



WordPress Websites for Everyone

a WP.COM Solution

APPLE PI

Cedar Lane Unitarian Universalist Church

Bethesda, MD

October 26, 2019

By

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WordPress for
Everyone

Intro

- *Quick Poll of audience*
- My background: PC, USAID, State ("PMP")...WordPress Community
- I'm a WP.COM user...WordPress (WP) is dynamic...and fun!
- *Discuss WP.COM in context of a general branding + digital **STRATEGY.***



Some happy WordCamp Attendees!

Handouts and References

Handouts:

- 1. My Key WordPress.Com Tips;*
- 2. Site Setup Tips + My Free Coaching for Apple Pi Group*
- 3. Business Card*

Online References:

- a) Apple Pi Website (to contain preso video link recording): <https://www.wap.org/>,*
- b) My WP Resource Site (+ Help Form): <https://wpwebforpro.wordpress.com/>*
- c) Find these slides also on Slideshare, and linked on b) WP Resource site, above.*

Presentation Agenda



*Wapuu
Mascot*

1. Why is a Website/WP Useful (an online "Hub")?
2. Context: Your "branding" (visual identity) on *and* off line
3. WP.COM Site Tips to Get You Started (4 Models, 2 Case Studies)
4. Later...Step-by-Step Demo to create a Sample site...+ *maybe yours??*

My Free Coaching thru December 6 (submit [Help Form](#)) - optional!

WordPress (WP) Background



- 34% of Web is on WP
- Includes Bloomberg, CNN, NASA, Nat'l Park Service, Houston Zoo
- Over 48,000+ Plugins, and well over 11,000 Themes
- Free or low-cost – user friendly – backend/frontend, “modular”
- Evolution from simple blog to broad Content Mgt System (CMS)

WP is *Dynamic!*

- Open Source, with Updates each quarter in Core WP
- Last big WP software release December 2018: [Gutenberg "block editor"](#) or Yoast article, [What is Gutenberg](#) (Version 5.0)
- My focus on a simplified version of WP called “**WordPress.Com**”, supported by a company, [Automattic](#), which is owned by WP Founder, Matt Mullenweg

Basic Alternatives to WP...



Image by users Gerd Altmann, pixabay.com

- *Existing social media:* Facebook, LinkedIn, etc
- *Simple [About Me](#) page Online directories:* local chamber of commerce, TripAdvisor, etc.
- *User friendly site-builders:* Wix, Squarespace, etc.
 - ❑ [PC Magazine's 2019 list and ranking of these and other site-builders](#)
- **Pro:** avoid WP learning curve, easy starter designs (templates)
- **Con:** customization?, limited support communities, proprietary

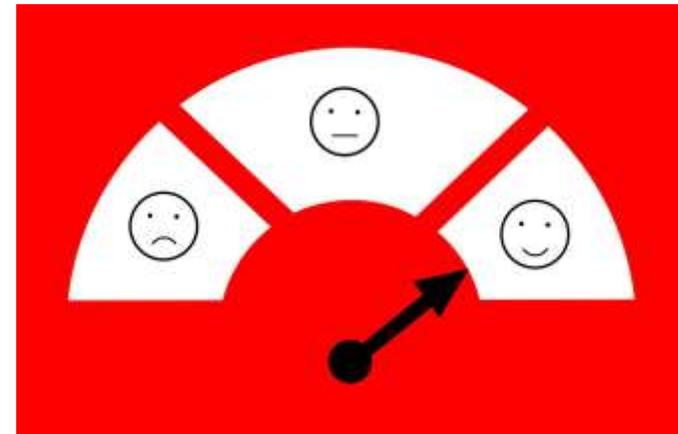
Why Need a Website vs Social Media (SM)

- Website a place you control content, “brand” – unlike SM
- A “hub” to connect to other info, sites, social media
- But to be useful, ***a website has to have a purpose and plan!***



Decide Your Level of Effort...Engagement

- Your Website Effort Spectrum – *it depends!*
 - 3 days or around 3 months to build a website
 - Depends on your goals and current digital presence
 - Simple blog vs. More complex organizational site (small biz, non-profit)
- Gauge Your degree of involvement in WP (and Community!)
 - Casual User...Power User...Website Designer or Developer



Website as a Digital + Marketing Hub





- [WP.COM](https://WordPress.com) (*a WP starter site... and our focus today!*)
- *PRO*
 - Basic site – easy, free setup, simple Dashboard
 - Mainly bloggers – but CMS, business capability
 - Fully supported by [Automattic](https://Automattic.com), and can grow (various paid plans)
 - Shorter learning curve – a “one-stop-shop”!
- *CON*
 - Advertising with free site
 - 3 Gig Size Limit
 - Limited customization – no Plugins, only 300+ Themes with free version
 - More bloggers than business users (“Reader” blog community)

WordPress.com Limitations (*con'd*)

- *Automattic's* platform changes (Themes retired, etc)
- Limits on design (font, color, layout), esp with free version.
- Company focus on paid, premium clients
- WP.ORG (not WP.COM) dominates community resources
- Quantity over Quality sites – *although many great examples!*
- Sites Need some testing, fine-tuning – not fully "good to go"

Possible WordPress.com Scenarios



1. *Experiment*, explore what you need (a "sandbox")
2. *Build your own* free site (self-help)
3. *Upgrade from free*, to paid WP.COM site (more customization)
4. *Pay a web designer* to help you upgrade within WP.COM
5. *Prepare for future*, robust [WP.ORG](https://www.wordpress.org/) site (use WP.COM to lower cost of web developer for self-hosted WP.ORG site!) – *See also Annex 4*

Fit WP.COM scenario to your needs!

Basic WP Concepts – *a Glossary*



CONTENT

- Site Dashboard
- Content Inputs
 - By Admin: Posts, Pages, Media
 - By Users: comments, surveys
- Data Location/Navigation
 - Blog categories, tags
 - Menu, Sidebar(s)
 - WP “front end” links to other sites
 - New "block editor" (Gutenberg)

FUNCTIONALITY*

- WP.COM (basic) vs WP.ORG (custom)
- Themes (layout, “look & feel”)
- Plugins (add big functionality)
 - Gravity Forms (surveys etc)
 - MailPoet (newsletter)
- Widgets (add small features)
 - Search, Calendar, Text Box, etc.

**Site Usage Analytics (Jetpack Site Stats...or Google Analytics, if a [WP.COM Premium Plan](#))*

Get Started with a Simple WordPress.com site

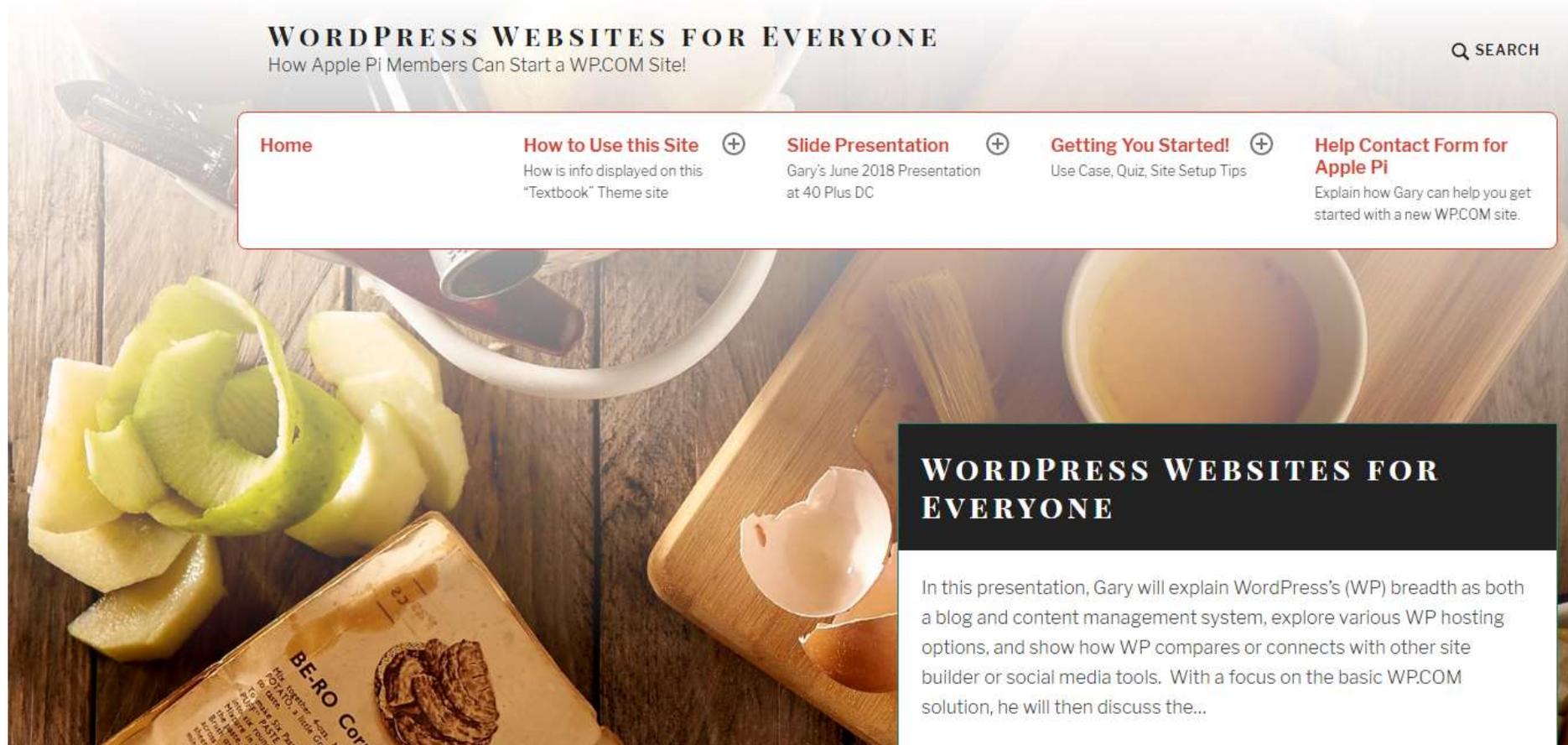
- WP.COM is a cheap, entry-level step into Wordpress
- Simplified interface, metrics
- Easy to post, edit content
- Support community (“Reader”), Theme Directory
- *Let’s look at my WP Resource Site as a WP.COM example.....*

Site Example:

Our [“WP Websites for Everyone” WebSite](#)

- ***Purpose:*** for training reference and user feedback
- ***Functionality:***
 - Classic top tabs for key content
 - Featured Page and Posts on Home Page
 - Tag Cloud for easy reference
 - Sidebar for WP ref links
 - Threaded Comments, Polls for feedback
 - 6 Built-in Color Schemes, Stock images
 - Cost: *Free!*

WP.COM Site Design: <https://wpwebforpro.wordpress.com/>, with “Textbook” Theme Elements: *Header, Image, Menu, Featured Page*



Support 1: How to Choose a WP Theme

1. Check out [WP.COM Theme Info](#)
2. Do filtered Search of Themes available: by purpose, function
3. Scroll through Theme displays of functionality, access a live demo
4. Check out tips on WP.COM by *Automattic*, users on “Reader” blog
5. Activate, test on a new WP.COM site
6. See if layout right for your content, apply customizations.

N.B.: Check speed, security, support of Theme (caveat emptor!)

Search for Theme on WP.COM

(300+! Options – Browse Theme Dashboard/Search)

The screenshot shows the WordPress.com Themes search interface. At the top, there is a dark blue navigation bar with the WordPress logo and 'WordPress.com THEMES' on the left, and 'Sign Up' and 'Log In' on the right. Below this is a row of category icons: New (star), Portfolio (grid), Magazine (document), Blog (list), Business (shopping cart), Wedding (heart), Travel (globe), Food (fork and knife), and Music (musical notes). A light blue banner below the navigation bar reads 'Need an expert to help realize your vision? Hire one!' and includes a 'Find your expert' button. Below the banner is a search bar with the placeholder text 'I'm creating a site for a: portfolio, magazine, business, wedding, blog, or...'. To the right of the search bar are filters for 'All', 'Free', and 'Premium'. Below the search bar is a 'SEARCH BY' section with five filter icons: Feature (wrench), Layout (grid), Column (list), Subject (info), and Style (palette). Below this is a section for 'WordPress.com themes' with a count of 293. The main content area displays a grid of theme preview cards. The first card is for 'Barnsbury' with the text 'Locally Farmed Organic Vegetable Delivery'. The second card is for 'Bikini Buddies' with an illustration of a person in a bikini. The third card is for 'Mayland' with a collage of portraits. The fourth card is for 'Award-Winning Modern Mediterranean Style House' with a price tag of '\$700,000'. The fifth card is for 'Enjoy Our Food Experience' with a dark background and food. The sixth card is for 'We are Bālāsana, a yoga studio based in Brooklyn, NY.' with an image of two people in a yoga pose. At the bottom left, there is a URL: <https://wordpress.com/experts/upwork?source=theme-banner>

Check out WP.COM [Info on “Textbook” Theme](#)

WordPress.com THEMES

TextBook
by Automattic

← All Themes [Pick this design FREE](#)

Overview [Support](#) [Open Live Demo](#)

TextBook is primarily a theme for schools, colleges, and other non-profit organizations focused on education, but it can be adapted for almost any kind of site. It's great for distributing and organizing information in a clear way.

