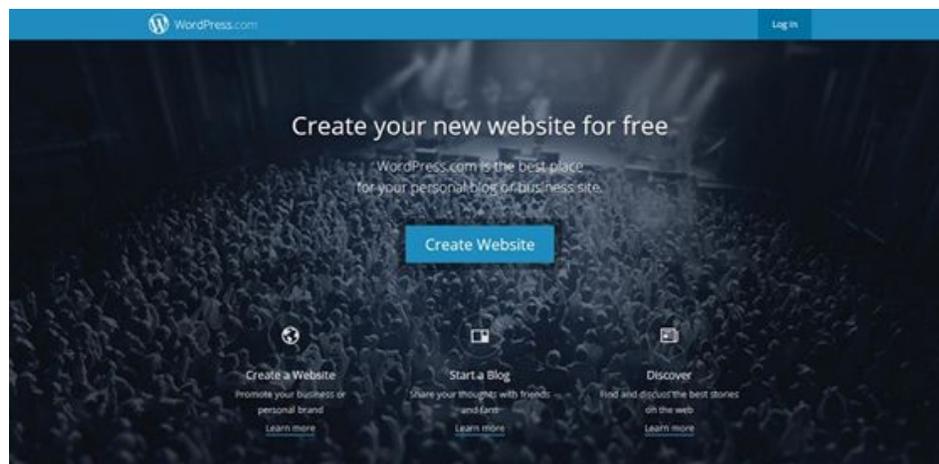


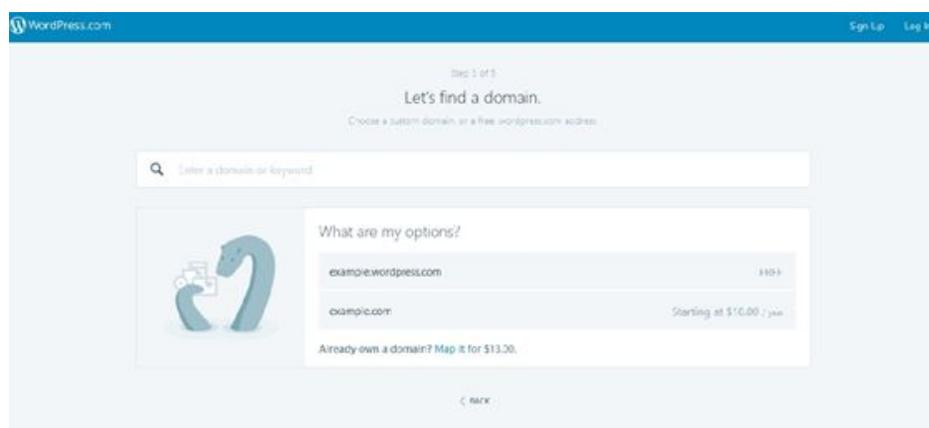
Starting WordPress

Step One – Selecting a Theme



Begin by visiting <https://wordpress.com/>. From the main page, click the “Create Website” button. You will be given a series of options that will help you determine which theme best fits the website you want to build. You will be changing the theme later, so don’t worry too much about which theme you select now.

