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

**Brisbane WordPress Packages** Visit Site

🏠 Dashboard  📌 Posts  📷 Media  🔗 Links  📖 Pages  💬 Co

## Dashboard

**Right Now**

*At a Glance*

1 Post
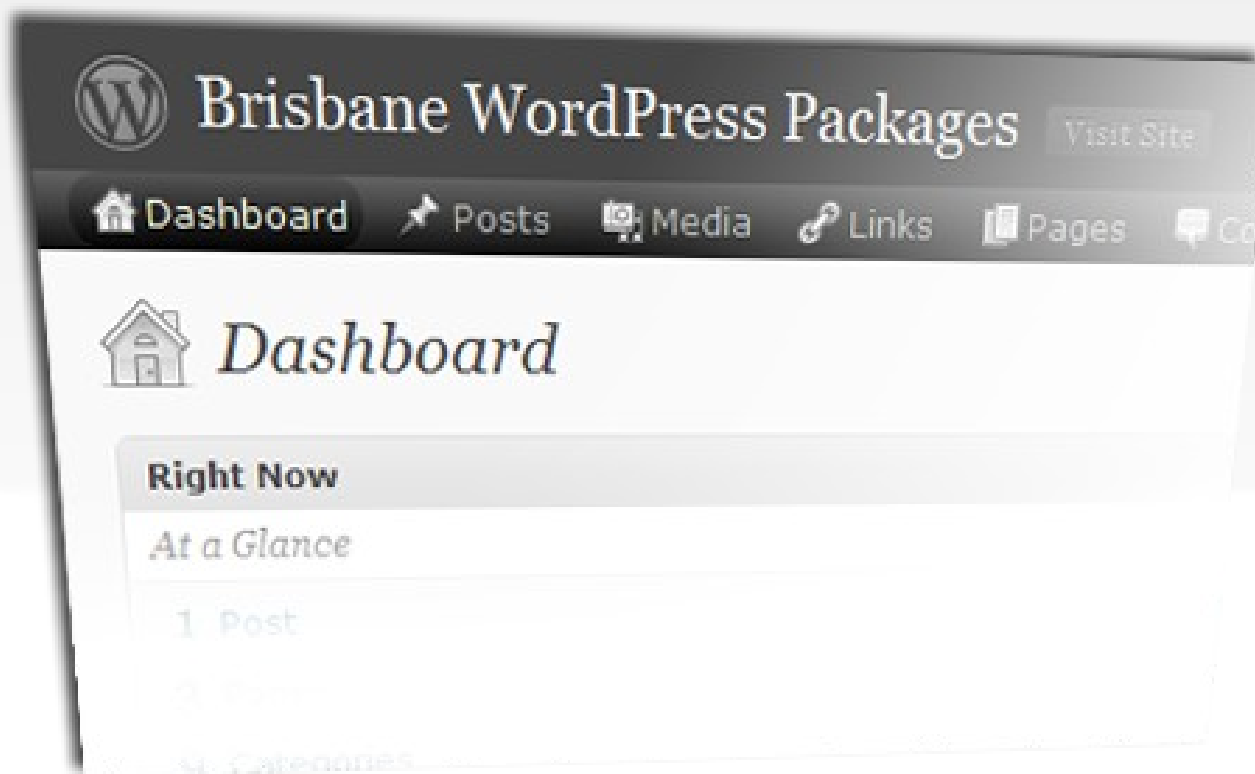
**Handouts**

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!
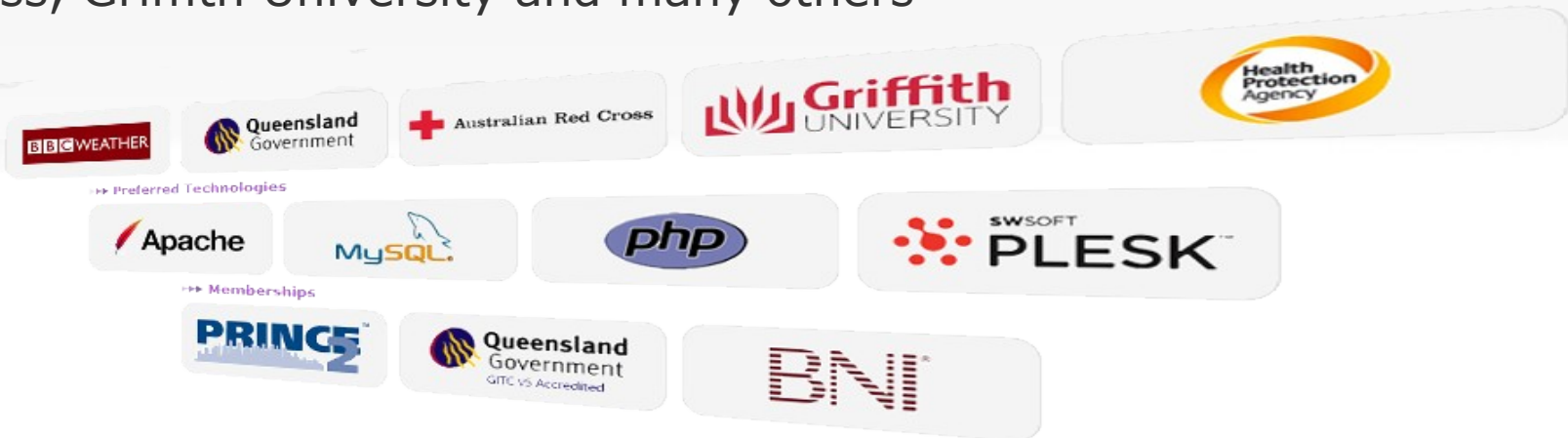
• Ey3 has been developing successful websites, databases and information system solutions for businesses, governments and charities since 1996.

• Ey3 are a Brisbane based development team of around **15 people** which includes project managers, developers, copywriters and designers.

• Ey3 works for clients such BBC Weather (London), Australian Red Cross, Griffith University and many others

Ey3® is not affiliated WordPress® in any way. Ey3 are both WordPress® and Open Source Software enthusiasts

This course is designed to show you how to build a successful website using WordPress and Ey3. 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**

- At Ey3 you can choose DIY, BYO (site conversion), Template or Custom for 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