Responsive Layout

TextBook is designed to look great on any kind of device — from mobile phones to desktop computers.

THE TEXTBOOK UNIVERSITY
An education focused theme for schools, colleges and other organizations.

Home
Responsive design with a clean, modern look that's easy to use and customize.

A Featured Page
Ready to use content blocks and a clean layout that's easy to use and customize.

Readability
A clean layout that's easy to use and customize. The text is clear and easy to read.

HTML Elements
A clean layout that's easy to use and customize. The text is clear and easy to read.

Full Width Page
A clean layout that's easy to use and customize. The text is clear and easy to read.

A FEATURED PAGE

TextBook is designed to look great on any kind of device — from mobile phones to desktop computers.

FEATURED

20 NEW

8 NEW

2 NEW

Support 2: Use WP.COM Knowledge Base

- How to Access
 - On your Dashboard (lower right “?”)
 - Or On Google – type Search term + “WordPress.Com”
- Content: articles, videos
- Also Search, Discover, Tags on "Reader" tab Dashboard re other sites
- *Example:* "How to do a category" - per Google search: <https://en.support.wordpress.com/posts/categories/#adding-categories>

Support 3: Interactive Help

- [WP.COM Forum](#)
- Online Chat (Premium accounts)
- In person help:
 - Attend a free [DC WordPress Meetup](#)*, next one at U-Group, Dupont Circle, on Nov. 19 (or small No/VA branch meeting in Rosslyn, first Thursdays)
 - Check [WordCampCentral](#)** for (almost) free upcoming conferences!
 - Participate in an online course by WP.COM: [Blogging University](#)
 - *Get my Coaching Help Nov. 4 – Dec 6 (Apple Pi: see Handout #2)*

Link Notes

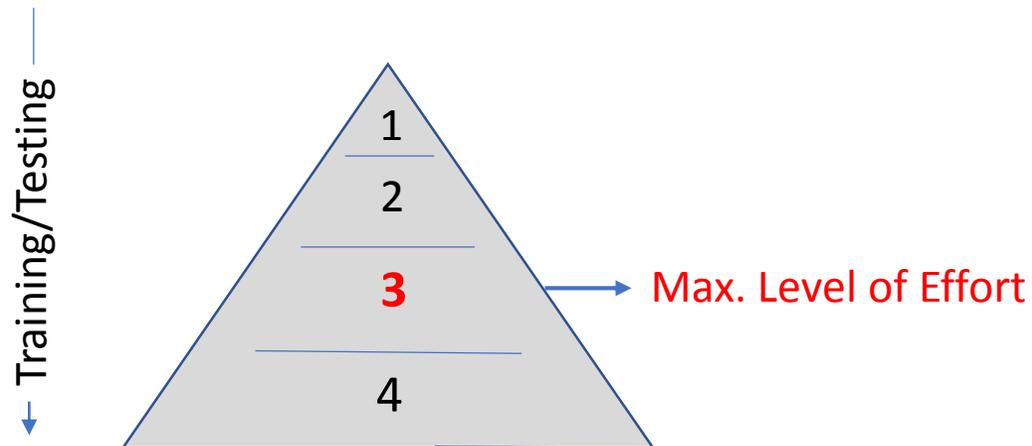
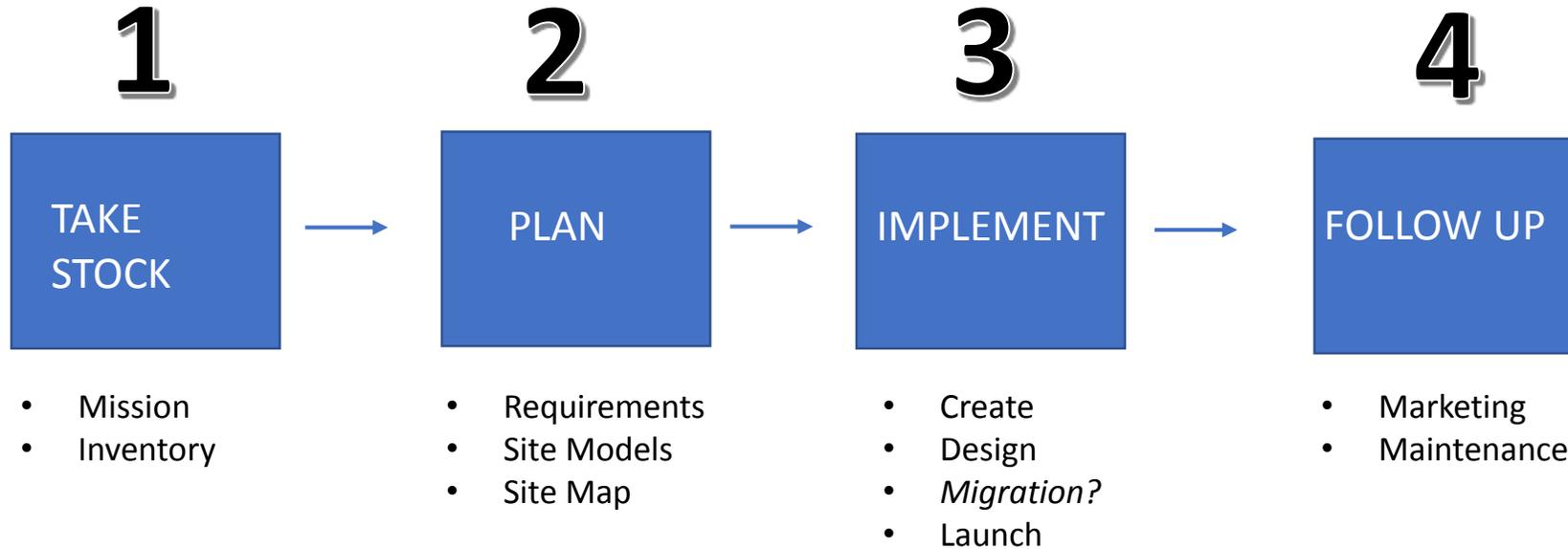
* <https://www.meetup.com/wordpressdc/>

** <https://central.wordcamp.org/>

DEMO (Tutorial): Starting a WP.COM Site – Default Theme

- *To show typical actions that you would take in starting and managing a new site from your “Dashboard” (ADMIN).....*
- *Goal: Let’s start a **TRAVEL BLOG**.....*

Basic Steps to Produce a Simple *WP.COM* Blog Site



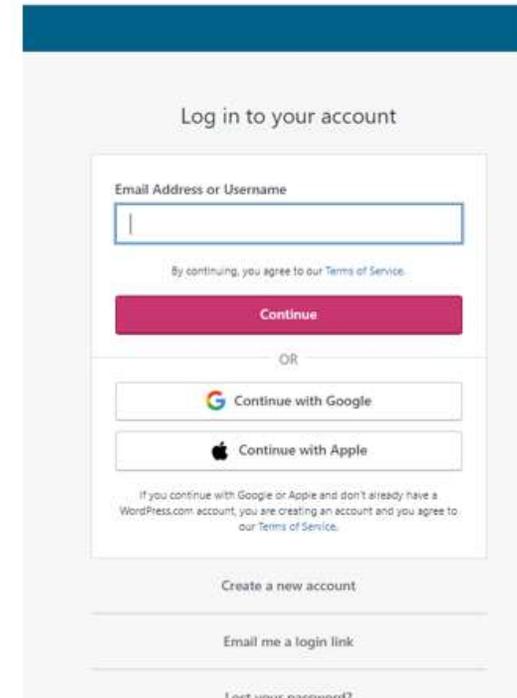
Project Brief: Travel Blog (DEMO)

- A personal blog
- Share trip reports with friends
- Keep handy Packing Tips
- Collect Resource information for future travel



1. Start Site (WP.COM Account Regis., URL) (DEMO)

- Click [“Get Started”](#) on WP.COM site, Answer 6 Questions...*
[*DONE!*]
- Our Demo Travel Blog already set up at:
<https://40plusdemo.wordpress.com/>



**For Step-by-Step process to Start a new Site, see Annex 1 Slide Screenshots*

2. Site Settings (Basic Settings, Framework) (DEMO)

- Adjust General Settings
- Select and activate Theme
- Upload Header image...tagline?

3. Layout Site (Navigation)

(DEMO)

- Set up Menu (drag and drop)
- Set About “Static Front Page” vs. “Posts Page”
- Sample “widgets”: Text box, Search, Tag cloud + *Reorder them*

4. Site Content (Text, Images, etc.)

(DEMO)

- Draft 2 Pages (static)
 - “About”
 - “Packing Tips”
 - Draft/Preview/Publish...Enable Comments...and Test Comment
- Draft 2 Posts (dynamic)
 - “Welcome”
 - “Trip Reports”
 - Draft/Preview/Publish...Enable Category, Comments

5. Review Site (Testing)

(DEMO)

- Check out “look and feel” of Home Page, etc.
- Do edits on the fly, test Reply to Post [See Comments on Dashboard]
- Toggle Admin Dashboard vs Site View
- See effect if Themes changed: Twenty Sixteen vs. TwentyNineteen (both default WP.ORG themes)

Website *Design* Best Practices

- ***Design Best Practices:*** Clean and simple...good use of white space, limit 3 Fonts in 3 sizes, few colors...key message (call to action?)
- ***Navigation:*** Easy to find info (Visual Hierarchy), leverage conventions, consistency, accessibility, menus max 3 levels deep. Contact info clear
- ***Content:*** Well written, engaging, varied content for audience
- ***Images:*** Optimize size/photos, copyright
- ***Engagement:*** Build for usage/traffic on Web, SEO, check Google Tools
- ***Testing:*** check browser/device compatibility

Do a Business Card to Practice Design

- My Vistaprint example...

The screenshot shows the Vistaprint design interface for a business card. At the top, the Vistaprint logo is on the left, and navigation links for 'Help is here. 1.866.614.8002', 'My Account', and 'Cart' are on the right. Below this is a horizontal menu with categories: 'All Products', 'Business Cards', 'Holiday Cards & Gifts', 'Marketing Materials', 'Signage & Trade Show Displays', 'Invitations & Stationery', 'Clothing & Bags', 'Promotional Products', 'Labels & Stickers', 'Digital Marketing', 'Design Services', and 'Deals'. The main heading reads 'Rounded corner business card - standard matte - Front Side' with a 'Help' link on the right. A toolbar contains icons for 'DESIGN', 'TEXT', 'IMAGE', and 'MORE', along with 'UNDO', 'REDO', 'PROOF', and 'SAVE'. A text formatting toolbar is open, showing 'Arial' font, size '10', and options for bold, italic, underline, and more. The design area features a 'Design' section with a 'Logo / Photo Area' dropdown. A preview of the business card front side is shown, with a text box containing 'Gary Vaughan, PMP' selected. A tooltip for this text displays contact information: 'Gary Vaughan, PMP', 'WP.COM Web Designer', 'Clarksburg, MD', '@gvaughan', '(703) 899-9940', 'gvaconsulting@hotmail.com', and 'https://wpwebforpro.wordpress.com/'. At the bottom, there are 'FRONT SIDE' and 'BACK SIDE' preview thumbnails, a 'Preview' button, and a green 'Next' button. A chat bubble in the bottom right corner asks 'Need design help?' and includes a 'Start Chat Now' button.

Site Maintenance

- *No matter how great the design, Maintenance is key!*
- Keep content fresh
- Maintain site layout, functionality
- Document design, record site problems/questions to guide Help
- Respond to user comments, feedback
- Keep in touch with tech advances, alerts within the WP community!

