

A close-up photograph of a person's hands typing on a silver laptop. The person is wearing a mustard-colored, ribbed knit sweater and several gold bangles on their left wrist. The laptop is open on a dark wooden desk. The background is softly blurred, showing a window with a view of a cityscape.

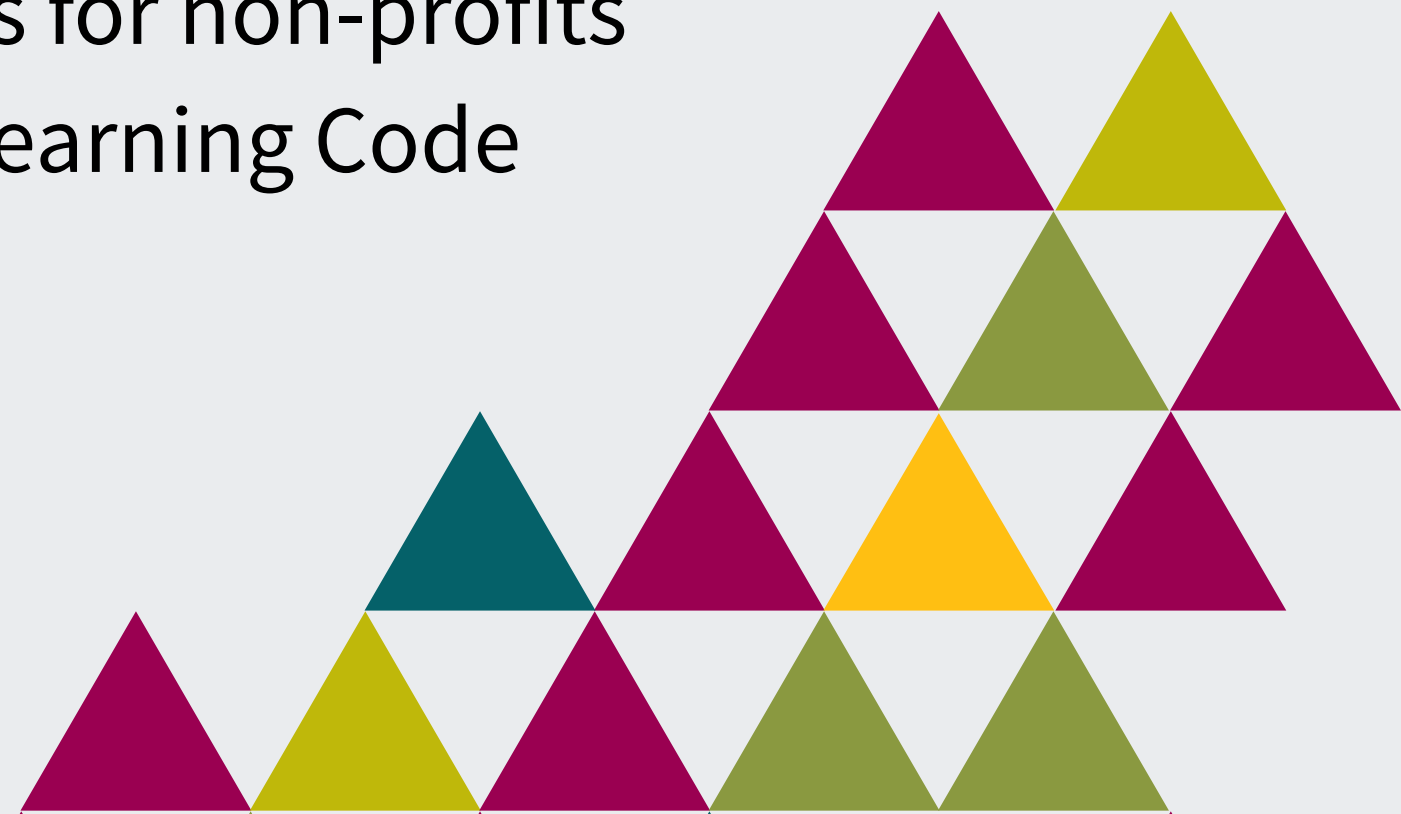
Make a Simple WordPress Website

wifi: MigHelp

password: james2009

About me // Krisztina Kun

- Vancouver Canada (Hungarian born in Romania)
- started making websites in the late 1990s
- worked in non-profits (doing media + communication)
- graphic designer for Vancouver Public Library 2008-2013
- started using WordPress around 2009
- went to coding bootcamp 2014
- now freelance making WordPress websites for non-profits
- teach workshops for CampTech, Canada Learning Code
- I love teaching tech to non-tech people



Introductions

- Your name
- Project/website you're working on today
- How much experience (if any) you have with WordPress (or other website platforms)
- What do you want to get out of today?