## 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*"**

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# WordPress Basics – Common Terms

*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)
- **Site –** Website
- **Page –** A specific area with a site (like About Us)
- **Post –** A sub section within a page.
- **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.

# WordPress Basics – Login Process

## *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.

# WordPress Basics – The Dashboard



## Dashboard

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

Video of Dashboard

# WordPress Basics – Navigation.

- Ey3 customizes the navigation in WordPress by using a special Plug-in designed to make using wordpress even quicker

- The main menu runs across the top of the screen. This is actually easier to use the standard WordPress setup

# WordPress Basics – Content Editor
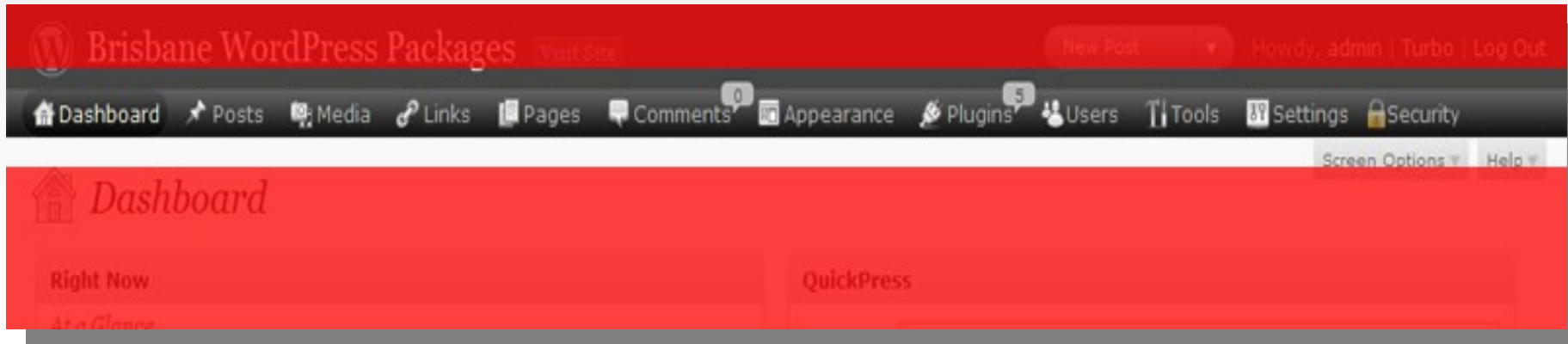
- When using WordPress you have the ability to change your page content easily.

