

WordPress

Web Design 101

By

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Premium Web Design and Hosting

<http://www.premiumwebdesign.com/>

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About the Teacher/Author



Glennette Goodbread, owner of Premium Web Design and Hosting in Albany, Georgia, has been in business since 1999 and has helped clients in numerous countries achieve results online. Glennette's marketing advice has been featured on WAHM Talk Radio, Blog Talk Radio, and many other websites. Author of numerous ebooks in the Premium Web Mastery series, Glennette writes regularly for her own sites, client sites and does quite a bit of ghostwriting.

She specializes in helping her clients create an effective online presence by designing search engine friendly websites and optimizing them to ensure her clients are found locally and internationally. A former Systems Analyst, Glennette knows her way around a computer. She has a knack for breaking down technical things so they are easy to understand. Her passion is teaching and helping people.

She and her husband, Robert, are co-founders of Goodbread Ministries (an international 501c3 ministry dedicated to sharing the good news of the Gospel) and Abundant Faith Worship Center, a full gospel church.

You can find Glennette on the web at:

[Premium Web Domains](http://www.premium-web-domains.com/) – <http://www.premium-web-domains.com/>

[Premium Web Design and Hosting](http://www.premiumwebdesign.com/) – <http://www.premiumwebdesign.com/>

[Premium Web Mastery](http://www.premiumwebmastery.com/) – <http://www.premiumwebmastery.com/>

[Goodbread Ministries](http://www.goodbreadministries.com/) – <http://www.goodbreadministries.com/>

Introduction

Step 1: Register a domain name and sign up for web hosting

Please see the report Mastering Your Domain and Hosting for step by step instructions.

Be sure you choose a web host that allows you to create mysql databases and a plan that gives you enough space and bandwidth. When in doubt, sign up for the larger plan and downgrade later on if needed.

Step 2: Download WordPress and Upload the files to your website

NOTE: THIS STEP HAS ALREADY BEEN DONE FOR YOU TO SAVE TIME.

Part A – DOWNLOAD WORDPRESS

Go to <http://WordPress.org/download/> and download the latest version to your PC.

Part B – UPLOAD WORDPRESS TO HOSTING SERVER

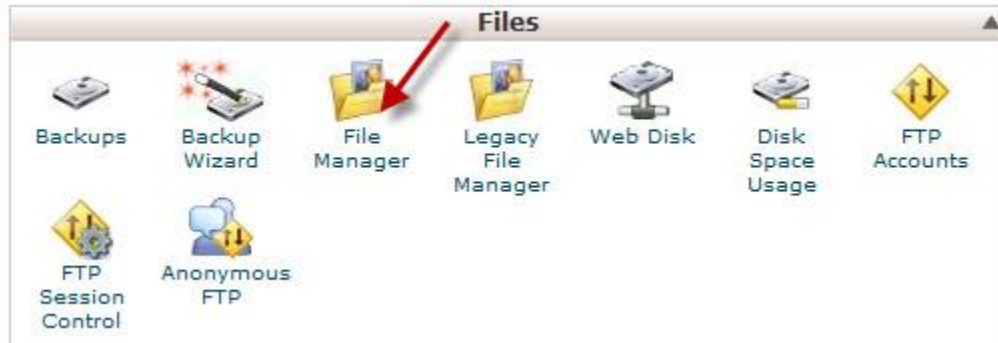
WordPress is a content management system that allows you to quickly create a search engine friendly website that can easily be updated.

To upload WordPress, you will need to log into the control panel. The control panel being used may vary but for this class, we're using my server which uses cpanel.

To access cpanel, you simply add /cpanel to the end of the domain name and then enter the username and password.



Click on File Manager



Click on Go.

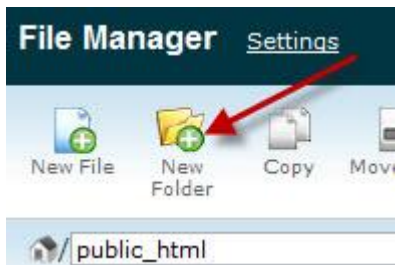


Click on public_html to make sure it's the active selection.



Click on New Folder (top left) to create a folder to house your WordPress installation.

NOTE: You would not typically need to create a folder unless you are installing an additional WordPress installation or a blog.



Enter the name of the folder and click on Create New Folder.



Double-click the **FOLDER** to the left of the folder name to open the folder's contents.



You should see a message stating "This directory is empty."

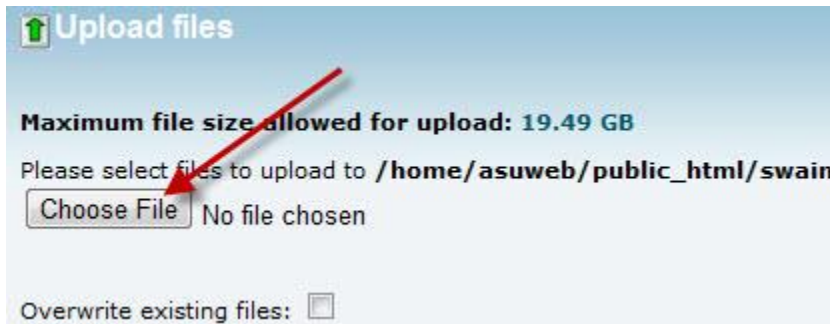
Now, we need to upload the WordPress zip file we downloaded earlier.

Click on the Upload button.



A new window should open.