Social Media (SM) Strategy



- *Assess* current SM Goals, Channels and Results
- *Research* your Audience (Demographics, “Personas”)
- *Track* Metrics (WP.COM “Stats”, other SM analytics)
- *Create* a SM Content Calendar
- *Promote* your site to similar blogs and other SM

Popular Social Media

- *Facebook:* Link website to your public FB Page
- *Instagram:* Feed photos to your site
- *Twitter:* “Push” WP Posts to your Twitter account
- *LinkedIn:* Share your Posts, and use complementary profile
- *YouTube:* Upload to a channel, or link to existing videos*
- *MailChimp:* Apply tool to broadcast website content to an email distro list

*Consider creating simple “videos” by animating slides using PowerPoint, Prezi or Adobe Captivate



4 Possible User Model Sites...

[your optional “homework”...after this presentation!]

Try 1 of 4 types of WP.COM sites w/ my help or on your own...

- 1. Personal Blog*
- 2. Creative Photos*
- 3. Non-Profit Site*
- 4. Small Business Site*

A good starting Theme “framework” is key!

1. Personal Blog

- **Purpose:** promotion of individual professional or hobbyist
- **Key Content**
 - Bio, Resume, Client Testimonials
 - Blog about tips, “thought leadership”
 - Areas of expertise/service
 - Work Sample: Papers, Slides, Project Summaries...eBook
 - Events (either presenting or attending)
 - Social Media Link – *Linkedin*

WP.COM Blog Examples

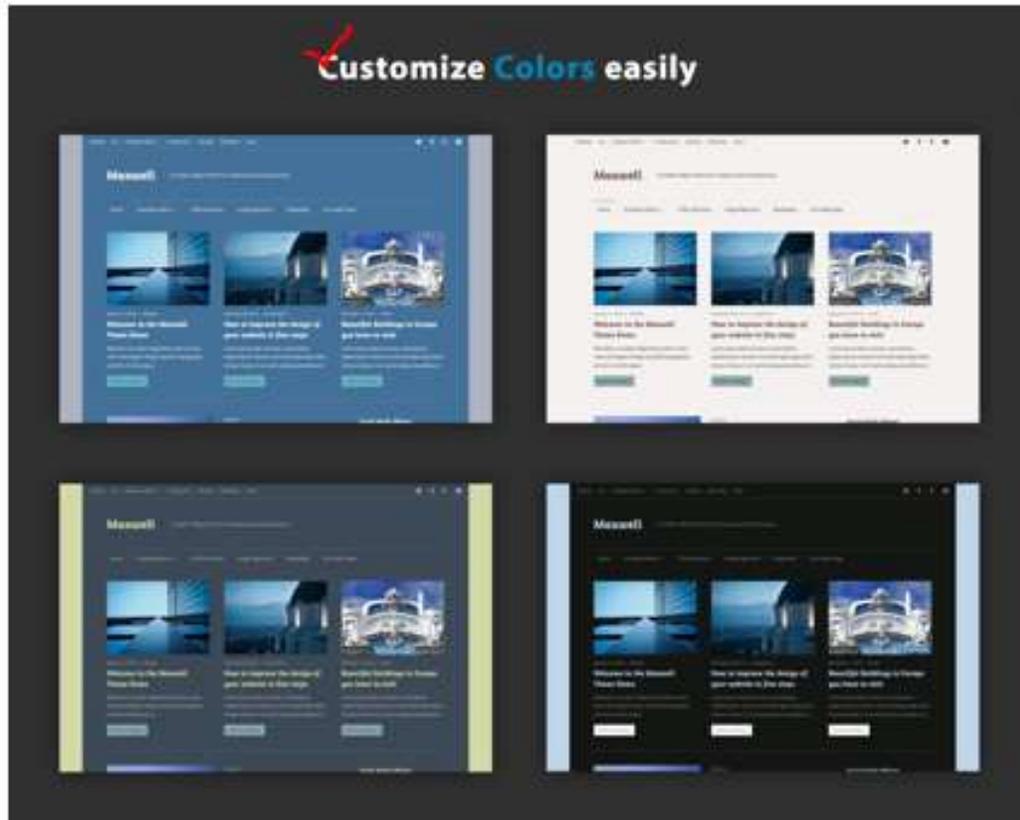
- Wine Blog:
 - ❖ <https://drinkwhatyoulike.wordpress.com/>
- SeinfeldLaw,
 - ❖ <https://seinfeldlaw.com/>
- Mental Health at Home,
 - ❖ <https://mentalhealthathome.org/>
- Good Morning Gloucester
 - ❖ <https://goodmorninggloucester.org/>
- Live Laugh RV
 - ❖ <https://liveloughrv.net/>

Suggested *Themes* for Personal Blogs

- Get ideas from other professionals' sites on the Web: <https://tsavoneal.com/best-consultant-websites/>
- Free Personal Themes
 - [Libre 2](#), fixed top level navigation, custom header
 - [Editor](#), left menu format, pull quotes
 - [Colinear](#), magazine design, allows for rich content
 - [TwentyNineteen](#), simple, clean, optimized for new editor
- A Premium theme: [Maxwell](#), trad'l layout, 6 color palettes, **\$69**

Sample Theme Functionality : *Color Palettes*, for “Maxwell” and *Pullout Quotes for* “Editor” Blog Themes

✓ *Maxwell* includes six free color palettes to choose from. For more, unlimited colors (and Typekit fonts) are available with [the Premium](#) or [Business plan](#).



✓ *Editor* comes with a few custom styles you can use by switching your editor to [Text mode](#).

✓ Pull Quotes

Pull quotes can be used to highlight short pieces of text. You can create one by adding a class of **pull-left** or **pull-right** to your content:

```
<span class="pull-right">This text will be pulled right.</span>
```

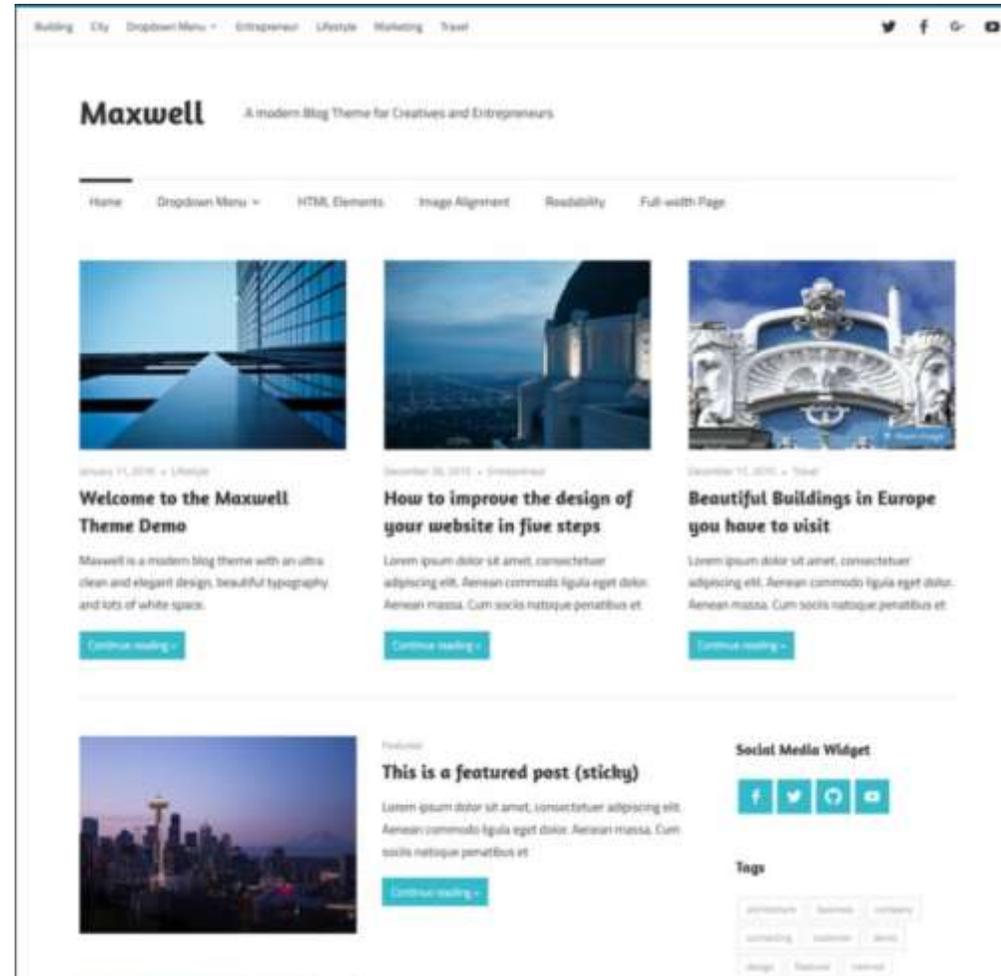
You can see an [example of the pull quote styles](#) in the demo.

A pull quote (also known as a lift-out quote) is a quotation or excerpt from an article that is typically placed in a larger or distinctive typeface on the same page, serving to entice readers into an article or to highlight a key topic. The term is principally used in journalism and publishing.

THIS PULL QUOTE IS JUST HANGING OUT ON THE RIGHT SIDE OF THE POST. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR.

This is how pull quote to the right looks like on the theme.

My Planned Blog Redesign: [DCWineBrewAdvisor](#) (from free “Hemingway Revisted” to Premium “Maxwell” Theme)



2. Photo Site

- **Purpose:** creative display of photo collection as profession/hobby
- **Key Content:**
 - Logo
 - About...Contact
 - Type: Wedding, Portrait, Artistic, Hobby...
 - Media: Gallery of photos, podcast, video...
 - Social Media Links: *Pinterest or Instagram*

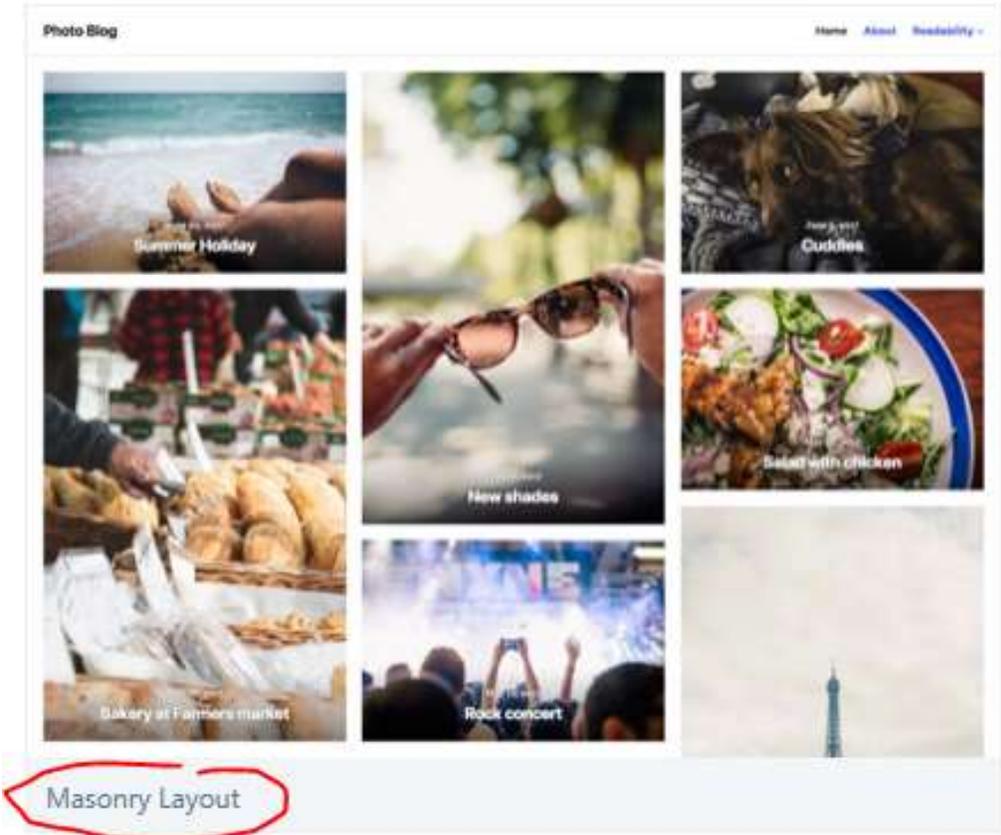
Suggested *Themes* for Photo Sites

- ✓ ideas of other photo sites on the Web: [Vandelay Design Portfolio](#) or [After the Coaldust](#)
- Free Photo Themes
 - [AltoFocus](#) – Clean Grid, images “pop”, scrolling from top menu
 - [Rebalance](#) – 6 Color schemes, more traditional grid for photos
 - [Illustratr](#) – Minimalist layout
- Premium site option: [Photo blog](#) {recommended by WP.COM} 3 layouts, 4 style packs, 26 photo filters...\$36

