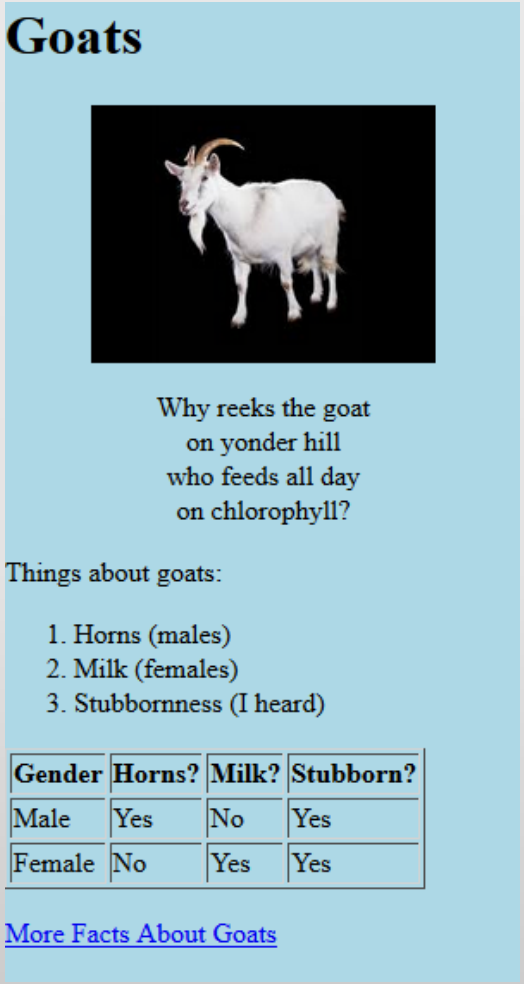
WordPress

Why and Why Not?

Previous workshop: using HTML to craft a webpage

```
<html>
<DIV style="width:300px; background-color: lightblue; ">

<h1>
Goats
</h1>
<center>

<img src="goat.jpg" width=200px>
<p>

Why reeks the goat
<br>
on yonder hill
<br>
who feeds all day
<br>
on chlorophyll?
</center>

Things about goats:
<ol>
<li>Horns (males)
<li>Milk (females)
<li>Stubbornness (I heard)
</ol>

<table border=1>
<!-- COLUMN HEADERS -->
<tr>
  <th>Gender   <th>Horns?   <th>Milk? <th>Stubborn?
</tr>
<!-- FIRST ROW -->
<tr>
  <td>Male <td>Yes <td>No <td>Yes
</tr>
<!-- SECOND ROW -->
<tr>
  <td>Female <td>No <td>Yes <td>Yes
</tr>
</table>
<p>
<a href=https://en.wikipedia.org/wiki/Goat>More Facts About Goats</a>
<p>  .
</DIV>
</html>
```



Try it, copy it, play with it at
https://www.gsalmasi.com/kvl/goat1/mywebpage.html