- This image is highlighting the area of a site which even basic users can typically change without problems

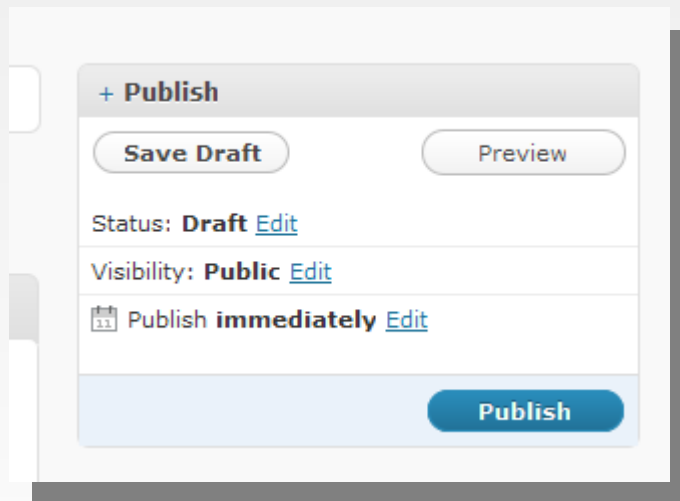www.ey3.com | info@ey3.com | 1300 856 393

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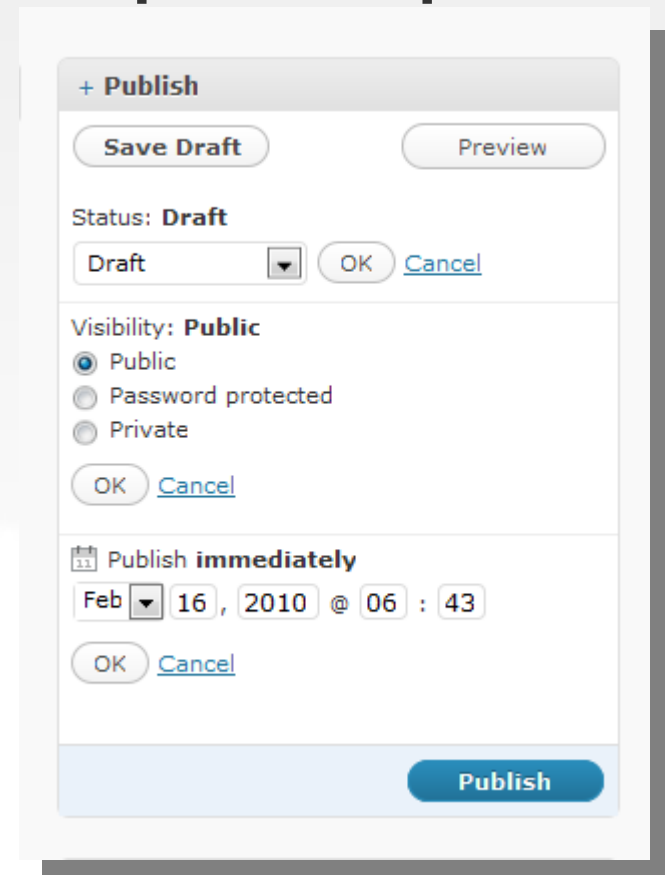- Changing the size of the editing area is a common question