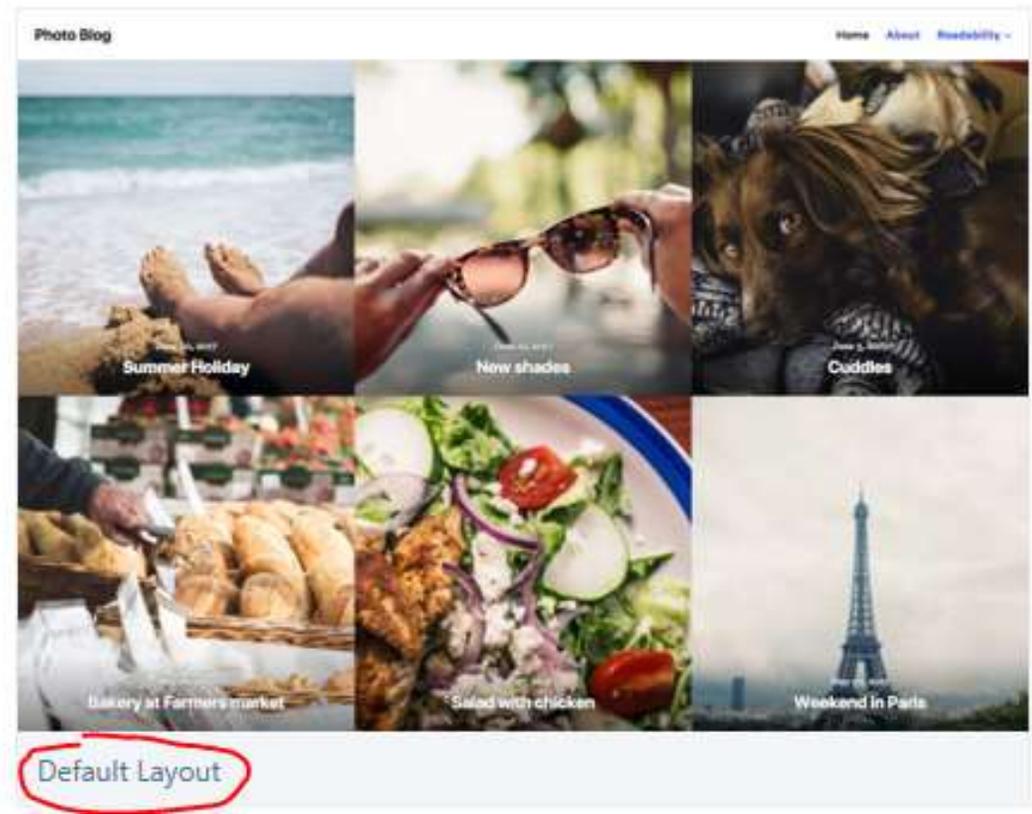
WP.COM Photo Site Examples

- Shutter Clutter (AltoFocus Theme):
 - ❖ <https://shutterclutter.wordpress.com/>
- Cooking without Limits
 - ❖ <https://cooking-without-limits.com/>
- Andrew Nixon's Photo Blog:
 - ❖ <https://nixonphoto.wordpress.com>

Sample Theme Functionality: *Grid vs Masonry* *Layout of Photos* – for “ Photo Blog “ Theme



vs.



3. Non-Profit Site

- **Purpose:** an info hub for non-profit or business
- **Key Content for Non-Profit** [Do Detailed Site Map/Hierarchy]
 - Call to Action/Donate
 - Programs
 - Testimonials
 - About: Staff, Board, Annual Report, Careers
 - Blog: Newsletter
 - Social Media Links (broad...yet targeted!): FB, Twitter, LinkedIn, etc.

Sample Non-Profit WP.COM Sites

- Minding the Workspace:
 - ❖ <https://newworkplace.wordpress.com/>
- Alternative Estuary (UK):
 - ❖ <https://alternativeestuary.home.blog/>
- 4th Street Food Coop (NYC):
 - ❖ <https://4thstreetfoodcoop.wordpress.com/>
- Raleigh Score:
 - <https://raleighscore.wordpress.com/>

Suggested *Themes* for *Non-Profit Sites*

- [Model sites on Web](#)
- Free Themes:
 - [Rebalance](#)
 - [TwentySeventeen](#) – scrolling, “one piece”, modern design; or [Twenty Sixteen](#) – another default theme on WP.COM, traditional format, can instantly change background color
 - [Textbook](#) (see [this class site](#))
- One Premium option:...[Organization](#), specific for non-profits, call to action, Page templates, **\$69**

Sample Theme Functionality: *3 Columns* for “Organization”

✓ Page Templates

In addition to the Home Page Template, Organization offers a Full Width Template, Site Archives Template and a Three Column Template for displaying a sidebar on each side of your content. Page Templates can be applied in the [Page Attributes](#).



Use the three column page template to display widgets on both sides of the content.

4. Small Business Site

- **Purpose:** To sell a product or a service
- **Key Content:**
 - Product or Service Descriptions
 - Location and Hours
 - Blog Tips
 - Ecommerce
 - Branding important
 - Complement site with other physical “collateral”: brochures, etc.

Sample WP.COM Business Sites

- From WP.COM home page marketing: *Natural Hair Salon*

- <https://nappstarrocks.com/>



- Other Small Business Sites

- *PachaMama Coffee:*

- ❖ <https://www.pacha.coop>

- *Gatewell Therapy Center:*

- ❖ <https://gatewelltherapycenter.com/>

- *Online Long Beach Newspaper:*

- ❖ <https://www.presstelegram.com/>

Suggested Themes – Small Business

- Free Themes

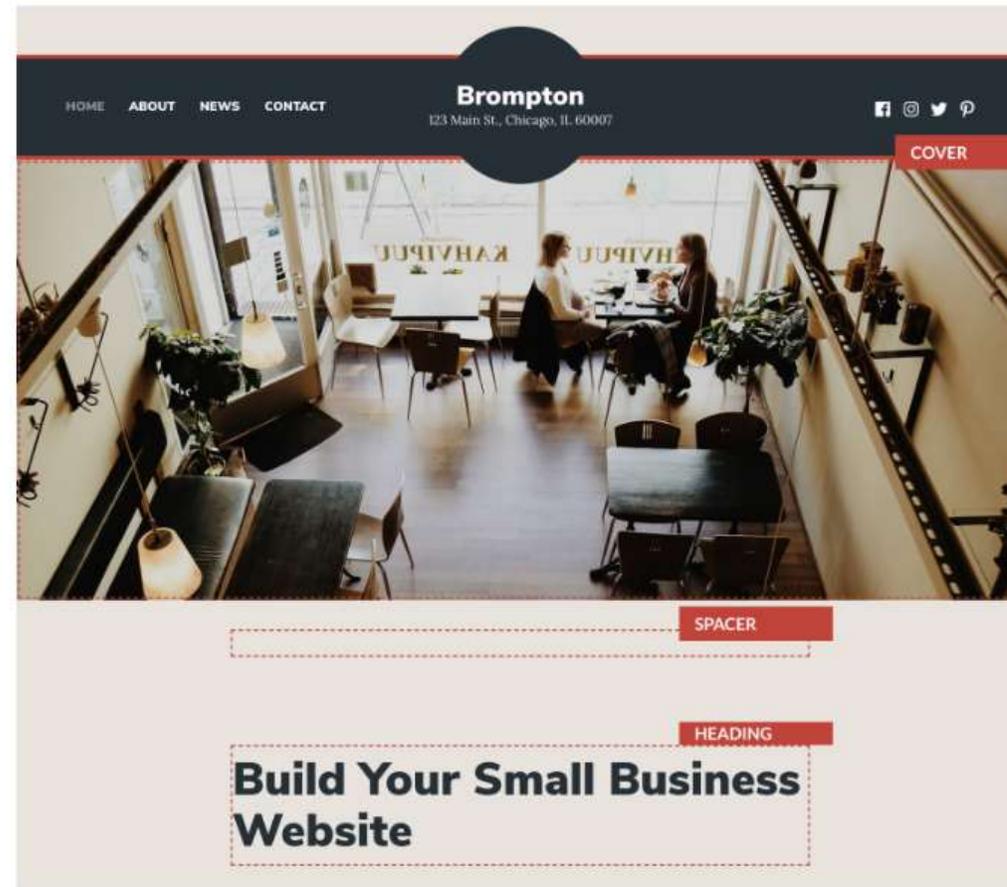
- [Cerauno](#)
- [Gateway](#)
- [Morden](#)
- [Brompton](#)
- [Shawburn](#)
- [Canape](#) (restaurant – specific, menus)

- Premium Themes

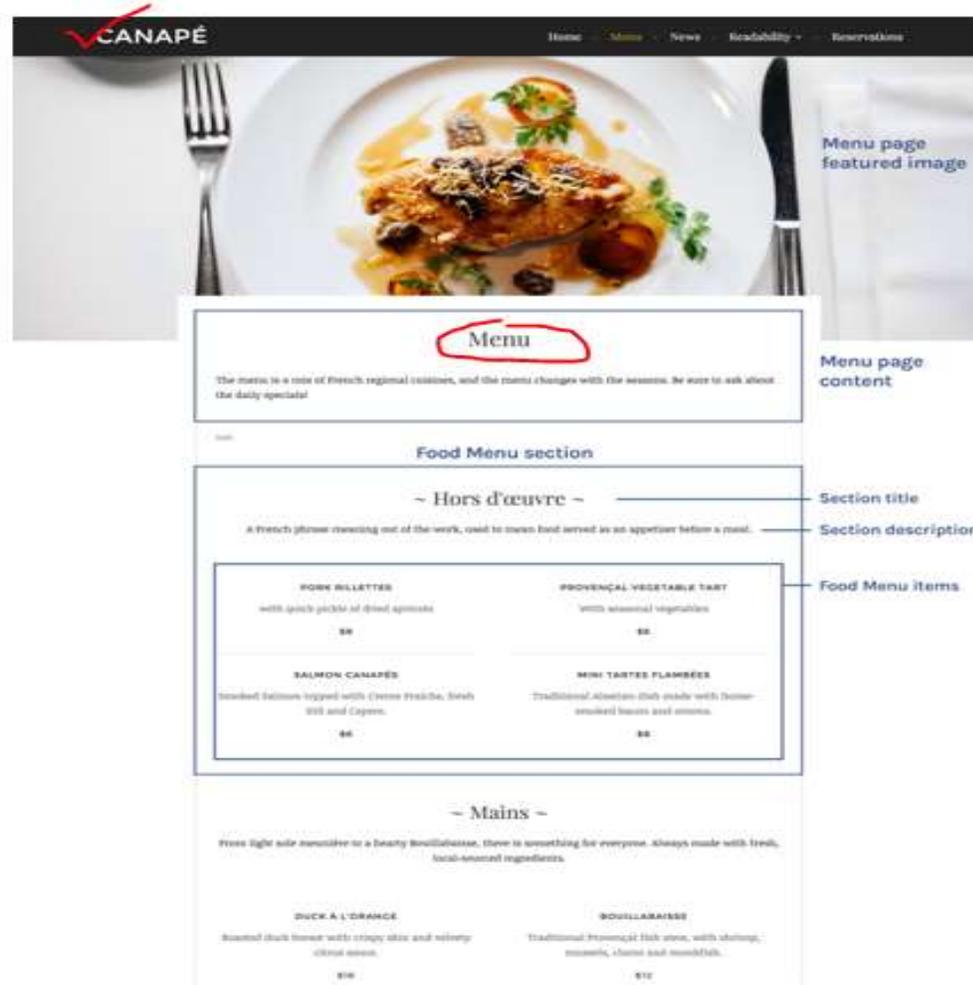
- [Gridiculous Pro](#) - \$69
- [InfoWay](#) - \$70

Sample Theme Functionality for “Brompton” Theme [Optimized for New Editor]

Brompton fully supports the new WordPress Editor. You can choose any of the available blocks to create a wide range of content for your site. Here's how we built the homepage on the demo site, block by block:



Detailed Restaurant Theme: “Canape”, Menus



Recap of my 3 Handouts ...



WordPress for
Everyone

- 1. WP.COM Site Set-up Tips** (*Self-Help – See also my ref website*)
- 2. My Apple Pi WP.COM Coaching Content - Schedule** (*Assistance*)
- 3. Business Card** (*My contact info – “real world” marketing!*)

Project Brief (*see also* [online Form])

DEMO+



❑ **PREVIEW – LATER “DEEP DIVE” DEMO!**

- **Site Name** (Fictitious): *Jet-Tek*, with Clyde as sole proprietor, from home
- **Mission:** to provide computer repair services via drone
- **Audience:** Metro DC area Small Businesses and Residences
- **Ecommerce:** Customers can pay online for initial drone trouble-shooting
- ***Desired Results Post-Website Launch:***
 - 20% increase in sale calls due to drone technology promotion
 - Reduce customer telcalls/emails asking basic service info
 - More professional website than current Facebook page

Model Website Links

DEMO+



Best Buy Services

Geek Squad

Geek Squad® Services

We're here to help.