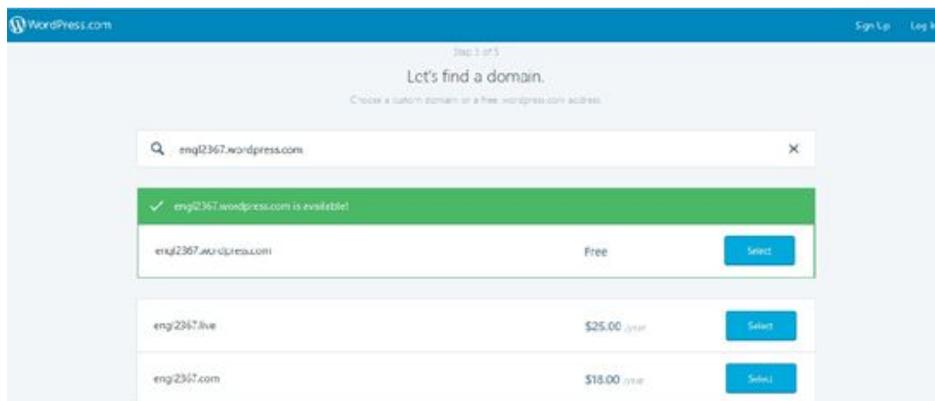
Step Two – Choosing a Domain Name



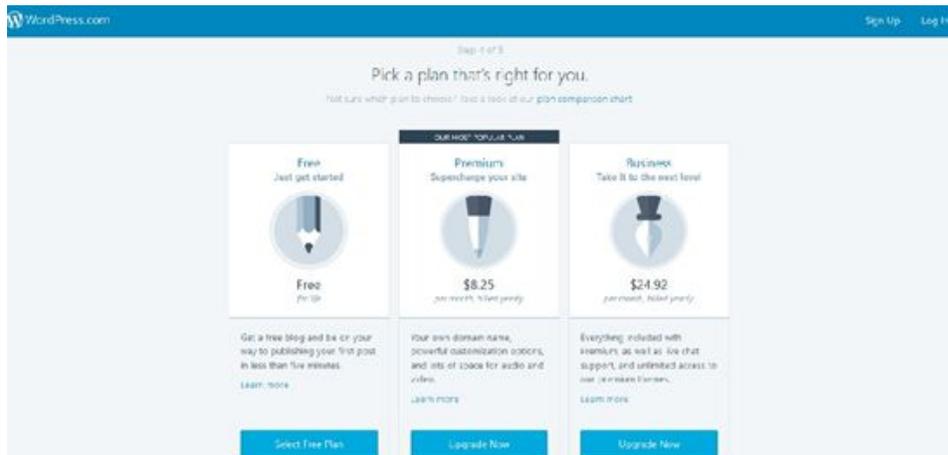
The domain name is the web address people will type into their browser to find your site. Your domain name should reflect the purpose of your website. For example, if you want to build a personal website that showcases your interests and projects, then your first and last name might be a good choice for a domain name. If you want to build a site for an upcoming course you are

teaching, you may want to consider using the course number or name. Take some time to decide on your domain name, as you will not be able to change it once you have created your website.

Enter your domain name in the query box that says “Enter a domain or keyword.” Note that free WordPress domain names follow the convention **example.wordpress.com** (e.g. `engl2367.wordpress.com`). In order to omit the wordpress web address tag, you would need to upgrade your domain, which costs money. For this workshop, you will build a free WordPress site, so make sure to use the **example.wordpress.com** format for your domain name.

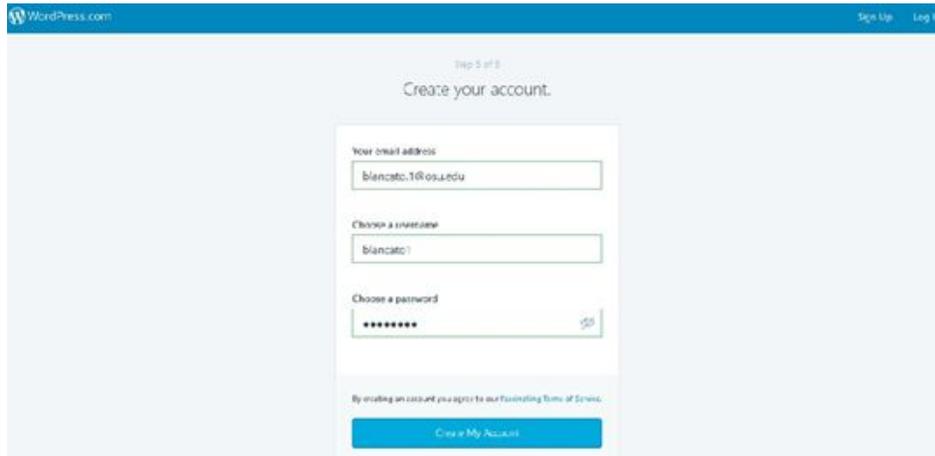


Check to see if your domain name is available. If it is, you will see a blue button that says “Select.” Click that button.



You will be taken to a screen that describes different pricing plans available to WordPress users. Choose the blue button that says “Select Free Plan.”

