package from https://downloads.wordpress.org/plugin/easy-media-gallery.1.2.29.zip...
Unpacking the package...
Installing the plugin...
Successfully installed the plugin Easy Media Gallery 1.2.29.
Activate Plugin | Return to Plugin Installer 3

Deactivating/Removing Plugins

1. To check or deactivate/remove a plugin, click Installed Plugins
2. You will see all your current plugins in the list
3. Deactivate as necessary

The screenshot shows the WordPress admin dashboard for a user named 'student2s'. The left sidebar contains the main navigation menu. The 'Plugins' menu item is highlighted with a red box and a red arrow pointing to it, labeled with a red '1'. Below it, the 'Installed Plugins' section is also highlighted with a red box and a red arrow pointing to it, labeled with a red '2'. The 'All In One SEO Pack' plugin is highlighted with a red box and a red arrow pointing to it, labeled with a red '3'.

The main content area shows the 'Plugins' page. At the top, there is a blue banner for Jetpack with a 'Connect to WordPress.com' button. Below this, a green message says 'Plugin activated.' The 'All (6) | Active (4) | Inactive (2) | Drop-ins (1)' filter is visible. The 'Bulk Actions' dropdown is set to 'Apply'. The 'Search Installed Plugins' box is empty. The table of installed plugins is as follows:

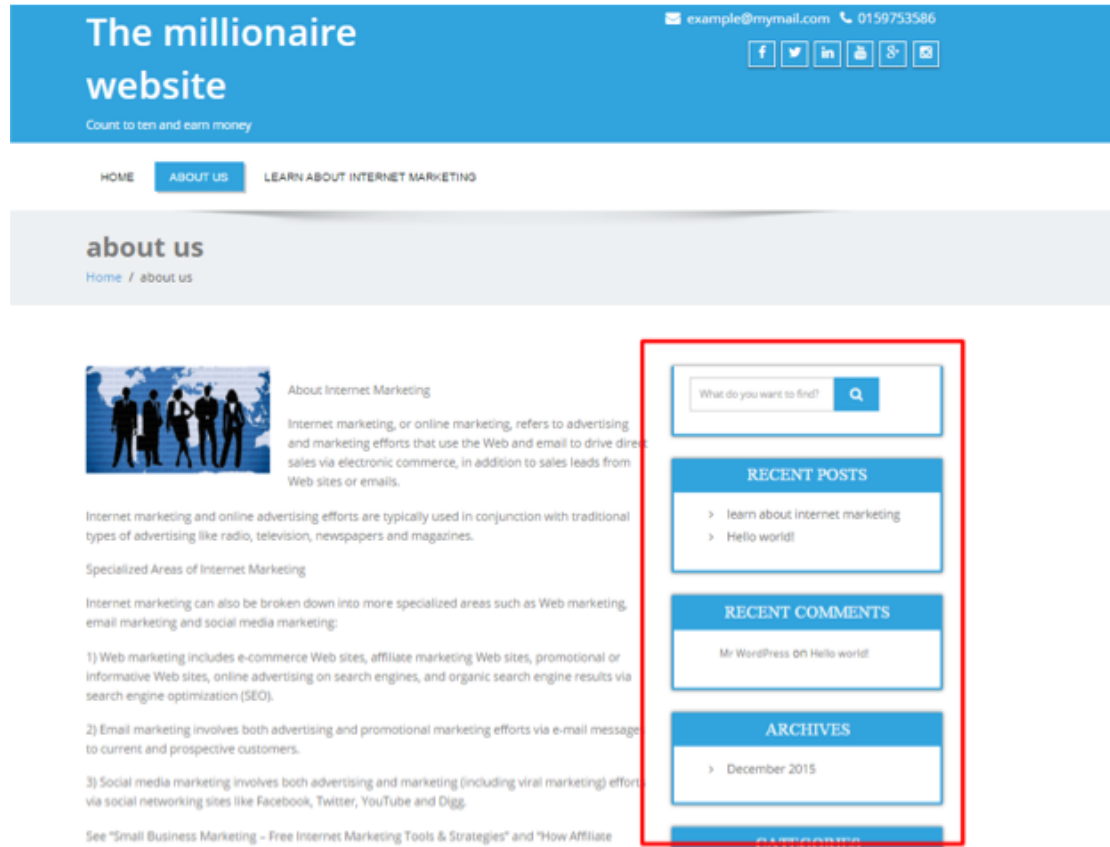
Plugin	Description
<input type="checkbox"/> Akismet Activate Edit Delete	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam. It keeps your site protected from spam even while you sleep. To get started: 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key. Version 2.5.9 By Automattic Visit plugin site
<input type="checkbox"/> All In One SEO Pack Deactivate Edit	Out-of-the-box SEO for your WordPress blog. Options configuration panel Upgrade to Pro Version Donate Support Amazon Wishlist Version 2.1.2 By Michael Torbert Visit plugin site
<input type="checkbox"/> Contact Form 7 Settings Deactivate Edit	Just another contact form plugin. Simple but flexible. Version 3.6 By Takayuki Miyoshi Visit plugin site
<input type="checkbox"/> Hello Dolly Activate Edit Delete	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen

