



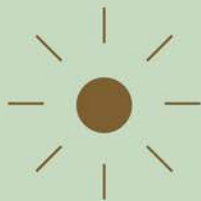
CREATE

your own

WEBSITE

using
{ WORDPRESS }

IN A WEEKEND



ALANNAH MOORE





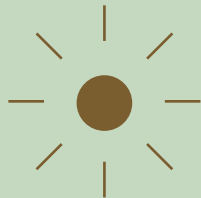
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NEW RANGE

USE THE SLIDER TO PROMOTE SALES, NEW PRODUCT LAUNCHES & NEWS

This is a paragraph which should be used to give an overview of your products. It can be edited directly from custom header editor when editing your page.

TOP BRANDS

CLOTHING

CLOTHING

KINETICO

HOME STYLES BLOG SHOP CHECKOUT CONTACT

Awesome icon pack

US\$50,00 US\$30,00

Add to cart

LATEST ITEMS

Square Box Mockup Pack

Design A Beautiful iOS App Icon

Awesome Icon Pack

Icon Set (200 Vector Icons)

Create A Detailed Lens Icon

Rounded Box Mockup Pack

Sliding

WordPress Themes

Recent Posts

New Products

Mystlie

Welcome to our store

We hand make the most awesome products

Photo by Theodor Jernstrom

PARAGAMS

Search Here

Home Categories About Contact

Cras eliquet lacus a dui viverra posuere...

Maecenas sit amet enim eu mi ornare convallis

Quisque lacus mi, mollis in pulvinar a, sodales sit amet ligula

Adapt

Just another Free WordPress Theme by WPExplorer

RESPONSIVE

100% FREE GPL

PREMIUM LIKE

PERFECT FOR PHOTOS

Recent Work

Recent News

Nina's Cakes

Bienvenidos a esta aventura!

Productos destacados

Visual

Visual Typography

ASSOCIATE

Featured Post #2

Company Profile

Professional Solutions

Customer Service



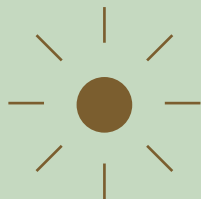
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NEW YORK AND LONDON

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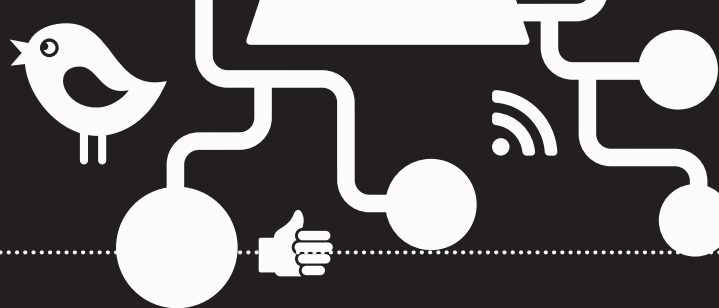
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Why you need a website

AND WHAT THIS BOOK WILL DO FOR YOU

Today, every small business and many individuals need a website. Your website presents you or your business to the world. It is essential that it looks professional and that it presents you as you want to be seen, because it may well be your first and only chance to create the right impression.

Setting up a website doesn't have to be complicated, mystifying, or horribly expensive. In just a few hours, you can create something really professional that is exactly right for your needs—and you can do it all yourself, without having to pay for professional help.

You do not need to have any specialist knowledge to follow the steps in this book—it is written for people who are new to the world of website

building. Every reader will be able to complete their aim of getting their website set up online after just a few hours' work. If you are already computer-savvy, you'll find the book is full of pointers on how to develop your WordPress website at a more advanced level.

Thanks to WordPress, creating a wonderful-looking website is within everybody's reach. Whether you are a writer, an artist, an architect, or a gardener, whether you want to sell your products online or simply air your views, you'll find it easy to get yourself up and running online.

And you may even find you enjoy building your website so much that you'll want to dig in next weekend, too.

How this **BOOK WORKS**

AND WHAT YOU WILL NEED IN ADVANCE

This book functions a bit like a recipe book, with the recipes varying from simple to complex. First, we'll cover the basic "ingredients" you'll need before you can actually begin; then we'll go through all the elements you need to prepare a model website, which will act as the recipe or template for you to create a website using WordPress. Here you will learn all the background and techniques you'll need when you go on to tackle a more complex variation of the fundamental recipe.

For some readers, the basic template is all you'll need. The model website will make an excellent showcase for a small business. If you are happy with this perfectly functional and attractive-looking website, there may be no need for you to go further.