Step Three – Creating Your Account

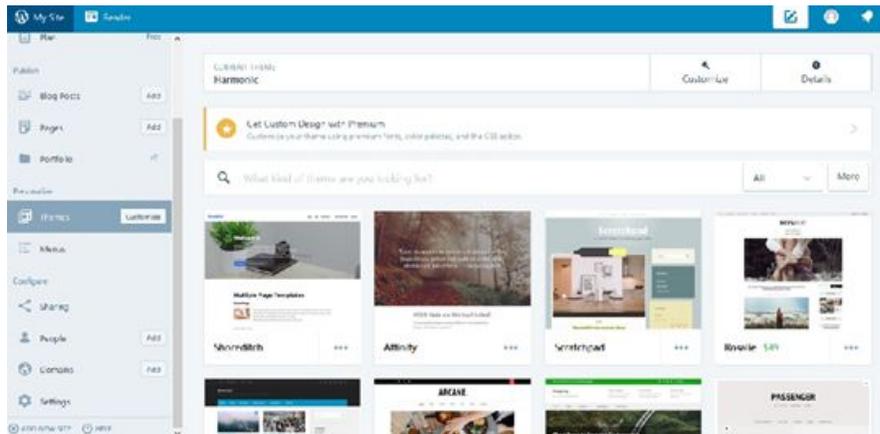
A screenshot of the WordPress account creation page. The page has a blue header with the WordPress logo and 'WordPress.com' on the left, and 'Sign Up' and 'Log In' on the right. The main content area is light blue and contains a white form titled 'Step 5 of 6: Create your account.' The form has three input fields: 'Your email address' with the value 'biancato.1@osu.edu', 'Choose a username' with the value 'biancato1', and 'Choose a password' with a masked password '*****'. Below the fields is a small text line: 'By creating an account you agree to our [Terms of Service](#).' At the bottom of the form is a blue button labeled 'Create My Account'.

Before you can start tinkering with the look of your website, you will need to create a WordPress account. Enter a working e-mail address, a username, and a password into the prompts. Your password should be at least six characters long. You will receive a confirmation e-mail from WordPress asking you to activate your account. Make sure to confirm your e-mail address before moving forward.

Step Four – Exploring the My Site Menu

After confirming your e-mail address, you will be re-directed to your website. You may notice that there is a scroll bar on the left hand side with options that include “Stats,” “Plan,” Blog Posts, and “Pages.” This is the My Site Menu. You can use these options to add content like web pages or blog entries to your website. You can also use the My Site Menu to make big picture modifications to your website, like changing the theme or the links that appear in your homepage menu. **Keep in mind that the My Site Menu is different than the Theme Customizer Menu, which we will discuss later.**

Step Five – Changing the Theme



You will now practice changing the theme of your website. In the My Site Menu, click the Themes option under the Personalize header. This will take you to the WordPress theme finder, where you can view all of the themes WordPress has to offer its users. Note that while many of the themes are free, some are not. Themes that have a green price tag next to their names cost money.

Before you choose a theme that fits the goals of your website, let's practice making changes to a particular theme. Type "Gateway" in the search query box that says "What kind of theme are you looking for?" This should bring up a user-friendly theme called "Gateway" that you can modify.

Click the button marked "Preview" in the middle of this theme, then click the blue "Try & Customize" button in the upper right hand corner.

Step Six – Exploring the Theme Customizer Menu



On the left hand side of your screen, you should see the Theme Customizer Menu. We will go over the function of each one of these tools shortly. First, click the blue “Save and Activate” button. You will receive a message with information about the theme you selected. Click the blue “Visit site” button, which will allow us to see what the site looks like right now.

In order to make changes to this site’s look and feel, you will need to navigate back to the Thematic Customization Dashboard. **In order to get to the Theme Customizer Menu, you can either click the Customize button in the bottom right hand corner or access the My Site Menu from the top left corner and then click on the “Customize” button under themes.**

Once you are back to the Theme Customizer Menu, you can begin making changes to the layout and content of your website. Here’s a list of each option found in the Theme Customizer Menu and information about what they do:

- Custom Design - A feature reserved for paying WordPress members that allows users to customize their fonts, make detailed changes to the color scheme of the website, and modify the CSS coding of the website. Because this is a paid feature, we will not be using it.
- Set Title, Tagline, and Logo - Allows you to change the title, tagline, and logo on your website header.
- Colors and Backgrounds - Allows you to change the background image that appears on your website as well as your website’s color scheme.
- Fonts - Allows you to make changes to your header and base content fonts.
- Header Image - Allows you to modify the header image that appears at the top of your website.
- Menus - Allows you to change the title and location of the menus on your website. Note that some themes, such as Gateway, only support one menu, while others can contain multiple menus.
- Widgets - Widgets are small tools that add content and features into specific areas of your website. Examples of WordPress widgets include search query boxes, calendars, and navigation menus. The Widgets section in the Thematic Customization Dashboard will allow you to embed widgets into your website. **You will practice embedding widgets into your website during the Continuing WordPress Workshop.**
- Static Front Page - Allows you to set your default home page and the default section where your blog posts will go. This section will also allow you set your home page as static, meaning no blog posts will show up there. Alternatively, you can choose to have your blog posts show up on your front page by clicking the front page displays your latest posts option.
- Featured Content - Allows you to find blog posts that you have tagged.

