WordPress for Small Business
Part 2: Developing & Adding Content

Goals for this class:
- Customize the site’s theme including: Fonts, backgrounds, colors, headers, menus.
- Add content and media to pages and edit page settings.
- Build and customize the site’s menu.

Customize Theme:
In the Dashboard, go to Theme > Customize

- The customizing tool gives you a live preview of the changes. Click Save on the top left when you are satisfied.
- Use the X and back arrow within Wordpress to navigate, not the back button in the browser.
  - **Site Identity** – Title, subtitle, etc.
  - **Colors & Backgrounds** – Select background color.
  - **Fonts** – Standardize the font throughout the site.
  - **Header Image** – This is not required. Recommended size is 1280 x 444 pixels.
  - **Menus** – Edit and create menus as well as set new top-level pages to automatically be added to the menu.
  - **Widgets** – We will review this in Part 3.
  - **Content Options** – Customize blog posts.
  - This is where to set the Home Page > *Static Front Page*

Editing Pages:
In the Dashboard, click Pages on the left hand menu and select Add.

- **Adding Content:**
  - Adding content to your pages is very simple and much like working in a Word document.
  - Click on the page you want to edit. A tool bar will appear at the top which can be used to edit text and insert media from your media library.

- **Adding Media:**
  - When you are in a post or a page, you have the ability to directly add media to that post (or page).
  - Located under the title box, you will find a button that says “Add Media” which will allow you to add media to the Media Library and then insert it into your page.
• Setting a Feature Image:
  o One way to enhance your web presence is to add a feature image to each blog post. Many of the WordPress themes look better with feature images.
  o *Copyright: Not everything on the Internet is free and legal. Using your own images is safest.
  o Here is source you CAN use: [http://creativecommons.org/](http://creativecommons.org/)

• Page Settings: Once a page is created you can change specific settings:
  o Status – Publish, schedule, password protect.
  o Featured Image – Photo embedded as the banner on the page.
  o Page Attributes – Make a page a ‘child’ in order to nest it under a ‘parent’ or top-level page.
  o Sharing – Allow sharing buttons.
  o More Options

Adding a Blog Post:
In the Dashboard, click Posts on the left hand menu and select Add New.

• Add tags and categories to each blog post for easy discoverability for your followers.
• Set a featured image to display in the background or banner of the post.
• Sharing settings allow buttons at the footer of a post for followers to share via social media.
• Set a specific page to display all blog posts:
  o Themes > Customize > Static Front Page > Choose appropriate setting

Menu & Reordering Pages:
In the Dashboard, go to Personalize – Menus

• Here you can add pages, posts and links to your site’s menu. Menu items can also be links to external pages beyond your site, for example your Facebook page.
• Adding, reordering and nesting pages in the menu is simple! Click the plus sign, select the location, choose a page you just created, click Add Item.