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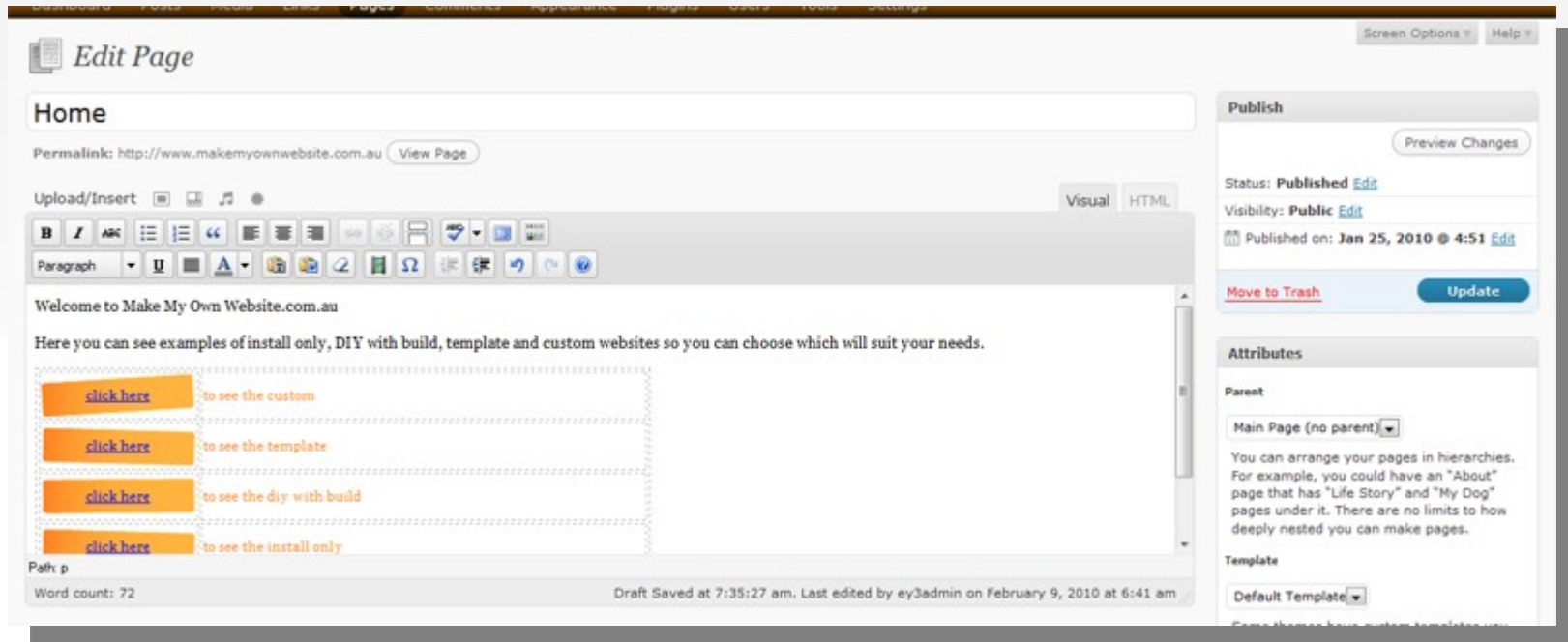
- When you've finished editing your page you can publish it immediately, save it as a draft or even set the publication for a future time and date.