Click on Choose File



Browse to the WordPress zip file you downloaded earlier and double-click the file to start the upload.

In the bottom right corner, you'll see the progress. Wait until it says Complete.

Once the upload is complete, close the window to return to the File Manager.

Click on the folder name on the LEFT side to open the folder.

Notice that instead of saying "This directory is empty." it now shows the WordPress file.

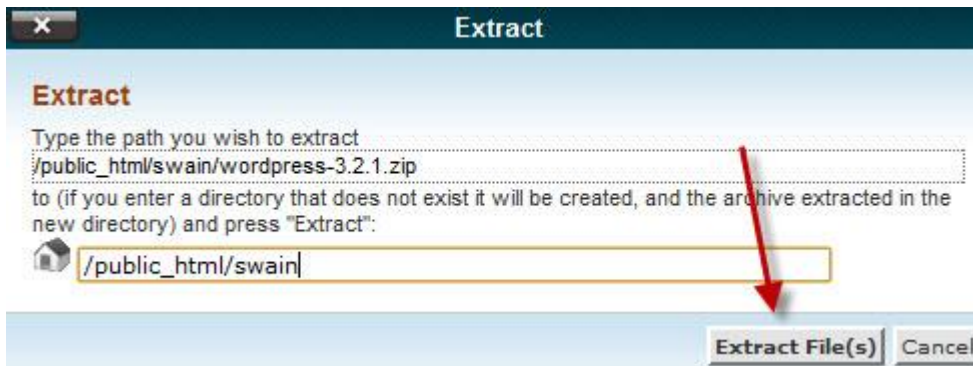
Click on the filename to highlight it.



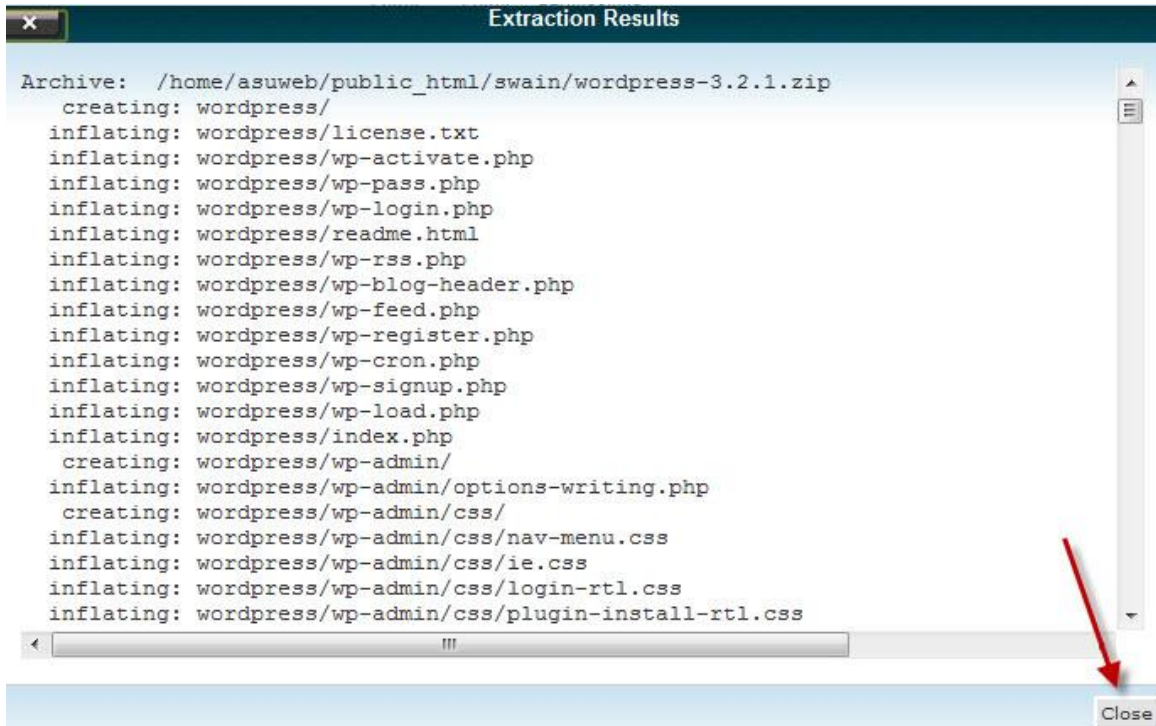
Click on the Extract button (top right).



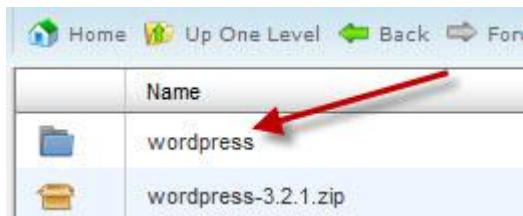
Click on Extract File.



Click on the close button once the extract has completed.