- Theme Options - Allows you to make changes specific to your chosen theme. For example, some themes have areas for videos or pictures. The Theme Options category is where you can make changes to content included in your theme template.

Step Seven - Find a Theme and Experiment

You now know the basics of designing a WordPress site! During the Continuing WordPress Workshop, you will practice building web pages, blog posts, and other content for your website. For now, take some time to play around with the Thematic Customizer options. Try new themes (My Site Menu > Themes). Test new fonts. Find images you can embed in your website. Have fun!

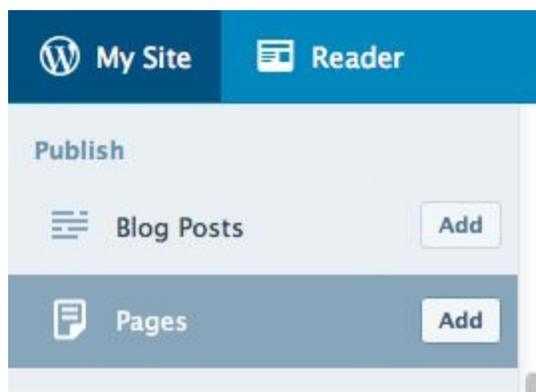
Continuing WordPress

WordPress is a flexible platform that will grow with you - some web developers specialize in WordPress because it has both back end flexibility and customizability, but it is relatively easy for clients to update and maintain. In this workshop, we'll practice skills you'll need to build upon what you learned in the beginning WordPress workshop. By the end of today's workshop, you'll learn all the basic information you'll need to build a personal blog a professional website that includes a blog, and a course website that delivers information to students.

A Note on Choosing Themes

You selected a new theme during yesterday's workshop. Not all themes are created equally. Each theme has its own unique affordances, so don't be shy about selecting a new theme if the one you've chosen isn't doing what you want it to do. Your options for customization may vary between themes, but all themes will have blog posts and static pages, which is where we will focus our attention today.

Blog Posts and Static Pages



Blog posts are organized chronologically, like a journal. Pages, on the other hand, exist statically and can be accessed through menus rather than scrolling through a blog.

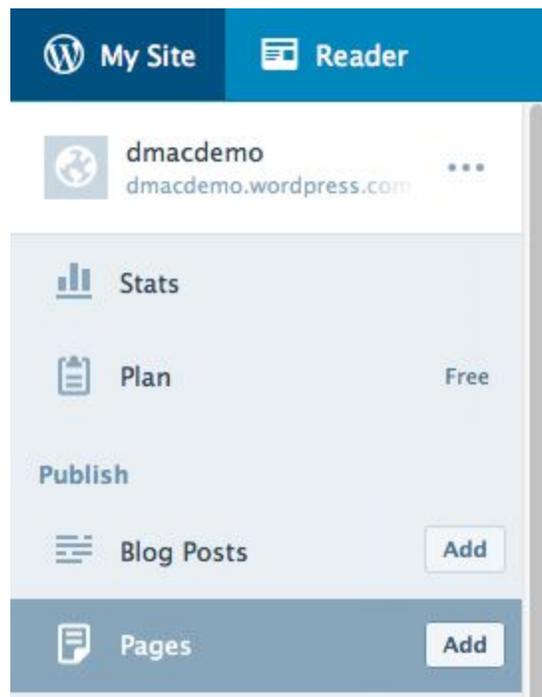
There are three possible configurations in WordPress with blogs and pages:

1. You can make your site primarily a blog, organized chronologically. This is the WordPress default configuration.
2. You can make a static page-dominated website with a blog embedded in a page - this is what you might see on an academic's professional homepage.
3. You can skip the blog and make your website entirely from static pages. This is more like what you'd expect from a traditional website - you might use this format for a course website that delivers course material to your students.