**Simple Options**

**Expanded Options**

# 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

# WordPress Basics – Pages Details

- **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)**
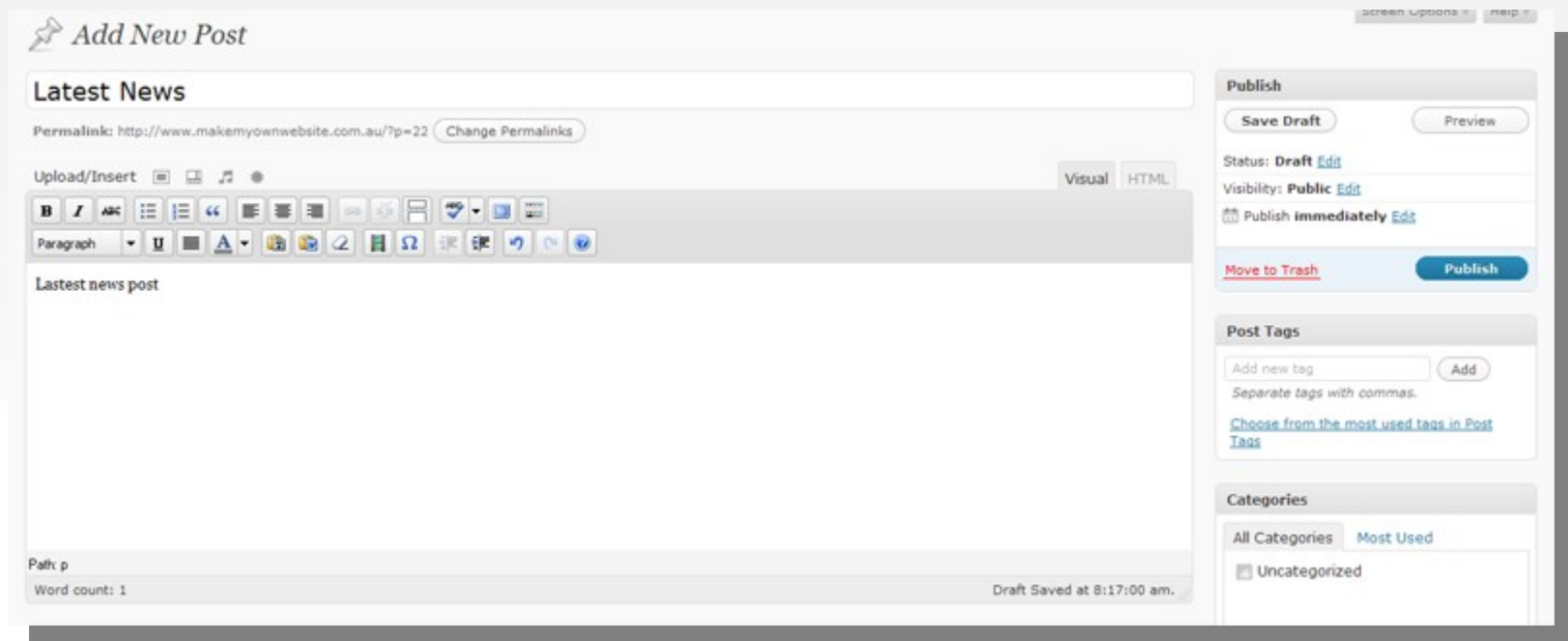
## What is a post

- 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!"*

Add or editing a post is really **easy**. Almost like using any word processor. Even better, Ey3 can customise the interface buttons to make it as simple or advanced as you need.