Disclaimer

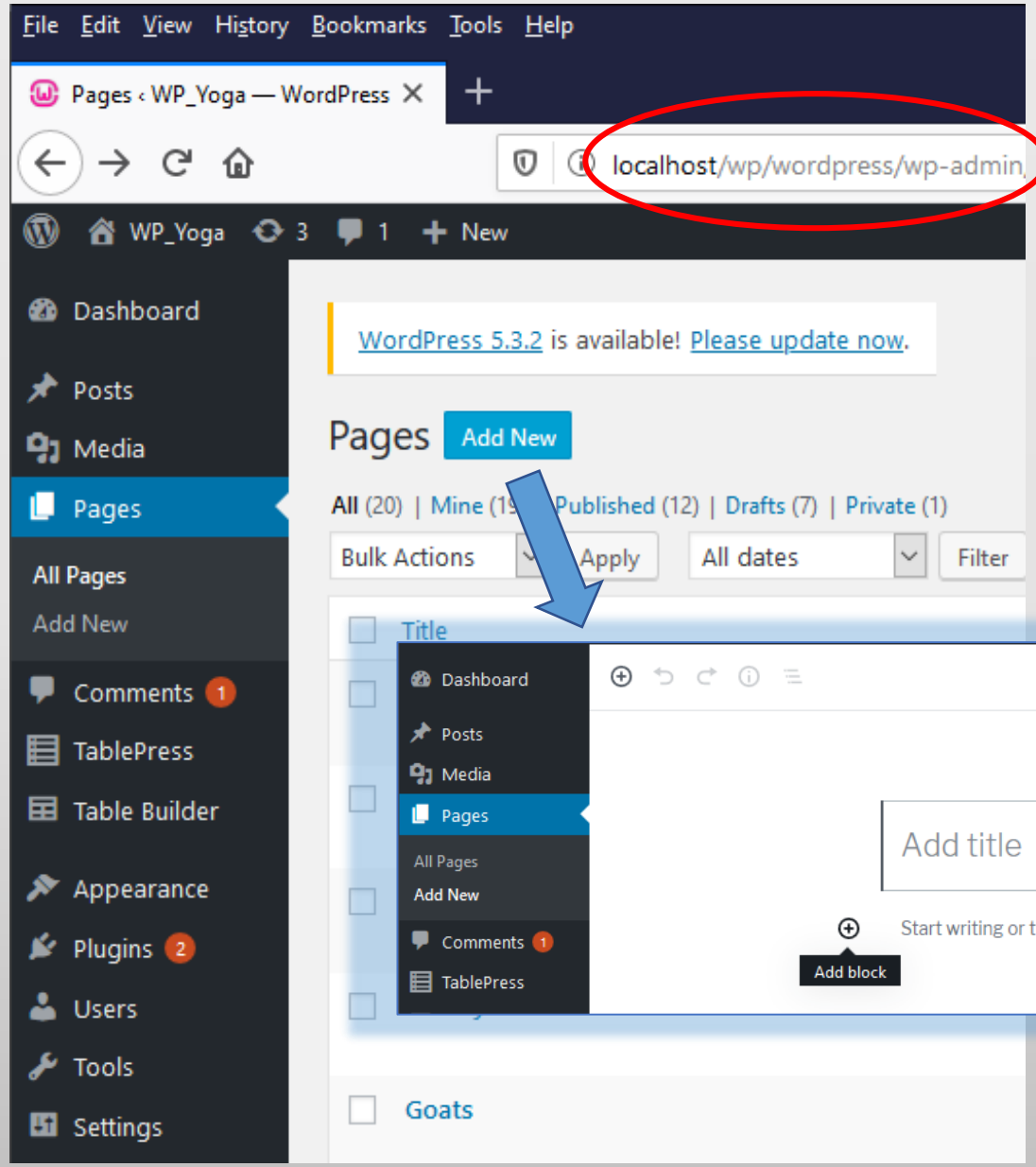
- 20+ years crafting websites from scratch
  - Come visit gsalmasi.com
- 3 months using WordPress
- Sharing experiences of a new WP user

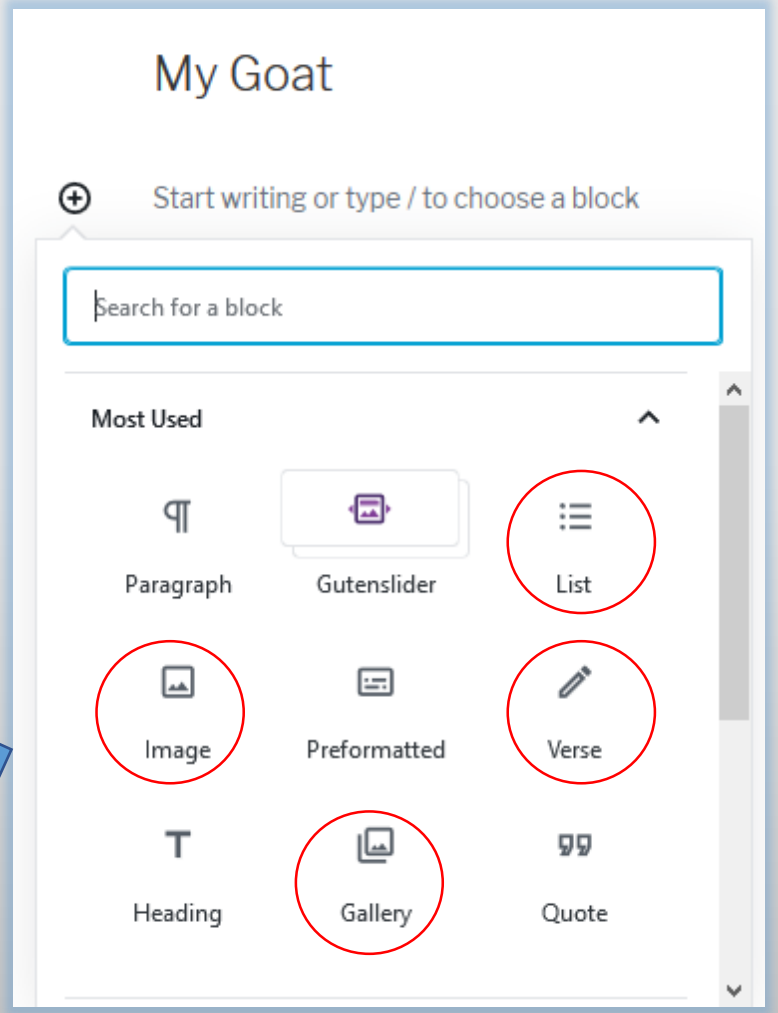
What we’re going to learn about WordPress