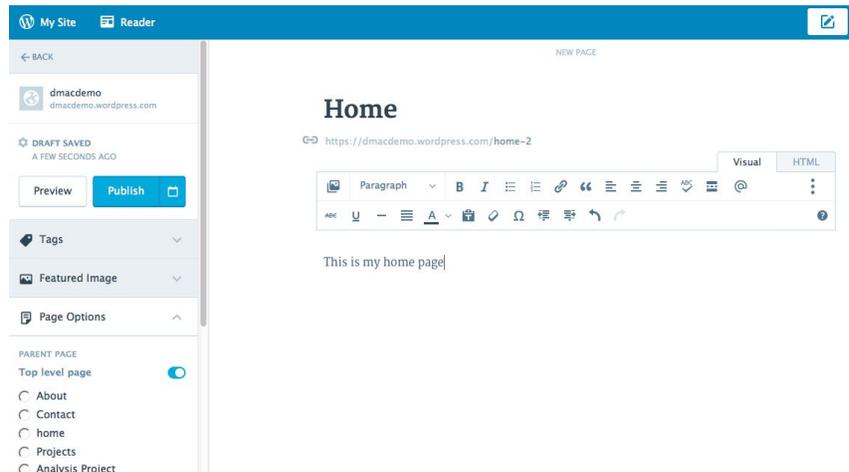
Most wordpress themes default to a featuring the blog as the front page. If you would like visitors to land on a static front page instead, here's how you do it.

Creating a Static Front Page

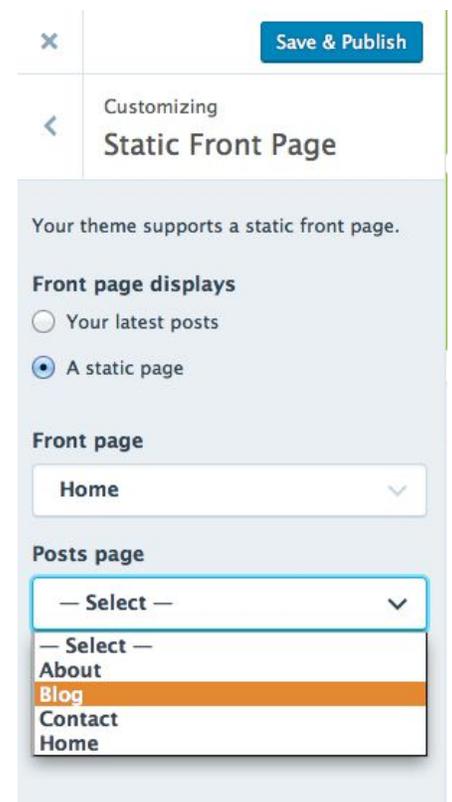
1. Create the page that will serve as your landing page. To create a new page, go to your My Site Menu, scroll down to Pages, and click "Add"



2. Give your landing page a name. “Home” or “index” are customary landing page names. We can edit the content of this page later.



