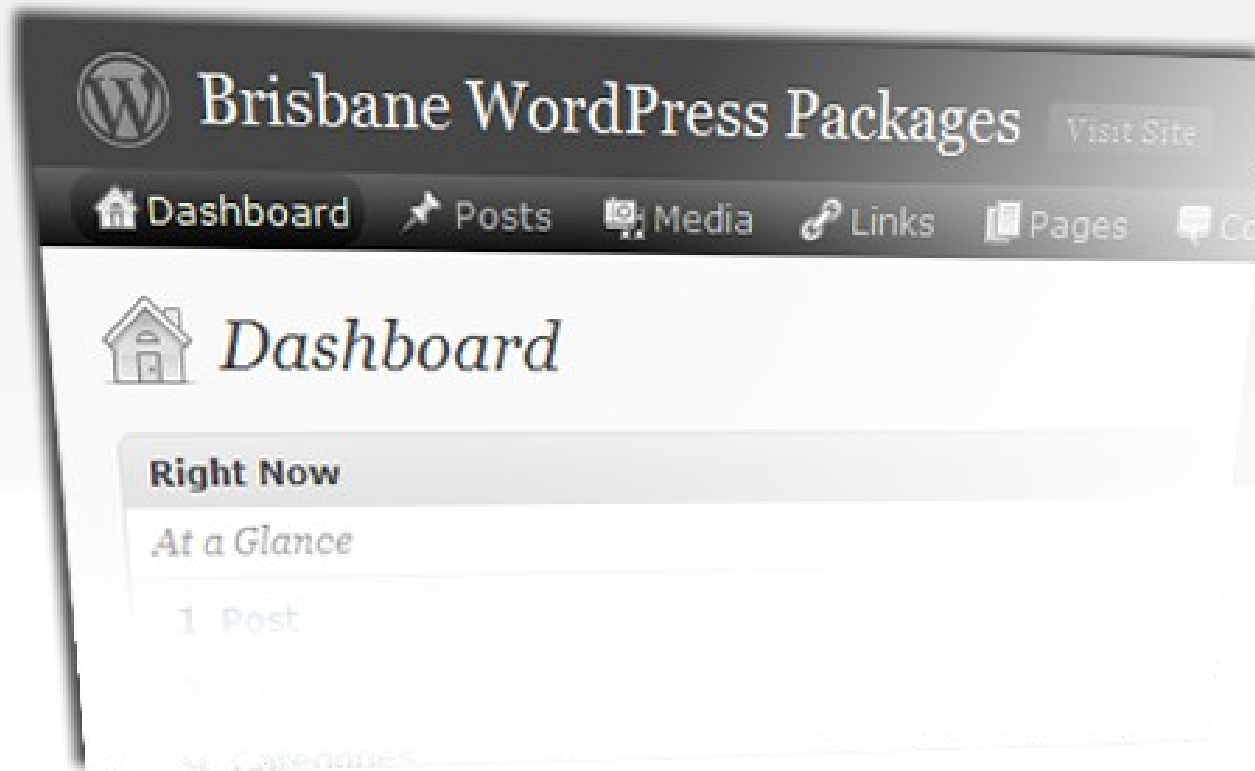


Building a **Successful** Website using **WordPress®** and **Ey3®**



Handouts

Please fill out the forms you have in front of you as we go.

Please leave these ones here for us when you have completed them

- **New website form** – details to start a site
- **Existing website form** – details for add ons (plugins)
- **Feedback form** – please complete before you leave.

This is for you to take home with you

- **Specials** a page about BWP and your special deal to consider for tonight – please note these specials are only available for tonight!

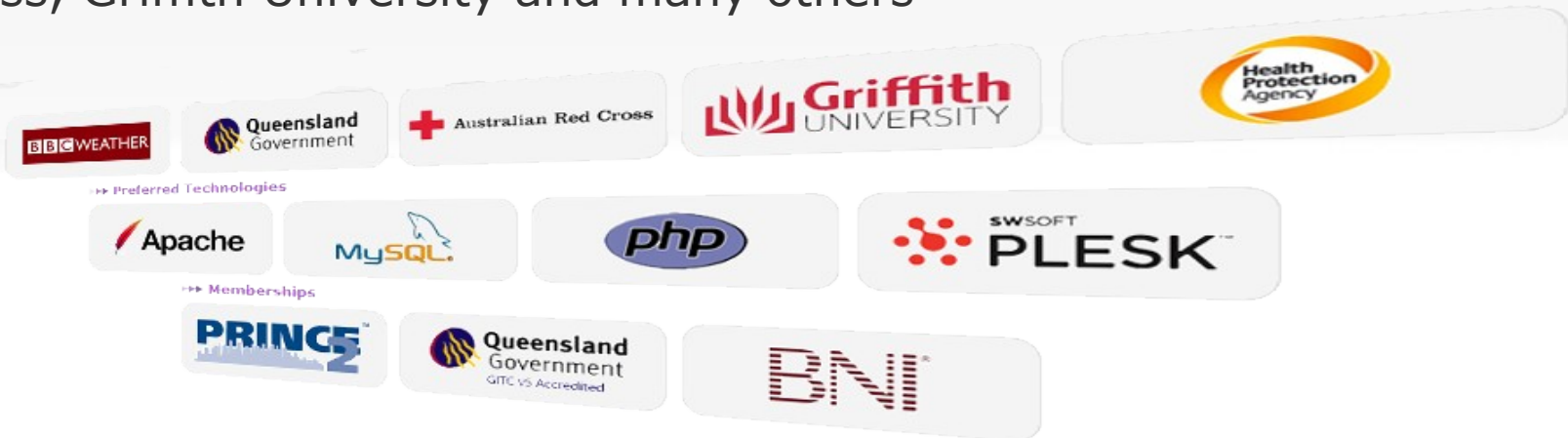
Introduction to Ey3.

Ey3

Web, Database & Business Solutions

www.ey3.com | info@ey3.com | 1300 856 393

- We have been developing successful websites, databases and information system solutions for businesses, governments and charities since 1996.
- We are a Brisbane based development team of around **12 people** which includes project managers, developers, copywriters and designers.
- We've worked for clients such as BBC Weather (London), Australian Red Cross, Griffith University and many others



This seminar is designed to show you how to build a successful website using WordPress.