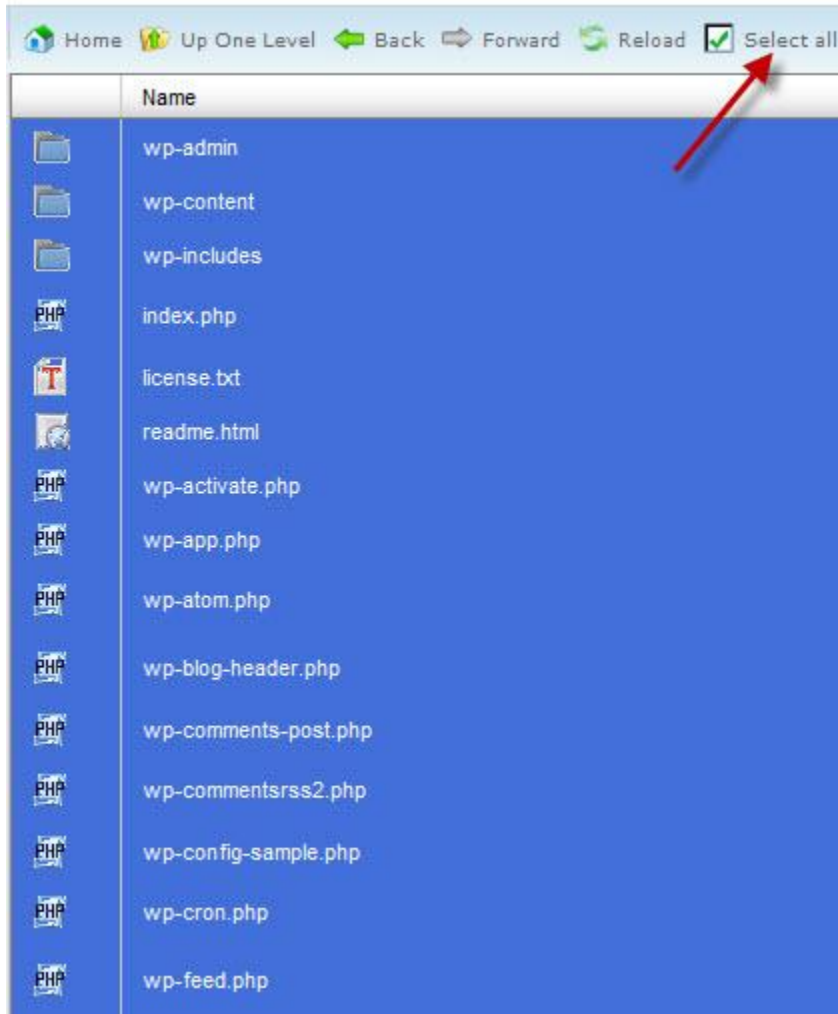
You should now see the wordpress folder.



We don't actually want the files inside a subfolder so let's move them up one level.

Double-click the WordPress folder to open the folder.

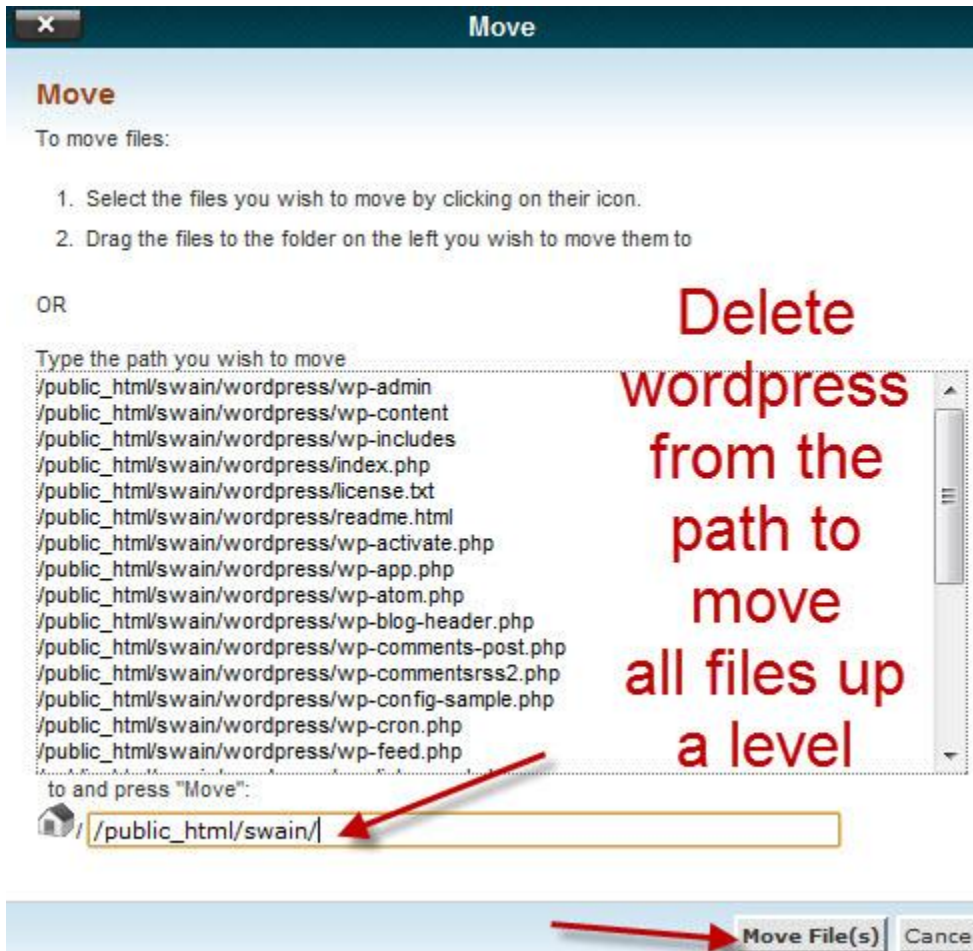
Click on the Select All button.



Click on the Move File button.



Delete "wordpress" from the path to move the files up one folder to the main folder for the installation and then click on "Move File(s)".