Video of Posts

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## 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."*
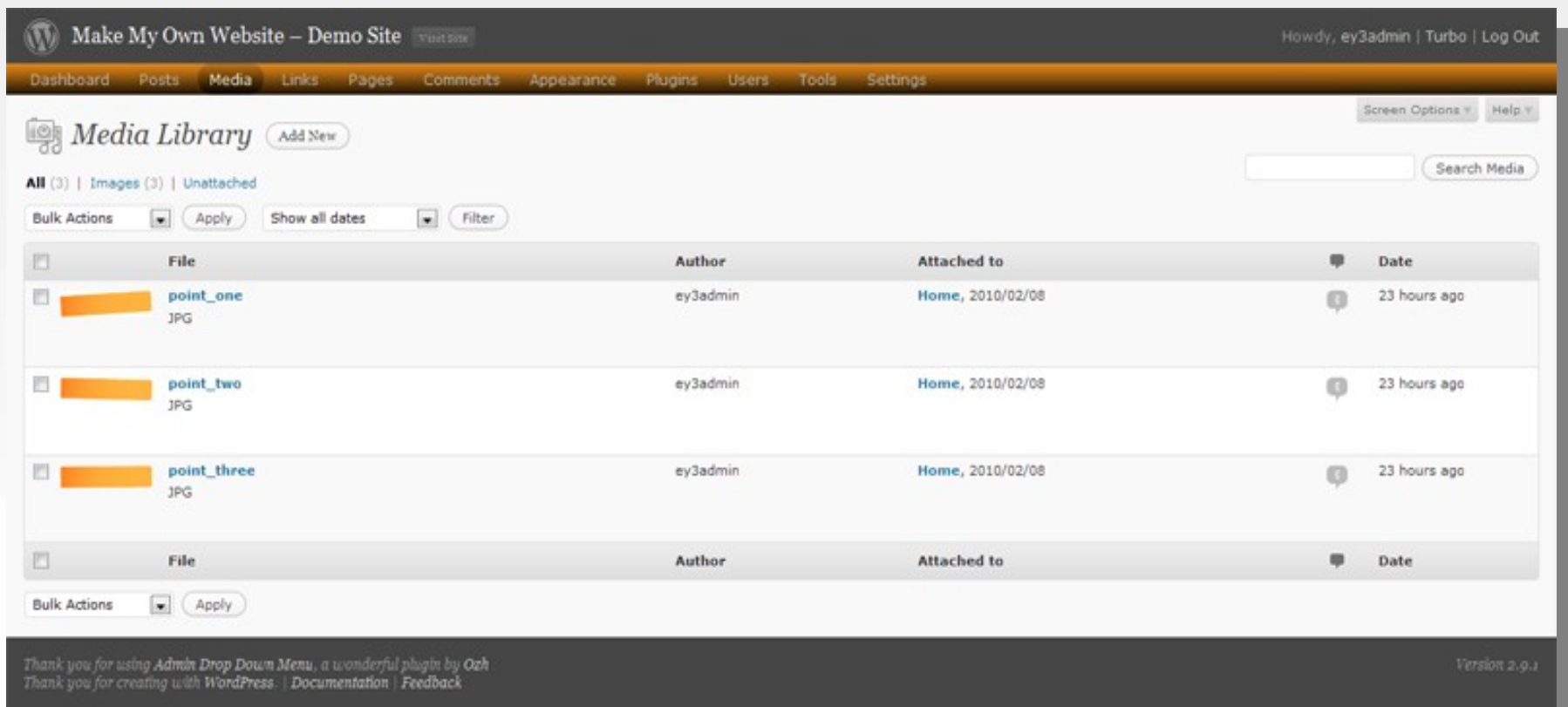
## Media

- 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 Media

## Media Library

- This is place to store and manage media



Video of Media

## Add new media

- Method 1 via menu "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.*

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## Add new media

- Method 2 via

Upload/Insert

**B** *I* ABC ☰ ☷ " ▤ ▤ ▤

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Make My Own Website – Demo Site