Widgets

Widgets

Widgets provide a way to arrange various elements of your website, like sidebars and footers

Widgets can include: Search bars, recent posts, calendar, text, images, social media



Adding & Removing Widgets

Click and drag widgets into the widget area you want them to appear in, i.e. Left Sidebar or Footer. You can also drag them up and down to order them

The screenshot shows the WordPress dashboard for a user named 'student2s'. The top navigation bar includes links for 'student2s WordPress', '1' refresh, '0' comments, '+ New', 'SEO', and 'Delete Cache'. The right side of the top bar shows 'Howdy, WebsiteManager' and 'Screen Options' and 'Help' dropdowns.

The left sidebar contains the following menu items: Dashboard, Jetpack, All in One SEO, Posts, Media, Pages, Comments, Contact, Appearance (highlighted in blue), Themes, Customize, Widgets (highlighted with a red box), Menus, Parabola Settings, Header, Background, Editor, Plugins, Users, and Tools.

The main content area is titled 'Widgets'. It includes a section for 'Available Widgets' with a description: 'To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.' Below this are two columns of widget cards: Archives, Calendar, Categories, Custom Menu, Meta, Pages, Recent Comments, Recent Posts, RSS, and Search. Each card has a brief description of its function.

On the right side of the main content area, there is a list of widget areas. A red box highlights this list, which includes: Left Sidebar, Third Footer Area, Fourth Footer Area, Above Content Area, Below Content Area, Right Sidebar, First Footer Area, and Second Footer Area. Each area has a dropdown arrow next to its name.

Contact Forms

Contact Forms

Adding a Contact form to your site ensures, without the need to buy or sign up, your visitors can get in touch and ask questions – not list building!

Use the installed WP Forms

The image displays the WPForms WordPress plugin interface. On the left is a sidebar menu with options: Dashboard, Posts, Media, Pages, Comments, WPForms (selected), All Forms, Add New, Entries, Settings, Tools, Addons, Marketplace, Appearance, Plugins, Users, Tools, Settings, SEO, Insights, and OptinMonster. The main area is titled 'Forms Overview' and includes a 'New Form' button. Below this, there's a message from Syed Balkhi, Co-Founder of WPForms, asking for a 5-star rating on WordPress. The 'Bulk Actions' dropdown is set to 'None'. The right side of the image shows the 'Now editing New form' editor. It has a top bar with 'EMBED' and 'SAVE' buttons. The 'Fields' section is active, showing a list of 'Standard Fields' (Single Line Text, Paragraph Text, Dropdown, Checkboxes, Multiple Choice, Numbers, Name, Email) and 'Fancy Fields' (Website / URL, Address, Phone, Password, Date / Time, Hidden Field, File Upload, HTML). The form preview on the right shows a 'New form' with fields for 'Name' (First and Last), 'Email', and a 'Comment or Message' box, with a 'Submit' button at the bottom.