- Download & install from WordPress.org, or your ISP
- Using the WP block editor (“Gutenberg”) to create a simple web page
  - Formatting text
  - Inserting images
  - Linking to other pages
- The Gutenberg vs. Classic editor photo galleries – some gotchas
  - Plugins for slideshows
- Themes (a little)

WordPress Dashboard

Gutenberg “Block Editor” Toybox:



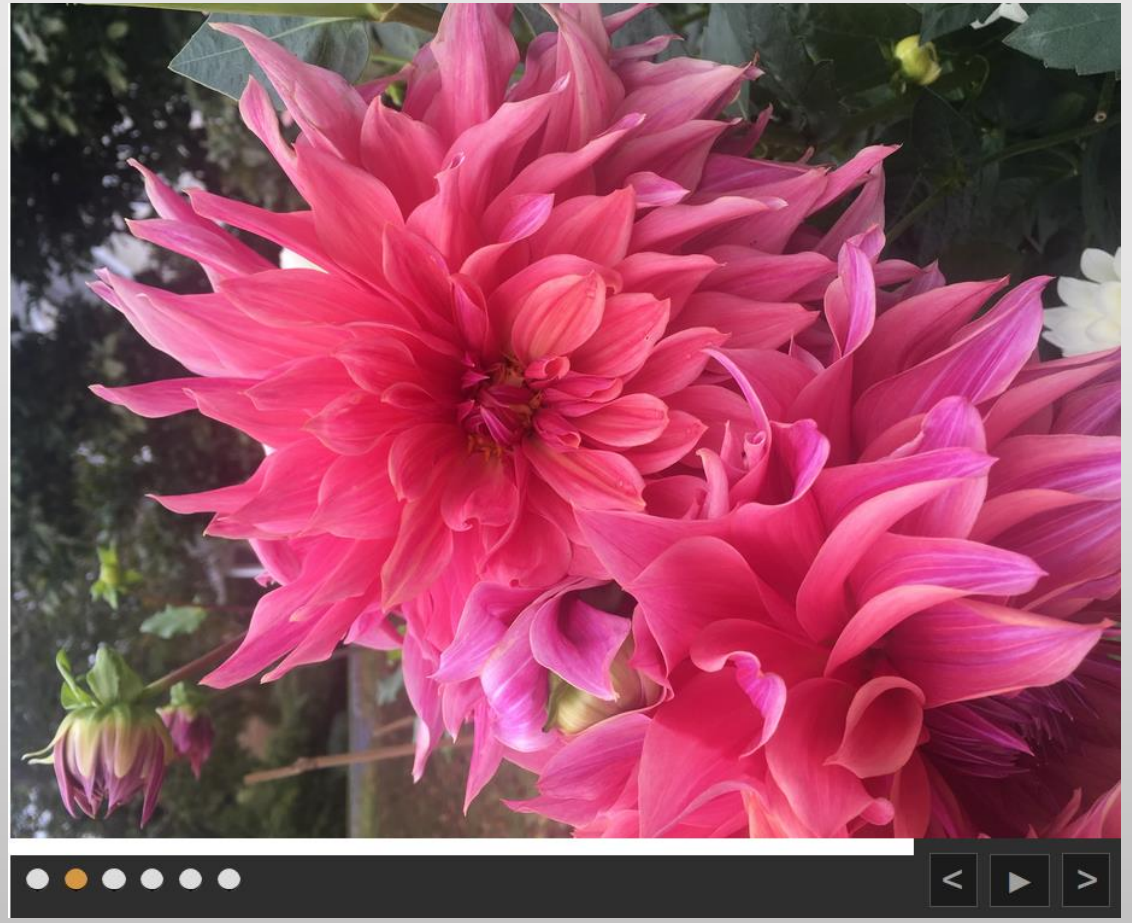


Dive in!