Step #3 Create a Database and a User then Associate the User with the Database

NOTE: THIS STEP HAS ALREADY BEEN DONE FOR YOU TO SAVE TIME.

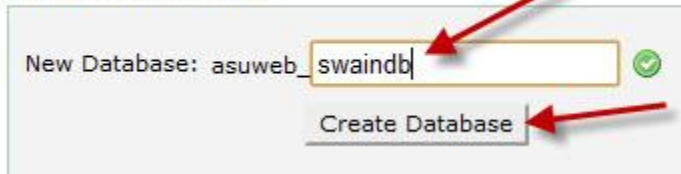
Create New Database

From the main Cpanel screen, click on "MySQL Databases". You may have to scroll down to see the option.



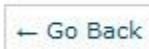
On the next page you will see a box that says "Create New Database." There you will enter the name of the database that will be used for your new WordPress blog. After you enter the name click create database.

Create New Database



New Database: asuweb_swaindb

Click on Go Back to return to the database page.



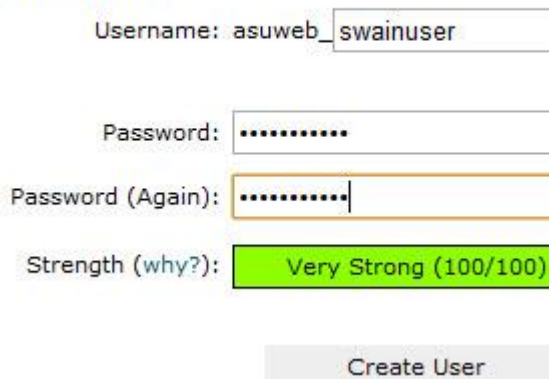
Create a Database User and Assign it to the Database

In order for the database to work, you will need to assign a user and set their user privileges. On the page where you created the database, you will find a section that says "Add New User." Here you will pick out a username and a password for the new database user.

Please write down the password assigned to the user as you will need this information later on when configuring WordPress for installation. It is a good idea to create a strong database password to avoid being hacked.

MySQL Users

Add New User



Username: asuweb_swainuser

Password:

Password (Again):

Strength (why?): **Very Strong (100/100)**

Click on Go Back to return to the database page.



Next you will want to add the new user you created to the database you created. This can be done on the same page in the section titled "Add User to Database":

Add User To Database

User:

Database:

On the next page you will need to assign user privileges. Just click "All Privileges" and then click make changes.

<input checked="" type="checkbox"/> ALL PRIVILEGES	
<input checked="" type="checkbox"/> ALTER	<input checked="" type="checkbox"/> CREATE
<input checked="" type="checkbox"/> CREATE ROUTINE	<input checked="" type="checkbox"/> CREATE TEMPORARY TABLES
<input checked="" type="checkbox"/> CREATE VIEW	<input checked="" type="checkbox"/> DELETE
<input checked="" type="checkbox"/> DROP	<input checked="" type="checkbox"/> EXECUTE
<input checked="" type="checkbox"/> INDEX	<input checked="" type="checkbox"/> INSERT
<input checked="" type="checkbox"/> LOCK TABLES	<input checked="" type="checkbox"/> REFERENCES
<input checked="" type="checkbox"/> SELECT	<input checked="" type="checkbox"/> UPDATE

Click on Go Back to return to the database page.

On the page where you created the database, you will now see your database and the user name. Make a note of the database name and database user name. Keep this information together with the password you wrote down in a previous step.

asuweb_swaindb	0.00 MB	asuweb_swainuser 	Delete Database
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Step #4 Editing the Wp-Config.php File

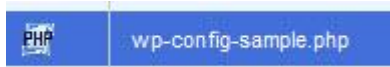
NOTE: THIS STEP HAS ALREADY BEEN DONE FOR YOU TO SAVE TIME.

Earlier, we uploaded WordPress to the hosting server. Now, we need to edit the wp-config.php file to tell WordPress how to connect to the database we created.

Go back to the tab with File Manager opened in it. If you closed File Manager, open it again from the control panel.

Navigate to the folder containing your wordpress files.

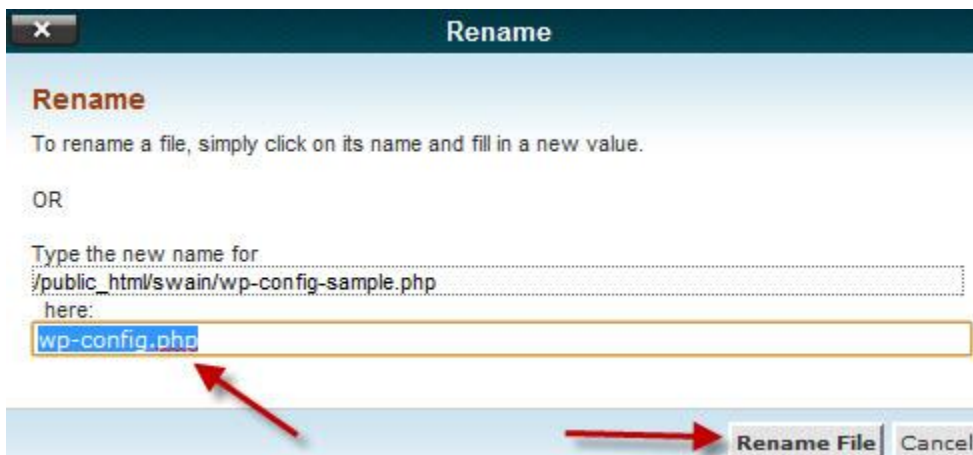
Click on wp-config-sample.php



Click on the Rename button at the top.