However, you will still need to read on, because you'll want to know some very important points concerning your website once it is live, like how to get people to visit it, and how to keep them coming back.

For those who want to embark on something more challenging, we'll also explore the creative possibilities of WordPress by looking at some more sophisticated website setups specifically designed for the different types of website you might want to create—e.g. business; art or photography portfolio; magazine/blog; or e-commerce (online store).

We'll also go into additional optional extras, such as how to accept payment from your website, how to extend the functionality that WordPress offers, and how to tie the whole thing in with social media.

So, it's up to you how far you want to go in your website-building adventure.

BEFORE YOU START

To set up your website over a weekend, you'll need to prepare the following in advance.

- > Register your domain name and set up your website hosting (as explained in Chapter 2). Several hours are sometimes needed to point your domain name to your hosting, and some hosting packages require telephone validation.
- > If you want to accept payment online using PayPal (see Chapter 6), you'll need to get your PayPal account set up and verified in advance.
- > Do you need to get professional photographs taken (for example, of products you'll be selling)? If so, you'll need to arrange this and have the images to hand.
- > Do you need to create a logo for your business to display on your website? You'll also need to have this ready to put on the site (see page 50).
- > Read through the "Legal Issues" section on page 146, and carry out a trademark check if necessary. Make sure you have any other permits you may need.

COMPANION WEBSITE:

<http://www.createyourwebsiteinaweekend.com>, where you can check for updates and see working installations of WordPress websites.

1

An introduction to WordPress

WHAT IS WORDPRESS?

WordPress is a web-based system that can be used for free by anyone to build a website—all you need to do is install it on your web host, which usually takes just a few clicks, wait for a confirmation email, and away you go.

That's where the fun begins. WordPress is highly customizable, and there are thousands of beautiful templates (called “themes”) available to choose from to create the look you want. Many of these are free, but even the “premium” themes (that you have to pay for) are surprisingly inexpensive.

WordPress was originally created as a blogging tool, but it has widened its reach vastly over the past few years, and is now used to create all kinds of websites. It is the most widely used content management system (CMS)—which is simply a system that allows you, the website owner, to easily log in, publish, and make changes through

your internet browser (Internet Explorer, Safari, or whatever it is you use), without having to know anything about programming or coding. It is ideal for people who are setting up small businesses and don't want to spend a lot of money working with a web designer in order to get online. And of course, if you set the whole thing up yourself, you can update the site as often as you want to.

There are two versions of WordPress you can use. The simplest method is to set up a website that is hosted for you at WordPress.com. This is an excellent way to get up and running quickly; however it does have its limitations (as outlined on page 10). The “full” version of WordPress requires you to have your own domain name and your own hosting, but it offers you many more possibilities.

The full version is what we will be concentrating on in this book.

What makes WORDPRESS A GOOD CHOICE?

WORDPRESS GIVES YOU CONTROL OVER YOUR SITE

You don't have to be dependent on a webmaster to create or maintain your site. You have complete control.

IT'S EASY TO USE

It's easy to update your website, even if you're not particularly computer-savvy.

IT'S FLEXIBLE

WordPress can be used to create websites of all kinds: business sites, blogs, portfolios, magazine sites, e-commerce sites—you name it, WordPress can do it.

IT OFFERS THEMES

There are thousands of beautifully designed, full-featured, high-quality themes you can choose from, so you're bound to find a look that's just right for you. It's also very easy to change themes further down the line if you need to.

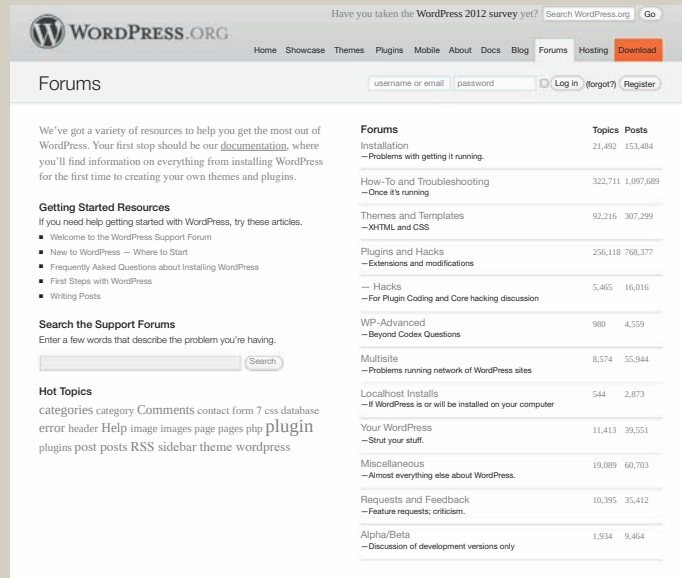
IT'S ROBUST AND SECURE

Any security holes are fixed with frequent updates to the system.