The following topics will be covered

- Introduction to **Websites, WordPress** and **Ey3**
- Website **Basics**
(Should, Must, Do and Dont's)
- What do want your website to **do** and **goals**
- Using WordPress to meet you expectations
- Self promotion

All websites have **3** components

- Domain name (URL/Address) - for example **www.brisbanewp.com.au**
- Hosting - a bit of computer space where your website lives
- Website – which is the software, images and text that makes up your site.
 - **Logo**
 - **Content**
 - **Design** and **Build**
- We can help you with all of these components

Wordpress allows website owners to quickly and easily manage their own website without being a nerd. It is so easy to use that currently, more than 200 million sites around the world are using it to manage the content of their sites which includes the following types of content :

- Text
- Images
- Photos
- Videos
- Sounds
- Documents (PDF, Word, etc).

- **Very Search Engine Friendly** - *WordPress makes it easier to optimize your search engine results which means people are more likely to find you.*
- **WordPress is Cost Effective** – Many additional features can be added to your website with ease requiring little or no technical knowledge or experience including shopping cart, polls, image gallery or SMS functionality.
- **It is Easy to use** - If you can send an e-mail or use Microsoft Word, then you will be able use WordPress with ease.
- **Large user community** – As a result of have many users there is a large number of support forums and extensive documentation. Unlike most other content management systems it is easy to get help for WordPress.
- **Supports multiple users** – WordPress can handle multiple authors

Website Basics –The Should, Must, Do and Dont's.

Ey3

Web, Database & Business Solutions

www.ey3.com | info@ey3.com | 1300 856 393

Should

- Aim for having **at least few paragraphs** of text on all pages and correct tags (keywords)

Must

- Keep your sites look and feel **consistent** and **simple**
- Build **links** to your site

Do

- Produce small amount of **content regularly** or at least publish it on a schedule
- Consider carefully joining social and professional networking sites like **twitter**, **facebook** and **linkedin**.

Dont

- Change the design or elements to often. Even the biggest sites tend to do bi-annual makeover. It can potentially turn off regular users.
- Treat your social pages as personal. They are for business.



Often more is less with a site.



A site with way to much **"Stuff"**

Below are a few commonly used terms you will become familiar with as you begin using WordPress successfully.

- **CMS** – Content Management System
- **Blog** – Web Log (Basically an online diary. Also used for news & events pages on most business based websites)
- **Site** – Website
- **Page** – A specific area with a site (like About Us)
- **Post** – A sub section within a page.
- **Category** – Used to organise your posts in logical subjects
- **Comments** – A piece text based feedback left by users

- **Tag** – is a keyword associated with a piece of content
- **Pingback/Linkback/Trackback** - Essentially is a request sent from Site A to Site B, when an author of the blog at Site A writes a post that links to Site B. See it is vote for that page.
(for more information see <http://en.wikipedia.org/wiki/Linkback>)
- **Plug-ins** – are additional bits of software that bolt on, to add functionality for your site. An example is shopping cart
- **Widget** – are panels specialising in a particular use on your blog. Like tag clouds or twitter updates.
- **Theme (or Template)** – is what determines how your site looks. It under the appearance tabs.
(Take note editing themes is only for advanced users. You can break your site if you don't know what your doing.)

Login

- You need to have at least 1 user account with administrator privileges.
- WordPress is capable of handling multiple users with different levels of access.
- It has a password reset feature. If you forget your password.



The image shows the WordPress login interface. At the top, there is the WordPress logo (a 'W' in a circle) followed by the word 'WORDPRESS' in a blue, serif font. Below this is a white login box with a subtle drop shadow. Inside the box, there are two text input fields: the first is labeled 'Username' and the second is labeled 'Password'. Below the password field, there is a checkbox labeled 'Remember Me' and a blue button labeled 'Log In'. At the bottom of the login box, there is a blue link that says 'Lost your password?'.

WordPress Basics – The Dashboard

Ey3

Web, Database & Business Solutions

www.ey3.com | info@ey3.com | 1300 856 393

Dashboard

- Right Now
- Recent Comments
- Incoming Links
- Plugins
- QuickPress
- Recent Drafts
- Various News

The screenshot shows the WordPress dashboard for a site named 'Brisbane WP Packages'. The top navigation bar includes links for Dashboard, Posts, Media, Links, Pages, Comments, Events, Appearance, Plugins, Users, Tools, Settings, and Security. A notification at the top indicates that WordPress 2.9.2 is available for update. The main dashboard area is divided into several widgets:

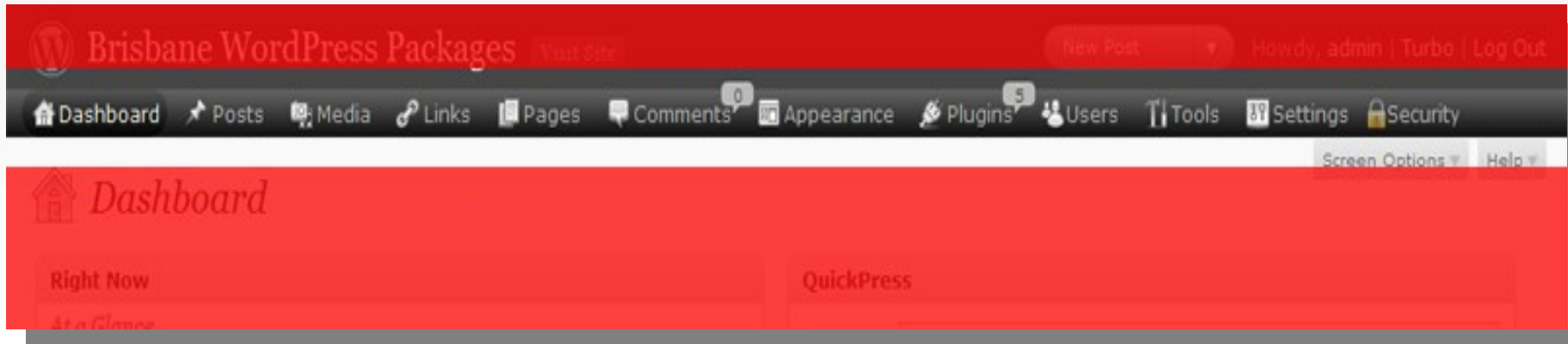
- Right Now:** A summary table showing 6 Posts, 5 Pages, 10 Categories, and 7 Tags. It also indicates that the site is using the 'iNove' theme with 5 widgets and is running WordPress 2.9.1. A 'Change Theme' button and an 'Update to 2.9.2' button are visible.
- QuickPress:** A section for quickly adding new content.
- Recent Drafts:** A list of draft posts, including 'Basic guide to Web Graphics (GIF, JPG and PNG) Files – Part 1'.
- WordPress Development Blog:** A section for news and updates from the WordPress community, including posts about WordPress 2.9.2 and the WordPress Foundation.
- Other WordPress News:** A section for various news items, including 'WordPress.tv: Rob Larsen: HTML 5' and 'WordPress.tv: Daniel Collis-Puro: Screaming Fast WPMU'.
- Recent Comments:** A section showing that there are no comments yet.
- Incoming Links:** A section showing that there are no incoming links yet.
- Plugins:** A section for managing plugins, including 'Most Popular' (WP Super Cache) and 'Newest Plugins' (Yahoo! Emoticons for Custom Smileys 2.0).