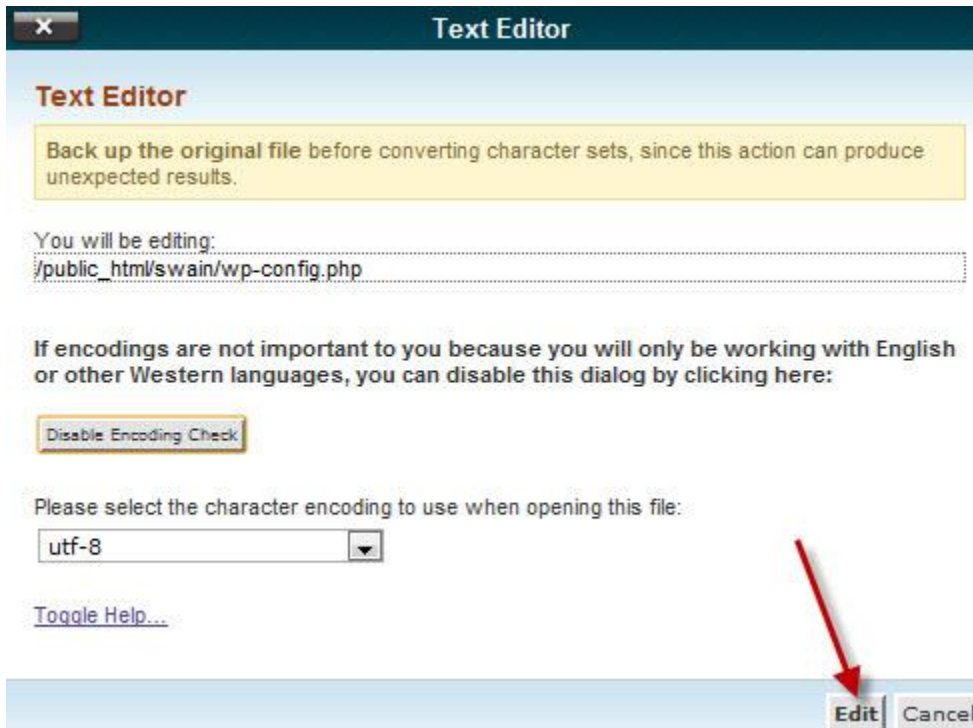
Change the filename to wpconfig.php and then click on Rename File.



Now, highlight wp-config.php and then click on Edit.



Click on Edit to confirm you are ready to edit the file. You may want to highlight the contents of the file and save them to a file on your PC in case you make the file unusable.



NOTE: A new tab will open.

Edit the following fields with the database information you wrote down in the previous step:

```
// ** MySQL settings - You can get this info from your web host ** //  
/** The name of the database for WordPress */  
define('DB_NAME', 'asuweb_swaindb');  
  
/** MySQL database username */  
define('DB_USER', 'asuweb_swainuser');  
  
/** MySQL database password */  
define('DB_PASSWORD', 'design*2011');  
  
/** MySQL hostname */  
define('DB_HOST', 'localhost');
```

99% of hosts use localhost

Click on Save Changes at the top right.



Step #5 Installing WordPress

Now it's time to actually *install* WordPress. Finally!

NOTE: THIS STEP HAS ALREADY BEEN DONE FOR YOU TO SAVE TIME.

In your browser, enter the address of your website followed by /wp-admin/install.php - Example <http://asuwebdesign.com/wp-admin/install.php>

IMPORTANT: If you are installing in a subdirectory, make sure you include that in your address bar.

For example, you could initially install a blog in the root domain and the install URL would be the one given above then later on you decide to add another WP install and you'd use something like <http://asuwebdesign.com/company1/wp-admin/install.php>

Each company in the web design class is being installed in a subfolder so be careful.

Once you navigate to the appropriate install.php, you will complete the following screen:

The screenshot shows the WordPress installation form with the following fields and content:

- Site Title:** ASU Web Design Class (indicated by a red arrow).
- Username:** glennette (indicated by a red arrow). Below the field is the text: "Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods and the @ symbol."
- Password, twice:** Two masked password fields (indicated by a red arrow). Below them is a green box labeled "Strong". To the right is a large red text warning: "Use a strong password!". Below the password fields is a hint: "Hint: The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ &)."
- Your E-mail:** g@premiumwebdesign.com (indicated by a red arrow). Below the field is the text: "Double-check your email address before continuing."
- Search engines:** A checked checkbox with the text "Allow my site to appear in search engines like Google and Technorati."
- Install WordPress:** A button at the bottom (indicated by a red arrow).

Once you click on Install WordPress, WP will be installed and you will get the following screen.



Success!

WordPress has been installed. Were you expecting more steps? Sorry to disappoint.

Username	glennette
Password	<i>Your chosen password.</i>



Congratulations you are now the proud owner of a self hosted WordPress blog! Now it's time to customize your website!

Step 6: Changing the Theme

If you are not logged into your website, please do so now.

On the left side is the navigation for your Dashboard.

