



...for beginners

Part 2

Reminders

- Thurs 8/11 & 8/18, 7-10PM
- Greenwood Center 525 N 85th St
- WiFi
- class website (& slides): <http://jonpeck.net/>
- Rec. read: [**WordPress for Dummies**](#) (*link on website*)
 - *free eBook: [Getting Started with WordPress](#)*

Questions?

- Have you set up a site yet?
 - Where? Care to share?
 - If not, hosting info at <http://jonpeck.net/hosting>
- Speedbumps / problems?
 - Will review setting front page (pages vs posts)
- Additional topics?
 - Some options: scheduling, stock images, MuVSite (WPMU), forms, calendar, videos, audio, photography, SEO, analytics, eCommerce / PayPal

Course Roadmap

- Internet Basics, wp.org
- Hosting
- Dashboard, Administration
- Posts vs Pages
- Categories/Tags
- Editing: rich- vs HTML;
Drafts/Visibility/Pubdate
- Navigation, Parents, Order
- Media library (& links to)
- Comments
- Settings: title/tagline, etc
 - Permalinks
 - Homepage / posts page
- Header & Background img
- User management
- Import/Export
- Widgets
- Themes: find, customize
 - [WP Theme Detector](#)
- Plugins
 - SEO, videos, music/audio
 - E-Commerce, PayPal
 - shortcodes, inserting PHP
- iOS/Tablet apps
- Updating

Do This Now / Demo:

- ~~Get hosting and have them set up WordPress~~
- On your site:
 - Add the plugin called “WordFence” (demo)
 - Turn off Comments (demo)
 - Change site Title / Tagline (demo)
 - Change your PermaLink style (demo)
 - Start looking at Themes (demo)

eCommerce in 3 not-so-easy steps

1. get a PayPal account (or a full Payment Processor)
 - For most purposes a “Personal” account is fine
 - they accept payments for you (incl Credit Cards), then you transfer \$ to your bank account on a regular basis
 - view, refund, manage payments at <http://PayPal.com>
2. install/configure a PayPal plugin (there are lots!):
 - Single item: [Paypal Form](#)
 - full shopping setups: [WooCommerce](#)
3. sell stuff!

Here is a PayPal button:

What color widget would you prefer?

Your Classes

ITEM NAME	QUANTITY	PRICE
Photoshop (public)	1	\$135.00
WORDPRESS (public)	1	\$135.00
		Total: \$270.00


or

Your order summary

Descriptions	Amount
Photoshop (public) Item price: \$135.00 Quantity: 1	\$135.00
WORDPRESS (public) Item price: \$135.00 Quantity: 1	\$135.00
Item total	\$270.00
Total \$270.00 USD	

Choose a way to pay

PayPal securely processes payments for Classesandworkshops.com.

[▶ Have a PayPal account?](#) 

Log in to your account to pay

[▼ Don't have a PayPal account?](#)

Pay as a guest now, sign up for PayPal later

Country:

First name:

Last name:

Address line 1:

Address line 2 (optional):

City/State:





ZIP code:

Choose a way to pay

Payment Method

Credit or Debit Card

Card number:

Payment Types:    

Expiration date: mm / yy
 /

CSC:

[What is this?](#)

PayPal - get more time to pay

- Bill Me Later is an instant credit line added to your PayPal account.

PayPal standard = annoying!

Here is a PayPal button:

What color widget would you prefer?





Buy Now

Your Classes

ITEM NAME	QUANTITY	PRICE
Photoshop (public)	1	\$135.00
WORDPRESS (public)	1	\$135.00
		Total: \$270.00

Proceed to Checkout »

or

Credit card    

Pay with your credit or debit card

Credit Card number *

Card type *

Expiration date *

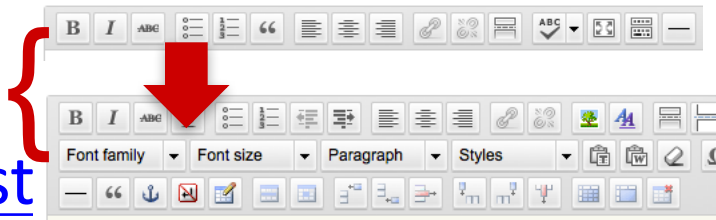
Card security code *

I have read and accept the [terms & conditions](#) **Place order**

WooCommerce + PayPal Pro: stay on site!

MUST-HAVE Plugins

- Security: [WordFence](#)
 - ...and maybe [Captcha](#) too
- Backups:
 - [Online Backup for WordPress](#): full schedulable file & database backup; requires a professional to restore
 - Better (but not free / \$80): [BackupBuddy](#) easy backup, restore, and **migrate** without a programmer's help
- Editing pages: [TinyMCE Advanced](#)
- Analytics: [Google Analytics by Yoast](#)
- Search Engine Optimization (SEO):
 - [WordPress SEO by Yoast](#): complex but great
 - [Google XML Sitemaps](#) (also hits Bing, Yahoo)
- Comment antispam (preinstalled): [Akismet](#)



Optional...

- JetPack: <https://wordpress.org/plugins/jetpack/>
- easy paypal donate button:
<https://wordpress.org/plugins/paypal-donations/>
- scheduling / events:
<https://wordpress.org/plugins/events-manager/>
- password-protect downloads (AND mp3 protection):
<https://wordpress.org/plugins/easy-digital-downloads/>
- List category posts:
<http://wordpress.org/extend/plugins/tpg-get-posts/>
- Layout managers (grid, etc):
<http://premium.wpmudev.org/blog/10-drag-and-drop-page-builders-wordpress/> or [OnePager](#)

Useful Plugins

- Social: [AddThis](#) or [Sharexy](#) or [Social Media Widget](#)
- Sliders: SlideDeck2 [Lite](#) or [Paid](#)
- Automatic LightBox for images: [Easy FancyBox](#)
- Image Gallery w/ LightBox: [NextGen Gallery](#)
- Hide pages from nav: [Exclude Pages from Navigation](#)
- Make nav menu items go elsewhere: [Page Links To](#)
- Turn off automatic Page Titles: [Toggle the Title](#)
- Fonts: [WP Google Fonts](#)
- Favicon: [All-in-One Favicon](#)
- [Broken Link Checker](#)
- Reordering Pages: [CMS Page Order](#)
- Categories for Media Library: [Media Category Library](#)

Useful Plugins

- eCommerce: [WooCommerce](#), [WP e-Commerce](#), [Easy Digital Downloads](#)
- Membership: [BuddyPress](#) or [s2Member](#) (adds paid members, protected downloads, membership levels, etc)
- Show Posts on multiple pages: [TPG Get Posts](#)
 - Shortcodes: [name param1=“value1” param2=“value2”]
- Calendar:
 - [All-in-One Event Calendar](#) or [My Calendar](#)
 - [Google Calendar](#)
- Forms:
 - [Contact Form](#) or [Contact Form 7](#)
 - [Google Forms](#) (surveys, etc)
- Advanced Audio: [MP3-jPlayer](#) or [HTML5 jQuery Audio Player](#)
- Advanced Video: [Smart YouTube PRO](#)