At the bottom of the dashboard, there is a footer with a thank you message for using the 'Admin Drop Down Menu' plugin and a link to the 'Get Version 2.9.2' page.

Video of Dashboard

WordPress Basics – Navigation.

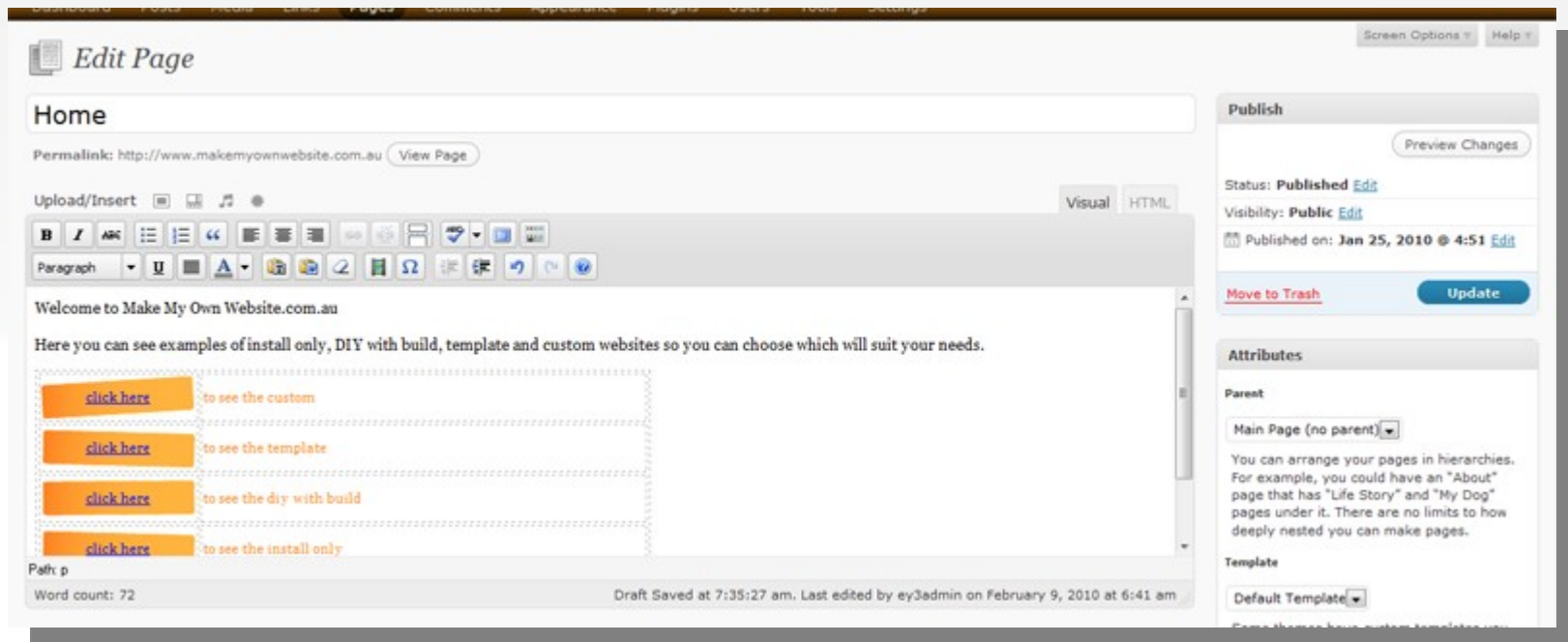
- We **customise** the navigation in WordPress by using a special Plug-in designed to make using WordPress even quicker to use.
- The main menu runs across the top of the screen. This is actually easier to use the standard WordPress setup



- When using WordPress you have the ability to change your page content easily.
- This image is highlighting the area of a site which even basic users can typically change without problems