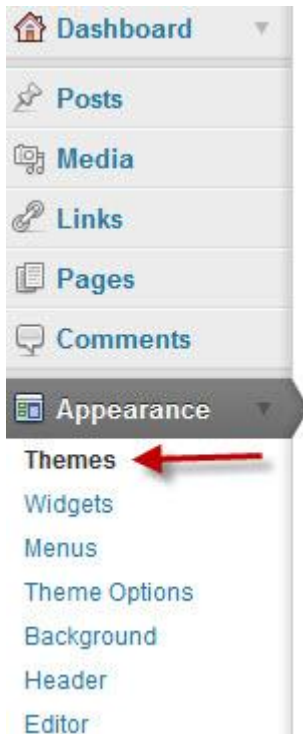
WordPress comes with a default 'theme'. A theme is what controls the layout of your website. It is a bunch of advanced php and css coding that allows you to have a more customized look without knowing all the coding!

I recommend you start out using the default theme and work your way toward using premium themes. There are some nice free themes but I personally prefer the advanced features of the premium (paid) themes. Professional designers usually purchase developer licenses so that we have plenty of themes to choose from.

So that you know how to change the theme, we'll change from Twenty Eleven to Twenty Ten. NOTE: To use a theme not already in WP, you simply click on "install theme" and browse/upload the theme you have downloaded/purchases then activate it.

To change from Twenty Eleven to Twenty Ten:

Click on Appearance and then on Themes



Scroll down to the Available Themes section and click on **Activate** underneath Twenty Ten.



Twenty Ten 1.2 by the WordPress team

The 2010 theme for WordPress is stylish, customizable, simple, and readable — make it yours with a custom menu, header image, and background. Twenty Ten supports six widgetized areas (two in the sidebar, four in the footer) and featured images (thumbnails for gallery posts and custom header images for posts and pages). It includes style sheets for print and the admin Visual Editor, special styles for posts in the “Asides” and “Gallery” categories, and has an optional one-column page template that removes the sidebar.

[Activate](#) | [Preview](#) | [Delete](#)

The Current Theme will now be Twenty Ten. I like this theme better than Twenty Eleven anyway because the header graphic is smaller and doesn't take up so much of the 'above the fold' space.

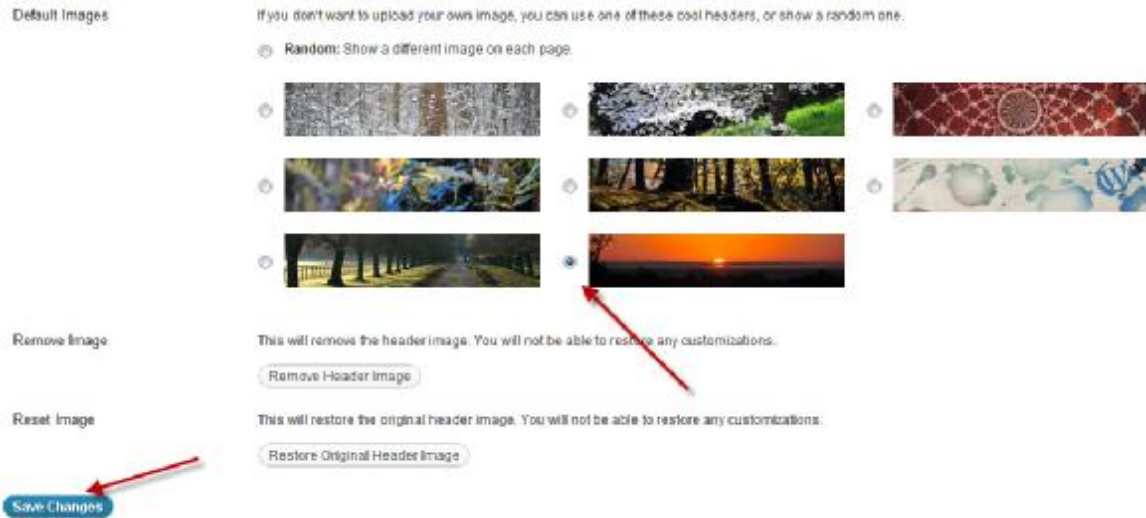
Step 7: Changing the Header Graphic

Click on Header under Appearance



For a business website, you'll want to use a custom header. Creating the graphic is outside the scope of this class so I just want to show you where you go to change the header.

For now, you can choose one of the headers provided or leave it set to Random.



Step 8: Changing Permalinks

Changing permalinks is crucial to your search engine results. Please make sure you do this step every time you set up a new website or blog!

Click on Settings and then on Permalinks.



Under 'Custom Structure' enter one of the following which are best for search engine friendliness.

`/%post_id%//%postname%/` (post/page id and name of page)

`/%postname%/` (name of page only)

`/%category%//%postname%/` (category and name of page only)

Common settings

- Default `http://asuwebdesign.com/?p=123`
- Day and name `http://asuwebdesign.com/2011/10/13/sample-post/`
- Month and name `http://asuwebdesign.com/2011/10/sample-post/`
- Numeric `http://asuwebdesign.com/archives/123`
- Custom Structure

NOTE: I personally use `/%postname%/` but should note that `/%post_id%//%postname%/` allows you to send someone to a page using just the post id i.e. <http://www.domain.com/112> rather than <http://www.domain.com/112/pagename/>. Either one will work.

If this doesn't make sense, don't worry about it but please do change it.

Step 9: Installing a Plugin

One of the most awesome features of WordPress is plugins. You can use them to create a contact form, add social media integration, make the site search engine optimized, almost anything you can image. You can even add ecommerce features.

Let's add a plugin called All In One SEO before we add any content so that our content can be search friendly.