Opt-in Forms

Adding an Opt-in Form

All optin forms need to be associated with a mail service provider. We'll use the example of getting the code from Mailchimp - check the location of your code with your own mail service provider.

1. Install the Optin Forms plugin and activate
2. Go to mailchimp and:
 - a. Create a list
 - b. Click on Signup Forms, Embedded Forms and select Naked
 - c. ONLY COPY THE **BOLD** PIECE OF THIS CODE as shown in my EXAMPLE BELOW - (exclude the quotes)
 - d. `<form action="//yourdomain.us9.list-manage.com/subscribe/post?u=0f786b1221d9659ee3707ff7a&
id=0cdeb0bda2" method="post" id="mc-embedded-subscribe-form" name="mc-embedded-subscribe-form" class="validate" target="_blank"`
3. Back in the Optin Forms plugin, select Email Solution, mailchimp from the drop down and paste your code into the Form Action URL
4. On the Form tab, choose your own styling - the important bit is the Form Placement section. Select After the Post and/or After the page for your optin to be automatically added to each post or page - you can exclude certain pages and posts or simply turn it off altogether and only paste the shortcode on the pages or post you want the form to appear on.

Bonus Pop-ups

Pop-ups

For this example we'll use a plugin called Popupally which, as with opt in forms, require linking to your mail service provider.

Once again we'll use the example of mailchimp.

1. Install Popupally and activate
2. In the Display settings select your timings and visited page for the popup to appear
3. Show popup every we suggest 14 days (**TIP - you can set it to setting the above to 0 to display immediately and every -1 days is good for testing but remember to change it back - use a private browser window to test otherwise your browser will wait that number of days before displaying again.**)
4. Go to style settings in popup ally, then go to mailchimp
5. In mailchimp select your new list, Signup Forms, Embedded Forms and select Naked but this time copy the whole of that code
6. Go back to the style settings of popupally and paste your code into the Sign Up Form HTML box
7. You can play around with the popup types and text before saving and testing

Upgrades

Upgrades - best practice

Where possible you should ALWAYS keep wordpress and your plugins up to date.

This improves security and also should you wish to install plugins in the future, they may not work with prior versions of wordpress, themes or other plugins.

We suggest you always take a backup before you do this

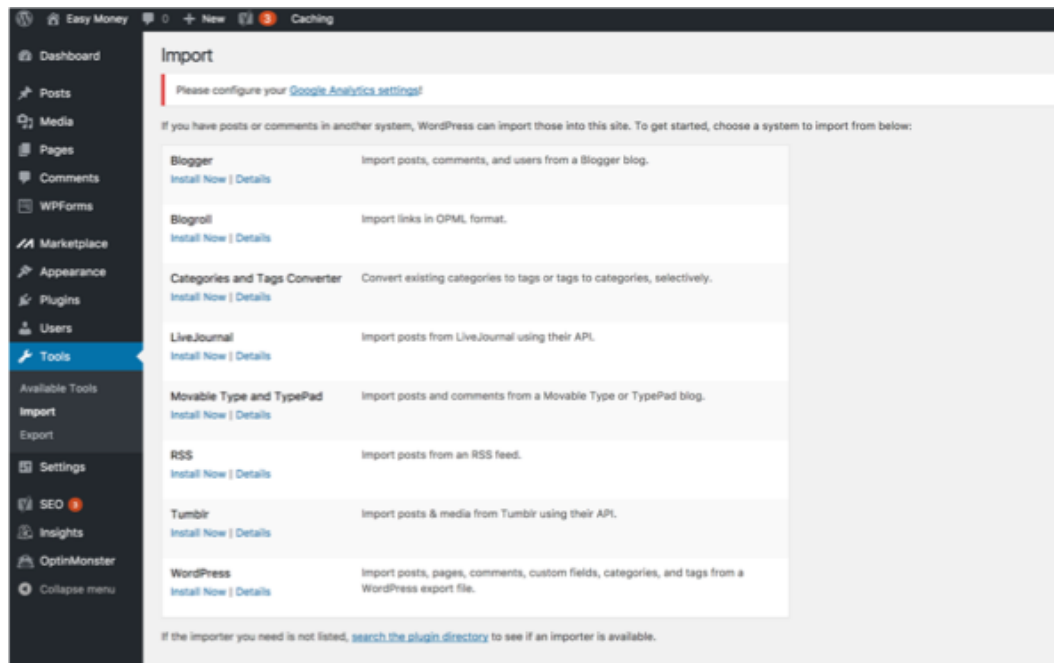
The easiest method is to use the one-click update method in your administrator panel (wp-admin) area of your website.