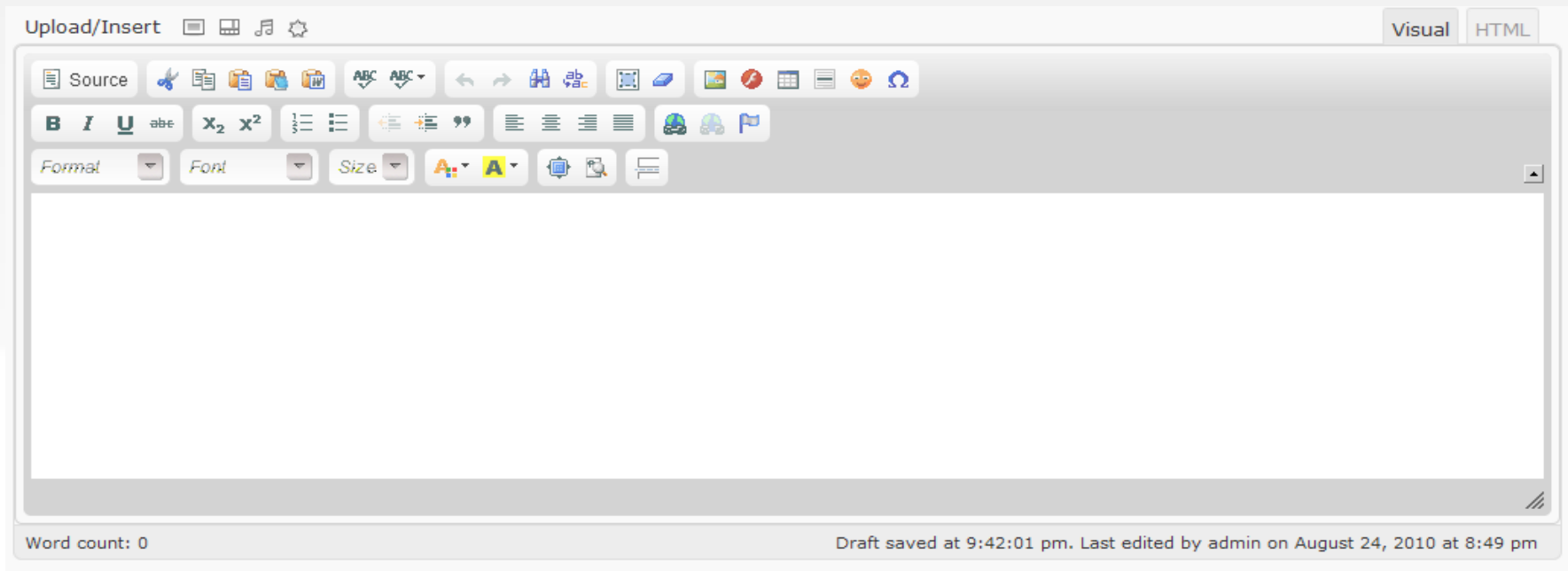


- **WYSIWYG** – What You See Is What You Get.
- WordPress can be customized so that you only have available the buttons you actually use.
- Changing the size of the editing area is a common question



WordPress Basics – Content Editor

- The interface can be customised further. Below is example of an alternative content editor.
- Other **customisation** can include things like “Add table” button.



- When you've finished editing your page you can publish it immediately, save it as a draft or even set the publication for a future time and date.

Simple Options

The 'Simple Options' panel shows a '+ Publish' header. Below it are two buttons: 'Save Draft' and 'Preview'. The status is set to 'Draft' with an 'Edit' link. The visibility is set to 'Public' with an 'Edit' link. The publish time is set to 'immediately' with an 'Edit' link. A large blue 'Publish' button is at the bottom.

Expanded Options

The 'Expanded Options' panel shows a '+ Publish' header. Below it are two buttons: 'Save Draft' and 'Preview'. The status is set to 'Draft' with a dropdown menu and 'OK' and 'Cancel' buttons. The visibility is set to 'Public' with radio buttons for 'Public', 'Password protected', and 'Private', and 'OK' and 'Cancel' buttons. The publish time is set to 'immediately' with a date and time picker (Feb 16, 2010 @ 06 : 43) and 'OK' and 'Cancel' buttons. A large blue 'Publish' button is at the bottom.

WordPress Basics – Pages

What is a page

A Page is another way to add content to your WordPress site and is often used to present "static" information about the site.

Pages are typically "timeless" in nature. A good example of a Page is the information contained in "About" or "Contact" Pages.

The editing process for page is very similar for pages as it is post.

Video of Pages

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Home'. The top navigation bar includes 'Dashboard', 'Posts', 'Media', 'Links', 'Pages', 'Comments', 'Appearance', 'Plugins', 'Users', 'Tools', and 'Settings'. The page title is 'Home' and the permalink is 'http://www.makemyownwebsite.com.au'. The main content area features a rich text editor with a toolbar and a preview of the page content. The preview text reads: 'Welcome to Make My Own Website.com.au. Here you can see examples of install only, DIY with build, template and custom websites so you can choose which will suit your needs.' Below this are four links: 'click here to see the custom', 'click here to see the template', 'click here to see the diy with build', and 'click here to see the install only'. The right sidebar contains 'Publish' (Status: Published, Visibility: Public, Published on: Jan 25, 2010 @ 4:51), 'Attributes' (Parent: Main Page), and 'Template' (Default Template). The bottom section includes 'Custom Fields', 'Discussion' (Allow Comments, Allow trackbacks and pingbacks), 'Page Author' (ey3admin), and 'Page Revisions' (a list of revisions from 25 January 2010 to 9 February 2010).

- **Title** - This is the Page's Title displayed as a link. Click the Title link to allow this Page to be edited in the Pages Edit SubPanel. Next to the Title, if a Page is of a Draft, Pending, or Password Protected nature, text will display showing that.
- **ID** - the Page ID is revealed as part of the URL displayed in the browser status bar (in Firefox the status bar is displayed at the bottom of the screen). A Page's ID number is the unique number WordPress' database uses to identify individual Pages.
- **Author** - Displayed in the form of a link, this is the author who wrote the Page. Clicking the author link causes all the Pages authored by that user to be displayed in the Table of Pages (thus allowing a Bulk Action to be applied to all Pages for a given author).
- **Comment Bubble** – A bubble will appear showing the number of comments on the page.

Page Tags

- Virtually the same as post tags but relate to the contents of a page.

Categories

- The same as post categories for pages.

Parent Pages

- The drop-down menu contains a list of all the Pages already created for your site. To turn your current Page into a SubPage, or "Child" of the "Parent" Page, select the appropriate Page from the drop-down menu. If you specify a Parent other than "Main Page (no parent)" from the list, the Page you are now editing will be made a Child of that selected Page. When your Pages are listed, the Child Page will be nested under the Parent Page. The Permalinks of your Pages will also reflect this Page hierarchy.

Example :

General Products Page (parent of) → Product A Page (child)

What is a post

- Post are small piece of text and content. Generally used on news or blog sections of a site.