We offer an unmatched level of 24/7/365 support, with Geek Squad Agents ready to help you online, on the phone, in your home, and at more than 1,100 Best Buy stores.

▶ Watch a video about Geek Squad services

A photograph of two Geek Squad agents, a man and a woman, standing side-by-side with their arms crossed. They are wearing light-colored short-sleeved shirts with the Geek Squad logo. The man's name tag says "Bill R." and the woman's name tag says "Geek".

NO ONE STANDS BEHIND YOU LIKE GEEK SQUAD

INSTALL

WE'LL DELIVER YOUR PRODUCT AND GET IT UP AND RUNNING

SET UP

WE'LL SET UP YOUR TECH AND SHOW YOU HOW TO USE IT

PROTECT

EXTEND YOUR WARRANTY AND PROTECT YOUR PURCHASE

SUPPORT

GET QUESTIONS ANSWERED AND PROBLEMS SOLVED 24/7/365

REPAIR

WE'LL FIX YOUR CELL PHONE AND COMPUTER, NO MATTER WHERE YOU BOUGHT THEM

Source: Best Buy

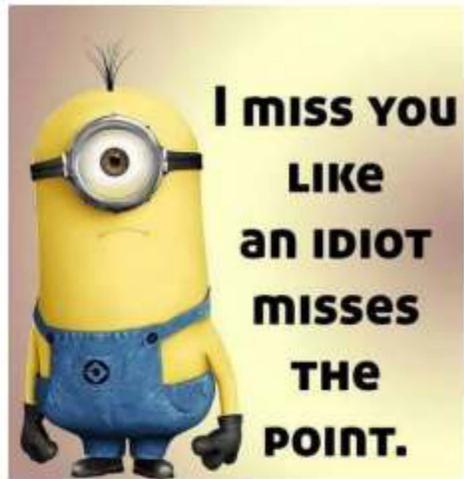
Site Map

DEMO+



- About
 - My Bio (*Clyde*)
 - Testimonials from Customers
- Services
 - Diagnostic
 - Troubleshooting
 - Buy or Upgrade
 - Monthly Maintenance
- Blog Tips (Tags: Desktop, Mobile, Security, Storage, Upgrade, Crash, Browser)
- Contact
 - Location
 - Social Media
 - Contact Me for Free Checkup
- Search
- *Social Media Links: e.g. Twitter, Instagram, Facebook*

CONTEMPORARY REFERENCES



Customize Menu – Home Page

DEMO+



Published

Your site hasn't been launched yet. Only you can see it until it is launched. Dismiss Launch site

Customizing • Menus
JetTek1

Menu Name
JetTek1

About	Page
Clyde's Bio	Page
Testimonials	Page
Services	Page
Diagnostic	Page
Troubleshoot	Page
Buy/Upgrade	Page
Maintenance	Page
Tech Checkup	Page
Tips	Custom Link
Contact	Page

Reorder + Add Items

<https://jettek.wordpress.com/>

“Barebones” Info...

DEMO+

that I need to Create *your* Site later in Deep Dive Demo!

1. Your Email Address and Password
2. Kind of Site: Blog/Business/Professional/Online Store
3. What’s blog about: Travel, Local, etc.
4. Site’s Name (*be flexible to get a free domain!*)
5. Access Your Email (Mobile or Web) to Confirm Account.

Optional:

- Invite me as guest Admin to help on your site: “Manage/People/Invite”
- Create an added Sandbox site for your testing/training: “+Add New Site”

Optional “Homework”!



- [Share “Poll” feedback](#) on my presentation at the WP Ref site
- Create a free WP.COM site (on your own, or with my help!)
- Attend a [WordCampCentral \[Calendar\]](#) - (low cost...just your time!)
 - [WC US in St Louis](#) (National Conference), Nov 1-3, 2019 (*I'm going!*)
 - Lancaster, PA o/a Spring 2020
 - WC Philadelphia o/a Fall 2020
- Participate in informal monthly WP Meetups (both presentations and informal how-to help): [DC Meetup](#) – *next one November 19.*

Other Reference and Support Links

- *Imagery, Photos, Text*

- [Iconmonstr](#), Free Icons
- WP Website Design Videos (Bourn, WP.TV)
 - [Part 1](#) , [Part 2](#)
- [Better Photography Video](#) (Eggleston, WP.TV)
- [Create Infographics to Turn Your Data into a Powerful Marketing Tool - Video](#) (Ramirez, SCORE)
- [Lorem Ipsum](#) (Dummy Text Generator)
- [Looka](#) (Logo designer built into many Themes)

- *Project Management & Design*

- [PM Day of Service - Annual](#) - Free business plan help for non-profits (Saturday, MLK Day Weekend, Jan. 2020)
- [SCORE Business Management Videos](#)
- [UI/UX Design Specialization](#) (Coursera – CALARTS), including Website Project Management, by Roman Gaster
- [Graphic Design Specialization](#) (Coursera – CALARTS)

My Contact Info: *Gary Vaughan*

- My personal contact info and bio
 - Email: glvconsulting@hotmail.com
 - Tel/Text: 703-899-9940 (Cell)
 - Twitter: @glvaughan
 - Linkedin: [Gary Vaughan PMP](#)
 - Blog: [dcwinebrewadvisor/about](#)
 - WP Ref Site: <https://wpwebforpro.wordpress.com/>



WordPress for
Everyone

*Thank
You!*



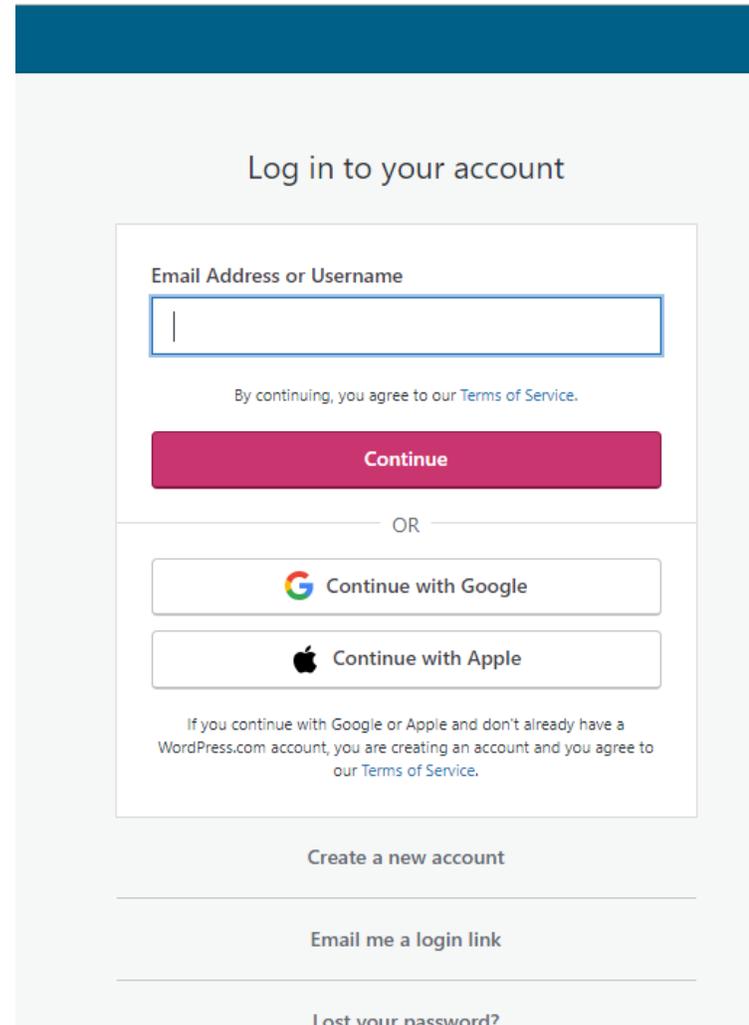
Image Credits in Presentation

- Photo WordCampers, Slides 3, 61: <https://central.wordcamp.org/>
- WAPUU, WP Mascot, Slides 5: <https://torquemag.io/2017/08/wapuu-created-cultural-center-wordpress/>
- Slides 10 (Meter) and 66 (Windows) Images from Creative Commons
- Source of all Theme Screenshots, WordPress logos: <https://wordpress.com/>, or <https://wordpress.org>
- Slides 8, 9, 14, 26, 35, 36, Various images, Pixabay
- Drone clipart Slides 66 etc (B/W) and Slide 56, 65, etc (Color) and *Clyde* photo (61) from Adobe Stock
- Slide 33, Screenshot Business Card template, Vistaprint
- Annex 1 Screenshots, Wordpress.Com
- Annex 2 Case Study – screenshots and logo from *RestonUSE*, and my thanks to the *RestonUSE* Web Team for permission to share this experience.

ANNEX References

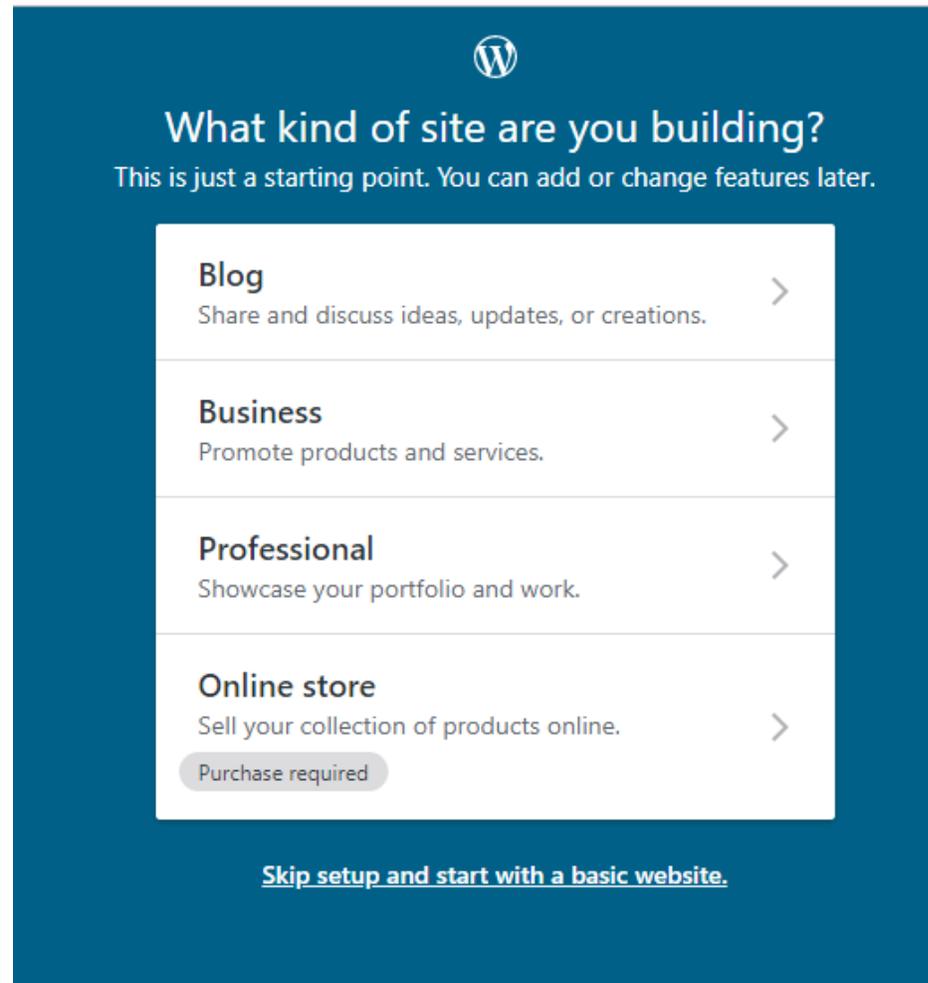
Annex 1: Steps to Start a New Free WP.COM Site

Step 1: Create New WP.COM Account: [Sign In](#)



The image shows a screenshot of the WordPress.com login interface. At the top, there is a dark blue header bar. Below it, the text "Log in to your account" is centered. A white box contains a text input field labeled "Email Address or Username" with a vertical cursor. Below the input field, the text "By continuing, you agree to our [Terms of Service](#)." is displayed. A prominent pink button labeled "Continue" is positioned below the text. Underneath the button, the word "OR" is centered. Two more buttons are shown: "Continue with Google" with the Google logo and "Continue with Apple" with the Apple logo. At the bottom of the white box, a small disclaimer reads: "If you continue with Google or Apple and don't already have a WordPress.com account, you are creating an account and you agree to our [Terms of Service](#)." Below the white box, there are three links: "Create a new account", "Email me a login link", and "Lost your password?".