Import / Export

You can export then import all your content such as your posts, pages, comments, custom fields, categories, and tags.

Note: This is a limited option for creating a copy of your database as it does not include any plugins, add-ons, media, theme etc.

You can then either import the above data or look at the other import options you have



Administration

Administration

– The WordPress Dashboard

The screenshot displays the WordPress Dashboard interface. On the left is a dark sidebar menu with icons and labels for various sections: Dashboard, Home, Updates, Posts, Media, Pages, Comments, WPForms, Marketplace, Appearance, Plugins, Users, Tools, Settings, SEO (with a red notification badge), Insights, and OptinMonster. The main content area is titled 'Dashboard' and includes a top notification bar with a red border stating 'Please configure your [Google Analytics settings!](#)'. Below this, the 'Please Connect OptinMonster' widget features a green cartoon monster icon and a blue 'Connect OptinMonster' button. The 'At a Glance' widget shows '2 Posts' and '5 Pages' with corresponding icons, and notes 'WordPress 4.9.1 running Vantage theme.' The 'Activity' widget lists 'Recently Published' posts: 'Nov 3rd, 3:03 pm New Post Today!' and 'Nov 3rd 2016, 3:13 pm Facebook Groups'. The 'Yoast SEO Posts Overview' widget provides information about published posts' SEO scores. On the right side, the 'Quick Draft' widget contains input fields for 'Title' and 'What's on your mind?' with a 'Save Draft' button. The 'WordPress Events and News' widget lists upcoming events: 'WordCamp US' (Friday, Dec 1, 2017), 'Cambridge Wordpress: Xmas Party 2017' (Friday, Dec 1, 2017, 5:30 pm), and 'WordPress Meetup - WPTW' (Thursday, Dec 7, 2017, 7:00 pm). It also includes links to 'WordPress 4.9.1 Security and Maintenance Release', 'Dev Blog: WordPress 4.9.1 Security and Maintenance Release', 'WPTavern: Four Things I'd Like to See in This Year's State of the Word', and 'HeroPress: WordPress Gave Me the Perfect Identity'. At the bottom of this widget are links for 'Meetups', 'WordCamps', and 'News'.

Administration

– Managing WordPress users

The image displays two overlapping screenshots of the WordPress administration interface. The top screenshot shows the 'Users' management screen, and the bottom screenshot shows the 'Your Profile' settings for the user 'Easyadmin'.

Top Screenshot: Users Management

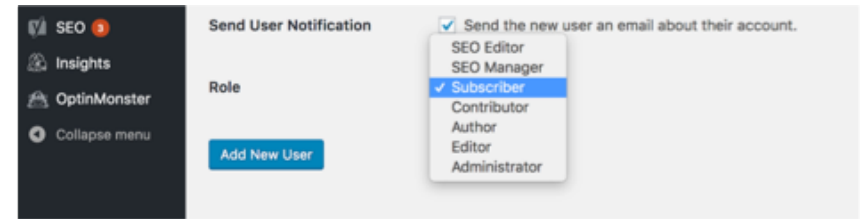
- Header:** Easy Money | 0 | + New | Caching | Howdy, Easyadmin
- Left Sidebar:** Dashboard, Posts, Media, Pages, Comments, WPForms, Marketplace, Appearance, Plugins, **Users** (selected), All Users, Add New, Your Profile, Tools.
- Main Content:**
 - Users:** Add New
 - Notice:** Please configure your [Google Analytics settings!](#)
 - Recommendation:** This theme recommends the following plugins: [SiteOrigin CSS](#), [SiteOrigin Page Builder](#) and [SiteOrigin Widgets Bundle](#). [Begin installing plugins](#) | [Dismiss this notice](#)
 - Table:**
 - Filter: All (1) | Administrator (1)
 - Buttons: Bulk Actions | Apply | Change role to...
 - Row 1: ☐ Username
 - Row 2: ☐ Easyadmin
 - Row 3: ☐ Username
 - Buttons: Bulk Actions | Apply | Change role to...