Quote from WordPress about Posts

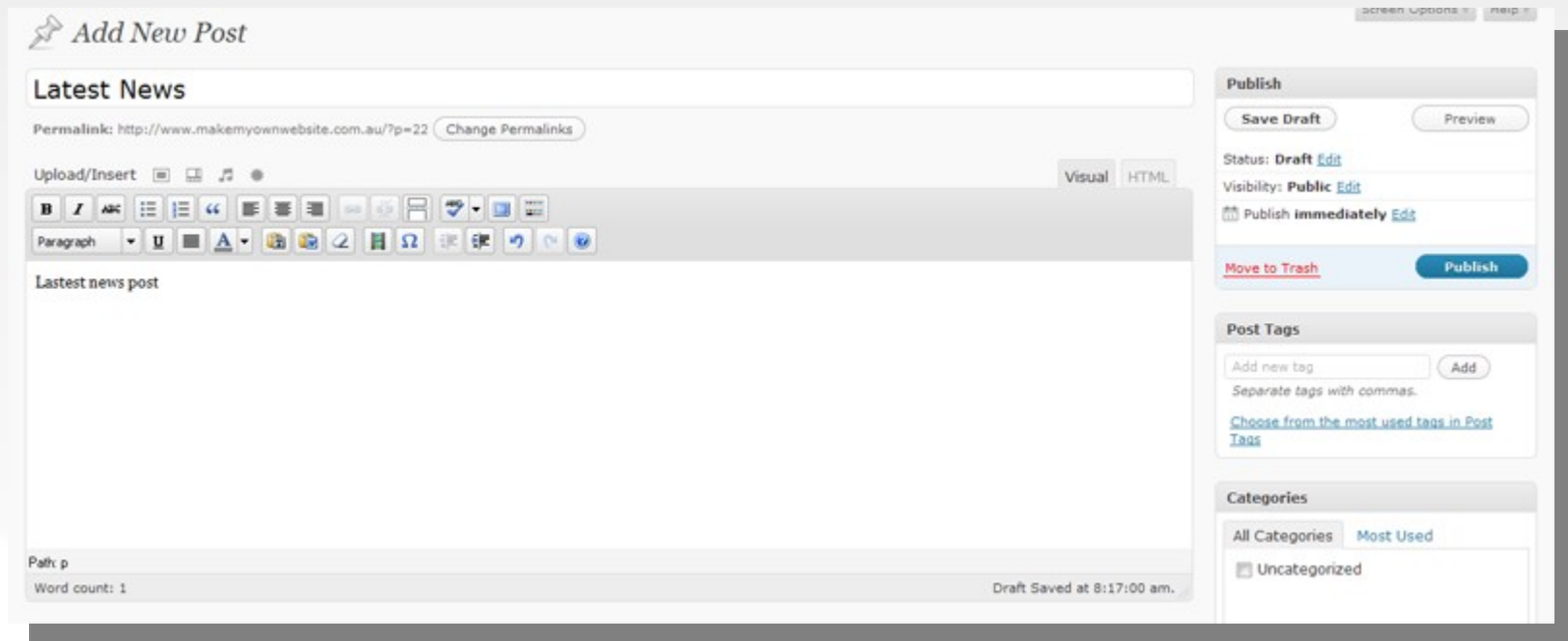
"Posts are the principal element (or content) of a blog. The Posts are the writings, compositions, discussions, discourses, musings, and, yes, the rantings, of a blog owner and contributors. Posts, in most cases, are the reason a blog exists; without Posts, there is no blog!"

The screenshot shows a WordPress blog post titled "The Rise and Fall of the First Home Buyer" dated January 22nd, 2010. The post content discusses the First Home Buyers Boost program introduced by the Federal Government in late 2008. It mentions that in 2009, nearly 30% of all loans taken out in 2009 were for First Home Buyers, significantly higher than the long term average of approx 16-17%. The post also notes that the extra grant monies available through the Boost program had a defined end date of 31 December 2009, which had the effect of bringing 2-3 years worth of possible First Home Owners demand into a short 9-12 month period. It states that anyone who was thinking of buying their first home in the next few years generally bought a home last year. As a result, any homes for sale in the \$250 - 500K bracket were overrun with first home buyers looking to buy and the investor market was almost dormant. The post concludes that now that 2010 has arrived, there aren't many potential First Home Buyers left. They all bought last year. Thus, it is not an unreasonable expectation that the percentage of loans going to first home buyers will be approximately 10% or even lower. Much lower than the long term average. This will make the property market much more attractive to investors as they won't have to be competing with First Home Buyers for properties in the preferred \$300-500K price bracket where rental yields are highest. It is not a huge stretch to expect that the 2010 property market will therefore be the year of the investors.

Below the main text, there are two columns of ads. The left ad is for "OzForex Money Transfers" and the right ad is for "Send Money Overseas". Below these are social sharing icons for Facebook, Twitter, LinkedIn, etc. and a "Share and Enjoy:" section with various social media icons. Below that is a "Opinion and Commentary" section with a link to "PHOG, first home buyers, GFC, investment property, loans".

The second post shown is titled "From CNBC – Cramer: Stocks Off Obama's Radar" dated January 18th, 2010. It features an ad for "Money2India" with a "Get Started!" button. The post content states that according to CNBC Jim Cramer, Obama is not focusing attention where it is most needed. It quotes Cramer as saying that President Obama's proposed bank tax, to recoup losses from the government's \$700 billion bailout, has turned up the heat on the financial-services sector. So much so that the group is front-page news, and not just on The Wall Street Journal. Investors now are less likely to buy the related stocks given their above-the-fold position in The New York Times. Cramer said, "That's what causes the real weakness" in banks right now. The full story is available at <http://www.cnbc.com/id/34882696>.

Add or editing a post is really **easy**. Almost like using any word processor.



Video of Posts

Post Tags

- From WordPress

"Tags are the keywords you might assign to each post. Not to be confused with Categories, Tags have no hierarchy, meaning there's no relationship from one Tag to another. But like Categories, Tags provide another means to aid your readers in accessing information on your blog."

Categories

- From WordPress

"Every Post in WordPress is filed under one or more Categories. Categories allow the classification of your Posts into groups and subgroups, thereby aiding viewers in the navigation and use of your site."

