



Intro to WordPress:

Building and Editing a Site in WordPress

Presented by Lisa Li

A Bit About Me...

- In high school, I learned the basics of web development and graphic design and I've been doing it ever since – and that's for over 20 years!
- I graduated Southeastern Oklahoma State University in December 2023 with a bachelor's degree in Computer Science
- I started my business, Making The Impact LLC, in 2018 where I provide web development, graphic design, and marketing services
- I have an awesome husband and teenage daughter, plus 2 cats and a dog (the cats might make a surprise appearance or sing for you)



Class Agenda

- **Lecture Part 1: Initial Setup and Interface Overview (~55 minutes)**
 - Learn how to install WordPress, install plugins, and setup basic security; get familiar with the WordPress interface and controls, and learn how you can quickly and easily build your website
- **10-Minute Break**
 - Grab a drink or snack, take a restroom break, or simply engage in the class live chat
- **Lecture Part 2: Basic Troubleshooting and Site Performance (~55 minutes)**
 - We discuss how to fix common issues, backup your website and optimize it so it runs faster
- **Q&A Session (Optional) (~30 minutes)**



Introduction

- **Why use WordPress to build your website?**
 - Most popular website platform (43% of all websites)
 - Flexibility and scalability for any type of website
 - Extensive community and support
 - Thousands of themes and plugins available, many of which are free to use
 - User-friendly interface
 - Supported by most web hosting companies and the core platform is free
 - If you want to switch hosting companies, you typically can move the site without rebuilding it
 - It's easy to find designers and developers to work on the site



WordPress vs Other Platforms

- **WordPress has numerous advantages over other platforms**
 - It can be used to create a website on just about any web hosting service
 - The core system is free and open-source, so it doesn't require a monthly subscription to use.
 - It has a massive library of plugins and themes available.
 - It is more flexible in terms of features, customization, and control.

With WordPress, **you're not locked into one particular company, developer, or tool.**

You can switch web hosting companies, add new features, change the look of your website, and do a lot more all fairly easily. And now, with AI tools and automation, it's easier than ever before.



The AI Revolution

- **Build a website in only 60 seconds?**
 - You can use AI software and tools to generate entire websites that look professionally designed and are full of content customized to suit your business in only 60 seconds.
 - Previously, these required you to use specialized platforms, but now there is a tool that does this for WordPress – giving you all the freedom and flexibility of a WordPress website, and builds a site for you with AI without burdening you with monthly subscriptions
 - You can now easily build an entire website yourself using AI – you no longer need people like me to put it together for you 🥲



What You Need

- **Domain Name**

- It's like a virtual street address that helps people find your website easily

- **Website Hosting**

- This is like a parcel of virtual land and utilities that you build your website on

- **Free SSL Certificate**

- It's like a padlock that helps secure your property from intruders

- **WordPress – the Website Builder**

- Think of it as the materials, tools, and methods you use to assemble your website

Note: If you buy your domain name and website hosting separately, you will likely need to change the DNS settings for the domain name.

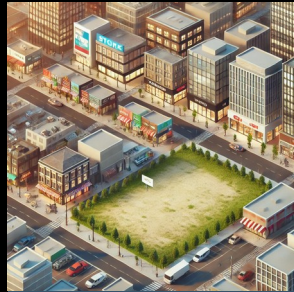


How It All Works Together



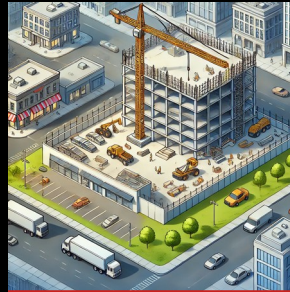
Domain Name

(it's like a street address where people will find your business)



Website Hosting

(it's like a parcel of land you build on)



Website Builders

(it's like the materials, tools, and equipment you build with)



Email Hosting

(it's like where you send and receive your mail)



DNS & Name Servers

(it's like the GPS of the Internet that runs behind the scenes)



SSL Certificate

(it's like a padlock to help protect your property)

Here's an interesting fact... the images on this slide were generated using AI! I used ChatGPT.

I gave it some basic instructions and it used the built-in "DALL-E" image generator.