IT HAS A READY-MADE SUPPORT COMMUNITY

Because so many people use it, there is a huge support network to fall back on if you ever need any help.

WordPress is the most used CMS in the world. There are over 58 million sites using WordPress.



Help is always at hand for WordPress users.



WordPress is used all over the world, and in over 120 languages.

WORDPRESS.COM *or* WORDPRESS.ORG?

So that you can choose which version of WordPress is right for you, we're going to look at some of the advantages and the downsides of each. Before looking at the tables, read through the descriptions to clarify the differences between the two.

WordPress.com is the version of WordPress that is hosted for you.

WordPress.org is the version of WordPress that you install on your own host, also known as “self-hosted” WordPress. It's referred to as “WordPress.org” because that's the central website you go to in order to download the software. (It's likely you won't actually have to do this, though, since most hosting companies have an easy-install system that enables you to install it with just a click or two directly from their control panel—we'll go through this later.)

HOSTED: WORDPRESS.COM

(For more on hosting see page 14)

PROS

It's very quick and easy to set up.

You don't have to worry about any technical matters, such as security and backing up your site, as these are all taken care of for you.

You will get some website traffic just from being part of the WordPress.com community.

There is no concern about your site ever going down or being unavailable—but then again, if you are using a quality host, this should never be an issue.

CONS

You have limited access to themes. WordPress.com offers you a good selection, but there are many, many more out there. You also don't have the option to upload a custom theme if you ever want to use one (a theme you've had especially designed).

You can't add plugins—extra components that add to the scope of your site.

You can't tweak the code if you ever need to (or get anyone else to tweak it for you).

You have limited storage space.

They sometimes put ads on your site, and you have no control over this (unless you pay to remove them).

You can't run your own ads on your site, should you want to.

COSTS

Free setup and hosting

Your own domain (mydomain.com instead of mysite.wordpress.com)—\$13–\$25/year

Optional paid-for themes—starting at \$39 (once-only payment)

Optional “No-Ads” upgrade—\$30/year

Other optional “upgrades” such as increasing your storage space—various prices

Switching to self-hosted at any point in the future (they'll do it for you; some hosting companies offer this service free when you switch over to them)—\$129

SELF-HOSTED: WORDPRESS.ORG

(For more on hosting see page 14)

PROS

You can install whatever theme you like, free or premium, from a selection of thousands.

You can add plugins.

You can fiddle with the code if you need to (or get someone else to).

No limit to the amount of storage space (you are only limited by the hosting package you choose).

No ads (unless you want to run your own, which you are able to do if you choose).

CONS

You have to handle the hosting yourself.

You are responsible for all the upgrades and backups yourself.

The WordPress interface is fairly simple, but you will have to acquire some technical knowledge.

COSTS

Your own domain—around \$10 a year (this may be included in your hosting package)

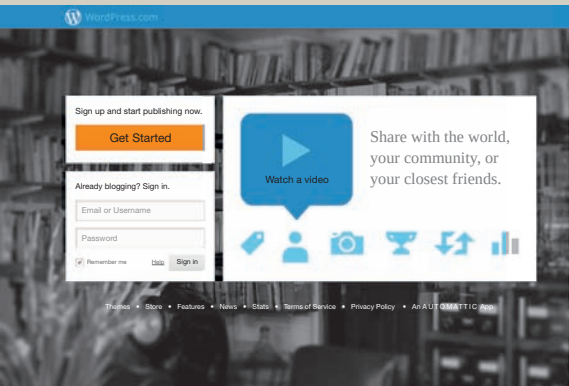
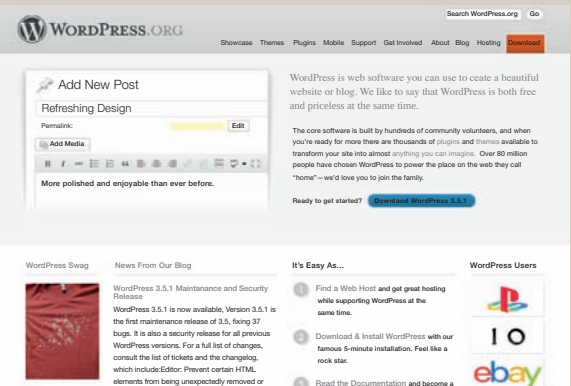
Hosting—depends on your host; at its lowest, approximately \$30 a year, more usually around \$100 a year

Optional paid-for theme—starting at \$30 (a once-only payment)

In a nutshell, WordPress.com represents a great choice if a blog is what you need and you want to get up and running quickly. If you want to create anything more complex with your site, or may wish to do so in the future, it's best to dive into the self-hosted version from the outset.