Dashboard   Posts   Media   Links   Pages

📄 Edit Page

There is an autosave of this page that is more rec

Home

Permalink: http://www.makemyownwebsite.com.au

**Add an Image**

From Computer   From URL   Gallery (3)   Media Library

Add media files from your computer
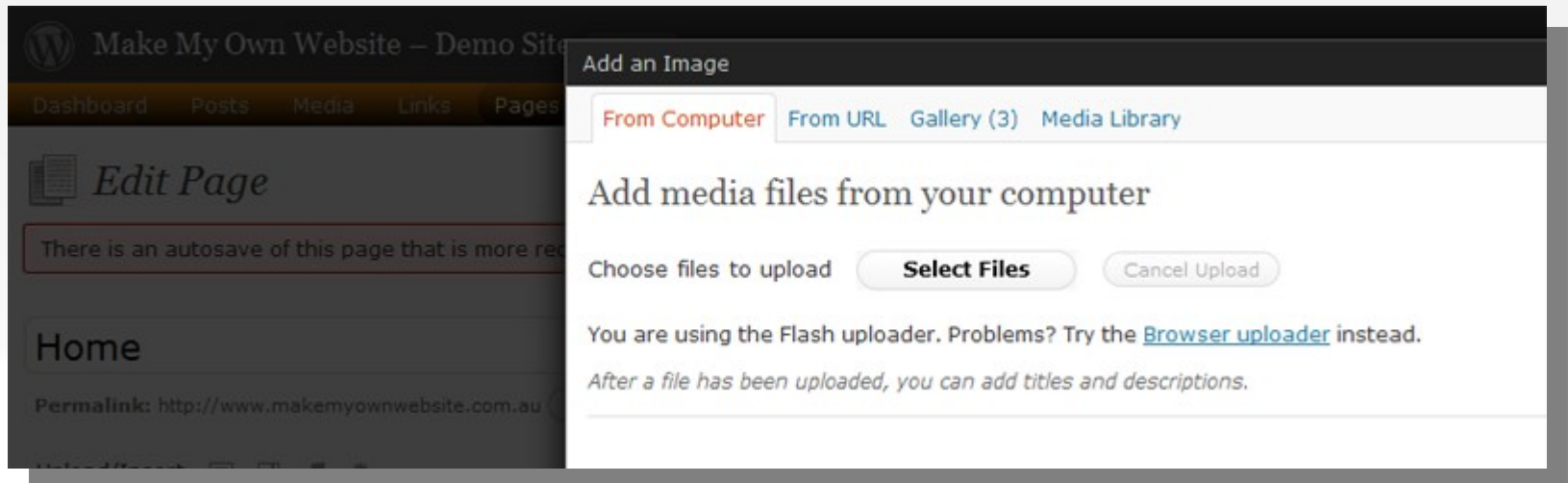
Choose files to upload    **Select Files**    Cancel Upload

You are using the Flash uploader. Problems? Try the Browser uploader instead.

*After a file has been uploaded, you can add titles and descriptions.*
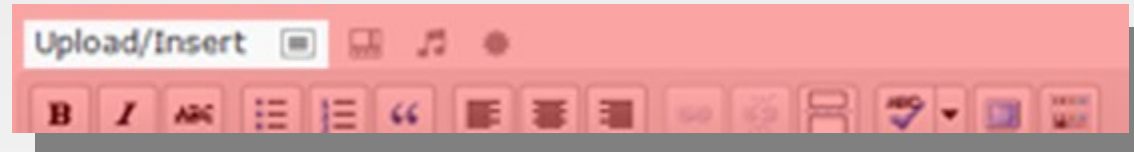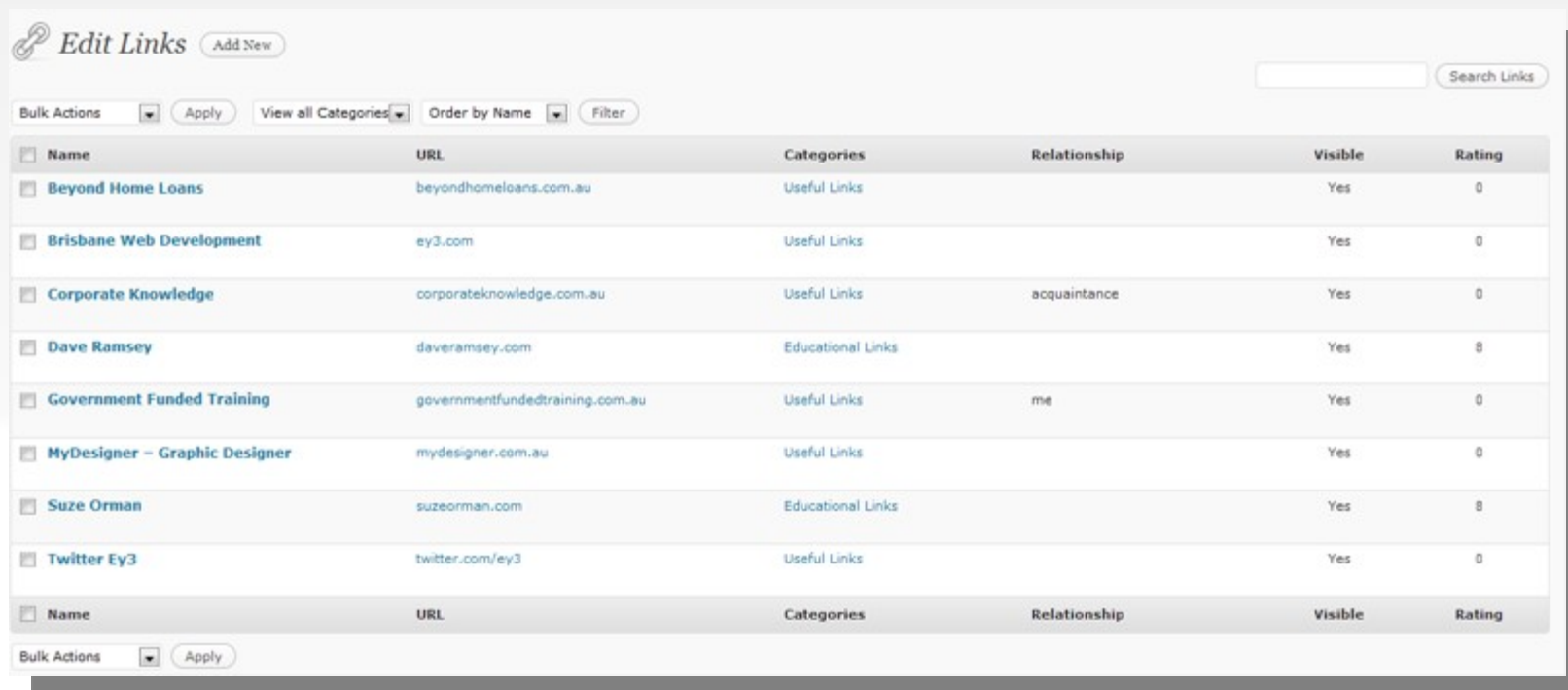
# WordPress Basics – Links

