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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 × 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.
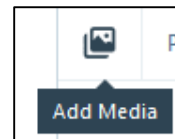   - This is where to set the Home Page > *Static Front Page*

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/

- *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.