Introduction to Wordpress. Build a Website in Less than One Hour.

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Video link:
https://drive.google.com/file/d/1rQuNkf6Y4MDFHd_DoOufJLoeeVK7NF2h/view?usp=sharing

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Lesson 1: What is Wordpress?

WordPress is a powerful application based on PHP and it's open source. It is known to be a blogging application but it is so much more. You can host it on your own website (self-hosted) which is recommended since you will have full-control of your website. But you can also get started on WordPress.com without having to worry about servers. WordPress.com is a cloud hosted service which enables users to start their website. The central hub about Wordpress and all information regarding updates, downloads, and plugins are on WordPress.org.

WordPress is also what's called a CMS (Content Management System) meaning you can change your website easily without having to code.

Lesson 2: Why use Wordpress?

To get started with your startup idea or portfolio WordPress can be a great starting point for number of reasons:
- Not much coding is involved. This is a huge advantage to test an idea or get a landing page out quickly
- It's ideal for SEO
- Can add functionality with plugins (little applications within wordpress)
- Has a CMS (Content Management System)

Here are a few examples of using WordPress:
- Personal Portfolio
- Personal Blog
- Advanced websites with advances functionality such as user login
- Landing Pages: you can easily integrate with MailChimp to collect email addresses

Some major brands using WordPress include: TechCrunch.com, bbcamerica.com

Lesson 3: Getting a Domain Name

Before we set-up the hosting we have to figure out a domain name. Every website needs a domain name. Domain name is what users type on the address browser bar to find your website.

This is the first step in setting up your website. You have to go to a domain registration company and type the domain you want and see if it's available.

Couple of tips when it comes to choosing a domain name:

- Check to see if the domain name is available
- If kids can't pronounce the name the name is not good
- Grab social media handles
- Domain privacy: when you register your domain name, everyone on the internet can look up the domain to see who owns it and what's their address, some people prefer to hide this by buying the domain privacy

Lesson 4: Setting up Hosting

Choosing a hosting company

Your website files has to be stored somewhere. This is what the hosting company does. They host the files of your website on a web server. A web server is a computer that hosts your website files. When it comes to having a Wordpress site it's important to choose a hosting company that offer Wordpress optimized hosting. This is sometimes known as "shared hosting". Initially, shared hosting makes sense because your website won't have a lot of traffic. Shared hosting means that you share the space on the server with others. If at some point you have so much traffic than dedicated hosting makes sense.

There many options out there for WordPress Optimized Hosting but GreenGeeks is the one recommend based on price, reliability, and responsive technical support.

Choosing a hosting plan

If you're looking to host a simple Wordpress blog or portfolio then the basic plans for hosting usually does it. If you're looking to host more website than look into having premium plans.

SSL or not SSL

SSL is Secure Socket Layer. It's that little secure logo you see on website, for example if you go onto foundersbeta.com you see the little lock logo. SSL is meant to provide security for your website by encrypting the information between the browser and the server. Having SSL is very important if you're running an e-commerce website and other websites where you sell a product or service. SSL is also good for SEO because in the eyes of Google, SSL websites are more secure and therefore rank higher.

Some hosting you have to pay an additional yearly fee for this, while other include this for all your website.

Setup Name Servers

Once you have a hosting, name servers need to be set-up. Name servers have to point at the hosting company's servers in order to work. To set-up the name servers, have to go back to the domain registration company panel and set it up there. For example the name servers for our website would point at the following:

ns1.greengeeks.com
ns2.greengeeks.com

Once we set-up the name servers are set-up, you can use a tool called: https://intodns.com/ to figure if the servers are pointing at the right servers. Sometimes, name server takes a propagation period of 24 hours and sometimes it's less.

Lesson 5: Installing WordPress

Before you install WordPress, make sure your domain name is listed on c-panel. If not you can add it. If you have a main domain account associated with your hosting but like to host other websites you can use what's called Addon domain.

There are number of ways to install WordPress but the easiest way to do this is via your mail hosting. Follow the following steps:
- Login into your mail hosting
- Go to c-panel
- Under script go to wordpress
- Then set-up the
  - Software Set-up
  - Site Setting
  - Admin Account
  - Choose Language
  - Select Plugins
  - Advance Options
  - Select Themes
  - Enter email address to send in the credentials

Lesson 6: Introduction to Admin Panel

The way to get into admin is usually the following:

www.yourwebsite.com//wp-admin
Enter login information

Admin dashboard
- Latest news about WordPress
- If you install google analytics shows there

Posts
- This is where you can blog and publish your content

Pages
- This is where you can set-up new pages

Plugins
Plugins are little applications that add functionality to your wordpress website. They need to be updated constantly and have to ensure they don't cause conflict with other plugins.

Topic 3: Setting up the home page
By the default the WordPress home page is your latest blog post. You can simply go to:

Settings --->Readings
Change your home page displays to static page and choose the page you want to set it to.

Lesson 7: Choosing a Theme
There are many templates you can choose from. Templates are great because you don't have to build anything from scratch and you can fully customize your website.

Free templates vs. Premium Template
There are great free templates out there for WordPress websites and there are also premium WordPress templates.
This is also based on your needs on your website and what functionality do you need. Free templates can be good sometimes but you have to search for the right one based on your needs. Premium templates can help with having certain themes that maybe suited for your website.

Adding functionality using plugins
Plugins help you add functionality on your website. Once of the most important plugins would be collecting user's emails for your newsletter. You can use a mailchimp plugin to start collecting email addresses.
To add plugins go to:
Plugins --->Add new
Under search you can add the keywords to try out the plugins. Always check out the reviews and rating to ensure the plugin is of high-quality.

Lesson 8: Setting up a Blog and Other pages

Blogging is the heartbeat of your website. In this lesson, we explore how to set-up your blog with proper links. To blog in wordpress simply follow the following steps:

- Go to posts
- Click add new
- Add text and images
- Click on publish or save draft

Lesson 9: Collecting email using using MailJet or Mailchimp

Capturing leads is essential to your website or business. You can use a email marketing tool to take care of your emails. This depends on how many subscribers or how frequently you send email to your subscribers. You can:

- Create a mailchimp account up to 2,000 subscribers it's free. Use a mailchimp plugin to add functionality on your WordPress site.
- If you have more 2,000 subscribers highly recommend mailjet. You can use the mailjet plugin to add the sign up functionality to your site.

Lesson 10: Updating and Maintaining the Wordpress Site

Your WordPress site always needs to be updated so be sure to always login to your WordPress admin on a daily basis. You can use a plugin to backup your site before you push for any updates.