Step 2: Choose Kind of Site



The screenshot shows the WordPress installation wizard's site selection screen. It features a dark blue background with the WordPress logo at the top center. Below the logo is the heading "What kind of site are you building?" followed by the subtext "This is just a starting point. You can add or change features later." A white box contains four site type options, each with a right-pointing chevron icon: "Blog" (Share and discuss ideas, updates, or creations.), "Business" (Promote products and services.), "Professional" (Showcase your portfolio and work.), and "Online store" (Sell your collection of products online.). A grey pill-shaped button labeled "Purchase required" is positioned below the "Online store" option. At the bottom of the white box, there is a link: "Skip setup and start with a basic website."



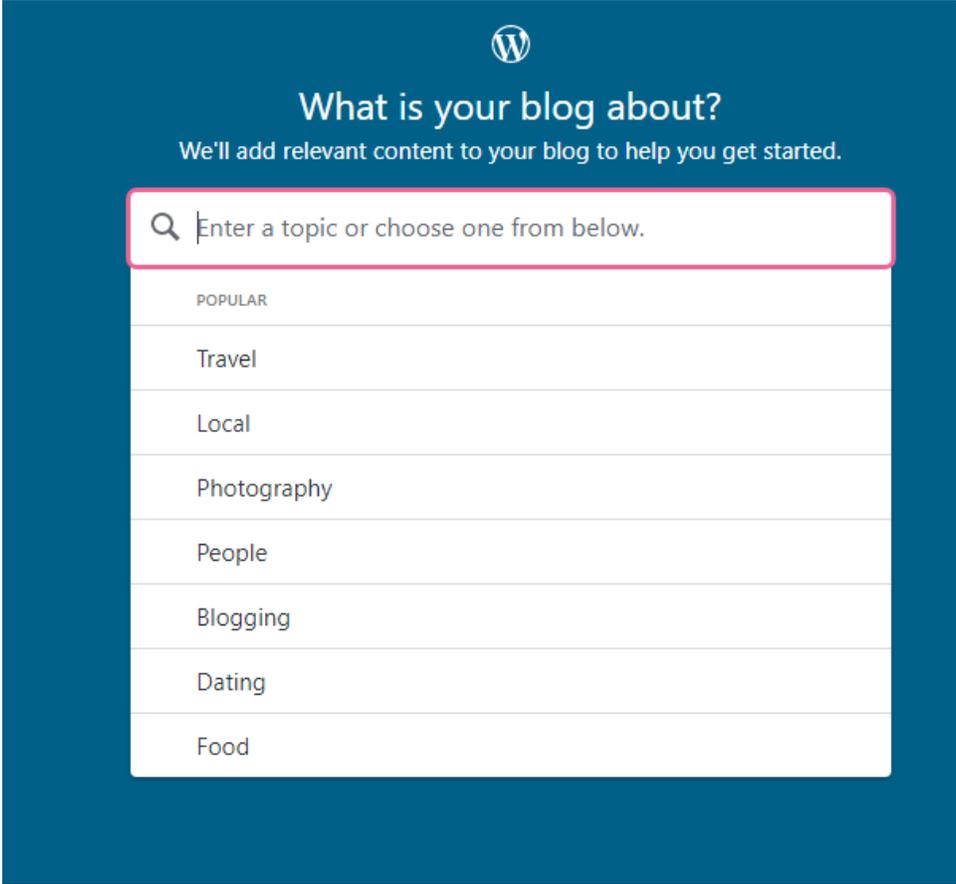
What kind of site are you building?

This is just a starting point. You can add or change features later.

- Blog** >
Share and discuss ideas, updates, or creations.
- Business** >
Promote products and services.
- Professional** >
Showcase your portfolio and work.
- Online store** >
Sell your collection of products online.
Purchase required

[Skip setup and start with a basic website.](#)

Step 3: What is your Site about?



The image shows a screenshot of the WordPress installation wizard's 'What is your blog about?' screen. The background is a solid dark blue. At the top center is the WordPress logo (a white 'W' in a circle). Below the logo, the text 'What is your blog about?' is displayed in white, followed by the subtitle 'We'll add relevant content to your blog to help you get started.' in a smaller white font. A white search bar with a magnifying glass icon on the left and the placeholder text 'Enter a topic or choose one from below.' is highlighted with a red border. Below the search bar is a white list of popular topics, each on a separate line with a thin white border. The topics listed are: POPULAR, Travel, Local, Photography, People, Blogging, Dating, and Food.

WordPress logo

What is your blog about?

We'll add relevant content to your blog to help you get started.

🔍 Enter a topic or choose one from below.

POPULAR

- Travel
- Local
- Photography
- People
- Blogging
- Dating
- Food

Step 4: Tell your Site's Name



Tell us your blog's name

This will appear at the top of your blog and can be changed at anytime.

Scroll down to see your blog. Once you complete setup you'll be able to customize it further.

↓

WEBSITE PREVIEW

Your New Blog



Welcome to My New Travel Blog

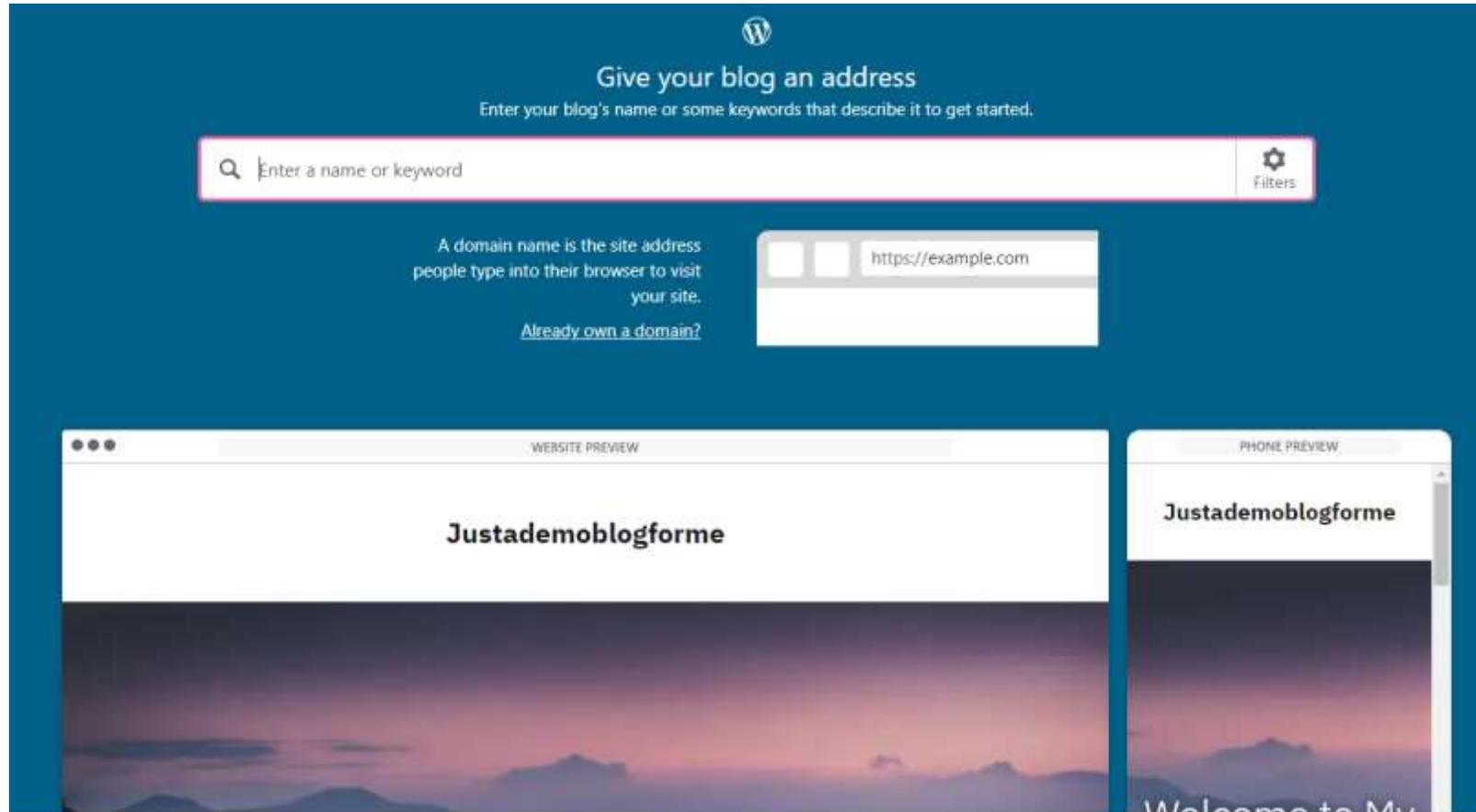
PHONE PREVIEW

Your New Blog



Welcome to My New Travel Blog

Step 5a: Give your site an Address [Domain]



Step 5b: Match Site Name to *Free* Site Domain...then *Select!*

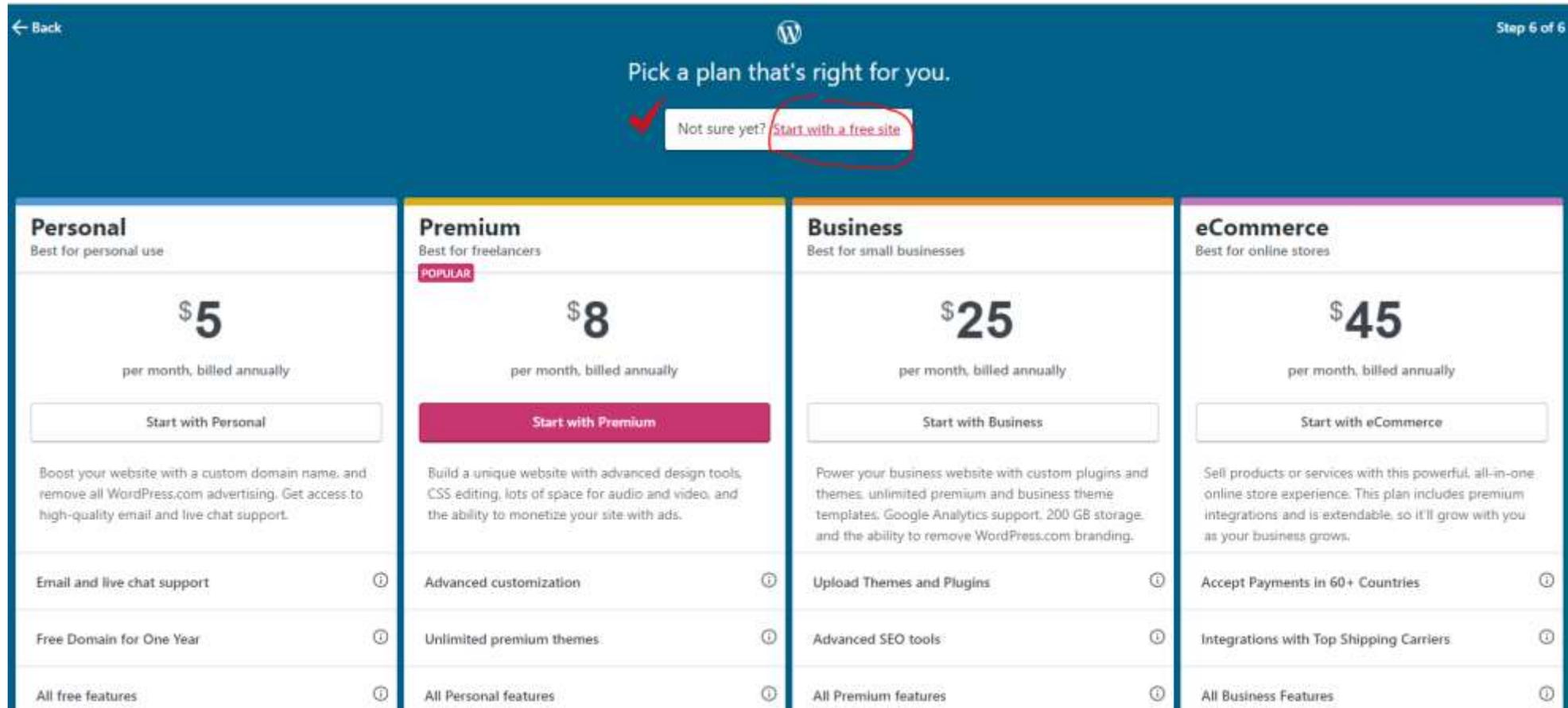
Give your blog an address
Enter your blog's name or some keywords that describe it to get started.