Below left: WordPress.org—the home of the self-hosted version of the system.

Below: WordPress.com—sign up here to set up your hosted WordPress site.

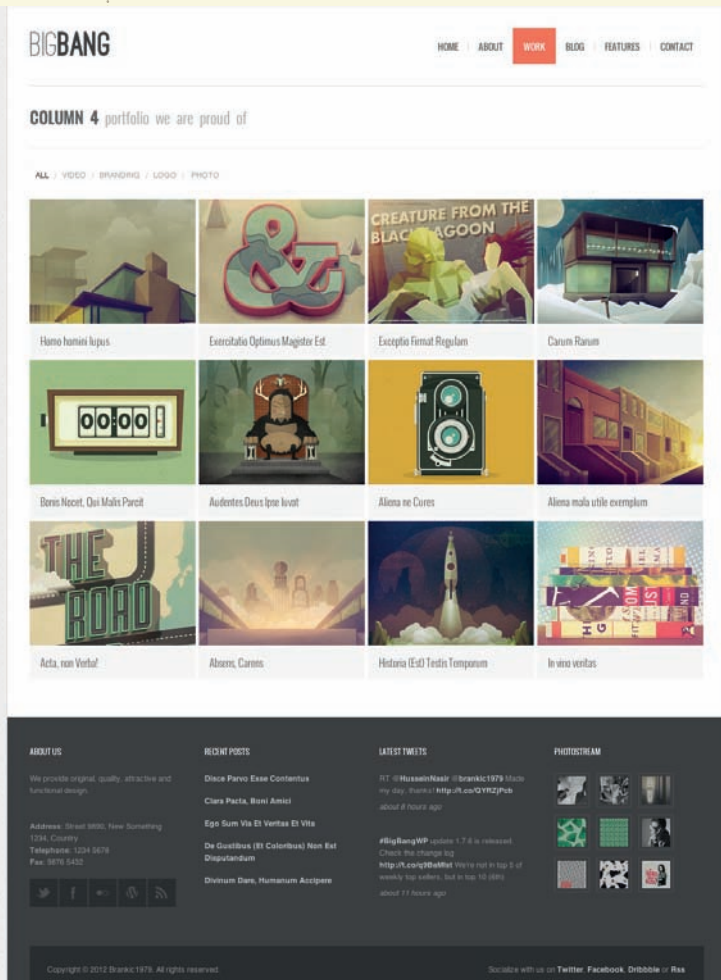


The elements of a WORDPRESS WEBSITE

Before you start planning your website, it makes sense to get familiar with the different elements of a site created using WordPress.