WordPress Editor Experiences

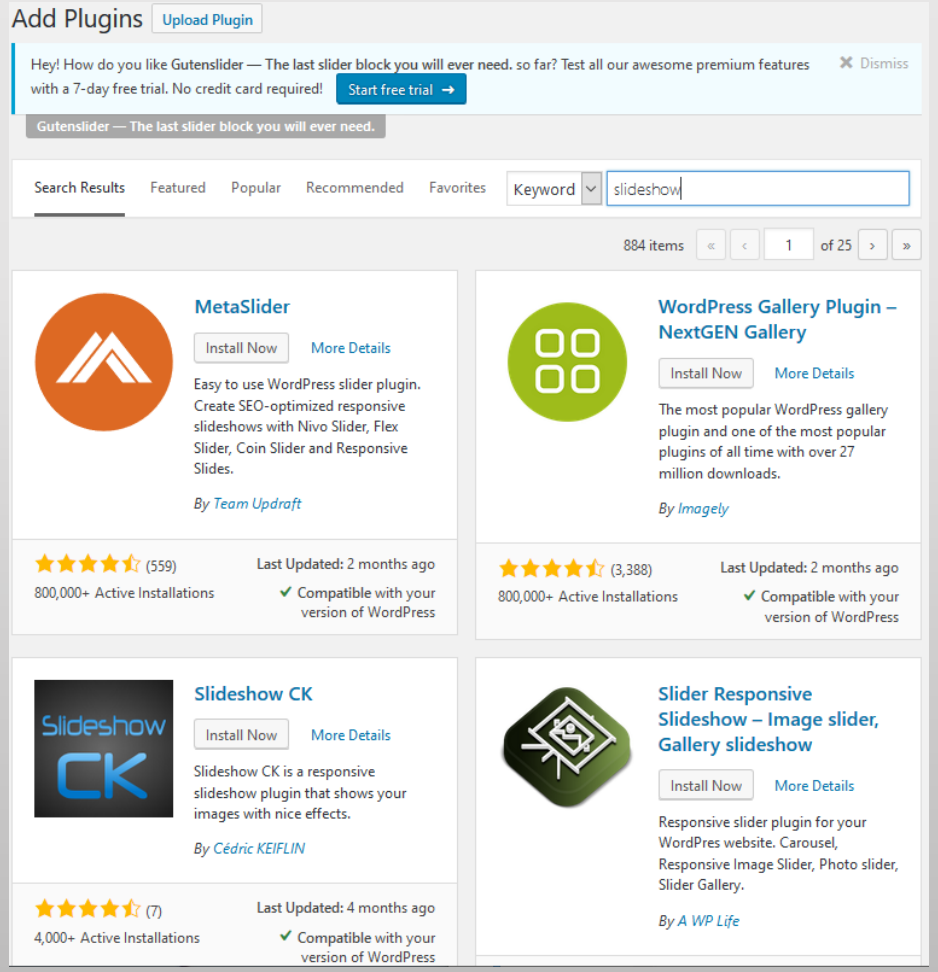
- Gutenberg Block Editor

- Classic Editor Gallery Slideshow

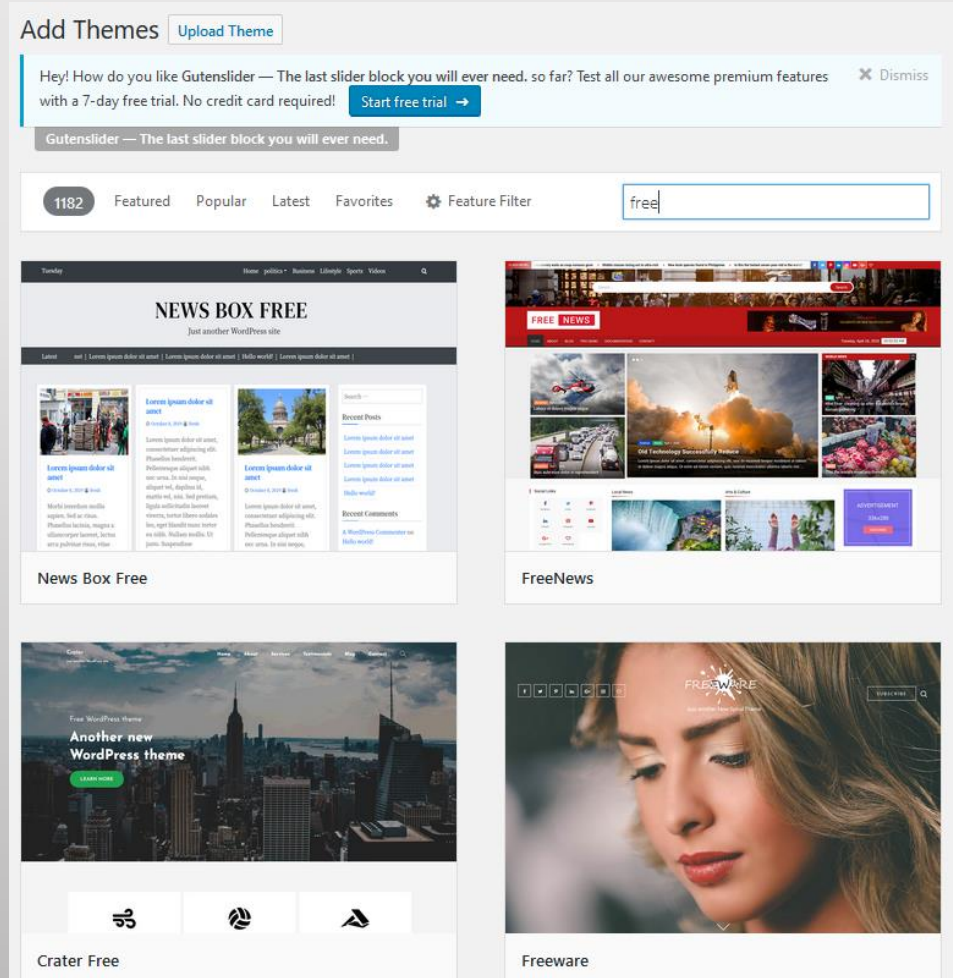


Wealth of Plugins and Themes

- 884 Slideshow Plugins …



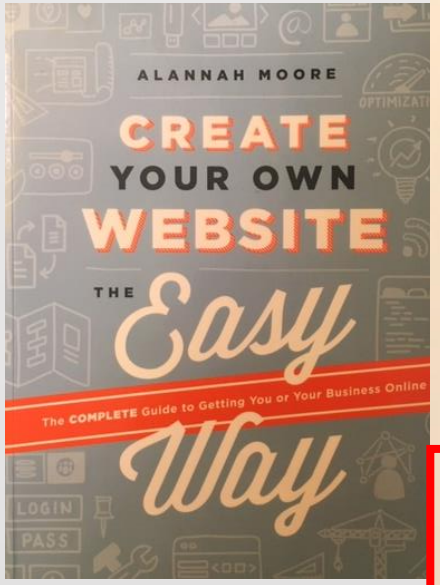
- 1182 Themes, 300 free …



Sample websites nearby

- Simple self-hosted WordPress: additionalhelpmathtutoring.com
- Big self-hosted WordPress: bedfordny.gov, katonahlibrary.org
- SquareSpace Photographer's showcase: amydrucker.com
  - Changed from WordPress due to site hacking problems
- Wix: katonahcabinets.com
- Drupal: communitycenternw.org
  - Changed from WordPress for security reasons

Useful 2016 Book by Alannah Moore



Very useful but

- Doesn't cover new WordPress "Gutenberg" block editor introduced in 2017
- Doesn't compare platform pluses and minuses

1 Before You Start
8 Can anyone create their own website?
10 Before you begin
12 What kind of website do you want to set up?
14 Choosing a domain name
18 Registering your domain name
22 Choosing your hosting
26 Taking payment online

2 Your Platform
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30 Mobile-friendly sites
32 WordPress
36 Strikingly
38 Weebly
40 Wix
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44 Other hosted website builders
46 Blogging platforms
48 Shopify
50 Big Cartel
51 E-commerce with WordPress
52 Other options for selling online
53 Online Marketplaces

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58 Organizing your website content
60 The pages on your website
64 Preparing your text
66 Putting your visitors first
68 Establishing trust

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128 Making your own videos
129 Incorporating audio into your site
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141 Newsletter ideas
142 Setting up MailChimp

10 Social Media
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146 Integrating social media into you
148 Ideas & tips for social media

11 The Search Engine
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12 Promoting Your We
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158 Customer reviews
158 Other ways of promoting your si

