

Creating a Custom WebSite with WordPress

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Introductions

What goes into a modern website?

- HTML
- CSS
- Javascript
- Images

Static vs. Dynamic

- Static: Brochure sites (restaurants, retail, time-limited, etc.)
- Dynamic: Facebook, Amazon, Google, Blogs, Shopping
- Static or Dynamic?
- <http://www.picfresh.com.au>
- <http://www.dellfoxjewelry.com>

How do I make a modern website?

- Dreamweaver / Photoshop
- Content Management Systems
- Responsive Web Design

Content Management Systems

- What is a CMS?
- [Definition](#)

What are the best/most popular CMS?

- [Top CMS's](#)
- WordPress
- Drupal
- Joomla

Features of modern CMS

- Easy, but powerful setup and maintenance
- Easy to post content with Admin Site
- Easily manage images, text, videos, etc.
- Built-in site search
- Easily build web pages
- Web Standards Support
- Support new trends (webfonts, CSS animations, RWD, etc.)
- Blogging (chronological posts with comment features)
- RSS Feeds
- Templates & Themes
- Add-ons for enhanced functionality

Advantages of Wordpress

- Easy to start
- Easy to update
- Free or low-cost to setup and maintain
- Tons of templates/themes
- Tons of plug-ins

Disadvantages of Wordpress

- Can be difficult to customize
- Not ideal for complex websites
- Not ideal for large eCommerce websites
- Security issues

Hosted Solutions

- WordPress.com
- [Samples](#)

Build-Your-Own Solutions

- WordPress.org
- [Samples](#)

Build It

- WordPress.com
- Credit with CreativeFuel.org
- Pick your site name / URL
- Pick your theme

Write Content

- Write a post
- Create a page

Add Media

- Upload an image
- Post a video

Customize It

- Customize your theme
- Install a plug-in

Promote It

- SEO
- PPC Advertising
- Building Links

Thank You!