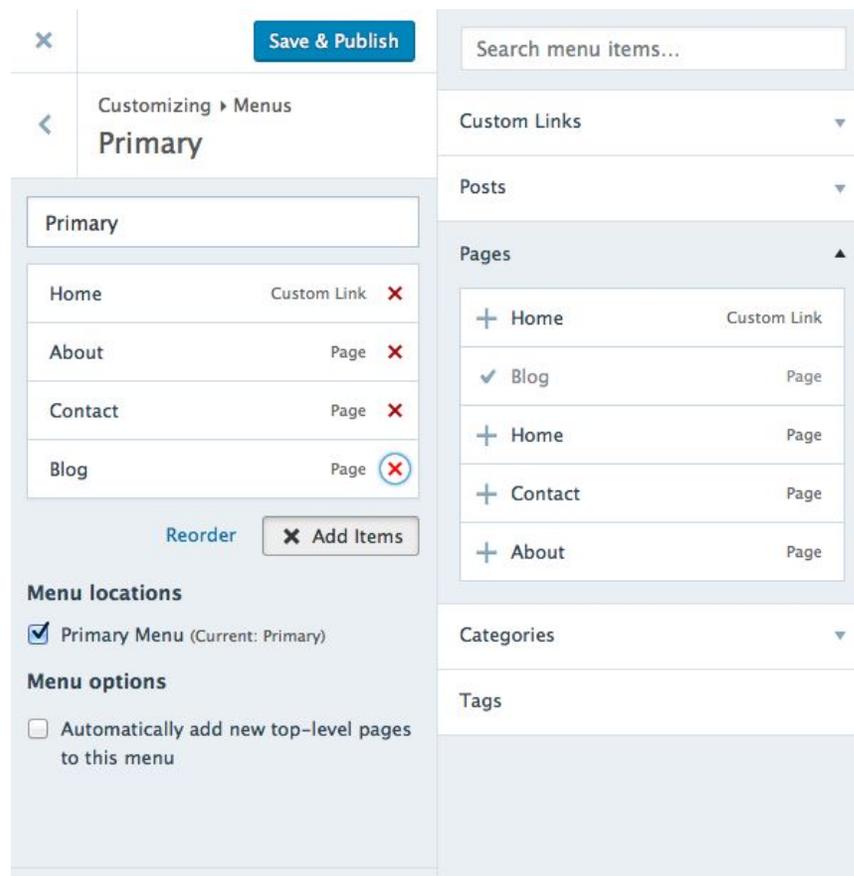
3. Set your new page as a static page. To do this, you’ll need to access the Theme Customizer, which is under your My Sites menu. Follow this path: My sites>Personalize>Themes>Customize>Static Front Page
4. In the Static Front Page menu, move the radio button (the dot) under “front page displays” from “your latest posts” to “a static page.”
5. Under the front page drop down, select “home,” or whatever name you chose for your static landing page.
6. Save and publish your changes.
7. If you want to include a blog on your webpage, you will repeat these steps, creating a “blog” page, and then pointing to the blog under the “posts” page on the bottom half of the menu.



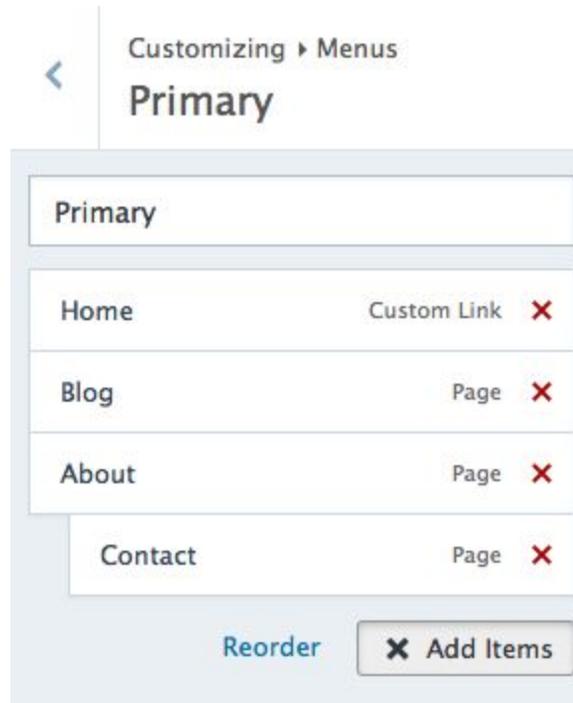
Customizing Menu

Now we have some custom pages. The next step is to add those pages to our menus. Access menus through the theme customizer menu.

