

# WordPress.COM

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## Website VS. Blog: What's the Difference?

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

## WordPress. WHAT IT IS?

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

## The Difference Between WordPress.com & WordPress.org

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

## The Difference Between WordPress.com & WordPress.org

### 1.) WordPress.com

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

## The Difference Between WordPress.com & WordPress.org

### 2.) WordPress.org

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

## The Difference Between WordPress.com & WordPress.org

### 2.) WordPress.org

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

## Understanding Web Hosting

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

## Understanding Web Hosting

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

## Understanding Web Hosting

- Automated installation:
  - Bluehost ([www.bluehost.com](http://www.bluehost.com))
  - Dreamhost ([www.dreamhost.com](http://www.dreamhost.com))
  - HostGator ([www.hostgator.com](http://www.hostgator.com))
  - Web Hosting For Students (<https://webhostingforstudents.com/>)

## Understanding Web Hosting

- Free WordPress hosting:
  - WPNODE (<http://wpnode.net>)
  - x10 HOSTING(<https://x10hosting.com>)

## Understanding Domain Names

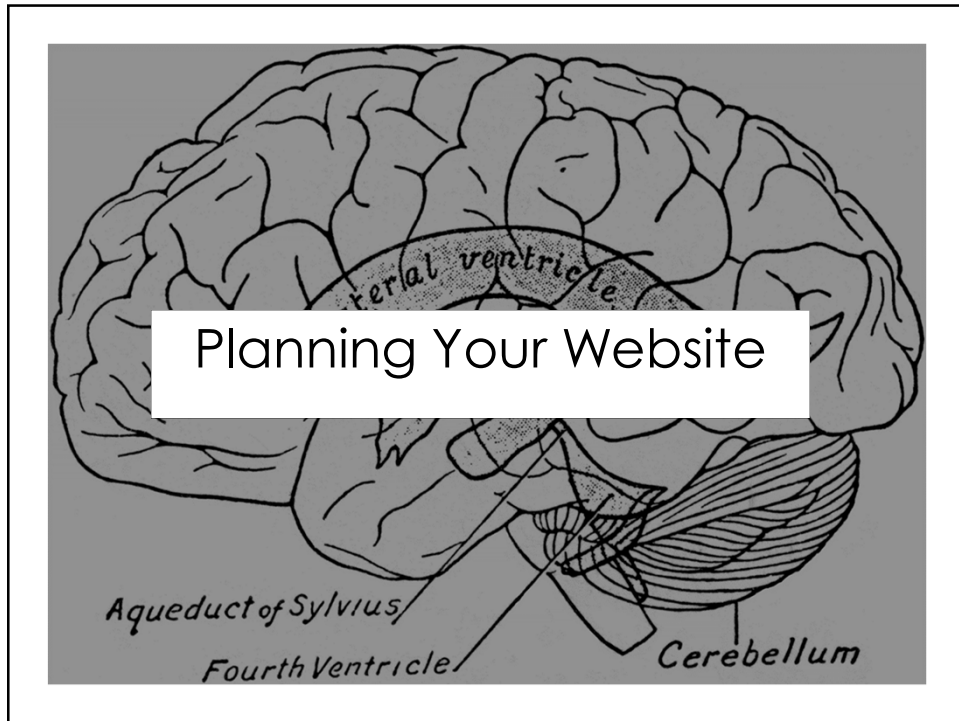
- A domain name the URL/web address
- <http://skokilibrary.info>

## Understanding Domain Names

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

## Understanding Domain Names

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## Determine Your Goals

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



## Determine Your Goals

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

## Determine Your Goals

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

## Determine Your Goals

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

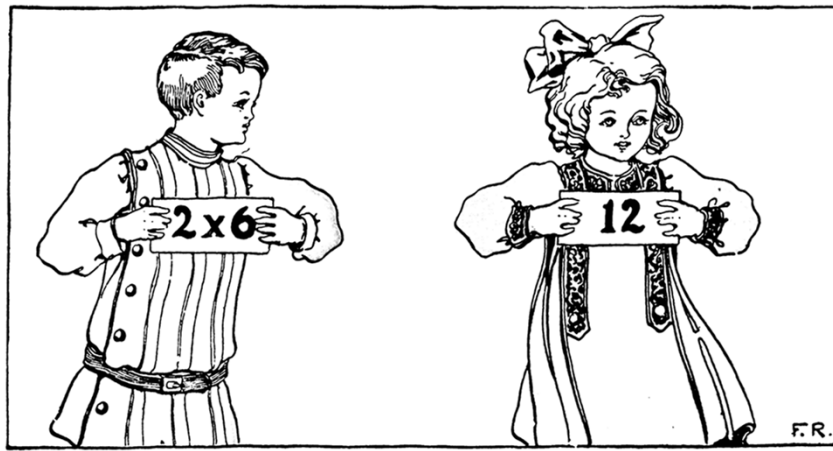
## Determine Your Goals

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

## Determine Your Goals

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

## POSTS VS. PAGES





## Posts

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

## Pages

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

## Where to find images?

- [www.freeimages.com](http://www.freeimages.com)
- [www.freeimages.co.uk](http://www.freeimages.co.uk)
- [www.flickr.com/commons](http://www.flickr.com/commons)
- [www.pdphoto.org](http://www.pdphoto.org)
- [www.picdrome.com](http://www.picdrome.com)
- [worldart.sjsu.edu](http://worldart.sjsu.edu)
- [www.usa.gov/Topics/Graphics.shtml](http://www.usa.gov/Topics/Graphics.shtml)
- [www.everystockphoto.com](http://www.everystockphoto.com)
- <http://etc.usf.edu/clipart/>

## Thank You

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