Agenda

day
one

what is WordPress
intro to the dashboard
creating content:
posts/pages/images/menus
best practices (SEO, images, etc)

day
two

themes
design tips
sidebars + footers
premium options



What is WordPress?

- Open source software
- Created in 2003
- A content management system CMS
- Free to use
- Running 32% of the web
- own your content and able to export it

Originally built to power blogs, WordPress is now powerful enough to run large websites. It is used on over 65 million websites, including many Fortune 500 companies.



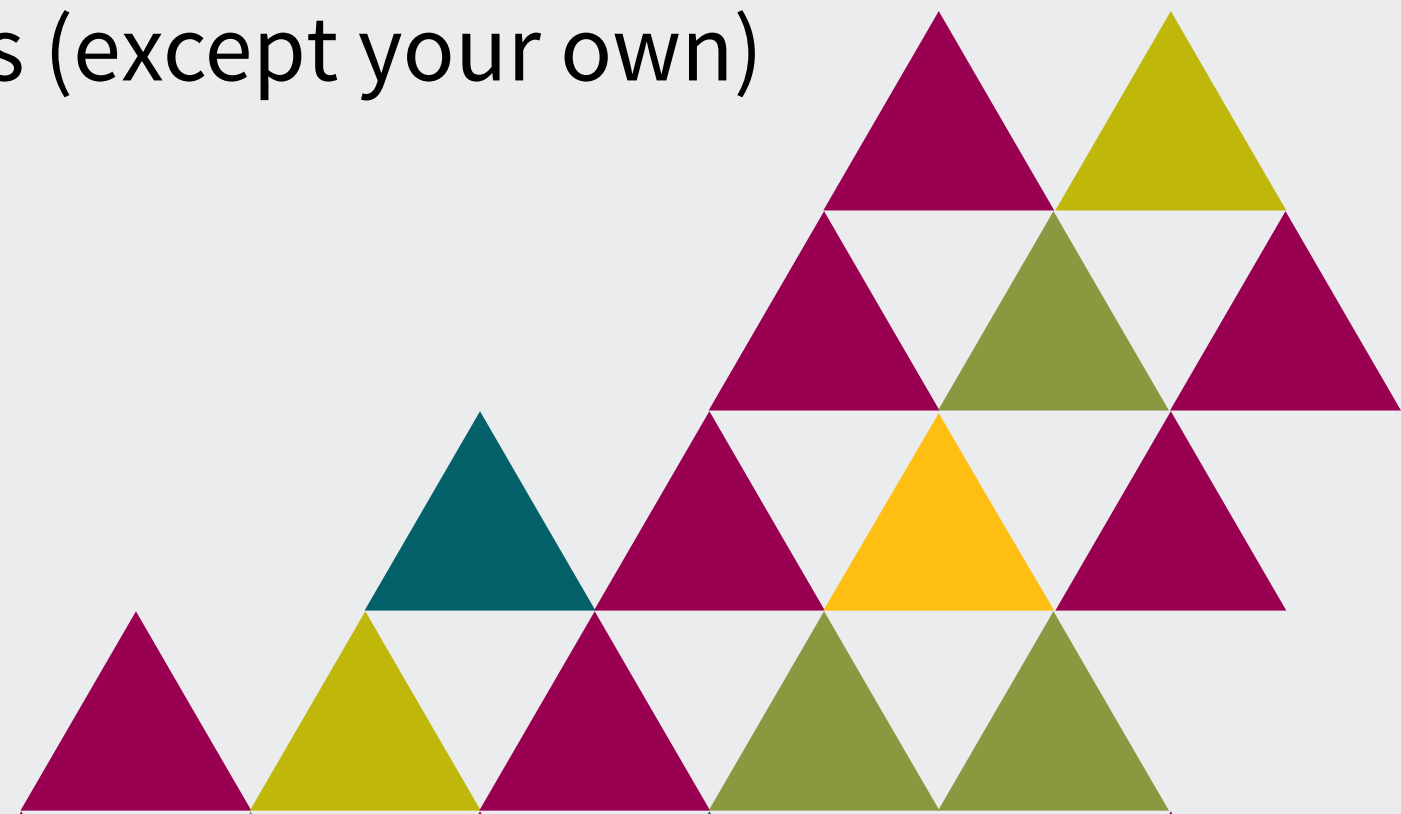
WordPress.com

- considered “light-version”
- hosted for you
- security + maintenance is taken care of
- limited customization
- no plugins
- ads

we're using
WP.com

WordPress.org

- full version
- need to get domain + hosting
- you're in charge of maintenance and security
- unlimited customization
- all the plugins
- no ads (except your own)