1. Follow this path: My sites>Personalize>Themes>Customize>Menus



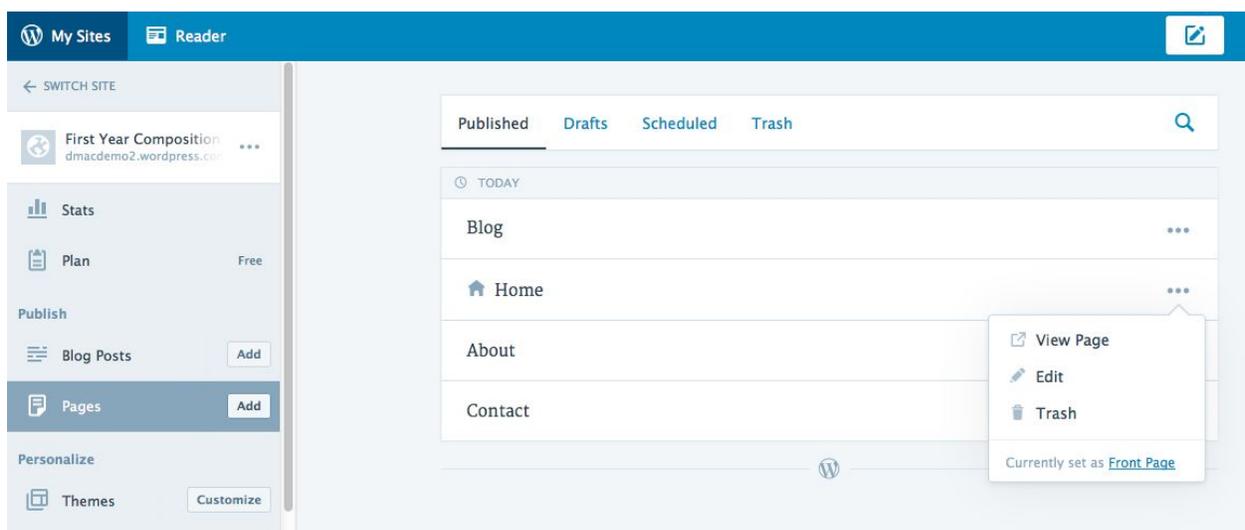
2. Click on “add items” to add pages to your main menu, and then select the pages you want to add.
3. Drag and drop items under your “Primary menu” to change the order they appear on your page.
4. Drag and drop one page on top of the other to set it as a sub page. It will then appear under that page as a dropdown in the menu.



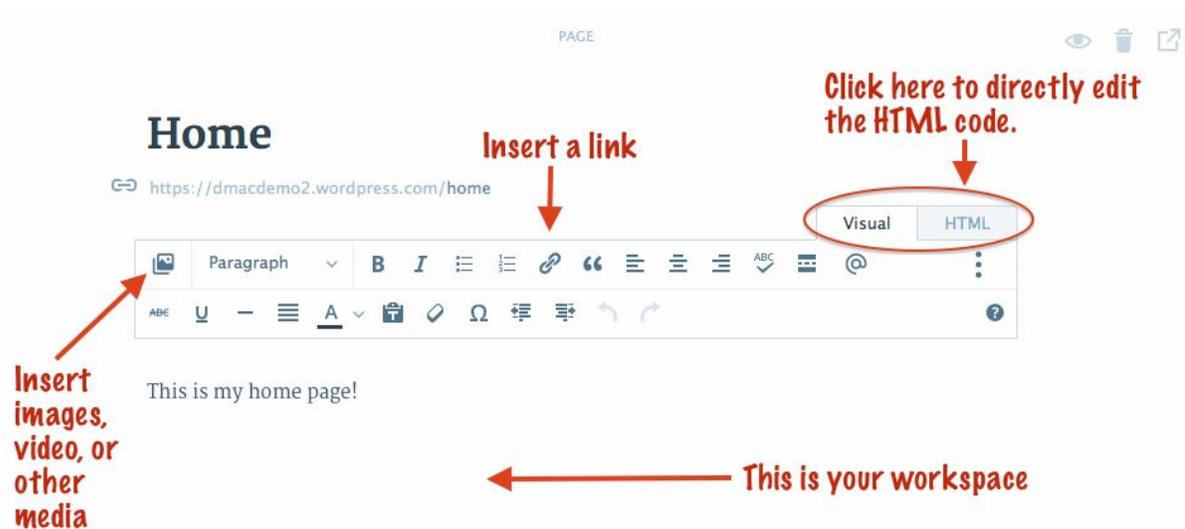
Customizing Pages

Now that you've got your basic site structure set up, let's talk about editing individual pages.

1. To access your pages, exit the Theme Customizer menu and follow this path: My sites>Pages
2. Beside the page you want to edit, click the ellipses ... and choose "edit." You can also delete pages here if you click on "trash."



- When you enter the page editing screen, you'll see a menu that looks a lot like what you get from a word processor. If you hover your mouse over each icon at the top of the menu, you'll see a textual description of the function of that icon.



- When you are finished editing your page, use the “preview” button to preview your changes. If you are satisfied, click on “update.”

Widgets

Widgets are like the apps of the WordPress world. WordPress releases some of them, but some are created and shared by private developers. Widgets allow you to customize the front end of your site, adding features such as calendars, image galleries, and social media displays to the sidebars and footer of your page. Plugins allow you to customize the back end of your site, which improves site functionality, but may not be visible to your visitors.

- To access widgets, go to your theme customizer. Follow this path: My sites>Themes>Customize>Widgets
- Click on “add a widget” to explore the widget library and add one. You can choose to use widgets or not.