Each Category may be assigned to a Category Parent so that you may set up a hierarchy within the category structure. Eg. hierarchy might be Car->Ford->Mustang. In creating categories, recognize that each category name must be unique, regardless of hierarchy."

Media

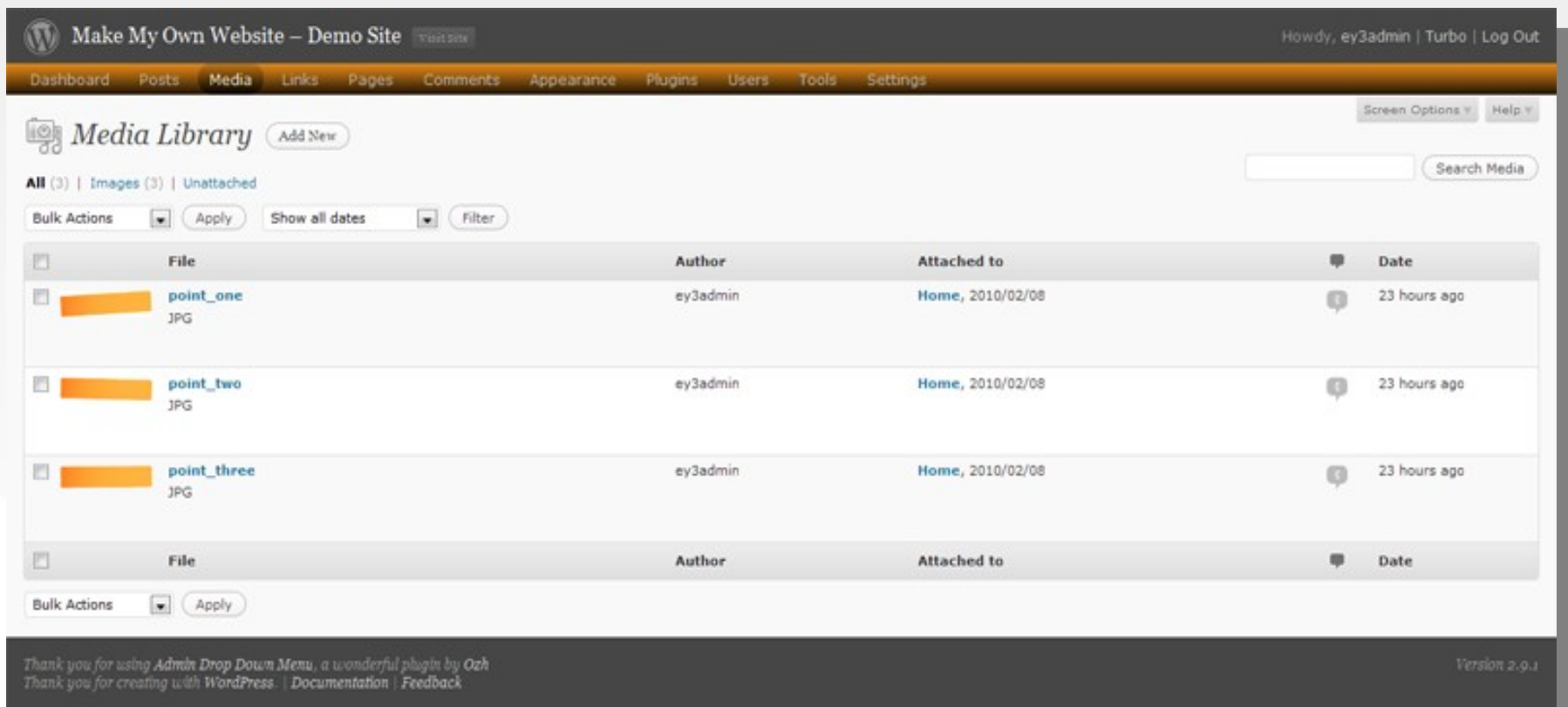
- Media are any of the following that you have uploaded and use in your site :
 - Images
 - Videos,
 - Sound Recordings,
 - Document files (like PDF, Word)
- Media is typically uploaded and inserted into the content when writing a Post or writing a Page.

**** A recommendation is, where possible, only use PDFs to reduce issues with security and privacy. ****




Video of Add Video

Media Library

- This is place to store and manage media



The screenshot shows the WordPress Media Library interface for a demo site. The top navigation bar includes 'Dashboard', 'Posts', 'Media', 'Links', 'Pages', 'Comments', 'Appearance', 'Plugins', 'Users', 'Tools', and 'Settings'. The 'Media' section is active, showing 'Media Library' with an 'Add New' button. Below the header, there are filters for 'All (3)', 'Images (3)', and 'Unattached'. A search bar is present with the text 'Search Media'. The main content area displays a table of media items:

File	Author	Attached to	Date
 point_one JPG	ey3admin	Home, 2010/02/08	23 hours ago
 point_two JPG	ey3admin	Home, 2010/02/08	23 hours ago
 point_three JPG	ey3admin	Home, 2010/02/08	23 hours ago

At the bottom of the interface, there is a footer with the text: 'Thank you for using Admin Drop Down Menu, a wonderful plugin by Ozh. Thank you for creating with WordPress. | Documentation | Feedback' and 'Version 2.9.1'.