Justademoblogforme

More Extensions ▾ .me .life .co .club .org .net .com .blog

justademoblogforme.com First year included in paid plans Renewal: \$18.00 /year Best Match ✓ Exact match ✓ ".com" is the most common extension Select	justademoblogfor.me First year included in paid plans Renewal: \$25.00 /year Best Alternative ✓ Close match ✓ ".me" is a common extension Select
✓ justademoblogforme.wordpress.com Free Select	
justademoblogforme.blog First year included in paid plans Renewal: \$22.00 /year Select	
justademoblogforme.org First year included in paid plans Renewal: \$18.00 /year Select	

Step 6: Pick a *Free* Plan



← Back Step 6 of 6

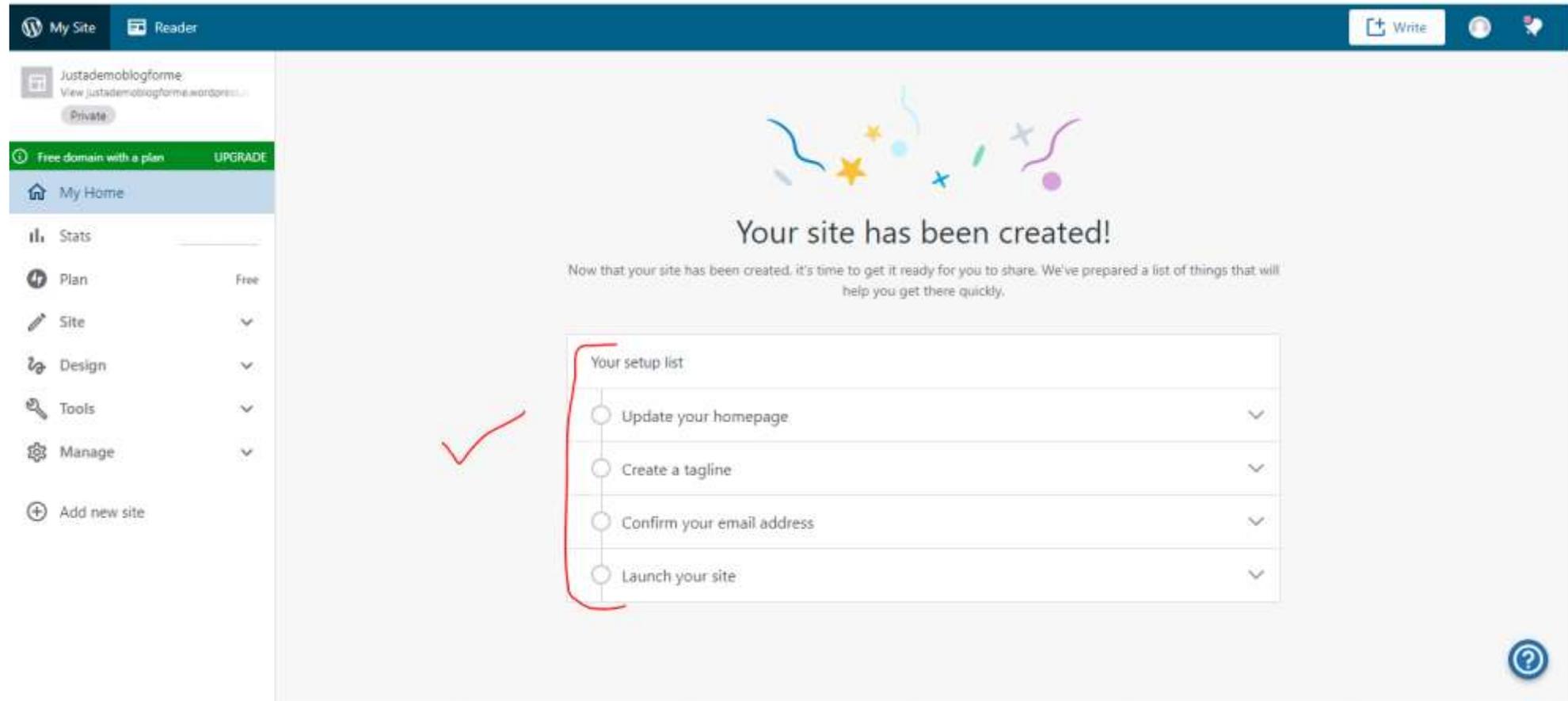

Pick a plan that's right for you.

Not sure yet? [Start with a free site](#)

Personal	Premium	Business	eCommerce
Best for personal use	Best for freelancers	Best for small businesses	Best for online stores
\$5	\$8	\$25	\$45
per month, billed annually	per month, billed annually	per month, billed annually	per month, billed annually
Start with Personal	Start with Premium	Start with Business	Start with eCommerce
Boost your website with a custom domain name, and remove all WordPress.com advertising. Get access to high-quality email and live chat support.	Build a unique website with advanced design tools, CSS editing, lots of space for audio and video, and the ability to monetize your site with ads.	Power your business website with custom plugins and themes, unlimited premium and business theme templates, Google Analytics support, 200 GB storage, and the ability to remove WordPress.com branding.	Sell products or services with this powerful, all-in-one online store experience. This plan includes premium integrations and is extendable, so it'll grow with you as your business grows.
Email and live chat support ⓘ	Advanced customization ⓘ	Upload Themes and Plugins ⓘ	Accept Payments in 60+ Countries ⓘ
Free Domain for One Year ⓘ	Unlimited premium themes ⓘ	Advanced SEO tools ⓘ	Integrations with Top Shipping Carriers ⓘ
All free features ⓘ	All Personal features ⓘ	All Premium features ⓘ	All Business Features ⓘ

Success – *Site Created!*

Do Setup steps: update home page, confirm email, etc. *before* launch



The screenshot shows the WordPress dashboard interface. At the top, there's a navigation bar with 'My Site' and 'Reader' tabs, and a 'Write' button. Below this, the site name 'Justademoblogforme' is visible. A green banner offers a 'Free domain with a plan' and an 'UPGRADE' button. The left sidebar contains a menu with options: 'My Home', 'Stats', 'Plan' (Free), 'Site', 'Design', 'Tools', 'Manage', and 'Add new site'. The main content area features a celebratory graphic and the heading 'Your site has been created!'. Below the heading, a message states: 'Now that your site has been created, it's time to get it ready for you to share. We've prepared a list of things that will help you get there quickly.' A red checkmark is drawn to the left of the 'Your setup list' box. The 'Your setup list' contains four items, each with a radio button and a dropdown arrow: 'Update your homepage', 'Create a tagline', 'Confirm your email address', and 'Launch your site'. A help icon is located in the bottom right corner.

My Site Reader Write

Justademoblogforme
View justademoblogforme.wordpress.com
Private

Free domain with a plan UPGRADE

My Home

Stats

Plan Free

Site

Design

Tools

Manage

Add new site

Your site has been created!

Now that your site has been created, it's time to get it ready for you to share. We've prepared a list of things that will help you get there quickly.

Your setup list

- Update your homepage
- Create a tagline
- Confirm your email address
- Launch your site

?

What Your New Blog Looks like...

a skeletal site, with default Theme [Maywood] and starter content



Step 7: *But...*you can't Admin site until your Email confirmation

[see below]

----- Forwarded message -----

From: **WordPress.com** <donotreply@wordpress.com>

Date: Sat, Oct 19, 2019 at 2:20 PM

Subject: Activate demovourstuff

To: <angelavaughan08@gmail.com>



Welcome to WordPress.com. Please click the button below to confirm your email address and activate your account.



[Click here to Confirm Now](#)

After you confirm your account, come back and check your inbox for your WordPress.com Welcome Kit email. It includes all the information you need to get started, including a simple 5-step process to get your site launched quickly, and a boatload of free marketing tips to help you drive traffic to your site.

Helpful reminder: At any time, log into your account with your username, demovourstuff, or your email address.

Step 8: Use “Welcome Email” Links to Guide your Site Setup

From: **WordPress.com** <hello@wordpress.com>



Welcome to the WordPress.com family!

Congratulations, your new site, justademoblogforme.wordpress.com, is up and running!

This email has everything you need, including links to several videos and guides, to help you get started.

The resources are 100% free and even include a free bonus. As a special “thank you” for joining WordPress.com, you’re going to get access to three marketing courses that are overflowing with many of the most important marketing tips we’ve discovered over the years (links below).

So hang on to this email and refer back to it often as your site progresses. With all that said, let’s get started!

- ✓ *Consult the links, videos, & online courses in your [WP.COM Welcome reply email](#)*
- ✓ *Invite Gary as a guest Admin to help...Create your added Testing site (optional)*
- ✓ *Finally, “Launch” your site Public when ready – and reset Settings to “Private”, “Hidden”*



Annex 2: RestonUSE WP.COM Website Case Study

USE Organizational Background:

- **Purpose:** a community "time-bank" where members exchange hours of service with other members for their services (ranging from rides to the airport to home maintenance).
- **Activities:** very active, many lunches, fairs and other events.
- **Membership:** about 100 members, mostly retired and living in the Reston, VA area

Technology - *Past and Projected*



- USE had an existing WP.ORG website that was little used and not user-friendly.
- For Member-limited information, USE maintains an hOurworld website that uses Time and Talent software to sign up new Members and exchange Services, as well as a Members-only Facebook page.
- Gary volunteered to help a USE Web Team design and launch a new WP.COM website during January-May 2019.

Old WP.ORG Website [via "Wayback Machine"]



Reston Useful Services Exchange (USE)

A Community Time Bank

HOME ABOUT ▾ EVENTS GALLERY JOIN MEMBERS NEWSLETTERS AND FILES SERVICES CONTACT US

Mar 13

Make the Most of USE – Use It!

Posted on March 13, 2018 by admin

Reston USE Annual Potluck Supper & Meeting
Saturday, March 17, 2018
4 p.m. to 7 p.m.
Unitarian Universalist Church of Reston



THEME: Make the Most of USE – Use It!

LOCATION: Unitarian Universalist Church of Reston, 1835 Wake Ave., Reston, VA 20190

BRING: A dish or beverage to share (recommended: an amount that would serve 6 to 8 people); an appetizer, entrée, salad, side dish, dessert, or beverage

USE will provide paper, plates, utensils, and water.

Come and join the celebration.
Send in your **StanJeGenius** response!



RSVP: By Saturday, March 17th, Use StanJeGenius or email us at RestonUSETimeBank@gmail.com or call 703-873-7478

NOTE: StanJeGenius is best for keeping track of attendance and giving, so please RSVP that way if you can.

Member Log In

Log in now to request a service, record a transaction, and manage your profile. [Click here](#)

PayPal

Annual Membership - Select Type
Single \$10.00 USD

VISA   

USE New WP.COM Website Goals:



- *To attract* new USE Members and better engage existing Members
- *To leverage* additional resources: Volunteers, Board, partner organizations and local media.

