



## WordPress.com for Small Business Part 1: Getting Started

### Goals for today:

- Understand the difference between Wordpress.com and Wordpress.org
- Choose a website, blog or both.
- Make a plan/sitemap for your website or blog.
- Create an account, add at least 4 pages, create a menu, and begin selecting a theme.

### Wordpress.com vs. Wordpress.org:

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

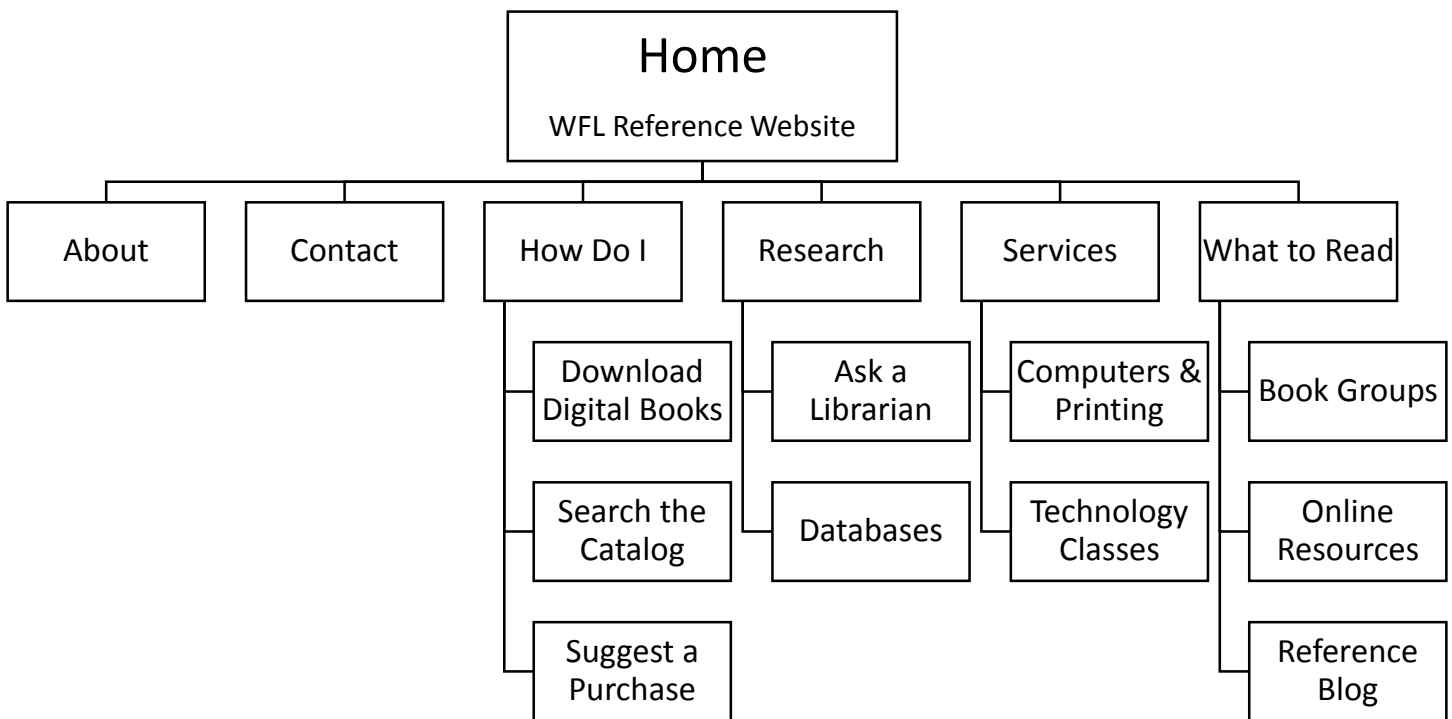
- Wordpress.com
  - Simple, reliable and hosted by WordPress. It is an easy and quick way to launch a site.
  - The free domain option includes .wordpress.com, but paying a fee will get you a personalized domain.
  - Access to hundreds of free templates but limited in what can be added to the site.
- Wordpress.org
  - Allows you more control and flexibility of the look and layout as a self-installed, self-hosted site.
  - It requires a third-party web host and downloading WordPress to your personal machine. With the flexibility comes more maintenance responsibility.