Basic Steps to Build a Website

1. Choose a web hosting company (a virtual “real estate” broker)

- Find a web hosting company that has the features you need, fits your budget and has good reviews – particularly with their service, speed, support, and pricing

2. Buy a domain name (your virtual street address)

- Buy a short, memorable, easy to spell domain name that suits your business
- Get privacy protection – companies like Dynadot, Hover, Porkbun, etc. include it **FREE**

3. Buy website hosting (your virtual parcel of land)

- After you have a domain name, you can buy website hosting – you enter in the domain name that you purchased when you sign up for hosting



Basic Steps to Build a Website

4. Connect your domain name to your website hosting

- Once your web hosting account has been setup, you will get an email with your account details, which should include Name Servers (they look like ns1.something.com and ns2.something.com)
- Return to where you bought the domain name and enter in the Name Servers into the settings

5. Install WordPress

- Generate a free SSL certificate (some web hosts may do this automatically)
- Many web hosts offer a 1-click installer for WordPress, others have something called “Softaculous”
- Click the installer and follow the steps to install WordPress

6. Start building your website!



Domain Name & Web Hosting

- **Choose a web hosting company**
 - You can choose a hosting plan that is a simple shared hosting plan, or you can choose one specifically for WordPress – either will work
 - Pay attention to things like resources, features, regular prices, location of their servers, ways to contact their technical support, free SSL, and recent reviews
- **Choose a domain name**
 - It's generally better to buy a domain name separately than to buy it with the website hosting, but it requires a few extra steps to set things up
 - Buy from a domain registrar that provides free privacy protection
 - After you have a domain name registered, you can buy website hosting and point the domain name to it



The Hosting Control Panel

Common Web Hosting Control Panels

- **Cpanel** – very common, user-friendly, used by companies like HawkHost
- **Custom Panels** – used by companies like Hostinger, SiteGround, and countless others

Common Controls

- File management (FTP, File Manager)
- Domain Management (Add-ons, Subdomains)
- Email Setup (Email accounts, Forwarding)
- Database Management (MySQL, PHPMyAdmin)
- One-Click Installers (WordPress, Joomla, etc.)
- SSL (Let's Encrypt)



WordPress Admin Controls

- **Dashboard:** This is default screen you see in the WordPress Admin
- **Posts:** If you want a blog or news part of your site, you put your content for it in here
- **Media:** This is where your images go as well as any videos, PDFs, and files go
- **Pages:** This is where the main pages of your website go (ie. About, Contact, Services, etc.)
- **Plugins:** You add features and functionality to your site with this
- **Appearance:** This is where you create the menu for your website, add your logo, customize the header and footer of the website, and control what appears in the sidebar on the blog posts
- **Settings:** You set the timezone and enable or disable certain functions like comments, user accounts, and things like that here



Typical Setup

- 1. System Settings:** Set the time zone, turn off comments to prevent spam, set the day of the week, change “permalinks” to post name
- 2. Install Plugins:** Install a “coming soon” plugin to display a temporary page, install Wordfence (free security plugin), a page builder, and a form builder
- 3. Install Theme:** Install a theme, there are lots of free ones you can use
- 4. Create the Main Pages:** Create the main pages of your website
- 5. Add Your Content:** Insert your content into each page of your website
- 6. Add a Contact Form:** Use a form plugin to build a simple contact form
- 7. Style and Customize Your Site:** Use the page builder to put together each page of your site and use the theme customizer options to add your logo, build a navigation menu, and control the look and style of your website



AI Site Generator

- 1. Generate a Website:** Create an account at ZipWP and use their AI tool to generate your website, add your logo, and style it
- 2. Export the Website:** Install the free site migration plugin and export the AI generated website and download the file
- 3. Import the Website:** Install the free site migration plugin where you installed WordPress and import the file you downloaded
- 4. System Settings:** Set the time zone, turn off comments to prevent spam, set the day of the week, change “permalinks” to post name
- 5. Install Plugins:** Install Wordfence (free security plugin)



Common Site Issues

Site is not coming up

- If you have a connection error, the issue may be related to your domain name
- If you see an error page, there is probably a broken plugin or theme on your site

If you can't login

- Go to the login page of your website, you can usually find it by going to your domain name followed by /wp-admin or /login
- If you lost your password, you should be able to do a password reset and it will send you a link to your email address to reset your password



Q&A



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