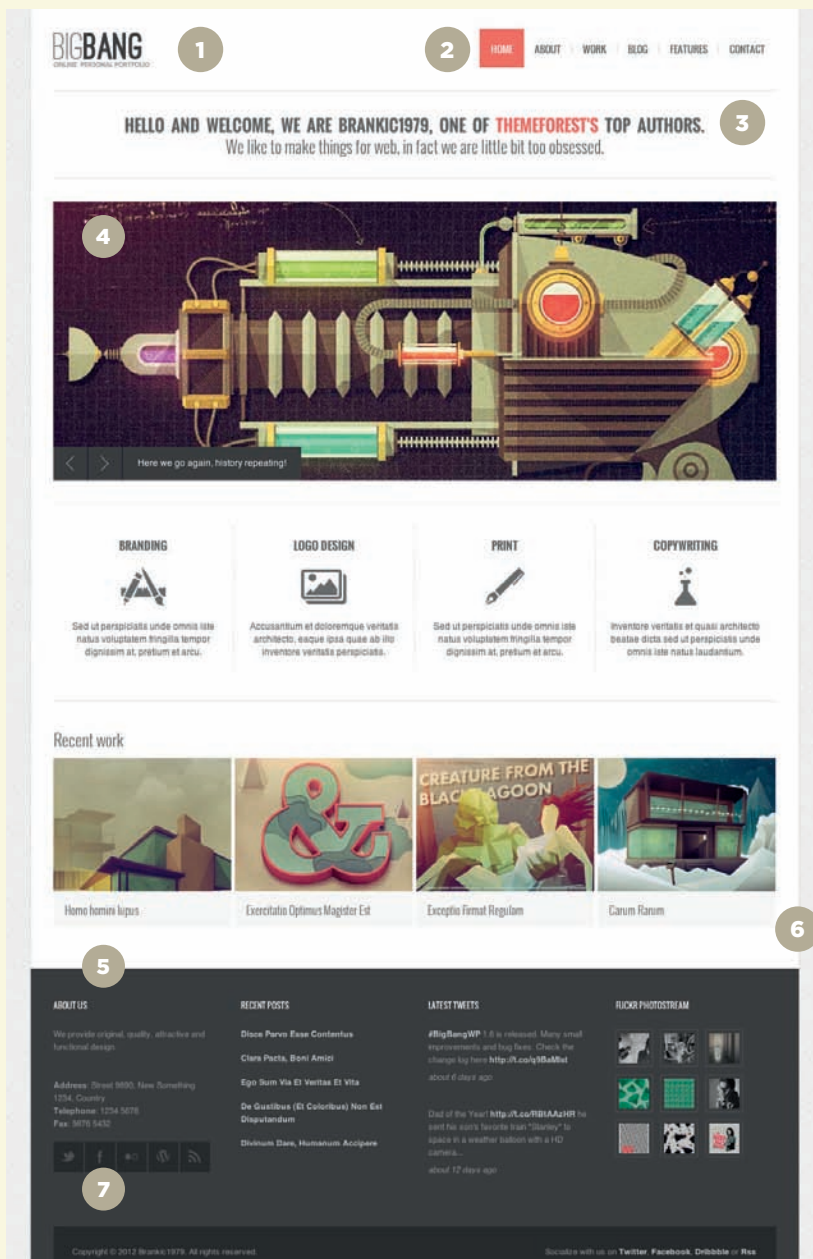
What does a WordPress website look like? The chances are that you have seen many WordPress websites without realizing it, because the thousands of different themes available make them all look quite different.

There are WordPress themes designed for all kinds of websites—see Chapter 7 for some examples of the range of designs available to choose from. Here, we see a theme designed as a business/creative portfolio. Many themes include separate layouts for the home page and the blog page; others also include additional layouts, such as the portfolio page layout you can see here.

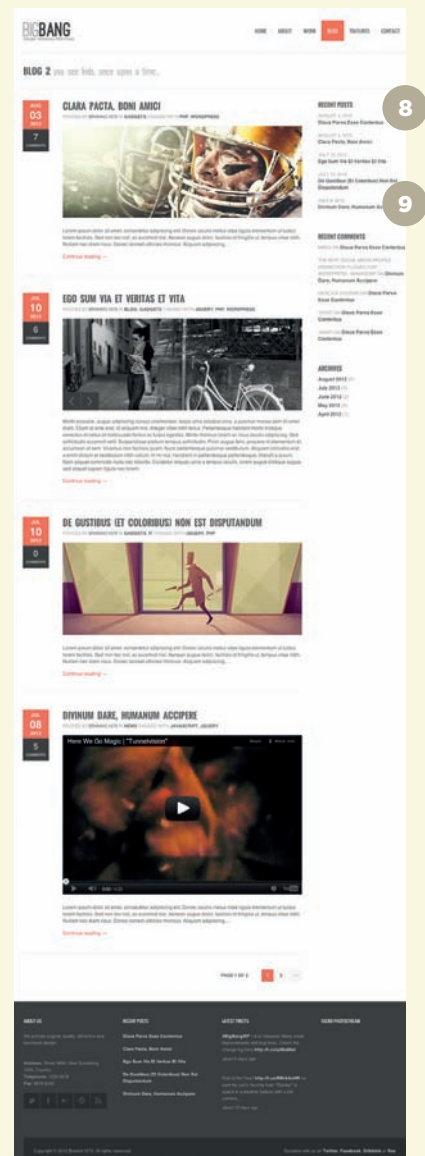


1. **The logo.** Some sites alternatively have **header text** at the top and/or a **header image** that stretches the width of the site.
2. **The menu.**
3. **Page text.** Most business sites will choose to have introductory text on their home page, but with all WordPress sites, you can set it so that your blog or news posts appear here instead, if yours is a more blog-style or news-based site.
4. **Slider.** Many themes feature a rotating image slideshow, known as a slider, on the home page.
5. **The footer.** Most websites show a copyright notice in the footer; some themes also allow you to put widgets (see No. 9) in this area.
6. **The background.**
7. **Social media buttons.**
8. **The sidebar.**
9. **Widgets.** Elements inside the sidebar (for example, the titles of the latest blog or news posts) are called widgets.

Portfolio page layout.



The "Bigbang" theme by Brankic1979, available from ThemeForest; home page layout.



Blog page layout.