### Activity #1: Before you create your WordPress site, think about the answers to these questions:

- Are you creating a blog or a website? Or will you have a blog on your website?
- What is the goal of this web presence?
- Who is your intended audience?
- What is the most important factor of your new website?
- What functional requirements are needed within the new website?
- What visual elements are needed within the new website?
- Are there any color preferences for the new website?
- What social media elements would you like integrated?
- Do you have a proposed sitemap prepared?
- Do you need a subscription option or other offer?
- Is there anything that you would like to have included in the new website that you lack currently?

## Activity #2: Creating a Sitemap

- Creating a hierarchy of sections, pages and blog posts is an essential first step when creating your website. The organization of the pages is the foundation of the user experience and the effectiveness of site navigation.
- Use this time to make a plan. Remember this is not permanent and can always be edited, but it will act as a guide for you once we get started in WordPress.
- You may draw your sitemap below or use a Word template (example below):
  - Open Word and a new blank document
  - Click on Page Layout and select Landscape
  - Click on insert, then Smart Art
  - Select Hierarchy on the left side and then choose a template you prefer.



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## Activity #3: Create an Account

- Sign up for a WordPress account. <https://signup.wordpress.com/signup/>
- Follow the prompts.
- Think about what you want your URL to be. Possibly something easy for customers to remember.
- When you first create an account you're prompted to choose a theme, this is not permanent. Just choose one for now that you will finalize later.

## Dashboard – Site Administration

- The **Dashboard** is the first screen you see when you log into the administration area of your blog. The main idea of the dashboard is to give you a place where you can get an at-a-glance overview of what's happening with your site/blog. It's like a bird's eye view of operations, from which you can swoop down into the particular details.

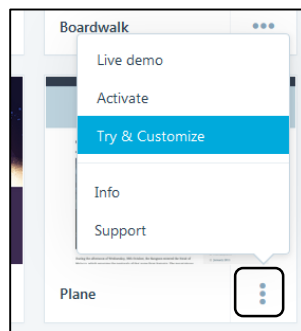
Posts	Pages
<p><b>Posts</b> are entries listed in reverse chronological order on the blog home page or on the posts page if you have set one in <a href="#">Settings→ Reading</a>. If you have created any <a href="#">sticky posts</a>, those will appear before the other posts. Posts can be found in the Archives, Categories, Recent Posts, and other widgets. Posts are also displayed in the RSS feed of the blog. You can control how many posts are displayed at a time in the Reading Settings. The URL for a post includes the date the post was published like this:  <a href="http://blogname.wordpress.com/2012/05/15/post-title/">http://blogname.wordpress.com/2012/05/15/post-title/</a></p>	<p><b>Pages</b> are static and are not listed by date. Pages do not use tags or categories. An About page is the classic example. Pages can be displayed in the sidebar using the Pages widget, and some themes display pages in tabs at the top of the blog. If you have 50 pages and you use the Pages widget, then all pages will be listed all the time. The URL for a page looks like this:  <a href="http://blogname.wordpress.com/page-title/">http://blogname.wordpress.com/page-title/</a></p>

#### Activity #4: Add Pages & Customize Menu

- To help you get a better feel for how each theme ‘works’ and looks with content first add at a least 4 pages to your site.
  - Pages – Click Add. Give each page a title, then click Publish. (Add at least 4 pages)
  - Menus – Click the plus sign, select the location, choose a page you just created, click Add Item.

#### Activity #5: Begin Selecting a Theme

- With a menu created you can begin browsing and previewing themes to better visualize your site.
  - Under Personalize click on Themes. On the right select Free to refine the theme options.
  - See a theme you like? Click on the three bubbles and Try & Customize for a preview:



- Want to keep it? Click Save & Activate. Not the right one? Click the X to browse more themes.



#### Homework:

- Finalize a theme for your site. (In Part 2 we will review customizing the theme.)
- Continue adding pages to your site.
- If you feel comfortable add content to your pages including text, pictures, etc. (This will be reviewed in-depth in Part 2.)