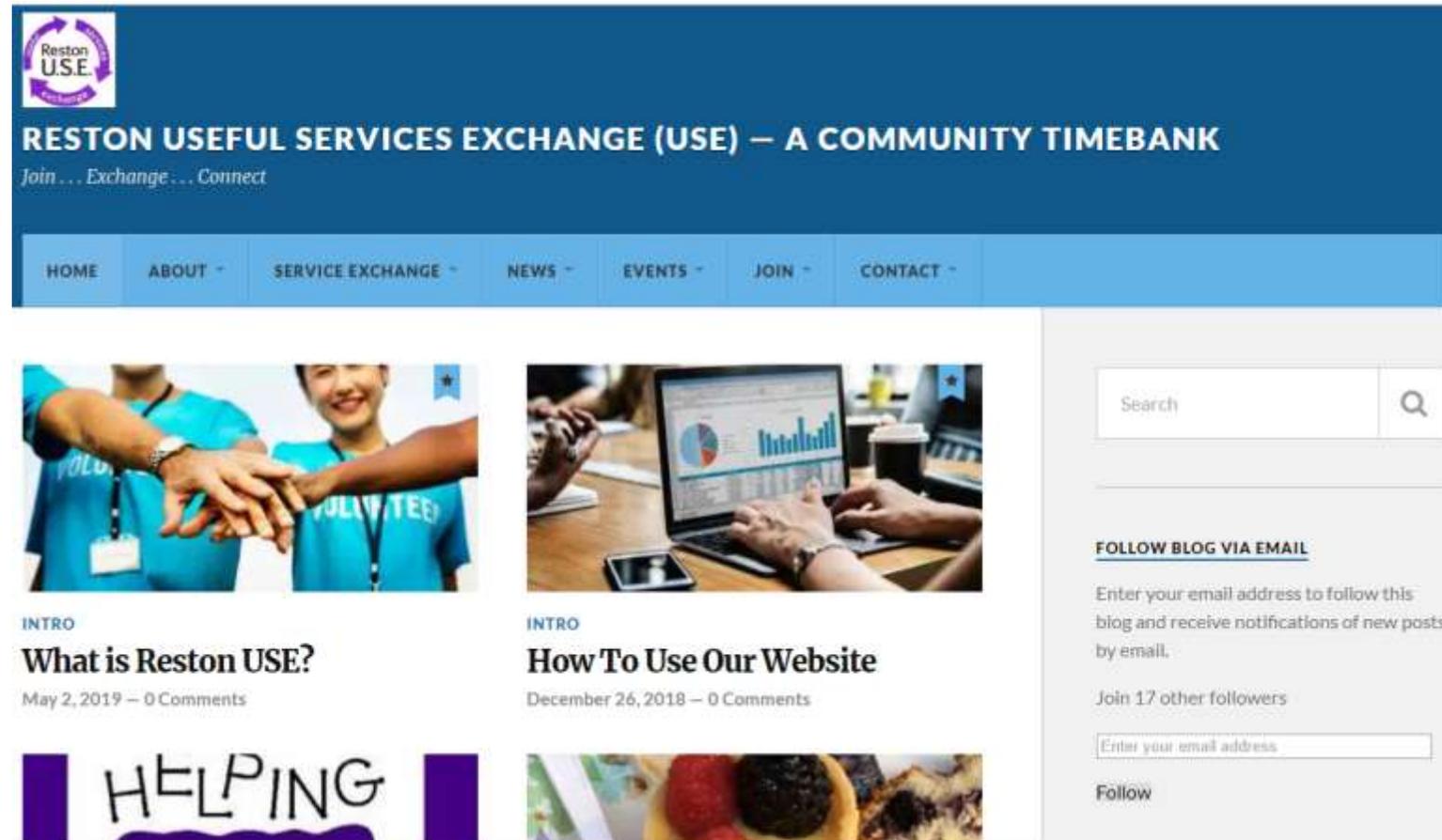
USE Website Project Lessons Learned



- Better clarify USE website requirements up front, involving the USE Board and a full Web Team
- Get USE Web Team, Board and end user feedback and testing on the site throughout the period of site development, rather than "bunched" toward the end.
- Start USE WP Admin training at the outset by creating their own site and early comparison (testing!) of alternative Themes, layouts and content.
- Apply project management software ([Asana](#)?) to economize on Web Team email and teleconference overload
- Better incorporate social media for a public launch of the website once completed

WP.COM Website Result [with free *Rowling* Theme]

<https://restonuse.org/>



The screenshot shows the homepage of the Reston Useful Services Exchange (USE). The header is dark blue with the Reston USE logo on the left and the title "RESTON USEFUL SERVICES EXCHANGE (USE) – A COMMUNITY TIMEBANK" in white. Below the title is the tagline "Join... Exchange... Connect". A light blue navigation bar contains links for HOME, ABOUT, SERVICE EXCHANGE, NEWS, EVENTS, JOIN, and CONTACT. The main content area features two introductory posts. The first post, "What is Reston USE?", includes a photo of volunteers in blue shirts and is dated May 2, 2019. The second post, "How To Use Our Website", includes a photo of hands on a laptop and is dated December 26, 2018. To the right of the posts is a search bar and a "FOLLOW BLOG VIA EMAIL" section with an email input field and a "Follow" button. At the bottom, there are partial images of a sign that says "HELPING" and a plate of food.

Reston U.S.E.
Exchange

RESTON USEFUL SERVICES EXCHANGE (USE) – A COMMUNITY TIMEBANK

Join... Exchange... Connect

HOME ABOUT SERVICE EXCHANGE NEWS EVENTS JOIN CONTACT

INTRO
What is Reston USE?
May 2, 2019 – 0 Comments

INTRO
How To Use Our Website
December 26, 2018 – 0 Comments

SEARCH

FOLLOW BLOG VIA EMAIL

Enter your email address to follow this blog and receive notifications of new posts by email.

Join 17 other followers

Enter your email address

Follow

HELPING

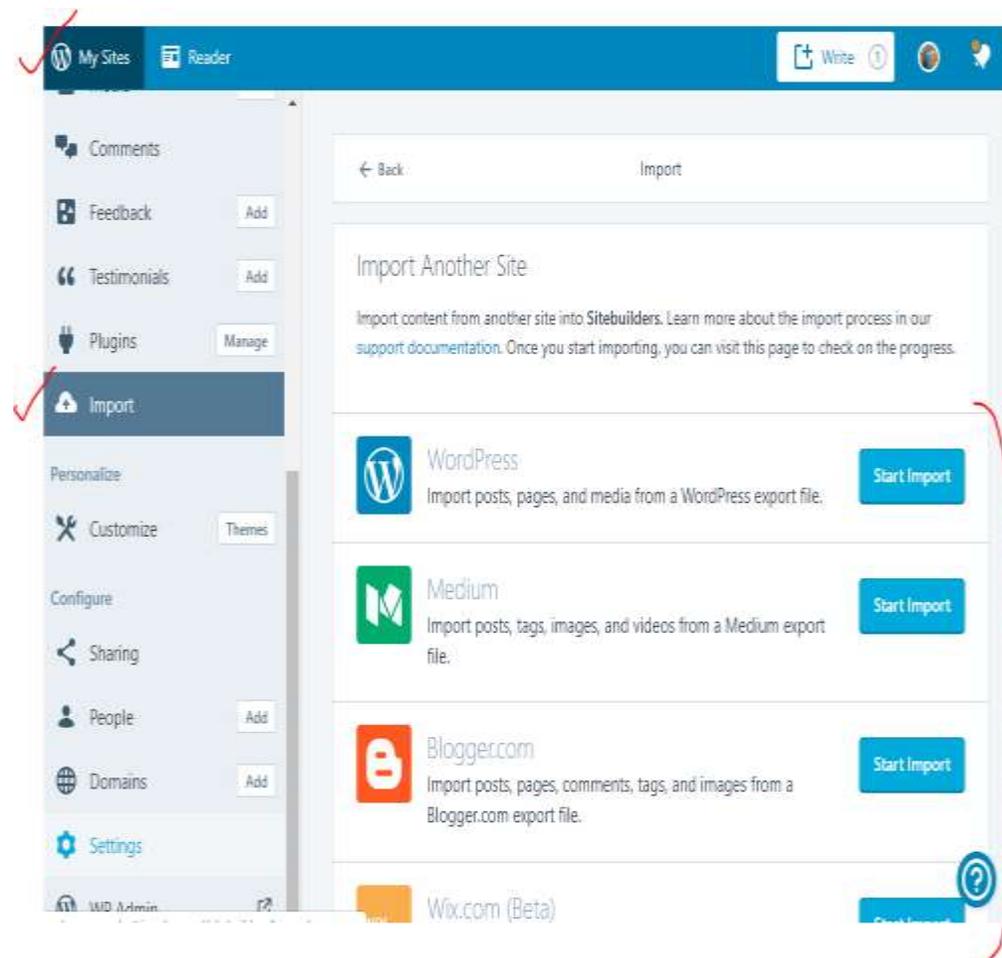
FOOD

Annex 3: WP Migration Tips

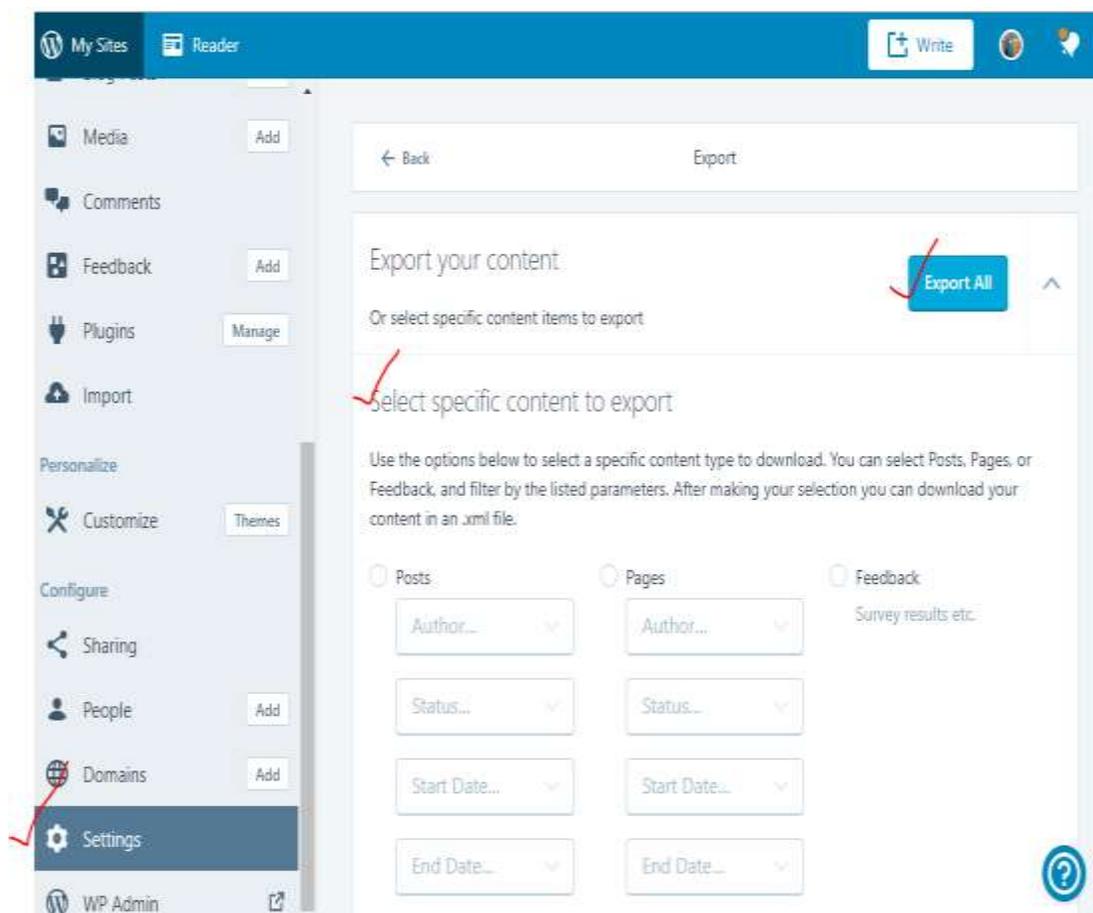
- Need to plan “export” from old site and “import” to new site
- You may need an added migration tool to minimize disruption
- Testing, backups, and redirection of former site are key
- *Easiest to “copy and paste” PC content to brand new WP.COM site*
- Migration Reference Links:
 - [General Site Migration Tips](#) (and details re migration to WP.ORG)
 - [How to Import Content into WP.COM](#)
 - [Graduating – Moving a site from WP.COM to WP.ORG:](#)
<https://www.wpbeginner.com/wp-tutorials/how-to-properly-move-your-blog-from-wordpress-com-to-wordpress-org/>

Migrating Content to/from WP.COM

- “Import” Screen



- “Export” Screen



Annex 4:



- [WP.ORG](https://wp.org) (a more advanced WP option)
- *PRO*
 - More flexible, customizable, robust site
 - Wide variety of users, from bloggers to large organizations
 - Open Source, PHP scripting language
- **CON**
 - More expensive, requires a hosting company on Web
 - Longer learning curve – for IT Developers, Designers, Site Admins
 - Detailed configuration on web host important

If you decide to “graduate” and move up in WordPress complexity...

- **WP.ORG site** more complex than WordPress.Com, needs configuration, and *you* maintain the WP software
- Need a Host – fees vary.
- Can power more modern designs – see [GeneratePress Premium templates](#)
- Host selection criteria: speed, uptime, cost, support, “shared” vs “managed”...very limited support for use of WP software.

WP.ORG Hosting



Many hosts, but a few to consider:

- [BlueHost](#)
- [DreamHost](#)
- [SiteGround](#)
- [HostGator](#)

Note: migration from WP.COM to WP.ORG relatively easy with right tools