NOTE: The premium themes I use have SEO built in so if you progress to using those, you can probably skip this step.

Click on Plugins and then on Add New



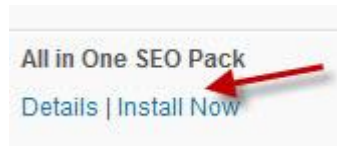
Type All in one SEO in the search box and click on Search Plugins

Search

Search for plugins by keyword, author, or tag.

Term

Look for All in One SEO in the list. Don't install the Importer. Make sure you find the one that says **All in One SEO Pack**. Click on Install Now.



Click on OK to install the plugin.



Click on Activate Plugin.


Downloading install package from <http://downloads.wordpress.org/plugin/all-in-one-seo-pack.zip...>
Unpacking the package...
Installing the plugin...
Successfully installed the plugin **All in One SEO Pack 1.6.13.4**.
[Activate Plugin](#) | [Return to Plugin Installer](#)


At the top of the screen will be a link to the Admin page to configure the plugin. Click on the link that says "the admin page".



All in One SEO Pack must be configured. Go to the [admin page](#) to enable and configure the plugin.
All in One SEO Pack now supports *Custom Post Types*.

Click on the radio button beside Enabled and enter the text for the Title of the Home page, the Description of the Homepage and the keywords. The Title and Description are VERY important.

Plugin Status: Enabled  Disabled

Home Title: 

Home Description:

Home Keywords (comma separated):

For now, don't worry about the other settings. Just scroll down and click on Update Options.

[Update Options »](#)

Step 10: Creating a Page

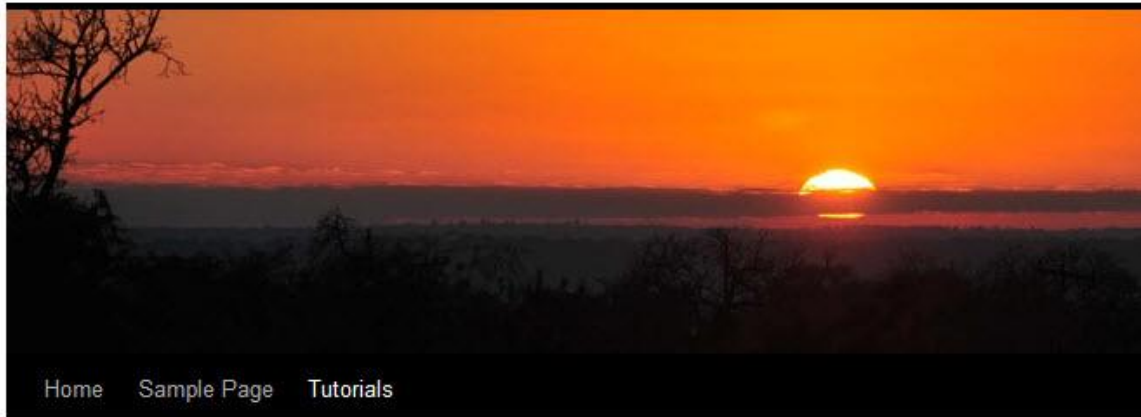
Now that we've told WP how to handle the links and we've installed an SEO plugin, let's create a page.

Click on Pages and then on Add New



Enter the **Title** of the Page and then enter the content in the box below the editor.
NOTE: Given we are using the All in One SEO plugin, the title does not have to be keyword-rich. We'll enter the keyword-rich title in the next step.

ASU Web Design Class



Tutorials

Use the following links to download helpful materials for use during and after the class.

[Registering a Domain Name and Choosing a Web Host](#)

[WordPress 101 – Installing and customizing WordPress](#)

Step 10B: Deleting a Page

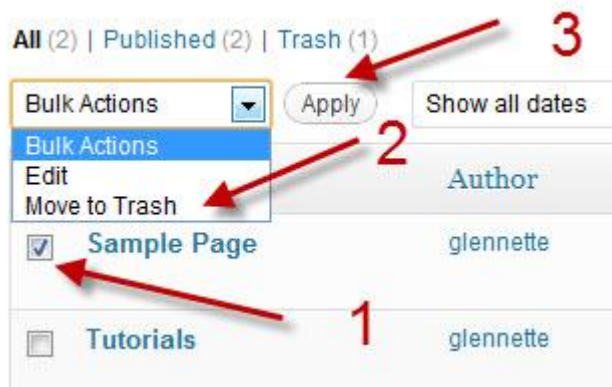
Let's go ahead and delete that Sample Page.

Click on Dashboard to return there. (This menu makes it much easier to edit your website than previous versions.)

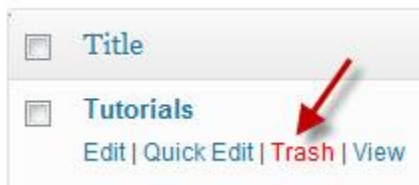


Click on Pages to view a list of your pages on your website.

Now, place a check box to the left of the page you want to delete. Choose Move to Trash from the dropdown box. Click on Apply



You could also hover your mouse over the page name until the menu appears below the page and then click on Trash.



Step 11: Creating a Static Homepage

WordPress was designed for blogging so “out of the box” it is designed to have blog posts on the homepage, one displayed after another. The homepage changes each time a new post is made.

Given we are focusing on creating a website rather than a blog, let’s create a page to serve as our static homepage.

First, add a page called Home using the same steps as the page you created earlier.

If you would like to also have a blog, add a page called Blog.