Bottom Screenshot: Your Profile Settings

- Header:** Easy Money | 0 | + New | Caching
- Left Sidebar:** Dashboard, Posts, Media, Pages, Comments, WPForms, Marketplace, Appearance, Plugins, **Users** (selected), All Users, Add New, **Your Profile** (selected), Tools, Settings, SEO.
- Main Content:**
 - Profile Picture:** The Abbey Road Sessions. You can change your profile picture on [Gravatar](#).
 - Account Management:**
 - New Password:**
 - Sessions:**
 - Yeast SEO settings:**
 - Title to use for Author page
 - Meta description to use for Author page
 - Keyboard Shortcuts:** ☐ Enable keyboard shortcuts for comment moderation. [More information](#)
 - Toolbar:** ☒ Show Toolbar when viewing site
 - Name:**
 - Username:** Easyadmin (Usernames cannot be changed.)
 - First Name:**
 - Last Name:**
 - Nickname (required):** Easyadmin
 - Display name publicly as:** Easyadmin
 - Contact Info:**
 - Email (required):**

Administration

– WordPress User Roles explained



The Administrator Role

Administrators can perform every task available through the WordPress dashboard, including [changing themes](#), modifying core files, and changing other users' roles. Admins also have complete control over all content.

The Editor Role

The Editor role is a great choice for users who need permission to access all of the content, but not themes, plugins, or widgets. Editors can publish, edit, or delete any page or post, including those labeled "private". They can also moderate comments and manage categories and links. In short, editors can do almost anything with content, but they can't change any settings.

The Author Role

Authors can publish, edit, or delete their own posts, but they can't access anything created by other users. They also can't create, edit, or delete pages. Authors can upload files into the [Media Library](#) and delete anything they have previously uploaded. In addition, Authors can moderate comments on their own posts.

The Contributor Role

Contributors can write, edit, and delete their own unpublished posts, but their content must be reviewed and published by an Admin or Editor. It's important to note that Contributors can't access the Media Library, so if they want to use specific images, videos, or audio files in the Media Library, they have to ask for assistance from an Admin or Editor. The Contributor role is a popular option for guest authors who don't submit content on a regular basis.

The Subscriber Role

WordPress labels all new users as Subscribers by default. Subscribers can read your site, post comments, and create a profile through your WordPress dashboard. They don't have any other permissions, and can't edit settings or content on your site.

Bonus - My Starting Checklist

Bonus My Setup Checklist

Note these are my preferences and setup routines which really speed up my website building - I am happy to share this as a guide but no doubt over time you'll tweak it to be your own.

1. Find a product or service
2. Check Google Keyword Planner to ensure popularity
3. If not popular enough do not proceed
4. If popular check for competitors to ensure people are buying and what they are paying
5. Buy a keyword rich domain
6. Point domain to hosting
7. Create add-on domain in hosting
8. install wordpress
9. Create 'property' in Google Analytics
10. Install Google Analytics plugin
11. Install rest of Top 10 plugins (see next section)
12. Create Top 3 Social Platforms (any any other relevant ones)
13. Start to build site
14. Test and launch - 80/20 rule

Bonus - Top 10 Plugins

Bonus My Top 10 Plugins

Again these are my preferences and no doubt over time you'll tweak it to be your own.

1. Google Analytics
2. Siteorigin Page Builder
3. Yoast SEO
4. Wordfence (security plugin)
5. Optin Forms
6. Popupally
7. Woocommerce (linked to stripe)
8. Paid Memberships Pro
9. Easy Pricing Tables (by Fatcat Apps)
10. Duplicator

Wordpress Starter