Video of Media

Add new media

- Method 1 via top toolbar “media” → “Add new”



Upload New Media

Choose files to upload

Select Files

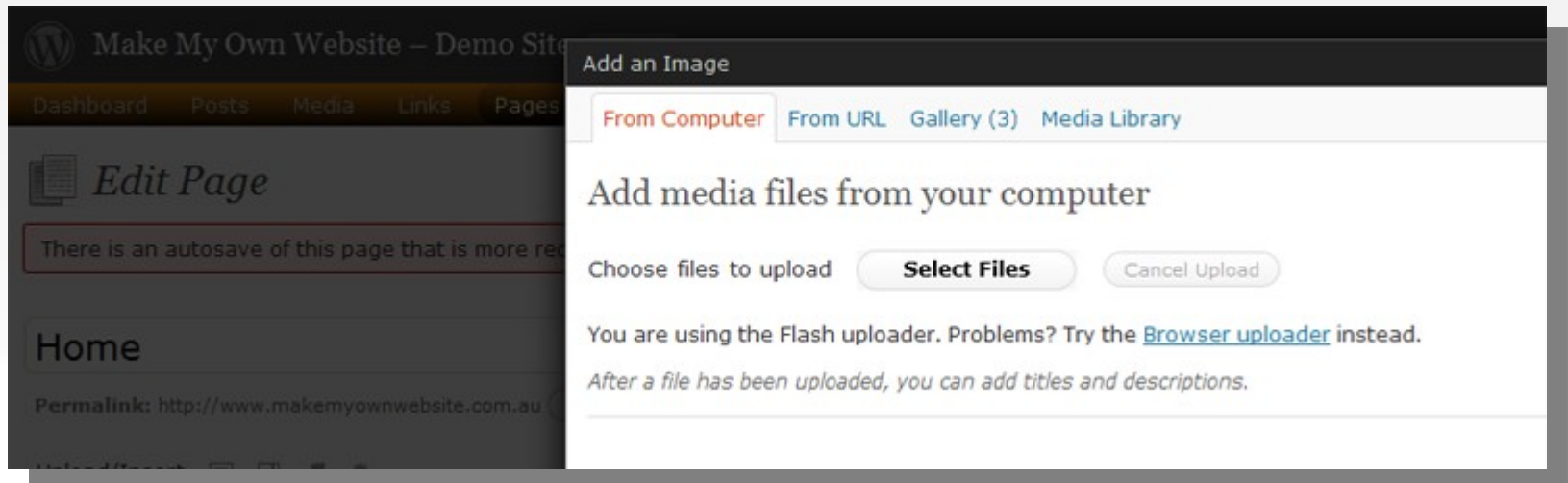
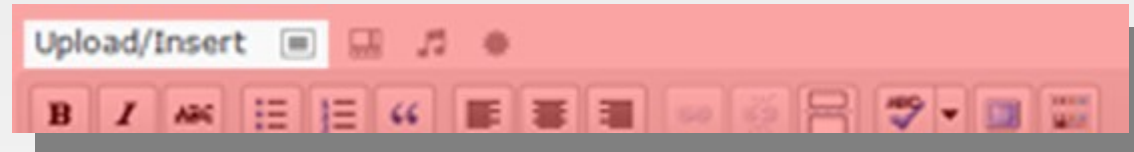
Cancel Upload

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

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

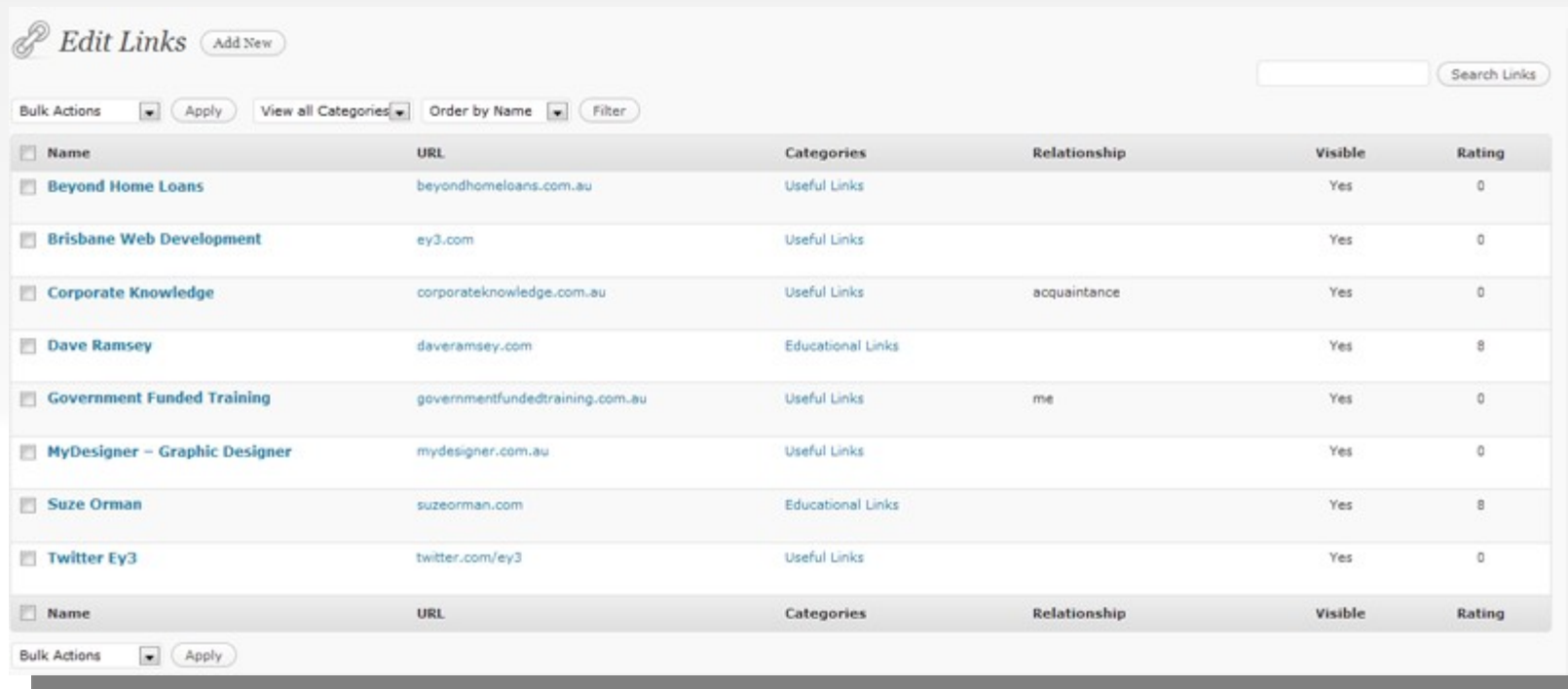
Add new media

- Method 2 via



WordPress Basics – Links

- What is a link
- Why are they important
- Links section you can
 - add new links
 - edit existing links
- Link Categories



The screenshot shows the 'Edit Links' page in WordPress. At the top, there is a link icon and the text 'Edit Links' with an 'Add New' button. Below this are several controls: 'Bulk Actions' with a dropdown arrow, an 'Apply' button, 'View all Categories' with a dropdown arrow, 'Order by Name' with a dropdown arrow, and a 'Filter' button. On the right side, there is a search box and a 'Search Links' button. The main content is a table with the following columns: Name, URL, Categories, Relationship, Visible, and Rating. The table contains several rows of links, each with a checkbox in the 'Name' column. Below the table, there are 'Bulk Actions' and 'Apply' buttons.