Click on Settings and then on Reading at the bottom left of the WordPress menu bar.



Click on the radio button beside "A static page" and then choose Home from the Front page dropdown. If you chose to have a blog, choose the Blog page from the Posts dropdown.

Front page displays

Your latest posts

A static page (select below)

Front page: Home

Posts page: Blog



Scroll down and click on Save Changes.

Save Changes

That's it. You now have a static home page and a blog page that will show all your blog posts. A blog is great for announcements, articles, etc. Search engines love wordpress because the code is clean and the sites tend to have fresh content.

Step 12: Creating a Post

Creating a post works exactly the same as creating a page except you click on Add New under POSTS rather than under PAGES.

Step 13: Creating Hyperlinked Text





One of the most important parts of any website are the links. Links may be external (to other sites) or internal (to other pages/posts on the same site).
















To create a link, all you need to do is pull up a page or post with text that you want to link to another page/post.

Highlight the text then click the chain link icon on the toolbar.

Tutorials

Permalink: <http://asuwebdesign.com/tutorials/> Edit View Page



Upload/Insert    

Use the following links to download helpful materials for use during and after the class.

[Registering a Domain Name and Choosing a Web Host](#)

WordPress 101 - Installing and customizing WordPress



You will see a popup box that asks for the URL. Type in the URL



If the page is on the existing website, you can click on “Or link to existing content” to see a list of available pages to link to.

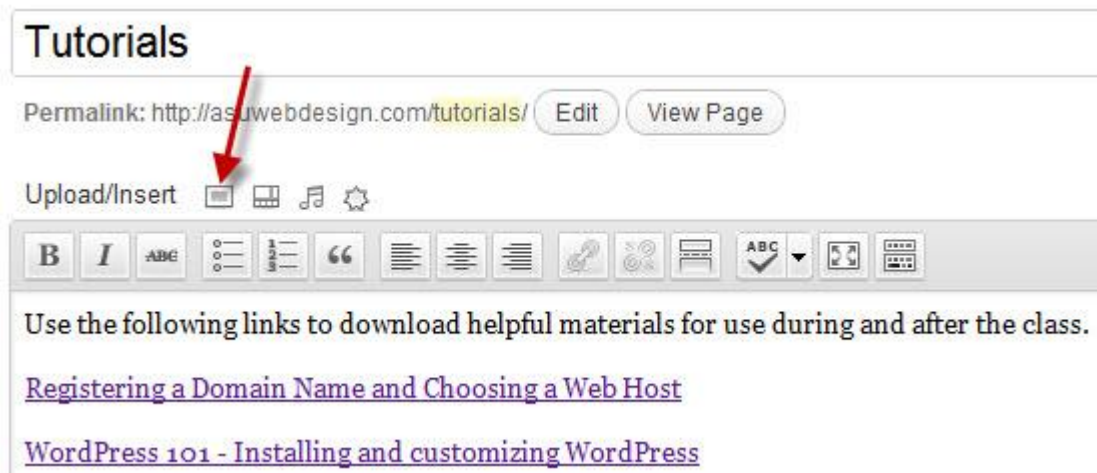
Step 14: Adding an Image

Images really make or break a website. The addition of images can take a site from plain and boring to having a bit of pizzazz.

See <http://www.williamhedrick.com> for an example.

To add an image to a page or post:

Position your cursor where you want the image then click on the image icon on the toolbar.



Click on Select File and navigate to the image on your hard drive. If you need to purchase images, my favorite source is <http://www.istockphoto.com/>

Add an Image

[From Computer](#) [From URL](#) [Media Library](#)

Add media files from your computer

Choose files to upload


Maximum upload file size: 64MB

You are using the Flash uploader. Problems? Try the [Browser uploader](#) instead.

After a file has been uploaded, you can add titles and descriptions.

After you double-click the image, your screen will change.

Scroll down to enter the Alternate Text (Keyword Rich text) and delete the link URL (unless you want the image linked to itself or something else).



File name: doctorsmiling.jpg
File type: image/jpeg
Upload date: October 17, 2011
Dimensions: 425 × 282

Title *

Alternate Text
Alt text for the image, e.g. "The Mona Lisa"

Caption

Description

Link URL

Enter a link URL or click above for presets.

Click on Update and your image is saved along with any other changes you made since the last time you saved the page/post.

Update

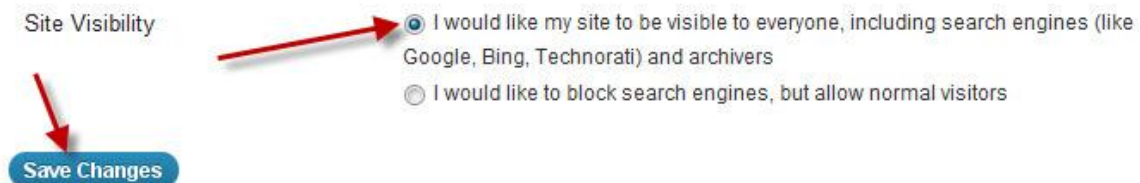
Last Step: Making the Website Public

ALWAYS make sure that once a site goes live, it is actually public. When I build a website, I initially tell it to NOT show the site to search engines. Then, once the site owner has approved the website and it has been search engine optimized, I go in and change the setting so that the site is public.

Click on Settings and then on Privacy.



Click the radio button beside "I would like my site to be visible ..."



Congratulations! You now know the basics of WordPress Web Design!