13 Tools & Extras
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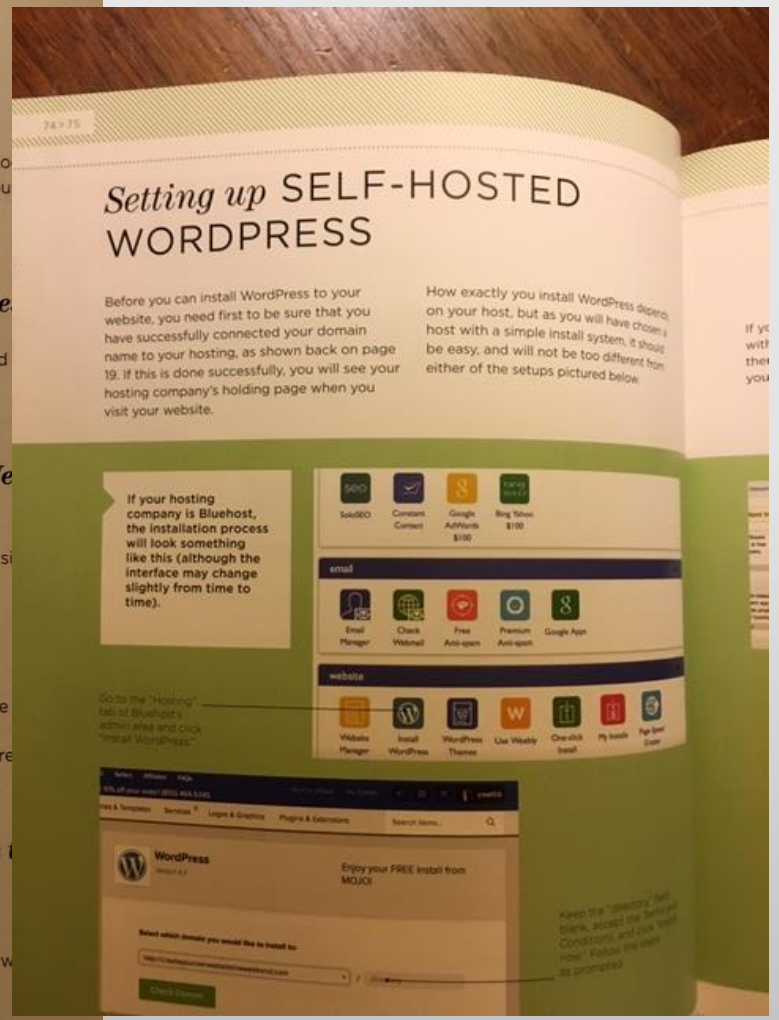

Summary: WordPress Pluses and Minuses

+ Self-hosted WP (wordpress.org) is FREE, used by 20-40% of all websites
  - + Good for Blogs (started that way)
  - + Lots of on-line help & discussion
  - ± Tremendous variety of plugins, themes
  - + Mobile-friendly ("responsive") themes
  - + Written in PHP (custom plugins are easy)
- − Nobody "owns" wordpress.org
  - − Security is YOUR responsibility (pick the right plugins, avoid the wrong ones, because hacking is frequent)
  - − No "Help" chat room, etc
  - − Constantly in flux – beware auto updates!

- Opinion: No Free Lunch
  - All website builders require a learning period
  - Squarespace: 7.1 vs 7.0 inconsistencies
  - Wix: not that intuitive
  - Drupal: powerful, tough to learn
  - "Better the devil you know"
  - Freedom <===> Responsibility
  - NOT FOR SISSIES!

Resources and Examples

- WordPress.org (Info and download)
- whatwpthemeisthat.com - show theme & plugins used by a WP site
- Chrome browser Developer Tools to see site on iPhone emulator etc
- Google advanced search (select “last update: past year" for WP topix)
- Moore, Alannah, *Create your Own Website the Easy Way*, ILEX, 2016
- w3schools.com (HTML reference)
- Online version of WordPress site we created – uses “Hestia” theme
- Katonah Library – Wednesday Tech drop-in, or appt. with Heather
- gsalmasi.com workshops page (PDF of these slides)

Possible Future Topics …

- SquareSpace and Wix vs. WordPress etc.
- CSS as an art medium
  - Making your site look nicer
  - Animation
- Topics for developers
  - Creating a WordPress plugin
  - Javascript once over lightly
  - Mobile-friendly design
- Other …