<input type="checkbox"/> Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/> Beyond Home Loans	beyondhomeloans.com.au	Useful Links		Yes	0
<input type="checkbox"/> Brisbane Web Development	ey3.com	Useful Links		Yes	0
<input type="checkbox"/> Corporate Knowledge	corporateknowledge.com.au	Useful Links	acquaintance	Yes	0
<input type="checkbox"/> Dave Ramsey	daveramsey.com	Educational Links		Yes	8
<input type="checkbox"/> Government Funded Training	governmentfundedtraining.com.au	Useful Links	me	Yes	0
<input type="checkbox"/> MyDesigner – Graphic Designer	mydesigner.com.au	Useful Links		Yes	0
<input type="checkbox"/> Suze Orman	suzeorman.com	Educational Links		Yes	8
<input type="checkbox"/> Twitter Ey3	twitter.com/ey3	Useful Links		Yes	0

Video of Links

WordPress Basics – Comments

What is a comment ?

Comments are statements that are left by users.

Should I allow them to be included ?

They can be both good and evil. You must consider your own circumstances

What is “Comment Spam” ?

Either an automated or manually entered “spam” comment. Often selling something inappropriate.

Edit Comments

All | Pending (0) | Approved | Spam (2) | Trash (0)

Bulk Actions Show all comment types

Author	Comment	In Response To
 Kelly Brown google.com kellybrown@ds4ns1ns2.cn 89.28.14.35	Submitted on 2009/06/13 at 2:41am Hi, very nice post. I have been wonder'n bout this issue,so thanks for posting	"Debt as Money" and "Quantitative/Credit Easing" #
 JamesD biduabariakaf@gmail.com 202.157.226.86	Submitted on 2009/06/11 at 5:11pm Thanks for the useful info. It's so interesting	US Dollar Tumbles Further – Still further to go ? #
Author	Comment	In Response To

Bulk Actions

- WordPress is like other software needs to be updated from time to time. This done for new features, improvements and security reasons.
- Applies to both WordPress and Plug-ins will need to be updated.
- Warning – if you do this yourself and you are running plugins – make sure that your plugin is compatible with your update.

Power of Plug-ins

- Extending the functionality of WordPress.
- Third party web applications - usually written for specific purpose.
- Currently there are more 10,000+ Plug-ins.
- Below is a very small sample of types features available

- * Shopping Carts
- * Real Estate Office Management
- * Advanced Search Engine Opt.
- * Advanced Photo Galleries
- * Events Management
- * Newsletter Management
- * Membership management
- * Google Analytics
- * Google AdSense
- * Google Maps
- * Google Store Locator
- * Staff Directory
- * Social Network Plug-ins
- * To Do Lists

Shopping Cart Example

- Allow your visitors to purchase goods and services.
- With a shopping cart plugin for WordPress that is easy to use, fully featured suitable for selling your products, services, and or fees online.
- It is Web 2.0 application designed with usability, aesthetics, and presentation in mind.
- Can be customise to suit your needs.

Display Products

Add Product

Please Select a Category:

Select an Existing Product

Name	Price	Position	Edit
special test 1 0	\$3.00		Edit
Free File Test 5 1	\$0.00		Edit
MP3 File 2 2	\$1.00		Edit
a sock 4 3	\$5.00		Edit
Membership 3 4	\$0.00		Edit

Advanced Search Engine Optimization

- Get more visitors for your site.
- By giving each page some extra content that is meaningful is far as Google is concerned.
- Many simple and advanced options

[Click here for Support](#)

Title:

characters. Most search engines use a maximum of 60 chars for the title.

Description:

characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated):

Title Attribute:

Menu Label:

Disable on this page/post:

Social Sites

Twitter.com

- use to communicate with people via and sms/text like messaging service.
- Can be very good way to build a stream of potentially engaging communications with clients and wider community.
- You can follow us @ **twitter.com/ey3**



Facebook.com

- Far more social than professional but recently have started allow businesses to have "fan" pages.
- Use cautiously always be professional.

Professional Sites

Linkedin.com

- Great for connecting people you have worked with in past.
- Very good way to find professionals to solve problems and make requests.

Successful sites follow these principles

- Must have a clear and well defined **purpose**
- Content must be **focused** and **attractive**
- Design needs to be **suitable** and **appeal** to your target market
- Build links with other sites and then build some more when you think you're done. Every link to your site is a considered a vote by Google.
- Be ***professionally social-able***, considered and thoughtful in your self promotion

We will be running more advanced workshops for businesses wanting to expand their knowledge of the Internet and websites.

Advanced WordPress

- Optimising a site for search engines and more free traffic
- Running a Blog
- Custom menus and navigation
- Integrating with Social media sites
- Selling products with a shopping cart
- And more

Social Media for Your Business

- What is social media
- Which networks to focus on
- How it can help your business
- Attracting new customers
- Dealing with negativity
- Advertising on Social Networks
- And more

Special offer

2 Workshops (3 hours each) for \$75 or \$49 each.

Ey3 can help you with all your web requirements

Web Basics

- Domain name advise and registration
- Hosting
- Logo design
- Web design
- Content production
- Wordpress build
- Custom build websites
- Training & documentation

Advanced Web

- Custom website builds & functionality
- Add ons & plugins
- Open source systems customization
- Search Engine optimization advise
- Social Networking advise & setup
- Custom system development
- Custom databases & programming
- Web applications & software development
- Ipad / Ipod developments

If you need any more assistance please contact one of our staff here tonight to arrange a **free** meeting for a quotation.
Luke, Kerrie, Lisa