Let's get started

Some things to remember when working with new technology:

- Things might go wrong - try not to get frustrated
- Always ask! I google simple things all the time
- If you're stuck, taking a break and doing something else helps
- We're here to have fun (and learn)



Dashboards

The screenshot shows the WordPress.com dashboard for a site named 'Krisztina Kun' (krisztinakun.wordpress.com). The interface is light blue and white. On the left, there's a sidebar with navigation options: 'My Sites', 'Reader', 'Switch Site', 'View Site', 'Stats', 'Plan' (Free), and 'Manage' (Site Pages, Blog Posts, Media, Comments, Portfolio). Below that are 'Personalize' (Themes) and 'Configure' options. The main content area shows 'Traffic' and 'Insights' tabs. A bar chart displays traffic for Feb 20 and Feb 22, with a 'VIEWS' counter showing 0. Below the chart is a 'Posts & Pages' section with the message 'No posts or pages found' and a 'Search Terms' section.

WordPress.com

The screenshot shows the WordPress.org dashboard for a site named 'Kun Studios'. The interface is dark-themed. On the left, there's a sidebar with navigation options: 'Dashboard', 'Home', 'Updates' (12), 'Jetpack', 'Posts', 'Media', 'Forms' (1), 'Pages', 'Comments' (1,494), 'Projects', 'Testimonials', 'Appearance', 'Plugins' (9), 'Users', 'Tools', 'Settings', 'SEO' (3), 'Security', 'Slider Revolution', and 'BackWPup'. The main content area shows a 'Dashboard' header, a 'Forms' section with a 'Title' field and 'Contact Form' and 'WordPress Wo' options, and a 'Site Stats' section with a bar chart showing views for Mar 1. Below the chart is a 'View All' button and a 'Top Posts' section listing 'Design for Social C' (3 Views), 'about' (1 Views), 'Vancouver Immigra' (1 Views), and 'Workshops'.

WordPress.org

Create a page

- Add a new page: call it About
- Add text
- Add some headings (h2 h3)
- Add a link
- Add an image
- Publish!



Add more content + start customizing

- make 3 more pages: home, blog, contact
- go to Themes/Customize
 - Frontpage = home
 - Posts page = blog
- make a menu, select location, add new pages
- Customizer: logo, WordPress logo



What did we just do?

WordPress.com resources:

en.support.wordpress.com/five-step-website-setup

WordPress.org

codex.wordpress.org

You can google any question you have with WordPress and there'll be an answer online.



Images

Free images online:

Unsplash

Death to Stock

others listed here: kunststudios.com/lookgreat/

Image cropping and compressing online:

thebalance.com/free-photo-resizers-1357016

Alt tags for accessibility and SEO



Themes

Look through themes and find one you like.

Activate it.

Today I'm using "Dyad 2".

Go back to customize and recreate your menu.

Themes I've used in the past:

Anything by "Theme Trust" (great for portfolios)

Twentyseventeen



Blog Posts

- Same as publishing a page, but shows up in blog
- Featured images are important
(they get used when post is shared on social media)
- Categories: rough sorting
- Tags: fine sorting



Widgets

- Added functions
- Sidebar and footer (location is up to your theme)
- Typical sidebars: look at your fave blogs and see what others do



Social Media Icons

- Check if your theme has a social media menu
- Add links to your social media accounts
- Icons created automatically!



Plugins

Plugins I always install:

- iThemes Security - run typical set up, then under advanced settings, change login page location
- Yoast SEO
- BackWPup
- WP Cache
- Akismet (already installed, just activate)

When needed:

- Gravity Forms (paid)/ Ninja Forms (free)
- Events Calendar (by Modern Tribe)
- Jetpack



Demos

Show us what you've
made today!



Thank you!

WordPress resources:

en.support.wordpress.com

codex.wordpress.org

Krisztina Kun

 kunststudios.com

 [@kunststudios](https://twitter.com/kunststudios)

One-on-one training available.

Next workshop: Poster Design with Canva