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



Video of Links

## 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.

# WordPress – Updates and Upgrades.

- 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.

- Ey3 can arrange for this to be done.

- 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 8,000+ Plug-ins.
- Below is a very small sample of types features available

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

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## 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.

- Ey3 can install, customise and add functionality to meet your requirements.

### Display Products

Add Product

Please Select a Category: MP3 files

**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
- Ey3 can install and customise to meet your requirements.

`

Click here for Support

**Title:** [      ]
0 characters. Most search engines use a maximum of 60 chars for the title.

**Description:** [                    ]
0 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:** ☐

## Newsletter Example

- Easily manage your requirements for Newsletters

- Save time running a Blog and Newsletter together.

- Engage in communications with your clients

- Ey3 can install, customise and add functionality to meet your requirements.

*Post Notification*

Info · Manage addresses · Export addresses · List addresses · Delete addresses · Settings · Instructions · Test · Change log

**Manage addresses**

The Emails may be seprated by newline, space, comma, semi colon, tabs, [, ], < or >.
**Watch out! There is only simple checking whether the email address is valid.**

Load LDIF-File: [ ] [Browse…] [Load]
**Emails:**

What should be done?
- ◉ Add selected categories
- ◯ Remove selected categories
- ◯ Replace with selected categories
- ◯ Delete the listed emails
- ☑ All

- ☑ news / rumors
- ☑ Opinion and Commentary
- ☑ Simple Money Tips

[Manage] [Reset]

## 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

**All websites are fully editable and come setup with WP based on a 5 page website (logo, content, design, dnr & hosting)**

**Transfer a current website (BYO, BYO, BYO, hosting only)**

- Convert your current site to WP from $1,470

**New Custom website (custom, custom, custom, .com.au)**

- The creme de la crème from $4,158

**New Template website (DIY, DIY, template, .com.au)**

- Great for starters from $1,033

You can also add our monthly support or platnium kits

# Specials for Tonight Only.

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## New or upgraded websites

- **10% discount** on all prices
- PLUS domain name for only $25 per year
- PLUS free hosting for 1 year
- Saving to you of up to $698
  (or at least $323 off our cheapest package)

  Transfer pack - $1,100
  Custom pack - $3,460
  Template pack - $710

## Existing WP websites

- **25% discount** on all plug-ins requested tonight

- Recommend a friend who purchases a Wordpress site and **get $100** !

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